



# Future is Working 2022 Launch Meeting

January 27, 2022



# WELCOME & INTRODUCTIONS

- Name, Title, and Organization
- Are you a New or Returning Organization?
- What are you excited to learn about today?

# AGENDA



- **What is?** – Future is Working
- **Let's Get Ready for Our Giving Day!**
  - **Committed** – Best Practices, Expectations, Goals, & History
  - **Dedicated** – Building your Team
  - **Cohesive** – Branding, Digital Assets, Tool Kit & Other Resources
  - **Prepared** – Bringing Your Campaign to Market
- **Q & A Session**

# WHAT IS Future is Working?



The Future is Working is a **24-hour online effort** to bolster stronger workforce opportunities in Orange County, which aims to raise **\$200,000** for local nonprofits **(YOU!)** who are committed to creating pathways to success through employment and build a flexible and resilient workforce.

# 2022 BEST PRACTICES & EXPECTATIONS

- **Future is Working is ALL IN**
  - Participation is key; Engage Leadership and Board and secure matches, and peer to peer fundraisers – don't forget to also cheer one another on!
- **Future is Working is READY**
  - Prepare and use all available tools and resources
- **Future is Working is ACCOUNTABLE**
  - Respond timely to communications, review deadlines on calendars and attend meetings

# HISTORY OF GIVING DAY CAMPAIGNS

Year	Total NPOs	Total Raised	Average Raised by NPO
2015	347	\$1,278,460	\$3,684
2016	418	\$2,759,245	\$6,601
2018	78	\$1,462,200	\$18,746
2019	77	\$1,656,342	\$21,381
2020	99	\$3,227,500	\$32,601
2021	112	\$4,470,106	\$39,912

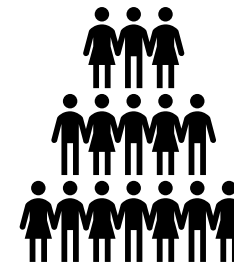
# FUTURE IS WORKING GROWTH/ROI

Year	Total NPOs	Goal	Raised
2020	7	\$70,000	\$46,950
2021	11	\$90,000	\$179,594
2022	14	\$200,000	

# BUILDING YOUR TEAM

## BUILDING YOUR TEAM

- Engage your Board & Leadership
- Recruit Peer to Peer Fundraisers
- Secure a Match



## YOUR SUPPORT SYSTEM

- OCCF
- Reveille
- Steering Committee
- Fellow Nonprofit Organizations



# FUTURE IS WORKING is COHESIVE: Branding Resources

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- Branding Toolkit and Assets
  - Branding, Digital Assets and Toolkit Pre-recorded from Kristin Scheithauer, Reveille Inc.
    - [Please click here for link](#)

# FUTURE IS WORKING is PREPARED

- Plan Ahead: 
  - Use the 8-week Communication Calendar
  - Prepare in Advance!
    - Schedule Social Media Posts
    - Prep Thank you Messages
    - Urgent Messaging and Call to Actions
    - E-mails
  - Maximize Social Media Algorithms for Success
    - 12-6 AM Low Activity
    - **6-10 AM High Activity**
    - 10 AM-5 PM Low Activity
    - **5-8 PM High Activity**
    - 9-11 PM Low Activity

# FUTURE IS WORKING is PREPARED: Communications

- Eight Week Communications Guide: [HERE](#)

