



SACRAMENTO REGION  
COMMUNITY  
FOUNDATION

**Big  
Day<sup>of</sup>  
Giving**

**May 3, 2018**

**APRIL  
TEAM CAPTAIN MEETING**



**Tweet! #BDOG2018**

# AGENDA



- Contingency
- Workplan check-in
- Updates
- Q & A Session



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**CONTINGENCY**



# What Could Go Wrong?

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

- › Website malfunctions
  - › *Slow to load*
  - › *Individual link issue or NPO page not loading*
  - › *Donations not processing correctly*
  - › *Full site crash*
- › Social media sites crash
- › Email not working (MailChimp site goes down)
- › WIFI/Internet connectivity interruption (large providers down such as Comcast, AT&T, etc.)
- › Natural Disaster
- › Local/National/International crisis/incident
- › Your organization or team captain has an emergency/crisis
- › Organizers have an emergency/crisis
- › Event location has emergency/crisis



# Website Status Page



OUR IMPACT

DONORS

STUDENTS

NONPROFITS

AD

[Home](#) / [Nonprofits](#) / [Participate in Big Day of Giving](#) / [BigDayofGiving.org Website Status](#)

## BigDayofGiving.org Website Status

Please bookmark this page to check for BigDayofGiving.org site status updates on Big Day of Giving — May 3, 2018. As issues arise of which you may need to be aware, we will update the site status table with green, yellow, and red indicators. We will also update the status log at the bottom of the page so that you may see the time we became aware of the issue and the time it was resolved.

Please check this site before communicating with any donors about the site status of BigDayofGiving.org as it may provide more information as to the issue you notice or a potential resolution.

If you have an issue to report, please [click here](#) to get the message to our technical

# Be Prepared

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## 1. Website preparedness

- *Giving portal*
- *Change links*

## 2. Communication

- *Know the process in which to contact the foundation*
- *Have a communications plan prepared*
- *Pre-write email templates*

## 3. Events

- *Decide ahead of time what your plan is for any events should there be an issue*
- *Make sure your communications plan includes your event plan b*



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**WORKPLAN  
CHECK-IN**

# Workplan Check-in

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- WEEK 7 (APRIL 16 - 20)
  - ✓ Amp up Social Media – Add BDOG graphics
  - ✓ Email(s)
  - ✓ Targeted phone calls to donors
  - ✓ Kick off events
  - ✓ Fliers
  - ✓ Finalize day-of roles and staffing plan

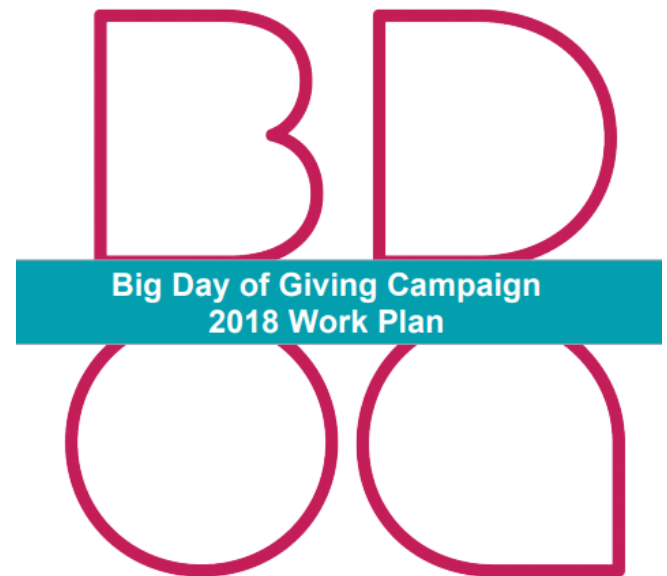




# Workplan Check-in

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- WEEK 8 (APRIL 23-27)
  - ✓ Profile access – know how to get donor data
  - ✓ Continue heavy social media
  - ✓ Remind board of roles (giving, outreach)
  - ✓ Utilize BDOG videos
  - ✓ Finalize day-of event plans
  - ✓ Prepare your own website (graphics, direct visitors to your profile)



# Workplan Check-in



- **MAY 3 – BIG DAY OF GIVING**
  - ✓ Kick off at midnight! Ensure at least 10 donors give within the first 10 min.
  - ✓ Pound the pavement – get out into the community.
  - ✓ Check in with board members (are they doing their jobs?!)
  - ✓ Be active all day on social media
  - ✓ Check donor data
  - ✓ Enter any offline donations



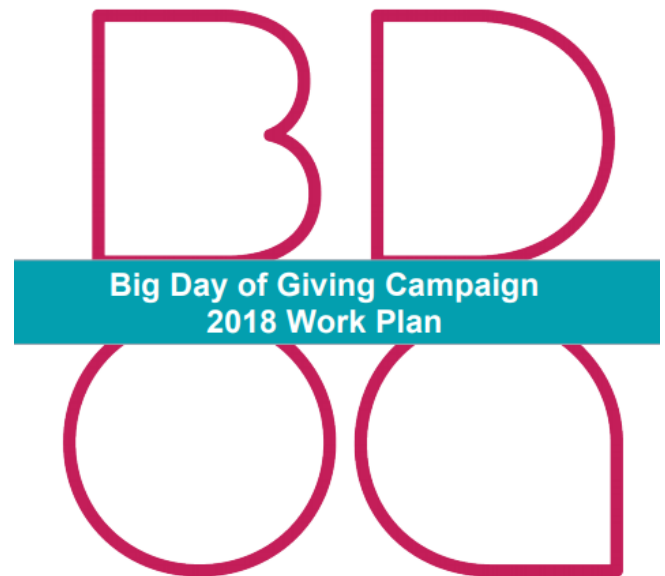
Big Day of Giving Campaign  
2018 Work Plan



