

It's Your First GiveNOLA Day

The logo for GiveNOLA Day is centered in a white rounded square. It features the word "GIVE" in white, "NOLA" in blue, and "DAY" in orange. The logo is set against a background of orange and white geometric patterns, including concentric squares and vertical bands with semi-circles.

GIVE
NOLA
DAY

One Day to Give as One



May 3, 2016

www.GiveNOLA.org

1 MINUTE with your partner:

- Name
- Your Role and Organization
- What about GiveNOLA Day are you most excited about?

Stick with your partner and, together, find another pair.

4 MINUTES with your team:

- Name
- Your Role and Organization
- What about GiveNOLA Day are you most excited about?



May 3, 2016

www.GiveNOLA.org

What is GiveNOLA Day?

- It's a **community wide event** led by the Greater New Orleans Foundation to raise as much money as possible for our region's nonprofits organizations through online fundraising.
- It's **Tuesday, May 3rd** – **one day we come together as one** to support our local nonprofits in the Greater New Orleans 13 parish area.
- It's a way to **celebrate giving** and raise awareness of our local nonprofits.
- Every donation on **www.givenola.org** will receive a proportional amount of lagniappe funds. There are also opportunities for **cash prizes**.



May 3, 2016

www.GiveNOLA.org

When will GiveNOLA Day take place?

12:00:01 a.m. to 11:59:59 p.m.
central time on **May 3, 2016.**

All event-related donations must be made online at GiveNOLA.org during the 24-hour period.



May 3, 2016

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We coordinate the community effort, invest in the online giving platform, raise lagniappe funds, prizes, and generate awareness and excitement throughout the region about **GiveNOLA Day**.

You help us spread the word and encourage participation through your networks.



May 3, 2016

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Nonprofit Benefits

Fundraising

- Raise unrestricted revenue

Friend Raising

- Connect with donor prospects and strengthen relationships with current donors

Awareness Building

- Raise awareness of your mission, organization, and cause

Capacity Building

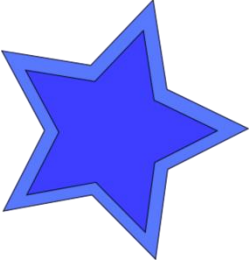

- Develop capacity for raising money from individual donors. Develop skills in online fundraising and using social media to connect with prospects and donors.



May 3, 2016
www.GiveNOLA.org



Enthusiasm + Planning + Execution = Success

- Creating a sense of excitement, community, and urgency using the #GiveNOLA Day brand.
 - Activating passionate supporters and advocates to both give and inspire others to give.
 - Using multichannel approaches including existing communications (newsletter, blog), website, email, and social media to connect with prospects, current donors, and to make the ask.
- 
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May 3, 2016

www.GiveNOLA.org



Ready

Set

Go

GiveNOLA Day!



May 3, 2016

www.GiveNOLA.org

**Online Fundraising—
Just Another Campaign
Charles Sumner Ward Principles (1905)**

- ▶ Concentration of Time (a deadline)
- ▶ Organization (the planning and people)
- ▶ Sacrifice (time and effort)
- ▶ Constituent Education (leading up to the campaign)
- ▶ Pacesetting Gift (10%-30% of your goal in advance of the campaign)



May 3, 2016

www.GiveNOLA.org

Establish Your Leadership Team

- Designate a staff person or volunteer to lead your GiveNOLA Day campaign
- Assign volunteer captains/co-captains for components of your campaign
- Consider assigning GiveNOLA Day to an existing committee or form a new committee and/or work group to provide leadership
- Engage staff, board members, donors, and volunteers
- Give them a specific job description



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Develop a Group of Champions

Example: Start with 25 people that would be interested in getting more involved in your campaign and put them in buckets:

- **Promoters** - People that will share your campaign and updates via email, social media, etc. They'll amplify your reach. Think of them as your own publicity team.
- **Fundraisers** - People that will help solicit for donations via peer-to-peer fundraising.
- **Donors** – People that will contribute to your campaign.



