

NORTH TEXAS  
GIVING  
DAY<sup>.ORG</sup>

9.19.19

powered by  
COMMUNITIES  
FOUNDATION of TEXAS

*Get Up  
& Give*

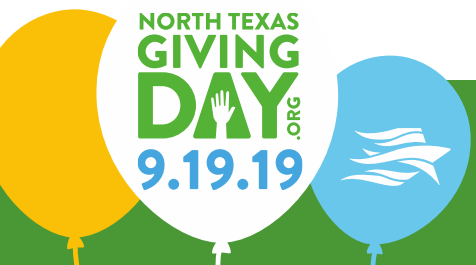


# Special Thanks to Concord Church



# 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](http://www.NorthTexasGivingDay.org)

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FOUNDATION of TEXAS



## 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



# Why Nonprofits Participate in North Texas Giving Day



Raise money efficiently.



Exposure to companies and additional prospect donors.



Engage a matching fund donor.



Build capacity and gain tools for year-round fundraising efforts.



Attract and retain donors.



Celebrate your mission.



Increase brand visibility.



Recruit volunteers.



Test new fundraising ideas.



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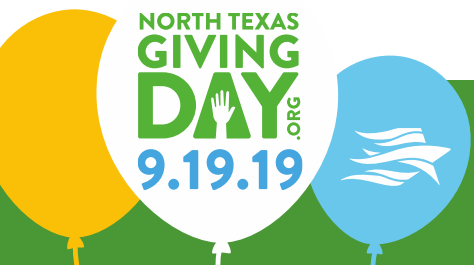


# Why Nonprofits Participate in North Texas Giving Day

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

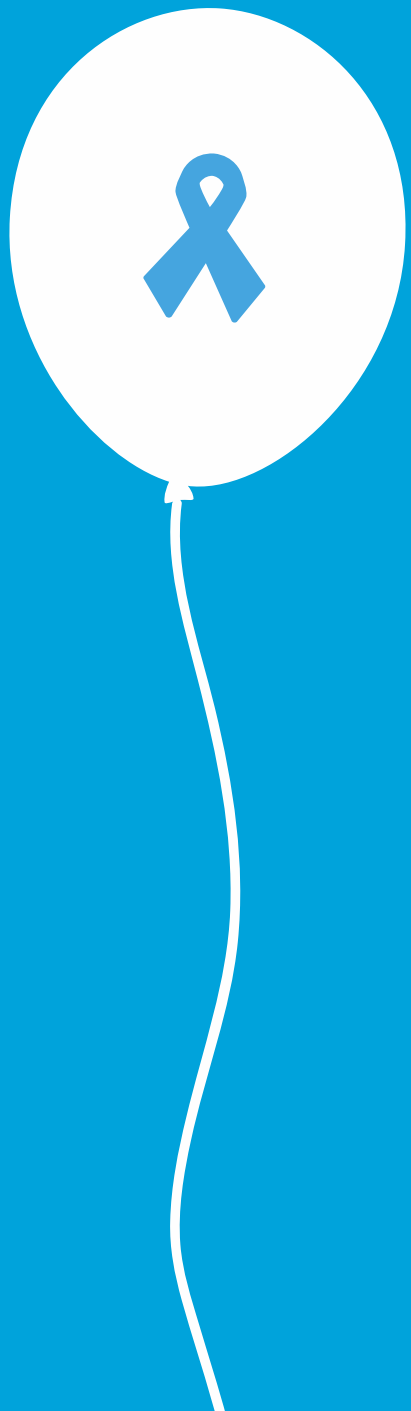
Our (Village Tech Schools) goal was to raise \$10,000 and we raised \$10,579 to help build a permanent school campus for our students in South Dallas County.

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!



