

NORTH TEXAS GIVING DAY^{ORG}

9.17.20

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Agenda

- I. Welcome
- II. North Texas Giving Day 2019 Analytics and Nonprofit Campaigns
- III. The Richards Group Social Media Training
- IV. Closing Remarks



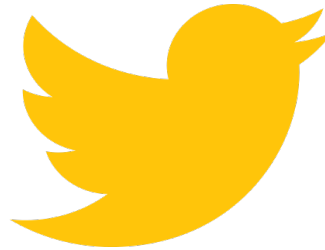
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Find us on Social Media



North Texas Giving Day



@ntxgivingday



@ntxgivingday

#NTxGivingDay



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North Texas Giving Day 2019 Analytics

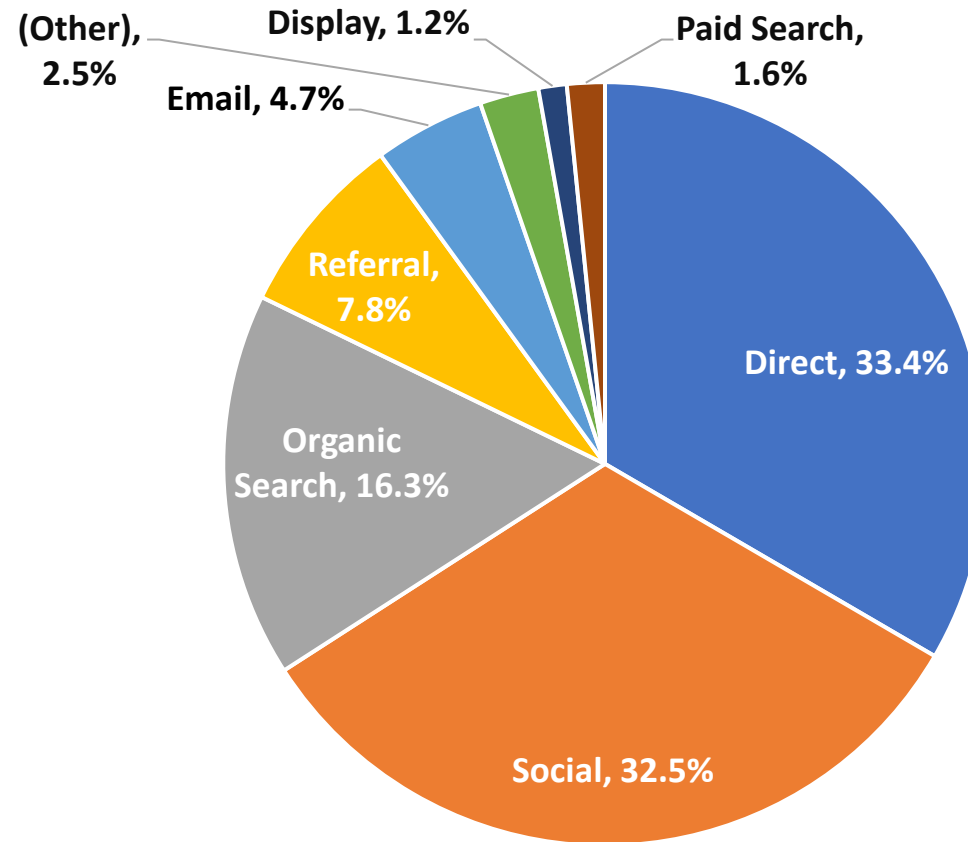


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Social Media is second largest referrer to NorthTexasGivingDay.org



Social Media Referrals to NorthTexasGivingDay.org



Facebook 92%



Instagram 4.76%



Twitter 2.58%



LinkedIn .43%



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During 2019 North Texas Giving Day Season

- Social Media (May- September):
 - 1.6MM Facebook Impressions (over 1 MM during scheduled giving and day-of alone!), 240K Twitter Impressions, 385K+ Instagram Impressions
- Website (Scheduled Giving and on North Texas Giving Day):
 - 575K+ Sessions (36% increase since 2018). Average session time of 5 minutes. Nonprofit Search Page and Donation Confirmation Page were most viewed site pages after the Homepage. 66% of gifts were made on a smartphone or tablet.



