

GIVE MORE 24!

COMMUNITY FOUNDATION
FOR SOUTHWEST WASHINGTON

Give More 24! 2019 Workbook

Give More 24! is brought to you by the Community Foundation for Southwest Washington and sponsored by Davidson & Associates Insurance.



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON



Table of Contents

About Give More 24! 3

Getting Started..... 4

Step 1: Research..... 5

Step 2: Planning..... 6

Plan Your Team..... 8

Plan Your Timeline 10

Plan Your Story 15

Step 3: Implementation 19

Step 4: Evaluation..... 30

Best Practice # 1: P2P Fundraising..... 32

Best Practice # 2: Social Media 33

Other Resources 34

**“ BeCause
a goal
without a
plan is just
a wish.”**

- Antoine de Saint-Exupéry



About Give More 24! 2019

Maybe people give BeCause community matters to them. BeCause they believe in a greater good.

Maybe it's BeCause they believe in supporting local nonprofits. Or BeCause your nonprofit changed their life.

Whatever the reason, giving back to the community is meaningful and easy during Give More 24!, the only online, 24-hour giving marathon dedicated to our region. Starting at 12 am on September 19, individuals can make a difference by donating to any of the 150+ participating nonprofits. Even better, when individuals make a gift of \$5 or more, they can help participating nonprofits win hundreds of thousands of dollars in matching funds and prizes.

Everyone has their own unique experiences and passions when it comes to building our community and supporting local causes. No matter the reason, collective gifts have the potential to contribute to an incredible \$1.6 million impact.

This giving community isn't just online either. Leading up to the event and on the day of, generous people will come together to have good times for good causes at official Give More 24! events across southwest Washington hosted by participating nonprofits.

So invite your donors to join the effort. They can make a donation, share their reason for giving on social media and spark generosity among their friends, family and coworkers.

Visit GIVEMORE24.ORG for more information and to make a gift on Thursday, September 19.

BeCause

Presented By **GIVE
MORE 24!**

Let's Get Started

This workbook's purpose is to help you map out your goals, create strategies and assign tasks to build a plan that fully prepares you for Give More 24! This workbook is organized into four different sections:

1. **Research:**

To set realistic goals and form a plan, it's important to know your baseline. Researching previous giving day results or exploring what worked for you in previous fundraising campaigns will help you form a realistic plan for this year.

2. **Planning:**

Planning is the most important aspect for you to complete a successful campaign. Before you dive in, it's important to take a few moments to create a plan outlining how you will tell your story, engage supporters and raise money to reach your goal.

3. **Implementation:**

This phase outlines how you're going to put your plan to action. Complete with step-by-step instructions and a comprehensive checklist. This section will help you implement your campaign plans.

4. **Evaluation:**

Did you reach your goal? Did you effectively engage your audiences before and after? Including an evaluation plan in your campaign sets you up for success as you tackle future fundraising campaigns.



I. Research

How'd you do last year? (If this is your first time participating, use data from a previous fundraising campaign.)

1. How much money did you raise last year? Were you +/- your target amount raised?
2. List three things you did well:
3. List three things you can improve:
4. According to last year's donor data, did you have any new donors? Any lapsed donors that made donations? If so, why do you think they participated?
5. Grade yourself on messaging: Did you have a clear and compelling call-to-action in your promotions? (1-5, 5 being the best)
6. Take a look at your social media posts from last year—did you follow a schedule or did you post sporadically? Or a little of both? Did you have any posts that performed really well? Why?
7. Did you see other nonprofits doing things in previous years that you'd like to try this year? Like what?

II. Planning

The first step in creating a workable plan is to set a fundraising goal. Only you and your organization knows what you can achieve. Here are some questions to consider:

1. How much money do you think you can raise? What would be a challenging but achievable stretch goal?
2. How many donors do you hope to engage? What percentage of donations would you like to see come from new/ first-time donors?
3. Is there a particular program or service you want to highlight? How can you use Give More 24! to raise awareness?
4. How experienced is your organization in online fundraising?
How can you use Give More 24! as an opportunity to learn a new skill, build your presence online or gain fundraising experience?
5. How strong are your relationships with key supporters, business partners or leaders on your board of directors? How can you use Give More 24! to strengthen these relationships?