May 3, 2016

www.GiveNOLA.org

Build/Update Your Database

- Update the contact information in your database (good email addresses)
- Add your new contacts and prospects
- Go back to your archives
- Ask staff, board members, volunteers, donors, and others to add to the contact list
- Segment your database into categories that may require different communications



May 3, 2016

www.GiveNOLA.org

Expand Your Social Media Network

- Ask your Facebook friends to invite their friends to like your page
- Ask your Twitter followers to ask their followers to follow your handle
- Create a Facebook event for May 3rd for your campaign.
- Add your Facebook and Twitter account links to your email signatures, e-newsletters, websites, and other communications
- Like the **Greater New Orleans Foundation's** Facebook page
- Follow us on Twitter **@GNOFoundation** and use **#GiveNOLA**



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Establish Goals

- How much have we raised from individual donors in the past?
- What is the average individual donation amount for us?
- How much have we raised online in the past year?
- What is the average donation amount online for us?
- How many good email addresses do we have, Facebook fans, and Twitter followers?
- How much did other GiveNOLA Day campaign raise?



May 3, 2016

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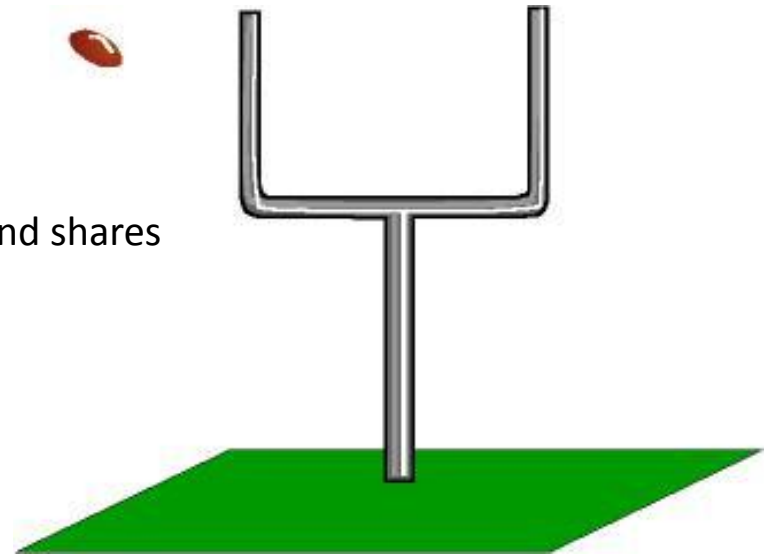
Breaking Down Your Goals

Communication Goals

- Number of new friends and followers
- Number of new email addresses
- Number and frequency of emails
- Number and frequency of Facebook posts, likes, and shares

Fundraising Goals

- GiveNOLA Day fundraising goal
- % of current donors give
- % of lapsed donors give
- % of new donors
- Win a Rock Around the Clock or other prize

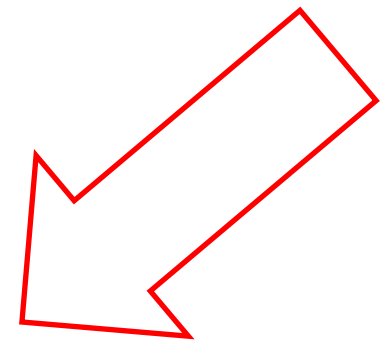




May 3, 2016
www.GiveNOLA.org

| Size of Gift | Gifts Needed | Total | Total Number of Prospects |
|---------------|----------------------|-----------------|---------------------------|
| \$1,000 | 2 | \$2,000 | $2 \times 4 = 8$ |
| \$500 | 4 | \$2,000 | $4 \times 4 = 16$ |
| \$250 | 4 | \$1,000 | $4 \times 4 = 16$ |
| \$100 | 20 | \$2,000 | $20 \times 4 = 80$ |
| \$50 | 20 | \$1,000 | $20 \times 4 = 80$ |
| \$25 | 50 | \$1,250 | $50 \times 4 = 200$ |
| \$10 | 100 | \$1,000 | $100 \times 4 = 400$ |
| Totals | 200 Donations | \$10,250 | 800 Prospects |

Do you have enough good prospects to meet your \$10,250 goal?



