

Nonprofit Online Gathering, March 30



April 15, 2020

Agenda

- Welcome
- Spring2ACTion changes & updates
- Prizes
- Your Dashboard
- Campaign ideas
- Group discussion
- Next Steps



What we know...

- We have heard great support for the new date and strategy from all stakeholder groups.
- We are moving fast and making hard decisions but we will be ready. Keep it simple, make it urgent and still have fun.
- You are awesome and thank you for your feedback. We are in this together with you every step of the way.

Spring2ACTion Changes & Updates

- **New date: April 15th; Early Giving: Friday, April 3rd!**
- Minimum donation now \$5
- Updating stakeholders and communicating urgency
- Increasing digital ads, online coverage and social media
- Adding new downloadable graphics & urgency messaging
- Adding page to promote local small businesses activations
- Solidifying Business Fundraisers and Ambassadors
- Adjusting the prize opportunities and structure
- Site will be open post-Spring2ACTion for donations

**As we monitor the situation we communicate about additional changes.*



Prizes

- **Leaderboards** - Top 5 finishes: 1st - \$1,500, 2nd - \$750, 3rd - \$500, 4th - \$250, 5th - \$100
 - Most Donors
 - Most Dollars
 - Free Agent Fundraisers (based on most donors)
- **Early Giving** - \$500 for most dollars and \$500 for most donors between April 3-14 and \$500 for most donors between midnight-8am on April 15
- **Power Hours** - \$500 for most donors during 11am-noon, 3-4pm, 7-8pm, 10-11pm
- **ACTion Heroes** - \$100 prizes hourly from midnight - 11pm (randomly drawn)
- **Prizes by Operating Budget** - \$500 randomly drawn prize in S, M, L, & XL categories
 - 25 donors by Noon
 - 50 donors by Midnight
- **Volunteer Led** - \$500 for most donors
- **Surprise Prizes**

**Only online donations will count for prize consideration. ACT DAF donations will count towards leaderboard prizes. Organizations are eligible to win one leaderboard prize, one power hour prize and one randomly drawn prize.*

Your Dashboard

- Organization's info
- Organization story - enter a goal (fundraising bar will appear on the day-of giving)
- Get verified to collect donations
- Add donation levels
- Thank you message
- Add Fundraisers
- Add offline donations
- Manage sponsor matching
- Manage donations
- Share your page - use unique URL

Campaign ideas to consider

- Engage a couple of ambassadors or free agent fundraisers
- Messaging: Be clear, transparent, honest, urgent & visual
- Print out your own "I #Spring2ACTion because..." sign and encourage your supporters to take selfies, share on social media, and tag your nonprofit
- Use Facebook live/Instagram live to bring "events" online or have staff/volunteers do a "take over"
- Repurpose an event sponsorship as a match or challenge
- Offer an in-kind/offline/non-financial option (ie. gift cards, specific goods, acts of kindness or sharing your social media posts)
- Consider a safe dare or challenge to engage your followers. For example, if you reach 50 donors, your ED will get a pie in the face or dye their hair a fun color!



Group Discussion

Let's talk!

- What are your highest priority needs, thoughts, concerns right now?
- What changes are you already planning? Any ideas to share?
- How can we be helpful to you ahead of early giving that starts on Friday?

Planning for April 15

- **April 6 & April 13** – Nonprofit Online Gathering
- **April 2** – Final Steps to Success and Q&A
- **April 2** – Complete your giving day profile & become donate-able
- **April 3 – 14** – Early Giving for Spring2ACTion
- **April 15** – Spring2ACTion!
- **April 16 & beyond** – Thank and steward your donors



We leave you with this...

We are doing this together.

This is an opportunity to do a few new things.

Donors are ready to help and the time is now.

The community needs you more than ever.

We are grateful for you and here for you!



Questions?

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