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gives

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We would like to thank our partners:



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Organizing Your Donors to Win Prizes

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Gwyneth Gaul and
Sabrina Wilensky, Silicon
Valley Community
Foundation



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- Agenda
 - Leveraging corporate support
 - Prize opportunities
 - Creating an action plan
 - Case studies
 - Q&A



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- Why Microsoft supports SV Gives
 - Local giving
 - Capacity building / donor base
 - Innovative grantmaking
 - Employee engagement
 - Visibility



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- 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



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Prize Opportunities

Bonus Prizes

Leaderboard

Matching
Grant

Golden Tickets

Sequential

Random

Power Hours

Unique
Donors

Dollars
Raised

www.svgives.org/prizes-and-matches



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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!



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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)



The screenshot shows the main page of the SVGives.org fundraising event. At the top right, a countdown timer shows 23:53:34 left to give, with a 'Disable Noise!' button below it. The total amount raised is \$9,742,564. Below the header is a 'How It Works' section with a photo of volunteers and a 'Details' button. The 'Leaderboards' section is divided into two tables: 'Total Amount Raised' and 'Total Donors'. The 'Share the Giving' section includes social media sharing options and a 'Prizes' section.

1

2

3

4

5



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Who will you engage
When will you target them
How will you do it



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When	Who	How	What
March 1	Board Members	Personal Call	Ask for matching grant
March 7	General Mailing List	E-Newsletter	Notify of event/SV Gives ad
March 7	Volunteers/ Community	Email	Spread the word
April 10	General Mailing List	E-Newsletter	Countdown excitement
April 21	Past donors	Personal email	Ask for scheduled donations
May 2	All Groups	E-Newsletter	Pre-event reminder



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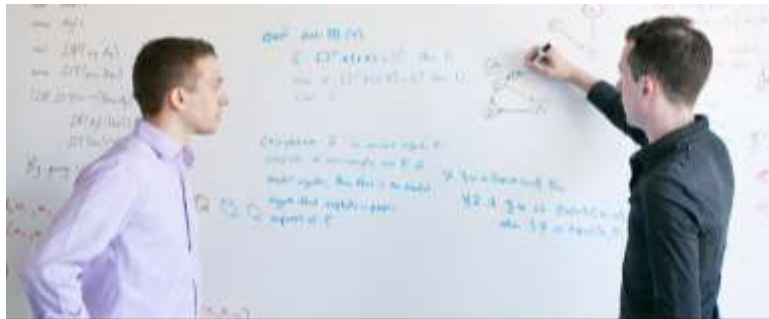
When	Who	How	What
12:00 AM	Next Gen donors	Facebook post	Kickoff match
6:00 AM	General mailing list	Email blast	Reminder to give
8:00 AM	Board members	Email template to forward	Encouraging outreach to their networks
9:00 AM	Active donors	Twitter	Thank you & progress
12:00 PM	Community members	Lunchtime event	Ask to give



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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



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Questions?



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Reach out **early and often**
Make it **personal**
Encourage **competition**



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