



MIDLANDS
GIVES

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Community Foundation

Strategy Builder

A workbook to help you plan your
Midlands Gives campaign.



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PLAN



PROMOTE

Getting Started



Planning is the most important aspect of a successful campaign. Before you dive in, take a moment to answer these questions.

- Evaluate your performance from previous year (if applicable)
 - What did we do well?
 - What tweaks should we make?
 - Look at last year's data. What did you learn about your donors and their behavior?
- What goals do I want to set? Some examples are increased visibility, capacity in social media, stronger board/staff alignment, new donors, increased knowledge in fundraising, new partnerships, etc.
- Is my board aware of the event and do they support it?
- Do I have enough staff and/or volunteers to achieve my goal?
- Do I know how this event fits into my overall fundraising goals?
- Do I have a current list of active donors and their contact information? Is it compiled in an easily accessible location? (spreadsheet, database?)
- Will my campaign attempt to:
 - Raise a pool of matching funds
 - Compete for a prize challenge
 - Use social media
 - Have an event
 - Collaborate with another nonprofit
 - Partner with a business

Make Midlands Gives more than simply “something else” your organization participates in. Consider how you can maximize the opportunity to transform your fundraising efforts by working smarter, not harder.

Step 1: Define Your Goals



Your Midlands Gives campaign can help your organization meet a number of philanthropic goals, including financial, new donors, increasing visibility, improving social media, or engaging your board. Analyze your current data to define your goals.

- Analyze your current donor database to discover new opportunities and develop the best approach to help your organization grow.
- Establish your overall fundraising goal based on insights from your data.
- Determine the number of new donors and total participants you want to reach.
- Set segmented participation goals (young donors, lapsed donors, etc.)
- Do you plan to secure a matching gift? If yes, how much do you want to raise?
- Determine in advance how you will measure your goals.
- What tools/resources/staff will you need to meet your goal?

The top three goals of nonprofits in 2018 were:

62% Fundraising

20% Increasing Visibility

9% Acquiring New Donors

Our 2019 Midlands Gives Goal as of date: ____/____/____

Metric	Current or Previous Year Number	Goal	Goal Priority
Dollars Raised (\$)			
Board Participation (%)			
Matching Gift			
Increased Gifts (#)			
Returning Donors (#)			
New Donors (#)			
Donors giving between \$10 and \$100			
Donors giving between \$100 and \$1,000			
Donors giving over \$1,000			
Social Media Impressions			

Based on your priority of the goals above, write out meaningful, measurable goals for your campaign team, for your board, and for sharing externally.

Internal Goal: _____

Board Goal: _____

Public Goal: _____

Additional Items to Consider:

We will compete for the following prize challenges:

We will ask the following people for matching funds:

We will partner with the following businesses and/or organizations:

Step 2: Share Your Story



Your story will be the most important aspect of your marketing strategy.

- Consider how the world would be different if your nonprofit did not exist. Tell that story to your donors.
- Create a compelling case for support. Consider tying your campaign to matching funds, Champion Pages, or a specific program.
- Create a multi-channel experience. Coordinate your communication efforts across multiple channels (web, print, social media, direct mail).
- Be intentional with your email strategy. Beware of donor fatigue.
- Visuals can be very impactful in getting your message across in a short amount of time. Think about what photos and videos could help represent your story and your organization's impact.
- Consider segmenting donors and tailor messages to reach them.
- Personalize your communications. People give to people. Talk directly to donors and connect them with a personal experience that resonates with each individual.
- Equip social ambassadors with social content and images. Encourage them to set up Champion Pages.
- Create templated emails for key influences and board members to share.
- Develop a schedule of your communications leading up to Midlands Gives, including the communications channel, messages, and timing.

In 2018, 67% of donors reported hearing about Midlands Gives from an email or newsletter from a participating nonprofit.

Who is the audience you are targeting?

What is your story for them?

Once you know your story, you need to identify which tools will help you get your message out effectively. Tools can help you stay organized, work efficiently, and possibly even maximize your fundraising potential!

Social Media Platforms: Facebook, Twitter, Instagram

Social Media Management: Hootsuite, Sprout Social, Buffer, Bit.ly

Email software: Constant Contact, MailChimp, Vertical Response

Design software: Canva, Adobe Spark, Pablo

Stock Photos: Pexels, Pixabay

What tools will you use to share your story?

Step 3: Build Your Team



Now that you have an idea of what you would like to achieve through Midlands Gives, it's time to think about the tasks that need to be completed and who can help you make Midlands Gives a success. Think about assembling your team, whether it is a volunteer, board member, intern, students, or paid staff.

- Determine who in your organization's staff will best help you achieve your goals. Divide up the tasks of your plan to staff members based on their strengths and time availability.
- Think about current donors or volunteers who would be great ambassadors for your organization. How can they help you with your campaign?
- Who are the board members that will best help you spread your message?
- Some roles you may want to consider include Midlands Gives contact, social media, email marketing, donor engagement, board engagement, event coordinator, website/profile manager, headquarters cheer squad.
- How will you engage your board during Midlands Gives? Will they have their own giving goal, work on a prize challenge together, have Champion pages, or call donors?

