Give Big Kern

5.5.20
Give Big Kern
Getting Started Workshop

February 3, 2020 – Bakersfield
February 6, 2020 – Ridgecrest and Kernville
Introduction

What is Give Big Kern?
“One Day to Celebrate the Giving Spirit of Kern County!” for sure. But is also...
An exciting Donor Development and Cultivation Opportunity and a way to help your agency grow its Visibility, Capacity and Sustainability!
This is how Kern Community Foundation wants you to view Give Big Kern: As a way to grow Visibility, Capacity, Sustainability.
Returning Highlight in 2020

But don’t take it for granted! You’ll get out of it as much as you put into it.
# 2019 Highlights

<table>
<thead>
<tr>
<th>Year-Over-Year Achievements</th>
<th>2018</th>
<th>2019</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>· Dollars Raised</td>
<td>$231,187</td>
<td>$429,755</td>
<td>86%</td>
</tr>
<tr>
<td>· Individual Donors Engaged</td>
<td>1,778</td>
<td>2,808</td>
<td>58%</td>
</tr>
<tr>
<td>· Most Dollars Raised by One Agency</td>
<td>$20,158</td>
<td>$63,907</td>
<td>217%</td>
</tr>
<tr>
<td>· Most Individual Donors Giving to One Agency</td>
<td>252</td>
<td>892</td>
<td>254%</td>
</tr>
<tr>
<td>· Average Dollars Raised Per Participating Agency</td>
<td>$1,943</td>
<td>$3,770</td>
<td>94%</td>
</tr>
<tr>
<td>· Percentage of Donors Covering Online Fees</td>
<td>75%</td>
<td>94%</td>
<td>25%</td>
</tr>
<tr>
<td>· Online Donations Made from a Mobile Device</td>
<td>66%</td>
<td>80%</td>
<td>21%</td>
</tr>
</tbody>
</table>
## 2019 Highlights

### Year-Over-Year Achievements (Continued)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>· Volunteer Hours Pledged</td>
<td>52,000</td>
<td>88,600</td>
<td>70%</td>
</tr>
<tr>
<td>· Individual Volunteers Recruited</td>
<td>217</td>
<td>399</td>
<td>84%</td>
</tr>
<tr>
<td>· Total Prizes Awarded to Nonprofits</td>
<td>$5,200</td>
<td>$9,250</td>
<td>78%</td>
</tr>
<tr>
<td>· Number of Trainings Offered to Nonprofits</td>
<td>7</td>
<td>12</td>
<td>71%</td>
</tr>
<tr>
<td>· Number of Peer-to-Peer Fundraising Campaigns</td>
<td>38</td>
<td>110</td>
<td>189%</td>
</tr>
<tr>
<td>· Number of Matching Gift Campaigns</td>
<td>2</td>
<td>19</td>
<td>850%</td>
</tr>
</tbody>
</table>
Achievements

Last year, Give Big Kern won the Greater Bakersfield Chamber of Commerce’s Beautiful Bakersfield Award for helping to create “A Better Bakersfield.”

This is YOUR Award if you participated in 2019 or are participating this year!
Achievements

Give Big Kern is on the ballot for The Bakersfield Californian’s Best of Kern Readers’ Choice Poll. Vote for Give Big Kern as Best Annual Event.

How to vote: Go to Bakersfield.com > Look for the green and pink logo on the page and click on the yellow “Vote” button > Click on “Click here to vote” > Choose the “Arts & Entertainment” category > Scroll down and vote for Give Big Kern!

Share on social media to inspire others to vote as well. You can vote every day through Sunday, Feb. 16. Vote B-i-i-i-g!!!

Are we deserving? You be the judge…
Achievements

In the last couple of years for which data is available, GiveGab Giving Days (they host 146 around the country) have grown by between 30% and 40%.

By comparison, Give Big Kern grew by 56% in 2018 and 86% in 2019!
What does GiveGab say about Give Big Kern?

We are where some other Giving Days they host were four or five years ago. But we have much room and potential to GROW! And we’re headed toward One Million!
Our Theme for 2020:

Give B-I-L-I-G!

GIVE BIG KERN
5.5.20

GIVE LIKE IT’S A FIESTA!
Let’s make it the MOST FUN Give Big Kern EVER!
More visibility in Local Media

Up to 20 agencies will be highlighted in the morning (KGET) and evening news (Telemundo).

Bigger publicity push to Spanish-speaking community!
Support from Tech-Savvy Interns!

Dr. Kyung Jung Han’s CSUB PR Management students can provide assistance to up to 22 Give Big Kern nonprofits this year!
Support from Kern Community Foundation

Drop-In Times at Kern Community Foundation -
1 to 3 p.m.
on the following Thursdays:
February 20 & 27
March 12 & 26
April 9 & 23.
Meet with your intern!
Bring your laptop!
Bring your questions!
Come ready to learn!
Other G-r-e-e-a-a-a-t Local Partners

DEPRIG

TEMBLOR BREWING COMPANY

SEQUOIA SANDWICH COMPANY
You'll taste the quality!

PADRE HOTEL

CORNERSTONE BAKERY
Freshly Baked Goods FROM SCRATCH

JIM BURKE LINCOLN
Bakersfield Automall • jimburkelincoln.com
Let’s Explore GiveBigKern.org!

Getting Ready for Give Big Kern 2020!
Get to know givebigkern.org well!

• **Events** – Visit this page often to stay on top of upcoming events and promotions.

• **Frequently Asked Questions (FAQ)** – Guide donors to this page for a good explanation of what Give Big Kern is about.

• **Nonprofit Toolkit** – An education in marketing. Be sure to use the downloadable graphics!