Setting a public Fundraising goal or outreach goal is a fantastic way to rally donors because it gives them a concrete way to join you. Your donors will enjoy helping you be successful and you'll be able to evaluate your campaign and improve your efforts for the future.

1. **How much money do you want to raise in 2019?**
2. **How many individuals do you want to donate?**
3. **How many peer-to-peer fundraisers do you want to recruit?**
4. **What is your plan to secure a matching gift? How many matches are you planning to secure?**



HELPFUL HINTS

- ANALYZE YOUR CURRENT DONOR DATABASE TO DISCOVER NEW OPPORTUNITIES AND DEVELOP THE BEST APPROACH.
- ESTABLISH YOUR OVERALL FUNDRAISING GOAL BASED ON INSIGHTS FROM YOUR DATA.
- DETERMINE THE NUMBER OF NEW DONORS AND TOTAL PARTICIPANTS YOU WANT TO REACH.
- SECURE # OF DONATIONS FROM NEW DONORS
- SECURE # OF DONATIONS FROM CURRENT DONORS AND LAPSED DONORS
- INCREASE NUMBER OF FACEBOOK, INSTAGRAM AND TWITTER FOLLOWERS
- STRATEGICALLY SELECT DONORS TO OFFER MATCH DOLLARS
- STRATEGICALLY SELECT PRIZES YOU WILL ASK SUPPORTERS TO HELP YOU TO WIN
- ESTABLISH GOAL \$ AMOUNT RAISED BY BOARD MEMBERS

II. Planning

Notes about goals:

II. Planning

Next, let's build your team. Now that you have some ideas about what you'd like to achieve during Give More 24!, it's time to think about the tasks that need to be completed and who you have on your team to help you. Whether it's a volunteer, a board member or paid staff, it's time to think about assembling a team to make sure you're maximizing the next few months.

Team Captain:

Duties:

Social Media Manager:

Duties:

Email Marketing Manager:

Duties:

Donor Engagement:

Duties:

Board Engagement:

Duties:

Event Coordinator:

Duties:

Website and/or CRM Manager:

Duties:

Street Team:

Duties:



HELPFUL HINTS

First, designate a staff person or volunteer who will lead your organization's efforts. This person should be organized and have time to commit to the project. If you don't have a large staff (or any staff at all), you might consider these options:

- RECRUIT AREA STUDENTS TO HELP YOU BRAINSTORM YOUR APPROACH AND SPREAD THE WORD BE SURE THAT A LEADER FROM YOUR ORGANIZATION STAYS INVOLVED WITH THE WORK PRODUCED BY THE STUDENTS TO ENSURE THAT THE MESSAGES AND IMPLEMENTATION ARE APPROPRIATE.
- IDENTIFY A MEMBER OF YOUR BOARD OF DIRECTORS WHO HAS AN INTEREST IN MARKETING OR FUNDRAISING.
- PARTNER WITH A LOCAL YOUNG PROFESSIONALS GROUP TO RECRUIT VOLUNTEERS.
- APPROACH BUSINESSES, BOARD MEMBERS OR MAJOR DONORS WHO HAVE SUPPORTED YOUR ORGANIZATION AND INVITE THEM TO PROVIDE A MATCHING GRANT INCENTIVE FOR YOUR ORGANIZATION.

II. Planning

Notes about building your team:

II. Planning

Next, let's sketch out a timeline. The power of a 24-hour giving day is the sense of urgency it creates for donors to act within a short amount of time. Oversaturation and fatigue are real factors to consider, which is why this handbook suggests an 8-week timeline.

- Weeks 1-4 should consist of planning and preparations.
- Weeks 5-8 should include marketing and execution.
- Weeks immediately following Give More 24! should consist of saying "thanks"!

Create a communications timeline that includes the date, channel, message, links & materials and the point-person. Then, ensure everyone on your team is clear on deliverables. Make sure to leave plenty of cushion for timing in case approvals are required.

