July Bonus Day

GlobalGiving
Agenda

Welcome + Introductions

July Bonus Day: History, Eligibility, Prizes!

Major Gift Fundraising

Wrap Up
Webinar Facilitators

Kelly Wilson
Campaign Manager

Katherine Heidecke
Program Fellow
Meet Your Neighbors!

1. Your name, organization, and location
2. One-word check-in - how you’re feeling today
3. One thing you’re looking forward to in the next week
 ● Understand the how the July Bonus Day works and obtain the information necessary to decide if your organization should participate
 ● Cover major gift fundraising basics to put into action
 ● Begin to discern the impact of COVID-19 on major gift fundraising
July Bonus Day Training Dates

- June 2 - Campaign Overview Webinar
- June 9 - Interactive Preparation Session
- June 16 - Peer Learning Session
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**July Bonus Day: History, Eligibility, Prizes!**

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Wrap Up
Campaign History

GlobalGiving’s BIG one-day campaign in July

GG Rewards Bonus Day

- **YEARS:** 2014 - 2018
- **STRUCTURE:** Match percent depended on GG Rewards status
- **GOAL:** Become a GlobalGiving Superstar
- **RESULTS:** Ton of funds raised for a small number of nonprofits; Matching funds ran out in 9 minutes in 2017 and then 90 minutes in 2018

July Bonus Day

- **YEARS:** 2019 - present
- **STRUCTURE:** Matching percent depends on donation amount, higher the donation, higher the match
- **GOAL:** Cultivate high-dollar donors, make big asks
- **RESULTS:** Matching funds lasted for 3.5 hours
*Partners, Leaders, and Superstar organization banked outside of India are eligible

*All active projects and microprojects of eligible organizations will be automatically included
There will be $250,000 in Matching Funds released at 9 a.m. ET on July 15th
MATCHING FUNDS:

- $100 - $499 donations will be matched 15%
- $500 - $749 donations will be matched 30%
- $750 - $1,000 donations will be matched 50%

July Bonus Day
In order to benefit as many partners as possible, organizations will be capped at $3,000 in matching funds.
Only **donations of $100** and greater will count on the July Bonus Day Leaderboard
# July Bonus Day 2020

## BONUS PRIZES

There will be $30,000 in bonus prizes awarded to top five projects with the most funds raised.

<table>
<thead>
<tr>
<th>Place</th>
<th>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>$10,000</td>
</tr>
<tr>
<td>2nd</td>
<td>$8,000</td>
</tr>
<tr>
<td>3rd</td>
<td>$6,000</td>
</tr>
<tr>
<td>4th</td>
<td>$4,000</td>
</tr>
<tr>
<td>5th</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

*Projects must have at least 5 unique donations to be eligible for a bonus prize
* Limit of one bonus prize per organization
* Only donations of $100 USD and up will count on the leaderboard

GlobalGiving
<table>
<thead>
<tr>
<th>Rank</th>
<th>Project</th>
<th>Organization</th>
<th>Donations</th>
<th>Donors</th>
<th>Matching</th>
<th>Bonus Prizes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Atlas Corps: Celebrate Diversity &amp; Inclusion</td>
<td>Atlas Corps</td>
<td>$43,681</td>
<td>77</td>
<td>$4,772</td>
<td>$5,000</td>
<td>$53,454</td>
</tr>
<tr>
<td>2</td>
<td>Give In-School Music Classes to Los Angeles Youth</td>
<td>Education Through Music-Los Angeles (ETM-LA, Inc.)</td>
<td>$39,208</td>
<td>24</td>
<td>$2,015</td>
<td></td>
<td>$41,223</td>
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<tr>
<td>3</td>
<td>ECHO HUB Loreo: Prepare Refugees for Integration</td>
<td>Echo100plus</td>
<td>$34,966</td>
<td>27</td>
<td>$5,000</td>
<td></td>
<td>$39,966</td>
</tr>
<tr>
<td>4</td>
<td>Build an Early Childhood Education Centre, Uganda</td>
<td>Institute for Rural Education and Development</td>
<td>$33,000</td>
<td>1</td>
<td>$0</td>
<td></td>
<td>$33,000</td>
</tr>
<tr>
<td>5</td>
<td>Funding The Integral Heart Family School in 2019</td>
<td>Integral Heart Foundation</td>
<td>$20,868</td>
<td>85</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$30,868</td>
</tr>
</tbody>
</table>
100% Matching on new monthly donations

* Terms and conditions apply

www.globalgiving.org/recurring-donations-matched/
New projects, project appeals, and project edits must be submitted to GlobalGiving for review by Friday July 10, at 5 p.m. ET.
Project Appeals

A GlobalGiving email tool to engage existing donors.

