



Upperclassman Session:  
*"Tell Me a Story"*

# Introducing...



## **Tiffany Thomason**

*Public Relations Coordinator*

[tthomason@foundationhoc.org](mailto:tthomason@foundationhoc.org)

**“We Are Committed to  
Creating a Vibrant Region  
with Opportunity for All.”**

# Introducing...



## Francesca Orsomarso

*Owner/Creative Director of FMN Creative*  
[francesca@fmncreative.com](mailto:francesca@fmncreative.com)

“We believe social media can make a **social impact**. We are the connection between a brand and its audience.”

# Campaign Objectives

- What is your organization's mission and vision?
- Identify your "ask"
  - How much does your organization want to raise?
  - Is it for a specific program/project or general support?
- Why should people support your campaign and donate to your cause?
- What sets your nonprofit apart from other organizations that are in the same field?

**Major objective:** *identify what you'd like to achieve through MV Gives*



# Audiences

- Who are your different audiences? Think outside of the box...
  - Staff, board members, volunteers, frequent donors, occasional donors, one-time donors, people who are interested in your cause area, people within your geographic location, different age groups, friends, family, different demographics
- Think about audiences that you know are likely to support your organization
  - Encourage aligned grantmaking with donors who are likely to grant to your organization this year
- Challenge yourself to reach new audiences

**Major objective:** *identify the different audiences you'd like to reach through your campaign*



# *Understanding Your Audience:*

## **Cold** - *Top of Funnel*

People who have never heard of your organization

## **Warm** - *Middle of Funnel*

People who know about your organization but haven't converted

## **Hot** - *Bottom of Funnel*

People who are actively engaging with your organization



# *Understanding Your Audience:*

## **Cold** - *Top of Funnel*

Social Media, Google Search, COLD Traffic

## **Warm** - *Middle of Funnel*

Website Visitors

## **Hot** - *Bottom of Funnel*

Converted Web Traffic - Donors, Volunteers, Active Advocates, Email Subscribers



# Strategies

- Customize all sections of your giving day profile
- “Add Your Organization’s Info”
  - Add your logo, different cause areas (ex: arts & culture, education animals), link to your website
- “Add Your Story”
  - Add a cover photo, set a goal & display it on your profile, complete the “tell your story section” to let donors know who you are/what you do, include an impact story and/or quote, add images/graphics, embed a video, include keywords
- Add donation levels & get specific (ex: \$50 = 25 meals)
- Add a thank you message to build donor stewardship

**Major objective:** profile should reflect your mission & vision, tell the story of who you are & what you do, your goals, etc.



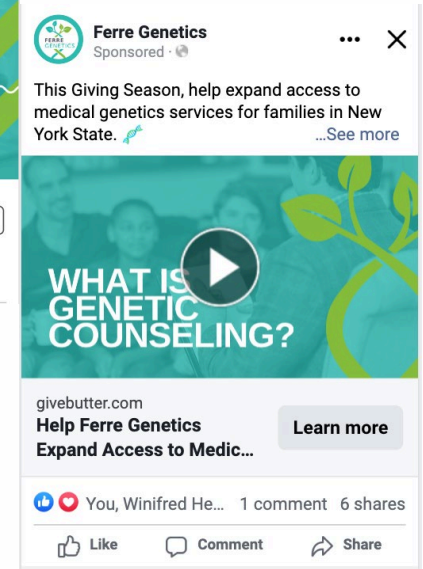
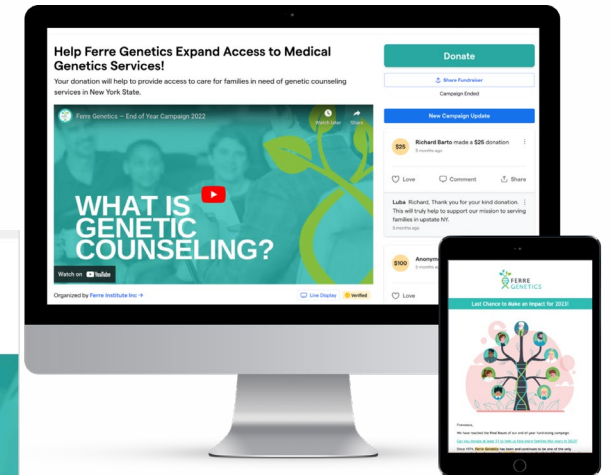
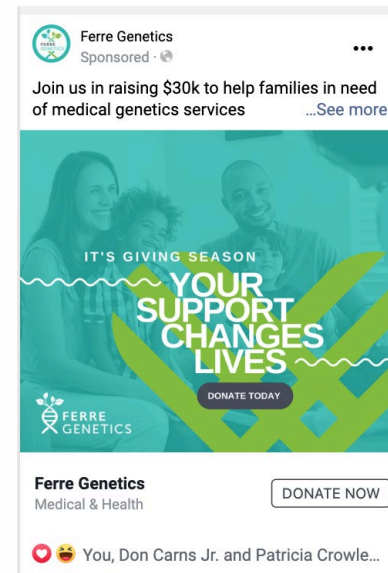


