

# Marketing & Promoting your Amazing Give Campaign

— THE —  
**AMAZING  
GIVE**

— March 21 - 22, 2018 —

[www.TheAmazingGive.org](http://www.TheAmazingGive.org)



COMMUNITY FOUNDATION  
of North Central Florida

**GiveGab<sup>®</sup>**

Nonprofit Giving Platform



# Agenda

- 2017 Numbers to Beat!
- 6 Secrets to Giving Day Success
- Boosting Facebook Posts
- Other Creative Engagement Ideas
- Leveraging Your Supporter-Base
- Amazing Give Promotional Resources
- Takeaways / Q&A



## 2017 Numbers to Beat!

**Total Raised: \$851,910.37**

**Total Participating Organizations: 75**

**Total # of Online Donors: 3309**

**Donor Covered Fees: 70%**

**Global Supporters: Australia, New Zealand, Japan,  
Indonesia, India, China, Europe and more!**





# #GivingTuesday 2016 Findings

## Of the Top 50 Campaigns:

- Most announced their campaign 2-4 weeks ahead of the Giving Day.
- Posted an average of 10 Facebook Posts Sent an average of 6 Tweets
- Sent 3-4 Emails out on the Giving Day



# Welcome back returning organizations!

## Conduct a retrospective

- What worked well last year
- What do we want to change, not change?
- What do we want to do differently this year?

Honesty is KEY to this process.

This is how you grow and improve from year to year.



## 6 Secrets to Giving Day Success

1. **Targets** - Identify the right people!
2. **Story** - Inspire them with an authentic story!
3. **Impact** - Make it clear why their support matters!
4. **Spread** - Encourage sharing!
5. **Delight** - Make your donors and prospects feel good!
6. **Begin** - The donation is just the beginning!



# The Importance of Storytelling

- Goes beyond what your mission aims to achieve
- Breaks down your impact into digestible “bites”
- Cost per client/student/visitor/etc.
- How does funding make your mission possible?
- How have donors helped your constituents achieve their goals? What have your constituents achieved?
- Makes donating like buying a virtual feeling



# Telling a Captivating Story

- Authentic & emotional
- Easy to understand
- Centered on people - supported by data
  - Highlight a specific impact in dollars and cents
- Connect to the communities you serve
- Makes readers feel like they can make a difference!
- Consistent throughout all of your channels
- COPE - Create Once, Post Everywhere





## Spell it Out



- What's your annual goal? - \$10,000
- How many people do you serve yearly? - 500
- How many programs do you run yearly? - 50

**\$20 = 1 person served | \$200 = 1 program created**


Now bring your impact to life with a story of a person who has been positively impacted by your organization and how donors can be a part of creating more stories




# Highlighting Impact

 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](#)



**\$108.00**  
Helps a family foster one of our amazing senior pups for three weeks.  
[Edit](#) [Remove](#)

[Add Donation Level](#)

☐ Collect Address and Phone Number from Donors

 Wait! Asking for too much information can reduce donor conversions. Read about it [here](#).

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Recommended to use 3 - 4 Levels



# Preparing Your Outreach Strategy

- Create consistent SHAREABLE content
- Clear Calls to Action
- Send out a call for Giving Day Ambassadors
- Multi-Channel Outreach
  - Email
  - Social Media
  - Direct Mail
  - Phone



# Preparing Your Outreach Strategy

## Determining Your Target Segment

- Don't necessarily target all of your donors on Amazing Give
- Identify those who are ready to be asked again for support
- Make your ask creative
  - Doesn't have to be just to give!
- Apply to your story and marketing outreach strategies



# Asset Checklist

- Images
  - 5-10 Photos of your mission in action
  - Stock Photos that encapsulate your mission
  - Add the Amazing Give logo to shareable content
- Videos
  - Host on YouTube or Vimeo for easy sharing
  - Thank You Video
- Infographics
  - Highlight donor impact & data
- Testimonials



# Telling Your Story

- Create a 24 Hour “Story Arc” that your supporters can follow throughout the day on Social Media
- Give supporters a reason to check back in and follow your progress during Amazing Give
- Create a unique hashtag to promote your campaign on Amazing Give that aligns with your goals





# Email Marketing

- Email is a great way to share information with your supporters directly and immediately
- Develop an email timeline leading up to Amazing Give
  - Schedule messages in advance with mailchimp, constant contact, etc.
- Chance to include multiple calls to action:
  - Link to your Amazing Give Profile
  - Ways to Get Involved
  - Shareable Graphics
- Use your personal email signature as a CTA



# Social Media

- Always include a clear CTA
- Create consistent **shareable** content (C.O.P.E.)
- Include photos for increased engagement
- Add the Amazing Give Logo to all of your promotional materials leading up to the day
- Swap out your social media profile photos with Amazing Give graphics from the toolkit
- Use Hashtags to be a part of the conversation
  - Include the Hashtag Amazing Give to be featured on the Amazing Give Tagboard



# Twitter

- You only get 140 characters to make an impression
- Great platform for updates and quick thanks
- Engage with supporters by retweeting and liking their tweets about the Amazing Give
- Follow different people or organizations you admire
  - Donors & Volunteers
  - Prominent Community Members
  - Local Businesses
- Use hashtags to trend in different conversations
  - #fundraising, #nonprofits, #giving



# Instagram

- Great platform for sharing photos and stories
- Include a link to your Amazing Give profile in the description of your Instagram profile for CTA
- Create a post on Instagram and immediately share it on Facebook and Twitter (C.O.P.E.)
- Telling your stories through photos
  - Supporter Spotlights (“Why I Give...”)
  - Event Highlights
  - Impact Projects
- Create unique hashtags for different topics



# Facebook

- Great platform for sharing photos and longer stories or updates about your organization
- Engage with supporters by Liking (or Loving!) and sharing your posts
- Any time a supporter engages with your content that engagement becomes visible to their entire network - expanding your reach
- Create a Facebook Event for the Amazing Give
- Live Stream an event during the Amazing Give
- Consider “boosting” your content with paid promotions
- PREPARE ahead of time!



# Facebook Prep!

- Facebook revamped their posting algorithm
  - Need ACTIONABLE posts
- Generating excitement and activity will keep your post on your supports' news feeds longer.
  - Comments
  - Likes
  - Shares
- Go Live
  - Have a plan
  - Communicate your plan to supporters/followers
  - More Views = More time in news feeds





# Boost Facebook Posts

What does “Boosting Facebook Posts” mean?

- A type of Facebook advertising that allows companies to choose a post and have it distributed in the News Feed to anyone they want, based on interests, demographics, location, interests, age, etc.

What is the benefit?

- Increasing brand awareness
- Increasing brand engagement (Shares, Comments, Likes)
- Boosting website traffic
- Promoting new content or blog posts
- Targeting a specific segment



# Boost Facebook Posts

How simple is it?

- Define a goal
- Define a strategy to reach that goal
- Determine your target audience

When do I boost my Facebook Posts?

- Time of the day matters
- When is your target audience most active?

How do I know what impact it had?

- Check post results in the Insights tab on the Facebook business page.



# Boost Facebook Posts

What is the cost?

- Set your targets, length of time, and amount you want to spend on the boost
- Facebook will give you an estimate as to how many it would approximately reach
- Very flexible for all budgets!



# New to Social Media?



## Facebook

- Goal: Start gaining friends/followers
- Create an account & complete your timeline
- Start adding friends
- Create an event if you're having one
- Create a chat group
- Status updates
  - Add pictures, videos, gifs, etc
  - Leverage hashtags
  - Go Live



# New to Social Media?



## Twitter

- Goal: Start gaining followers
- Create an account & complete your bio
- Start following other organizations, communities, or influential leaders
- Start posting!
  - Leverage pictures, videos, gifs, testimonials
  - Leverage hashtags
- Search hashtags
- ReTweet



# Creative Engagement Additions

## Creative Challenges

- Motivate donors to give by using each donation as an “entry” for a special incentive
  - Utilize the comment feature to collect responses from your donors during the day
- Leverage Matching Dollars to motivate donors
  - Target a specific prize
  - Number of donors, Number of dollars, Time period, New donors, Social Engagement
- Plan a Social Media Challenge leading up to the day to help you engage supporters early and capture more authentic stories connected to your cause
  - Use hashtags to collect stories and ideas easily!





