



Intro to Digital Giving & Giving Day Strategies

PRESENTED BY

Forefr**O**nt

Engaging for impact



LIVE HERE, GIVE HERE.

December 3

www.ILGive.com

Online Giving Is on The Rise

Did you Know?

- In 2019, online giving grew 6.8 percent, outpacing growth in giving overall.
- Over the last three years, online giving has increased almost 10 percent.
- Online donations accounted for **13.4 percent** of total fundraising for small nonprofits, compared with **7.8 percent** for midsize organizations and **4 percent** for large nonprofits.

What is a Giving Day?

- A 24-hour fundraising event
- Uses digital giving tools and tactics, such as
- peer-to-peer campaigning and Social Media
- Can be Geographically-driven, thematic, or organizationally-driven



#GI  ING
TUESDAY

December 1, 2020



Why participate?

- Strengthen relationship with existing supporters and re-ignite their passion for your cause
- Expand your audience and meet potential new donors
- Increase visibility and raise awareness within your community
- Raise additional funds or meet other organizational goals
- It's fun!

5 Essential Steps to Giving Day Success

- ✓ Create Campaign Goals
- ✓ Assess Your Resources
- ✓ Clarify Your Message
- ✓ Create a Communications Plan
- ✓ Work the Plan!

Create Campaign Goals

What do you want to accomplish?

- Monetary Goals
- New Donors
- Donor Retention
- Recurring Donations
- Board Engagement
- Volunteer Engagement
- Social Media Engagement
- New Partnerships

Assess Your Resources

What do you need to succeed? Be honest...

- **Time**
1-2 hours a week
- **Team**
Staff, volunteers, board members, ambassadors
- **Technology**
Donation processing

Clarify Your Message

How will support from your donors make a difference?

- What impact will it have on your community—Inspire!
- What problem is will it solve?
 - What impact will it have on your mission and sustainability?
- How does your messaging relate to your goals?

Create a Communications Plan

How will you promote your campaign and build excitement?

- **Define Your audience**
 - Who is your current/prospective audience?
- **Determine which platform(s) to use**
 - Email, Facebook, Twitter, You Tube, Direct Mail, etc.
 - How will each platform change your messaging?
- **Create a communications timeline**
- **Assign Clear Responsibilities**

Stick to it!

“Good planning without good working is nothing.”

-Dwight D. Eisenhower

10 Strategies to Supercharge your Giving Day



#1 Be Specific

Let donors know EXACTLY how they can impact your mission and boost overall giving.

- Focus on a specific project or program
- Create clear calls to action with personalized donation levels
- Add unique descriptions for each amount to help donors visualize a tangible impact
 - **Add photos or images to show what their donation “buys”**
- Remember your goals

✓
Add Donation Levels
▼

We recommend having 3 or 4 donation levels.





\$25.00
Provides one week of food for a senior pup.
[Edit](#) [Remove](#)

\$50.00
Provides a super soft bed for a loving senior pup.
[Edit](#) [Remove](#)

\$100.00
Helps a family foster one of our amazing senior pups.
[Edit](#) [Remove](#)

Dollar Amount

\$

Description

Image

Select Image
Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Save
Cancel

Logan's Pups

Helping find senior dogs loving homes in their last years.

Cause: Animals, Education

DONATE
FUNDRAISE

100%

\$260 raised \$5,000 Goal 4 donors



\$25

Provides one week of food for a senior pup.



\$50

Provides a super soft bed for a loving senior pup.



\$100

Helps a family foster one of our amazing senior pups.



\$250

Covers cost of rescuing a senior pup from a kill shelter.



\$500

Provides life changing surgery to a senior pup in need.

CHOOSE YOUR OWN LEVEL

Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her heart and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups. Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 10 younger dogs in their fun-ever homes. Your donation will help us continue offering these services for years to come.



DONATE

Matches

Anonymous: Board of Trustees Match

Our generous Board of Trustees has offered to match every dollar raised up to \$15,000 over today to make an exponential impact!

