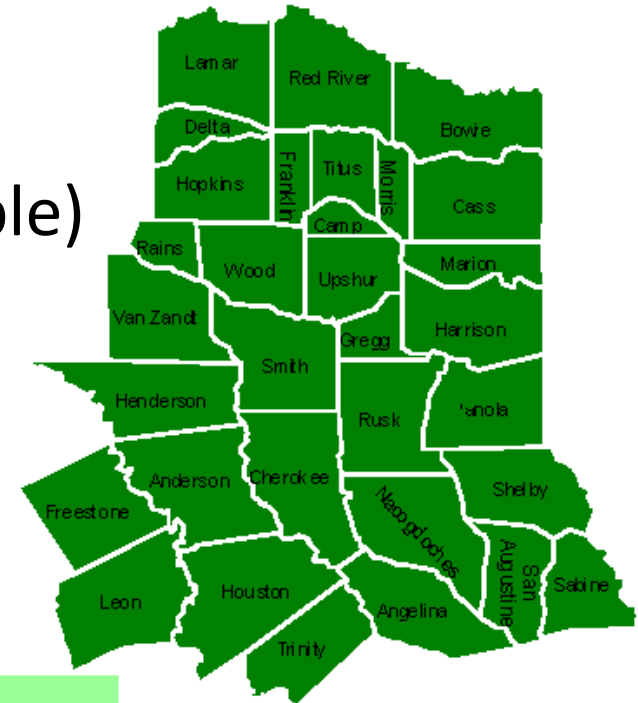


# EAST TEXAS GIVING DAY



# What is ETCF?

- Texas Non-profit Corporation
- 501(c)(3) Public Charity (tax deductible)
- Serving Individuals & Non-profits
- Serving 32 counties of East Texas
- Charitable Fund Administration



## Charitable Fund Options

• Donor-Advised	• Donor-Designated
• Endowment	• Project
• Field of Interest	• Unrestricted
• Scholarship	

# What does ETCF do?



We help **donors** by making philanthropy easier

- Low cost, convenient and flexible funds
- Philanthropy education – how and to whom

We help **nonprofits**

- Grants – directed by donors or through applications
- Education
  - Short and long-term fundraising solutions
  - Planned giving and endowment building
  - Transfer of wealth
- Sophisticated investment management
- Accept a wide variety of complex assets

Allows nonprofits to focus on service to the community.

# Foundation Quick Summary



- ETCF was founded in 1989
- In 27 years...
  - \$116 million in contributions
  - \$62 million in grants
  - \$81 million assets
  - 308 charitable funds
  - ~ \$42 million endowed (125 funds)



# How can ETCF affect philanthropy in East Texas?



- Serve and motivate people and organizations to increase their philanthropy
- Communicate relevant messages about philanthropy
- Provide an online platform to promote giving in East Texas. [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)





# East Texas Giving Day is....

**EAST TEXAS  
GIVING DAY**



# East Texas Giving Day is....



What?

- Regional online giving event
- April 25th: 6:00 AM to Midnight
- Donors can search for an organization by name, city or county
- Prizes on day-of to encourage giving
- Invites existing donors, volunteers & board members to engage in a whole new way

Why?

- Leverages social media & event magnitude to generate new donors for area nonprofits
- Celebrates donors & area nonprofits as our entire region comes together to GIVE!

