



# THE GREAT CAMP GIVE

*How To Raise \$100,000  
(or more!) in One Day*

Doug Walters, Camp Hanover  
2025 Faith & Fundraising Conference







# Why A Give Day?

CAMP  
HANOVER



✓ Expands the Notion of What's Possible

GOAL  
\$30K > RAISED  
\$100K > TODAY  
\$300K



Before Giving Days, annual giving for Camp Hanover: \$90k to \$100k

First Giving Day: Goal of \$30k > Raised over \$100k

Eye Opening, Maybe we should do this again.

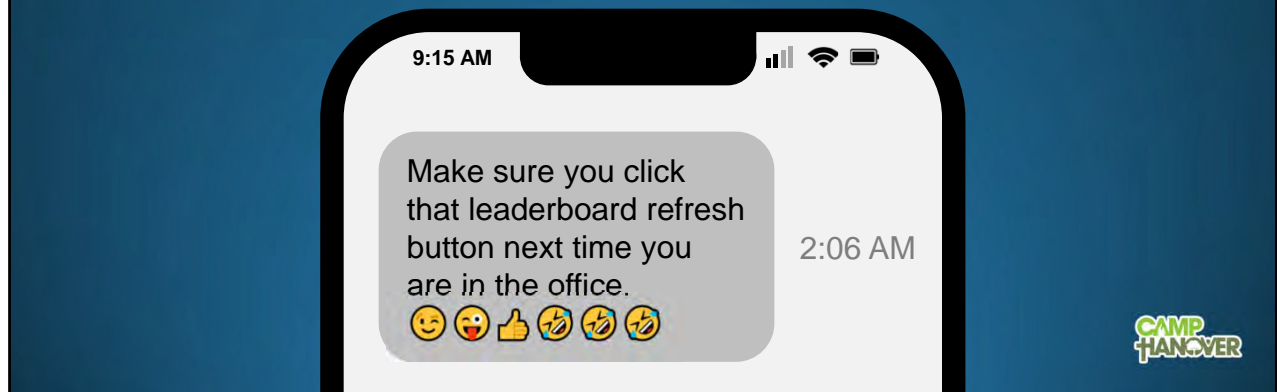
GreatCampGive has consistently raised over \$100k each year.

Hanover Today: Annual Giving has grown to over \$300k



✓ Expands the Notion of What's Possible

✓ Engages Your Board



Board got excited about this. Participated by:

Giving

Talking it Up / Social Media Posts

Volunteering > Prep work and Day of

Peer To Peer Fundraising / Competition



- ✓ Expands the Notion of What's Possible
- ✓ Engages Your Board
- ✓ Engages Smaller Capacity Donors



Participation by age groups you want to make gifts

Online > Tech saavy folks

Younger People / College Age

People who are more accustomed to making purchases online

Data Shows You'll raise more money and receive more gifts if your lowest donation level is \$5.

Different then what we ask for on a traditional direct mail appeal response card (check a box: \$25, \$50, \$100)





#### Creates a Culture of Generosity

- Multiple Points of Entry
- Leads to gifts at other times during the year
- There's a community building aspect (virtual reunions, lost connections reunited, celebrations)



## ✓ Multiple Points of Entry



Donate

Different Levels of Donating

Serve on Social Media Team

Help with Thanking

Share own story

Do Challenges

Be A Spectator / Lurk online



- ✓ Multiple Points of Entry
- ✓ Builds a Habit (or three!)



People now look forward to this. They know it's coming.

Habit: When Camp Asks, We make a Gift

Habit: Comfort Level with Giving Online

Habit: Liking and Sharing Posts



- ✓ Multiple Points of Entry
- ✓ Builds a Habit (or three!)
- ✓ Leads to Gifts Later in the Year



Small Gifts now, larger gifts later  
Can report on how this gift made difference in the next appeal  
Makes Giving Tuesday another Opportunity  
Gift Giving Becomes Habitual



- ✓ Multiple Points of Entry
- ✓ Builds a Habit (or three!)
- ✓ Leads to Gifts Later in the Year
- ✓ Tell, and Celebrate, Your Story



People Cheer for a Winning Team.

Super Visual. Super Shareable.

Water Cooler Talk "Did you see how much Camp Raised?" "I was watching that Thermometer as it got closer!" "Did you see the Doug and Colleen Show?"

You Build a Story Bank to use at other times







# CAMP HANOVER

- ❖ First Give Day: 2020
- ❖ Self Run
- ❖ September 30<sup>th</sup>
- ❖ 6am to Midnight







**GIVE TODAY**  
MAKE MUD HAPPEN

[CAMPGIVE](https://camphanover.org/give) [CAMPHANOVER.ORG/GIVE](https://camphanover.org/give)

