

Creating Your Own Giving Day

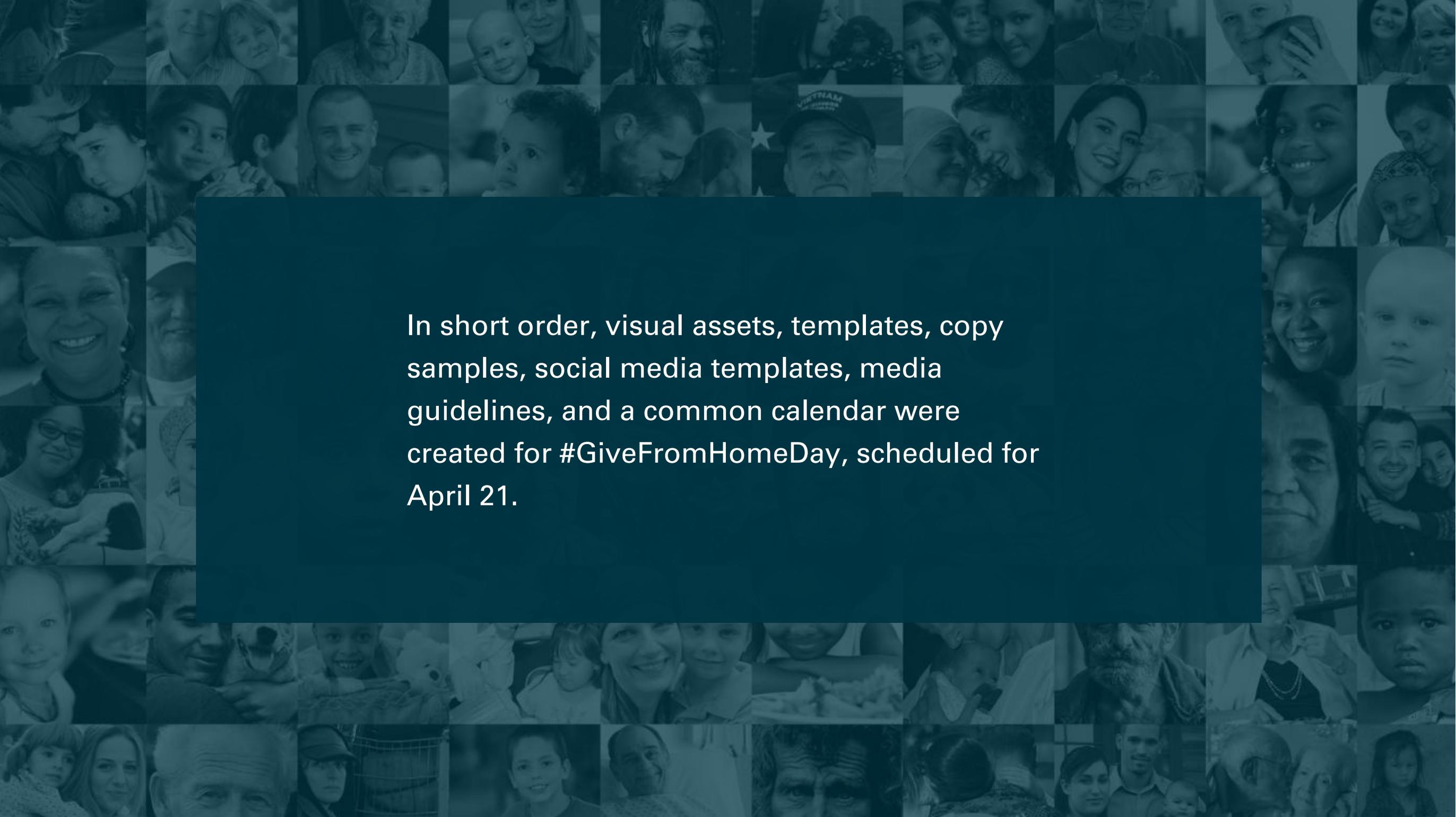
2020 ANA Virtual Nonprofit Conference

*Megan Carder, Managing Director, TrueSense Marketing
Scott Marshall, VP of Development and Communications,
Feeding America Eastern Wisconsin*





In late March 2020, in the opening weeks of the pandemic, TrueSense Marketing began to consider complimentary campaign support for a number of its clients, capitalizing on past experiences with individualized Giving Days.



In short order, visual assets, templates, copy samples, social media templates, media guidelines, and a common calendar were created for #GiveFromHomeDay, scheduled for April 21.



It was also decided that all these assets, templates, and guidelines would be provided, free of charge, to any qualified nonprofit organization wanting to participate.



What began as a complimentary service to a handful of TrueSense clients evolved quickly into a coordinated nationwide Giving Day.



