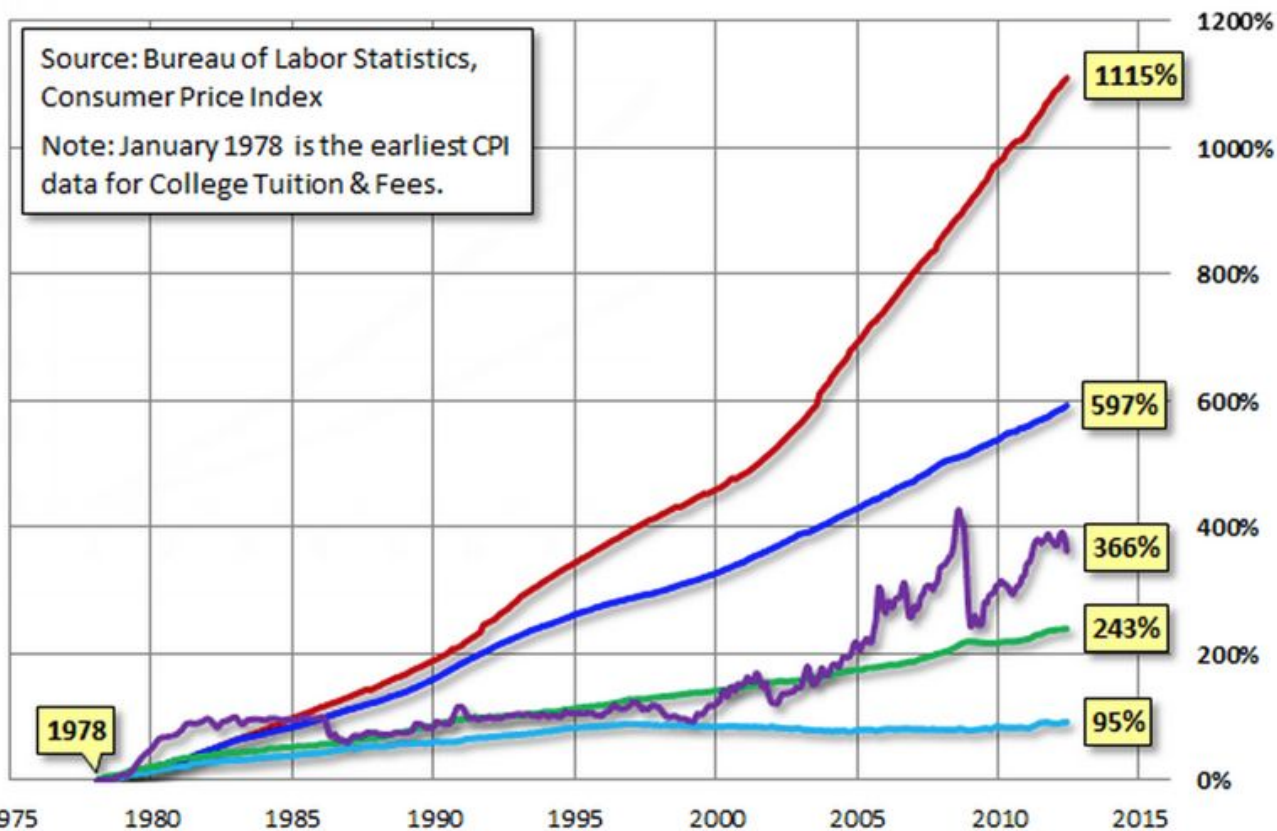


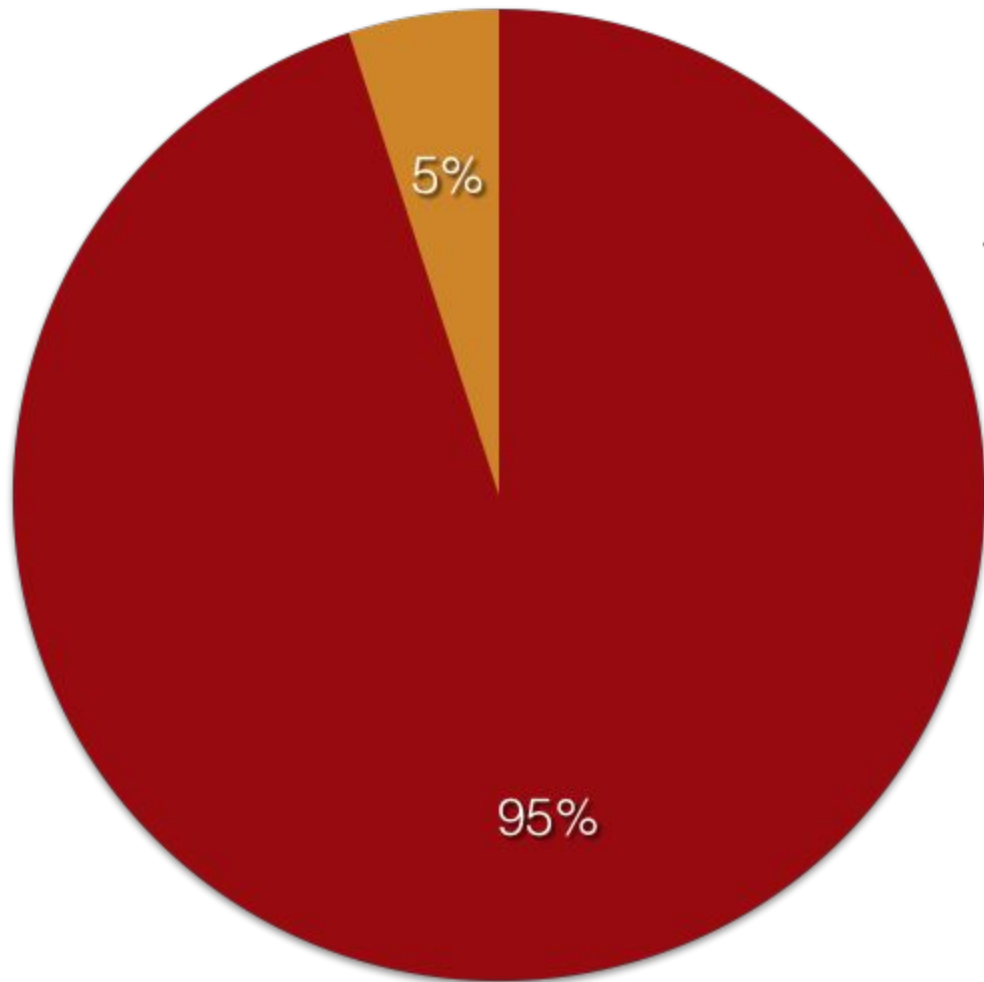
# Crowdfunding + Giving Days



## Inflation Comparison: Percent Growth

— College Tuition & Fees — Medical Care — Cost of a New Car — Food — Energy





Uh oh.







