

BIG DOG BOOTCAMP!

BIG
DAY OF  
GIVING **MAY 5**

24 HOURS
TO GIVE
WHERE YOUR
HEART IS

8 Week Workplan for a Successful May 5th!

An interactive workbook to help you create, plan and implement your 8-week BIG DoG campaign.

BEST PRACTICE #1 SOCIAL MEDIA

For an online event, social media plays a huge role. Even if you are new to this way of communicating, the BIG Day of Giving is the time to dive in and get your feet wet! Utilizing Facebook and other platforms will help you communicate to your current and future donors pre-event, during and long after the event.

Questions

1. What social media platforms will you use for the BIG Day of Giving?

2. What are the key messages you will convey on these platforms?

3. Which social media prize challenges will you attempt to win?

4. Do you have a staffing plan? Who will run your social media campaign?

5. What other tools/resources do you need to implement this practice?

Notes:

BEST PRACTICES #2 BOARD ENGAGEMENT

Board participation is a crucial element for success on May 5th. How will you engage your board and activate them to assist with your BIG DoG campaign?

Questions

1. What will be your goal for board giving? (100%?, increase from last year, etc.)

2. What prize challenges will you and your board work on together?

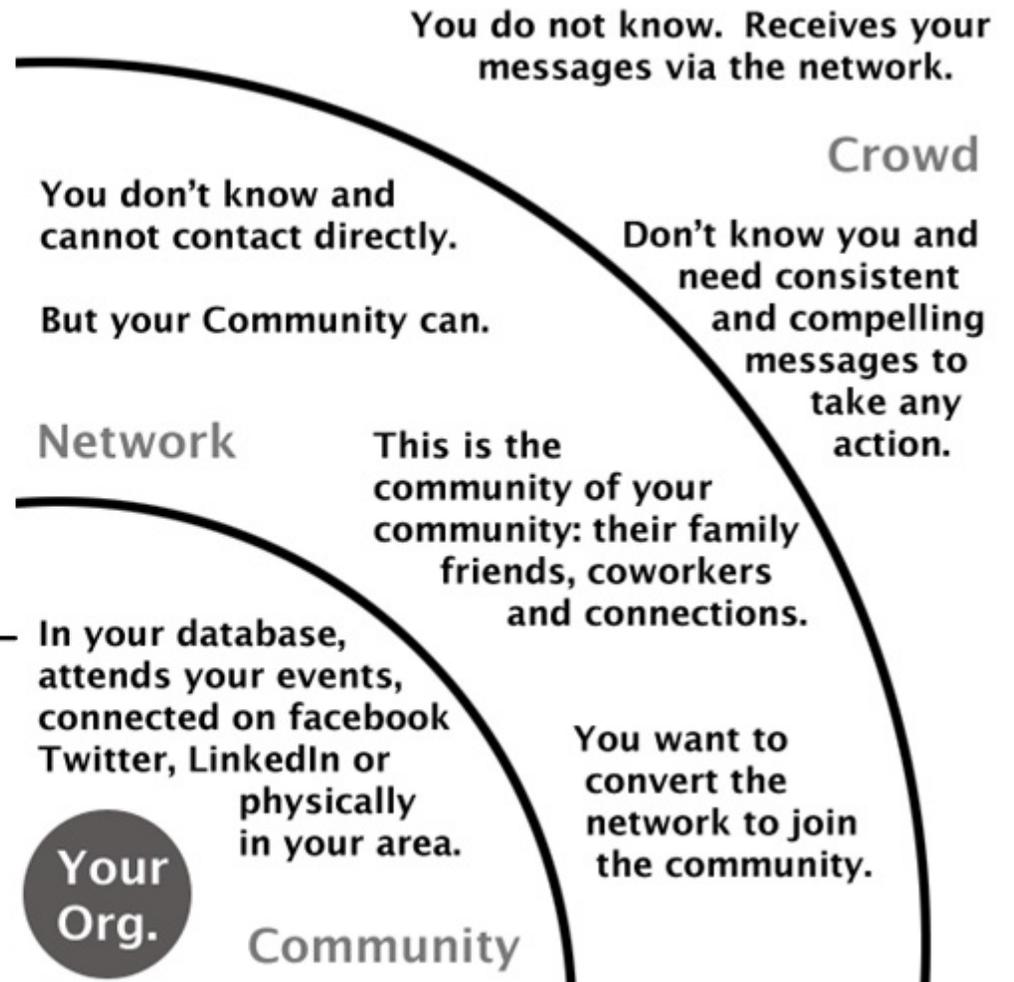
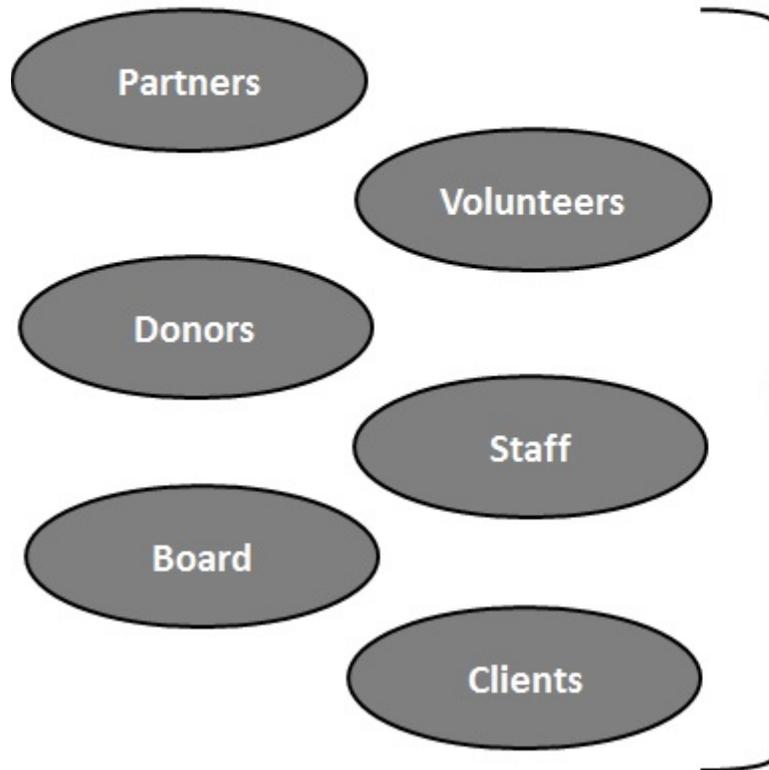
3. What donor engagement strategies will your board employ?