Internal Support and Roles

Board Members and Roles

External Support and Roles

Step 4: Follow Up



Thanking donors is one of the most important steps of Midlands Gives. Plan ahead of time how you will let donors know their gifts are appreciated.

- ☐ Thank donors immediately – via email, phone call, or text. (Your dashboard provides live donation data!)
- ☐ Create a simple thank you video or email in advance.
- ☐ Develop a specific follow-up campaign to steward donors and create a transformational experience.

How are you thanking your donors and helping turn one day donors into lifetime donors?

39% of donors in 2018
gave to a nonprofit they had never given to before.

Preparation Calendar



Using your notes from the four steps, you are now ready to put it all together. Use the timeline below to create your Midlands Gives Plan.

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.

NOW

- ☐ Download Nonprofit Toolkit on MidlandsGives.org
- ☐ Complete or update your Midlands Gives profile
- ☐ Appoint a team leader
- ☐ Establish your communications plan/timeline and goals
- ☐ Attend training sessions in February or watch recordings of webinars
- ☐ Develop ideas on how to promote your nonprofit
- ☐ Begin talking to your board about Midlands Gives and plan to give updates at future board meetings
- ☐ Decide on which prize challenges you will attempt to win
- ☐ Set weekly meetings with your staff or volunteers who will be assisting with your campaign
- ☐ Develop a fundraising goal, strategy, and timeline

MARCH

- Recruit ambassadors (committed supporters, board members, staff) to help support you through social media
- Complete your Midlands Gives plan
- Finalize donor email/contact lists and make sure all information is ready to use
- Create outreach strategy for current donors
- Begin outreach to local businesses to form partnerships and support
- Begin making asks for matching gifts
- Add a teaser or save the date block to your website and outgoing e-newsletters

APRIL

- **APRIL 1** Start posting on social media. Remember to use the hashtag #MidlandsGives
- **APRIL 1** Champion Pages Open
- **APRIL 1** Deadline to submit the Media Interview Interest Form
- Begin promoting the event through email, newsletter articles, etc. Tell your story and share your goal
- Work on your thank you plan
- Create task list for board and assign to members
- Send invites to day-of events (if having one)
- Talk about your involvement in Midlands Gives at meetings and events. Bring postcards with you to leave in office lobbies, coffee shops, etc.
- Finalize social media schedule and content
- Finalize partnerships with businesses and other nonprofits
- Assign staff and volunteer roles for day-of
- **APRIL 23** Schedule Giving Opens
- **APRIL 23** Increase posting on social media

MAY

- Confirm volunteer and staff responsibilities
- Make sure you have access to your CiviCore account and know how to access your donor data
- Remind board of roles
- **MAY 3** Deadline to submit Matching Gifts forms & last day to make profile edits
- **MAY 5** Last day donors can create Champion Pages
- **MAY 6** Deadline to approve Champion Pages

DAY OF — MAY 7

- Turn off or redirect other donation buttons to your organization, if applicable
- Centralize handling of emails and phone calls
- Send email to your donors with “calls to action” in the morning as a final reminder
- Post frequent updates on social media to report progress (link people to Midlands Gives leaderboard and media coverage). Remember to use #MidlandsGives.
- Check donor data throughout the day and thank donors in real time
- Attend Midlands Gives Headquarters at Segra Park to cheer on live television broadcasts

Thank You!

After Midlands Gives, don't forget to thank your donors! We handle the tax-receipt, but a personal thank you from your organization will go a long way. Checks will be distributed to nonprofits by June 30th.

Tips for SUCCESS



There are a hundred and one things you can do with your Midlands Gives fundraising campaign. We hope you have found some inspiration through taking yourself through this workbook! As you are preparing and planning, here are a few extra tips to help you along the way:

Attend Midlands Gives Webinars

These sessions will keep you informed and up-to-date on the latest updates on website functions, prizes, and other items. It will also provide you the opportunity to ask questions to the organizers. These webinars take place once a month.

Prize Challenges

These will be announced during the February Midlands Gives webinar. Think about if it makes sense to attempt to win one and how you can message these prizes to donors to boost your donations!

Facebook Learning Community Group

Want advice or to ask a question to your peers? Looking to connect or have fun with Midlands Gives related issues? If you have a personal Facebook account, login and in the search bar enter “Midlands Gives NPO Learning Exchange” and ask to join. This is a closed group created specifically for nonprofit participants.

Use the Website

MidlandsGives.org has a lot of information for you to use: Rules and FAQs, Toolkit with graphics and template, listing of the prizes and challenges and much more.

Thank Your Donors in REAL TIME

You will be able to login to your Midlands Gives profile to access your donor information on the day of giving! Along with your marketing efforts, it should be #1 on your list of to-dos for May 7th.

Partner with a Business

Find a coffee shop, restaurant or other business that can help you. Businesses can help by using their own social media accounts, host an event, provide kick-backs to purchases, and more.

Secure Matching Funds

Matching funds are funds you raise on your own before the day of giving. Donors love to know that their dollars will be amplified by donating to you.