# What are the results of Giving Days in other communities?



- Communities Foundation of Texas

North Texas Giving Day- September 2016

\$37+ Million Donated

2,518 Nonprofits involved

142,000 Donations

\$34,600 Donated per minute

132 Gifts per minute

\$243 average gift amount





# Other Giving Day Examples

- San Angelo Area Foundation

San Angelo Gives- May 2016- 2nd event

\$1 Million Donated to 135 charities

4,263 gifts- 107 gifts from 27 states

25% self indicated first time donors

Average gift amount= \$202

- Community Foundation of North Louisiana

Give For Good – May 2016- 3rd event

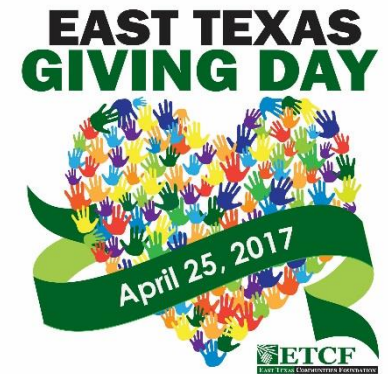
\$1.76 million donated

180 charities

- Arkansas Community Foundation

Committed to 3 Giving Days ONLY- 2017 is FINAL

\$4 million raised for 600 charities



# East Texas Giving Day 2016 Stats



- **\$479,368 Total Raised**
- **36%** of donors indicated they were first-time donors
- **225** Nonprofits participated
- **32** Counties involved
- Gifts from **22 States** and **2 Countries**
- **\$114** average gift size
- **\$109,000** Matching Funds Raised
- **51** charities with matching funds



# Who Raised What on East Texas Giving Day?



- **\$186k** raised by **73 Human Services** charities
- **\$110k** raised by **46 Education** charities
- **\$65k** raised by **24 Health** charities
- **\$44k** raised by **18 Arts & Culture** charities
- **\$41k** raised by **30 Youth Development** charities
- **\$20k** raised by **18 Animal** charities
- **\$13k** raised by **15 Community Improvement** charities
- **\$150** raised by **1 Environmental** charity



# The Big Winners on East Texas Giving Day 2016



- **Most Overall Money Raised- Promise Academy**  
**\$30,855, \$7,000 of that was matching funds met!**  
*average gift size \$1,342*
- **Most 1<sup>st</sup> Time Donors (37)- Longview Arboretum**  
**Most Number of Gifts (55)- Longview Arboretum**  
**\$4,475, average gift size \$80**
- **Largest Average Gift Amount- East Texas Crisis Center**  
**\$20,800 raised, \$2,610 average gift size**



# What is New For East Texas Giving Day 2017?

**EAST TEXAS  
GIVING DAY**





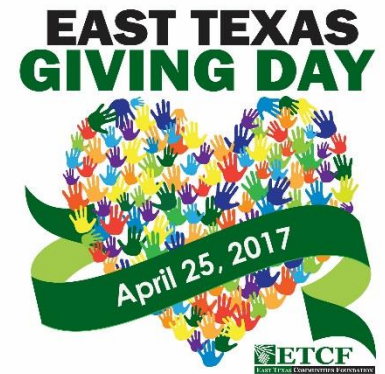
# What Is New For East Texas Giving Day 2017?



- **New Vendor- Civicore**
- **Based in Denver, Colorado**  
15 years experience in managing giving platforms & online payment processing
- **Impressive architecture, redundancies & backup protection**
- **Host state-wide Colorado Gives Day** (held Dec. 6<sup>th</sup>, raised \$33.8 million)
- **Host Omaha Gives** (May 25<sup>th</sup>, raised \$8.9 million)
- **Host Amplify Austin** (held March 1st, raised \$8.5 million)
- Partnership with Credit Card Processor = Lower credit card fees
- Increased features and functionality



