



GiveBIG Campaign Support Guide 2021

The purpose of GiveBIG Campaign Support is to assist organizations that are serving immigrant and refugee communities in developing and launching a successful fundraising GiveBIG campaign. Organizations are provided with tools, advice, and direct support from 501 Commons Executive Service Corps members, who are volunteers with fundraising and communications skills.

Contents

Welcome to GiveBIG Campaign Support Program	2
GiveBIG Basics	2
What is GiveBIG Washington?	2
What are the important GiveBIG dates?	2
Your Responsibilities	3
501 Commons Consultants Responsibilities	3
Getting Started	3
Organizational Intake Call	3
Orientation Webinar	4
Program Dates	4
Staying Informed and Connected	4
Using Microsoft Teams	4
Newsletters and Training Materials	4
Campaign Support Components	5
1. An Updated GiveBIG Profile	5
Profile Contents	5
2. A GiveBIG Communications Plan	5
Communication Plan Contents	5
3. A Strategy for Engaging Your Supporters	6
Potential Strategies	6
4. Evaluating Success and Stewarding Donors	6
Promotional Resources	6
GiveBIG Website	6
Graphics Toolkit and Resources	6
Social Media	6

Welcome to GiveBIG Campaign Support Program

GiveBIG Washington helps nonprofits raise money, gain new supporters, and increase their profile in the community. However, it can be challenging to participate in GiveBIG if an organization does not have the right fundraising and communications tools to make it a success. GiveBIG Campaign Support aims to assist immigrant and refugee serving organizations with their GiveBIG campaigns.

The Essentials: Consultants will help you develop a GiveBIG campaign. This includes the following:

- Assist you in crafting a strong profile.
- Advise you on how to craft powerful messages and help you select images or create graphics that show the organization's impact.
- Help you develop emails, mailers, and social media posts that will reach new donors.

Next Level: Your organization can be more successful in fundraising through GiveBIG if you take advantage of the opportunity to have supporters raising money through a FUNdraining page and/or if you create a donor matching fund. If you want to use one or more of these strategies, the consultants can also help you:

- Recruit and support individuals to launch a FUNdraining page on the GiveBIG website that they use to solicit their friends, family and colleagues.
- Develop a plan for soliciting your current donors and board members to provide a donor matching fund to encourage new donors to give and double their gifts.

GiveBIG Basics

What is GiveBIG Washington?

During the **GiveBIG Washington statewide fundraising campaign**, individuals and organizations come together and invest in our community. When we give, we take a proactive step towards creating the society we want to live in.

Every spring, the excitement for GiveBIG builds through grassroots-based word-of-mouth, social media, an extensive multimedia promotional campaign, and local celebrities and sports teams firing up the community to show their generosity. This year's GiveBIG campaign **kicks off April 20**, and culminates with **48 hour giving event on May 4-5!**

GiveBIG has 3 major outcomes:

1. Encourages philanthropy in Washington State through a day of giving promoted by over \$500,000 of media and the engagement of 1700+ nonprofits
2. Gives you a way to engage with your tried and true donors mid-year since many organizations solicit individual donations at the end of the year.
3. Helps organizations reach new donors through the "shopping" and search features of the GiveBIG website, as well as through your supporters' FUNdraining campaign that reach out to their friends, family, and colleagues

What are the important GiveBIG dates?

- January 26, 2021: Registration opens (donations are open and FUNdraining pages can be created).
- February 15, 2021: Last day for GiveBIG Campaign Support participating organizations to register (other nonprofits may register up to April 29).
- April 20 - May 3, 2020: GiveBIG early giving period.
- May 4-5, 2021: GiveBIG Washington!
- June 16, 2021: Disbursement of funds to organizations

Your Responsibilities

You must designate a GiveBIG campaign lead that will serve as the point of contact for 501 Commons consultants. The GiveBIG lead must be reachable by phone and email during business hours to check-in with their consultant or 501 Commons staff member as needed. We expect all parties to attempt to respond to communications within 48 hours. If you need to delay – respond to say when you will be in touch.

