**All Together Now, #YearEndStrong** resources you can use

**Toolkit for Planning Your Camp Day of Giving**

**Michael Miloff and Kevin Martone[[1]](#footnote-2)**

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| ***In recent years, Giving Tuesday and Days of Giving have become increasingly popular components of nonprofits’ fundraising strategies. Reflecting various documented experiences and lessons learned, the following offers some tips to consider for organizations planning a Day of Giving[[2]](#footnote-3). We hope this helps you implement a successful Day of Giving and strengthens your ongoing ability to engage your donors, volunteers, and community*. *Many of these tips can be applied to other online campaigns.*** |

**Launch and Set Goals**

1. ***Start planning well ahead of time and develop a calendar for key activities***

See the day of giving as a culmination of intensive preparation rather than simply a one-day real time performance. The Day of Giving is akin to a campaign taking place over one or a few day(s) after careful preparation. There are many moving parts and better planning will help alleviate a scramble at the end and maximize your chances for success. Develop a calendar (see Figure 1).

1. ***Assign responsibilities***

The Day of Giving plan and implementation should be overseen by the Fundraising Committee or a designated subcommittee which will engage the Board to gain their direction and input. A smaller group of staff and volunteers should be assigned to develop operational plans and implement. Board members, volunteers and others will be recruited to help promote the Day of Giving to their networks.

1. ***Be clear on your goals and their relative importance***

There are many possible goals and benefits of a Day of Giving. For example,

 Raise Funds

* Is it to raise a specific total amount of funds? Is there a specific project or program you are trying to launch?

Engage Existing and New Donors

* Is it to promote awareness, educate, cultivate, and steward former, current and prospective donors and stakeholders about how your organization makes a difference?
* Is it to attract and engage new donors, most of whom will be small?
* Is it to increase the number of donors on a monthly recurring plan?
* Is it to engage a major donor in a match?

Strengthen Camp Networks

* Is it to engage alumni and obtain updated contact info?
* Is it to engage institutional and corporate supporters?
* Is it to promote stakeholder/public awareness and positive perceptions of the camp?

Volunteer Engagement

* Or, perhaps, to attract and energize volunteers who work on the initiative?

* Or some other goal or combination?

It is important to determine the relative weight of different goals as it will affect your target groups, messages, and promotional strategy.

Set as tangible goals as possible. The more concrete, the more likely you’ll be successful. For example:

* Gain 200 new donors
* Shift 15 donors to monthly recurring donations
* Obtain $25,000 of pledges and donations
* Recruit 10 new volunteers
* Collect updated information for 50 alumni
* Increase social media engagement/reach by 10%
1. ***Determine the relationship of your Day of Giving to other of the Camp campaigns and set the Day of Giving date?***

This includes annual telethons or even capital campaigns. Is it a complement or a replacement? The answer will shape target groups, key messages, timing, and level of effort. And, of course, setting the date for the Day of Giving is critical. Make sure to look at the community calendar so you are not in conflict with other major community events for your target group.

1. ***Determine the use of funds and if $ goals will be publicized***

For example, funds could be used for scholarships, a special project (e.g., waterfront, contribution to a new building, endowment funds or unrestricted operating funds). Donors potentially could be given a menu of possibilities as well. The decision as to how narrow or broad and which purposes will help shape your key messages.

You also need to decide if you wish to publicize the dollar amount of your fundraising goal. The goal, the amount raised, and the amount left to be raised can be promoted throughout the Day of Giving to motivate donor urgency and giving. Potential drawbacks for such publicity include setting the amount too low in case that is demotivating to some if goals are met early on or failing to meet the goal which could send a message of failure to key constituencies. The ideal is to set a stretch goal that is achievable. Note: Some organizations have had success reaching their initial Day of Giving goal and then increasing the goal on the fly; they often have an additional donor/match in their pocket to help with the goal increase.

