

10 Final Steps to Success for

ky *gi*♥*es* day
April 18, 2017





10 Steps to Success

1. Define your goals
2. Zero in on your story
3. Gather your assets
4. Create clear calls to action
5. Rally your team
6. Identify your Ambassadors
7. Brand all digital channels
8. Solidify your outreach timeline
9. Go through the donor experience
10. Kick off the big day right

**It's not too late to make
big difference with your
Kentucky Gives Day
campaign!**



1. Do You Have Defined Goals?

You can define your goals beyond dollars:

- Number of Donors
- New Donors
- Young Donors
- Monthly/Recurring Givers
- Social Followers
- Repeat Giving
- Volunteers
- Board Engagement



2. Is your story and theme clear?

- Are you focusing on a specific program, project, or type of giving?
- Do you have a campaign tagline?
- Are you featuring an iconic story of a client, staff member, or volunteer?
- Are you supporting your story with data?
- Have you incorporated a matching challenge?
- Tie it all in with your annual appeal or specific fundraising challenge if applicable



3. Do you have visual assets?

- Add the Kentucky Gives Day logo to your photos and promotions
- Images tied to your personal story
- Video
- Infographic
- Fun social share images for the day
 - Staff
 - Volunteers
 - Clients



4. Do you have a clear call to action?

- Clearly define donor impact (You can...)
- Add subtext (Our campaigns have...)
- Visual calls to action
- Identify and share your core belief and opportunity statements
- Include your campaign link:
 - Emails
 - Social Media Posts
 - On Your Website



5. Is your team prepared?

- Break down tasks into manageable responsibilities
- Play to team strengths
- Set expectations with clear responsibilities and timing
- Share key campaign messages and weekly content
- Make it fun!



6. Have you identified your ambassadors?

- Identify followers, donors, clients, friends, board, volunteers, and staff with big voices
- Set clear expectations
- Arm them with key campaign messages and shareable content
- Explain any matches or challenges
- Make it fun!



7. Is your branding digitally fluid?

- Consistent story and images through all channels of sharing:
 - Website
 - Email
 - Social Channels
 - Giving Page
- Update your staff email signatures
- Are your images & text mobile responsive?



8. Do you have an outreach plan?

- Plan communications with board, staff, donors, prospects, and ambassadors
 - Announcement
 - Ramp Up Communications
 - Expand Promotions
 - Accelerate Communications
 - Communications Countdown
 - Last Minute Readiness
 - The Big Day!
- Assure that your ambassadors have the tools they need to be successful
- Plan for 90 Days of Follow Up/Stewardship



9. Have you tested your donor experience?

- Start with a test email and follow through the donor's giving experience
- Donate on multiple mediums
 - Computer
 - Tablet
 - Phone
- Be critical of your giving experience
- Identify and fix the pain points before Kentucky Gives Day



10. Is your big day BIG enough?

- Make Kentucky Gives Day a FUN day for your entire staff and team
 - Have a party room where people can gather
 - Provide snacks to keep energy high
 - Celebrate when you reach your goals
- Assign roles for your team
- Plan outreach across all channels
- Phone, Email, Text, Mail, Social Media
- Track and share your progress
- Host a kickoff or in person event to stir up excitement amongst your supporters



The Big Takeaway

- Develop your **iconic story** that is authentic, emotional, and easy to understand.
- Make sure that your **story and brand** are consistent amongst all channels
- Make it clear to your donors how they can **help you change lives** on Kentucky Gives Day



Make Sure You're Ready!

- **Bank Account** - must enter bank account information to show up on the site and receive gifts
- **Attorney General Registration** - must appear on the AG's list by 4/14/17
- The Kentucky Gives Day site can begin accepting donations on April 1, however prizes will only be awarded for donations received from 12:00AM EST until 11:59PM EST on Tuesday, April 18

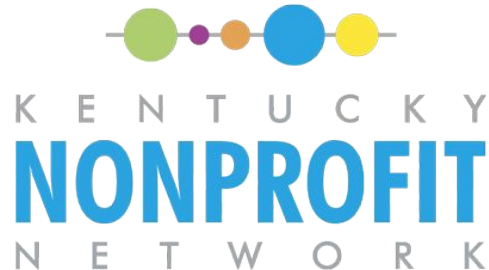


Prizes - Made Possible By...

