

MARCH 30, 2023

Ready, Set, Go for Your Giving Day!

Planning for Giving Day Success



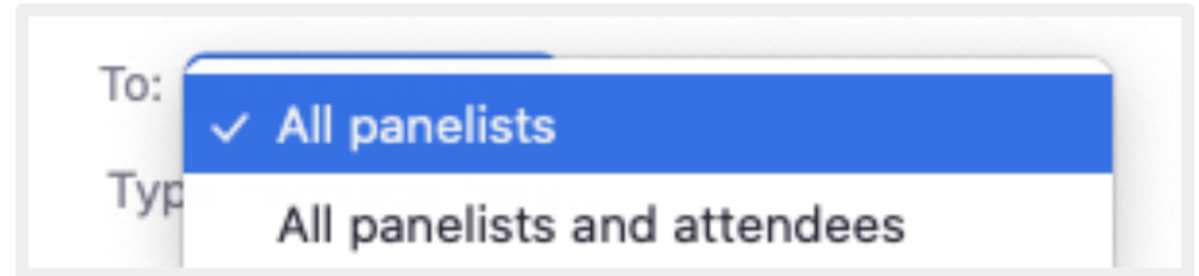
Submit Your Questions!

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.



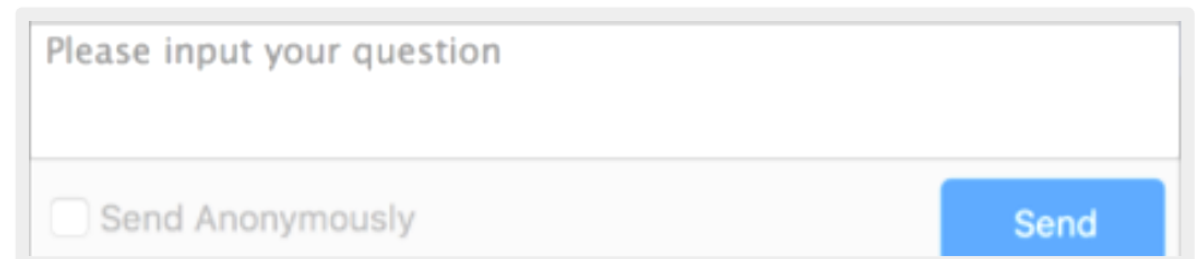
Chat Box



The screenshot shows a dropdown menu for a chat box. The 'To:' field is selected, and the dropdown list is open, showing two options: 'All panelists' (which is selected with a checkmark) and 'All panelists and attendees'.



Q&A



The screenshot shows a Q&A form with a text input field containing the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

Agenda

- Types of Giving Days Defined
- Common Misconceptions
- Stages For Planning Giving Days
- Create a Compelling Message
- Q/A



Janet Cobb, CFRE, CNP
Personal Fundraising Coach



Victoria Fiordalis
Giving Day Project Manager

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

- ✓ Add Your Organization's Info >
- Add Your Story >
- ✓ Get Verified to Collect Donations >
- Add Donation Levels >
- Add a 'Thank You' Message >
- Add Fundraisers** ▾

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

Fundraiser	Donors	Amount Raised	Goal	Email	Phone	Actions
No fundraisers found.						


Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal \$.00


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


[Save](#)





Noelle Butler's fundraising dashboard for Kitty Corner


Complete the steps below to be sure that your fundraiser is successful.

**Tell Your Story**

**Make a Donation**

**Reach Out**

**Share Socially**

**Give Thanks**

Progress

10%

\$50
Raised
of \$500 Goal



115
Days Left

1
Donor

0
Emails Sent

Share your fundraiser!

<https://giving-days-demo.herokuapp.com>

Adding Matches/Challenges to Your Giving Day Profile

Donation Tools


 Manage Matches and Challenges

 Manage Donations

 Embed a Donate Button

Get Prepared

 Giving Day Toolkit


 Help Center

Challenge Details

Challenge Name

Description

Challenge Unlock Amount ⓘ
\$

Image
 match_commitment_image_8791146263

Sponsor Donor Details

Sponsor Donor Name
Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.
 Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

Challenge Criteria

Select the time period applicable for this challenge

Time Zone
Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Challenge Type

Challenge Goal

Match Details

Match Name

Description

Total Matching Funds Available ⓘ
\$

Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

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.

