BOYS & GIRLS CLUBS

GREATNESS AMPLIFIED

A GIVING DAY FOR
BOYS & GIRLS CLUBS IN ORANGE COUNTY

AUGUST 24, 2022

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Welcome & Introductions

2022 Steering Committee

Rachelle Gillerman - Garden Grove
Michele Lawson - La Habra
Elizabeth Beas - South Coast Area

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Misty Soto
Carol Ferguson
Austin Muckenthaler

Reveille Inc.

Kristin Scheithauer

Self Introductions & Club

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Agenda

- Expectations & History
- Branding, Digital Assets, and Tool Kit
- Strategies for Success
  - Planning
  - Board Engagement
  - Matches
  - Peer to Peer
- Campaign Page Review, Platform Fees, Social Media
- Q&A
- Next Steps

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Best Practices & Expectations

What Ever It Takes…

- Support one another
- Secure your match
- Commit to at least (2) P2P
- Respond to communication from Steering Committee & OCCF
- Utilize the Greatness Amplified calendar & meet deadlines
- Participate in trainings
- Use the tool kit to build your communication plan - update your page

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Giving Day Panel

Ask yourself what you might do to take Greatness Amplified to the next level.

- What was the most important strategy you used and how did it help your organization meet its goals?
- How did you engage your staff, board and volunteers in last year's campaign?
- How did you incorporate matches and/or P2P fundraisers into your campaign?
- What is your biggest advice to new nonprofits or those that might have struggled a bit in 2021?
- What is something new that you're thinking of doing for 2022?

Take a listen to these other nonprofit leaders in Giving Day 2021! https://youtu.be/VWfbvW7MnUQ

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Online Giving is Growing Nationwide

The 2020 US Giving Report shared that online giving grew 20.7 percent in 2020, and that 13 percent of all funds raised came from online donations, the largest share as a percentage of total giving in the history of the report.

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2021 Collaborative Giving Days

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HELP THEM HOME
A GIVING DAY FOR OC'S HOMELESS

PRESERVING DIGNITY
A GIVING DAY FOR OC'S OLDER ADULTS IN NEED

Love Is
A GIVING DAY TO SUPPORT HEALTHY TEEN RELATIONSHIPS IN ORANGE COUNTY

STAND&SALUTE

THE FUTURE IS WORKING
A GIVING DAY TO DEVELOP A STRONGER WORKFORCE FOR ORANGE COUNTY

IMPACTANAHEIM
A GIVING DAY FOR THE UNDERSERVED YOUTH

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EMPOWERING POSSIBILITIES

Protect& Preserve
A Giving Day to Sustain the Ecosystems of Orange County

IGNITING POTENTIAL
A GIVING DAY TO SUPPORT THE YOUTH OF ORANGE COUNTY

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Collaborative Giving Days

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

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2021 Collaborative Giving Days

Giving Day	Nonprofits	Raised	Donors	Hashtag
Love Is	10	$113,155	487	#LoveIsOC
The Future is Working	11	$179,519	455	#FutureWorkOC
Help Them Home	20	$2,163,132	3,793	#HelpThemHomeOC
Stand & Salute	6	$188,008	490	#StandandSaluteOC
Impact Anaheim	10	$234,021	540	#ImpactAnaheimOC
Empowering Possibilities	7	$129,242	532	#EmpoweringPossibilitiesOC
Preserving Dignity	7	$389,684	364	#PreservingDignityOC
Greatness Amplified	14	$474,625	479	#GreatnessAmplifiedOC
Igniting Potential	17	$ 454,218	895	#IgnitingPotentialOC
Protect & Preserve	7	$144,502	450	#ProtectandPreserveOC
Total	**112**	**$4,470,106**	**8,485**	

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2021 - What did we learn?

- Online Campaigns continue to be very effective
- Buy in from leadership and board is imperative
- Branding is making a difference (exponential year over year growth)
- Communicate needs with transparency
- Engage staff, donors, board members and volunteers for max results
- Matches motivate donors to give
- Peer to Peer Fundraising is the key to growing your donor base
- Participating nonprofits need guidance on maximizing P2P strategy

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Past Results & Goal for 2022

Greatness Amplified	Nonprofits	Goal	Raised
2018	15	150,000	225,000
2019	15	200,000	280,865
2020	14	150,000	309,334
2021	14	200,000	474,675
2022	12	$250,000	

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Roles

- OCCF
- Reveille
- GiveGab
- Committee Chair
- Steering Committee
- Participating Nonprofits
  - Including your staff, board and volunteers

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Branding, Digital Assets and Tool Kit

Pre-recorded from Kristin Scheithauer, Reveille Inc.

A link to the branding kit will be emailed as well as included in the GiveGab training.

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2022 Giving Day Strategies for Success

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Planning for Success

Participating Nonprofits' Responsibility	
Dive into 8 Week Work plan 8 Week Giving Day Planning 2021 Workbook (2).docx	Complete best practice section by July 6, 2022
Develop Communication Plan	Start now, complete by July 14, 2022
Plan communications with 8 Week Com Guide 8 Week Communication Guide.pdf	This guide, produced by GiveGab, will help you stay on track with your giving day communications
Create emotional client stories	Start now
Position match and fundraising goal	Start now
Create e-blasts, posts and giving page	Start now
Complete all customizations on Giving Day Campaign Page	July 12, with final changes August 17.
Send giving day preview messages	August 10 & 17, 2022
Giving Day – call to action	August 24, 2022
Stewardship	August 24, 2022 and beyond

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Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement

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Planning for Success

- Direct links to the documents you need can be found in the [Table of Contents for Greatness Amplified 2022]

- Table of Contents includes:
  - Planning tools
  - Marketing and PR Tools
  - Presentations and Trainings

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Board Engagement

- Get your board on board early in the planning stages of the giving day
- Have your board members create their own peer-to-peer fundraisers
- Ask board members to share their personal connection to your cause
- Offer an incentive for the board member that raises the most
- Have a retrospective with your board afterwards

More Board Engagement Resources from GiveGab

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Importance of a Match

Organizations with matching funds raise on average **7.5x more** than organizations without a match

2021 Collaborative Giving Days Match Results:

- **99 organizations** (88% of orgs) 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**

More on Matches and Challenges

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Promoting your Match

Greatness is TRIPLING your gift!

