

GIVE LOCAL 757

LUNCH CHAT #1

With Whitney Dear-Reyes
from Vanguard Landing



VANGUARD LANDING

Where exceptional people live extraordinary lives



INTRODUCTION:



Vanguard Landing

An intentionally planned community for adults with Intellectual Disabilities – to live, work, and socialize. A brand-new model to Virginia being built in the Red Mill area of Virginia Beach.

Whitney Dear-Reyes

Current Board Chair
Event and Fundraising Director
Grew up here in VB with my family of all girls with our oldest sister who happens to have an Intellectual Disability.

www.vanguardlanding.org

GOALS FOR TODAY'S CHAT

MAIN OBJECTIVE

Empower you to have your
BEST Give Local 757
Successes Possible

Share my experiences and
best tips!

QUESTIONS ANSWERED

At the end of my slides, we'll
go into asking questions so
take notes of any thoughts or
questions as we go through
the slides and we'll be sure to
review them when I'm done.

VGL'S GIVE LOCAL HISTORY

- Started with Give Local 757 from day ONE - we raised \$1800
- Last year, we raised \$151,150 with 35 P2P fundraisers and over 741 total gifts.
- 78% of our donations came from the P2P fundraiser pages.
- 48% of our donations last year were from NEW donors.
- We've seen growth every single year.
- No matter how small you are....you can make this event BIG for your organization.
- Give Local 757 has been a constant source of joy and fun for our team and we are so GRATEFUL for Tammy and her wonderful team!

#1: DON'T STRESS OUT.. MAP IT OUT

82 days, 12 hours
Just about 12 weeks to go....



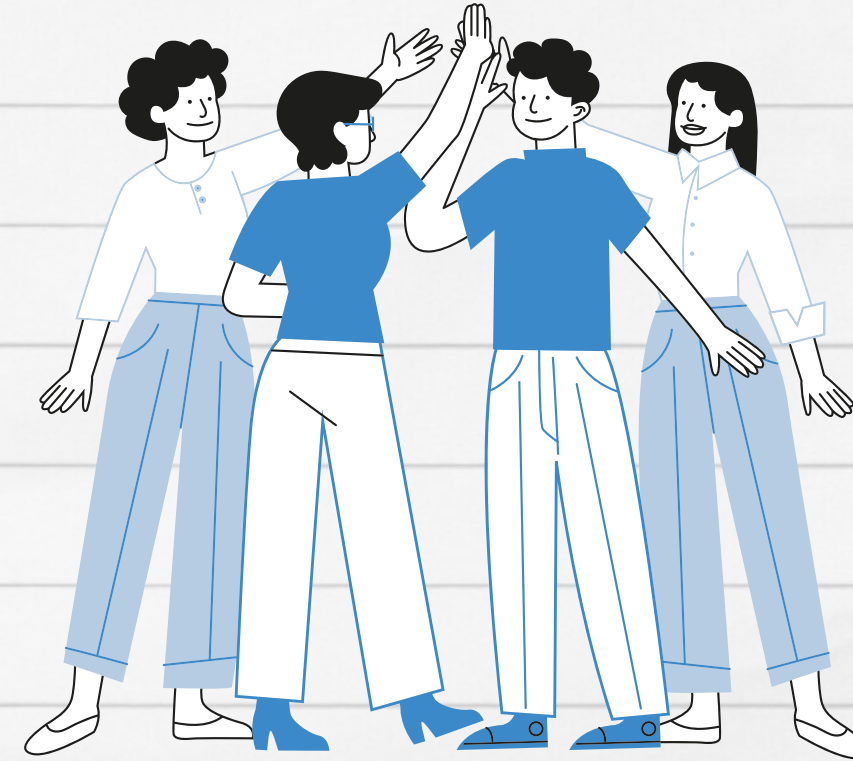
The Give Local 757 Team makes this event SO simple and fun - use their resources and take advantage of their tips and trainings.

That have a HUGE collection of templates, key dates, ideas - so right after this session, schedule time to go thru their Toolkit and pretend like you have to teach the next lunch chat - what was the most helpful to you? What are you implementing first?

Things to think about EARLY:

- How much did you raise last year? With how many people? How many donor gifts?
- Can you double that this year? Scale it however you need - **this helps you market it too. Donors LOVE to see strategy and well-thought out campaigns.
- Who's the team you can work with on this event? (more on this next slide)
- When can you first Committee meeting be - brainstorm, share ideas, get everything mapped out early to pace yourself.

#2: UTILIZE P2P



- We decided in maybe our 2nd or 3rd year the Peer to Peer fundraisers component was a MAJOR advantage.
- This helps divide and conquer. People are invested differently.
- Even if they're raising \$100-200 - the REACH and momentum will be magnified.
- Plan it out? How many do you want?
- How to recruit?
- Have the templates of emails, texts, and posts ready to go and send to them - Make it EASY. Key dates shared, etc.

repeat after me...

#3: SOCIAL MEDIA IS YOUR FRIEND

The era of authenticity and personalization

01

Give your account some attention
NOW and over the next few months.

Update profile
description...bio....cover
photo....website....post a few times a
week...etc.

02

Recruit Help for Social Media too!

Algorithm prioritizes content from
friends and family members over
businesses

Ambassadors who are designated to
comment, share, help make
stories/reels, etc.

03

Brainstorm your posts! Get a content
planner out plan it out. Use chat GPT

Schedule those babies in advance!

Reshare the ones that get lots of
attention.

04

Make an Event on Facebook.
Posts in there get priority. Plus
it's easy to invite people and
send messages, etc.

05

Random Tips:

- Try not to change your post within 24
hours of posting
- Share your donation link in Comments
- Facebook = Weekdays 1-4pm, SS 12-1pm
- Instagram = Weekdays 6-9a, 12-2p, 5-9p
or SS 9a-2p

06

Content Boosters:

- Reels and Short Videos
- Use as MANY real faces, real photos,
etc = More Reach! TAG people.
- Share tips..."did you know?".....ask
questions for engagement...explainer
videos...tutorials...behind the
scenes...Quizzes....Polls....**ADD VALUE**
- don't just post just because.

Can you make a small flyer or
biz card with your donation
QR code?

Can you do car chalk on the
car windows of your
volunteers for day of?

Can you stage a quick photo shoot
to get fresh new content ready for
posting over the next 90 days?

Can you find a creative
way to count down to the
BIG DAY?

Find some donation
matchers! Teach your P2P
people how to find just 1
Matcher.

Can your business
supporters share your
emails/QR code/flyer with
their employees/email
list?

Can the people who will
benefit from your efforts
do more this year?



IDEA BLITZ

NEXT BRAINSTORM SESH



- What contests will you be racing for?
- How often will you be posting/emailing/texting
- Jot YOUR own list of contacts and ask your team to do the same = no stage fright
- Use Canva to make attractive content as needed
- How can you spread the word ahead of time?
- Seriously plan WHO you can ask for donations - dont be a chicken :-D Send the link and then a friendly reminder - ALWAYS
- Add your OWN custom contests.
- Find a MATCH - HUGE momentum booster



**YOU CAN
DO IT!**

Great job for tuning in and
using the resources provided!

Go download the tool kit and
start your action plan NOW

Map out at the time each
week JUST for GL757
strategy. Those hours grow as
you get closer but you'll be
grateful you started NOW!