Social Media Resources, Tools and Trainings



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Getting Started: Tools and Resources

- This training with The Richards Group!
- NorthTexasGivingDay.org “Resources” Page
- Take 15 Virtual Trainings
- Marketing Toolkit



Upcoming Trainings and Key Dates

For more information on trainings visit northtexasgivingday.org/resources

- July 14 – Graphics Basics and Editing
- July 21 – Take 15: Board Engagement
- July 28 – Take 15: Volunteer Strategy
- August 3 – FUNdraising Page Creation Opens
- August 4 – Take 15: FUNdraising Pages
- August 11 – How To Register
- August 17 – Registration Closes
- August 18 – Take 15: Donor Stewardship
- August 28 – Last Day to Edit Profiles
- September 1 – Early Giving Opens
- September 1 – Take 15: Donor Report
- September 17 – North Texas Giving Day



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Eligibility

Resources

Key Dates

Prizes

Events

FAQs

2020 Nonprofit Kickoff



**Nonprofit Registration
for North Texas Giving
Day 2020 is now Open!**

REGISTER NOW!



Getting Started: Marketing Toolkit



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Facebook Profile Frames

How to add:

- Go to your profile and tap your profile picture.
- Tap “Add Frame” and search “North Texas Giving Day 2020” and select the frame to apply it.



Profile photo frames are a great way to spread the word about North Texas Giving Day to your network!

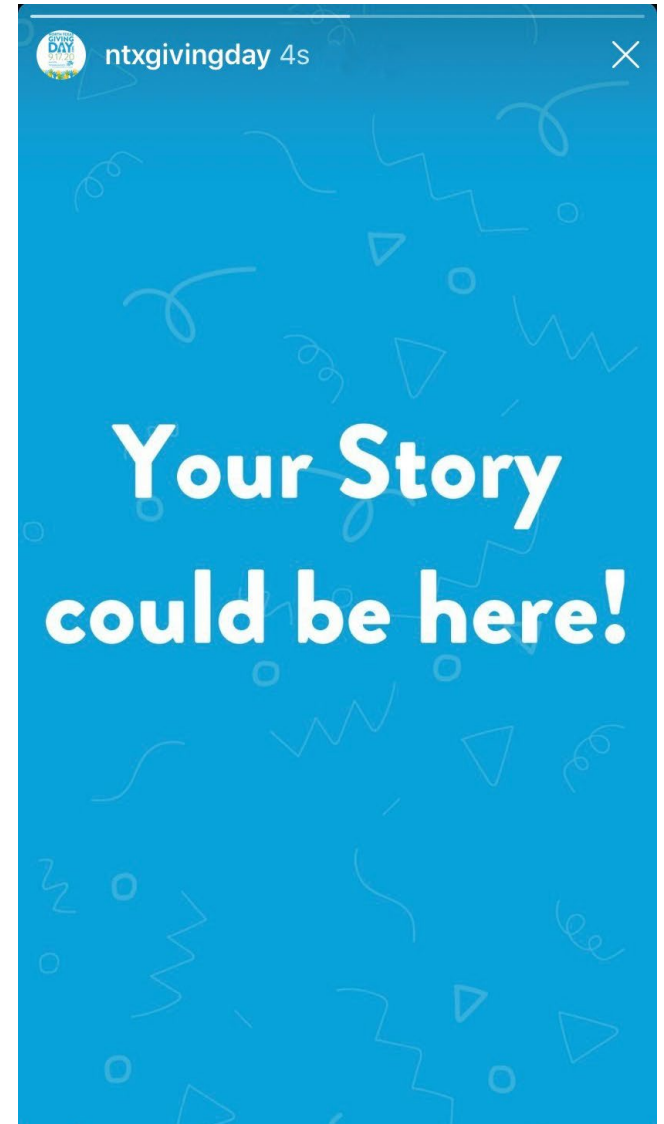


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Social Media Contest!

