Crowdfunding + Giving Days
Inflation Comparison: Percent Growth

Source: Bureau of Labor Statistics, Consumer Price Index
Note: January 1978 is the earliest CPI data for College Tuition & Fees.
GIVING DAY

RESULTS

Alumni  Young Alumni  Parents & Friends

New Donors  Lapsed Donors  Tracked Prospects
Goals

1. Broaden the fundraising base
2. Convert underdeveloped audiences
3. Deepen the relationship with existing donors
4. Support affiliate programs
5. Try something new
6. Streamline internal workflows
Partner commitments

- Digital experts to host the website
- A steering team to serve as the primary decision makers
- Program partners with primary contacts
- Volunteers to support peer-to-peer outreach
Messaging overview

Crowdfunding campaigns and giving days are:

- energetic
- inspiring
- time-sensitive
- online
Key Messaging

What does impact mean? Tomorrow will be better, because of our actions today.

- Invite people to come together to experience collective action.
- Help your organization fulfill its mission.
- Reinforce—in an emotionally stirring way—that each person and each gift is part of an event that has immediate, visible results.
Key Messaging

We want our audiences to feel:

- Pride
- Togetherness
- Excitement and involvement
Creative Direction

Offer an experience that is recognizably us but is unique to this campaign.

The mood:

- Optimistic but not sappy
- Smart but not stodgy
- Encouraging but not gushing
- Fun but not childish
- Clever but not silly
- Informal but not sloppy
- Helpful but not overbearing
Event guidelines

- Every online and over-the-phone gift given on Giving Day counts toward the total.

- The website displays a real-time running tally of the total number of donors and dollars raised overall, as well as for each partner program.

- Partner programs coordinate email messages and other ways of driving excitement, competition, and gift giving.

- The day is structured around challenges, during which partner programs work to earn bonus money.
Marketing Plan

Primary strategies
Marketing Overview

This event will target potential donors through many channels including:

- Email
- Social media
- Web
- Advertising
- Text messaging
- Events
- PR
### Day of Giving Marketing

April 20, 2020

<table>
<thead>
<tr>
<th>EMAILS</th>
<th>JANUARY-MARCH</th>
<th>APRIL</th>
<th>APRIL 25 – DAY OF GIVING Event</th>
<th>POST EVENT</th>
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<tr>
<td>EMAILS</td>
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<td>MARCH</td>
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### NEWS MEDIA OUTLETS

- Articles/Stories: Including your own web properties

### DIRECT MAIL

- Postcard or letter: Consider for volunteers and engaged, target audiences

### IN-PERSON EVENTS

- All your organization
- In your community

### SOCIAL MEDIA

- Volunteer posts: These are messages your volunteers post
- Facebook: Posts to your organization's fan page
- Twitter: Posts to your organization's account
- Instagram: Posts to your organization's account
- LinkedIn: Your organization's page or group
- Affiliates channels: These are messages your organization's partners post
- Social media aggregator: Plan to monitor and promote user-generated posts

### WEBSITES

- Your day of giving site: Landing page, About page, Challenges, Giving form
- Your organization site: Calls to action on key landing pages
- Affiliate sites: Calls to action on key landing pages

### MARKETING RESOURCES

- Presentations
- Toolkit

### GIVE AWAY ITEMS

<table>
<thead>
<tr>
<th>For everyone</th>
<th>Simple items, like stickers</th>
<th>Distributed</th>
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</thead>
<tbody>
<tr>
<td>For volunteers</td>
<td>Thank you item, like a hat, coffee mug, etc.</td>
<td>With sign-up</td>
</tr>
<tr>
<td>For event staff</td>
<td>T-shirts</td>
<td>With sign-up</td>
</tr>
</tbody>
</table>
Email

Audience segmentation
Audience Hierarchy

GENERAL HIERARCHY

- VIPs
- Past day of giving donors
- Multi-area donors
- Other donors
- Non-donor volunteers
- All other non-donors

OTHER SEGMENTS

- Students/members
- Staff
- Other community members
Email 1

- Announce the date
- Introduce the event
- Get people excited

Cornell’s Giving Day is March 20!

Giving Day is your chance to be part of something extraordinary. On March 20, your gifts can earn challenge funds and bonuses for the areas that matter most to you at Cornell, and each gift you make will have even more impact as it is joined with thousands of others. So save the date, because these 24 hours are more than just a chance to make a difference—they’re a celebration of the Cornell spirit and drive to make the world a better place.

Let’s join together and see what a difference one day can make. See you then!

WATCH THE GIVING DAY VIDEO
Email 2

- Tease the event
- Preview excitement
- Allow exploration

7 days until Giving Day 2018!

Though we know it’s a week away we want to remind you that Giving Day comes around just once a year: a day for spirit, and springtime cheer.

So let’s get ready to join the fun! We’ll be up all night before it’s done which, when you think about it, is just as well; it won’t be our first all-nighter at Cornell!

Let’s watch as the gifts grow over the hours from across the oceans, or atop McGraw Tower. Come join the fun and accomplish great feats and for those on the Hill, perhaps a frozen treat?

Let’s make this Giving Day the best day ever— we know it will be, when Cornellians come together.

Here’s a sneak peek of what’s in store for Giving Day. Now mark your calendars for March 20!

GET READY FOR GIVING DAY
Email 3

- Make a gift
- Event activities
- How it works

You can make today the best Giving Day ever!

MAKE YOUR GIFT NOW

Cornell Giving Day is your chance to support the areas that matter most to you at Cornell and the causes closest to your heart, to earn challenge funds and bonuses with your gifts, and to celebrate as Cornellians from around the world gather together to make a difference.