Sleep Outfi



Medicaid





Prizes

Most Dollars Raised



Sponsored by Kentucky Gives Day

First Place: \$1,500, Second Place: \$1,000, Third Place: \$750

Prizes will be awarded to the top three organizations raising the most money from 12:00am EST through 11:59pm EST on April 18, 2017. First Place: \$1,500, Second Place: \$1,000, Third Place: \$750



No winners have been selected yet.

Most Unique Donors



Sponsored by Kentucky Gives Day

First Place: \$500, Second Place: \$250, Third Place: \$100

Prizes will be awarded to the top three organizations with the most number of unique donors from 12:00am EST through 11:59pm EST on April 18, 2017. First Place: \$500, Second Place: \$250, Third Place: \$100



No winners have been selected yet.

Morning Power Hour: 10 AM -11 AM EST



Sponsored by Kentucky Gives Day

\$100

\$100 awarded to the organization raising the most dollars in this timeframe based on their budget size: Small nonprofit (\$250,000 or less annual operating budget) and Large nonprofit (\$250,000 or more annual operating budget)



No winners have been selected yet.

Happy Hour Power Hour: 4 PM - 5 PM EST



Sponsored by Kentucky Gives Day

\$100

\$100 awarded to the organization raising the most dollars in this timeframe based on their budget size: Small nonprofit (\$250,000 or less annual operating budget) and Large nonprofit (\$250,000 or more annual operating budget)

Night Owl Power Hour: 9 PM - 10 PM EST



Sponsored by Kentucky Gives Day

\$100

\$100 awarded to the organization raising the most dollars in this timeframe based on their budget size: Small nonprofit (\$250,000 or less annual operating budget) and Large nonprofit (\$250,000 or more annual operating budget)



No winners have been selected yet.



Prizes

P2P Fundraising Champion Award



\$200

\$200 will be awarded to the nonprofit with the most dollars raised by an Individual Fundraiser from 12:00am through 11:59pm EST on April 18, 2017. Check out the recorded webinar and the P2P Fundraising Toolkit in the Nonprofit Toolkit to use peer-to-peer fundraising strategies to raise more money on Kentucky Gives Day!

Sponsored by Kentucky Gives
Day

🏆 1 Prize

No winners have been selected yet.

#KYGIVES17 Terrific Tweeter Trophy



\$100

\$100 will be awarded to the nonprofit with the most retweets for a single Tweet that includes the hashtag #kygives17 and tags @kygives. The Tweet must originate from an official nonprofit account that is registered for KY Gives Day 2017, follows @kygives and be made/retweeted from 12:00am through 11:59pm EST on April 18, 2017.

Sponsored by Kentucky Gives
Day

🏆 1 Prize

No winners have been selected yet.

KNN 5:15 Anniversary Awards



Sponsored by Kentucky Gives
Day

10 \$50 Prizes

In celebration of the Fifth Anniversary of Kentucky Gives Day and KNN's Fifteenth Anniversary, KNN will award five random awards to KNN members receiving donations at (or as close to) 5:15am and 5:15pm EST on April 18, 2017. Five KNN members receiving donations at (or as close to) 5:15am EST will be selected to receive \$50 prizes and five KNN members receiving donations at (or as close to) 5:15pm EST will be selected to receive \$50 prizes. A total of \$500 will be awarded. The KNN 5:15 Anniversary Awards are available exclusively to KNN members and organizations may win prizes at both 5:15am EST and 5:15pm EST.

🏆 10 Prizes

No winners have been selected yet.



Your Next Steps

- Like/Follow Kentucky Gives Day on Facebook + Twitter
- Watch your inbox for important email
- Mark your calendar for the Kentucky Gives Day
Final Q&A Call: Monday, April 17, 2pm EST
- Visit the Nonprofit Toolkit for tips and templates to help you prepare & promote Kentucky Gives Day
- Complete your Kentucky Gives Day Profile

Questions?

ky gives day
April 18, 2017