NORTH TEXAS GIVING DAY
9.19.19
powered by
COMMUNITIES FOUNDATION of TEXAS
Get Up & Give
Special Thanks to Concord Church
Agenda

I. Welcome

II. Communities Foundation of Texas

III. The Power of North Texas Giving Day

IV. Success Story from Our Peer

V. How to Get Started

VI. Strategy Workshop

VII. Q & A

VIII. Closing Remarks

www.NorthTexasGivingDay.org
CFT is a foundation for a thriving community for all

We bring passion, scale and expertise to build collective community strength.

We seek to deliver enduring solutions.
We are reaching out in many ways

Nonprofit Recruitment

Community Events

Leadership Councils
- Community Leadership Council
- Emerging Leaders in Philanthropy
- Hispanic Ambassador Council
- Indian-American Council

Grantmaking & Programs
- Economic Opportunity Report
- One Crisis Away
- Working Families Success Network
- Truth Racial Healing and Transformation
- Educate Texas
- Best in Class

Strategic Partnerships

- Telemundo
- State Fair of Texas
- Mercado369.com
Why Nonprofits Participate in North Texas Giving Day

- Raise money efficiently.
- Engage a matching fund donor.
- Attract and retain donors.
- Increase brand visibility.
- Test new fundraising ideas.
- Exposure to companies and additional prospect donors.
- Build capacity and gain tools for year-round fundraising efforts.
- Celebrate your mission.
- Recruit volunteers.

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Why Nonprofits Participate in North Texas Giving Day

Over the past four years, through North Texas Giving Day, Dallas Pets Alive has learned how to run a large and successful fundraising campaign.

Our (Village Tech Schools) goal was to raise $10,000 and we raised $10,579 to help build a permanent school campus for our students in South Dallas County.

United through HOPE was thrilled to gain 9 new volunteers from the Giving Day experience. All who indicated they wanted to volunteer have never volunteered with us before!
North Texas Giving Day is quickly approaching! This dynamic day of giving to favorite non-profits in North Texas offers you an opportunity to continue to show your support and help Soul Rep Theatre Company SHINE.

You've benefited from the Soul Rep experience in the past. This Thursday, September 19, empower our future by making a tax-deductible donation at https://www.northtexasgivingday.org/soul-rep-theatre-company or schedule your donation today!

Enjoy this special video capturing the Soul Rep spirit featuring our friends, company members and families.

“We Gon’ SHINE!”

#NTXGivingDay

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Key Activities for June

1. Register for North Texas Giving Day
2. Determine what you want to accomplish through North Texas Giving Day
3. Identify who is on your team
4. Choose which trainings would be most helpful

www.NorthTexasGivingDay.org
Nonprofit Registration

Please visit the NorthTexasGivingDay.org website to begin registration!
What You Need

- Your Organization’s EIN (Employer Identification Number)
- Annual Operating Budget
- Registration Fee
Use Your Real Estate

• Overview
• Testimonials
• Volunteer Opportunities
• Organization Needs

More About Us
We have seen significant, positive changes in the lives of the women we serve. The women are forming friendships and establishing much needed support systems which will allow them to lean on each other in times of need whether it be childcare so she can go to work, a safe place to go if they are in a hostile situation, and the strength felt when the bonds of friendship take root. We have seen one of our women decide to complete high school and graduated in May as a direct result or the ongoing support and encouragement brought to her by Redeemed Women. We continue to provide much needed transportation to grocery stores, doctor appointments, job interviews, laundry mats, to the social security office, and really anywhere they need to go to accomplish a task that will better their lives and the lives of their families. We provide cleaning supplies, hygiene supplies, clothing, and other necessities when needed to help our women keep clean homes and practice healthy daily habits to help our women stay well and able to work, keep their children well and able to attend school, and all the other benefits of having a clean living environment. We also provide spiritual support through Bible Study, devotion time, and prayer.