As the day goes on be sure to keep an eye on the leaderboards, scroll through the #CornellGivingDay hashtag, and join the fun!

This Giving Day, you can do more than change Cornell’s future—you can change the future of the world through Cornell.

This e-mail was personalized just for you, so it should not be forwarded. Please spread the word by sending a special message!
Email 4

- Check out the action
- Still time to give
- Giving again

The Giving Day fun is far from over! There’s still time to make a difference—or an EVEN BIGGER difference!

Whether or not you’ve already made a gift, there are still plenty of opportunities to earn challenge funds and bonuses for your favorite areas of Cornell, and support the causes that matter most to you! If you haven’t made your gift yet, or if you’d like to make an additional gift, you can give now.

Keep checking in—Giving Day goes until midnight! See you on the other side!

This e-mail was personalized just for you, so it should not be forwarded. Please spread the word by sending a special message!

SEND TO A FRIEND
Supporting partner-driven emails

Your day-of-giving brand and marketing can support partners in reaching their fundraising goals. In addition to a shared marketing strategy, consider providing:

- Marketing toolkit
- Monthly meetings
- Email marketing liaisons
Social Campaigns

#GivingDay
#GivingDay Overview

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- Training for partner program
  - Creating custom audiences for social ads
  - Content strategy for campaign
- Paid advertising
  - Facebook, Instagram
  - Twitter
  - Google
- Social media volunteers
  - Recruitment (January-March 2020)
- Social challenges
  - Social shares
  - User generated content
Video parameters

- Save-the-date (30 sec)
- Teaser/Day-of (1 min)
- Thank you (30 sec)
Video parameters

- Save-the-date (30 sec)
- Teaser/Day-of (1 min)
- Thank you (30 sec)
Digital

Web, ads, and texts
Digital Strategy

- Public launch is set two weeks prior to the online event.
- Primary source of gifts is email.
- Website is built for different giving behaviors.
- Social campaigns leverage social media ambassadors.
Giving Day Website

- The event website is the central hub for:
  - Promotional video
  - Campaigns and profiles
  - Challenges
  - Peer-to-peer fundraising
  - Giving
Profiles and Campaigns

To establish a connection between donors and individual funds, the website offers unique fund profiles and supported campaigns.
Crowdfunding Website

- The website is the central hub for:
  - Promotional video
  - Description
  - Updates
  - Donor wall
  - Giving
## Google Ads

<table>
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<tr>
<th>Keyword</th>
<th>Acquisition</th>
<th>Behavior</th>
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<tbody>
<tr>
<td></td>
<td>Clicks</td>
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<tr>
<td>1. cornell giving day</td>
<td>575 (38.03%)</td>
<td>$51.00 (10.26%)</td>
<td>$0.09</td>
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<tr>
<td>2. cornell university</td>
<td>448 (25.63%)</td>
<td>$223.78 (44.95%)</td>
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<tr>
<td>3. cornell</td>
<td>396 (26.19%)</td>
<td>$190.93 (38.35%)</td>
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<tr>
<td>4. giving day</td>
<td>93 (6.15%)</td>
<td>$32.14 (6.46%)</td>
<td>$0.35</td>
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<tr>
<td>5. (not set)</td>
<td>0 (0.00%)</td>
<td>$0.00 (0.00%)</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
Facebook/Instagram – invested: $581, gained: $8,404, ROI: 1,446.47%
Twitter – invested: $473.12, gained: 1,142.88, ROI: 241.56%
Google - invested: $632.88, gained: $56,742.12, ROI: 8,965 %

Total: $1,687.37 ad budget
$3,562 invested, $4,325 gained, ROI=121.42%

2019 Pilot: Out of the 15,642 text messaging recipients, 3,313 (21.18%) gave at some point on Giving Day. 2,136 of these donors are undergraduate alumni. The average gift made by these texting recipients was $111.28.
Hi [NAME], this is [SENDER FULL NAME] from Cornell Alumni Affairs. Today is Giving Day! 🎉 So far thousands of people have joined in to support Cornell. Have you made a gift today?

- IF ALREADY MADE THEIR GIFT
  - We want every Cornellian to get the word about Giving Day. Can you share the Giving Day site with your friends?
  - IF YES
  - Great! Pass this link on 🐻 LINK

- IF NO AND ASK HOW THEY CAN
  - Awesome! Here you go: LINK

- IF NO THEY DON'T WANT TO GIVE
  - No worries. You can still join the fun and check out the site here: LINK. Or if you want, share a Cornell selfie with the #CornellGivingDay hashtag!

- I’LL GIVE LATER
  - 😎 great to hear! Here’s your link for when you’re ready: LINK TBD

- HOW’D YOU GET MY NUMBER
  - At some point, you provided your mobile number to Cornell. I can help update your communication preferences if you’d like.

- WHAT IS Giving Day?
  - Giving Day is a 24-hour challenge where Cornellians near and far join together to give back to the areas they love at Cornell. Check it out here! LINK
Public Relations & Editorial

More ways to spread the word
PR Opportunities

- Organization homepage
  - Spotlight section
  - Hero section
- Staff email lists
  - Other communicators
  - Official staff memo

Sample spotlight and hero art
Editorial Strategy

- Pre-event write up
- Live blogging
- Individual profiles
- Post-event wrap up

Giving Day 2018 breaks records with philanthropic innovations

By Kate Klein | March 22, 2018
Events

In-person and online
Day of Giving Events

- Volunteer recruitment
- Organization-wide events
- Partner program events
- Community events
- Staff events

More than 500 students wrote 1,300 thank you cards to donors during a Giving Day event at Willard Straight Hall.
Resources

- Airtable planner
- Marketing spreadsheet