



collins group
a division of
Campbell & Company

Make the Most of Giving Days

Natalie Lamberjack, CFRE, Senior Consultant

Tricia Brooks, Project Coordinator

February 25, 2014

BECAUSE **YOUR MISSION** MATTERS

Who We Are

Natalie:

- 10 years shaping annual and campaign plans
- 50+ clients, \$150M+ raised
- Passionate about sustainable practices and donor-centered approaches



Tricia:

- Recent experience in development shops
- Minnesota's Give to the Max
- Among first million Facebook users
- Enjoys strategizing about social media



Questions? Email noreah@collinsgroup.com; follow us on Twitter [@CollinsGrp](https://twitter.com/CollinsGrp) #fundraising



Why Should You Care?

- Giving days are growing
- They elevate philanthropy and make noise
- You have choices:
 - Build them into your plans
 - Send out a couple of additional communications
 - Avoid them

Questions? Email noreah@collinsgroup.com; follow us on Twitter [@CollinsGrp](https://twitter.com/CollinsGrp) #fundraising



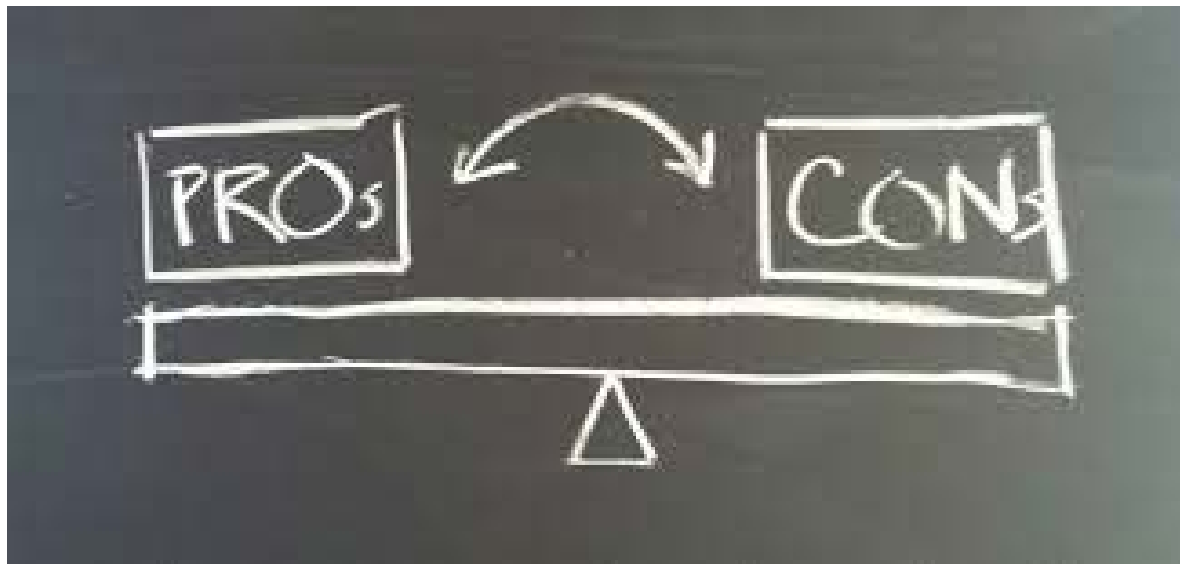
Poll: My Experience with Giving Days

- My org is considering participating in a giving day
- We've done giving days before but want better results
- We rock giving days but want to hear anything new

Questions? Email noreah@collinsgroup.com; follow us on Twitter [@CollinsGrp](https://twitter.com/CollinsGrp) #fundraising



Are They for You?



Setting Your Goals

- Raise your profile
- Acquire new donors
- Increase giving from your base
- Build social media muscle
- Create a network of ambassadors
- Engage staff and build a culture of philanthropy

Questions? Email noreah@collinsgroup.com; follow us on Twitter [@CollinsGrp](https://twitter.com/CollinsGrp) #fundraising



Next Comes Strategies

- Acquire new donors
 - Use your networks: involve them early and late
 - Consider a special match - #'s as well as \$'s



- Increase giving from your base
 - Segment
 - Personally invite donors to join in
 - Put your own mark on it

Questions? Email noreah@collinsgroup.com; follow us on Twitter [@CollinsGrp](https://twitter.com/CollinsGrp) #fundraising



Know the Rules of the Game



Questions? Email noreah@collinsgroup.com; follow us on Twitter [@CollinsGrp](https://twitter.com/CollinsGrp) #fundraising



Poll: What's my primary goal?

