

A photograph of a male doctor in a blue and white checkered shirt using a red stethoscope to examine a young child. The child is smiling and looking upwards. In the background, other people are visible, including a woman and a man, suggesting a community health setting. The image has a soft, slightly faded overlay.

20/twenty

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CONSULTANTS

*A Clear Vision for Education
& Nonprofit Success*

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Give
for Good
LouisvilleTM

COMMUNITY FOUNDATION OF LOUISVILLE

- Professional Storyteller
 - The Moth Radio Hour
 - Double Edged Stories
 - We Still Like You
 - USA Today Storyteller's Project
 - The Louisville Fringe Festival
- Cum Laude Bellarmine Honors Program
 - English and Psychology
- Lilly School of Philanthropy
 - Principles of Fundraising Certification
- LBF 20 People to Know in Nonprofits
- '19 Billy Fowler Young Professional Award
- DJ for Louisville Silent Disco
- Bartender at Old Louisville Brewery



Steven Michael Carr

Director of Fund Development
20/twenty Strategic Consultants

Give for Good Louisville provides:



Targeted Community Exposure

An effective return on investment

A framework for making an ask



A promotional image for the movie 'The Hunger Games'. It features Katniss Everdeen, played by Jennifer Lawrence, in her iconic Mockingjay costume. She has large, feathered wings and a quiver of arrows on her back. The background is a fiery, orange-red scene with a large, glowing circular emblem behind her. The text 'How to Play the Hunger Games' is overlaid in white.

How to Play the Hunger Games

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A promotional image for 20/twenty Strategic Consultants featuring Katniss Everdeen. She is shown from the chest up, wearing her signature dark, textured hunting gear. Her long, wavy brown hair is pulled back, and she has a serious, determined expression. She is holding a bow in her right hand, with several arrows fanned out behind her. Her large, dark, feathered wings are spread wide, framing her. The background is a dramatic, fiery orange and yellow, with a large, glowing circular arc behind her head, resembling a rising sun or a target. The overall tone is intense and heroic.

Get Your Head in the Game

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1

Organizations pitted against one another

2

Fighting for the same audience

3

Trying to survive on the same dollars



Assumptions

**YOU ARE ONLY IN
THE ARENA IF YOU
CHOOSE TO BE**



1

Your target audience should be Fundraising Champions, not KENTUCKIANA

2

The best marketing is no substitute for a direct ask

3

Your return on investment purely depends on how much you're willing to invest

A photograph of a person in a dark jacket holding a gun, with the word "Realities" overlaid in white text. The image has a greenish tint and is framed by dark vertical bars.

Realities



Why Should We Care?

Show me the money!

- Posts and Media from Give for Good Louisville seen by 638 MILLION people!
- Prizes given away day of
 - Hourly “Golden Tickets”—\$1,000 added to one random donation every hour
 - Prizes for orgs with most Fundraising Champions
 - Prizes for most donors btw allotted times
 - Tiered Prize Pools
 - In the past it was:
 - 30 donors—\$50k pool
 - 60 donors—\$50k pool
 - 90 donors—\$50k pool

Organizations get MORE visibility and donations by participating. Might as well be you!

What's the Secret?



The answer might surprise you...

Planning

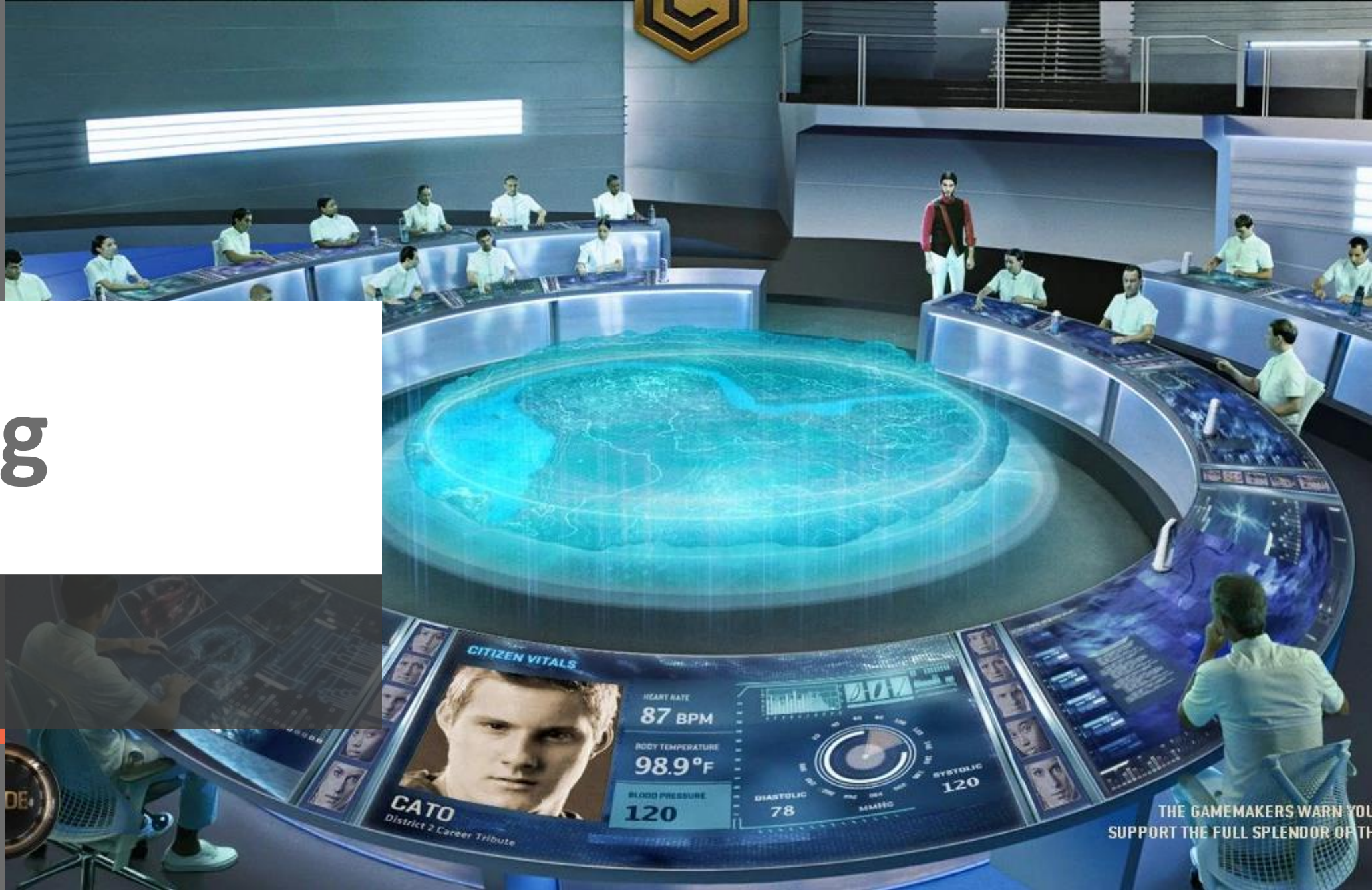
Peer-to-peer Fundraising Champions

Gift Matches



Planning

GOAL SETTING



Take some time to think about it

Planning

“Which would you rather eat?” “Which do you think takes more planning?” OR

“You can’t just show up and expect a \$50k meal ticket”