On April 21, over 250 participating charities, large and small, representing a wide variety of sectors, used some or all of the assets, templates, and guidelines provided and set their entire campaigns up themselves. For some small charities, it was their first experience with digital, small-gift fundraising.



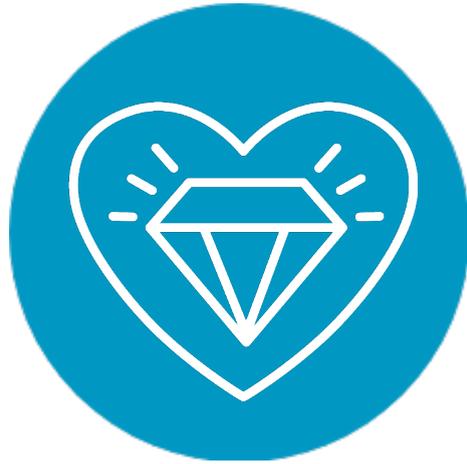
In aggregate, #GiveFromHomeDay raised over \$1 million for participating organizations.



Scott Marshall



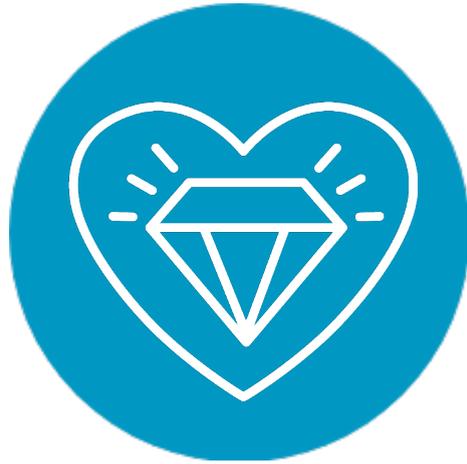
3 Reasons to Love Giving Days



Focal Points

Giving Days provide a focal point, and a deadline, for your donors.

3 Reasons to Love Giving Days



Focal Points

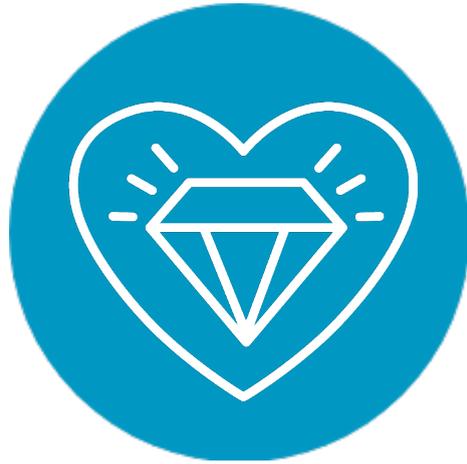
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Sponsorships

A matching gift can upgrade your Giving Day from good to great.

3 Reasons to Love Giving Days



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Media

Giving Days generate a reason for media outlets to cover your mission and need.



Kim Bray is 🙏 feeling blessed.

9 mins · 🌐



On Tuesday April 21st only, TriCity National Bank is matching donations to Feeding America.

I'm donating \$100, will you join me?

I took a cut in pay like many have, but the thought of those with no income just hurts my heart. Please help with any amount. This link is for Eastern Wisconsin, but look at Feeding America in your community to see what you can do to help. God Bless America!

S A V E T H E D A T E



#GIVEFROM
H♥MEDAY

A P R I L 2 1, 2 0 2 0



FEEDINGAMERICAWI.ORG

#GiveFromHomeDay

Give from home ... Give from the heart Giving today — as COVID-19



Megan Carder



Love



Comment



Share



Vinitia Strong-McDonald · 3rd+

AVP Senior CRA Analyst CRM

5h · Edited · 🌐



Save the date April 21, 2020, your donation will be matched. [#payitforward!](#)

[#GiveFromHomeDay](#)

S A V E T H E D A T E



#GIVEFROM
H♥MEDAY

A P R I L 2 1, 2 0 2 0

[#GiveFromHomeDay](#)

feedingamericawi.org



Feeding America Eastern Wisconsin

1,182 followers

5h • Edited • 🌐

[+ Follow](#) ...

We are thrilled to announce that we raised \$127,170 yesterday from [#GiveFromHomeDay](#), which equals 381,510 healthy meals for community members in need.

Your generosity means the world to the people we serve, especially now as so many are confronting the hardships of COVID-19. Thank you to [Tri City National Bank](#) for kicking things off and matching the first \$10,000 dollar for dollar. [#SolvingHungerLocally](#)



**381,510
meals raised!**





Tri City National Bank

Yesterday at 8:56 AM · 🌐



We're very proud to partner once again with [Feeding America Eastern Wisconsin](#). On April 21, join thousands of our neighbors in Wisconsin in support of those among us who are hardest hit by COVID-19, from the safety of your home. Help us meet the needs of your neighbors. Remember, Tri City will match the first \$10,000 dollar for dollar. [#GiveFromHomeDay](#) [#HometownBank](#) <https://feedingamericawi.org/givefromhomeday/>

SAVE THE DATE!



