



MAXIMIZE YOUR POWER HOUR: WIN BIG ON ARIZONA GIVES DAY

Learn how one Arizona nonprofit successfully engaged the community to win Power Hour prizes

Whether this is your organization's first Arizona Gives Day or you're an old pro, you're likely familiar with the idea of the power hour, which is an opportunity for nonprofits to win prize money by asking their constituents to donate at or above a particular dollar amount during one hour of the day instead of spreading their donations throughout the day. But do you know how to maximize that hour for big results?

We asked Tiane Kennedy, Public Relations Director at GAP Ministries, to offer her advice on how to make a power hour work to your advantage.

Q: How has the power hour helped GAP achieve their goals on Arizona Gives Day?

A: For GAP, we found the power hour was a better opportunity for us because the competition in our division (large nonprofits) was great. It's fun to get a "win" whatever the category — donors like a good competition and tend to get involved if there's prize money involved, and the extra money for our efforts is a nice bonus.

Q: How can nonprofits engage their community to win power hour prizes?

A: Each nonprofit has to come up with their own strategy for winning and look at a number of different factors. Which of the power hours will likely have more competition? Which hour will be easiest to get our donors to participate in — early morning, mid-day or evening? Then you have to decide how to get the word out to your current constituents and also to new people: email, Facebook, personal phone calls, face-to-face ask, direct mail or a combination of all of these.

Q: What are some strategies that you've seen work?

A: Every group does it differently. I know one organization that has a party at a bar near the college campus and talks to people coming by. Another good idea is to divide up the hour into segments and have matching donors who have committed to match whatever comes in for their segment. Each year organizations come up with new and exciting ways to pull ahead of the pack, so you have to think outside the box and try new things. And most importantly, have fun with it and get everyone in your organization pumped up to be involved.