- Attract new donors
- Get more comfy with social media and online giving tools
- Build a network that can invite peers to give
- Get staff involved and build a culture of philanthropy
- Raise more dollars

Questions? Email noreah@collinsgroup.com; follow us on Twitter [@CollinsGrp](https://twitter.com/CollinsGrp) #fundraising



Practical Tips: Before the Day

- Incorporate giving day into annual plan
- Select your audiences
- Reminders: save the date, phone calls
- Matching and seed gifts
- Special theme or activity
- Multimedia approach – videos, pictures



PacificScienceCenter @PacSci · Apr 15

Exactly one month until GiveBIG! Is it marked on your calendar? #GiveBIG
ow.ly/k4K73



Questions? Email noreah@collinsgroup.com; follow us
on Twitter @CollinsGrp #fundraising



Co-Brand



Questions? Email noreah@collingroup.com; follow us on Twitter @CollinsGrp #fundraising



Consider Giving Yourself



The Washington Bus

Organization · 6,883 Likes

Like Page

Great news! After you GiveBig (and maybe GiveBus?) tomorrow, bring proof and the spectacular **Eltana** bagels will give you a baker's dozen or a free gift card! A .gif + a gift card = the best. You can give to the Bus starting at 12:01am right here:

The Seattle Foundation | The Washington Bus Education Fund

The Washington Bus Education Fund is a civic engagement force motivating the next generation of young leaders.

SEATTLEFOUNDATION.ORG

May 14, 2013 · Seattle, WA

Like Comment Share

8 people like this.



U. of Washington @UW · May 15

Awesome! MT @burkemuseum Join us for #free admission & extended hours (til 8pm) for #GiveBIG day! Oh, and did we mention wine?

★ 1

↻ 1

Questions? Email noreah@collinsgroup.com; follow us on Twitter @CollinsGrp #fundraising



Practical Tips: During

- Personally thank and recognize donors – no need to wait!



- Bring together your supporters
- Deputize your supporters



That's right. If you have already given to Splash, we don't want to ask you for money again. Here's what we want you to do instead (which is even more important).

SEND 10 PEOPLE THE FOLLOWING EMAIL:

Paste this into subject line:

You are the smartest person I know!

Paste this into the body:

Dear **[Name]**,

I'm sending this message today to:

1. Tell you how I know you are so smart:

[YOUR TEXT HERE. Example: Remember when you told me not to marry that awful guy? You saved me!]

2. Ask you to please donate to Splash through [this link on May 15](#), because on this one day, for 24 hours only, your gift will be "stretched" to become even larger. (Why Splash? [Watch this video.](#))

3. Tell you that if you do this for me, then you are smart enough to know that I owe you one!

Much love,
[Your Name]

With your help, we hope to raise some much needed funds, but more importantly, find more smart people like you who want to make a real, lasting difference in the health and lives of children with clean, safe water.



Get Personal



Questions? Email noreah@collinsgroup.com; follow us on Twitter @CollinsGrp #fundraising



Measure in Impact



Neighborcare Health @Neighborcare · May 15

We operate school-based clinics throughout SEA. #GiveBIG b/c some students don't receive care outside of school ow.ly/l2yEs



Seattle Children's @seattlechildren · May 15

Today your #GiveBig gift can help kids w/ serious illness go to Stamm Camp this summer. Give now: cot.ag/JT15pN



Questions? Email noreah@collinsgroup.com; follow us on Twitter @CollinsGrp #fundraising



Rally Your Supporters



Lindy West @thelindywest · May 15

Care about media literacy & filmmaking & empowering teenage girls? Help @reelgrrls reach their #GiveBig goal tonight!
seattlefoundation.org/npos/Pages/Ree...

★ 5

↻ 9

Questions? Email noreah@collinsgroup.com; follow us on Twitter @CollinsGrp #fundraising



Humor Helps



Woodland Park Zoo @woodlandparkzoo · 2 May 2012

Kitty knows the satisfaction of a good stretch! #GiveBIG to tigers & stretch your gift: bit.ly/GiveBIG #wpztiger pic.twitter.com/RygA166r

Expand

Reply Retweet Favorite More



Practical Tips: After

- More thanking!
- Share results – go beyond dollars raised and number of donors – include what you're doing with money and impact
- Follow-up calls or surveys to share more information/find out more



Thank Big



Questions? Email noreah@collingroup.com; follow us on Twitter [@CollinsGrp](https://twitter.com/CollinsGrp) #fundraising



Cutting Through the Noise

- Mission, Impact, Humor, Gratitude
- Segment your lists so you aren't bombarding groups, like those who have recently given
- Respect and respond when supporters say "no thanks"
- Experiment and have fun!



Your turn

