Welcome!
We’ll get started at 10 a.m. ET.

- Introduce yourself using the Chat feature. Select To “All panelists and attendees” before sending your message.
- Use the Q&A feature to ask questions.
Session Four: Connecting with your Network
OBJECTIVE

1. Identify how to communicate effectively with your network

2. Make it easy for your network to support you

3. Time your communications + sharing your project URL
Agenda

1. Introduction
2. Having Meaningful Fundraising Conversations
3. Timing Your Communications
4. Your Next Steps
5. Q&A
SESSION 4  

Connecting with your Network

May 21, 10:00 AM ET
Introduction
Meet Your Trainers

Megan DeSisti
*Program Associate - New Partner Support*

Jasmine Adams
*Program Officer: Learning and Engagement*

Anna Juszczyk
*Program Fellow*
Webinar Guidelines

• Comments → Chat
• Questions → Q&A
• Leave webinar + rejoin if experiencing audio/technical issues
• Webinar recording will be available on the Accelerator Hub page within 12 hours
Deadline tomorrow!

Submitting your project is required.

PROJECT SUBMISSION DEADLINE

May 22
5 p.m. ET
### Network Map

**Key**

- I = Influence
- P = Passion
- $ = Cash
- T = Time
- C = Contacts
- E = Expertise

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<th>Companies</th>
<th>Individuals</th>
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<td>Example: Mark Smith, RPI Corporation, $</td>
<td>Example: Lea Wang, P</td>
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<th>Media</th>
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<td>Example: Sue Pete, CNN, C</td>
<td>Example: Amrita Singh, I</td>
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<th>Volunteers</th>
<th>Government Representatives</th>
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<td>Example: Marten Lemma, T</td>
<td>Example: Yani Jones, City Council, I</td>
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<th>Constituents</th>
<th>Foundations</th>
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<td>Example: Lawrence Hale, E</td>
<td>Example: Sara Paul, Paul Family Foundation, $</td>
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Visit [www.globalgiving.org/learn](http://www.globalgiving.org/learn) for more fundraising tips, tools, and resources.
Communicating With Empathy During COVID-19

Know your network well (Network Mapping)
Be responsive to your donor community’s circumstances

Be upfront + honest about your organization needs
Strive for clear + concise communication on your project page, social media, emails, etc.

Highlight your constituents and lean heavily on visual storytelling
Personal stories inspire giving!

Highlight how interconnected we all are (especially now!)

Persistence is key to fundraising but respect donor rejection
Receiving “no’s” is part of the job
POLL: How do you currently communicate with your network? (Primary method)
In-person
Phone call
Text message
Email
Social media

Most personal

Least personal
Given COVID-19, you’re limited to mostly virtual communication. How can you still connect genuinely with your network?
Social Distancing

Physical Distancing + Social Solidarity
Get creative with technology!

Hold virtual gatherings with your network

- Virtual interactive Q&A session
- Phone-based conference call
- Facebook live meeting
- 1:1 virtual meetup
- Virtual happy hour/fundraising event
- What ideas do you have?

Video chat apps include Zoom, Google Hangouts, Skype, FaceTime, Skype, WhatsApp....
Things that a charity wants to tell a donor

- That our shops have been closed
- That our budgets have been seriously hit
- That our events have been cancelled
- We have been forced to furlough staff
- Why we are needed more than ever
- About our brand

Things that a donor wants to hear from a charity

- What you are doing with my money
- Why I made the right decision to support you
- This is not business as usual so we are changing our approach
- Why you are still relevant
- That you are still helping those in need
- That you value and need me more than ever

We can beat Coronavirus

- Our beneficiaries are in need
- We’ve been in the news
- How you can support us
- How you can find us on social media
- That you realise that I want to do and give you more
- That you realise that I may have to give less for a while
Three Important Takeaways

1. **Focus on what donors want to hear.** How is your work relevant to your constituents?

2. **Show how you are innovating.** How are you keeping your staff and community safe?

3. **Show your donors they are valued.** Tell them how you will use the money you raise.

