



i ♥ O Collaborative Giving Days Nonprofit Launch Meeting

PRESERVING  DIGNITY

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

Welcome & Introductions

Michelle Wulfestieg, SoCal Hospice Foundation

- Megan Day, Alzheimer's Orange County
- Jamie Cansler, Council on Aging - Southern California
- Anna Ferguson, Council on Aging - Southern California
- Sister Kathleen, St. Francis Homes
- Francis Marzec, Soul Rapha

Carol Ferguson Orange County Community Foundation

Best Practices &
Expectations



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Online Giving is Increasing

The 2021 Charitable Giving Report shared that:

- Online giving grew **9%** in 2021, representing a 3-year increase of **42%**
- **12%** of all funds raised came from online donations
- **28%** of online contributions were made from a mobile device



Collaborative Giving Days Fundraising Success

Year	Total NPOs	Total Raised	Avg. Raised by NPO
2015	347	\$1,813,460	\$5,226
2016	418	\$3,267,245	\$7,816
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
2022	120	\$4,646,719	\$38,723

Collaborative Giving Days



2022 Collaborative Giving Days

Giving Day	Nonprofits	Raised	Donors	Hashtag
Love Is	8	\$133,082	416	#LovesOC
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	#ImpactAnaheimOC
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	238	#PreservingDignityOC
TOTAL	120	\$4,646,719	6,702	

2022 - What did we learn?

- 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

Past Results and 2023 Goals

PRESERVING DIGNITY	Nonprofits	Goal	Raised
2018	5	\$75,000	\$85,822
2019	5	\$75,000	\$73,056
2020	5	\$75,000	\$190,898
2021	7	\$100,000	\$389,684
2022	5	\$100,000	\$142,226
2023	5	\$100,000	

Roles

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

Branding, Digital Assets & Tool Kit

Pre-recorded from Kristin Scheithauer, Reveille Inc.



2023 Giving Day Strategies for Success

Steering Committee

Participating Nonprofit's Responsibility

Dive into 8 Week Workplan	Complete best practice section by MAY 23
Develop Communication Plan	Start now, complete by MAY 23
Plan communications with 8 Week Com Guide (Include link from TOC)	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	MAY 23
Send giving day preview messages	JUNE 19
Giving Day – call to action	JULY 12
Stewardship	Day after Giving Day and beyond

Planning for Success: Setting Goals

Popular Giving Day Goals

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

Planning for Success

- Direct links to the documents you need can be found in the [Giving Day's 2023 Table of Contents](#)
- Table of Contents includes:
 - Planning tools
 - Marketing and PR Tools
 - Presentations and Trainings

Getting Your Board Involved

- 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 [here](#).

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**
- [More on Matches and Challenges](#)

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

Importance of a Match: 2022 Success Stories



- 100% had match opportunities
- 65 total matches available
- \$676,000 raised through matches
- 98% successful (full match exhausted)



- 100% had match opportunities
- 28 matches available
- \$135,200 raised through matches
- 85% successful (full match exhausted)



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!**

For more information on how to maximize matches, click [here](#).



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!



Help Them Home



HELP THEM HOME
A GIVING DAY FOR OC'S HOMELESS

ALL DONATIONS MATCHED
DOLLAR FOR DOLLAR
TODAY—APRIL 27TH—ONLY



DOUBLE YOUR IMPACT
—UP TO \$40,000—
THANKS TO THE GRIES'
FAMILY DONATION MATCH

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!

- Increases visibility and reach to audiences outside your core supporters
- People like to support causes their friends are passionate about (Facebook campaigns)
- New Donors = stewardship opportunities

[The Power of Peer-to-Peer Fundraising](#)

Peer-to-Peer Fundraising – 2022 Results

- **100% of giving days** leveraged P2P - 66% of organizations leveraged P2P (79 organizations)
- **Total raised** through P2P: \$748,344.58
- **Total donors** engaged through P2P: 2,769 - Average # of donors that came through P2P: 276
- Total number of **“new donor” gifts** made through P2P: 2,958 - Average per giving day: 295
- Average number of P2P Fundraisers per Giving Day: 86
 - 864 Total P2P
 - 522 P2P Raised Funds (60%)
- Average amount raised by organizations with P2P = **\$49,358.06**
- Average amount raised by organizations without P2P = **\$18,961.52**

Tell Your Giving Day Story/Story Telling**

YOU

- You is one of the five most powerful words in the English language
- By appealing to your donors' sense of self, you can persuade them to take action.

I and WE

- Swap I and we statements for ones that begin with you or we, together
- Use people's first names in your fundraising appeals

BECAUSE

- The word because triggers us to comply and increase your response rate by more than 30%
- "Today I'm sharing Amelia's story with you." → "Today I'm sharing Amelia's story with you because she needs your help."
- "Please consider a gift of \$500." → "Please consider a gift of \$500 because children need your help."



