

# Spring2ACTion 301

Social Media, Events, Prizes & Stewardship

March 21, 2024



**Spring2ACTion**

**Alexandria's Giving Day**  
presented by ACT for Alexandria

# Your S2A ACT Team



**Brandi**

*Chief Program Officer*



**Vannice**

*Program & Development  
Associate*

# About ACT for Alexandria

ACT is Alexandria's Community Foundation



Amplifying the work of the community by bringing people and resources together.

# What is Spring2ACTion?

- Alexandria's Giving Day - one day when our community comes together to support nonprofits!
- 24-hour online giving event on April 24 through a single giving platform GiveGab
- Connects donors to the charitable causes they care about most and encourages them to take action
- Capacity Building Tool providing customized trainings, tools, templates, and guides to optimize your fundraising efforts all-year round!
- Crowdfunding and peer to peer fundraising mixed with friendly competition

# Spring2ACTion 2024

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ACT for ALEXANDRIA  
A COMMUNITY FOUNDATION

GiveGab is becoming  Bonterra.

# Your S2A GiveGab Team



**Kalia**

***Associate Project  
Manager***



**Victoria**

***Project Manager***

# Zoom Etiquette

**This session is being recorded.** The recording will be available on the Trainings page by **March 25.**

If you have questions or comments throughout our training, please use the Chat box.

Introduce yourself! **Name, organization and if you could go anywhere, where you would like to go for Spring Break?**



**Chat Box**

# Agenda



- **Social Media**
- **Events**
- **Prizes**
- **Donor Stewardship**
- **Resources & Important Dates**



# Social Media

- **Share your link** – use share buttons from your S2A dashboard, add to your bio
- **Create new content** – what can you share leading up to Spring2ACTion?
  - Photos
  - Videos
  - Impact Story
  - Recruit Free Agent Fundraisers, highlight Free Agents Fundraisers
  - Early giving
  - S2A event
  - Matching grant
  - Goals and how you're progressing
- **Engagement** – Ask Me Anything, Add Yours, What do you love about XX nonprofit/favorite memory related to XX nonprofit?
- **Follow** ACT's social media channels ([Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#)) and use #Spring2ACTion

# Events

- **Who:** Board Members, Donors, Volunteers, Stakeholders, Your FAFs
- **What:** Coffee, happy hour, lunch/dinner, site visit, watch party
- **Where:** Select a location – your office, someone's home, partner with a local business
- **When:** April 10 - 24
- **Why:** Giving is social – this is an opportunity for connection, fundraising and FUN!
- **How:** Publicize via social media, email, share your event on the Spring2ACTion site, include photos after

# Spring2ACTion Events



# Prizes

- Free Agent Fundraiser Challenge
- Leaderboards – Small (under \$500K), Medium (\$500-1M) & Large (\$1M+) and Free Agent Fundraisers (Most Donors)
- Early Giving – April 10 – 23 (11:59pm) – Most Donors & Most Dollars
- Power Hours – April 24 – 12am – 8am, 11am – noon, 3-4pm, 7-8pm, 10-11pm – Most Donors & Most Dollars
- ACTion Hero Prizes – randomly drawn from 10am – 10pm on April 24

**The Fine Print:** Only online donations made on the GiveGab platform during Spring2ACTION on April 24, 2024 and during early giving (April 10-23) will be considered for prizes. All prizes winners are subject to verification.

**Organizations are only eligible to win one leaderboard prize, one early giving prize, two power hour prizes, and one randomly drawn prize.** If your organization qualified for more than one leaderboard prize, ACT for Alexandria will refer to your highest-ranking placement for final winner standings. In calculating Most Donors, a unique donor is defined by their email address.

# Donor Stewardship

- Tax Deduction Letter issued by GiveGab
- Phone Calls
- Emails
- Social media shout outs
- Invitation to Next Event
- Share the impact of the donation (immediate, short-term, long-term)
- Add email and address to database for newsletter and year-end campaign
- Offer to meet 1:1
- New donor? Ask what compelled them to give, how do they want to receive information from you?
- **What ideas do you have for donor stewardship?**

