



Online Fundraising for GiveNOLA Day

Presented by the Nonprofit Leadership and Effectiveness Team



Kristen Craig*

Nonprofit Leadership and Effectiveness Associate

*Featuring Coach, the unofficial GiveNOLA Day Mascot



Kellie Chavez Greene

Director, Nonprofit Leadership and Effectiveness



Housekeeping

- All audience members are muted
- Please use the **Q&A Feature** to submit questions
- If you experience any technology or internet issues, please dial **1-312-626-6799**, the webinar ID is **995 7539 0643**. This will allow you to listen in to the presentation.
- This webinar is being recorded and will be emailed after the session



When Will GiveNOLA Day 2020 Take Place?

- ✓ 12:00:01 a.m. to 11:59:59 p.m. central daylight time on **June 2, 2020**
- ✓ Scheduled gifts are **open now through June 1, 2020**



Advantages for Nonprofits

Fundraising	<ul style="list-style-type: none">• Raise unrestricted revenue
Friend Raising	<ul style="list-style-type: none">• Connect with donor prospects and strengthen relationships with current donors
Awareness Building	<ul style="list-style-type: none">• Raise awareness of your mission, organization, and cause
Capacity Building	<ul style="list-style-type: none">• Develop capacity for raising money from individual donors. Develop skills in online fundraising and using social media to connect with prospects and donors.



The Formula for Success!

Planning + Enthusiasm + Execution = Success

- Create a sense of excitement, community, and urgency using the [#GiveNOLA Day](#) brand.
- Activate passionate supporters during the planning process to both give and inspire others to give.
- Use a variety of communication channels such as your website, email, newsletters, blogs, and social media to communicate with your donors and prospects to ask for donations.



Recruit and Organize Your GiveNOLA Day Leadership Team

- Designate a staff person or volunteer to lead your GiveNOLA Day campaign.
- Consider assigning GiveNOLA Day to an existing committee or form a temporary work group.
- Assign captains or co-captains for the different components of your campaign.
- Engage staff, board members, donors, and volunteers on your team.
- Give them a specific job description.



Recruit and Organize Your Volunteers

- **Promoters** - people that will share your campaign and updates via email and social media.
- **Peer-to Peer Fundraisers** - people that will help solicit donations on your behalf.
- **Donors** - people that will contribute to your campaign.



Supporting Your GiveNOLA Day Team and Volunteers

Don't assume they are coming with all the inspiration they need.

- Let them know your goals and what this campaign means to your organization.
- Get specific about your needs, and how they can best help.
- Provide training and the materials they need to be successful.
- Consider their ideas.
- Check back in with reminders and offers to help.
- Cheer them on with updates.
- Get their input on what worked and how to improve.



Set Campaign Goals

Communication Goals

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

Fundraising Goals

- GiveNOLA Day fundraising goal
- % of current donors give
- % of lapsed donors give
- % of new donors



Clean-up and Build-up Your Database

Maximize your email communications!

- Update the contact information in your database
- Add your new contacts and prospects
- Go back to your archives and add any groups that are missing
- Ask staff, board members, volunteers, donors, and others to add to the contact list
- Segment your database into categories for targeted communications



Segment Your Lists

A personal solicitation increases the potential that someone will give!

- Current Donors
- Previous GiveNOLA Day Donors
- Lapsed Donors
- Not yet a donor
- Current and Past Board Members



Expand Your Social Media Network

Amplify Your Reach!

- Ask your friends and followers to invite their friends and followers to like your page.
- Ask your GiveNOLA volunteers to ask their friends to like your page.
- Create a Facebook event for GiveNOLA Day.
- Use the [#GiveNOLADay](#) wherever possible.
- Add your social media account links to your email signatures, e-newsletters, websites, and other communications.



Spread the Word About Participating in GiveNOLA Day

The time is now!

- ✓ Use GiveNOLA Day branding on the home page of your website.
- ✓ Change your profile and cover photos on your organization's social media accounts.
- ✓ Share your GiveNOLA Day campaign in your newsletter, blog, donor communications, and on social media.
- ✓ Consider a special message from the executive director, board, or someone who has benefited from your services.
- ✓ Send a postcard or text to ask people to save the date and like your page for more information on how they can support you on GiveNOLA Day.



Giving Day Fundraising Best Practices

Email

- ✓ Use email on GiveNOLA Day to make the ask.
- ✓ Segment your donors for personal email communications.
- ✓ Time your emails and determine your messages.
- ✓ Include impact stories and recommended donation levels.
- ✓ Don't forget to include a link to your donation page. "Click here to provide fresh meals to our seniors".
- ✓ Use action verbs in your email communications. "Give, Click, Forward" "Provide, Help, Feed"
- ✓ Send a thank you update email within 12 hours of GiveNOLA Day [this is not the only thank you].



Giving Day Fundraising Best Practices

Social Media

- ✓ Time your posts and determine your messages
- ✓ Use **#GiveNOLA Day** to expand your reach
- ✓ Ask volunteers and followers to like, comment, share, tag and challenge their followers to give
- ✓ Include pictures and videos
- ✓ Include the link to your donation page
- ✓ Ask questions and use action verbs in your posts
- ✓ Be responsive, communicate back, and cheer on followers with updates



Giving Day Fundraising

Other ways to ask for donations

- ✓ Text message
- ✓ Virtual events
- ✓ Phone or Zoom calls to your most loyal donors
- ✓ Matching gifts
- ✓ Board or staff member challenges



Peer-to-Peer Fundraising

Why it works!

