



**WELCOME BACK
FOR DAY 2!**



BIG AHAS?





Session 6: Maximize Giving Days



GIVING DAYS ARE BEST FOR

- ▶ Specific, tangible requests
- ▶ Start asking 2 weeks *before* the giving day
- ▶ Brand your campaign with an image
- ▶ Find a matching gift to reach the goal faster
- ▶ Recruit ambassadors to help pump up your posts online

FOLLOW A PLAN

Date	Email	Social media
2 weeks before Giving Tuesday	Teaser email about campaign, use image and message, mention matching gift, mention ways to help, share link to Giving Tuesday page on your website Also change your email signature to include a blurb about your Giving Tuesday campaign and a link to the website page for Giving Tuesday	Post the same thing on your social media.
1 week before Giving Tuesday	Teaser email about campaign, use image and message, mention matching gift, share link to Giving Tuesday page on your website	Post the same thing on your social media.
Thanksgiving Day (U.S.)	Email saying "thanks for your support this year" either in an image or in a thank-you video	Post the same thing on your social media.
Monday (day before Giving Tuesday)	Reminder email about campaign, use image and message, mention matching gift, share current total toward goal, share link to Giving Tuesday page on your website	Post the same thing on your social media.
Giving Tuesday Morning	Early in the day on Giving Tuesday, send a reminder email that it's Giving Tuesday and invite people to give, sharing the link to your Giving Tuesday page on your website. Use your Giving Tuesday campaign message and image. Share the current total toward the goal and remind people about your matching gift. Also post this same info on social media.	Post the same thing on your social media.
Giving Tuesday Noon		Just past lunch time, do a Facebook Live to talk about why your campaign is important, how the money will change lives, and how the donor can make a difference. Share the link to your Giving Tuesday page on your website and share how much money is left on your matching gift (if any).

(CONT'D.)

Giving Tuesday Mid afternoon	<u>Mid afternoon</u> , send another reminder email, summarizing the campaign, total for the day so far, any money left on the matching gift, and how the donor can give. Use your campaign message and image. Share the link to your Giving Tuesday page on your website.	Post the same thing on your social media.
Giving Tuesday Late afternoon		Late afternoon, do another Facebook Live to tell a story, talk about why your campaign is important, how the money will change lives, and how the donor can make a difference. Share the link to your Giving Tuesday page on your website and share how much money is left on your matching gift (if any).
Giving Tuesday Early evening	After dinner, send out one final reminder email, summarizing the campaign and the goal you're trying to reach before midnight, the total for the day so far, any money left on the matching gift, and how the donor can give. Use your campaign message and image. Share the link to your Giving Tuesday page on your website.	Post the same thing on your social media.
Giving Tuesday 8 pm		About 8 pm, do another Facebook Live to ask people one last time to give, talking about how the money will change lives, and how the donor can make a difference. Share the link to your Giving Tuesday page on your website and share how much money is left on your matching gift (if any).
Wednesday (day after Giving Tuesday)	On Wednesday (day after Giving Tuesday), send out an email mid-morning announcing the results of your Giving Tuesday campaign, how much you raised and how that money will be used. Thank people for being patient through all the emails and include a short thank-you image or video.	Post a thank-you message or video on social media announcing the results of the Giving Tuesday campaign.

NOT THIS:



Please help us meet our goal!

Today is North Texas Giving Day and we're trying to meet a "\$10,000 all-in matching pledge" to our \$20,000 goal.

A donation of any amount would be greatly appreciated, and PLEASE, forward this on to a few friends.

Donations are accepted through 11:59 PM tonight.

PLEASE click the image above to make your donation in support of HCC today!



FOR EXAMPLE



Help Make This

#GIVING ~~TUESDAY~~ Food Day

Your gift will help fill plates
this holiday season.

Every \$10 = 30 meals

GIVE NOW



FOR EXAMPLE



\$15 teaches children to bicycle and walk safely.

