



Let's set the Table

Prepare a multi-channel donor campaign around
Give Where You Live

The Giving Day Myth

Many nonprofits think giving days are all about:

- Social media posts and Instagram followers
- Posting content and hoping people see it

*But so much more
is possible!*



The Secret Ingredients

for your Give Where You Live success



Start with a
super simple
fundraising
offer



Mix in
matching
funds



Prep your
multi-channel
coordination



Secret Ingredient #1

A clear, simple “fundraising offer” is what separates your giving day from every other organization

Five Main Ingredients of a Fundraising Offer

BENEFICIARY

The people, place, or cause your organization helps

PROBLEM

The negative situation your beneficiary is facing

SOLUTION

The service your organization provides that solves the problem

VALUE

The change made possible by the donor's gift

DEADLINE

The date the donor's gift is needed by and why



The Sentence at the Center

There is a horse (beneficiary) who is sick (problem), will you provide medicine (solution) so that the horse is cured (value) by Monday, when Equestrian camp starts (deadline)?

This sentence can be clunky – it's for YOUR planning and doesn't need to actually appear in your fundraising (as long as the intent is clear in your fundraising)





Secret Ingredient #1 - A Super Simple Offer Giving Day Examples



\$75 provides two nights of safety for a
homeless family



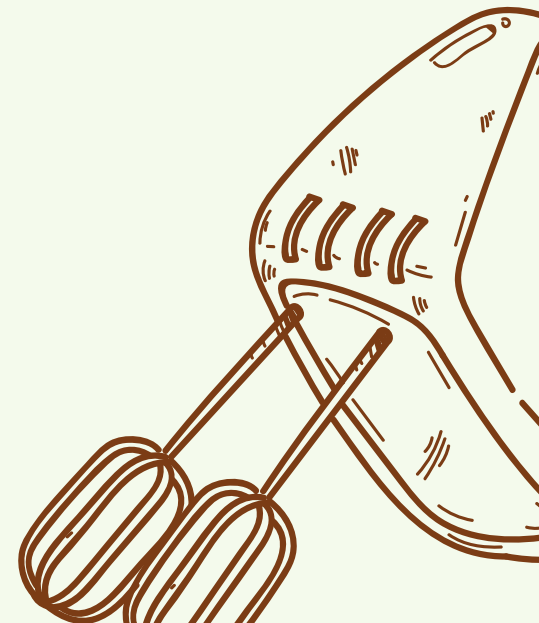
\$35 provides one hour of tutoring for a
struggling student



\$200 provides emergency vet service for
our animals



\$500 provides a scholarship for one week
of camp





Use the Same Offer Everywhere

- In all of your emails
- On your website + donation pages
- In your social media posts
- In your direct mail (if you use direct mail)
- When you're talking to donors on the phone

Remember: Repetition is your friend – when people see the same message multiple times, they believe it's important



Secret Ingredient #2

Matching Funds Are Giving Day Magic

The Psychology: Donors love to see their impact doubled – who doesn't like a discount on their giving?

The Challenge: Where do you get matching funds?

*Solution:
Create a
Give Where
You Live
Matching
Fund*

STEP 1: SET A
GOAL

At least 25% of expected
giving day total (Aim for 50%
if possible)

