# East Texas Giving Day and The Children's Park of Tyler



Jennifer Carson Executive Director The Children's Park of Tyler 110 E. Dobbs Tyler, TX 75703 903-939-1597 jencar@me.com

### **ETCF Training**

- It's too much work reinventing the wheel when you don't have to!
- Rather, we chose to connect, listen and grow in our knowledge and understanding of participating in a Giving Day
- Attended all the meetings/workshops/trainings beginning in December
- Followed advice word for word



### Matching Gift

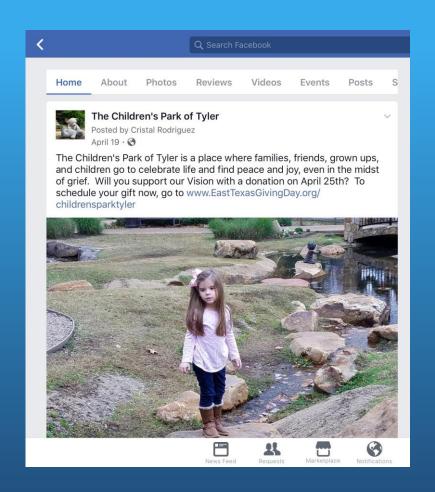
- Matching gifts are always great!!
- They motivate people to give because their money is doubled
- Securing this gift is one of the first things we did so we could announce it in all of our communications



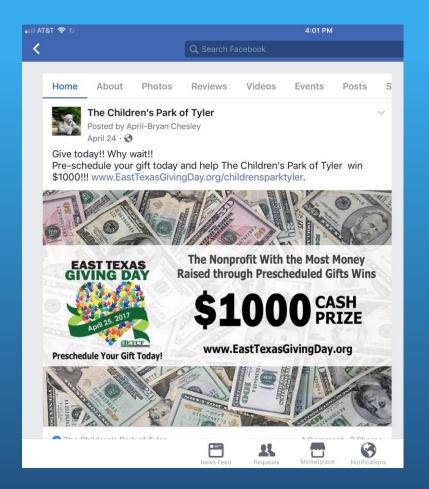
#### FB Posts

- Alternated posts: one text, one text with photo, one video, one question or call to action, etc.
- All posts were created and scheduled one month before ETGD (so we had time to think it through strategically)
- Posted 3xwk 1st week in April, daily for 2nd week in April, 2xday for 3rd week in April leading up to ETGD
- Always included #ETGD or website where they could start making pledges early
- On actual ETGD, recycled posts so we had something posting every 2 to 3 hrs throughout day
- FB was automatically linked to Twitter









Home About Photos Reviews Videos



#### The Children's Park of Tyler

Posted by Cristal Rodriguez

April 24 • 🚱

The Children's Park of Tyler is widely known and respected as a strong voice educating the public about the journey of grief and how important that journey is to the health and welfare of all those concerned during the journey.

How has The Park helped you in your journey through grief?

www.EastTexasGivingDay.org/childrensparktyler



#### **Emails**

- Emails were also prescheduled
- 4 emails: 2 wks out, 1 wk out, Morning of ETGD, Evening of ETGD
- Short & sweet: ETGD logo, Children's Park logo & general information about day
- Invitation to participate





Dear Judy,

On Tuesday, April 25, The Children's Park will be participating in the 2nd Annual





Date: Tuesday, April 25, 2017

6 AM - Midnight

Purpose: To provide critical funding for nonprofits by connecting

donors with organizations like us.

How to Give: Please mark your calendar!

On Aug 25th, go to East Texas Giving Day.

and click "Donate Now"

Questions: Email Cristal

Call 903-939-1597

Thanks to a very generous donor, every dollar donated to The Children's Park on Aug 25th will be doubled up to \$5,000!

The Children's Park is not just a place...
it's a way to celebrate children and discover joy,
even in the midst of grief.