\$30 supports school community to conduct walk safety audits.

\$50 supports parent advocates demanding safer streets.

GIVING TUESDAY Tuesday, November 29, 2022

FOR EXAMPLE

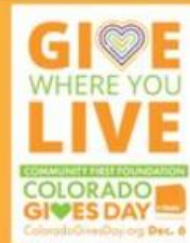


Nicole Brecht

1h · 🌐

...

Help them stay fed and warm this winter. A few dollars go a long way and the animals will be very grateful for your help.



The Good Life Refuge

4h · 🌐

Giving Tuesday is Today. Join us and help provide for our 71 farm animal residents. Funds for food, medical care and critical winter supplies are depleted due t... [See more](#)

3 Shares



FOR EXAMPLE



We are so happy to report that #GivingTuesday gifted 78 children with a memory bear from their loved one that they can cherish forever! 78 children can listen to a voice recorded message whenever they want to be close to their parent or grandparent.

#GivingTuesday is over but our need for 22 more bears is still there.

Will you fill this final season of these deserving hospice patients lives with a legacy of love for their children?

Only your generous gift can give these hurting families and their children a lasting treasure to cherish for years to come.

Join us in giving a child a lasting connection to their parent or grandparent by visiting our [#GivingTuesday donation page](#).

May your heart continue to be filled with love and joy this holiday season.

Lisa Nielsen
Executive Director

Give a Bear



FOR EXAMPLE

Rejoice

SCHOOL OF BALLET

Giving Tuesday Gives Confidence.



As part of our commitment to remove financial barriers to dance, all Rejoice students receive a **free uniform and costume** and every child is celebrated with **skin tone-matching tights and slippers**.

Tights and shoes are not all that is matched this Giving Tuesday. **A generous individual will match all Giving Tuesday gifts, doubling your impact!**

This means that a single mom can enroll her child in dance at an affordable rate and not have to worry about additional costs. For her child, it means they are given a fresh opportunity to learn and grow in dancewear that makes them look and feel confident.

Today, you can point a child toward success by helping to supply the tools they need to step up to the barre with confidence. **Donations on Giving Tuesday supply new dancewear** for our students so they can do what they do best; dance, laugh, grow, and learn.

GIFT CONFIDENCE

Sandy we are at 97% to our goal as of 3:30...and you are a big part of that!

Thank you for your support and recent donation. I know we would not be having this exciting day if I had not joined Get Fully Funded!
Sharyn

P.S.

I know you hate those Kindful transaction receipts but a nice thank you email is coming your way tomorrow morning!



COOL TOOL!



Watch the video on the Attendee Downloads page!



MEET KAYLA MAYES





Session 7: Facebook Fundraisers

MANY WAYS TO RAISE MONEY ON FACEBOOK...

- ▶ Birthday fundraisers
- ▶ \$5 Friday
- ▶ Emergency requests
- ▶ Wishlist purchases

 **Heidi Rasmussen Totten**
Yesterday at 9:49 AM · 🌐

Let's get real. Even \$5 is going to make a huge difference for expanding this sewing center in Kenya. I was just there. The skills [Marissa Waldrop](#) can teach the women as a professional seamstress will be huge for them.

After giving them 90 HopeSaC thermal cookers two weeks ago, they now have tools that can reduce the amount of time their lungs are exposed to smoke from cooking. This morning we are buying pots for their HopeSaCs.

Follow along with what we are doing. Your help is critical and it changes lives every day in the basic needs of families.



 **Women's empowerment and sewing center in Kenya.**
Fundraiser for 100 Humanitarians International by Marissa Waldrop and Heidi Rasmussen Totten



\$1,692 raised of \$3,000

 Heidi Rasmussen Totten and 30 others donated.