  
**GIVING DAY**  
.....  
•3.25.15•



# GIVING DAY

---

March 14, 2019

**\$7,866,014.29** Raised

**13,803** Donors

**18,940** Gifts



# GIVING DAY

## RESULTS

Alumni



Young Alumni



Parents & Friends



New Donors



Lapsed Donors

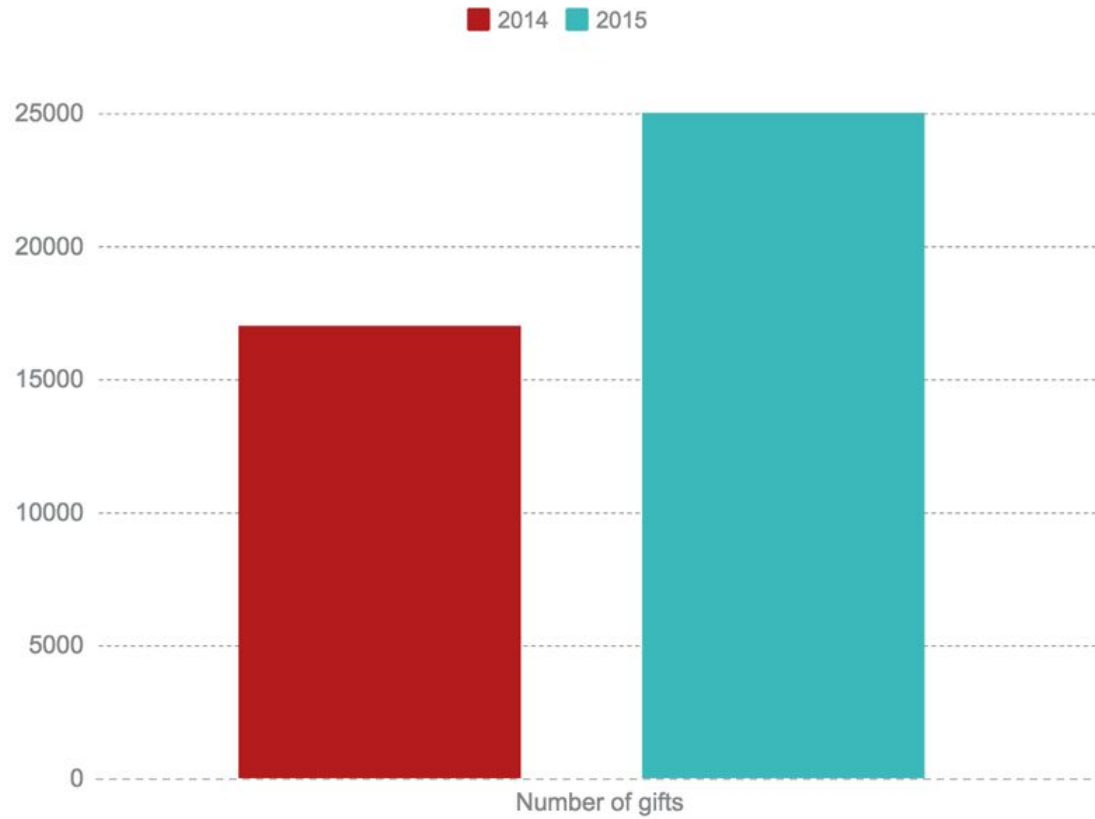


Tracked Prospects



# Total online gifts

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# 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

# Giving Day | Toolkit

ABOUT GIVING DAY

MARKETING & MESSAGE

COLLEGE & UNIT MONTHLY CHECKLIST

TRAINING & OFFICE HOURS

EMAIL RESOURCES

DESIGN ASSETS

SOCIAL MEDIA

STEWARDSHIP GUIDE

EMT RESOURCES



[blogs.cornell.edu/gdtoolkit](https://blogs.cornell.edu/gdtoolkit)

# 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

CAMPAIGN TYPE	ADDITIONAL INFO	JANUARY-MARCH			APRIL			APRIL 20 - DAY OF GIVING EVENT	POST EVENT		
		January	February	March	April 6	April 9	April 11-19	Event day	April 21-24	April 27	After April 27
<b>EMAIL</b>											
Your emails	These are emails you send	SILENT	SILENT	SILENT	Save the date		Spread the word	Give, share, compete	Thank you	Thank you recap	
Affiliates	These are emails your org colleagues/partners send	SILENT	SILENT	SILENT		VIP giving	Spread the word	Give, share, compete			Thank you
Volunteers	These are emails volunteers send on behalf of your org	SILENT	SILENT	SILENT		Spread the word	Spread the word	Give, share, compete		Thank you	
<b>NEWS MEDIA OUTLETS</b>											
Articles/Stories	Including your own web properties										
<b>DIRECT MAIL</b>											
Postcard or letters	Consider for volunteers and engaged, target audiences										
<b>IN PERSON EVENTS</b>											
At your organization											
In your community											
<b>SOCIAL MEDIA</b>											
Volunteer posts	These are messages your volunteers post					Save the date	Reminder 4/19	Give, Share, Compete			
Facebook	Posts to your organization's page				Video	4/6, 4/7, 4/9	4/13 cover photo. 4/19	Give, Share, Compete	4/21 thank you	4/27 thank you recap	
Twitter	Posts to your organization's account				Video	4/6, 4/7, 4/9	4/13 cover photo. 4/19	Give, Share, Compete	4/21 thank you	4/27 thank you recap	
Instagram	Posts to your organization's account				Video	4/7		Give, Share, Compete	4/21 thank you	4/27 thank you recap	
LinkedIn	Your organization's page or group				Video	4/6, 4/9		Give, Share, Compete	4/21 thank you	4/27 thank you recap	
Affiliate channels	These are messages your org colleagues/partners post				Video	4/6		Give, Share, Compete	4/21 thank you		
Social media aggregator	Plan to monitor and promote user generated posts										
<b>WEBSITES</b>											
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										
<b>TRAINING RESOURCES</b>											
Presentations											
Toolkit											
<b>GIVE AWAY ITEMS</b>											
For everyone	Simple item, like stickers					Distributed					
For volunteers	Thank you item, like a hat, coffee mug, etc.				With sign-up						
For event staff	T-shirts					With sign-up					

