



SACRAMENTO REGION COMMUNITY FOUNDATION'S

BIG DAY OF GIVING 2019

BDOG Basics Bootcamp

HOUSEKEEPING

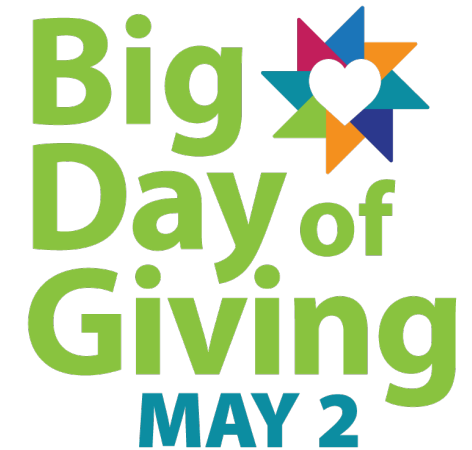


- Update your Team Captain in your GivingEdge profile
- Be responsive to BDOG Reviewers
- Be in the spotlight!
- Important Dates
 - **FEBRUARY 14:** Fundraising, Board Engagement, Business Partnership Bootcamp
 - **FEBRUARY 15:** BDOG2019 Marketing Toolkit released
 - **FEBRUARY 20:** Next Happy Hour in Folsom at Lazy Dog from 4:30-6:30 p.m.
 - **FEBRUARY 21:** Messaging and Marketing Bootcamp
 - **FEBRUARY 28:** Putting Impact at the Center Bootcamp
 - **MARCH 13:** Next Team Captain Call

LOGOS ARE UP



- BDOG2019 logos and icons are here!
 - Find the files in the Toolkit: www.bigdayofgiving.org/toolkit
 - User-friendly PNG files
 - Designer-ready EPS files, too
 - Look for the entire Marketing Toolkit to launch February 15.
 - Be mindful of the BDOG Brand Standards, which you can also find in the Toolkit: **we all benefit when BDOG communications are consistent and clear!**



The full Marketing Toolkit will be available February 15th

PRIZES



- Prizes announced!
 - Over \$100,000 up for grabs, thanks to Western Health Advantage!
 - Prizes help rally donors and boost your \$\$\$!
 - This year's prizes run the gamut: some are hourly, some are awarded randomly, some require early entry, some are aimed at organizations of different sizes, and more!
 - Find them at www.bigdayofgiving.org/prizes.

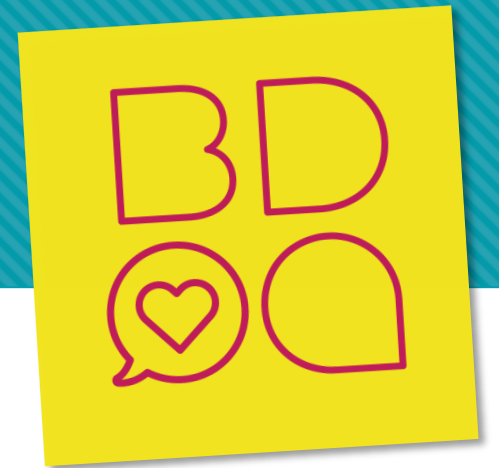


BDOG BASICS BOOTCAMP



- Recorded version and slides are in the Toolkit
- Topics covered:
 - Planning
 - Donor Outreach
 - Goals
 - Budget Setting
 - Matching Funds
 - Prize Challenges
 - Board Engagement
 - Storytelling
 - Social Media
 - Peer to Peer Fundraising Campaigns
 - Post Event Follow Up
 - Donor Thank yous

SCHEDULED DONATIONS



- Starts April 15th
- Donors can schedule donations during the 2 weeks leading up to May 2nd
- Donors must have a donor login in order to schedule a donation
- Donations are not processed till the day of Big Day of Giving
- If there is an issue with their payment, they must fix the error on Big Day of Giving or the donation will not be counted towards your BDOG total

QUESTIONS?

