



Upperclassmen Session:
"Data Dive"

Today's Class

- 2023 “Things that make you go hmmm.”
- Reflections
- Opportunities
- Sketch a Plan!



2023 Hmmm...

- Gifts ranged from \$5 - \$15,000
- Age Assumptions - Young are most likely to give online
 - Donors age 18-24= 183
 - Donors age 65+ = 1,532
- Organizations with P2P fundraisers nearly doubled \$\$
- Organizations with Matches nearly tripled \$\$



Reflections

- What surprised you?
- Any trends relative to your organization?
- 2024 New ideas?
- Data wish list



Opportunities

- Gift Development
- Donor Conversion
- Giving Traffic
- Peer to Peer Fundraising (P2P)
- Matches & Challenges



Gift Development

- “Give a Little More” Feature
 - Take advantage of the tool
 - Returning donors automatically see this, you can set the stage before the giving day
- Tell Your Story
 - Quantify your cause, show impact
 - Use a “Give Again” message
 - “Last year, your \$35 gift helped provide 7 meals. With a gift of \$50, 14 meals can be provided. We ask you to consider giving a little more.”



Gift Development



Pawsitive Change Day (Support)

\$1,020.00 Raised • 4 Donors • 4 Gifts

Analytics

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Pawsitive Change Day (Support).

22 Days to Launch

Participation Approval Status

Approved



Add Your Organization's Info



Add Your Story



Add Donation Levels



Add a 'Give Again' Message



Add a 'Thank You' Message

Please provide a message to donors using the "Give a Little More" feature, as well as an image or video link!

Give Again Message (250 characters max)

1



Add a 'Give Again' Message



Add Fundraisers

2

Video Embed URL

Enter the **iframe embeddable version** of the video URL, e.g. "https://www.youtube.com/embed/abc123", "https://www.facebook.com/video/embed?video_id=123456789." Supported platforms include but are not limited to YouTube, Vimeo, Facebook, and Twitch.

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

3

Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 900x600.

Save

4



Donor Conversion

- Offline vs. Online
 - Can it really make a difference?
 - A donor offers a match to your organization that says they'll match every dollar raised online, up to \$5,000. Online donations resulted in \$4,000 but donors contributed \$1,000 in offline donations. If that \$1,000 were online, those gifts would have been matched!
- Enhances your marketing opportunities
 - For future use also!



Giving Traffic

- What traffic patterns stand out?
 - Are certain hours heavy giving times?
 - Where does the traffic really dip?
- How can this be used to your advantage?
 - Calls
 - Social Media
 - Prize Opportunities and Incentives



P2P Fundraising

Peer-to-peer (P2P) fundraising is an opportunity to...

- Leverage your loyal supporters to fundraise on your organization's behalf
- Connect your cause with a new network of potential supporters
- Steward current supporters



Matches

- A match is a pledged donation that's contributed to your organization when a specific milestone is reached
 - Raise \$5,000 and get another \$5,000
 - Large dollar donors can be energized by these opportunities
- Motivates potential donors with the opportunity to have a greater impact
- Gives the match sponsor more involvement with the campaign