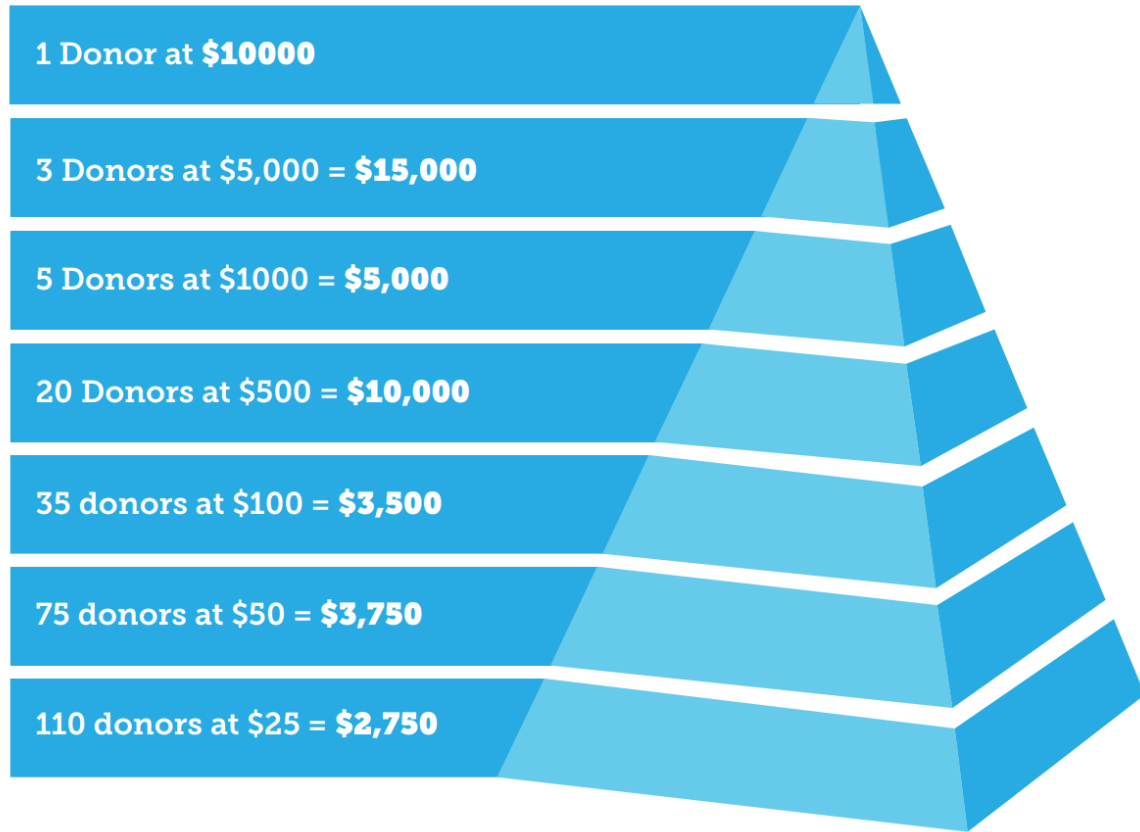
- Get a boost through the power of social networks.
- Encourage your supporters to spread the word
- Give them easy ways to connect with you online
- Provide pre-written messages they can copy, paste, and share.

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



- \$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

Set Goals but don't announce them all...



Leverage...