APRIL 21, 2020

Tri City National Bank

Retail Bank

Learn More



Megan Carder





7 Steps for a Successful Giving Day





7 Steps for a Successful Giving Day

1. Planning



7 Steps for a Successful Giving Day

1. Planning
2. Partnerships



7 Steps for a Successful Giving Day

1. Planning
2. Partnerships
3. Brand



7 Steps for a Successful Giving Day

1. Planning
2. Partnerships
3. Brand
4. Impact



7 Steps for a Successful Giving Day

1. Planning
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4. Impact
5. Momentum



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6. Market



7 Steps for a Successful Giving Day

1. Planning
2. Partnerships
3. Brand
4. Impact
5. Momentum
6. Market
7. Follow-Up



#GIVEFROM
H❤️MEDAY

1

Plan to Plan



1

Plan to Plan

- What is my goal?



1

Plan to Plan

- What is my goal?
- Who is my audience?



1

Plan to Plan

- What is my goal?
- Who is my audience?
- How can I best reach my intended audience?



1

Plan to Plan

- What is my goal?
- Who is my audience?
- How can I best reach my intended audience?
- Who on my team should be deployed for highest impact?





Tactic and Logistic Creation

1. Giving Day brand guidelines

(name, logo, hashtag, messaging expressions)



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2. Fully integrated campaign calendar



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3. Brand-focused creative assets
(emails, donation page, lightbox)



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4. Social media roadmap and messaging
(posts, ads, stories, fundraisers, live streams)



Tactic and Logistic Creation

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(name, logo, hashtag, messaging expressions)
2. Fully integrated campaign calendar
3. Brand-focused creative assets
(emails, donation page, lightbox)
4. Social media roadmap and messaging
(posts, ads, stories, fundraisers, live streams)
5. Media releases

