



East Bay Gives 2017 Campaigns & Contingency Plans





Agenda

- Basics
- Strategy
- Execution



Campaigns



- Dedicated Fundraising Page Inside East Bay Gives Profile
 - Created by NPO or Supporter





Before a Campaign is Created

- Who will you ask and why?
- What types of campaigns do you want?
- How many campaigns are you going to have?
- Will you need parameters for number of campaigns or amount raised?
- Who will be the point of contact for Campaign Creators?





Before a Campaign is Created

- How will Campaign Creators become part of the organization's larger EBG goals and strategy?
- How will you engage your Campaign Creators along the way?





Put Your Campaign Front & Center

Donors & Board Members

- Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat
- E-mails
- Calls
- Event

NPOs

- Facebook & Twitter
- E-mails
- Website
- Newsletter & Calendar
- Flyers or Postcards
- Event





Make It Easier For Donors

- Use Direct Links on Online Posts & E-mails
- Use Social Media for Quick Shares
- Pin link on Facebook & Twitter
- Share Your Goals
- Be Specific in Your Ask
- Quantify the Impact of Donations



Link Donations to Impact



For the price of
one cup of coffee

\$5 / month

**you can
adopt a
red panda
and help
save an
endangered
species**

www.redpandanetwork.org

 RED PANDA
NETWORK





Link Donations to Impact



For every dollar you contribute, ACFB can provide enough food for four meals to neighbors in need.



Create a Video



- Needed:
 - Smart Phone
 - Story





Create a Video

- What does the organization mean to you?
- Why do you give & volunteer?
- What is your fundraising goal?





Follow Up

- Tag donor on Social Media (in real time)
- E-mail directly
- Letters or Postcards
- A special expression of gratitude for your exceptional supporters





Follow Up



- Celebrate Success
- Acknowledge Your Milestones and Accomplishments (as it happens)





Draw From Experience



- What inspires you to donate to a cause?
- What pushes you to donate more than once?
- What fundraisers caught your attention and why?
- How do you like to be acknowledged?



Contingency Plans





Agenda

- CiviCore Infrastructure
- EBCF Contingency Plan
- NPO Contingency Planning



CiviCore



- Dedicated Project Manager on call on May 4th
- Server on Amazon
 - Backup Google Server
 - Third Backup at Colorado office





A Problem Arises:

- Contact EBCF
- EBCF validates problem
- EBCF activates Contingency Plan





EBCF Contingency Plan

- Announced Immediately on Facebook & Twitter
- Announcements will continue every 15 minutes
 - Turn on notifications for Facebook & Twitter (@eastbaycf)





EBCF Contingency Plan

- E-mail to NPOs and Donors

8am – 6pm	Any Other Time
Website down for over ½ hour, push donors to NPO website	Website down for over 1 hour, push donors to NPO website





NPO Contingency Plan

Prior to May 4th

- Who activates the contingency plan?
- What is the best method to communicate?
- Who writes announcement?
- Who will organize phone list/e-mail list?
- How will the workload be divided?





NPOs Without Online Donations

- Direct donors to EBCF.org
- Click on Donate Now Button
- Choose Component Fund: East Bay Gives
- Fill Out Donation Form
- Put Organization Name in “Company Name” Field





Phone: (510) 836-3223

* required information

Donation

Donation Amount

Enter Donation Amount Here: * \$

Donor Information

To make an unrestricted gift to EBCF, please choose "East Bay Community Leadership Fund" in the drop-down menu below.

Component Fund: *

First Name: *

Last Name: *

Email: *

Company Name:

Address Line 1: *

Address Line 2:

City: *

State:

ZIP/Postal Code: *

Province:

Phone: *

Country: *

Payment Information





Give MN Twitter



GiveMN @givemn · Nov 14

@eann9193 thanks for the feedback @razoo is working on it.

[View conversation](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



GiveMN @givemn · Nov 14

[GiveMN.org](#) is back. Service could be intermitent. Thanks for your patience. We will continue to address issues as they come up.

[Expand](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



GiveMN @givemn · Nov 14

\$12 million dollars raised despite site problems. [#techfail](#) [#generositywin](#)

[Expand](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Give MN Facebook



GiveMN.org

November 25, 2013

Thank you Minnesota! #GTMD13

So grateful to so many who made Give to the Max Day a success despite technical difficulties. Thank you!!! — at Minnesota.





Having un-BEAR-able website issues? No worries - you can still #GivetothMax on our website!
bit.ly/1aWhOnd
pic.twitter.com/MObHaPTmPs

 Reply  Retweet  Favorite  More



Resources



- 8 Surefire Ways to Run a Successful Fundraising Campaign-Allison Gauss <https://www.classy.org>
- How To Launch a Successful Fundraising Campaign-Gail Guengerich <https://upleaf.com/>
- NonProfit Toolkit-<https://www.coloradogives.org/>
- Giving Day Playbook, Knight Foundation

