

NORTH TEXAS GIVING DAY^{.ORG}

9.17.20

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TAKE 15: BOARD ENGAGEMENT



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Agenda

- I. Welcome
- II. The importance of engaging board members
- III. Key ways to leverage board members
- IV. Resources
- V. Closing Remarks



Why do nonprofits participate in North Texas Giving Day?

- Raise money efficiently
- Gain exposure among new audiences
- Recruit volunteers
- Attract and retain new donors
- Increase brand visibility
- Test new fundraising ideas
- Be a part of something bigger



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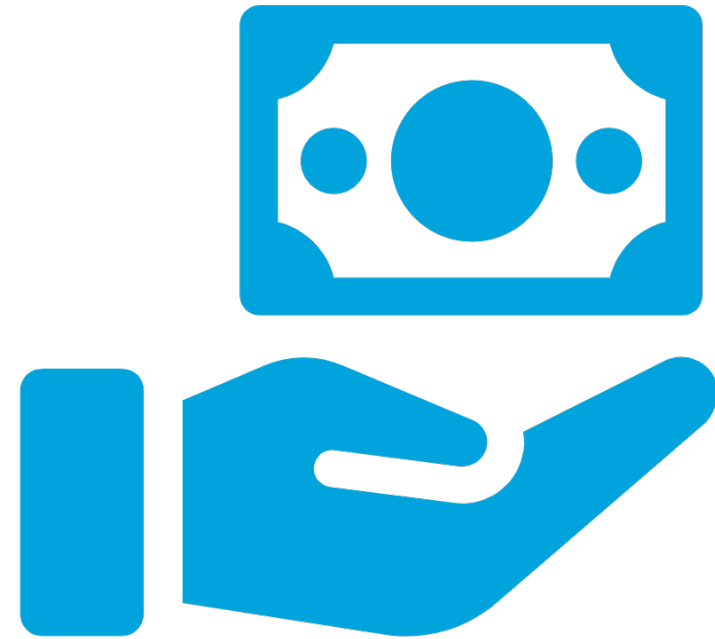
Board Member Roles and Responsibilities

- Participate in fundraising efforts
- Advocate for programs and services
- Be a brand ambassador in the community
- Spread the word about the mission
- Volunteer time
- Recruit new stakeholders



Key Ways to Engage Board Members

1. Give (Financial and/or in-kind)



GIVE: Give or Get

- 100% Board Give or Get
- Give personally via northtexasgivingday.org
- Secure donation(s) from outside individuals, foundations, businesses

Harmony Community Development Corporation (Harmony CDC)



☆ Add to favorites

📞 214-467-6712

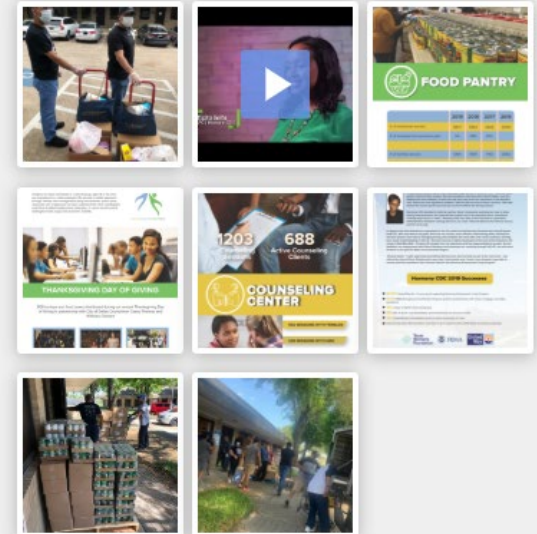
🔗 Share page  



DONATE NOW

[Overview](#) [Volunteer](#) [Events](#) [Our Needs](#)

Harmony Community Development Corporation's (Harmony CDC) mission is to advance the presence of God by strengthening families and revitalizing neighborhoods through community-driven and solution-oriented approaches. We provide services to 7,300 plus individuals annually through our on-site food pantry. Harmony CDC also provides more than 800 professional and addictive behavior counseling sessions annually.



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GIVE: Time and Expertise

- Serve on North Texas Giving Day Committee
- Assist with overall campaign strategy
- Social media, email messaging, virtual event

Strategy Checklist

No matter which month you dive into your North Texas Giving Day planning, start with this strategy checklist to determine your goals, storytelling, staff capacity, and execution plan.



