

Boosting Donor Engagement

2020 Give For Good Louisville

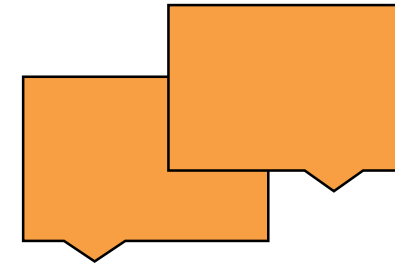
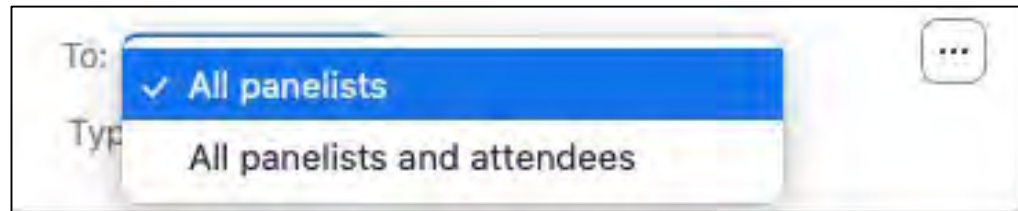


**COMMUNITY
FOUNDATION**
OF LOUISVILLE

Submit Your Questions



CHAT BOX



Q&A



If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.



Agenda

- *Navigating Your Audiences*
- *Personalized Outreach*
- *Communication Etiquette*
- *Q&A*
- *Prize Structure Announcement*

Navigating Your Audiences

Who are you talking to and why?



ID your audiences

- *Demographics*
- *Stakeholders*
- *Functional groups*

Prioritize your audiences

- *Think about a specific audience for a specific campaign.*
- *Who do you need to connect with in order to accomplish your goals?*
- *Whose participation do you need to reach your goals?*

Target your audiences

- *Create a detailed strategy for how you will reach each specific audience group. What are the best communication strategies for each of the target audiences that you've identified?*
- *Pick 2-3 strategies and track your success.*

Personalized Outreach

How to stand out and get results!

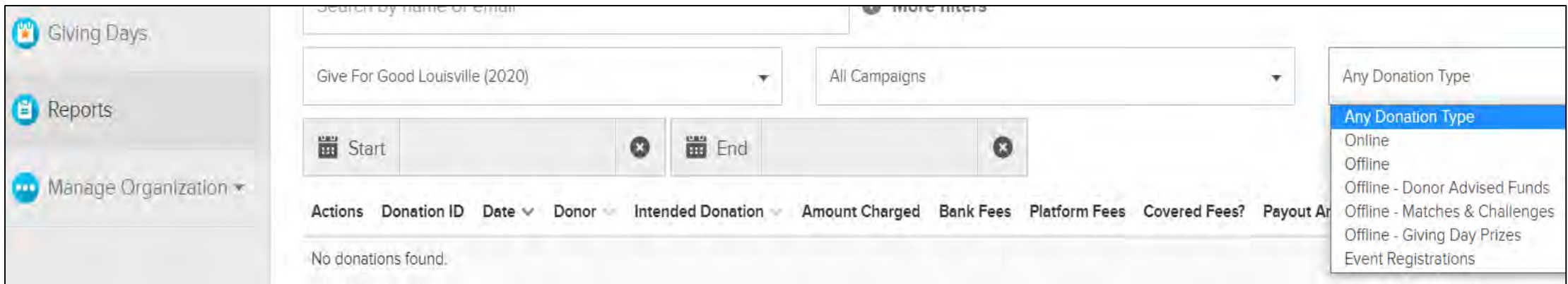


Prior-to

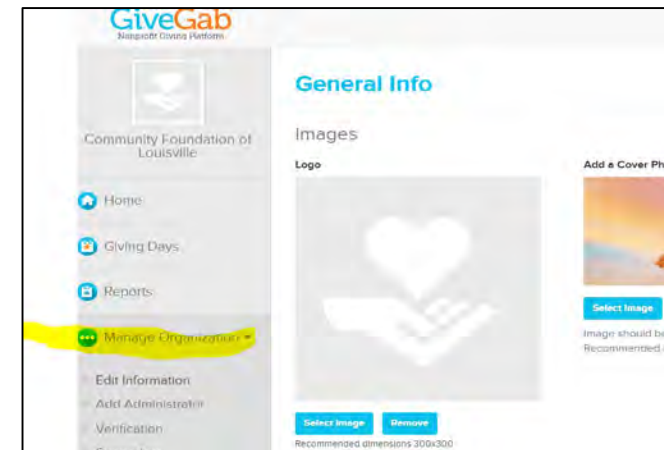
- *Personalized outreach: Outlook Mail Merge, call, etc.*
- *Compelling ask: Increase in services being provided during the pandemic, giving day bonus cash prizes, etc.*
- *Reference 2019 numbers: what donor gave last year; bonus prize pool dollars awarded*
- *Targeted messaging to CFL fundholders*

