

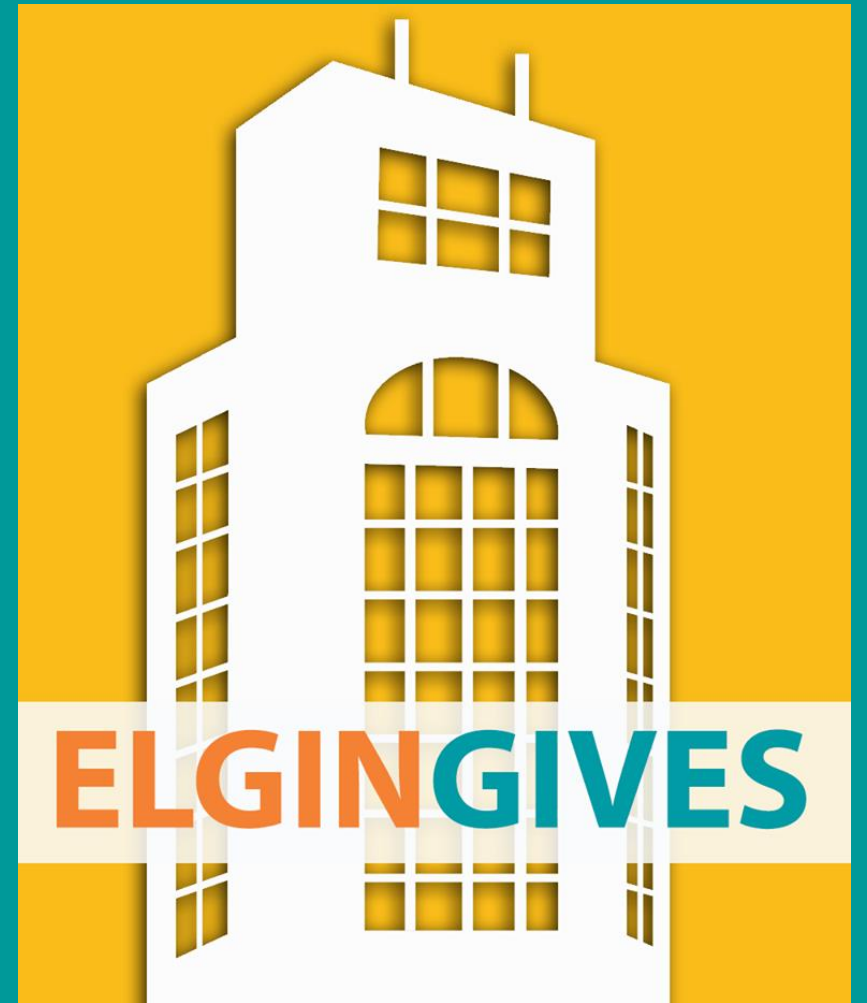
Giving Tuesday: It's All About the Plan

September 18, 2018

Presented by Elgin Gives

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Homework

Recap

- REGISTER—Elgin Gives/ILGIVE
- ASSESS online giving capacity?
- CONSIDER platforms you will use?
 - ✓ Campaign landing page
 - ✓ Online donation processing
 - ✓ Mass email
 - ✓ Social media
- REFLECT on your story?
- ASSESS your communications toolbox
 - ✓ Images
 - ✓ Testimonials
 - ✓ Video
 - ✓ Compelling cases
- CONSIDER potential financial and donor goals

Elements of a Successful Giving Tuesday Plan



#GIVINGTUESDAY™

November 27, 2018

- Organized timeline (see ElginGives.org to get yours!)
- A dedicated team
- Strategic, timely communications
- Compelling storytelling
- Clear, thoughtful, tangible goals

Your Team

- Who will be involved in your campaign?
 - ✓ Board Members
 - ✓ Staff
 - ✓ Volunteers
 - ✓ Advocates
 - ✓ Other?

Your Team

Staff

- How many staff do you have? How many people can or should be involved?
- Development, Marketing, Communications, Executive/CEO – what is each person's role in this day?
- Small staff? Identify key **PRIORITIES**

Your Team

Board

- Inform and involve your Board now
 - ✓ Explain Board's role/expectations for Giving Tuesday
 - ✓ Share resources (Elgin Gives presentations and materials available at elgingives.org)
 - ✓ Introduce/orchestrate peer-to-peer campaigns with separate timeline, deadlines, prospect ideas, templates, and goals
 - ✓ Host a kickoff Board meeting
 - ✓ Need ideas? Mark your calendars for the Board-focused workshop in October and invite volunteer leadership

Your Team

Donors

- Your major donors are a huge asset to your Giving Tuesday efforts!
- A matching gift increases someone's chance of giving by 71% and the average gift size by 51%!

