

Online Fundraising Workshop Part 3

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GlobalGiving, Washington DC

www.globalgiving.org



Agenda

- 9:00 – 9:10:** Introductions
- 9:10 – 9:30:** Review last week
- 9:30 – 10:15:** Planning a Campaign
- 10:15 – 10:45:** Fundraising in a Campaign
- 10:45 – 11:00:** Break
- 11:00 – 12:00:** Activity!
- 12:00 – 12:45:** Information about GlobalGiving
- 12:45 – 1:00:** Questions



Recap: Day 1

Sept. 27th

- Why online fundraising?
- How you can map your networks
- Finding and motivating advocates
- Building donor relationships

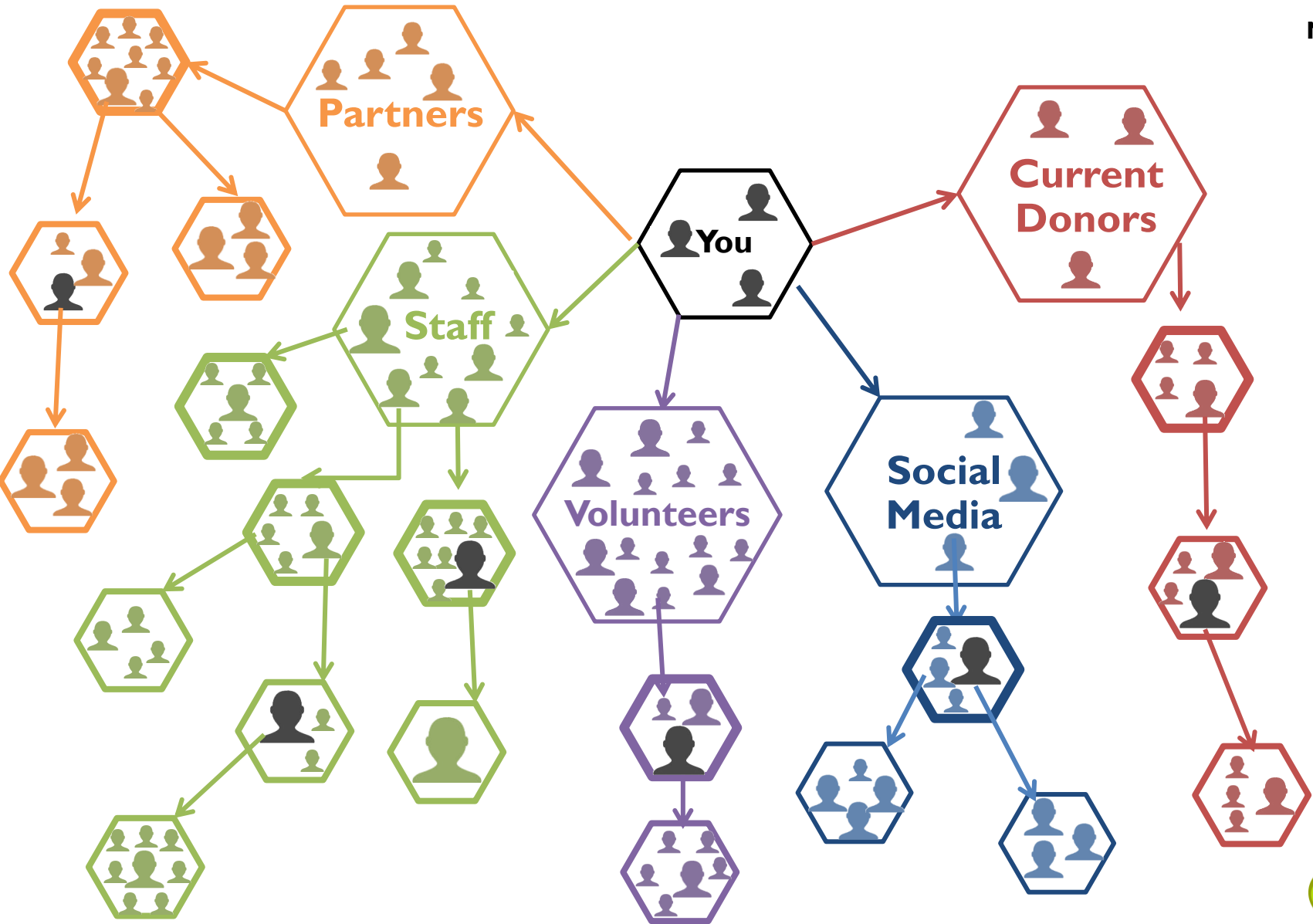


Network
of
User

High



Low

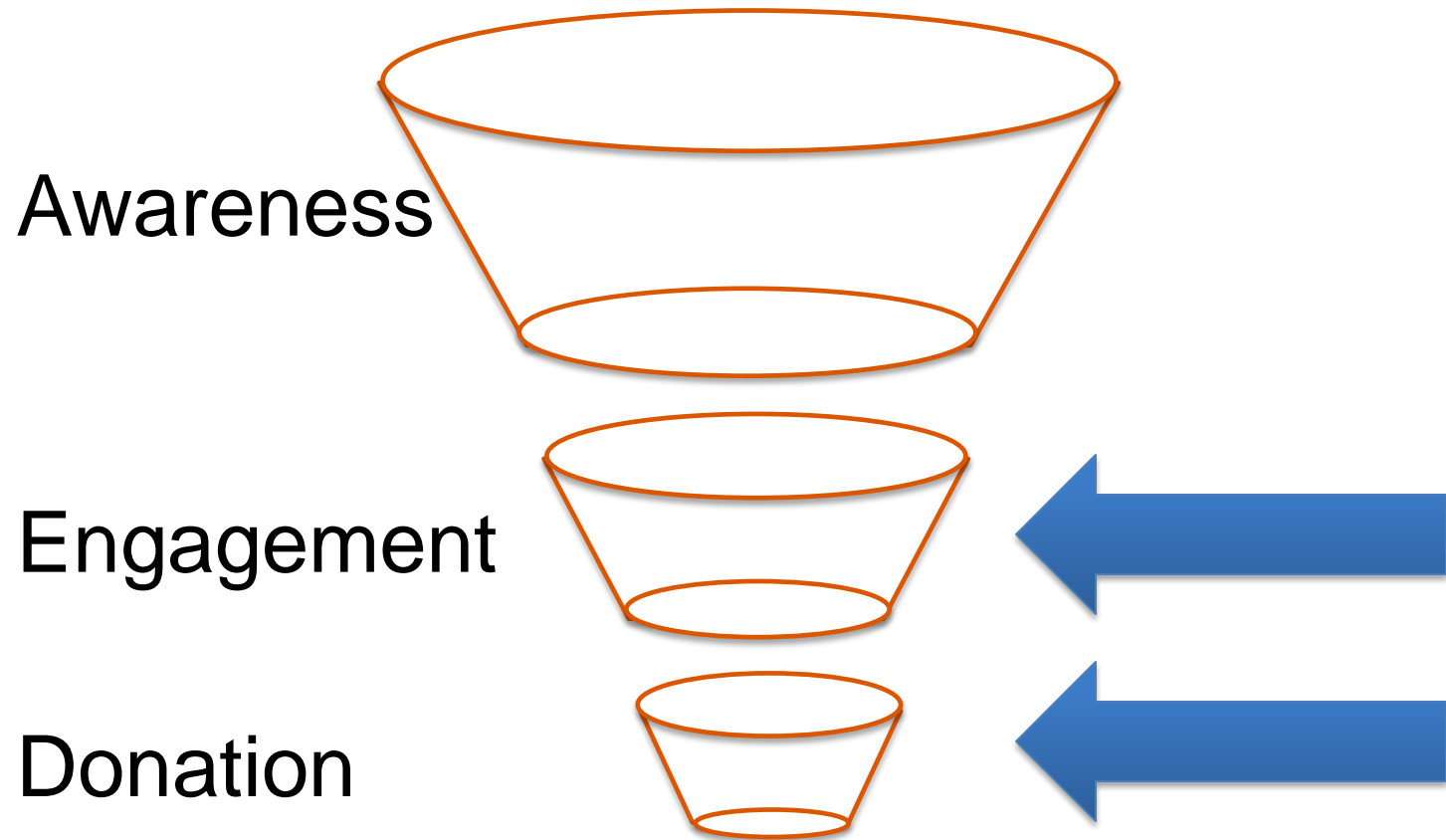


How do you choose an advocate?