Day-of

- *Send thank you emails to “offline” donors*



- *Make sure your administrator email and messaging is up-to-date!*



Post-event

- *Personalized thank yous*
- *Follow-up a few weeks later: thanks again, monthly giving circle, tour, event, etc.*
- *Utilize the display name for future correspondence!!!*



The screenshot shows the GiveGab dashboard for the Community Foundation of Louisville. The main heading is "Your Donations for Give For Good Louisville". Below this is a search bar and a table of donations. The table has columns for Donor, Intended Donation, Amount Charged, Bank Fees, Platform Fees, Covered Fees?, Payout Amount, Payout Date, Payout ID, and Display Name. The Display Name column is highlighted in yellow, and a red arrow points to it.

Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Payout ID	Display Name
Michael Pfaff	\$500.00	\$500.00				\$500.00	N/A		Mike Pfaff
Kate Biagi-Rickert	\$100.00	\$100.00				\$100.00	N/A		Kate Biagi-Rickert & Tony Rickert



Communication Etiquette

How to get the most out of your communication!



Communication Tips

- *Make it personal*
 - *Share an impact story*
 - *Tell people what their funds could be used for*
 - *Be transparent about your needs*
 - *Have a direct ask*
- *Make it easy*
- *Add visuals*
- *Quality over quantity – you want to stand out!*

Hello,

Did you know today is Give For Good Louisville? Your gift really means a lot to us. We hope you will give to our organization today by going online to

www.GiveForGoodLouisville.org

VS.

Hello Jane Doe,

Did you know today is Give For Good Louisville? Your gift today is going to help our organization provide face masks to children going back to school. Each mask we send out will help students have a safe and healthy return to the classroom. Join us in being a part of funding our future generation.

Give to us today and learn more at

www.giveforgoodlouisville.org/organization.

www.GiveForGoodLouisville.org

Take Your Time

- 12 – 8 weeks out: *June/July*
 - Piggy-back communication
 - What to share:
 - “Save the Date” graphic and messaging
- 8-4 weeks out: *July/August*
 - Stand alone communication, or piggy-back communication
 - What to share:
 - “Save the Date” graphic
 - Your organization’s giving day goals
 - Invitation for how your supporters can help
- 4-1 week out: *September*
 - Stand alone communication
 - What to share:
 - Impact story
 - Direct ask
 - Day before/*Giving day*
 - Stand alone communication
 - What to share:
 - Direct ask
 - Explanation of what a gift will do for your organization
 - Direct donation link
 - Post-giving day
 - Direct thank you message
 - What to share:
 - What did the funds raised help your organization do?



WE NEED YOU!
Pledge to be a GSK Give for Good Champion!



Girl Scouts of Kentuckiana is participating in the Community Foundation of Louisville's Give for Good Louisville fundraising event on **Thursday, September 17th, 2020**. Last year was our most successful, and this year we hope to raise even more. But we can't do that without the support of our Give for Good Champions!

Do you use social media? Do you have a network of friends, family, acquaintances, and co-workers that you could reach out to and let them know why you support Girl Scouts of Kentuckiana? Being a GSK Give for Good Champion is very low commitment but has a very high impact!

If you are interested in being a GSK Give for Good Champion, reach out to Clancy Hauber at

Save the Date: Tough Cookie 2020

toughcookie
awards

Save the Date

Plan to support St. John Center on Give for Good Louisville Day, September 17, 2021. Or - if you can't wait - you can click the button below to give today!



[Donate Here](#)

Wish List

SJC is currently in need of the following supplies:

- Washcloths
- New men's white crew socks
- Cloth masks, bandanas
- New men's underwear, all sizes



Kentucky

Kate –

Each year the ACLU-KY participates alongside hundreds of non-profits in Give for Good Louisville. The day of online giving has helped us raise tens of thousands of dollars that help ensure the civil liberties of all Kentuckians. Would you be willing to sign-up to be a peer-to-peer fundraiser on our behalf on **Thursday, September 17?**

The tasks for one-day, honorary members of our fundraising team are simple: set up a fundraising profile and share it with your networks. That's it! We'll provide a brief training later this month with best fundraising practices. We'll also give you access to graphics you can share to help you raise money.

