Theme for 2020:

Give B-I-L-I-G!

GIVE BIG KERN
5.5.20

GIVE LIKE IT'S A FIESTA!
Give Big Kern
Final Steps to Success Workshop

March 9, 2020 – Bakersfield
March 11, 2020 – Ridgecrest and Kernville
What is Give Big Kern?
Let’s Review!

Answer the question correctly and you will get some GiveGab Swag!
An exciting Donor Development and Cultivation Opportunity and a way to help your agency grow its Visibility, Capacity and Sustainability!
Let’s Review!

Next question: Who are some of Give Big Kern’s monetary sponsors this year?
Let’s Review!

Next question: Who are some of Give Big Kern’s in-kind or promotional sponsors this year?
Local Partners Give B-i-i-i-g In-Kind
Next question: Where can you find information on special events and promotions leading up to Give Big Kern Day?
Back by Popular Demand:

Give Big Kern Press Conference

Tuesday, April 21 at 10:30 a.m. at The Padre Hotel in Downtown Bakersfield. It’s a great way to make your agency, and the Give Big Kern effort, highly visible to the media and the community.
Back by Popular Demand:

- Give Big Kern Meet & Greet Day! This year at Sam Lynn Ballpark from 10am to 4pm on Saturday, April 25.
- This is a GREAT opportunity to engage with the public—especially new potential donors and volunteers—and your fellow nonprofits!
“Driven to Give!”
Saturday, April 25, 10 a.m. – 4 p.m.
Sam Lynn Ballpark Parking Lot.
Let’s Review!

Next question: How much will Jim Burke Lincoln give to Give Big Kern for each test drive on Driven To Give Day?
Sam Lynn Ballpark & Parking

We need:
1) Agencies to sign up to host games, demos, music & dance performances, and other fun activities to engage the public.
2) Agencies to volunteer as part of a task force of assistant organizers and for various tasks during Meet & Greet Day.
Let’s look at some important pages on givebigkern.org
- Events
- Volunteering
- The 100% Board Participation Challenge
- ¿Qué es #GiveBigKern?
- Nonprofit Toolkit
- Trainings
Don’t Forget – The Embeddable Donate Button
Links right from your website to Give Big Kern!
Let’s Review!

Next question: Name some strategies that help multiply giving?
What helps multiply giving?

Goal Setting Strategies

Peer-to-Peer (P2P) Fundraising

Matching Challenges

For agencies that implement these strategies...

• Setting fundraising goals achieves $2X$ as much money vs. for agencies that don’t!!

• P2P Fundraising on average achieves $3.4X$ as much money!!!

• Matching achieves $4.5X$ as much money!!!!
How do we set these up?

Let’s look at the back end of Give Big Kern: the GiveGab platform and its sometimes complicated Administrator Dashboard.
Next question: When is the next drop-in date at Kern Community Foundation?
Share on Social Media!

Find Give Big Kern on Facebook, Twitter and Instagram: @GIVEBIGKERN

Use the hashtag #GIVEBIGKERN to create a Give Big Kern buzz and to get your Instagram and Twitter posts on the givebigkern.org Tagboard.
Important Dates

• March 12 & 26 from 1 to 3 p.m. – KCF Drop-in
• March 27 – Deadline for completing profile on GiveBigKern.org
• Mondays in April & first Mon. in May – KGET/Telemundo spots
• April 5 – GiveBigKern.org donation portal goes LIVE!
• April 9 & 23 from 1 to 3 p.m. – KCF Drop-in
• April 19 – 25 – National Volunteer Week
• April 21 – Press Conference at The Padre Hotel
• April 25 – ♦ Meet & Greet the Give Big Kern Nonprofits &
  ♦ Driven to Give Test Drive Dual Event
• April 28 – Deadline to opt in for 100% Board participation

• May 5 – Give Big Kern – “Give B-i-i-i-g!”
Important Time Slot on May 5:

5 to 7 p.m. Commuter Window

This is when the greatest number of donations per hour come in on average for Giving Days. Make sure you have Matching Gift and Challenge Gift campaigns happening at that time to drive giving to your agency’s page on GiveBigKern.org.
Surprise: $1,000 Rural Nonprofit Prize

Who qualifies? Biggest fundraiser whose main Kern mailing address or service location is outside of the Greater Bakersfield Metro area and in one of the following communities:

- Mountain Communities (Frazier Park, Lebec, Pine Mountain Club, etc.)
- Arvin
- Lamont
- Shafter
- McFarland
- Wasco
- Delano
- Taft and West Kern (Maricopa, Buttonwillow, Lost Hills, etc.)
- Kern River Valley Area (Lake Isabella, Kernville, Bodfish, Onyx, etc.)
- Tehachapi Mountain Area (including Caliente, Keene, etc.)
- Desert Communities (Mojave, Rosamond, California City, Ridgecrest, Inyokern, Boron, etc.)
Are there any Questions?
Are there any Announcements?
Billy the Give Big Goat says:

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