Frozen TGI Friday’s



Julia Child's Beef Bourguignon



Planning

Looks like:

- Goal Setting and Targets
 - How much money should the organization try to raise?
 - How many donors do you want to participate?
 - How many Fundraising Champions do you want fundraising on your behalf?
- Reaching out to donors and Fundraising Champions IN ADVANCE
- Finding Gift Matches IN ADVANCE

Set Your Goals for Success for More than Just Today



Achieved	GOAL
82	30

Number of
Donors



Achieved	GOAL
12	10

Fundraising
Champions

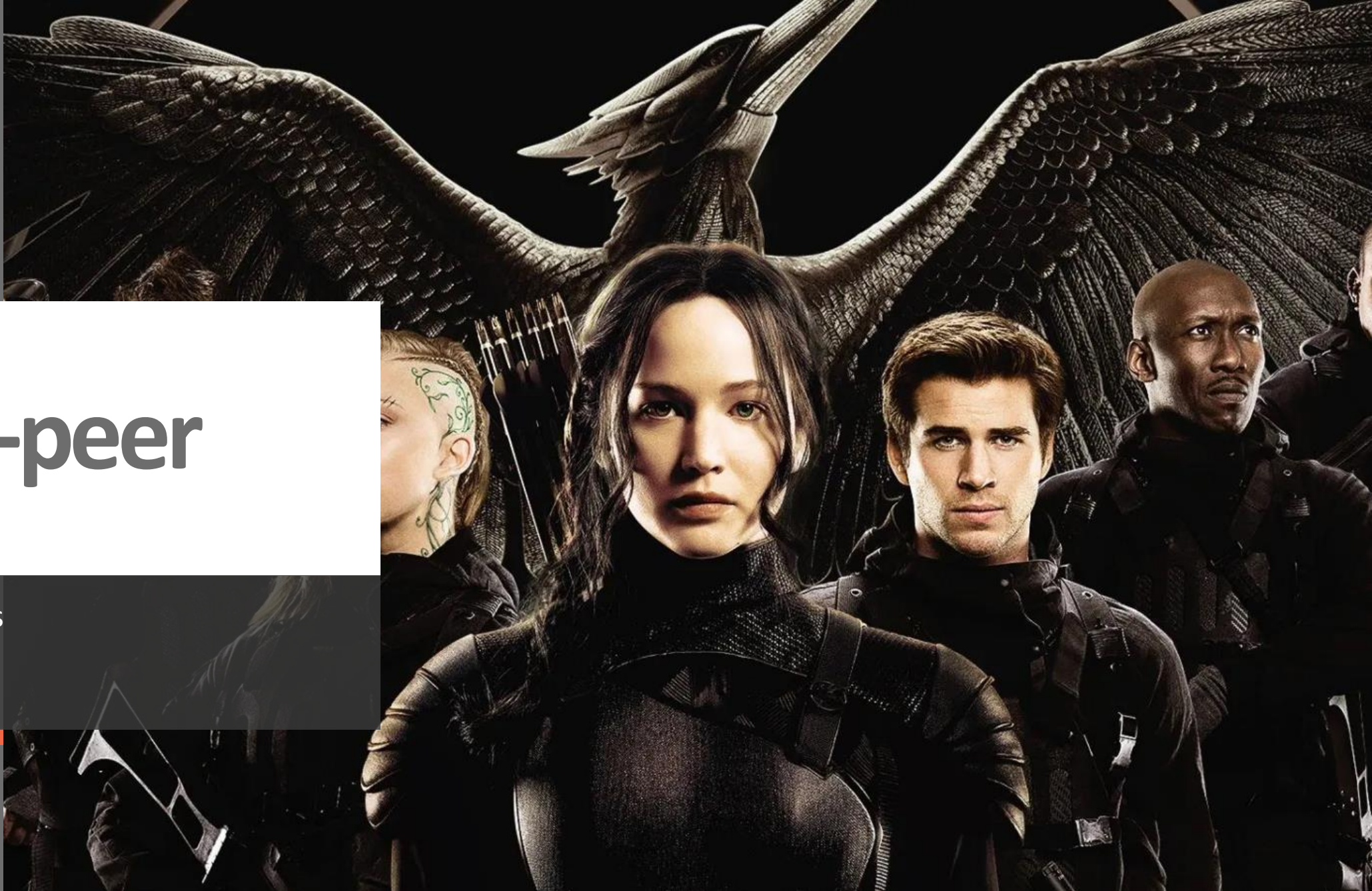


Achieved	GOAL
\$28,682	\$32,000

Totals Raised

Peer-to-peer

Fundraising Champions



Teamwork makes the dream work



Peer-to-Peer Campaigns

Supporter-Led Fundraising

“People don’t donate to causes. They donate to people who are passionate about causes.”