# What Is New For East Texas Giving Day 2017?



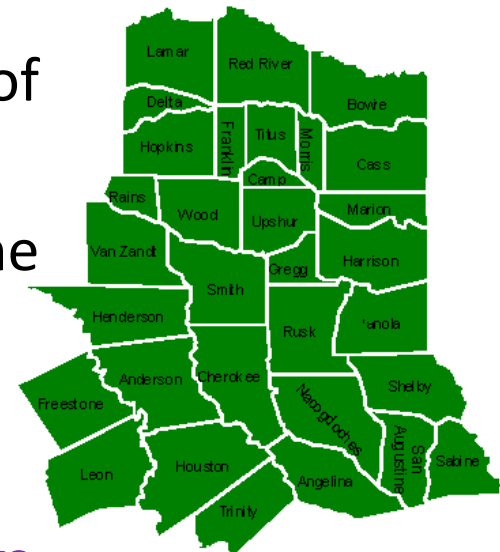
- **New date- April 25, 2017-** *our own stand-alone date!*
- **New web site design**
- **New hours- 6:00 a.m. to Midnight**
- **New Search Features-** Donors can search by: Name, City & County
- **New Nonprofit Profile Pages- 3 tabs of NPO data including:**
  - Events, Programs and Basic info such as mission, website and more
- **Ability to upload video & photos to your profile page**
- **Prescheduled Gifts-** Starting April 10, 2017 donors can log on & make gifts prior to Giving Day!! Great opportunity to get Board support and donor buy-in. Can be promoted as “Give two ways, Now & Later”
- **Nonprofit can set gift amount and description:**
  - Set gift amount and what that equates to with the work you do in the community. Example: \$50.00 Gift = Feeds family of 4 for 1 month



# What are the Goals for East Texas Giving Day 2017?



- 1,800 Nonprofits invited to participate
- Estimate 200+ Nonprofits will participate
- 32 counties involved
- Increase visibility of nonprofits, provide much needed annual support, and raise awareness of philanthropy
- ETCF coordinates media coverage to spread the word



## \$1 Million Dollar Goal

### Bonus: Community collaboration



# Who can participate in East Texas Giving Day?



- Nonprofit 501(c)3 in good standing (public charity)
- Located in or primarily serve one of the 32 counties in ETCF service area
- Pay a \$100 registration fee  
This registration fee will be used to promote the event regionally
- New Nonprofits initiate registration online before February 15<sup>th</sup> at [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)

*Returning Nonprofits have until March 15<sup>th</sup> to update profile & pay registration fee. You should have received email invitation to update profile.*



**Visit [ETCF.org](http://www.etcf.org) for complete list of seminars/ webinars for ET Giving Day**

Link is available at <http://www.etcf.org/pages/east-texas-giving-day>

# What is the Donation Process?



- All donations made through [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)
- Leaderboard provides real time tracking of gifts by organization, # of gifts and dollars raised
- Event web site provides PCI Level 1 secure transactions
- Charities receive ~94% of each dollar raised (event vendor fee of ~3.0% and credit card fees ~2.0 to 2.5%)
- Smallest donation size is \$20, there is no max
- Gift acknowledgement (tax receipts) are sent via email to donors within minutes of gift
- Charities can view and acknowledge donors during and after the event
- Organizations will receive net donations within 6-8 weeks





# How Does Giving Day Fit The Pyramid of Giving?



# Tell Me About the Donors...



Nonprofits will have **REAL TIME** access to the donors list  
*Training on this will be provided in the coming months.*

- Nonprofits can & should reach out to significant donors **on Giving Day** to personally thank them for their gift and encourage them to share their “why” on social media
- If you are planning events on Giving Day, invite donors that have given gifts during the day
- Post event, include in your newsletters/ emails how thankful you are for the donations received. Take photos!



# How Will ETCF Promote Giving Day?



- **Media:**  
Press releases to be sent throughout the event.
- **Television:**  
TV spots will be purchased across the 4 networks serving the East Texas viewing area (ABC, NBC, FOX & CBS).
- **Radio:**  
ads will begin in the week of April 10<sup>th</sup> building to April 25th.  
Saturating the market on April 25th
- **Print:**  
ads have been placed in local magazines
- **Billboards:**  
Billboards (digital & vinyl) will be purchased in communities throughout East Texas



# How Does My Nonprofit Promote Giving Day?



- Tell your staff, volunteers and board East Texas Giving Day is April 25th
- Email your current donors and ask them to “Like/ Follow” you on Facebook
- Mail a letter, postcard or include a story in your next newsletter about the event.
- Include the link to your Giving Day page in email blast
- Feature Giving Day on your web site home page
- Include it on your web site event calendar
- Include it in your signature line for all emails in the office



