

Nonprofit Workshop Ready-Set-Go-GiveNOLA

The logo for Give NOLA Day is centered in the upper half of the image. It features the words "GIVE", "NOLA", and "DAY" stacked vertically. "GIVE" is in white, "NOLA" is in blue, and "DAY" is in orange. The text is enclosed in a white rounded square with a decorative border of small dots. The background of the entire upper half is a vibrant orange with a pattern of vertical lines and semi-circles, resembling a stylized fabric or paper texture.

GIVE
NOLA
DAY

One Day to Give as One

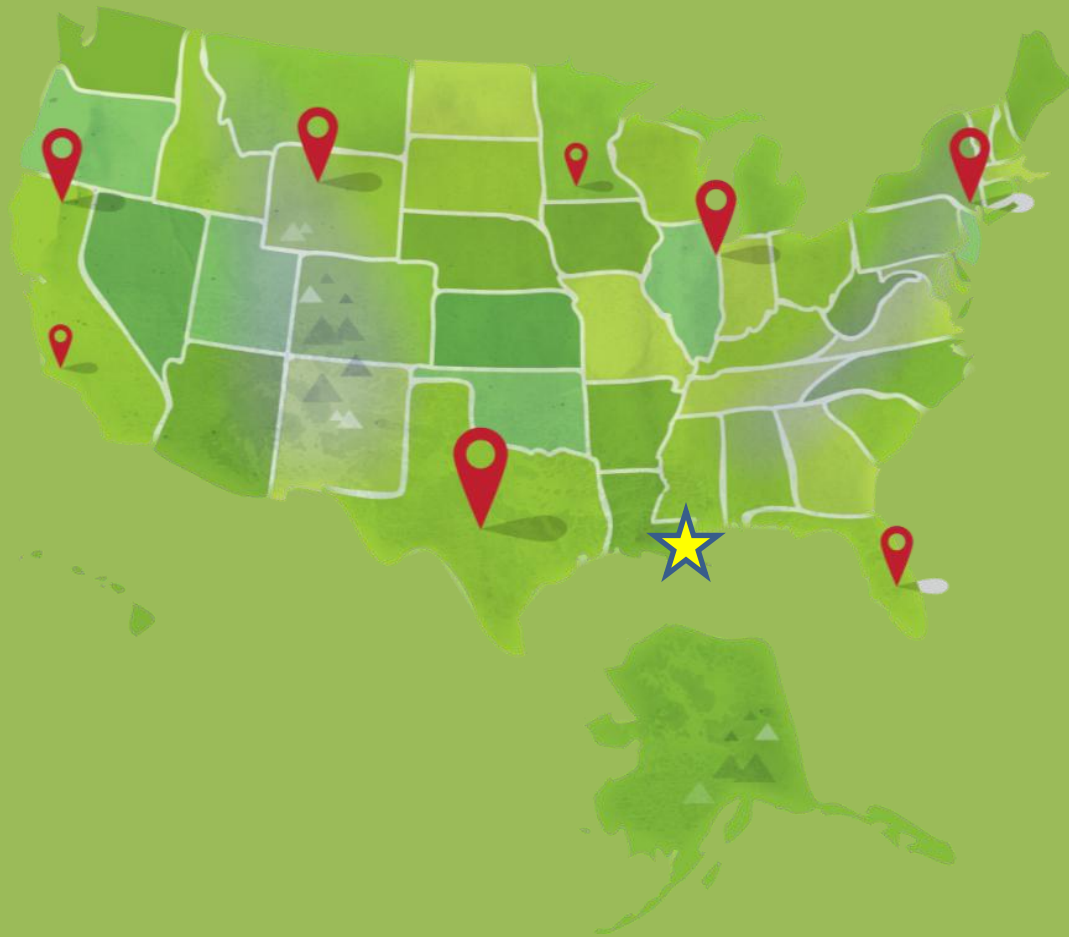


May 6, 2014
www.GiveNOLA.org

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 area nonprofits organizations through online fundraising.
- It's Tuesday, May 6th – **one day we come together as one** to support our local nonprofits in the Greater New Orleans area.
- It's a way **celebrate giving** and raise awareness for our local nonprofits.
- Every donation on www.givenola.org will receive a proportional amount of **matching national and local funds. There are also opportunities for cash awards and prizes.**