Testimonials
"Jane" is a single mother of 2 small children living in Bonton neighborhood, South Dallas. When I met her she was very shut down and really didn’t talk much. She did tell me that she did not have a high school diploma and because of that was turned down for a job in the community that she really wanted. I began to work with her and encourage her to take a giant step and finish high school. I also continued to help her with transportation needs and each time I was able to give her a ride anywhere, we would talk about her life and what she wanted. We began to set small, achievable goals. At one point, she called me and asked how to become a Christian. She became a Christian and she and her children began to attend church. Eventually, I would see her in the community and continued to pour into her and encourage her but I began to see her less frequently.
Provide Opportunities for Donors to Volunteer

Volunteer opportunities can foster a deeper relationship with donors!

Volunteer Opportunity Name: Love LOVE Gift Packing Party
Opportunity Date: 08/25/2018
Start Time: 10:00 AM
End Time: 12:00 PM

Volunteer Opportunity Description:
If you value educators and first responders and if you value what they do, this is a great opportunity for you to express it! We invite you to participate hands-on to pack hundreds of appreciation gifts that will be distributed across Dallas.

#DoGoodFeelGoodLove

Opportunity Location:
LOVE In Motion
2546 Elm St.

*Look for the black door with red frame, Walk in and up, (we're next door to The Prophet Bar)
*Metered parking on Elm St. or download Parkmobile app for public parking.
*Dart (green line) has a station with a drop-off point, 2 blocks away.

Contact Name: Pollo Corral
Contact Phone: 817-808-6125
Contact Email: pollo@loveinmotion.info

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Include Specific Needs of Your Organization

• Donors want to know how their gifts will make an impact

Specific Needs

We need to fund scholarships for approximately 500 economically disadvantaged girls in the DFW Metroplex. The registration fee is $175 per girl or $3000 to sponsor an entire team of girls. We never turn away a girl from our program for inability to pay. It is from the generosity of our donors and sponsors that make this possible.
Strategy Pages

STEP 1: Define Your Goals

What are your organizational priorities?

Check out pages 4-5 of your toolkit for strategy templates!
Who is on Your Team?

Staff
Board Members
Volunteers
Upcoming Trainings

For more information on trainings visit northtexasgivingday.org/resources

- Social Media Training with The Richards Group
- Matching Funds 101
- Digital Strategy Webinar with the RKD Group
- Dallas County Sip and Learn
- Collin County Sip and Learn
- Board Engagement 101

• FUNdraising Pages 101
• South Dallas County Sip and Learn
• Tarrant County Sip and Learn
• Prizes 101
• Donor Stewardship Training

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Trainings in June

• Social Media Training with The Richards Group
  June 18 at 10:00 a.m.

• Matching Funds 101
  June 20 at 10:00 a.m.

• Digital Strategy Webinar with the RKD Group
  June 26 at 10:00 a.m.
Key Activities for June

1. Register for North Texas Giving Day
2. Determine what you want to accomplish through North Texas Giving Day
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JUNE

One more thing...
One to One Matching Funds

What are Matching Funds?
Additional funds contributed directly to your nonprofit from a donor (or donors) to help encourage gifts

Potential matching fund donors:
- Board members
- Individuals or groups invested on a heart level
- Foundations or vendors with whom you have great relationships
- Companies who can promote your cause to their customers

Check out pages 12 and 21 of your toolkit for more information on Matching Funds!
Matching Fund Examples:

Dallas Area Parkinsonism Society

Matching Funds

* Has your organization secured your own one-to-one matching funds outside of CFT's bonus funds? Yes

Source(s) of Matching Funds

Existing Donor

Name(s) of Matching Fund Donor (shown on your public profile page)

Mike Miles

One-to-One Matching Funds Amount (shown on your public profile page)

$2,500.00

Matching Funds Public Description

$2,500.00 provided by Mike Miles

Testimonials

I give to DAPS because of the positive difference they made in my husband, Tom's, and my daily life. The DAPS therapy program enriched Tom's life physically and socially. And, the caregiver's group was a life saver for me.