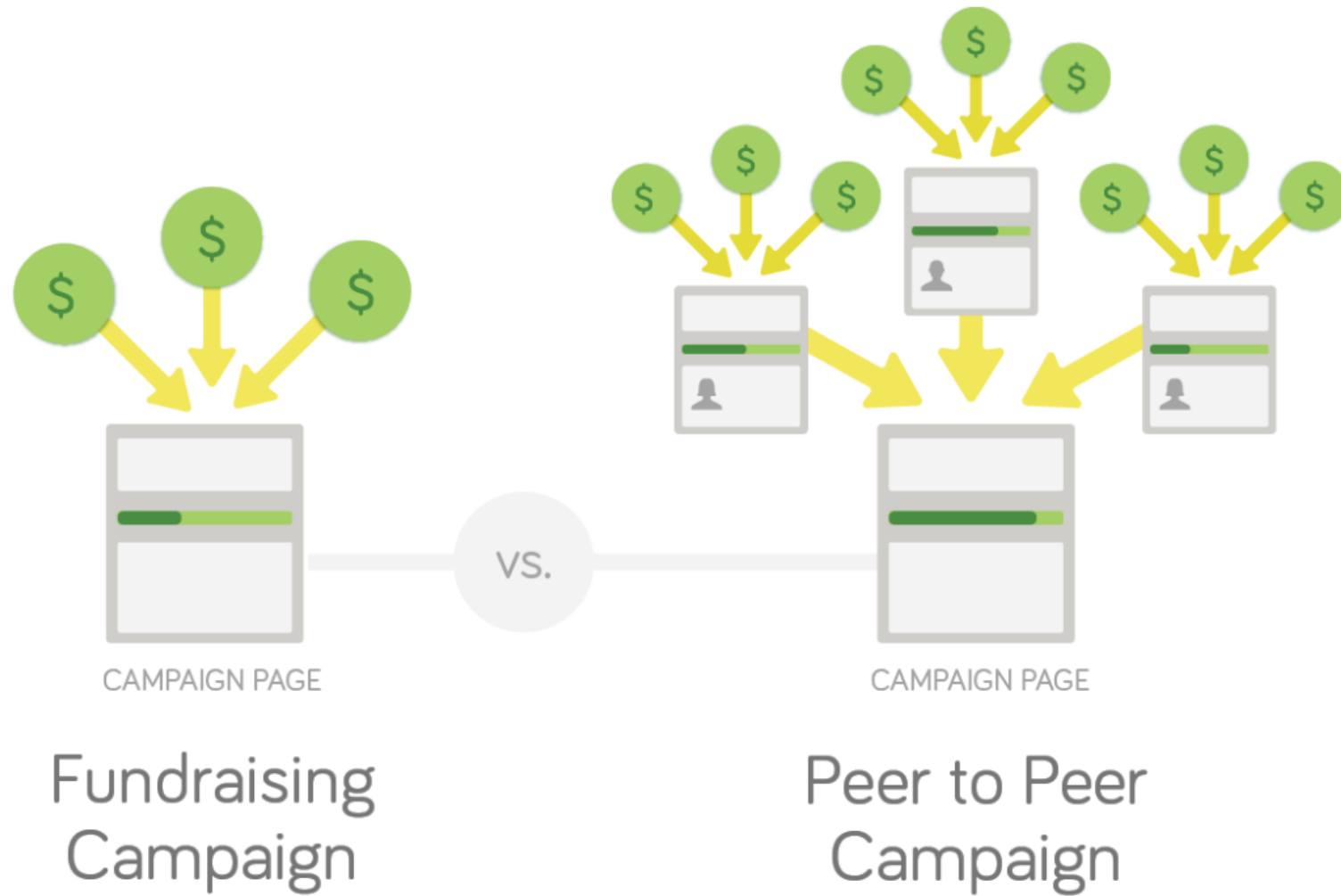
What:

- P2P Fundraising: When individuals organize personal campaigns to collect donations from their peers
- Volunteers generate donations, with the support of the organization

Why:

- Extends the reach of the organization into the social networks of their volunteers
- Strengthens bond between organization and volunteers

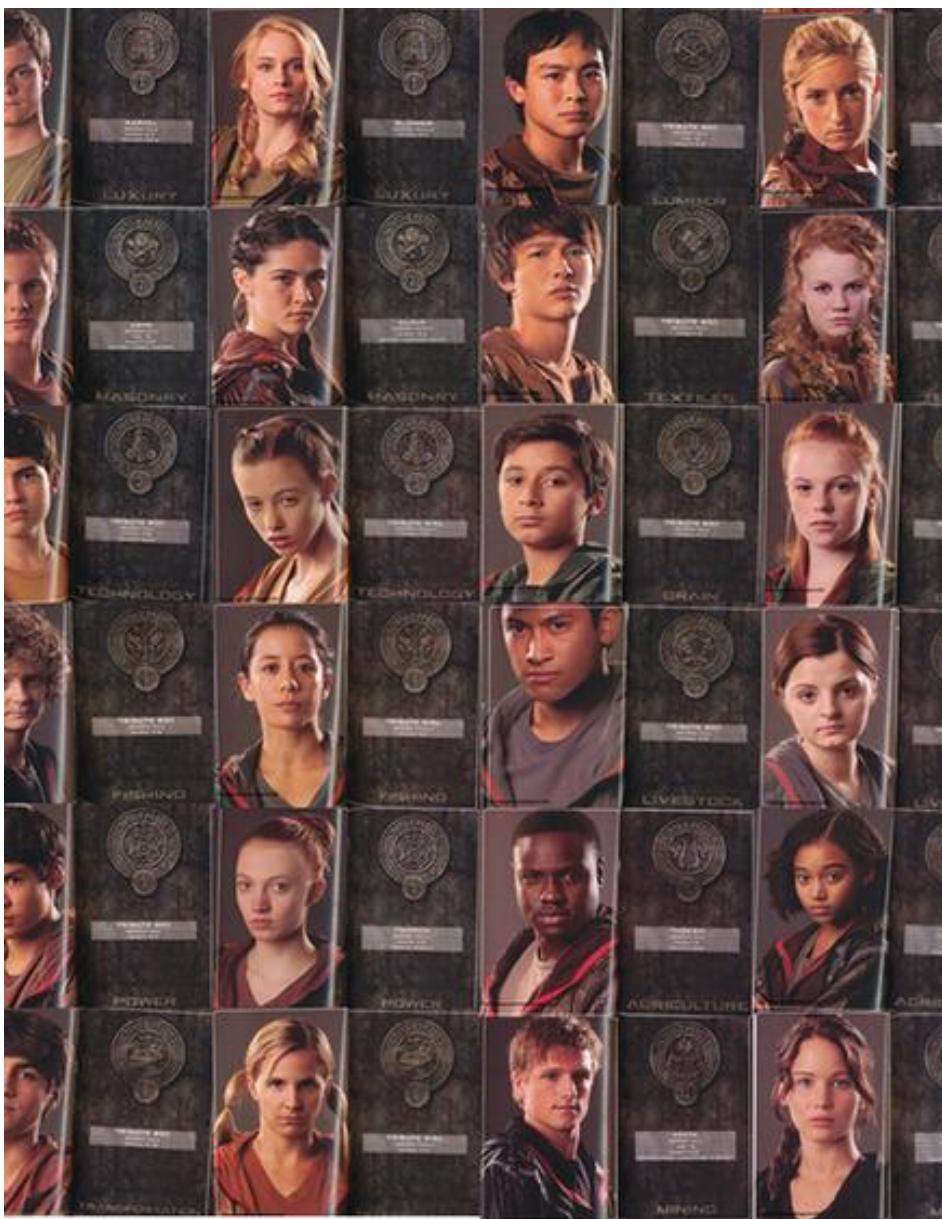
What a Peer-to-peer Campaign Looks Like



The PEOPLE get the money, not just the organization staff

Organizations that utilize P2P Fundraising Champions raise on avg:

\$10,490 MORE!



Who are your ~~Tributes~~ Champions?



Volunteers



Staff



Board



Most Active
Donors



Social Capital

Aka Don't Be a Car Salesperson

- P2P FCs don't need to try to sell the organization to their networks
 - Feels inauthentic/scripted
 - Not from the person's organic voice
- P2P FCs rely on their social capital with networks to secure a donation.
 - "You may have seen that I'm trying to raise \$800 for Bringing Justice Home. I've already gotten \$500! Can you help me get closer to my goal? Any amount helps!"

You are NOT a dealer for the people!