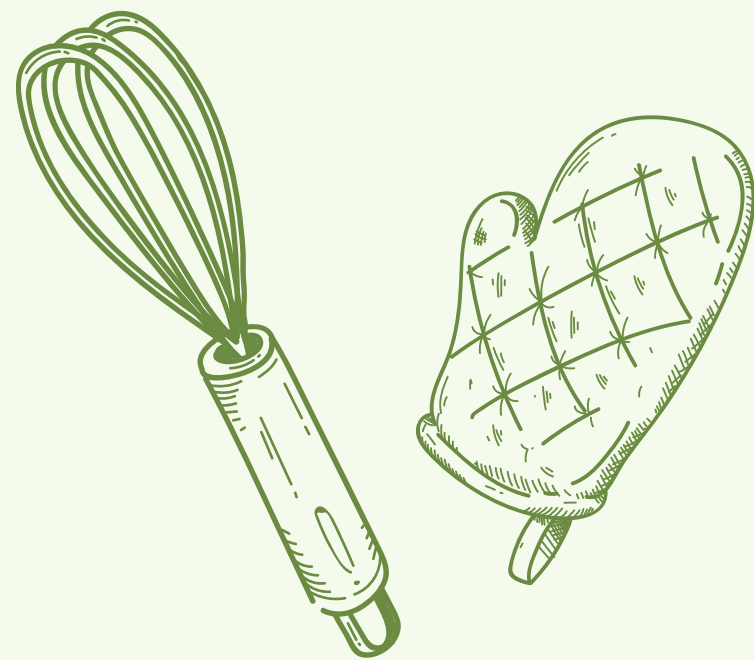
STEP 2: MAKE THE
ASK

Talk to major donors about
contributing to your Give
Where You Live Matching
Fund





Give Where You Live Matching Fund Language:

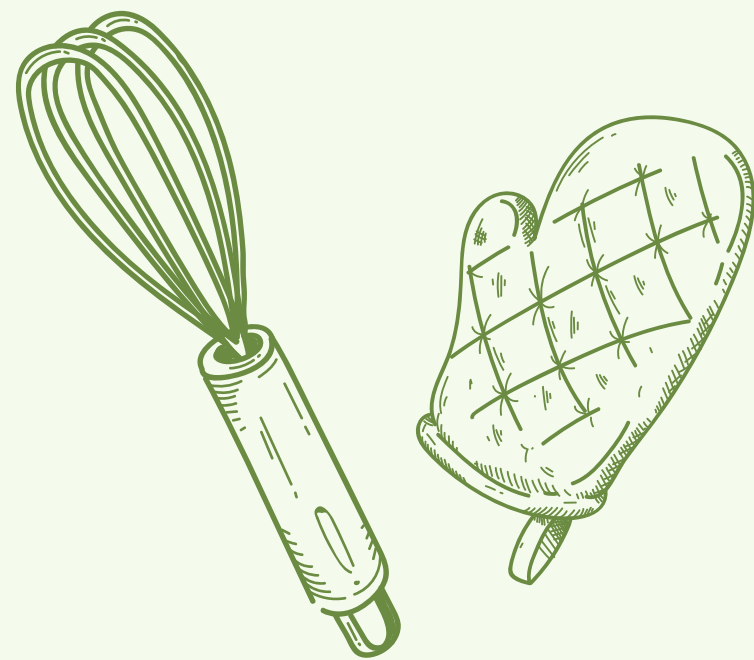


“We're asking a small group of donors to help us create a Matching Fund for Give Where You Live. Your gift to this fund will be used to match other donors' gifts dollar-for-dollar. When other donors see that their gift will be doubled, they're much more likely to give, which means we'll raise twice as much money for our programs and services.”



Board Engagement

Could Board members pool personal funds for a match challenge?





Secret Ingredient #3

Multi-Channel Magic



The Strategy

Use multiple channels working together!

- Email
- Website
- Direct Mail
- Phone Calls
- Social Media

Remember: Talk about the matching funds EVERYWHERE!



Email drives Results

Example Email Schedule

11/6 @ 9:00 a.m. - Early Giving Begins!

12/3 @ 4:00 p.m. - Tomorrow is Give Where You Live

12/4 @ 8:00 a.m. - Give Where You Live has Begun!

12/4 @ 12:00 p.m. - Take a Break and Donate!

12/4 @ 5:00 p.m. - Evening push

12/4 @ 9:00 p.m. - Final 3 hours!

12/5 @ 9:00 a.m. - If you missed Give Where You Live, you can still make a gift..."

Subj: Make Every Dollar Count: Double Your Impact Today

Double My Gift

<<First Name>>

I have exciting news to share with you!

GiveBIG starts right now and **your gift—for the next 48 hours—will be matched dollar-for-dollar up to \$XX,000 to help homeless moms and kids!**

Your gift of \$38 will be doubled to provide homeless moms and kids with TWO nights of safe shelter and care when they need it most.

Food and gas prices are high ... housing is unaffordable ... and moms and kids are sleeping in their cars or in tents on the street.