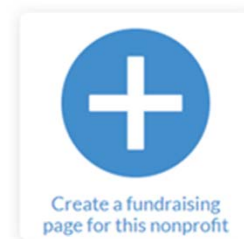
- Friends give to friends
- It's a meaningful volunteer opportunity
- Builds upon existing relationships
- Multiplies impact of limited resources
- Grows awareness organically



How to Create Fundraising Pages

- All profiles have both of these images. You can click on either one to create a fundraising page for a nonprofit organization.
- Your fundraisers will have to create a donor account to create the page and to make edits.
- You'll be notified each time a fundraising page is created for your nonprofit.
- These can be created up until noon on June 1.

Fundraising pages for this nonprofit (Show All)



The screenshot shows a web browser displaying a fundraising page for "Jenna's Testing Campaign" on the GiveNOLA.org website. The page features the GiveNOLA Day logo at the top left, navigation links for "Give!", "Learn More", "Sponsors", and "Contact", and a search bar for "Find Organizations". The main content area has a blue header with the campaign name "Jenna's Testing Campaign" and a green "DONATE NOW" button. Below this is a white box containing the CiviCore logo, the text "A campaign for CiviCore, LLC", a progress indicator showing "\$500 goal" and "\$0 raised", and social sharing icons for Facebook and Twitter. The footer includes the Greater New Orleans Foundation logo and the GiveNOLA Day logo.

Who Can Create These Pages?

- **Short answer:** Anyone!
- **Long answer:** Board members, volunteers, staff members all create fundraising pages for the nonprofit organizations they care about!

How to put the FUN in FUNdraising Pages

Fundraising Page Strategies

Fundraisers can create pages to:

- **Create Friendly Competition:** For example, offer the staff member that raises the most via a fundraising page a day off!
- **Celebrate Milestones:** Drive donations because of a birthday, anniversary, or other personal event.
- **A Challenge:** For example, if they meet their fundraising goal, they'll throw a party for all donors to their page.



How You Can Support Your Fundraisers

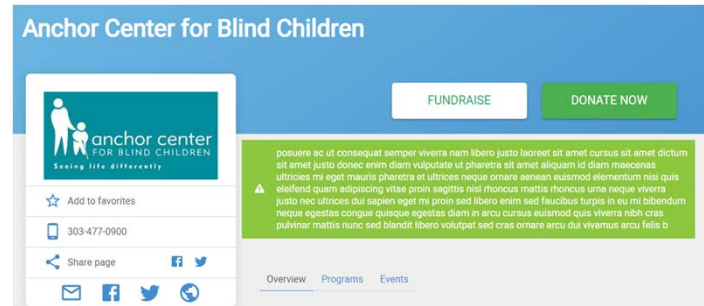
- Reminders to share the fundraising page before and on GiveNOLA Day with their networks
- Create sample emails and social media posts for them to make sharing easy!



Additional Profile Features

COVID-19 Banner Alert

As many organizations are changing the ways the work due to the COVID-19 pandemic, CiviCore (our technology partner) created an alert banner that can be featured at the top of your profile.



This is an opportunity to highlight how your organization is functioning in light of the COVID-19 pandemic.



Donation Information

- You have real-time donation information, so you send thank you notes to donors right away!
- You can also see if they are a first time donor to your organization, if they donated through a fundraising page, or chose a donation level.

New this Year

- Donors can indicate how they want their donation recognized.
- Donors can pledge an amount of volunteer hours to your organization (if you select this option on your profile).



Got a Donate Button?
Be sure to link it to your organization's profile page no later than 12am on June 2!



What Are Your Immediate Next Steps?

Getting Ready for GiveNOLA Day

- ✓ Spread the word that your organization is participating in GiveNOLA Day
- ✓ Organize your GiveNOLA Day Team
- ✓ Recruit your volunteers: promoters, peer-to-peer fundraisers, and donors
- ✓ Get your email lists organized
- ✓ Expand your social media reach
- ✓ Develop your communications calendar and messages
- ✓ Get your pictures and videos organized



Important Information

GiveNOLA Day website URL: www.GiveNOLA.org

Greater New Orleans Foundation website URL: www.GNOF.org

Greater New Orleans Foundation Facebook: [@GreaterNewOrleansFoundation](https://www.facebook.com/ GreaterNewOrleansFoundation)

Greater New Orleans Foundation Twitter: [@GNOFoundation](https://twitter.com/GNOFoundation)

Greater New Orleans Foundation Instagram: [@GNOFoundation](https://www.instagram.com/GNOFoundation)

GiveNOLA Day Hashtag: [#GiveNOLADay](https://twitter.com/hashtag/GiveNOLADay)

General information and frequently asked questions for GiveNOLA Day can be found in the “About” pages of www.GiveNOLA.org. Each year, these pages will be updated with commonly sought after information and questions. If you have any issues or questions that are not addressed by these pages, contact the GiveNOLA Day team at GiveNOLA@gnof.org.





GREATER NEW ORLEANS FOUNDATION 

www.gnof.org

Center for Philanthropy
919 St. Charles Avenue
New Orleans, Louisiana 70130

Phone: (504) 598-4663
Fax: (504) 598-4676

  @GNOfoundation |  @greaterneworleansfoundation