- Barbara T.

I support DAPS because it is the only organization in the Dallas area offering a comprehensive approach to fighting Parkinson's disease. DAPS provides exercise programs in many forms throughout the Dallas area as well as monthly meetings with professional guest speakers providing critical information to help in your fight against PD. In your fight against PD you need all the help and information you can get and in the Dallas area DAPS is an essential part of the battle.

- Barry G.

I support DAPS because my husband has Parkinson's and we are deeply grateful for all they do to make our lives easier. The exercise and support group that meets at the Trinity Methodist Church in Duncanville is a blessing from God for us. We are deeply grateful for Donna Burton and others who make the group function with the support of DAPS.

- Edna H.

I give to DAPS because they help so many people. I support DAPS because they are such caring people. I became a DAPS GEM because they have such great teachers and volunteers.

- William B.

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Matching Fund Examples:

- ALERT Ministries
- Shine Therapy
Key Activities for July

1. Announce your participation in North Texas Giving Day
2. Create a communication plan
3. Refine profile page
4. Attend trainings
Create a Communication Plan

Determine..

• **WHAT** you are going to say
• **HOW** you are going to say it
• **WHEN** you will say it
• **WHERE** you will say it
• **WHO** you will say it to
Identify your Audience(s)

A ▪ Current donors
B ▪ Lapsed donors
C ▪ Volunteers
 ▪ Not donor
D ▪ New donors
Blow it out: Use Your Own Vehicles

Thank you! $8,105.44

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Trainings in July

• Sip and Learn, Dallas County
  July 10 at 4:00 p.m.

• Board Engagement 101
  July 25 at 10:00 a.m.

• FUNdraising Pages 101
  July 31 at 10:00 a.m.
Key Activities for August

1. Implement your communications plan
2. Recruit and activate superfans
3. Partner with your peers and make it an experience
4. Determine how you will thank your donors
Begin to push out your messages!

- Email
- Direct Mail
- Personal Phone Calls
- Social Media
- Video
Superfans can be FUNdraisers for their favorite nonprofit

FUNdraising functionality allows superfans to activate their networks and help raise funds for their favorite nonprofit.

Who are your Superfans?

- Volunteers
- Clients
- Former Clients/Alumni
- Board Members
- Friends
- Staff

www.NorthTexasGivingDay.org
FUNdraising Page Examples:
Partner with nonprofits to build community awareness!
How will you thank your donors?

www.NorthTexasGivingDay.org
Trainings in August

• Sip and Learn, South Dallas
  August 8 at 4:00 p.m.

• Sip and Learn, Tarrant County
  August 13 at 4:00 p.m.

• Prizes Video Training
  August 22 at 10:00 a.m.

• Donor Stewardship Training
  August 28 at 10:00 a.m.
Key Activities for September

1. All hands on deck!
2. September 7 – last day to make edits to profile
3. September 9-18 – Take advantage of Scheduled Giving
4. September 19 – North Texas Giving Day
5. Thank supporters
6. Share Results
How to leverage Scheduled Giving

• Host a mission-driven event and encourage guests to schedule their gifts
• Host a site visit to provide insight into your services
• Encourage board members to host a small gathering for their network

29,000 donors took advantage of Scheduled Giving in 2018!
Show and Tell!

mi_escuelita • Follow

Mi Escuelita Preschool

14 likes

mi_escuelita It's North Texas Giving Day! We're so excited to be a part of #ntxgivingday again and hope you'll help support Mi Escuelita! #ntxgivingday #dallasgiving

#ntxgivingday

www.NorthTexasGivingDay.org
Why I Give Photo Frames
Strategy Pages

Define your goals and approach

Check out pages 4-8 of your toolkit for strategy and timeline templates!