



Board Session

Today's Teachers



ALICIA FERNANDEZ DICKS
President/CEO
Community Foundation HOC



MIKE HAYDUK
Deputy Director / Information Directorate
Rome's Air Force Research Laboratory



ERIKA EASTMAN
Chief Financial Officer
Community Foundation HOC



Mohawk Valley Gives

[mo•hawk vall•ey gives] **noun**

A 24-hour online day of giving bringing together community residents, businesses and other partners to support Mohawk Valley nonprofit organizations.

Established in 2022

Serving
Herkimer,
Oneida &
Otsego
counties





GiveGab[®]

Facilitated through a secure, reliable
and transparent online platform



100% of all donations go directly to
the participating nonprofits

2023 Key Stats

\$2,481,711 raised

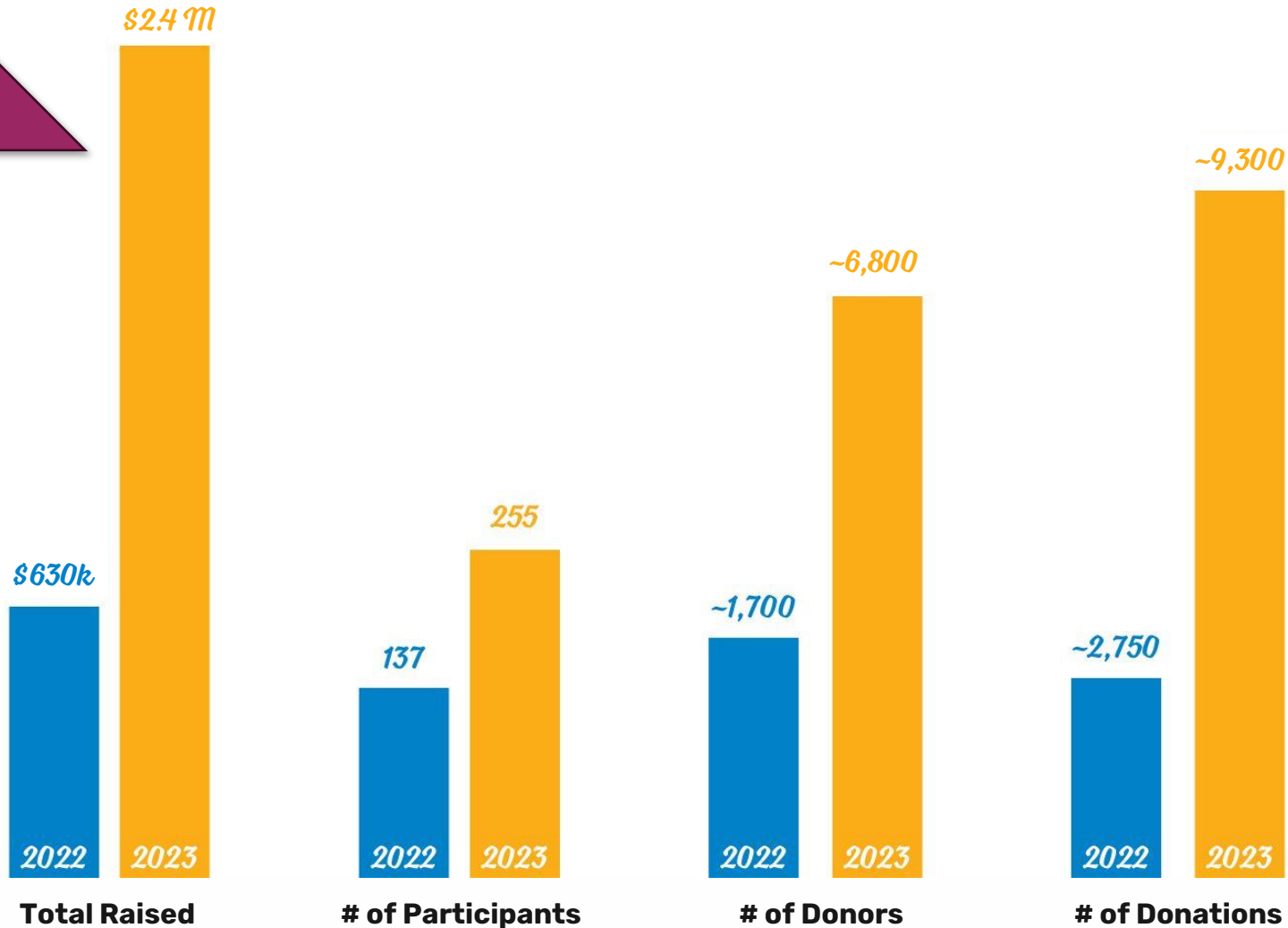
255 participants

6,829 unique donors

9,377 donations

2022 VS. 2023

All totals increased, with total dollars raised **TRIPILING!**



Prizes

2023 KEY STATS

50

TOTAL PRIZE
CATEGORIES FOR
NONPROFITS TO WIN

485 PRIZES AWARDED
TOTALING **\$73,661**

194 PARTICIPANTS
RECEIVED MORE THAN ONE
PRIZE



Matches & Challenges

2023 KEY STATS

219 MATCHES AND
CHALLENGES BENEFITING
103 PARTICIPANTS

60%
MET OR EXCEEDED THEIR
FUNDRAISING GOAL

\$1,063,204
YEILDED IN MATCHED
DOLLARS OR
CHALLENGE EARNINGS

Importance of MV Gives

