

# BDOG BOOTCAMP

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

**May 3, 2018**

Brought to you by



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