Here are some basic items to include (a more comprehensive checklist schedule is included in the Implementation section.):

JULY

- Follow Give More 24! Make sure you, your staff and your team of volunteers are connected with Give More 24! via social media
- Start thinking about your day-of-event plan
- Start collecting a few testimonials and photos from donors, volunteers and (most importantly) the people served by your organization. Find out why they love your organization and what is most meaningful to them about your work. (Be sure to get permission to share their stories.)

AUGUST

- Update your social media profiles with links to Give More 24! and images with updated information
- Send a Save the Date postcard or letter to your stakeholder mailing list
- Talk up the event to your board members and make sure they've got the date on their calendars
- Finalize your Give More 24! profile by August 30

SEPTEMBER

- Send an email reminding your stakeholders about Give More 24! and explaining how their support will benefit your organization's mission
- Post regular social media messages throughout the month
- Ask supporters to spread the word to their friends and explain how sharing your message can help your organization achieve its goals

SEPTEMBER 19

- Keep an eye on the leaderboards at givemore24.org and post updates throughout the day to keep your donors and networks engaged. Send 1-2 email updates to let supporters know how you're doing!



HELPFUL HINTS

In addition to your 8-week plan, your marketing timeframe should be broken into two sections: light and heavy marketing.

4-5 WEEKS PRIOR TO THE EVENT SHOULD INCLUDE LIGHT MARKETING:

- CASUAL OR INDIRECT COMMUNICATIONS
- SAVE THE DATES
- INSERTED INFORMATION IN PRE-SCHEDULED CORRESPONDENCE
- INVITES TO EVENTS
- LIGHT SOCIAL MEDIA MENTIONS

2-3 WEEKS PRIOR TO THE EVENT SHOULD INCLUDE HEAVY MARKETING:

- DIRECT CALL TO ACTIONS IN ALL COMMUNICATIONS
- HEAVY SOCIAL MEDIA PRINTED ITEMS DROP
- SCHEDULED EMAILS DROP

II. Planning

MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY

July

1	2	3	4	5
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8	9	10	11 GM24! Workshop	12
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9

15 Complete GM24! Workplan	16	17	18 Consider print material needs & begin designs	19 Create a target list of asks for match donations
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8

22	23 Attend P2P & Matching Webinar	24	25 Begin outreach to potential P2P fundraising partners	26 Finalize donor email contact list & outreach strategy
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7

29 Download all graphics and add "save the date" to your website and email signatures	30	31 Finalize communication tool selections & begin your soft marketing	1	2 Begin making asks for matching gifts
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II. Planning

MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY

August

6

5 Finalize whether or not your NPO will host an event	6 Reach out to other participating NPOs for collaborating	7 Reach out to local business and community partners for potential support and partnerships	8 Are you all set to start your heavy marketing soon?	9 Begin a staffing plan for September 19 th !
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5

12 Schedule pre-commitment meetings with donors.	13 Make sure your printed materials are mailed no later than next Tuesday!	14 Implement your donor outreach plan	15 Finalize your “thank you” strategy	16
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4

19	20 Mail printed materials.	21 Assign board members and volunteers with tasks.	22 Attend “Final Steps to Success” Webinar	23 Establish contingency plans.
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3

26	27 Make sure you’re telling people about Give More 24! everywhere you go!	28 Finalize next 2 weeks of email blasts and release schedule.	29 Finalize next 2 weeks of social media posts and images and post schedule.	30 Deadline: Finalize your fundraising profile. Schedule posts for next week – hit it heavy!
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II. Planning

MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY

September

<p>2</p> <p>2 Monitor your scheduled social posts for engagement</p>	<p>3</p>	<p>4</p> <p>Deadline: Submit special event information for promotional support</p>	<p>5</p> <p>Finalize day-of-event plans and staff/volunteer roles</p>	<p>6</p> <p>Flier businesses in your area</p>
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<p>9</p> <p>1 Pre-giving begins!</p>	<p>10</p> <p>Make sure your website and social media posts all point to your Give Gab profile for giving.</p>	<p>11</p> <p>Make targeted phone calls to donors and friends to remind them about the</p>	<p>12</p>	<p>13</p>
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<p>16</p>	<p>17</p>	<p>18</p>	<p>19</p> <p>GIVE MORE 24!</p> <p>Rally @ Esther Short Part begins at 8 a.m.</p>	<p>20</p>
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<p>23</p>	<p>24</p>	<p>25</p>	<p>26</p>	<p>27</p>
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II. Planning