4. What social media activity will you ask of your board?

5. What other communication/marketing activities will your board engage in?

6. What other tasks or strategies will you ask your board to participate in?

Notes:





Board of Directors – Individual Development Plan

Name: _____

Date: _____

In support of this organization, and as a dedicated Board member, I plan to raise money for the organization and increase our influence through these efforts:

2015 Big Day of Giving is 5 May 2015! Between now and May, I will:

- Link to our organization’s Facebook and Twitter accounts and share posts about Big DoG
- Ask my friends and colleagues to link with us on Facebook and Twitter

I will support our organization on the Big Day of Giving by:

- Donating online that day
- Asking my friends and colleagues to donate that day
- Volunteering to help promote online donations during the day

To help engage and grow our individual donors – in advance of Big Day of Giving, I will:

- Send an appeal via email to my contacts.
- Send an appeal letter to contacts.
- Phone people I know and ask them to join me in giving to our organization.
- Phone current donors even if I don’t know them, to thank them for supporting us and to ask them to consider a gift on the Big Day of Giving.
- I will provide names and contact information of prospective donors to staff so we can build our mailing list.

Other great ideas I have for attracting individual donations include:

3rd Party Fundraising in Support of Big Day of Giving

- I plan to throw a party / host an event at which I will ask my friends to donate.
- I know of organizations / other individuals that I will ask to host a 3rd party event for us.
The others I will ask include:

I will act on all these ideas with a goal to raise \$ _____ on 5 May 2015.

Signature: _____

Date: _____

BEST PRACTICE #3 DONOR ENGAGEMENT

Engaging your donors before, during and after the BIG Day of Giving drives home the importance of donor stewardship, cultivation and keeping them aligned with your organization for continued engagement, support and gifts.

Questions

1. How will you engage your current donor base?

2. How will you thank your donors during May 5?

3. What is your plan to thank your donors after May 5?

4. How will you engage new donors?

5. What tools/resources do you need to implement this practice?

Notes:

BEST PRACTICE #4 DONOR ENGAGEMENT – KNOW YOUR AUDIENCE

To craft the right and most effective message, you need to know your audience. Who are they? How can you find them and how can they be your best ambassadors?