# Campaign Spotlight

## Ferre Genetics

### RESULTS:

- Developed and executed a successful digital fundraising campaign and social media strategy that generated \$16.5k+ in donations within 30 days
- Achieved 267,000+ impressions via paid social media campaigns, including 109,930 video plays and 73,636 post engagements, with an average CPC of \$1.54
- Average email open rate of 43% from 12 email campaigns
- Platforms: Givebutter, Meta, Constant Contact



## Help Ferre Genetics Expand Access to Medical Genetics Services!

Your donation will help to provide access to care for families in need of genetic counseling services in Upstate New York & Pennsylvania!



Organized by [Ferre Institute Inc](#) → Live Display verified

**\$6,030** 41 Supporters 20% of \$30,000 goal

### Story



## HELP FAMILIES GAIN BETTER ACCESS TO MEDICAL GENETICS SERVICES

### OUR GOAL:

Ferre Genetics is raising money to help families in Upstate New York and Pennsylvania gain better access to medical genetics services.

Ferre Genetics is a 501(c)3 organization. As an independent, community-based genetic counseling program, we rely on support from grants and donors like you. All donations are fully tax-deductible.

As a nonprofit organization, we provide genetic counseling and testing services, resources, and research for families that would otherwise not be able to access care. No one is turned away based on their inability to pay. Your generous donation will help us ensure that all patients have access to necessary genetics care and testing.

**Donate**

Share Fundraiser

Campaign Ended

New Campaign Update

**\$75** Anonymous Donor made a \$75 donation 7 months ago

Matching Donation

Love Comment Share

**\$75** Peter Chermak made a \$75 donation 7 months ago

Matching Donation

Love Comment Share

Luba loved this

Luba Peter, our gratitude to you! Thank you for your generous donation. We appreciate you. 7 months ago

**\$50** Anonymous Donor made a \$50 donation 7 months ago

Matching Donation

Love Comment Share

Luba loved this

Luba Sally, Thank you kindly! We greatly appreciate your donation! Happy New Year to you and your family! 7 months ago

**\$100** Anonymous Donor made a \$100 donation 7 months ago

Matching Donation

Love Comment Share

Ferre Genetics

Posts About Photos More ▾

Ferre Genetics

Dec 13, 2023 · 🌐

Help families in Upstate NY & PA access life-saving medical genetics services! 🙌 We're excited to announce that a generous donor has agreed to **DOUBLE ALL D...** See more

About this website

MAKE YOUR END OF YEAR 2023 GIFT

2X YOUR DONATION

Now through 12/31/23

givebutter.com

Help Ferre Genetics Expand Access to Medical Genetics Services!

Learn more

👍👍👍 Francesca Orsomarso and 53 others 2 shares

Like Comment Send Share

Ferre Genetics

Dec 11, 2023 · 🌐

About this website

Ferre Genetics

Posts About Photos More ▾

Ferre Genetics

Dec 23, 2023 · 🌐

As one of the **only nonprofit genetic counseling organizations** in the country, we proudly serve Upstate New York and Pennsylvania! 🙌 We provide... See more

DID YOU KNOW?

We serve over

30

counties in New York State.

