

MIDLANDS GIVES

Powered by CENTRAL CAROLINA
Community Foundation

**2018 Midlands Gives 101:
Setting Goals & Developing Your Workplan for a
Successful May 1st**

Who to Thank?



CENTRAL CAROLINA
**Community
Foundation**



Together SC
ALLIES FOR GOOD

Who To Thank?



Save The Date!



PACK THE PARK FOR MIDLANDS GIVES

2018 FUNDRAISER WITH THE COLUMBIA FIREFLIES

Date
TUESDAY,
AUGUST 7th

Game Time
7:05PM

Opponent
GREENVILLE
DRIVE

ALL-STAR SEATS

ENJOY A NIGHT OF FUN AT THE BALLPARK WITH FAMILY AND FRIENDS IN THE PALMETTO CITIZENS FCU ALL-STAR SEATS. TICKETS ARE ONLY \$10! \$5 FROM EACH TICKET WILL BE DONATED BACK TO THE NON-PROFIT!

CHANCE TO WIN ADDITIONAL CASH DONATIONS

THE TOP THREE SELLING NON-PROFITS WILL WIN ADDITIONAL CASH DONATIONS FROM THE COLUMBIA FIREFLIES!

\$2 TUESDAY

SOFT DRINKS, HOT DOGS AND POPCORN ARE ALL JUST \$2!

POST-GAME RUN THE BASES

STICK AROUND AFTER THE GAME TO RUN THE SAME BASES AS THE FIREFLIES!

TICKET PICK UP

TICKETS WILL BE AVAILABLE FOR PICK UP AT THE COLUMBIA FIREFLIES BOX OFFICE STARTING MONDAY, AUGUST 6th FROM 9AM-6PM AND TUESDAY AUGUST 7th FROM 9AM-4PM. ANY TICKETS NOT PICKED UP WILL BE AVAILABLE AT WILL CALL. TICKETS WILL BE UNDER THE NON-PROFIT'S NAME AND THEN YOUR NAME.

Training Overview

- Midlands Gives 101 → Strategy
- Midlands Gives Webinars → Logistics
- Together SC Webinars → Skill Development

Returning Nonprofits Training Requirements

- Attend ONE Training
- Choice of Midlands Gives 101 or a Together SC webinar

New Nonprofits Training Requirements

- Attend TWO Trainings
- One (1) Midlands Gives 101 Session
- One (1) Together SC webinar

Agenda

- Goal Setting
- Best Practices
- Case Study
- Wrap-Up & Questions

8-Week Workplan



8 Week Workplan for a Successful May 1st!

An interactive workbook to help you create, plan and implement your 8 week Midlands Gives campaign



Best Practice #1: BOARD ENGAGEMENT

Board participation is a crucial element for success on May 2nd. How will you activate them to assist with your Midlands Gives campaign?

1. What will be your goal for board giving? (100%, increase from last year)

2. What prize challenges will you and your board attempt to win?

3. What donor engagement strategies will you use?

4. What social media activities will you ask of your board?

5. What other communication/marketing activities will you ask of your board?

6. What other tasks or strategies will you ask of your board?

Notes:

Getting Started: Goal Setting

Goals for the Midlands Gives are more than financial. Manage your expectations for setting your overall philanthropic goals: new donors, visibility, marketing, social media.

1. What is your financial goal for Midlands Gives?

How much do you want to raise?

Week Eight (March 6 - 10) Meet, Plan, Discuss

Checklist

- Set weekly meetings with your staff or volunteers who will be assisting with your campaign
- Make sure you have completed filling out your plan
- If you are creating special printed materials, decide what those will be and begin design & production
- Decide on what and how many prize challenges you will attempt to win
- Finalize donor email/contact lists and make sure all information is ready to use
- Create outreach strategy for current donors

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

Your Midlands Gives Goal



Midlands Gives Goals



- Create a community event around giving online
- Improve nonprofit capacity
- Build awareness of local nonprofits

Your Midlands Gives Goal



Getting Started: Questions to Ask

**Why did your nonprofit
choose to participate
in Midlands Gives?**

**What are you hoping to
accomplish?**



Your Midlands Gives Goal



Nonprofit's Top Reasons for Participating in 2017:

- To Raise Awareness About the Organization (83%)
- To Reach New Donors (83%)
- To Be Part of a Community-Wide Effort (69%)
- To Raise Money for Operations (51%)
- To Reach Current Donors In a New Way (49%)

Your Midlands Gives Goal



Popular Goal Categories for Giving Days:

- Financial
- New Donors
- Visibility/Awareness
- Social Media Growth

Other Goal Ideas:

- Stronger board
- Build capacity, gain skills
- Collaboration
- Staff Development
- Networking/Building Relationships

Your Midlands Gives Goal



Setting Realistic Goals:

2017 Event Results	All Nonprofits	Budgets < \$750K	Budgets > \$750K
Number of NPOs	337	251	86
Avg. Raised Per NPO	\$3,673	\$3,348	\$5,882
AVG # Of Gifts	41	37	41
AVG Donation Amount	\$88.07	\$82.47	\$98.61
% of New Donors	46%	NA	NA

Your Midlands Gives Goal



Create a Plan to Accomplish Your Goal

Develop and Execute Your Plan

Using your notes from the best practices, you are now ready to put it all together. Use the template below to create your 8-week workplan.

Keep in mind that the first 4 weeks of your plan should be dedicated to planning and preparation. The 2nd half of your plan should be implementing, starting with soft marketing, then transitioning into heavy marketing at the 2 week mark.

Midlands Gives Giving Goals:

Dollar Goal: _____

Donor Goal: _____

New Donor Goal: _____

Matching Gift Goal: _____

We will compete for the following prize challenges:

Other goals:

What is your plan to accomplish these goals?

Goal: Visibility

Strategy:
Grow Social Media Followers

Tactic:
Social Media “Tell a Friend” Promotion

Measure of Success:
Participation, # of times hashtag is used



Reflection Question

What is your Midlands Gives goal?