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| **ILLUSTRATIVE CALENDAR (Figure 1) (See appended worksheet)** |
| ***4-6 Months Before***  |
| 1. **Start planning with the Fundraising Committee**
 |
| 1. **Assign responsibilities**
 |
| 1. **Establish clear goals and their relative importance**
 |
| 1. **Determine the relationship of your Day of Giving to other campaigns and set the date**
 |
| 1. **Determine the use of funds and if $ goals will be publicized**
 |
| 1. **Identify individuals and organizations with which to engage**
 |
| 1. **Identify messages and information to communicate to different segments**
 |
| 1. **Identify communication channels to be used for the various target groups**
 |
| 1. **Update your database until the Day of Giving and after (ongoing)**
 |
|  |
| ***1-4 Months Before***  |
| 1. **Develop draft content, look and feel, and collateral**
 |
| 1. **Establish partnerships with support institutions**
 |
| 1. **Promote personal influencer network**
 |
| 1. **Promote informal peer-to-peer opportunities**
 |
| 1. **Prepare for a phone blitz for the Day of Giving**
 |
| 1. **Arrange for a secure and stable electronic donation platform**
 |
| 1. **Send out first wave promoting the camp and Day of Giving**
 |
| 1. **Line up a Match, if possible, to incentivize donors**
 |
| 1. **Design recognition and any prize components**
 |
| ***1 Day-1 Month Before*** |
| 1. **Complete final preparations**
 |
| 1. **Communicate with volunteers to build excitement**
 |
| ***Day of Giving*** |
| 1. **Execute and build momentum during the day**
 |
| ***1 Day – 1 Month After the Day of Giving*** |
| 1. **Analyze results, thank donors, and volunteer staff, identify lessons for camp’s ongoing fundraising and future Day of Giving**
 |

**Prepare Donor Outreach**

1. ***Identify individuals and organizations with which to engage***

These could include the following somewhat intersecting groups. As much as possible, quantitative goals should be defined for each group per example below. (See also appended worksheet).

|  |  |  |  |
| --- | --- | --- | --- |
|  | Former (Alumni)$ / # | Current$ / # | Prospective$ / # |
| Board and Committee Members | 15 former Board members donate |  |  |
| Major Donors |  | 5 donors @ $1,000 each |  |
| Small Donors |  |  |  |
| Parents |  | 30% of parents give |  |
| Staff |  |  |  |
| Corporate & Institutional Sponsors and Partners  |  | $2,000 |  |
| Vendors |  |  |  |
| Friends of Camp |  |  |  |
| Volunteers |  |  |  |
| Other |  |  |  |

1. ***Identify messages and information to communicate to different segments***

Key messages obviously include to whom the gift is for (i.e., the camp), purpose for giving/use of funds and, importantly, the benefits that will be generated for campers, staff, and the community. It is great to be able to tell a story or provide testimonials (including from other donors), quotes, statistics, and other “reasons to believe” that resonate with your target donors. As part of your campaign you will want a tag line and graphics and/or video that have emotional appeal. It is also useful to provide a sense of urgency – the answer to “Why Now?” And, of course, if there are any matches, that is an important offer to share.

Online messaging should not be restricted to text – it could include graphics, audio, and video clips.

The messaging should make it clear how to donate online and make referrals to others. Increasingly, it should be possible to make donations from any digital device, including mobile phones.

Based on consistent, overall themes, different donor groups can be sent messages which are somewhat tailored.

Tailor communications to your various channels – website, email, social media channels, phone calls, etc.

1. ***Identify the communication channels to be used for the various target groups***

These potentially include:

* + Tagline/event reminder on all emails sent out by the camp.
	+ Camp staff can include campaign information in their email signature
	+ Reminder through office voice mail messages
	+ Direct email promoting the opportunity
	+ Banners/announcements and articles on your own web site
	+ Social media, including Facebook, Instagram, Snapchat, Twitter
	+ Inclusion of key messaging about Day of Giving in other communications to your constituencies, including eNewsletters
	+ Article in local Jewish or other media
	+ Posters in office and other areas trafficked by your target groups
	+ Paid advertising
1. ***Update your database***

The Day of Giving is a great excuse to whip your donor and contact database into shape. Make sure you have as many names as possible, and the information is as up to date and accurate as possible, especially with respect to names, email, phone, and relation to camp. Indeed, you can use the upcoming Day of Giving as the basis for asking Board members, staff, alumni and others to suggest names, and for staff to check and update contact information. The updating should be carried out all the way through the Day of Giving.

Be sure you can and do slice and dice your database to be able to send different, relevant messages to different groups.