Notes about creating your timeline:

II. Planning

Finally, let's talk about planning your story. The story you tell will be the most important aspect of your communication strategy. Here are a few questions to help you begin crafting your messaging:

1. How is your organization's story unique from other organizations?
2. Who will tell your story and what methods will you use? *(see previous page)*
3. What do you want your specific and urgent campaign objective to be?
4. What is the challenge, obstacle or problem that your organization takes on?
5. What is the solution, action or result that your organization offers?

6. Whose support are you working to earn and what do they value most?

4a. Audience segment:

Ex: Past Clients			
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4b. What emotion will drive them to action:

Ex: Empathy			
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4c. Whose voice is most meaningful?

Ex: Other Clients			
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4d. What role does this audience play in helping you make step 3 a reality?

Ex: Testimonials			
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II. Planning

Next, let's talk about HOW you'll tell your story. It's no secret that our impulse to give is driven by our emotions. Give More 24! is an opportunity for you to tell your story in a way that makes an emotional connection with potential donors and prompts them to take immediate action. Your donors will likely be receiving appeals from other nonprofit organizations participating in Give More 24! so it's important for you to think about how you'll make your cause stand out from the crowd. As you develop your goals, first think about what storytelling strategy will work best for your cause:

□ PERSONAL APPEALS

Many people are motivated to give because they're asked by a person they know or trust. You can take advantage of the social nature of Give More 24! by inviting some of your best connected supporters to help with outreach.

What you need: a "bullpen" of very social supporters and provide simple templates they can customize and use.

□ TESTIMONIALS

Sometimes a single individual's powerful, heartwarming story is more effective than all the facts and figures in the world. You can use testimonials from the people you serve or the volunteers who care most about your mission to engage donors and tug at their heartstrings. This is where peer-to-peer fundraisers come in.

What you need: A group of three or four individuals who are prepared to talk about how your organization helped improve a life, some attractive photos (they don't have to be professional), and instructions for how they can get involved and create a P2P fundraiser.

□ POSITIVE CHANGE/CAUSE AND EFFECT NARRATIVES

Who doesn't want to be a part of a success story? If your organization can demonstrate that you're creating visible changes in the community, you can give donors a concrete reason to give. For example, you could use before-and-after photos, powerful statistics that demonstrate impressive progress on an issue or stories from individuals who can attest to the difference your organization has made.

What you need: evidence of change, photos or charts that show what's different in the community because of your organization.

□ BIG VISION/REACH A GOAL

There's nothing more exciting than being part of a team. You can invite donors to be a part of your big vision and help you reach an audacious goal. Are you trying to build a new community center? Serve an unprecedented number of clients? Win a top prize on a shoestring budget? Invite your donors to be a part of the goal and give them regular updates about your progress.

What you need: a goal (and a reason for the goal), donors who can lead the charge and build positive momentum early in the day, someone to keep supporters updated about progress toward the goal, a plan to celebrate the goal once achieved.

□ HUMOR/SURPRISE/DELIGHT

Not every funny, silly or crazy video goes viral, but lots of viral videos are funny, silly or crazy. Because humorous quotes, videos and images are highly shareable on social media, they can help extend your reach and raise awareness among bigger audiences. It's not necessary to hire a comedy writer or Hollywood producer to create a clever video or meme for your organization – just have some fun and show that you don't take yourself too seriously. (And be sure to run your idea by a few people to make sure that everyone agrees it's in good taste.)

What you need: a simple camera (your smart phone's camera will work just fine), a few volunteers who aren't afraid to goof off, a lighthearted idea that still keeps your cause at the forefront. Any combination of these approaches may work for your organization. Do what feels comfortable and true to your organization and mission, but remember to tell a story and appeal to the donor's emotions rather than simply asking for donations.