# Social Media & ET Giving Day... Lets Get Likes!



- Create a Facebook page.  
*Facebook badges can be found on giving day site, under Resources*
- Don't feel obligated to Tweet, Instagram, etc  
If you don't understand them. Stick with what you are comfortable with!
- **Like ETCF on Facebook so you can share content easily**
- Add social media links to ALL outgoing media (email, newsletters, web site, etc)
- Facebook users are majority female. Think about that as you post images/ content. Best hours to post 6am & 9pm  
(Source: Brandwatch)
- Remember to schedule post ahead of time!





# General Facebook Tips!



- Decide who will manage your Facebook content now & on April 25th
- Pre-event: post stories on the clients you serve. Let people know what you are doing within the community.
- On April 25<sup>th</sup> thank the public for their support. Post your leaderboard status & encourage them to share why they gave to your organization.
- Lots of pictures!! Photos get 54% more attention  
75% of video views occur on mobile devices (Source: sproutsocial)
- Keep posts short.
- Early morning posts get noticed (6am-9am) *Millennials report they look at Facebook first thing when they wake up every morning for their news update* (Source: The Social Skinny)



# General Facebook Tips!



- Design Facebook friendly posts by using Canva. Canva gives you everything you need to design blog graphics, presentations, Facebook covers, flyers, posters, invitations and so much more. (Most of it is FREE)



- **BEWARE OF DONOR FATIGUE:** remember that emails and letters are NOT like social media. You only need to send 1-3 emails total over the 1-3 month campaign. Not daily or hourly like you can on social media.



# 6 Best Practices from East Texas Giving Day 2016



## Hospice of East Texas

- Host an employee/ volunteer/ board appreciation day - serve food – price to participate is a social media Giving Day post.

*HOET did not ask employees to give, but did ask them to SHARE on Facebook*

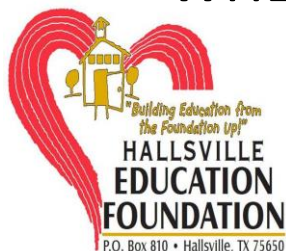
- Create a theme for your Giving Day activities



## Hallsville ISD Foundation

- Target specific Prizes/ Times. Their marketing effort was spent on Facebook & emails directing people WHEN and WHERE to give. They wanted to win the Early Bird prize so they encouraged donors to make gifts at that time.

**\*They Won the KLTV Stormtracker Prize = \$150\***



# 6 Best Practices from East Texas Giving Day 2016

**EAST TEXAS  
GIVING DAY**



## Solid Foundation Association

- Invited donors to their location for tours. Had donation stations ready for giving.
- Promoted on Facebook with videos they made using students.



## Partners in Prevention

- Organized Longview Nonprofits to collaborate together for the greater good of the day. Sponsored Giving Day Giving Stations across Longview- restaurants, mall etc.



**Partners in Prevention**

Inspiring hope, connecting partners, and building trusting relationships

- Mayor made a proclamation
- Hosted community wide party w/ music, food etc. in downtown 5-7pm

# 6 Best Practices from East Texas Giving Day 2016



## Promise Academy

- Targeted donors that had not given in over a year.
- All board members sponsored a time frame of giving by donating money to their Match Pool. Also called donors to personally remind them of the day.