1 share

Like Comment Send Share

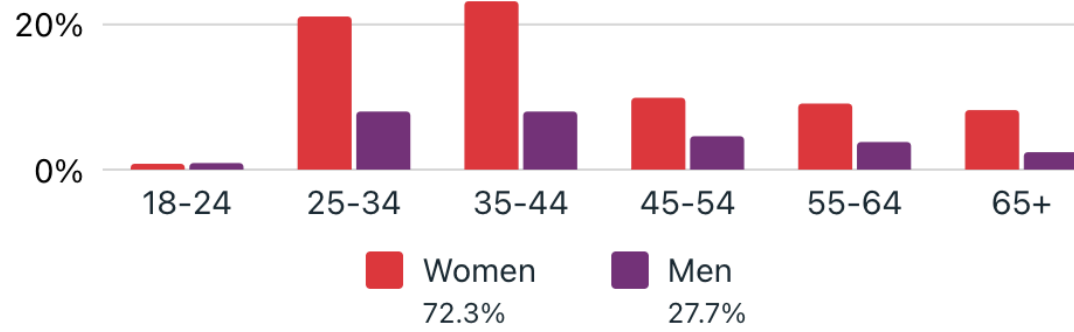




## Facebook followers ⓘ

676

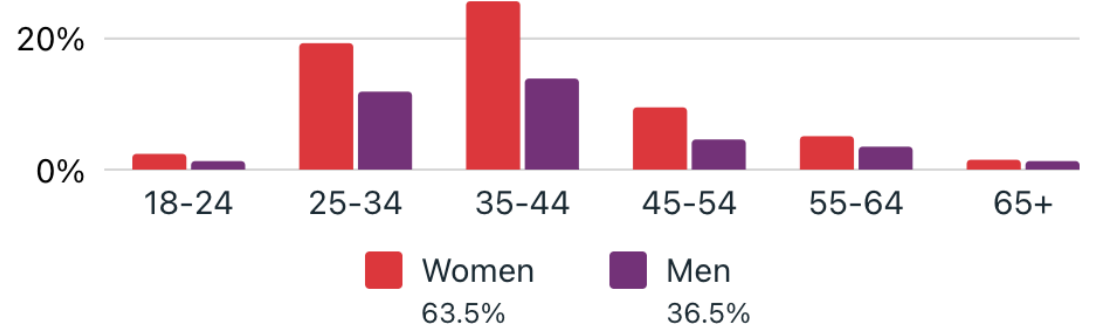
### Age & gender ⓘ



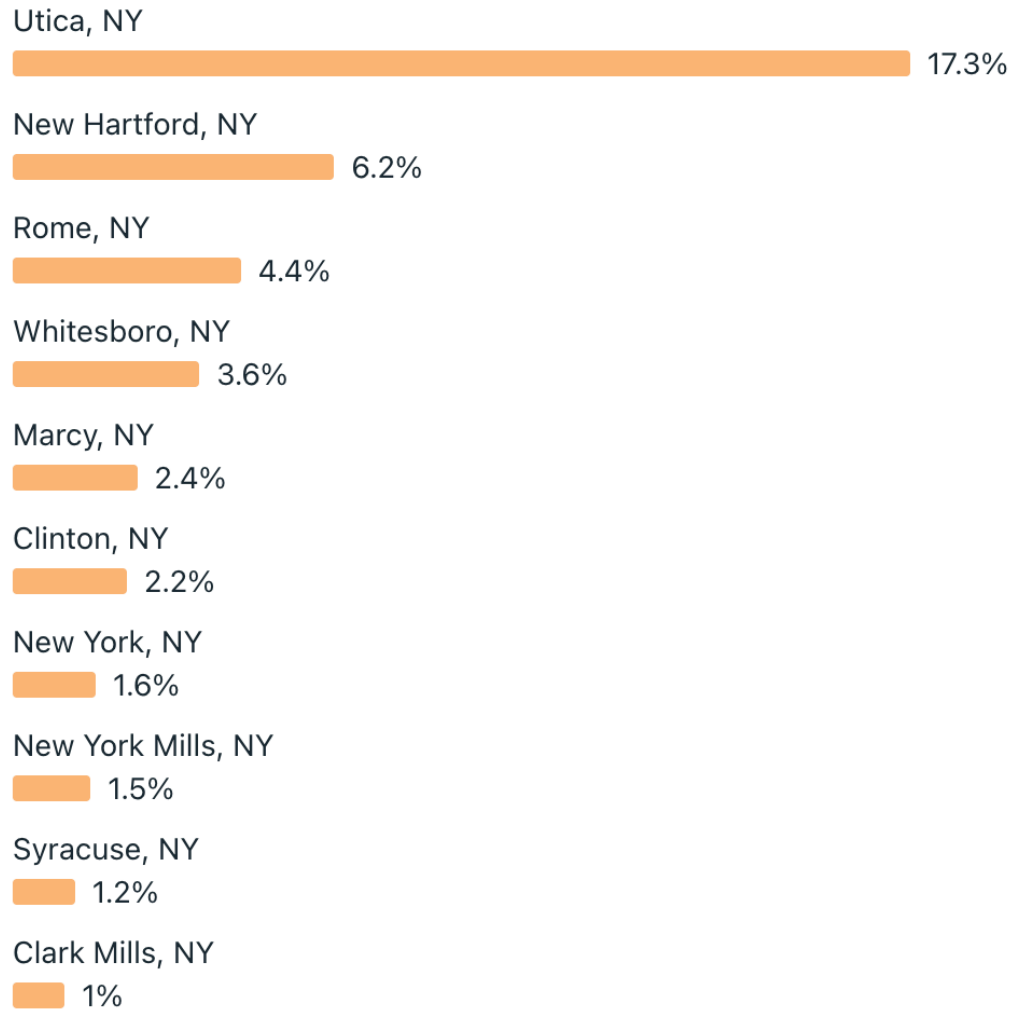
## Instagram followers ⓘ

840

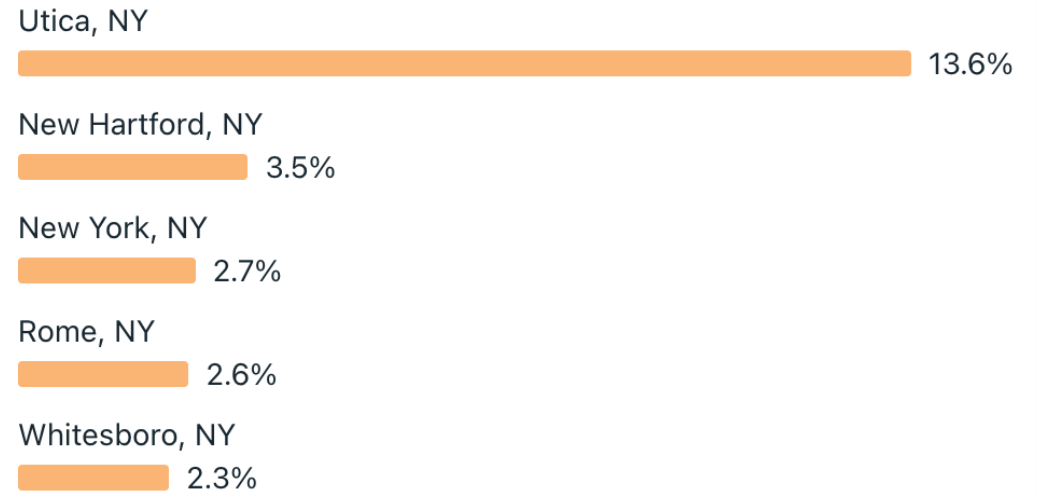
### Age & gender ⓘ



### Top cities



### Top cities

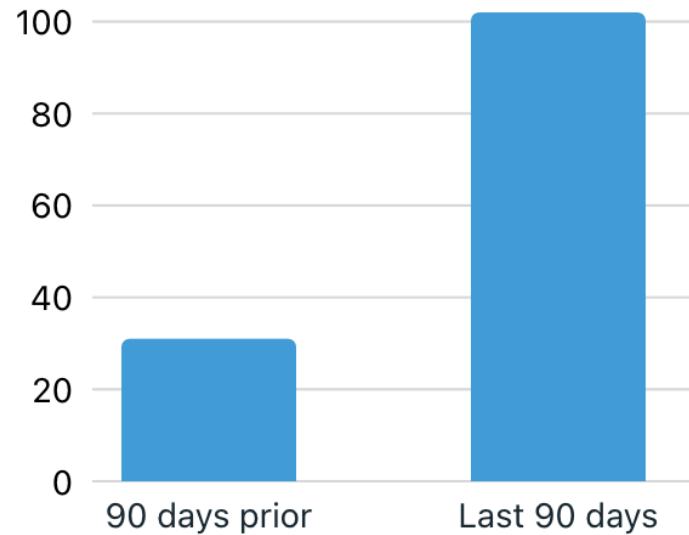


## Engagement

### Post likes, comments and shares ⓘ

102 ↑ 229%

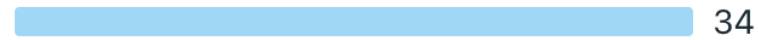
Total from last 90 days vs 90 days prior



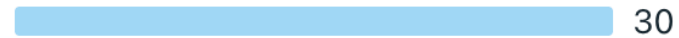
### Median post likes, comments and shares per media type

For posts created in the last 90 days

#### Videos



#### Images



#### Audio



#### Text



#### Links



### Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days

#### Reels



#### Other posts



#### Live posts



#### Carousel posts



**FERRE GENETICS**  
**MAKE YOUR END OF YEAR 2023 GIFT**

**2X YOUR DONATION**  
 Now through 12/31/23

Dear Candice,

We're excited to announce that a generous anonymous donor has agreed to DOUBLE ALL DONATIONS made to our annual fundraiser through December 31, 2023, up to \$13,000.00.

What does this mean? Every donation made through the end of this year will be matched to DOUBLE your impact! That means your \$25 donation will be made into \$50, \$500 will become \$1,000, etc.1 Every dollar makes a difference!

