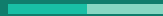


CAMPAIGN STRATEGIES FOR
Small Nonprofits
2020



The challenge...

- ★ People may not be as familiar with your cause
- ★ You may not have as much or as organized donor data
- ★ You may not have as many people to ask to help you run your campaign
- ★ Your fundraising processes are likely less formalized

\$276.30

Average Gift Size to a City Specific Organization
in 2020

\$137.96

Average Gift Size to a National Organization
in 2020

2020
GIVING
STATS

COURTESY OF
#GIVING
TUESDAY™

Where do you start?



Start by setting
expectations.

- ★ Set a reasonable goal
- ★ Set a reasonable amount of activities to reach that goal
- ★ Make a cheat sheet
(more on this later)

Two expectations I need to share with you right now.

One you'll like me for the other you'll want to kick me for...so let's get the bad one out of the way.

Your campaign
starts now.

1

Your campaign
starts now.

1

“But I don’t have
time Monica!”

Your campaign
starts now.

1

- ★ Write your emails & social posts ahead of time
- ★ Make sure your team knows what to do in advance
- ★ Plan as much as possible before December so when it starts you can just work your plan

You don't have
to campaign all
month long.

2

You have two must
campaign days:

- ★ #GivingTuesday (Dec 1)
- ★ New Year's Eve

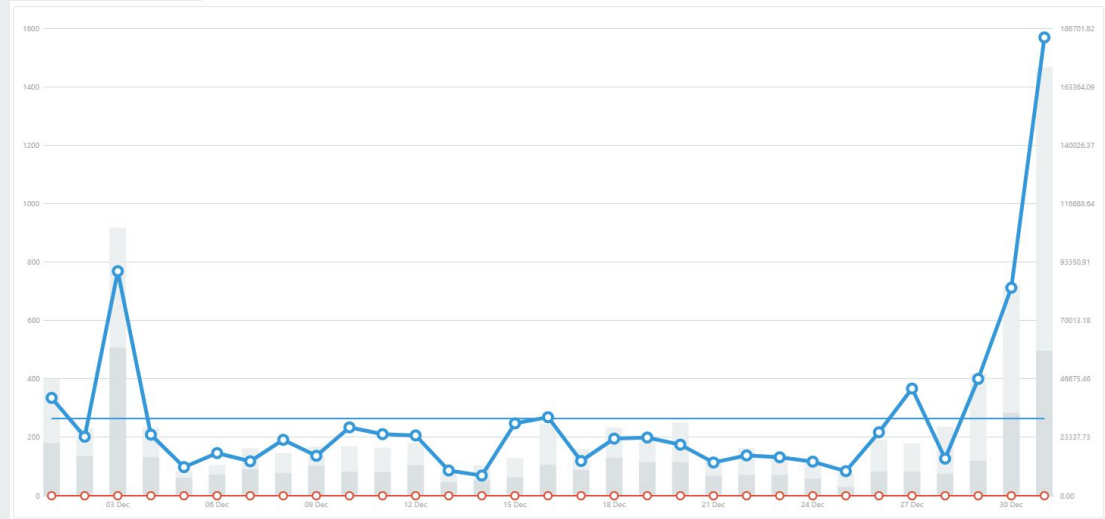
Be an overachiever...

- ★ December 30th

You don't have
to campaign all
month long.

2

Donations per day on CoMoGives



You don't have
to campaign all
month long.

2

On those days commit
yourself to marketing your
cause:

- ★ Send out emails
- ★ Make social posts
- ★ Make phone calls & texts
- ★ Do Facebook Lives

Now what?



Take inventory.

3

- ★ What do you have that you can use right now?
- ★ The trick to marketing on a budget is looking at the things you already have before you buy more.

Take inventory.

3

Marketing Asset Discovery

How can you leverage your existing assets to market your business and build more assets?

Clients, Leads & Supporters

- ❑ Email List/Subscribers
- ❑ Past & Current Customers
- ❑ Mailing List
- ❑ Current Leads & Past Leads
- ❑ Facebook/Twitter/Instagram Followers
- ❑ Past Event Attendees
- ❑ Trade Show Contacts
- ❑ Website Visitors

Your Team & Family

- ❑ Staff
- ❑ Volunteers
- ❑ Board Members
- ❑ Sales
- ❑ Designers
- ❑ Writers
- ❑ Delivery Truck Drivers
- ❑ Interns
- ❑ Spouses
- ❑ Children

Company Sphere of Influence

- ❑ Partner Organizations
- ❑ Strategic Alliances
- ❑ Referral Sources
- ❑ Professional Organizations
- ❑ Networking Groups

Processes

- ❑ Checkout
- ❑ Sales

Your Team & Family's Sphere of Influence

- ❑ Church
- ❑ Gym
- ❑ Employers
- ❑ Neighborhood Association
- ❑ Country Club

Location Resources

- ❑ Shared Building Spaces
- ❑ Signage
- ❑ Window/Display Space
- ❑ Sidewalks

Equipment

- ❑ Printer
- ❑ Company Cars
- ❑ CRM
- ❑ Smart Phones
- ❑ Tablets
- ❑ Computers

Existing Marketing Materials

- ❑ Previously Designed Ads
- ❑ Photos & Videos
- ❑ Testimonials & Quotes
- ❑ General Purpose Brochures
- ❑ Previous Newsletters
- ❑ Recurring Events with Established Attendance
- ❑ Ad Specialty Items

The trick to marketing on a budget is to look at the things you already have before trying to buy more. Everyone knows money is an asset but what about other resources you have that can help you promote your business?

