

#GivingTuesday Planning & Stewardship

Engaging supporters through
#GivingTuesday at College Mentors
for Kids

About the Presenters

- College Mentors for Kids
- Vicki – Development & Communications Manager
- Erin – Director of Operations
- Together, initiated #GivingTuesday participation in 2014

Overview

- General #GivingTuesday planning
- Planning for #GivingTuesday donor stewardship
- #GivingTuesday day of and follow-up

General #GivingTuesday Planning

- Began planning for #GivingTuesday 2015 in April
 - Reviewed 2014 successes, met with other organizations, got new ideas from staff
 - From that review, we came up with a to-do list along with a loose timeline
- Bigger emphasis for 2015:
 - Secure a larger match
 - Integrate #GivingTuesday into larger development timeline by engaging supporters (especially board members) sooner and more clearly identifying how they can help
 - Provide incentives to chapters to participate

Midwest Regional Forum — Vicki Rubio & Erin Cosler



I invest in
College Mentors for Kids
because...



Gifts made on Dec. 1
matched by:



#GIVEAMENTOR
#GIVINGTUESDAY



#GIVINGTUESDAY

#GivingTuesday Toolkit

Thank you for supporting College Mentors for Kids through #GivingTuesday! This toolkit will give you everything you need to be successful on **December 1st**!

Here's What To Do

Start tweeting and posting about #GivingTuesday prior to the actual day using the tweets and Facebook posts below. Then share your story. [Download and print the #unselfie flyer](#) and in why YOU support College Mentors. On December 1, take a selfie holding the sign and promote it on your Twitter and Facebook accounts. Tag us and we'll share it too!

One of our goals for #GivingTuesday is to raise \$18,000 through online donations: this means ALL online donations to College Mentors, including those received through chapter, community council, and board fundraising sites. We're really excited to announce that The Indianapolis Foundation will be our match sponsor for #GivingTuesday, matching all online gifts made on December 1. Your gifts can provide a lot of support for our programs.

#GIVINGTUESDAY™

December 1, 2015

A few tips:

- Use the hashtag #GivingTuesday
- Tag @CollegeMentors
- Include a photo of you or your child
- If you're a mentor, tag your mentee

Give joy
Give new experiences
Give a Mentor

collegementors.org



General planning cont.

- Getting buy-in
 - Attended board meeting to present & take #unselfies
 - Introduced #GivingTuesday at National Conference for our college students and planned two additional phone calls
- Integrated with direct mail campaign
- Using Hootsuite, scheduled out tweets every 15 minutes and Facebook posts consistently throughout the day

2014 & 2015 Metrics

	2015	2014
Total amount raised	\$39,564.11	\$13,422
Amount of matching/ challenge gifts	\$12,000	\$3,000
Total # individual donors	538	152
Twitter impressions	17,800	12,800
Facebook reach	2,225	3,294

Takeaways

Start planning early!

- Much of our success was due to having a plan and timeline in place

Build on your successes

- Talk to your staff & other organizations and use the information on givingtuesday.org to come up with new ideas to improve

Make it as easy as possible for your supporters to participate

- Toolkits with sample tweets, posts, e-mails, and pictures make it simple to join in
- Sometimes it's easiest to engage key supporters by talking with them about how they can help via conference calls or presentations in meetings

Planning for #GivingTuesday Specific Stewardship

- Learn from others & customize it for your organization
- There are great webinars & resources out there
 - Lynne Wester, Donor Guru
(www.donorrelationsguru.com)
 - Bloomerang webinars
 - #GivingTuesday Community
 - Claire Axelrad (www.clairification.com)

Try Out New Stewardship Ideas

- A new idea we picked up from Lynne Wester was tweeting thank yous to individual donors.
 - Set up a photo area at our annual conference for college student volunteers
 - Had students hold a blank whiteboard
 - Edited photos on picmoney.com day-of to say “Thank you, donor name!”
 - Personalized photos so students in the picture were from donor’s alma mater
 - Captured Twitter handles ahead of time using a feature in eTapestry