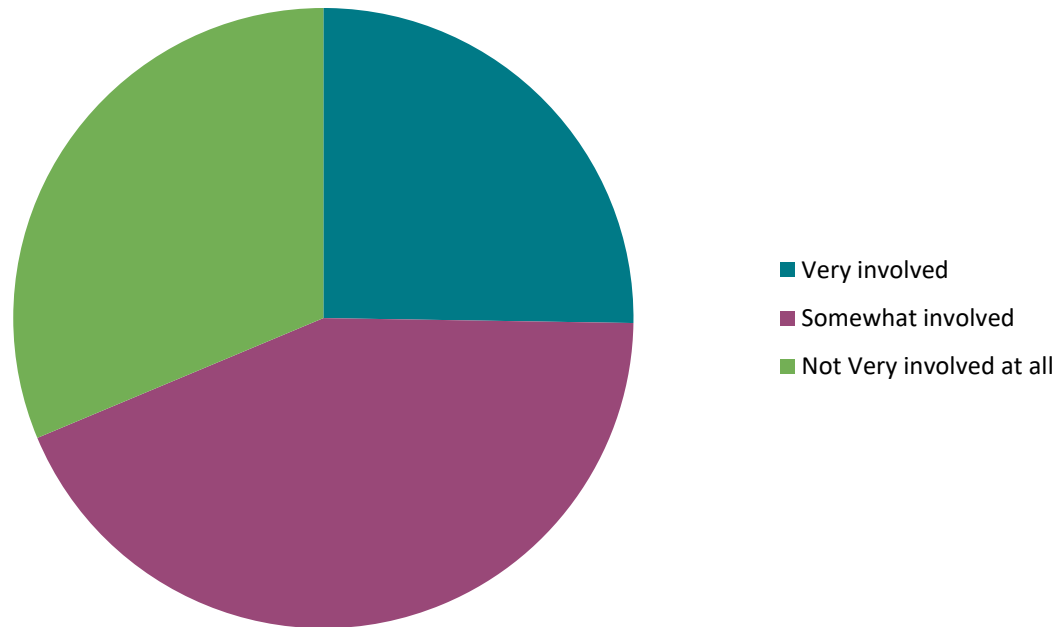


Board Engagement



Board Engagement

How involved was your board in your
Midlands Gives campaign?



Higher Board Engagement
Leads to:

- More \$\$ and donors
- Sense of purpose and pride among board
- Board/Staff alignment

*From 2017 Nonprofit Survey

Board Engagement

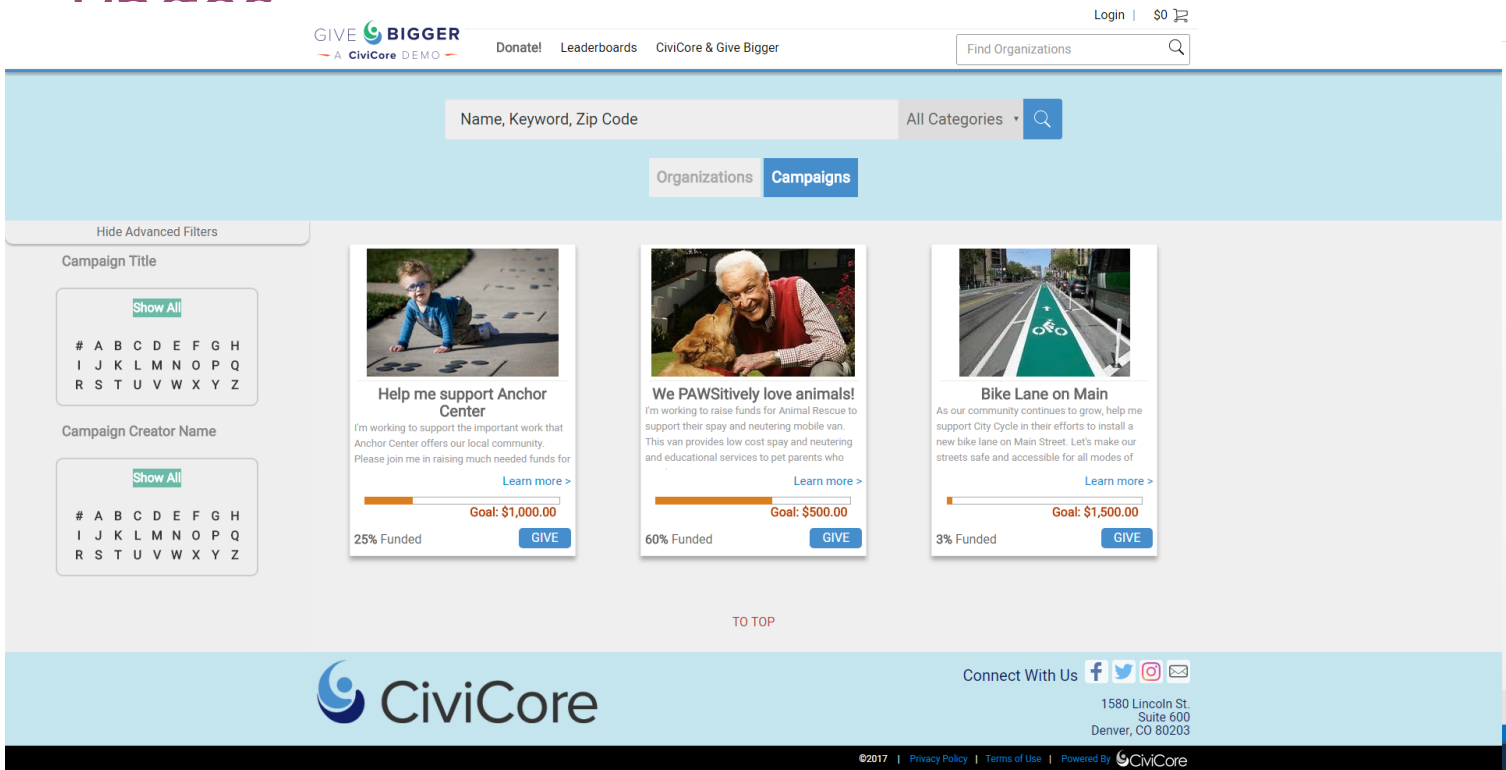


Poll the Audience:

**What ideas do YOU have for
Board Engagement?**

Board Engagement

Incentivize Engagement with Prizes, Matches & Champion



The screenshot shows the Give Bigger CiviCore DEMO website interface. At the top, there's a navigation bar with "GIVE BIGGER CiviCore DEMO", "Donate!", "Leaderboards", "CiviCore & Give Bigger", a search bar "Find Organizations", and links for "Login" and "\$0". Below the navigation bar is a search section with a text input "Name, Keyword, Zip Code", a dropdown "All Categories", and a search button. The main content area is divided into two tabs: "Organizations" and "Campaigns". The "Campaigns" tab is active, showing three campaign cards. Each card includes a title, a description, a progress bar, a goal amount, and a "GIVE" button. The first campaign is "Help me support Anchor Center" with a goal of \$1,000.00 and 25% funded. The second is "We PAWSitively love animals!" with a goal of \$500.00 and 60% funded. The third is "Bike Lane on Main" with a goal of \$1,500.00 and 3% funded. On the left side of the campaign listings, there are filters for "Campaign Title" and "Campaign Creator Name", each with a "Show All" button and a grid of letters. At the bottom, there's a footer with the CiviCore logo, social media links, and contact information: "1580 Lincoln St. Suite 600 Denver, CO 80203".