You can send unlimited project appeals and segment by donors!

In 2019, the project appeal tool helped 277 organizations raise $160,870 for 370 projects (up from $17,510 in 2018)!
NEW

Introducing automated, segmented thank you notes
Questions?

projecthelp@globalgiving.org
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Major Gift Fundraising

Wrap Up
Why make big asks?
Donor Count: 20%
Nonprofit Revenue: 80% funds
Are you ready to make a big ask?
Are You Ready?

- Organizational culture/need
- Time + staff capacity
- Assessment of support base
- Board support
How to make a big ask?
Major Gift Cultivation Cycle

Identification + Discovery

#1. Cultivation

#2. Solicitation

#3. Confirmation

#4. Stewardship
Identification + Discovery

PHILANTHROPIC INDICATORS
- Previous donation to your nonprofit
- Donations to similar nonprofits
- Nonprofit involvement
- Community based advocacy
- Personal Information

WEALTH INDICATORS
- Donation history
- Political giving
- Real estate
- Stock holdings
- Business affiliations
#1. Cultivation

Make a plan and keep it specific
#2. Solicitation

- Know your prospect
- Connect your ask with your prospect’s interests
- Can you connect your ask with COVID-19 and your mission?
- Know what you are asking for (the amount and the result)
- Have a fall back plan
- Practice!!
- Keep it high energy
- Cast a big vision
#3. Confirmation

- How to get from a pledged gift to cash in hand
- Best case scenario is to get the gift during the meeting (but this doesn't always happen!)
- Larger gifts can often take more time to arrange
- Discuss with your donor the exact amount, their preferred donation method, when to expect the donation, and - importantly - how you'll follow up
- Have a shared understanding with your donor of how the gift ought to be used or ideally if that's up to the organization's discretion
- Know when and how the donor prefers to stay connected with the work
#4. Stewardship

- This is your internal and intentional plan to continue the cycle of cultivation
- Who will send the thank you note? What should it mention? When and how should it be sent?
- What future touch points should you have with this donor?
Major Gift Cultivation Cycle

1. Cultivation
2. Solicitation
3. Confirmation
4. Stewardship

Identification + Discovery
Is Now Time For Major Gift Fundraising?
COVID + Fundraising

• Donors’ crave *connection* right now
• The desire to do a little good has is strong
• Major gift fundraising typically happens in person - not anymore!
• Zoom is leveling the playing field for international fundraising efforts
• Ask how they’re doing and really listen
• Connect your ask to current events AND your mission
• Plenty of options in times of uncertainty
Questions?

projecthelp@globalgiving.org
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Major Gift Fundraising

Wrap Up
Wednesday, July 15, 2020
at 9am ET

Your chance to win up to $3K in matching and $10K in bonus prizes to support your major gift fundraising efforts.

Now is the time for identification + discovery work and to map out your cultivation!
July Bonus Day

Resources

Dates
- June 2 - Campaign Overview Webinar - REGISTER - RECORDING
- June 9 - Interactive Preparation Session - REGISTER
- June 16 - Peer Learning Session - REGISTER - RECORDING
- July 10 - Submission deadline for new projects, projects edits, appeals, and reports to be approved in time for the campaign
- July 15 - July Bonus Day - 09:00:00 a.m. ET to 23:59:59 p.m. ET
- July 21 - July Bonus Day Group Debrief - REGISTER

Campaign Documents
Terms + Conditions
Leaderboard (COMING SOON)
2019 July Bonus Day Leaderboard

GlobalGiving Donor Communications
Introducing Automated, Segmented Thank You Notes
Thank You Notes Video Explainer
Go To Your Thank You Note Manager
Project Appeals Explained

Graphics
Coming soon

Major Gift Fundraising
2019 Peer Learning Session on Acquiring Major Donors
6 Major Donor Cultivation Tips
Communicating With Major Donors During These Times
Major Gift Fundraising in The Midst Of Global Shutdown
Empathy, Self-Care, and Fundraising During COVID-19
Four Ways To Engage Major Donors During The COVID-19 Crisis
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ACTIVITY

For next Tuesday’s session...

- What will your July Bonus Day fundraising goal be?
- How will you achieve your goal?
- What are your organization’s current strengths and weaknesses and what are the environmental opportunities and threats?

NOTE: Next Tuesday’s session will feature breakout rooms and can’t be recorded.
Questions?

projecthelp@globalgiving.org
thank you