Questions

1. Who are your current audiences?

2. Who do you want to target? (prioritize them)

3. How will you find them?

4. Your Message: How is the world different because you exist? What stories of impact can you share?

5. What tools/resources do you need to prepare and develop to implement this practice?

Notes:

BEST PRACTICE #5 GOAL SETTING

Goals for the BIG Day of Giving are more than financial. Manage your expectations for setting your overall philanthropic goals: new donors, visibility, marketing, social media.

Questions

1. What is your financial goal for BIG DoG?

2. What is your donor goal?

3. What are your other goals?

4. How do you plan on measuring these goals?

5. What tools/resources/staff do you need to implement this practice?

Notes:

BEST PRACTICE #6 MAXIMIZE COMMUNICATION TOOLS

Once you've defined your audience, crafted your message, and set your goals, maximize the right communication tools available to you. A panel will provide a broad brush overview, from email marketing to traditional marketing to using your board as effective ambassadors. Use what works best for you!

Questions

1. What communication tools are you already using in your organization?

2. What tools are you not currently using that you would like to incorporate into your campaign?

3. What current marketing collateral can you add a BIG DoG Message to?

4. What tools/resources do you need to implement this practice?

Notes:

DEVELOP AND EXECUTE YOUR PLAN

Using your notes from the best practices, you are now ready to put it all together. Use the template below to create your 8-week workplan.

Keep in mind that the first 4 weeks of your plan should be dedicated to planning and preparation. The 2nd half of your plan should be implementing, starting with soft marketing, then transitioning into heavy marketing at the 2 week mark.

BIG Day of Giving Goals:

Dollar goal: _____

Donor Goal: _____

New Donor Goal: _____

We will compete for the following prize challenges (listing on pg.18):

Other goals:

Week Eight (March 9 -13) Meet, Plan, Discuss

Checklist

- ___ Set weekly meetings with your staff or volunteers who will be assisting with your campaign
- ___ Meet and complete this workplan
- ___ If you are creating special printed materials, decide what those will be and begin design & production
- ___ Decide on what and how many prize challenges you will attempt to win
- ___ Finalize donor email/contact lists and make sure all information is ready to use
- ___ Create outreach strategy for current donors

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				

Week Seven (March 16 - 20) Teasers and Preparations

Checklist

- ___ Download all items from the Nonprofit Marketing Toolkit
- ___ Begin outreach to local businesses to form partnerships and support
- ___ Add a BIG DoG logo to your email signature
- ___ Add a teaser or save the date block to your website and outgoing newsletters
- ___ Give BIG DoG updates at your monthly or quarterly board meeting
- ___ Make sure you have completed all checklist items from the previous week!

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				
Other				

Week Six (March 23 - 27) Preparing for Your Soft Marketing Launch!

Checklist

- ___ Decide on communication tools
- ___ Determine who will run your social media campaign (staff, hired consultant, volunteer, etc.)
- ___ Decide if your organization will attend or host an event on May 5th
- ___ Team captains register for bigdayofgiving.org website training
- ___ Reach out to other NPOs in your sector and see if there are some ways you can partner
- ___ Create staffing plan for May 5th

	Task	Staff	Status	Notes
Planning				
Communication				
Donor Engagement				
Board Engagement				
Other				

Week Five (March 30 – April 3) Soft Marketing Launch

Checklist

- ___ If you are using printed materials, drop them in the mail no later than next week (NPO bulk mail takes about 10 days)
- ___ Work on your “thank you” plan for donors for day-of and post-May 5th
- ___ Boast about your GivingEdge profile! Use it to help promote your participation!
- ___ Do a check and make sure you have completed all previous checklist steps
- ___ Implement current donor outreach plan

	Task	Staff	Status	Notes
Planning				
Communications				
Donor Engagement				
Board Engagement				
Other				

Week Four (April 6 – 10) Continue Soft Marketing

Checklist

- ___ Create board task list and assign to members
- ___ Send invites to day-of events (if having one)
- ___ Schedule key meetings with donors (pre-commitments)
- ___ Begin talking about your involvement in BIG DoG at meetings and events. Bring postcards with you and leave in office lobbies, coffee shops, etc.
- ___ Continue to implement your communications plan (emails, social media posts, etc.)