[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)





# Soul Rep Theatre Company

Tonya Holloway





# Soul Rep Theatre Company



Soul Rep Theatre Company

September 18, 2018 · 🌐

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 20, 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



👍❤️ 86

12 Comments 102 Shares 5.6K Views



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# JUNE

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# Key Activities for June

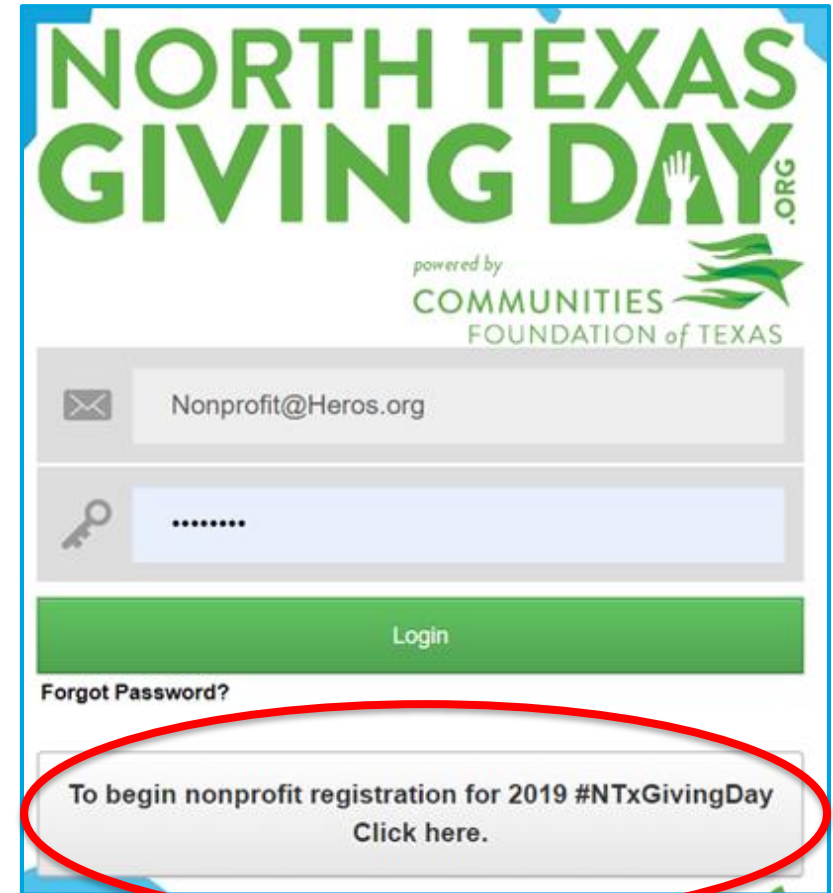
1. Register for North Texas Giving Day
2. Determine what you want to accomplish through North Texas Giving Day
3. Identify who is on your team
4. Choose which trainings would be most helpful



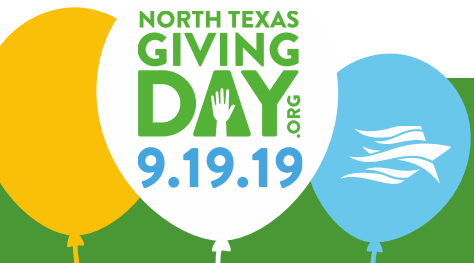
[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)

# Nonprofit Registration

Please visit the  
[NorthTexasGivingDay.org](http://NorthTexasGivingDay.org)  
website to begin  
registration!



The screenshot shows the North Texas Giving Day website interface. At the top, the logo reads "NORTH TEXAS GIVING DAY .ORG" in green, with a hand icon inside the word "DAY". Below the logo, it says "powered by COMMUNITIES FOUNDATION of TEXAS" with a green leaf-like logo. The login section includes an email field with "Nonprofit@Heros.org", a password field with masked characters, and a green "Login" button. Below the login button is a link for "Forgot Password?". At the bottom, a grey button with the text "To begin nonprofit registration for 2019 #NTxGivingDay Click here." is circled in red.



[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)






# What You Need

- Your Organization's EIN (Employer Identification Number)
- Annual Operating Budget
- Registration Fee

## Just Getting Started


[Hide List](#)



### Come to a Nonprofit Kickoff

Kickoffs are the first step to all things North Texas Giving Day. They happen in five counties in the spring, introducing and reacquainting nonprofits with our team, and the latest tips and tricks.

[Sign up for a kickoff now!](#)




### Register for North Texas Giving Day

Your organization can be part of the largest community-wide giving day in the country!

[Start here!](#)

**REGISTER FOR NORTH TEXAS GIVING DAY.**

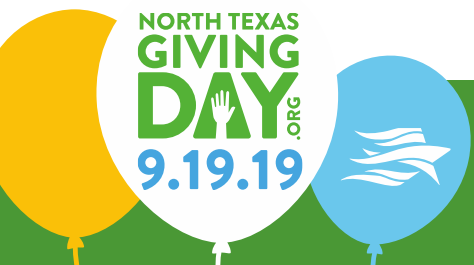
Need a tutorial? [Check out this quick video on how to register.](#)



### Early Birds Get the Perks

Get registered and do it early! If you complete and submit your profile by Friday, June 14, you become eligible for a number of special opportunities and unique prizes.