Moms and kids sleeping on the streets is not safe and that's why your gift today matters so much.

Your gift of \$38 will help a homeless mom and her kids get the help and support they need. You will provide one night of safe shelter, meals, and other much-needed care here at Vine Maple Place.

And thanks to GiveBIG, your donation right now will be doubled to help a mom and her kids stay safe, warm, and off the streets.

Can I count on you to give 1 night, 3 nights, or even a week of safety?

And remember, your gift will be matched and do TWICE as much good!

Double My Gift

Subj: GiveBIG ends soon - Deadline midnight tonight

Dear <<First Name>>,

GiveBIG is almost over, and you only have a few hours left to double your gift, up to \$X,000. Your \$38 gift normally provides 1 night of safety, but the special matching funds mean that it will double to \$66 and give a family 2 nights of safe shelter and care.

Can I count on your support to help a local, homeless mom and her kids?

You'll be helping a mom like Cheri, who in just a few hours will put her kids to bed ... in a tent. She'll tuck them under some coats and blankets. But they will struggle to stay warm and go to sleep frightened.

Your gift of \$38 right now will give Cheri and her kids a night of safe shelter when they need it most.

If you've made a gift already, thank you!!!

But the need in our community is so great that I wanted to give you one last chance to make a difference.

Double My Gift

May God bless you,

Michelle K. Frets
Executive Director

P.S. I need to hear from you by midnight tonight! You only have a few hours left. **Give now!**

Subject Lines that Work

- don't put this off until tomorrow... (intentionally lower case)
- Open this today!
- Final Hours!!! Double your gift by midnight
- ? Did you hear about Give Where You Live? (extra ? mark intentional)



