

Giving Day 2023 Launch Mtg



Welcome & Intros

Igniting Potential Lead

- Steering Committee:
 - Alex Blatchford-Smith - Child Creativity Lab
 - Yazmin Dukes - Mom's Orange County
 - Ude Ohuche - Pretend City
 - Elizah Siegel - Parentis Foundation
 - Kristin Davies - IPSF
 - Beckie White - KidWorks



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Giving Day Snapshot

Year	Total # of NPS	\$\$ Raised	Average Raised by NPO
2015	347	\$1,813,460	\$5,226
2016	418	\$3,267,245	\$7,816
2018	78	\$1,462,200	\$18,749
2019	77	\$1,656,342	\$21,381
2020	99	\$3,227,500	\$32,601
2021	112	\$4,470,106	\$39,912
2022	120	\$4,646,719	\$38,723



2021 Collaborative Giving Days



A GIVING DAY TO SUPPORT HEALTHY
TEEN RELATIONSHIPS IN ORANGE COUNTY



A GIVING DAY FOR OC'S **OLDER ADULTS** IN NEED



A GIVING DAY FOR OC'S HOMELESS



STAND & SALUTE



A GIVING DAY TO DEVELOP A STRONGER
WORKFORCE FOR ORANGE COUNTY



A GIVING DAY FOR THE UNDERSERVED YOUTH



A GIVING DAY FOR ALL
BOYS & GIRLS CLUBS IN ORANGE COUNTY



A Giving Day to Sustain
the Ecosystems of Orange County



A GIVING DAY TO SUPPORT THE YOUTH
OF ORANGE COUNTY



Celebrating Success

Giving Day	# of Non-profits	\$\$ Raised	# of Donors	Hashtag
Love Is	8	\$133,082	416	#loveisoc
The Future is working	15	\$317,277	623	#futureworkoc
Help Them Home	24	2,385,897	2,653	#helpthemhomeoc
Empowering Possibilities	13	\$150,906	373	#empoweringpossibilitiesoc
Stand & Salute	5	\$262,912	339	#standandsaluteoc
Impact Anaheim	10	\$231,199	467	#imactAnaheimoc
Greatness Amplified	12	\$396,342	458	#greatnessamplifiedoc
Protect & Preserve	10	\$113,312	264	#protectandpreserveoc
Igniting Potential	18	\$513,566	876	#ignitingpotentialoc
Preserving Dignity	5	\$142,226	236	#preservingdignityoc

Lessons Learned in '22

- Success is directly tied to the pre-planning done by an org
- Online Campaigns continue to be very effective
- Number of donors down in 2022 but average amount of donations up
- 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



Igniting Success

Giving Day	# of Non-profits	Goal	Total Raised
2018	12	\$135,000	\$154,844
2019	8	\$125,000	\$127,985
2020	12	\$125,000	\$304,827
2021	17	\$200,000	\$435,515
2022	18	\$350,000	\$513,566
2023	24	\$350,000	???



Igniting Potential Roles

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



Expectations for Participating Orgs

- Complete an application that is approved by the Steering Committee and is supported by your orgs board and executive leadership
- \$5,000+ Fundraising Goal
- Promote org's involvement on at least social platforms (minimum of 5 posts)
- Two weeks before the event - promote Igniting Potential on your org's website and social
- Tag/Promote/Cheer on each other's content during the two week launch



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A GIVING DAY TO SUPPORT THE YOUTH
OF ORANGE COUNTY

Participating Nonprofits' Responsibility

Dive into 8 Week Workplan <small>(Include link from TOC)</small>	Complete best practice section by 8/23
Develop Communication Plan	Start now, complete by 8/09
Plan communications with 8 Week Com Guide	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
Nonprofits to complete all customizations on their organizations Giving Day Campaign Page	GiveGab to open on 8/01
Send giving day preview messages	9/14
Giving Day – call to action	9/27
Stewardship	Day after Giving Day and beyond



Branding/ Digital Assets/Toolkit

Pre-recorded from Kristin Scheithauer, Reveille Inc.