1. ***Develop draft content, look and feel, and collaterals***

Once the target groups, key messages and communication channels are identified, it is time to draft content and look and feel for such collaterals as:

* Name/logo/tag line
* Web materials for the camp (and partners and influence network - see below)
* Letters (email) to influencers and partners requesting their support
* Collection/research/formatting of testimonials, quotes, statistics for easy incorporation in various communications
* Direct letters (email) to potential donors, potentially customizable and to be delivered ahead of time and during the event
* Developing different communications during the Day of Giving for those who have already given (thank you/impact); those who have not yet; and volunteers/influencers
* Messaging/calls to action for use in different social media (all with different formats) both for direct communication by the camp and through intermediaries (Board members, influencers, volunteers, partners)
* Articles for one’s own, Jewish, and other media
* Script to support an on-the-day telethon
* Thank-you notes – consider immediate thank you’s as well as future impact reports for all Day of Giving donors

The materials should have a consistent (and compelling) look and feel and be carefully reviewed and copy edited. Now that you know the copy, set a calendar for distribution. Schedule as much in advance as possible.

1. ***Establish partnerships with supporting institutions***

This includes parent, affiliate, partner and friendly and supporting organizations (e.g., Federation) - which also can deploy their media channels, on your behalf, including

* + Email
	+ Social media
	+ Banners, announcements, articles on their web sites
	+ Communications in newsletters and other media
	+ Posters
1. ***Create a personal influence network***

Increasingly, peer to peer recommendations are influential in decisions made by consumer and donors. Leveraging personal influence networks will significantly enhance your campaign.

Influencers can include:

* Current and former Board members and staff
* Well networked and respected members of your community who support the camp
* Alumni, especially those connected to a five- or ten-year cohort at the camp
* Committed donors
* Anyone willing to use their networks, relationships, and credibility to promote the camp and the value of giving to it

Influencers can email, use social media, phone, or talk in person to their networks encouraging them to give. If 20 influencers each contact 15 persons, that is 300 potential donors (or somewhat less if there are overlaps in their networks).

To support influencers, the camp can provide email communications they can easily customize and send to their networks, optional supporting materials (e.g., testimonials and quotes). A one pager on how to promote the camp before, during and after the Day of Giving should be developed and used to orient the influencers. A quick orientation meeting or phone call can also help motivate and thank influencers.

The Influencer strategy should be planned weeks ahead of time and can include a letter from the Influencer to their network about the camp and the upcoming Day of Giving.

The Camp would reach out to certain groups (e.g., Board) and ask/encourage them to participate in the influence strategy.

1. ***Promote informal peer to peer opportunities for online giving to the Camp***

In addition to soliciting individuals to participate in structured influence efforts, the camp can also invite others to solicit their peers. This group, indeed, can use similar email and social media tools as deployed for the more formal personal influence network approach noted above.

The opportunity to use this approach can be promoted ahead of time through, for example, the letter(s) that go to parents and alumni, and even during the event.

1. ***Prepare for a Phone Blitz for the Day of Giving***

In addition to an online component, the Day of Giving can include a traditional telethon. Like any well-planned telethon, this should include motivated, skilled and trained solicitors, using scripts, to phone targeted donors, ideally tailored to their skills and networks. In addition to making a direct ask, individuals can be guided to the Day of Giving web resources/sent an email with campaign information, donation page, and peer referral links. The Day of Giving provides excitement and urgency to the traditional telethon approach. Note: consider merging the telethon with social media and other communications channels. For example, sharing public thank you’s to phone donors on Facebook or Twitter (if the donor agrees to it) can both steward the donor and amplify the message.

1. ***Arrange for a secure and stable platform***

Although the main platforms have similar key functionalities, they also vary with respect to some options and costs. Given widespread concerns about data security and identity theft and the time-limited period for a Day of Giving, it is essential that the donation platform is secure and stable and can handle greater than normal volumes of traffic. The platform will ideally link to the donor database to ensure efficient and accurate recording of donations and issuing of receipts and thank you’s. If there is not an automated connection between the platform and database, a manual process must be identified to ensure all donations are tracked accurately and thank you messages are sent promptly.

**Motivate Engagement**

1. ***Send out a first wave of messaging to promote the Camp and Day of Giving***

To “prime the pump” the Camp might consider sending all target donors (including. for example, current parents, alumni parents, staff and campers, former donors) information about the camp. This could include its achievements, plans, and needs which gain/reinforce positive mind share for the camp and set the stage for more directed promotion. Even in these communications, the upcoming Day of Giving and ways of participating (e.g., donor, influencer, volunteer) should be highlighted.