# 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



Cornell University



## GIVING DAY

**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!

**SEND TO A FRIEND**

# 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!

[VIEW THE LEADERBOARDS](#)

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](#)



[#cornellgivingday](#)

[givingday@cornell.edu](mailto:givingday@cornell.edu) • 1-800-279-3099

# Supporting partner-driven emails

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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 liasions

# Social Campaigns

#GivingDay

# #GivingDay Overview

---

- 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

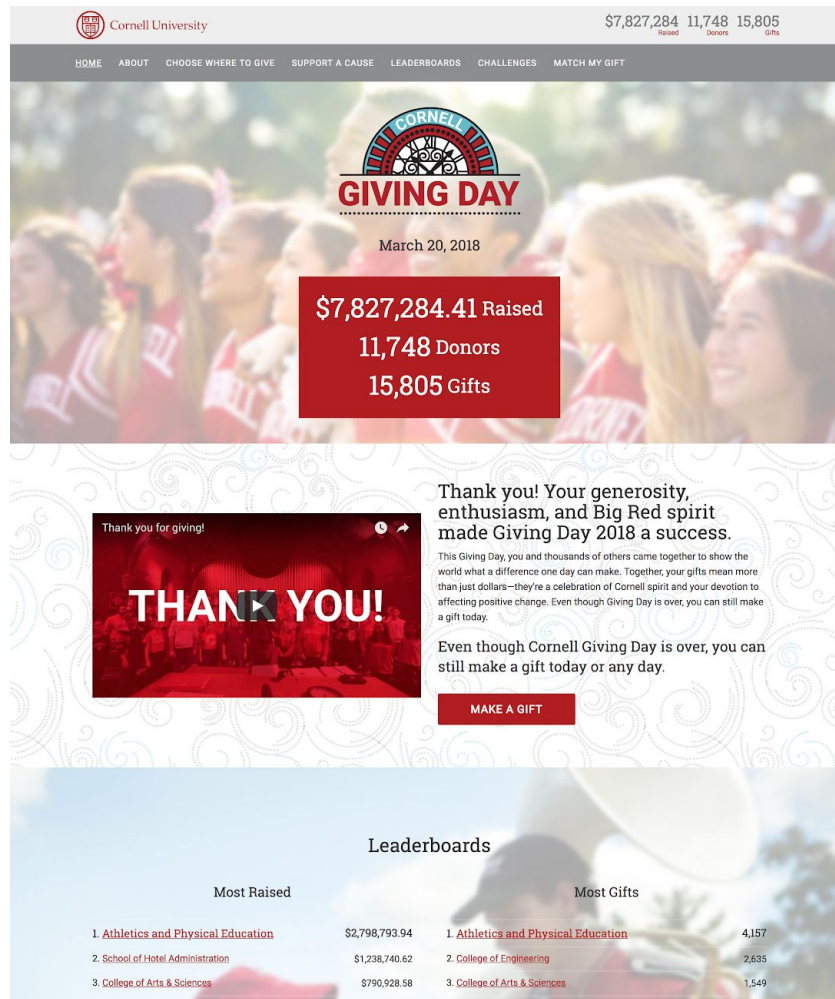
# Digital Strategy

— — —

- 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



Cornell University

\$7,827,284 Raised 11,748 Donors 15,805 Gifts

HOME ABOUT CHOOSE WHERE TO GIVE SUPPORT A CAUSE LEADERBOARDS CHALLENGES MATCH MY GIFT

## GIVING DAY

March 20, 2018

**\$7,827,284.41 Raised**  
11,748 Donors  
15,805 Gifts

Thank you for giving!

### THANK YOU!

Thank you! Your generosity, enthusiasm, and Big Red spirit made Giving Day 2018 a success.