Strategies for Success

- Social Media
- E-Mail
- Story Telling
- An Effective Giving Page
- Match Donors
- P2P Fundraising
- Thanking Donors



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Social Media

Tell Your Story

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

Plan Your Posts In Advance

Download the content calendar template to get started.



Social Media: Engagement

- **Tag** other organizations and people when your post refers to them.
- Include your **hashtag** in all of your giving day or fundraising related posts.
- **Share** and comment on others' posts.

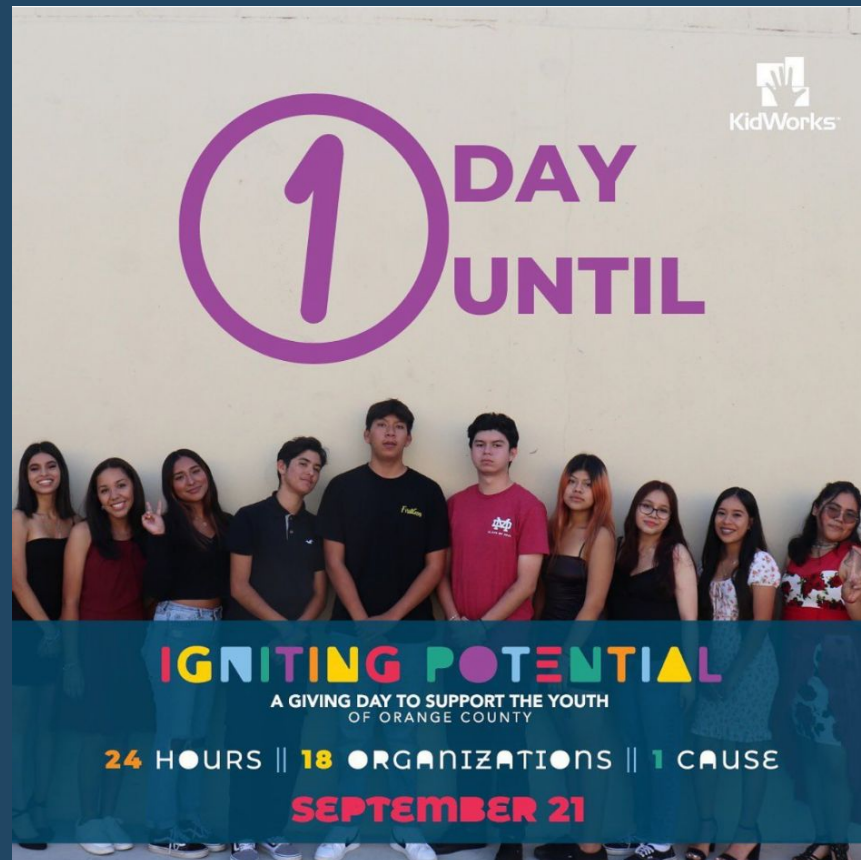
Calls to Action

Make A Difference Today → Link to your giving day/fundraising page

Share Your Personal Story → Link to create a P2P fundraising page



Social Media: Countdown



kidworks Save the date! On September 21st, we're teaming up with 17 other organizations that support OC's youth with #IgnitingPotentialOC a 24-hour giving day.

