MARCH 30, 2023

Ready, Set, Go for Your Giving Day!
Planning for Giving Day Success
Submit Your Questions!

If you have questions or comments throughout the webinar, send us a chat or submit via the Q&A form.

Introduce yourself! Name, location, organization.
Agenda

• Types of Giving Days Defined
• Common Misconceptions
• Stages For Planning Giving Days
• Create a Compelling Message
• Q/A
A Giving Day isn’t a MOTIVATING, COMPELLING reason to give – but it is an opportunity to ask.
Nonprofit Initiated Giving Day

Third Party Giving Days

Giving Tuesday
Common Misconceptions

➢ If you build it, they will come...

➢ Donors automatically know about a Giving Day

➢ Donors don't need to be thanked because they were thanked through...
Plan  Promote  Launch

Evaluate & Steward
Plan
Plan: 4-6 months in advance

- Date
- Name / Theme
- Create Hashtag
- Coordinate Website/Social Take-over
- Plan your Channels
- Set Specific Goals
- Identify Possible Fundraising Ambassadors
- Solicit Matching Gifts
- Decide on Incentives
Adding Peer-to-Peer Fundraisers to Your Giving Day Profile

Noelle Butler's fundraising dashboard for Kitty Corner

Complete the steps below to ensure your fundraiser is successful.

- **Tell Your Story**
- **Make a Donation**
- **Reach Out**
- **Share Socially**
- **Give Thanks**

Progress:
- $50 Raised of $500 Goal
- 115 Days Left
- 1 Donor
- 0 Emails Sent

Share your fundraiser:
https://giving-days-demo.herokuapp.com

Bonterra
Adding Matches/Challenges to Your Giving Day Profile
6 Quick Tips for Giving Day Success

1. Set a clear goal for the day.
   - Dollars to be raised
   - Number of donors
   - New donors
   - Number of volunteers for events
   - % Participation among key groups

2. Leverage what’s provided.
   - Take advantage of any training or resources.

3. Work the media.
   - Most giving days have built-in promotion and press coverage, online and off.
   - Reach out to your local contacts to help boost the attention for the big day—your community’s newspaper, television, and radio stations will likely welcome the inside scoop on a local event.

4. Embrace the urgency.
   - Motivate donors to take action: a deadline and a match
   - Encourage donors to give now and give more.
   - Underscore the sense of urgency in all your communications.

5. Empower your supporters.
   - Get a boost through the power of social networks.
   - Encourage your supporters to spread the word
   - Give them easy ways to connect with you online
   - Provide pre-written messages they can copy, paste, and share.

6. Focus on your follow up.
   Have a robust welcome and retention plan in place.
   Please, don’t forget to send out an amazing thank you to start things off right.
Create a Gift Pyramid

- 1 Donor at $10,000
- 3 Donors at $5,000 = $15,000
- 5 Donors at $1,000 = $5,000
- 20 Donors at $500 = $10,000
- 35 donors at $100 = $3,500
- 75 donors at $50 = $3,750
- 110 donors at $25 = $2,750

- $50,000 Goal
- 8,500 donors in data file
- 255 Donors if you achieve 3% participation (and you’ll definitely attract new donors too, so this should be a safe bet)

Visit [www.giftrangecalculator.com](http://www.giftrangecalculator.com)
Set Goals but don’t announce them all...
Leverage...

• Third-party incentives
• Leaderboards
• Media coverage
• Urgency
Promote
Promote: 6 Weeks in Advance

- Activate Social Influencers
- Organization Ambassadors
  - Make Personal Asks to Ambassadors to be Peer-to-Peer Fundraisers
- Begin the Multi-Channel Communications
Phone calls
Get board members involved

Videos

Banner on homepage

Emails
Sunday, Tuesday, Wednesday

Social Media

Text Messages

Omni-channel

1. Get board members involved
2. Videos
3. Banner on homepage
4. Emails
5. Social Media
6. Text Messages
Launch
Launch

- Seed the Giving Day with Board members, staff and insiders' gifts with a seed goal of 10% of the overall gift
  - DON'T START AT ZERO!
- Over Promote the Campaign
- Give Continuous Updates
- Utilize Gamification Methods like Leaderboards, Contests, Premiums, Scoreboards, and Thermometer to Sustain Momentum
Evaluate
Evaluate against benchmarks:

**Engagement**
- Open rates
- Click rates
- General awareness

**Contributions**
- Money raised
- Number of new donors
- Number of recurring donors
- Average gift size
Access Detailed Analytics on your Giving Day Dashboard!