**MAKE DOUBLE THE IMPACT**  
 2x your donation. Now through 12.31.23

**1 + 1 = 2**

YOUR DOLLAR + MATCHING DOLLAR = TWICE THE IMPACT

Join us in raising \$30,000.00 by December 31, 2023, to expand access to medical genetics services in Upstate New York and Pennsylvania for families in need.

As an independent, community-based genetic counseling program, we rely on support from grants and donors like you. Your generous donation will help us ensure that all patients have access to necessary genetic care and testing. No one is turned away based on their inability to pay.

Candice, can we count on your support to help families access life-saving medical genetics services?

DOUBLE YOUR DONATION

**HOW YOU CAN MAKE AN IMPACT:**  
 Give a gift that lasts for generations

<p><b>\$25</b></p> <p>Support daily operational costs to run our non-profit organization</p>	<p><b>\$75</b></p> <p>Provide genetics resources and information to families in need of genetics services</p>	<p><b>\$150</b></p> <p>Help families without in-network insurance coverage to receive a genetic counseling appointment</p>	<p><b>\$300</b></p> <p>Support the cost of hiring new genetic counselors to accommodate an ever-growing need for genetics services</p>
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**3-4 WEEKS** appointment wait

At Ferre Genetics, patients receive an appointment right in their community with a Certified Genetic Counselor — avoiding year-long wait times found at larger centers

**GIVING TUESDAY** | **FERRE GENETICS**

**GIVING TUESDAY**  
 November 28<sup>th</sup>

**HELP FAMILIES GAIN BETTER ACCESS TO MEDICAL GENETICS SERVICES**

**OUR GOAL:**

Beginning on Giving Tuesday, we aim to raise \$30,000 to help to provide access to care for families in need of genetic counseling services in Upstate New York & Pennsylvania. Every dollar brings us closer to help families understand how their inherited medical history can determine their risk for a disease.

**OUR MISSION:**

Every year, we receive over 2,000 new patient referrals from medical providers. To accept these referrals, we need more Genetic Counselors on staff to provide services to these patients.

Your support will allow us to hire additional Genetic Counselors and staff, as well as continue to provide reduced service rates and care to patients without in-network insurance benefits.

**MAKE YOUR GIVING TUESDAY GIFT**

Give a gift that lasts for generations

Every contribution, share, and word of support propels us towards our \$30,000 goal

<p><b>\$25</b></p> <p>Support daily operational costs to run our non-profit organization</p>	<p><b>\$75</b></p> <p>Provide genetics resources and information to families in need of genetics services</p>	<p><b>\$150</b></p> <p>Help families without in-network insurance coverage to receive a genetic counseling appointment</p>	<p><b>\$300</b></p> <p>Support the cost of hiring new genetic counselors to accommodate an ever-growing need for genetics services</p>
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**3-4 WEEKS** appointment wait

At Ferre Genetics, patients receive an appointment right in their community with a Certified Genetic Counselor — avoiding year-long wait times found at larger centers



**SLIDING SCALE** payment system

With your support, we can continue to offer reduced service rates for patients without in-network insurance benefits



**OUR MISSION** to help families access genetics services

We are committed to assuring that families have the most current information and access to new genetic testing options, as well as prenatal/preconception genetic counseling



Each year we receive **OVER 2,000** patient referrals

From medical providers throughout Upstate New York and Pennsylvania — no patient is ever turned away based on insurance coverage or their inability to pay



**YOUR SUPPORT** will help us...

- Hire additional Certified Genetic Counselors
- Maintain affordable service rates for patients
- Expand awareness throughout Upstate New York and Pennsylvania
- Provide additional genetics resources