How it works:

- You get a link that's for YOUR fundraising page.
- You send that link to (FB messenger, text message, email):
 - A friend
 - Your grandma
 - A coworker from whom you bought Girl Scout Cookies so, quite frankly, he owes you
 - Your neighbors
 - Your sibling who put bubblegum in your hair ON PURPOSE when you were seven years old
- You say/type:
 - “Hey! I’m trying to raise funds for Bringing Justice Home. I’ve got a personal goal to raise \$500 and I’m already \$200 toward my goal. Can you help me get closer to my goal?”
 - They say yes, and you say, “Great! Thank you! Here’s the link.” ::send link::
- Absolutely smash your goal within an hour and think to yourself, “I bet I can get to do more...”
- Wash. Rinse. Repeat.

Host a Training / Pep Rally for your Champions!

- Share:
 - GiveGab tutorial
 - Organizational Goals
 - Champion Goals
 - Prize Examples
 - Gift Matches and Challenges
 - PASSION

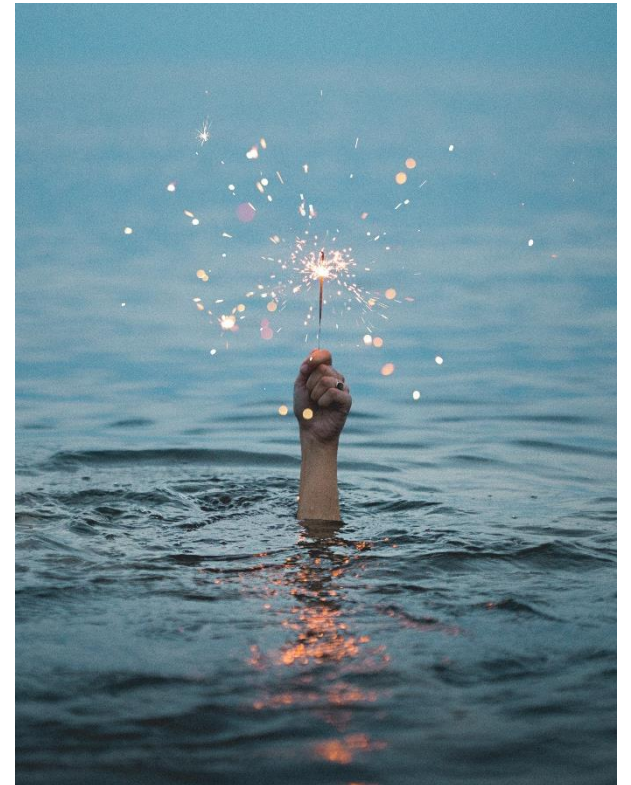
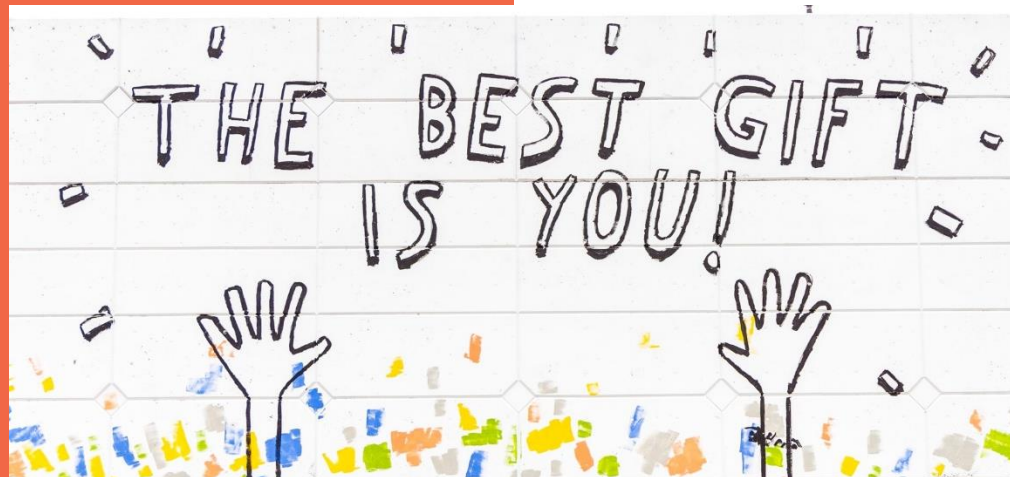


Fundraising Champion Story Prompts

Question 1: Why does
this organization matter
to me?

Question 2: What
specific experience with
this organization ignited
my passion?

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BREAKOUT SESSION

ME: On your own, write down your own answers to the prompts

WE: Share answers with your table

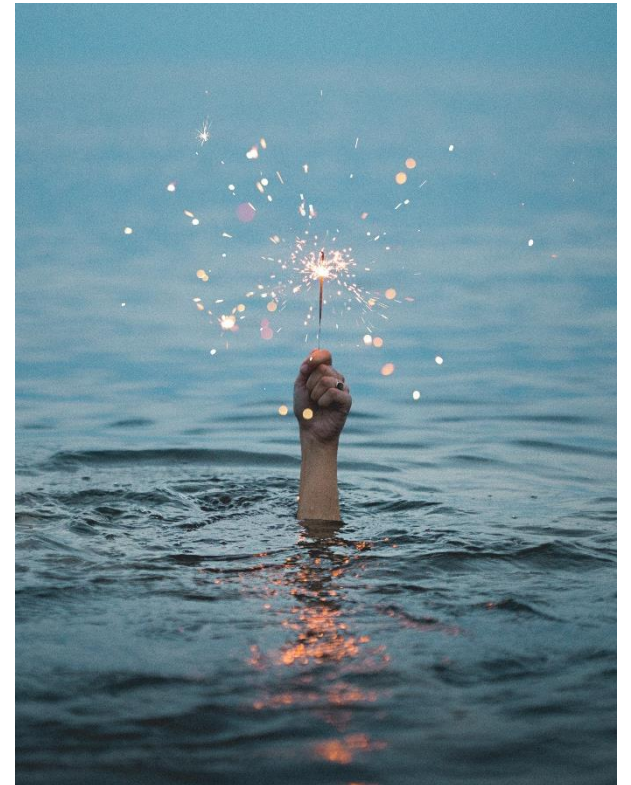
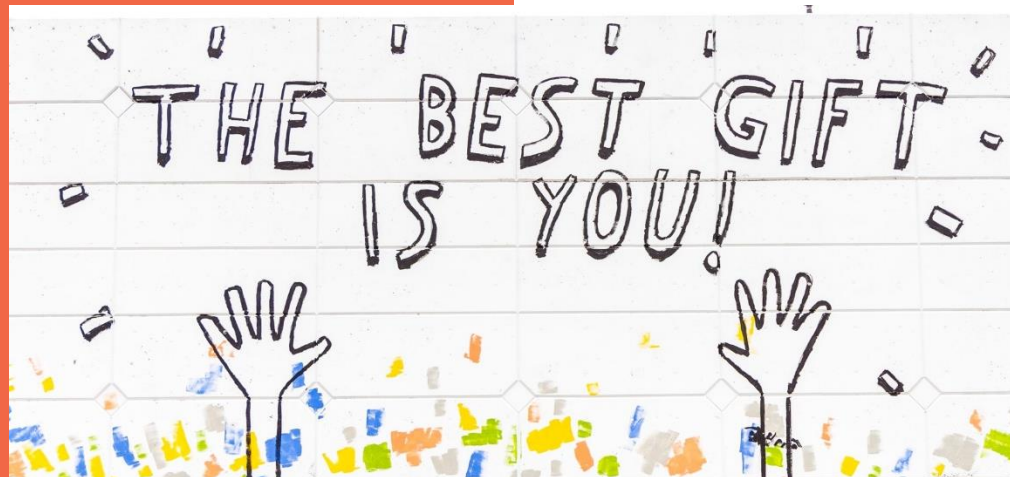
US: In the larger group, have one person from each table share an answer someone else gave that resonated with them

Fundraising Champion Story Prompts

Question 1: Why does
this organization matter
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Question 2: What
specific experience with
this organization ignited
my passion?