2020	\$112,320
2021	\$114,462
2022	\$117,055
2023	\$113,168

**CAMP HANOVER**







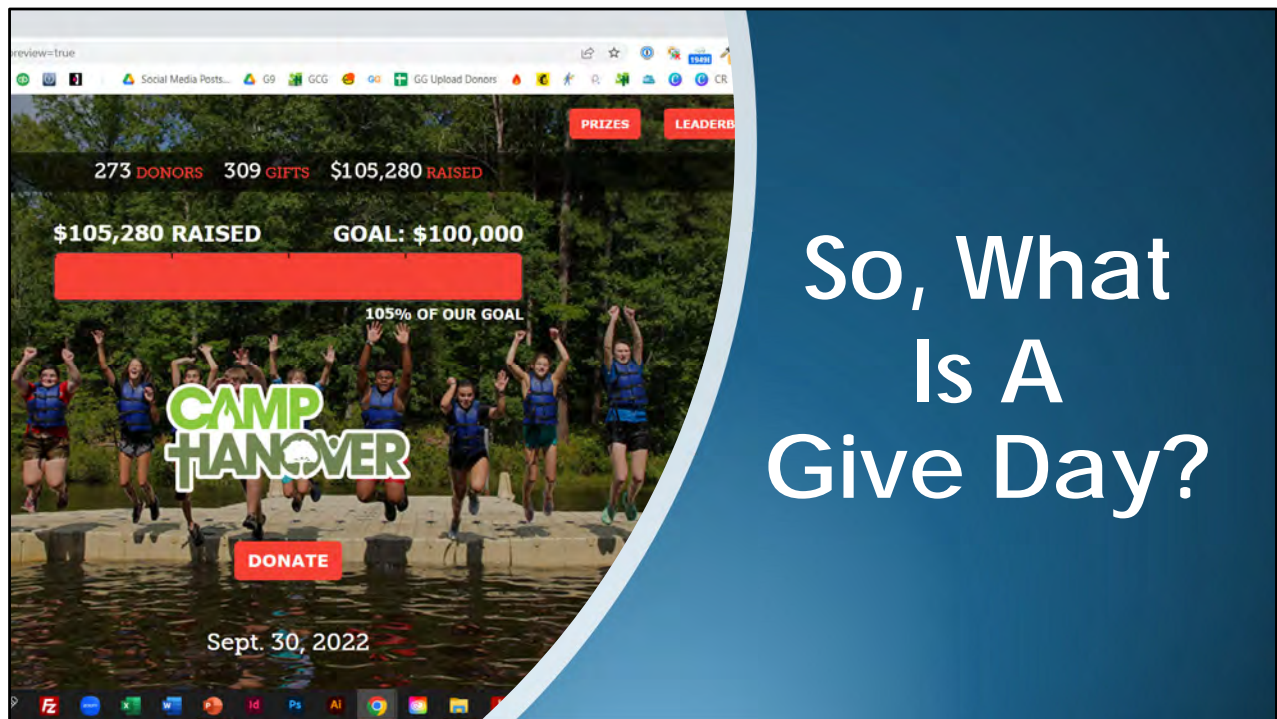
# Average Give Day Dollars Raised

	K12	Small	Medium	Large
Online	\$69,704	\$49,277	\$165,366	\$902,584
Offline	\$85,133	\$51,798	\$313,056	\$3,073,369
Combined	\$154,838	\$101,076	\$478,423	\$3,975,953

*Data from 96 Give Days, Fall 2021 – Spring 2022*  
*Source: GiveGab Giving Day Leaders Forum, August 2022*







# So, What Is A Give Day?

Definition: An Online Event where Gifts are given through an online giving portal for a brief, specific, period of time

Could be a Day. Could be shorter. Could be longer.

Massanetta is 6:30 to 8pm (14 ish Hours)

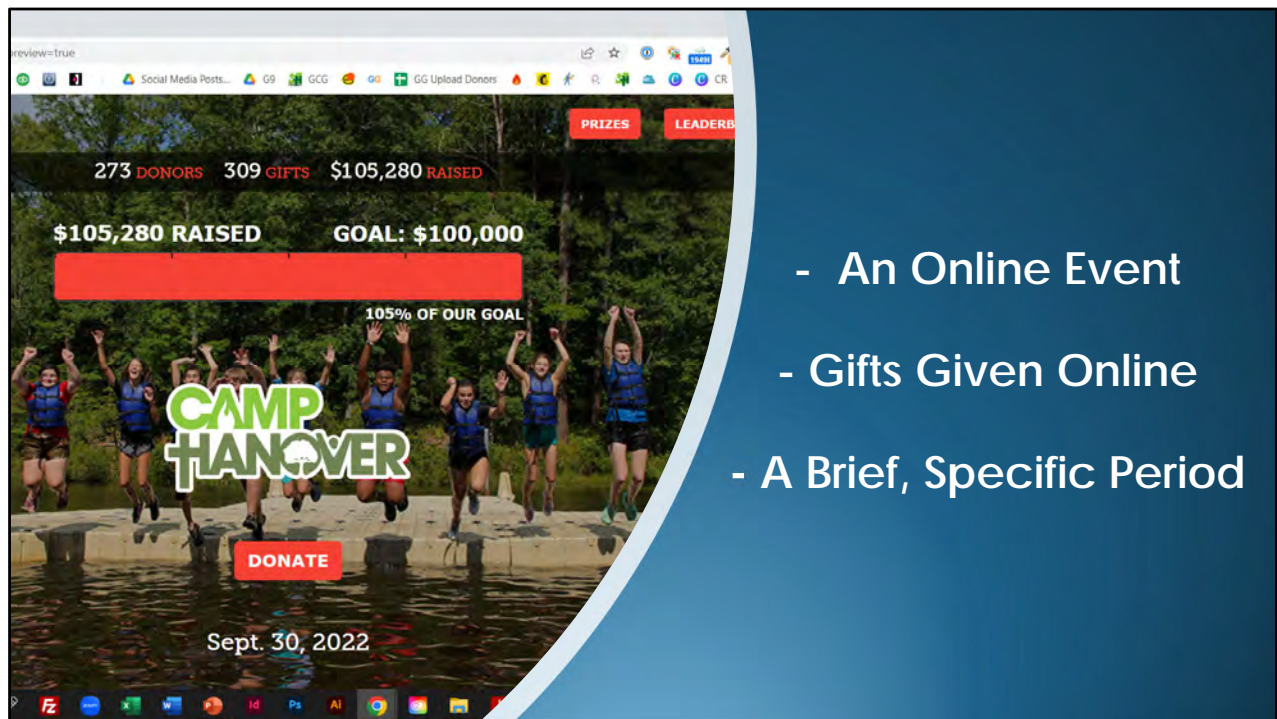
Hanover's is 6am to Midnight (18 Hours)

It's Like Giving Tuesday, But Intentionally Not on Giving Tuesday: Less Competition / Noise.

You can't compete with Red Cross. You don't have to.

