



2023 STRATEGY BUILDER

A workbook to help you plan your
GoodGiving Challenge Campaign.

BLUE GRASS
COMMUNITY
FOUNDATION
WE'RE IN IT FOR GOOD.

getting STARTED



Planning is the most important aspect of a successful GoodGiving Challenge campaign. Take a moment to answer these questions.

EVALUATE your performance from the previous year (if applicable):

- What did we do well?
- What tweaks should we make?
- What did you learn about your donors and their behavior?

What **GOALS** do I want to set?

Some examples are:

- Increased visibility
- Social media capacity
- Stronger board/staff alignment
- New donors
- Increased knowledge of fundraising
- New partnerships

Do I have a current **LIST** of donors and their contact information? Is it compiled in an accessible location? (spreadsheet, database, etc.?)

Will my campaign attempt to:

- Raise a pool of matching funds
- Compete for a prize challenge
- Use social media
- Have an event
- Collaborate with another nonprofit
- Partner with a business

Is my board aware of the GoodGiving Challenge and do they support it?

Do I have enough staff and/or volunteers to achieve my goal?

Do I know how this event fits into my overall fundraising goals?

Make the GoodGiving Challenge more than simply “something else” your organization participates in.

Consider how you can maximize the opportunity to transform your fundraising efforts by working smarter, not harder.

STEP 1

DEFINE YOUR GOALS



Your GoodGiving Challenge campaign can help your organization meet a number of philanthropic goals, including financial, new donors, increasing visibility, improving social media, or engaging your board.

Analyze your current data to define your goals.

- 1 What tools/resources/staff will you need to meet your goal?**
- 2 Establish your fundraising goal based on insights from your data.**
- 3 Determine the number of new donors and total participants you want to reach.**
- 4 Set segmented participation goals (young donors, lapsed donors, etc.)**
- 5 Determine in advance how you will measure your goals.**

**IN 2022, THE AVERAGE NONPROFIT RAISED
BY PARTICIPATING IN THE
GOODGIVING CHALLENGE. \$12,010**

Our 2023 GoodGiving Challenge Goal as of DATE: ____/____/____

METRIC	CURRENT OR PREVIOUS YEAR NUMBER	GOAL	GOAL PRIORITY
Dollars Raised (\$)			
Board Participation (%)			
Matching Gift			
Increased Gifts (#)			
Returning Donors (#)			
New Donors (#)			
Donors giving between \$10 & \$100			
Donors giving between \$100 & \$1,000			

Based on your priority of the goals above, write out meaningful, measurable goals for your campaign team, for your board, and for sharing externally.

Internal Goal: _____

Board Goal: _____

Public Goal: _____

STEP 2

SHARE YOUR STORY



Your story will be the most important aspect of your marketing strategy.

- Consider how the world would be different if your nonprofit did not exist. **Tell that story to your donors.**
- Create a **compelling case for support.** Consider tying your campaign to matching funds, Fundraiser Pages, or a specific program.
- Coordinate your communication efforts across **multiple channels** (web, social media, direct mail).
- Be intentional with your email strategy. **Beware of donor fatigue.**
- Visuals are impactful in getting your message across in a short amount of time. Think about what photos and videos could help **represent your story** and your organization's impact.
- Consider **segmenting donors.** Tailor messages to reach them.
- **People give to people.** Talk directly to donors and connect them with a personal experience that resonates with each individual.
- **Equip social ambassadors** with social content and images. Encourage them to set up Fundraiser Pages.
- Create templated emails for **board members to share.**
- **Develop a schedule** of your communications leading up to the GoodGiving Challenge.

STEP 3

BUILD YOUR TEAM



Now that you have an idea of what you would like to achieve, it's time to think about who can help you make the GoodGiving Challenge a success. **Think about assembling your team, whether it is a volunteer, board member, intern, student, or paid staff.**

1. Determine who in your organization can best help you achieve your goals.

2. Divide up the tasks of your plan to staff members based on their strengths and time availability.

3. Who are the board members that will best help you spread your message?

4. How will you engage your board during the GoodGiving Challenge? Will they have their own giving goal, work on a prize challenge together, have Fundraiser Pages, or call donors?

5. Think about current donors or volunteers who would be great ambassadors for your organization. How can they help you with your campaign?

6. Some roles you may want to consider include:

- GoodGiving Challenge contact
- Social Media
- Email Marketing
- Donor Engagement
- Board Engagement
- Event Coordinator
- Website/Profile Manager
- Headquarters Cheer Squad

Internal Support & Roles	
Board Members & Roles	
External Support & Roles	

STEP 4

FOLLOW UP



Thanking donors is an important step of the GoodGiving Challenge.

Plan ahead of time how you will let donors know their gifts are appreciated.

- Thank donors immediately – via email, phone call, or text. (Your dashboard provides live donation data!)
- Create a simple thank-you video or email in advance.
- Develop a specific follow-up campaign to steward donors and create a transformational experience.

how are you thanking
YOUR DONORS &
converting
ONE DAY DONORS
into
LIFETIME DONORS?

preparation CALENDAR



Using your notes from the four steps, you are now ready to put it all together. Use the timeline below to create your GoodGiving Challenge Plan. The first half of your plan should be dedicated to planning and preparation and the second half should be implementation.

NOW

- Complete your BGGives profile
- Download Nonprofit Toolkit on BGGives.org
- Appoint a team leader
- Establish communications plan/timeline
- Review training materials
- Develop ideas on how to promote your nonprofit
- Talk to your board about the GoodGiving Challenge
- Decide on which prize challenges you to participate
- Set weekly meetings with your staff or volunteers who will be assisting with your campaign
- Develop a fundraising goal, strategy, and timeline
- Recruit ambassadors (committed supporters, board members, staff) to help support you through social media and by creating their own Fundraiser Pages
- Complete your GoodGiving Challenge plan

NOVEMBER

- Post on social media and finalize schedule. Use **#GoodGivingChallenge!**
- Promote through email, newsletter articles, etc.
- Work on thank you plan
- Create task list for board and assign to member
- Send invites to week-of events (if having any)
- Talk about your involvement at meetings and events.
- Leave postcards in office lobbies, coffee shops, etc.
- Finalize partnerships with businesses and other nonprofits
- **NOVEMBER 7:** Increase posting on social media
- **NOVEMBER 14:** Confirm staff responsibilities
- Confirm access to NeonOne account and know how to access your donor data
- Finalize donor email and contact lists
- Create outreach strategy for current donors
- Begin making asks for matching gifts
- Add a teaser or save the date block to your website and outgoing e-newsletters

NOV 28 - DEC 1

- Turn off or redirect other donation buttons to your organization, if applicable
- Centralize handling of emails and phone calls
- Send email to your donors with "calls to action" each morning
- Post frequent progress updates on social media
- Link people to the GoodGiving Challenge leaderboard
- Remember to use **#GoodGivingChallenge**
- Check donor data throughout the week
- Thank donors in real time!

After the GoodGiving Challenge, don't forget to thank your donors! We handle the tax receipt, but a personal thank you from your organization will go a long way. Checks will be distributed to nonprofits by the end of January.