

Welcome to the I Live Here I Give Here Workshop

Introduce yourself in chat! What nonprofit do you represent? What's your favorite Central Texas weekend activity?



Thank you to our leading Amplify sponsors!

ILHIGH Amplify Fund



REISSA
FOUNDATION



GREATER ROUND ROCK
COMMUNITY
FOUNDATION



NETSPEND.



Austin Community
FOUNDATION

Tito's.



Handmade
VODKA
AUSTIN ★ TEXAS



CIRRUS LOGIC



CIRCUIT OF THE
AMERICAS

blackbaud

SHIELD-AYRES
FOUNDATION

Thank you to our year-round sponsors!

ILHIGH Annual Business Members



Own your tomorrow™



Helping Here.

StDavid's
HEALTHCARE



Texas
Mutual®





A message from our ILHIGH Workshop Sponsor



fortafy



Zoom Meeting



View

- ✓ Speaker
- Gallery
- Follow Host's Video Order
- Release Video Order
- Fullscreen

Turn On Original Sound

Participants (2)

- Lacy Alana (Host, me)
- Lacy Alana (Co-host)

Invite Mute All More

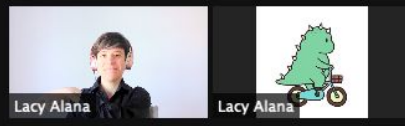
Chat

To: Everyone Type message here...



Lacy Alana

Zoom Meeting



View

Participants (2)

- Lacy Alana (Host, me)
- Lacy Alana (Co-host)

Turn On Original Sound



Lacy Alana

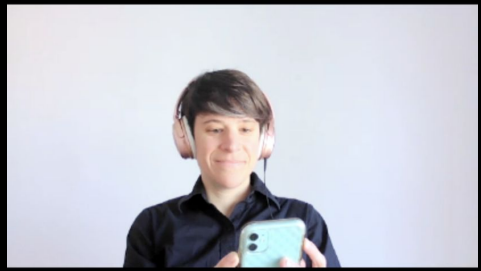
Invite Mute All More

Chat

To: Everyone Type message here... File

11:11 📶 🔋

🎧 Zoom ▾ Leave



🎧 Unmute 📺 Start Video 📺 Share Screen 👥 Participants ⋮ More

11:12 📶 🔋

🎧 📺 Zoom ▾ Leave

- Raise Hand
- Security
- Record to the Cloud
- Chat
- Claim Host
- Meeting Settings
- Minimize Meeting
- Virtual Background
- Disconnect Audio

👏 👍 ❤️ 😂 😮 🎉

✅ Yes ❌ No ⏪ Slower ⏩ Faster

Cancel

🎧 Unmute 📺 Start Video 📺 Share Screen 👥 Participants ⋮ More

Amplify Austin Day 2021 & Tapping into Amplify LIVE

Christine Herlin
Director of Nonprofit & Customer Relations
I Live Here I Give Here

Amplify Austin Day 2020

\$12.3M raised for 760 Nonprofits in 24-Hours

- **54,500** gifts from **29,000** donors including **13,932** first-time donors
- **\$1.8M** raised by **2,380** fundraising champions for their favorite cause
- **\$1M** raised by **98** local businesses
- **Over \$500K** awarded through prizes and matching incentives through the ILHIGH Amplify Fund
- Cost of fundraising reduced to an average of **-4%**
- **41.9M** social media impressions through #ILiveHereIGiveHere and **28.3M** earned media impressions



#GivingTuesdayNow

\$300,000 in response to COVID-19

3,122 donations



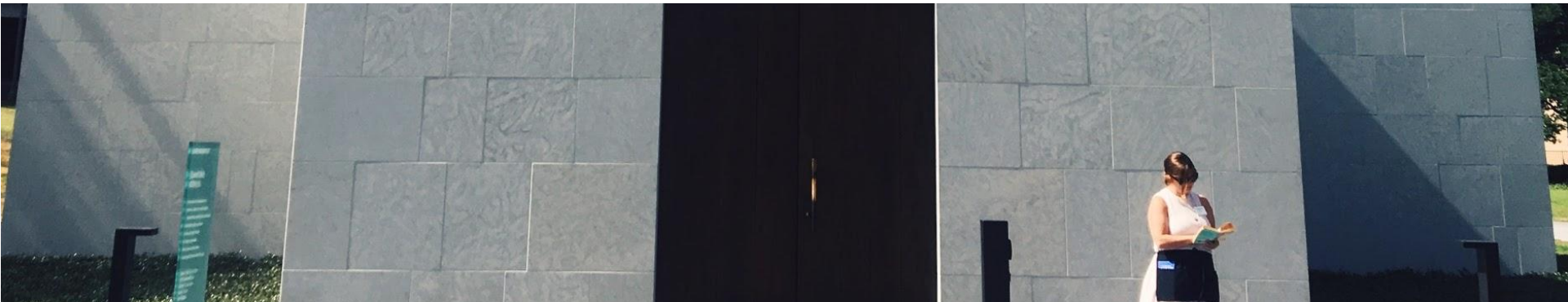
#GivingTuesday 2020

20M Actions for Good

\$9.4M Given by Central Texans



What's New for Amplify Austin Day 2021?



Amplify LIVE

Increasing Donor Traffic to AmplifyATX.org



Amplify LIVE: a virtual experience produced by C3 Presents at Electric Deluxe Recorders Studio and sponsored by Tito's Handmade Vodka



How You Can Participate...

Submit Your Video: Submit a 30 second - 2 minute video to be aired during Amplify LIVE on Amplify Austin Day.

“Like” I Live Here I Give Here on Facebook: Tell your donors to “Like” ILHIGH on Facebook so that they are alerted when the celebrity primetime segments air.

Share the Livestream: Make Amplify Austin Day viral by sharing the livestream on Facebook.

Win an Early Giving Prize: Early Giving Prizes winners receive a 5 minute interview with an executive leader that will air during a Prime Time segment.



Creating Your Amplify LIVE Video

First ask yourself: Do I have an existing video that meets the time (30 sec - 2 min) and spec (1920 x 1080p) requirements?

No? Then consider using this opportunity to:

- Use your smartphone, tablet or even Zoom to tell us an impact story or report on the collective impact we can make when we give together.
- Educate the community on your clients needs and the solutions you provide.
- Demonstrate your work in a fun engaging way! Host a cooking demonstration, give us a behind the scenes tour, or show us how we can help from home.
- Watch our [Amplify Austin Day Kick-Off Meeting Recording](#) for video inspiration.

Updated Prizes & Incentives

DOUBLE the Amount of Prize Dollars Available!!

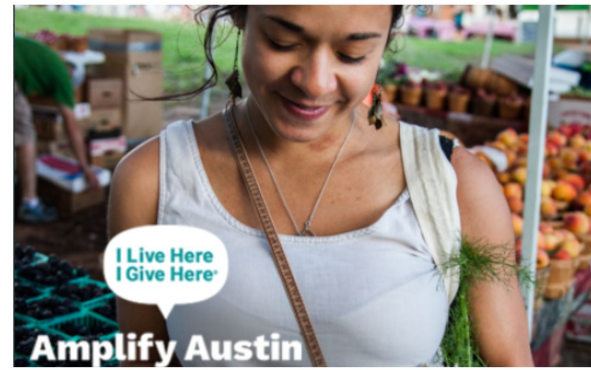
The ILHIGH Amplify Fund

Matching Opportunities

- I Live Here I Give Here Amplify Fund
- Category Matching
- Business Fundraiser Matching

Prizes

- 7 Grand Prizes - \$5,000
- 6 Early Giving Prizes - \$2,500 + Amplify Live interview
- 24 Hourly Prizes - \$1,000
- 24 Golden Tickets - \$100



New Cause Categories

[Read cause category definitions here](#)

Animal Care & Services

Arts & Culture

Basic Needs

Civic Engagement, Philanthropy & Volunteerism

Education & Literacy

Environment, Conservation & Sustainability

Health Care & Wellness

Housing, Shelter & Homelessness

Human Rights, Civil Rights & Advocacy

Human Services

Military & Veterans

Poverty

Public Media

Public Safety, Disaster Relief & Emergency Response

Racial Equity

Religion, Faith & Spirituality

Senior Adults

Sports & Recreation

Youth & Children

Special Matches & Prizes

The Reissa Relay

\$40,000 in prizes for small & medium nonprofits that serve at-risk children and vulnerable families OR that serve BIPOC communities or are BIPOC led.

Vets & Pets Match for Williamson County

\$30,000 in matching funds for military veteran and animal welfare organizations in Williamson County.

Animal Care & Services Match

\$25,000 in matching funds for Animal Care & Services organizations.

The New Philanthropists Challenge

Enter a special match pool by becoming a TNP board matching partner.

Shield-Ayres Basic Needs Match

\$10,000 in matching funds for small & medium Basic Needs organizations.

Leaderboard Grand Prizes

Gifts made between January 19 and 6:00 PM on March 5th will qualify.

- Small Nonprofit with the **Most Unique Donors**
- Medium Nonprofit with the **Most Unique Donors**
- Large Nonprofit with the **Most Unique Donors**

- Small Nonprofit with the **Most Dollars Raised**
- Medium Nonprofit with the **Most Dollars Raised**
- Large Nonprofit with the **Most Dollars Raised**

\$5,000



Match Champion Grand Prize

Awarded to the nonprofit that achieves the most dollars towards a match or matches that they have solicited for Amplify Austin Day.

- Matches must be listed publicly on the nonprofit's AmplifyATX.org profile before 5 PM on March 5th using the match potential function.
- The prize will be awarded after Amplify Austin Day and the nonprofit will be asked to provide proof to ILHIGH that they have received the match funding from their sponsor.

\$5,000

Why Matching Dollar Campaigns?

Create Urgency

Matches are set up for an exclusive period, which creates a sense of urgency!

More Impact

Givers appreciate knowing that a supporter is willing to make their \$1 into \$2.

Results

Nonprofits with a match raise 4X more than those that don't.



Mission Statement

The Andy Roddick Foundation's mission is to work with our community to expand opportunities for young people to learn, thrive, and succeed.

What's New

We are implementing a new curriculum into our 6 week Summer Learning and Enrichment Program! The groundbreaking all-day, week-long program focuses on building resilient, healthy students who are ready for the next school year to start. Students will participate in hands-on academic, physical and arts activities free of charge. Through our summer learning and enrichment program, we provide a positive and lasting impact on these students by keeping them safe, engaged and active.

Needs Statement

We need your help in transforming the time a child spends outside of the classroom into hours of opportunity! The cost for a child to attend the Summer Learning and Enrichment Program for one week is \$250 and \$1,500 for the whole summer. Donating \$100 will provide books our students need for the new curriculum. And donating \$2,500 not only sends a child to the Summer Learning Program, but provides them afterschool programming for one year.

Please join us as we raise the funds needed to deliver another unique and special program this summer benefiting the students at Pecan Springs, Harris, and Hart Elementary. Together, we can support our mission of providing enriching opportunities that will allow our youth to develop the skills they will need to succeed in and outside of the classroom.

Testimonials

'I know a lot of the students at this school — they really don't get those opportunities to go out and go camping, and go ziplining, or learn how to ride bikes. I just think it's

Match Potential 1



\$18,327 more unlocks \$5,000!



\$13,327 more unlocks \$5,000!



As a top tech employer in Austin, HomeAway is constantly evolving and investing in new tech advancements — from AI to machine learning. At the speed in which technology evolves, it's clear we must invest in the future generation of tech leaders NOW and that starts with school-age children. That's why we are supporting the worthy efforts of the Andy Roddick Foundation.

\$8,327 more unlocks \$5,000!



\$3,327 more unlocks \$5,000!

Early Giving Prizes

Gifts made between January 19 and 5:59 PM on March 4th will qualify.

- Small Nonprofit with the **Most Unique Donors**
- Medium Nonprofit with the **Most Unique Donors**
- Large Nonprofit with the **Most Unique Donors**

- Small Nonprofit with the **Most Dollars Raised**
- Medium Nonprofit with the **Most Dollars Raised**
- Large Nonprofit with the **Most Dollars Raised**

\$2,500



I Live Here I Give Here

Amplify Austin

[DONATE](#)

We're counting down to our community-wide day of giving. Search local causes & make an early gift to count towards 2021 Amplify Austin Day today!

March 4 - 5, 2021

Amplify Austin Day 2021 begins in
44 : 05 : 42 : 01
days hours mins secs



EARLY-BIRD GIVING IS NOW OPEN

I Live Here I Give Here

Hourly Prizes

- 6 PM - 6 AM: Nonprofit with the **most dollars raised** within the hour.
- 6 AM - 6 PM: Nonprofits with the **most unique donors** within the hour.

\$1,000

Golden Tickets

- ILHIGH will donate an additional \$100 to the nonprofit of the donor's choice. Donors will be selected randomly each hour.

\$100



Tips for Gaming for Prizes & Incentives

Communicate Clearly

Create a clear strong call to action with instructions to help your donors understand how to compete.

Communicate Frequently

Use your social channels, direct communications, and newsletters to communicate your opportunity.

Get Creative

Make your call to action memorable with fun graphics, witty videos, or fun competitions to stay top of mind.



Revised Offline Gift Policy

Accepting Unlimited Number of Offline Gifts

- Cash
- Checks
- ACH/Wire
- Donor Advised Fund
- IRA Contribution
- Stock Gifts

Offline Gifts must be over \$100

Offline Donation Form Completion Required

Deadline to Submit: *March 3rd at Noon*



FORM & GIFT DUE: 12PM MARCH 3, 2021

OFFLINE DONATION FORM \$100 OR MORE

THIS FORM IS TO BE USED TO FACILITATE GIFTS OF \$100 OR MORE OF ANY TYPE TO SUPPORT AMPLIFY AUSTIN DAY 2021. See terms for offline donations at end of form.

