2020 Giving Challenge
Success Stories

Presented by the Community Foundation of Sarasota County
Getting Started!

This webinar will be recorded and sent out via Nonprofit News, posted on the Giving Challenge website and posted on our website at www.cfsarasota.org/nonprofits/giving-challenge

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Mark Your Calendars!

2022 GIVING CHALLENGE
Be The One

Presented by the Community Foundation of Sarasota County

April 26-27, 2022
Giving Challenge News + Updates

Updates coming Fall 2021

www.givingchallenge.org

Nonprofit News
Is your profile Approved/Current?

www.thegivingpartner.org
2020 Giving Challenge Statistics

High Level Snapshot

- $19.1 Million Raised
- 106,706 Gifts
- 686 Nonprofits Participated

- $11.7 Million in Community Support & Prizes
- $7.5 Million in The Patterson Foundation Matching Funds
Our Panelists

Luz Corcuera  
Executive Director

Lisa Burns  
Founder/Executive Director

Andria Piekarz  
Chief Development Officer

Lauren Hughey  
Senior Major Gift Officer
<table>
<thead>
<tr>
<th>Topic</th>
<th>Size</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing a Winning Strategy and Campaign</td>
<td>Medium</td>
<td>$282,396</td>
</tr>
<tr>
<td>Making your First Giving Challenge a Success</td>
<td>Small</td>
<td>$21,726</td>
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<tr>
<td>Hosting a Successful Online Event</td>
<td>Large</td>
<td>$251,081</td>
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UnidosNow and the 2020 Giving Challenge

Strategies and Success Stories
2020... The Year of Unknowns

We had to adjust our Giving Challenge plans to face reality.
UnidosNow's 2020 Giving Challenge Video
Selection of Prizes

Be realistic about what your organization’s capacity and what you can do.

OUR APPROACH

- Existing resources
- Assign a team leader for each prize
- Engage board, volunteers, partners, students and parents
- Maximize peer to peer donations
- Engage new donors
- Maximize Giving Matching during and beyond Giving Challenge
Selection of Prizes

- **Best 2018 Story.** Writer: Volunteer Sandy Chase
- **Best Social Media Campaign.** Lead: Communications Director, Staff, and students
- **Best Non Profit Partnership Campaign.** Lead: Executive Director, senior leadership, and board
- **Best Board Engagement.** Lead: Board Chair, Executive Director, and Communications Director
- **Best Giving Challenge Video.** Lead: Board member Karen Arango, and Communications Director, students and parents
- **Best Overall Campaign.** Lead: Communications Director, UnidosNow staff, board, and students
Giving Challenge Responsibilities

Board, staff, and volunteers become one team

- **Communications Team/Person:**
  - Design of campaign
  - Creation of materials
  - Social Media posts
  - Newsletters
  - Messaging
  - Videos

- **Program Staff**
  - Stories to highlight
  - Identify clients
  - Narrative

- **Executive Director/Board**
  - Content of tools used
  - Identify and engage donors
  - Generate pledges
Responsibilities for the Challenge

4 months before
● Communications Team: 50%
● Staff: 20%
● Board and Executive Director: 30%

Month of the Giving Challenge
● Communications Team: 70%
● Board, Executive Director, partners: 30%

24-hours of the Challenge
● Everyone’s on and actively engaged
Reports

Make sure your reports include:

- **A clear and compelling narrative**: what was the thinking behind the campaign and how you executed it

- **Images**: show the printed/digital materials you created, photos of your clients and of the day of the event, screenshots of videos you’ve made, etc.

- **Data**: number of people engaged (in person, social media, emails, phone calls, etc.), number of donors achieved, etc.
Beyond the $$$

The Giving Challenge gives us a chance to reflect on the impact we have in our Scholars and families lives:

• We gather their stories and present them in impactful ways
• We create more visibility for the organization and our mission
• We make materials that we can use beyond the Challenge (videos, printed materials, etc.)
• We connect with new donors that we cultivate to turn them into regular donors
Thank you!
Our 2020 Giving Challenge Success Story
#BETHEONE - TOGETHER

Choosing the prizes we applied for:

1. Start with a theme or goal
2. Create a long term game plan
3. Throw the plan out the window
4. Apply for all prizes that pertain to our mission
5. Decide how much time & how much help we need to do it right
6. All or Nothing! Writing 10 applications and creating new online events
We won $13,100 in awards!
TEAMWORK & DECIDING WHO SHOULD DO WHAT

Making it a team effort.