Giving Tuesday becomes another opportunity to give





- An Online Event
- Gifts Given Online
- A Brief, Specific Period

Definition: An Online Event where Gifts are given through an online giving portal for a brief, specific, period of time

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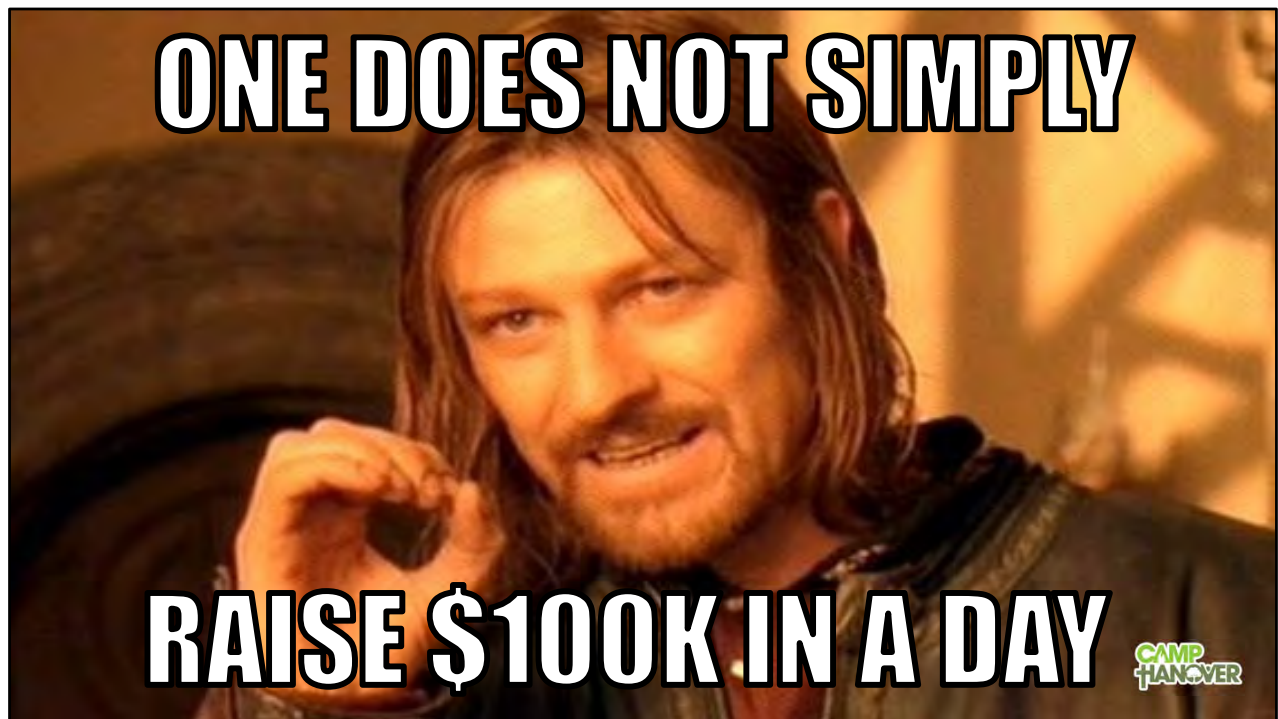
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Less Competition / Noise

You can't compete with Red Cross. You don't have to.

Giving Tuesday becomes another opportunity to give





This Takes Work. Don't Attempt unless you are willing to put in the work.

Yes, it's one day, but it takes a minimum of two intense months of preparation. Starting 6 months ahead is even better.

You have to ask for people to help, and for \$\$\$\$. Don't attempt unless you are comfortable and willing to ask for money.

You have to ask Social Media Team and Day of Individuals to serve.

YOU HAVE TO ASK FOR MONEY. REPEAT.

One of the first things to do, and the key to success, is asking several individuals for large gifts for Matching Funds...





# Matching Funds

Every Gift Gets Matched  
Dollar For Dollar:

$$\$5 = \$10$$

$$\$25 = \$50$$

$$\$100 = \$100$$







# Incentive Funds

A "Bonus" Amount Gets Added to Gifts

❖ To Each Gift:

\$5 Gift = \$5 + \$50

\$100 Gift = \$100 + \$50

❖ To First-Time Donor's Gift







# Challenge Funds

An Amount “Unlocked”  
When a Goal or Milestone  
Is Achieved

- ❖ If 150 People Donate = Receive \$5,000 Gift
- ❖ If \$65,000 Raised = Receive \$10,000 Gift







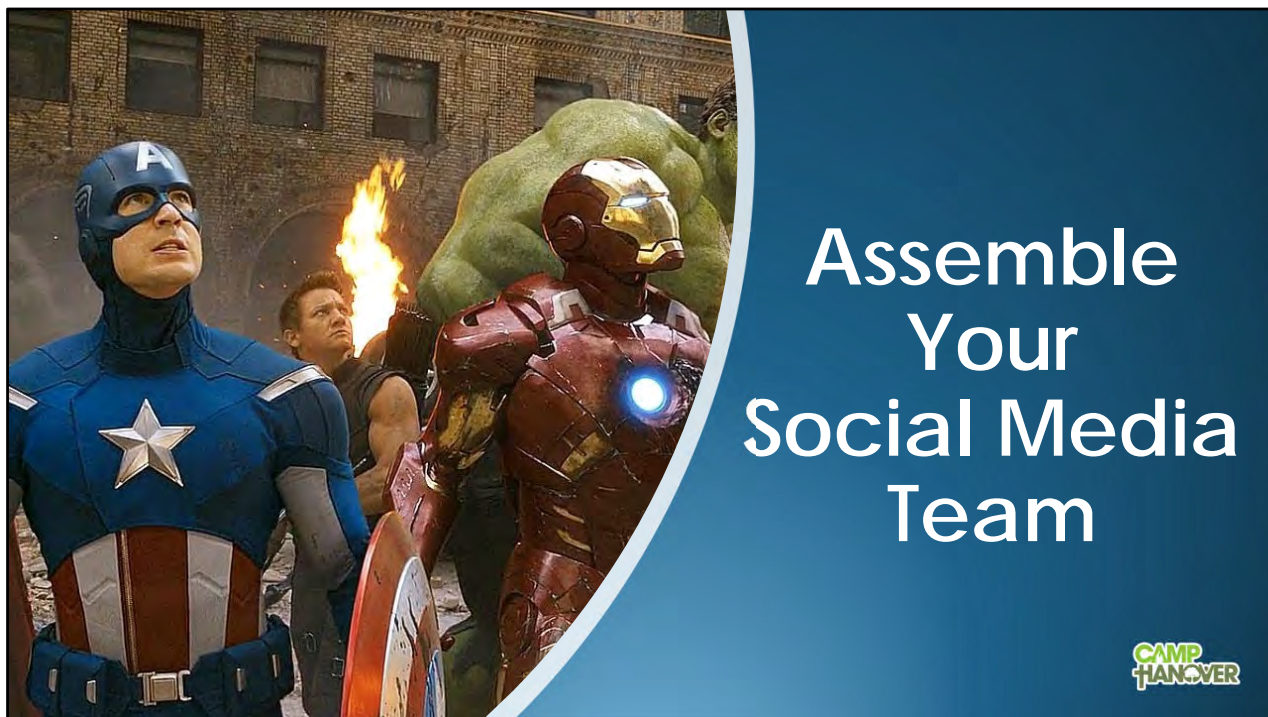
- Board Members – Board member made first gift for Matching fund. Seed money to get it started.
- Windfall Gifts / Estate Gifts / Capital Campaign gifts
- Judicatory / Parent Institution
- Go back to a donor who gives a large early/unexpected gift and ask if it can be used for Matching instead