Board Engagement

Other Ideas:

- Your Own Bonus Pool
- Thank you Calls
- Reminders To Last Year's Donors



Break/Reflection Time

What tasks or strategies will you ask your board to participate in?

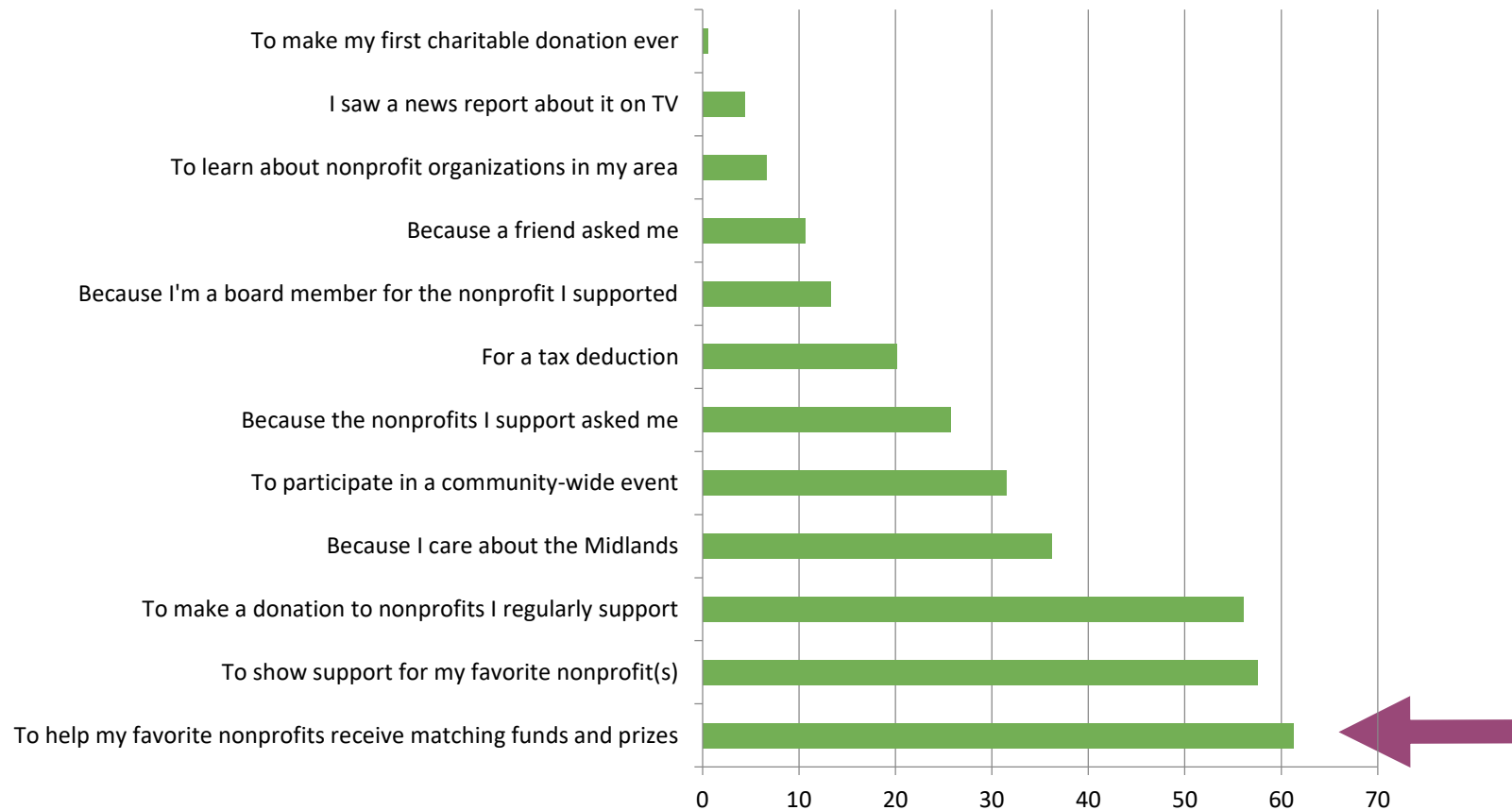


Donor Engagement



Donor Engagement

Donor Survey: What were the motivating factors in your decision to donate through Midlands Gives?



Top Three Answers

1. To help my favorite nonprofits receive matching funds and prizes
2. To support my favorite nonprofit(s)
3. To make a donation to nonprofits I regularly support

Donor Engagement

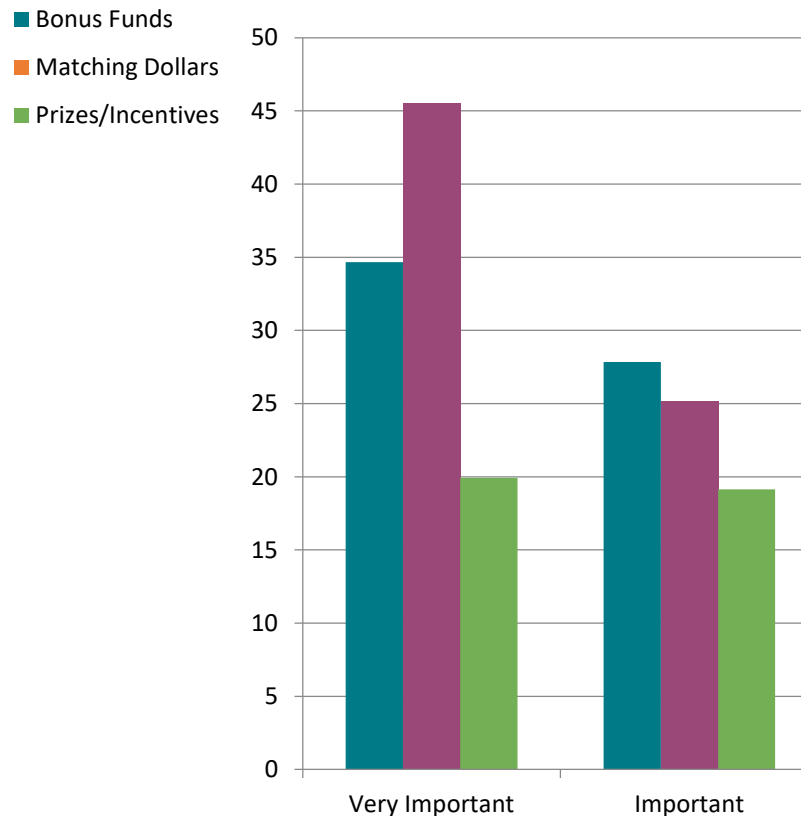


Donor Survey: I am very likely to support the NEW nonprofit that I donated to during Midlands Gives 2017

56.19 Strongly Agree/ Agree

Donor Engagement

Donor Survey: How important were the following in making your decision to participate in Midlands Gives?