Local impact with a national twist



We are joining more than 100 communities on a single day to raise funds that support **the work YOU do.**

GIVE LOCAL
AMERICA![™]



May 6, 2014
www.GiveNOLA.org

We coordinate our community effort, invest in the online giving platform; raise local stretch funds, awards and prizes; and generate awareness and excitement about GiveNOLA Day.

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



May 6, 2014
www.GiveNOLA.org

What are the Benefits for Nonprofits?

Fundraising

- Raise unrestricted revenue for your organization

Friend Raising

- Connect with new and next generation donors and continue to build relationship with current donors

Awareness Building

- Deepen relationships with individuals about your mission, organization and philanthropy in general

Giving Day Success Stories

- **Give to Lincoln**

- Raised **\$1.3 million**
- **5,448 donors**
- **187 participating nonprofits**



- **Amplify Austin**

- Raised **\$2.7 million**
- **20,467 donors**
- **320 participating nonprofits**



- **Pittsburgh Gives**

- Raised **\$7 million**
- **17,700 donors**
- **739 participating nonprofits**





May 6, 2014

www.GiveNOLA.org

When will GiveNOLA Day take place?

It will be from 12:00:01 a.m. to 11:59:59 p.m. on **May 6, 2014**. All event-related donations must be made online at GiveNOLA.org during the 24-hour period.



May 6, 2014

www.GiveNOLA.org

The Lagniappe Fund

Stretching Your Donations!

GNOF's goal for our first year is to raise over \$200,000 in local matching funds. At the end of the event, every agency will receive **a proportional share of this fund based upon its percentage of the total dollars raised.**

For example, if an agency receives 5% of the total donations raised during GiveNola Day (\$1,000,000), the agency will receive an additional \$10,000.



May 6, 2014
www.GiveNOLA.org

Awards and Prizes

Nonprofits with Budgets < \$1 million

Most \$\$ Raised	Most Donors
1 st place \$10,000	1 st place \$10,000
2 nd place \$5,000	2 nd place \$5,000
3 rd place \$3,000	3 rd place \$3,000

Nonprofits with Budgets > \$1 million

Most \$\$ Raised	Most Donors
1 st place \$10,000	1 st place \$10,000
2 nd place \$5,000	2 nd place \$5,000
3 rd place \$3,000	3 rd place \$3,000

In addition to the proportional **match** and **awards**, participating nonprofits are eligible for **hourly cash prizes!**



May 6, 2014
www.GiveNOLA.org

Gift Processing

Donations are 100% tax deductible. The foundation will issue a gift acknowledgement receipt to the donor immediately following the donation.

Nonprofits will receive the donor's contact information so that they can thank the donor for the gift. Donors may choose to give anonymously.

You will receive all donations and prize money in a single disbursement check by June 30, 2014. All disbursements will be made by check from the Greater New Orleans Foundation.

Support your favorite organizations!

Give to one or more organizations quickly and easily.

Start by entering the name of an organization and the amount you wish to give.

[WATCH](#)

	ORGANIZATION NAME	AMOUNT
1	<input type="text" value="enter the name of an organization"/>	\$ <input type="text" value=""/>
TOTAL		\$ 0.00

[+ NEW GIFT](#)

Your Information

First Name	<input type="text" value="Ima"/>	Last Name	<input type="text" value="Lim"/>
Email Address	<input type="text"/>		
<input type="checkbox"/>	Yes, my gift is anonymous. <i>Your contact information will not be shared with the organizations selected above.</i>		
Street Address 1	<input type="text"/>		
Street Address 2	<input type="text"/>		
City	<input type="text"/>	State/Province	<input type="text"/>
Zip/Postal Code	<input type="text"/>	Country	<input type="text" value="United States"/>
Card Number	<input type="text"/>	[CC LOGOS HERE]	
Expiration	<input type="text" value="01 - Jan."/>	<input type="text" value="2013"/>	Verification Code <input type="text"/>

Looking for a specific organization?