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If you provide a positive, collaborative, and spirited experience for P2P Fundraising Champions, they WILL sign on to be Fundraising Champions next year.

The asking gets easier every year!



Not Just \$\$\$

The more committed your volunteers, the more they will donate themselves and the more they will champion your organization

Gift Matches

“If you match it, they will come!”

It's all about capital in the Capitol.

If you match it, they will come!

People love the idea of their donation getting doubled



- A gift match/challenge is an amount of money that can be set up on Give Gab to release:
 - during a certain timeframe
 - when a certain goal is completed
 - as a dollar for dollar match up to a certain amount
- Matches are secured IN ADVANCE from a variety of places
 - Board of Directors
 - Business Partners & Sponsors
 - Major Donors
- The initial match donation IS NOT collected on Give Gab, but is obtained via check or through nonprofit's website BEFOREHAND with a memo stating it's being used as a gift match

If you can get \$7,000 in matched funds, you're almost GUARANTEED to get \$7,000 in donations!

The Rule of Thirds

If your goal is \$15,000 raised day of, you should have matches for at least a third of that amount



FIRST THIRD

+ \$5,000

Raised to reach your match amount

SECOND THIRD

+ \$5,000

The match amount

GOAL MET

+ \$5,000

We are so close to the amount raised!

Let's RALLY!

In Closing



Change your mindset



Set your goals



Recruit Champions



**Secure Match and
Challenge Funds**



ASK



**Keep up the
momentum**



WHAT QUESTIONS DO YOU HAVE?

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Sign Up for Give for Good Campaign Support Today!

Weekly Strategy Sessions, Page Support, Fundraising Champion Training, and more



RAISED

\$14,500

DONORS

40

Average Give for
Good Participant



RAISED

\$19,500

GOAL

106

Average 20/twenty
Client Participant



20/twenty
STRATEGIC
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Break Time





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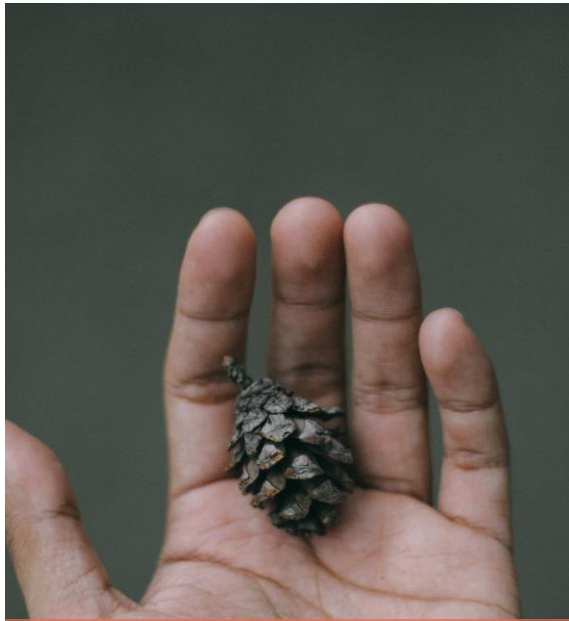
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Long Term Relationships

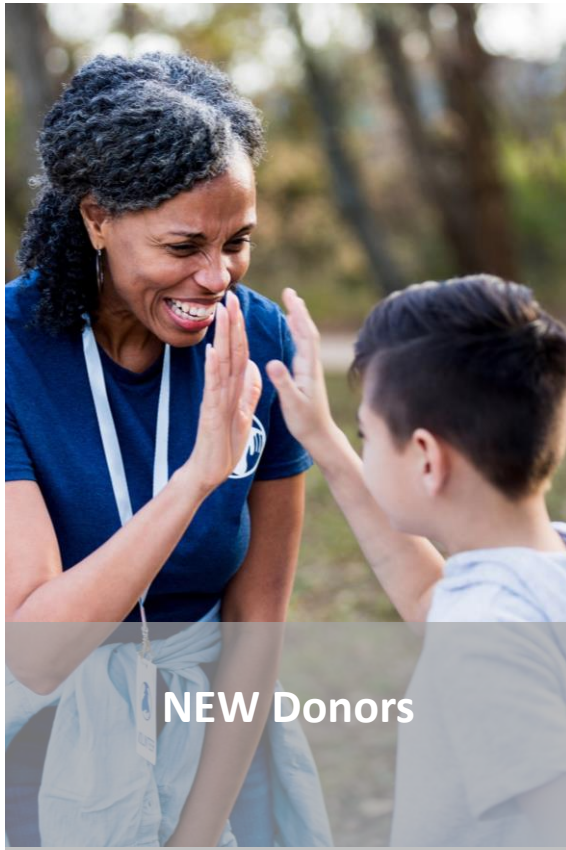
Stewardship and Cultivation Post-Give for Good

Rosso's Constituency Model





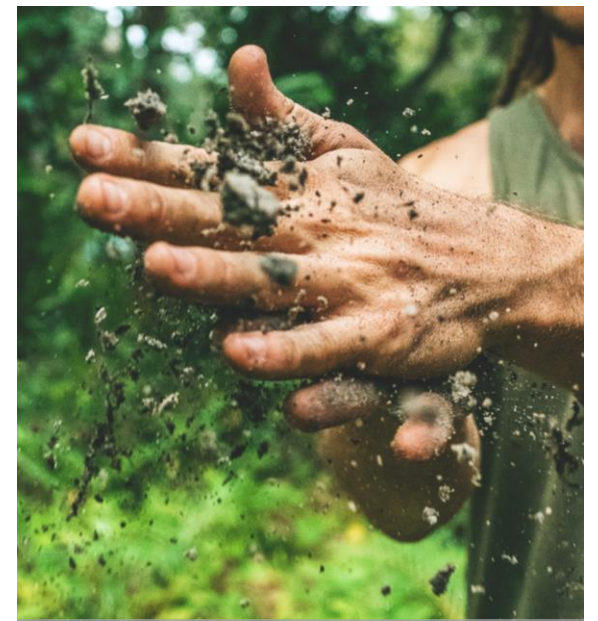
**Fundraising
Champions**



NEW Donors



RETURN Donors



**Gift Match/Challenge
Sponsors**

Types of Relationships

While some relationships share similarities, some are unique!