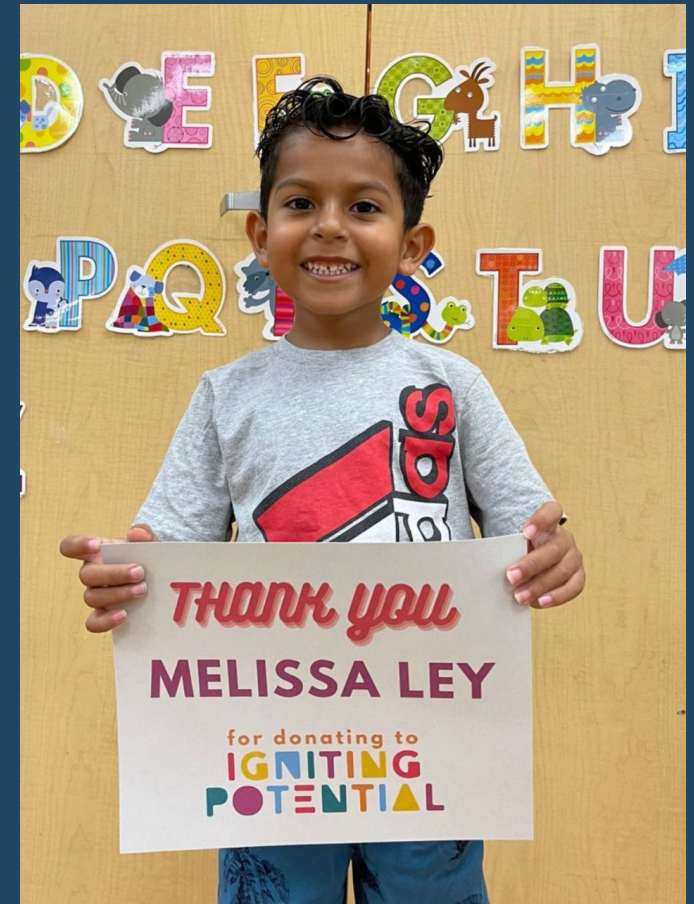
➔ Learn more: Link in bio

#IgnitingPotentialOC #GivingDay

Social Media: Campaign Day

Recognize Giving Patterns & Plan Accordingly

- 12 am – 6 am low activity
- 6am – 10am high activity
- 10am – 5pm low activity
- 5pm – 8pm high activity
- 9pm – midnight low activity



Social Media: Videos & Lives



@kidworks

**GOING LIVE TODAY @ 4:30PM
WITH OUR CLASS OF 2023**

— Learn more about
Kidworks College
Success Initiative

[SUPPORT CSI](#)

Social Media: Sharing Results



**EMPOWERING
POSSIBILITIES**

With your help, Vocational Visions successfully raised \$12,865! We are so thankful to all 73 donors! 26 of these donors were our very own employees!

By joining 6 other organizations, we collectively raised \$81,334, beating our collective goal of \$70,000!

Your donation helped the lives of over 400 adults with disabilities.

Thank you so much to all of you who joined us in Empowering Possibilities!



**IMPACT
ANAHEIM**
A GIVING DAY FOR THE UNDERSERVED YOUTH

You made ImpACT Anaheim Giving Day a SUCCESS!

Yesterday, a very generous group of Chance Friends donated \$11,645 to our Speak Up programs!

A big round of applause to all of you who stepped up to give teens in your community a chance to have their voices heard this summer!

THANK YOU ALL SO MUCH!

Plus, more good news!
The overall [ImpACT Anaheim Giving Day campaign](#) exceeded its \$75,000 fundraising goal in support of underserved youth in Anaheim!

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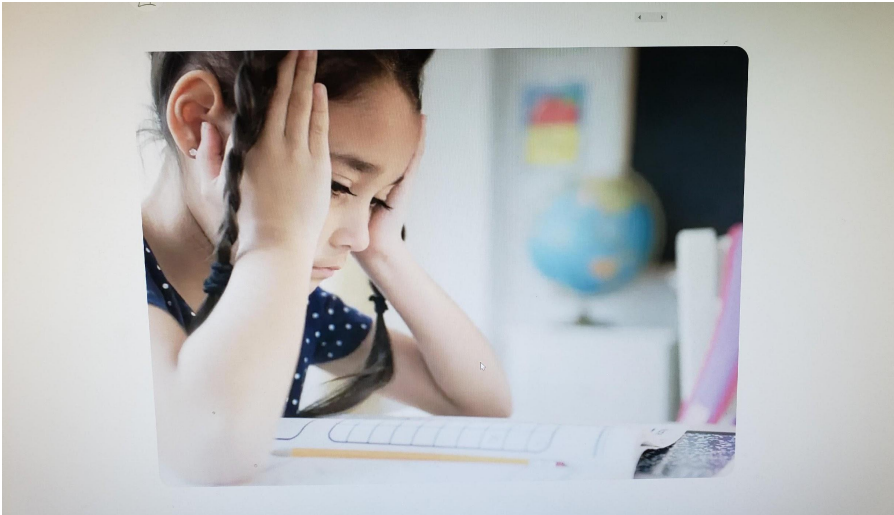