Enter their name below and go directly to their page:

[♥ GIVE NOW](#)

Presenting Sponsor Logos



**GREATER NEW ORLEANS
FOUNDATION**

For a vibrant region.

Not sure where to give?

Choose a category below to view a list of organizations...

Animal	1
Arts & Culture	2
Community Improvement	9
Education	7



May 6, 2014
www.GiveNOLA.org

Reporting and Tracking – Excel Export

KIMBIA Match Day Controller

Greater New Orleans Foundation

Foundation Profile | NPOs ▾ | Offline Gifts | Prizes | **Reports** | Design Editor ▾ | Pages

Report Links - List

Report	Link
--------	------

© Kimbia, Inc. 2014



May 6, 2014

www.GiveNOLA.org



Ready

Set

Go

GiveNOLA Day!



May 6, 2014

www.GiveNOLA.org

**Educate your staff, board and
organizational ambassadors about
GiveNOLA Day.**

Be clear the day of giving is on May 6!

**Shout from the mountain top that
YOUR Organization is participating in
GiveNOLA Day!**



May 6, 2014
www.GiveNOLA.org

Getting Ready

Build/Update your database (contact list)

- Update contact information
- 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
- Merge all of your lists into one database



May 6, 2014
www.GiveNOLA.org

Getting Ready

Expand Your Social Media Network

- Ask Facebook friends to invite their friends to like your page
- Ask your Twitter followers to follow your handle
- Create a Facebook event on May 6th for your GiveNOLA
- Like the **Greater New Orleans Foundation** Facebook
- Follow us on Twitter **@GNOFoundation** and use **#GiveNOLA**
- Add your Facebook and Twitter account links to your email signatures, e-newsletters, websites, and other communications.



May 6, 2014
www.GiveNOLA.org

Getting Ready

Establish Your leadership Team

No (wo)man is an island...

- Designate a staff person or volunteer to lead your GiveNOLA Day and to coordinate and provide support to the leadership team
- Recruit a volunteer captain/co-captains
- Consider assigning GiveNOLA to an existing committee
- Form a committee and/or work groups
- Engage staff, board members, donors, and volunteers
- Give them a specific job description



May 6, 2014
www.GiveNOLA.org

GiveNOLA Leadership Team -Job Description

- Establishes the GiveNOLA fundraising goal
- Develops 2-3 communication strategies
- Establishes the calendar
- Serves as a GiveNOLA Day ambassadors
- Supports activities on GiveNOLA Day-May 6th, 2014
- Thanks donors
- Captures lessons learned for next year
- Ensures the database is updated post GiveNOLA Day



May 6, 2014
www.GiveNOLA.org

Getting Ready

Establish Goals: Take a look back at your past fundraising performance for individual giving. Start by considering your social media network and the number of current donors and gift range.

Communication Goals

- Number of Emails/ To Who and Frequency
- Number of Friends and Facebook Posts
- Number of Tweets and Re-Tweets

Fundraising Goals

- GiveNOLA Day fundraising goal
- % of current donors give
- % of new donors give
- Win a \$1,000 "Rock Around the Clock" Prize



May 6, 2014
www.GiveNOLA.org



Ready

Set

Go

GiveNOLA Day!



May 6, 2014
www.GiveNOLA.org

Set a calendar for your communications and social media activities!