# Breakout Questions

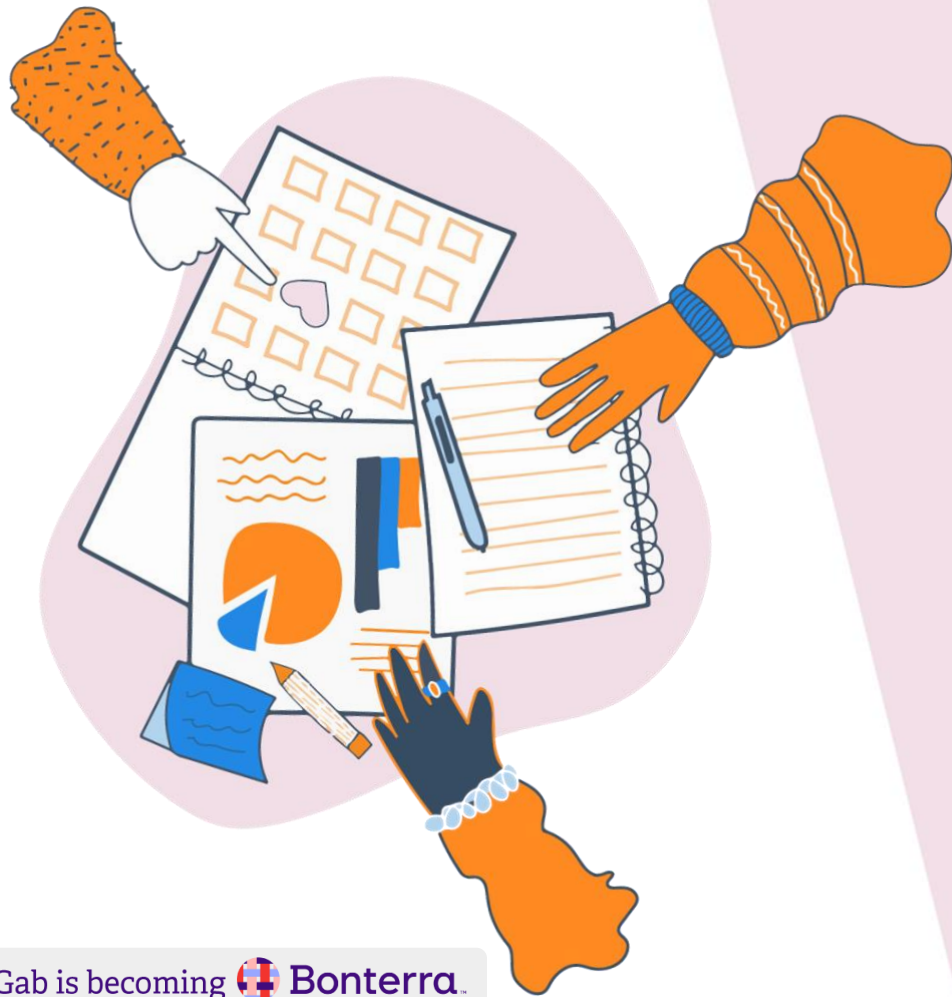
Let's hear from your fellow attendees:

What is something new you are trying with social media?

Are you considering an event? What ideas do you have?

How are you engaging donors pre and post Spring2ACTion?

What questions do you have for one another?



# Resources & Upcoming Dates

# On-Demand Office Hours

- Just for nonprofits participating in Spring2ACTion!
- Available Wednesday, April 3 through Wednesday, April 17 (before and during early giving)
- Nonprofit administrators can sign up for a 20-minute one-on-one session with a Customer Success Champion or a Chat Specialist
- Sign up for your time on the Trainings page at [spring2action.org](https://spring2action.org)

## **Available Times:**

April 3 | 11 am - 12 pm

April 4 | 11 am - 12 pm

April 5 | 2 - 3 pm

April 8 | 4 - 5 pm

April 9 | 4 - 5 pm

April 10 | 11 am - 12 pm

April 11 | 11 am - 12 pm

April 12 | 2 - 3 pm

April 15 | 4 - 5 pm

April 16 | 4 - 5 pm

April 17 | 2 - 3 pm



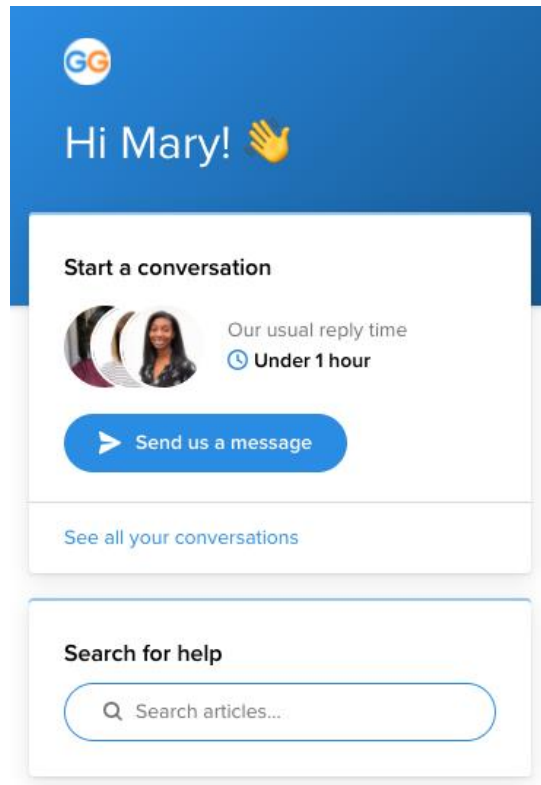
# Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at  
[CustomerSuccess@GiveGab.com](mailto:CustomerSuccess@GiveGab.com)

GiveGab is becoming  Bonterra.



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

# Media Promotions

- Alexandria Times
  - Special promotional insert on April 18. Alexandria Times will include facts/statements about nonprofits – name and then up to 70 characters including spaces. For example: “ABC Bike Coop has given away 50 bikes a year for 10 years.” Email facts to [mdevine@alextimes.com](mailto:mdevine@alextimes.com) by April 11
  - March 28, April 4, 11, 18, 25 and May 2, reserve by 9am Friday before ad will run
  - Discounts include – plus you save an additional 5% if you prepay
    - Full page - \$575
    - Half page - \$350
    - Quarter page - \$275
    - Eighth page - \$175
    - Sixteenth page - \$90

# Upcoming Dates

- Last Day to Register for Spring2ACTion – March 29
- Pick Up Materials – Tuesdays & Thursdays at ACT's offices - ALX Community Waterfront, April 2 – 23 (while supplies last)
- Office Hours – April 3 - 17
- Organization page ready and live – April 5 (or sooner)
- Early Giving – April 10 – 23
- ALX Dog Walk & Nonprofit Spring2ACTion Village (if applicable) – April 20
- Spring2ACTion – April 24
- Last chance to give – April 28 at 11:59pm (prize consideration only through April 24 at 11:59pm)
- Celebrate & Thank Yous – April 25 and beyond!

# Questions?



*April 24, 2024*