

BDOG BOOTCAMP

**Big
Day^{of}
Giving**

May 3, 2018

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SACRAMENTO REGION
COMMUNITY
FOUNDATION



#BDOG2018

TODAY'S AGENDA



- Board Engagement
 - *Readiness & Outreach*
 - *Giving & Asking*
 - *Thanking & Stewarding*

- Let's Practice: Mock Discussion with Donor

- Let's Discuss:
 - *What did we learn?*
 - *What will we do next?*



Readiness & Outreach

- Educate & engage the Board
- Secure their commitment to participate
- Provide them tools and support, with weekly updates



Giving & Asking

- Could the Board gifts be a match?
- Social media messages, branded & ready
- Help Board members identify who they know
- Will you hold events on BDOG, or prior to?
- Reward participation!



Thanking & Stewarding

Activities Done by Board Members

- Say thanks within 48 hours
- Call donors 1x within 30 days of their donation
- Provide update by Sept (either via phone or email)
- Goal: Year-End Gift



Let's Practice!

Groups of 4: Board Member and Staff Member x 2 organizations.

Exercise:

- Board Member introduce staff member to potential donor.
- Staff member tell a mission story, then:
 - *Explain what BDOG is and*
 - *Ask for a matching donation of \$1,000 or more.*
- Of course, donor will say yes.
- Then trade off so other org can practice.



Questions/Observatio

its