- Close relationship to you or the organization
- Influential person
- Reach into new networks
- Willingness to spread the word
- Time



Working for Engagement



Recap: Day 2

Sept. 30th

- Examples of compelling stories
- What makes a great video
- How to write your own story
- Facebook Edgerank



Rules for a Great Story

- Tell a true story
 - Make it about the cause, not the crusader
- Make it so your audience can identify with it
 - Make it personal
 - Evoke empathy, not sympathy
- Use powerful visual imagery
 - Promote Identification



Developing Your Key Messages

(just like with any medium)

Establish your goals. Then talk about them.

- Identify yourself
- Share your mission
- Demonstrate your personality
- Prove your worth or impact
- Explain your challenge
- Ask people to respond



EdgeRank: The Moral of the Story?

$$\text{EdgeRank} = \text{Affinity} \times \text{Weight} \times \text{Time Decay}$$


- Focus on quality: engaging posts!
- Boring posts can hurt your EdgeRank (and hinder your ability to spread important messages later.)
- Experiment! Measure! Improve!



Pulling it all together

What are
your goals?

Who do you
want to talk
to?

What do you
want to say?

How do you
want to
communicate?

How do you know
that you have
succeeded?



Planning a Campaign



Why do campaigns work?

- Sense of urgency
- Structured “ask”
- Can (and should!) be planned
- Easy to communicate
- Sense of URGENCY



Types of Campaigns

- Reach your fundraising goals!
- Holiday Giving
- Engagement Campaigns
 - Voting
- Gifts for Good



Starting to plan a campaign

- Ask yourself those important questions
 - What are your goals?
 - Who can you reach out to?
 - How will you communicate?
- Develop a campaign structure
 - Timeline, incentives
- Make it unique!
 - Make it fit your organization's personality



How do you build urgency?

- Have a deadline
 - And send reminder!
- Share your goal with donors
 - Get them excited to reach it
- Have limited time “offers”
 - Matching funds, gifts



Develop your Plan

- 1) Remember the goals
 - Set milestones and key performance indicators for your success
- 2) Choose your audience
 - Write down the people you are going to ask for donations
- 3) Find advocates
 - Choose those individuals that will help you fundraise
 - Set goals
 - Decide on incentive structure



Continue Developing the Plan

3) Create your message

- Write template emails, Facebook Posts, newsletter blurbs

4) Know how you will communicate

- Decide how many emails to send, when to send them
- How often will you post on Facebook or Twitter
- Who will be in charge of sending these

5) Write it all down



Sample Fundraising Calendar: GlobalGiving Open Challenge

We put our heads together at GlobalGiving and created this example calendar of things we would do during an Open Challenge to raise \$4,000 from 50 donors. Use this example to get your own creative juices flowing!