- Beginning **on Friday, July 24**, we will feature one lucky nonprofit's stories each week on the North Texas Giving Day Instagram and Facebook stories!



North Texas Giving Day Prizes

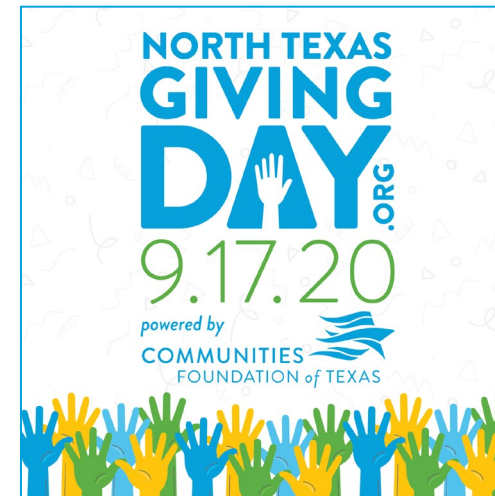
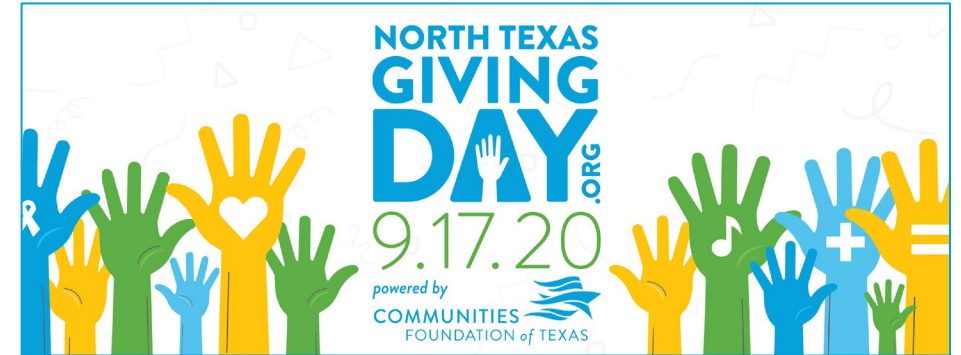
Utilize these trainings, tools, and resources to execute a great social media campaign and enter to win **Prizes!**

- Best Integrated Marketing Campaign
- Best Business - Nonprofit Partnership
- Most Retweeted Tweet
- Most Liked Instagram Post
- #NTxKidsGive Giving Curriculum Prize



The Power of the North Texas Giving Day Brand

- Tap and leverage the power of North Texas Giving Day through the supplied resources and assets to create your own social media campaign
- Also: use the hashtag, share our social posts, use the social profile picture frames, download graphics and social images, etc.



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2019 North Texas Giving Day Nonprofit Social Media Campaigns



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Rosa es Rojo

- Campaign goal: Raise \$12K and promote their community Wellness Program, the Rojo Way. Bilingual campaign included social media, email, mobile, and in-person events.
- Rosa es Rojo segmented their overall audience into three distinct groups, in order to customize message for higher engagement. These audiences included: Hispanic donors and current program participants, Non-Hispanic donors, and corporations.
- An integral part of their campaign message was specific donation asks, outlining what each donation amount could accomplish.
“\$60: One wellness and cancer prevention workshop of 4 hours x Hispanic woman with economic challenges.”

ROSAes
ROJO
superviviendo



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Rosa es Rojo



¡Únete a nosotros
y ayúdanos a
hacer la
diferencia!