This Giving Day, you and thousands of others came together to show the world what a difference one day can make. Together, your gifts mean more than just dollars—they're a celebration of Cornell spirit and your devotion to affecting positive change. Even though Giving Day is over, you can still make a gift today.

Even though Cornell Giving Day is over, you can still make a gift today or any day.

[MAKE A GIFT](#)

### Leaderboards

Most Raised		Most Gifts
1. <a href="#">Athletics and Physical Education</a>	\$2,798,793.94	1. <a href="#">Athletics and Physical Education</a> 4,157
2. <a href="#">School of Hotel Administration</a>	\$1,238,740.62	2. <a href="#">College of Engineering</a> 2,635
3. <a href="#">College of Arts &amp; Sciences</a>	\$790,928.58	3. <a href="#">College of Arts &amp; Sciences</a> 1,549

# Profiles and Campaigns

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

The screenshot shows the Cornell University website header with a total raised of \$7,827,284, 11,748 donors, and 15,805 gifts. The navigation menu includes HOME, ABOUT, CHOOSE WHERE TO GIVE, SUPPORT A CAUSE, LEADERBOARDS, CHALLENGES, and MATCH MY GIFT. The main banner features three images: a group of students holding a 'GIVING DAY' sign, a lecture hall, and a scientist in a lab. Below the banner is the 'Cornell Annual Fund' title, a 'MAKE A GIFT' button, and social media icons. The current total is \$341,960 raised from 496 gifts. A row of five donation options is shown: \$50, \$100, \$250, \$500, and \$1,000, each with a corresponding image. A 'CHOOSE YOUR OWN AMOUNT' button is at the bottom.

The screenshot shows the Cornell University website header with the same total raised. The navigation menu is identical. The main banner features an image of the Big Red Band playing brass instruments, with a 'GIVING DAY' logo overlaid. Below the banner is the 'Big Red Band' title, 'at Athletics and Physical Education', and 'Causes: Big Red spirit #RememberTheBand'. A 'MAKE A GIFT' button and social media icons are present, along with the current total of \$24,993 raised from 411 gifts. A row of four donation options is shown: \$10 (Send Your Regards to Deryl), \$50 (PLAY SOME THING! \$50 gets the folders and lyrics for your entire section), \$100 (Lynah Family! \$100 allows our pep band to travel with our championship), and \$250 (For Above Cuyug's Wilens, \$250 makes travel of the BRBB possible). A 'CHOOSE YOUR OWN AMOUNT' button is at the bottom.

# Crowdfunding Website

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

## 10/21: Cornell Lacrosse Day



Share to Maximize

IMPACT



## \$335,214

103%

Raised toward our \$325,000 Goal  
465 Donors



PROJECT HAS ENDED

Project ended on October 21, at 11:59 PM EDT

> [Project Owners](#)

Description

Updates (4)

Donor Wall

### 10/21: Cornell Lacrosse Day

For over 125 years, Big Red lacrosse has been a source of pride for the entire Cornell community. In that time, thousands of players have taken the field, producing over 700 wins, several national titles and multiple Tewaaraton Award winners. The program has achieved this success while also serving as the finest ambassadors for the university of which they represent. To be part of this program is to have the highest standard for your performance as a team member, student, and human. On 10/21 we celebrate our program and honor the members of our family who have set this standard, by coming together on the same day to fully fund the team's 2019-2020 campaign. We hope this will become an annual day of celebration, remembrance, and appreciation. To be part of this family is special and when we come together as a team special things can happen. We know 10/21 will be equally special and further elevate the program's status in the greater lacrosse community

#### Why 10/21?

Cornell Athletics made the decision to move team phonathons to the Fall. The feeling is this will provide benefactors an opportunity to make an

