WYOGIVES
Live Here. Give Here.
July 15, 2020
DEVELOPING YOUR WYOGIVES FUNDRAISING STRATEGY
AGENDA

People & philanthropy
Communications + marketing + fundraising options = WyoGives success
Tech checklist
Timeline
Donor conversion
WHAT HAVE WE LEARNED?

What has the nonprofit sector learned about giving?

- Generosity
- Multiple ways
- Unite and heal during crisis
- Nonprofits are KEY
WHY WYOGIVES?

What’s the big deal about a focused day of giving, anyway?
HOW TO TALK ABOUT WYOGIVES:

ANY successful fundraising campaign starts with communication.
DO’S & DON’TS

**DO:**
- Digital
- Nimble.
- Clear, authentic communication.

**DON’T:**
- Don’t be afraid to fundraise!
HOW TO ENGAGE YOUR AUDIENCE

Communicate your:
• Relevance
• Authenticity
• Urgency
• Bonus: Be Creative!
FUNDRAISING ELEMENTS

• Challenge and/or matching donor
• Additional fundraising options
• Convert your donors!
WHY FIND A LARGE DONOR?

Leverage volume and new donations.
CROWDFUNDING

- Average amount raised = $568
- Average donation = $66.
- Over 50% of people who receive an email about a crowdfunding campaign donate
- Donors and board members
- Frame it as a household activity
DAY OF EVENT DINNER

• "Circle up" dinner – virtual or in person
• Pop up “giving circle” with family members or friends during an in-person or virtual gathering.
• Pool resources or time to support your cause.

Your role: prep them to have a conversation about your mission and the work your nonprofit does in your community.
TECH TIPS – SOCIAL CHANNELS

- Update profiles
- Use hashtags across all social platforms
- Brand personal and nonprofit’s social media accounts
- Announce participation
TECH TIPS – ACTIVATION

✓ Rally!
✓ P2p fundraisers
✓ Twitter
✓ Shared stories
✓ TikTok challenge
TECH TIPS

✓ Calendar invite
✓ Exact instructions
✓ Email series
TIMELINE - MAY

- Sign up already!
- Customize profile
- Assemble team
- Map out resources
- Craft campaign story
- $$$ champions & volunteers
- Messaging plan
- Secure matching funds
TIMELINE - JUNE

- Save the date email, social media
- Fundraising champion kick-off party
TIMELINE - JULY

- Share plan, goal via press release
- Email your supporters
- Pitch your local press
- Share your campaign plans with local media
- Email calendar invite
- Go big on social media! Make a test donation
TIMELINE – JULY 15

✓ “1 Day to Go” email

✓ Update community throughout day

✓ “Gap to goal”

✓ Thank donors
POST EVENT

- Share good news stories
- 24 hours of gratitude - post once an hour about things your organization is grateful for
- Amplify others
- Ask for virtual support
DONOR CONVERSION

✓ Share results!
✓ Handwritten notes
✓ Periodic, scheduled updates
✓ Steward donors
✓ Say thank you
✓ Use momentum
“You cannot predict the future, but you can create it.”

- Peter Drucker