\$10,000 MATCH
\$5,412 REMAINING

Recent Donors

Anonymous \$100.00

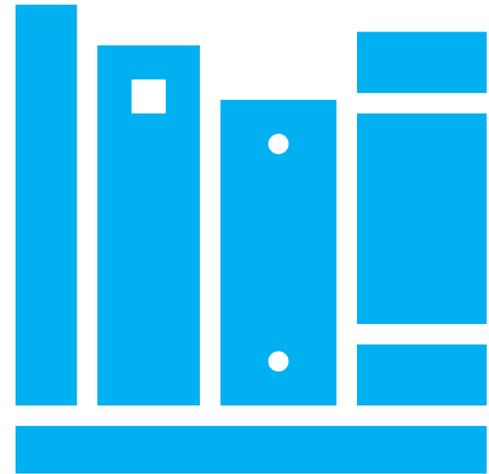
Anonymous \$100.00
Proud to support the great work you do for dogs in need!

Anonymous \$5.00

#2 Utilize ALL Available Resources

Save time and money by taking advantage free tools and resources.

- Download ready-made planning tools and email templates, and participating in free training
- Repurpose marketing materials, copy, or photos from previous campaigns
- Partner with another nonprofit and share ideas/resources



#3 Create a Branded Campaign Page

Take advantage of your nonprofit website to maximize donations and hit your giving day goals.

- Mobile Ready or Responsive
- Easy to navigate—“One-Second” Rule
- Engaging—Uses pictures and images
- [Integrated Donation Processing](#)
 - Easy to use
 - Branded
 - SECURE
 - Bonus! Recurring Donation Option