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Tips on Building a Successful Campaign

- Pick your IP asset images and best agency photos
- Decide on your “good news and “bad news” balance
- Use your most updated news
- Update your database (new donors from previous year)
- Save the date
- State your goals
- Always have a donation button and call to action
- Use a heartfelt message
- Give progress reports
- Say thank you





Design Eblasts in Advance

- Build your timeline
- Decide on the number of eblasts
- Have a concise plan for the content of each one
- Decide on date and time of each eblast delivery
- Preschedule in your software (except results)

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 <p>\$50</p> <p><i>GLUE GOODER:</i> Provides STEAM supplies for five students at KidWorks.</p>	 <p>\$100</p> <p><i>KIT & CABOODLE:</i> Gives a student a month of afterschool STEAM classes.</p>	 <p>\$250</p> <p><i>CLASS CAPTAIN:</i> Sponsor a STEAM workshop for an entire class in Santa Ana.</p>	 <p>\$500</p> <p><i>PEOPLE POWER:</i> Provide staff development & curriculum support for...</p>	 <p>\$1,000</p> <p><i>FAMILY FUNDER:</i> Sponsor a Family Fun STEAM night for families in Santa Ana.</p>
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Using tiers + explanations to let donors know exactly what their donation will be funding.

Board Member involvement was a game changer. Personalizing their pages with their stories and reason for supporting our nonprofit was something they enjoyed.




Last year we tried something new and made a page for our employees to fundraise!



We are the heart of Child Creativity Lab, we love CCL and ensuring that our mission is carried out to best serve the children and students of Orange County. Last year, we helped fund a year of classes, family STEAM nights, and staff training at KidWorks. This year we plan on doing even more - the students at KidWorks as well as students at Estock Elementary in Tustin, College Park Elementary in Costa Mesa, and Lawrence Elementary in Garden Grove. Please show your support for Child Creativity Lab by making a donation that will help give kids across Orange County hands-on STEAM experiences. Kids in our workshops not only have a ton of fun, but they also learn Science, Technology, Engineering, Art, and Math skills.

Creating a temporary homepage to reach more people who may have their own story to share about how much they love your nonprofit.



ON SEPTEMBER 22, 2021,
17 LEADING NONPROFITS ARE COMING TOGETHER TO RAISE \$200,000
TO SUPPORT THE YOUTH OF ORANGE COUNTY.

Between COVID-19 and the digital divide, OC youth need your support now more than ever. As our operations and fundraisers have been severely impacted, now, more than ever, your support is so critical to our success. Your donation help us "Ignite Potential" in the youth of Orange County.



Using pictures directly from your nonprofit for social media posts helps show who the impact is for.

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Kidworks Community Development Corporation

DONATE

FUNDRAISE

141%

\$91,385 Raised **\$65,000** Goal **54** Donors



\$15

Provides a day of After-School Programming for a student



\$25

Provides a care package for a KidWorks College student



\$50

Provides a 60 minute tutoring or SAT prep session for a student



\$100

Training for a KidWorks College Success Mentor



\$250

Provides a year's worth of college prep classes for a student

CHOOSE YOUR OWN AMOUNT

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Importance of a Match

2022 Collaborative Giving Days Match Results

- **105 organizations** (88% of orgs) featured a match/challenge
 - 214 matches available
 - **\$1,718,300** Total Dollars available
- Average amount raised by organizations with matches/challenges = **\$43,239**
- Average amount raised by organizations without matches/challenges = **\$6,701**

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

[More on Matches and Challenges](#)



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Importance of a Match:

- Provides incentive for donors, their gift goes further
- Increased engagement from supporters
- Great way to get 100% Board Participation at a level that is meaningful to them

Securing a Match:

- If you don't have one large match, combine smaller gifts for multiple matches
- When one match is reached, celebrate and thank that matching donor, then start the next match



Promoting Your Match

- Feature any active matches on your fundraising page
- 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 or during your online campaign will be matched thanks to our sponsor!**

Last year's
example:



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Peer2Peer Fundraising

Put the FUN in Fundraising

- Brainstorm theme ideas with a group
- Create a friendly and fun competition. Provide a reward
- Motivate leaders to join the fun and create excitement
- Present creative ideas on how to fundraise the day of
- Help create fundraising pages & set up goals
- Provide clear instructions on how to use their personal fundraising page
- Provide email, text and social media templates everyone can use on giving day
- Provide client stories and/or video of clients
- Schedule a time to take pictures or videos to motivate everyone to meet their goals



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Stewarding Donors for Success

- Genuine, timely and regular appreciation
- Reporting Success & Impact



THANK
YOU!



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Give Gab Platform Fees

2.5% Platform Fee

+

\$.30 pre transaction

- 2.5% Credit Card Fee

=

\$.30 + 5%

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



Nonprofit Toolkit

Getting Started Next Steps Spread the Word

Psst! Remember to Complete Your Giving Day Profile by **September 8th!**

1. Getting Started



Training Sessions

Check Out These On Demand Trainings



Helpful Support Articles

[View!](#)

For more questions regarding Igniting Potential, please contact cferguson@oc-cf.org. If you are interested in participating in a Collaborative Giving Day in the future, [click here to learn more](#)

2. Next Steps

2. Next Steps



Peer-to-Peer Fundraisers

[View!](#)



Igniting Potential Planning Guide

[View!](#)



Building Board Support

[View!](#)

3. Spread the Word



Social Media Tips & Tricks

[View!](#)



Sample Email Content & Communications Milestones

[View!](#)



Download Digital Assets

[View!](#)

IP Timeline (2 wks)

September 13th:

- Social media countdown launches
- Send press release
- Begin posting on social
- Run ads on social

September 20th:

- Start sending e-mails



Parentis Foundation · Follow
August 5, 2022 · 🌐

5 days to our Executive Director's 55 birthday! For her birthday, Janice has set a goal to Raise \$5,500 which will be matched \$ for \$ during our [#ignitingpotentialOC](#) Giving Day held on Sept 21. Pledge hers: \$5, 55, 500... or any meaningful amount.
www.parentisfoundation.org/donate-invest

The image shows a woman and a man in a Dr. Seuss costume (Cat in the Hat) smiling. To their right is a graphic with a large '5' and the text '5 DAYS UNTIL'. Further right is a birthday cake with two lit candles shaped like the number '55'. In the bottom left corner of the image area, there is a logo for 'IG POT A GIVING'.

IP Timeline (48 hrs)

Day Before (9/26):

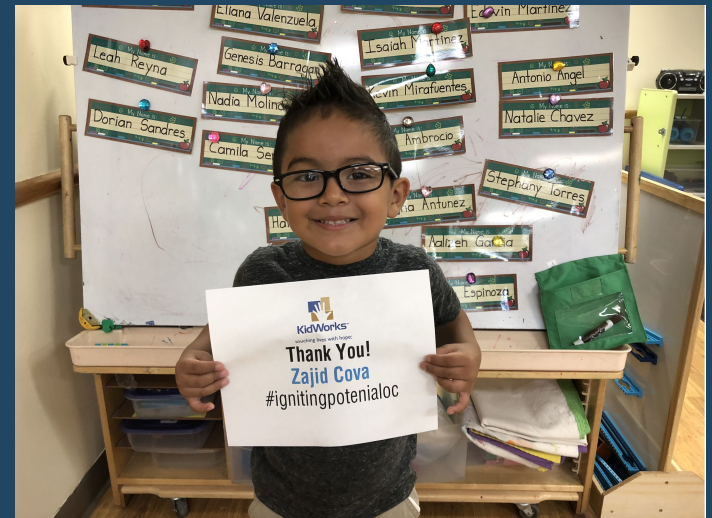
- Post IP info on your homepage
- Touch base with your champions
- Send out E-mail/Social reminding about IP

During (9/27):

- Giving Day E-mails
- Lots of social
- Celebrate success

After (9/28):

- Follow-up
- Celebrate & Cultivate



Polls

- Give Us Your Feedback



Questions & Next Steps