- Third-party incentives
- Leaderboards
- Media coverage
- Urgency

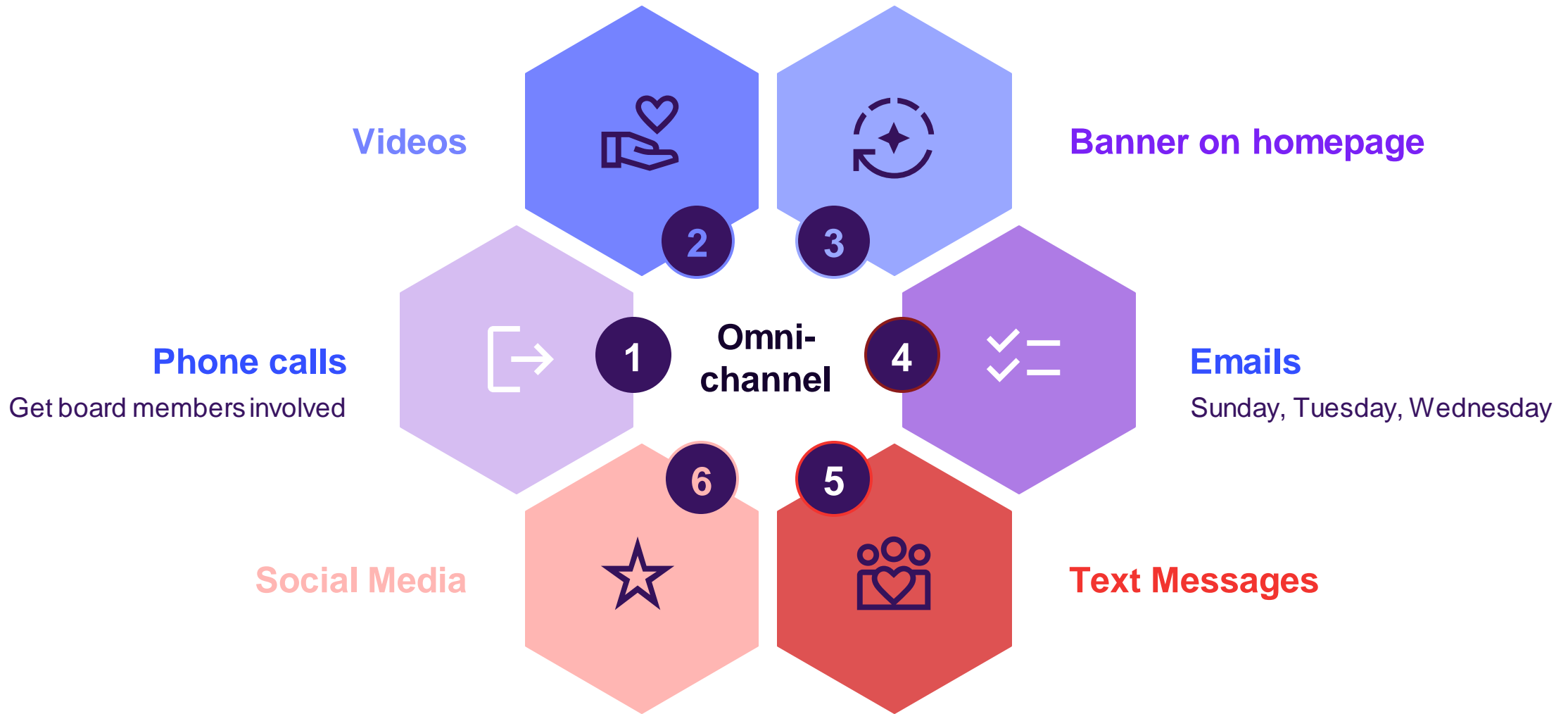


Promote

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





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

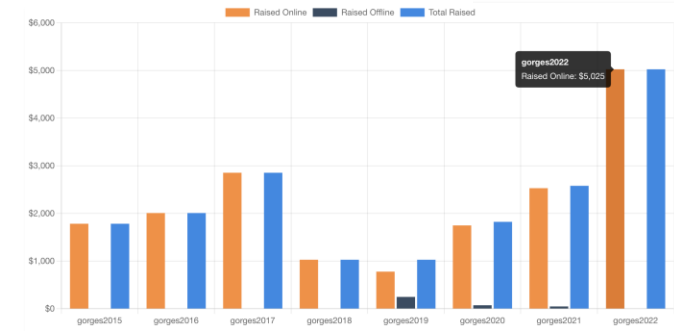


Access Detailed Analytics on your Giving Day Dashboard!

