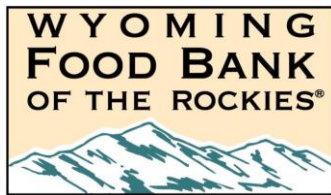


Sponsors



Media Partner



WYO
GIVES

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



people

fundraising

strategy

WHAT HAVE WE LEARNED?

What has the nonprofit sector learned about giving?

Generosity

Multiple ways

Unite and heal during crisis

Nonprofits are KEY



people

fundraising

strategy

WHY WYOGIVES?

What's the big deal about a
focused day of giving,
anyway?



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HOW TO TALK ABOUT WYOGIVES:

ANY successful fundraising campaign starts with communication.



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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!**



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FUNDRAISING ELEMENTS



- **Challenge and/or matching donor**
- **Additional fundraising options**
- **Convert your donors!**

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WHY FIND A LARGE DONOR?

Leverage volume and new donations.



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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**



people

| fundraising

| strategy

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!** [SEP] **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**



QUESTIONS, RESOURCES

**“You cannot predict the future,
but you can create it.”**

- Peter Drucker



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