W W W . 2 0 2 0 S T R A T E G I C . C O M

1

Appreciate Supporters

2

Get to Know Supporters

3

Spend Time with Supporters



Staying in an LTR

Appreciate Supporters





Automatic Thank You



FC Give Thanks



Handwritten Thank You



Give Thanks!

Automatic Thank You

Make sure your organization sends a personalized thank you that goes with their giving receipt.

Got a video? Even better!



Please provide documents as requested by Give for Good Louisville 2022.

- ☒ Add Your Organization's Info
- ☒ Add Your Story
- ☒ Get Verified to Collect Donations
- ☒ Add Donation Levels
- ☐ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!

Thank You Message

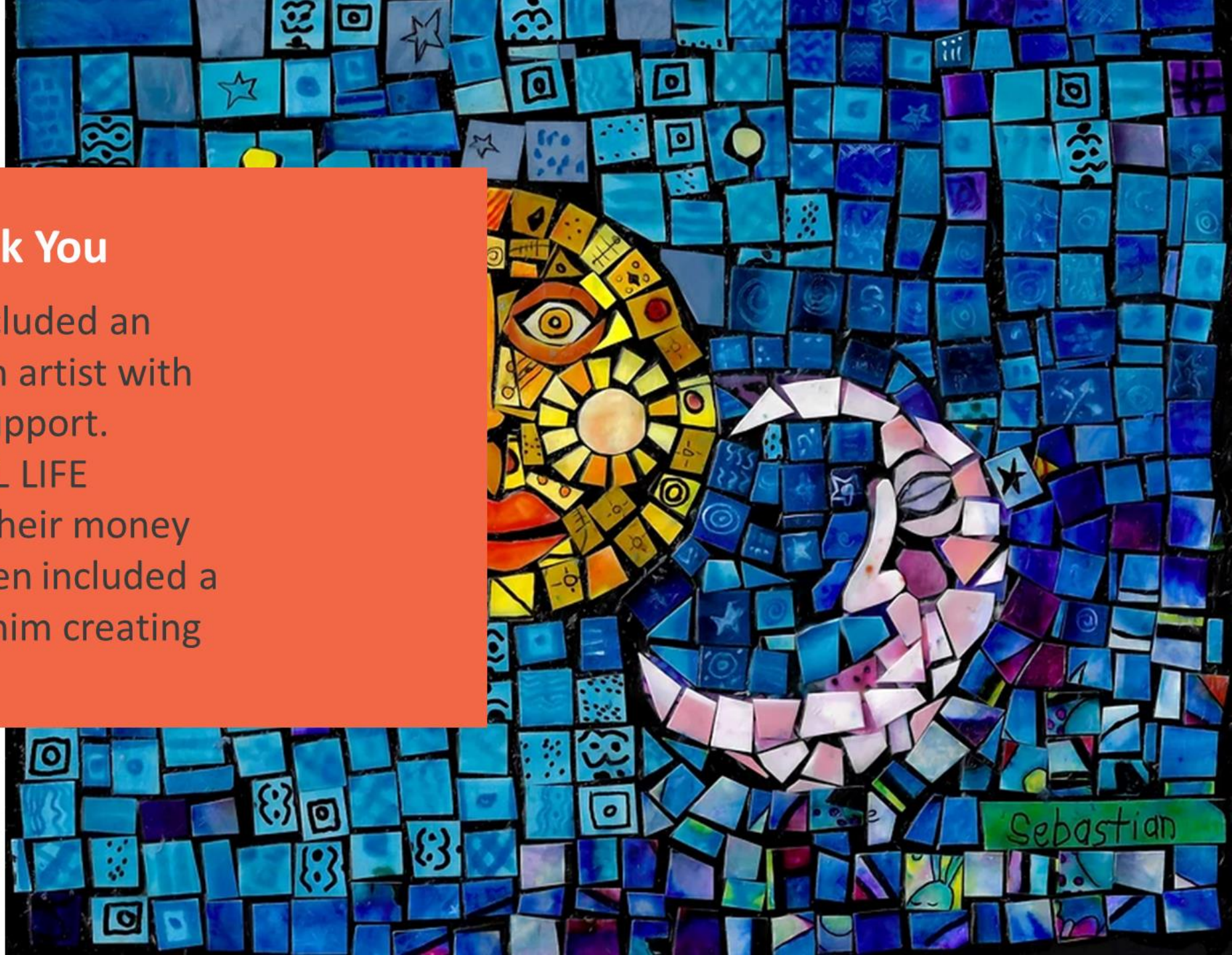
Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.

Automatic Thank You

Mattingly Edge included an anecdote about an artist with a disability they support. Donors saw a REAL LIFE example of what their money supports. They even included a 10-second clip of him creating an art piece!

Photo courtesy of:
Sebastianduvergestudios.com



Fundraising Champion

Give Thanks



Tell Your Story



Make a Donation



Reach Out



Share Socially



Give Thanks

Thank Selected Donors

<input checked="" type="checkbox"/>	Name	Amount	Comment	
<input checked="" type="checkbox"/>	Steven Carr	\$28.00		Mark as Thanked
<input checked="" type="checkbox"/>	Perri Easton	\$28.00	Good luck!!	Mark as Thanked
<input checked="" type="checkbox"/>	Kate Dittmeier Holm	\$15.00		Mark as Thanked
<input checked="" type="checkbox"/>	Steven Carr	\$25.00	WE DID IT!	Mark as Thanked
<input checked="" type="checkbox"/>	Laura Westphal	\$28.00	Good luck Steven! I love and support you always	Mark as Thanked
<input checked="" type="checkbox"/>	Steven Carr	\$28.00		Mark as Thanked
<input checked="" type="checkbox"/>	Chris Johnson	\$20.00		Mark as Thanked
<input checked="" type="checkbox"/>	MaryMary Vittitow	\$40.00		Mark as Thanked
<input checked="" type="checkbox"/>	Sarah Rigor	\$25.00		Mark as Thanked
<input checked="" type="checkbox"/>	Jessica Denson	\$50.00	Keeping on doing very cool things!	Mark as Thanked
<input checked="" type="checkbox"/>	David Bannister	\$28.00		Mark as Thanked
<input checked="" type="checkbox"/>	NeShaune Lasley	\$10.00	Hindsight is 20/20 but IS y'all's spelling?? 🤔	Mark as Thanked
<input checked="" type="checkbox"/>	Dexter Bass	\$20.00		Mark as Thanked
<input checked="" type="checkbox"/>	Laura Bannister	\$40.00		Mark as Thanked
<input checked="" type="checkbox"/>	Matthew Fante-Becker	\$20.00		Mark as Thanked
<input checked="" type="checkbox"/>	Keith Hosey	\$40.00		Mark as Thanked
<input checked="" type="checkbox"/>	Amber Bolton	\$10.00		Mark as Thanked
<input checked="" type="checkbox"/>	Josh Suiter	\$20.00		Mark as Thanked
<input checked="" type="checkbox"/>	Nathan Norman	\$15.00		Mark as Thanked
<input checked="" type="checkbox"/>	Brooke Bozarth	\$40.00		Mark as Thanked
<input checked="" type="checkbox"/>	Megan Jobs	\$28.00		✔️ Thanked
<input checked="" type="checkbox"/>	Steven Carr	\$20.00	Happy to do this in support of such a good cause!	👍 That's you!

