

Giving Day 101

Sarah Rose



2019 Petrus Leadership Conference
June 23-26 | Oklahoma City, OK





Giving Day 101

- Planning
- Communications
- Ambassadors



The image shows a top-down view of a collaborative meeting around a table. The word "PLAN" is written in large, white, hand-drawn letters on a central pink oval. The table is covered with various hand-drawn diagrams and icons, including a lightbulb, gears, a magnifying glass, a globe, a computer monitor, and a Venn diagram with circles labeled A, B, and C. Several hands are visible, holding markers and pointing at the diagrams, indicating active participation and discussion.

PLAN

What do we need to have a Giving Day?



Be able to receive
Online Donations



Digital Communications



Set Goals

- What are you trying to achieve with this Giving Day?
 - Dollars to be Raised
 - Number of Donors
 - Number of New Donors
 - Number of Volunteers
 - % of Participation among key groups -- staff, students, alumni, etc.

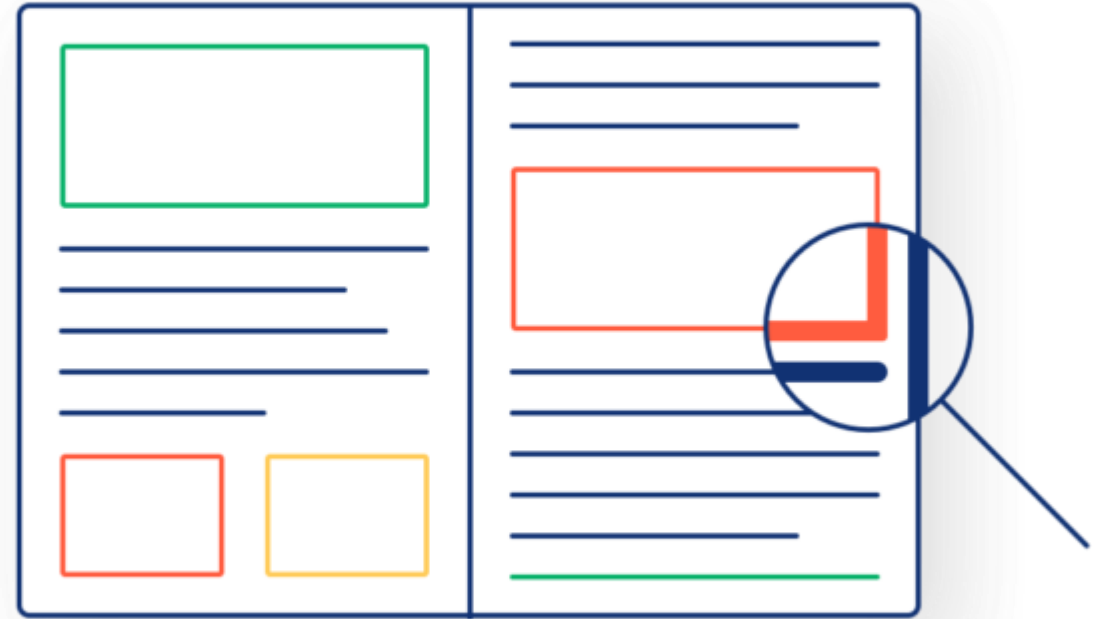




COMMUNICATIONS

Communications - Schedule

- E-mails
- Social Media
- Live Stream
- Events
- Press Releases
- Matching Challenges



Communications – Matching Challenges

- First project/program to reach their goal
- Most unique donors in a particular timeframe
- Most referrals from a particular business partner
- Hourly prizes to random donors, to keep the excitement going, particularly during the overnight hours
- Fund with the most international donors
- Ministry with largest participation in a given hour or time frame
- Ministry with most social media buzz
- Eager Beaver – Most dollars raised before the day of the give.
- 2019 Prize – The student group to whom the 2,019th donor donates. \$2,019
- Power Hour
- Social Media Creative – Most creative social media post on Facebook or Instagram. The post must tag the giving day to be eligible.



Communications - Messaging Tips

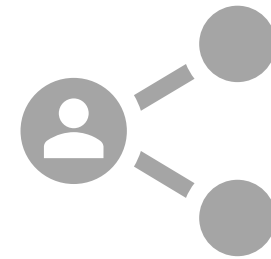
- Most important information first
- Short, compelling story
- Explain exactly why & why now
- Breakdown of funds used for
- Spelling & grammar are important!
- Break long text into sections with headings
- Giving Day hashtag
- Link to your Giving Day page
- Call to Action



Communications – Call to Action



Give



Share



Communications – Getting Social

- Ask community to upload photos
- Ask questions to generate new posts, comments and stories
 - What is your favorite memory?
 - How has [our ministry] made you feel?
 - How did you feel when you first discovered [our ministry]?
 - Who introduced you to [our ministry]?
 - What is one reason that you continue to support us?
 - What impact have you witnessed in the community because of our work?
- Encourage videos



Ambassadors

Ambassadors will distribute content and be ready to support and answer questions.

Encourage them to use pre-prepared posts, tweets, and visuals in the days leading up to the Giving Day and then hourly on the Giving Day.



The power of one donor



ON AVERAGE, A DONOR CAN RAISE
\$568 THROUGH AN INDIVIDUAL
CROWDFUNDING PAGE.



AN AVERAGE DONATION TO A
CROWDFUNDING CAMPAIGN IS \$66.

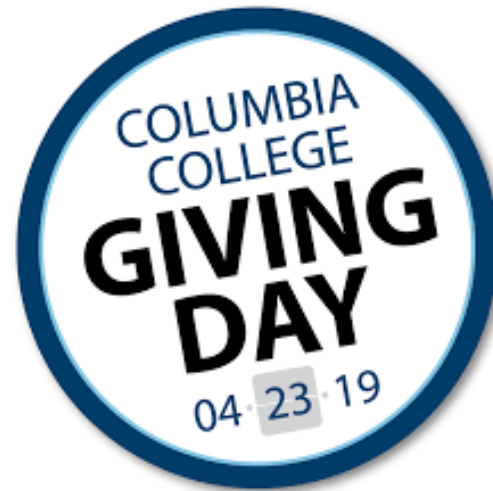


OVER 50% OF PEOPLE WHO RECEIVE
AN EMAIL ABOUT A CROWDFUNDING
CAMPAIGN DONATE.



Giving Day Examples

- Dayofgiving.purdue.edu
- Stmarysgives.aggiecatholic.org
- Givingday.Columbia.edu
- Givingday.umd.edu



Speaker Name
Company
Contact Information (Optional)



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