



First Year Session:
Year 1 Fundamentals

Today's Teachers



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Mohawk Valley Gives

[mo•hawk vall•ey gives] **noun**

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

Established in 2022

Key Benefits



Why participate?

There are so many reasons!



- **FREE** and **EASY**
- **LOCAL FOCUS**
- **UNRESTRICTED DOLLARS**
- **UNIQUE** donor engagement
- **AWARENESS**-raising for your organization
- **CASH PRIZES** to boost your fundraising

Prizes

2023 KEY STATISTICS

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 STATISTICS

219 MATCHES AND
CHALLENGES BENEFITING
103 PARTICIPANTS

60%
MET OR EXCEEDED THEIR
FUNDRAISING GOAL

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

Matches

Challenges

Prizes

What's The Difference?

Steps to Success



Step 1:

Create a Dynamic Profile

- Add as much as you can, including logos, pictures, videos and special keywords
- Pick and display a goal
- Offer donation levels to show tangible giving opportunities
- Customize a message of gratitude



Your Giving Day Dashboard



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers



Did you know?



Organizations who used P2P fundraising last year for Mohawk Valley Gives raised on average 2.5x more than those who did not



Step 2:

Communicate Your Participation

- Engage your board members
- Review your network and email/ mailing lists
- Send a message to announce your participation



Getting The Word Out

The Community Foundation is helping to get the word out and create general awareness...

- Radio spots
- Promotional TV commercial
- Billboards
- Newspaper ads
- Press releases/media interviews (day before and of)
- Social media
- Email blasts
- Communications with CF donors
- And more...



MOHAWK VALLEY GIVES
POWERED BY THE COMMUNITY FOUNDATION

LET'S SHOW *everyone* THAT MOHAWK VALLEY GIVES!
SEPTEMBER 20
Support more than **150** local organizations doing great work in our community!

\$5.00 MINIMUM DONATION

How does it work?

- Visit givemv.org on Tuesday, September 20, between midnight and 11:59 p.m.
- Browse the list of amazing nonprofits
- Give to the organizations and causes that matter most to you!

24 HOURS TO MAKE A DIFFERENCE!
MOHAWK VALLEY GIVES
POWERED BY THE COMMUNITY FOUNDATION
WWW.GIVEMV.ORG

PROUDLY SPONSORED BY **Staffworks** | **M&T Bank**

givemv.org

Getting The Word Out

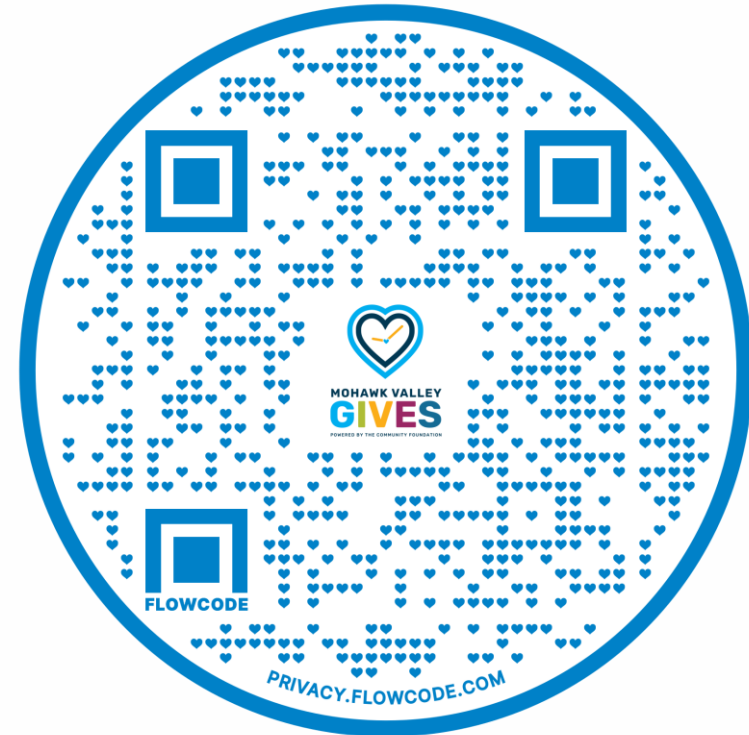


What can your organization be doing?