Source: doublethedonation.com

- Identify potential campaign sponsors—corporate, foundation, individual?
- Recruit a matching gift sponsor with clear information about:
 - ✓ The significance of your participation in Giving Tuesday
 - ✓ How their contribution will make a difference
 - ✓ Any parameters on the gift, maximum number of dollars to be matched, etc.
 - ✓ Recognition opportunities
- Don't forget—individuals can be involved in meaningful ways

Your Giving Tuesday Committee

Invite a mix of your organization's best ambassadors to serve on an advisory committee



Storytelling

A Game Changer

Effective storytelling shapes ALL communications

- Your story is who you impact, what you accomplish, and the tangible, real evidence of why your organization is needed
- Mission, statistics, budget items, data—this is only part of your story
- Imagery
- Personal testimonials
- Quotes
- The human touch!

Storytelling

Five Principles

Principles for More Effective Communications

- Communicate in **images**
- Invoke **emotion with intention**
- Create meaningful **calls to action**
- Tell **better stories**

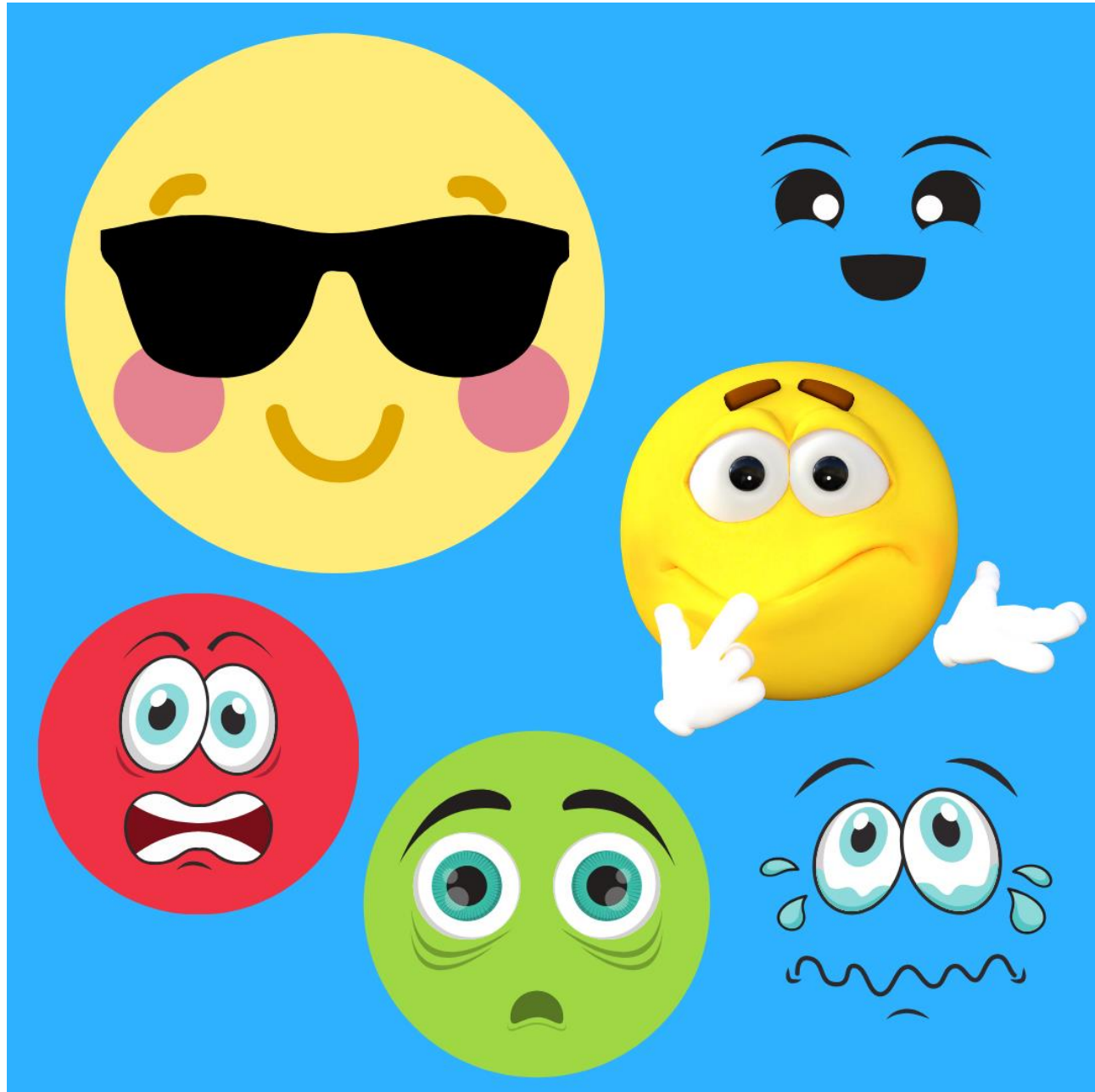
Storytelling

How do you enter a cocktail party?