# Creative Engagement Additions

Local Businesses can help you leverage their customer base

- Promotions
- Publicity
- Social Media Boosting
- Sponsor Match
- Employee Match

Utilize Donation Receipts

- Discounts at local bars or restaurants
- Access to the kickoff or closing event
- Provide incentive for giving throughout your community



# Creative Engagement Additions

- Host an event!
  - Kickoff party
  - Success celebration
  - Partner with events already happening
- Lawn signs & Posters
- Physical Promotions
- Yearly Collectables



# Leverage Your Supporters

## **Ask them to be on your Amazing Give Planning Committee**

- Great way to grow your capacity
- Leverage individual strengths and networks
- Be sensitive to time commitment

## **Expand your team's capacity by leveraging Peer to Peer Fundraisers!**

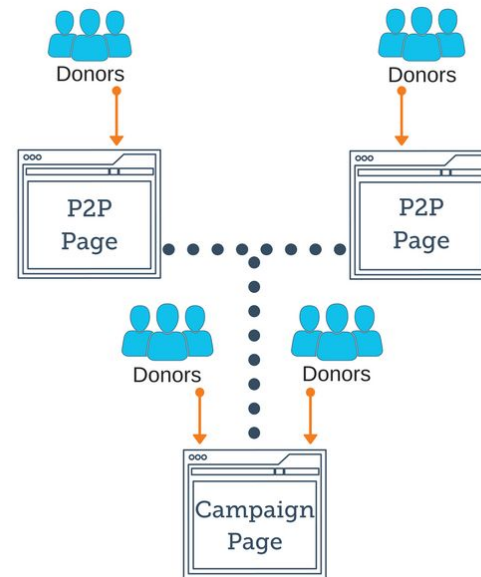
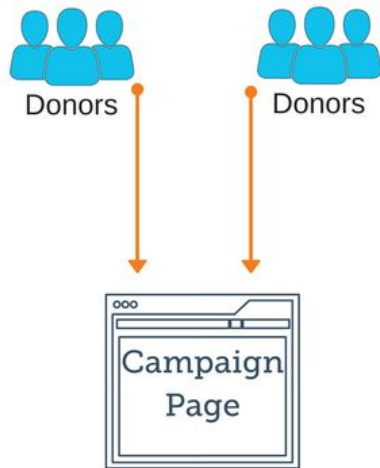
- Additional way to steward your donor base
- Expand your social media reach
- Tap into a new donor prospective donor base

# Leverage Your Supporters

## Crowdfunding

vs

## P2P Fundraisers





# Benefits of Peer to Peer Fundraising

- Expands your reach to a new network
  - Average of 4 new donors per P2P Fundraiser
  - Historically organizations with P2P fundraisers on a Giving Day raise 3x more than those who don't
- Increases the average number of donations to your campaign
- Stewardship - provides a new opportunity to engage with existing supporters
  - Builds trust with your potential supporters by highlighting your strong connections with passionate existing supporters



# Who are your P2P Fundraisers?

Anyone passionate about your cause ready to use their voice to make a difference

- Board Members
- Volunteers
- Lower Capacity or Major Donors (who have already given)
- Staff Members
- Friends & Family





# Guiding your P2P Fundraisers

- Gauge involvement in advance
- Find out what motivates them to act - Be Authentic!
- Provide clear expectations - your organization's goal for the campaign, how they can be an effective voice
- Provide resources for communications, but give them autonomy!
  - P2P Fundraiser's Toolkit
- Treat your fundraisers like major donors



## Guiding your P2P Fundraisers

- Donors are giving because they know the fundraiser, not necessarily to further the cause.
- Emphasize the importance of sharing their own story and personal connection to your cause
- Make it FUN! Incentivize, vary the asks, give them materials and sample communication to make being successful as easy as possible
- Be sure to thank and continue to steward your P2P Fundraisers after the day



# Giving Tuesday 2017 Findings

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# Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote Amazing Give and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - Amazing Give Graphics
  - Helpful resources for your board members, volunteers, and fundraisers



Getting Started  
Guide

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Building Board  
Support

[View](#)



Peer-to-Peer  
Fundraisers

[View](#)