Step 1: What are Your Goals?

- ☐ **Analyze your current donor database** to discover new opportunities and develop the best approach.
- ☐ **Establish your overall fundraising goal** based on insights from your data. Sample goals: acquire 20 new donors, raise \$5,000 in donations, or reengage 20 lapsed donors.
- ☐ **Determine the number** of new donors and total participants you want to reach.
- ☐ **Set segmented participation goals** (young donors, lapsed donors, new donors, etc.)

Step 2: What's Your Story?

- ☐ **Create a compelling case for support.** Consider tying your campaign to a matching fund or specific program.
- ☐ **Create an omni-channel experience.** Be sure to coordinate your communication efforts across every channel (web, print, social media, direct mail, mobile).
- ☐ **Be intentional with your email strategy.** Start early, but beware of donor fatigue.
- ☐ **Segment donors and tailor messages to reach them.** Target donors with relevant content and contextualized

Step 3: Build Your Team

- ☐ **Decide who in your internal organization** could best help you achieve your North Texas Giving Day goals.
- ☐ **Select a staff member or high-level volunteer as a point person** who has strong leadership and organization skills and can commit to the North Texas Giving Day timeline.
- ☐ **Who are the board members** that would best help spread your message?
- ☐ **Think about current donors or volunteers** who would be great ambassadors for your organization.
- ☐ **Activate your ambassador army** by encouraging them to create FUNdraising pages (more details in the FUNdraiser toolkit!), spread the word to their networks, and donate on September 17.

Step 4: Execution Plan

- ☐ **Create your day-of execution plan** and assign staff roles, duties, events and tasks.
- ☐ **Update your audience and donors on your goal progress** throughout North Texas Giving Day on social media.

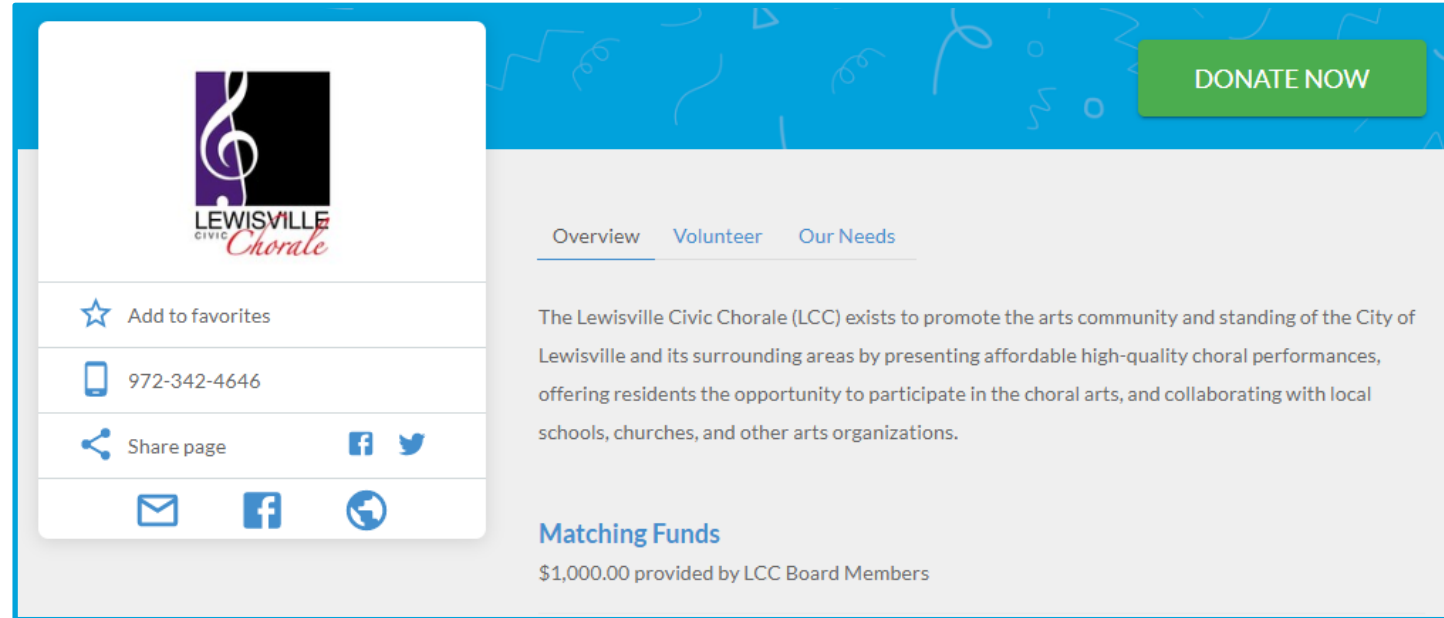


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GIVE: Serve as a matching fund donor

Individual board member or entire board of directors can provide a matching fund to further fundraising success.