II. Planning

Now that you have a pretty good idea of what your story will include, you'll need to assess what tools are the most effective for your organization. Telling a story with an email will be different than sharing that same message with a tweet. Tools are meant to help you stay organized and efficient, eliminating time-consuming processes and maximizing your fundraising potential! Here are some of our giving day favorites:

Social Media Platforms:

- Facebook
- Twitter
- Instagram

Social Media Management Tools:

- Hootsuite
- Buffer
- Everypost
- Tweetdeck
- Bit.ly (to shorten long links)

Email Marketing:

- Constant Contact
- Mail Chimp
- Vertical Response

Metrics Tracking:

- Sprout Social
- Google Analytics
- Facebook Analytics (Instagram included)
- Twitter Analytics



HELPFUL HINTS

FACEBOOK:

The Internet's watercooler
A nice mix of words and pictures

TWITTER:

Short and sweet
Hashtags galore
Follow & interactions driven

INSTAGRAM:

Picture perfect
Casual and spontaneous



II. Planning

Notes about creating your story:

III. Implementation

Eight Weeks Out: Meet, Plan, Discuss

Checklist:

- Attend P2P & Matching Webinar on July 23 and start reaching out to potential P2P and matching donors
- Set weekly meetings with your staff or volunteers who will be assisting with your campaign
- If you are creating special printed materials, decide what those will be and begin design & production
- Decide on what and how many prize challenges you will attempt to win
- Finalize donor email/contact lists and make sure all information is ready to use
- Create outreach strategy for current donors

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

Seven Weeks Out: Teasers and Preparations

Checklist:

- Review and download all images and resources from Give More 24 website
- Decide on communication tools
- Begin asking for matching gifts
- Add a Give More 24! logo to your email signature
- Add a teaser or save the date block to your website and outgoing newsletters
- Share Give More 24! updates at your monthly or quarterly board meeting
- Make sure you have completed all checklist items from the previous week!

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

Six Weeks Out: Preparing for Your Soft Marketing Launch!

Checklist:

- Decide if your organization will attend or host an event on September 19
- Reach out to other NPOs in your sector and see if there are some ways you can partner
- Begin outreach to local businesses to form partnerships and support
- Confirm who will run your social media campaign (staff, hired consultant, volunteer, etc.)
- Create staffing plan for the weeks ahead
- Make sure you have completed all checklist items from the previous week!

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

Five Weeks Out: Continue Soft Marketing

Checklist:

- If you are using printed materials, drop them in the mail no later than next week
- Schedule pre-commitment meetings with donors
- Work on your "thank you" plan for donors for day-of and post-September 19
- Boast about your Give More 24! profile! Use it to help promote your participation!
- Begin implementing your donor outreach plan
- Make sure you have completed all checklist items from the previous week!

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

Four Weeks Out: Continue Soft Marketing

Checklist:

- Create board task list and assign to members
- Send invites to day-of events (if having one) or other printed materials
- Attend "Final Steps to Success" webinar on Thursday, August 22
- Talk about your involvement in Give More 24! at meetings and events
- Establish a contingency plan with your staff and team
- Continue to implement your communications plan (emails, social media posts, etc.)
- Make sure you have completed all checklist items from the previous week!

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

Three Weeks Out: Prepare for 2-week Marketing Blitz

Checklist:

- ___ DEADLINE: Finalize your fundraising profile no later than August 30
- ___ Make sure you're telling everyone you run into about your nonprofit's Give More 24! participation
- ___ Customize email templates and schedule e-blasts to go out
- ___ Finalize social media schedule and content
- ___ Confirm times and meet with key donors
- ___ Finalize partnerships with businesses and other nonprofits
- ___ Contact local media (press release/events)

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

Two Weeks Out: 2-week Heavy Marketing Begins

Checklist:

- DEADLINE: Submit special event information for promotional support by September 4
- Amp up social media posts – monitor your scheduled post to make sure you’re hitting engagement benchmarks.
- Make targeted phone calls to donors
- Flier businesses in your area
- Contact local media (press release/events)
- Make sure you have completed all checklist items from the previous week!

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

One Week Out: Heavy Marketing Continues

Checklist:

- Make sure all of your emails and social media promotion points to your Give Gab profile
- Familiarize yourself with Give Gab’s donor reporting and know how to access donor information
- Promote pre-giving if it applies to your strategy
- Continue heavy social media presence
- Remind board of roles (outreach, sending emails, etc.)
- Utilize Give More 24! photos and videos – share from the Community Foundation’s social media profiles
- Finalize day-of event plans – finalize day-of roles and staffing plan
- Schedule social media posts for the next few days
- Make sure you have completed all checklist items from the previous week!