DONOR INFO

Name

Address

City State Zip

Phone () Email

DONOR PUBLIC NAME (for recognition)

TOTAL AMOUNT OF GIFT \$

SOURCE OF GIFT (check one)

Cash Check (Checks are required to be made payable only to: I Live Here I Give Here)

Check # & Donor Name on Check

ACH, held at
Name of Financial Institution
(ACHs of \$100+ can be made via AmplifyATX.org)

Donor Advised Fund, held at
Name of Financial Institution
(DAFs from Austin Community Foundation & Shalom Austin Jewish Foundation must be made via AmplifyATX.org)

IRA, held at
Name of Financial Institution

Stock Gift, held at
Name of Financial Institution

I WANT MY GIFT TO BENEFIT THE PARTICIPATING ORGANIZATION BELOW:

Complete for each organization. If more than 1 organization, please attach another sheet (see pg 3)

Org. Name Amount \$

Anonymous Yes No

First Time Donor Yes No

Comments (i.e. Fundraiser Campaign to attribute to)

Awareness Objectives

Media Partnerships

Social Media Tools and Graphics

How we ignite the local generosity movement

Media Outreach + Press Coverage: 20+ media sponsors in print, digital, radio, TV, social, email, and out-of-home mediums.

Email Marketing & Social Media: An active audience of 30,000 social followers + 30,000 newsletter subscribers.

Influencer Collaboration: Strategic influencer promotions and celebrity guests on Amplify LIVE.

Grassroots Marketing: Custom toolkits for Nonprofit Members, Business Fundraisers, and Fundraising Champions for social media, workplace communications, and neighborhood groups.

Thank you to our leading Amplify sponsors!

ILHIGH Annual Media Partners



Magazine Partnerships

Austin Monthly Magazine: The ILHIGH Magazine

Release: Early February 2021

Content: Encourage giving in the lead up to Amplify Austin Day by sharing stories of locals and why they give back.

Ad Deadline: Expired

Austin Woman Magazine: Amplify Austin Edition

Release: Early March 2021

Content: Highlighting women and girls. Call to give on Amplify Austin Day to organizations led by or serving women.

Ad Deadline: February 8

Contact Christine@ILiveHereIGiveHere.org for more information.



Encourage User-Generated Content

Use Our Hashtag: #ILiveHereIGiveHere

- #ILiveHereIGiveHere because... sign
- Texas sticker
- Draft prompt for your peer-to-peer fundraisers
- Engage with your influencers and top fans
- Re-post user-generated content to your Stories or Feed



Create Your Marketing Toolkit

ILHIGH Provided Tools

- Social media graphics and logos
- Logos by county or city
- Posters and flyers in English and Spanish
- ILHIGH because sign and ILHIGH stickers

Create Custom Tools for Supporters

- Sample social media posts
- Social media graphics or videos
- Logos

I Live Here
I Give Here™

**Stand together
for a more
generous Austin**

**Amplify Austin Day
March 4–5, 2021**

Amplify your cause and be a force for positive change when you make a donation at AmplifyATX.org

A Live + Virtual Day of Giving in Support of Our Local Nonprofit Community

  @iliveheregivehere #LiveHereIGiveHere

Peer-to-Peer Engagement

Get By with a Little Help from Your Friends (and us too!)

Why Fundraising Champions?

Online Gifts

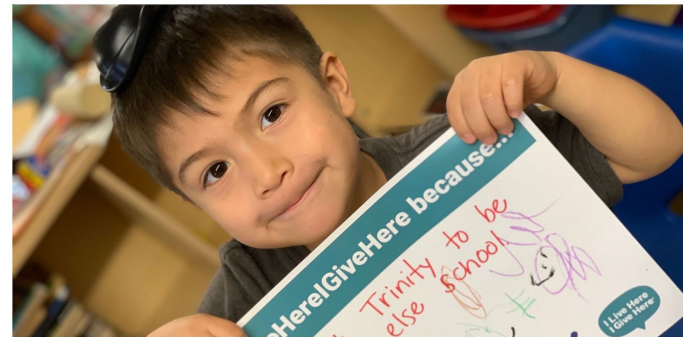
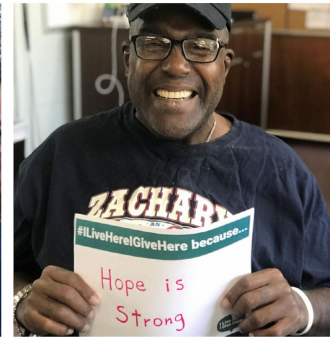
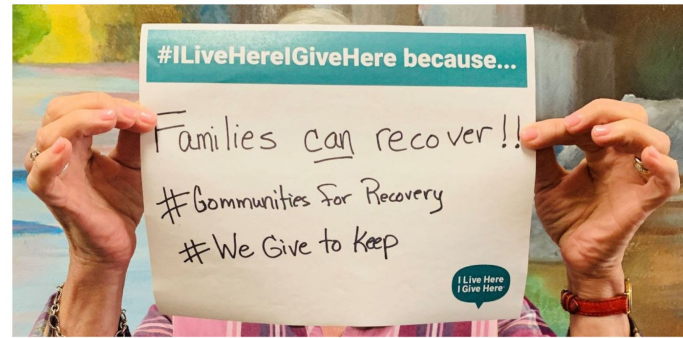
1/3 of all online donations derive from peer-to-peer fundraising!

Influence

82% Americans seek recommendations before making a purchase.

Averages

The average fundraiser raises \$568 from 7 donors.



Supporting the Cause You Love on Amplify Austin Day: *A How-To Training for Fundraising Champions and Free Agent Fundraisers*

February 16, 2021

1 PM - 2 PM



Amplify Austin Day T-shirts

Designed by C3 Presents

Fundraising Champions who raise \$1,000 or more on their AmplifyATX.org fundraising page will receive a free t-shirt from ILHIGH.



Workbook Activity #4

Use the ILHIGH Workbook to plan create your Fundraising Champion Engagement Plan.



Important Dates

Early Giving is Open!

Amplify Live Video Submission Due - January 31

Amplify Austin Day for Newcomers - February 3

Creating a Stand Out Profile - February 9

Profile Completion Due - February 12

Fundraising Champion Training - February 16

Offline Gift Deadline - Noon, March 3

Amplify Austin Day! - 6 pm March 4 - 6 pm March 5



Questions?



CHRISTINE HERLIN

Director of Nonprofit & Customer Relations

Christine@ILiveHereIGiveHere.org

512-717-4197



THANK YOU!



Amplify Austin Day Data Dive

I Live Here I Give Here

I Live Here
I Give Here®

Amplify Austin



ACCELERIST

SPEAKERS



BRITTANY HILL
Chief Executive Officer at Accelerist



www.Accelerist.com



[@BrittanyHHill](https://twitter.com/BrittanyHHill)



[Brittany Hill](https://www.linkedin.com/in/BrittanyHill)



bhill@accelerist.com

The Partnership Intelligence Platform

where companies and nonprofits create
or improve their partnerships

Find New Partners

Price Opportunities

Grow Existing Partnerships

Activate Audiences

Prospect Research Database

Asset Valuation

Partnership Tracking

Audience Analysis

Lead Generation & Match Scoring

Sponsorship Pricing & Packaging

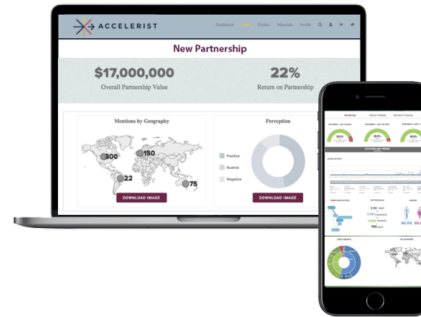
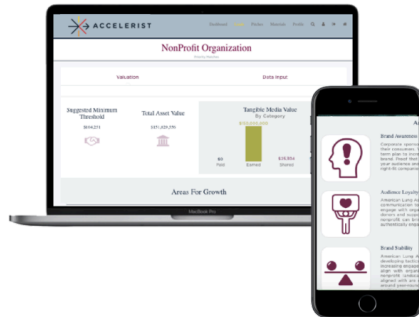
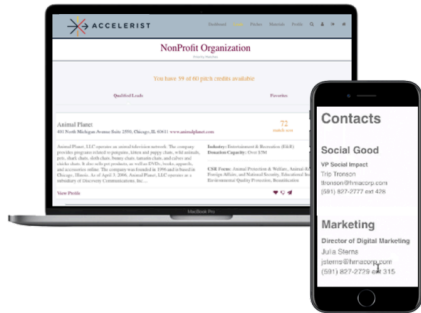
Stewardship Cataloging

Persona Development

Industry Analytics Dashboard

Impact Reporting & Case Studies

Prospective Audience Identification





WHY SHOULD WE CARE
ABOUT OUR AUDIENCES?

They are the backbone of your programs



They are your lifeline to more dollars



They are your megaphone



They are your loyal bread & butter



What We Usually Know

- **Basic demographics**
- **Reason for participating or donating**
- **Giving capacity**
- **Fundraising / Donation amount & frequency**
- **Future engagement likelihood**

What We Might Not Know

- **Spending behaviors**
- **Family composition**
- **Psychographics**
- **Motivations & needs**
- **Social influence**

5 QUESTIONS TO ASK ABOUT YOUR AUDIENCE

1

WHY ARE THESE DONORS SUPPORTING OUR ORGANIZATION?

2

WHO ARE THESE SUPPORTERS DEMOGRAPHICALLY?

3

WHAT ARE THEIR ATTITUDES, BELIEFS, CORE VALUES?

4

HOW CAN WE BE SENSITIVE TO CULTURAL DIFFERENCES, LANGUAGE AND SOCIETAL VALUES?

5

HOW MUCH DOES OUR AUDIENCE KNOW ABOUT OUR MISSION, OUR WORK, OUR COLLECTIVE IMPACT?



AMPLIFY AUSTIN
2020 AUDIENCE

Persona Overview

Amplify Austin 2020

GENDER

62% Female, 38% Male

AGE

31 – 40, 56 – 70

INFLUENCE

4.7x more influential

INCOME

\$75-99K, \$125K+

NET WORTH

\$500K+

OCCUPATION

Professional, White Collar

FAMILY STATUS

47% married, 53% single

FAMILY COMP

47% have children

ETHNICITY

83% are white

POLITICAL AFFILI

73% are Democrat



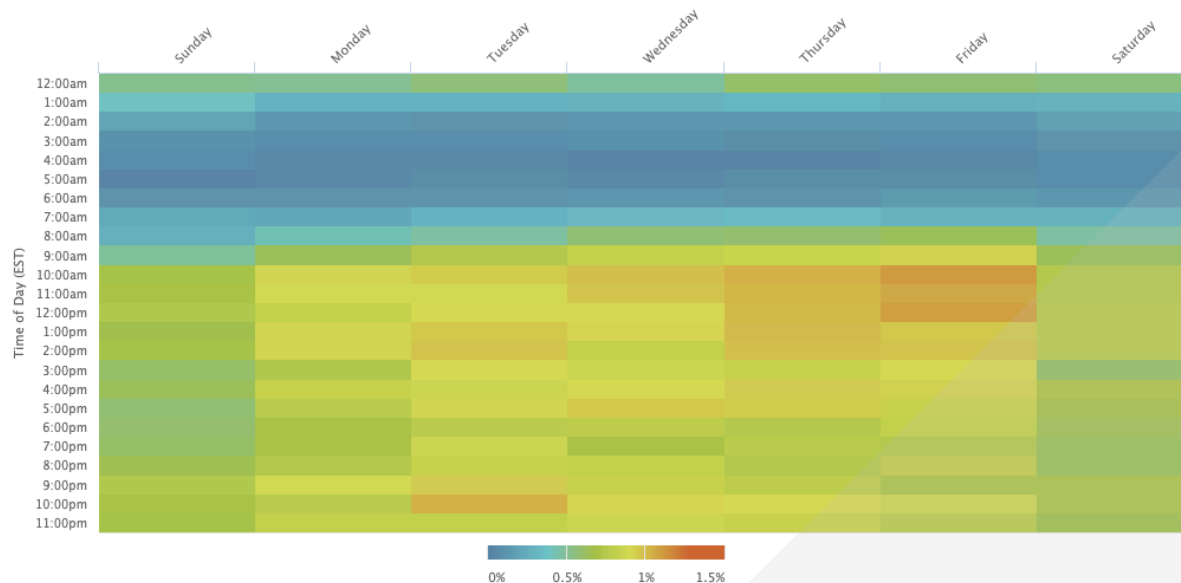
Social Activity

How engaged is this segment? What are they talking about, and when are they talking?