GIVE: FUNdraising Pages

- Individual board member or entire board of directors set up FUNdraising pages
- Pro Tip! Staff can even set up FUNdraising pages on behalf of board members

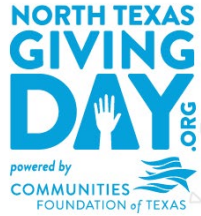


Key Ways to Engage Board Members

1. Give (Financial and/or in-kind)
2. Spread the Word



SPREAD THE WORD: Email Signature



Save The Date!
9.17.20



DONAR AHORA



Countdown to North Texas Giving Day!

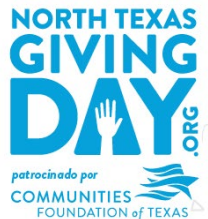
51
DAYS

15
HOURS

30
MINUTES

33
SECONDS

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¡ANOTE LA FECHA!
9.17.20



GIVE NOW!



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SPREAD THE WORD: Proactively Reach out to Donors

Personal calls to donors prior to Giving Day to connect, share and inspire



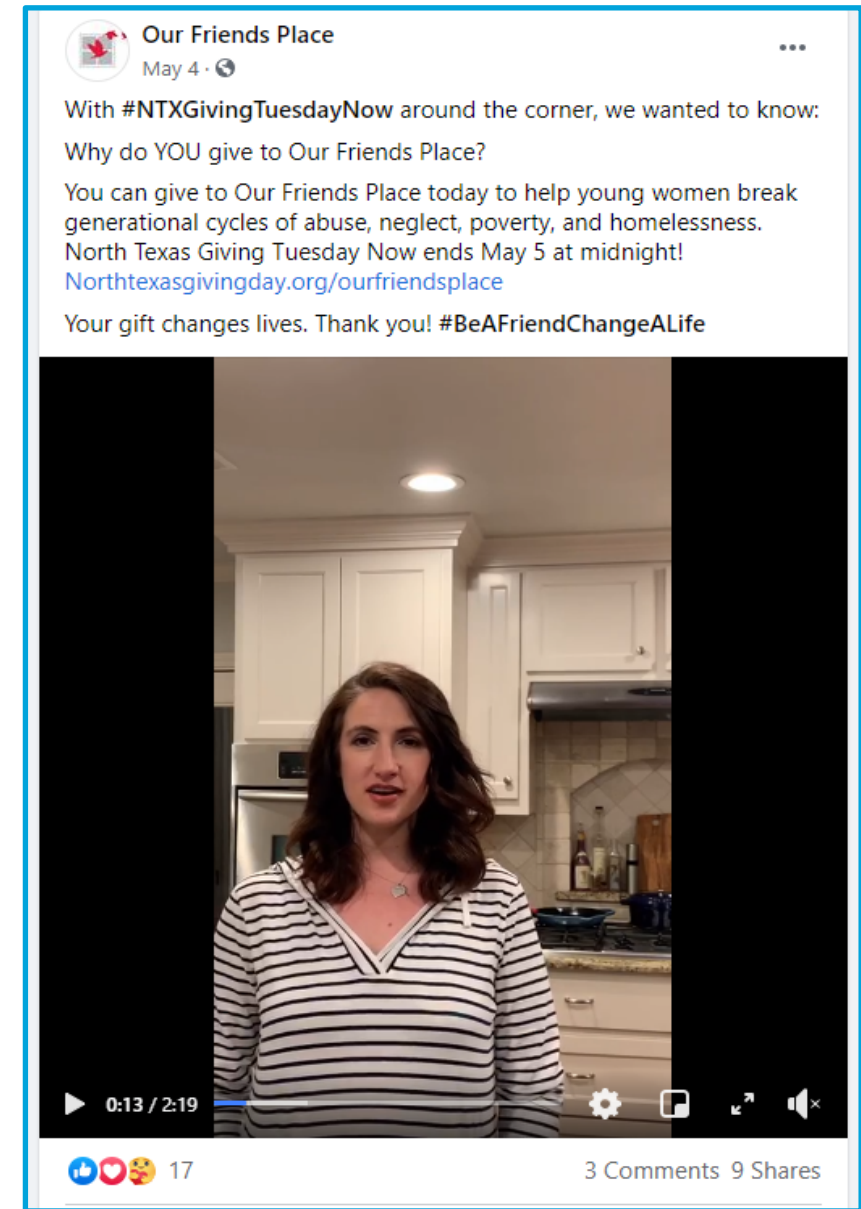
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SPREAD THE WORD: Social Media