Now-3 Weeks Out (April)	<ul style="list-style-type: none">• Develop your communication strategies and write some of your messages.• Build your database and grow your Facebook and Twitter audience.• Start generating the buzz-special communication e.g. donor letter or newsletter story. Encourage staff, board members, volunteers to get the word out.
One-Two Weeks Out (April 22-May 6)	<ul style="list-style-type: none">• Send an outlook reminder to your close donors and donor prospects.• Encourage supporters to bookmark your organization's GiveNOLA page.
Monday, May 5 th (Day Before)	<ul style="list-style-type: none">• Send out special email-encourage staff, board members, and other ambassadors to forward the email to 10 new prospects.• Remind supporters who committed to like, share, and re-tweet of their job.
Tuesday, May 6 th (Day Of)	<ul style="list-style-type: none">• Utilize Email, Facebook & Twitter with strategic messaging-thank donors, offer challenges, and add a personal touch pictures and information on what their donation means to your organization. E.g. \$25 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



May 6, 2014
www.GiveNOLA.org

The GiveNOLA Day Communications Tool-Kit

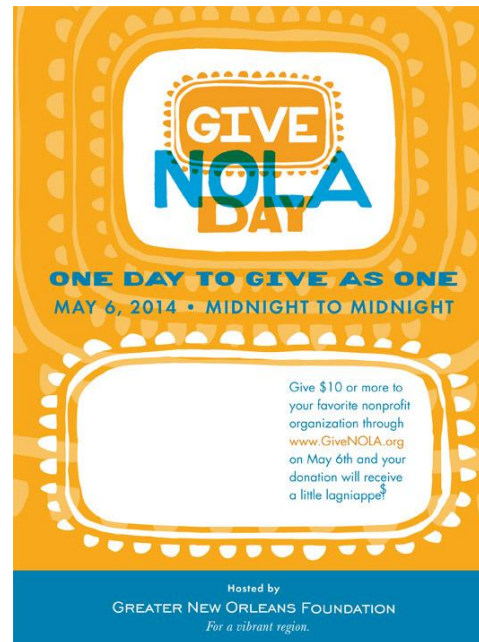
- ✓ GiveNOLA Day Badges and Logos
- ✓ Customizable Flyer
- ✓ Email Newsletter Copy
- ✓ Letter Copy
- ✓ Website Homepage or Blog Copy
- ✓ Email Signature Example
- ✓ GiveNOLA Day Jingle by A. Toussaint
- ✓ GiveNOLA Day PSA
- ✓ Social Media Message Samples
- ✓ Audience Identification Tool

The logo features the words "GIVE", "NOLA", and "DAY" stacked vertically. "GIVE" is in white on an orange background, "NOLA" is in blue on a white background, and "DAY" is in orange on a white background. The entire logo is enclosed in a white rounded square with a decorative orange border.

May 6, 2014
www.GiveNOLA.org

Setting Up for Success

Branding Your Organization with GiveNOLA Day [Logos and Badges](#)



Download all materials online:

www.GiveNOLA.org/
[#nonprofit-info](https://twitter.com/nonprofit-info)



May 6, 2014

www.GiveNOLA.org

Setting Up for Success

Post the GiveNOLA Day badge or banner to your website homepage and link it to your organization's profile page found on www.GiveNOLA.org/#leaderboard.

[GNOF Website](#)

[GNOF Facebook Cover](#)

[GNOF Twitter Page](#)



May 6, 2014
www.GiveNOLA.org

Kellie Chavez Greene

Senior Program Officer

Organizational Effectiveness

Greater New Orleans Foundation

1055 St. Charles Avenue, Ste 100

New Orleans, LA 70130

(504) 598-4663 O

(504) 598-4676 F

gnof.org

GiveNOLA: One Day to Give as One

May 6 – Midnight to Midnight

www.GiveNOLA.org

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

Sample Email
Signature

Listen to [GiveNOLA Day jingle](#) created by Allen Toussaint!



May 6, 2014
www.GiveNOLA.org

Getting the Word Out!

Promote GiveNOLA in your existing communications!

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

**GIVE
NOLA
DAY**

May 6, 2014
www.GiveNOLA.org

 CBS

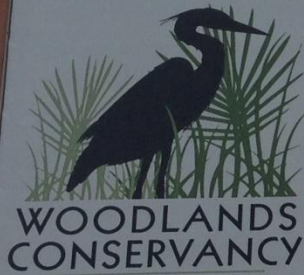
PAY IT FORWARD

Donations to Woodlands Conservancy

MAY 6

**GIVE
NOLA
DAY**

will be matched!



