Creating Your Next Level GiveBIG Campaign

Thanks for joining the webinar! We’ll get started at 1:00 p.m.

- **Ask questions via chat in Zoom.** We’ll track them throughout the presentation and bring them up during the Q+A section.

- **Make sure you’re muted.** This helps everyone hear the presenters clearly. Click if joining audio by computer or dial *6 if joining audio by phone.
give BIG

MAY 6

POWERED BY 501 COMMONS
Services and Resources

Services

• Don’t have HR, Finance, Database Administration, or Tech Support on staff? We also do 990s. Contract for just the amount of expertise you need.

• Need board development, facilitation, strategic planning, communication or other management consulting? We offer services on a sliding fee scale.

• Want to better manage client, donor or volunteer data? We can help you select a database or, if it is the right fit, develop a Salesforce database for you.

• Are you using technology as your ally? Let us build you an intranet and board portal to better manage internal information.
Services and Resources

Resources

• Got a question, need a resource or tool, want a referral to a nonprofit specialist? Contact our FREE Information and Referral Service (Visit www.501Commons.org and choose personalized assistance)

• Quick consults on HR and Finance topics ($25/15 minute consult)

• Want to know what conferences, trainings, coaching services, and nonprofit gatherings are happening: Visit Learning Connections www.501Commons.org/learn. Info on developing your nonprofit career too!

• Nonprofit Resource Directory - 115 nonprofit consultants and service providers recommended by their clients—like the Ostara Group!
Thanks for being a part of GiveBig2020
Together we can make the nonprofit sector stronger!

Remember - Key Dates

• January 6 – Registration Opens
• March 1 – FUNdraising pages can be created
• April 1 – Registration closes, fee payment due
• April 17 – Profiles need to be submitted for approval
• April 22 – May 5 – Early giving (public has access to the platform)
• May 5 – Profiles and FUNdraising pages can no longer be edited
• May 6 – GiveBIG Washington
• June 1 – Last day to review and update direct deposit information
• June 25 – Disbursement of funds to organizations
• **Our vision** is a nonprofit sector filled with thriving organizations equipped to build a better world.

• **Our mission** is to build fundraising skills, organizational capacity, and effective leadership in the nonprofit sector.

  - **Campaign Services** (Readiness, Planning, Counsel)
  - **Development Services** (Assessment, Individual Giving, etc.)
  - **Grant Services** (Research, Writing, Strategy)
  - **Strategy and Facilitation Services** (Strategic Planning, Retreats)
Creating Your Next Level GiveBIG Campaign

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Partner, President
The Ostara Group
@rebeccazanatta
Next Level...

• You have participated in GiveBIG in the past and have a basic plan for 2020
• You have reviewed GiveBIG 2019 donor information and statistics
• GiveBIG is incorporated into your development plan as one of many strategies and not THE strategy for annual giving
• You have campaign tools that are established
• You segment and personalize your donor audiences
• You know how to talk about your mission and impact
Today…

① Integration  ⑥ Peer2Peer
② Analysis  ⑦ Communications
③ Audiences  ⑧ Stewardship
④ Goals  ⑨ Retention
⑤ Matching Funds  ⑩ Next
Integration

Events
• Align GiveBIG with your pre/post event

Spring Ask
• Tie appeals together with content and stories

Major Gifts
• Move beyond your board
• Look at your 2019, 2018, and past GiveBIG donors
## Analysis

### Investigate trends via 3-year donor pyramid

<table>
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<tr>
<th>Gift Range</th>
<th>2017 #Donors</th>
<th>$ Raised</th>
<th>2018 #Donors</th>
<th>$ Raised</th>
<th>2019 #Donors</th>
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<td><strong>Totals</strong></td>
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<td><strong>$12,400</strong></td>
<td><strong>70</strong></td>
<td><strong>$15,375</strong></td>
<td><strong>101</strong></td>
<td><strong>$18,855</strong></td>
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<td><strong>$220</strong></td>
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<td><strong>$187</strong></td>
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</table>
Analysis

Other data questions

Number of new donors
• Is GiveBIG a good acquisition tactic?

Donor retention from last year
• Are you keeping the GiveBIG donors you have?
• Do you have donors who have given for 10 years?
Audiences

Prioritize!

Patterns in your GiveBIG donors (Linkage)
• Volunteers, board / past board, subscribers, members, program alumni, affinity groups…

Priority groups
• Top-dollar, most-loyal donors and/or new donors…and the networks of your existing donors!

Segmented messaging
• Different stories and personalization
Audience Behaviors

- Multiplicity
- Frequency
- Recency
- Engagement channels
- What else?
Chat #1

What are the groups who you suspect will show up in your GiveBIG donor lists? Why?

Are you able to segment them out as a group and send separate communications?

How would you tweak your message for them?
## Goals (Setting)

Use data to set a realistic and achievable goal

<table>
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<th>Gift Range</th>
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<th>2019</th>
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<td>$210</td>
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Goals

- Name the fundraising goal publicly
- Set internal non-revenue goals
  # new donors
  # gifts above $XXX
  $ average gift
  # returning donors
  # recovered LAPSED donors
  volunteer hours
- Custom donation amounts (dollar handles)
Matching Funds – Who to ask?

Past matching gift donors
• Current/past Board members and volunteers

Big GiveBIG donors
• By giving as a match, they can better leverage the gift they love to make anyway!

