Preparing for two weeks of giving
Welcome

- Evin Bask, Idaho Nonprofit Center
- Lisa Chavez, KTVB
- Deanna Ward, Avenues For Hope
- Merlin Komenda, GiveGab
- Rachel Flachbart, CATCH
Idaho Gives = Two Weeks!

- Media coverage
  - No day of events
  - Election year
  - COVID-19
- More time for organizations to tell their stories
Alert the Media!

Our Media Partners want to help share your story!

Thank you to our amazing media partner across the state that are helping us share the word about Idaho Gives! Social Distancing can make us feel far away from our supporters and future donors - our media partners want to help you tell your story! Please complete the form below highlighting what your organization is specifically fundraising for this Idaho Gives,

Submit by April 17th

SHARE YOUR STORY
How we are keeping the Idaho Gives fun going for two weeks!

**Wednesday, April 15** - Registration closes
- Registration closes! Make sure your organization is registered!

**Monday, April 20** - Pre-giving starts!
- Even though Idaho Gives has not started yet, donors can still participate in pre-giving directly to an organization’s page.
Thursday, April 23 - Day one of Idaho Gives!
- Prize:
  - First Donation
  - Philanthropy Photo

Friday, April 24 - Happy Friday!
- Prize
  - Friday Friends

Monday, April 27 - National Tell a Story Day!
- Prize
  - My Idaho Gives Story

Tuesday, April 28 - Happy Tuesday
- Prize
  - Beaming Board
Wednesday, April 29  - Wild Wednesday
  ●  Prize
    ○  Mid Week Mania!

Thursday, April 30  - Thankful Thursday
  ●  Prize
    ○  Training Titan

Friday, May 1  - Happy Friday!
  ●  Prize
    ○  Friday Friends

Monday, May 4  - May the Fourth be with you!
  ●  Prize
    ○  May the Fourth Philanthropy Photo
Tuesday, May 5  - Giving Tuesday!
  ● Prize
    ○ Beaming Board
    ○ Recurring Gift
    ○ Tuesday Two Hour Tournament

Wednesday, May 6  - Wild Wednesday
  ● Prize
    ○ Mid Week Mania!

Thursday, May 7  - Idaho Gives Grand Finale!
  ● Prize
    ○ Idaho Gives Grand Finale
Friday, May 8 - Idaho Gives is over, let's announce our final prizes!

- Prize
  - Friday Friends
  - Energetic Engagement
  - Small leaderboard
  - Medium leaderboard
  - Large leaderboard
  - Mega Match
  - Surpass the Past
  - Global Giver
  - Nifty Fifty

You can learn more about any of our Prizes on the [2020 Prize Page](#)
KTVB

- How can media outlets utilize the extra time?
- What content/stories are helpful to highlight?
- How can organizations package messages for media?
GiveGab

● **Online Resources**
  ○ [https://www.givegab.com/blog/virtual-support-nonprofits-crisis/](https://www.givegab.com/blog/virtual-support-nonprofits-crisis/)

● **Toolkit**
  ○ Sample timelines
  ○ Sample post content

● **Downloadable images**
  ○ Logos
  ○ Badges
  ○ Posters
  ○ Social Media cover photos/graphics
Avenues for Hope

- Tell us about Avenues for Hope - Multi week Idaho Campaign
- How do organizations utilize the time they have over two weeks?
- What do successful organizations do throughout the campaign?
CATCH

- How are you shifting your one day Idaho Gives campaign to a two week campaign?
- Any tips for organizations that have not participated in a multi-week giving campaign?
Creative ideas

- Peer-to-Peer
- Matching Gifts
- Communicating to your followers about which prizes you are wanting them to help participate in
- Social Media takeovers from Staff/Supporter/Board member
- Highlighting different aspects of your organization each day
- Business Partner- Would you normally have teamed up with a business for a day of event? How can you make it virtual or that business still support?
- Share the love- any other organizations you partner with that are also participating in Idaho Gives?
Donor Survey Results
57%
% of donors giving to new organizations on Idaho Gives

48%
% of donors who would be inspired to give AGAIN if the organization did something else after Idaho Gives

Q5: As a donor, what would you like to tell our participating organizations about your experience on Idaho Gives that could help them in the future? This can be anything from donor stewardship to their Idaho Gives page or anything else.
Answered: 854  Skipped: 589

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<thead>
<tr>
<th>Comments</th>
<th>Comments</th>
<th>Total %</th>
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<tbody>
<tr>
<td>More robust Idaho Gives org profiles</td>
<td>114</td>
<td>13.32%</td>
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<tr>
<td>Personal thank you</td>
<td>88</td>
<td>10.30%</td>
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<td>More/earlier Idaho Gives Event Reminders</td>
<td>39</td>
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<td>Do not ask for another donation right after I give</td>
<td>26</td>
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<td>Don't auto add me to mailing list</td>
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<td>0.08%</td>
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<td>Leverage social media platforms to tell story</td>
<td>15</td>
<td>1.80%</td>
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<td>Easier way to find/categorize NPs on website</td>
<td>8</td>
<td>0.09%</td>
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<tr>
<td>Highlight matching donations on your page</td>
<td>7</td>
<td>0.08%</td>
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“I really love the engagement on social media. It makes it fun and I'm more likely to share things.”

~anonymous Idaho Gives Donor

“Tell a good story on Idaho Gives about your organization and it's successes. Follow up with personal invitations to tour is phenomenal. That gets people personally invested.”

~anonymous Idaho Gives Donor

“I keep all handwritten letters that I have ever received, and being recognized by my first name on a personal basis means a lot to me”

~anonymous Idaho Gives Donor
“Knowing how the donated dollars will be used by the organization is helpful and beneficial to understand which makes me as a donor feel like I’m part of something real and meaningful.”

~anonymous Idaho Gives Donor

“Clearly outlining the organization's purpose and projects on the Idaho Gives page is helpful in my consideration of donations to organizations that I am not familiar with.”

~anonymous Idaho Gives Donor
Questions?