

Day of Giving Campaigns: Insights for Success

A Key Tool in Attracting New Donors and Engaging Alumni | Day of Giving campaigns have captured recent attention for their ability to engage new publics and create excitement among an institution's constituents. We've gathered together tips and examples of some recent successful campaigns. We hope these examples can provide you with strategies and insights as you consider implementing your own Day of Giving campaign.

KEY ELEMENTS

- ▶ A campaign that focuses on one day of giving
- ▶ Clear messaging around a single message or funding need.
- ▶ Use social media to amplify an institution's efforts
- ▶ Engage volunteers as social media ambassadors
- ▶ Secure and encourage donors to issue challenges with a donation match
- ▶ Build an element of surprise and promote in advance through teaser messages

PLANNING YOUR EVENT

- ▶ Be realistic when setting goal amounts for your program. Your current engagement level with young alums, number of active email addresses, and level of social media activity can all impact success.
- ▶ Good data is essential for success. Evaluate the accuracy and completeness of your email contact information for donors.
- ▶ Select a date that has meaning for your alumni and donor community to help build excitement and buy-in from your constituents.
- ▶ Messaging should be strong and clearly articulate the importance of giving and what the campaign will support.
- ▶ Communicate a sense of urgency for raising the money in your marketing and communications messaging.
- ▶ Line up volunteers with a high social media profile and influence with your constituents ahead of time to help spread the word.
- ▶ Day of Giving campaigns require support from multiple departments and should engage the entire campus. Talk to leadership and staff across departments in advance and ensure support for the initiative.

BENEFITS

- ▶ Day of Giving campaigns raise money as well as excitement for the institution.
- ▶ They involve constituents in giving and are good at engaging younger generations.
- ▶ They can help increase alumni participation.
- ▶ They help enhance the profile of the institution, getting everyone talking about the campaign and create a sense of community and strong culture of philanthropy among constituents.
- ▶ Allow even small donors to participate with a focus on "every gift counts" instead of the dollar amount.
- ▶ They are relatively low risk and low cost, but can have a very high reward.
- ▶ They can supplement a current campaign.

CHALLENGES

- ▶ How can you replicate the sense of urgency and the uniqueness past the first Day of Giving campaign?
- ▶ Will you have enough staff available to help plan and implement the campaign?
- ▶ There can be many IT challenges, so it's important to know ahead of time that your institution has the infrastructure to support an online campaign.
- ▶ Ensuring your organization has deliverable email addresses for your constituents and robust social media communication channels is crucial.

EXAMPLES IN ACTION

- ▶ Success of programs can be measured not just by how much is raised but also by the number of donors engaged and the percentage of new or lapsed donors.
- ▶ Here are links to a few Day of Giving campaign pages we'd like to share:
 - Notre Dame -- notredameday.nd.edu/
 - Wabash College -- www.wabash.edu/430/
 - Illinois Wesleyan -- www.iwu.edu/news/2013/all-in-for-wesleyan.html
 - Columbia University -- <http://givingday.columbia.edu/>