The screenshot shows the GiveGab dashboard for the 'Giving is Gorges 2022' campaign. The top navigation bar includes 'Home' and 'Support'. The left sidebar contains navigation options: 'Home', 'Giving Days', 'Volunteering', 'Reports' (highlighted with an orange box), 'Donations', 'Financials', and 'Manage Organization'. The main content area displays the campaign logo for 'Food Bank of the Southern Tier', the campaign name 'Giving is Gorges 2022' with the date 'June 21, 2022', and statistics: '\$370.00 Raised • 6 Donors • 6 Gifts'. An 'Analytics' button is highlighted with an orange arrow. Below this is a 'Get Set Up' section with a list of tasks, each with a green checkmark and a right-pointing arrow: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', and 'Add a 'Thank You' Message'.

General Donor Insights Year-Over-Year

Dollars Raised



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:
<https://www.pexels.com/photo/crop-faceless-woman-planting-seedling-into-soil-4207909/>

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



Storytelling....

“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

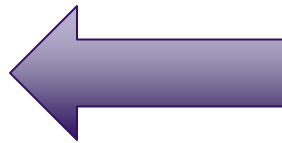


Dancers trained & spirits uplifted



Children educated & joy inspired

THE SINGULARITY EFFECT



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.



Description

500K

Statistics can overwhelm.

Description

1 in 5

Break it into manageable, relatable size.

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....



Vision

The world that needs to exist for you to no longer be necessary.

Enemy

The entity that prevents the vision from being achieved

Hero


The one who fights the enemy to achieve the vision. Invite donors to join a fight NOT to fight alone.

Recipient

The individual or group that will benefit when heroes fight the enemy to achieve the vision.

Which would you rather read?

Board Member Town, State	Dear Friend,
Board Member Town, State	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.
Board Member Town, State	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.
Board Member Town, State	We are grateful to be able to be here to assist children in Apple, Banana, Cranberry, Grape, and Blueberry counties. During 2019, here are some of the activities CASA engaged in:
Board Member Town, State	<ul style="list-style-type: none">• 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
Board Member Town, State	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.
Board Member Town, State	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.
Board Member Town, State	<u>Please support ABC CASA with a donation today!</u> 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.
Board Member Town, State	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
Board Member Town, State	(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.

(Turn over)

Organization Name
Address
Phone | Fax | E-mail

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.

Those 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, **ABC.Org Director John Doe**, 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, 2019, up to \$20,000.



**BEEP!
BEEP!**

March 30, 2011

You can help Second Harvest buy ME!
I'm a shiny new truck and I want to rescue food that would otherwise go to waste and deliver it to hungry people!

Dear Jen,

I have a dream.

I have a dream that I start up every morning and rev my engine with joy knowing that today, I will be driving around Toronto delivering food to hungry men, women and children in our city.

Sure, I could be bought by some fancy company and maybe deliver diamonds or plasma TVs, but I believe I was built for something more.

As soon as my spark plug fired, I knew I was destined for greatness.

And you can help!

Right now, I'm sitting on this lot waiting to be bought. And I hear the sales guys here in their shiny suits talking about the interested customers, but I only care about one customer -- and I know you care about them too.

Second Harvest.