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www.GiveNOLA.org

The GiveNOLA Day Communications Tool-Kit

- ✓ GiveNOLA Day Logos (Regional)
- ✓ Email Newsletter Copy
- ✓ Letter Copy
- ✓ Website Homepage or Blog Copy
- ✓ Email Signature Example
- ✓ GiveNOLA Day Jingle by Allen Toussaint
- ✓ GiveNOLA Day PSA
- ✓ Social Media Message Samples



May 3, 2016

www.GiveNOLA.org

**Educate your staff, board, and organizational ambassadors about GiveNOLA Day.
Be clear the day of giving is on May 3!**

Promote GiveNOLA Day in your existing communications!



- Website
- Newsletter
- Blog
- Email Blasts and Individual Emails
- Facebook
- Twitter
- Instagram





May 3, 2016
www.GiveNOLA.org

Sample Pre-GiveNOLA Day Donor Email or Letter

Dear Mr. Donor,

Thank you for your continued support of Do Gooders Inc. Last year, thanks to your generous donation we raised \$5,000 during GiveNOLA day which allowed us to deliver hot meals to more than 1,000 needy seniors. We are thrilled to share with you that we will be participating in the 3rd annual GiveNOLA Day on May 3, 2016. We are doubling Our GiveNOLA Day goal this year to \$10,000! **How can YOU help us serve meals to even more seniors?**

1. Mark May 3rd GiveNOLA Day on your calendar and support Do Gooders Inc.!
2. Help us spread the word! Tell you friends about GiveNOLA Day by directing them to www.givenola.org and sharing how you participated and why they should.
3. Invite your friends to explore www.dogooders.org to learn more about us and GiveNOLA Day.
4. Become a GiveNOLA Day Champion and help us spread the word on May 3rd so that we can meet our goal of \$10,000! Contact Kellie at 555-5555 or kellie@dogooders.org for more information on getting more involved.



May 3, 2016

www.GiveNOLA.org

Generating a Buzz on Facebook!

Did you know that last year #GiveNOLA Day raised over \$4 million dollars?
This year GiveNOLA Day is on May 3rd. Learn how you can get involved. [link to www.givenola.org]

Help us spread the word about our programs and participation in #GiveNOLA Day!
Invite your friends to like our page. [picture of volunteers holding a sign]

Hear what all the buzz is about [LINK to GiveNOLA Day song]!
We are excited to be participating in #GiveNOLA Day on May 3rd.
Mark your calendar and be join in one of the most exciting days of the year!

Tell us why you'll be supporting us on May 3rd #GiveNOLA Day.
[recruit 5-10 people that have agreed to donate and comment to this post]



May 3, 2016

www.GiveNOLA.org

Generating a Buzz on Twitter!

#GiveNOLA Day raised over \$4 million last year. \$5,550 went to support meals for seniors. Learn how you can get involved <http://bit.ly/1740GfJ>

We are gearing up for #GiveNOLA Day on May 3rd with [@gnofoundation](https://twitter.com/gnofoundation)! #NOLA #Nonprofit
#Give [picture of volunteers holding a sign]

Hear that?[LINK to GiveNOLA Day song]!

We are excited to be participating in #GiveNOLA Day on May 3rd

Tweet us why you'll be supporting us on May 3rd #GiveNOLA Day #GivingStories.
[recruit 5 people that have agreed to reply to this tweet]

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Link to your organization's
profile page on May 3!

Example:

<https://givenola.org/npo/as-aces>



May 3, 2016

www.GiveNOLA.org

On May 3rd GiveNOLA Day

Send no more than 1-3 emails on GiveNola Day!

- Time your emails: 8 am donate now and help us____; 3 pm update on goal and how they can help; 9 pm it's not too late; and 12:30 am Thank You with key stats!
- Link to www.GiveNOLA.org so they can see the online leader board and/or your profile
- Provide action items to help reach your goal-Donate, Forward, Come Out

Facebook and Twitter...be responsive

- As a rule, Facebook no more than 2-3 times a day
- Cheer on donors with status updates
- Ask questions to generate conversation and community interaction
- Use your leadership team and champions to like, comment, share, re-tweet , and challenge their friends and followers to share and give
- Use pictures, video and quotes



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On May 3rd GiveNOLA Day

Host a GiveNOLA Day Event(s)

- Host an open house at your organization with opportunities to donate at the event.
- Partner with one of your vendors to promote your organization's participation in GiveNOLA Day . E.g. cards with customer receipts asking them to give to your organization at www.givenola.org.
- Board members and champions host #GiveNOLA Day giving parties. Partiers can watch the leaderboard and challenge each other and their networks.