Top Hashtags

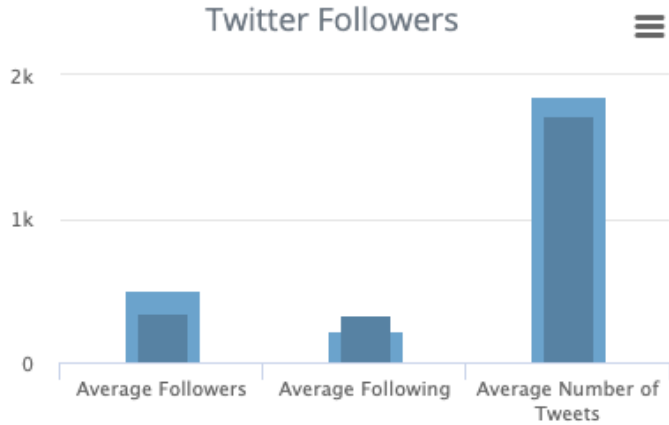
Hashtag	Index	Count
#txlege	839.71	393
#txed	658.44	101
#atx	514.65	69
#austin	499.89	115
#texas	57.66	85
#90dayfiance	47.49	68
#demconvention	23.64	145
#blacklivesmatter	5.26	106
#covid	4.17	68
#covid19	4.17	371

Weekly Activity

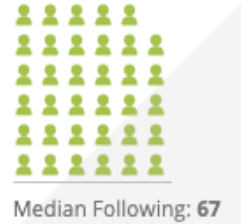


Social Activity

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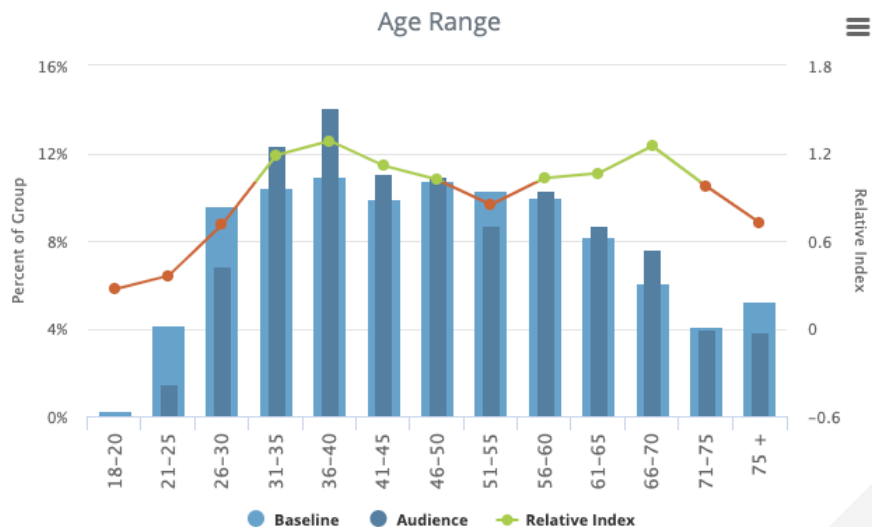
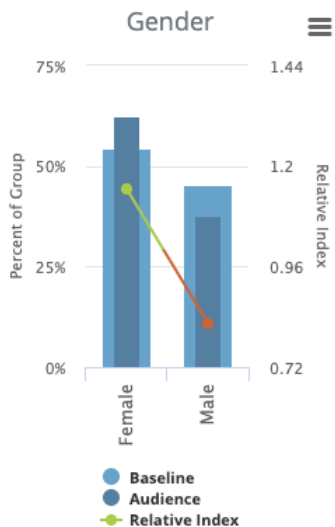


Following Behavior



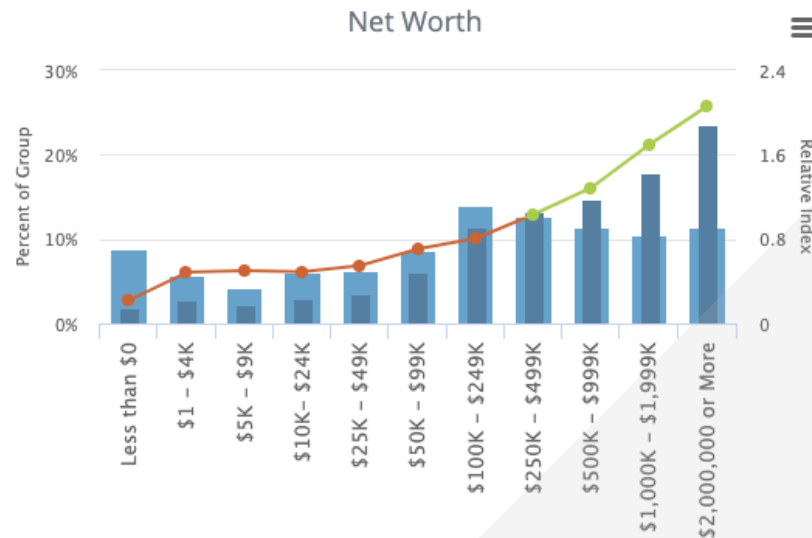
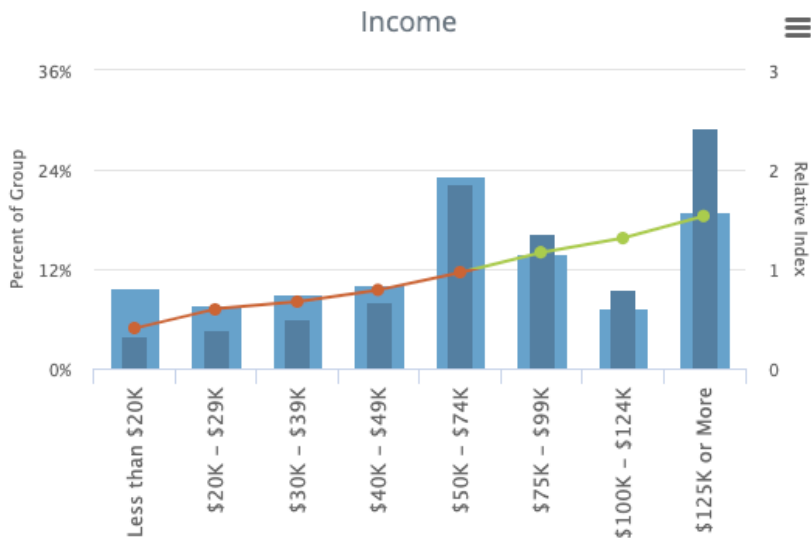
Demographics

Gender, Age, and Income, along with Household characteristics like Presence of Children and their Ages, are fundamental segmentations for many marketing programs. These report charts and tables help you understand those basic demographic characteristics for your group.



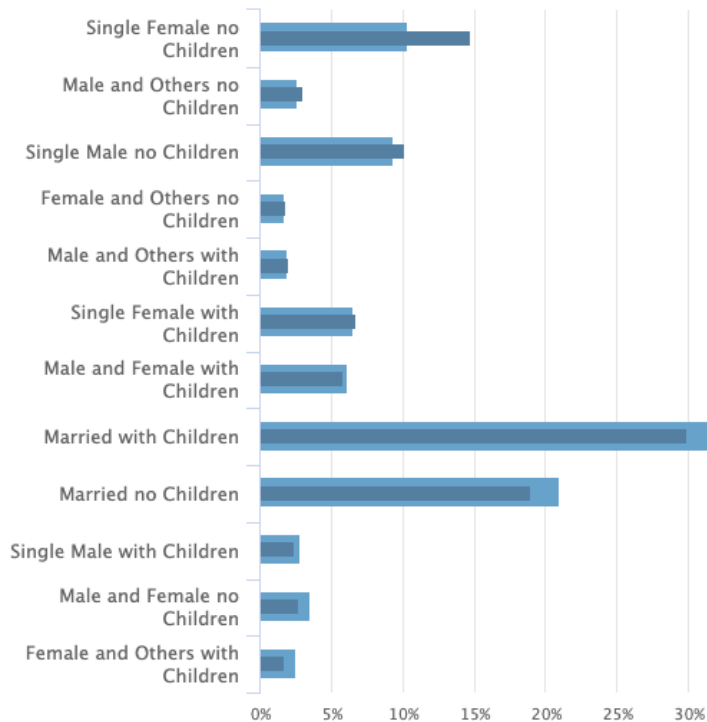
Average Age
 Baseline: **47.55**
 Audience: **47.97**

Demographics

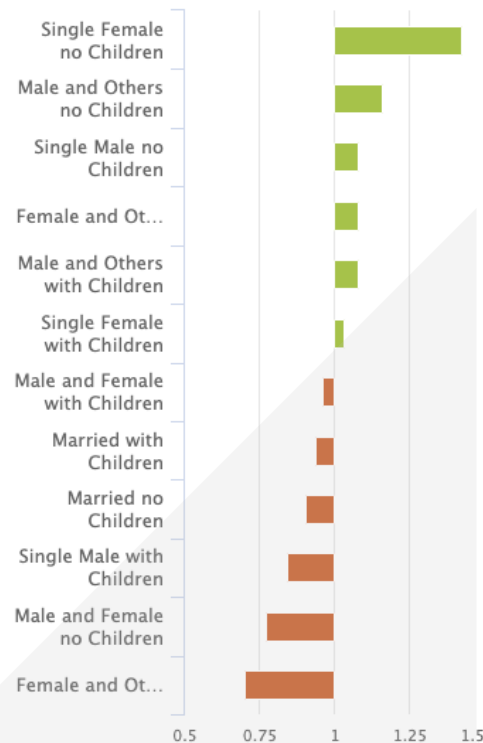


Demographics

Family Status



Family Status Relative Index



Graph Key

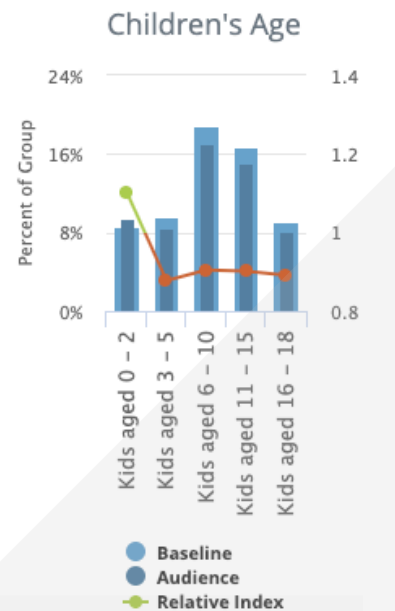
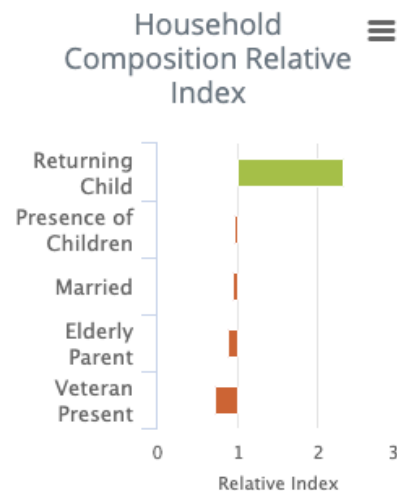
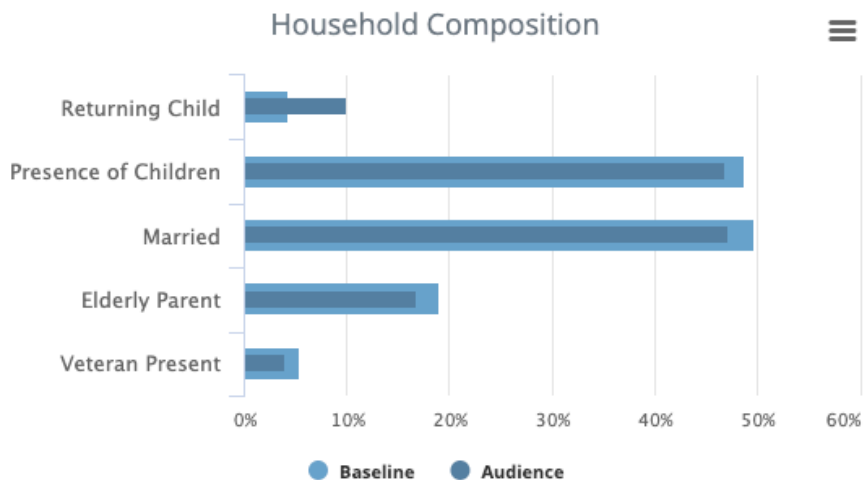
Dark Blue: Volume of your audience who meet the criteria

Light Blue: Volume of all consumers who meet the criteria

Green : Index score - how much above baseline your audience meets criteria

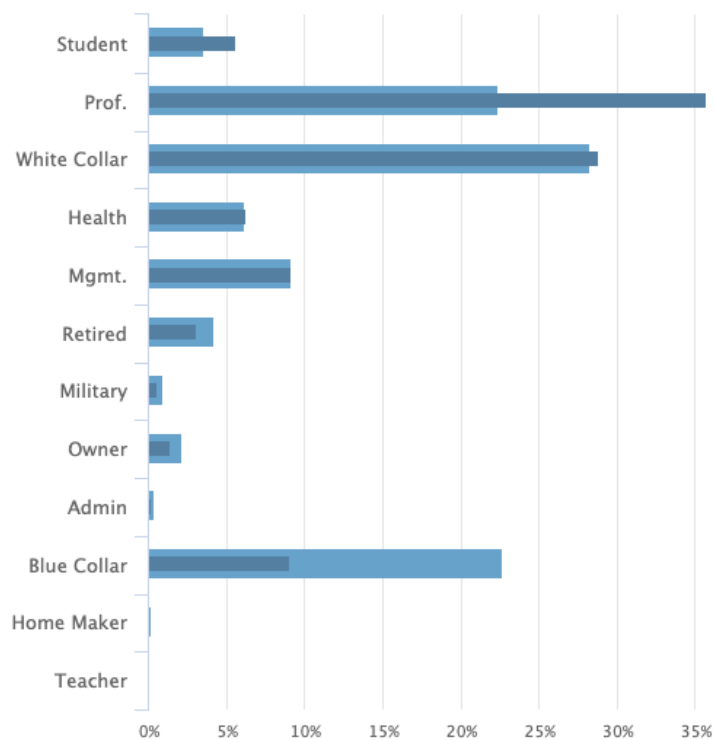
Orange : Index score - how much below baseline your audience meets the criteria