College Mentors @CollegeMentors · 1 Dec 2015

Thank you @elizamcnulty for your gift supporting #mentoring! #GivingTuesday #GiveAMentor



College Mentors @CollegeMentors · 1 Dec 2015

Thanks @MeMorgenstern for making gift to #GiveAMentor! You are making a difference for Cincinnati kids! @UCmentors



Your Connection to
Inspired
Stewardship

Other Donor Stewardship

- We got key social media supporters involved.
- Discover top supporters on **socialrank.com**



Nancy McLaughlin @3_mclaughlin · 1 Dec 2015
#giveamentor @CollegeMentors



Takeaways

Get ideas from other orgs but make it your own!

- Host a lunch w/other orgs, take a webinar, read articles

Find a way to personalize recognition for your supporters

- For us, alma mater
- Other ideas: favorite animal, the program they support

Ask people to support you!

- Engaging on social media is valuable to your organization and is a way for people to help in a way other than donating

It's Here! #GivingTuesday!

Your Connection to
Inspired
Stewardship

- General social media thank you
- Updated a thermometer throughout the day and shared progress on Twitter



- #GivingTuesday donation confirmation email



Thank you for investing in College Mentors for Kids on #GivingTuesday!

Your gift will help provide a caring college student mentor to a kid in need. Through structured activities that take place on the college campus, kids learn about possibilities for their future and are encouraged to pursue their goals, no matter what their circumstances! You are helping kids unlock their potential, so they can have a brighter tomorrow. **Best of all, The Indianapolis Foundation is matching all online gifts made today (up to \$5,000) so your impact is doubled!** A tax letter with details of your gift will be sent to the address you provided next month. Thank you so much for your generosity this holiday season!

See what College Mentors for Kids is all about:

#GivingTuesday Cont.

- A thank you on Twitter if we had their handle – if we didn't we tried to find it
 - Also did research on alma mater to customize the recognition
- Also recognized & thanked supporters who advocated for us or shared content
- Retweeted content from our chapters, board members, etc. and shared the #unselfies we took at the board meeting



College Mentors @CollegeMentors · 1 Dec 2015

Thank you @3_mclaughlin for spreading the word about our #GiveAMentor campaign! We appreciate your support!



#GivingTuesday Follow-Up

- Thank you email day after #GivingTuesday w/results
- In May, we'll send another follow-up thanking them again for their gift & telling a story of a kid & mentor who were positively impacted by their donation



Dear %%First Name%%,

College Mentors for Kids is overwhelmed by the generosity you showed us on #GivingTuesday! Thanks to you, we surpassed our goal of raising \$18,000 on #GivingTuesday. **The grand total is \$39,564.11!** A special thank you to The Indianapolis Foundation for providing a \$5,000 matching grant.

Your donation will change the life of a kid in your community. Because of the outpouring of support on #GivingTuesday, College Mentors for Kids will be able to **pair 66 kids in need one-on-one with a college student mentor**. If you want to learn more about College Mentors 20 year history or get more involved, visit our website, www.collegementors.org.

Thank you,



Takeaways

Map out all the ways a donor will be thanked on #GivingTuesday

- Both during #GivingTuesday & after
- Automate when possible

Tie the money donated to impact when thanking donors

- For us, \$39,564.11 = 66 mentors for kids who need them

Use the opportunity of increased social media traffic to thank other donors/supporters

Use consistent #GivingTuesday messaging in thanking people

Someone's job should be to monitor gifts coming in & ensuring thank yous go out

Thanking should continue after #GivingTuesday

Questions?

A young man and a young woman are looking at a video camera together. The man is wearing a blue t-shirt with "BUTLER" on it. The woman is wearing a light-colored shirt. They are outdoors in front of a building.

#GIVINGTUESDAY
December 1, 2015

Thank you for helping
us raise \$39,564.11 to
give 66 Mentors!

collegementors.org

 **COLLEGE
MENTORS
FOR KIDS**