[Learn more here](#)

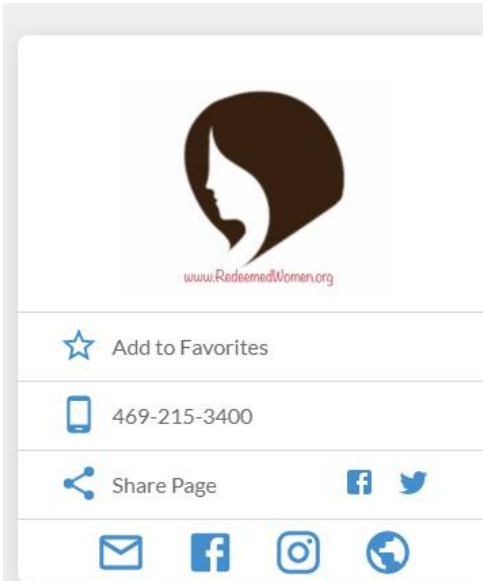


[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)



# 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 of 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.



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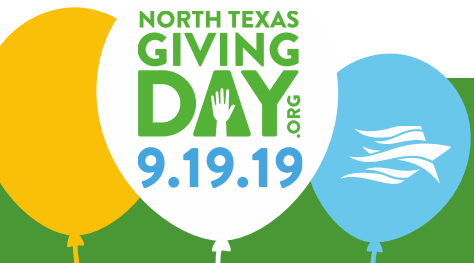
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# Provide Opportunities for Donors to Volunteer

Volunteer opportunities can foster a deeper relationship with donors!

<b>Volunteer Opportunity Name</b>		<b>Opportunity Date</b>
live LOVE Gift Packing Party		08/25/2018
<b>Start Time</b>	<b>End Time</b>	
10:00 AM	12:00 PM	
<b>Volunteer Opportunity Description</b>		
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.		
#DoGoodFeelGoodliveLOVE		
<b>Opportunity Location</b>		
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.		
<b>Contact Name</b>	<b>Contact Phone</b>	<b>Contact Email</b>
Pollo Corral	<a href="tel:817-808-6125">817-808-6125</a>	<a href="mailto:pollo@loveinmotion.info">pollo@loveinmotion.info</a>