<p>Send launch email, post link to project page on Facebook, and add GG widget to homepage.</p> <p style="text-align: center;">Day 1</p>	<p>Create a team of fundraiser captains. Set goals for each team member. Develop a strategy for outreach.</p> <p style="text-align: center;">Day 2</p>	<p>Have fundraiser captains set up their own GG fundraisers to help raise money. Have captains use fundraiser link to do outreach.</p> <p style="text-align: center;">Day 3</p>	<p>Send press release to local newspaper announcing participation in Open Challenge. Update Facebook and Twitter.</p> <p style="text-align: center;">Day 4</p>	<p>Post a blog post on our organization's blog about Open Challenge. Put link to blog on Facebook page and Twitter.</p> <p style="text-align: center;">Day 5</p>	<p>Use GlobalGiving's "Thank you" option to write personal thank you emails to donors. Update Facebook and Twitter.</p> <p style="text-align: center;">Day 6</p>	<p>Create a Youtube video about our organization, the Open Challenge, and why donors should give. Example.</p> <p style="text-align: center;">Day 7</p>
<p>Update Facebook and Twitter.</p> <p style="text-align: center;">Day 8</p>	<p>Organize team meeting to assess our success thus far and develop a strategy for the upcoming week.</p> <p style="text-align: center;">Day 9</p>	<p>Send weekly email to entire network. Tell a story about a beneficiary and include photos. Update Facebook and Twitter</p> <p style="text-align: center;">Day 10</p>	<p>Make presentation to Wednesday-night book club about Open Challenge. Make sure to have computer available.</p> <p style="text-align: center;">Day 11</p>	<p>Use GlobalGiving's "Thank you" option to write personal thank you emails to donors. Update Facebook and Twitter.</p> <p style="text-align: center;">Day 12</p>	<p>Host an off-wide bake sale to raise funds for the Open Challenge! Update Facebook and Twitter.</p> <p style="text-align: center;">Day 13</p>	<p>Organize a presentation to a local University group about organization and Open Challenge.</p> <p style="text-align: center;">Day 14</p>
<p>Update Facebook and Twitter.</p> <p style="text-align: center;">Day 15</p>	<p>Team meeting. Update Facebook and Twitter.</p> <p style="text-align: center;">Day 16</p>	<p>Send weekly email to entire network. Be sure to specify how much money has been raised and how much remains.</p> <p style="text-align: center;">Day 17</p>	<p>Write a letter to the editor of local newspaper about our organization and the Open Challenge. Update Facebook and Twitter</p> <p style="text-align: center;">Day 18</p>	<p>Organize a one-day fundraising campaign. Give donors an incentive to give on this day.</p> <p style="text-align: center;">Day 19</p>	<p>Host an off-line fundraising event! Organize a dinner party or a happy hour. Advertise on Facebook and Twitter.</p> <p style="text-align: center;">Day 20</p>	<p>Post pictures and results from off-line fundraiser on Facebook and Twitter.</p> <p style="text-align: center;">Day 21</p>
<p>Give presentation at local church service about our organization and the Open Challenge.</p> <p style="text-align: center;">Day 22</p>	<p>Team meeting. Update Facebook and Twitter.</p> <p style="text-align: center;">Day 23</p>	<p>Send weekly email to entire network. Emphasize the upcoming deadline and encourage supporters to donate <i>now!</i></p> <p style="text-align: center;">Day 24</p>	<p>Post a follow-up blog post our organization's blog. Put link to blog on Facebook page and Twitter.</p> <p style="text-align: center;">Day 25</p>	<p>Send personalized emails directly to individuals who haven't yet donated. Update Facebook and Twitter</p> <p style="text-align: center;">Day 26</p>	<p>Send personalized emails directly to individuals who haven't yet donated. Update Facebook and Twitter</p> <p style="text-align: center;">Day 27</p>	<p>Send personalized emails directly to individuals who haven't yet donated. Update Facebook and Twitter</p> <p style="text-align: center;">Day 28</p>
<p>Organize your biggest supporters and work together to call your supporters for one last appeal! And send out a final appeal email.</p> <p style="text-align: center;">Day 29</p>	<p>Host a "last day of the Challenge" party. Make sure to have a computer available so attendees can make last minute donations!</p> <p style="text-align: center;">Day 30</p>	<p>January, March, May, July, August, October, and December</p> <p style="text-align: center;">Day 31</p>				

Now the campaign has started...

1. Send your communications

- or host events, post on social media, do the flash mob 😊

2. Follow up with advocates

- Are they hitting the goals?
- Do they need any extra help? Or motivation?
- Thank them!



It's still going...

3. Send reminder emails or posts
 - People wait until the last minute, be sure to send reminders
4. Thank donors as they give
 - Make your one-time supporter, a life-long supporter
5. Keep up to date on your progress
 - Track your key performance indicators and goals



Still...remember to be flexible



Being Flexible

- Set up check-ins for your fundraising team
- Evaluate your progress
 - Are you meeting your milestone markers?
 - Are you on track to meet the goals?
- Re-adjust if necessary
 - If you aren't on track, what can you do to get there?
- Experiment! Change! Adapt!



Success Stories



Leadership Initiatives' Tips

- Plan out the year ahead
 - **Campaign fundraisers** – are not just a one-time goal, they are a **yearly challenge** to you and your donors
- Create Donor Captains (or advocates)
 - Set personal goals for them
- The **more professional** your organization looks, **the more excited** your donor captains will be and the **better response** you will get.
- **ALWAYS** send thank you emails showcasing the importance of your supporters' donations



Libraries Across Africa and David

- The Challenge atmosphere inspired the sense of urgency required to dramatically increase the number of conversions.
- During the Challenge period David was consistent in writing personal appeals to his primary networks.
- In the personal appeals he quickly discovered that what begins as an e-mail to a close family member can easily transform into a series of e-mails garnering donations from secondary and tertiary networks of whom David was previously unfamiliar with.