## First Tee of Greater Tyler

- Promoted an online “No Golf, Golf Tournament”
- Had themed giving hours: Longest Drive, Closest to Pin
  - Had 18 hours of posts for 18 holes of golf
  - Started Facebook campaign 1 month before ETGD



**Video Links to these 6 examples can be found at**

<https://www.youtube.com/channel/UChKLxIjNrK9tR7uHEy3GqSA>



# Will there be incentive prizes on Giving Day?



- Prize challenges are a way to generate more dollars and create excitement!
- Examples:
  - **Early, Early Bird:** NPO who receives the 1st donation of the day
  - **Golden Tickets:** Randomly chosen at specific time frames
  - **Happy Hour:** The most dollars raised
  - **Night Owl:** The most unique donors
  - **Minute to Win It:** NPO who raises the most dollars in a specific 30 minute time frame
- Prize amounts will range from \$100-\$1,000+



# Matching Funds



- Matching funds are proven to work.
- Organizations are encouraged to accumulate their own matching funds.
- Select a donor that typically makes significant donations & ask if you can leverage that gift for Giving Day.
- Matching funds will be “pre-loaded” into the site  
Matching funds will be shown on the live event site and will reduce dollar for dollar as gifts come in.
- Spread the word! If you have a matching gift, share that with your other donors via emails/ newsletters & social media

**Matching Funds 101 Seminar: Friday, February 3, 2017 10-11 a.m.**

Sign up at <http://www.etcf.org/pages/east-texas-giving-day>



# Why should a nonprofit participate?



- **Capitalize on a moment in time:** one day – 18 hours and bring energy and momentum to a particular cause or organization
- **Reach younger donors:** They are more likely to give during a Giving Day to be part of a larger movement and bigger gift
- **Level the playing field:** No matter an organization's size or budget, an online Giving Day gives organizations of all shapes and sizes the ability to compete.
- **Acquire new donors:** Each nonprofit will know who gave to them, so they can continue to build a relationship



# How can I participate in East Texas Giving Day?



- **Decide:** Is this a fit with my nonprofit?
- **Get your board and leadership to commit.**
- **If you are a First Time Giving Day Nonprofit**

**Register by February 15th:** [www.EastTexasGivingDay.org](http://www.EastTexasGivingDay.org)

- **Returning Nonprofits have until March 15th to update profile/pay**
- **Create your strategy:** What? When? How? Who?
- **Events:** Notify ETCF so we can coordinate and promote
- **Promote:** Promote your participation through all available channels, Facebook, Twitter, newsletter, email, mail, event, PSA, yard signs, shoe polish, etc.
- **Like ETCF on Facebook** for up to date information: [facebook.com/SimplifiedGiving/](https://facebook.com/SimplifiedGiving/)



# Upcoming Webinars & Seminars

**Matching Funds 101 Seminar-** Tyler Area Chamber, Genecov Room

Friday, February 3, 2017.....10:00– 11:00 a.m.

**Me Make A Video? YES!!** TJC West Campus, The Energy Center #201

Wednesday, February 15, 2017.....2:00– 4:00 p.m.

**Donation Basics Webinar**

Tuesday, March 28, 2017.....12:00– 1:00 p.m.

Watch Recorded Giving Day spots on YouTube  
East Texas Communities Foundation Channel

**EAST TEXAS  
GIVING DAY**





# www.EastTexasGivingDay.org

**EAST TEXAS GIVING DAY**

April 25, 2017

Powered by East Texas Communities Foundation

[Search for Nonprofits](#) [Leaderboards and Prizes](#) [About](#) [FAQs](#) [Resources](#) [Registration](#) [LOGIN](#)

WE'RE COUNTING DOWN TO

**91:14:27:54**

DAYS HOURS MINUTES SECONDS

TOTAL RAISED IN MAY 2016: OVER \$479,000

[All Categories](#) [SEARCH FOR YOUR NONPROFIT](#)

## What is East Texas Giving Day?

East Texas Giving Day is an 18-hour day of giving that provides critical funding for our area nonprofits. The purpose of an area-wide Giving Day is to bring the region together on one day and as one community, raising money and awareness for East Texas nonprofits. This initiative, organized by East Texas Communities Foundation (ETCF), provides citizens an easy platform to support the mission of local nonprofits that serve our many communities.

# Questions?