**GiveGab**

**Food Bank of the Southern Tier**

**Giving is Gorges 2022** June 21, 2022

$370.00 Raised • 6 Donors • 6 Gifts

**Get Set Up**

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
Steward
Steward

- Plan for the Acknowledge, Thank, and Report Impact Stage
- Understand What Social Donors Need:
  - 51% are "somewhat" or "unfamiliar" with the organization
  - 38% are first-time donors to the organization
- Implement Stewardship Plan

Photo by Karolina Grabowska:
A Giving Day isn’t a MOTIVATING, COMPELLING reason to give – but it is an opportunity to ask.
Create Shareable Content

Make it easy for your social ambassadors to spread your message far and wide.

These include staff, volunteers, beneficiaries of your work, and the passionate folks in your community.

Prepare materials in advance that people can quickly grab and share:

- Prewritten emails
- Compelling images
- Customizable graphics
- Social media kit
- Invitation templates
- Fundraising tool kits
- Short videos
Art of Persuasion

**LOGOS**
Provide the information needed to understand the problem and how you’re solving it; offer data; demonstrate impact. Prepare graphs, charts, infographics, and hard facts.

**KAIROS**
Outline both the possibility and the urgency of this moment and the unique opportunity offered if they get involved.

**PATHOS**
You can lead them to the brink of tears, but if they are full-on bawling and feeling overwhelmed, they won’t have the inclination and power to act. Offer the hope that compels them to action.

**ETHOS**
Demonstrate that your organization is not only driven by a passion and vision but has the capacity and know-how to address issues effectively and efficiently.

Promised Land: The 10 Commandments for Nonprofit Strategy, Communications, and Fundraising
“If you wish to influence an individual or a group to embrace a particular value in their daily lives, tell them a compelling story.”

-- Annette Simmons, storyteller and author
The Power of Story

Gather and share testimonials

Kittens rescued & compassion lived

Trades learned & gardens planted

Jobs obtained & lives transformed

Houses built & security created

Dancers trained & spirits uplifted

Children educated & joy inspired
Photos provide an example of who could be helped by making a gift.

A single person or animal is easier to make an emotional connection with than a large group.
Statistics can overwhelm.

1 in 5 children struggle to...

Today you can give a child like Sam...
Starfish Story

An old man was walking on the beach one morning after a storm. In the distance, he could see someone moving like a dancer. As he came closer, he saw that it was a young woman picking up starfish and gently throwing them into the ocean.

“Young lady, why are you throwing starfish into the ocean?”

“The sun is up, and the tide is going out, and if I do not throw them in, they will die,” she said.

“But young lady, do you not realize that there are many miles of beach and thousands of starfish? You cannot possibly make a difference.”

The young woman listened politely, then bent down, picked up another starfish, and threw it into the sea.

“It made a difference for that one,” she smiled.

“Adapted from the original by Loren Eiseley”

It made a difference for one....
<table>
<thead>
<tr>
<th><strong>Vision</strong></th>
<th>The world that needs to exist for you to no longer be necessary.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enemy</strong></td>
<td>The entity that prevents the vision from being achieved</td>
</tr>
<tr>
<td><strong>Hero</strong></td>
<td>The one who fights the enemy to achieve the vision. Invite donors to join a fight NOT to fight alone.</td>
</tr>
<tr>
<td><strong>Recipient</strong></td>
<td>The individual or group that will benefit when heroes fight the enemy to achieve the vision.</td>
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Which would you rather read?

Dear Friend,

Many of you may celebrate this holiday season sharing in the comforts of hearth and home with friends and family as you recall holidays of yesteryear and make new and lasting memories for the future.

Here at CASA (Court Appointed Special Advocates), we share this revelatory spirit, but it is tempered by an awareness that not every individual and family in our community experiences pleasant and joyous holidays. In fact, some of our most vulnerable community members, our children, will be faced with winters in which exchanging gifts and time spent decorating their homes is disrupted by tragic abuse and neglect.

We are grateful to be able to be here to assist children in Apple, Blanca, Cranberry, Grape, and Blueberry counties. During 2019, here are some of the activities CASA engaged in:

- Met with 62 children in 8 counties ensuring that judicial and government officials had comprehensive and accurate representation of the children’s environment and well-being.
- Conducted 90 hours of training for 12 new volunteers
- Offered 249 hours of in-service training for 25 current volunteers
- Offered 152 hours of in-service training for 14 board members

Children are a treasured gift that should be held gently in the caring hands of those they trust and love. However, for our CASA children this is not the case; it is why we need your support.

ABC CASA has been reaching out and lifting up the lives of children since 2001. We reach for the hands and lives of those who are most vulnerable and who need a voice in the court system.

Please support ABC CASA with a donation today. Your gift of any amount will help us continue to recruit and train volunteers. The need for our volunteers increase every year and we want to leave no child without an advocate. Your gift is also tax deductible. Please consider a gift of $500, $1,000 or $3,500. You may also want to become a CASA partner by committing to an annual monthly gift of $20, $50, $100 or higher.

