



SACRAMENTO REGION
COMMUNITY
FOUNDATION

BD Big
Day of
G Giving

**FEBRUARY
TEAM CAPTAIN MEETING**



Tweet! #BDOG2018

AGENDA



- GivingEdge Profiles Update
- How does this “match” thing work?
- How does the ‘prize’ thing work?
- Announcement & Reminders
- Q & A





GIVINGEDGE PROFILES



GivingEdge Profiles

A decorative graphic consisting of a yellow arrow pointing right, overlaid on a teal arrow pointing right.

- If a coach contacts you about missing information or edits, respond ASAP. Do not delay
- Your profiles must be approved and published in order to participate.
- All profiles must be published and live by March 16.
- You can log in and make edits until April 6. View only after that.



BD Big
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MATCHING



Matching: How does it work?



- **What is it?**
 - Matching is a pool of donations that you raise on your own before BDOG
 - You earmark these funds as matching dollars
- **How does it work?**
 - You will enter the total \$ amt you have raised in matching on the back end of the website
 - On Big Day of Giving, the matching funds will show on your donation form!
 - A training will be scheduled for early April to show you how
 - You do not need to send us your matching funds.

Matching: How does it work?



- Who/Where should I go to raise matching \$\$?
 - Major donors
 - Board members
 - Business sponsorships
- Use it as a donor engagement tool
 - Donors love to see their gifts leveraged
- The visual of matching funds on the donation form is a big incentive for BDOG donors
- In 2017, over 140 nonprofits raised over \$1.2 M in matching funds.

**BD Big
Day of
Giving**

PRIZES



PRIZES

- What is it?
 - Additional opportunities to win \$\$\$\$!
 - Through sponsorships, we have raised over \$50,000 for cash prizes this year! (with the potential for more!)



PRIZES

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BDOG Hourly Donor Challenge

- Prize awarded to the organization that has the most # of unique donors during the hour.
- A unique donor is defined as one donation from one donor
- Prize amount = \$500
- 24 hours, 24 chances to win!
- Organizations are only eligible to win one Hourly Donor Challenge

BDOG Hourly Donation Challenge

- Prize awarded to the organization that raises the most amount of money in that hour
- Prize amount = \$500
- 24 hours, 24 chances to win!
- Organizations are only eligible to win one Hourly Donation Challenge



PRIZES

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BDOG Boosters!

- A total of \$25,000 will be given away in random increments throughout the day
- Each hour, donations will be randomly selected and “boosted” with prize money!
- Amounts will range from \$100 - \$1,000!
- Great marketing tool!
- *Prizes and prize rules will be up on the bigdayofgiving.org website by mid-march.*





ANNOUNCEMENTS & REMINDERS

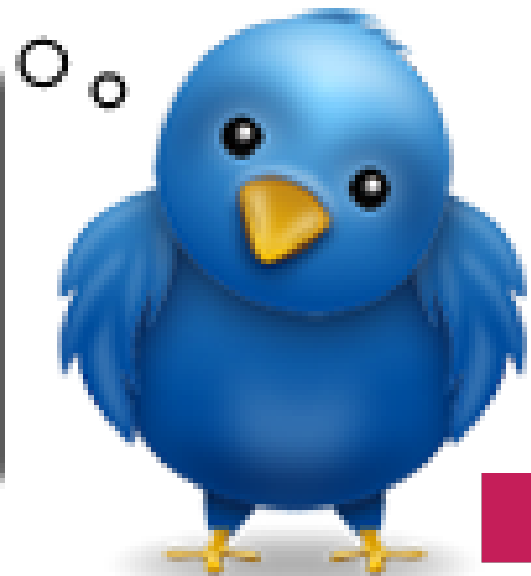


PRE-DOG CHALLENGE!

THE CHALLENGE

Post a tweet using your organization's Twitter account that answers this prompt for a chance to win \$1,000!

Tell a story of how your organization is making an impact for those living in our region.



PRE-DOG CHALLENGE!