#ILGive Planning  
Guide

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Communications  
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The Ultimate Guide  
to Giving Day  
Success

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Email Marketing  
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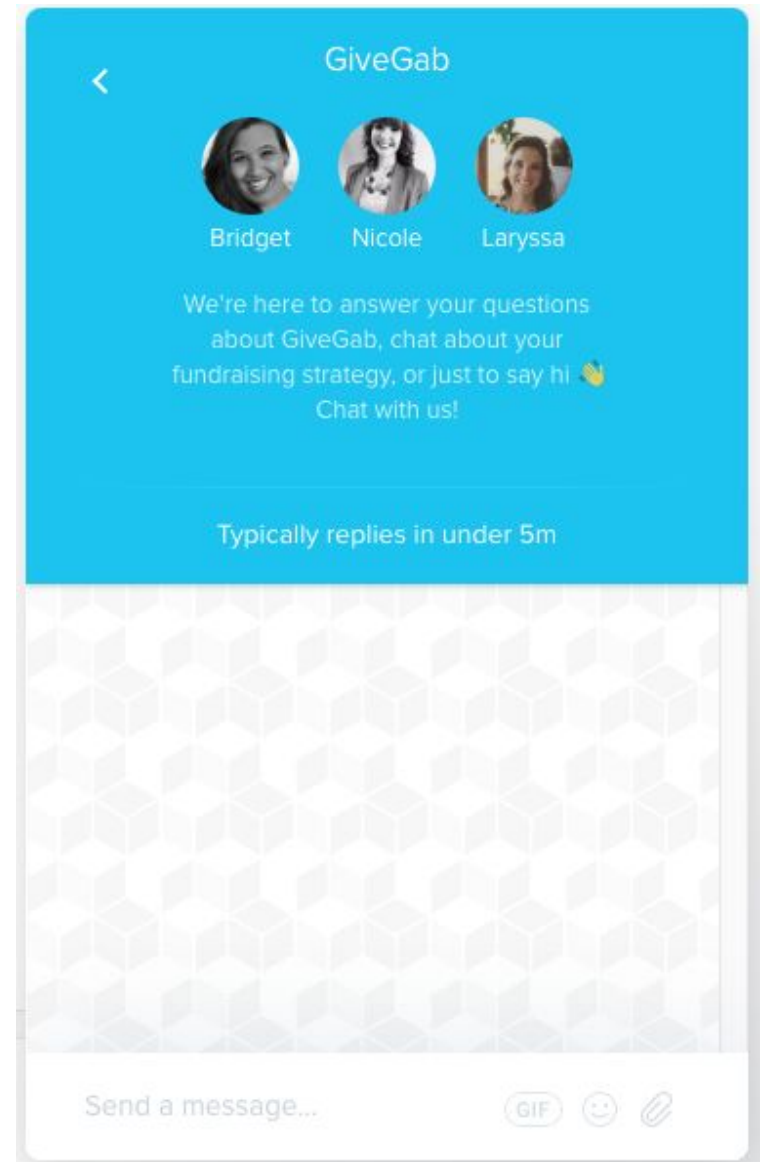
# Key Takeaways

- Start planning NOW
- Work within your capacity and your goals
- Determine your Amazing Give campaign focus
- Always include calls to action!
- Try something new!
  - Peer to Peer Fundraisers
  - Secure a Matching Fund
- Leverage your supporters
- Leverage resources available to you



# Support Team

- Visit Our Help Center  
<https://support.givegab.com/>
- Send us an email at  
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team
- We will assist you with anything from technical questions to strategy
  - Look for the little blue chat bubble!





A close-up photograph of three young women smiling, their faces and hair covered in vibrant, multi-colored powders in shades of pink, purple, blue, and green. The woman on the left is wearing a pink headband. The woman in the center has a green headband. The woman on the right is wearing a blue headband. They are all looking towards the camera with joyful expressions.

# Questions?

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# Small Group Activity

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## Group Activity - 30 Minutes

- Determine with a focus for your Amazing Give campaign
- Determine which aspect of your organization you will focus on
- What assets will you use to support your story?
- What marketing or storytelling techniques will you leverage?
- How will you engage your audience?
  - If the sky's the limit, what would you do?
  - Have fun with it!