# Google Ads

<input type="checkbox"/>	Keyword <sup>?</sup>	Acquisition					Behavior		Conversions <span>eCommerce ▾</span>		
		Clicks <sup>?</sup> ↓	Cost <sup>?</sup>	CPC <sup>?</sup>	Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Ecommerce Conversion Rate <sup>?</sup>	Transactions <sup>?</sup>	Revenue <sup>?</sup>
		<b>1,512</b> <small>% of Total: 100.00% (1,512)</small>	<b>\$497.85</b> <small>% of Total: 100.00% (\$497.85)</small>	<b>\$0.33</b> <small>Avg for View: \$0.33 (0.00%)</small>	<b>1,267</b> <small>% of Total: 2.99% (42,414)</small>	<b>1,974</b> <small>% of Total: 2.66% (74,246)</small>	<b>46.30%</b> <small>Avg for View: 44.16% (4.86%)</small>	<b>4.15</b> <small>Avg for View: 3.87 (7.20%)</small>	<b>9.22%</b> <small>Avg for View: 19.41% (-52.50%)</small>	<b>182</b> <small>% of Total: 1.26% (14,410)</small>	<b>\$57,375.37</b> <small>% of Total: 1.65% (\$3,471,644.83)</small>
<input type="checkbox"/>	1. <a href="#">cornell giving day</a>	<b>575</b> (38.03%)	<b>\$51.00</b> (10.24%)	<b>\$0.09</b>	<b>496</b> (37.49%)	<b>894</b> (45.29%)	<b>31.32%</b>	<b>5.47</b>	<b>14.32%</b>	<b>128</b> (70.33%)	<b>\$48,975.00</b> (85.36%)
<input type="checkbox"/>	2. <a href="#">cornell university</a>	<b>448</b> (29.63%)	<b>\$223.78</b> (44.95%)	<b>\$0.50</b>	<b>376</b> (28.42%)	<b>479</b> (24.27%)	<b>58.04%</b>	<b>2.96</b>	<b>1.67%</b>	<b>8</b> (4.40%)	<b>\$930.19</b> (1.62%)
<input type="checkbox"/>	3. <a href="#">cornell</a>	<b>396</b> (26.19%)	<b>\$190.93</b> (38.35%)	<b>\$0.48</b>	<b>356</b> (26.91%)	<b>444</b> (22.49%)	<b>66.22%</b>	<b>2.83</b>	<b>6.98%</b>	<b>31</b> (17.03%)	<b>\$2,015.18</b> (3.51%)
<input type="checkbox"/>	4. <a href="#">giving day</a>	<b>93</b> (6.15%)	<b>\$32.14</b> (6.46%)	<b>\$0.35</b>	<b>93</b> (7.03%)	<b>155</b> (7.85%)	<b>40.00%</b>	<b>4.03</b>	<b>9.68%</b>	<b>15</b> (8.24%)	<b>\$5,455.00</b> (9.51%)
<input type="checkbox"/>	5. <a href="#">(not set)</a>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)	<b>\$0.00</b>	<b>2</b> (0.15%)	<b>2</b> (0.10%)	<b>0.00%</b>	<b>2.00</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)

# Ads

	Source / Medium ?	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
		<b>726</b> % of Total: 1.71% (42,414)	<b>598</b> % of Total: 1.47% (40,727)	<b>851</b> % of Total: 1.15% (74,247)	<b>62.63%</b> Avg for View: 44.16% (41.84%)	<b>2.51</b> Avg for View: 3.87 (-35.02%)	<b>00:02:28</b> Avg for View: 00:04:48 (-48.75%)	<b>4.11%</b> Avg for View: 19.41% (-78.81%)	<b>35</b> % of Total: 0.24% (14,410)	<b>\$10,701.00</b> % of Total: 0.31% (\$3,471,644.83)
<input type="checkbox"/>	1. facebook / paid	<b>356</b> (48.30%)	<b>287</b> (47.99%)	<b>393</b> (46.18%)	<b>63.10%</b>	<b>2.28</b>	<b>00:02:07</b>	<b>3.56%</b>	<b>14</b> (40.00%)	<b>\$8,485.00</b> (79.29%)
<input type="checkbox"/>	2. twitter / paid	<b>233</b> (31.61%)	<b>197</b> (32.94%)	<b>273</b> (32.08%)	<b>69.60%</b>	<b>2.30</b>	<b>00:02:18</b>	<b>5.86%</b>	<b>16</b> (45.71%)	<b>\$1,616.00</b> (15.10%)
<input type="checkbox"/>	3. social_media / non_paid	<b>64</b> (8.68%)	<b>42</b> (7.02%)	<b>80</b> (9.40%)	<b>56.25%</b>	<b>2.70</b>	<b>00:02:29</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	4. instagram / paid	<b>45</b> (6.11%)	<b>40</b> (6.69%)	<b>58</b> (6.82%)	<b>51.72%</b>	<b>2.64</b>	<b>00:03:01</b>	<b>6.90%</b>	<b>4</b> (11.43%)	<b>\$500.00</b> (4.67%)
<input type="checkbox"/>	5. Social / Facebook	<b>25</b> (3.39%)	<b>23</b> (3.85%)	<b>31</b> (3.64%)	<b>45.16%</b>	<b>4.55</b>	<b>00:06:37</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	6. Social / Twitter	<b>12</b> (1.63%)	<b>7</b> (1.17%)	<b>14</b> (1.65%)	<b>35.71%</b>	<b>7.00</b>	<b>00:03:47</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	7. google / text	<b>1</b> (0.14%)	<b>1</b> (0.17%)	<b>1</b> (0.12%)	<b>0.00%</b>	<b>8.00</b>	<b>00:04:16</b>	<b>100.00%</b>	<b>1</b> (2.86%)	<b>\$100.00</b> (0.93%)
<input type="checkbox"/>	8. linkedin / paid	<b>1</b> (0.14%)	<b>1</b> (0.17%)	<b>1</b> (0.12%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)

