



OMAHA GIVES!

powered by the Omaha Community Foundation



BUILD YOUR STRATEGY

Maximize your efforts for Omaha Gives!

Omaha Gives is a great way to reach more donors and raise more funds. It can also be a lot of work on top of all your other responsibilities. Setting a clear strategy and goals will help maximize your efforts to achieve the results you want.

#1 – IDENTIFY YOUR GOALS

Analyze your data to define 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.
- Determine the number of new donors and total participants you want to reach.
- Set segmented participation goals (young donors, lapsed donors, etc.).
- Determine in advance how you are going to measure your goals.

#2 – TELL YOUR STORY

How are you going to engage your donors?

- Create a compelling case for support. Consider tying your campaign to a challenge fund or specific program.
- Build a rich experience. Be sure to coordinate your communication efforts across every channel (web, print, social media, direct mail), and don't forget 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 asks.
- Personalize your communications. People give to people. Create a personal experience that resonates with each individual donor.

- Optimize your website. Consider launching a homepage takeover. Redirect your donate button to Omaha Gives! on May 23.
- Equip social ambassadors with social content and images for your campaign.
- Create templated emails for your key influencers and board members to share.
- Reward participants for recruiting donors. Think about an incentive that would inspire them to share.

#3 – BUILD YOUR TEAM

Who is going to help you make Omaha Gives! a success?

- Analyze who in your internal organization could best help you achieve your Omaha Gives! goals.
- Identify board members who would best help spread your message.
- Think about current donors or volunteers who would be great ambassadors for your organization.

#4 – PLAN YOUR FOLLOW-UP

Be intentional with your follow-up

- Create a simple thank you video in advance.
- Thank donors immediately—via email, phone call, social media, or text. (Your donor report provides live donation data!)
- Develop a specific follow-up campaign to steward donors and create a transformational experience.

Visit the Toolkits page for more resources!

OMAHAGIVES.ORG



#1 – WHAT ARE YOUR GOALS?

Give purpose to your goals: answer “why” for each goal you set.

#2 – WHAT IS YOUR STORY?

What is your story for new donors?

Repeat donors?

What platforms will you use to share your story?

#3 – WHO'S ON YOUR TEAM?

Internal Support and Roles

Board Members

External Support

#4 – HOW WILL YOU FOLLOW UP?

How will you thank your donors?

How will you turn one-day donors into lifetime donors?



BUILD YOUR STRATEGY

Your OG! Training Session Doodles & Notes

Visit the Toolkits page at for more resources!

OMAHAGIVES.ORG