

Gearing Up for

#GI ING TUESDAY™

Wednesday, September 21, 2016

Campbell & Company CELEBRATING 40 YEARS

Fundraising • Communications • Executive Search • Strategic Information Services

Webinar Best Practices

1. Close any programs (other than GoToWebinar) that are running on your computer
2. Call-in using a telephone instead of using your computer speakers
3. Move your cell phone away from your computer
4. If you experience visual issues, send a chat to Campbell & Company or contact GoTo at (800) 263-6317

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**Poll: Have you participated in
#GivingTuesday?**



The Big Picture

Great opportunity to **open the door** to new donors

Helps **build an understanding** of the power of philanthropy

Opportunity to **integrate new donors** into the annual giving
base

Don't forget to send us your questions by using the question pane on your control panel.

If you experience any sound issues, please use the telephone option. If you still experience difficulties please call (800) 263-6317.

2015 By the numbers

- **700,000** participants
- Reached over **70** Countries
- Raised **\$116,000,000**
- **\$107** mean online gift
- **114,000,000,000** twitter impressions
- **917,000** Facebook users



Limited time.
Limited resources.
Make this work for you!



Is #GivingTuesday the right choice for you?

- Do you want to attract donors that aren't coming in via the more traditional strategies?
 - Snail mail
 - Phone-a-thon
 - Peer screenings
- Make a strategic choice:
 - Use #GT as a tool to enhance your end of the year messaging **OR**
 - Create a #GT campaign separate from the annual appeal **OR**
 - Use another time during the year to develop a giving day unique to you

Preparing for a successful effort

- A successful effort will be built on your current donor base. **Is your donor base solid?**
- Current donors will lead the effort. **How can you better engage and excite your donors?**
- Your staff and leadership will lead the effort. **Is your team prepared to organize a large outreach?**

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Successful Case Study



- Growing Home – helping people with barriers to employment find meaningful careers through skills learned while urban farming
- #GivingTuesday Success
 - Raised \$4,163
 - Donations came from 32 online donors
 - 38% were first-time donors
 - 31% were Associate Board members or contacts
 - 4 donors set up recurring donation profiles

Successful Case Study



- How?
 - Director of Development and Development Associate with the help of the Associate Board
 - #10for10 – training 10 more people in 2015
 - Encouraging small \$10 donations
 - Began efforts in October with a big push the week leading up to Thanksgiving
 - Simple, short video on Instagram
 - Shared profiles and pictures of the individuals benefiting from the program

#10FOR10

1.



Outline Your Goals and Objectives

Expand
your reach.



DONORS

Ask supporters to **share posts** with friends and ask others to join the cause



DOLLARS

Have an **aggressive** but **attainable** dollar goal around a **specific project**