Create Competitions, Challenges, and a Sense of Urgency

- 300 donors by 1 pm! Help us reach our goal-time is ticking!
- Mr. Nice Guy, Organization's board chair, will match gifts \$1:\$1 made between 2 pm-3 pm up to \$1,000. Donate now!



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On May 3rd GiveNOLA Day

EMAIL from a board member or donor...

Dear *[INSERT name]*,

I am a board member with the *[NONPROFIT X]*. Today, May 3, is GiveNOLA Day! I hope you will you join me in supporting an organization that is vital to our community. From now until midnight, a portion of every gift of \$10 or more made to *[NONPROFIT X]* on *[insert link to your profile page]* will be stretched thanks to the Greater New Orleans Foundation and GiveNOLA Day supporters. Last year during GiveNOLA Day, 385 people demonstrated their support of our mission by donating more than \$25,000 to ensure that our neighbors have access to fresh and healthy foods.

I hope that you will take this opportunity now and click here *[insert link to your profile page]* to make a donation that will allow us to continue our work to feed the hungry. Thank you in advance for your consideration.

Sincerely,



May 3, 2016

www.GiveNOLA.org

Making the Ask on Facebook on May 3rd!

Today is #GiveNOLA Day! Donate now and help us reach our goal of \$XXX to support our summer program! [Insert link to your profile]

Already given to us today? Comment why you gave and tag your friends to encourage them to donate today! [Insert link to your profile and recruit 5-10 people that will comment and tag their friends]

[Schedule this to go out at 2 am and 4 am] What are you doing up so early? Make a donation now to help us win a \$1,000 prize. [Insert link to your profile]

[From your champions] Did you know today is #GiveNOLA Day? I just donated to XX. What are you waiting for? It is easy and you don't want to be left out! [Insert link to your profile]



May 3, 2016

www.GiveNOLA.org

Making the Ask on Twitter on May 3rd!

Today is #GiveNOLA Day! Donate now so we can reach our goal of \$XXX!

[Insert shortened link to your profile]

Hear the sweet sound of Allen Toussaint and support us today #GiveNOLA Day

[Insert shortened link to jingle sound cloud or PSA on YouTube]

[Schedule this to go out at 2 am, 3 am, 4 am, 5 am] Wake up its #GiveNOLA Day! Donate now and help us win the hourly \$1,000 Rock Around the Clock prize!

[Insert shortened link to your profile]

[From your champions] Did you know today is #GiveNOLA Day? I just donated to XX. What are you waiting for? [Insert shortened link to your profile]



May 3, 2016

www.GiveNOLA.org

It's May 4th

Thank-Celebrate-Reflect

STEWARD YOUR DONORS

ALL YEAR LONG!



May 3, 2016

www.GiveNOLA.org

**Did you know that the donor retention rate
in the nonprofit sector is only 39%?**

93% of individuals surveyed said they would “definitely or probably give again” the next time they were asked by a charity that thanked them promptly and in a personal way and followed up later with a meaningful report on the program the donor funded.

Source: Simone P. Joyaux, “Unraveling Development: Thank Your Donors. And Thank Them Again,” The Nonprofit Quarterly, November 3, 2009



May 3, 2016

www.GiveNOLA.org

Donor Acknowledgement

Amanda Cambre:

Thank you for participating in GiveNOLA Day.

On behalf of the Board and staff of the Greater New Orleans Foundation, I would like to thank you for your recent contribution which was received and recorded on May 6, 2014.

For your tax reporting purposes, we have not provided you with any goods or services in exchange for this contribution. The Greater New Orleans Foundation retains exclusive, legal control over all contributed assets. Please keep this document for your records, as it is necessary to claim any available federal tax deductions.

As a reminder, you will see a charge on your credit card to: Greater New Orleans Foundation.

For updates on GiveNOLA Day throughout May 6, follow the Greater New Orleans Foundation at:

Facebook: [facebook.com/greaterneworleansfoundation](https://www.facebook.com/greaterneworleansfoundation)

Twitter: twitter.com/gnofoundation #givenola

Warm regards,















Albert Ruesga Ph.D.