Source:
Having Meaningful Fundraising Conversations
• Have a conversation, **don’t** make a sales pitch.

• Smile + make direct eye contact (if you’re on video call)

• Explain why you care about your work + what you’re trying to achieve.

• Provide options - donate or support by sharing project page with network.
Phone Call/Text Message Tips

- Keep it short + sweet: the clearer you can be the better.
- Explain how their donation can make a difference - and why they should give now.
- Follow up a phone call with an email or text message with your project URL.
Email Best Practices
Short + Sweet

Compelling Images

Donor-focused

Clear Call-to-Action

Personal + Segmented

Mobile-Friendly
Dear Kevin,

What are you doing for “Black Friday” this year? Why not change the world?

On the day after Thanksgiving, we suggest ditching the mall and snuggling up to this easy earth-changing idea for gift giving:

Take part in the “Great American Sleep-in” on GlobalGiving.org.

Here’s how it works:
- Sleep in, spend time with your loved ones at home, and avoid the crowded stores and long lines.
- Stay in your slippers and order GlobalGiving Gift Cards online. Give the card to someone you love; they go to globalgiving.org and pick a cause that touches their heart, and they use your card to donate to their favorite project. It’s the gift that changes lives.

Remember, you can also donate to a cause in your loved ones’ name (and they’ll get a lovely card letting them know).

We want to give you a little something, too. No charge on (standard) shipping and handling on all Gift Card purchases through December 28th. Check out our new holiday designs - they are really a beautiful gift in so many ways.

Want a little more to unwrap? If Gift Cards aren’t your style, go to WorldofGood.com/GlobalGiving to buy positive, eco-friendly products that are for good on the planet. For each transaction on its site, World of Good will contribute $5 to GlobalGiving projects.

Celebrate Black Friday by doing all your gift giving through GlobalGiving.org. It’s a great way to say Happy Generous Holidays!

There’s still time to give the gift card that gives back.

With email or print-at-home GlobalGiving gift cards, you choose the design and the dollar amount, and your loved ones choose how they want to change the world.
Email DOs and DON’Ts

☑️ DO send individual emails
☑️ DO consider a mass emailing service like Mailchimp
☑️ DO use the Accelerator to help build your email list
☑️ DO include a clear call-to-action with a link to your GlobalGiving project page

☒ DON’T add multiple emails to the “CC” line
☒ DON’T add people to your email list without their permission
☒ DON’T purchase an email list
☒ DON’T use “Click Here” as your call to action
Social Media Tips
PHOTOS

Choose clear, engaging photos to promote your cause.

Photos with links in the comments, not caption, will reach more people.
Our film is changing refugee lives!

Be sure to join us for virtual MOVIE NIGHT and find out how “Hot Dogs on a Tricycle” has had so much impact.

Thursday, May 21 at 8pm EDT - Registration link in bio

Promote your organization with sharable content.

On-brand fact and photo quotes are widely shared and are a great way to gain new followers for your page!
Thanks to everybody who supported us this past December we reached the goal and achieved a permanent partnership with @globalgiving! 🎉

This means GlobalGiving is our new fundraising channel and all international donations will be received through there 🎉

We are able to provide US donors tax deductions and UK donors Gift Aid.

You can view and donate to our project at: http://goto.gg/43436

Gracias a todos los que apoyaron en este diciembre alcanzamos la meta de convertirnos en socios permanentes de GlobalGiving! 🎉

 Esto significa que podemos recibir donaciones deducibles de impuestos a donantes en USA y Gift Aid a donantes en UK. 🎉

Pueden visitar y donar a nuestro proyecto entrando aquí:
http://goto.gg/43436

¡¡Gracias Dios!!! 😊❤️

#SanPedroSula #SPS #Honduras #trashdump #garbage dump #Stop child labor #Education #School #Fundraising #Graduate #Community
#Support @ Proyecto Grace Honduras

See Translation

Share events and milestones!