IN-KIND DONATIONS

Provide potential donors with a **list of accepted items**



AWARENESS

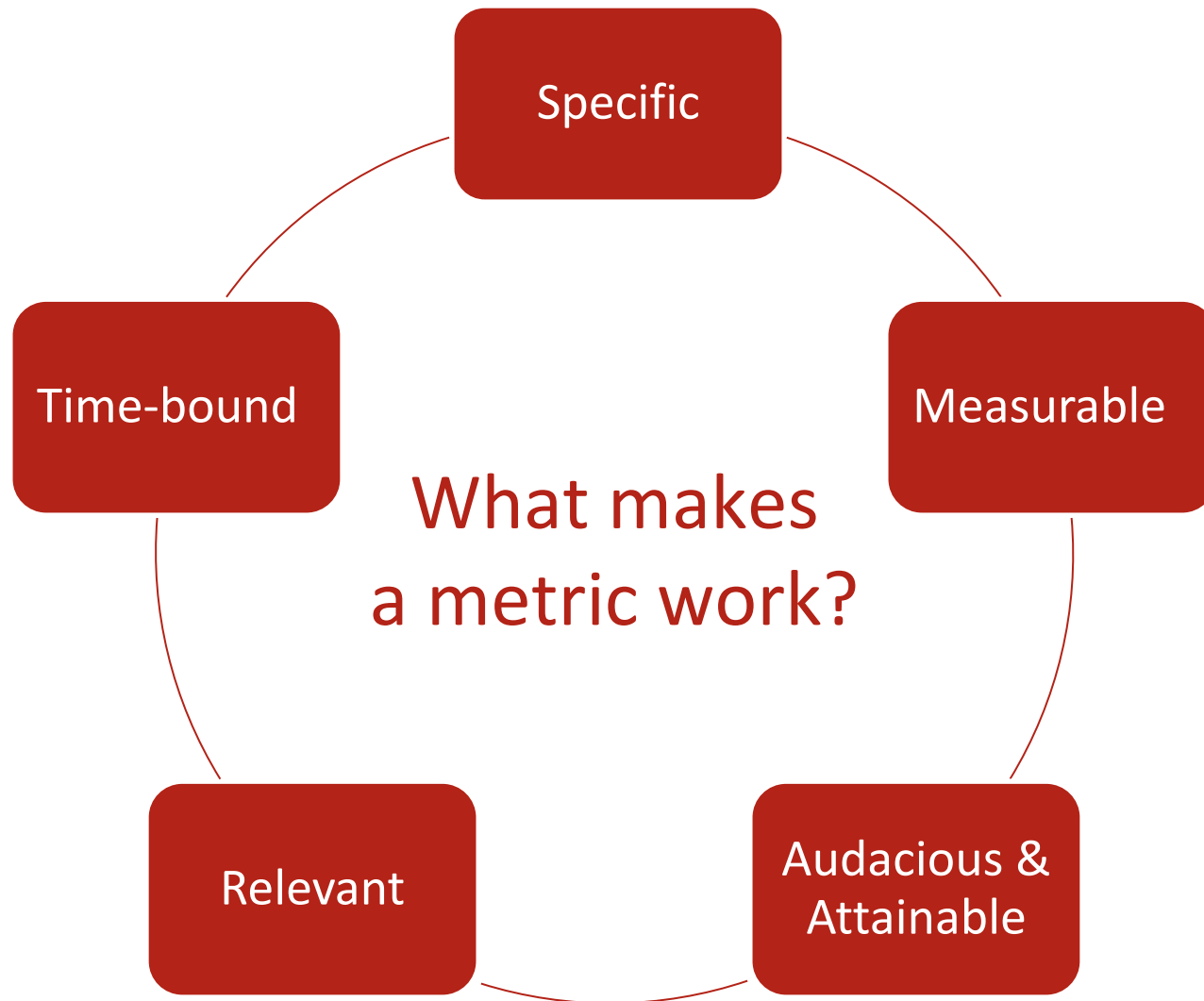
Create a unified, cohesive **social media strategy**

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■ **Define Your Day-of Metrics and Targets**



Donation Metrics

- Total # of donors
- Total # of new donors
- Total donors pledged to be year round supporter
- Total \$ raised
- Total in-kind donations
- Matching gifts

Online Metrics

- Total # of social media shares, likes, comments, retweets, favorites, etc.
- Open and click-through rates
- Donation sources

Participation Metrics

- Volunteers and ambassadors engaged
- Board involvement
- Partnerships
- Communications
- With celebrities, media, or public officials

3

■ **Identify Your Audience**

Who is your Target Audience?

- ☐ Existing Supporters who are already engaged in your organization's social media channels.
- ☐ Potential new supporters that are connected to existing supporters.
- ☐ Existing supporters who are not engaged in your organization's social media channels.
- ☐ Potential new supporters with little or no connection to your organization's existing supporters.



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Assess Your Resources

What do you need?

Human Resources

- Staff
- Leaders
- Volunteers or ambassador
- Celebrity spokespeople
- Community members
- Press

Tasks

- Prepare the message
- Update social media
- Prepare print materials
- Prepare online giving
- Communicate with partners (volunteers, community, matching gifts)

Online giving

- Online giving during #GivingTuesday 2015 increased 52% from 2014, and mobile giving accounted for 17% of total giving.
- Ensure in advance you have the proper platforms to accommodate an influx of online and mobile donations.

What platforms should we use?

- Fee structure
- Ensure that the fundraising page is easy to brand
- Compatibility with other platforms (donor database, enews, social media)
- Payment structure
- Donor information acquired and shared
- Support and customer service
- Browser and device compatibility
- Always talk to someone who has used the platform

VOLUNTEER UTILIZATION

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When deciding who to engage...

- Consider...
 - Young professional boards
 - Social – media savvy volunteers
 - Matching gifts
- Be mindful of...
 - End of the year fundraising efforts
 - Schedules
 - Other volunteer needs

5.