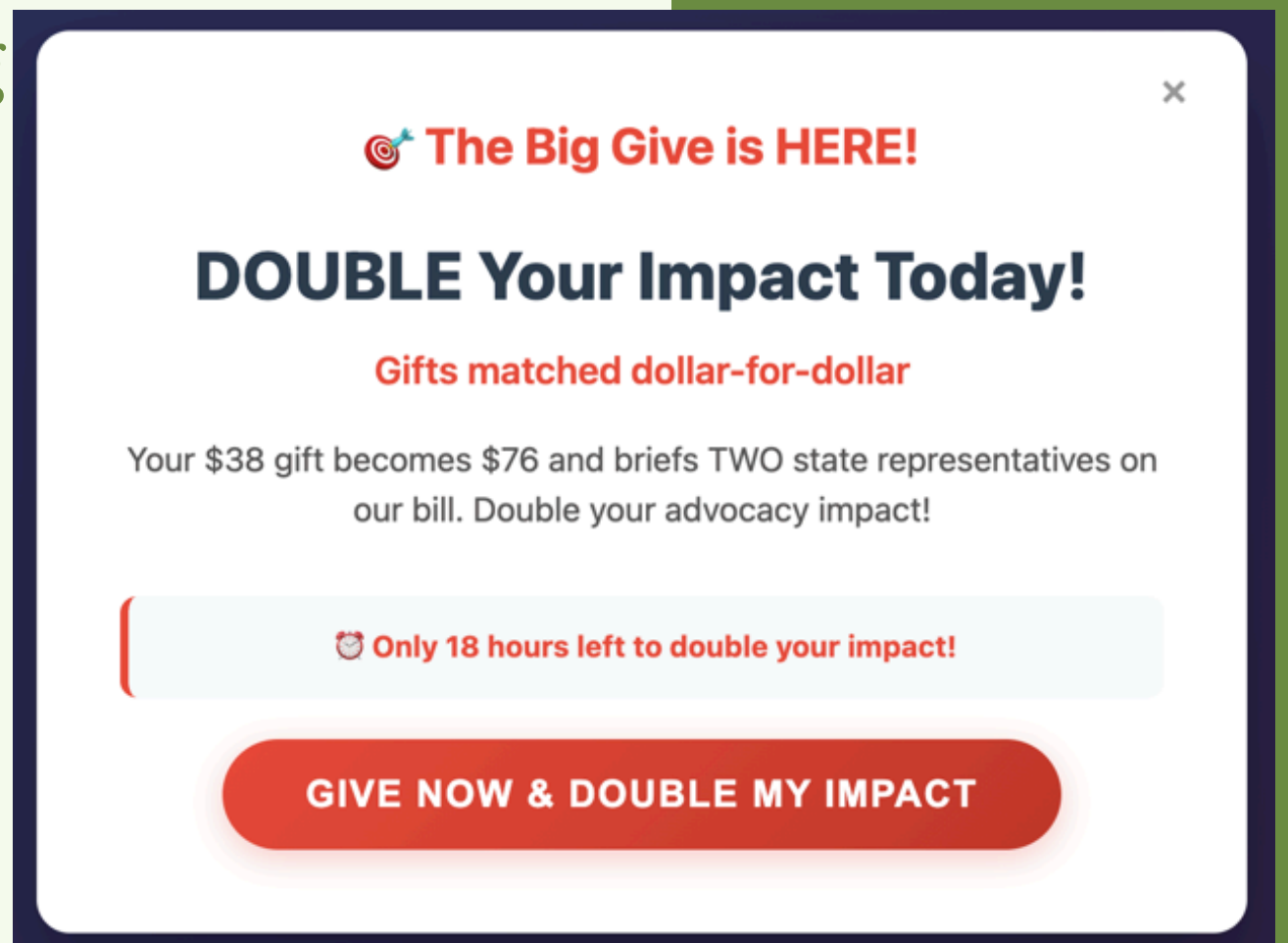
Website Strategy

BEST: Full homepage takeover dedicated to giving day + match

GOOD: Pop-up window with:

- Giving day message
- Match information
- “Give Now” button

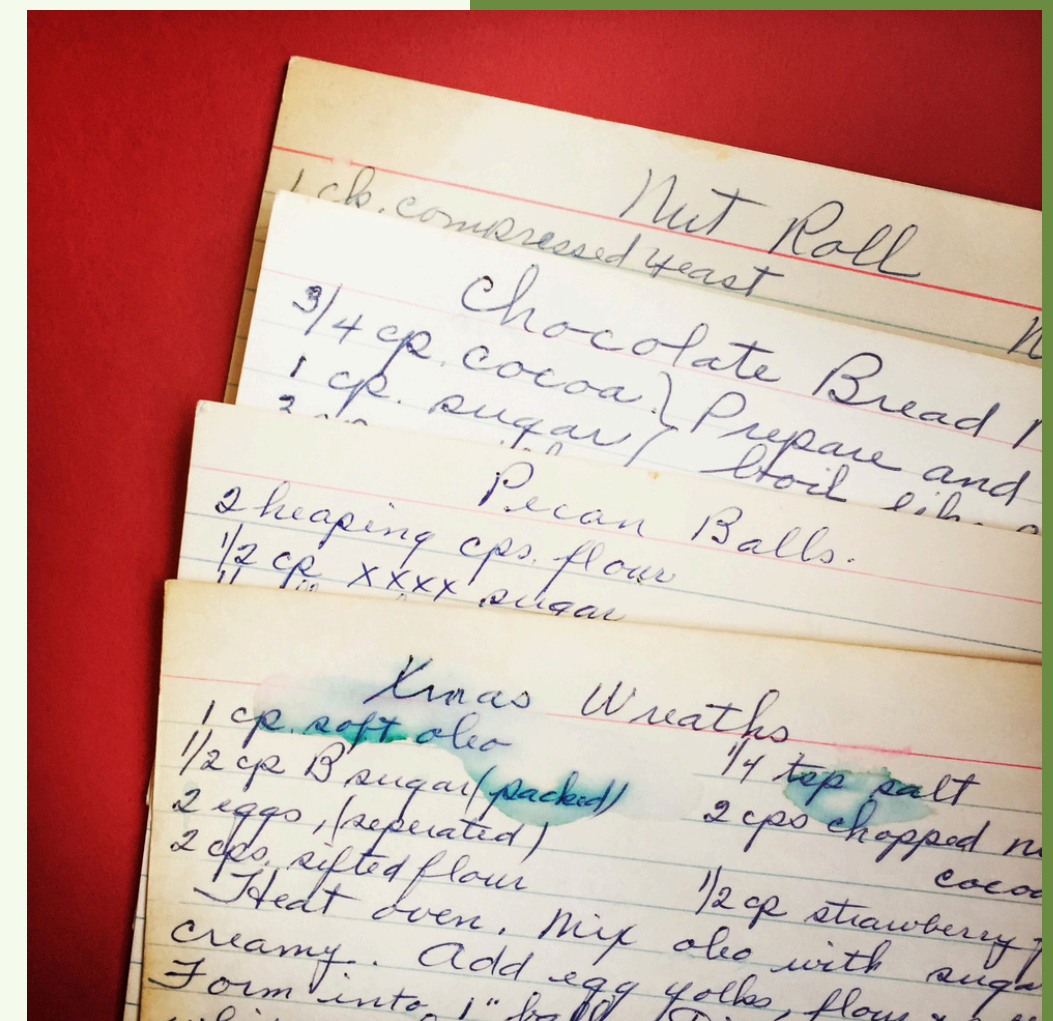
Visitors must immediately know it's a special day



