



Logistic Webinar #1

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**MIDLANDS
GIVES**

Powered by CENTRAL CAROLINA
Community Foundation

midlandsgives.org

Presenters



Nancye Bailey
Midlands Gives
Coordinator



Cherise Arrendale
Strategic Initiatives &
Communications Manager

Agenda for Today's Webinar

- Overview of Midlands Gives
- Beginning to Plan
- Completing Your Profile
- Training
- Media Policy
- Where to Get Help
- Q&A

The Basics

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You've Registered! Now What?



The Details

- Tuesday, May 1, 2018 – Midnight to Midnight
- Online donations at www.midlandsgives.org
- Minimum donation of \$20
- Prizes, matches, and bonus pools make gifts go further!



Hosted By



CENTRAL CAROLINA
**Community
Foundation**

A nonprofit organization that links charitable people and business with areas of needs in 11 counties across the Midlands of South Carolina.

www.yourfoundation.org



Why do we host Midlands Gives?

- 1. Create a community event around giving online**
- 2. Improve nonprofit capacity**
- 3. Build awareness of local nonprofits**



Beginning to Plan

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You've Registered! Now What?



Nonprofit Responsibilities

- ☐ Read and sign the participation agreement
- ☐ Create a Midlands Gives profile
- ☐ Complete all training requirements
- ☐ Maintain an up to date website and social media page throughout the campaign
- ☐ Maintain valid email for primary contact throughout the entire campaign
- ☐ Regularly check and read emails
- ☐ Work with board members and volunteers to increase awareness of your Midlands Gives participation
- ☐ Use social media and other existing communication methods to tell others of your participation in Midlands Gives
- ☐ Provide 24-hour staff and/or volunteer coverage for May 1 event
- ☐ Thank your donors before, during, and after the event



Gather Your Resources

- ☐ Board Support and Engagement
- ☐ Staff/Volunteer Support
- ☐ Working Email Address and Website
- ☐ Social Media Account
- ☐ Donor Email/Mailing List
- ☐ A Goal and a Strategy to meet the goal
- ☐ Time Commitment: Average is 30 to 50 hours for entire campaign

**The more you put into it, the
more you will get out of it!**



How We Will Help You

- Support through emails and phones
- Nonprofit Toolkit
- 8-Week Workplan Template
- Midlands Gives 101 Training focused on creating a strategy
- Day-of support



What Does It Cost?

- **Central Carolina Community Foundation underwrites the following:**
 - Giving day software and all support staff
 - Midlands Gives Training
 - Prizes
 - Overall Marketing/PR Campaign**Note, CCCF does not make any money from this event*
- **Nonprofits are responsible for:**
 - Credit Card Fees (average 2.1%)*
 - Technology Fee (2.8%)*
 - Staff Time
 - Promotion Costs

*Fees deducted from the total raised by the nonprofit before the grant check is issued.

**Donors can opt to cover the transaction fee (Credit Card + Technology) when they are checking out. In 2017, 75.62% of all donations had the fee covered, resulting in \$38,746.84 in additional donations to participating nonprofits.

Mark Your Calendar

Date	Event
January 24, 2018	Midlands Gives 101 Session
January 31, 2018	Midlands Gives 101 Session
Each Tuesday in February	Together SC Webinars
February 7, 2018	Midlands Gives Logistics Webinar #2 (optional)
March 14, 2018	Midlands Gives Logistics Webinar #3 (optional)
April 1, 2018	Event Promotion Begins
April 2, 2018	No more edits to profiles
April 4, 2018	Midlands Gives Logistics Webinar #4 (optional)
April 18, 2018	Scheduled Giving Opens
April 24, 2018	Matching Gift forms due
May 1, 2018	Midlands Gives Day!

Completing Your Profile

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Registration Reminders

If your CiviCore profile status is:

- **APPROVED:** You are all set with the exception of completing the training requirement
- **AWAITING REVIEW:** Your registration and/or updates have been submitted and are waiting on us to review. We are working through these as quickly as possible
- **ORGANIZATION REVIEWED, UPDATES REQUIRED:** You need to provide us with additional information, which will be noted in the comments tab. If you have already made updates and this is still your status, you failed to click on *Submit for Approval*. Once you have clicked on that your status will change to *Awaiting Review*.

The second step of registration is to complete training.

CiviCore Dashboard

Your own command center for the event!