[If you are interested or want to learn more, please email our Development Director Charlene Buckles by Friday, August 14.](#)

VOLUNTEER



ON YOUR MARKS, GET SET....

GO on **September 12** to Give For Good Louisville. We need your help to make our third year a success, and we've included a few easy ways that you can support us.

Share and share alike. Online days of giving are successful because of our networks. Help us grow our network by sending this email to your network and asking your friends to do the same.

Be socially (media) active. Use your social media networks! Share our posts on Facebook, tweet about Give For Good Louisville, [like our page](#) and invite others to do the same!

Become a fundraising champion. Everyone loves a champion, including us! We really need fundraising champions to help drive people to our Give For Good Louisville profile on September 12. [Contact us](#) for more information on how to become a fundraising champion!

Thank you in advance for your support!

[Click Here to Bookmark Our Donation Page!](#)

Have you dreamed of making history?

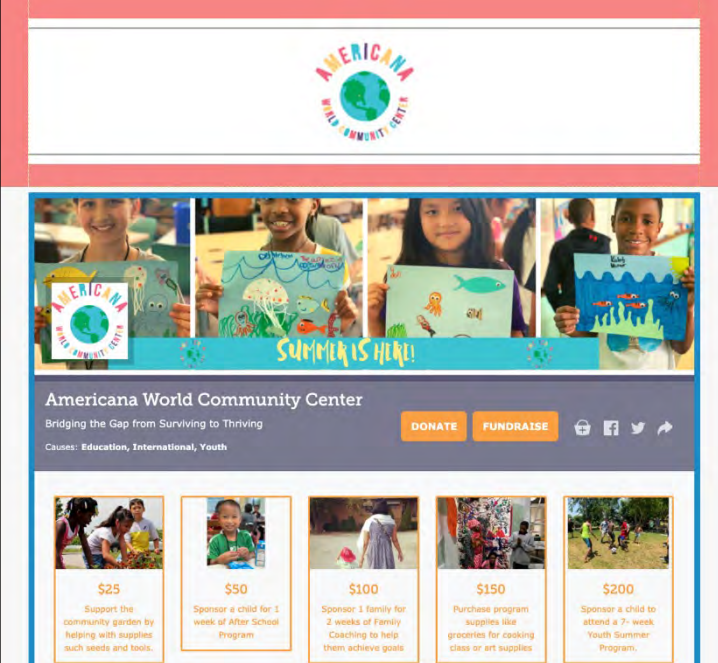
Of course, we all have. And now we have a chance to be a part of the Louisville community's day of giving - an opportunity to unite our community around causes in which we truly believe and help nonprofit organizations like ours connect to the larger community.

But...

We need your help to make our campaign a success! Please join our campaign and help us reach our goal of **\$25,000** and **200** donors! We need you to tell your friends and family members about the important work we do and ask them to join us in helping to make a difference.

We've included a few easy ways that you can support us.

- **Share and share alike.** Online days of giving are successful because of our own networks. Help us grow our network by sending this email to your network and ask your friends to do the same.
- **Be socially (media) active.** Use your social media networks: post on Facebook, tweet about Give For Good Louisville, and share your love for your particular passion, whether it's education, health care, animals, or the arts. Ask others to do the same.
- **Become a fundraising champion.** Everyone loves a champion, including us! We really need fundraising champions to help drive people to our Give For Good Louisville profile on September 12. Contact us for more information on how to become a fundraising champion!



AMERICANA
WORLD COMMUNITY CENTER

SUMMER IS HERE!

Americana World Community Center
Bridging the Gap from Surviving to Thriving
Causes: Education, International, Youth

DONATE **FUNDRAISE**

- \$25**
Support the community garden by helping with supplies such as seeds and tools.
- \$50**
Sponsor a child for 1 week of After School Program.
- \$100**
Sponsor 1 family for 2 weeks of Family Coaching to help them achieve goals.
- \$150**
Purchase program supplies like groceries for cooking class or art supplies.
- \$200**
Sponsor a child to attend a 7- week Youth Summer Program.

Get ready to give!

Starting at 12AM on September 12, visit [Americana Community Center](#) and make a donation to us and/or to any of the great participating nonprofit organizations in the Louisville community. You will have 24 hours to make your donation, and all giving will end at 11:59PM on September 12.

Questions?

If you have any questions or would like more information, let us know at

Thank you in advance for your generosity to our organization!