Please visit our website at childrensparktyler.org



#### Direct Mail



The Children's Park of Tyler 5380 Old Bullard Rd., Suite 600-122 Tyler, TX 75703 NONPROFIT ORG U.S. POSTAGE PAID TYLER, TEXAS PERMIT NO. 100

RETURN SERVICE REQUESTED

#### East Texas Giving Day is an 18-hour online giving opportunity for our community to support our local non-profits that make East Texas such a great place to live!

Please mark your calendar for Tuesday, April 25, and plan to support the park online at www.easttexasgivingday.org/childrensparktyler! Your financial support is necessary for us to continue providing support services for families who have experienced the loss of a child as well as continue our efforts to keep the park beautiful. Thanks to a very generous donor, gifts made to the park up to \$5,000 on that day will be doubled!!



Please stop by, on April 25, as we join with other local non-profits to participate in this exciting day. Alison's House at The Children's Park will be open April 25, 5 AM - 8 PM. We'd love to show you Tyler's newest event venue and share some stories of how God has used the beautiful park to bless so many in our community.

The Children's Park is not just a place... it's a way to celebrate the lives of children and discover joy, even in the midst of grief.

#### Videos

- Attended ETCF workshop on how to make a FB Video
- Created 3 new videos and used several old videos less than 1 minute in length
- Each one highlighting our Mission and Purpose or specific project we were raising money for





### Friends & Family

- The day before ETGD, we gathered to call friends and family to ask them to pledge a gift to help us win the additional \$1000
- The day of ETGD we continued to call and text friends and family to ask them to participate



#### Results

- Matching Gift \$5,000
- Prescheduled Gifts \$8,226.47
- Bonus for most prescheduled gifts \$1,000
- Raised during 18 hour event \$2,139.39

• TOTAL RAISED \$16,365



### Questions?



### Champions for Children Giving Day Ideas, Plans, and Action



#### **Champions For Children** Kristin Omo

Child Development Specialist, Trainer

4883 Hightech Drive, Tyler, TX 903-592-1454

Champions for Children Giving Day Ideas, Plans, and Action

- Key component...
- Involve staff and board members in every step...gathering ideas, making plans, and implementing action.
- We were a small staff with a small board, so everyone participated.
- Secure matching funds and meet them!

■ Ideas...

# Our staff met to brainstorm a basic understanding of what Giving Day really was and a list of ideas and strategies to make it work.

- We recorded answers to...What? When? How? Who? Why? Where?
- Together we came up with a list of possible ideas, including...
  - Involve board and current donors
  - Promote before GD- coffee, happy hour, ice cream party, pre-event planning party
  - Stimulate community involvement
  - Secure matching funds
  - Advertise with a large object like a waving man
  - Offer fun things during the day of GD balloon person, popcorn, mini cakes, bubbles for kids, yo-yo person, Superhero character, coffee, snacks, people in the booth
  - o Provide a pleasant booth table, tent, board and staff to man the booth
  - Support ETCF offerings
  - Advertise on FB before, during, and after, including live broadcast

Champions for Children
Giving Day Ideas, Plans, and Action

Plans - We met with the board to share the staff ideas and identify our areas of emphasis.



We took advantage of every opportunity to advertise Giving Day, including showing up at the CBS Morning Show at 5:00 am.

We put pictures and comments on FB before, during, and after. We used the provided Giving Day logo for consistency.



### Matching funds...

Champions for Children of Smith County shared their photo. Tomorrow is the final day!! Help us match our funds! No amount is too small, it all adds us to help children in our community be successfull! **East Texas** Giving Day April 10th-25th **Give Local** Champions for Children of Smith County Please help us be the organization with the most prescheduled giving (April 10 - April 24th) Giving Day is the 25th. Any amount is most appreciated. We could wi... April 18 · 8 See More 0 Share Comment Comment 13 Like

We secured and advertised Matching Funds. We promoted the matching funds to ensure we raised enough money to get the matching funds, and we did!!!