• **Spanish Language Page** – For growing philanthropy in the Spanish-speaking community.

• **Trainings** – You’ll be lost without them!

• **Volunteering** – Leverage, leverage, leverage!
“V-o-l-u-n-t-e-e-e-e-e-r!”

Something to capitalize on: Give Big Kern season opens April 5, the Press Conference is April 21, and National Volunteer Week is April 19-25!

Online and downloadable/printable form will be available to make it easy for anyone to sign up!
GiveBigKern.org is self-contained!

The training videos will help you!

101 Series – Giving Day Basics, Creating the Perfect Profile, Telling Your Story, Thanking Your Donors

201 Series – The Power of Peer-to-Peer (P2P) Fundraising, Goal Setting Strategies, Scheduling your Communications, Social Media Strategies

301 Series – Engaging Your Board, Matching Challenges, Retaining New Donors, Building Better Relationships
Why the highlighted videos?

Goal Setting Strategies
The Power of 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 **4.5 X** as much money!!!!
These strategies are FREE and can be COMBINED!

Goal Setting Strategies + P2P Fundraising + Matching Gifts

For agencies that combine these strategies…

Setting a reasonable goal + having at least one matching gift or

Setting a reasonable goal + having at least one P2P fundraiser helps them get closer to their goal: **90+% of goal** vs. 40% for agencies that don’t combine these strategies.

*(per GiveGab)*
Back by Popular Demand:

- **Cash/Check donations (AKA “Offline Donations”)** will count toward total moneys raised in the prize competition as long as they are received AND entered between April 5 and May 5.

Offline donations don’t incur fees!
Back by Popular Demand: FREE Marketing Materials

Our banners can be checked out!
Prizes

Leaderboard Prizes
$1,500 to most unique donors
$500 to most dollars

Volunteer Prizes
$1,000 to most individual volunteers
$500 to most hours pledged

Other Incentive Prizes
Additional prizes and their amounts will depend on funding and will be announced at a later time.
“Give B-i-i-i-g from F-a-a-a-r, F-a-a-a-r Away” Prize

A way to bring in dollars from outside of Kern County!
How Can You Participate?

• Watch required webinars and attend mandatory in-person workshops.

• Register on givebigkern.org by Feb. 28. **You MUST register again EVEN IF you participated in Give Big Kern 2019.**

• Complete your agency’s Give Big Kern profile by March 27. **This is different from registration, and is actually the building of your donation page to make it appealing to donors.**
Use the Preparation Checklist

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

1. Add Your Organization’s Info
   Let people know who you are.

2. Add Your Story
   Tell potential donors why they should contribute.

3. Confirm State Fundraising Compliance
   Attest that your organization is compliant with state fundraising requirements.

4. Add Bank Account Info
   Set up your banking information to receive secure online donations.

5. Add Donation Levels
   Show your donors the impact their donation makes.

6. Add a ‘Thank You’ Message
   Personalize your auto-response for donors ahead of time.

7. Add Fundraisers
   Recruit peer-to-peer fundraisers to expand your network of donors.

Share Your Page

www.givingday.org/organizations/logans-pu

View Your Page

More Actions
- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
Done? Share on Social Media!

**Giving Day 2017**
November 29, 2016

**Get Set Up**
Complete the steps below to be sure that you are set up and ready to participate in Giving Day 2017.

- Add Your Organization’s Info
- Add Your Story
- Add Bank Account Info
- Add Donation Levels
- Add a ‘Thank You’ Message
- Add Fundraisers

**Get Prepared**
Simply registering is not enough to be successful during Giving Day 2017. Use the resources below to learn the best practices or get help!

[Share Your Page](https://givingtuesday.giveb.com/organiza)
Done? Share on Social Media!

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

Use the hashtag #GIVEBIGKERN to create a B-i-i-i-i-g Buzz!
Eligibility to Participate

- **Must be Registered with Community Foundation**
  - Have a Silver, Gold, or Platinum Level Seal of Transparency on your GuideStar report.

- **Attend Mandatory Webinars and In-Person Trainings**
  (Today counts!)

- Be a **501c(3)** nonprofit
  - If you have a fiscal sponsor, let’s talk!

- Be headquartered in or serving **Kern County, California**

- Be willing to **provide bank account and verification information** to accept donations.
Useful Tips

• Turn on your fundraising switch NOW! Give Big Kern is YOUR fundraiser.

• Clear your calendar so you can participate in as many Give Big Kern activities as possible.

• As you work on your agency’s page on givebigkern.org, also update your agency’s website & GuideStar profile as needed.

• ALWAYS have business cards handy.

• Clear your voicemail box so you can receive messages: Missed calls = Missed $$$!

• Network FIERCELY and be on the lookout for new donors and volunteers.
Important Dates

• Feb. 7 – Turn in Needs Assessment for CSUB Student Assistance

• Feb 20 & 27 from 1 to 3 p.m. – KCF Drop-in

• Feb. 28 – Deadline for registering on GiveBigKern.org

• March 5 – Final Steps Webinar

• March 9 – Final Steps In-Person Trainings in Bakersfield

• March 11 – Final Steps In-Person Trainings in Ridgecrest & Kernville

• March 9 & 11 - Marketing materials distributed; order forms for customizable materials from Deprigo will be made available
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 21 – Press Conference at The Padre Hotel
- April 28 – Deadline to opt in for 100% Board participation

- May 5 – Give Big Kern – “Give B-i-i-i-g!”
Are there any Questions?
Are there any Announcements?
Billy the Give Big Goat says:

Give B-I-L-L-I-G!