OVERVIEW | edit your nonprofit information

TRAININGS | sign up for training events

DONATION INFO | track your donations in real time on May 1st

DONATION LEVELS | set donation levels to share impact of a specific donation amount

PROGRAMS | add details about specific initiatives or programs

EVENTS | share event details throughout the entire year

MULTIMEDIA | add photos + videos

DOCUMENTS | upload matching form or financial documents if requested by MG Team

COMMENTS | If you need to add something to your profile, we'll let you know here



Tell Your Story

Add the following to your profile:

- Mission Statement
- What will your organization do with the money raised through Midlands Gives?
- More About Us | Share more details about your work
- Testimonials/Stories | Let others talk about your work
- Photos + Videos!!
 - TIP: Use Canva.com for easy photo editing or to add text on top of photos

When writing your page and choosing photos and videos, consider:

- What has motivated people to give in the past?
- What will resonate with the audience you want to reach?
- What keywords will people search to find our organization?

Remember: Profile edits must be completed by April 2, 2018



Attending Training

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Training Requirements

New Nonprofits:

- Attend ONE Midlands Gives 101 Session
- Attend ONE Together SC Webinar

Returning Nonprofits:

Choose ONE of the following:

- Attend ONE Midlands Gives 101 Session
- Attend ONE Together SC Webinar



Midlands Gives 101 Sessions

Participants will learn the basics of Midlands Gives, get started on creating their Midlands Gives strategy and learn tips from previous successful Midlands Gives campaigns.

In-Person Sessions

January 24	9:00am-11:00am	Heathwood Hall
January 31	2:00pm-4:00pm	LRADAC

In Partnership with:



Together SC Webinars



Together SC
ALLIES FOR GOOD

TUESDAY, FEBRUARY 6 | NOON

Social Media For Beginners: Never Fear Help Is Here
Presented by John Haydon, Digital Marketing Expert

Designed for organizations with nonprofit staff and volunteers who are still exploring the benefits of social media and have very limited experience with the basic platforms, this introductory training is designed to establish comfort with Facebook and Instagram and provide participants with the basic tools they will need to support online giving.

TUESDAY, FEBRUARY 13 | NOON

Social Media for Intermediates: Get More Mileage From Your Social Media Strategy
Presented by John Haydon, Digital Marketing Expert

Designed for organizations with social media experience that would like to expand their reach and effectiveness. The focus of this session will be on assessing audience engagement and content delivery. John will provide insights on how to access analytics, how to interpret the wealth of data available and how to adopt more effective social media strategies based on this information.

TUESDAY, FEBRUARY 20 | NOON

What's New: Latest And Greatest Online Fundraising Tools
Presented by John Haydon, Digital Marketing Expert

The online world changes on daily basis. How can you possibly keep up with these advances when you have so many other responsibilities? Attend this insightful session for an update on new and effective tools that will benefit your organization. Learn the basics for each and walkaway with tips for implementation.

TUESDAY, FEBRUARY 27 | NOON

Storytelling: Tell Stories That Matter To Your Donors
Presented by Marc Pitman, The Fundraising Coach

Whether you are nurturing relationships with existing donors or you are trying to attract new donors to support your cause, the stories you tell will make all the difference. Learn about the power of storytelling and how you can create a storytelling culture for your organization that will enhance your fundraising efforts and build donor loyalty.



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Optional Training Opportunities

Midlands Gives Mixers: Meet your Midlands Gives Mentor and connect with other fellow participating nonprofits to connect and swap ideas before giving day. More details to come in the next few weeks.

Orangeburg Chamber	February 7, 8:00 AM to 9:30 AM
Newberry Opera House	February 19, 5:00 PM to 6:30 PM
Saluda Shoals Park	February 21, 8:00 AM to 9:30 AM
Sumter- North Hope Park	February 26, 11:30 AM to 1 PM

Logistic Webinars: These monthly webinars will give you the nitty gritty details you need to know to stay on track preparing for Midlands Gives. All webinars will be recorded and are optional to attend.

February 7, March 7, April 4 | 12:00 PM

Sign-up for training through your Midlands Gives profile, under the “Trainings Tab.”



Mentorship Program

New program for new nonprofits or nonprofits who are looking to increase their game.

Optional. Sign-ups for the mentorship program have been completed but if you did not sign-up and still want to participate, email midlandsgives@yourfoundation.org

Nonprofits who opted into the program will receive an email during this month (January) with your mentor/mentee's name and contact information.

Make plans with your mentor/mentee to attend a mixer event and meet in person!

Guidelines:

- Mentors will set up meetings/mentor interactions as they see fit. Mentees should respect any parameters of contact they put into place
- Mentors agree to be available a minimum of 3 hours per month in the matter of their choosing
- Remember, mentors are running their own Midlands Gives campaigns too- contact should end by April 17, 2018 to allow mentors time to concentrate on their own campaign needs.



