



**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

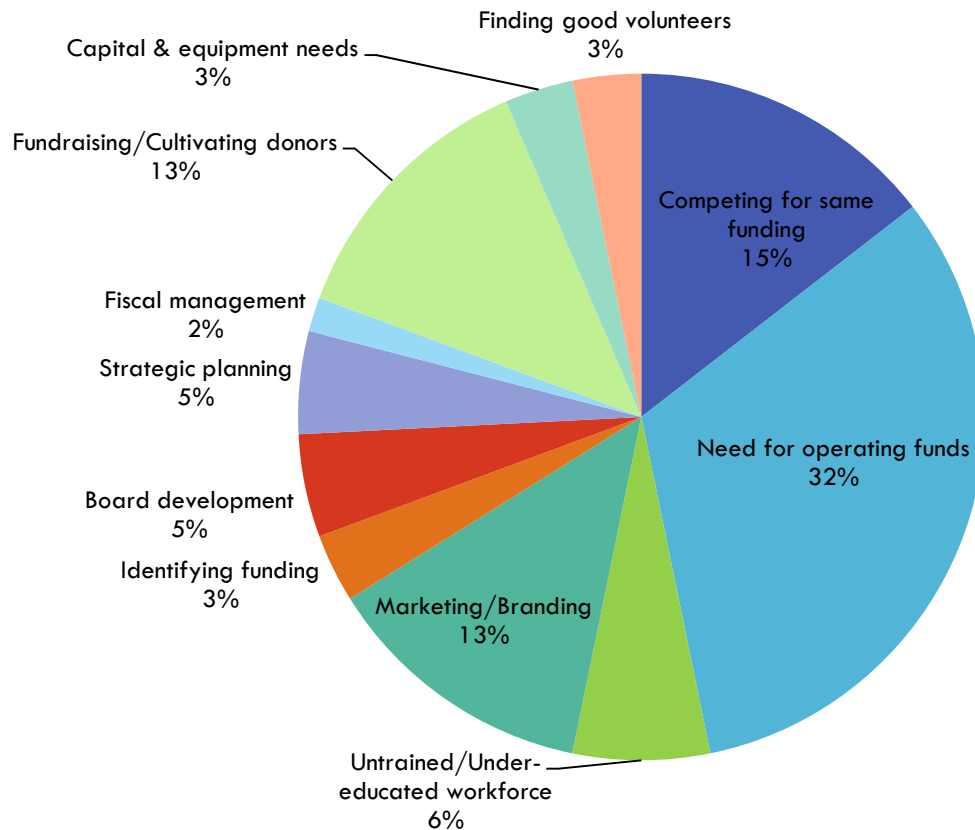
# Why the decision was made?



- 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](http://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](http://rvgives.givebig.org)



*An initiative of Foundation for Roanoke Valley*