

# Planning YOUR Successful Gives Day Campaign

February 9, 2017

[AZGives.org](http://AZGives.org)

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**GIVES ★ DAY**  
**APRIL 4, 2017**



Presenting Partner:



Platinum Partner:



Gold Partner:



Silver Partners:



Hickey Family Foundation



Copper Partner:



Bronze Partner:



Marketing Partners:



CASUAL  
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In-Kind Promotional Partners:



**frontdoors news**  
connecting arizona ■ philanthropy ■ culture ■ society

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## Housekeeping

- Webinar will be recorded and added to [www.azgives.org/faq](http://www.azgives.org/faq) for future viewing
- A link with today's materials will be sent out to everyone who registered for this webinar
- The next webinar is *Public Relations Best Practices* on February 15
- A final webinar, *What To Do After Arizona Gives Day*, will be scheduled for late March.
- Previous webinars, *Sign Up & Set Up* and *Social Media Best Practices*, are available on our website as well.

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## Past Participating Organizations

- Organizations who have participated the last two years:
  - Bypass Inquiry process and immediately begin working on your profile page (log in with your email and create new password)
  - Deadline to complete profile page is March 10
  - For information regarding your Click&Pledge merchant account go to [azgives.com/faq](http://azgives.com/faq)

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## New Organizations Participating

- New Organizations:

- Complete initial Inquiry/Registration - verifying your 501c3 status.
- Confirmation sent once approved to begin working on profile page (log in with your email and create new password)
- Deadline to inquire/register is March 4
- Deadline to complete profile page is March 10

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## 2016 Numbers

- **Total Raised:** \$2.84 Million (30% increase from 2015)
- **Averaged raised per nonprofit:** \$3,185
- **Total Donors:** 16,450 unique donors
- **Total Donations:** 21,129
- **Average donation size:** \$114
- **Average Gift per Donor:** \$147 (29% increase over 2015)

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## 2016 Survey Findings - Donors

- **New Donors:** 48% said it was their first time giving on Arizona Gives Day
- **First Time Donating:** 35% of donors gave to a nonprofit they'd never given to before
- **Donors Prompted:** 70% of donors said AGD promoted them to give a gift they wouldn't have otherwise given
- **Likely To Give Again:** 87% are very or extremely likely to donate again next year

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## 2016 Survey Findings - Nonprofits

- **Additional Money:** 91% of nonprofits said Arizona Gives Day helped them raise additional money they wouldn't have otherwise raised
- **Campaign Strategy:**
  - 70% of nonprofits said they used an email campaign strategy
  - 75% used a social media campaign strategy

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## Considerations For A Successful Campaign

- Planning Your Campaign
- Sharing Your Message
- Engaging Your Team
- Asking For Donations
- Finishing Strong

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## Planning Your Campaign

- Have fun and get everyone involved
- You get out of it what you put into it
- Use your strengths and resources
  - What's unique to your nonprofit?
  - Who do you know?
- Get creative with promotion
- Goal Setting
  - Dollars, Donors, Contacts
  - Education, Impressions
  - Stretch Goals

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## Sharing Your Message

- Reach out to new audiences
- Leverage matching grant(s) and/or incentive prizes ([azgives.org/faq](http://azgives.org/faq))
- Marketing Tools
  - Logos, posters, t-shirt design
  - Graphics and template posts for social media
- Maximize Your Profile Page
  - Add pictures and videos
  - Complete More About Us, Programs and Events
- Storytelling
  - Clear, concise and consistent
  - Why you're raising money
  - How do you serve the community
- Don't over saturate with emails

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## Engaging Your Team

- Staff – Your Leaders and Cheerleaders
- Board Member Connections
  - Big differentiator from year to year
- Reluctant Staff Members
- Volunteers
  - Give specific jobs, scripts and tools
  - Day of support
- Partner with Community Businesses

### • Tasks For The Team

- Help with planning and creativity
- Create donor prospect lists
- Ask community business to partner with you
- Make personal calls
- Send personal emails
- Share social media posts
- Make thank you calls on Arizona Gives Day
- Write thank you letters/notes

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## Asking For Donations

- 'One To One' or Personal Requests
- Prospecting
- Board Member Engagement
- Profile Page – Donation Levels
- Referral Campaign
- Matching Grant(s) and Power Hours
- Scheduling Donations
  - Donor appointment setting
  - Schedule charges for April 4 in advance

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## Finishing Strong

- Count Down Communications
- Day Of Plan
- Download Reports
- Follow Up
  - Thank donors
  - Thank volunteers, board and team
  - Cultivate donor relationships
- Document and Leverage Successes
  - Set goals for next year
- Celebrate!

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## Make Sure To...

- Use your unique URL ([www.azgives.org/aznonprofits](http://www.azgives.org/aznonprofits))
- #AZGivesDay
- Follow Arizona Gives Day on Facebook.com/ArizonaGivesDay
- Follow Arizona Gives Day on Twitter @azgives
- Articles on best practices – helpful resource (beginning mid-Feb)
- Subscribe to the Alliance of Arizona Nonprofits bi-weekly newsletter for updates – it's Free ([www.arizonanonprofits.com/subscribe](http://www.arizonanonprofits.com/subscribe))

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## Reminders

- Harness The Power Of Collective Giving
- Plan, Plan, Plan
- Get Everyone Involved
- Assist The Nonprofit Community
- Follow Up & Cultivate Relationships!

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# Questions?

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