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<https://preserving-dignity-giving-day.ocnonprofitcentral.org/>

GiveGab Platform Fees

Platform Fee	2.5%	No registration cost or subscription required to participate
+		
Transaction Fee	\$.30	Donors ALWAYS have the option to cover all fees on behalf of your organization
+		
Credit Card Fee	2.5%	Historically around 85-95% of donors cover fees on your behalf
TOTAL FEES	\$.30 + 5%	

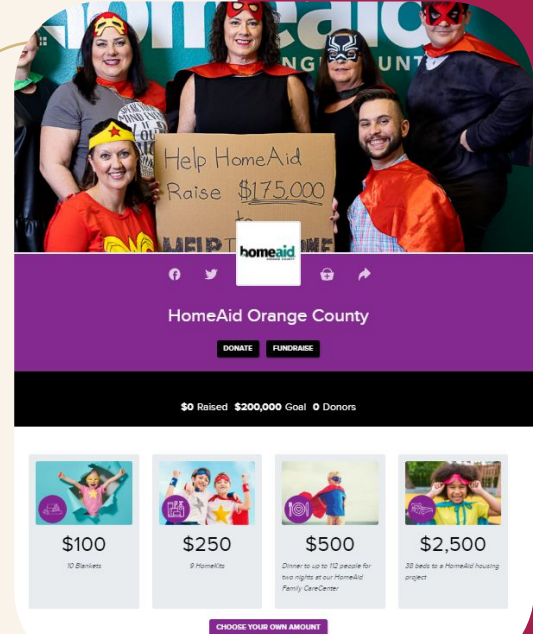


i♥OC
Creating the Perfect
Giving Day Profile**

How to develop an engaging and eye-catching profile to share with your supporters

Perfect Your Profile**

- Branded Logo
- Custom Cover Photo
- Unique Story
- Specific Giving Levels
- Clear Calls to Action
- Customized Thank You



Offline Donations and Donation Reports

- How to Enter Offline Donations
- Real Time Donor Information
- Donation Report
 - Video tutorial
- Outreach to previous donors

Donation Tools



Add Offline Donation

For Orange County Community Foundation Social Innovation Fund

Donor's First Name

Donor's Last Name

Amount

Custom Display Name (optional)

Add donor address

Attribute to Fundraiser or Team

Please note: There is no need to select both a fundraiser and a team. Donations attributed to a fundraiser will also count towards the fundraiser's team, if they belong to one.

Donor's Message

Social Media & PR **

Strategy & Examples

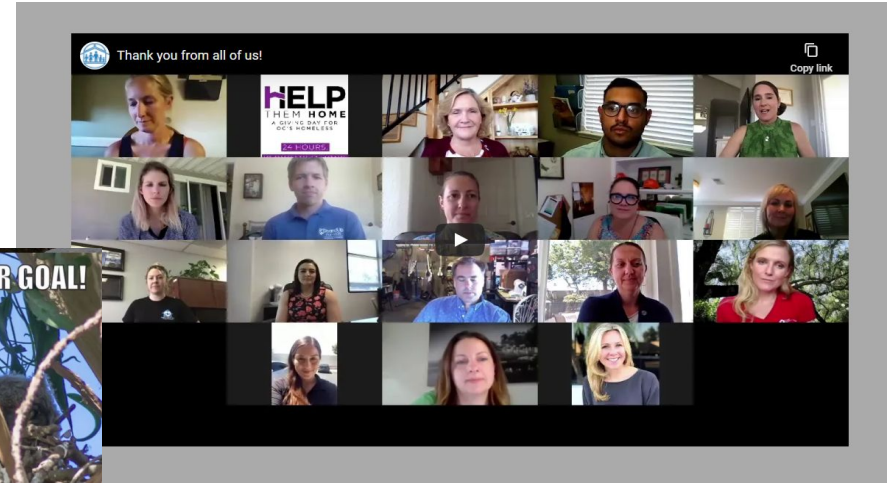
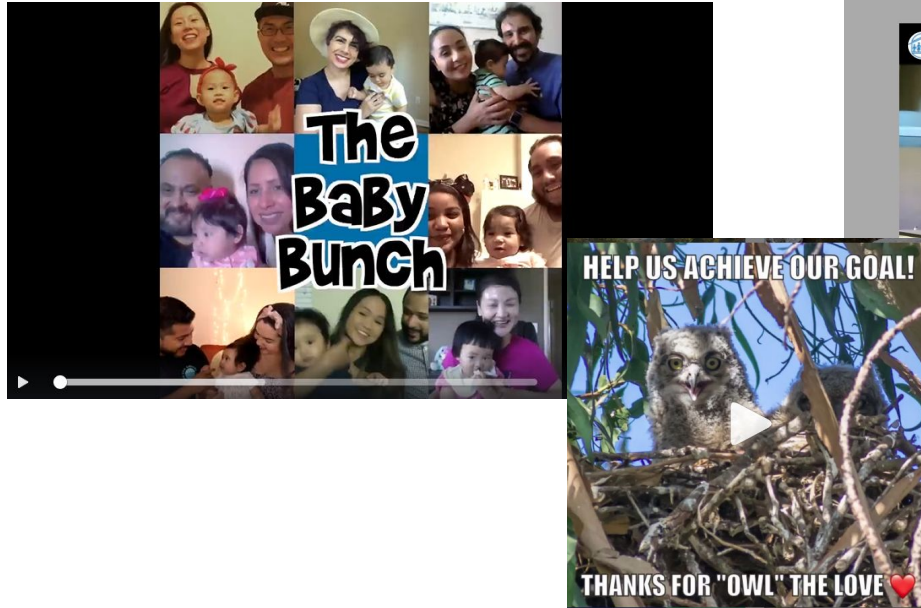
Steering Committee

General Tips**

- Create consistent SHAREABLE content
- Clear AND diverse calls to action every time
- Send out a call for Giving Day/Fundraising Ambassadors
- Determine your target segment
- Use a multi-channel outreach strategy
 - Email
 - Social Media (Facebook, Twitter, Instagram, Linked-In etc.)
 - Direct Mail
 - Phone



Social Media - Videos and Events **



Review previous hashtags for countless examples



Questions?

Thank you for Joining Us!



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