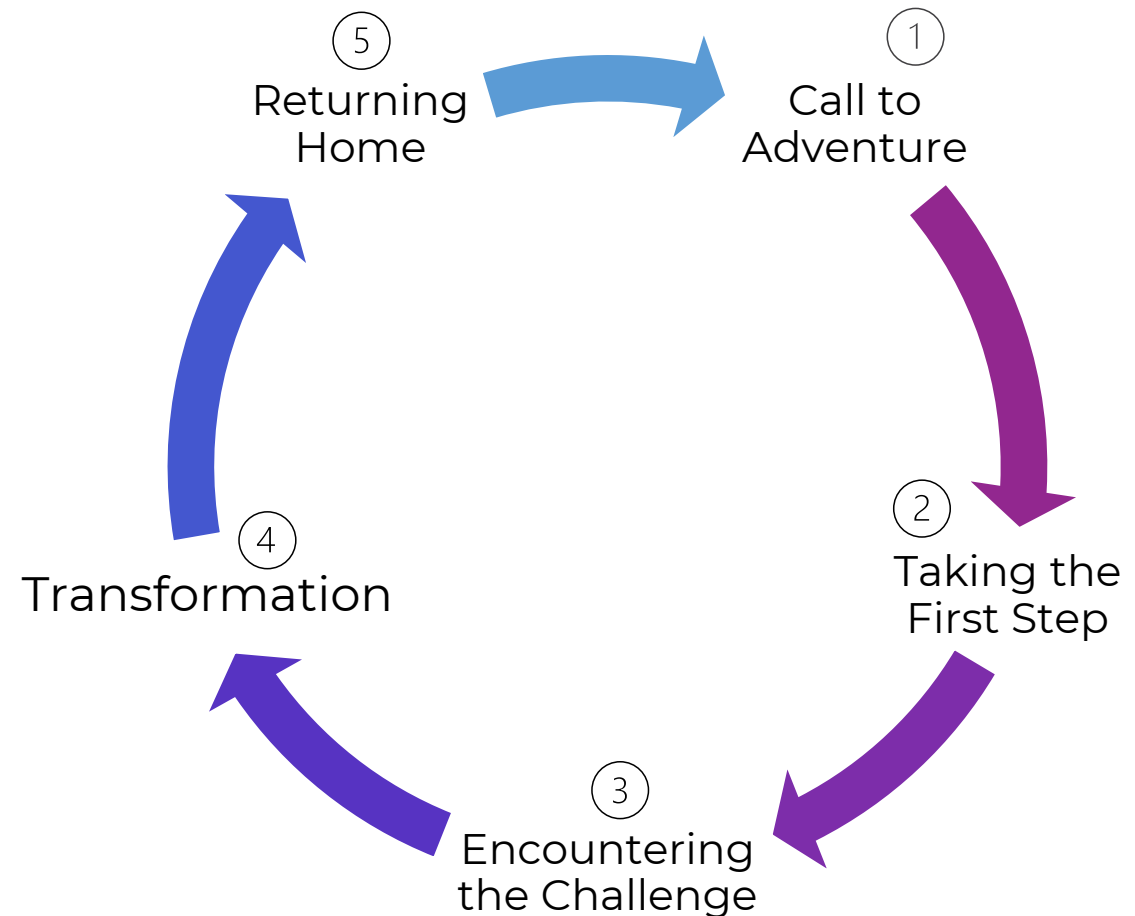
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27-Feb	28-Feb	1-Mar	2-Mar	3-Mar	4-Mar	5-Mar
6-Mar	7-Mar	8-Mar	9-Mar	10-Mar * <b>Social</b> - Tell people that you're only two weeks away from Giving Day. This is a good time to start fueling the hype around your campaign launch. Post afternoon. * <b>Organization email signatures</b> - change to Campaign signature for all employees with link to donation page.	11-Mar	12-Mar * <b>Social</b> - message "Getting excited." Countdown the days left until Giving Day. Use provided images from the toolkit to help foster an emotional connection with your audience. Mid-day post.
13-Mar	14-Mar	15-Mar	16-Mar	17-Mar * <b>HEADS UP/WE ARE PARTICIPATING IN A GIVING DAY - (have the below ready to go live by 6 am)</b>  * <b>Website homepage</b> - update logos and include calls to action on when and where to donate * <b>Email</b> - send email to your community about goals, time and location (url). * <b>Social</b> - Change your profile and/or header images to promote Giving Day  Great time to talk about matching gifts	18-Mar * <b>Less than a week away</b> * <b>Personal Email Campaign</b> : Great day to send out a personal email campaign to your friends and family. Recommended time for distribution is around 9 am. Instruct your Peer to Peer Fundraisers to send out personal email campaign.	19-Mar * <b>Social</b> - message "Happy Friday/Have a great weekend" and state that you're looking forward to next Wednesday's Giving Day. State goals. Evening post.
20- Mar * <b>Social</b> - message "Getting excited." Countdown the days left until Giving Day. Use provided images from the toolkit to help foster an emotional connection with your audience. Mid-day post.	21-Mar	22-Mar * <b>Social</b> - Countdown the days to Giving Day. Use provided images from the tool kit to help foster an emotional connection with your audience. Morning post.	23-Mar <b>Tomorrow is the Day</b> * <b>Social</b> - Get followers excited that tomorrow is the day and link to donation page. * <b>Website homepage</b> - Change all content to Giving Day to include calls to action to your donation page. * <b>Email</b> - Organization and Peer to Peer fundraisers - send email to your community "tomorrow is the day"	24-Mar * <b>GIVING DAY</b> - message posted by midnight with urgency.  * <b>Website homepage</b> - Change all content to Giving Day to include calls to action to your donation page. REDIRECT YOUR DONATE BUTTON TO YOUR GIVEGAB CAMPAIGN PAGE * <b>Email</b> - send email to your community about "It's finally here" goals and matching gifts (5-6 emails/day strategically planned). Make sure your Peer to Peer Fundraisers send out emails throughout the day to their circles. * <b>Social</b> - Post every hour or two - leverage the urgency, hype, and community feeling to bring people back to your campaign (celebrate milestones) * <b>"Like"</b> and share other participating nonprofits posts during giving day	25-Mar * <b>STEWARDSHIP</b> * <b>Social Announce results</b> *Email: Organization and Peer to Peer fundraisers - Thank Donors and announce results; If you missed out, you can still donate directly to organization.	26-Mar

