



“Tell Me A Story”

The Following Questions Will Help
You Craft Your Organization’s
Narrative For Your Upcoming
MV Gives Campaign.

Questions? We can help!

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1. Campaign Objectives

What is your mission? _____

What is your vision? _____

What happens in the world because your organization exists? _____

What is the goal of your fundraising campaign? How much money is your organization aiming to raise? _____

What impact will raising this money make - for your organization and those that you serve? _____

Are there certain levels of giving connected to your ask? _____

What important facts should someone know about your organization as they evaluate making a donation? _____

Why should people support your organization's campaign and donate to your cause? _____

Pro Tip: The more quantifiable you can make your 'ask', the better!

2. Audience

Identify your different audience groups.

Are there certain areas/regions that your organization serves?

Is there a particular age range or demographic that you have found common amongst your donors?

Are you connected to the right audience? If not, how can this be improved?

What emotions do you want your audience to feel regarding your 'ask' identified in Section 1?

3. Strategies

How will you reach your audience? (*Social Media, Email Marketing, Text Messages, Phone Calls, etc.*)

How is your strategy being tailored to each audience group?

Are you getting creative with your ask by incorporating a challenge, match, or P2P?
If so, what is your communication strategy for this?

How will you manage the effectiveness of your strategy?

What is your post-donation strategy?

Pro Tip: Use different channels to reach different donor audiences! Using social media? Focus on educating your audience about your cause before making the 'ask'!

4. Timeline

Describe your week-by-week communication plan.

Week of August 11th:

Week of August 18th:

Week of August 25th:

Week of September 1st:

Week of September 8th:

WEEK OF MOHAWK VALLEY GIVES:

How do you plan on utilizing social media?

How will you engage and reach all of your audience groups?

Describe your communication strategy.

EXERCISE:

Crafting Your Impact Story

Complete the following exercise to begin to unveil your organization's Impact Story.

I solve **x** for **y** type of people by doing **z**.

X: What action do you take (verb)?

Y: Who is your primary target audience (what type of people do you serve)?

Z: What do you really do (solution your services/products offer)?

Put your formula together. What is your impact story?

Example:

FMN Creative turns clicks into donors for nonprofit organizations through effective Social Media Marketing and Advertising. We amplify your brand's message, connect with your online audience, and cut through the social noise to help your clients realize a return on impact.

Pro Tip: Utilize descriptive verbs in your impact story, such as build, foster, help, create, work, or solve.

Notes

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Mohawk Valley Gives 6-Week Communication Guide

This guide outlines a communication strategy for the next six weeks leading up to the September 20th giving day. It's encouraged that you customize it to your organization's goals and aspirations!

6 weeks away from MV Gives

- Send a "Save the Date" to donors announcing participation
- Social media post announcing participation
- Add a page to your website about your participation
 - Encourage opportunities to donate on the giving day to help increase your odds of winning cash prizes, share incentives if you are participating in any match/challenge programs and recruit P2P fundraisers
- Ask staff, volunteers, board members to share your participation through their social media

5 weeks away from MV Gives

- Start using photos of programs and services that your organization provides and/or supports in social media posts to encourage giving that will benefit your organization's mission
- Ask volunteers, staff, board members and past donors to share a story, a photo, or both, about their experience with your organization and why they give their time, resources, and efforts
- If your organization has P2P fundraisers, reach out and encourage them to use the platform's tools to spread the word of their efforts on your behalf

4 weeks away from MV Gives

- Continue to use your story-telling-photos to spread the word
- Send support tools to your P2P fundraisers, pre-created social media posts they can use, email content and a message of gratitude for their efforts - this can also be done in-person as a mini-kickoff event
- If you have business sponsors for services or programs that you provide, include them in your profile page with logos, photos, links, etc. - ask them to share your participation on their social media



3 weeks away from MV Gives

- Start preparing a post giving day thank you message
 - Staff and board
 - Volunteers
 - Donors
 - P2P fundraisers
- Continue encouraging your network to help you spread the word
- Support fellow participants by sharing their social media posts

2 weeks away from MV Gives

- Use “2 weeks away” language to excite your supporters through email blasts, social media, signs around your office, program spaces, etc.
- Use social media to give shout outs to P2P fundraisers and tag them
- Reach out to any last-minute potential match/challenge donors and brainstorm some incentives, then blast those exciting additions out to your networks and on your giving day profile

1 week away from MV Gives

- Add a pop-up, special button, or link to your website that will bring potential donors to your MV Gives profile to make their donation
- Update social media with a final countdown post
- Host small social gatherings to encourage giving on the day
- Send reminder emails, texts, and make phone calls to tell your audiences how to give and support your campaign
- Encourage P2P fundraisers to really push their networks and thank them

The day before MV Gives

- Make a small sample donation to your organization to test the system, review your messaging, and make final edits to your profile page



THE BIG DAY | September 20

- Update social media to call out that it's THE day
- Throughout the day, give thank you shout-outs on social media to donors, P2P fundraisers, and those who are supporting your campaign
- Use social media "go-live" functionality to reach your network, show your services and/or programs or staff in process, supporting the mission live
- Call major donors and P2P fundraisers to thank them
- Update your profile page goals as they are reached to continue encouraging donations

After MV Gives

- Share any prizes won as well as challenges and matches that were successfully achieved on social media, through emails, and in any newsletters that you publish
- Send special thank you message to donors who sponsored matches and challenges through emails, letters, and/or handwritten notes