	Task	Staff	Status	Notes
Planning				
Communications				
Donor Engagement				
Board Engagement				
Other				

Week Three (April 13 – 17) Prepare for 2-week Marketing Blitz

Checklist

- ___ Customize email templates from toolkit and schedule eblasts to go out
- ___ Finalize social media schedule and content
- ___ Schedule key meetings with donors (pre-commitments)
- ___ Finalize partnerships with businesses and other nonprofits
- ___ Contact local media (press release/events)

	Task	Staff	Status	Notes
Planning				
Communications				
Donor Engagement				
Board Engagement				
Other				

Week Two (April 20 - 24) 2-week Heavy Marketing Begins

Checklist

- ___ Amp up social media posts – add BIG DoG graphics to Facebook and Twitter
- ___ Begin sending emails
- ___ Make targeted phone calls to donors
- ___ Have a kickoff event and talk to donors about BIG DoG (suggested)
- ___ Flier businesses in your area
- ___ “Smarter Giving Challenge” begins. Market your GivingEdge profile for a chance to win

	Task	Staff	Status	Notes
Planning				
Communications				
Donor Engagement				
Board Engagement				
Other				

Week One (April 27 – May 1) Heavy Marketing Continues

Checklist

- ___ Make sure you have your donor data link and know how to access (know who)
- ___ Continue heavy social media presence
- ___ Remind board of roles (outreach, sending emails, etc.)
- ___ Utilize BIG DoG PSAs and Instructional videos – share on social media
- ___ Finalize day-of event plans
- ___ Finalize day-of roles and staffing plan
- ___ Schedule social media posts before going to bed

	Task	Staff	Status	Notes
Planning				
Communications				
Donor Engagement				
Board Engagement				
Other				

May 5 – BIG Day of Giving

Checklist

- ___ Kick off at midnight with a bang! Ensure at least 10 donors give at midnight or during the first hour of giving
- ___ Pound the pavement! Get out into the community. Attend events
- ___ Check in with all board members and make sure they are ready to implement your plan.
- ___ Be active all day on social media
- ___ Check your donor link every hour and make sure you are thanking donors in real time either on social media or email.

	Task	Staff	Status	Notes
Communications				
Donor Engagement				
Board Engagement				
Other				

Post BIG DoG – Day After and Beyond!

Checklist

- ___ Get some rest!
- ___ Continue your plan of thanking all donors
- ___ Implement donor thank you plans. (i.e. who will receive calls, send personal letters, thank you cards, emails, etc. (check your staff role list)
- ___ Send thank you's to businesses and other NPOs you partnered with
- ___ Send an update to your board, staff, volunteers, networks and donors list on your results!
- ___ Decide if you will have a post-even thank you reception/event
- ___ Attend "Report to the Community" celebration event in July

	Task	Staff	Status	Notes
Communications				
Donor Engagement				
Board Engagement				
Other				

PRIZE CHALLENGES

This is a sneak peak of the prize challenges that will be available for you to win during the BIG Day of Giving. More challenges will be added to bigdayofgiving.org when they are finalized. Prize challenges are a great way to target your communications and give you additional opportunities to raise unrestricted dollars!

Time Challenges

Challenge	Description	Prize
Blast Off Challenge!	Nonprofit who receives the first donation	\$5,000
Landing Challenge	Nonprofit who receives the last donation	\$5,000
Night Owl Challenge	Nonprofit who receives the most \$ donations between the hours of 12:00 AM and 6:00 AM	\$2,500
BIG DoG Hour Money Boosters!	Each hour of the 24 hours, an award will be given to the nonprofit that raises the most money. 24 chances to boost your winnings!	\$1,000
BIG DoG Hour Donor Boosters	Each hour of the 24 hours, an award will be given to the nonprofit that has the most number of unique donors within that hour. 24 more chances to boost your winnings!	\$1,000

Social Media Challenges (definition of small, medium and large organization is located at the bottom of the prize list)