Donor Engagement



Poll the Audience:

**How do YOU engage your
current donors during
Midlands Gives?**

Donor Engagement

Use Your Donor Data to Inspire Donors

Showing 15 record(s).

First Name	Last Name	Address1	Address2	Action Date Time	Amount	
Mollie	Mogan	9821 N. Newton		6/5 10:43:55 AM	\$12.00	Send Receipt
Daniel	Pierce	90687 w arizona way		6/13 2:26:13 PM	\$40.00	Send Receipt
Alice	Fitch	7825 S State Street		6/15 5:28 PM	\$40.00	Send Receipt
Marlo	Franklin	7414 Elk Head Lane		6/15 4:43 AM	\$100.00	Send Receipt
Ryan	Simon	1580 Lincoln St		6/15 1:28 PM	\$20.00	Send Receipt
Alex	Bieling	600 W. 14th Ave		6/15 1:28 PM	\$10.00	Send Receipt
Samantha	Bee	1580 Lincoln St		6/15 1:28 PM	\$10.00	Send Receipt
Elle	Murib	147 S. Spring Court		6/15 1:28 PM	\$10.00	Send Receipt
Matthew	Marchetto	3540 Fenton Ave.		6/15 1:28 PM	\$12.00	Send Receipt
Jenna	Miller	5569 Raleigh St		6/15 1:28 PM	\$10.00	Send Receipt
Katie	Guerttman	2650 W. Colfax Ave		6/15 1:28 PM	\$11.00	Send Receipt
Erica	Smith	9068 W. Arizona		6/15 1:28 PM	\$10.00	Send Receipt
Megan	Knight	8900 Broad		6/15 1:28 PM	\$11.00	Send Receipt
Andrea	Cassotto	7971 E. 1st		6/15 1:28 PM	\$1.00	Send Receipt
Kasey	Johnson	2341 N. 1st		6/15 1:28 PM	\$1.00	Send Receipt

