



5 NONPROFITS SHARE THEIR BEST FUNDRAISING STRATEGIES

2016 prize recipients reveal how they engage donors for the big day

Arizona Gives Day gives nonprofits an opportunity to earn a hefty bonus: Incentive prizes go to organizations raising the most money in various categories or for other activities throughout the day. Last year, \$175,000 in awards were given to 38 nonprofits. In 2017, prizes will be given to over 90 nonprofits. Here, 2016's prize winners offer their top strategies for engaging donors. (Find leaderboard prize information at www.azgives.org/faq.)

1

Start early.

Arizona Gives Day is our biggest fundraising day of the year. We build up excitement by starting to communicate with our donors and volunteers at least a month in advance. In addition to setting a fundraising goal, we also plan a special event and send special program communications. We released a new video about our programs to restore Sabino and Tanque Verde creeks, which was shared widely by email and social media. In the evening, we had a happy hour party at one of the local micro-breweries, and encouraged people to give during the event.

– Lisa Shipek, Executive Director, [Watershed Management Group](#)

2

Help your volunteers help you.

Using peer-to-peer fundraising, we encouraged our volunteers and community members to set up their own campaign pages through the Arizona Gives Day website. We helped by providing instructions and screenshots. This allowed them to tell their own stories about why they give to our foundation and the impact it has on their lives. As they shared their personal pages with their networks, the results were amazing — people from all over the country, and even outside the country, donated. The effort truly helped us spread our wings.

– Kaylie Marsh Medansky, Executive Director, [Swift Youth Foundation](#)

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3

Launch a corporate challenge.

We had a great corporate challenge from Frontier Communications, which offered to match \$5,000 if we could raise that much by noon. We raised it before 8:30 a.m.! We also updated our Facebook page every hour, letting our supporters know when we'd hit benchmarks, and encouraging them to contact their friends and families to keep the momentum going. Lastly, everyone had their eyes on the prize of the leaderboard. We narrowly missed a place on it in 2015, and we were all very motivated to finish strong. This was a huge incentive that encouraged everyone to give a little more and get their friends and family members involved.

– Betsyann Wilson, Executive Director, [Northland Pioneer College Friends & Family](#)

4

Gather momentum on social media and through email.

Prior to the event, to help create a buzz and excitement we posted regularly on Facebook that we would be participating. We also posted throughout the day to keep people in the loop about our progress. In March, we shared about Arizona Gives Day in our E-newsletter and started spreading the word about our participation. We also had our staff on board to help promote our involvement. We kept staff in the loop on our progress during the day, and came together at lunch for a group activity. For an added boost, a donor stepped forward to match donations up to \$2,000.

– Lisa Robinson, Director of Development, [Tu Nidito](#)

5

Inspire the community on the campaign trail.

Our goal has been to inspire local philanthropy in our community by promoting Arizona Gives Day through the Hopi value of Sumi'ngawa, "The people coming together for the benefit of all." Therefore, our strategy was focused on increasing our number of local donors versus focusing on dollars raised. We did this by highlighting impact stories of our work in the community through public radio, social media outlets and direct email, and through text with our volunteers and past beneficiaries of our programs. We also work collaboratively with other local nonprofits to sponsor a "Campaign Trail" through the Hopi Reservation at various locations along Highway 264 and across a span of 60 miles to help create visibility and engage new donors in the community throughout the day.

– Monica Nuvamsa, Executive Director, [The Hopi Foundation](#)

SHARE YOUR STORY

Engage current and new donors this April on Arizona Gives Day 2017.

Get involved at www.azgives.org.

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