



7 EARN-BIG STRATEGIES FOR 2017

Discover how to generate excitement — and donations — on Arizona Gives Day 2017

To make sure your nonprofit realizes the full potential of Arizona Gives Day 2017, here are some fun, easy ideas to highlight your cause and inspire donors.

- 1 Make offers.**

Several nonprofits have teamed with their for-profit business supporters to offer unique incentives or discounts, says Kristen Merrifield, Chief Executive Officer of the Alliance of Arizona Nonprofits, co-founder of the event. In 2016, for example, one nonprofit joined with a local bakery that created a special cupcake, with all proceeds going to the nonprofit on Gives Day.
- 2 Promote power hours.**

With power hours, Merrifield says, “You can focus your promotion efforts on the hour in which you feel you have the best chance of generating donations. You could even assign a specific group, like your board, staff or volunteer groups, to a specific power hour and let them run a campaign.”
- 3 Go to the video.**

“A video allows you to truly showcase how your nonprofit is helping to solve an issue in our community,” Merrifield says. “It also allows your current donors or your clients to speak for themselves through recorded testimonials.” On the Arizona Gives Day website, videos can be loaded to nonprofit profiles through the login portal.
- 4 Plan a party or open house.**

One nonprofit held an open house during its power hour, and encouraged attendees to make donations, Merrifield says. Others have held a happy hour at the end of the day, encouraging people to donate via their mobile devices.
- 5 Foster competition.**

Introducing a spirit of competition can help spur increased giving. “The Arizona Gives platform allows for nonprofits to have ‘campaigns’ tied to their accounts,” Merrifield notes. “This is a great way to engage your board members in a little friendly competition.”
- 6 Be social.**

“Because Arizona Gives Day is an online giving event,” Merrifield says, “social media is definitely an area you should include in your campaign plans.” Ask donors to post why they gave, for example, or have them share on their own social channels. Post trivia questions and reward those who comment with the correct answer.



7 Get creative.

The more creative you are with outreach, the more excitement it will create for donors, Merrifield says. "We had one nonprofit use Arizona Gives Day to raise money for new buses they needed. They made a really cute, fun video where they even named the buses. It was memorable and lots of fun. As the day went on, they updated their donors on where they were with each bus — by name of course!"

8 Take advantage of prescheduled donations.

Beginning February 20, encourage your constituents to make prescheduled donations on www.azgives.org. "This is an incredible opportunity to ask your followers to take action immediately, rather than wait until April 4," Merrifield says. "This feature is making it easier than ever to invest in Arizona and there are now prizes for organizations who have the most dollars in prescheduled donations this year."



PLAN AHEAD

Arizona Gives Day 2017 is on April 4, so it's not too soon to prepare. Discover more at www.azgives.org.