A pool of matching fund donors
• A more democratic/grassroots approach that is still a powerful incentive

Matching Gifts Resource
Matching Funds

Different Matching Strategies:
• Match pre-scheduled gifts (begins 4/22)
• Match all new donors
• Match all gifts above $XX
• Add/change your Match during the day
• Multiple matches by program area
• In-kind gifts
• What else?
Peer to Peer (P2P)

The best source of new donors? *Your existing donors.*

- Popular tactic with all ages/generations
- Learn about YOU from someone other than YOU
- Great source for new donors
- Cultivation tactic for existing donors/volunteers
FUNdraiser(s)
FUNdraising!
More P2P/FUNdraisers

• FUNdraisers/Pages require the time and capacity to find, train and manage volunteers / participants.

• Strong volunteer base = well-positioned to leverage P2P for fundraising

• Strong tool for board members to digitally engage their networks
More P2P

P2P FUNdraisers Strategy:
• Recruitment – Who?
• Support – How?
• Communication – What?
• Thank them!

Make it EASY!:
• Put together messaging support (THE story/THEIR story)
• FUNdraise Tool Kit
Chat #2

Which kind of FUNdraising campaign do you think you could incorporate into your GiveBIG plans?

Think about creative matching strategies, what ideas could you incorporate?
Communications

- Work with program team/ED to identify stories to tell – more why and less what!

- **Segmented group communication** – personal! Board, volunteers, affinity groups, alumni

- **Multi-channel mass engagement**
  Digital and analog

- Heavily **discounted** advertising packages (earned media)
Communications

• Special/unique communication strategy

• Callout box or sidebar in your GiveBIG campaign warm-up emails

• Pinned posts on your FB and Twitter

• Multi-channel donor profiles with quotes
Communications (Social Media)

The GiveBIG social media channels are:
https://www.facebook.com/GiveBIGWA
https://www.instagram.com/givebigwa
https://twitter.com/GiveBIGWA
https://www.linkedin.com/groups/13668032

We will also be using:
#BecauseofGiveBIG
#10yearsofgiving
#Givewhereyoulive
#GiveBIGWA
#GiveBIG
MAY 6
GiveBig WA 2020 for the Northwest Animal Rights Network
Public · Hosted by NARN (Northwest Animal Rights Network)

📅 Wednesday, May 6, 2020 at 12 AM – 11:59 PM
📍 NARN (Northwest Animal Rights Network)
PeaceTrees Vietnam

April 17, 2019

PeaceTrees is excited to announce our participation in GiveBig 2019! GiveBig is a 24-hour event where community members are encouraged to donate to their favorite local non-profits/causes. This year, GiveBig will be held on May 8th. Until then, here are a couple ways you can get involved until the big day: 

♫ Set up a Peer-To-Peer Campaign! Choose us as your organization, set a fundraising goal, customize your page, and then share the link out to your network so you can help raise money and awareness for PeaceTrees! https://www.givebig2019.org/peer2peer

♫ Participate in “early giving” beginning next week on April 23rd and throughout May 7th. This feature lets you schedule donations online at your convenience in case you can’t make the day of May 8th! https://givebig2019.org/donorFAQ
Chat #3

What is unique to your mission? First. Only. Best.

What are the identities and values that are shared by your supporters?
Stewardship

What is it?
• Care and feeding of your donors through the demonstration of gratitude and impact

Why do we do it?
• Build trust, connection, and commitment

The key to donor retention
• Keep all these new donors you’ll get!
Stewardship Ideas

Instant stewardship: fast and customized
• First thank you from a person (within 24 hours)!
• Make it personal

Pre-film a client, alumni, or staff Thank You video
• Have your GiveBIG team help.

Pre-prep Thank You cards – easy to mail ASAP
Chat #4

What are your existing stewardship actions?

What new ideas could you incorporate this year into your stewardship plans?
Retaining GiveBIG donors

Retention is Key
Stewardship is always critical

First gift – the most difficult
Second gift – the most important

20% vs. 64% retention rates
Monthly Giving for Retention

Convert your past GiveBIG donors!

- One ask, then focus on engagement
- 86% annual retention vs. 20% for one-time donors
- Monthly donors give 42% more and have higher lifetime value
More Monthly Giving

Baby boomers and millennials love it.

Relationship focus beyond the bounds of a single fiscal year!

Helps transition GiveBIG donors to a more relationship based fundraising tactic.
Next…

① Focus group
Focus Group Approach

• Host 6-8 of your most loyal and top dollar GiveBIG donors
• Mission moment/location
• Social time/Icebreaker
• Cultivation and Thank you!
Focus Group Agenda

- Likes about GiveBIG
- Ways to improve GiveBIG
- How to improve story of impact?
- What else?
Teaching Donors

Focus on impact and outcomes to give donors a *reason* to give!

*Hint: GiveBIG is the *opportunity* NOT the *reason*
Upcoming Training Sessions

The Essentials of GiveBIG Success (Seminar)
https://essentials-seminar-gbwa2020.eventbrite.com
Wednesday, March 4, 1:30 p.m. – 3:30 p.m.
Pacific Tower, Seattle, WA
Presented by Rebecca Zanatta, The Ostara Group

Creating Your Next Level GiveBIG Campaign (Seminar)
https://nextlevel-seminar-gbwa2020.eventbrite.com
Tuesday, March 24, 1:30 p.m. – 3:30 p.m.
Pacific Tower, Seattle, WA
Presented by Rebecca Zanatta, The Ostara Group
Fundraising Accelerator Newsletter

- **Fundraising Accelerator** is fundraising training email sent to all GiveBIG Campaign Leads and those they sign up additionally that goes out every two weeks with explicit actions and links to resources and tools to keep you moving forward in your preparations for GiveBIG.

- We will also be promoting other fundraising events and resources that may be helpful to your giving day campaign and general fundraising.

- Links to past issues are included with each new Accelerator. Checkout Fundraising Accelerator #3 here and keep an eye out for #4 in two weeks!
Thank you!

Q & A

the Ostara group