Your donors are the greatest!

And you should tell them all about it

To: Steven Carr,Perri Easton,Kate Dittmeier Holm,Steven Carr,Laura Westphal,Steven Carr,Chris Johnson,MaryMary Vittitow,Sarah Rigor,Jessica Denson,David Bannister,NeShaune Lasley,Dexter Bass,Laura Bannister,Matthew Fante-Becker,Keith Hosey,Amber Bolton,Josh Suiter,Nathan Norman,Brooke Bozarth,Megan Jobes,Steven Carr

Thanks for making an impact for The Great Bourbon Spelling Bee !

Dear friends,


Thank you so much! I am truly grateful that you chose to contribute to my campaign. Thanks to your donation, I've raised 116% of my \$500 goal. Your support and encouragement is making a huge difference for The Great Bourbon Spelling Bee . I will keep you posted on the progress of my campaign. If you know anyone else that may be drawn to this cause, please share it!

Thank you again,

Steven Michael Carr

Cancel

Send Thanks



**Encourage
them to make
it personal!**


**The more your
fundraising
champions
personalize their
thank you efforts, the
more memorable
they will be for
donors.**

Handwritten Thank You Notes



thank you





Overwhelmed by the idea of writing all those notes?

As a post-G4G touchpoint, get your Fundraising Champions together and spend a few minutes writing notes. Provide them with a template and you'll be done in no time!

- Choose a giving amount that warrants a phone call from a board member
- Put a plan in place to distribute contact info to volunteer board members
- Receiving a call from a board member within 48 hours of a donation increases retention rate from 42% to 70%



Phone Calls

Put your board to work!

- General “Thank You.”
- “Do you have a personal connection to our organization’s work?” and/or “What made you say ‘yes’ to donating to our organization?”
- Are there any upcoming events to which we can invite the donor? If so, let them know.



Phone Calls

Put your board to work!




Get to Know Supporters

- 15 years of experience working in nonprofits and higher education
- Studied Public Affairs with a concentration in Nonprofit Management at Indiana University
- DATA LOVER!
- Lifelong Southern Indiana Resident
- Loves exploring Indiana state parks with her family
- Hiking and Kayaking enthusiast

A portrait of Jamie Longacre, a woman with long brown hair, smiling. She is wearing a light-colored top and a necklace with orange and blue beads. The background is a blurred green outdoor setting.

Jamie Longacre

Client Success Advisor
20/twenty Strategic Consultants

A close-up portrait of a man with a serious expression, looking directly at the camera. He has dark hair and a light complexion. His most striking feature is his eyes, which are a bright, unnatural yellow color. He is wearing a dark jacket over a light-colored shirt. The background is a soft, out-of-focus blue and white.

**What does the
data say about
them?**



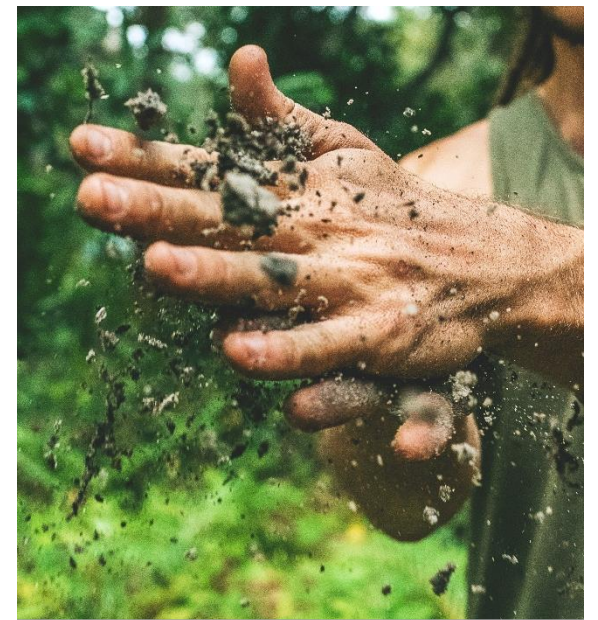
What percentage of donors came from FC pages?



What percentage of donors are NEW donors?



How do RECURRING donor G4G donations compare to their other giving amounts?



What percentage of RECURRING donors gave to last year's G4G campaign?

Some General Questions

These will help you measure growth of your G4G campaign AND overall fundraising

W W W . 2 0 2 0 S T R A T E G I C . C O M



Giving Level

Keep in Mind

- First-time donors never give at their capacity
- Continued positive cultivation results in larger donations
- Tracking giving levels can show you how a donor “grows” or “shrinks” over time
- Higher-capacity donors can be cultivated to become potential Gift Matchers

Giving Frequency

How often?

- Donor retention rate for nonprofits in 2022: 42%
- If a donor gives a second time, they are likely to continue to give if they are cultivated properly





Learn from Your Champions

What can they tell you about their supporters?

Classy

Network  for Good™

HubSpot

 Kindful

 salesforce

 | donorperfect

 everyaction



A photograph of a family of three sitting on a light-colored blanket in a grassy field. A man with dreadlocks, wearing a light purple button-down shirt and khaki shorts, is holding a baby in a light blue onesie. A woman with curly hair, wearing a blue tank top and jeans, is sitting next to him, smiling and looking down at the baby. The background is a blurred green field with some trees and a house in the distance. The text "Spend Time with Supporters" is overlaid in white, bold, sans-serif font in the center of the image.

Spend Time with Supporters

If you provide a positive, collaborative, and spirited experience for P2P Fundraising Champions, they WILL sign on to be Fundraising Champions next year.

The asking gets easier every year!



REMEMBER!

The more committed your volunteers, the more they will donate themselves and the more they will champion your organization



Here's an Idea!

Fundraising Champions are your target audience. Act accordingly.

- While you're planning your Give for Good campaign, work a post-Give for Good event for your Fundraising Champions into your plan. Get it on the books!
 - Invite board members & leadership staff
- Champagne/Sparkling Grape Juice & hors d'oervres
 - Time of appreciation & celebration
 - Time to deepen relationships with organization
 - Solidify team dynamic

A close-up photograph of a white computer keyboard. A finger is pressing the 'Subscribe' key, which is printed in blue. Other visible keys include 'F9', 'F10', 'F11', 'delete', 'enter/return', 'PgUp', 'PgDn', 'Home', 'End', 'option', and 'alt'. The keyboard is set against a blurred background.

