The 2020 Ultimate Guide to Nonprofit Giving Day Success

Hosted annually by the Billings Community Foundation, for more information, please contact Lauren Wright at lwright@billingscommunityfoundation.org.
The Yellowstone Valley Giving Day is a powerful 24+ hour online and on-site live celebration of giving, focused on connecting community members with area nonprofits! We are reinforcing the value of philanthropic giving, encouraging community engagement, and strengthening collaborative impact for the benefit of the Greater Yellowstone Valley Region of Montana!

The potential of Yellowstone Valley Gives is tremendous and the Billings Community Foundation is thrilled to host this Community Pride campaign in our region for the fifth consecutive year!

Our vision for 2020 is to:

☑ INCLUDE 120 Nonprofit Participants
☑ INSPIRE 1,200 Donors to Give
☑ INVEST $220,000 in the Region

JOIN US IN 2020 BY LEVERAGING THIS FUN AND EXCITING DONOR DEVELOPMENT AND CULTIVATION TOOL TO HELP YOUR AGENCY GROW IT’S VISIBILITY, CAPACITY, AND SUSTAINABILITY!
BOARD ENGAGEMENT
As ambassadors for your organization, your board’s engagement in is a crucial element for success!

Questions to consider:
• What will be your goal for board giving?
• What donor engagement strategies will your board employ?
• What other tasks or strategies would you like your board to participate in?

KNOW YOUR AUDIENCE
Craft the most effective message, you need to know your audience and how to engage them!

Questions to consider:
• Who is your current and prospective audience?
• How will you reach them?
• What stories of impact can you share?

DONOR ENGAGEMENT
Stewarding your donors – before, during and after Yellowstone Valley Gives – keeps them aligned with your organization for continued engagement and support!

Questions to consider:
• How will you engage your current donor base and encourage new donors?
• How will you thank your donors when the campaign ends?
• What is your plan to follow up with donors 1, 3, 6 months after campaign?

GOAL SETTING
Set new philanthropic goals: new donors, visibility, marketing, social media.

Questions to consider:
• What is your financial goal for Yellowstone Valley Gives?
• How many donors would you like on Yellowstone Valley Gives?
• How do you plan to share your success with your donors and volunteers?

COMMUNICATION TOOLS
Maximize the communication tools available to you!

Questions to consider:
• What communication tools does your organization already use?
• What tools are you not using that you may want to incorporate for this year?
• What current marketing materials can you add your Yellowstone Valley Gives message to?
• What other tools and resources do you need?

SOCIAL MEDIA
For an online event, social media plays a huge role!

Questions to consider:
• What social media platforms will you use for Yellowstone Valley Gives?
• What are the key messages you will convey through these platforms?
• Who will run your social media campaign?
8 WEEK PLANNING STRATEGIES

Use the template below to create an 8-week work plan. The first 4 weeks of your plan should be dedicated to planning and preparation, while the 2nd half of your plan should be implementing; starting with soft marketing and then transitioning into heavy marketing at the 2 week mark.

2020 YELLOWSTONE VALLEY GIVES GOALS:

What is your new donor goal?
What is your monetary goal?
What prizes would you like to go for?
What are some other goals you might?

EIGHT WEEKS OUT - MEET, PLAN, DISCUSS (MARCH 2)
✓ Create your profile at https://www.yellowstonegives.org
✓ Set weekly meetings with your staff/volunteers who will assist with your campaign.
✓ If you are creating printed materials, decide what those will be and begin design.
✓ Finalize donor email/contact lists and make sure all information is ready to use.
✓ Create outreach strategy for current donors.
✓ Brainstorm opportunities to reach new donors.

SEVEN WEEKS OUT - TEASERS AND PREPARATIONS (MARCH 9)
✓ Download all items from the Nonprofit Toolkit.
✓ Add a Yellowstone Valley Gives logo to your email signature.
✓ Add a teaser or save the date block to your website and outgoing e-newsletters.
✓ Provide Yellowstone Valley Gives updates at your monthly or quarterly board meeting.
✓ Begin outreach to local businesses to form partnerships and support.
✓ Make sure you have completed all checklist items from the previous week!

SIX WEEKS OUT - PREPARING SOFT MARKETING (MARCH 16)
✓ Decide on communication tools.
✓ Determine who will run your social media campaign (staff, consultant, volunteer, etc.).
✓ Decide if your organization will attend or host an event on Yellowstone Valley Gives,
✓ Register for a Yellowstone Valley Gives workshop or webinar.
✓ Create a staffing plan for Yellowstone Valley Gives.