ROSAesROJO
superviviendo

Why I Give
#NTxGivingDay

Rosa es Rojo
Like This Page · September 17, 2019 · Edited

¡El Día de Donaciones del Norte de Texas ya casi está aquí y contamos con ustedes! ¡MUCHAS GRACIAS por participar y beneficiar a más mujeres Hispánicas en bienestar y prevención de cáncer!

North Texas Giving Day is around the corner and we're counting on you!
Communities Foundation of Texas <https://www.northtexasgivingday.org/rosaesrojo>
#NTxGivingDay North Texas Giving Day #WhyIGive See Translation

8 5 Shares

Like Comment Share

Comment as North Texas Giving Day



\$ 60 = 1 taller presencial
para 1 mujer Hispana (4
horas de duración)

\$60 = 1 on-site
workshop for 1 Hispanic
woman (4h long)

ROSAesROJO
superviviendo

Why I Give
#NTxGivingDay

rosaesrojo · Following

rosaesrojo Have you scheduled your donation yet? Help us reach more hispanic women in North Texas!

¿Ya programó su donación?
¡Ayúdanos a llegar a más mujeres hispanas en el norte de Texas!
<https://www.northtexasgivingday.org/rosaesrojo>
#NTxGivingDay #TheRojoWay
#ElCaminoRojo #SuperVive
#SuperVivir #CancerPrevention
#PrevenciondelCancer #Community
#Comunidad Communities
Foundation of Texas

40w

11 likes
SEPTEMBER 12, 2019

Add a comment... Post



Rosa Es Rojo
@rosaesrojo

North Texas Giving Day is THIS MONTH and we're counting on you to help us make a greater impact on many hispanic women living in North Texas! Your contribution will allow us to train 40 Hispanic women from West Dallas and McKinney in The Rojo Way.

northtexasgivingday.org/rosaesrojo



2:15 PM · Sep 3, 2019 · Hootsuite Inc.

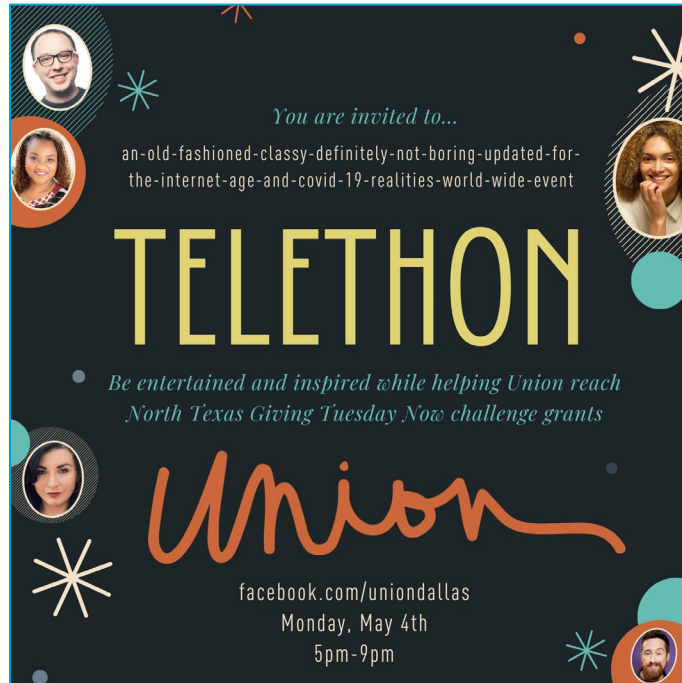


Union

- Quick ramp-up to execute campaign given North Texas Giving Tuesday Now timeline. Limited time and staff resources.
- North Texas Giving Tuesday Now campaign goals:
 1. increase organization visibility to raise more funds
 2. mobilize and activate their supporters
- Union conceived a telethon and collected performance videos of support from community members.



