Intro to Digital Giving & Giving Day Strategies

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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
#GivingTuesday

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
#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
#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.
Questions?

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