DCWC Nepal

REMEMBER TO:

- Keep the core enthused
- Expand the core
- Follow ups
- Last week - whatever it takes



Plus!

- Personalize your thank-you notes and write them promptly
- Celebrate the achievements



Obama Campaign

- \$500 million in online donations
 - Many through email marketing
- What worked?
 - Personalization and segmentation
 - A/B testing
 - Don't be afraid to email a lot
 - Competition



Break!



Activity

- Choose one organization in a group and develop a full fundraising strategy for a campaign
 - The Campaign is 30 days long
 - You must raise \$5,000
 - You must have 40 individual donors
- Share out
 - Who is the audience
 - What is the unique draw for donors
 - Three key points of the strategy



How to Join GlobalGiving



GlobalGiving's Value Proposition

- International donations
- Corporate partnerships
- Matching grants
- Marketing campaigns
- Donor Management
- New Donors
- Fundraising and capacity building training
- Credibility/Recognition
- GlobalGiving UK
- Text-to-Give



Business Partnerships

- **Donation volume in 2012 through corporate partners: \$13.9 million +**
- **Corporate partners in 2012: 64**
- **Corporate partners: Eli Lilly, Hilton, Sabre, Nike, Capital One, Microsoft, Google, Ford Foundation, Cummins, and dozens more**
- **Gift Card Redemptions in 2012: \$1.8 Million**



Corporate Partners



Other value for non-profit partners

Why GlobalGiving?

Pricing and Fees

Open Challenges

Tax Deductible Donations

Donation Manager

Donor Communication

Gift Cards & Tribute Cards

Fundraisers & Registries

Giving Tools

Matching Campaigns

Corporate Partnerships

Project of the Month

Earned Media

Social Media

Why GlobalGiving?

Interested in joining GlobalGiving? Let us tell you a bit more about ourselves.

GlobalGiving is an online fundraising platform for organizations all over the world raise funds to support their projects. In addition to our large network of individual donors and corporate sponsors, we also offer organizations a unique set of online tools and trainings.

Here are a few interesting details about GlobalGiving:

- Since 2002, GlobalGiving has raised \$54,674,738 from 237,272 donors who have supported 5,015 projects.
- Each week, about 40,000 individuals visit GlobalGiving's website, offering great exposure for our partners' projects!
- GlobalGiving received \$5.2 million in donation volume in 2010 through partnerships with dozens of American and international corporations including Nike, Dell, Lilly and Discovery.
- GlobalGiving's projects raised close to \$1 million during matching campaigns in 2010.
- Our giving tools—tribute cards, fundraisers, etc.—make it easy for our partners to expand their donor base and encourage donors to stay connected.
- GlobalGiving's well-respected reputation gives donors and companies added assurance in donating to your project. Donors and corporations know that we carefully vet the organizations whose projects are posted on our site and their donations are safe with us.

[get my organization on globalgiving](#)

Building Fundraising Capacity

- Monthly trainings
- One on one consultations
- Connecting with highly-skilled volunteers
- Blog: <http://tools.blog.globalgiving.org/> Come here for:
 - External opportunities
 - Summaries and slides from past trainings
 - Details on matching campaigns and other opportunities
 - General online fundraising tips



Joining GlobalGiving

How to join
GlobalGiving

Application
process

Open
Challenge



How to join GlobalGiving

- Nominate your organization using the online nomination form
- Complete GlobalGiving's Application requirements
- Post a project and participate in an Open Challenge
- Raise \$5,000 from 40 donors



GlobalGiving has helped **4,117 projects**, non-profits and social entrepreneurs grow their community of donors and volunteers to raise a total of **\$46,765,896**.

We work with non-profit organizations registered anywhere in the world to upgrade their fundraising strategy. [Join GlobalGiving's next Open Challenge in August 2011 to get started.](#) The deadline to apply is **July 1, 2011**.