**MAKE A DONATION**

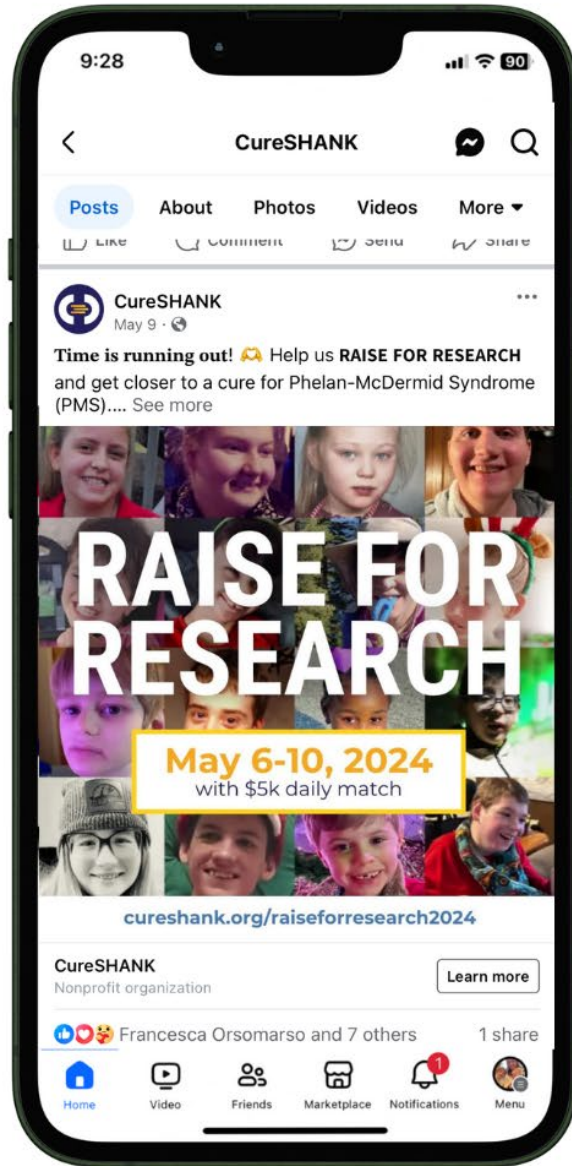
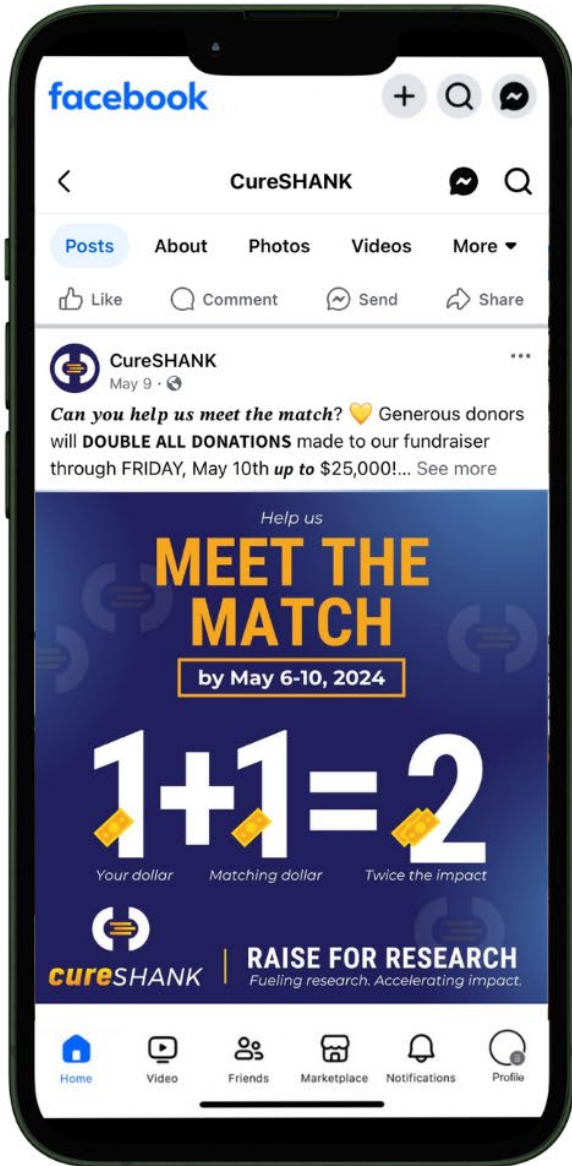
# Strategies

- How will you reach your audiences? Get creative with your “ask”
- Are you using different channels to reach your audiences?
- Social media: Facebook, Instagram, X (Twitter), LinkedIn, YouTube, TikTok, etc.
- Email blasts: Constant Contact, Mailchimp, Outlook, Gmail, etc.
- Printed mailings: Print in-house, Canva templates, printing companies
- Use the Nonprofit Toolkit on [givemv.org](https://givemv.org)
- Look at the analytics that are available right through the social media platforms to see how your posts perform, review the demographics

**Major objective:** use a combination of communication & marketing strategies to spread the word about your campaign









**RAISE FOR RESEARCH**  
Fueling research. Accelerating impact.

**May 6-10, 2024**

**Our SECOND ANNUAL RAISE FOR RESEARCH FUNraiser is HERE!**  
Join us this week, as we aim to raise **\$122k** this week to accelerate critical research for our loved ones living with Phelan-McDermid Syndrome.

Help us **MEET THE MATCH** by May 6-10, 2024

**1+1=2**  
Your dollar Matching dollar Twice the impact

**Donor Match Up To \$25,000!**  
Generous donors have pledged to match up to \$5,000 raised on EACH of the five days, May 6-10, 2024.