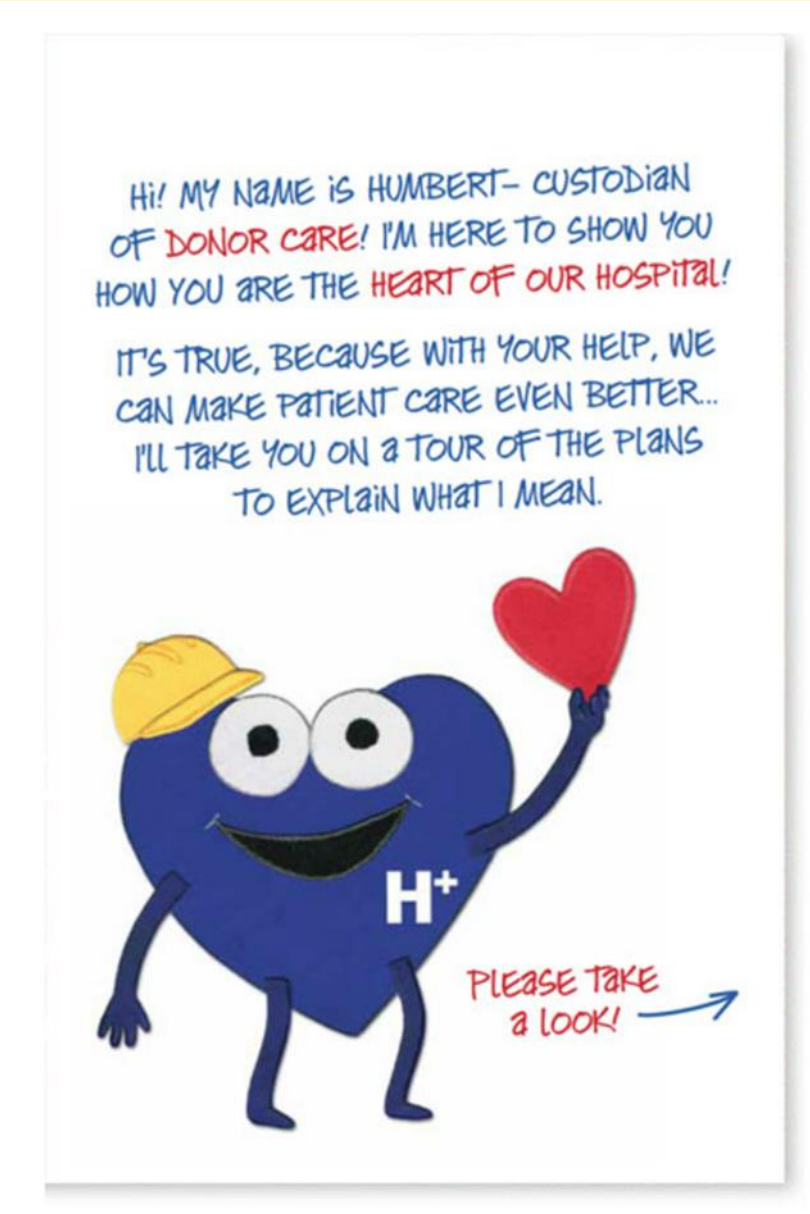
I hear you are a supporter of Second Harvest. Good for you! You'll also find in this package a letter from Joe over at Second Harvest and he can tell you more about exactly why they need this truck right now and what you can do to make it happen.

Please, help Second Harvest deliver more food to hungry people -- and fulfil my destiny too!

Beep Beep,



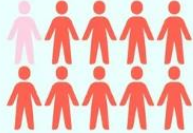
Future Truck of Second Harvest



All About Sugar



Calories that the average American eats in a day are comprised of added sugars.



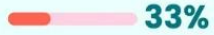
One in 10 people obtain one-quarter or more of their calories from added sugar.

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

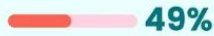
Karen Salmansohn

A diet packed with sugar may raise your risk of dying of heart disease even if you aren't overweight. Sugar, while a crowd favorite, is behind many of the health ills of modern civilization.

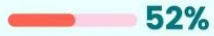
Sugar consumption
Come from soft drinks



Adults
Consume a sugar-sweetened beverage on a given day



Sugar-sweetened beverages
Consumed at home



Nutritionists frown on added sugar a reason. It has well-known links to weight gain and cavities. It also delivers "empty calories" — calories devoid of fiber, vitamins, minerals, and other nutrients.

A high-sugar diet may also stimulate the liver to dump harmful fats into the bloodstream. This can boost heart disease risk.

Learn more at www.reallygreatsite.com

HARPER AND PARTNERS INC.

Marketing Report

2025 2nd Quarter Check-In



Overview

90% of the marketing target was achieved. Performance of newest product (AX5) increased only by 10% from the previous quarter.



2,645

New signups and accounts



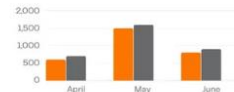
Active New Accounts

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 AX5.

REFERENCES

Be a good human and cite your sources!

HILLSTREET INDUSTRIES

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 full-time office setup



6 OUT OF 10

Upper-management employees are male



DAILY BREAKDOWN

Hillstreet'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