- Stack the Deck. Rig the game so you win.
- Have a fear of Failure? Matching Gift Funds are what set you up for success.
- CH First Year Goal was \$30k. Board Member supplied \$10k match. I thought, let's get a little bit more, "just in case."
- If you've secured \$15,000 in Matching, you're already halfway to your goal.
- First Year, secured \$30,000 in Matching for a \$30k goal. Before we even started, we succeeded in meeting the goal.
- Increase your matching gift funds each year, this increases the amount you raise each year
- Pro Tip: Secure a gift that can be used to "as needed" for extra matching when initial match is exhausted, or to push you over the top of a milestone.





You want it to look like an organic groundswell of support and publicity, so you have to train the the social media algorithms.

Social Media team makes posts on their own timelines, so it's not coming from your "official" pages.

Common Hashtags, lots of likes/comments, coming from a wide variety of individuals, to the algorithms, it makes it look like "people are talking about this"

The social media team do not have to be to people who have the capacity to give a lot of money. This is a great way to get younger donors involved.

Criteria for a social media team member is someone who is very active on social media, and very connected to others.

The person who doesn't have a facebook account is not a good propsect for the team.

Intentionally pick folks from different connection points/different generations

Pick active social media folks who are "safe" and post appropriately on social media, because they will be representin you/reflection of your organization.

Pro Tip: In Year 2, start from the Donor List from the previous year's give day to find new social media team members



# SMT Expectations

- ✓ Make A Gift During Give Day



If you agree to serve on the Social Media Team, you are agreeing to do the following:

Make a gift, any size, just make a gift.

This “primes the pump.” Scheduled each member to give at a specific time throughout the day and it shows momentum, giving activity throughout the day.



# SMT Expectations

- ✓ Make A Gift During Give Day
- ✓ Participate in Social Media Training



If you agree to serve on the Social Media Team, you are agreeing to do the following:

You gotta teach them what they're going to do. 30 – 45 minute zoom session. More on this later.



# SMT Expectations

- ✓ Make A Gift During Give Day
- ✓ Participate in Social Media Training
- ✓ **Make 2 Posts on Own Social Media**



If you agree to serve on the Social Media Team, you are agreeing to do the following:

One post on their own social media in the 2 weeks leading up to the day. One post on the day of the give.



# SMT Expectations

- ✓ Make A Gift During Give Day
- ✓ Participate in Social Media Training
- ✓ Make 2 Posts on Own Social Media
- ✓ **Like, Share, Comment, and Tag**



SMT members tag their own friends in their post, and they like/share/comment on any post they see related to the Give Day on other folks' pages.

This is where you “trick the algorithm” so it seems organic. And then it actually becomes organic.

It spreads like wildfire. By day 5 or 6 other folks who are not on the SMT start making similar posts as if by magic.



# SMT Expectations

- ✓ Make A Gift During Give Day
- ✓ Participate in Social Media Training
- ✓ Make 2 Posts on Own Social Media
- ✓ Like, Share, Comment, and Tag
- ✓ **Ask 2 Other People To JOIN You**



People give when asked. Make a commitment to ask 2 other folks directly, either in person, in an email, phone call, etc. to join you in supporting the organization.







## First Things First... 3 to 6 Months Out

- ✓ Brand It. Theme It. Have a Hook.





#GREATCOMMUNITYGIVE



An initiative of  
The Community Foundation









CAMP  
HANOVER



# Because of Camp...





JOIN THE  
SHELL-A-BRATION!



THE  
GREATCAMPGIVE





# THE GREAT CAMP GIVE



WEAR SOME SHADES...



IT'S GONNA BE EGG-CELLENT!



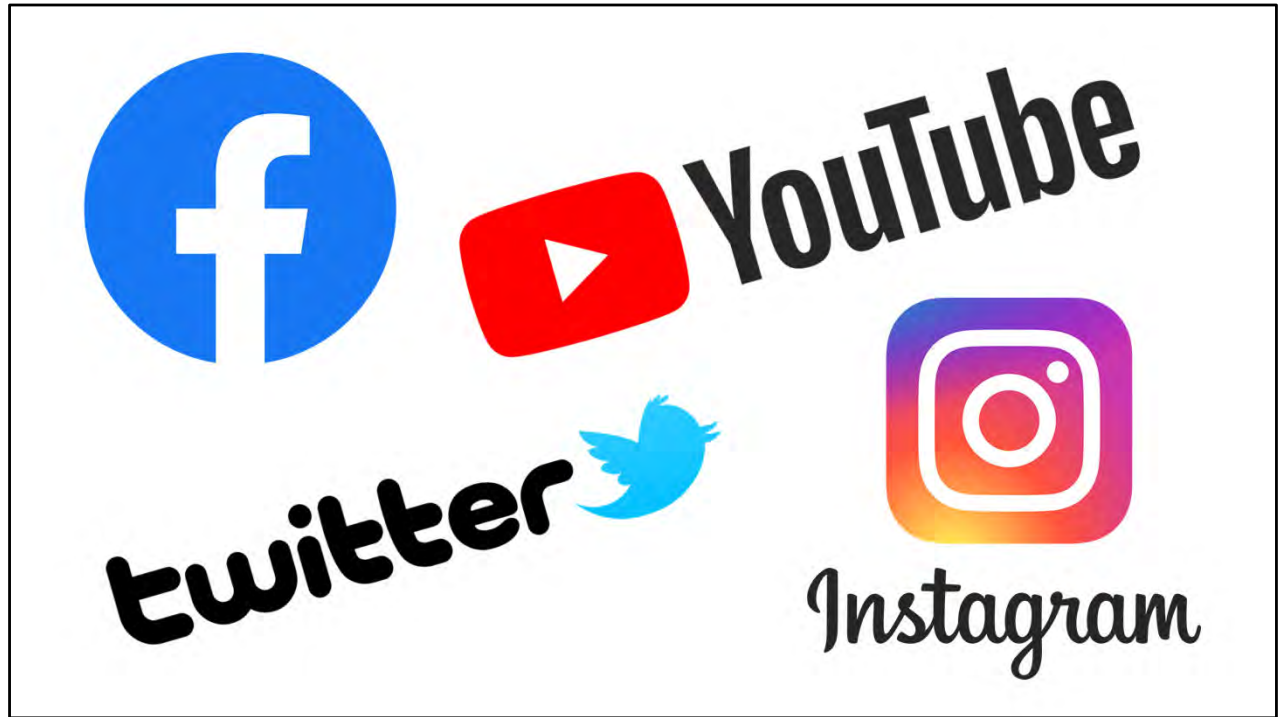
## First Things First... 3 to 6 Months Out