It is critical that the campaign lead is available throughout the program to work with the consultants.

Organizations will be paired with two 501 Commons Executive Service Corps volunteer consultants to work with the GiveBIG campaign lead you identify. It is not possible for the consultants to do their work without a strong partner in your organization.

The campaign lead must commit to doing at least 20 hours of work between the start of the program and March 30. Additional time will be needed to execute the campaign in April and early May.

In addition, your organization must commit to doing the following:

- Complete registration and pay the registration fee by **February 15, 2021**.
- Provide previously created work relating to GiveBIG or online fundraising to the consultants, if available.

501 Commons Consultants Responsibilities

Consultants will be paired with organizations based on geographic proximity and interests. **The consultants will not directly solicit donations.** The consultants are volunteers who have varying levels of knowledge of communications and fundraising. They will likely not be knowledgeable about your mission. They are providing an advisory service and some hands-on help with preparations for your GiveBIG campaign, but the organization makes all final decisions.

We have asked our consultants to consider the following:

- Consultants will be sensitive to client organizations limitations regarding staff capacity and budget.
- Consultants likely are not knowledgeable about the culture, mission, and history of the community represented by the organization and will rely upon the organization to determine the appropriateness of images and messages used in the campaign.
- Consultants are expected to follow the 501 Commons culturally responsive consulting practice guidelines.

If you experience problems, or feel the consultants are out of sync with your organization, please talk with them directly about this. They want and appreciate feedback from you. You can also reach out to program manager Camille Rochester for assistance.

Getting Started

Organizational Intake Call

Prior to this call, you will need to designate a GiveBIG campaign lead who will be the point of contact for the 501 Commons consultants and staff. As part of this call, you will discuss your overall GiveBIG needs to determine needed deliverables. From this call, the program manager will match your organization with two consultants. You will receive information about your consultants prior to the webinar.

Orientation Webinar

Your GiveBIG lead and any other staff members, board members, or volunteers that are supporting them should attend the orientation webinar. The consultants designated to work with you will attend as well. In the webinar we will review the goals of the GiveBIG Campaign Support program, the role of the consultants, and the role of the GiveBIG lead.

There will also be information about GiveBIG and a quick overview of fundraising and communications practices relevant to GiveBIG. If you cannot attend this orientation, you will receive a recording of the webinar.

Program Dates

February 24 2-3 pm	Orientation webinar
February 24 - March 3	Kick-off meetings with organizations, consultants, and Camille.
Week of March 15	Camille will check in with the GiveBIG lead and consultants.
Week of April 5	Camille will check in with the GiveBIG lead and consultants.
April 12	GiveBIG campaign planning should be completed.
May 14	Program evaluation survey through SurveyMonkey due.

Staying Informed and Connected

Using Microsoft Teams

501 Commons consultants, the GiveBIG lead and other involved staff will use Microsoft Teams to help coordinate work on your campaign. Teams makes it easier to coordinate this work and allows 501 Commons to manage and support the project.

You will receive an invitation to join MS Teams including your temporary password. Need help? Contact Camille Rochester (camille@501commons.org).

Newsletters and Training Materials

We will subscribe your lead to the following newsletters to stay up to date on GiveBIG and to receive weekly fundraising tips.

- **501 Commons monthly newsletter: Nexus**
- **GiveBIG Bulletins**
- **Fundraising Accelerator** straight to your inbox with weekly and relevant tips for GiveBIG and fundraising in general!

If you have others in your organization you want to receive these materials they can sign up for at <https://www.501commons.org/about-us/newsletter>.

