



**ROANOKE
VALLEY
GIVES**

03.15.17

NEWCOMER INFORMATIONAL SESSION 2017

**Foundation for Roanoke Valley
December 2, 2016**

What is a “Giving Day Campaign”?



- Typically occurs over a 24 hours
- Technology-driven
- 100% online “web-a-thon”
- Benefits nonprofit organizations & builds a sense of community
- Opportunity to connect donors to nonprofit organizations in a fun way

Online community giving days started in 2008 with The Columbus Foundation who raised \$800K!

Giving Day Examples

Location	Total # Donations	Total \$ Raised
Minnesota (GiveMN)	52,335	\$20.1 M
Seattle (GiveBIG)	44,962	\$22 M (over 48 hours)
New River Valley (GiveBig NRV)	969 (2015)	\$108,640 (2015)
Georgia (GAGives)		\$3.9 M
Fredericksburg (The Community Give)	9,611	\$1.1 M
Alexandria (Spring2Action)	11,958	\$1.3 M

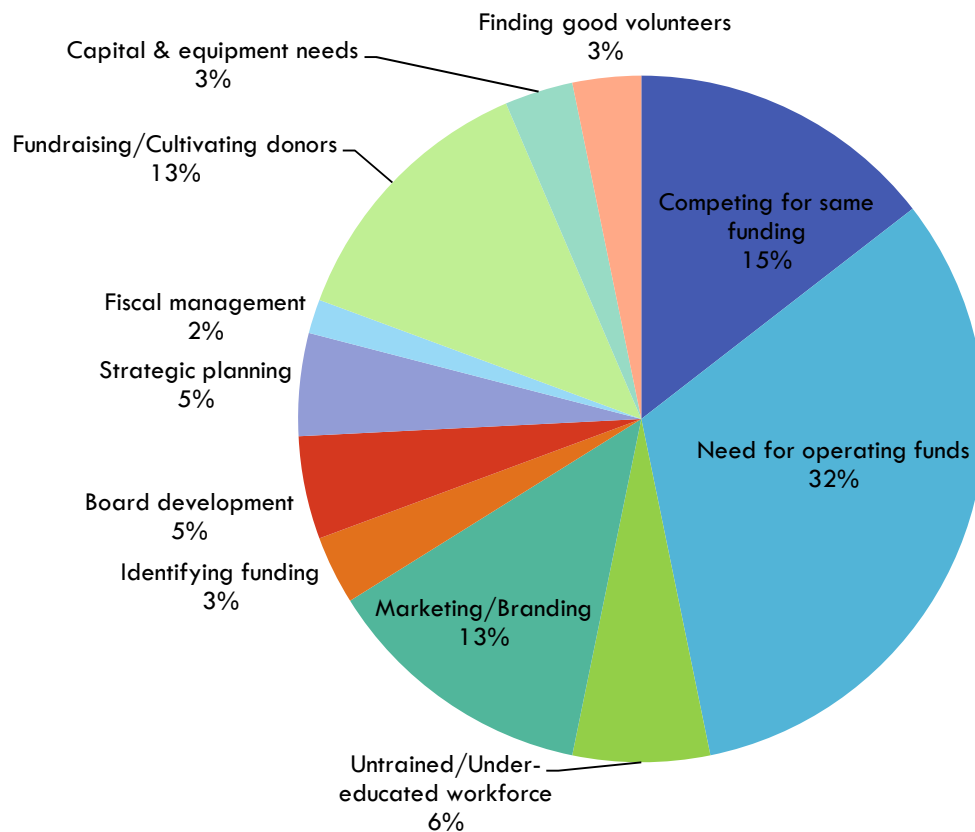
Why the decision was made?



- Strategic Plan:
 - Provides opportunities to strengthen the local non-profits
- Daily Work:
 - The Foundation will use its influence and expertise as a community center for philanthropy to strengthen local nonprofits beyond making grants to those agencies.
 - Promotes and participates in collaborative efforts to shape a healthy, care community.

Nonprofit Survey 2015 Results

Nonprofit Community Challenges



How can FRV assist?

- Help raise operating funds and fund more operational grants
- Serve as a resource to promote nonprofit growth
- Help cultivate donors
- Provide marketing assistance and provide more technology training opportunities
- Provide social media training
- Assist with fundraising campaigns
- Provide networking opportunities for NPOs
- Provide fundraising events
- Become more engaged on a less formal basis
- More surprise grants
- More assistance with smaller projects

Why is this important for the nonprofits serving the Roanoke Valley?