Demographics

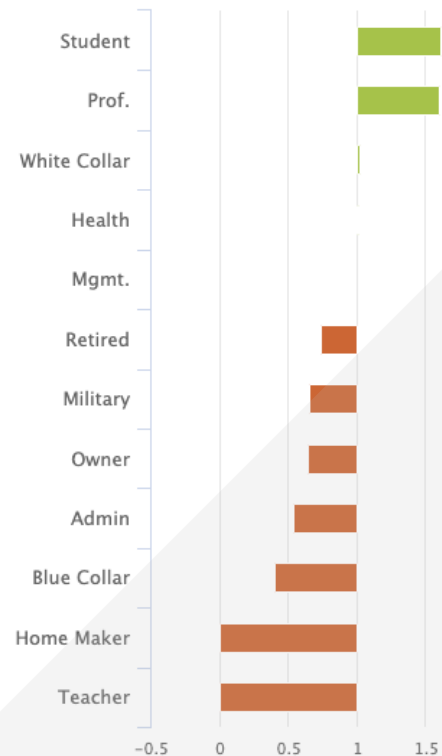


Demographics

Occupation Type



Occupation Type Relative Index



Graph Key

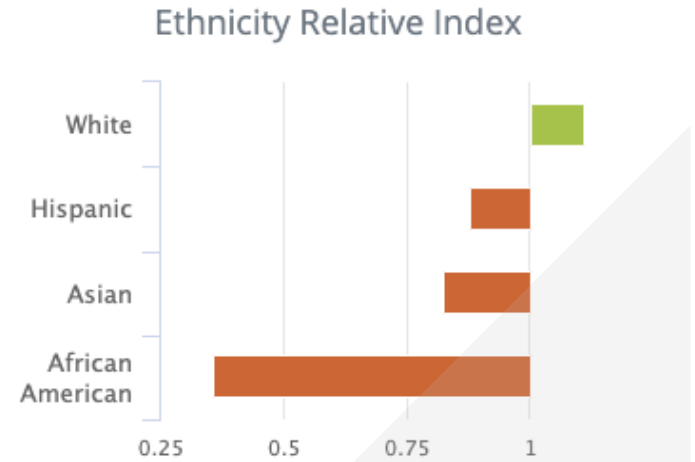
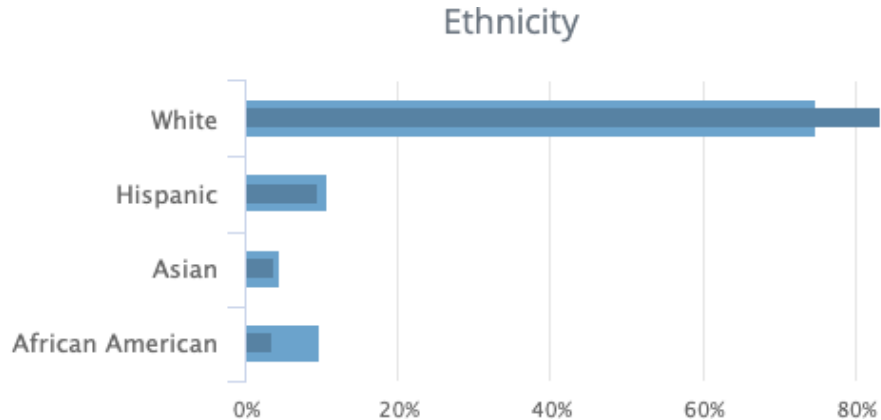
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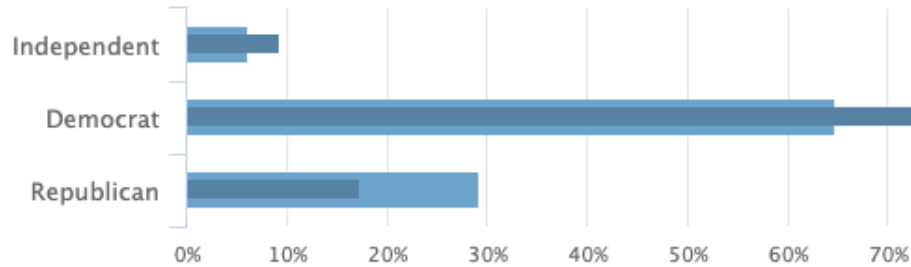
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Demographics

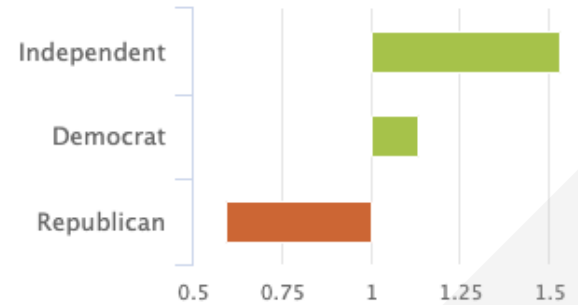


Demographics

Political Affiliation



Political Affiliation Relative Index

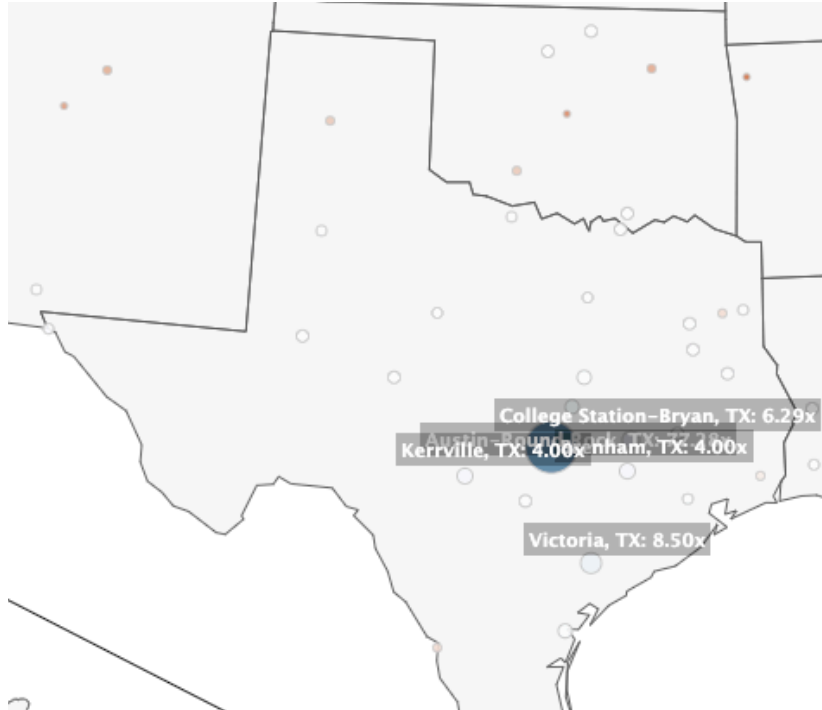


Geography

By Metro Area

Graph Key
Blue Regions: Highest indexing regions of your constituents residing there

Darker color indicates higher saturation



Top Metro Areas	Relative Index
Austin-Round Rock	77.28
Victoria	8.50
College Station-Bryan	6.29
Brenham	4.00
Kerrville	4.00

Geography

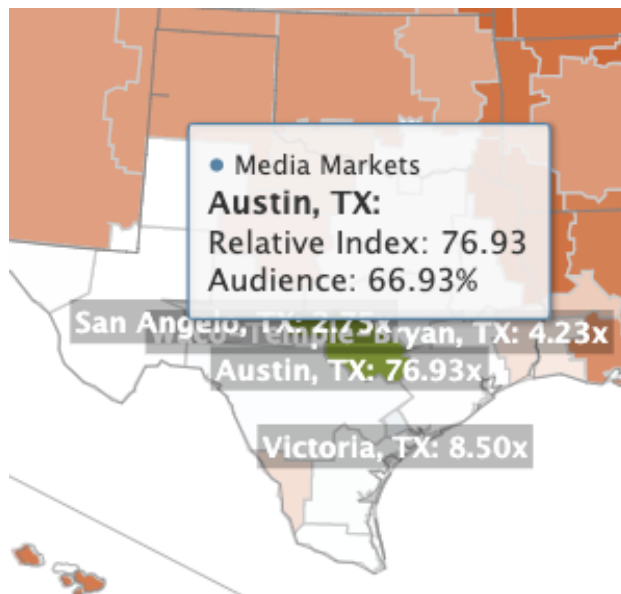
By Media Market

Graph Key

Blue Regions: Highest indexing regions of your constituents residing there

Orange Regions: Lowest indexing regions of your constituents residing there

Darker color indicates higher saturation

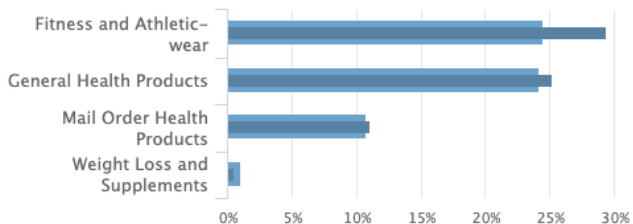


Top Media Market	Relative Index
Austin	76.93
Victoria	8.50
Waco-Temple-Bryan	4.23
San Angelo	2.75
Corpus Christi	2.33