FIVE WEEKS OUT - SOFT MARKETING LAUNCH (MARCH 23)
✓ If you are using printed materials, drop them in the mail no later than next week!
✓ Work on your “thank you” plan for donors for day-of and post-Yellowstone Valley Gives.
✓ Boast about your Yellowstone Valley Gives profile! Use it to help promote your participation!
✓ Do a check and make sure you have completed all previous checklist steps.
✓ Implement current donor outreach plan.
FOUR WEEKS OUT - CONTINUE SOFT MARKETING (MARCH 30)
☑ Send invites to day-of events (if having one).
☑ Schedule key meetings with donors (pre-commitments).
☑ Decide on what and how many prize challenges you will attempt to win.
☑ Begin talking about your involvement in Yellowstone Valley Gives at meetings and events.
☑ Bring postcards with you to leave in office lobbies, coffee shops, etc.
☑ Continue to implement your communications plan (emails, social media posts, etc.)

THREE WEEKS OUT - PREPARE FOR MARKETING BLITZ (APRIL 6)
☑ Customize email templates from toolkit and schedule e-blasts to go out.
☑ Finalize social media schedule and content.
☑ Schedule key meetings with donors (pre-commitments).
☑ Finalize partnerships with businesses.
☑ Contact local media (press release/events).

TWO WEEKS OUT - HEAVY MARKETING BEGINS (APRIL 13)
☑ Amp up social media posts – add Yellowstone Valley Gives graphics to Facebook and Twitter.
☑ Begin sending emails, newsletters, and make targeted phone calls to donors!
☑ Host your own kickoff event and talk to donors about Yellowstone Valley Gives!

ONE WEEK OUT - HEAVY MARKETING CONTINUES (APRIL 20)
☑ Make sure you have your #YVGives2020 page link (via your GiveGab Admin Dashboard).
☑ Continue heavy social media presence.
☑ Remind board of roles (outreach, sending emails, etc.).
☑ Utilize Yellowstone Valley Gives PSAs and Instructional videos – share on social media.
☑ Finalize day-of event plans, staffing plans, and roles and responsibilities.
☑ Schedule social media posts before going to bed.

YELLOWSTONE VALLEY GIVES (APRIL 30 & MAY 1)
☑ Kick off with a bang! Have at least 10 donors give at noon or during the first hour.
☑ Get out into the community and spread the word of Yellowstone Valley Gives events!
☑ Check in with all board members to make sure they implement your plan.
☑ Be active all day on social media!
☑ Check your GiveGab Admin Dashboard every hour and make sure you are thanking donors in real time either on social media or via email.

DAY AFTER AND BEYOND!
☑ CONGRATULATIONS!!! Get some rest!
☑ Send thank you letters to donors, businesses, and other nonprofits you partnered with.
☑ Send an update to your board, staff, volunteers, networks and donors on your results!
☑ Decide if you will have a post-event thank you reception/event.
**YELLOWSTONE VALLEY GIVES**

**SAVE THE DATE**
4.30.2020 - 5.01.2020


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**MARCH**

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- Recruit social media ambassadors to use their accounts to encourage giving!
- Send out a save the date email and social media post to supporters!
- Download the #YVGives2020 “Save the Date” graphic and other download-able goodies!
- Create ads, videos, & promo to share on Facebook and Newsletters!
- Start posting using #YVGives2020!
- Brainstorm other ways to engage your current donors and recruit new one!
- Be creative!

**APRIL**

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- Post on social media regularly about Yellowstone Valley Gives, using the hashtag #YVGives2020.
- Email your supporters with additional details about Yellowstone Valley Gives.
- Ensure your campaign story is ready to go! Start scheduling posts!
- Plan and assign roles for day-of events.
- Send out a “Save the Date” reminder to donors to support your organization on #YVGives2020 April 30- May 1!
- Add YVGives link to your email tagline and share on Social Media!

**MAY**

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- Centralize the handling of emails and phone calls related to event details and outreach.
- Send out creative ads, videos, & promo to create awareness and excitement for your organization!
- Post stories of your organizations’ impact on social media and encourage people to support you!
- Post at least one update on your social media channels daily – even if it’s just sharing other posts!
- HAVE FUN & RAISE FUNDS!

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**Important Dates:**

- **January 8th, 12PM:** YVGives Launch Celebration
- **February 5th, 12PM:** Peer-2-Peer and Crowdfunding Training
- **March 4th, 12PM:** Marketing and Story Telling Training
- **April 1st:** Non-Profit Registration Closes
- **April 1st:** Final Steps to Success Training
- **April 3rd:** Online Donations Open
- **April 30th, 4PM-6PM:** Yellowstone Valley Gives Kick-Off Party
- **April 30th, 4PM:** Giving Starts!
- **May 1st, 5PM-8PM:** #YVGives2020 Grand Finale
- **May 1st, 6PM:** Giving Ends

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**Billings Community Foundation**

Serving the Greater Yellowstone Valley Region of Montana Since 2007

**Thank you for being a part of our community vision in 2020!**

**Additional trainings will be announced via email and the Billings Community Foundation Facebook page as they are scheduled.**