President & CEO

Greater New Orleans Foundation

**This is not
a Thank
You!**



| GiveNOLA Day Donor Levels and Stewardship Activities | Small Donors \$10.00- \$100.00 | Medium Donors \$101.00- \$500.000 | Major Donors \$501.00 and up |
|---|--|---|---|
| General thank you email blast on May 4 th -Day after GiveNOLA Day. "We couldn't have done it without you!" |  |  |  |
| Mention by name in the printed annual report mailed to all donors at the end of the year. |  |  |  |
| Thank you letter mailed within a week following GiveNOLA Day. |  | | |
| Hand written thank you note signed by the CEO mailed within a week following GiveNOLA Day. | |  |  |
| Personal phone thank you call by board members. <i>Provide a script to help them with talking point and ask that they report back on their activities.</i> | | |  |
| Invited to an Open House exclusive to GiveNOLA Day donors three months after GiveNOLA Day. |  |  |  |
| Invitation during the course of the year for a personal tour by the CEO with a board member. | | |  |

| | |
|---|--|
| <p>Now-April 3 (one month out)</p> | <ul style="list-style-type: none">• Build and update your database and grow your Facebook and Twitter audience.• Recruit and train your GiveNOLA Day leadership team and champions.• Develop your communication strategies and write some of your messages. Gather pictures, stories, and quotes that you'll use throughout the campaign.• Educate your constituents about GiveNOLA Day and start generating the buzz about your organization's involvement (website, newsletter, post card). Encourage staff, board members, and volunteers to get the word out.• Special communications (donor letter, past board members, new prospects). |
| <p>April 19-May 2 (two weeks out)</p> | <ul style="list-style-type: none">• Send email preparing donors and prospects for giving on May 3rd. Encourage supporters to bookmark your organization's GiveNOLA page.• Send an outlook reminder to your close donors and donor prospects and encourage them to support your organization on May 3rd, GiveNOLA Day.• Create a Facebook event for May 3rd.• Use Social Media leading up to GiveNOLA Day to generate excitement about your mission and work: tell stories, share pictures, and communicate your goals for GiveNOLA Day. Not the time to make the ask! |

| | |
|---|---|
| <p>Monday, May 2 (day before)</p> | <ul style="list-style-type: none"> • Remind Champions to like, comment, tag, share, and re-tweet on social media. • Special email to encourage staff, board members, and other ambassadors to forward the email on May 3rd to 10 new prospects. • Facebook and Tweet countdown to GiveNOLA Day-consider a fun picture or video |
| <p>Tuesday, May 3 (the big day)</p> | <ul style="list-style-type: none"> • Utilize Email, Facebook & Twitter with strategic messaging: real-time updates, thank donors, offer challenges, and add a personal touch pictures, stories. Be careful-don't over communicate! • Provide information on what their donation means to your organization. E.g. \$10 will help us add fresh fruit to our food pantry and \$100 will help us deliver a week of meals to a low-income senior. • Encourage donors to promote their giving and like, comment, tag, and share (tip-recruit 10 people who commit to giving and telling their story) |
| <p>Wed., May 4 (day after)</p> | <ul style="list-style-type: none"> • Celebrate and share your success! • Implement your stewardship plan. Thank every donor without exception! • Gather your leadership team and champions: recognize their efforts and debrief for next year. What worked? What can be improved? What are our big ideas for next year? • Transfer your GiveNOLA Day donors from the Kimbia spreadsheet to your database. • Steward your donors all year long! |



May 3, 2016
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Important Dates

March 1: GiveNOLA registration CLOSES

March 1: GiveNOLA Store opens

April 13: Organization's GiveNOLA profiles and event form LOCK

April 13: Event form due

May 3: GiveNOLA Day!

June 30: GiveNOLA disbursement checks mailed AND download your organization's finalized donor report



May 3, 2016

www.GiveNOLA.org

GiveNOLA Day Resources

GiveNOLA Day Website: www.GiveNOLA.org

Twitter: [@GNOFoundation](https://twitter.com/GNOFoundation)

Facebook: www.facebook.com/greaterneworleansfoundation

Instagram: [@GNOFoundation](https://www.instagram.com/GNOFoundation)

Hash Tag: [#GiveNOLA](https://twitter.com/GiveNOLA)

Blog: <https://givenoladay.wordpress.com/>

Email: Rachel Swan rachel@gnof.org Blathrae Gillian blathrae@gnof.org