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

Day of Give More 24!

Checklist:

- Kick off at 12am with a bang! Ensure at least 10 donors give at midnight or during the 1st hour of giving
- Attend Give More 24! Rally @ 8 a.m. in Esther Short Park
- Pound the pavement and get out of the office! Assign a staff person to attend community events if possible
- Check in with all volunteers and board members and make sure they are on track with your plan
- Be active all day on social media
- Check your donor reports every hour and make sure you are thanking donors in real time either on social media or by email

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

Post Give More 24! – Day After and Beyond!

Checklist:

- Get some rest!!
- Continue your plan of thanking all donors
- Implement donor thank-you plans (i.e. who will receive calls, send personal letters, thank you cards, emails, etc. Check your staff role list.)
- Send thank-you notes to businesses and other NPOs you partnered with (if necessary)
- Send an update to your board, staff, volunteers, networks and donors list on your results!
- Decide if you will have a post-event thank-you reception/event

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

III. Implementation

Notes about checklists:

IV. Evaluation

Make the most out of your Give More 24! experience by using it as a learning opportunity. Be sure to:

- Compare your results to your initial goal and make note of which promotion strategies worked and which didn't.
- Send feedback to Community Foundation for Southwest Washington so we can make sure we're aware of how the event could improve.

1. **How much money did you raise this year? Were you +/- your target amount raised?**
2. **List three things you did well:**
3. **List three things you can improve:**
4. **According to last year's donor data, did you have any new donors? Any lapsed donors that made donations? If so, what was the reason they participated?**
5. **Grade yourself on messaging: Did you have a clear and compelling call-to-action in your promotions? (1-5, 5 being the best)**



IV. Evaluation

Notes about evaluation:

Best Practice #1: Peer-to-Peer

The peer-to-peer landscape has changed, especially since the dawn of social media fundraising. Finding individuals who champion your cause and giving them the correct tools to help you recruit new donors can be a game-changer in a giving day fundraising campaign.

However, a lot of planning and coaching goes into creating a successful peer-to-peer fundraising campaign. Peer-to-peer platforms play a critical role in powering campaigns and creating the best donor experience. Successful P2P fundraisers motivate potential donors and provide new levels of participation.

Steps to seamless recruitment & registration:

1. **Pre-recruit:** Reach out to specific individuals before general giving begins in order to recruit high-quality champions. Think about people who have either received your services or have been deeply involved in advancing your mission.
2. **Help them create their profile:** It's a great idea to help your P2P fundraisers with suggestion on how to create their pages and what content they should include. Consider offering them photos and key messages so they're advancing your goals.
3. **Segment your P2P fundraisers by affinity:** This will help you strategically recruit the right champions. Then strategically weave their efforts into your campaign by sharing and promoting their messages.

STEPS TO FOSTER ACCOUNTABILITY:

1. **Ongoing Communication:**
2. **Fundraising Results:**
3. **Real Time Updates:**
4. **Motivate Stragglers:**



HELPFUL HINTS

- ENCOURAGE YOUR PEER TO PEER FUNDRAISERS MAKE THE FIRST DONATION OF THE DAY THROUGH THEIR PROFILE
- PROVIDE YOUR FUNDRAISERS WITH ONGOING UPDATES LEADING UP TO SEPTEMBER 19. THIS WILL HELP THEM FEEL LIKE THEIR "IN THE LOOP" AND WILL ALSO BOOST THEIR CONFIDENCE.
- CELEBRATE YOUR SUPPORTERS! THINK OF A CREATIVE AND FUN WAY TO RECOGNIZE THEIR HARD WORK THROUGHOUT THE DAY.
- THANK YOUR SUPPORTERS! THINK OF A UNIQUE WAY TO SHOW YOUR APPRECIATION AFTER THE EVENT IS OVER.
- REMIND THEM TO SHARE THEIR FUNDRAISING PAGE ON THEIR PERSONAL ONLINE NETWORKS

Best Practice #2: Social Media

The social media experience has changed, especially when it comes to content preferences and information consumption. These days, users are looking for personal stories and are comfortable with consuming quick bits of information at a time. Gone are the days of endless streams of stock photography, click bait and novel-length status updates. Furthermore, Facebook and Instagram have revamped their news feed algorithms to show preference to posts from friends and families vs. companies and products. So the more personal you make your social media strategy, the more impressions and higher engagement scores you'll see.