- ✓ Brand It. Theme It. Have a Hook.
- ✓ **Choose Your Social Platforms**



Start with one. Whichever one you are most comfortable using.





Expand onto other platforms slowly/intentionally. The more platforms you add, the more complicated and burdensome it becomes.

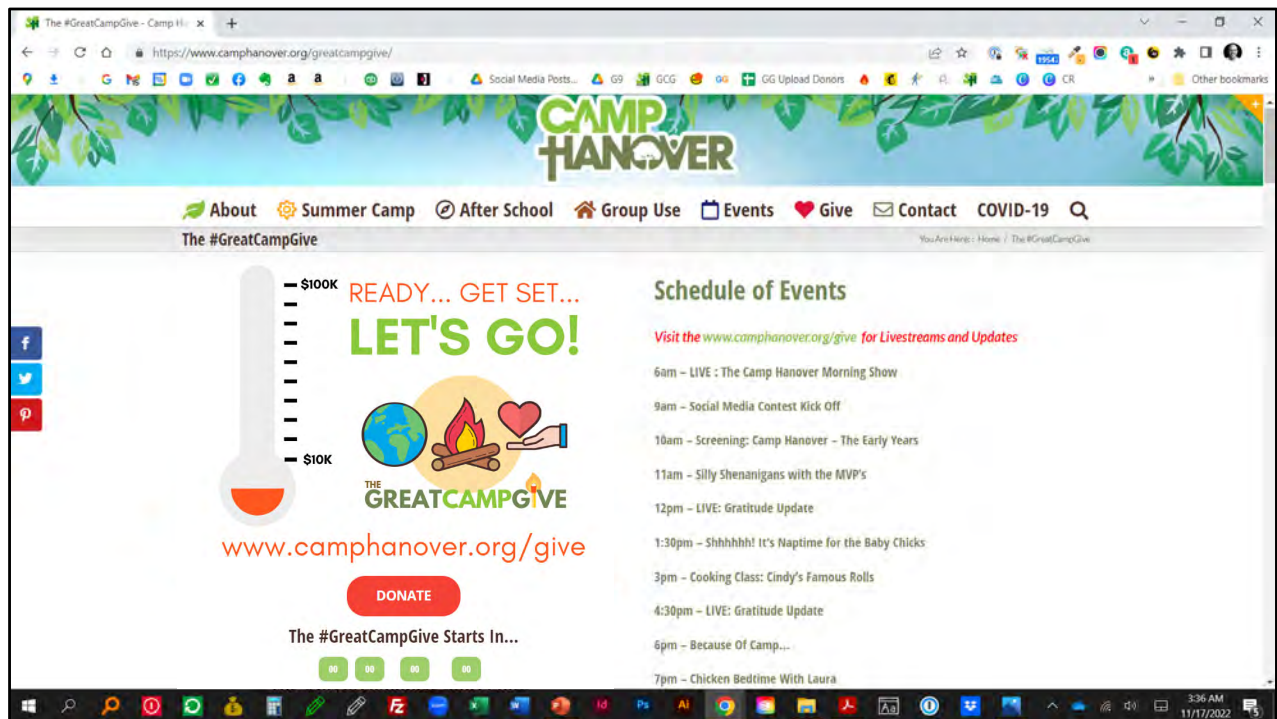


## First Things First... 3 to 6 Months Out

- ✓ Brand It. Theme It. Have a Hook.
- ✓ Choose Your Social Platforms
- ✓ Prep Your Website







Your website/landing page should have several key elements.



The #GreatCampGive - Camp 11

https://www.camphanover.org/greatcampgive/

**CAMP HANOVER**

About Summer Camp After School Group Use Events Give Contact COVID-19

The #GreatCampGive

READY... GET SET...  
**LET'S GO!**

THE GREATCAMP GIVE

www.camphanover.org/give

DONATE

The #GreatCampGive Starts In...

**Schedule of Events**

Visit the [www.camphanover.org/give](https://www.camphanover.org/give) for Livestreams and Updates

- 6am - LIVE: The Camp Hanover Morning Show
- 9am - Social Media Contest Kick Off
- 10am - Screening: Camp Hanover - The Early Years
- 11am - Silly Shenanigans with the MVP's
- 12pm - LIVE: Gratitude Update
- 1:30pm - Shhhhhhh! It's Naptime for the Baby Chicks
- 3pm - Cooking Class: Cindy's Famous Rolls
- 4:30pm - LIVE: Gratitude Update
- 6pm - Because Of Camp...
- 7pm - Chicken Bedtime With Laura