2

Engage Partnerships



2

Engage Partnerships

1. Corporations, Major Donors, Board Members



2

Engage Partnerships

1. Corporations, Major Donors, Board Members
2. Local TV/Radio



2

Engage Partnerships

1. Corporations, Major Donors, Board Members
2. Local TV/Radio
3. Other Nonprofits



3

Guarantee Brand Clarity





Clear, Not Clever

Clear, Not Clever



Clear, Not Clever



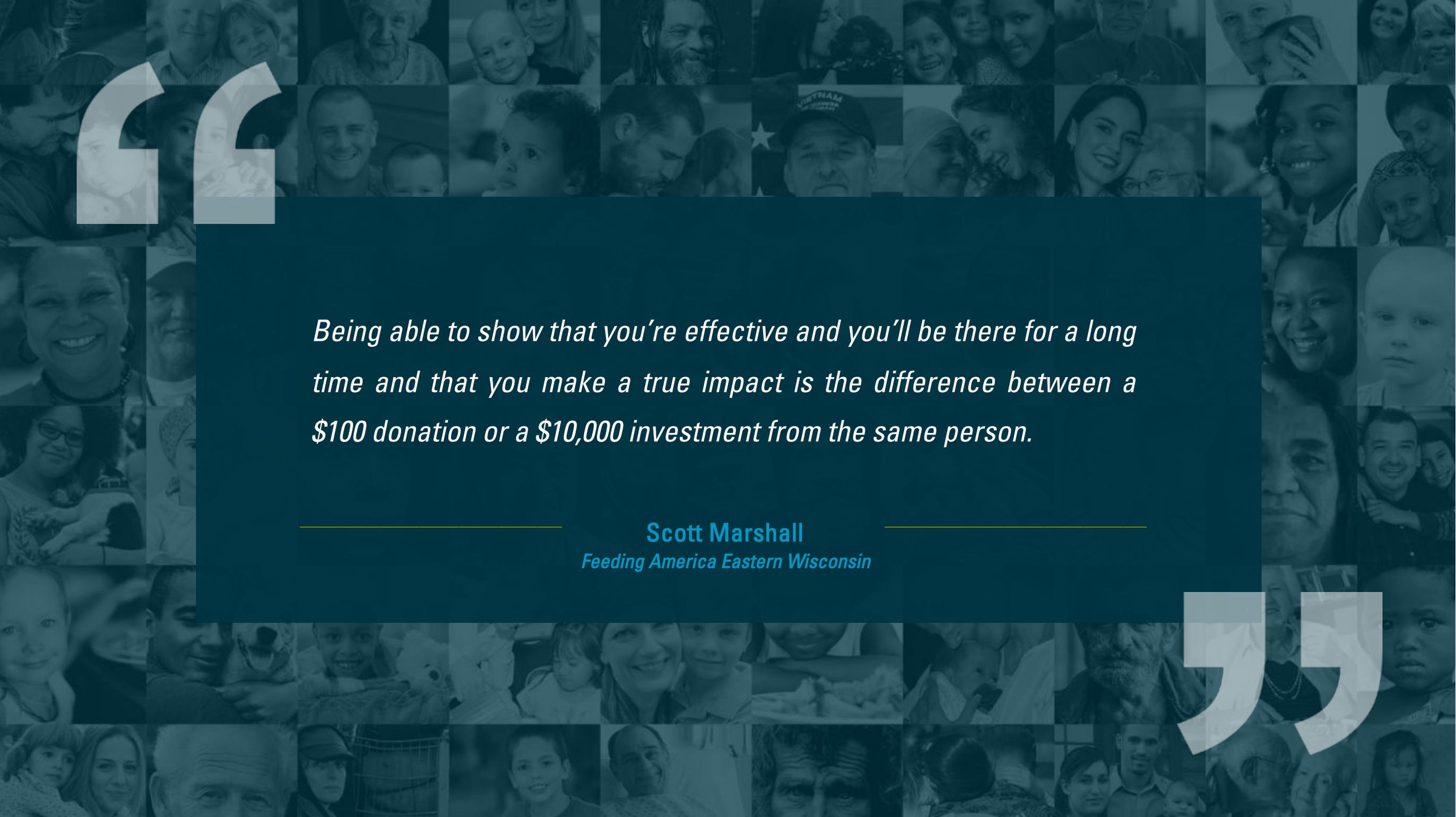
Clear, Not Clever



4

Articulate Your Donor's Impact





Being able to show that you're effective and you'll be there for a long time and that you make a true impact is the difference between a \$100 donation or a \$10,000 investment from the same person.