*start promoting 2-3 weeks before Giving Day*

# FUTURE IS WORKING

## is PREPARED: EMOTIONAL STORYTELLING

- Storytelling is Key
  - Hero's Journey: An impactful, influential story structure (5 condensed steps)



# FUTURE IS WORKING is PREPARED:

- **Use Fun Videos to Excite Donors to Give**
  - Impact Anaheim – Hope Builders: [Save the Date for ImpACT Anaheim – October 24, 2018](#)
  - Baby Shark Tank – MOMS OC: [Baby Shark Tank – Igniting Potential Edition](#)
- **Future is Working – Collaborative Video:**
  - [OCCF Future is Working 24 Hour Giving Day Campaign](#)
  - [Thank you! OCCF Future is Working 2021!](#)

# FUTURE IS WORKING is PREPARED: Better Together

- **Collaboration is Key**

- Countdown Days
- Press Release
- Amplify our Voices  
(Tag/Post/Share on  
Social Media)
- Thank You Video



# FUTURE IS WORKING is PREPARED: Plan Ahead

- **Plan for Success!**

- Set Your Goals – Realistic and Stretch!
  - Monetary Goals
  - Number of Donors
  - Matches & Challenges
- Plan Social Media Content (Compelling Stories)
- Levels of Engagement
  - Peer to peer Fundraisers
  - Board Involvement
  - Staff Involvement
- Use OCCF Giving Day Tools
  - [TIMELINE](#)
  - [NEW NONPROFIT PARTICIPANT GUIDE](#)