**Create Effective,
Compelling and
Shareable Content**

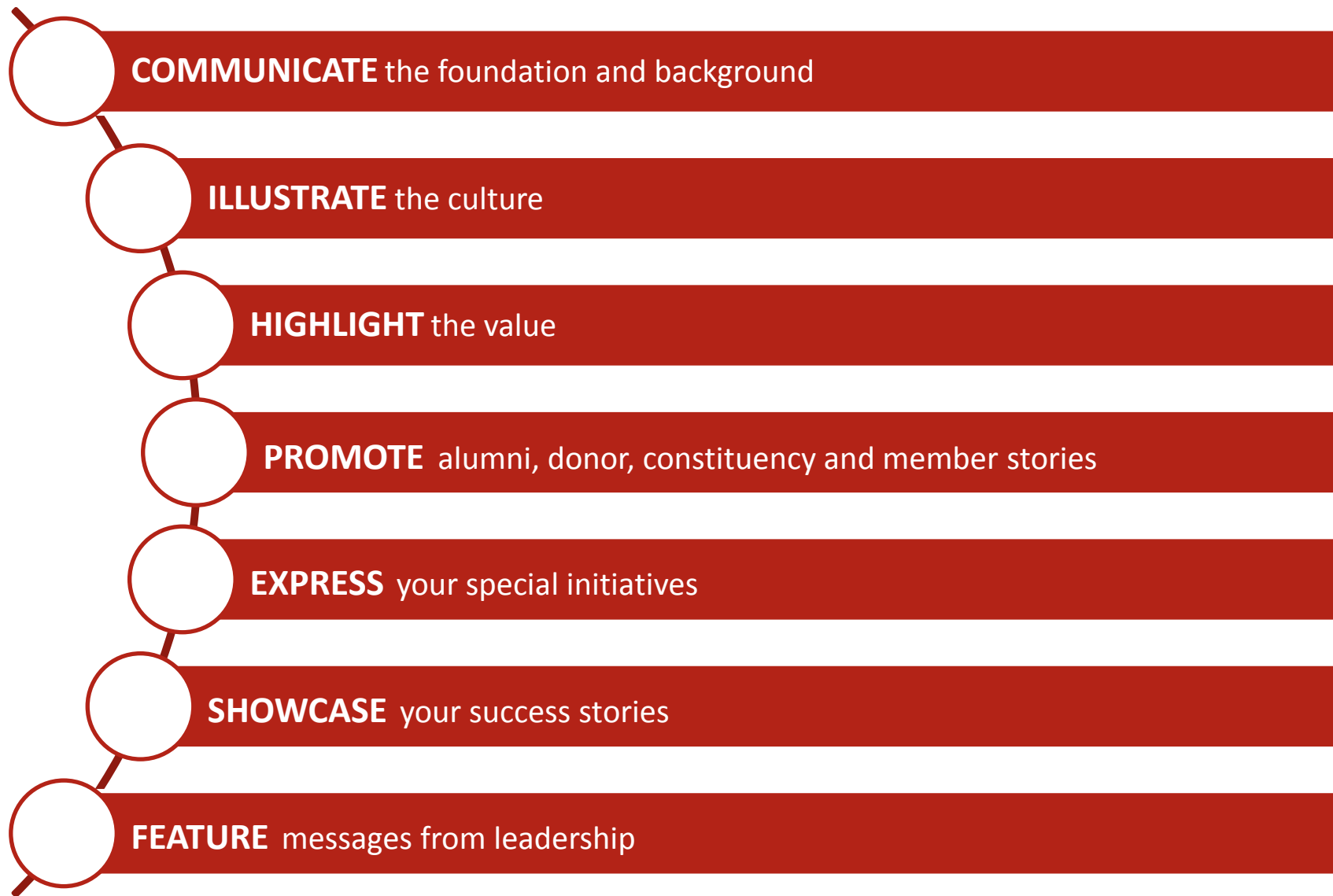


Communicate With Your Donors

Develop compelling messages to communicate your mission, vision and plans.

A dense field of gray umbrellas, viewed from above, creating a textured, repeating pattern. In the center of the image, a single red umbrella stands out prominently, serving as a focal point for the text.

How do you stand out among millions of organizations that also have important stories?



AUTHENTICITY

SENSORY
STIMULATION

UNIQUENESS

RELEVANCY

YOUR #GIVINGTUESDAY COMMUNICATION

Email

- Establish an email marketing plan
 - Communicate with constituents
 - Integrate updates and calls-to-action into regular emails
 - Segment emails by constituency
- Benefits
 - Increases awareness and maximizes footprint
 - Increases number of volunteers, donors, staff and stakeholders who are aware of #GivingTuesday
 - Moves supporters to social media platforms

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Editorial Calendar

- September – October
 - Build a following and connect donors once a week via social media
- November weeks 1
 - Introduce the concept of #GivingTuesday
- November weeks 3 & 4
 - Share with your supporters that you are participating, and share your goals
- November 29
 - Ask supporters to help you get to your goal, and share progress
- November 30
 - Say thank you!

Tip

The best time to communicate via social media is on Mondays from 1-3pm CT

What do you do with the **newly acquired**
support?

1. Post on **social media** thanking your donors.
2. Send **personalized thank you** notes/emails.
3. Send follow-up materials with **information on other projects and programs**
4. Add new people to **email** and **mailing list**

Questions

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Next Up!

More questions? Contact us at:
webinars@campbellcompany.com
or call (312) 896-8881

Join us for our next webinar :

Fundraising Communications 1: Defining Your Case for Support

12:00 pm CT, Wednesday, October 5, 2016

www.campbellcompany.com