

## **AmplifyATX Round Table Kick-Off**

### **Table Host Discussions Questions**

November 13, 2018

#### **Brainstorm Your Campaign**

1. Share a little about your brainstorming and planning process. What do you plan for first? Who's involved? Where do you start?
2. How do you incorporate Amplify Austin Day in your overall development strategy?
  - a. Specific stories, examples and ideas are encouraged!

#### **Goal Setting**

1. How do you set your Amplify Austin Day goal?
2. What kinds of goals do you set as a team beyond the dollar goal?
  - a. Examples: social media followers, new donors, board/staff involvement, awareness or marketing.

#### **Marketing**

1. What have you found to be your most engaging content during your Amplify Austin Day campaign, or other fundraising campaigns?
2. Share how you market your campaign. Who's involved in the process?
3. Do you have a specific group that you are trying to target for Amplify Austin Day?

#### **Community Engagement**

1. How do you activate and engage your Board of Directors or key stakeholders?
2. What are some ways you could incorporate a local business into your Amplify Austin Day campaign?
  - a. Examples: matching dollars, events, a percentage of sales, etc.
3. Discuss some creative ways you can use peer-to-peer fundraising to engage and excite your community of staff, volunteers, board, clients, advocates, program recipients, and passionate givers.
4. How do you make Amplify Austin Day fun for all involved?

#### **Donor Stewardship**

1. How do you plan your donor stewardship efforts for a campaign like Amplify Austin Day?
2. How do you engage new donors you receive online?
3. Share some creative ways you bring delight to donors through stewardship.