Media Policy

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Media Policy

Please do NOT:

- Contact media on your own to arrange interview about the event
- Submit your own press release about the event

Media Policy

Please DO:

- Mention Midlands Gives in any interviews or press releases promoting your other programs or events. Midlands Gives should not be the focus of these items but your participation can be mentioned
- Contact the Foundation if you are contacted by a member of the media for an interview.
- Introduce any media contacts you are close with to the Foundation so we can ensure they know about Midlands Gives
- Make plans to attend headquarters (SC State Museum) on May 1nd to cheer during television broadcasts.

Where to Find...

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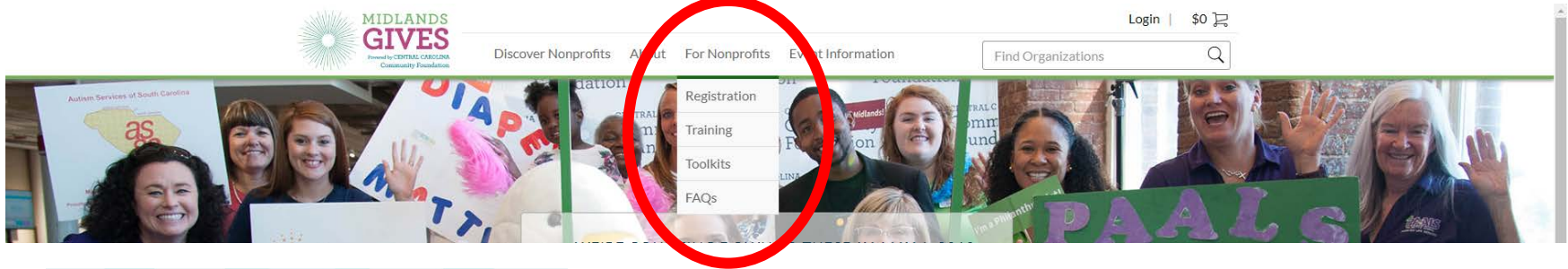
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Additional Resources

www.midlandsgives.org



Midlands Gives Nonprofit Handbook

A guide to help you navigate and prepare for the 2018 event!

4 Easy Steps to Participate!



HELLO NONPROFITS!

Welcome to Midlands Gives 2018 and thank you for your interest in participating! This handbook is designed to give you an overview of the 2018 event and make participating in this 24-hour day of giving easy. We hope you will join us in celebrating philanthropy by participating in this year's Midlands Gives event.



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PROMOTE Share Your Nonprofit's Story

Marketing Support

The Midlands Gives team provides a variety of resources and tools to help you create your Midlands Gives campaign, including marketing materials, sample emails, trainings, and social media sample posts and graphics to share your story. We do the work for you, allowing you to focus on creating a successful campaign.

The 2018 Toolkit will be posted at www.midlandsgives.org under the 2018 KIT page by the end of January 27, 2018.

- ☐ Mission Statement (Gives are able)
- ☐ Micro About Us (Gives are able)
- ☐ Testimonials and Quotes (Gives are able)
- ☐ Donation Letter - Make a donation letter. It shows how a donation will make an impact. For example, \$25-Gives for a 100-usable (Gives are able)
- ☐ Information about programs offered by your organization (Programs are able)
- ☐ Events, both virtual and in-person, at Midlands Gives (Promote are able)
- ☐ Photos and videos of your organization (Midlands are able)
- ☐ Did you need organ that was donated to your organization?
- ☐ Double check that all information is correct
- ☐ Check the, especially for an update and social media page links
- ☐ Check the, especially for an update and social media page links

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The fifth annual Midlands Gives event is on Tuesday, May 1, 2018!

What is Midlands Gives?

Midlands Gives is a 24-hour day of giving event that brings the region together to raise money, create jobs, and support our community. It's a day of giving that's all about giving back.

Midlands Gives Goals

1. CREATE a community of giving
2. IMPROVE economic vitality
3. BUILD a stronger future

To learn about the Community Foundation, visit our website at www.yourfoundation.org



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Where Can I Find These Slides?

1. Go to www.midlandsgives.org
2. Click “Toolkits” in top header
3. Look for slides under ‘Training Resources’

*Link to recording will be available in same location and in your CiviCore dashboard under “Resources”

Coming Next Month

Midlands Gives Logistics Webinar #2:

Tuesday, February 7, 12:00 PM

- Prize Rules
- Prizes
- Bonus Pools
- Matches
- Champion Pages (New!)
- Marketing Toolkit



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