CHALLENGE RULES

- One entry (tweet) per organization
- Tweets must be posted on Friday, March 16 between the hours of 8:00 am – 5:00 pm
- Tweet must tag @bigdayofgiving and @sacregcf accounts
- Tweet must include the hashtags #BDOG2018 and #BDOGImpact
- Tweet must be made from your organization's Twitter account. Tweets from personal accounts will not be eligible.
- You may attach images and video to your tweet, but your tweet must also include text answering the prompt. You do not need to state the question in the tweet.
- Tweet entries will be reviewed by the BDOG team at SRCF and one winner will be chosen to receive a cash award sponsored by the Foundation
- Winner will be announced on the March Team Captain Webinar on March 20.



Reminders

- Toolkit is where you will find:
 - ✓ *Graphics*
 - ✓ *Team Captain webinar registration and recordings from past presentations*
 - ✓ *Bootcamp presentation slides*
 - ✓ *8 week workplan*
 - ✓ *Link to sign up for the Bark!*
 - ✓ *Orientation slides*
- Add users/change TC in profile

Bigdayofgiving.org/toolkit



Reminders

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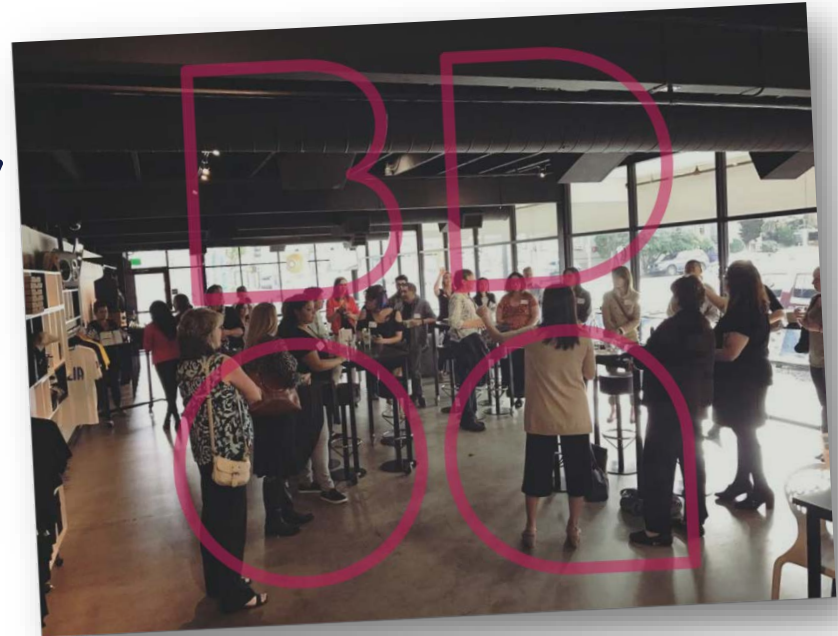
- Scheduling donations
 - ✓ Donation button will turn off on April 11.
 - ✓ Turns back on with the schedule gift option for BDOG on [April 18](#).
 - ✓ Donors can give starting on April 18 and donations will hit the leaderboard the first hour of the event. (there is no way to schedule a particular time)
 - ✓ After BDOG, regular year-round giving will resume on the GivingEdge site.



Reminders

Networking Events!

- **Thursday, March 15**
4:00 – 5:30 pm
- Hot Italian Sacramento,
CA
- **Friday, April 6**
3:30 pm – 5:00 pm
- Loomis Basin Brewery
Loomis, CA



Link to register in toolkit!
Bigdayofgiving.org/toolkit



Reminders

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March Team Captain Webinar

- › Tuesday, March 20
- › 2pm – 3pm
- › Link to register in Today's Bark and in Toolkit



Reminders

Final Bootcamp
tomorrow!

Messaging Your Story

- › Morning session is closed
- › Still room in afternoon!
- › Registration link in toolkit
- › Hour 1: Writing workshop with Katie McCleary
- › Hour 2: Facebook Advertising training with Logan Mayville



Reminders



- Read the Bark!
- Join the Learning Community
- Participate in Pre-DOG Challenge
- Start the 8 week workplan!!
First week is March 5



QUESTIONS?