Scott Marshall
Feeding America Eastern Wisconsin

5

Build Momentum



#GiveFromHomeDay | Multichannel Time Line



6

Own Your Market

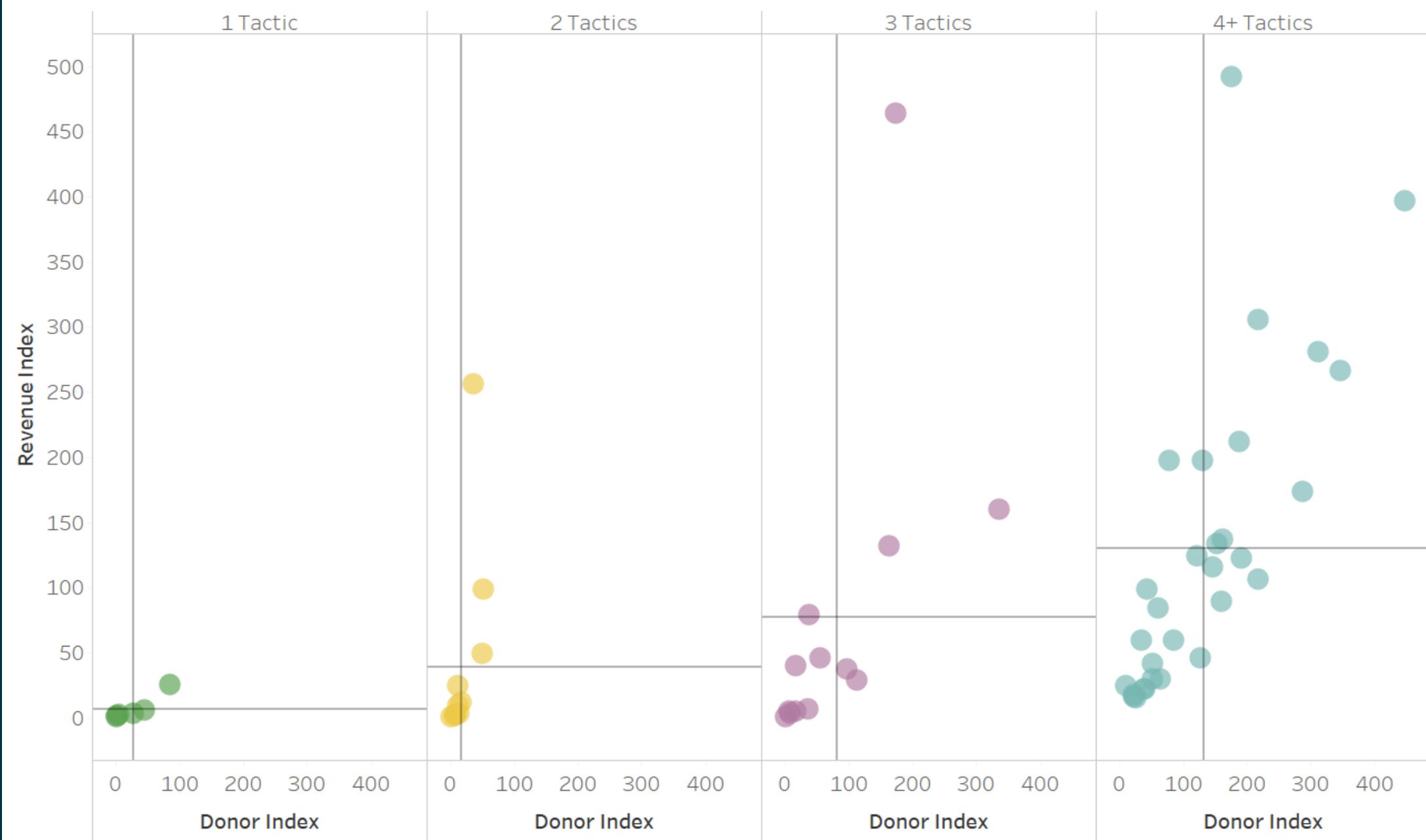


7

Follow-Up



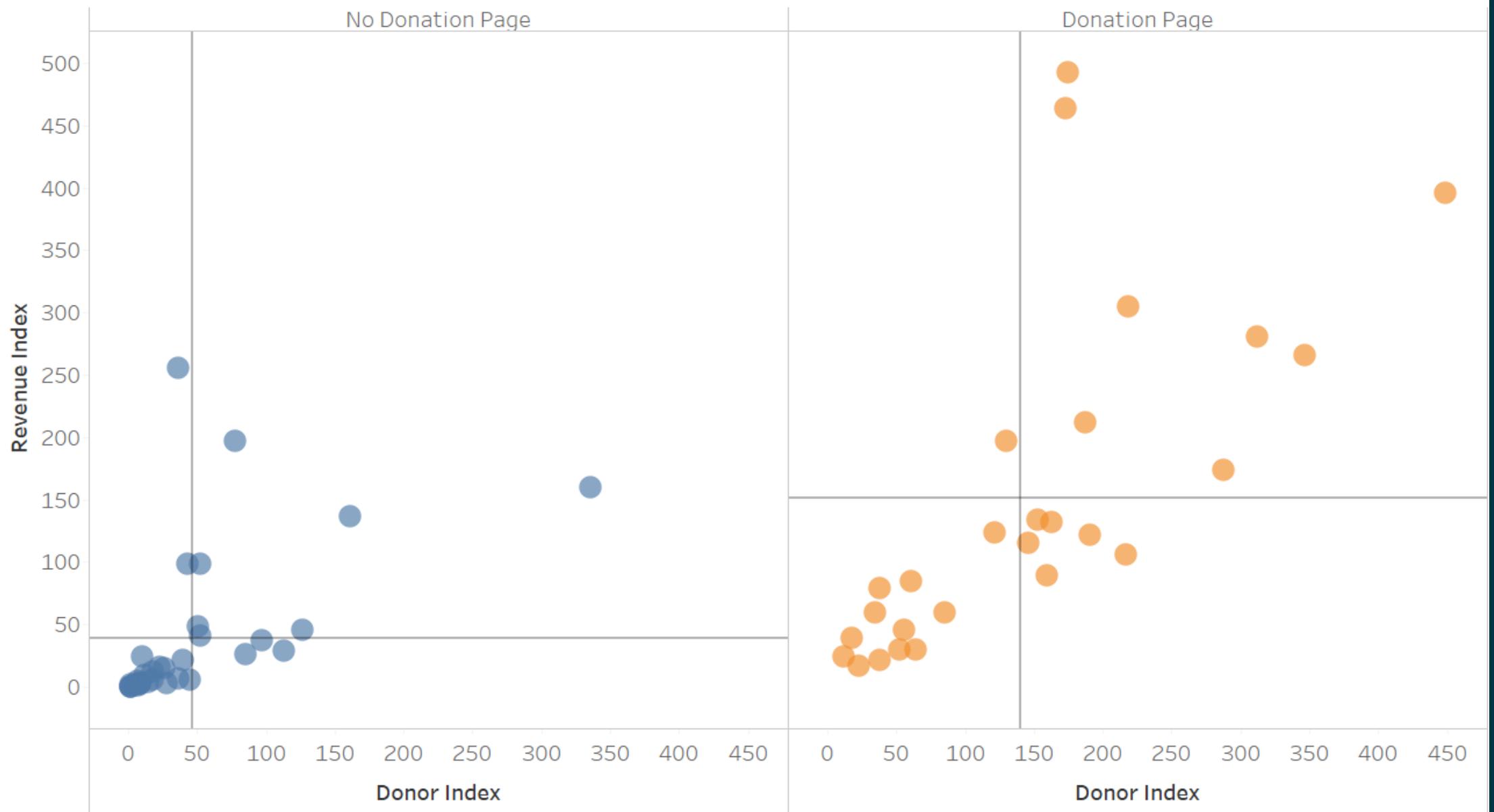
Organizations using the most tactics also appeared to generate more donors and revenue in the #GiveFromHomeDay campaign