3...2...1...BLAST OFF!

Give 4 Good: The Biggest Giving Day of the Year!

We need your help! Please join our campaign and help us reach our goal of \$15,000 and 150 unique donors on September 12th! We need you to tell your friends and family members about the important work we do and ask them to join us in helping to make a difference for our

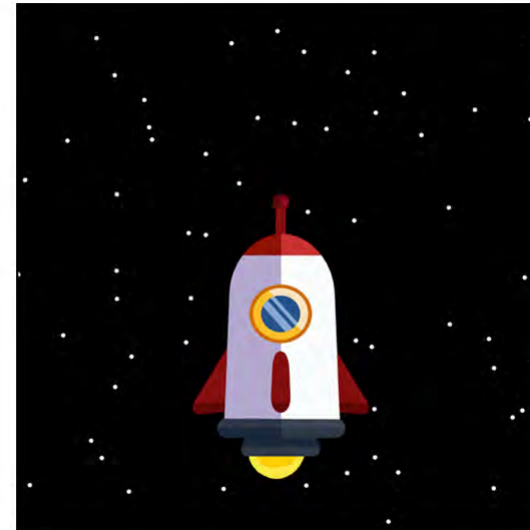
YouthBuild COUNTDOWN

TO BUILDING LIVES



Spread the word by forwarding emails and posting about YBL on your social media on Give 4 Good day on September 12th.

Thanks for helping us spread awareness!



Q&A

Ask the experts!



2020 Prize Pool

\$300,000 in cash prizes!



Bonus Pool (\$120,000)

<i>Tier #1</i>	<i>Secure 30 unique gifts</i>	<i>equal split of \$40,000</i>
<i>Tier #2</i>	<i>Secure 60 unique gifts</i>	<i>equal split of \$40,000</i>
<i>Tier #3</i>	<i>Secure 90 unique gifts</i>	<i>equal split of \$40,000</i>

*all prizes are subject to change by the Community Foundation of Louisville



Strategic Prizes (\$1,000 boost)

- *Early Bird*
- *Up All Night*
- *Morning Rush*
- *Mid-Morning Break For It*
- *Afternoon Drive*
- *Evening Break For It*
- *Late Night Push*
- *Far & Wide*
- *Social Media Star*
- *P2P Powerhouse*
- *#GiveForGoodLouisvilleLIVE*

*all prizes are subject to change by the Community Foundation of Louisville



Grand Prize – Most Unique Donations

	Tier 1 (under \$49K)	Tier 2 (\$50K - \$250K)	Tier 3 (\$251K - \$1.5M)	Tier 4 (over \$1.5M)
First Place	\$3,000	\$3,000	\$3,000	\$3,000
Second Place	\$2,500	\$2,500	\$2,500	\$2,500
Third Place	\$2,000	\$2,000	\$2,000	\$2,000

**Grand prizes are awarded to organizations based on their size*

**all prizes are subject to change by the Community Foundation of Louisville*



Match Minutes – 5, \$10,000 minutes!

- *Pre-set minutes with a dollar-for-dollar match*
 - *Each match minute has a pool of \$10,000. Once that amount is exhausted, the matching opportunity is over.*
 - *Matching minute dollars are distributed on a first come, first served basis, according to the corresponding timestamp on the gift transaction.*
 - *This will be a dollar-for-dollar match on every gift up to \$100 until the \$10,000 runs out. Gifts above \$100 will receive a match for the first \$100.*
 - *Gifts made during the match minute(s) are also eligible for other prizes.*
- *Specific times for match minutes will be released 2 weeks before the giving day*



Randomly Selected Prizes

- *Derby City Gaming Golden Tickets & Power Prizes*

- *Golden Ticket*

- *Randomly selected \$1,000 boosts*
- *24: 1 per hour*

- *Power Prizes: details coming soon!*

- *#WhyIGive – 20 new prizes!*

- *Pre-giving day challenge*

- *Donors who submit their answer to the question “Why I give...” will have the chance to be featured in a social media campaign leading up to and on the giving day, and a chance at winning \$250 for the nonprofit of their choice.*

#WhyIGive

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.”

— Name Here, Donor



*all prizes are subject to change by the Community Foundation of Louisville



Proportionate Match Pools



Clark, Floyd, & Harrison Counties Match Pool: \$10,000



Clark & Floyd Counties Match Pool: \$20,000



Shelby County Match Pool: \$10,000

**Organizations must have their primary address located in one of these counties to qualify for the match pools.*

**all prizes are subject to change by the Community Foundation of Louisville*