Direct Mail Strategy

Option 1: “Alert: Give Where You Live is coming” postcard (include a QR code to your GWYL Profile Page

Option 2: “Early bird: Give now and get matched!” letter (arrives before GWYL with call to action and ways to give)



CATCH UP & READ

**Your gift
of \$35 will
help a child
to read!**

September 1, 2023

Dear [Donor First Name],

I'm writing you today because a child in your community is struggling to read and desperately needs your help.

The good news is you can help!

You can provide a one-hour tutoring session to help a student get the extra help they need to learn how to read.

And there's some great news that will make your donation today go even further. **Your gift before midnight on September 21st will be DOUBLED by a special challenge gift!**

Will you send back your gift today?

Let me tell you about Sophia to show you what your help would do. Sophia a second grader. And she is struggling to read.

Every word she tries to read feels like climbing a steep hill. Stories come alive effortlessly for her classmates, but Sophia often finds herself lost in a maze of letters and sounds.

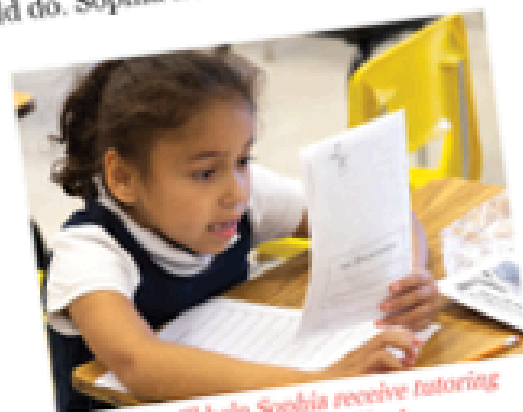
Many children Sophia's age have soared past the basics of reading, but for her, each word is a fresh and frustrating challenge.

It only takes \$35 to begin to help teach a child like Sophia to read at grade level. It provides them one hour of life-changing tutoring to help get them on track in their reading.

And right now, there is a special opportunity to DOUBLE the impact of your gift!

From now until September 21st, Catch Up & Read will be part of North Texas Giving Day, and

(over, please)



Your gift will help Sophia receive tutoring and build confidence in reading!

carolg@catchupandread.org | catchupandread.org | (469) 206-7244
6600 LBJ Freeway, Suite 190, Dallas, TX 75240

this year we have a challenge grant of \$100,000! That means when you send a gift by September 21st, every dollar will be doubled!

Will you help three children like Sophia by sending in a \$105 gift today?

When you look into Sophia's eyes, you'll see both hope and the burden of a silent battle. She comes from a loving home but her reading has stalled. The tailored guidance and resources she needs as a young reader are different from her classmates and she needs your help.

Many young learners, like Sophia, are having a tough time in today's learning environment. Disruptions at home, the digital shift in education, and a lack of reading resources have thrown countless children off track.

Like me, I know how much your heart breaks to see a child struggle to read. It can be such a blow to their confidence and self-esteem. But with your gift, YOU can make a lasting difference in the life of a child.