[Donate](#)

WHAT MAKES A FACEBOOK FUNDRAISER WORK:

Ask	Ask for help with something specific
Start off	Start off with a small amount if this is new to you
Post	Post multiple times during the day
Connect	Connect emotionally with words and photos
Tag	Tag your friends in the comments and ask for their help

NOT THIS:

Fundraiser ended

\$585 raised of \$81,000 ⓘ



This fundraiser has ended and can no longer receive donations.

 Share

EPIC OUTREACH



Jessie Miller ▸ \$5 to save 12 pigs!

July 21 at 10:35 AM · Facebook fundraisers · 🌐

🐷 This little itty bitty piggy says thank you so so much everyone for donating to make sure he is safe and loved. Look at his little toofers, so stinking cute!

It's \$5 Friday again! We only need 3 people to give \$5 each or 1 person to donate \$15 to get this fundraiser to the goal. Will you donate today?

#bekind #thankyou #compassion



\$5 to save 12 pigs!

Fundraiser for EPIC Outreach by Jessie Miller

\$1,550 raised of \$1,500

Ended



Jessie Miller and 47 others donated.



You and 10 others

2 comments 4 shares



Like



Comment



Share



BIG PAWS OF THE OZARKS



Big Paws of The Ozarks is 🙏 asking for donations.

September 23, 2022 · 🌐

It's \$5 Friday and we are raising \$1,117.12 for the medical care for the litter of 8 abandoned puppies we took in last week!!! This litter was found by a lake in Benton County and unfortunately a couple had already passed before they were found.

We're proud we were about to take this litter in and we couldn't have done that without our community of supporters. The average cost for vaccines, preventatives, spay/neuter, microchip, and an exam for a puppy is \$139.64. Your contribution matters! Please consider giving today and help pay for the care of these precious babies!




\$1,290 raised for Big Paws of The Ozarks


18 people donated.


[Donate](#)

ESTHER NEONATAL KITTEN ALLIANCE

 Esther Neonatal Kitten Alliance is 🧡 asking for donations.
February 16 · 🌐

It's \$5 Friday! Your \$5 donation helps make sure itty bitty kitties like Tibia get all of the love, nutritious food, and medical care they need to grow big and strong ❤️



 \$261 raised for Esther Neonatal Kitten Alliance
13 people donated.

[Donate](#)

UNBROKEN DREAMS, INC.



Inspired Fundraising Retreat

Daphne Thomas · October 27, 2022 · 🌐



WE DID IT!!! I never thought about \$5 Friday until the retreat. As recommended, we started with a small goal of \$147, which would buy socks for 100 people and undies for 48! We raised \$475... in ONE day!! Super excited. We had social media posts every hour and sent out a text reminder. Here is one of my favorite posts...