Share, via short messages, fundraising deadlines as a means of encouraging supporters to give.
Create a sense of urgency by sharing deadlines

Share fundraising deadlines via short messages as a way to encourage supporters to give.
May 8 - May 17

Getting Prepared

The Accelerator Training Program starts on May 18. You can start preparing by checking the following action items off your to-do list!

Read the Terms + Conditions
Curious about GlobalGiving’s monthly matching offer? Excited to earn a share of the $25,000 incentive fund on Bonus Day? Read the Terms + Conditions to learn more!

Complete the Pre-Accelerator Survey
Complete the survey to help us learn about your experience with online fundraising and expectations for the campaign. Anonymous information shared here will help us help you!

Join the Accelerator Facebook Group
Meet your fellow participants!

Download the Accelerator Graphic Assets
Use our official visual assets to supercharge your Accelerator promotions.

OPTIONAL: Pay $200 to lock-in a reduced fee
Drive more money to your project by lowering your nonprofit support fee. Learn more and complete the optional payment by June 4.
GlobalGiving is always written as one word, not two. The first two Gs should be capitalized.

- GlobalGiving
- Global Giving
- Globalgiving
- globalgiving
Invaluable Resources
All on the Accelerator Hub page
27 Free Resources For Nonprofit Fundraising + More!

TEMPLATES: How To Communicate With Donors During The COVID-19 Pandemic

Sample Email Fundraising Campaign: Customize It For Your Nonprofit

9 Super-Simple Tips For Writing Effective Thank You Emails
Timing Your Communications
The campaign goes by quickly, but **urgency is your friend!**
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**Notes:**
- Memorial Day - US Holiday (GlobalGiving Office Closed)
- World Refugee Day!
Campaign Communication Strategy Example

- **Campaign launch**
  - Soft launch (One-two week period where you recruit supporters and sensitize them to the campaign) → Email + social media
  - **Hard launch (June 8, 9 a.m. ET)** → Email, website, social media, newsletter

- **Mid-Campaign (June 17, 24-hour Bonus Day!)**
  - Announce start of Bonus Day, June 17, 00:00:00 ET (email, social media)
  - Midway through Bonus Day, June 17, 12:00:00 ET (email, social media)
  - Final hours of Bonus Day (social media)
  - Bonus Day over, June 17, 23:59:59 ET (email, social media)

- **Final week of campaign (June 22)** → email, social media
- One day left (June 25) → email, social media
- **Final Day (June 26)** → email, social media
The more you donate, the more we win of GlobalGiving’s $20,000 Incentive Fund!

JUNE 17
00:00:00 ET - 23:59:59 ET
BONUS DAY

Terms and Conditions Apply
I wrote about 70 individuals the day before the Accelerator Bonus Day, and most of the people who gave donated that night and not the next day, even though I wrote ‘donate tomorrow’ multiple times in the email. We obviously are thankful for those donations, but missed the opportunity to have the money go a little bit farther. So, I think next time I wouldn’t reach out to individuals the night before. I would do it the morning of.

LAURA COLLAZO
The Bienvenido Project
Sharing Your Project URL
1. Log in to your GlobalGiving account and go to your Dashboard.
2. Once you’re on your Dashboard, scroll down to where your project is located.

3. Click on your project title!
Share on social media

Link to this project

**Project URL**
The URL for this project's page on GlobalGiving.org.

https://www.globalgiving.org/projects/train-women-leaders-for-wildlife-conservation/

**Short project URL**
A shorter URL to use in printed materials or elsewhere.

https://goto.gg/46878

**Monthly donation URL**
This URL will display monthly donation options by default.

https://www.globalgiving.org/projects/train-women-leaders-for-wildlife-conservation/?show=recurring
PROJECT SUBMISSION DEADLINE

May 22
5 p.m. ET
Facebook Group Activity

Create a draft message to one of your supporters and share in the Facebook group!

(Tip: Refer back to your network map)

- Please don’t share any personally identifying information.
- Mention what method you would send the message through - Virtual Skype call, phone call, text, email, social media.
- Use templates on Accelerator Hub page as guidelines!
We’re here to help!

Email us at accelerator@globalgiving.org
Thank you!