Union



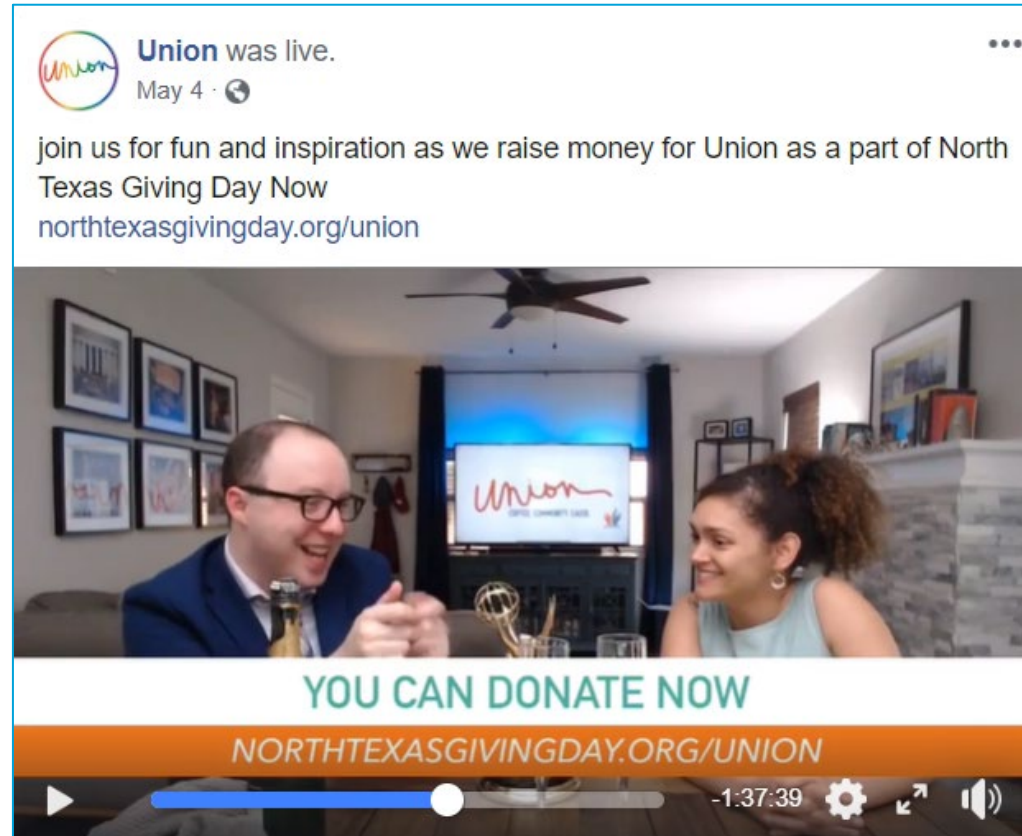
You are invited to...
an old-fashioned-classy-definitely-not-boring-updated-for-the-internet-age-and-covid-19-realities-world-wide-event

TELETHON

Be entertained and inspired while helping Union reach North Texas Giving Tuesday Now challenge grants

Union

facebook.com/uniondallas
Monday, May 4th
5pm-9pm



Union was live.
May 4 · 🌐

join us for fun and inspiration as we raise money for Union as a part of North Texas Giving Day Now
northtexasgivingday.org/union

YOU CAN DONATE NOW
NORTHTEXASGIVINGDAY.ORG/UNION

DID YOU KNOW UNION IS A NON-PROFIT TOO?

North Texas Giving Tuesday Now



COFFEE



COMMUNITY



CAUSE



HOW CAN YOU HELP US ACHIEVE OUR MISSION DURING THE COVID-19 PANDEMIC?

In concert with the #GivingTuesdayNow campaign, the international call for unity and giving, Communities Foundation of Texas' North Texas Giving Day, the Dallas Cowboys and the United Way of Metropolitan Dallas have teamed up to support the organizations and individuals who need help the most. On Tuesday, May 5 from 6 a.m. to midnight, this collaborative will host an emergency response day of giving, North Texas Giving Tuesday Now, to encourage donor support for nonprofit organizations reeling from the impact of the COVID-19 pandemic.