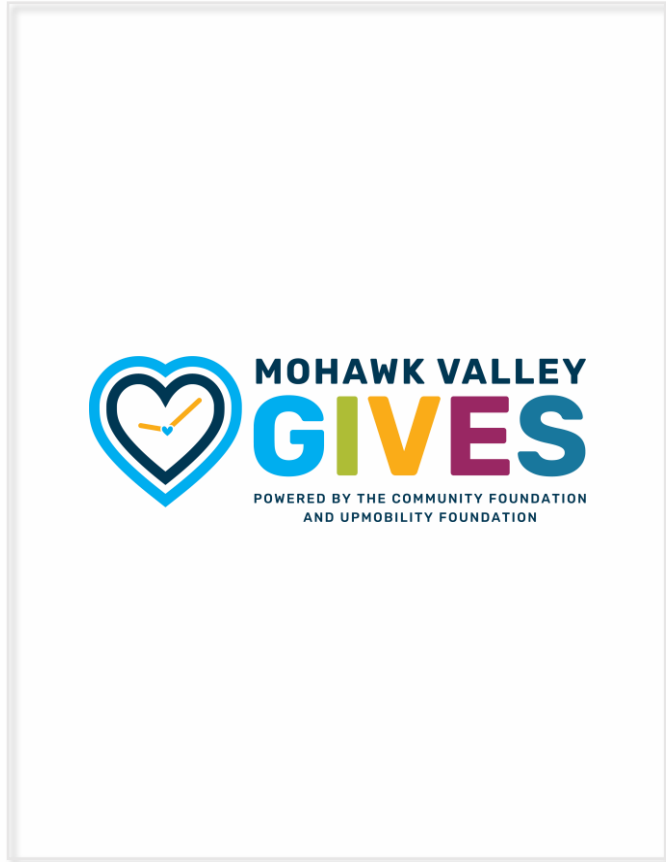


Challenges

- A challenge is a pledged donation that's contributed to your organization when specific criteria are fulfilled
 - Secure 20 donations and get \$2,500
- Organizations with matching funds raise on average 4.5x more than organizations without a match
- Opportunity to highlight existing donors and sponsors
- Motivates potential donors to have a greater impact by donating when their gift is matched



Class Schedule



FOLDER



The image shows a dark blue rectangular poster with a white border. At the top left, it says "UPPERCLASSMEN SCHEDULE" in a bold, sans-serif font. To the right of this text is the Mohawk Valley Gives logo. Below the title, there are five colored boxes, each representing a time slot and its activities. The first box is green and contains the text "8:30-9:25AM BREAKFAST/PEP RALLY" and "WELCOME TO MV GIVES UNIVERSITY! ENJOY SOME BREAKFAST, AND GET HYPED FOR THE DAY OF LEARNING AHEAD!". The second box is orange and contains "9:30-10:15AM DATA DIVE" and "IN THIS CLASS WE WILL EXAMINE YOUR PAST CAMPAIGN RESULTS, IDENTIFY AREAS THAT COULD LEAD TO GREATER GIVING, NEW WAYS TO ENGAGE DONORS AND TRENDS THAT CAN BE USED TO ENHANCE THE MARKETING OF YOUR CAMPAIGN IN 2024.". The third box is purple and contains "10:20-11:05AM TELL ME A STORY" and "IN THIS CLASS WE WILL WORK TOGETHER WITH SPONSOR PARTNER FMN CREATIVE IN THE CREATION OF OUR OWN 'STORY TIME' THROUGH LEARNING BEST PRACTICES, TIPS, TRICKS AND TECHNIQUES THAT PROS USE. YOU WILL DEVELOP YOUR ORGANIZATION'S STORY TO FUEL YOUR MV GIVES 2024 CAMPAIGN.". The fourth box is blue and contains "11:10-11:55AM #1 FANS- YOUR BOARD MEMBERS" and "ONE OF THE GREATEST RESOURCES A NONPROFIT ORGANIZATION MAY HAVE IS ITS BOARD! THESE ARE YOUR #1 FANS, THEY LOVE TO TALK ABOUT YOU AND THE GREAT WORK YOU ARE DOING IN THE COMMUNITY. TAP INTO A NETWORK OF CONNECTIONS AND POSSIBILITIES BY ENGAGING YOUR BOARD MORE DEEPLY.". The fifth box is dark blue and contains "12:00-1:00PM LUNCH/EXPO" and "ENJOY LUNCH WITH MUSIC PROVIDED BY LIT UNIVERSITY DJ MASE, GIVE THE PRIZE WHEEL A SPIN, CHECK OUT THE MV GIVES SWAG STORE AND MORE!".

PERSONALIZED SCHEDULE

Thank you!





We need your feedback!

Please scan the QR code & complete the brief survey