 Export



**BIG
IDEA**

Reflection Time

**How will you thank donors before,
during and after May 2nd?**

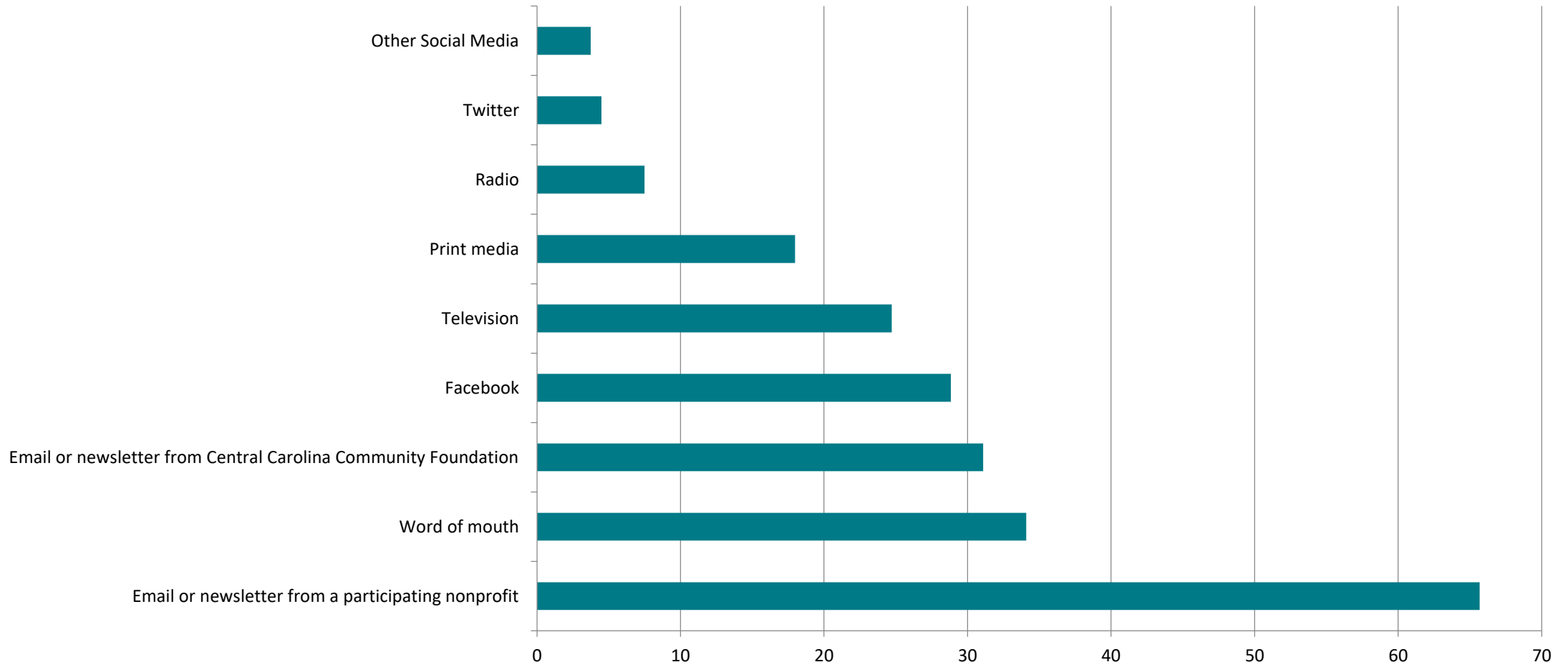


Donor Communication



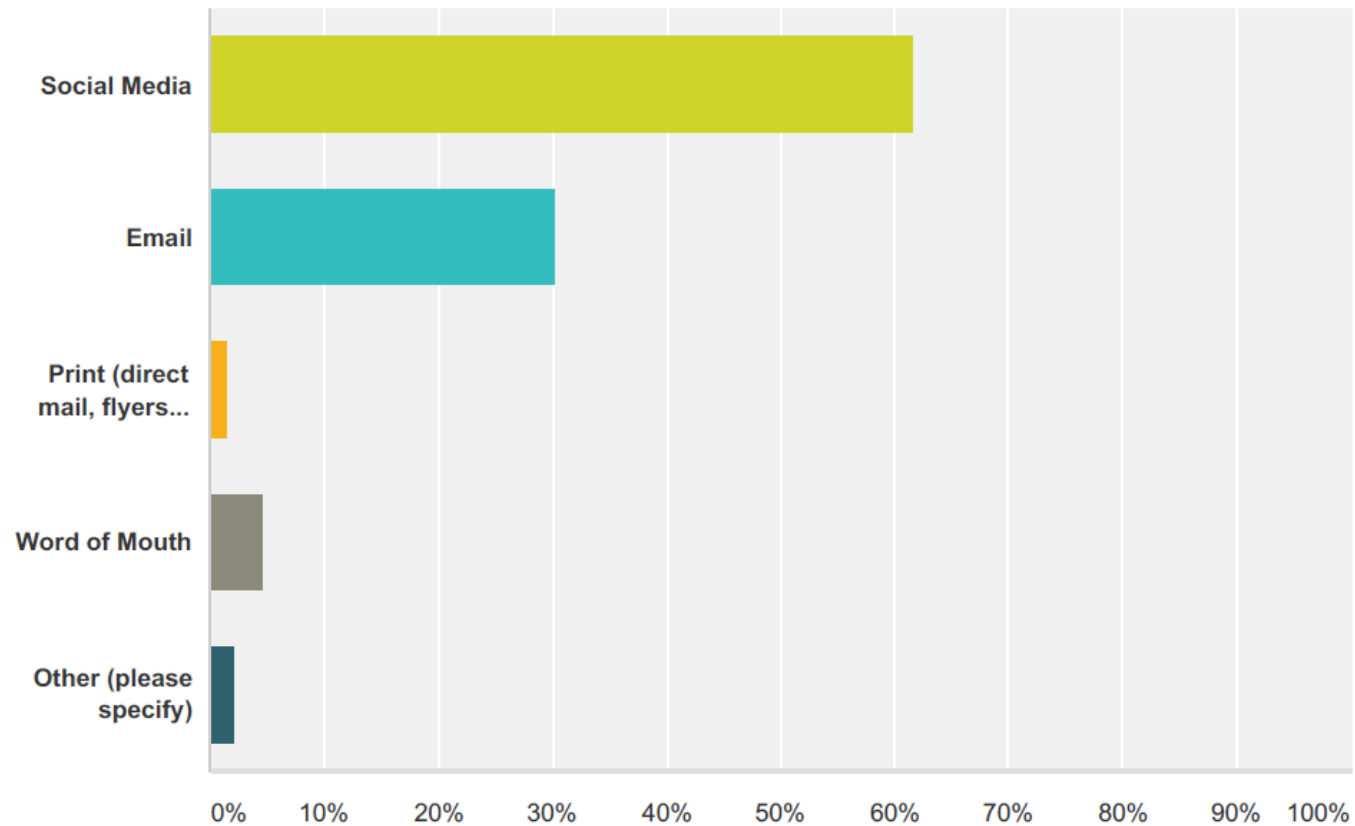
Donor Communication

Donor Survey: How did you hear about Midlands Gives?



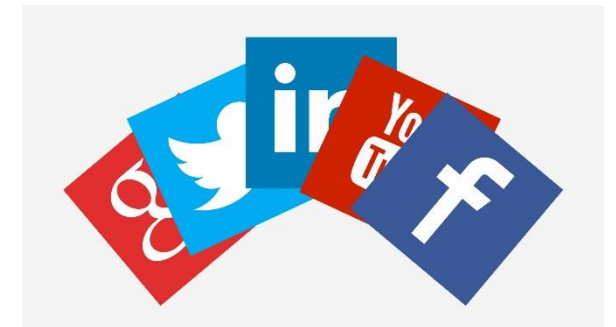
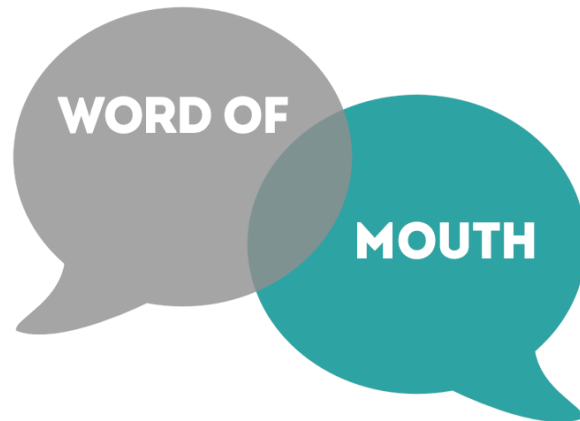
Donor Communication

Nonprofits used Social Media MOST to promote Midlands Gives in 2017



Donor Communication

Your Communication Toolbox



Donor Communication



Best Practices to Keep in Mind:

- Plan timing ahead of time
 - Start promoting April 1st with heavier communication as event approaches
- Match messages to audience
- Use the Midlands Gives Toolkit
- Make sure email templates are mobile friendly (Use email systems such as MailChimp, not your personal email)
- Include call to actions

Donor Communication

Granny Says Give:

Please support Senior Resources on May 3 through Midlands Gives

We currently have
**300 local seniors on our waiting
list for Meals on Wheels.**

These are home-bound seniors
whose financial or transportation
restraints prevent them from
maintaining an adequate diet.
Many of them have to choose
between paying for food and
paying for medication. Meals on
Wheels service would allow them
to remain healthy and independent
at home.

Imagine if one of these seniors
on our waiting list was your
Grandma or Grandpa.



Please support Senior Resources in Midlands Gives 2016,
the third-annual community-wide day of giving sponsored by
the Central Carolina Community Foundation.