# FUTURE IS WORKING is PREPARED: Matches

- **Match for Success!**

- Organizations with Matching Funds Raise **7.5x more** than organizations without a match.
  - 2021 Collaborative Giving Day Match Results:
    - 99 organizations, 88% of organizations featured a match/challenge
    - 182 matches available
    - **\$1,640,480** Total Dollars Available
    - **83%** of matches were fully exhausted
    - Average amount raised by organizations with matches/challenges = **\$44,405.72**
    - Average amount raised by organizations without matches/challenges = **\$5,946.54**
- Learn more about matches: [HERE](#)

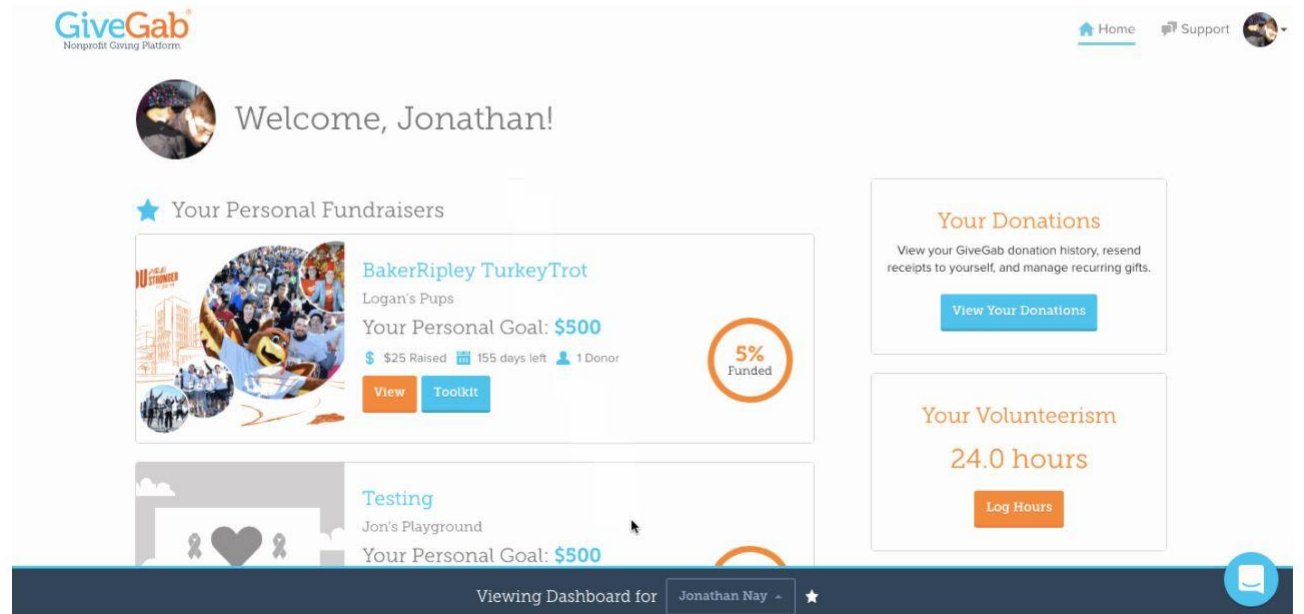


# FUTURE IS WORKING is PREPARED: Using GIVEGAB

- How to set up/customize your GiveGab account: [HERE](#)
- Communications Guide: [HERE](#)
- Newsletter/template guide: [HERE](#)

## Step 1: Navigate to Your Admin Dashboard

If your home page is not your admin dashboard, click on the drop down box at the bottom of the screen next to “**Viewing Dashboard For**” to view a list of organizations that you are an administrator for. Click on the name of your organization you’d like to access.



The screenshot shows the GiveGab admin dashboard for Jonathan Nay. The top navigation bar includes the GiveGab logo, a Home icon, a Support icon, and a user profile icon. The main content area is titled "Welcome, Jonathan!" and features a "Your Personal Fundraisers" section. This section displays two fundraising cards: "BakerRipley TurkeyTrot" for Logan's Pups, which has a goal of \$500, \$25 raised, 155 days left, and 1 donor, with a 5% funded progress indicator; and "Testing" for Jon's Playground, also with a goal of \$500. To the right, there are two summary boxes: "Your Donations" with a "View Your Donations" button, and "Your Volunteerism" showing 24.0 hours with a "Log Hours" button. The bottom of the dashboard shows "Viewing Dashboard for Jonathan Nay" with a dropdown arrow and a star icon.

