



CATHOLIC COMMUNITY FOUNDATION

Enriching Lives In Northeast Ohio

To foster faith-based stewardship in the community for the spiritual, educational and charitable needs of all.

Let's Get Creative
for

#weGIVE
CATHOLIC

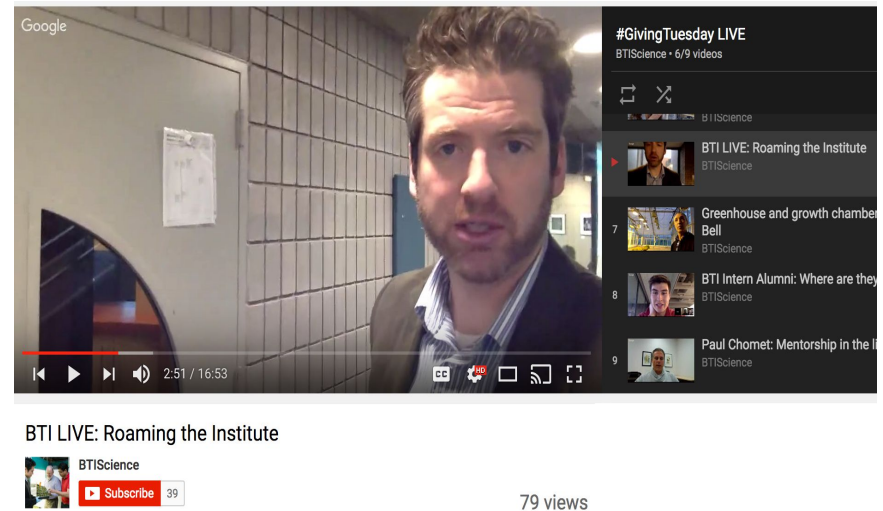
November 28, 2017

Agenda

- Ideas for creative giving day engagement
- Examples of successful engagement
- Strategies for building your engagement plan
- Questions & Creativity Brainstorming!

Creative Storytelling

- Live your mission on #weGiveCatholic
 - Go live and share an up close and personal view of your cause
 - Host a volunteer event so that your supporters can give back or see the great work you're doing in action during the big day



Creative Storytelling

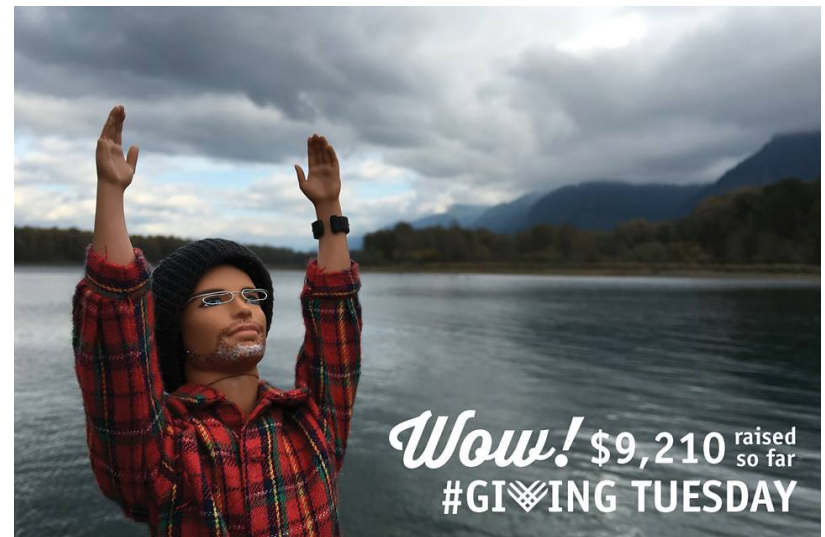
- Create a 24 Hour “Story Arc” that your supporters can follow throughout the day on Social Media

**I want you to be
a champion!**



Creative Storytelling

- Give supporters a reason to check back in and follow your progress during #weGiveCatholic



Creative Storytelling

- Create a unique hashtag to promote your campaign on #weGiveCatholic that aligns with your story and goals



Creative Crowdfunding

- Recruit your P2P fundraisers and motivate them to be more successful and raise more for your cause
 - Find incentives for your top fundraisers
 - Spark friendly competition



Creative Challenges

- Plan a Social Media Challenge leading up to the day to help you engage supporters early and capture more authentic stories connected to your cause
 - Use hashtags to collect stories and ideas easily!



Bridget Cafaro
@BridgetCafaro

I give because no one should have to go through it alone #WhyIGive #GivingBack #GivingDay2017



9:48 AM - 10 Feb 2017

Creative Challenges

- Use matching gifts or other incentives to motivate giving on #weGiveCatholic!
 - Number of donors
 - Number of dollars
 - Time period
 - New donors
 - Social Engagement



Creative Challenges

- Motivate donors to give by using each donation as an “entry” for a special incentive
 - Utilize the comment feature to collect responses from your donors during the day



Recent Donors

Anonymous \$100.00

Batman!

Bridget Cafaro \$50.00

Wonder Woman!

Anonymous \$10.00

Super Man!

Creative Outreach

- Enlist your volunteers and key supporters to help you spread the word on #weGiveCatholic
 - Flash Mob
 - Tabling
 - Phonathon
 - Chalking
 - Challenges



Creative Partnerships

- Local Businesses can help you leverage their customer base
 - Promotions
 - Publicity
 - Social Media Boosting
 - Sponsor Match
 - Employee Match



Creative Promotions

- Utilize Donation Receipts
 - Discounts at local bars or restaurants
 - Access to the kickoff or closing event
 - Provide incentive for giving throughout your community

Thank You, Bridget,
for your generous gift!



Thank you for your support of the Hangar Theatre! Your generosity is helping to create a culture of arts engagement and deepen the understanding of the human experience through live theatre experiences.

Learn more about us: <http://www.hangartheatre.org>

Here is your donation receipt from Center For The Arts At Ithaca Inc

Date: May 4, 2016

Amount: \$11.10

Organization: Center For The Arts At Ithaca Inc

EIN: 160902355

[View Your Donation History](#)

Creative Community

- Host an event!
 - Kickoff party
 - Success celebration
- Lawn signs & Posters
- Physical Promotions
- Yearly Collectables



Making it Happen

- **Think about your goals**
 - What will help you achieve them more effectively?
- **Think about your donors**
 - What segment of donors will you be targeting?
 - What will interest and excite them?
- **Think about your capacity**
 - What will bring you the best return on investment?

Timing is Everything

- **Start Now!**
- Build up your assets and ambassadors so you'll have a deep resource of shareable content as you get closer to the giving day
- Give your supporters the opportunity to engage
 - Always including calls to action
- COPE
 - Create Once, Post Everywhere

Questions?

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