**Can You Help Us MEET THE MATCH?**

[DONATE NOW](#)



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**RAISE FOR RESEARCH**  
MAY 6-10, 2024

[DONATE NOW](#)

**Can You Help DOUBLE THE DONATION?**

The first \$5,000 collected daily will be **DOUBLED** through the generous support of our matching donors.  
Learn about our **DAY ONE MATCHING DONOR** below!



**JAGUAR GENE THERAPY**

**Thank you, JAGUAR GENE THERAPY!**

Jaguar Gene Therapy broke new ground in January 2024, when they announced they had received the green light to begin clinical trials in 2024-25 for JAG-201, a gene therapy for Phelan-McDermid syndrome! CureSHANK has been collaborating with Jaguar throughout this process, and we are so thankful that they have prioritized the PMS patient community! Their presentation at CureSHANK's April 2024 PMS Drug Development Symposium was one of the event's highlights.

[GET INVOLVED](#)



**RAISE FOR RESEARCH**  
MAY 6-10, 2024

**DAY TWO Update**

In case you missed it, our second annual fundraiser kicked off yesterday! Now through Friday, May 10th, we aim to raise **\$122k** to accelerate critical research for our loved ones living with Phelan-McDermid Syndrome.

On our first day, we raised **\$7,000+** and unlocked a **\$5,000 matching donation** from Jaguar Gene Therapy, totaling over **\$12k!**

Day 2 is officially underway, and **WE NEED YOUR HELP** to keep the FUN going ALL WEEK LONG!

[DONATE NOW](#)

**Can You Help Us MEET THE MATCH?**

The first \$5,000 collected daily will be **DOUBLED** through the generous support of our matching donors.

Learn about today's **MATCHING DONOR** below!



**MEET OUR MATCHING DONORS**  
**DAY 2**  
Mrs. Dannie & David Lees

Dannie and David Lees have been staunch supporters of CureSHANK since its inception. They have been witness to the tragic comparison of life trajectories between two boys born within 24 hours of each other in 2010: their first grandson and Denis, the son of Abby Levenson (CureSHANK treasurer & co-founder), who lives with PMS. Both physicians, the Lees firmly endorsed that scientific breakthrough as the only path toward improved quality of life for Denis and all those living with PMS.

With your support, we can get closer to a cure!

[HELP ACCELERATE PMS TREATMENT](#)

**SHOW OFF Your Kiddos**

We want to see the beautiful faces of PMS! Our team has created this **FREE Canva frame template** for you to share on social media. If you need help using the photo template, email [connect@cureshank.org](mailto:connect@cureshank.org) with your loved one's name and picture.

Be sure to **SHARE** this on social media and **TAG @CURESHANK** in your posts now through May 10th!



**JOIN THE FUN!**

Share a picture of your kiddo by using one of our 2024 Raise for Research photo frames!

[cureshank.org/raiseforresearch2024](https://cureshank.org/raiseforresearch2024)



**RAISE FOR RESEARCH**  
Fueling research. Accelerating impact.  
May 6-10, 2024

[HELP RAISE FOR RESEARCH](#)

**Can You Help Us MEET THE MATCH?**

The first \$5,000 collected daily will be **DOUBLED** through the generous support of our matching donors.

Learn about today's **MATCHING DONOR** below!

**MEET OUR MATCHING DONORS**

**DAY 3**

**Grandparents of Charles Bliss**



Sumiyo and Dieter Ender know well the devastation of Phelan-McDermid syndrome. Their first grandchild, Charles (now 25), has been robbed of skills and a future due to his severe SHANK3-related Epilepsy. The Enders are highly supportive of their daughter, Geraldine Bliss, Charles' mother, and CureSHANK's President/Co-Founder. Geraldine has dedicated her life to helping her son, Charles, and all of those living with PMS to attain a better quality of life.

With your support, we can get closer to a cure!

[HELP ACCELERATE PMS TREATMENT](#)

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Share a picture of your kiddo by using one of our 2024 Raise for Research photo frames!