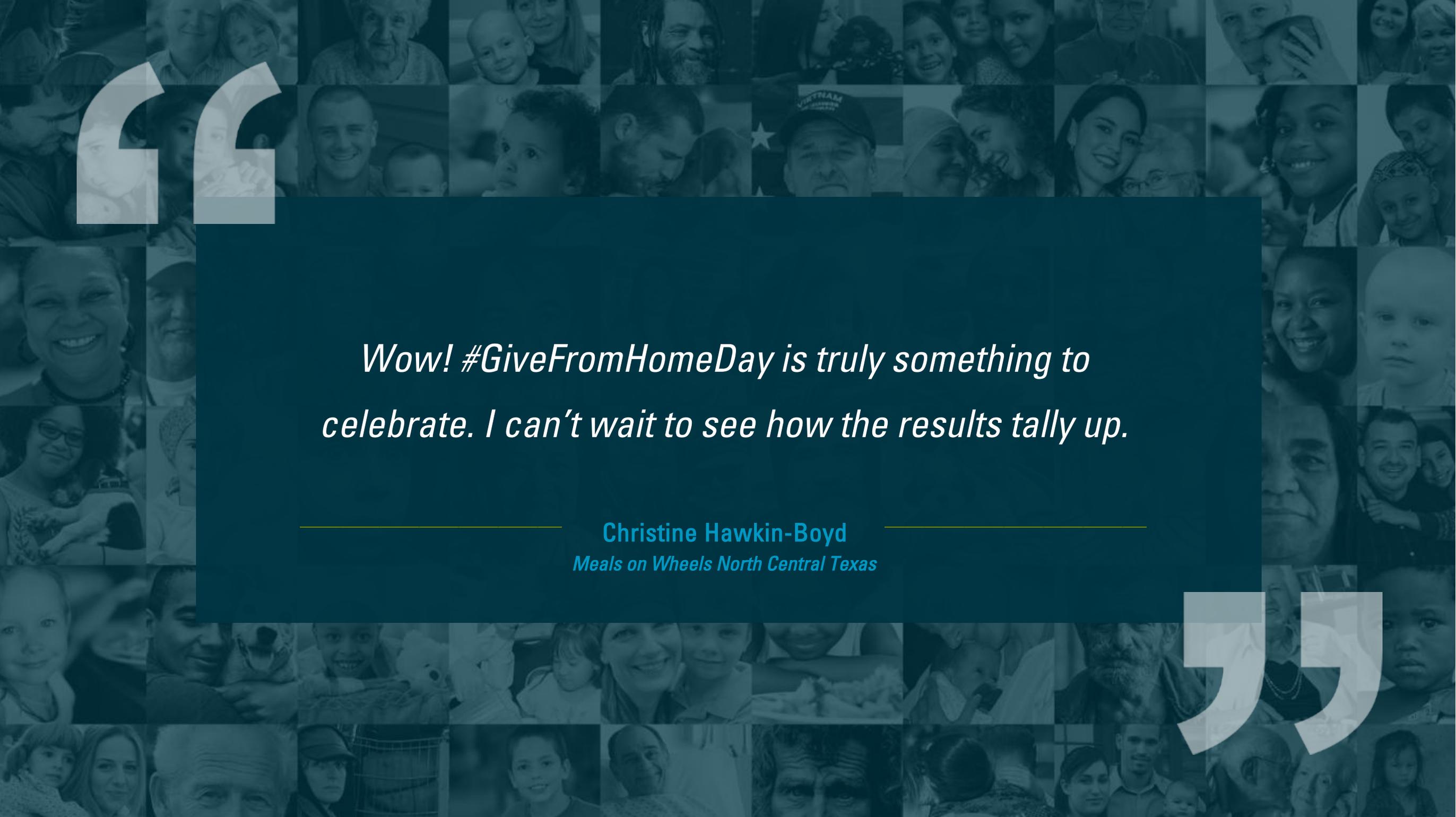


What were the most common marketing Tactics?