Challenge	Description	Prize
BIG DoG Video Challenge	Share a video (15 seconds max) on Instagram or Vine that demonstrates your mission! Must use the hashtags #BIGDoG2015 and #GLNVideo and post on May 5 th . A committee* will determine winners the following day. One award will be given for each organization size (small, med, large).	\$750
"I Give Local Now" Video Challenge	A 15 second (max) video from a donor or board member that starts with the phrase: "I give local now to <XYZ nonprofit> because..." and shared on your favorite social media platform with the hashtag #BIGDoG2015 and #GLN on May 5 th . A committee* will determine winners the following day. One award will be given for each organization size (small, med, large)	\$750
Donor Thank You Video Challenge	A 15 second (max) video to thank your donors. Must be shared on your favorite social media platform on May 5 th with the hashtags #BIGDoG2015 and #GLNDonor. A committee* will determine winners the following day. One award will be given for each organization size (small, med, large)	\$750

BIGDoG Meme Challenge	Memes must be posted to Facebook or Twitter with the hashtags #BIGDoG2015 and #GLNMeme on May 5 th . A committee* will determine winners the following day. One award will be given for each organization size (small, med, large)	\$500
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*committee will consist of members of Social Media Club Sacramento and BIGDoG staff. Videos will be judged on your ability to convey your message in an effective way. Memes will be judged on originality and viral reach (likes, shares, views, etc.).

Donor Challenges

Challenge	Description	Prize
BIG DoG Donor Challenge	Nonprofit who receives the most donors* overall. One award will be given for each organization size (small, med, large).	\$5,000
New Donor Challenge	Nonprofit that receives the most new donors*. One award will be given for each organization size (small, med, large).	\$500
Increase Your Donors Challenge	Nonprofit with the highest % increase in donors* compared to their 2014 BIGDoG results (for returning organizations only). One award will be given for each organization size (small, med, large).	\$500

* A donor is defined as one gift from one donor. Donors that give more than one donation to your organization will only be counted once.

Board Challenges

Challenge	Description	Prize
100% Board Giving Challenge	Get every member of your board to make a donation and you'll receive an entry into a drawing to win. Entries must include a list of your board members and emailed to bigdog@sacregcf.org no later than 12Noon on May 5 th . Winner will be drawn and announced at the Halftime Celebration in Sacramento. (contingent on verification)	\$3,000
Fetch! Board Challenge	Have a board member attend any of the three official BIGDoG events in the region (Sacramento, Placer, Yolo) and receive an entry into a drawing. One entry per nonprofit, per event for a maximum of three entries.	\$1,500

Grand Prizes & Additional Challenges

Challenge	Description	Prize
Leaderboard Grand Prize	Nonprofit that raises the most \$ donations. One award will be given for each organization size (small, med, large).	\$5,000
Million Dollar Baby Challenge	Nonprofit that receives the donation that gets us to each of these 5 milestones (\$1Mil, \$2Mil, \$3Mil, \$4Mil, \$5M). Prize amounts will vary for each milestone.	\$500, \$1,000, \$1,500, \$2,000, \$2,500
Golden Ticket Donation Challenge	Nonprofit that receives the donation that gets us to each of these 5 donation milestones (5K donations, 10k donations, 15k donations, 20k donations, 25k donations), Prize amounts will vary for each milestone.	\$500, \$1,000, \$1,500, \$2,000, \$2,500
Smarter Giving Challenge (new orgs)	New Nonprofit that receives the most unique visits to their GivingEdge profile between April 20 – May 5	\$1,500
Smarter Giving Challenge (returning orgs)	Returning Nonprofit that receives the most unique visits to their GivingEdge profile between April 20 – May 5	\$1,500

More challenges and award amounts will be announced soon by Yolo Community Foundation, Placer Community Foundation and Sacramento Metropolitan Arts Commission that will focus on specific opportunities for organizations headquartered in Yolo County and Placer County. For the arts challenges - organizations with a primary designation as an arts organization on their GivingEdge profiles and are headquartered in Sacramento County.

This year, organizations will have the opportunity to compete in designated challenges based on the size of their organization. The “small, medium, and large” designations are based on your most recent revenue figures submitted on your GivingEdge profile. The breakdown is as follows:

Small Organizations: Less than \$250,000

Medium Organizations: \$250k - \$1 million

Large Organizations: Greater than \$1 million

Staff Assignment Worksheet

Name of Staff/Volunteer	Assignment/Role	Tasks
<p><i>(Example)</i> <i>John Smith</i></p>	<p><i>(example)</i> <i>Social Media</i></p>	<p><i>(example)</i> <i>Create editorial calendar, schedule posts, day-of posting</i></p>