Storytelling

Communicate in
Images



Storytelling

Invoke Emotion
with Intention

The background of the quote is a soft-focus image of a sun rising through a flower silhouette. The sun is a bright, glowing orb in the center, partially obscured by the dark, intricate petals of a flower. The sky is a mix of light and dark clouds, creating a dramatic, atmospheric effect. The overall tone is warm and inspirational.

"I've learned that people will
forget what you said,
people will forget
what you did,
but people will never forget
how you made them feel."

Maya Angelou

Storytelling

Uncovering Your Story

- Yourself: You Have Stories to Tell:
 - ✓ Moments when you realized why you do what you do
- Go on a story telling hunt!
 - ✓ Review your standard text materials. Are there stories to be told?
 - ✓ Review your current imagery. What is most compelling? What images reveal the story of your organization?
- Get help!
 - ✓ Ask for stories, quotes, and pictures from your staff, Board, donors, and volunteers. Maybe even your matching donor!

Storytelling

Small Group

- Explore Your Story!

Communication

What Are Your Tools?

- What are your tools for communication?
 - Email
 - Social media
 - Hard mailings
 - Posters/fliers/palm cards
 - Phone calls
 - Other?
- Again, one size does not fit all! Pick which of these have proven most effective for your organization, and which fit your time, budget, and manpower.
- Utilize the Elgin Gives timeline to decide when to use each tool, and for which communication

Communication

What Is The
Message?

It's Coming!

- Leading up to Giving Tuesday, you should:
 - ✓ Create a sense of anticipation
 - ✓ Spread the word
 - ✓ Let donors know **THEY** are needed
 - ✓ Tell your story!

Communication

What Is The
Message?

It's Here!

- The big day has arrived! On Giving Tuesday you want to:
 - ✓ Create a sense of urgency
 - ✓ Communicate your progress toward your goal
 - ✓ Update and thank donors and team in real time
 - ✓ Dedicate the day to non-stop communication

Communication

What Is The Message?

Celebrate!

- Anticipation, urgency leads to more anticipation
 - ✓ Communicate outcomes to your Board and all constituents
 - ✓ Send thank you email to all who contributed and participated
 - ✓ Announce on website and social media as soon as possible – don't wait too long!
 - ✓ Tell people what this day accomplished for your community

Setting Your Goals

What are your campaign goals?

- ✓ Donations
- ✓ Donors—new, retained, renewed

Setting Your Goals

- Dollars Raised
 - ✓ Look at last year and the year prior. How much did you increase? Can you bump that up this year?
 - ✓ If this is your first Giving Tuesday, what would you like to raise? What dollar amount would carry weight and purpose?
 - ✓ Think creatively - \$50 for 50 Years, Fund X number of meals, etc

Setting Your Goals

- Donors Acquired
 - ✓ How many donors would you like to see come into your fold as donors on Giving Tuesday?
 - ✓ How many Peer to Peers do you have? How many would they bring in?
 - ✓ How many new donors do you currently bring in each year?

Setting Your Goals

- Donors Retained
 - ✓ What is your current donor retention rate from year to year?
 - ✓ What will help you retain those donors?
 - ✓ Communications meant just for them – create an email list

Communicating Your Goals

To Your Board

- Let them know why you and your staff chose the goals you did
- Make sure they understand their part to play. How many dollars is the Board responsible for? How many new donors? Are they helping to retain their donors they brought in in past years?
- Give your Board solid, concrete expectations in helping reach the organization's goals.

Communicating Your Goals

To Your Donors

- Post your goal as soon as it is firmly set
- A catchy hashtag or catch phrase might be useful and fun!
- Let them know the purpose of this goal. What will it accomplish?
- Your goal is part of your story

Communicating Your Our Goals

To Your Volunteers

- If you have a Giving Tuesday committee, they need to know the goals and what they represent

Your Timeline

The engine pushing your campaign forward

- One size does not fit all – tailor the Elgin Gives 12 week timeline to your organization!
- What timeline elements are in your financial and human resource capacity?
- Remember—dates and deadlines drive the world!
- If you're new, ask an experienced Giving Tuesday nonprofit for ideas and tips of what to include in your timeline

- For more storytelling information and how-to's, go to
- https://ssir.org/articles/entry/the_science_of_what_makes_people_care
- Stanford Social Innovation Review: The Science of What Makes People Care
- Network for Good – Storytelling for Nonprofits
- <https://learn.networkforgood.com/storytelling-guide.html>



Q&A

Helpful URLS

Helpful URLs

- ElginGives
www.elgingives.org
- #ILGive
www.ilgive.org
- Giving Tuesday
www.givingtuesday.org
- ElginGives Facebook Page
www.facebook.com/elgingives
- GiveGab
www.givegab.com

Giving Tuesday: It's All About the Plan

ElginGives.org

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