501 Commons will also be communicating with nonprofits through our social media accounts:

- 501 Commons Facebook: <https://www.facebook.com/501Commons>
- 501 Commons Twitter: <https://twitter.com/501Commons>
- 501 Commons LinkedIn: <https://www.linkedin.com/company/501-commons/>

Campaign Support Components

1. An Updated GiveBIG Profile

501 Commons consultants will assist you in setting up your GiveBIG profile, this may include clarifying why donors should support your organization – your “case for support.” To make the strongest case be sure to think through the following components of a strong profile:

Profile Contents

- The problem the organization is trying to solve and why the organization is trying to solve it, i.e. why does it matter?
- How the organization is trying to solve this problem and how it is qualified to do so.
- The impact of the organization's programs as demonstrated through data or stories.
- How the donor's funding will be used to help solve the problem. If applicable, a specific, urgent campaign objective (such as a new or expanded program).
- Images and infographics illustrating the organization's impact in the community.

2. A GiveBIG Communications Plan

501 Commons consultants will assist with the development of a GiveBIG communications plan that helps you communicate with previous and prospective donors. The consultants are asked to clarify with you your organization’s budget and capacity to support this work so that you can fully implement your plan. See “Promotional Resources” below for resources and tools provided by the campaign.

Communication Plan Contents

Consultants can help you:

- Segment potential GiveBIG donors. Everyone will have at least two donor segments: 1) current donors and 2) potential donors.
- Develop three key messages for each donor segment. These messages should focus on the impact of their gift to your organization.
- Curate a folder that contains available graphics, images, videos, and logos to be used on the online profile and for each communication channel.
- Set up social media channels (specifically Facebook or LinkedIn), if none are available.
- Define what type of communications will be used for each donor segment. (For example, you can mail a post card to current donors or call them, where you may not have address information for some of your potential donors.)
- Create a schedule for mail, email blasts, social media posts, newsletters, website updates, blog posts, informal events, and personal phone calls, as applicable.
- Draft email messages and social media posts, including creating hashtags for your organization and using the overall GiveBIG campaign channels and hashtags.
- Provide a customized version of the GiveBIG FUNdraiser toolkit for your volunteer FUNdraisers. Include key messages, facts, images, sample emails and social media posts.

3. A Strategy for Engaging Your Supporters

501 Commons consultants will help you develop an engagement strategy for board members, staff, volunteers, donors, clients/audiences, and other supporters.

Potential Strategies

- Ask a significant donor or group of donors to provide a donor matching fund for your campaign. (Mentioning a donor matching funds in fundraising appeals results in a 71% increase in the response rate and a 51% increase in the average donation (*Tech Soup: Which Fundraising Strategies Work?*)
- Identify FUNdraisers to create a fundraising page on the GiveBIG website and use it to reach out to friends, family and coworkers.
- Ask supporters to serve as ambassadors to spread awareness of the organization during the early giving period and GiveBIG.

1. Evaluating Success and Stewarding Donors

The consultants will help you create:

- A short document establishing measures and targets you can use to evaluate the campaign's success. (Examples: total donors, new donors, average donation, social media impressions - likes and follows, and new email subscribers.)
- A post-GiveBIG donor stewardship plan that includes quick and authentic thank you messages to donors. Ideally these are call within two days but you can also invite donors to upcoming events, and send follow-up postcards, thank you cards or letters.

501 Commons will send you a project evaluation after GiveBIG. **Completion of this survey is a requirement of the program** since it helps us get data we use to raise money to provide this service to others. We will ask you to share your campaign results with us so we can monitor the effectiveness of the support program.

Promotional Resources

GiveBIG Website

On www.givebigwa.org (each organization will have their own custom link once their profile is live. The address will be <https://www.givebigwa.org/organization-name>)

Graphics Toolkit and Resources

Logos and training resources to download will all be available here: <https://www.givebigwa.org/resources>

Social Media

Ideally, organizations should have their own social media accounts, particularly Facebook and Twitter that they use to communication to donors and potential donors. In addition to using the organization's social media sites, the organization should post on these shared channels for communicating with the public and donors

- GiveBIG Facebook: <https://www.facebook.com/GiveBIGWA>
- GiveBIG Twitter: <https://twitter.com/GiveBIGWA>
- GiveBIG Instagram: <https://www.instagram.com/givebigwa/>

In order to strengthen our campaign's ability to attract new donors we are encouraging participants to use common hashtags and messages.

During the campaign we will be using **#GiveBIG**.