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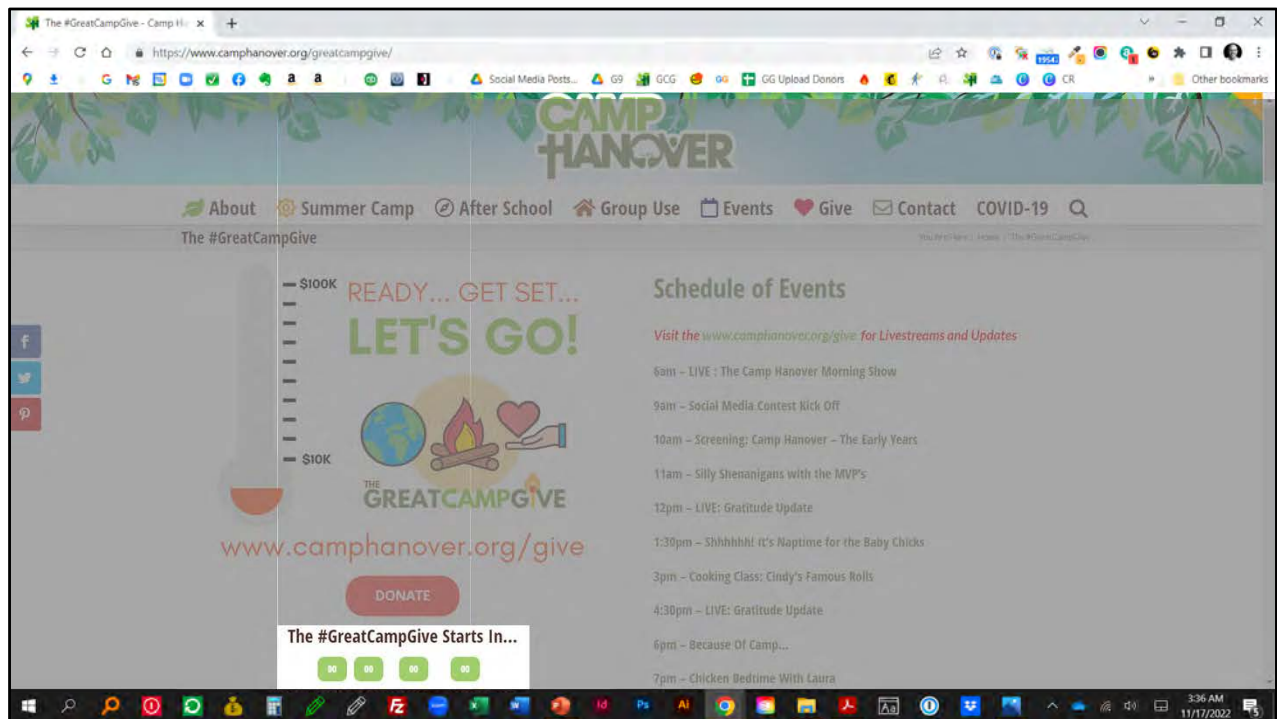
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Countdown timer – Launches several weeks before your give day. Counts down to the start of the day (6am). When the timer hits zero, the give Day begins, and the timer resets. Counts down to the end of the giving day (midnight).



## First Things First... 3 to 6 Months Out

- ✓ Brand It. Theme It. Have a Hook.
- ✓ Choose Your Social Platforms
- ✓ Prep Your Website
- ✓ **Choose Your Giving Platform**







Level 1: Paypal. Simple, easy way to give online. Limited features for collecting donor information / staff intensive.






Level 2: CRMs / Donor management systems with online giving portal features.



← → ↻ 🔍 https://camphanover.networkforgood.com/projects/126600-make-a-gift-to-camp-hanover

Administration: [Edit Page](#)

# CAMP HANOVER



## Make Camp Happen. Give Today.

Donation Amount

\$10	\$20	\$25
\$50	\$75	\$100

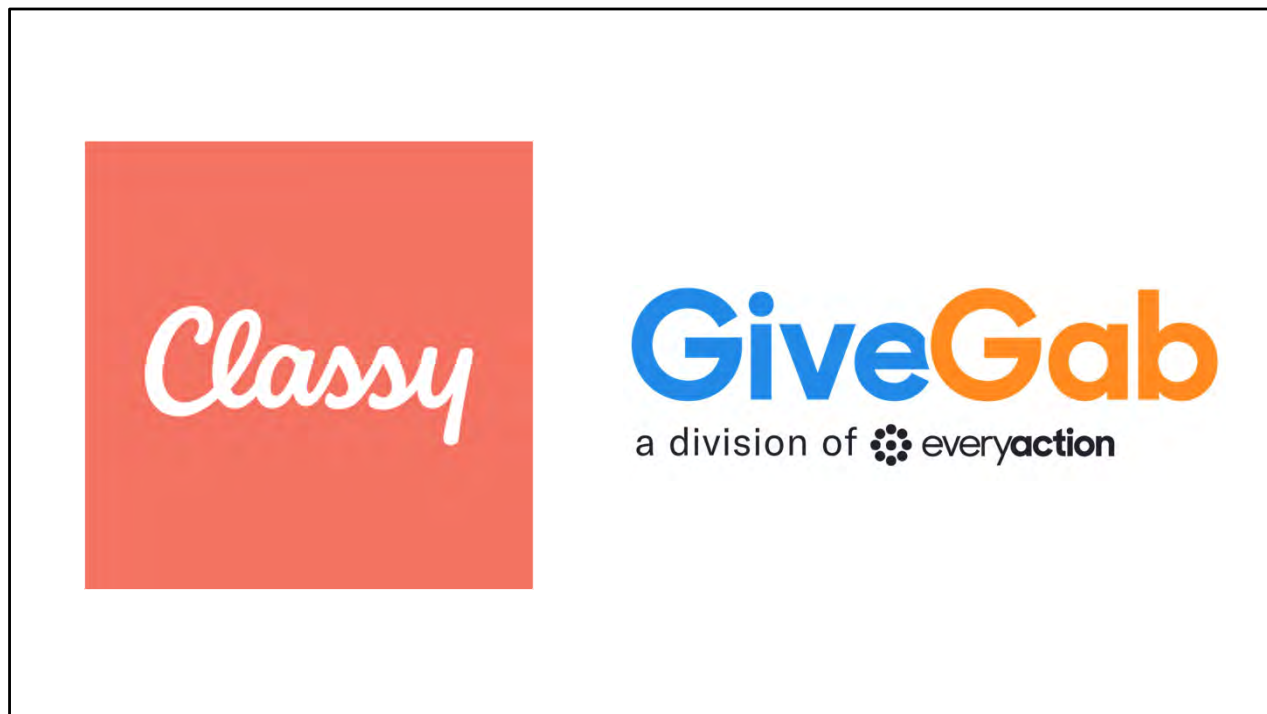
\$

Select Donation Frequency

One-time

More features, easier customization. Not “giving day” specific. May not have features for tracking/measuring/applying matching funds/challenges/peer-to-peer.