For just \$105, you can help provide an hour of life-changing tutoring, from teachers right in their own school, to three children. You can help a student like Sophia get back on track, and help them feel the magic and confidence of being able to read well.

Please join us for North Texas Giving Day and send your best gift by September 21st so it can be DOUBLED with our \$100,000 challenge grant! Early giving begins on September 1st, so you don't have to wait!

You and I both know how reading transforms lives and communities. But at Catch Up & Read, our goal isn't just about reading. It's about building life-long confidence and helping children like Sophia reach their fullest potential.

That's what your gift will do! You will help today's young learners become tomorrow's best leaders! Let's start them off right by giving them the reading skills they need.

I am so grateful for your generosity. I have seen the tremendous difference reading support can make in the life of a child. With every gift, there's another student taking the first step to read confidently!

Sincerely,

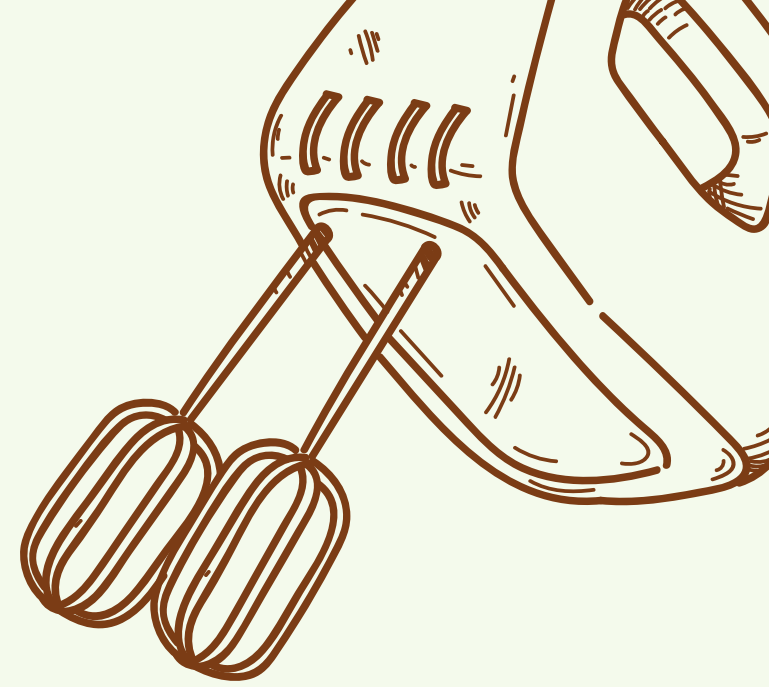
Carol

Carol Pierce Goglia
President & CEO

Scan the QR code
to donate now!
only/car-nrgd



P.S. Your \$105 gift will provide three children an hour of tutoring. Give by September 21st and your gift will DOUBLE! Send your gift by scanning the QR code below, visit bit.ly/car-nrgd, or return the included envelope by mail.

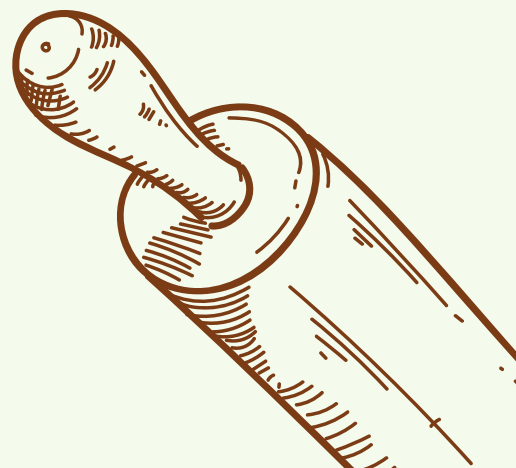


Phone Outreach Strategy

Targeted Calls to top donors:

- Volunteers or board members can make calls
- Not asking for money - just giving a heads up
- Script: “Today’s Give Where You Live, your gift will double, and I thought you’d want to know.”

When donors feel special, they give generously!