1. ***Line up a Match***

Think seriously about lining up a Matching grant. A Match shows that major donors are confident in the camp and motivates prospective donors to give because it leverages their contribution. By providing solicitors with talking points, it also can energize them.

Although a 1:1 match is better than a 1:2 and 1:3 match in terms of motivating a gift for a given amount, 1:2 or even 1:3 matches enable you to match more gifts before the match runs out. For example, a $10,000 1:1 match will help raise $10,000 but a 1:2 match will help influence giving of $20,000.

A match can be communicated before/during the Day of Giving to promote excitement and giving. It may also make sense to announce a match mid-day to further add to the excitement and urgency to motivate donors during the last several hours.

The high potential impact and visibility of the Day of Giving should be highlighted to prospective donors who can provide a match. A match done well can also engage and steward the matching donor.

1. ***Design Recognition Program and any prize component***

The Camp should publicize and use its normal recognition program – i.e., how gifts of different levels are recognized. But it may also want to provide a specialized one-time recognition geared to the day of giving and perhaps lower amounts.

Typically, software platforms for online giving provide a dynamic scroll that shows, for those who so consent, how they gave and possibly any messages. At a minimum, donors should have the option of making their name anonymous and/or not specifying the amount of the gift. Seeing what others gave, especially larger amounts, can motivate others to give, especially when one recognizes the donor.

If an automated scroll is not available in the Camp’s platform, a plan should be determined for how donors are shared. Social media posts? Manual list updated on the website? Facebook Live video of camp staff and volunteers thanking donors (in addition to song leaders and other camp-relevant content)?

Consideration should be given to using gifts (e.g., camp t-shirts, restaurant dinners, sports, or entertainment tickets). If so interested, donors willing to provide in-kind gifts should be solicited.

**Ensure a Successful Home Stretch**

1. ***Complete final preparations***

This includes final editing and production of all content, confirmation of the role of all influencers and volunteers, provision of any training, and arrangement for any telethon activities. It also includes a run through of the Day of Giving, including the telethon, how to respond to various contingencies and various matches that might be added, and messages that will be sent out during the day. Ensure the tools are in place to monitor, in real-time, performance of goals, including donor giving, email opening and social media engagement results.

A further wave of communications to parents, alumni and prospective donors building excitement for the Day also could be sent out.

1. ***Build excitement, motivation, and momentum during the day***

This can be achieved by

* Publishing a Leaderboard, showing consenting donors’ gifts (amounts and/or messages)
* Announcing large gifts and adding a match during the day with a time limit (end of day)
* Using email, social media and/or phone to announce amount raised/closeness to public target and exhorting those who haven’t given yet to contribute to help reach the goals, These messages should publicize not only $ raised, but numbers of donors, especially new ones, and, as importantly, benefits to campers, families and staff (e.g., 40 kids will be able to attend camp this year as a result of your giving).
1. ***Plan for Post Day of Giving***

Make sure to leave time and energy for immediately after the Day of Giving. This includes:

* Make sure raw data/results are readily available and in a format, which can be analyzed. Develop a preliminary summary of key results, e.g., $s raised, donors participating, open rates for email, social media likes
* Be sure gifts/donors are tracked as Day of Giving donors for future segmented communications
* Thank promptly by note, phone or in person the staff and volunteers who helped prepare and implement the event. Tell them the overall results.
* Thank your donors promptly – by email (or snail mail for some). Tell them the results both in terms of $s and impacts. Add a personal note/signature from ED, Board Members, or others to new and major donors. Thank by phone or in person major donors, such as those that provided a significant match.
* Develop a deeper analysis of results in comparison to patterns, what worked/did not work, and lessons learned.
* Determine next steps, including, for example, how to steward existing and new donors and translate lessons learned into your overall online and general fundraising strategy.
* Share with the Board and develop and translate lessons into future Days of Giving and fundraising.

**Related Resources and Articles**

The following resources and articles may be helpful in determining a Camp’s Day of Giving Goals, planning the campaign, and executing the various steps.