# COMMUNICATIONS: EMAIL TEMPLATES



- **Leading up to the Future is Working Day of Giving** (to be sent out March 18)  
**Subject:** I Need Your Help!

## **Message:**

Hi [FIRST NAME],

The Future is Working is less than a week away days away. Chrysalis and I need your help to change the lives of Orange County's most vulnerable.

Together we can make a difference by helping people experiencing homelessness and poverty overcome barriers to employment, and help build a robust workforce for Orange County. Mark your calendar for March 25, and visit [Chrysalis' The Future is Working](#) page to support me and incredible work Chrysalis does to build a robust workforce in Orange County.

Thank you!

# COMMUNICATIONS: EMAIL TEMPLATES



- **Open for Donations - March 23**

**Subject:** Early VIP Access

**Message:**

Hi [FIRST NAME],

As you may know, I am a member of the Orange County Advisory Council for Chrysalis. We are raising much needed funds to help break the cycle of homelessness and poverty through jobs during The Future is Working Day of Giving on March 25... but because this effort is so important to me and our community, you have the opportunity to [change a life today!](#)

Chrysalis is a nonprofit organization **dedicated to creating a pathway to self-sufficiency for homeless and low-income individuals by providing the resources and support needed to find and retain employment.** Their philosophy is that a steady job is a key step in a person's transition out of poverty and onto a pathway to self-sufficiency. Since 1984,

Chrysalis has served more than 73,000 individuals experiencing homelessness and poverty – their newest center in Orange County opened in late 2018 and has already helped nearly 600 Orange County residents change their lives through jobs.

**With your donation, Chrysalis is able to provide clients with the resources and support they need during every phase of their job search** - whether it's preparing clients through our job-readiness classes, providing scholarships for job certifications and material needs, employing clients in transitional jobs with our social enterprise, or helping our clients acquire professional attire – Chrysalis is there every step of the way.

Thanks to the [Sun Family Foundation](#) and [Thermal-Vac Technology](#), your gift will be doubled dollar for dollar, up to \$30,000!

Your support will make a profound difference in our community! Please consider joining our movement and contributing to [The Future is Working.](#)

Thank you!

# COMMUNICATIONS: EMAIL TEMPLATES



- **On the actual Future is Working Day of Giving - March 25**

**Subject:** The Future is Working is here!

**Message:**

Hi [FIRST NAME],

TODAY is the day!

We only have 24 hours to raise \$30,000 to help Chrysalis change lives through jobs and contribute to building a sustainable workforce in Orange County – that's it just one day!

With your support, Chrysalis will be able to provide clients with the resources and support they need during every phase of their job search - whether it's preparing clients through our job-readiness classes, providing scholarships for job certifications and material needs, employing clients in transitional jobs with our social enterprise, or helping our clients acquire professional attire – Chrysalis is there every step of the way.

[Please donate to The Future is Working](#), and if you've already contributed, thank you so much for your generosity! I hope you'll consider sharing [our fundraising page](#) with your friends and family on social media to get the word out about Chrysalis and the difference they make in our community!

Thank you!

P.S. Remember, thanks to the [Sun Family Foundation](#) and [Thermal-Vac Technology](#), every dollar is doubled, up to \$30,000, for the next 24 hours.

# Ready, Set, Go!

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Share one descriptive word on how you feel after hearing all of this information.

# Q&A SESSION





## NEXT STEPS...

- Collaborative Video
- Peer to Peer Fundraising Workshop (Date, February *TBD*)
- Social Media Campaign Day Workshop (Date, February *TBD*)