

*Giving Day Do's and Don'ts*

# Boost Your Giving Day Success!

## Do



Partner early, and often, with your team. Planning should start at least 4-6 months in advance



Pre-build and draft as many communication and recognition materials as possible before the actual day



Solicit your board members and major gift donors



Think about opportunities for participation beyond the gift



Strategically plan for priority donor segments

## Don't

- ⊗ Ignore the online giving experience
- ⊗ Set goals solely around your total fundraising amount
- ⊗ Forget to prioritize metrics to gauge your efforts
- ⊗ Forget to foster an attitude of gratitude
- ⊗ Solicit donors again before executing an appropriate stewardship plan

*Get the details and samples for all of these Do's and Don't's by clicking on the icons.*



# DRG

DONOR RELATIONS GROUP

[donorrelations.com](http://donorrelations.com)

*Giving Day Do's*

# Partner early, and often, with your team.



Planning should start at least 4-6 months in advance. You want to involve all key partners in your organization, including donor relations, annual giving, gift processing, records/data, and for educational institutions, alumni relations. Consider having several planning meetings, and even a mock Giving Day so everyone feels confident in their roles.



*Giving Day Do's*

# Pre-build communication & recognition materials



Pre-build and draft as many communication and recognition materials as possible before the actual day. This should include social media posts, video content, day-of video scripts, email gift confirmations/e-receipts, post-giving day updates, various donor touches, and acknowledgment templates. Utilize these communications to bring your Giving Day to life with spirited videos and photos. Messages and imagery of the home team (your organization) and your beneficiaries allows donors to feel connected—even if they are miles away.



## ACTIVITY PASSPORT

NAME: \_\_\_\_\_

Complete each step and have a member of the ThanksTU Team sign off on each one. Present your completed passport at the food truck and swag table to claim your reward!

### STEP 1: GET STARTED

Visit [ThanksTU.tulane.edu](https://www.thankstutulane.edu) to register for the event.

### STEP 2: THANK A DONOR

Write a thank you note or film an expression of gratitude.

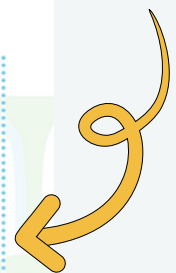
### STEP 3: SNAP A PHOTO

Use a whiteboard to tell donors why you are thankful and we'll take a photo. Or have your photo taken in front of a ThanksTU sign or decal and share it with us ([thankyou@tulane.edu](mailto:thankyou@tulane.edu)).

### CLAIM YOUR REWARD

Enjoy some beignets and coffee and grab some ThanksTU gear as a token of our appreciation.

*Click for Samples*

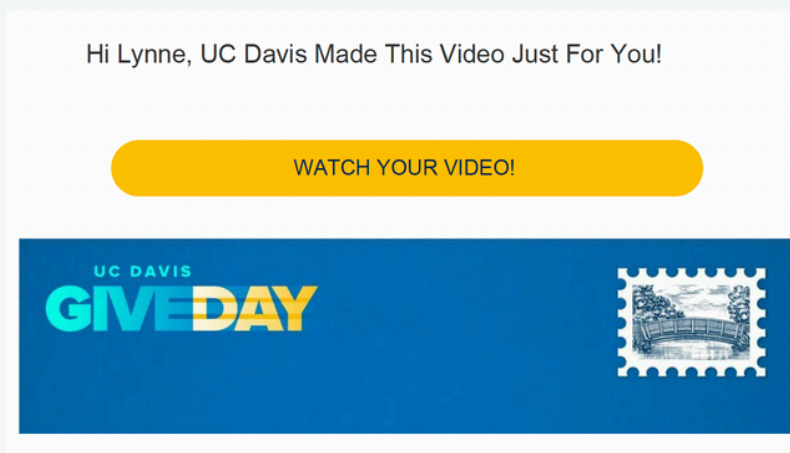


*Giving Day Do's*

# Solicit your board members and major gift donors



Solicit your board members and major gift donors for challenge gifts. Challenge gifts generate competition between donors at all levels, and are a wonderful way to engage some of your top donors and volunteers. Make sure you appropriately plan for custom stewardship for these donors throughout the process, including keeping them informed with the progress of their challenge throughout the actual day.



*Click for  
Sample Video*



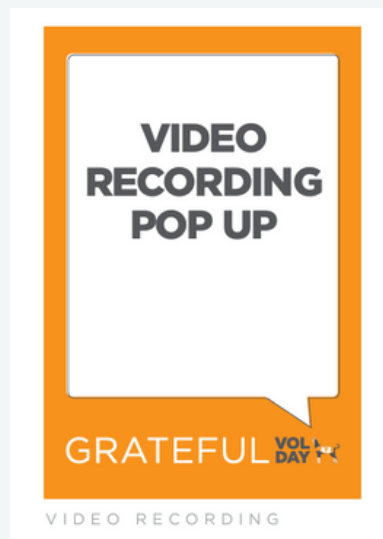
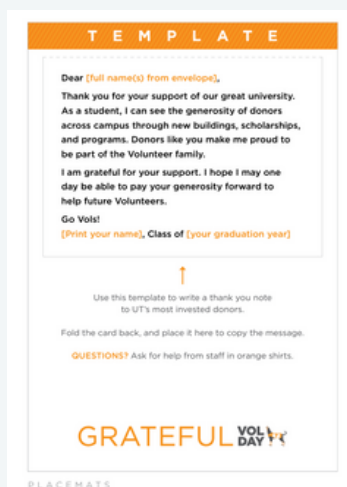
At UC Davis, several board members make amazing challenge gifts to encourage new gifts to programs that are important to them every year. Then, the Vice Chancellor records short videos that are sent to them on Give Day via ThankView. Last year the VC included his daughter in the videos, and the board members loved it. It also made them more engaged and kept them involved throughout the day.