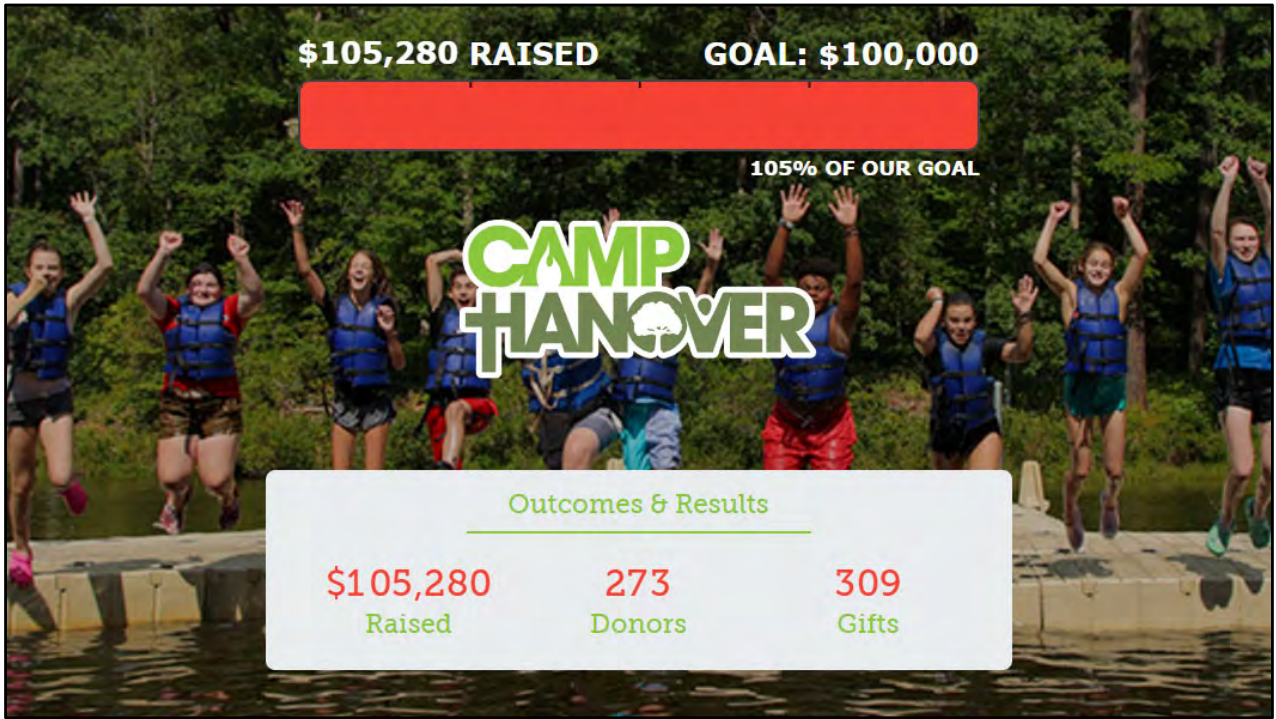


Level 3: Giving Day Specific platforms. More features and customizations specifically for giving days. Landing pages/peer-to-peer pages, automatic thermometers, heat maps, challenge and matching gifts, FAQs, templates for giving day communications.

Support team that works with you in the months leading up to the day, and then all day the day of is like having a dedicated extra staff/tech support team/accountability partner working with you.

For us, investment was equal to the investment we make in the other CRM platform we use for donor management throughout the year, and totally worth it.







[PRIZES](#)[LEADERBOARDS](#)

\$5

\$19.57

\$65

\$100

CHOOSE YOUR OWN AMOUNT

### About the #GreatCampGive

The **#GreatCampGive** is a once-a-year, one-day, FUN-raising, FRIEND-raising, and FUND-raising event taking place across Camp Hanover's Facebook, Twitter, Instagram and YouTube pages.

CELEBRATING 65 YEARS: BECAUSE OF CAMP...

Camp Hanover is a place where you can learn and know you are loved. Where you feel you belong. Where you feel welcomed. Accepted. Embraced. Just as you are. Just as God created you to be. Since 1957, hundreds of kids, youth and adults alike have had life-changing experiences during their time at Camp. During the #GreatCampGive, we're celebrating the past 65 years of camp ministry and telling the story of how campers have been transformed and shaped because of camp.





## The BIG One: \$65K Challenge

### ***\$10,000 CHALLENGE GIFT UNLOCKED!***

Camp Hanover is 65 years strong this year! To mark this amazing milestone, Camp Hanover receives a Challenge Gift of \$10,000 if the total raised during the #GreatCampGive reaches \$65,000.



*\$0 Needed to Unlock \$10,000*

Last Updated: 8:45pm

## Monthly Giver Challenge

### **Challenge Gift Amount: \$1,000**

When you commit to donating once a month you sustain Camp Hanover all year long. If 65 people start their monthly gifts today, a \$1,000 Challenge Gift will be added to the total amount raised.



*62 More Monthly Donors Needed To Unlock!*

Last Updated: 11:00pm

## First Gift Challenge

### ***\$6,500 CHALLENGE GIFT UNLOCKED!***

There's never been a better time to donate for the first time! Make your first-ever gift, of any any amount, and not only will your gift be matched, you'll help unlock this \$6,500 challenge gift!



*87 First Time Donors!*

Last Updated: 9:00pm

## POJ Clergy Challenge

### **Challenge Gift Amount: \$6,500**

Are you a Clergy person who serves or served in the Presbytery of the James, or served when it was formerly known as Hanover Presbytery? This Challenge is especially for you!