Purchasing Behavior

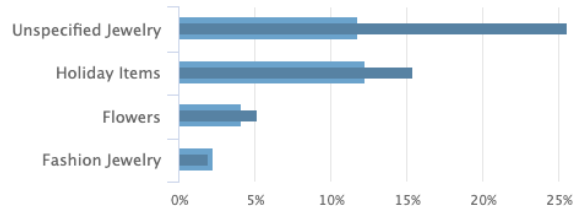
Health and Wellness Products

Baseline: 37.27 · Audience: 41.03



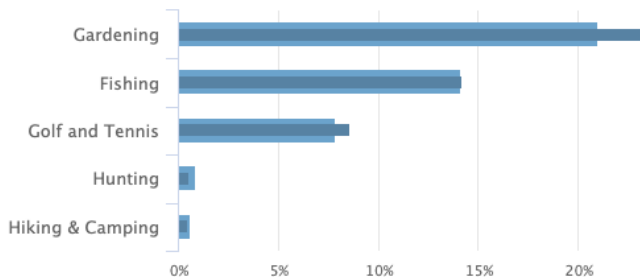
Gifts and Flowers

Baseline: 20.85 · Audience: 33.78



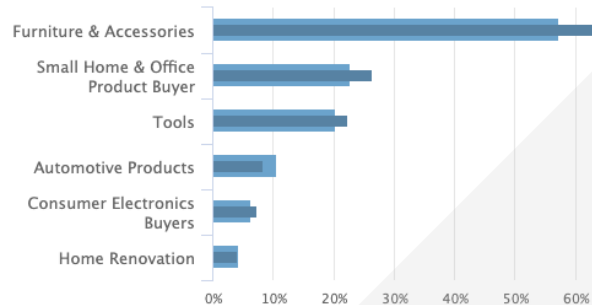
Outdoor Sports and Hobbies

Baseline: 28.57 · Audience: 30.79



Home and Garden Goods Buyers

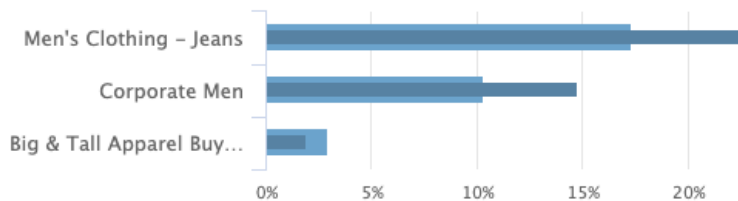
Baseline: 63.53 · Audience: 71.79



Purchasing Behavior

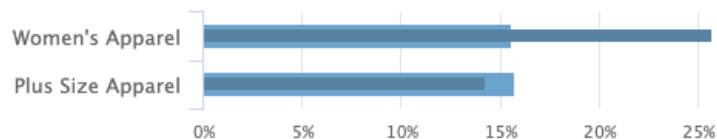
Mens Fashion and Apparel Buyers

Baseline: 18.56 · Audience: 23.31



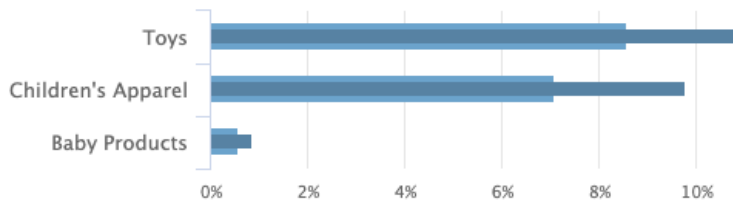
Women's Fashion & Apparel Buyers

Baseline: 26.88 · Audience: 34.96



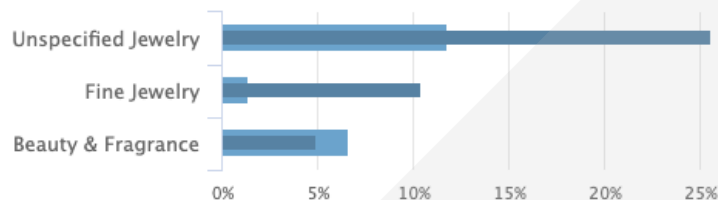
Children's Products Buyers

Baseline: 13.57 · Audience: 17.03



Women's Accessories

Baseline: 15.75 · Audience: 27.75



Purchasing Behavior

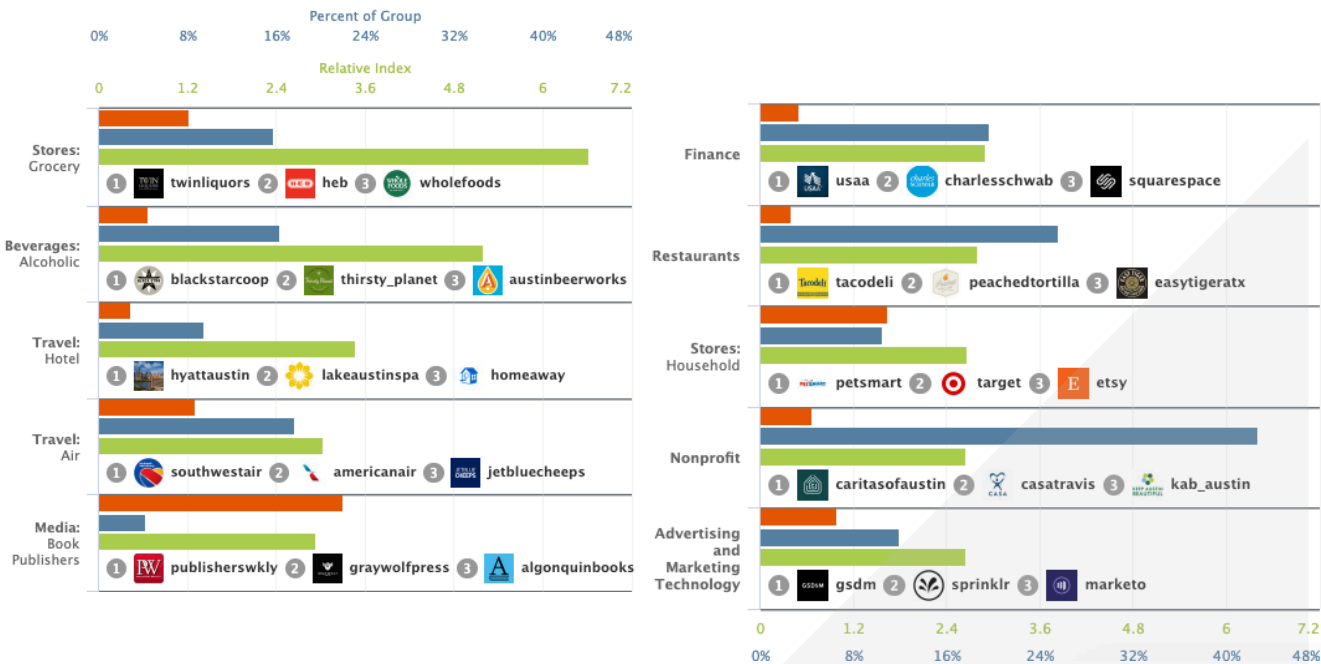
Purchase Category	Purchase Behavior
Women's Accessories	76% more likely to purchase.
Gifts and flowers	62% more likely to purchase
Women's Fashion and Apparel	30% more likely to purchase
Men's Fashion and Apparel	26% more likely to purchase
Children's Products	25% more likely to purchase
Home and Garden Goods	13% more likely to purchase
Health and Wellness	10% more likely to purchase
Outdoor Sports and Hobbies	8% more likely to purchase

Brand Category Love

The comprehensive brand lists each provide insights into the group's overall brand affinity and behavior. We filter out any brands that are not followed by at least 1% of the group. We also filter out all handles that have not been published anything in the last 6 months; and we remove handles that are de-activated at that time the report was created



Twitter Brands by Category with Top Three Handles



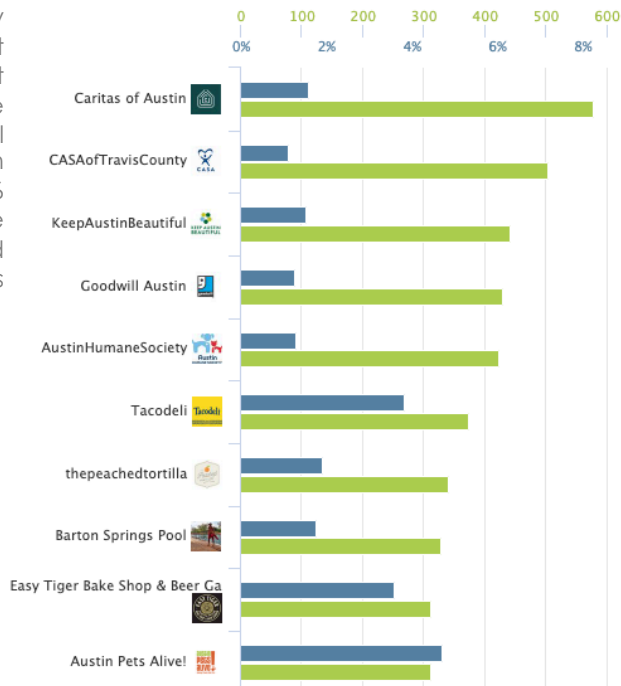
Graph Key
 Dark Blue: Volume of your audience who meet the criteria
 Green: Index score - how much above baseline your audience meets criteria
 Orange: Breadth of interest within category

Most Loved Brands

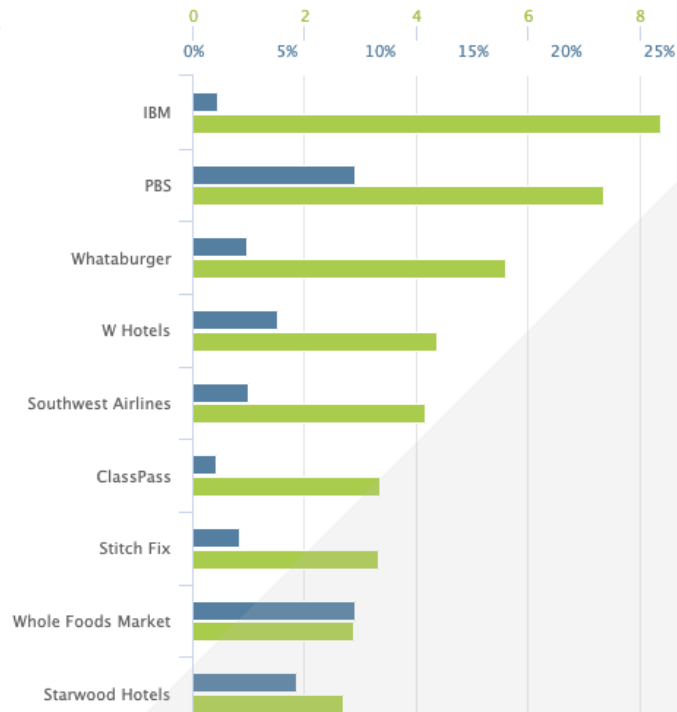
The comprehensive brand lists each provide insights into the group's overall brand affinity and behavior. We filter out out any brands that are not followed by at least 1% of the group. We also filter out all handles that have not been published anything in the last 6 months; and we remove handles that are de-activated at that time the report was created



Consumers in this group follow these Twitter brands



Consumers in this group follow these Instagram brands



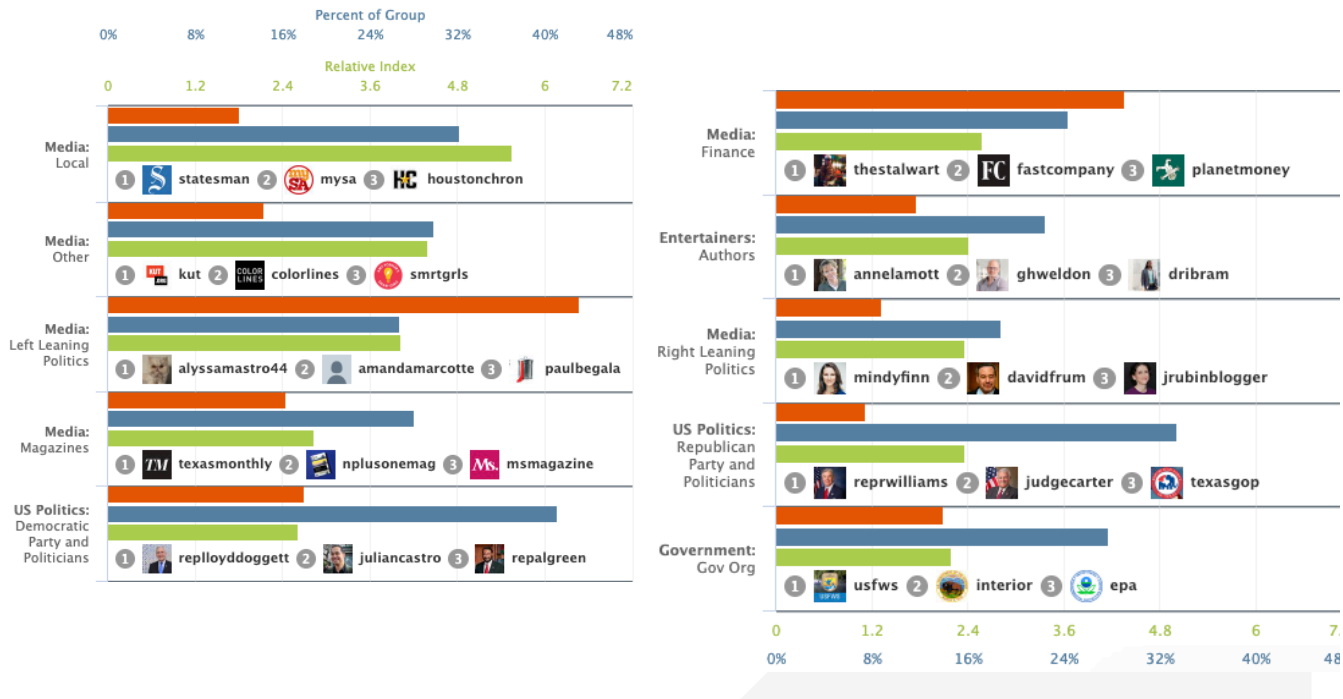
Graph Key
 Dark Blue: Volume of your audience who meet the criteria
 Green: Index score - how much above baseline your audience meets criteria

Interest Category

The comprehensive brand lists each provide insights into the group's overall brand affinity and behavior. We filter out any brands that are not followed by at least 1% of the group. We also filter out all handles that have not been published anything in the last 6 months; and we remove handles that are de-activated at that time the report was created



Twitter Brands by Category with Top Three Handles



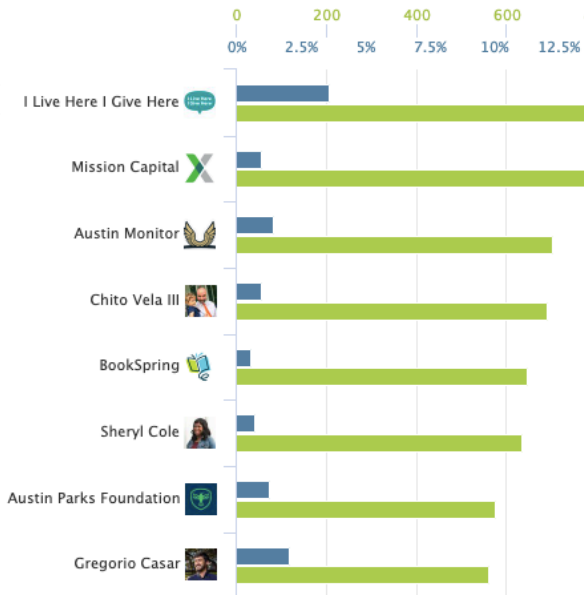
Amplify Austin 2020 Audience

Interests

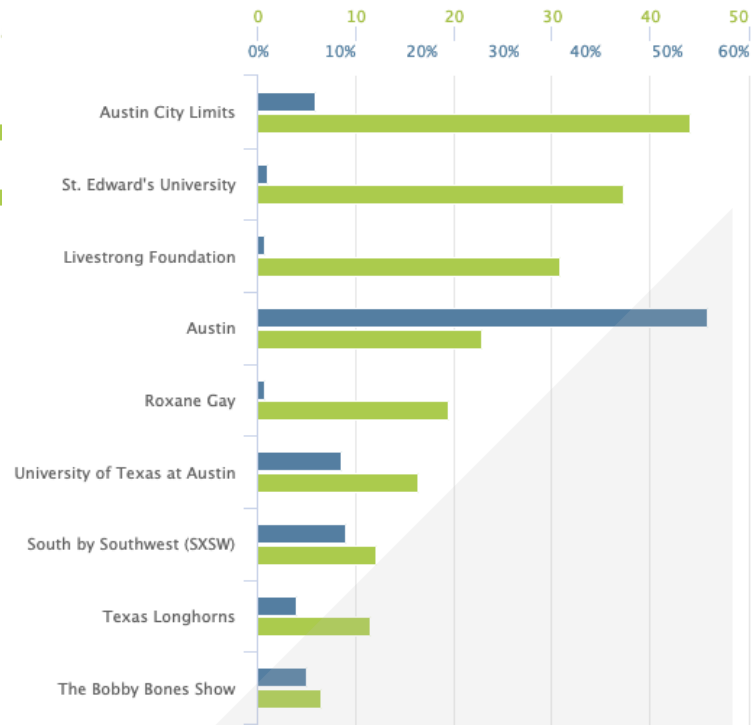
The comprehensive brand lists each provide insights into the group's overall brand affinity and behavior. We filter out out any brands that are not followed by at least 1% of the group. We also filter out all handles that have not been published anything in the last 6 months; and we remove handles that are de-activated at that time the report was created



Twitter Brands by Category with Top Three Handles



Instagram Brands by Category with Top Three Handles



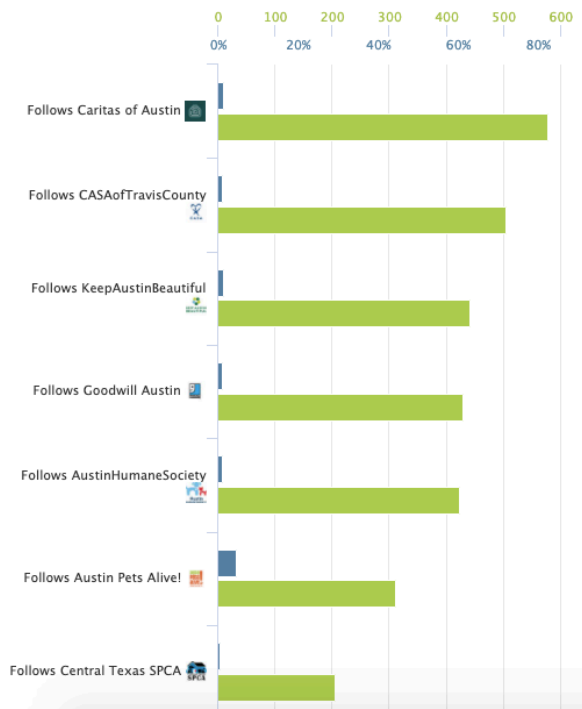
Graph Key
 Dark Blue: Volume of your audience who meet the criteria
 Green: Index score - how much above baseline your audience meets criteria

Cause Love

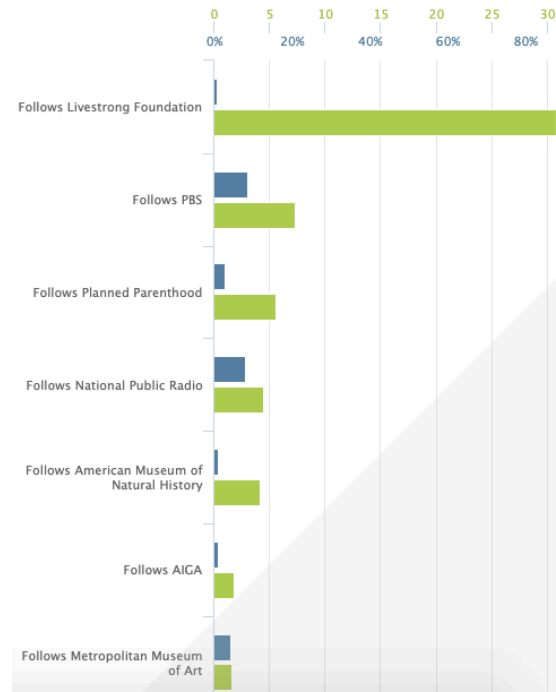
The comprehensive nonprofit lists each provide insights into the group's overall cause affinity and support of nonprofit organizations. We filter out out any nonprofits that are not followed by at least 1% of the group. We also filter out all handles that have not been published anything in the last 6 months; and we remove handles that are de-activated at that time the report was created.