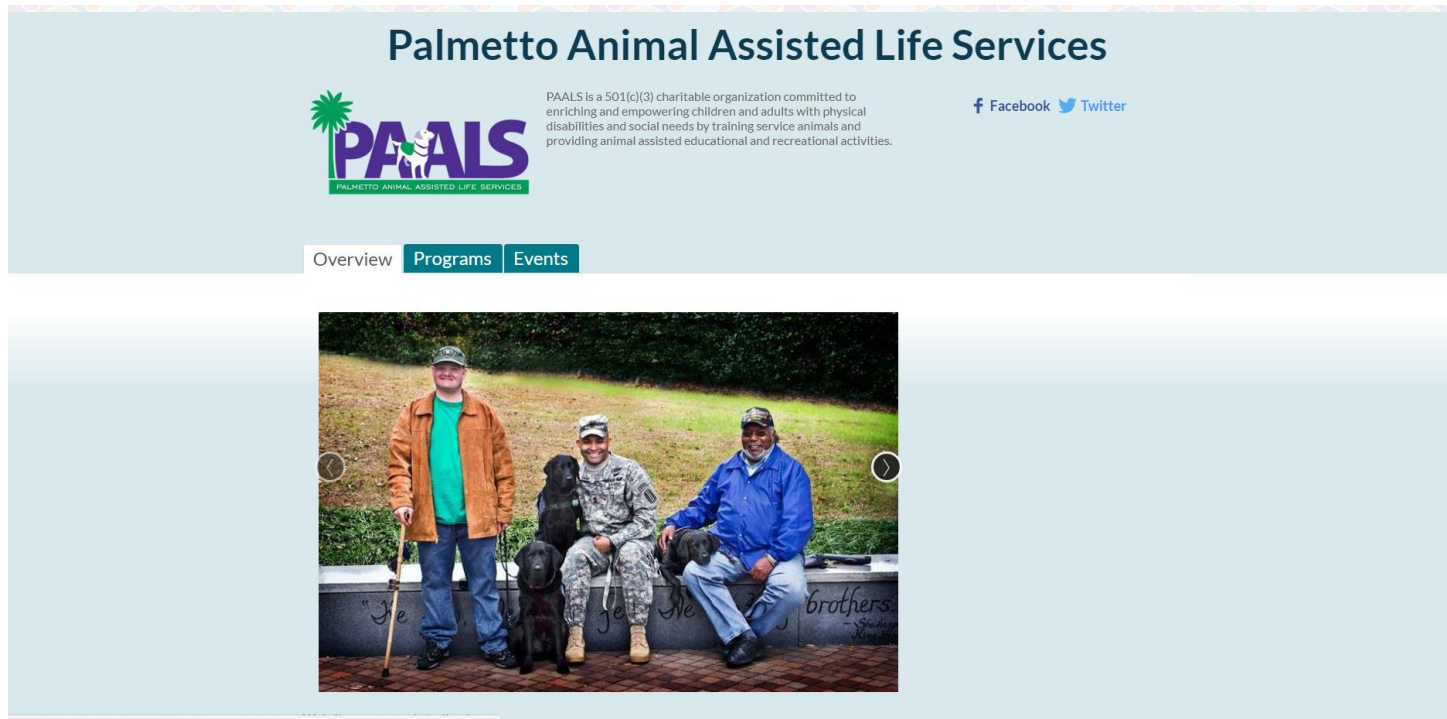
When you donate through Midlands Gives on May 3,
you'll help reduce our Meals on Wheels waiting list and empower
more local seniors to maintain their healthy, independent lifestyles.

All it takes is \$30 to provide four meals.
Plus, our Board of Directors will match the first \$4225 we receive in
donations, so every dollar you give will go twice as far!

Thank you for your support of our seniors!

Donor Communication

Telling Your Story On Your Profile Page



Reflection Question

**How is the world different
because you exist?**



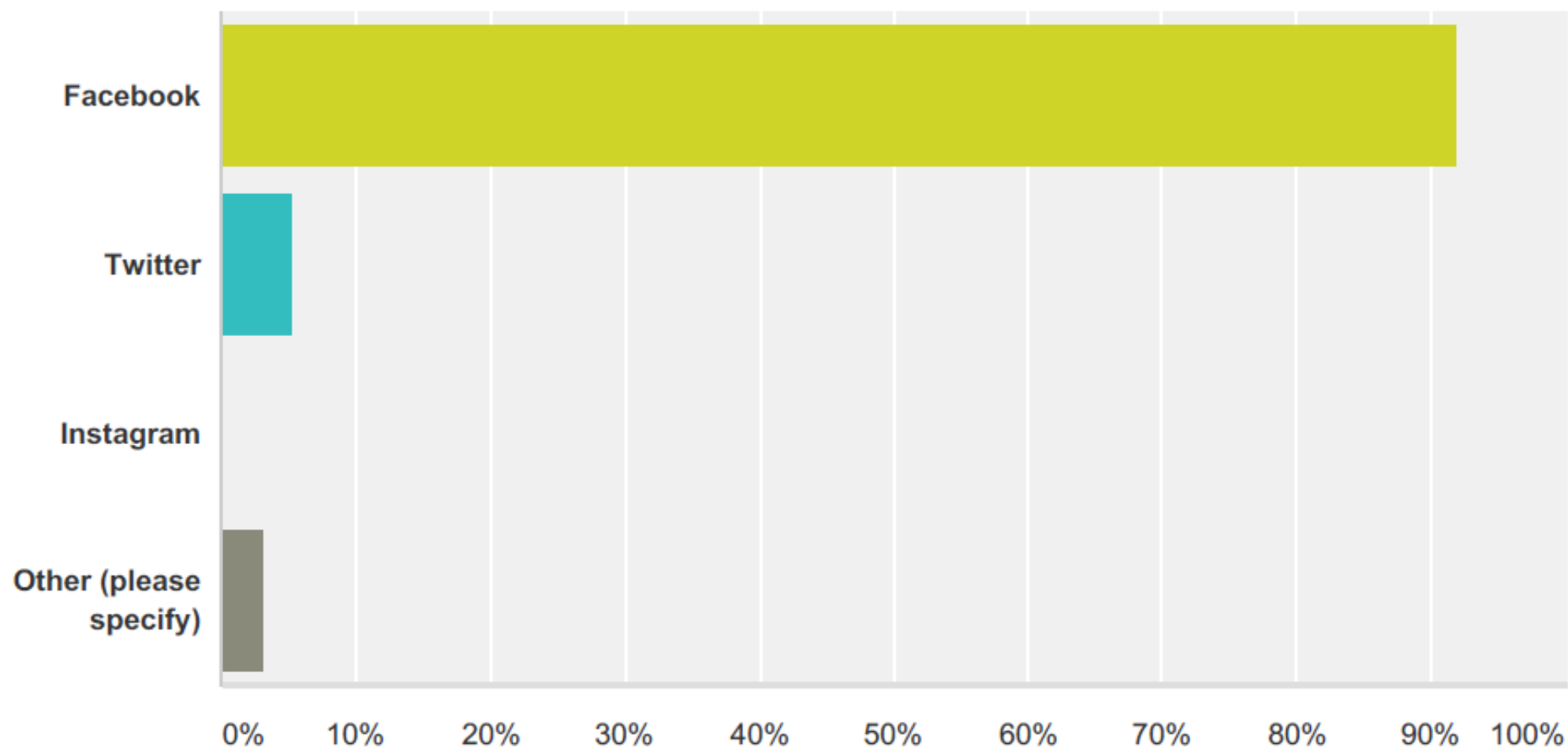
Social Media

Social Media Explained

- 
-  **Twitter** I am eating a #donut
 -  **Facebook** I like donuts
 -  **Foursquare** This is where I eat donuts
 -  **Instagram** Here's a vintage photo of my donut
 -  **YouTube** Watch me eat a donut
 -  **LinkedIn** My skills include donut-eating
 -  **Pinterest** Here's a donut recipe
 -  **Google+** I've joined a circle of donut-eating enthusiasts

