

NORTH TEXAS GIVING DAY



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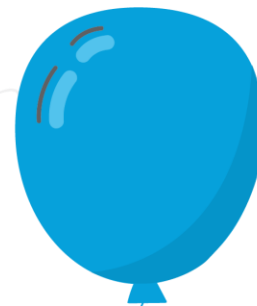
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COMMUNITIES



FOUNDATION of TEXAS



BOARD ENGAGEMENT

**Best practice examples in engaging
board members in your North Texas
Giving Day campaign**

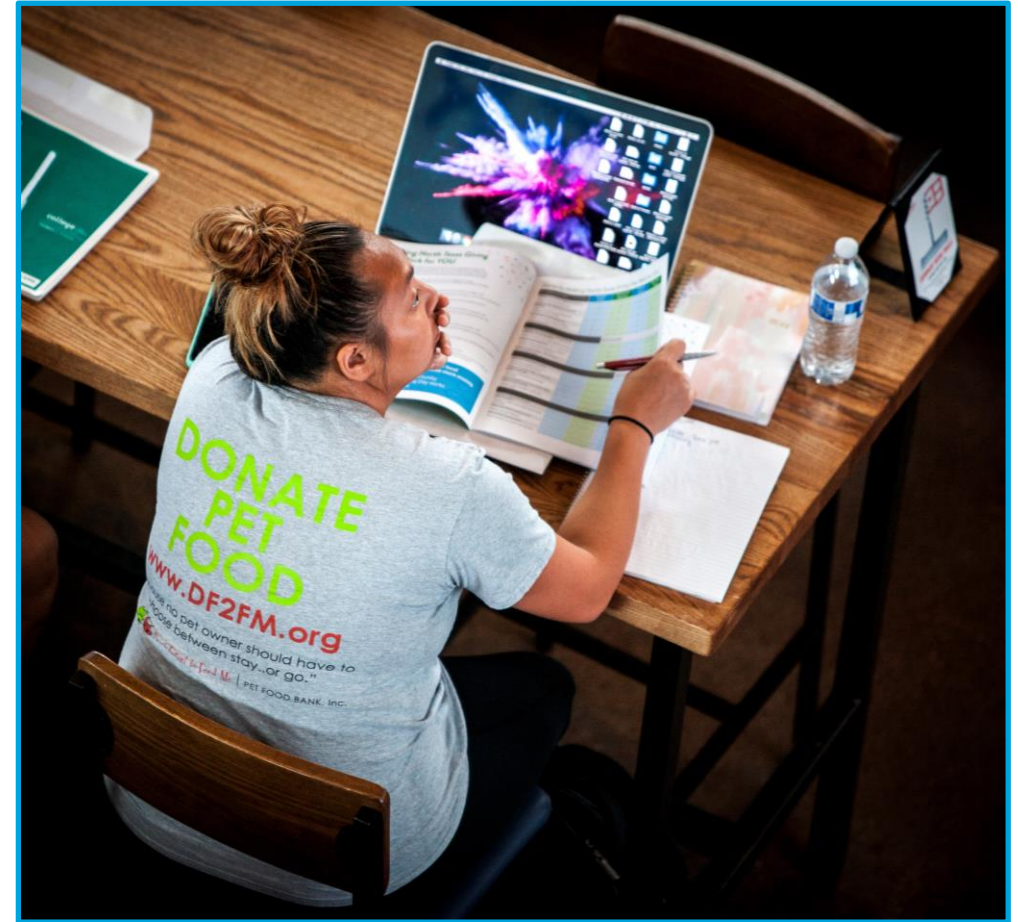


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Agenda

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



Why nonprofits participate in NTX 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



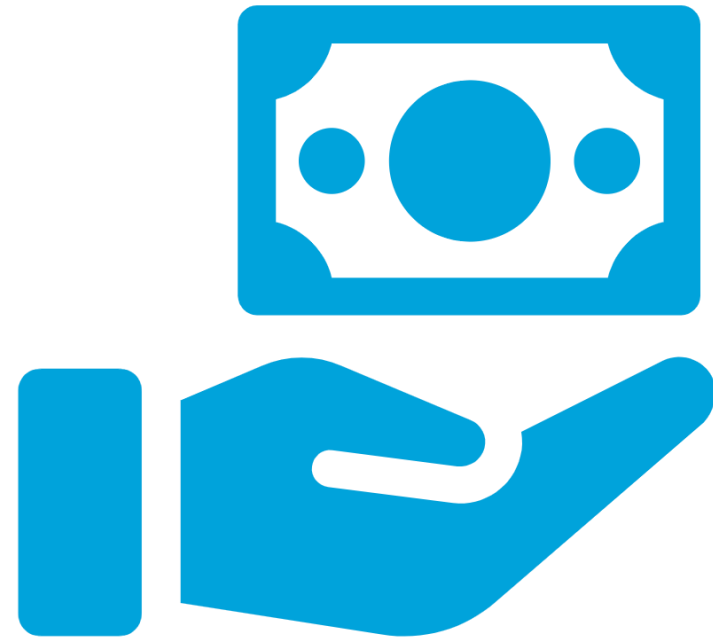
Board Member Responsibilities

- 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



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GIVE: Time and Expertise

- Serve on North Texas Giving Day Committee
- Assist with overall campaign strategy
- Social media, email messaging, 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 or group of board members set up FUNdraising pages
- New templates this year
- Pro tip! Staff can set up FUNdraising pages on board members' behalf

Elizabeth,

I am on the Board of Operation Kindness in Dallas Texas. (www.operationkindness.org) As you know, we are the oldest and one of the largest No-Kill animal shelters in the DFW area. Last year we placed over 4300 animals in forever homes.