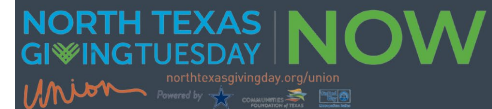
HELP US BY DONATING

One of our core values is generosity. During this time of crisis, we are calling on our community to live into this value together. Where we offer our vulnerability, our resources, our time, our voices, our privilege, our light, our hope, our stories and ourselves. So that Dallas might be better. So that the world might be better. So that we, through our generosity might be better. Live into that value of generosity by donating to Union for North Texas Giving Tuesday Now on May 5th.



YOU ARE UNION

Whether you are one of our regular customers or have just discovered our coffee shop recently, we want you to know that you are part of our community. That you are Union!
Thank you for supporting us during this time. We appreciate your support.



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Grant Halliburton Foundation

- Grant Halliburton Foundation created a multi-platform campaign centered on the theme of “There’s No Place Like Hope”. The core of the campaign featured a 5-part video web series based on The Wizard of Oz, which was written, directed, and produced by their creative team.
- Campaign utilized a comprehensive social campaign across Facebook, Twitter and Instagram, a dedicated North Texas Giving Day landing page on their website, and coordinated postcards and emails.
- Consistent campaign theme and branding, utilized #NTxGivingDay hashtag to be a part of the online conversation about the day and created their own hashtag – #TheresNoPlaceLikeHope



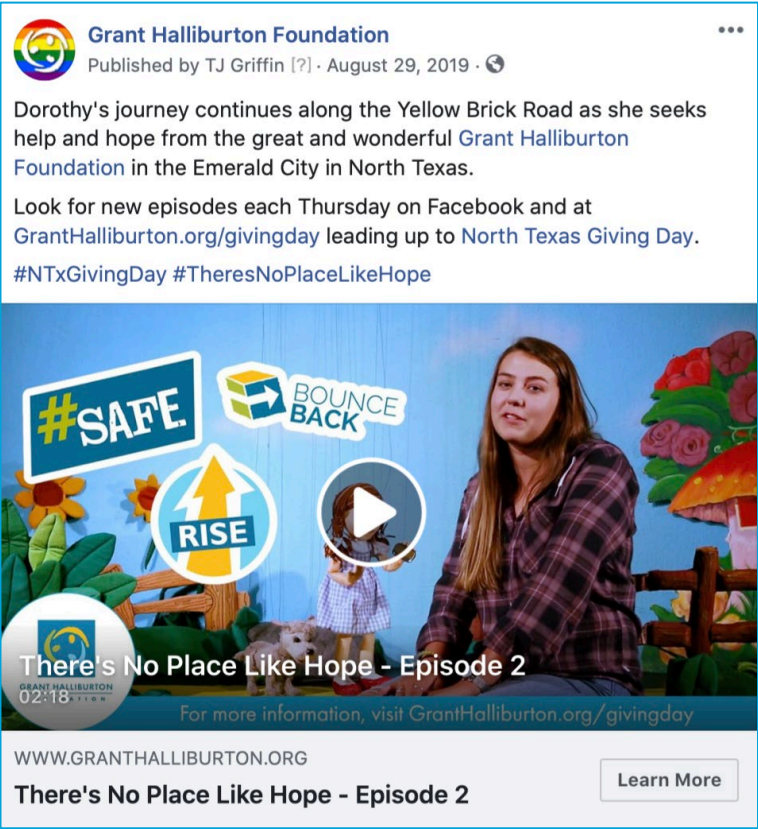
GRANT HALLIBURTON
FOUNDATION



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Grant Halliburton Foundation



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to be like me

campaign summary

As a brand new non-profit, our focus was primarily on brand awareness, education and using the event to help build our social media following. Fundraising was just a bonus!

