



# HOW TO MAKE THE MOST OF THE HANDS UP FOR CANBERRA GIVING DAY





## Make the most of what's provided:

Use the kit provided by Hands Across Canberra.

Make sure you understand how the matching works, and how to use this to encourage people to donate as it will 'double their impact' - \$50 becomes \$100, \$100 = \$200 \$250 = \$500, \$500 = \$1000, for example.

Understand the competitions and prizes and prepare for them, but don't just rely on these - set yourself reasonable goals to keep you focused such as any or all of these, and tell your supporters how much you are aiming to raise.

## What kind of goals should I set?

-  the amount of money you want to raise
-  number of donors you'd like to see participate
-  number of new donors you'd like to bring in
-  the participation of key audiences, such as volunteers or staff

[Download Assets](#)



## Make the most of your cause and mission:

Fundraise for something tangible

- ✎ Pick a real world project rather than an abstract general fundraising message: tell people how much you need to raise on the day and how much you need their donation
- ✎ Use the urgency of the day in your messages

- ✎ Pull together your most compelling photos to use, and if possible create new authentic short videos on a smartphone (be aware of appropriate content standards)
- ✎ In the lead-up ask your staff and supporters to send you any compelling photos and videos they are willing to give you that can be used publicly in social media

## Make the most of your supporters and volunteers:

Recruit your existing supporters, board members and volunteers (whether it be individuals, businesses or sports teams) to fundraise for you as your champions

- ✎ Tell them about the giving day and how all donations will be matched 1 for 1, so their efforts will be doubled automatically. And on top of that, donations over \$2 are tax deductible!
- ✎ Set fundraising goals they can compete for: "Help us to reach our target of \$5000 by raising \$500".
- ✎ Give them incentives – certificates, badges, recognition in your reports and edms, etc.
- ✎ Use the urgency and gamification to make it fun for them – 'friendly co-opetition'.
- ✎ Give them what they need to fundraise – a brief list of a few key messages such as what are they fundraising for and why, the call to donate, the link to the donate page, list of key dates to mark their diaries, all the relevant social media info (refer to the master kit, and add your hashtags and tags).

- ✎ Keep communicating with them in the lead-up, encouraging them on the day and thanking them on the day and afterwards.
- ✎ Think about and plan for how to engage with and hopefully retain the new donors that will donate on the day.
- ✎ See if some of your existing business sponsors will double your donations on the day, then you have double the multiplier! \$50 becomes \$100 becomes \$200! \$200 becomes \$400 becomes \$800!



## Make the most of your communications:

Set up a communications calendar to cover the lead up to the day, on the day and after the day – a giving day is the one day you can send more than 1 email to your list!

Emails with a clear call to action to donate have been shown to work best in securing donations – ensure it is only one click to the donate page.

- ✎ Build excitement in the lead-up period
- ✎ Try to segment and personalise email groups as much as possible if you can
- ✎ Make your edms mobile friendly if not already
- ✎ Use short direct authentic videos – can be done on a smartphone, make sure well lit and no background noise, always include the call to donate and the website either in the video or in the post
- ✎ TEST everything before it goes out – broken or inactive links will put people off and they most likely won't try again

Social media helps more with reach and awareness, but always include the call to donate and the link:

- ✎ Write and set-up posts in advance
- ✎ Go where you know your audience is
- ✎ Always include the call to donate and the website link to the donate page
- ✎ Always tag sponsors, supporters and key stakeholders to get maximum reach
- ✎ Again, TEST all links
- ✎ Make sure you schedule thank you messages throughout the day, whilst encouraging those who have not yet donated to make their gift

Direct mail: if you know your supporters still like and respond to mail, use this to excite them and get them involved to donate and fundraise for you before the day.

Don't forget to proofread and double check everything before it goes out!

## Make the most of real people:

In person event: see if a supporter will host you and other supporters at a café, restaurant or office or other venue they can provide:

- ✎ Ensure the focus of the event is 'fundraising': all guests should be expected to donate or fundraise or both!
- ✎ Drum up some excitement and anticipation with small competitions.

- ✎ Get someone to livestream via Facebook on their smartphone – video gets the lion's share of attention. They can ask people why they are donating to your cause for example.

Location: if you are in a high traffic location, adapt some existing flyers to the giving day and stick them up, give them out, and if you can, leave them at appropriate libraries, friendly cafes and shops, etc.

**MOST OF ALL, HAVE FUN WITH YOUR STAFF AND SUPPORTERS!**