

GIVE FOR GOOD LOUISVILLETM

HOSTED BY **COMMUNITY FOUNDATION OF LOUISVILLE**

THE BIGGEST DAY OF LOCAL GIVING.
EVEN BETTER.

SEPTEMBER 14, 2017

Donor Engagement & Peer-to-Peer Fundraising

Agenda

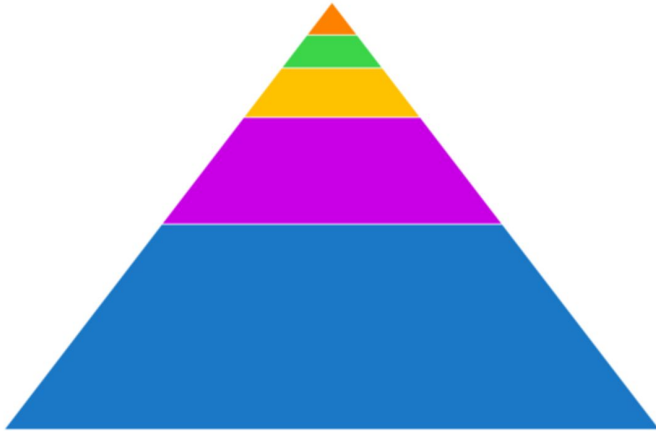
- Give For Good Louisville Update
- Donor Engagement- Overview & Video
- Peer-to-Peer Fundraising- Overview & Video
- Key Takeaways
- Next Steps
- Q&A

Update

- Over 400 organizations registered
- Social Media Updates
- Kentucky State Registration
- Bats Game - August 31
- Midday Nonprofit Rally at 4th Street Live!
- Southern Indiana Match
- Bonus Pool

Donor Engagement

Old Model: **Donor Pyramid**
Vortex



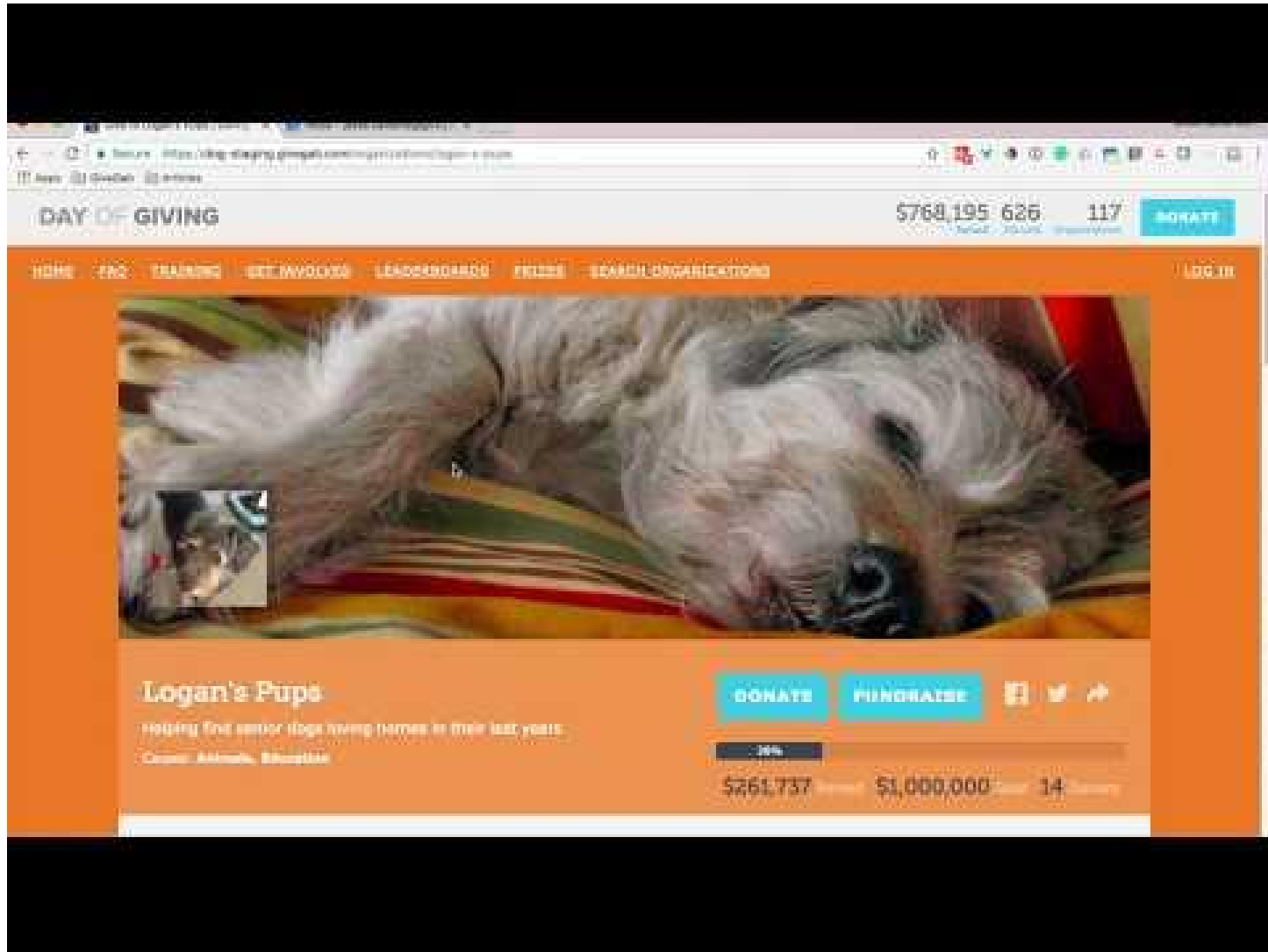
New Model: **Donor**



Key Elements to Donor Engagement:

1. Identification
2. Cultivation
3. Solicitation
4. Stewardship

Overview of Donor Experience



Who Are Your Potential Champions?

- Board Members
- Volunteers
- Dedicated Supporters
- Lower Capacity or Major Donors
- Staff Members
- Friends & Family

Why Peer-to-Peer Fundraising?

- 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
- Increased average number of donations
- Expanded reach to new networks
- Engage with top supporters

Peer-to-Peer Fundraising Demo



Reminders

- Identify your target donor
- Start with a small, targeted group of champions
- Steward & express appreciation to donors
- Use multiple engagement methods to reach donors where they are

Your Next Steps

- Register by this Friday, July 14th
- Like/Follow the Community Foundation of Louisville on Social Media (**@cflouisville**)
- Watch your inbox for emails from info@giveforgoodlouisville.org and givegabinfo@giveforgoodlouisville.org
- Sign up for the upcoming in-person trainings
 - **July 25:** The Art of Storytelling - Crafting Stories that Matter
 - **August 10:** Don't Be a Best Kept Secret - Marketing & Social Media Best Practices
- Check out the Nonprofit Toolkit
- Recruit Your Champions



GIVE FOR GOOD LOUISVILLE™

HOSTED BY **COMMUNITY FOUNDATION OF LOUISVILLE**

THE BIGGEST DAY OF LOCAL GIVING.
EVEN BETTER.

SEPTEMBER 14, 2017

Questions?