Close

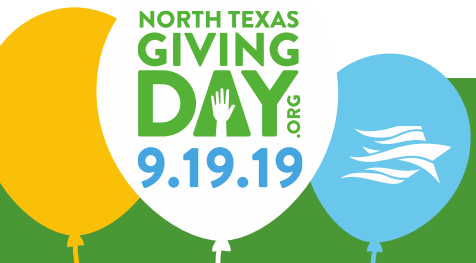
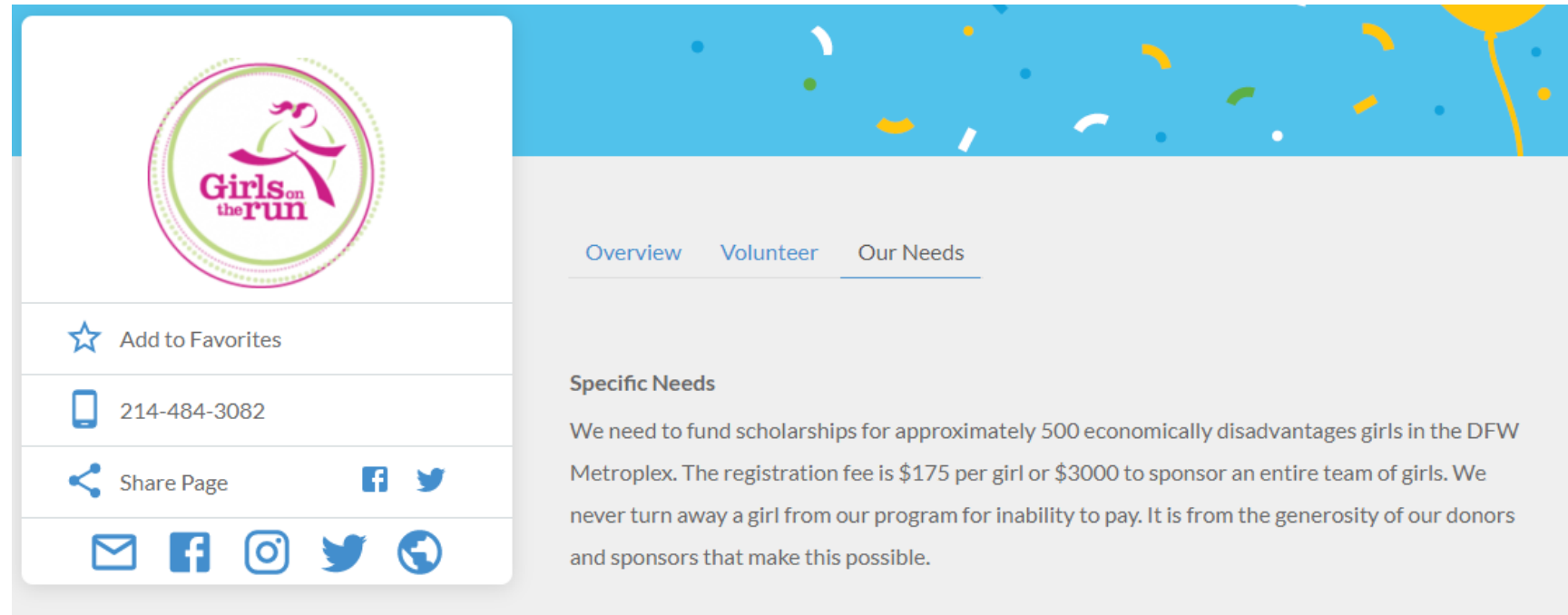


[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)



# Include Specific Needs of Your Organization

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



www.NorthTexasGivingDay.org



# Strategy Pages

## STEP 1: Define Your Goals

What are your organizational priorities?

Check out **pages 4-5** of your toolkit for strategy templates!

**Strategy Planning Template**  
Use this template to outline your ideas, set goals and create your action plan.

What is your specific, urgent campaign objective?

What is the challenge, obstacle or problem that your campaign will solve?

What is the solution, action or result that your campaign offers?

Whose support are you making for?

Audience

What will move them to give?

Whose voice is most meaningful to the audience (e.g., client, donor, board member, CEO or staff member)?

	Facebook Followers	Twitter Followers	Email Subscribers	Postal Addresses	Phone Numbers
Donors giving between \$10 and \$100					
Donors giving between \$100 and \$1,000					
Donors giving over \$1,000					

Metric	Total Likely	Total Possible	Goal	Priority
Dollars Raised (\$)				
Board Participation (%)				
Matching Gifts				
Increased Gifts (\$)				
Unique Donors (\$)				
Returning Donors (\$)				
New Donors (\$)				
Social Media Impressions				
Matching Gifts Earned (%)				

Based on this metric goals prioritized above, write out meaningful, measurable goals for your campaign team.

Internal Goal

Public Goal



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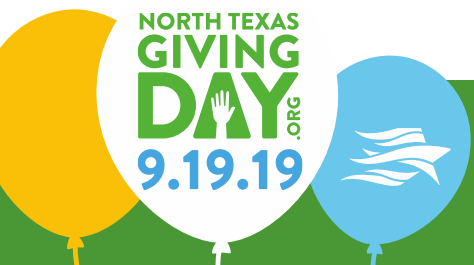


# Who is on Your Team?

Staff

Board Members

Volunteers



[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)

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# Upcoming Trainings

For more information on trainings visit [northtexasgivingday.org/resources](http://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

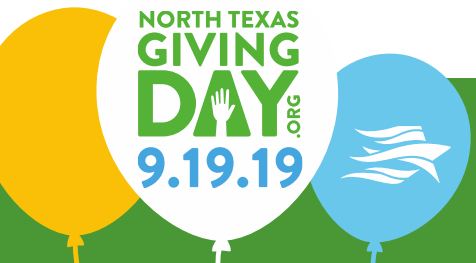


[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)