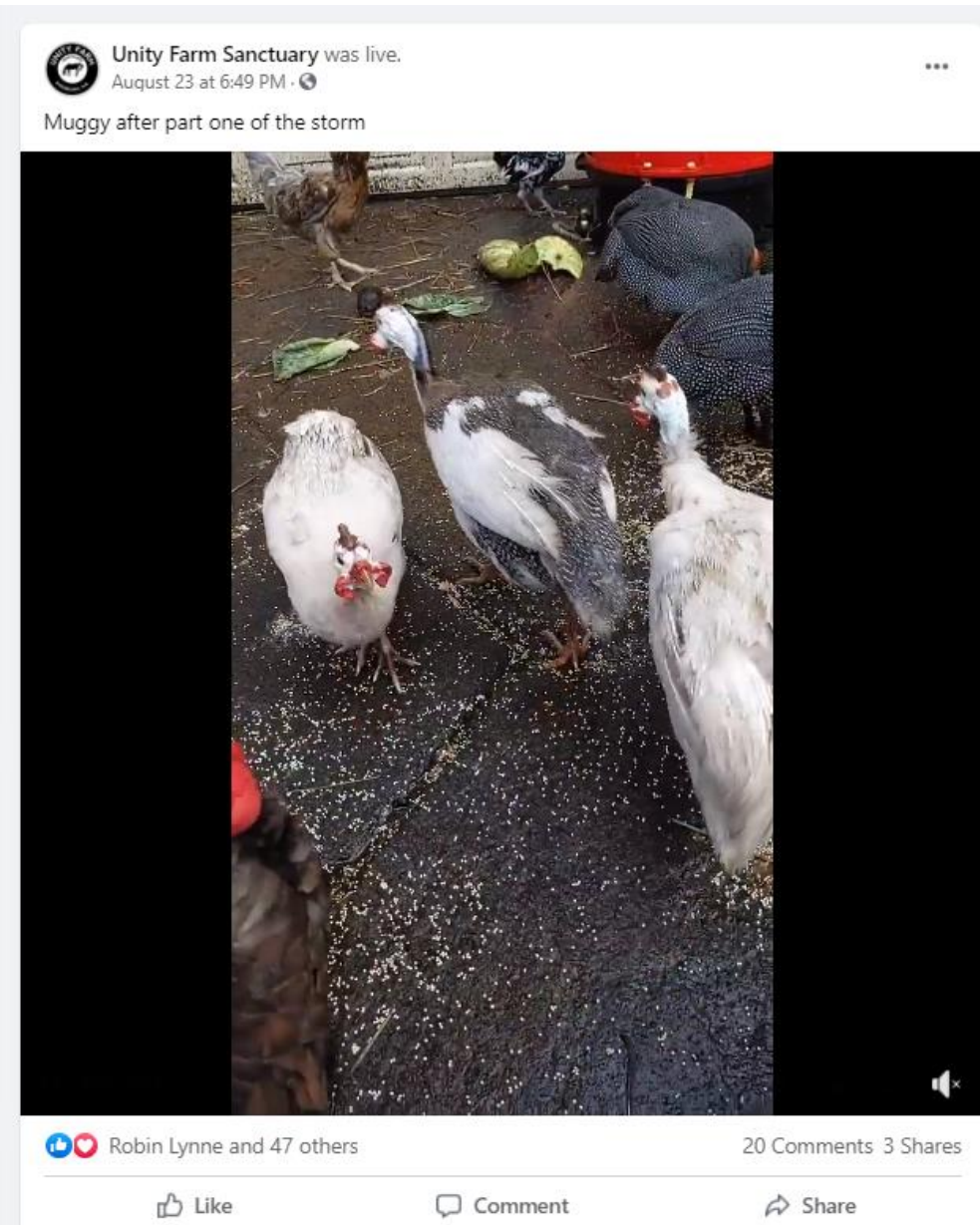
People experiencing homelessness walk a lot! They wear out their shoes and socks. Your donation of \$5 will provide TWO people with socks and underclothing.

#unbrokendreams #everyoneneedssocks #bekind #donate #helpingpeopleinneed #socksforeveryone #youcanmakeadifference



FACEBOOK LIVE!

- ▶ Builds relationships and community
- ▶ Good way to interact with your folks
- ▶ Facebook prefers it



FACEBOOK LIVE CHALLENGE!!

- ▶ Go LIVE on your nonprofit's Facebook page
- ▶ Thank your supporters
- ▶ Post it on your nonprofit's Facebook page when you're done
- ▶ Share the link in the Inspired Fundraising Retreat Facebook group for a chance to win a \$100 prize!



LET'S CELEBRATE!



GOAL BUSTER'S CLUB

Your investment: \$397/month for 4 months

Or Pay-In-Full \$1,497

Deadline: Aug 29 (or when the 40 spots are taken)

www.GetFullyFunded.com/club

Bonuses!