Here are a few examples:

If you have an existing **email list** ask them to follow you on **Facebook**.

If you have a **busy waiting room**, put up a sign or better yet a TV to **show a presentation** about your service offerings.

If you **drive** around all day put a **magnet** on your car.

If you have **old photos, testimonials or newsletters** pull content from them to post on **social media**.

If you send out **paper invoices** include a **note** about new services.

If you are located on a **busy sidewalk** use **chalk** to write a message or put up a **sandwich board** with specials.

If you have **employees** working on a job site have them **hang door hangers** on neighboring houses.

Take inventory.

3

Who will be on your team?

- ★ Volunteers
- ★ Family
- ★ Friends
- ★ Kids
- ★ Board

Take inventory.

3

What are they willing to contribute?

- ★ Peer-to-Peer
- ★ Time
- ★ Contacts
- ★ Talents
- ★ Planning time
- ★ Coordinating the team
- ★ Marketing expertise
- ★ Donations 😊

Take inventory.

3

- ★ **Ask them** to help by doing what you think they'll be good at
- ★ Keep the items you're good at (and you don't have anyone to delegate to) as your own

Use what you have to start
building your plan.



Craft your story.

4

1. Tell people the problem you need to solve
2. Let them know they can solve it
3. Show them you are right
middleman to make it happen

#GIVINGTUESDAY

We conducted a donor survey.



Most popular reasons for giving...

Easy in general, maybe nonprofits don't make it so easy on their site or platforms, many small nonprofits don't have the capacity to do what CoMoGives can

Easy to donate to multiple nonprofits that they already care about, all in one place, **not having to donate or write a check to each individually**, easy to do regular / routine yearly donations, **simplifies year-end giving**

Love for the community and wanting to keep money local

What can we learn from this?

- ★ Emphasize convenience
- ★ Emphasize local
- ★ Some people are waiting until CoMoGives to make their gifts
- ★ Check out your own online giving options on your website, it may not be as easy to use as you think

How has COVID affected your organization and those you serve?

“ Unfortunately, coronavirus has presented an easy-to-understand problem for donors to solve. But not all organizations are "taking advantage" of this opportunity. Many campaigns we have seen are reluctant to paint their organization as needy. As a result, they don't adequately put the donor in the position of the hero.”

Craft your story.

4



example

Grade A Plus Academic Support and Enrichment Program is a free community tutoring and mentoring program for youth aged 8-19.

1

Tell people the problem you need to solve

Middle school students are sitting in Taco Bell parking lots borrowing free wifi to do their homework.

With school going virtual students in Columbia need our support more than ever.

They need more than internet access they need tutors and even technology to just to join school online.

NOTE: This can also be a story or statistic

2

Let them know they can solve it

With your donation we can bridge this gap.

Together we can connect these students with the resources they need to continue with their education!

3

Show them you are the right middleman to make it happen

We have over doubled our tutoring hours, volunteers and staff, your donation will help tutor and mentor youth.

Your donation will assist with providing internet for students without access.

Your donation will continue to secure iPads and Chromebooks allowing youth to attend school online.

Make a cheat sheet.

5

- ★ List out activities
- ★ Who will be responsible
- ★ When they are due
- ★ Put them in chronological order

Make a cheat sheet.

5

- ★ This is your master list
- ★ Put it on your wall
- ★ Share it with your team
- ★ Look at it so you don't have to think about what to do next
- ★ Add to it as you go
- ★ Keep it for next year

Make a cheat sheet.

5

Write Emails - Susan

- ★ Giving Tuesday
- ★ Dec 30
- ★ Dec 31- Last Day
- ★ Dec 31 - Last chance

Due Oct. 1

Gather Emails from Board - Jacob

Due Nov. 15

Send Emails - Joy

Dec 1, 30 & 31 @ 8:30 AM

Dec 31 second email 4:40 PM

Let's recap.



Start by setting expectations.

1. Your campaign starts now
2. You don't have to campaign all month long
3. Take inventory
4. Craft your story
5. Make a cheat sheet

CAMPAIGN STRATEGIES FOR
Small Nonprofits
2020





 @mayecreate

 @mayecreate

 @mayecreate

mayecreate.com