Newsletter

Built-in regular touches



Follow Up Meetings

Large donors. Corporate Supporters. Gift Matchers.

- Did you receive an unexpected large gift?
 - Invite that person for coffee/lunch/cocktails!
 - Let them choose
- Did a business/organization provide a gift match? Show your appreciation by spending time with them and letting them know what their support means.
 - What's the impact?
 - Which leads us to...

A low-angle, upward-looking photograph of four people's hands clasped together in a circle. The hands are of different skin tones, suggesting a diverse group. Some individuals are wearing beaded bracelets and rings. The background is a bright, clear blue sky. The image is partially overlaid by a white rectangular box on the left side, which contains the text 'Impact Report'.

Impact Report

What impact did they have?



Invite Them to Your Next Event

Make sure the invitation comes from a person, not the organization

In Closing



**Relational, not
transactional**



**Thank donors in a
variety of ways**



**Honor your
champions**



**Get to know donors
as much as possible**



**Collect and upload
data into CRM**



Plug them in

WHAT QUESTIONS DO YOU HAVE?

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SAVE THE DATE!
20/twenty's WINGS Leadership
Conference
October 25th, 2023
Muhammad Ali Center
Keynote Speaker: Joan Garry
Register Online at: 2020strategic.com



SCAN ME





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Stop! Collaborate & Listen

Learning Best Practices from Each Other

A group of eight diverse young adults, four men and four women, are walking and laughing down a city street. They are dressed in casual, trendy clothing like denim, t-shirts, and overalls. The background shows a typical urban setting with buildings and a potted plant on the left.

BREAKOUT SESSION

Discuss each question with your table

Be as **SPECIFIC** as possible

In the larger group, each table will share 1 to 2 answers they feel are most relevant to the discussion

- In what ways have you experienced success involving your Board of Directors in your Give for Good Louisville campaign?
- What are new ways you'd like to utilize them this year?
- What kind of feedback have you gotten from your Board about their Give for Good participation?



Question Set 1

Board Support

Question Set 2

Social Media

- What role will social media play in your Give for Good campaign?
- In what ways might you use social media effectively this year?
- In what ways might social media be used to empower your Fundraising Champions?
- How might you best engage with people who DO NOT use social media?



- How have you successfully recruited Fundraising Champions in the past?
- How do you plan on doing so this year?

Question Set 3

Fundraising Champions





Question Set 4

Day of Plan

- What does THE DAY OF Give for Good typically look like for your organization?
- How do you communicate that with your audience? Are you thanking people in real time?
- Is your team traveling anywhere?
- Are you throwing an event?

If you have staff working your Give for Good campaign, how should they be involved?



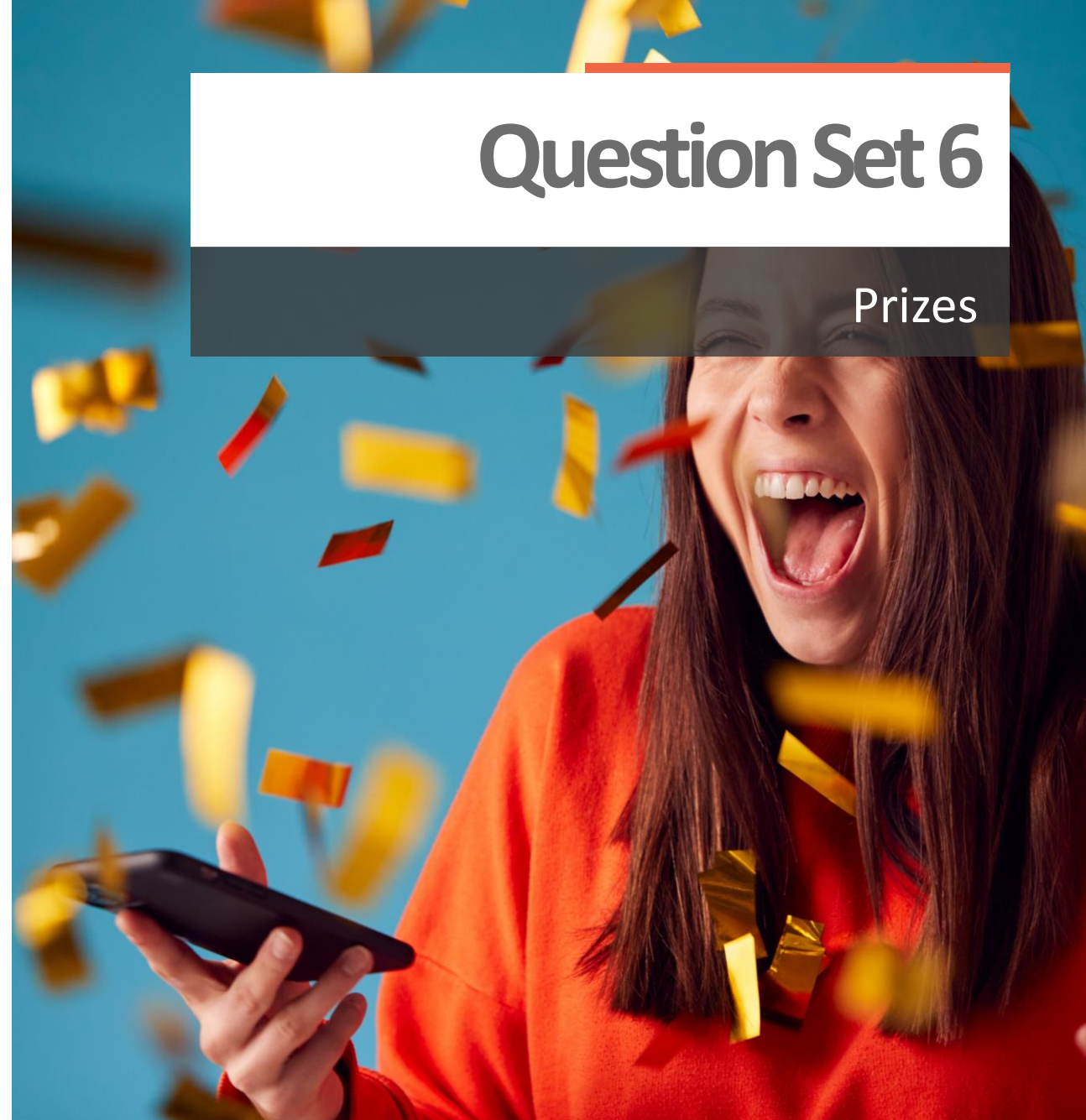
Question Set 5

Staff

- Have you used any strategies to secure Give for Good prizes from the Community Foundation and its partners?
- What have you done (or would like to try) to increase your chances of winning prizes (Power Hours, Golden Tickets, etc.)?

Question Set 6

Prizes





Question Set 7

Gift Matches

- Have you had any successes around securing gift matches and challenges?
- If so, what did you do to receive a “yes” from those you asked to support your organization in this way?
- What kinds of people, organizations, or businesses might you ask?

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SCAN ME