# 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.

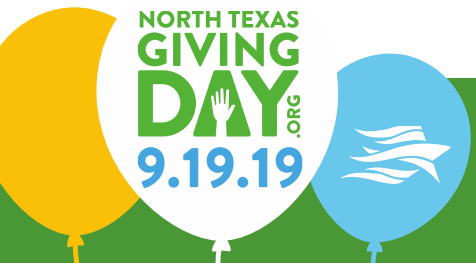


[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)



# 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](http://www.NorthTexasGivingDay.org)



# JUNE

# One more thing...

Get Up  
& Give



# 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!




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# Matching Fund Examples:

## Dallas Area Parkinsonism Society



[★ Add to Favorites](#)

[📞 972-620-7600](#)

[🔗 Share Page](#) [f](#) [t](#)

[✉](#) [f](#) [i](#) [t](#) [g](#)

### 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 Cargiver'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 Burson 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.

### Matching Funds

\$2,500.00 provided by Mike Miles

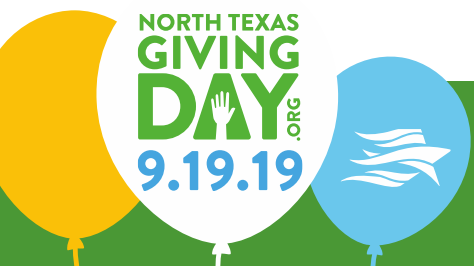
### Matching Funds

<b>* Has your organization secured your own one-to-one matching funds outside of CFT's bonus funds?</b>	<b>One-to-One Matching Funds Amount (shown on your public profile page)</b>
Yes	\$2,500.00
<b>Source(s) of Matching Funds</b>	
Existing Donor	
<b>Name(s) of Matching Fund Donor (shown on your public profile page)</b>	<b>Matching Funds Public Description</b>
Mike Miles	



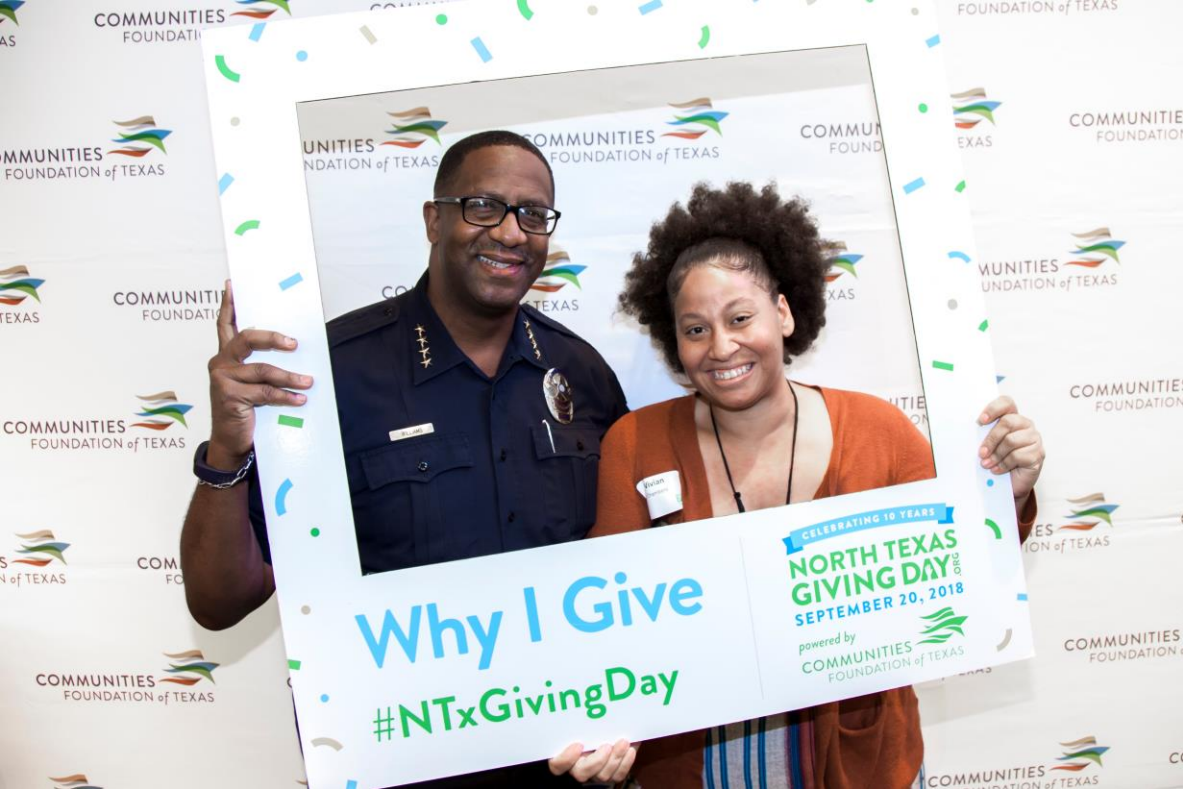
# Matching Fund Examples:

- ALERT Ministries
- Shine Therapy



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# JULY

Get Up  
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# 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



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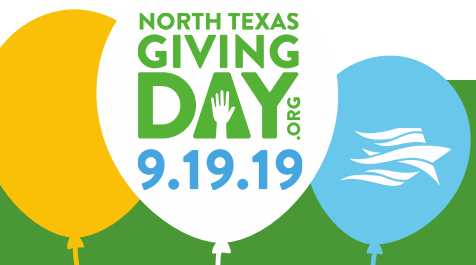
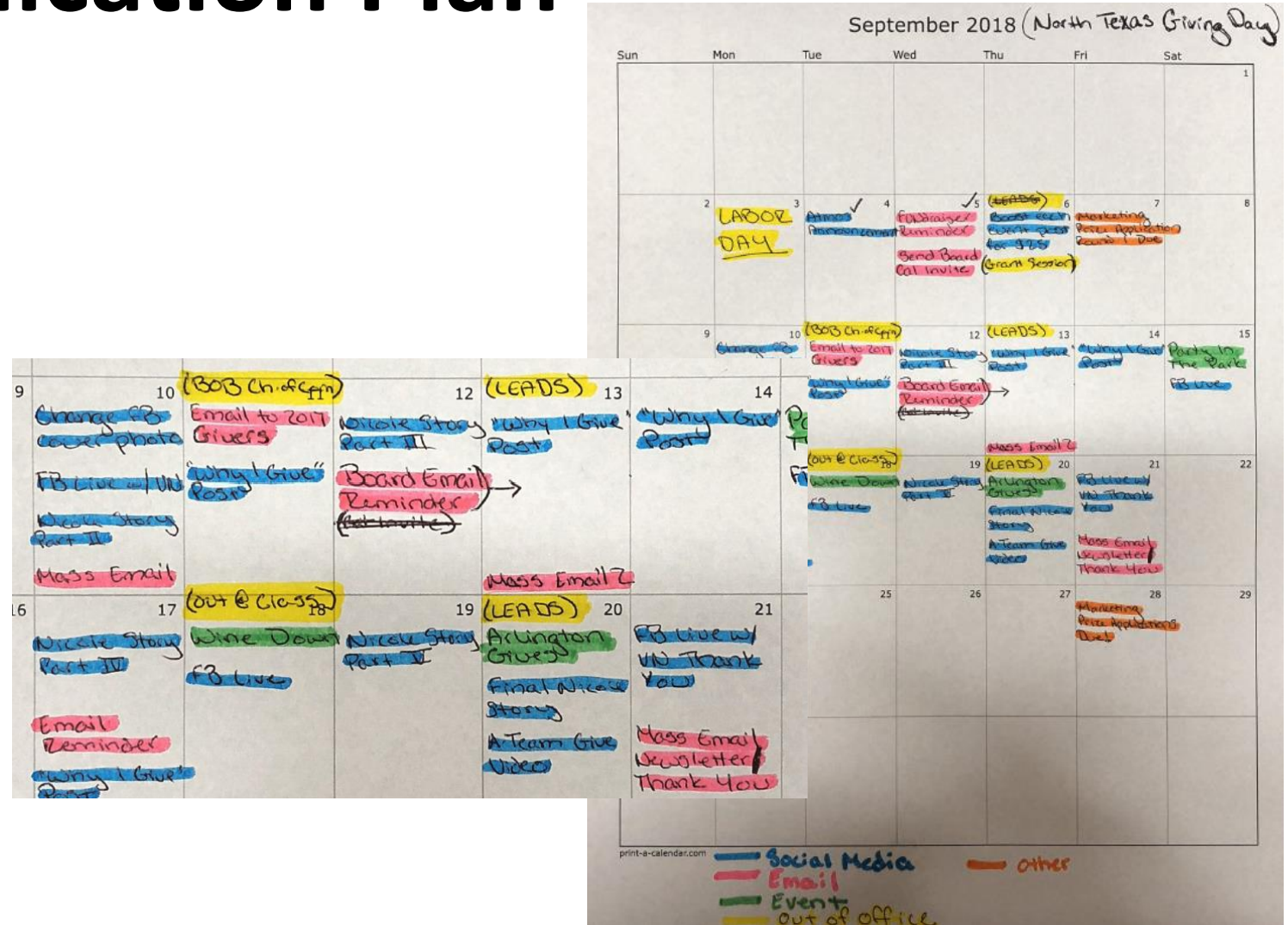