How To Donate

Yes, I’ll help CASA serve children in my community. You can mail a check in the enclosed envelope or make a secure online donation at www.ABC.org

(over)

For Noah, the holidays aren’t hot chocolate and ice skating with family and friends.

Noah is lonely, frightened and alone.

YOU can give the gift of HOPE, SECURITY and a WARM home this holiday season.

Dear "NAME",

Noah has lost everything familiar—home, family, friends, and school—through no fault of his own. He left home with next to nothing, a few belongings quickly shoved into a trash bag.

Noah needs someone he can trust. Noah needs an adult he can count on to not disappear.

Noah needs you.

You can provide the consistent support of a trained volunteer to build a lasting relationship with Noah.

For just 80¢ a day you can help a child who needs an advocate and a home.

More than 1000 children were without a permanent home in South Dakota this year. Many of these children have experienced physical or sexual abuse or have been abandoned or neglected. They may be infants born with drug or alcohol poisoning.

Children like Noah who have a court appointed special advocate (CASA) volunteer to speak up for them are more likely to do well in school, spend less time in foster care, and find a safe, permanent loving home. Often the CASA volunteer is the only consistent adult in the child’s life until the child is adopted or ages out of the court system.

Your generous support today will provide a constant, positive presence and desperately needed sense of normalcy to a child, like Noah, during the most traumatic time in their lives.

Your gift is the positive change in a child’s life.

Bonterra
PERSONIFY ANIMALS & INANIMATE OBJECTS

You'd think that after 152 years of trying to stand tall, I'd get used to some of these aches and pains.

You know the wind here on the point just doesn't seem to ever let up. I overheard someone say, that I
am standing on the windiest point in the area. How about that? No wonder I continue to feel like the
wind wants to knock me over.

But oh no! I am standing upright just like I am meant to. I am important.

These large ships that pass, with fancy navigation systems, still look for my light to guide them, keeping
them safe from the point and bringing comfort to the sailors who recognize me as their friend.

Did you know that I was first built out of... Thirty years later... This coat of steel was wrapped around
my tower to protect my bricks from crumbling any more.

My steel cladding coat has been a lifesaver.

These last few years it seems like I am getting cold faster and earlier in the year. My friend, ARC, the
Director John DiB, says I've got 139 holes in my steel cladding. He says that's why I'm so cold.

A donor now promises to match every donation made by November 1, 2010, up to $20,000.

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Hi! My name is Humbert, Custodian of Donor Care. I'm here to show you how you are the heart of our hospital.

It's true. Because with your help, we can make patient care even better... I'll take you on a tour of the plans
to explain what I mean.

Please take a look!
**All About Sugar**

50% 

Colaes that the average American adult in a day are comprised of added sugars.

One in 10 people obtain one-quarter or more of their calories from added sugar.

"Sugar is the scariest of foods. It acts sweet, but it's really poison." 
Karen Salinowski

A diet period with sugar may raise your risk of dying from heart disease even if you aren't overweight. Sugar, while a beloved food, is behind one of the health evils of modern civilization.

Sugar consumption Consumed 50% of adults

Sugar consumption Consumed 49% of adults

Sugar-sweetened beverages Consumed 52% of adults

Nutritionists warn on added sugar as a menace. It also well-known link to weight gain and diseases. It often slowly "sends calories" — calories devoid of fiber, iron, zinc, iron, chloride, manganese, and other nutrients.

Learn more at www.relyoninsite.com

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**Marketing Report**

2026 2nd Quarter Check-In

**Overview**

BOC of the marketing target were achieved. Performance of newest product (AXS) increased only by 30% from the previous quarter.

**2,645**

New signups and accounts

**Active New Accounts**

3 of 5 new accounts are currently active and engaged

**Revenue Split by Product**

May yielded the highest revenues for our top 3 products

**Next Steps**

Increase engagement with current clients and continue pushing Product AXS.

**REFERENCES**

Be a good human and cite your sources!

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**Employee Statistics**

Q4 2025

1,029

Employees across 3 cities

110

Employees working part-time

**SALARY CONCERNS:**

95% Of employees are satisfied with their compensation

**BACK TO WORK:**

12% Of employees prefer a fully remote office setup

**6 OUT OF 10**

Upper-management employees are male

**DAILY BREAKDOWN**

Hilfster’s employees spend about 38% of their day on focused work

**REFERENCES**

Be a good human and cite your sources!
Focus on Outcomes

Tangible Differences

- Jobs attained
- Reading grade levels raised
- Meals served

Transformation

- Confidence
- Dignity
- Hope
How can you engage the audience?

• Keep it personal (segment the list)
• Use "you" focused sentences
• Have a clear call to action
• Show how the $ makes an impact
• Use storytelling
Questions