Ask Board Members to:

- Follow your organization's social media accounts
- Like, comment and share posts
- Utilize Giving Day cover and profile photos
- Share their Why I Give story



Key Ways to Engage Board Members

1. Give (Financial and/or in-kind)
2. Spread the Word
3. **Thank and Steward Donors**



THANK AND STEWARD DONORS

Ask Board Members to:

- Make personal phone calls
- Send personal emails
- Write handwritten notes

Thank YOU from Our Friends Place

Found in Inbox

Hi, Amanda.

I am on the Board of Directors for Our Friends Place.

I wanted to send a special *thank you* for donating to OFP for **North Texas Giving Tuesday Now!**

Homelessness doesn't stop for a pandemic. With your support, Our Friends Place can continue providing stability, security, and basic needs to young women who experienced abuse, neglect, poverty and homelessness.

Your gift changes lives.

Hope you are safe and well!

Thank YOU!

-Drew



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Board Engagement Events

Networking event – Host a virtual happy hour during Scheduled Giving or on September 17th to bring board and their networks together!

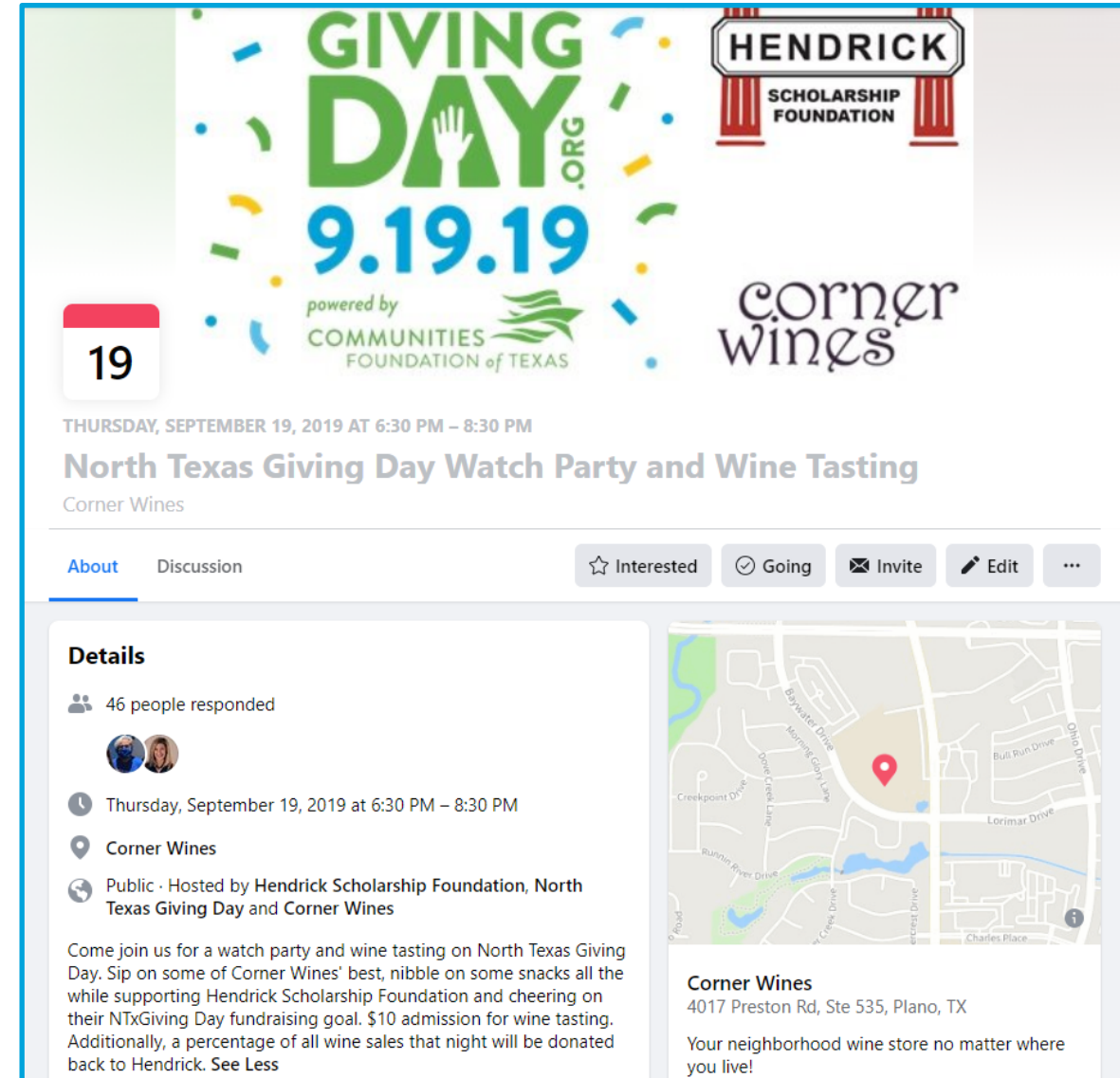


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Board Engagement Events

Watch Party – host a virtual watch party and encourage your board members to join and invite friends, family and colleagues.



The image shows a Facebook event page for "North Texas Giving Day Watch Party and Wine Tasting" hosted by Corner Wines. The event is scheduled for Thursday, September 19, 2019, from 6:30 PM to 8:30 PM. The page features logos for "GIVING DAY .ORG 9.19.19" (powered by Communities Foundation of Texas), "HENDRICK SCHOLARSHIP FOUNDATION", and "corner wines". The event details section indicates that 46 people have responded and provides the location at Corner Wines, 4017 Preston Rd, Ste 535, Plano, TX. A map shows the location of Corner Wines. The event description encourages attendees to join for a watch party and wine tasting, supporting the Hendrick Scholarship Foundation and Corner Wines' NTxGiving Day fundraising goal. It mentions a \$10 admission for wine tasting and that a percentage of all wine sales that night will be donated back to Hendrick. The page also includes buttons for "About", "Discussion", "Interested", "Going", "Invite", "Edit", and a "See Less" link.