UPDATES IN SOCIAL MEDIA DURING THE LAST YEAR YOU SHOULD KNOW ABOUT...

1. Facebook:

- The algorithm for what you see on your Facebook newsfeed has ensured that you see more personal posts, i.e. content from your family and friends and LESS from businesses, brands and media.
- The Facebook algorithm has also made adjustments to ensure that you're seeing quality content that encourages meaningful interactions between people. (Recommendations, posts ending in questions, etc.)
- The Facebook algorithm shows some favoritism to pages that spend some ad dollars over those that don't.

2. Instagram:

- Instagram has really cut down on serving branded content to ensure users are having a personal experience on the platform. This has served as a large boost for the "influencer" marketing industry.
- There's an issue of trust happening right now on social media among millennials causing more than 1/3 of users to delete their social media profiles, and Facebook or Twitter are among the first to go.

STEPS TO BUILDING AN A+ SOCIAL MEDIA STRATEGY:

1. **Focus on engagement.** The first step to a conversion is engagement. How do you build engagement? The top 5 ways to do this are to post when your followers are online, change up your content, try posting links in the comments, go live and boost posts.
2. **Team up with influencers.** Partnering with people who have large networks or followings can help amplify your message. Some might require paying to play, but others may already have affinity for your mission. Make specific asks and follow-up to see how their support helped your brand. (P2P fundraisers are a great tool for these folks!)
3. **Use stories, not data, as guideposts.** Besides special sales or discounts, social media users highly engage with posts that teach something, entertain or inspire. Use that to your advantage!



HELPFUL HINTS FOR SOCIAL TERMS

- **ENGAGEMENT** = LIKES, COMMENTS, SHARES ON YOUR POSTS AND PAGES
- **CONVERSION** = WHEN A USER TAKES A DESIRED ACTION (CLICK, VISITS YOUR WEBSITE, MAKES A DONATION, ETC.)
- **A/B TESTING** = CHANGING
- **ANALYTICS** = HELP YOU TRACK PERFORMANCE OF ONLINE MESSAGES, DEMOGRAPHICS, CLICKS, AND MUCH MORE!
- **CTR** = CLICK THROUGH RATE IS THE PERCENTAGE OF PEOPLE WHO SAW YOUR AD OR POST AND CLICKED ON IT.
- **IMPRESSION** = NUMBER OF TIMES YOUR CONTENT IS DISPLAYED/HOW MANY TIMES SOMEONE SEES YOUR SOCIAL UPDATE IN THEIR NEWSFEED

Other Resources for Nonprofits:

Whether this is your first year or fourth, GiveMore24.org provides a variety of supportive trainings to help you prepare for September 19. Webinars and training videos are a great way to learn more about Give More 24! campaign strategies and put your organization on the path to success! Check out the list of pre-recorded training videos below designed to help you learn more about specific topics of all levels. No matter the size and shape of your organization, you'll find the tools you need to help you succeed.

Training Videos 101

- Getting Ready for Your Giving Day—15 min
- Giving Day Basics—20 min
- Creating the Perfect Giving Day Profile—20 min
- Telling Your Story—20 min
- Spreading the Word—30 min
- Thanking Your Donors—20 min

Training Videos 301

- Engaging Your Board—15 min
- Matching Challenges—15 min
- Gamifying Your Giving Day—10 min
- Retaining New Donors—15 min
- Building Better Relationships—20 min

Training Videos 201

- Goal Setting Strategies—20 min
- The Power of P2P Fundraising—15 min
- Creative Engagement Ideas—15 min
- Social Media Strategies—30 min
- Scheduling Your Communications—20 min
- A Picture Tells a Thousand Words—25 min