# Create a Communication Plan

# 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



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## Identify your Audience(s)

**A**

- Current donors

**B**

- Lapsed donors

**C**

- Volunteers
- Not donor

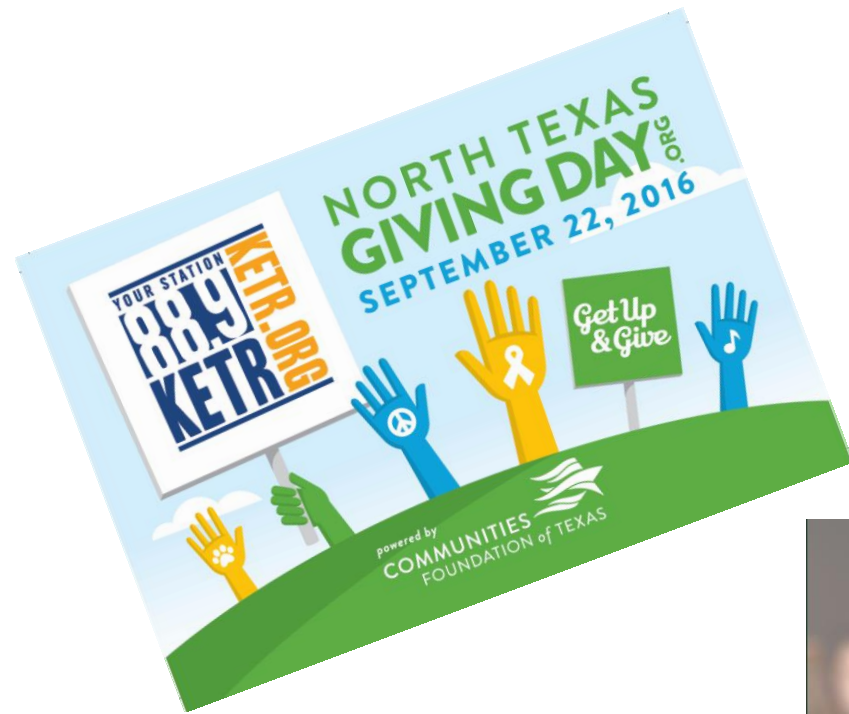
**D**

- New donors



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# Blow it out: Use Your Own Vehicles

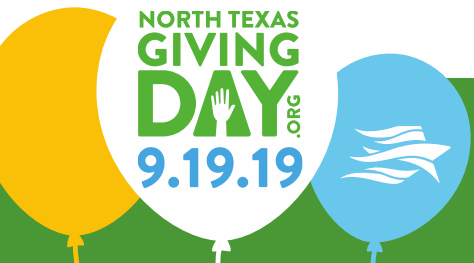


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# Trainings in July

- 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.



[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)







# AUGUST

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# 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

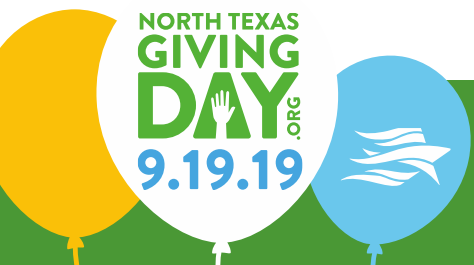


[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)



# Begin to push out your messages!

- Email
- Direct Mail
- Personal Phone Calls
- Social Media
- Video



[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)



# 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](http://www.NorthTexasGivingDay.org)



# FUNdraising Page Examples:



#NTXGIVINGDAY

100 moms for  FriscoMomsCare

#icantbutWEcan  
#thepowerofcare

1. create your very own FUNdraising Page
2. teach 10 friends about FMC
3. ask 10 friends to give \$10

100 moms X \$100 = \$10,000 FOR LOCAL FAMILIES IN NEED

CELEBRATING 16 YEARS

NORTH TEXAS GIVING DAY .ORG

powered by COMMUNITIES FOUNDATION of TEXAS

Hosted by the Fund Development Team for the GSNEX Learning Channel

SEP 6 FUNdraising on North Texas Giving Day  
Public · Hosted by Gsnex Learning Channel

★ Interested ✓ Going

Thursday, September 6, 2018 at 7 PM – 7:30 PM  
about 7 months ago



www.NorthTexasGivingDay.org

Partner with  
nonprofits to  
build  
community  
awareness!



