Planning YOUR Successful Gives Day Campaign

February 9, 2017



Presenting Partner:





Platinum Partner:

Silver Partners:

















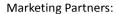




Bronze Partner:

Gold Partner:









In-Kind Promotional Partners:







Housekeeping

- Webinar will be recorded and added to 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 schedule 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

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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



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:** <u>70%</u> 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



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



Sharing Your Message

- Reach out to new audiences
- Leverage matching grant(s) and/or incentive prizes (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



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



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!



Make Sure To...

- Use your unique URL (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)



Reminders

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



Questions?

Arizona Gives Day brought to you by:





