

silicon valley
gives

May 6, 2014



Training sponsored by



Organizing Your Donors to Win Prizes and Matches

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WHAT IS YOUR SV GIVES GOAL?



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Leaderboard Prizes Microsoft

Winner	Prize
Most Unique Donors	A set of 5 new Surface 2s
Most Gifts (Org budget >\$2M)	A full software upgrade package, including technology consultant services to assist with assessment of the organization's needs, implementation and training. A \$250,000 value.
Most Gifts (Org budget <\$2M)	A full software upgrade package, including technology consultant services to assist with assessment of the organization's needs, implementation and training. A \$250,000 value.



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Prizes By the Hour

Time	Prize
Every Hour	\$2,000 Sobrato Family Foundation + \$150 SVCF Employees
12:00 AM	\$50,000 SVCF
7:00 AM	\$35,000 Knight Foundation + \$500 Kaiser Permanente
8:00 AM	\$15,000 Bernard A. Newcomb Foundation + \$500 Kaiser Permanente
12:00 PM	\$50,000 David and Lucile Packard Foundation + \$500 Kaiser Permanente
5:00 PM	\$50,000 (\$1,000 to 50 organizations) + \$500 Kaiser Permanente
6:00 PM	\$50,000 The William and Flora Hewlett Foundation
7:00 PM	\$50,000 Gordon and Betty Moore Foundation + Xbox One
11:00 PM	\$5,000 of Twilio products and services

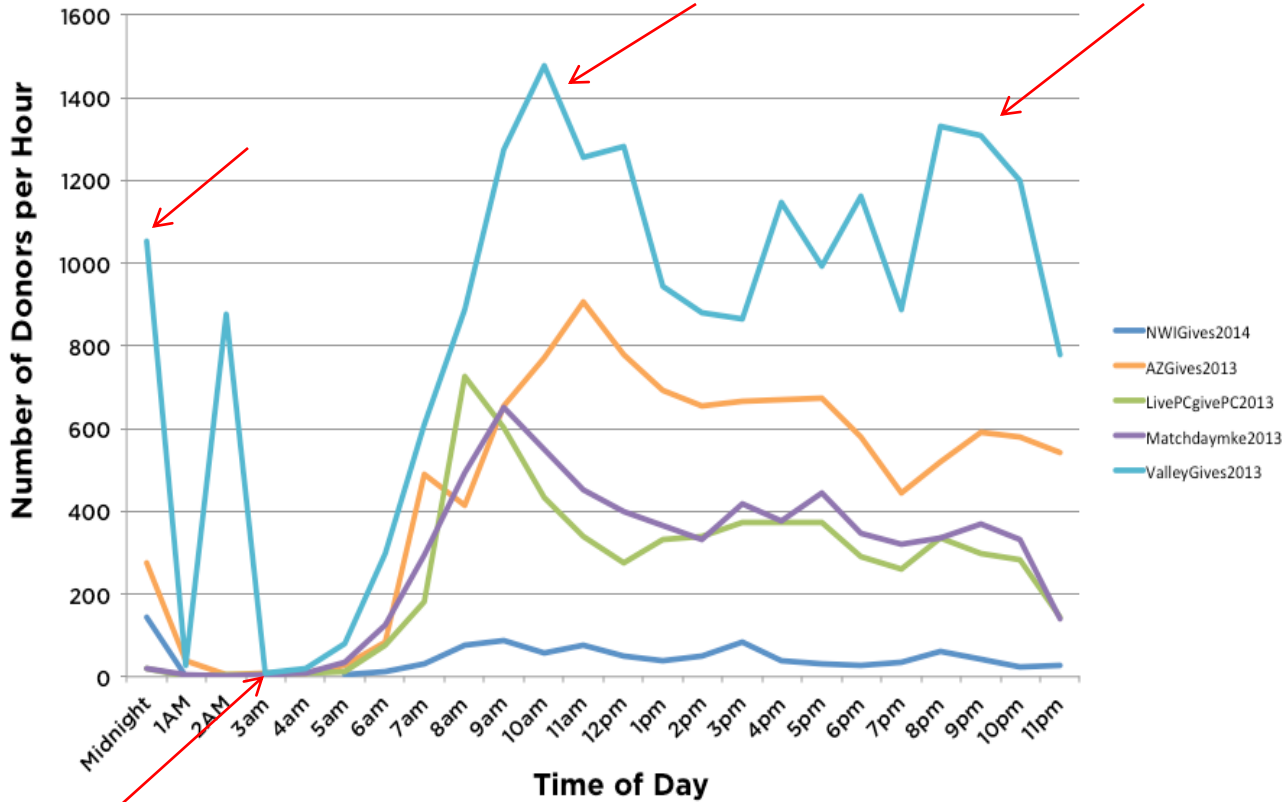


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Giving Day Donors per Hour (w/out GiveMN)





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Time Remaining to Give... **42 : 11 : 27 : 16**
Days Hours Minutes Seconds

Find a cause

Total Dollars: **\$0**
Unique Donors: 0 Donations: 0

Home Prizes Rules Nonprofit Toolkit Marketing Toolkit FAQs Resources

Welcome to Silicon Valley Gives

Today is Silicon Valley Gives. In celebration of the 100th anniversary of community foundations, SVCF is raising money for the next 24-hours to benefit charitable causes in our local communities.

This event is a great way to take action and give support for thousands of local nonprofits – and make a difference to people's lives here in Santa Clara, San Mateo and San Benito counties.

Give today!

[Donate Now](#)



Double Your Dollars!

\$0.00

Matching Grants remaining of \$0.00 offered

[Find Matching Grants](#)

How it Works

On Tuesday, May 6, 2014, in celebration of the 100th anniversary of community foundations, SVCF will raise money for local nonprofits through a single online donation platform, providing a great way to connect donors to the charitable causes they care about most and encourage them to take action.

Join the conversation



Tweets

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Large Nonprofits: revenue over \$2 Million

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		UNIQUE DONORS	Amount Given
1	CASA CHIRILAGUA	539	\$51,433
2	Running Brooke	135	\$36,823
3	ALEXANDRIA SOCCER ASSOCIATION INC	407	\$32,112
4	KING STREET CATS	358	\$31,897
5	EMPOWERED WOMEN INTERNATIONAL INC	399	\$30,497
6	THE ART LEAGUE INC	322	\$23,518
7	Alexandria Seaport Foundation	125	\$20,140
8	URBAN ALLIANCE FOUNDATION INC	238	\$16,960
9	ACT for Alexandria	136	\$15,611
10	Carpenter's Shelter, Inc.	221	\$14,355

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Create an Activation Plan

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

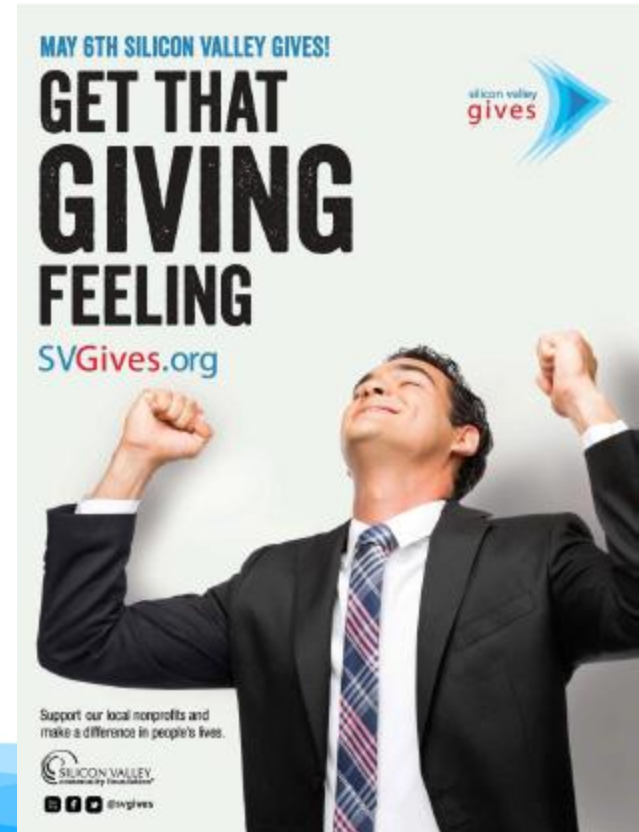


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Activate your Network : 30 Day Plan

When	Who	How	What
April 1	Board Members	Personal Call	Ask for matching grant
April 7	General Mailing List	E-Newsletter	Notify of event/ SV Gives ad
April 15	Past donors	Personal email	Ask for scheduled donations
April 21	Volunteers/ Community	Email	





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Activate your Network : May 6th

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 1: Washington Nationals Dream Foundation





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Case Study 2: For Love of Children





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Reach out Early & Often
Make it personal
Encourage Competition
...and You will Raise Money!

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Questions?



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KF Knight Foundation

Gordon Russell &
Bettina McAdoo



Mark and Elizabeth
Moragne Fund



nvidia.

Shackleton
Family Fund

maxygen



The
SOBRATO
Family Foundation

Robert N. and Florence
Slinger Foundation



Bernard A. Newcomb
Foundation

the David &
Lucile Packard
FOUNDATION

GORDON AND BETTY
MOORE
FOUNDATION



Gallo Family Fund



Thompson Family
Foundation

TOSA Foundation



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