PROCEEDS GO TO:



HELPING  
RESTORE  
ABILITY



**Party in the Park**

**11am-1pm Sept. 15**

Proceeds Support:



Sponsored By:



Proceeds Support:



Sponsored By:



**Wine Down!**

Tuesday, September 18

6:30pm-8:00pm

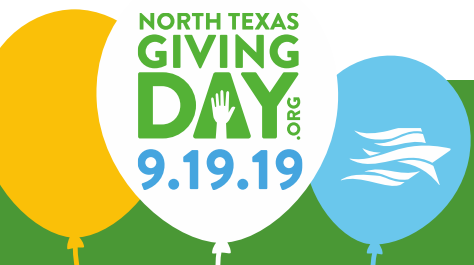


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# How will you thank your donors?

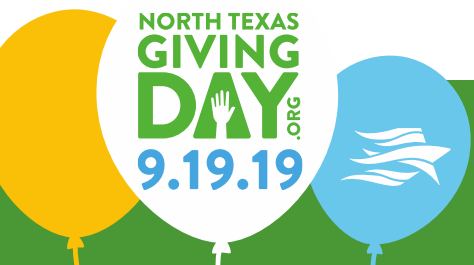


[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)



# 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.



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# SEPTEMBER

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# 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



[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)

# 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!**



[www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org)





# Show and Tell!



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 #ntxgivingday2018 #dallasgiving



271 likes

tbtheater Alexandra and Sasha appreciate the "lift" from our supporters for helping us hit \$17,000 during @ntxgivingday!



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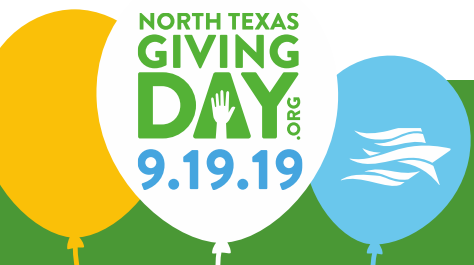


# Why I Give Photo Frames



metropolitan

CUSTOM COLOR PRINTING FOR NON-PROFIT ORGANIZATIONS



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# Strategy Pages

Define your goals and approach

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

**Strategy Planning Template**  
Use this template to outline your ideas, set goals and create your action plan.

What is your specific, urgent campaign objective?

What is the challenge, obstacle or problem that your campaign will solve?

What is the solution, action or result that your campaign offers?

Whose support are you seeking to earn and what do they value most?

Audience

What will move them to give?

Whose voice is most meaningful to the audience (e.g., client, donor, board member, CEO or staff member)?

**Strategy Planning Template**

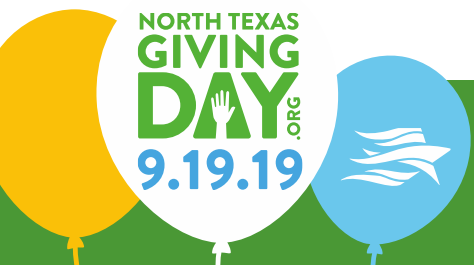
Facebook Followers	Twitter Followers	Email Subscribers	Postal Addresses	Phone Numbers
Donors giving between \$10 and \$100		Donors giving between \$100 and \$1,000		Donors giving more than \$1,000

Metric	Total Likely	Total Possible	Goal	Priority
Dollars Raised (\$)				
Board Participation (%)				
Matching Gift				
Increased Gift (\$)				
Unique Donors (\$)				
Returning Donors (\$)				
New Donors (\$)				
Social Media Impressions				
Matching Gift Earned (%)				

Based on the metrics goals prioritized above, write most meaningful, measurable goals for your campaign team, for reporting to your board and for sharing externally.

Internal Goal

Public Goal



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