*Nature,
brought
to you by*



Leave your legacy:
www.woodlandsconservancy.org
504.433.4000



May 6, 2014
www.GiveNOLA.org

Get the Word Out and Introduce GiveNOLA Day!

I have some exciting news to share with you. On May 6th, thousands of residents in the Greater New Orleans area are going to show their support for their favorite nonprofit organizations during GiveNOLA Day, hosted by the Greater New Orleans Foundation. On that day, every donation we get will go a little further and help us claim our share of \$200,000 in bonus dollars from the Lagniappe Fund, plus an additional \$96,000 in awards and prizes. We need you to help us with three things:

1. Mark GiveNOLA Day on your calendar for May 6th and bookmark this giving link: www.GiveNOLA.org [*INSERT your GiveNOLA link*].
2. Please make a donation to support us on Tuesday, May 6th.
3. Help us spread the word! Share with your friends and support [*NONPROFIT X*] as part of GiveNOLA Day on Tuesday, May 6th.

We can't wait to celebrate the difference your generosity will make on May 6th.



May 6, 2014
www.GiveNOLA.org

GiveNOLA Day Jingle

"One Day to Give as One" by Allen Toussaint

Sample Facebook post or Tweet

Listen to the sound of dollars stretching! Click here [[INSERT link to song](#)] to make it a day of giving and showing your love @AllenToussaint and give back to us!

GiveNOLA Day PSA - Allen Toussaint's song

Show that you care! Watch the GiveNOLA Day video [[video link](#)] and support [*NONPROFIT X*] on May 6 #GiveNOLA!



May 6, 2014
www.GiveNOLA.org

Getting the Word Out on Facebook!

“We are proud participants of GiveNOLA Day – the community’s first online giving event! Like us and learn about the exciting events and online prizes available on May 6th at www.GiveNOLA.org.”

“Hear what all the buzz is about [[LINK to Toussaint song](#)]! [NONPROFIT X] is excited to be participating in GiveNOLA Day! On May 6th go to GiveNOLA.org and help us reach our goal.”



May 6, 2014
www.GiveNOLA.org

Getting the Word Out on Twitter!

“Hear that?! [short LINK to [Toussaint Song](#)]! @[INSERT nonprofit handle] is excited to for #GiveNOLA Day! On May 6, help us reach our goal at www.givenola.org”

“We’re planning [XX EVENT] for #GiveNOLA on May 6! Celebrate @[INSERT nonprofit handle] by supporting us at [LINK to GiveNOLA.org]”



May 6, 2014
www.GiveNOLA.org



Ready

Set

Go

GiveNOLA Day!



May 6, 2014
www.GiveNOLA.org

On May 6th -- GiveNOLA Day

- **Send 1-2 emails (no more) on GiveNOLA Day!**
 - Update your supporters on fundraising progress-link to www.GiveNOLA.org to see the online leader board
 - Provide action items to help reach your goal
- **Facebook and Twitter**
 - Cheer on donors with status updates
 - Ask questions to generate conversation and community interaction
 - Use your leadership team and GiveNOLA champions to like, share re-tweet , and challenge their friends and followers to give



May 6, 2014
www.GiveNOLA.org

Getting the Word Out on Facebook on May 6th!

“Today is GiveNOLA Day, the day to give back! Help us reach our goal of \$XXX by going to GiveNOLA.org and donating to [NONPROFIT X] to make a difference! Today your dollars are stretched with additional funding and prizes from GiveNOLA sponsors.”

“Already given to us on GiveNOLA.org? Tell your friends! All donations made today will go further thanks to the ‘Greater New Orleans Foundation’ and the GiveNOLA Day sponsors.”



May 6, 2014
www.GiveNOLA.org

Getting the Word Out on Twitter on May 6th!

