WHAT A (BIG!) DIFFERENCE A DAY MAKES

Arizona Gives Day can have real benefits for large nonprofits without impacting other fundraising efforts

During one day of online giving, Arizonans will open their hearts and wallets to support their favorite causes. It's a whirlwind of just 24 hours, but the tangible and intangible impacts of Arizona Gives Day can be long-lasting for larger nonprofits.

"We have definitely seen an increase in overall awareness, which has been great," says Nicole Peña, director of marketing and public relations for the Phoenix Rescue Mission, which has participated in Arizona Gives Day every year.

"We have used the momentum of the campaign to reach out to donors at risk of lapsing and told them about the power of making a gift on Arizona Gives Day. We also make sure we let our donors know how we did in the competition overall the next day. It is truly a day where we feel the love."

Peña says participating nonprofits should share their story, and personalize their outreach to donors.

"Since our annual Easter Campaign is such an important fundraising event for Phoenix Rescue Mission, we approached donors who hadn't made a gift to our organization in nine months," she says. "We set up a volunteer call bank and let them know we needed their help to make it to the top of the leaderboard. It gave us a chance to personally talk to our donors.

Participating in Arizona Gives Day has not detracted from the Phoenix Rescue Mission's other fundraising, Peña says. "We have seen only positive results," she adds. "We were very worried that participating might jeopardize our other efforts, but we have not found this to be the case."

Peña encourages other nonprofit leaders to analyze their donor retention efforts and use Arizona Gives Day to reenergize segments of their donor file who are at-risk.

"Look at who is giving one time and not giving again, or at a particular segment of your donor file and reach out," she says. "The first year I did this I was in shock at how friendly our donors were. Most did not realize that they hadn't made a gift in a while and were happy to help us get to the top of the leaderboard."

SIGN UP

Visit **www.azgives.org** to learn more about how Arizona Gives Day 2017 can amplify your fundraising.