A Clear Vision for Education & Nonprofit Success

WWW.2020STRATEGIC.COM
• 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
Give for Good Louisville provides:

- Targeted Community Exposure
- An effective return on investment
- A framework for making an ask
Get Your Head in the Game

A Clear Vision for Education & Nonprofit Success

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Organizations pitted against one another

Fighting for the same audience

Trying to survive on the same dollars
YOU ARE ONLY IN THE ARENA IF YOU CHOOSE TO BE
Your target audience should be Fundraising Champions, not KENTUCKIANA.

The best marketing is no substitute for a direct ask.

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

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”
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
“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

Fundraising Campaign

Peer to Peer Campaign

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.

For real. It’s that easy.
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 to me?

Question 2: What specific experience with this organization ignited my passion?
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!
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?
Sign Up for Give for Good Campaign Support Today!

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

Average Give for Good Participant

<table>
<thead>
<tr>
<th>RAISED</th>
<th>DONORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14,500</td>
<td>40</td>
</tr>
</tbody>
</table>

Average 20/twenty Client Participant

<table>
<thead>
<tr>
<th>RAISED</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$19,500</td>
<td>106</td>
</tr>
</tbody>
</table>
Long Term Relationships

Stewardship and Cultivation Post-Give for Good
Rosso’s Constituency Model
Types of Relationships

While some relationships share similarities, some are unique!
Staying in an LTR

1. Appreciate Supporters
2. Get to Know Supporters
3. Spend Time with Supporters
Appreciate Supporters
1. Automatic Thank You
2. FC Give Thanks
3. 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!
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Comment</th>
<th>Mark as Thanked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steven Carr</td>
<td>$29.00</td>
<td>Good luck!</td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Perri Easton</td>
<td>$28.00</td>
<td>Good luck!!</td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Kate Oltmeier Holm</td>
<td>$15.00</td>
<td>WE DID IT!</td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Steven Carr</td>
<td>$25.00</td>
<td>Good luck!</td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Laura Westphal</td>
<td>$28.00</td>
<td>Dearie, I love and support you always</td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Steven Carr</td>
<td>$28.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Chris Johnson</td>
<td>$20.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>MaryMary Wittlow</td>
<td>$40.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Sarah Riger</td>
<td>$25.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Jessica Denson</td>
<td>$20.00</td>
<td>Keeping on doing very cool things</td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>David Bannister</td>
<td>$28.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Nelehaen Lasley</td>
<td>$10.00</td>
<td>Hindsight is 20/20 but is y'all's spelling??</td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Dexter Rass</td>
<td>$20.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Laura Bannister</td>
<td>$40.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Matthew Fante-Becker</td>
<td>$20.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Keith Hosey</td>
<td>$40.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Amber Bolton</td>
<td>$10.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Josh Suter</td>
<td>$20.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Nathan Norman</td>
<td>$15.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Brooke Bercutch</td>
<td>$40.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Megan Jobes</td>
<td>$28.00</td>
<td></td>
<td>Mark as Thanked</td>
</tr>
<tr>
<td>Steven Carr</td>
<td>$20.00</td>
<td>Happy to do this in support of such a good cause!</td>
<td>Mark as Thanked</td>
</tr>
</tbody>
</table>

Mark as Thanked

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, Mary Mary Vititow, Sarah Rigor, Jessica Denison, David Bannister, NoShona LaSley, Dexter Bass, Laura Bannister, Matthew Fante-Becker, Keith Hosen, 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

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
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!
Phone Calls
Put your board to work!

• 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%
• 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.
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

Trust me... I’m a professional
What does the data say about them?
Some General Questions

These will help you measure growth of your G4G campaign AND overall fundraising.
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
• 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?
CRM
Customer/Donor Relationship Management
Upload that data!

Classy
HubSpot
Kindful
salesforce
donorperfect
everyaction
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’oeuvres
  - Time of appreciation & celebration
  - Time to deepen relationships with organization
  - Solidify team dynamic
Newsletter

Built-in regular touches
Follow Up Meetings

• 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…

Large donors. Corporate Supporters. Gift Matchers.
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?
SAVE THE DATE!
20/twenty’s WINGS Leadership Conference
October 25th, 2023
Muhammad Ali Center
Keynote Speaker: Joan Garry
Register Online at: 2020strategic.com
Stop! Collaborate & Listen

Learning Best Practices from Each Other
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?
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?
• 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?
• 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.)?
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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