



**EL PASO**  
**GIVING**  
**DAY.ORG**

# **How To Succeed at Giving Day in 10 Hours or Less**



# AGENDA

- ❖ Welcome & Panelist Introductions
- ❖ Getting Started
- ❖ Building Your Campaign
- ❖ Best Practices for the Day Of
- ❖ How to Win Those Power Hours
- ❖ Peer to Peer & Matching Funds
- ❖ Questions

# Getting Started



- ❖ Plan ahead
- ❖ Build a timeline
- ❖ Prepare your team
- ❖ Set your goals
- ❖ Reach out to donors and volunteers

# Building Your Campaign



- ❖ Get to know GiveGab
- ❖ Telling your story
- ❖ Develop a social media strategy
- ❖ Get in touch and stay in touch with your donors

# Best Practices For the Day Of



- ❖ Be engaged for the entire day
- ❖ Email blasts before and during your giving day
- ❖ Phone calls asking people to donate
- ❖ Social media posts throughout the day
- ❖ The more activity the better!

# Power Hours



- ❖ Focus in on 1 or 2 prizes in advance
- ❖ Let supporters know and tell them how they can help you win
- ❖ Send announcements as soon as the time arrives for your power hour
- ❖ Encourage donors to spread the word on your behalf
- ❖ Thank donors in real time on social media

# Peer to Peer & Matching Funds



- ❖ What is peer to peer fundraising?
- ❖ Who should I ask to be a peer to peer fundraiser?
- ❖ Engaging fundraisers
- ❖ Motivating my fundraisers?
- ❖ Who are potential matching fund donors?
- ❖ Generate excitement about your matching funds
- ❖ Promote through all platforms
- ❖ Creating Match Fund Challenges



# Questions?

## Upcoming Trainings

Getting Ready for El Paso Giving Day  
11 a.m. Aug. 15, 2018  
WEBINAR

How to Craft a Winning Email Campaign  
9 a.m. Aug. 29, 2018

[ElPasoGivingDay.org](https://www.elpasogivingday.org)

<https://www.facebook.com/groups/EPGDnonprofits/>