Tactics included:

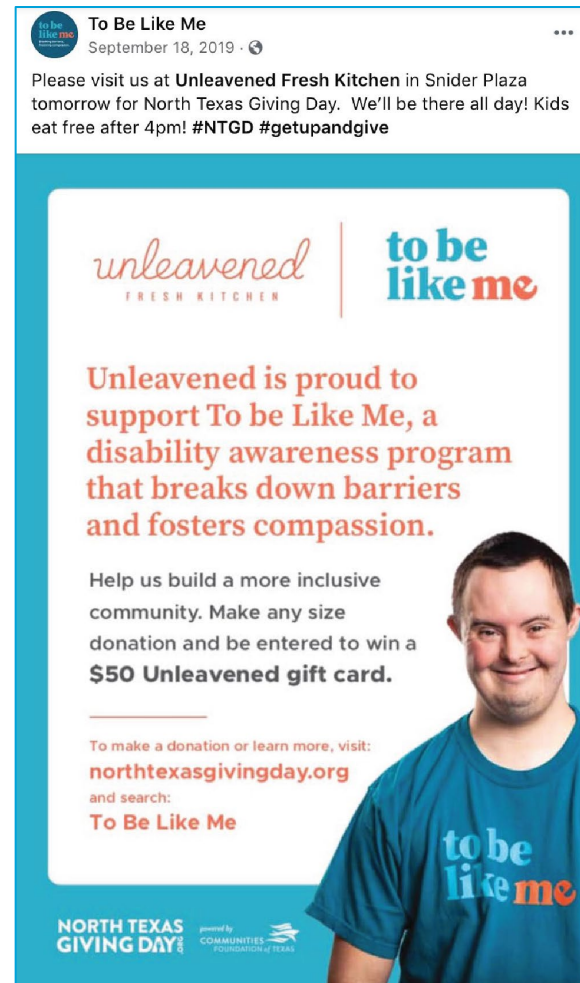
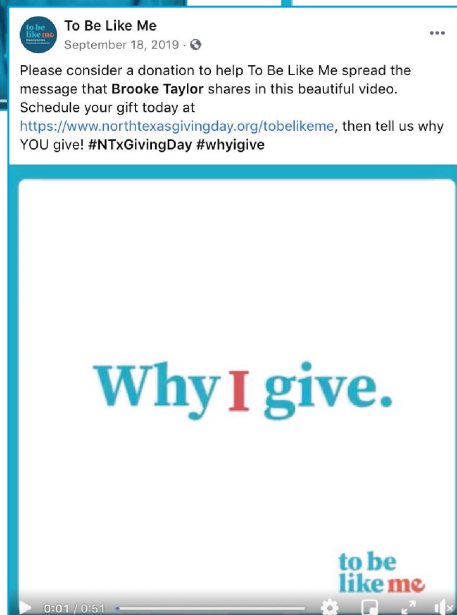
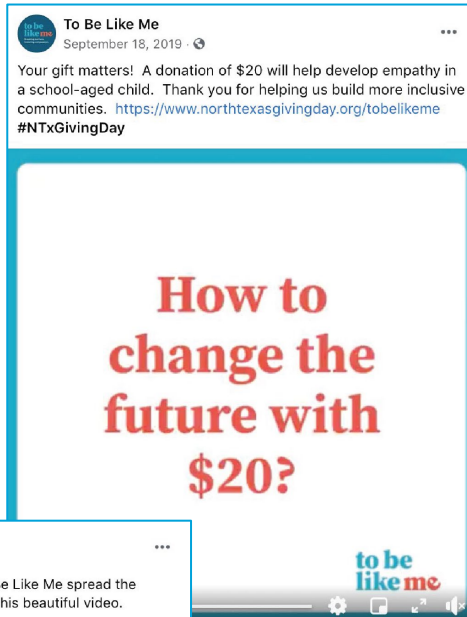
- Pre-NTGD videos to create awareness, convey impact and offer reasons to give
- Creation of an event page
- Day of Event with Facebook Live

Branding and campaign creative by O&H Brand Design



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THE RICHARDS GROUP



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