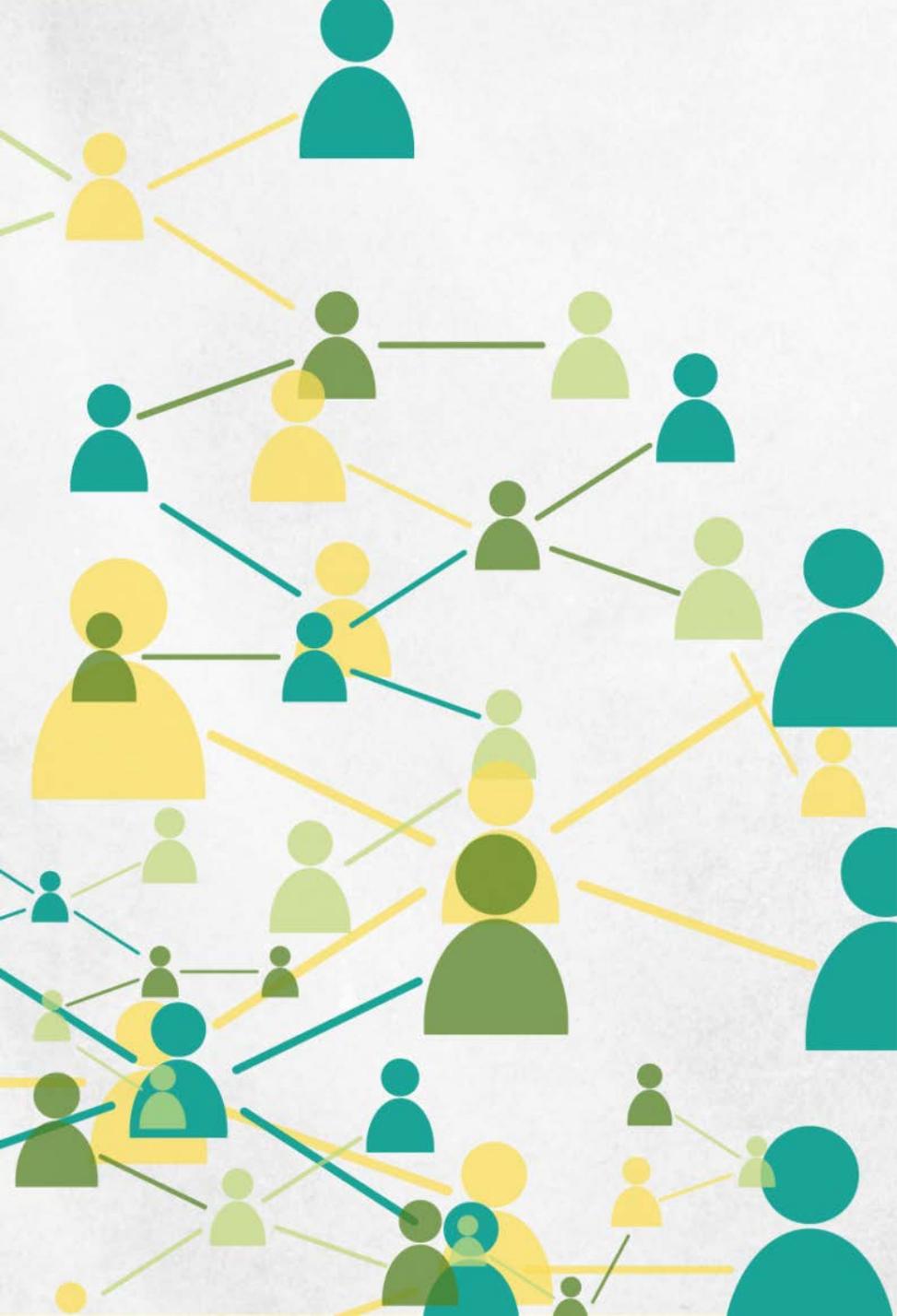


#4 Get Active on Social Media

For an online event, social media plays a huge role.

- Post an average of 10 Facebook Posts/6 Tweets
- Use branded hashtags like #GivingTuesday
- Add “Donate” Button to your Facebook page
- Encourage supporters and influencers to spread the word

Pro Tip: Draft and schedule all of your “Day of” social media posts in advance, so you can easily update your supporters and build on your giving day energy and momentum.



#5 Activate Your Supporters

The most successful campaigns tap into the power of their most passionate supporters.

- Raise more money
- Engage more first-time donors
- Increase number of donations overall
- Donor Stewardship

Pro Tip: Browse through your donor database to identify people who have demonstrated high levels of enthusiasm for your cause by volunteering their time, making regular or large donations, and/or expressing interest in doing more. These are indicators that a person will be motivated to advocate on your behalf.

#6 Engage Your Community

Reach out to key businesses in your area about....

Sponsorships—Ask a local business to sponsor your campaign marketing or prizes

Creative Marketing—Ask a local businesses to:

- Provide coupons or gifts/rewards
- Donate a percentage of their sales
- Donate the proceeds of a specific product

TV and Radio: Reach out to your local TV and/or radio stations

Volunteering: Ask a local business to host a day of volunteering

#7 Empower Your Champions

Make sure your fundraisers and ambassadors have the tools they need to succeed.

- Provide ready-to-use content and materials
 - Social media posts, email templates, logos and campaign materials
- Don't forget to keep in touch
- Invite them to create unique content
 - [Personalized videos](#) inspire action
- Consider third-party fundraising platform



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#8 Make it Fun!

Gamify your campaign to motivate fundraisers and boost your giving.

- Use prizes and rewards to inspire a little friendly competition.
- Add badges and leaderboards to share your progress and encourage your fundraisers.
- Encourage fundraising teams
- Leverage matching gifts or challenges to generate more excitement.

Fun Fact: According to Philanthropy Works, a matching gift increases the likelihood that an individual gives by 22 percent.

#9 Think Outside the Box

Get creative and make your campaign stand out.

- Think Beyond December 1
- Set a goal that DOESN'T end in zero
- Create a unique hashtag
- Take it offline!
- Many ways to give



#10 Show Your Appreciation

Make sure your supporters feel appreciated and celebrated **before, during** and **after** your Giving Day.

Fact: A lack of appreciation has been found to be a primary cause of poor donor retention among nonprofits across the United States!!



Online Giving

Blackbaud Institute [2019 Charitable Giving Report](#) & [Peer-to-Peer Fundraising Study](#)

Giving Tuesday [2019 Impact Report](#)

Planning Your Giving Day Campaign

ILGive 2019 [Nonprofit Toolkit](#)

Blackbaud [Guide to a Successful Giving Day](#)

Give Gab [Ultimate Guide to Giving Tuesday](#)

Upcoming Webinars:

Sept. 15—[Giving Tuesday All-Star Panel](#)

Oct. 6—[Communications Timeline and How-To for Giving Tuesday](#)

Nov. 10—[Giving Tuesday Checklist](#)

Join Forefront's **Fundraising Sustainability Group** and connect to your peers. Email kmontgomery@myforefront.org to learn how.

Continued Learning Opportunities

Questions?



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