Social Media Strategy

Building Momentum

- Share stories throughout the day
- Post countdown updates
- Celebrate real-time progress





Facebook Strategies

- **Schedule posts regularly** - not every post should be an ask
- **Share visuals for enhanced engagement** - photos, videos, live streams, etc...
- **Consider paid promotional “Boosts”** - expand your reach through targeted posts
- **Create a Facebook Event** - save the date, Giving Destination
- **Start a live stream** and broadcast your giving day activities in real time



Instagram Strategies

- **Share personal stories** - your beneficiaries, your donors, your volunteers & staff
- **Highlight events as they happen** - use your Stories
- **Posts could feature a countdown** to the end of Give Where You Live
- **Create a challenge or contest**
- **Be sure to update the link in your bio** to your GWYL Profile Page



Before Give Where You Live



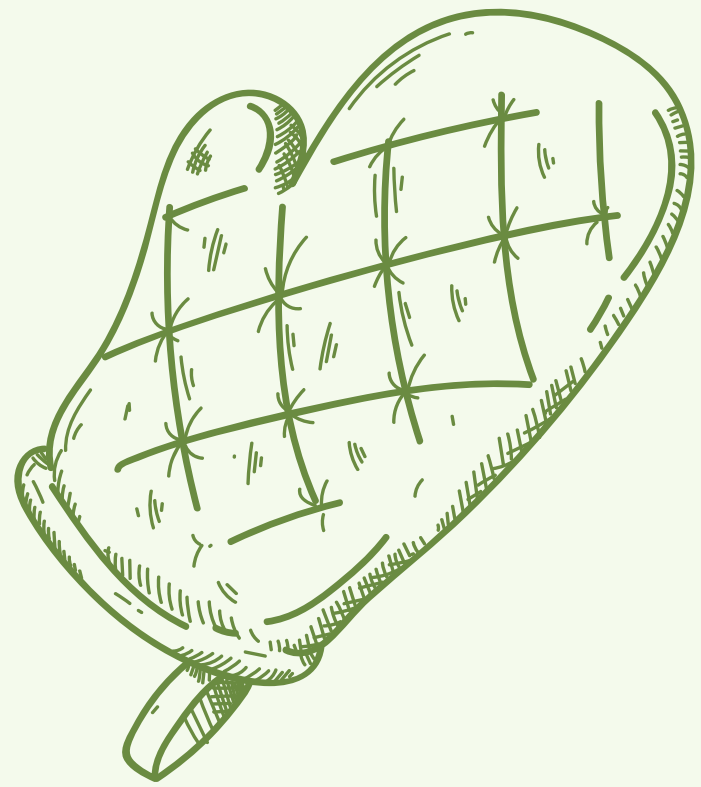
- Swap out your cover photos and profile photos with the *Recipe for Success* Graphics
- Ramp up posts as you get closer to GWYL/during early giving (prizes!)
- Share your GWYL goals with your followers
- Include clear calls to action for your supports (and include the link to your Profile Page!)



Rally Your Ambassadors

Reach out to existing supporters to see who is willing to:

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images



Making it all Work Together

CONSISTENT MESSAGING

Same offer across every channel

TIMING COORDINATION

Stagger communications for
maximum impact

DESIGN EVERYTHING FOR SCANNING

Bold headlines, short
paragraphs, clear calls to action



After Give Where You Live

Thank promptly - within 48 hours

Report impact - share impact stories with your donors

Engage your newest donors - do you have a welcome series?

Keep momentum - these are your most primed donors for monthly giving, or any upcoming campaigns!



Maximizing your Data

- Who increased their giving from year to year?
- Who was new to your organization?
- Did any donors help you win a prize?
- Before GWYL - go through that past data to help inform your overall strategy!





Six Week Implementation Checklist



October 20-31: Secure matching funds, craft a simple offer, prepare direct mail (if using)

October 31-November 9: Create email sequences, plan website takeover

November 10-23: Send direct mail (if using), recruit phone volunteers, post about Early Giving

November 24-December 3: Social media plan, final preparations

December 4: Run your Give Where You Live campaign

December 5-6: Thank and prepare your impact report

Thank you!