Ruby wants you to know that when you give to Greatness Amplified NOW, your gift will be TRIPLED! Thanks to our partners at Ford Fund, in addition to the Board of Directors' Matching Gift Challenge, all gifts given beginning at 9am today will be tripled, up to $5,000.

Your gift today will give kids like Ruby support to be academically successful, live healthy lifestyles, and build strong character. Throughout the pandemic, our Club has been a safe place for kids to learn and grow, thanks to YOU! Today, your gift will go even further with the Matching Gift Challenges from Ford Fund and the Board of Directors.

Don't wait! Give now to make sure your gift is TRIPLED!

Feature any active matches on your Giving Day profile

Keep the details of your match as clear as possible

Brand your match and promote on all online platforms

- Every donation received on your giving day will be matched thanks to our sponsor!

MATCH IMPACT:

- In 2020 - 86% of you had matches
- 92% of you fully exhausted your match
- 100% of Clubs with matches overachieved fundraising goals

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Peer to Peer Fundraising

Why implement a P2P Fundraising program?

Organizations that used P2P fundraising for their giving day raised **3.6x** more on average!

The Power of Peer to Peer Fundraising

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HOME PAGE REVIEW

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GiveGab Platform Fees

2.5% Platform Fee

+

$.30 per transaction
+ 2.2% Credit Card Fee

=

$0.30 + 4.7%

- No registration cost or subscription required to participate
- Donors ALWAYS have the option to cover all fees on behalf of your organization
- Historically around 85-95% of donors cover fees on your behalf

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Social Media

Prioritize Your Platforms
71% of all internet users are on Facebook.

Tell Your Story
People are more inclined to donate if they connect with your mission.

Recruit Help
Someone familiar with your platforms who can create engaging content.

Plan Your Posts In Advance
Click here to download a content calendar template to get started.

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Facebook Giving Day Event

To avoid confusion, we will create one Facebook event and invite all participating nonprofits as hosts. You will need to accept the invite to be included in the event.

When setting up your FB posts make sure to include you link to your GiveGab profile page to process their donations.

This was our event post in 2021

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Social Media - Engagement

- **Tag** other organizations and people when your post refers to them.
- Include your **hashtag** in all of your giving day related posts.
- **Share** and comment on others posts.
- To save characters and **track** engagement, you can shorten links with a tool like bit.ly.
- **Calls to Action**
  - **Make A Difference Today** → Link to your giving day profile
  - **Share Your Personal Story** → Link to create a P2P fundraising page
  - **Help Five People At Once** → Link to donation form at corresponding amount

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Social Media - Countdowns

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Social Media - Campaign Day

Recognize Giving Patterns & Plan Accordingly

- Midnight to 6 am (low donor activity)
- 6 am – 10 am (big rush of giving)
- Afternoons slow
- 5 pm – 8 pm (high activity)
- 9 pm – midnight (slow)

Switch It Up!

- Use different strategies for high-activity vs low-activity periods
- Share updates and progress throughout the day

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Social Media - Videos

Greatness Amplified 2021

Unlisted

23 views Aug 15, 2021

1 Dislike Share Save ...

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Social Media - Sharing Results

24 HOURS. **14** CLUBS.
1 CAUSE.

$474,625
479 DONORS

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Donor Retention

- 3 of 4 first time donors leave and never return - that's about 75%!
- Use your live donor report
- Create a strategy for acknowledging donors to build lasting relationships
- Creative Thank Yous
  - Videos
  - Host a party
  - Hand written notes
  - Spotlight donors

Stewarding Your Giving Day Donors

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The Power of Donor Retention

- Don’t ignore small or first-time donors!
- Ask what inspired them to make their gift
- Discover their connection to your cause and use this information to steward them again and again
- Create personalized opportunities for them to maintain involvement with your organization
- Email is an easy, fast, and effective way to steward donors who don’t warrant major gift prospecting right away.

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Personal Outreach

Over the past few years, you have generously given during our **Help Them Home** 24-hour online campaign, and we are grateful for your support. Due to your kindness and belief in our mission, HomeAid was able to add **30 beds** to serve families, start construction on a 48-unit residential building where **foster youth** can further their **education**, collect and distribute more than **1.2M essential baby items** such as diapers and food, provide **450** Thanksgiving **meals** to families in need and finally, provide **emergency shelter** for **115** families at the HomeAid Family CareCenter!

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Questions?

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Next Steps

The Steering Committee will be in contact with their assigned Clubs to work in smaller groups on the following:

- Setting up your profile page - Creating a strong profile
- Peer to Peer fundraising - Best Practices
- Story Telling - Strength-Based Messaging
- Updating your Story and donation levels
- Email Marketing - Save the Dates
- Periodic Updates during the Campaign
- Your specific needs
- 2023 Steering Committee

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Thank you for joining us for the Greatness Amplified Launch Meeting

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