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HENDRICK SCHOLARSHIP FOUNDATION

corner wines

19

THURSDAY, SEPTEMBER 19, 2019 AT 6:30 PM – 8:30 PM

North Texas Giving Day Watch Party and Wine Tasting
Corner Wines

About Discussion Interested Going Invite Edit ...

Details

46 people responded

Thursday, September 19, 2019 at 6:30 PM – 8:30 PM

Corner Wines

Public · Hosted by Hendrick Scholarship Foundation, North Texas Giving Day and Corner Wines

Come join us for a watch party and wine tasting on North Texas Giving Day. Sip on some of Corner Wines' best, nibble on some snacks all the while supporting Hendrick Scholarship Foundation and cheering on their NTxGiving Day fundraising goal. \$10 admission for wine tasting. Additionally, a percentage of all wine sales that night will be donated back to Hendrick. [See Less](#)

Corner Wines
4017 Preston Rd, Ste 535, Plano, TX
Your neighborhood wine store no matter where you live!



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Have Questions?

- Check out the “**Resources**” section on the website under **For Nonprofits**
- Review the **Board Member, Nonprofit and Marketing Toolkits**
- Join the private nonprofit peer-to-peer **Facebook group**
- Review the **Frequently Asked Questions** section of the website
- Reach out to the team at **NorthTexasGivingDay@cftexas.org**



Key Dates!

Key Dates/Deadlines
Key Trainings

- June 18 – Registration Opens
- June 18 – Kickoff
- June 23 – Take 15: Matching Funds
- July 7 – Social Media Training
- July 10 – Early Bird Perks Deadline
- 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
- October 31 – Checks Emailed to Nonprofits

*August 28th is the last day to make content changes to your profile, but you CAN edit your overall fundraising goal, add a matching fund, and create FUNdraising pages all the way through September 17th



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