

How to Rock Your Giving Day

6 Quick Tips for Giving Day Success

Planning a giving day this year? Thinking of joining one? The power of crowdfunding and a dedicated fundraising event can attract new donors to your cause and help you raise more money, but it doesn't happen by chance. Part of any effective giving day is the network of support and resources a community giving day can offer.

1. **Set a clear goal for the day.**

Be specific about what you hope to get out of your participation. Do you have a target fundraising amount? Need to acquire a certain number of new donors? **Set a concrete goal** that will help you gauge success.

2. **Leverage what's provided.**

Connect with organizers of your giving day and take advantage of any training or resources that can help you get the most out of the event. You'll also likely make connections with local foundations and community influencers who can help your cause long after your giving day is over.

3. **Work the media.**

Most giving days have built-in promotion and press coverage, online and off. Take advantage of this exposure and be ready for questions. **Reach out to your local contacts** to help boost the attention for the big day—your community's newspaper, television, and radio stations will likely welcome the inside scoop on a local event.

4. **Embrace the urgency.**

Giving days typically feature two key things that motivate donors to take action: a deadline and a match. These motivators encourage donors to give now and give more. **Underscore the sense of urgency** in all of your communications.

5. **Empower your supporters.**

Online giving days get a boost through the power of social networks. **Encourage your supporters to spread the word** by giving them easy ways to connect with you online and provide pre-written messages they can copy, paste, and share.

6. **Focus on your follow up.**

Many giving days attract new donors to causes. Past giving days have yielded 20% to 60% new donors for participating organizations. This is a great opportunity to begin a strong relationship with supporters who are ready to take action. Have a robust welcome and retention plan in place, and please, **don't forget to send out an amazing thank you** to start things off right.