Number of Marketing Tactics	% Organic Social Media Posts	% Emails	% Specific Donation Page	% Facebook Fundraiser	% Paid Social Media Posts	% Media Press Releases	% Matching Grant	% Website Lightbox
1	57%	14%	0%	29%	0%	0%	0%	0%
2	79%	50%	14%	43%	14%	0%	0%	0%
3	77%	77%	38%	54%	23%	15%	15%	0%
4	75%	81%	44%	56%	50%	38%	44%	13%
5	92%	100%	92%	31%	62%	46%	38%	38%
6	100%	100%	100%	50%	75%	50%	25%	100%
Grand Total	79%	72%	45%	45%	36%	24%	22%	16%

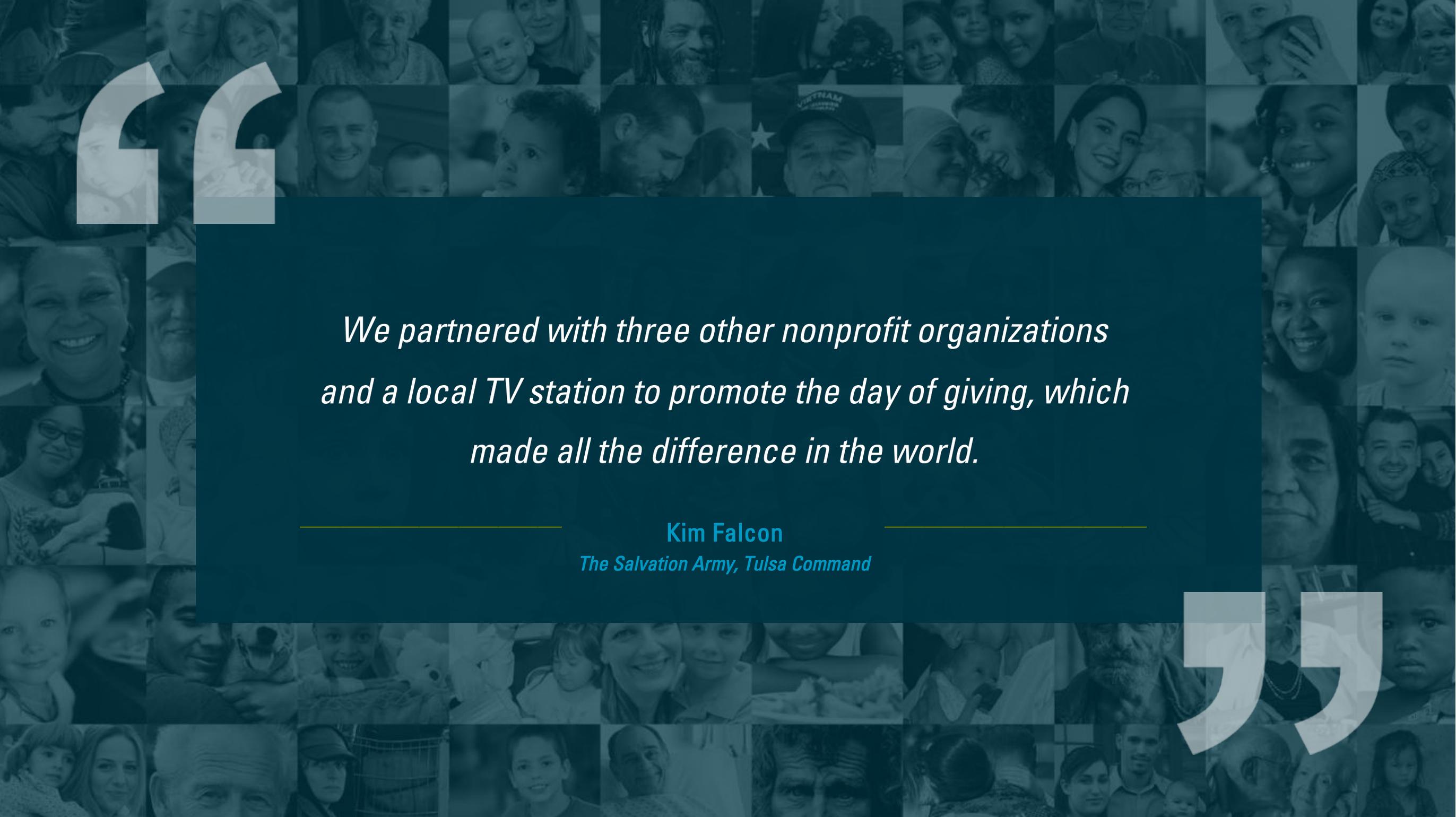
On average, Organizations who used a Specific Donation Page generated over 3 times the donors and revenue than those who did not.





Wow! #GiveFromHomeDay is truly something to celebrate. I can't wait to see how the results tally up.