- ❖ Engage with existing supporters and gain new donors
- ❖ Motivate donors to make a greater impact with prizes and match challenges
- ❖ Easiest way to gain unrestricted funds to support operations
- ❖ Access digital fundraising tools, resources and trainings that are applicable to your year-round operations
- ❖ Exponentially increase the visibility of your organization
- ❖ Cash prizes



How You Can Help

❖ Partnerships & Outreach

❖ Press & Promotion

❖ Donor Outreach & Follow-up

❖ Peer-to-Peer Fundraising

Partnerships & Outreach

Reach out to local businesses for potential partnerships

Acquire donors to put up a match/challenge

Local promotion throughout the community



Press & Promotion



Spread the word about
Mohawk Valley Gives

Get active on social media

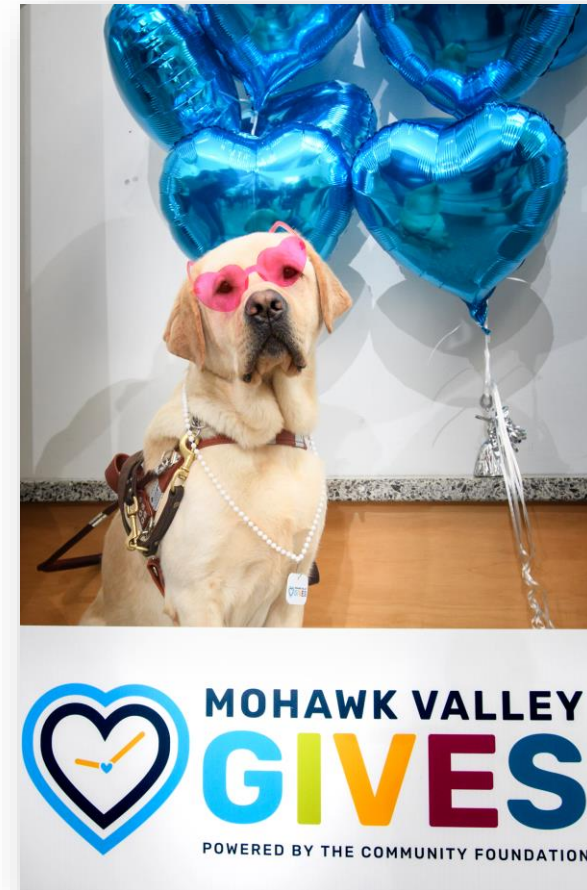
Share why you joined the
board of your organization

Donor Outreach & Follow-Up

Host a calling bank

Personal letter to larger donors

Ask for MV Gives commitments



Peer-to-Peer Fundraising

Create fundraisers on behalf of the organization you serve

Host a “FUN”draising event



Did you know?



Organizations who used peer-to-peer fundraising last year for MV Gives raised on average 2.5x more than those who did not



Questions?

Contact the Community Foundation team at
hello@givemv.org, 315-735-8212