[get my organization on globalgiving](#)

- **Expand your donor networks** and access resources to develop your fundraising strategies.
- **Connect to corporate giving** campaigns at companies like [Nike](#), [HP](#), [Dell](#), [Gap](#), and [more](#).
- Non-US organizations can get **tax-deductable donations** for US donors.
- [Learn more](#)

Ready? [You're invited to start your application.](#)
Deadline for next challenge: **July 1, 2011.**

login

already have a project on globalgiving?

or login with your globalgiving account

Email

Password

Stay logged in

[login](#)

[Forgot your password?](#)

recent news

- [Introducing our GlobalGiving Partner Rewards Program!](#)
- [GlobalGiving's Storytelling Project: Updates from the Field](#)
- [How to Plan for an Exceptional Year of Fundraising](#)



nominate your organization

We are excited that you are interested in raising money for your project using our website! Please see below to learn more about GlobalGiving, how it works, and how you can fundraise on [www.GlobalGiving.org](#). Then, take the time to tell us about your organization and why you want to raise money on GlobalGiving's site.

[next →](#)

How does GlobalGiving help organizations raise money?

We are an **online fundraising platform** that works with registered organizations to raise money and organize donors for their work in communities all over the world. Unlike a traditional foundation, GlobalGiving does not provide grants. Instead, we offer organizations a unique set of online tools, strategic support, and the opportunity to connect with our vast network of individuals and corporations. [Learn more](#) about GlobalGiving.



How do I start fundraising on GlobalGiving?

1. [Nominate your organization](#) to join GlobalGiving.
2. Once you have submitted your nomination form, we will ask you to complete, what we call the **Due Diligence** process, in which we request [additional information and documentation about your organization](#).
3. Organizations that successfully complete the Due Diligence process will be invited to participate in GlobalGiving's **Open Challenge**, which usually lasts about 4 weeks. This is a great opportunity for your organization to test out GlobalGiving's site to see if you are able to use our online platform and fundraising tools to meet certain fundraising thresholds.
4. Open Challenge participants that **successfully raise at least \$4,000 from 50 unique donors** will be invited to become long-term members of the GlobalGiving community

[next →](#)

nominate an organization to join globalgiving

Use the form below to nominate an organization to join GlobalGiving. Once you nominate an organization, we will ask the organization to [complete a due diligence process](#) in which we request additional information and documentation about your organization.

If you do not work at the organization or project that you're nominating, then please fill out our [organization recommendation form](#) and we'll get in touch with someone at that organization to get all of the necessary info.

Hi, we're GlobalGiving. What's your name?

First Name *

50 characters remaining

Last Name *

50 characters remaining

Email *

50 characters remaining

Confirm Email *

50 characters remaining

How did you hear about *
GlobalGiving?

50 characters remaining

What organization are you nominating?

Organization Name *

100 characters remaining

Please indicate your relationship to this organization.

Your Relationship *

50 characters remaining

Due Diligence – Key documents

- 501(c)3 Determination Letter
- Most recently filed 990
 - Audited/Non-audited financial statements
- List of Board and Staff members
- Program documents
 - What are your programs? How do they work?
- Letter of reference



Feedback from NGO partners

On behalf of HOTPEC Orphanage, I wish to congratulate you for the professional kind of support extended to us.

Many things have we discovered that will improve our ability to communicate with other partners in development. For example: the Thank you template, how to present projects so that they appear appealing and many other tips which will leave us even more a professional organisation than before. Even if we do not win the competition in the end, we would have advanced in our ways of communication.

We want to say a BIG THANK YOU to all the members of your team.

-- HOTPEC Orphanage

Part of our strategy with the Global Giving campaign is 1) to be able to list our projects on a major charitable giving site, 2) to broaden our outreach beyond friends and family donors.

We are happy to say that so far, the strategy is working. Specifically, a bit more than 50% of our donors during the campaign are new to Caravan to Class and 28% of all donors are outside of our friends and family community, ie. unaffiliated donors.

-- Barry, Caravan to Class



Resources

- [Social Media Revolution](#)
- [NameChk](#) – find out if your org name is registered
- [Social Media ROI](#) – how to justify what you're doing
- [Facebook Page Best Practices](#) – by Zoetica
- [So you want a Facebook Fanpage for your Nonprofit?](#) – by Beth Kanter
- [How Charities are Finding the Good with Facebook Fanpages](#) (case studies)
- [Facebook Bestpractices for Nonprofits](#) (beyond the basics)
- [26 Slideshares](#) on Social Media for Nonprofits
- [10 Facebook resources](#) for nonprofits
- [Social Media Starter Kit](#) – by AARP
- [Mashable's Social Media Page](#)





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Creating your own Campaign

- Set goals!
- Develop a timeframe
- What's the driving force of the campaign?
- Set up incentives
- Make it unique
- Think about how to develop urgency