#### Action...

#### We assigned each board member with a job...

making popcorn, working a shift, securing face painter, etc.







View 1 more comment

We also made sure to thank our supporters and let them know the total amount we raised.

### Questions?



Thank You!



# East Texas Giving Pay

Heartisans
MARKETPLACET

Longview, TX

## Heartisans Overview

- \*Opened in the Fall of 2014, Founder Julee Rachels
- \*We provide customized job-training to unemployed/underemployed women living in the local community
- \*Partnership with Longview Economic Development Corporation (LEDCO) as an ACT Career Ready 101 site
- \*Main source of funding is Heartisans Marketplace Store
- \*Women are referred into the Heartisans' program from other non-profits, churches, social groups and the community at large
- \*To date 27 women have graduated from the program
- \*Board formed in October 2016, 14 board members
- \*Hired first staff Program Director in August 2017



## ETGP Promotion Plan

- \* Mar 20, 2017 Announce ETGD, promote in E-Newsletter, poster up in Heartisans Marketplace store, social media promotion
- \* April 3, 2017 Mail out ETGD postcard
- \* April 3-25<sup>th</sup> email and social media promotion, board involvement in promotion
- \* April 10<sup>th</sup> push pre-scheduled giving via social media and email
- \* April 13th took over ETGD Facebook page for Heartisans
- \* April 25, 2017 East Texas Giving Day social media posts throughout the day



### ETGD Postcard



Thank you...

for considering a donation to Heartisans Marketplace, an all-volunteer 501(cl(3) non-profit community organization providing job training for unemployed women in our community.

100% OF ALL MONEY RAISED FROM THIS EVENT GOES TO OUR PROGRAM.

Pre-schedule your gift beginning April 10, 2017.

To donate on April 25, or for more information, visit easttexasgivingday.org/heartisansmarketplace or heartisansmarketplace.com.

Printing provided by



of Longview, TX.

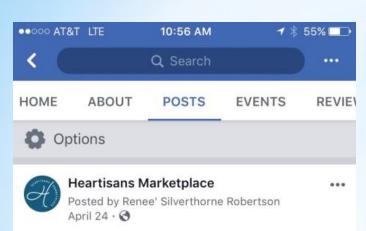
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## Facebook Promotion

- \*Weeks leading up to ETGD 3-4 posts a week
  - Promoted pre-scheduled giving
  - Highlighted our volunteers and program participants with pictures/stories and videos
- \*Day of ETGD April 25th posts throughout the day
  - 5a, 6a, 7:30a, 10a, 2:30p, 6:00p

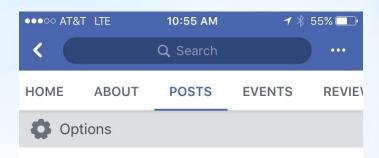




Meet Stephanie - a Heartisans Marketplace graduate who is living a new life! Stephanie now works for the City of Longview as a recycle truck driver - her dream job! We are so proud of all she has accomplished.

Help us help more women in our community by donating to Heartisans on East Texas Givi... See More







Good morning East Texas! TODAY is the day! Our community is coming together for East Texas Giving Day to focus on giving back to the many organizations in our area that make it a better place to live. Heartisans Marketplace is excited to be part of the fun and will be sharing stories of the women who have been impacted by our customized job trai... See More













## ETGD Benefits and Results

- \* Built excitement around participating in larger community giving event
- \* First targeted fundraising effort for Heartisans
- \* Board Involvement
- \* Brought in new donors and built awareness of Heartisans
- \* Raised \$17,000 with 40 donors



## Questions?

Heartisans
MARKETPLACETM

Thank You!





Gayle Helms
Executive Director

1823 County Road 386 | Tyler, TX 75708-7615

#### 77 Total Gifts

# Average Gift Amount \$82

# 1/3 of Donors on ETGD New Donors



## Questions?