* [Checklist for processes and places to look to help add long-lost alumni to the Camp database](https://jcamp180.org/JCamp180/media/Media/professional-development/Data2Donors/Checklist_No_more_dusty_records.docx)
* [Full coursebook for JCamp 180 Data2Donors program, which has additional tips and strategies for finding and updating alumni contact information in the Camp database](https://jcamp180.org/JCamp180/media/Media/Data-2-Donors/Data2DonorBook_10_20_17.pdf)
* [Blog post highlighting some successful (and varied) Camp #GivingTuesday campaigns from 2019, as well as links to other articles about Giving Days](https://jcamp180.org/blog-announcements/blog/december-2019/did-you-givingtuesday-this-year)
* [Article with 4 tips for preparing for your Giving Day](file:///C%3A%5CUsers%5Ckevin%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CL54S7F6R%5C-%09https%3A%5Cjcamp180.org%5Cknowledge-center%5Cfundraising%5Care-you-ready-for-your-giving-day)
* [Sample Giving Day Communications](https://jcamp180.org/knowledge-center/fundraising/sample-giving-day-communications-examples)
* [Tips from Camp Ramah in the Poconos on their successful #GivingTuesday campaign](https://jcamp180.org/knowledge-center/fundraising/camp-ramah-poconos-hit-a-homerun-on-giving-tuesday)
* [Tips from BB Camp (Oregon) on their successful #GivingTuesday campaign](https://jcamp180.org/blog-announcements/blog/october-2018/how-bb-camp-makes-givingtuesday-work)
* Resources on the Canadian GivingTuesday website <https://givingtuesday.ca/p/1559> and from CanadaHelps <https://www.canadahelps.org/en/for-charities/white-papers/>

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| **DAY OF GIVING PROJECT CALENDAR** |  |  |
|  | **WHEN** | **WHO** | **RESULTS** |
| ***TASK*** |  |  |  |
| ***4-6 Months Before***  |  |  |  |
| 1. **Start planning with the Fundraising Committee**
 |  |  |  |
| 1. **Assign responsibilities**
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| 1. **Establish clear goals and their relative importance**
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| 1. **Determine the relationship of your Day of Giving to other campaigns and set the date**
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| 1. **Identify communication channels to be used for the various target groups**
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| 1. **Update your database until the Day of Giving and after (ongoing)**
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|  |  |  |  |
| ***1-4 Months Before***  |  |  |  |
| 1. **Develop draft content, look and feel, and collateral**
 |  |  |  |
| 1. **Establish institutional partnerships**
 |  |  |  |
| 1. **Promote personal influencer network**
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| 1. **Promote informal peer-to-peer opportunities**
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| 1. **Prepare for a phone blitz for the Day of Giving**
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| 1. **Arrange for a secure and stable electronic donation platform**
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| 1. **Send out first wave promoting the camp and Day of Giving**
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| 1. **Line up a Match, if possible to incentivize donors**
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| 1. **Design recognition and any prize components**
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| ***1 Day-1 Month Before*** |  |  |  |
| 1. **Complete final preparations**
 |  |  |  |
| 1. **Communicate with volunteers to build excitement**
 |  |  |  |
| ***Day of Giving*** |  |  |  |
| 1. **Execute and build momentum during the day**
 |  |  |  |
| ***1 Day – 1 Month After the Day of Giving*** |  |  |  |
| 1. **Analyze results, thank donors and volunteer staff, identify lessons for camp’s ongoing fundraising and future Day of Giving**
 |  |  |  |

**SETTING GOALS FOR TARGET GROUPS**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Former (Alumni)$ / # | Current$ / # | Prospective$ / # |
| Board and Committee Members |  |  |  |
| Major Donors |  |  |  |
| Small Donors |  |  |  |
| Parents |  |  |  |
| Staff |  |  |  |
| Corporate & Institutional Sponsors and Partners  |  | $ |  |
| Vendors |  |  |  |
| Friends of Camp |  |  |  |
| Volunteers |  |  |  |
| Other |  |  |  |

1. Thanks for input and review to Lauren Grundland, Director of Development at URJ Camp George, Messodie Carter, Director of Development at Camp Ramah in Canada, and Corey Cutler, Senior Director of Development, Foundation for Jewish Camp [↑](#footnote-ref-2)
2. Day of Giving refers mainly to a group of similar organizations (e.g., camps) coming together to share some promotion and often a platform and potentially other elements such as a matching grant, administrative and training) in order to engage their individual donors. Most of Day of Giving activities are usually online but they can include a significant telephone or even a print component. A Day of Giving can be 24 hours or Extended to a Week of Giving. [↑](#footnote-ref-3)