Social Media

Nonprofits used Facebook MOST to promote Midlands Gives in 2017



Social Media

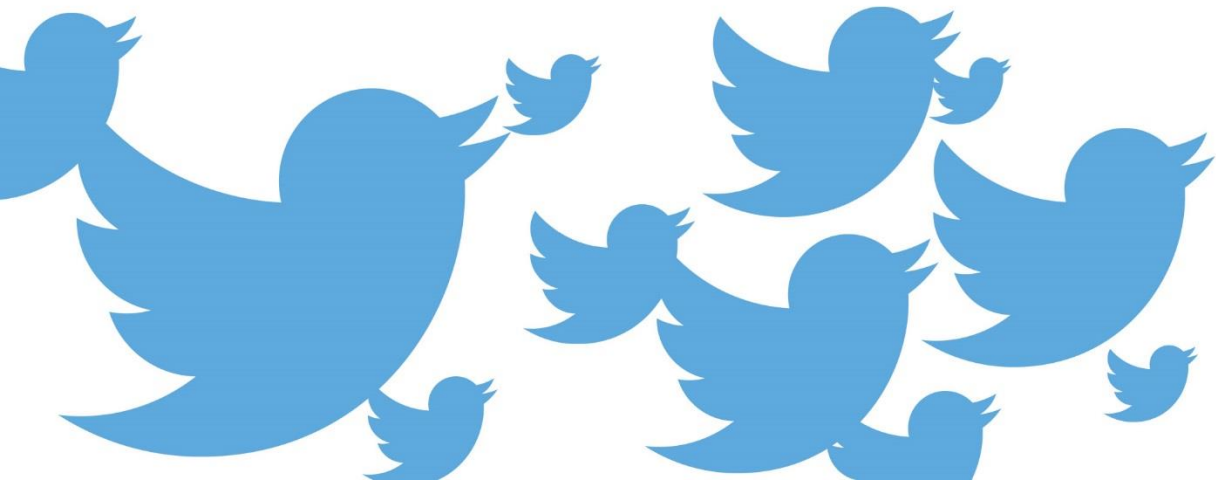


#MidlandsGives

4,012

Tweets on May 1st

Trended locally most of the day!



Social Media

Best Practices to Keep in Mind:

- Begin building your audience now
- Focus on engagement, not number of followers
- Social Media is “social.” Engage in real time and identify the social interaction you want to promote
- Use images and videos
- Pay for posts if you are able to
- Don’t do it all
- Get someone to help you

Social Media

 **South Carolina State Museum** ✓
May 2, 2017 · 🌐 Like Page ...

YESSS! The South Carolina State Museum Foundation hit its next #MidlandsGives goal so here is the final Dino Dare! Our T-Rex roller skating around the BlueCross BlueShield of South Carolina planetarium :)



41 5 Comments 14 Shares 1.8K Views

Like Comment Share Storify

 **Historic Columbia**
May 1, 2017 · 🌐 Like Page ...

#MidlandsGives is back, and HC is gearing up for a huge day of history tomorrow! We'll be floating all around Columbia highlighting #OnThisSpot historic preservation projects, so join us on social media and DONATE early and often! We're shooting for the 7-8am POWER HOUR, so set your clocks early and help us out on this special day! #historyiscool Central Carolina Community Foundation <https://www.midlandsgives.org/index.php...>



10 13 Shares 938 Views

Like Comment Share Storify

 **The Cooperative Ministry**
May 1, 2017 · 🌐 Like Page ...

Where do #MidlandsGives donations go? A \$200 donation helps repair a vehicle so a client in crisis can have reliable transportation for work:



3 1 Comment

Like Comment Share Storify














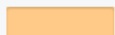































7-558137501

Social Media

Use Analytics to Find Engaging Content

Notifications **Insights** Publishing Tools Settings Help ▾

Reach: Organic / Paid ▾ Post Clicks Reactions, Comments & Shares ▾

Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
12/20/2016 5:32 pm	 True or False: Can you donate to a charity of your choice by usi			271 	4 6 	Boost Post
12/19/2016 1:01 pm	 Today is the registration deadline for #MidlandsGives! Don't wait			141 	0 3 	Boost Post
12/16/2016 4:00 pm	 Jamesha Shackerford, CCCF's Foundation Associate, shares h			2.6K 	143 205 	Boost Post
12/15/2016 4:00 pm	 Why should you update your will? Still thinking? Here are ten re			195 	1 3 	Boost Post
12/14/2016 3:08 pm	 Did you know 42 million people, working families, children and el			302 	2 4 	Boost Post
12/12/2016 5:12 pm	 The Conduct the Phil concert series is changing lives one beat a			407 	14 3 	Boost Post
12/12/2016 2:00 pm	 One week left to register for #MidlandsGives! It's quick and easy			93 	1 2 	Boost Post
12/09/2016 4:00 pm	 We are very proud of fundholders, Richard and Elizabeth Jones,			550 	13 9 	Boost Post
12/08/2016 4:30 pm	 The Midlands' artist community responded to the Thousand Year			276 	10 5 	Boost Post



Reflection Question

**What are the key messages you
will share over social media?**



Bonus! Matches

- Motivate Behavior
 - Do you want more donors or dollars?
- Structure the Match
 - Create Urgency
 - Make it Achievable
 - Dollar for Dollar or Participation (# of Gifts)