Giving Day Do's

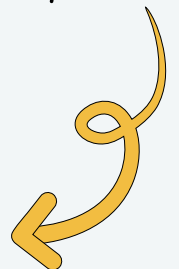
# Think about opportunities for participation beyond the gift.



Create buzz around the event by inviting people to engage with your organization as Giving Day ambassadors. These team players will extend your reach and generate additional enthusiasm around the day, even for those who cannot give monetarily. Consider creating a volunteer toolkit with tips, social media posts, templates, and GIFs they can leverage with their personal networks via social media, email, and text messages throughout the day.



Click for  
Samples



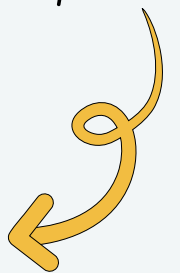
# Strategically plan for priority donor segments.



Donors feel more connected to your organization when they are seen and heard. You should determine the most important behavior-based donor segments to prioritize and personalize to achieve your Giving Day goals. Consider variable communication for the following groups:

- First-time donors
- Donors who made their first gift on Giving Day last year
- Faculty and/or staff donors
- Student donors (if you work at a school)
- Milestone donors
- VIP donors

*Click for  
Downloadable  
Templates*



We've built out a step by step plan, complete with sample text and suggested timelines for you to connect Giving Day donors with their generosity, and deepen their ties to your organization. Giving Days are here to stay—let us help you make sure your donors are, too!



**Giving Day  
Stewardship  
"In A Box"**

# Ignore the online giving experience



*You must* optimize your giving form and ensure it is as frictionless as possible. Limit the giving experience to two clicks, and have the donor enter as minimal information as necessary to make a gift—they shouldn't spend more than 30 seconds making their contribution. Also, make sure your site is mobile-friendly, and don't forget to test it before it goes live!



Click to read more on  
How to Provide Donors  
with a First-Class Online  
Giving Experience

# Set goals solely around your total fundraising amount.



Instead, make it fun and include challenges and goals for the number of first-time donors, the total number of gifts to a certain support area or college, a 50-state challenge, or even the number of donors from a particular class year.

## **Tips for a 50 State Challenge**


1. Share the Vision: Rally your donor squad by sharing the mission—you're aiming for at least one donor from each state, based on billing address, with a minimum donation (say, \$10).
2. Map It Out: The map is your secret weapon! Keep updating it throughout the challenge so everyone can see the progress in real-time. Watching the states fill in adds excitement and celebration!
3. Blast the Updates Everywhere: Share each update on social media, your fundraising page, and through email—wherever your supporters hang out. Keep everyone hyped by showing how close you are to reaching all 50 states and the total raised so far!
4. Make It Rewarding with Milestones: Set up prizes for hitting all 50 states, and add smaller, fun milestones along the way, like 20 and 40 states. Use creative themes such as "stars," "stripes," or "eagles," or go regional and pick something quirky like "Route 66 States."
5. Prizes for the Win: Give donors something to cheer for, like swag, shout-outs, exclusive experiences (how about a coffee with the principal or a VIP tour?), gala tickets, naming rights for the mocktail bar, or candy carts at your next event. Make it fun, memorable, and shareable!



# Forget to prioritize metrics to gauge your efforts



Is your primary motivation for the day to recruit new donors? Reactivate lapsed donors? Retain existing donors? Or all the above? You will want to keep these segments in mind as you plan for your reporting in order to appropriately track these donors on the day of the event, and beyond. Tracking the success of your gift acquisition and stewardship efforts is essential in measuring the day's success, and sharing your ROI with leadership.



Click to read more on  
3 Donor Relations  
Metrics Every Nonprofit  
Should Be Tracking

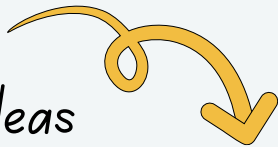
*Giving Day Don'ts*

# Forget to foster an attitude of gratitude



Don't forget to foster an attitude of gratitude! Be sure to steward your volunteers, campus communicators, and other internal partners. Your Giving Day would not be possible without their partnership, and they deserve recognition for their efforts as well.

*Click for Ideas*



# **Solicit donors again before executing an appropriate stewardship plan**



Ideally, you'll share your appreciation for a donor's generosity seven times before they are solicited again. So, design and execute a behavioral-based stewardship plan specifically for your Giving Day donors. The plan should include various touches on the day of, shortly following your event, as well as throughout the year. And, remember, no "thasking!"

## **Consider the following stewardship timeline and touches for Giving Day success:**

- Immediate gift confirmation page
- Gift receipt
- Day of gift video/email thank you
- Next-day video summary of event results
- 4-6 weeks after the event, a postcard with gift-specific details
- 3-month text or email touch with overall Giving Day stats
- 6-month touch with gift-specific impact
- 9-month save-the-date for the next Giving Day