I am in a **race with other Board Members** to raise the most funds. You can donate at <https://www.northtexasgivingday.org/operation-kindness>. Please put my name, **Elizabeth Schrupp**, in the spot where it says "Notes." **Again, thank you for your kindness.**



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Key Ways to Engage Board Members

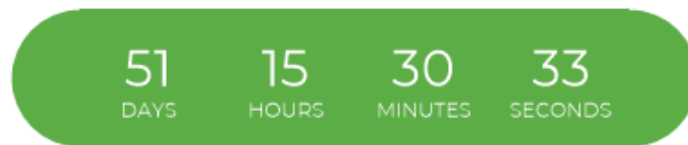
1. Give (Financial and/or in-kind)
2. Spread the Word



SPREAD THE WORD: Email Signature



Countdown to North Texas Giving Day!



Powered by MotionMail ©



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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



The Storehouse of Collin County

September 15, 2020 · 🌟

Storehouse X You: Together, we [#MultiplyHope](#) for our neighbors.

Another group of individuals who contribute to our success as an organization is our Storehouse Board! ... [See More](#)

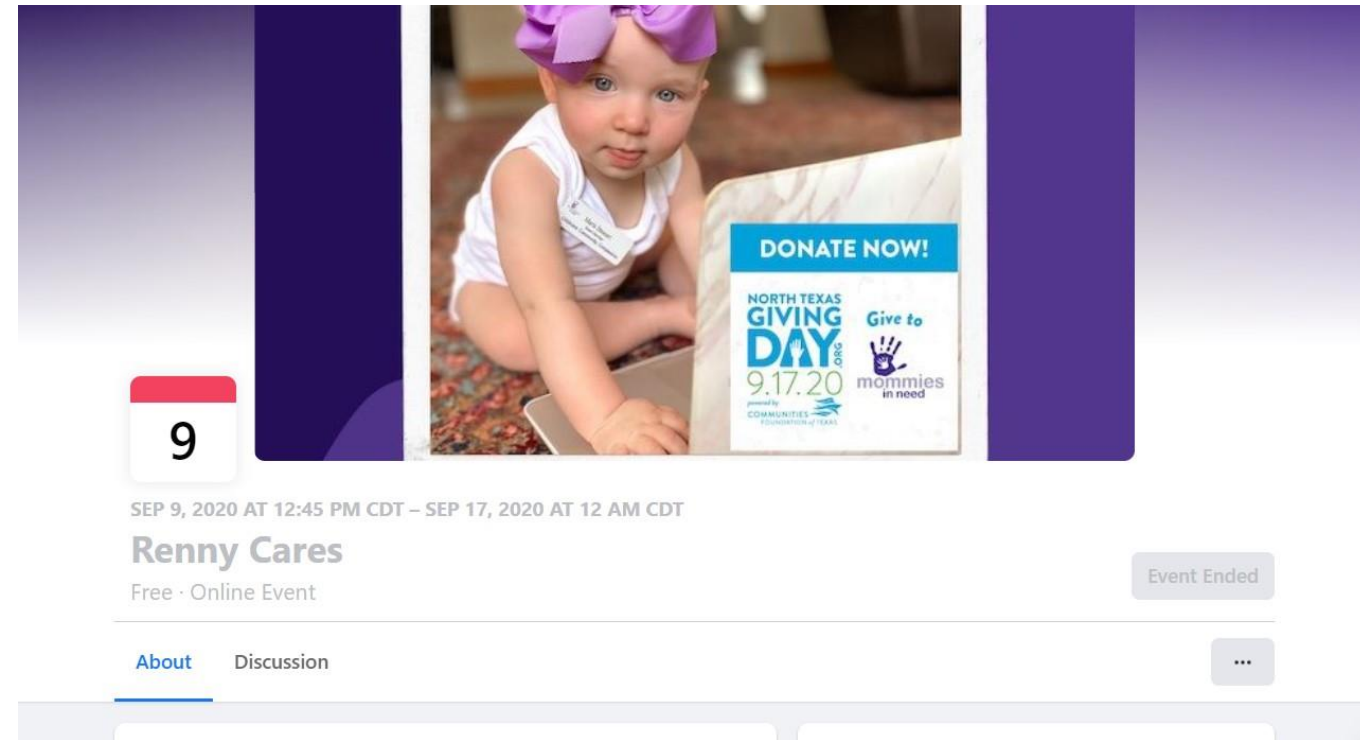


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SPREAD THE WORD: Events

- Facebook Event
- Informational Gathering
- Networking Event
- Watch Party



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



Remember!
Board members are volunteers
and have limited capacity.
Make it easy for them to engage!



Leverage NTX Giving Day Tools

- Toolkits
 - Nonprofit
 - Marketing
 - Board Engagement
- Email templates
- Phone scripts
- Sample social posts
- Step-by-step instructions



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Austin College Giving Day Board of Trustee Toolkit

- What is Giving Day?
- As an ambassador, what is expected of me?
- What is our messaging?
- How are we promoting it?
- How can alumni, parents, & friends participate?
- What is our goal?
- Sample messaging to make your own



Have Questions?

- Check out the “**Resources**” section on the website under **For Nonprofits**
- Join the private nonprofit peer-to-peer **Facebook group**
- Review the **Frequently Asked Questions** section of the website
- Reach out to the team at **Support@NorthTexasGivingDay.org**