Topic handles followed on Twitter



Topic handles followed on Instagram



Graph Key

Dark Blue: Volume of your audience who meet the criteria

Green: Index score - how much above baseline your audience meets criteria

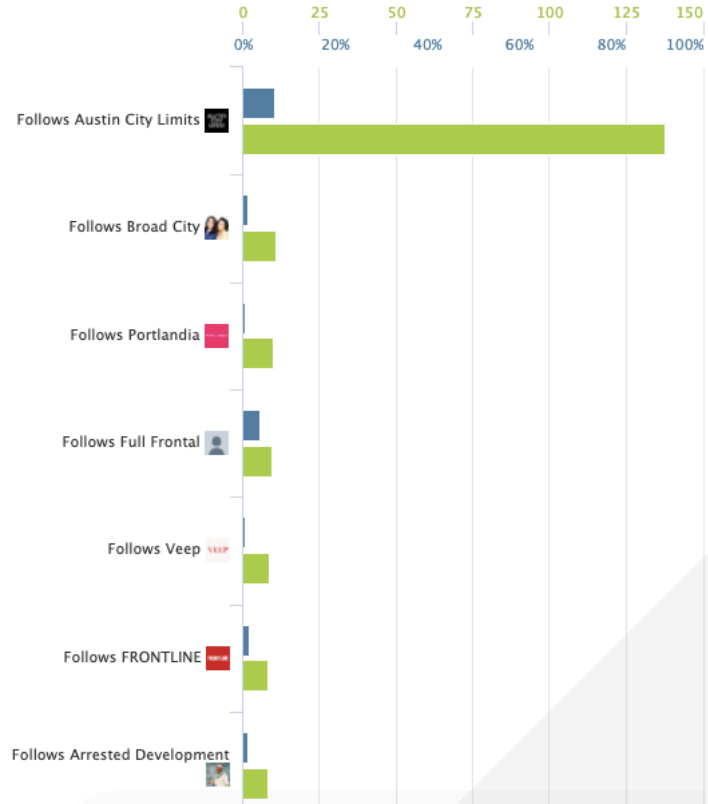
Cause Love

Based on the collective nonprofit and cause affinities, the following cause areas represent the top five social issues your audience cares most about.

Rank	Social Cause Category
1	Disaster Relief and Humanitarian Aid
2	News, Media, and Communications
3	Civil Rights
4	Civic Engagement
5	International Development

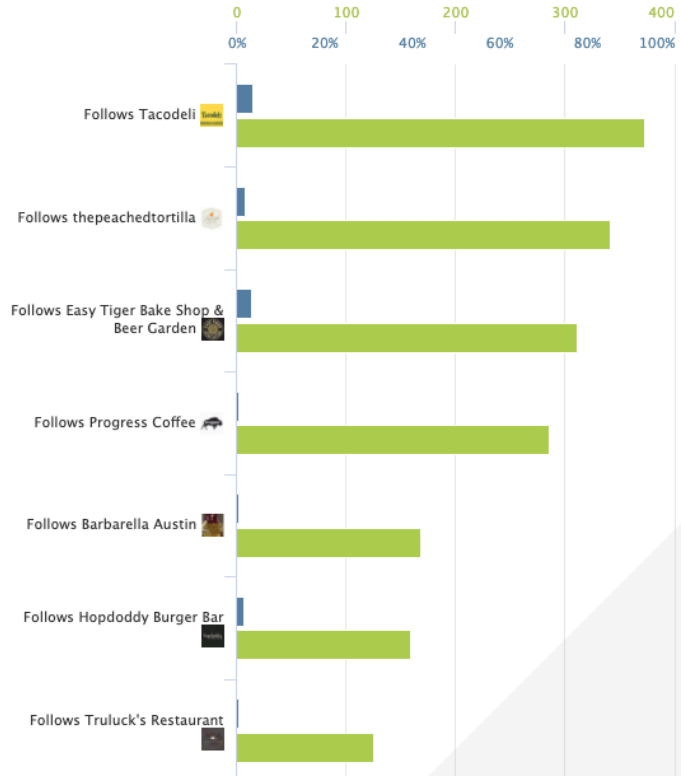
Special Interest: TV Shows


Topic handles followed on Twitter



Special Interest: Restaurants


Topic handles followed on Twitter



MOTIVATIONS & NEEDS

MOTIVATIONS & VALUES	NEEDS	ENGAGEMENT
<ul style="list-style-type: none">• Prioritizes reputation and status alongside altruism and goodwill• Meeting and working with like-minded people• Look to their peers for opinions and recommendations	<ul style="list-style-type: none">• To maintain balance and have me-time each day• Consistency and convenience in services and interactions• Established relationship to build trust in the organization	<ul style="list-style-type: none">• Ask them to engage in community-minded and social impact activities• Workplace engagement, like employer matches, volunteerism or giving days• Advocacy and awareness campaigns, like online petitions and social media sharing• Peer-to-peer fundraising or activation

AMPLIFY AUSTIN CAMPAIGN COMMUNICATION – 2021

AWARENESS	CULTIVATION	SOLICITATION	RECOGNITION
<p><u>6 Months</u> (pre-event)</p> <ul style="list-style-type: none">• Content marketing focused on causes over organizations• Influencer communications template, to aid in leveraging their network to raise awareness early in cycle• Text campaign w/ shareable incentive	<p><u>3 Months</u> (pre-event)</p> <ul style="list-style-type: none">• Tap Amplify Ambassadors (like Fundraising Champions) to be champions for the campaign, not just a specific organization• Provide Business Fundraisers with Best Practices for running an effective fundraiser – then ask for them to share their success stories• Equate volunteer time/donations/activism efforts to impact	<p><u>3-6 Weeks</u> (pre-event)</p> <ul style="list-style-type: none">• Easy ways (i.e. virtual, mobile, etc) to recruit and donate to organization/event• Consistent communications with impact opportunities (i.e. \$100 can do X)• Public recognition of fundraising milestone via event social media	<p><u>3 Days</u> (post-event)</p> <ul style="list-style-type: none">• Thank You video messages from mission-served audiences• Public recognition of fundraising milestone via event social media• Social Ambassador and Champion badge so they can share “ Why I Support ORG” with their networks

5 WAYS TO ACT ON YOUR DONOR DATA

1 **CONDITIONALIZE COMMUNICATIONS – CONTENT, CADENCE AND MEDIUM**

2 **TARGET MEDIA SPENDS AND/OR SPONSORS**

3 **UNCOVER MISSING SEGMENTS + PLAN FOR ENGAGEMENT**

4 **CREATE A FORMAL INFLUENCER STRATEGY TO BOLSTER BUZZ**

5 **IDENTIFY AND APPROACH CORPORATE BRANDS WHO ALIGN WITH YOUR AUDIENCE + MISSION**

A grayscale photograph of a person in a suit and tie, holding a white rectangular sign with both hands. The sign contains the text 'QUESTIONS?' in large, bold, gray letters, and 'And (Hopefully) Answers' in smaller, bold, black letters below it. The background is a soft, out-of-focus light gray.

QUESTIONS?

And (Hopefully) Answers



ACCELERIST

info@accelerist.com

| www.Accelerist.com

Solutions

Issue Identification

Prospecting

Asset Valuation

Partner Measurement + Reporting

Audience Analytics

Resources

COVID-19 Resource Portal

Profit-Purpose Partnership Trends

POS Fundraising

Corporate Fundraising Playbook

GiveGab[®]

What's New on AmplifyATX.org

I Live Here
I Give Here[®]

Amplify Austin

Agenda

- Who is GiveGab?
- Amplify Live Overview
- Peer-to-Peer Fundraising
- Free Agent Fundraising
- VolunteerMatch Integration
- Additional Tools Available
- Next Steps and Questions

Who is GiveGab?

GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Hosts a secure, reliable and transparent platform for Amplify Austin Day
- Creates the ultimate donor experience
- Provides a dedicated platform support team



Amplify Live

- Live stats and recent donor feed
- Immediate access to Giving Day live stream
- Link available on AmplifyATX.org on March 4 - 5

The screenshot displays a fundraising dashboard for 'The Extraordinary Give'. At the top, the event logo is on the left, and the total amount raised, '\$13,431,025', is prominently displayed in the center, with 'RAISED' underneath. A yellow 'DONATE' button is on the right. Below the total, a central video player shows a 'GIVE NOW! EXTRA.GIVE.ORG' call to action. To the left of the video is a photo of two women holding a 'GiveExtra' sign. To the right is a photo of a man holding a 'Give' sign. At the bottom, statistics show '523 Organizations' and '30,358 Donors'. On the right side, a 'DONOR FEED' section lists recent donations from NAMI Lancaster County PA, Lancaster Improv Players, Historic St. Mary's, and OneLife Institute.

THE EXTRA ORDINARY GIVE

\$13,431,025
RAISED

DONATE

Extraordinary Give 2020

GIVE NOW!
EXTRA.GIVE.ORG

523 Organizations

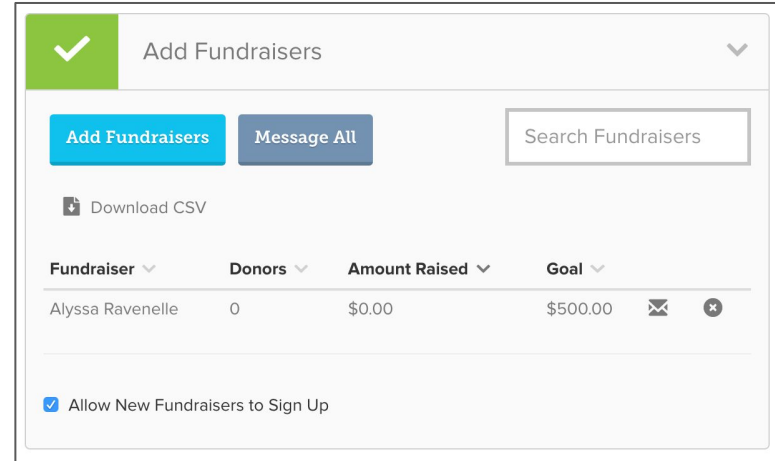
30,358 Donors

DONOR FEED

- \$25.00**
Anonymous
NAMI Lancaster County PA
- \$25.00**
Peter Santa Maria
Lancaster Improv Players
- \$25.00**
DY
Historic St. Mary's
- \$75.00**
Andrea Sanford
OneLife Institute

Peer-to-Peer Fundraisers

- Expand your reach and invite supporters, board members, volunteers and staff to fundraise
- Each individual creates their own fundraising page. Every dollar they raise is included in your organization's totals!
- Admins can easily create and manage pages on their behalf
- Invite fundraisers or allow open-signups through your profile page



✓ Add Fundraisers

Add Fundraisers Message All Search Fundraisers

Download CSV


Fundraiser	Donors	Amount Raised	Goal
Alyssa Ravenelle	0	\$0.00	\$500.00


Allow New Fundraisers to Sign Up










Did you know?

P2P Fundraisers can make a **BIG** impact! On average, organizations with P2P raise 3.4x more than those without P2P!

Invite Fundraisers

 Add Fundraisers ▼

 Download CSV [Add Fundraisers](#) [Upload fundraisers](#) [Message All](#)

Fundraiser ▼	Donors ▼	Amount Raised ▼	Goal ▼	Emails Sent ▼	Facebook Intents ▼	Twitter Intents ▼	Actions ▼
Bridget Cafaro	1	\$100.00	\$500.00	0	0	0	  
Molly Heslin	1	\$70.00	\$500.00	0	0	0	  
Alyssa Ravenelle	0	\$0.00	\$500.00	0	0	0	  

Allow New Fundraisers to Sign Up

Set Fundraisers' Story


Set Fundraisers' Goal

\$

Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)

Invite Fundraisers



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Add Fundraisers


First Name	Last Name	Email
<input type="text" value="Rebekah"/>	<input type="text" value="Casad"/>	<input type="text" value="rebekah@givegab.co"/> ✕

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)

Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)



Invite Fundraisers

Write a Message to Your Recruits

To: Rebekah Casad

Subject

Help me fundraise during giving day!

