

Spreading the Word About Great Give 2019



April 24, 2019



Agenda

- The Basics
 - Are you ready for Great Give 2019?
- The Specifics
 - Email, Social Media, Website, and Creative Outreach
- Communication Timeline
- Next Steps



The Basics

- Are you verified to accept donations?
- Is your profile complete?
- Have you determined your main goals for the event?

If you answered yes to these questions, then your giving day profile is ready to share!



Knowing Your Audience

- How do your supporters like to be engaged with?
- Where do you have the strongest following?
- In the past, what were your most effective modes of communication with supporters?



Developing A Plan

- Decide on a marketing budget prior to the day
- Determine the platforms that work best for both your internal team and your supporters
- Develop a timeline for sending communications
- Keep in mind your overarching goals for the day



Covering Your Bases

There are many places to where potential donors can be linked to your giving day campaign:

- On your website
- In an email from your organization
- In a direct mail appeal from your organization
- On one of your social media pages
- Within your community



Creating Calls to Action

A Call To Action (C.T.A.) is intended to entice the reader, listener, or viewer to take a specific action that will ultimately help your organization reach its goals and make your supporters feel satisfied with their engagement.

- **Make A Difference Today** → Link to your giving day profile
- **Share Your Personal Story** → Link to create a P2P fundraising page
- **Join Us This Thursday** → Link to volunteer or event sign up
- **Learn More About Our Programs** → Link to your website
- **Sign Up Today** → Link to your newsletter subscription
- **Help Five People At Once** → Link to donation form at corresponding amount
- **Let Us Know You'll Be There** → Link to RSVP form



Sharing Your Story

- C.O.P.E - Create Once, Post Everywhere
 - Use the awesome Great Give graphics available to you in the toolkit!
- Provide clear calls to action everywhere you share
- Include links to your Giving Day profile
- Offer opportunities for your supporters to get involved
- Always keep your goals in mind



The Specifics

- Email Outreach
- Social Media Outreach
- Website Outreach
- Creative Outreach
- Communication Timeline



Email Outreach

- Fast, easy, and inexpensive
- Effective tracking of supporter engagement
- Simple segmentation for different types of messaging
- Ability to schedule all communications ahead of time
- Completely customizable to your organization's branding
- Many email clients to choose from, lots of them are free!



Email Outreach

Newsletters

- Provides updates beginning several months prior to the day
- Multiple opportunities to add clear calls to action

General Email

- Quick and easy to create and send to supporters
- Includes direct links for how supporters can get involved

Email Signature

- Easy promotion of your participation in Great Give
- Links to your organization's profile
- Add the Great Give logo in to increase brand recognition
- Will be seen by everyone you contact leading up to the day!

Save The Date To Make A Difference



Hi Bridget,

On Tuesday, November 27 2017, Logan's Pups is excited to be participating on our community's 5th annual Giving Day. On this day hundreds of nonprofits and nonprofit supporters in our community to celebrate what we love most - making a difference.

Here are a few ways YOU can make a difference on Giving Tuesday:

- Make a donation of any size to help us reach our goals for finding all of our pups forever homes in time for the holidays!
- Create your own personal fundraiser for Logan's Pups to share with your friends and family!
- Sign up to volunteer at our annual Holiday Dog Food Drive and make sure no dog goes hungry this holiday season!
- Share our story with your friends, and don't forget to use the hashtags #loganspups and #givingtuesday to spread the word!

With your help, we can change the world.

Support Logan's Pups on Giving Tuesday by visiting gvgb.co/loganspups

Thank You,
Bridget & The Logan's Pups Family



Social Media Outreach

- Becoming more popular amongst all demographics
- Crucial component of online fundraising
- Types of messaging vary from platform to platform
- Different benefits for each platform
- Lots of ways to be creative
- Use visuals for more engaging content
- Use #Hashtags to be featured on your Tagboard



Social Media Outreach

- Facebook: Ideal for sharing longer stories, photos, and videos.
- Twitter: Share 140 character updates, photos, links, and videos.
- Instagram: Great for sharing photos and telling stories
- YouTube: Easy video hosting and sharing
- Snapchat: Share live photos and videos in real time
- LinkedIn: Let your network know that you're participating



Website Outreach

- Add a “Save The Date” prior to the day
- Update your website banner several weeks before
- Add opportunities to your “Get Involved” page
- Connect your “Donate” button on your website to your Great Give donation form as soon as donations are live for the event so all gifts count towards your totals



Creative Outreach

- Add a “Save The Date” sticker or rack card to any direct mail appeals you’re sending during the planning period
- Partner with a local business to promote your organization and encourage patrons to support the Giving Day
- Publish a press release to send to media partners
- Incorporate Great Give anywhere you can leading up to the event



Creative Outreach

- Go live on Facebook
- Tell a 24 Hour Story
- Create your own campaign #hashtag
- Incentivise support with challenges
- Foster friendly competition



Communications Timeline - March

The Great Give Palm Beach and Martin Counties Team will:

- Provide more resources to local community nonprofit leaders to expand and amplify Great Give Palm Beach and Martin Counties' message to nonprofits, donors, and other general supporters
- Continue promoting Great Give Palm Beach and Martin Counties to nonprofits across the region

You should:

- **Send out a save the date** email and social media post to all of your supporters! Download the Great Give Palm Beach and Martin Counties "Save the Date" graphic from the [Nonprofit Toolkit](#) to make sure your messages stand out!
- **Host a fundraising champion kick-off party** to teach your fundraising champions best practices on fundraising!



Communications Timeline - April

The Great Give Palm Beach and Martin Counties Team will:

- Heavily promote Great Give Palm Beach and Martin Counties to all media outlets across the region
- Finalize partnerships with local businesses to benefit every nonprofit participating in Great Give Palm Beach and Martin Counties

You should:

- **Post on social media regularly** about Great Give Palm Beach and Martin Counties, using the hashtag #GreatGive424
- **Email your supporters with additional details** about Great Give Palm Beach and Martin Counties. How do they give? Why should they give? When should they give?
- **Ensure your campaign story and messaging are ready to go.** Make a test donation to make sure you understand the process.
- Host a Great Give event on 4/24! United Way would love to support as many events as possible.
 - a. Highlight on Facebook and GreatGiveFlorida.org



Communications Timeline - Day Of

The Great Give Palm Beach and Martin Counties Team will:

- Heavily promote Great Give Palm Beach and Martin Counties to all media outlets across the region
- Provide 24-hour support to all nonprofits and their supporters

You should:

- **Post on social media regularly** about Great Give Palm Beach and Martin Counties, using the hashtag #GreatGive424
- **Email your supporters** with updates and how they can help your Great Give Palm Beach and Martin Counties campaign
- **Thank your supporters** in real-time on social media, in emails, or give them a call!
- **Celebrate!**



Resources

- [Great Give 2019 Event Survey](#)
- [Downloadable Goodies](#)
- [Nonprofit Toolkit](#)



Next Steps

- Make a plan for communications
- Remind your supporters that their funds will go further if they cover the fees
- Don't be afraid to try something new
- Include **#GreatGive424** in your social media communications
- Have fun!
- And a special announcement from Lexi...

Questions?



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