[cureshank.org/raiseforresearch2024](https://cureshank.org/raiseforresearch2024)

## Email marketing funnel (i)

Sent  
19,558 (100%)

Delivered  
18,091 (92%)

Opened  
7,901 (44%)

Clicked  
487 (3%)

Time Sent ↓	Campaign Name
Mon, May 13, 2024, 6:17 PM	<a href="#">2024_Raise for Research: THANK YOU</a>
Fri, May 10, 2024, 9:30 PM	<a href="#">2024_Raise for Research: FINAL HOURS</a>
Fri, May 10, 2024, 10:37 AM	<a href="#">2024_Raise for Research: Day #5</a>
Thu, May 9, 2024, 8:45 PM	<a href="#">Time Is Running Out - Reminder</a>
Thu, May 9, 2024, 11:47 AM	<a href="#">2024_Raise for Research: Day #4</a>
Wed, May 8, 2024, 9:51 PM	<a href="#">Help Us Meet the Match</a>
Wed, May 8, 2024, 9:50 AM	<a href="#">2024_Raise for Research: Day #3</a>
Tue, May 7, 2024, 1:30 PM	<a href="#">2024_Raise for Research: Day #2</a>
Mon, May 6, 2024, 12:04 PM	<a href="#">2024_Raise for Research: Day #1 Campaign Announcement</a>
Fri, May 3, 2024, 6:45 PM	<a href="#">2024_Raise for Research: Save the Date</a>

# Going Beyond the Numbers

## Focus On Marketing You Can Measure

### *What are your Key Performance Indicators (KPIs)?*

- Social Media - Audience growth, engagement, shares, conversions, link clicks, event sign ups, video views, etc.
- Email Marketing - Open rate, unsubscribes, responsiveness to subject lines, donations generated, etc.
- Website/Landing Page - Measure unique visitors, conversion rates (sign-ups), bounce rates, time spent on your page, etc.
- Google Business Profile - Reviews, phone calls, directions, website clicks



# *Did You Know...*

60% of donors abandon making a donation online...

When you post on Facebook (without ads) only up to 6% of your followers see your content...



# Timeline

- Craft communication plan for the next 6-weeks leading up to September 20
- Keep your campaign objectives in mind, they may change over the next few weeks
- Remind yourself that different audiences may require different communication methods
- Get creative & **HAVE FUN**

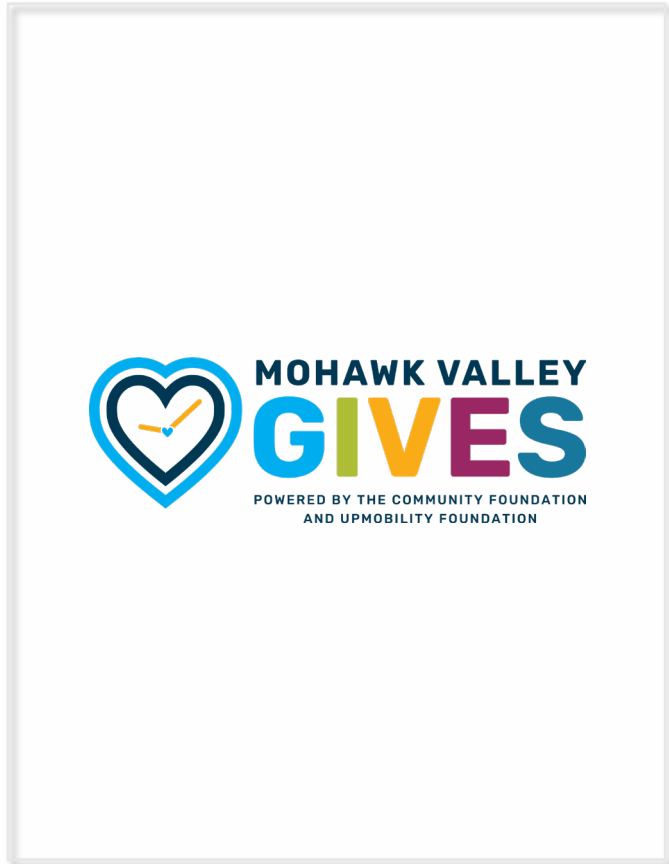
**Major objective:** *create a week-by-week communication plan*



*Thank you!*



# Class Schedule



FOLDER

The image shows a personalized schedule poster for upperclassmen. It features the Mohawk Valley Gives logo at the top right. The title is "UPPERCLASSMEN SCHEDULE". The schedule is divided into five color-coded sections:

- 8:30-9:25AM BREAKFAST/PEP RALLY**: WELCOME TO MV GIVES UNIVERSITY! ENJOY SOME BREAKFAST, AND GET HYPED FOR THE DAY OF LEARNING AHEAD!
- 9:30-10:15AM DATA DIVE**: 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.
- 10:20-11:05AM TELL ME A STORY**: 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.
- 11:10-11:55AM #1 FANS- YOUR BOARD MEMBERS**: 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.
- 12:00-1:00PM LUNCH/EXPO**: 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





*We need your feedback!*

Please scan the QR code & complete the brief survey

