 silicon valley
gives
May 5, 2015
SVGives.org
silicon valley gives
May 5, 2015

We would like to thank our partners:

Microsoft
NBC Bay Area
Razoo

@svgives
Organizing Your Donors to Win Prizes

Jessica Weare, Microsoft

Gwyneth Gaul and Sabrina Wilensky, Silicon Valley Community Foundation
• Agenda
  – Leveraging corporate support
  – Prize opportunities
  – Creating an action plan
  – Case studies
  – Q&A
• Why Microsoft supports SV Gives
  – Local giving
  – Capacity building / donor base
  – Innovative grantmaking
  – Employee engagement
  – Visibility
• How to leverage corporate support
  – Local giving → local partnerships (alignment)
  – Capacity building / donor base → microgrants?
  – Innovative grantmaking → rethink relationship
  – Employee engagement → offer support
  – Visibility → partner on social/media, volunteer
Prize Opportunities

- **Bonus Prizes**
  - Leaderboard
  - Matching Grant

- **Golden Tickets**
  - Sequential
  - Random

- **Power Hours**
  - Unique Donors
  - Dollars Raised

[www.svgives.org/prizes-and-matches](http://www.svgives.org/prizes-and-matches)
Organization-Specific Matches

1. Reach out to your donors
2. Contact SVCF
   svgives@siliconvalleycf.org or 650.450.5444
3. SVCF will coordinate with you and your donor to confirm prize designation
4. Prize will be listed on SVGives.org and your Razoo page
5. Let people know!
Looking back at 2014

• More than 500 of the 674 nonprofits received at least one prize
• Most prizes were structured as matches for specific organizations
• Lessons learned about the impact of different prize structures (dollars v. donors)
Who will you engage
When will you target them
How will you do it
<table>
<thead>
<tr>
<th>When</th>
<th>Who</th>
<th>How</th>
<th>What</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 1</td>
<td>Board Members</td>
<td>Personal Call</td>
<td>Ask for matching grant</td>
</tr>
<tr>
<td>March 7</td>
<td>General Mailing List</td>
<td>E-Newsletter</td>
<td>Notify of event/SV Gives ad</td>
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<tr>
<td>March 7</td>
<td>Volunteers/Community</td>
<td>Email</td>
<td>Spread the word</td>
</tr>
<tr>
<td>April 10</td>
<td>General Mailing List</td>
<td>E-Newsletter</td>
<td>Countdown excitement</td>
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<tr>
<td>April 21</td>
<td>Past donors</td>
<td>Personal email</td>
<td>Ask for scheduled donations</td>
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<tr>
<td>May 2</td>
<td>All Groups</td>
<td>E-Newsletter</td>
<td>Pre-event reminder</td>
</tr>
<tr>
<td>When</td>
<td>Who</td>
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<tr>
<td>12:00 AM</td>
<td>Next Gen donors</td>
<td>Facebook post</td>
<td>Kickoff match</td>
</tr>
<tr>
<td>6:00 AM</td>
<td>General mailing list</td>
<td>Email blast</td>
<td>Reminder to give</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Board members</td>
<td>Email template to forward</td>
<td>Encouraging outreach to their networks</td>
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<tr>
<td>9:00 AM</td>
<td>Active donors</td>
<td>Twitter</td>
<td>Thank you &amp; progress</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Community members</td>
<td>Lunchtime event</td>
<td>Ask to give</td>
</tr>
</tbody>
</table>
Case Study: Machine Intelligence Research Institute (MIRI)

- Detailed action plan
- Crafted strategy around donor behavior patterns

How it was done:
https://intelligence.org/2014/04/25/may-6th-miri-participating-in-massive-24-hour-online-fundraiser
Case Study: Breast Cancer Emergency Fund

- Telling the story of their SVGives experience
- Variety of content types and social media channel
- Creating buzz through day-of events
Case Study: National Center for Equine Facilitated Therapy (NCEFT)

- Matching prizes increase success rate
- Incorporate SVGives into your organizational fundraising plan
Questions?
Reach out early and often
Make it personal
Encourage competition