- ❑ Create and/or improve your social media presence
- ❑ Easy way to experiment with online fundraising
- ❑ Develop less reliance on grant funding
- ❑ Take part in a Roanoke Valley wide campaign
- ❑ Easy way for prospective donors to learn about your organization
- ❑ Build relationships with other nonprofit organizations (networking)
- ❑ Improve community philanthropy
- ❑ Be a part of something fun!



Eligibility Requirements to Participate

- IRS 501(c)3 status
- Organization must be located in and serving:
 - Botetourt County
 - Craig County
 - Franklin County
 - Roanoke County
 - Roanoke City
 - City of Salem
- Register for an account with Click & Pledge
 - There is NO cost to register!
 - Participants are required to pay credit card processing fees of 3.75% + \$.35/transaction
 - \$25 monthly fee is waived
- Commit to the initiative by **ACTIVELY PARTICIPATING!**

Roles and Responsibilities (FRV)



- Seek Sponsors for grants and prizes
- Create a common message and brand for Roanoke Valley Gives
- Provide a nonprofit toolkit with resources for nonprofits
- Provide training sessions to prepare nonprofits for Roanoke Valley Gives
- Raise awareness in the community and generate media buzz about the event
- Work with local media and businesses to get the word out
- Highlight participating nonprofits and sponsors on Facebook and twitter
- Use rvgives.givebig.org to spread the word about Roanoke Valley Gives

Roles and Responsibilities (nonprofits)



- Attend trainings and events
- Create fundraising page for your organization using Click & Pledge
- Promote Roanoke Valley Gives via social media outlets and existing communication vehicles
- Set a fundraising goal and publicize that goal to your stakeholders
- Be committed to learning new online communication technologies for your nonprofit
- Send thank you notes to your Roanoke Valley Gives donors post-event

How does it work?



Search for and donate to a nonprofit by name, keyword, county, or zip code



DONATE

Browse causes by category

Participating Organizations

Give to your favorite Roanoke Valley nonprofit!

Register

Register your Nonprofit.

Nonprofit Toolkit

Resources for Nonprofits

Together we Raised
\$384,723



<https://rvgives.givebig.org>

We are here to help!



- Nonprofit Toolkit:
 - ▣ Messaging
 - ▣ Branding
 - ▣ Tips
 - ▣ Templates
- Timelines
- Training (Social Media Basics & Give Day Strategies)
- Support
 - ▣ Weekly emails
 - ▣ Phone calls
 - ▣ Hands on small group and one-on-one training with FRV staff
 - ▣ Webinars with Click & Pledge support staff

ROANOKE VALLEY GIVES 2016 RESULTS



1

- Involvement of 50 nonprofit organizations
- **2016 RESULTS: 125 participating nonprofits**

2

- \$150,000 raised from community
- **2016 RESULTS: Over \$366,000 raised**

3

- Raise \$50,000 in incentive prizes (grants) to be awarded during and at the conclusion of the 24-hour period
- **2016 RESULTS: \$50,500 raised**

What's next?



- Share this opportunity with colleagues/Board members and decide if your organization will participate
- View Click & Pledge webinar:
 - ▣ Roanoke Valley Gives: How to sign up?
 - ▣ Located in the Nonprofit Toolkit on <https://rvgives.givebig.org>
- Visit <https://rvgives.givebig.org> and Register for an account via Click & Pledge
- Attend Roanoke Valley Gives nonprofit kickoff event
 - ▣ Thursday, December 8 from 9:30-11:00 am
 - ▣ The Patrick Henry Ballroom
 - ▣ REGISTRATION REQUIRED!
- Attend Small Group Training to learn how to setup your profile page
 - ▣ Times and Dates TBD
 - ▣ Your organization's profile page **MUST** be active to attend
 - ▣ REGISTRATION REQUIRED!

QUESTIONS?

Give Where YOU LIVE

In 24 hours of online giving you can support nonprofit organizations servicing the Roanoke Valley through **Roanoke Valley Gives** day.

It's as easy as point-click-give, for as little as \$10
Only on March 15, 2017
rvgives.givebig.org



An initiative of Foundation for Roanoke Valley