Fundraising TV membership (\$156.00 value)

Fast Action Bonus! First 10 people to sign up get a 1-on-1 session with one of our coaches! (\$497.00 value)

Pay-In-Full Bonus! Pay for the whole program now and get a Donation Page Review! (\$497.00 value)



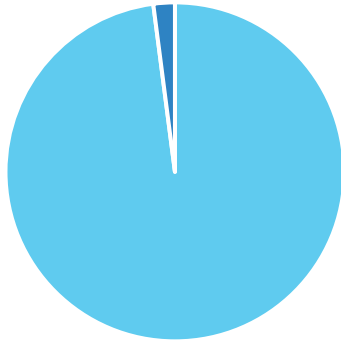
Lunch time!



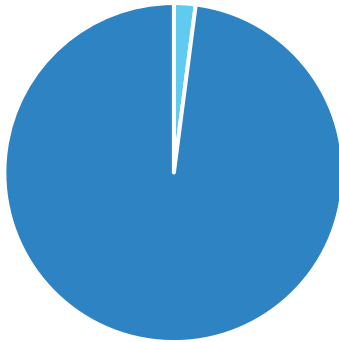


Session 8: Storytelling to Warm a Donor's Heart

STATS TELL, STORIES SELL



- Data, stats, and numbers
- People moved to action



- Heartwarming story, told well
- People moved to action

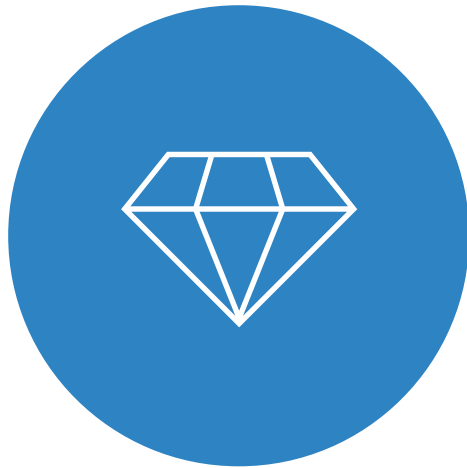
STORYBRAND FORMULA

- ▶ Identify the hero
- ▶ Describe their situation. What's their goal?
- ▶ Who or what is the villain?
- ▶ What will it take to defeat the villain?
- ▶ What specifically can the reader do to help?

MEET ANDEE BINGHAM



IMPORTANCE OF DONOR EXPERIENCE

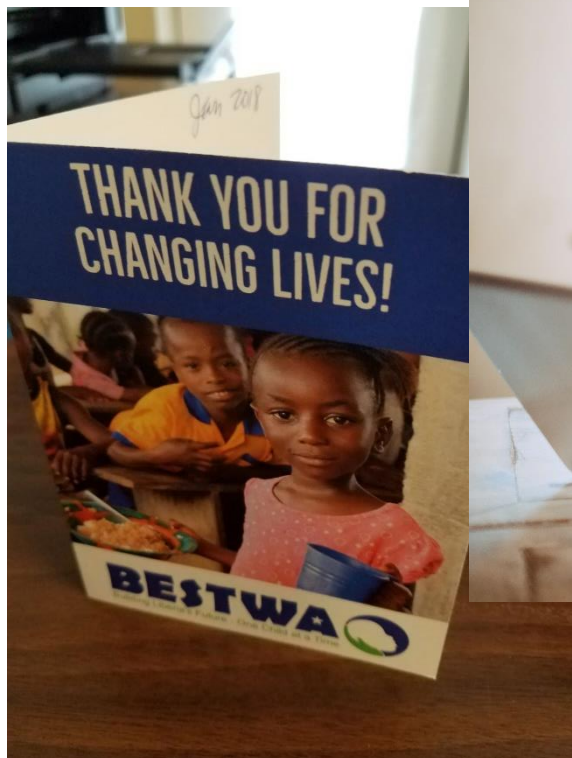


WHAT EXPERIENCE DO YOU
WANT YOUR DONORS TO HAVE?




WHAT EXPERIENCE ARE THEY
HAVING NOW?


THANKING TAKES MANY FORMS...



START WITH:

- ▶ Powerful thank-you letter/receipt
- ▶ Donor Acknowledgement Plan
- ▶ Surprise and delight!