Facebook/Instagram – invested: \$581, gained: \$8,404, ROI: 1,446.47%

Twitter – invested: \$473.12, gained: 1,142.88, ROI: 241.56%

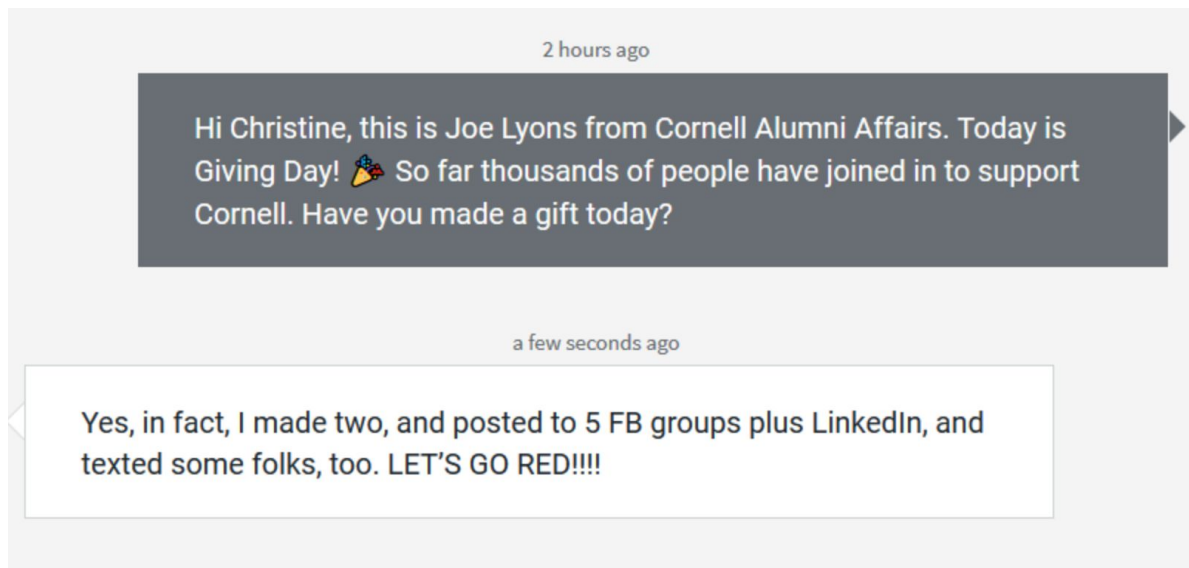
Google - invested: \$632.88, gained: \$56,742.12, ROI: 8,965 %

Total: \$1,687.37 ad budget

# Text messages

— — —

\$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.



# Text messages

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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

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



Sample spotlight and hero art

# Editorial Strategy

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

## CORNELL CHRONICLE



Adam Murtland/AAD

Students, faculty, and staff filled the Memorial Room of Willard Straight Hall for the first-ever Giving Day event on the Ithaca campus. Several colleges also held live events.

## EZRA

### Giving Day 2018 breaks records with philanthropic innovations

By Kate Klein | March 22, 2018

# Events

In-person and online

# Day of Giving Events

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



Adam Murtland/AAD

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](#)