Message



Come create your own fundraising page to help our organization during the Giving Day!

[Back](#) [Send](#)

Invite Fundraisers

✓ Add Fundraisers ∨

Download CSV Add Fundraisers Message All

Fundraiser ∨	Donors ∨	Amount Raised ∨	Goal ∨	Emails Sent ∨	Facebook Intents ∨	Twitter Intents ∨	Actions
Rebekah Casad	0	\$0.00	\$500.00	0	0	0	 

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$	500	.00
----	-----	-----

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

P2P Fundraising Updates for 2021

- Fundraiser phone numbers and emails included in your dashboard (*coming soon!*)
- [Updated profile styling](#), more customization abilities in fundraiser stories
- Fundraiser dropdown listed in donation process

Thank you for supporting Amplify Austin Day 2021!

Step 1 of 3

Choose an amount to give:

\$

Name to Display (Optional):

[Add a fundraiser](#)

I am a new donor to this organization.

Please do not display a name publicly.

Please do not display the donation amount publicly.

Make this a recurring gift.

Make this donation in honor of or in memory of someone.

Donation message: I'm proud to support this organization because...

Free Agent Fundraising

- Fundraising page is not tied to a specific organization, allowing champions to support Amplify Austin Day more broadly
- Donations can be made to any participating organization(s) and count towards the [Free Agent Fundraiser](#)

Anyone can sign up as a FAF via the [Fundraisers Search](#) page!

The screenshot shows the 'Amplify Austin Day 2021 Fundraisers' search results page. At the top, there is a dark teal header with the title 'Amplify Austin Day 2021 Fundraisers' and a 'SIGN UP' button. Below the header, a search bar contains the text 'laurel' and a 'SEARCH' button. The search results are displayed in two columns. The first result shows 'Laurel Maley is fundraising for I Live Here I Give Here Amplify Fund' with a 'VIEW PROFILE' and 'DONATE' button. The second result shows 'Laurel Maley is fundraising for Amplify Austin Day 2021' with a 'VIEW PROFILE' and 'DONATE' button. At the bottom of the search results, there is a 'CLEAR SEARCH' button.

VolunteerMatch Integration

- Active volunteer opportunities from VolunteerMatch will be visible on your organization's page
- Supporters will be able to access the volunteer opportunity via a direct link to VolunteerMatch platform
- Listed in addition to volunteer opportunities created in GiveGab

DONATE

Volunteer Opportunities



[Heart of Texas Lab Rescue: Volunteer Details](#)

Ongoing

VolunteerMatch Opportunities



[Lab Ranch Volunteer](#)

Leander, TX 78641 (Date Posted: 2021-01-16)



[Foster Home for Labs](#)

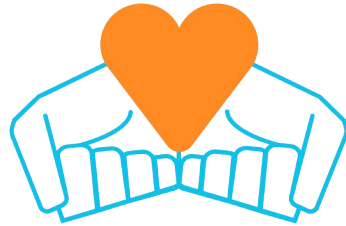
Austin, TX 78708 (Date Posted: 2021-01-16)



[Transport Volunteer](#)

Austin, TX 78708 (Date Posted: 2021-01-16)

Additional Tools & Resources



Support Areas

- Highlight a special cause or project for your organization on its own page
- Connected to your AmplifyATX.org profile and searchable on the site
- Custom story, donation levels, and more for each support area
- Add support areas to your profile via your dashboard

Please provide documents as requested by Amplify Austin Day 2021.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ♥ Add a 'Thank You' Message
Personalize your auto-response for donors ahead of time. >

Donation Tools



- ✂ Manage Sponsor Matching
- ✂ Manage Donations

Other Actions

- 👥 Engagement Opportunities
- 📍 Add External Fund
- 🗪 Manage Support Areas
- 📄 View Registration Info




An orange arrow points from the 'Add a 'Thank You' Message' task to the 'Manage Support Areas' action.

Support Areas



Austin Creative Alliance

Advance Connect Advocate

[DONATE](#) [FUNDRAISE](#)   

393%

\$38,279 Raised **\$10,000** Goal **301** Donors

What's New

Austin Creative Alliance provides critical services to arts and cultural organizations and individuals representing a wide diversity in age, ethnic and economic constituents. We are committed to building strong, active, positive public awareness, engagement, and support for Austin's creative arts and cultural scene. ACA believes that art and creativity are integral to contemporary life, and that a thriving creative sector means a healthier economy, a higher level of cultural sustainability, and a better standard of living for everyone.

Your support will help us continue our work in Public Policy and Civic Engagement, Outreach and Advocacy; Education, Capacity Building, and Professional Development; Resources, Technical Services, and Tools; Community Building and Connecting Creative Industries, Promotion and Marketing.


Mission Statement


The Mission of Austin Creative Alliance is to advance, connect and advocate for Austin's arts, cultural, and creative communities in order to strengthen and protect the character, quality of life and economic prosperity of our region.


Needs Statement

Contributions to Austin Creative Alliance support all of our professional development and advocacy training workshops and seminars which we offer for free to Austin's creative community.

Fundraising Campaigns

[Batik By Design](#)
[DONATE](#)



[Beerthoven Concert Series](#)
[DONATE](#)


[Blue Cow Studio](#)
[DONATE](#)

[See More](#)

Support Areas

I Live Here
I Give Here




Search...  **PRIZES** **LEADERBOARDS** 



Beerthoven Concert Series






at [Austin Creative Alliance](#)

We put the Bach in Doppelbock.

DONATE   

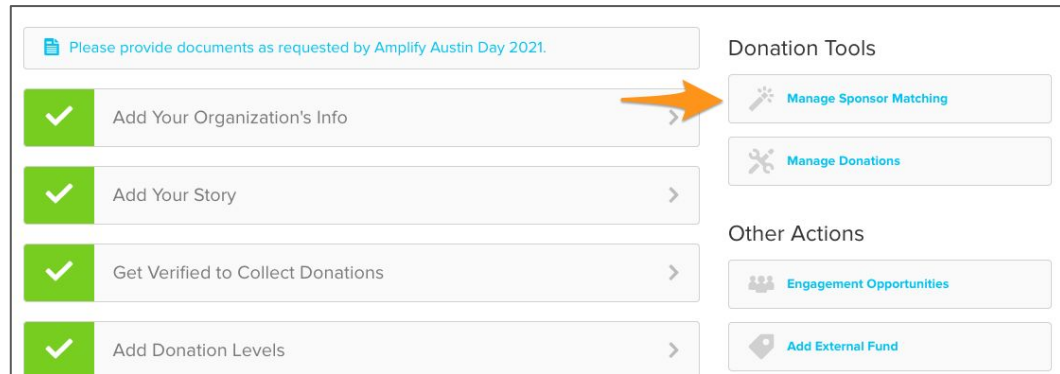
28%

\$275 Raised **\$1,000** Goal **5** Donors

 <p>\$15</p> <p>Pilsner Level Perk:</p>	 <p>\$50</p> <p>Pilsner Level Perks:</p>	 <p>\$100</p> <p>Hefeweizen Level Perks:</p>	 <p>\$250</p> <p>DoppelBach Level Perks:</p>	 <p>\$500</p> <p>Porter Level Perks:</p>
---	--	---	--	--

Matches & Challenges

- Matching gifts are pledged donations from generous donors that gamify the giving day experience
- Challenges are pledged donations that become “unlocked” once a certain goal is reached
- GiveGab’s online matching tool helps donors multiply their impact, no matter the donation size!



Customize Your Match

- Sponsor name, website, and logo
 - Or keep your sponsor anonymous
- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor
- Match start and end time (optional)
 - Note: Times are in EST
- Enable Auto Matching

The screenshot shows a web form titled "Organization Sponsor Matching" within a dashboard interface. At the top right, there are links for "Home" and "Support". A "Back" button is located at the top left of the form area. The form includes a "Manage Donations" button and a note: "All times are assumed to be in Eastern Time." The form is divided into several sections: "Logo" with a "Select Image" button and a "Remove" button; "Sponsor Name" with a text input field; "URL (optional)" with a text input field; a checkbox for "Keep Sponsor Anonymous" with the text "Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)"; "Match Name" with a text input field; "Description" with a larger text area; "Total Matching Funds Available" and "Maximum Match per Individual Donation" with text input fields; and a final checkbox for "Does this match only apply to donations made within a certain time period? (optional)". The footer of the dashboard shows "Viewing Dashboard for I Live Here I Give Here" and a star icon.

Match Potential - How it Works

- As donations are made through AmplifyATX.org, the match on your profile will automatically calculate the funds remaining within the “Match Potential” Section of your profile
- Multiple matches will run simultaneously unless time restrictions are set
- Matching potential funds are not counted in totals on profiles or leaderboards unless donated online
- Offline donations associated with matching funds are not eligible for prizes
- Matches secured by ILHIGH will be listed as well

Match Potential

Anonymous: Thanks To and In Memory Of Catherine Mckie

Big News as Amplify Austin heats up! Starting now, the next \$5000 raised will be matched dollar for dollar. Catherine McKie was one of our earliest and most loyal supporters. We are honored to receive this match in remembrance of this wonderful, generous, woman.



\$5,000 MATCH

COMPLETED

Embeddable Donate Button

When a donor clicks on your Amplify Austin donate button from your website, a small donation form will appear and hover over the page.

- Does not direct donors away from your page
- Mirrors the same 3-step donation process on AmplifyATX.org
- Pulls in your custom donation levels
- Has the blue chat bubble!

I Live Here I Give Here
Amplify Austin

I Live Here I Give Here

Dollars Raised: \$19,604 Goal: \$10,000
196%

\$10 \$25 \$50 \$100

OR

\$ Choose your own amount

Make this a recurring gift. ⓘ

Next

Securely processed with:
SSL 256 Bit Encryption reCAPTCHA

Google Privacy Policy and Terms of Service apply.
Learn more about how your information is used following a donation here.

Embeddable Donate Button

- ✓ Add Your Organization
- ✓ Add Your Story
- ✓ Get Verified to Collect
- ✓ Add Donation Levels
- ✓ Add a 'Thank You' Message

Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:

Amplify Austin Day

Step Two: Choose the text

Donate Now

Step Three: Choose the color

#8CC640

Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are real donations. Your credit card will be charged.