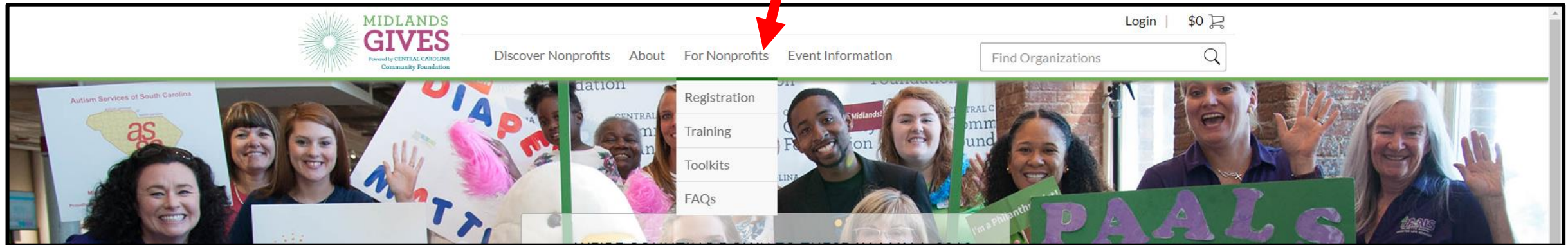
Bonus! Matches

- Raise the Match \$
 - Board
 - Existing Donor/Sponsor
- Communicate the Match
 - Before-Create Urgency
 - During-Show Progress



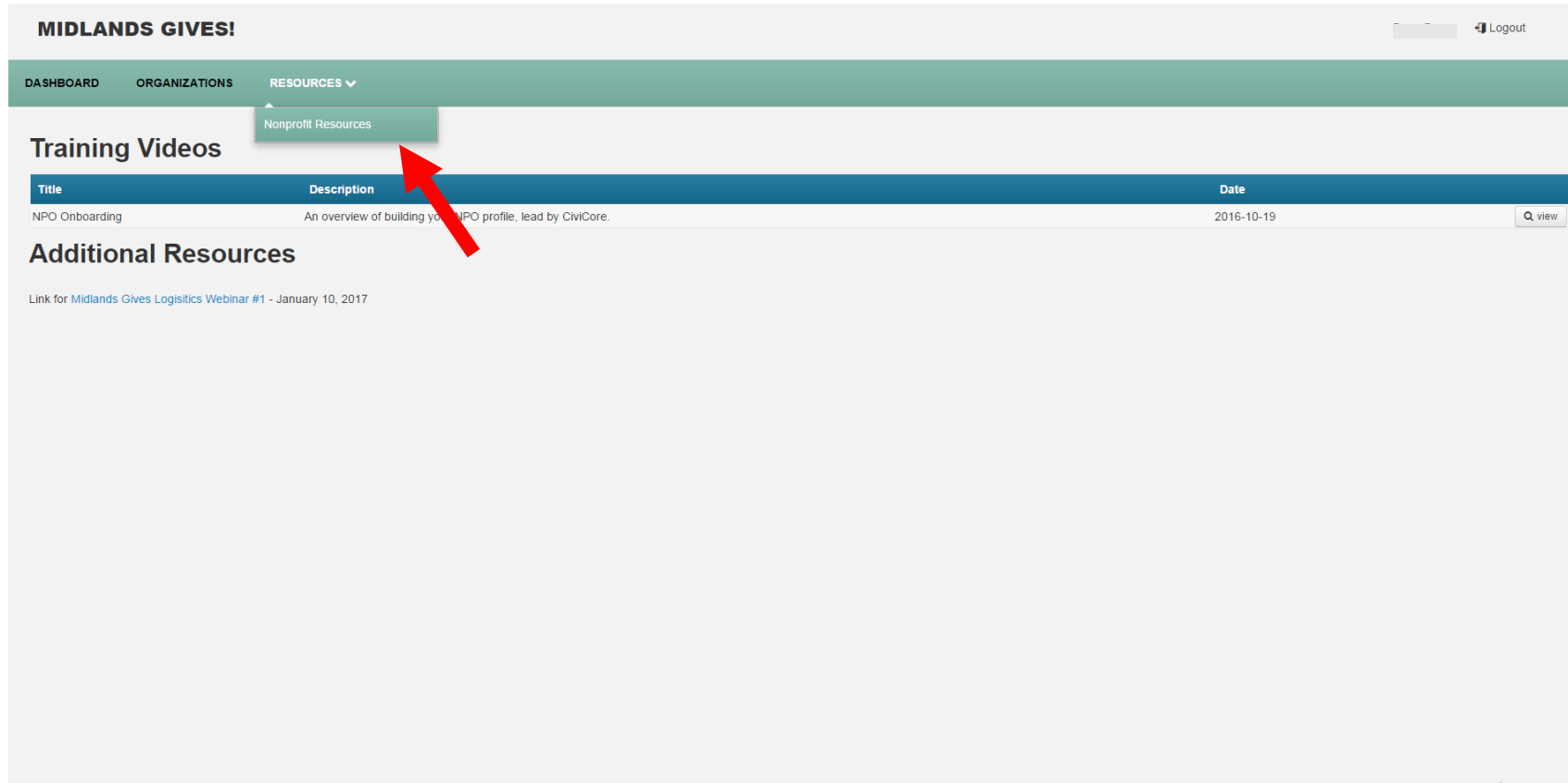
What's Next?

Where to Find Training Schedule Toolkit, Workplan &
These Slides: **www.midlandsgives.org**



What's Next?

Where to Find Toolkit, Workplan and These Slides:
www.midlandsgives.org



The screenshot shows the Midlands Gives website interface. At the top, there is a header with the logo and a navigation bar with links: DASHBOARD, ORGANIZATIONS, and RESOURCES. The RESOURCES link is highlighted, and a dropdown menu is visible with the option "Nonprofit Resources". Below the navigation bar, the "Training Videos" section is displayed, featuring a table with columns for Title, Description, and Date. The first row in the table is titled "NPO Onboarding" and describes an overview of building an NPO profile, lead by CiviCore, dated 2016-10-19. A red arrow points to the "Nonprofit Resources" dropdown menu. Below the table, there is a section titled "Additional Resources" with a link to "Midlands Gives Logistics Webinar #1 - January 10, 2017".

MIDLANDS GIVES!

DASHBOARD ORGANIZATIONS RESOURCES

Nonprofit Resources

Training Videos

Title	Description	Date
NPO Onboarding	An overview of building your NPO profile, lead by CiviCore.	2016-10-19

Additional Resources

Link for [Midlands Gives Logistics Webinar #1](#) - January 10, 2017

What's Next?

**You Don't Have
To Do It All!**



Questions?

Thank you!

For additional questions, please join our
[Midlands Gives NPO Learning Exchange on Facebook](#)

or contact:

Nancye Bailey, Midlands Gives Coordinator
midlandsgives@yourfoundation.org
call 803.254.5601 and press #4

