



# 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!*

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