Thanks to You, Our Animals Can Rest Easy!




As we said farewell to a very challenging year, you made sure that 2019 will be FULL of new beginnings for local animals in need! With your support, our Holiday Drive to Save Lives raised over \$184,000, almost doubling our goal! THANK YOU!

Your gift will provide nourishing food for hungry bellies, toys for daily enrichment, and loving homes where these pets will be cherished for years to come!

We are forever grateful for your generosity, and we can't wait to share so many more happy "tails" with you in 2019! Thank you for being their hero!

14 Forever Friend Lane, Asheville, NC 28906 | Tel: 828.761.2001
Asheville Humane Society © 2019 All rights reserved.

FOLLOW US



[Donate](#) | [View message online](#) | [Forward to a friend](#) | [Visit our website](#) | [Unsubscribe](#)

POWERED BY
blackbaud



Thank-a-thons can be powerful!

THANK-YOU VIDEO IS THE BEST!



In general



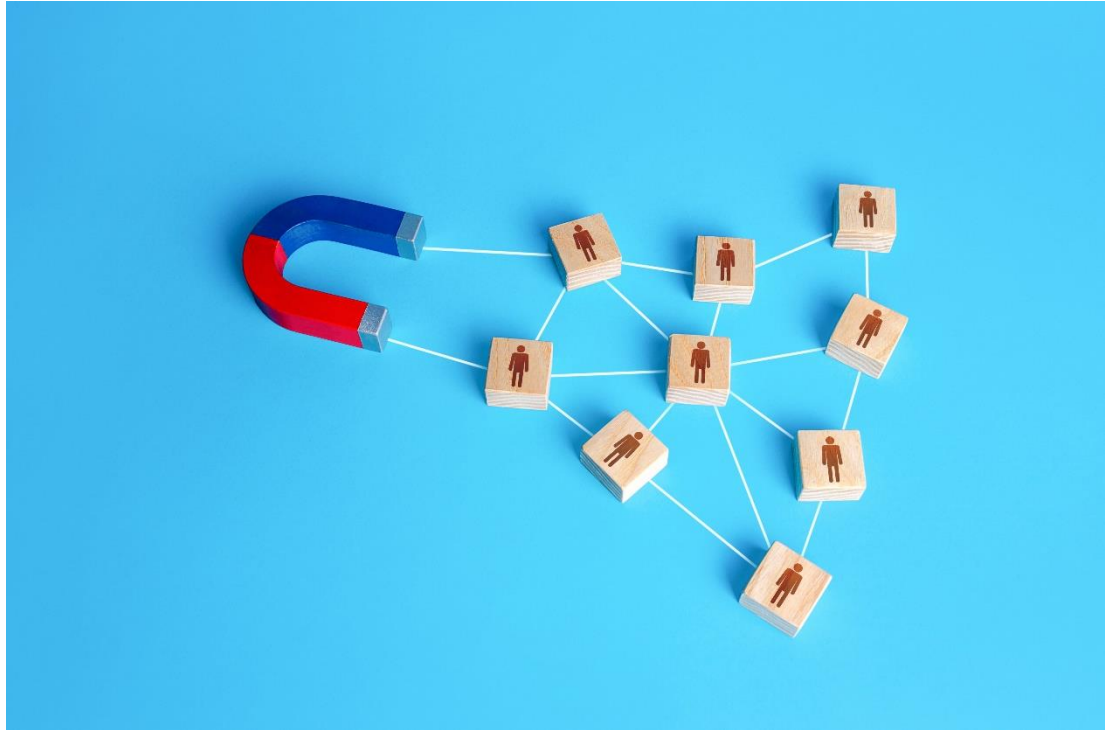
For Giving Tuesday



For Holidays

Stretch break with Kim Day!