Christine Hawkin-Boyd
Meals on Wheels North Central Texas



*We partnered with three other nonprofit organizations
and a local TV station to promote the day of giving, which
made all the difference in the world.*

Kim Falcon

The Salvation Army, Tulsa Command





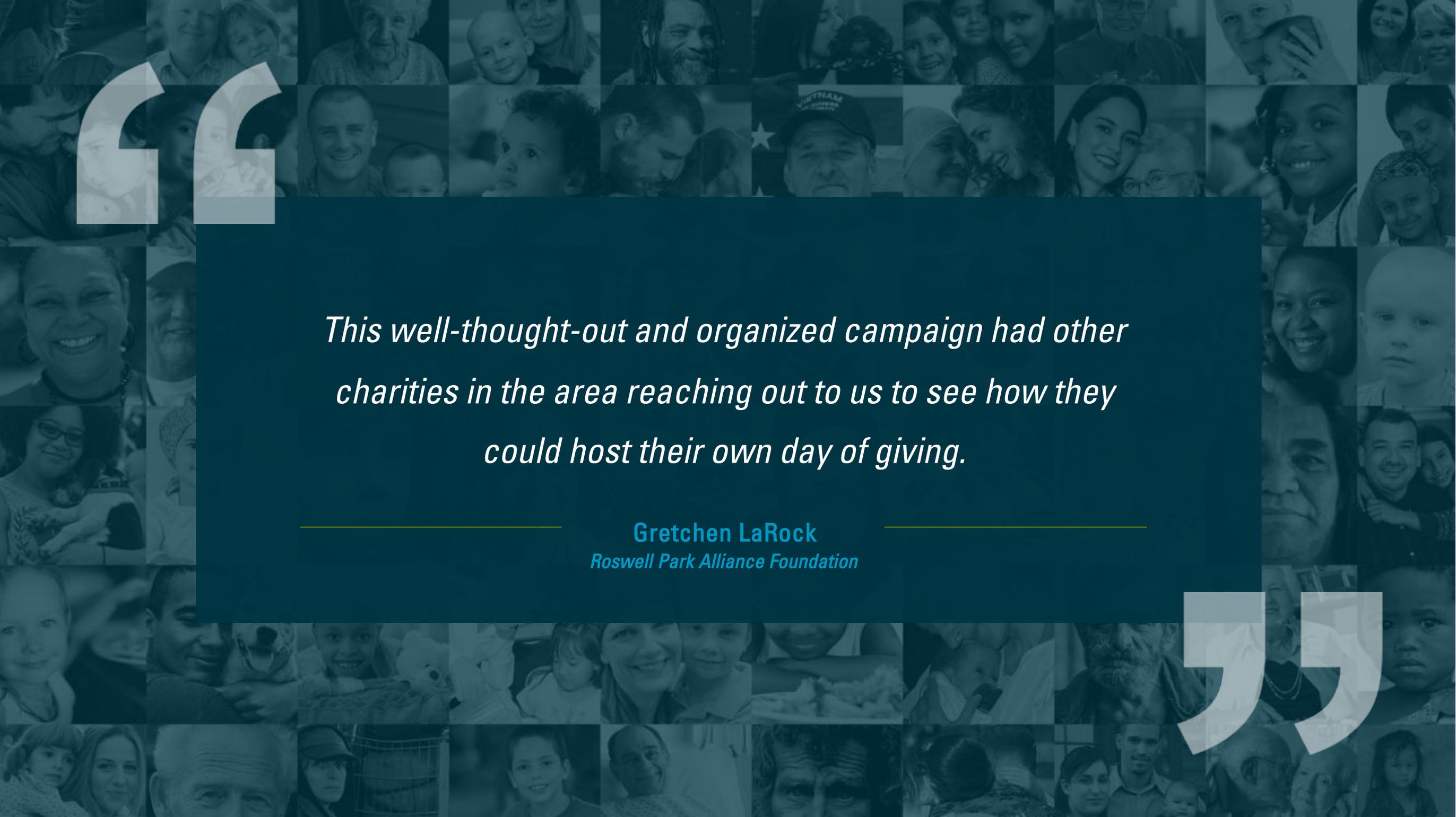
This was awesome and so glad our organization participated. We followed your communication calendar to a T, and look at the results!

Justine Morris
Hope Rescue Mission



This 'plug and play' campaign raised \$4,000 in one day! An online campaign we ran last year FOR A MONTH only raised \$3,300.

Justine Chelsi McDonald
Ronald McDonald House Charities of the Bluegrass



This well-thought-out and organized campaign had other charities in the area reaching out to us to see how they could host their own day of giving.

Gretchen LaRock
Roswell Park Alliance Foundation



Learn More

GiveFromHomeDay.com