# Workplan Check-in

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- MAY 4 – POST BDOG
  - ✓ Get some rest!
  - ✓ Continue thanking donors per your plan
    - ✓ Donors
    - ✓ Businesses
    - ✓ Board/volunteers
    - ✓ staff
  - ✓ Send updates to stakeholders on results!



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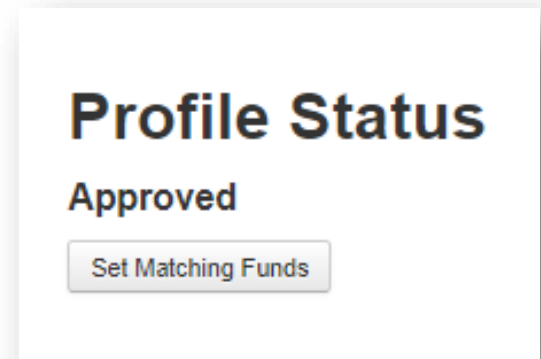
**UPDATES**



# UPDATES



- FAQs about Matching
  - You can still enter (until May 2) Use the button “Set Matching Funds”
  - You raise these funds on your own. You don’t have to send them to us.
  - It is a dollar for dollar match
  - When a credit card donation comes in on May 3, the amount of the donation is deducted from your match pool and added to your totals.



- Offline and DAF gifts do not affect your match amounts.

# UPDATES

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- Facebook “events”
- Do not name your events generically using the name “Big Day of Giving” without some sort of identifier of your organization.

## Examples:

“RSVP to Give to Yolo Food Bank on May 3” ✓

“BDOG with River City Rowing Club” ✓

“Give to WEAVE on Big Day of Giving” ✓

“Wallets and Wine: Celebrate BDOG” ✓

“24 Hours to Give Big Day of Giving”

“Big Day of Giving” “Give on Big Day of Giving”

# UPDATES

**MAY 2018**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

bigdayofgiving.org

0:05 / 0:45

# UPDATES

- Donation levels can still be updated in your profile
- The system automatically provides a “fill-in” option
- You do not need to submit your profile to make changes to your donation levels
- Your ability to edit donation levels will go away on May 3.

**Donation Amount**

\$50.00	\$100.00
\$250.00	\$500.00
\$1,000.00	OTHER AMOUNT

\* Amount

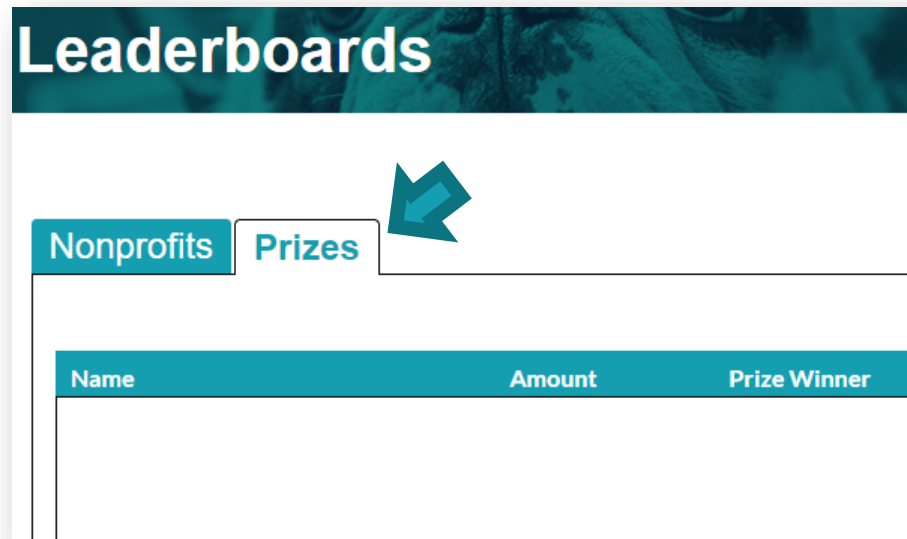
\$  USD



# UPDATES

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- Prizes are listed on the website under “prizes”
- Winners will be listed on the leaderboard prize tab
- Some will be announced through social media channels.
- Prize money won will not reflect in your leaderboard totals.



# UPDATES

- Contacting the Foundation on May 2-4
  - If you have questions:
    - Email [bdog@sacregcf.org](mailto:bdog@sacregcf.org)
    - Post them in the Facebook Learning Group
    - Look on the website
- If you have a donor that needs assistance, have the donor call us or email bdog.
- Use web status page to check when having tech difficulties.



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**YOUR QUESTIONS!**