- Include in newsletters
- Update your website
- Share profile link, images and information on social media
- Update your cover image on Facebook
- Send email(s) and/or postcards to donors and friends of the organization
- Hang posters in your facility or other public locations
- Be sure to promote participation at any upcoming events

Using QR Codes

- QR codes are a simple and easy way to direct audiences right to your giving day profile
- Great option for print collateral
- Can be created in minutes at [Flowcode.com](https://flowcode.com) or other similar sites



Step 3:

Incentivize Giving

- Secure at least one match/challenge
- Share opportunities via email, social media, newsletters, outreach calls, etc.
- Recruit p2p fundraisers





Step 4:

Social Media Boasting

- Announce your participation
- Call for support
- Re-share peer organization's posts and show support for their participation (grows exposure!)
- Boast about success throughout the day
- Increase your goal if it's reached throughout the day

Nonprofit Toolkit

Online resources to support your campaign include:

- Sample Email Content
- Communications Guide
- Board Member Toolkit
- Pre-Written Social Media Posts
- Graphics and Downloads
- Stewardship Materials



Visit www.givemv.org to view the toolkit!

Step 5: Be Sure to Thank Your...

DONORS



MATCH/CHALLENGE SPONSORS



BOARD MEMBERS



STAFF/VOLUNTEERS



MV Gives Online Storefront




MV Gives Women's Fitted
Perfect Tri Tee
District | DT155MVG
\$22.00




MV Gives District Made
Men's Perfect Tri Crew Tee
District Made | DM130MVC
\$22.00




MV Gives Port & Company
Tri-Blend Long Sleeve Tee
Port & Company | PC330LSMVG
\$24.00




MV Gives Port & Company
Essential Tie-Dye Tee
Port & Company | PC147MVG
\$25.00




MV Gives Gildan Toddler
Heavy Cotton 100% Cotton
T-Shirt
Gildan | 5100PMVG
\$18.00




MV Gives Bella Canvas
Unisex Jersey Short Sleeve
Tee
Bella+Canvas | BC3001MVG2
\$23.00




MV Gives Gildan DryBlend
Crewneck Sweatshirt
Gildan | 12000MVG
\$27.00




MV Gives Port & Company
Classic Pullover Hooded
Sweatshirt
Port & Company | PC78HMVG
\$28.00

Visit
givemvstore.com
to purchase
merch today!

Coffee Break Sessions

AUGUST 19, 1:30 - 3:30PM | MVCC, ROME CAMPUS

AUGUST 20, 3:00 - 4:30PM | HARTWICK COLLEGE, ONEONTA

AUGUST 21, 9:00 - 11:00AM | ROCK CITY CENTRE, LITTLE FALLS

AUGUST 22, 9:00 - 11:00AM | COMMUNITY FOUNDATION, UTICA

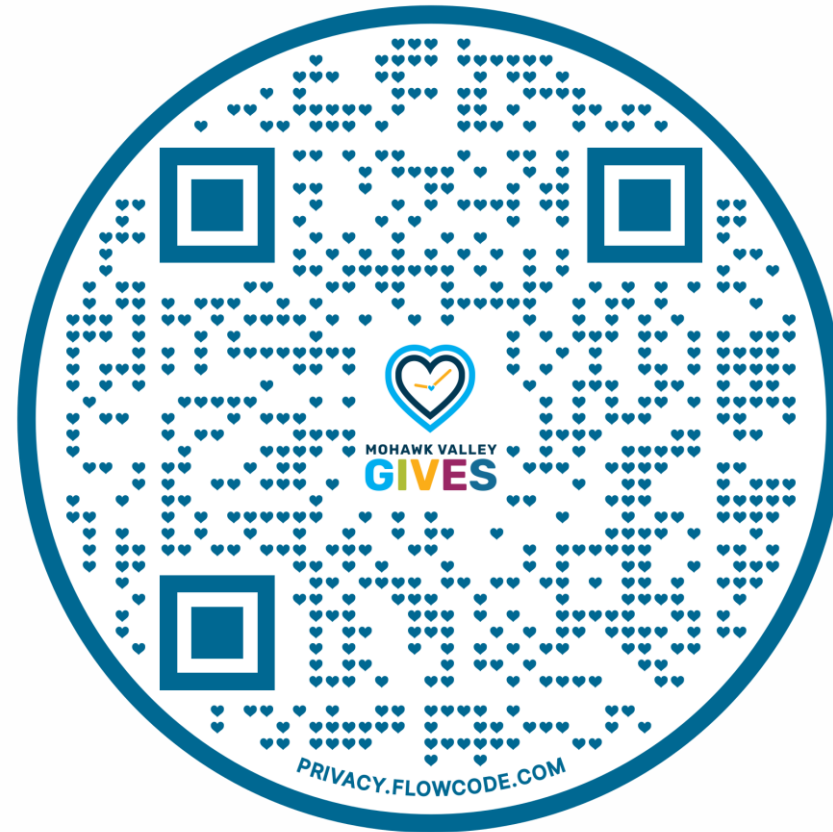


Visit foundationhoc.org/coffeebreak to reserve a time slot.



Questions?

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



Take our survey!