“Today ONLY, give us \$10 [short LINK to nonprofit’s GiveNOLA profile] and @GNOFoundation’s #GiveNOLA gets some lagniappe!”

“Tell your friends about #GiveNOLA and help @[INSERT nonprofit handle] reach our goal-we’re \$XX dollars away! Send them to [short LINK to nonprofit GiveNOLA profile] and retweet”

“Wake up! It’s 2am #GiveNOLA! Help us get chosen for the random 2am hourly \$1,000! We could win with your help here: [short LINK to nonprofit GiveNOLA profile]”



May 6, 2014
www.GiveNOLA.org

On May 6th -- GiveNOLA Day

- EMAIL from a board member or donor...

Dear [*INSERT name*],

I am a board member with the [*NONPROFIT X*]. Today, May 6, is GiveNOLA Day! I hope you will join me in supporting this important organization. From now until midnight, a portion of every gift of \$10 or more made to [*NONPROFIT X*] on GiveNOLA.org will be stretched thanks to the Greater New Orleans Foundation and GiveNOLA Day supporters.

Take this opportunity now and click here [*INSERT Profile page*] to make a donation that will [*INSERT IMPACT STATEMENT*].

Sincerely,



May 6, 2014

www.GiveNOLA.org

On May 6th -- GiveNOLA Day

- **Host a GiveNOLA Day Event(s)**
 - An open house with opportunities to donate at the event.
 - Partner with one of your vendors to promote your organization's participation in GiveNOLA. E.g. cards with customer receipts asking them to give to your organization on www.givenola.org.
- **Competition**
 - 100 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!

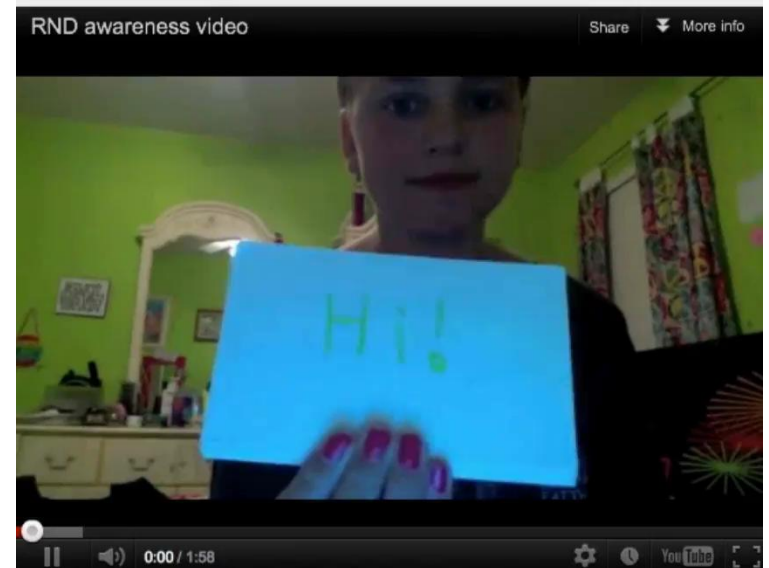


May 6, 2014
www.GiveNOLA.org

Use Pictures and Video to Generate Excitement on Social Media

Pumpkins for Big Cats!

✓ A project of [Big Cat Rescue](#)





May 6, 2014

www.GiveNOLA.org

The Day After GiveNOLA Day

- ✓ Announce your success and the fun of the day through social media, website, and blogs: number of donors, money raised, and prizes won
- ✓ Send thank you emails to donors one to two days after GiveNOLA Day.
- ✓ Consider sending thank you letters (hand-written) to top donors.
- ✓ Add all your donors to your database – continue cultivation throughout the year by including donors on your e-newsletter and inviting them to events and one-on-one meetings.



May 6, 2014
www.GiveNOLA.org

GiveNOLA Day Resources

GiveNOLA Website: www.GiveNOLA.org

Twitter: @GNOfoundation #GiveNOLA

Facebook: www.facebook.com/greaterneworleansfoundation

Questions? Email givenola@gnof.org