It was important to us that our board of directors & volunteers were involved

1. Choose a head of the campaign
2. Choose someone to write the applications and create events
3. Delegate what you can
4. Involve your volunteers and supporters
HOW WE CREATED A WINNING CAMPAIGN

1. Apply for awards that pertain to your mission and create events/projects around these awards
2. Give a little extra
3. Use the Giving Challenge Theme
4. Partner Up
5. Work with other nonprofits
OUR CAMPAIGN MATERIALS

- Say Cheese Photo Contest (*applied for Best Online Event*)
- Free downloadable/printable kids activity pages
- Myakka Seven nonprofit partnership (*applied for Best Non-Profit Partnership*)
- Volunteer video (*applied for Best Video*)
- Virtual Tour Video to connect the community with FANS
- HomeGrown Heroes Blog featuring other non-profits
- Created a Giving Challenge page on our website
- Big Frog Printing partnership online T-shirt fundraiser (*applied for Best Biz Partnership*)
- Created a #BeTheOne Volunteer Collage (*applied for Best Photo*)
- Created “talking pet” thank you videos
- Consistently shared on all our social media platforms & newsletter starting one month prior and during the Giving Challenge
OUR CAMPAIGN MATERIALS

Kangaroos Fast Facts

Kangaroos are the only animals that hop on their hind legs to get around. The female kangaroo is called a joey. A group of Kangaroos is called a mob. The baby Kangaroo is called a joey.

Our campaign materials celebrate the beauty and uniqueness of these amazing creatures.

- Farmhouse Animal & Nature Sanctuary
- Say Cheese Photo Contest
- Be The One
- Giving Challenge 2020

“the Farmhouse is a caring group of kind people who want to make a world a better place. When I visit the Farm my heart smiles from all the happy creatures that live there.”

Annette
How the Giving Challenge affected FANS beyond the challenge:

- The grant awards and donations helped with much needed renovations/projects at our sanctuary
- Giving Challenge days and donation site exposed many new people to our organization
- We have gained new supporters/ repeat donors
- Several people inquired about volunteering
- Created partnerships with other local nonprofits
- Lasting partnership with local business that has supported us with additional donations and discounts
- Biggest take away is the confidence it gave me to push forward and keep growing our nonprofit
Things I wish I knew as a first timer and things that worked for us:

- Find a mentor to help guide you, encourage and cheer you on!
- Don’t try to do it all yourself, ask for help from your board, volunteers & supporters
- Work with other non-profits. Think of it as a way to connect with & support others with a common goal
- Share other causes or create a buddy system to share each other
- Always take it a step farther and raise the bar with every success
- Use the Giving Challenge “#BeTheOne” theme but be creative with it
- Have a back up plan!
- Put in the work but have fun with it too!
Goals:
1. Raise a record number of gifts for Mote Giving Challenge campaign.
2. Engage Mote volunteers and staff in the Giving Challenge.
3. Leverage the peer-to-peer platform to produce transformational results.
4. Increase donor retention.
5. Increase new donors to Mote and drive them to our Giving Partner profile.
6. Connect the donors with their impact to ocean conservation.
START EARLY AND ENGAGE EVERYONE
Giving Challenge

• Hyper-focus on raising money
• Active outreach to donors before and during
• Utilized tactics that allowed us to monitor progress along the way
• Utilized direct mail, eblasts, social media, Mote’s website and most importantly, people
THE OCEAN'S FUTURE IS IN OUR HANDS, AND YOURS.
We've got this—together.

Your gift to Mote during the 2020 Giving Challenge will be matched.

APRIL 28-29, NOON TO NOON
BE THE ONE to make a gift to Mote during the 2020 Giving Challenge and your gift will be tripled.*

For just 24 hours during the 2020 Giving Challenge, every gift (up to $100) to Mote will be tripled! That means your gift of $100 = $300 for the future of our oceans.