Donate Now

Step Four: Copy and paste this code into your website

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script>  
<button class="givegab-button" data-campaign-id="59319" data-  
host="https://www.givegab.com" data-org-id="455086" data-preview="" style="background-  
color: #8CC640;">Donate Now</button>
```

Copy to Clipboard

Tools

Page Sponsor Matching

Page Donations

Embed a Donate Button

Options

Management Opportunities

Tiered Admin Access

Supporter Engagement

Email All

Add Member

Import Members

Connect Mailchimp

Export CSV

Add Search Filter

Select Tag

25 Results per page

These admins are only able to manage your organization's Giving Day campaigns. They are restricted from making changes to your organization's GiveGab profile and accessing donation reports.

Last Name ^	First Name v	Email v	Donations v	Fundraising v	Full Admin Access v	Edit Giving Day Profiles Only v ⓘ	
admin	loganspups	loganspupsadmin@givegab.com	\$0.00	\$0.00	🔑	📄	✕
Cafaro	Bridget	bridget.cafaro@givegab.com	\$700.00	\$100.00	🔑	📄	✕
Cundy	Kyle	kyle.cundy@givegab.com	\$100.00	\$0.00	🔑	📄	✕
Doe	Jane	kathleen.thomas+1@givegab.com	\$0.00	\$0.00	🔑	📄	✕
Fredenborg	Nickie	nickie.fredenborg@givegab.com	\$0.00	\$0.00	🔑	📄	✕
Godert	Aaron	aaron+test7@givegab.com	\$100.00	\$0.00	🔑	📄	✕
Godert	Aaron	aaron+wgbh@givegab.com	\$25.00	\$0.00	🔑	📄	✕
Godert	Aaron	aaron@givegab.com	\$0.00	\$0.00	🔑	📄	✕

Updated Training Suite

Giving Day Training Videos

[Telling Your Story](#)

[Goal Setting Strategies](#)

[Engage Your Board](#)

[Peer-to-Peer Fundraising](#)

[Social Media Strategies](#)

[Matches & Challenges](#)

[Stewarding Your Giving Day Donors](#)

Giving Day Training Videos

[Telling Your Story](#)

Watch this video to learn how to meet your donors where they are, and help them become vested in your mission through successful storytelling.



[WATCH VIDEO](#)

[DOWNLOAD SLIDES](#)

Looking for more information to help you tell your giving day story? Check out the resources below!

[How to Tell Your Giving Day Story](#)

[How to Tell a Captivating Story](#)

[Goal Setting Strategies](#)

[Engage Your Board](#)

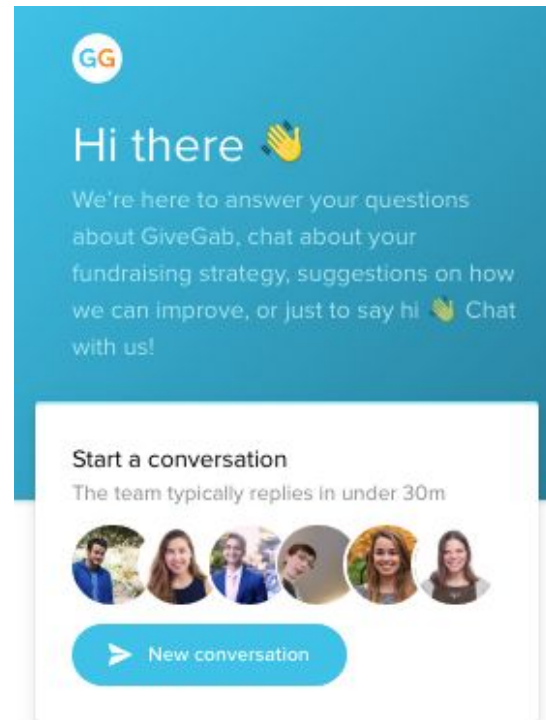
[Peer-to-Peer Fundraising](#)

Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Out Our Blog
 - <https://www.givegab.com/blog/>
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!



Look for the little blue chat bubble!



GiveGab[®]

Questions?

I Live Here
I Give Here[®]

Amplify Austin

Engaging & Retaining Your Giving Day Donor

Building lasting donor relationships, from start to finish



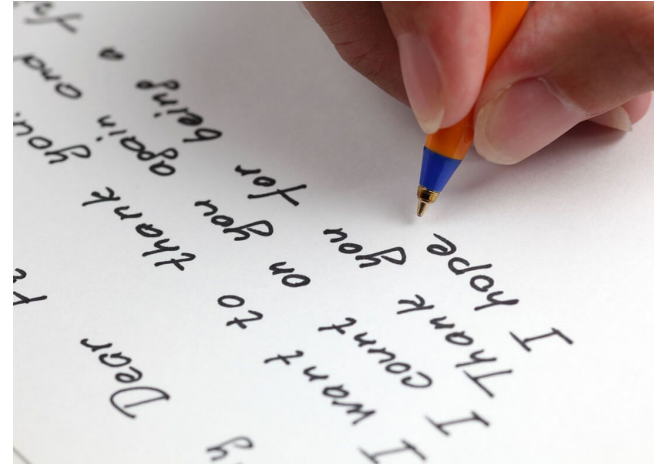
The 3-Step Formula



1. Segment your audience.



2. Define calls to action.



3. Say thank you.

Segment Your Audience

Age

Gender

Religion

Communication preferences

Income

Race/Ethnicity

Size of gift

Education Level

Location

Interest area

Giving frequency/recency

How donors give

Relationship to organization

Segment Your Audience - Relationship to Organization

Board members (past and present)

Advisory council members

Staff

Volunteers

Program participants/Event Attendees/Patrons

Clients/Customers

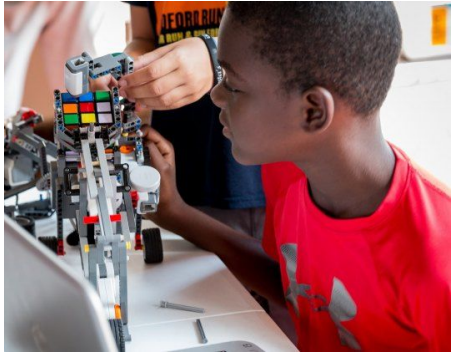
Members

Donors - Individual, Corporate, Foundation

Capital City Camps

Mission: To combat opportunity and education inequities by providing year-round enrichment camps for youth.

AAD North Star: Donor Goal = 500 donors



Segment Your Audience - Narrow down to 3

Current Board Members

Volunteers

Individual Donors

Calls to Action - Key Considerations

- 1. Consider all the ways this segment can contribute to your campaign and goal.**
- 2. Be mindful of the segment's financial resources.**
- 3. Develop a targeted ask.**

Calls to Action - The Ask

Current Board Members



Contribute to a matching gift pool with a goal of \$1,500.

Volunteers



Be a P2P Fundraiser and secure 10 donors.

Individual Donors



Donate. And then share your why on social media.

Calls to Action - The Ask in Context

As a board member of Capital City Camps, I am grateful for your leadership and advice that helped us pivot to offer virtual programming last year. With the transition to remote education and parents needing additional at-home support for kids, demand for programs increased 54% last year. The ability to expand our offerings in 2021 is so important to our mission to combat opportunity and education inequities by providing year-round enrichment camps for youth.

On Amplify Austin Day (March 4-5), we are raising funds to **double our capacity** for virtual summer camp programs to accommodate 750 kids.

We know that matching gift challenges energize and inspire donors to give. We'll be hosting a Power Hour on March 5 at 12pm-1pm to match donations made during that time period. Will you commit to joining other board members to create a matching gift pool? If each board member donates \$250, we'll raise \$1,500 to fuel our campaign!

Make your gift during the early giving period by March 1.



Meet fourth-grader Justin B., who joined us for our “Build Anything With Lego” Bootcamp in September.

Calls to Action - The Ask in Context

As a volunteer of Capital City Camps, you know the impact of our work first hand, and that Justin's story is one of many. With the transition to remote education and parents needing additional at-home support for kids, demand for programs increased 54% last year. The ability to expand our offerings in 2021 is so important to our mission to combat opportunity and education inequities by providing year-round enrichment camps for youth.

On Amplify Austin Day (March 4-5), we are raising funds to **double our capacity** for virtual summer camp programs to accommodate 750 kids.

To do this, we must increase the number of our supporters. Will you commit to being an advocate for Justin and our Capital City Campers by hosting a P2P Fundraiser? We're seeking 20 volunteers who will proudly share our mission and pledge to recruit at least 10 new donors.

[Click here to learn more and sign up by March 1.](#)



Meet fourth-grader Justin B., who joined us for our “Build Anything With Lego” Bootcamp in September.

Calls to Action - The Ask in Context

As a donor to Capital City Camps, your support made Justin's story possible. With the transition to remote education and parents needing additional at-home support for kids, demand for programs increased 54% last year. The ability to expand our offerings in 2021 is so important to our mission to combat opportunity and education inequities by providing year-round enrichment camps for youth.

On Amplify Austin Day (March 4-5), we are raising funds to **double our capacity** for virtual summer camp programs to accommodate 750 kids.

Will you commit to making a gift during Amplify Austin Day and sharing your enthusiasm on social media? To increase your impact, mark your calendar for 12pm-1pm on March 5 when our Board of Directors hosts a Power Hour to match donations!



Meet fourth-grader Justin B., who joined us for our “Build Anything With Lego” Bootcamp in September.

Say 'Thank You'

Current Board Members



Contribute to a matching gift pool with a goal of \$1,500.



Volunteers



Spread the word by signing up as a P2P Fundraiser.



Donors



Donate. And then share your why on social media.



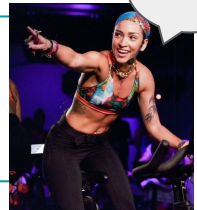
THANK YOU wrap-up email. Dollars raised. Donors raised. Demonstrated impact (story).

Write it today. Send out on March 5 at 7pm.

Zoom happy hour with campaign wrap-up and annual outlook. Send fun cocktail/mocktail recipe.

Zoom happy hour with campaign wrap-up and annual outlook. Send fun cocktail/mocktail recipe.

Handwritten thank you. **Honor your first time donors first.**



Yes you can.

Say 'Thank You' - First Time Donors

- 1. Amplify Austin Day 2020: 29,000 donors including 13,932 first-time donors.**
- 2. They had 650 organizations to choose from. And they found you. And they liked you enough to donate.**
- 3. They are your most excited donors, and your easiest to lose.**

Say 'Thank You' Again: Retention

Current Board Members

How can you engage staff in showing their appreciation to the board? How can you show them the impact of their giving and leadership first hand? How can you publicly recognize them in the community, or give them a platform with your other audience groups?

Volunteers

How can you show them the impact of their ambassadorship firsthand? How can you incentivize your volunteers to thank their campaign donors, and engage them in future volunteer efforts? How can you engage your program participants, clients, board members in thanking them?

Donors

How can you show them the impact of their gift firsthand? What communications will you include them in? Are there opportunities to convert them into volunteers? How can you engage your program participants, clients, volunteers, board members in thanking them?

***Messaging
Your Campaign
In A COVID-19
World***



*Created by Jane Hervey,
founder of bbatx and principal of [group work](#)*

bossbabes.org // groupworkcreative.com



Jane Claire Hervey

is a creative director, entrepreneur and recording artist, living and working in Austin, Texas. She is the founding director of bbatx (a 501c3 amplifying women and nonbinary creatives and leaders), and she actively designs communication strategies and experiences for arts and entertainment organizations, nonprofits and creative start-ups. Over the years, she has worked with a range of people and places—from small organizations and individual artists to projects with Bumble, The Line Hotel, Red Bull and Dr. Marten's. Her artistic and professional work has been profiled in publications like Texas Monthly, ADWEEK and Forbes, as well as recognized in the City of Austin's Women's Hall of Fame.

We know COVID-19 has had a tremendous impact on nonprofits—big and small. We also know that, for many of us, our priorities and our values have come into laser focus. Our communities are working hard to meet basic needs and reshape our ecosystems toward justice.

This can make our typical fundraising asks fall completely flat—despite our organizations potentially being in a continued state of crisis. So, what do we do?

***Before we grasp at
straws, let's ground
ourselves in what
we know.***

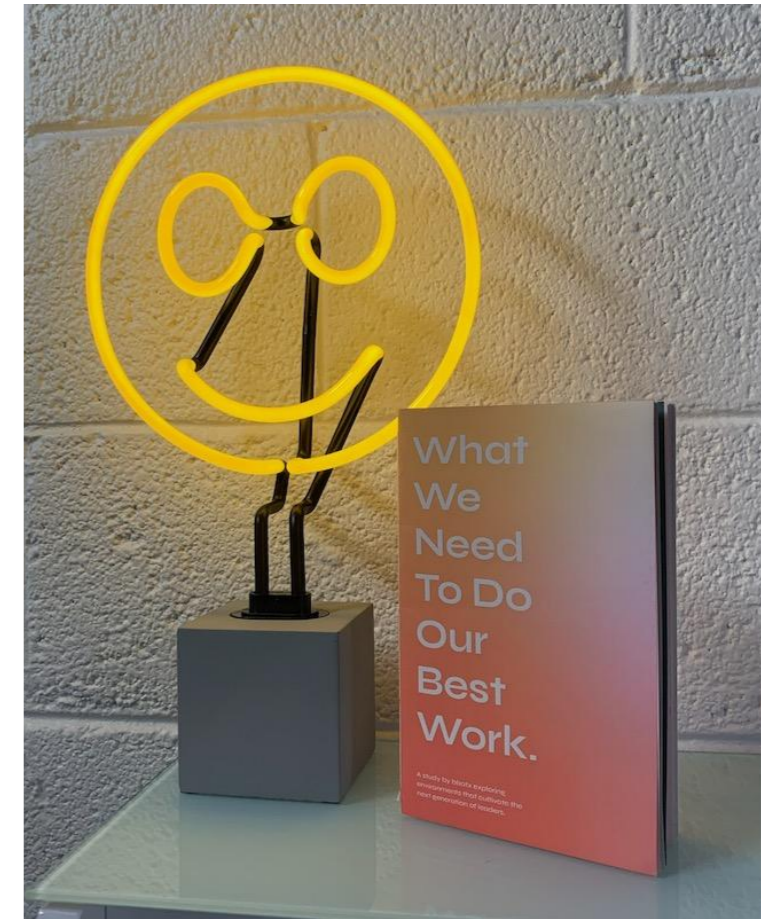
***What does your
organization do?***

What are your current fundraising goals?

***What are your
organization's
values? What does
your work represent?***

***With your previous answers in mind:
Who is your ideal donor—and where might they be? What do they need to know about you right now?***

SIX TIPS FOR BETTER MESSAGING

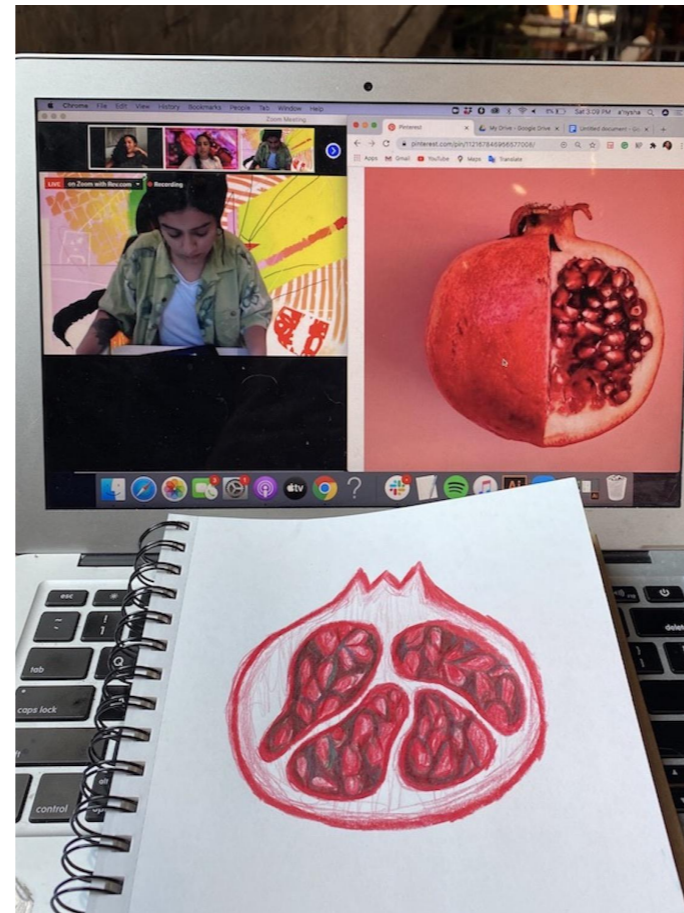


1. Don't pretend to be something you're not—especially when it comes to your values and the work you do.

2. Meet your donors where they are—show them you are going to solve problems they care about right now.

3. Craft a plan your team can reflect on *together* with outlined goals, shared imagery and week-over-week (or hour-over-hour) tasks. You and your staff are working in a pandemic!

SIX TIPS FOR BETTER MESSAGING



4. Reach out to legacy donors with more than an ask. Approach the conversation as an opportunity for collaboration in these times.

5. Rethink your standard fundraising events. Get creative. Can these events be turned into something more meaningful—or something entirely new?

6. Update your messaging—everywhere. Conduct a full audit of your positioning across social media, your website, your thank-you notes, etc.