Session 9: Marketing and Raising Awareness

PITCH A STORY TO THE NEWS

- ▶ Share a problem/issue in your community
- ▶ Tell the details on your efforts to help
- ▶ Raise awareness of your mission
- ▶ Offer a humanizing component
- ▶ Note statistics, numbers, or research
- ▶ Give a clear call to action (CTA)



VIRTUAL TOURS



Donate

Adopt

Volunteer ▾

Spay/Neuter ▾

About ▾

Happenings & News ▾

Resources ▾

DONATE



good mews virtual tour

Good Mews is one of the few virtually cage-free, no-kill cat shelters in the state of Georgia and the first in the metro Atlanta area. Good Mews is home to approximately 100 residents at any given time, with another 30 to 40 cats in foster care or our HALO program, which allows cats with severe and/or chronic medical needs to find homes with Good Mews continuing to provide the medical care related to that condition.

Enjoy a tour of our beautiful, state of the art facility.



• join our mailing list!



**search our CATalog
to find your forever friend**

[more info](#)

Thank you to the following sponsors:



HOUSE PARTIES



MARKETING + RAISING AWARENESS BREAKOUT!

WHAT 1-3 THINGS CAN YOU DO THIS FALL TO RAISE MORE AWARENESS FOR YOUR NONPROFIT?

TRY THIS!



Session 10: Pull Your Plan Together

TIPS FOR HOLIDAY FUNDRAISING

- ▶ Integrate across all channels
- ▶ Get your Board involved
- ▶ Call your best donors NOW to thank them (and maybe find a matching gift!)



TRELLO TEMPLATE

The screenshot displays a Trello board for a fundraising calendar. The board is organized into columns for each month, with 'To Do' and 'Completed' sections. Each month's 'To Do' column contains a 'Top Priorities' section with red cards and a 'Quick & Easy To Do' section with green cards. Progress bars and checkmarks are used to track completion. The background of the board is a close-up of a typewriter.

120-Day Foolproof Fall Fundraising Calendar template

September To Do

- Top Priorities**
 - Gather at least 6 good heartwarming stories to share (0/7)
 - Find a matching gift for Giving Tuesday or Fall appeal/campaign
 - Draft and send out donor e-newsletter (Sep 5, 0/9)
- Quick & Easy To Do**
 - Update thank-you letters (0/4)
 - Test Donate button -- Evaluate if you need a separate donation page for Fall appeal/campaign
 - Post a heartwarming story on Facebook (every Monday) (0/4)

September Completed

October To Do

- Top Priorities**
 - Gather 8 more good stories to share
 - Draft and send out donor e-newsletter
 - Develop a plan for Giving Tuesday (0/8)
 - Gather a list of top donors to thank with calls and personalized video
- Quick & Easy To Do**
 - Draft Fall appeal/campaign thank-you letter
 - Send out Fall appeal, post on social

October Completed

November To Do

- Top Priorities**
 - Gather 4 more good stories to share
 - Draft and send out donor e-newsletter
 - Follow Giving Tuesday plan (0/11)
 - Call top donors to thank them for their support over the past year
 - Finalize general thank-you video
 - Send Thanksgiving greeting (US) with general thank-you video; also post on social media
- Quick & Easy To Do**
 - Update thank-you letters
 - Post a heartwarming story on Facebook (every Monday except ...)

November Completed

December To Do

- Top Priorities**
 - Draft and send out donor newsletter
 - Shoot personalized thank-videos (for top donors); log email, and send
 - Load personalized thank-yo to YouTube or Vimeo
 - Plan, draft, schedule, and s Chance fundraising email
- Quick & Easy To Do**
 - Update thank-you letters
 - Post a heartwarming story Facebook (0/4)
 - Mail holiday cards

December Completed

NOW WHAT?



WHAT ARE YOUR BIG TAKEAWAYS?



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► www.GetFullyFunded.com/club



WINNERS!



SURVEY

Will you share your feedback with us?

www.GetFullyFunded.com/Survey



**THANKS FOR
BEING HERE!**