APRIL 28-29 | NOON TO NOON

PLEDGE YOUR SUPPORT TODAY! MOTE.ORG/GIVE3X

3 EASY WAYS TO GIVE:
1. Pledge your gift online now and receive a personal reminder call and email on April 28. Visit: MOTE.ORG/GIVE3X
2. Pledge your gift now by phone: (941) 388-4441 x 309 and receive a personal reminder call on April 28.
3. Give online April 28-29 from noon to noon at https://givingpartnerchallenge.org and enter "Mote."

MAKE YOUR PLEDGE TODAY! MOTE.ORG/GIVE3X

THE 2020 GIVING CHALLENGE IS PRESENTED BY THE COMMUNITY FOUNDATION OF SARASOTA COUNTY WITH GIVING STRENGTHENED BY THE PATTERSON FOUNDATION.

* Gifts will be matched 2:1 for the first $50,000 raised and matched 1:1 thereafter. We are grateful for the generous support of The Patterson Foundation, Scott and Tami Charlton, and Tama and Rebecca Millbank.
Dear loyal Mote supporter,

During Mote’s 65 year history, our scientists, volunteers, donors, members, and staff have come together to tackle the rapidly growing challenges our oceans face. This unique partnership has accomplished extraordinary things from restoring devastated coral reefs to uncovering new potential resources for food and medicines from the sea and constitutes the very backbone of our remarkable institution.

Today, we face a very different set of challenges. And as we have for the past 65 years, we will confront them together, with the passion that has been the hallmark of Mote Marine Laboratory.

On April 28-29, from noon to noon, we will once again participate in the community-wide day of giving known as the Giving Challenge. This is a very special opportunity for the Mote family this year, with generous matches that triple individual gifts of up to $100.*

Your generous support ensures the ocean’s future is in our hands, and yours. Please be the one to pledge your support today and join us on April 28.

PLEDGE NOW
Social Media

Mote Marine Lab @MoteMarineLab · Apr 28
2020 GIVING CHALLENGE IS HERE! 💙

Between now and noon tomorrow, gifts to Mote are TRIPPLED!

$10 turns into $30.
$100 turns into $300.

Pledge NOW. The oceans future is in our hands, and yours! 🙌

mote.org/give3X

#motemarinelab #2020givingchallenge
It’s time to have some fun! Join Mote for a virtual trivia night and happy hour on **Tuesday, April 28, 2020, 5:30 p.m. ET**.

Study up on your marine knowledge and recruit a team or play on your own. The game is free to play and open to all. You will need a smartphone and/or computer with internet to play.

Winning teams/individuals will be eligible for super sweet prizes. Remember to B.Y.O.B.!

**ReMote Trivia and Happy Hour**

**Tuesday, April 28, 2020, 5:30 p.m. ET**

[REGISTER TO PLAY]
How Mote created an award-winning event in four weeks
HOW DID WE DO IT?
Define Parameters & Goals

- Raise money in the short and long-term
- Virtual
- All bets are off - get creative!
- On brand/mission focused
Resource Assessment

- What resources do we currently have?
- How can current resources be leveraged to achieve our goals?
- Where do we need to call in reinforcements?
2020 GIVING CHALLENGE
Be The One

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APRIL 28-29 NOON TO NOON
Reinforcements
Technology

Tune In to Zoom + Answer Questions
An Eye on the Future

• How can this increase our fundraising capacity over the long-term?

• Are there things we can incorporate into the plan NOW to make us more successful fundraisers LATER?

• Collect material for Giving Challenge storytelling
Long-term Fundraising

- DATA COLLECTION
- Establish a culture of philanthropy
- Expand reach through peer-to-peer team recruitment
- New donor screening
Short-term Fundraising

- Maximize efficiency during 24-hours through pre-planning
- Direct ask during and after game
- Follow up plan
- Matching donor to motivate giving during trivia
Story Telling

- How can we capture the feeling of the event?
- Impact on giving/data analysis
- Participant feedback/survey
- Photos/videos/screenshots
ReMote Trivia
5:30 - 6:45 p.m.
"The most fun I've had since being locked in this house!"
Parameters & Goals

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- Virtual
- All bets are off - get creative!
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Goals:

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THANK YOU!
Questions?

Email: GivingChallenge@cfsarasota.org