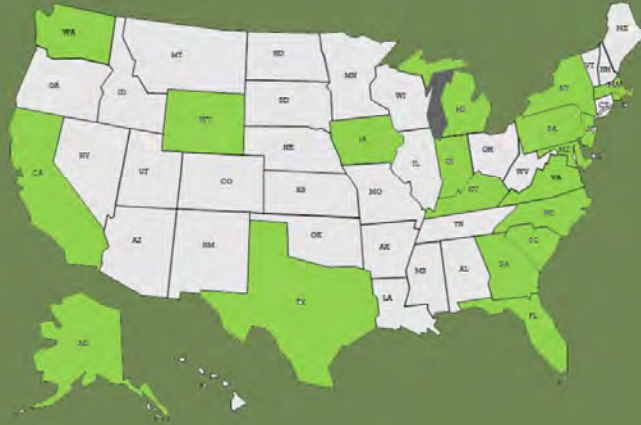


*33 More Clergy Needed To Unlock!*

Last Updated: 11:00pm




Could there be someone in every state in the U.S.A. who has a connection to Camp? With this challenge, we'll find out. If a donation of any amount is received each of the 50 states, a Challenge Gift of \$1,000 will be unlocked.




**30 States To Go!**  
Last Updated: 11:00pm





[PRIZES](#)[LEADERBOARDS](#)


Welcome to Camp Hanover

WATCH HOW  
YOUR DONATION  
**MAKES CAMP  
HAPPEN**

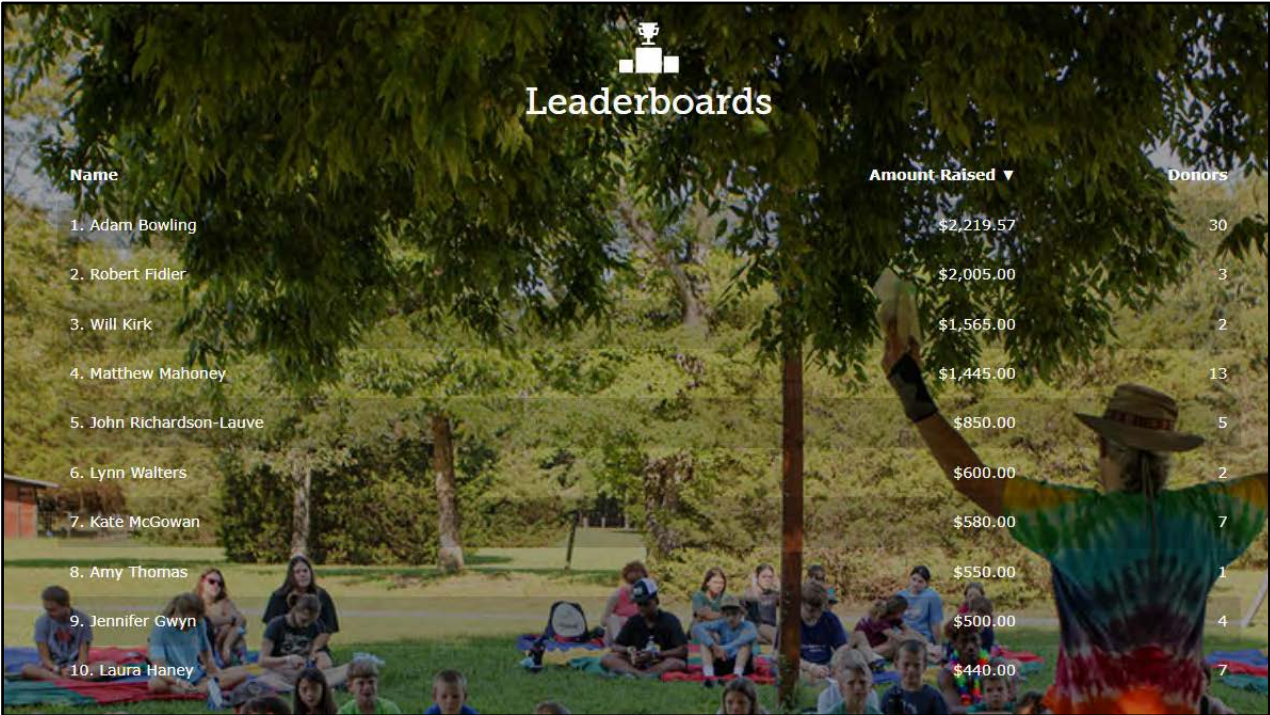


Watch on  YouTube

Copy link







## Leaderboards

Name	Amount Raised ▼	Donors
1. Adam Bowling	\$2,219.57	30
2. Robert Fidler	\$2,005.00	3
3. Will Kirk	\$1,565.00	2
4. Matthew Mahoney	\$1,445.00	13
5. John Richardson-Lauve	\$850.00	5
6. Lynn Walters	\$600.00	2
7. Kate McGowan	\$580.00	7
8. Amy Thomas	\$550.00	1
9. Jennifer Gwyn	\$500.00	4
10. Laura Haney	\$440.00	7



## On Your Mark... 1 to 2 Months Out

- ✓ Timeline Leading Up To The Event





## On Your Mark... 1 to 2 Months Out

- ✓ Timeline Leading Up to the Event
- ✓ **Hold Social Media Trainings**





# Social Media Team Training

## ✓ What You'll Do in the 2 Weeks Before



One post on a specific day. Tag your friends. Include specific language, messaging, date, web address, and event hashtag.



# Social Media Team Training

- ✓ What You'll Do in the 2 Weeks Before
- ✓ What You'll Do the Day Of



On the day of, at a specific time, make a post, and make a gift. Like, Share, Tag, Tag, Tag.




# Social Media Team Training

- ✓ What You'll Do in the 2 Weeks Before
- ✓ What You'll Do the Day Of
- ✓ How To Write A Post / Messaging





Stay on message. Specific things that must be included in the posts.




**Jennifer Roney Gwyn**  
September 26, 2020 · 🌐

After serving in volunteer leadership roles at Camp Hanover for nearly a decade, I could write pages of examples on the impact Camp Hanover has had on my life and the lives of those we serve. However, the most heartwarming for me is watching my children when they're at camp. From wearing matching "chicken butt" shirts, to dancing and singing in Wise Lodge after long nights at Hanover Christmas, my children are comfortable being their truest selves at camp. They have become part of a strong community of people who love and accept them just as they are. No matter where they come from or what opinions they have, children are brought together and are taught to live in community and love one another. Watch this little glimpse of our camp memories to see why Camp Hanover has become the place my heart longs to serve. This community has welcomed the gifts and talents I have to offer with open arms. Join me in allowing this place apart to continue to serve our community for years to come. Share your Camp Hanover story at <https://www.camphanover.org/greatcampgive/> and please consider a gift as we aim to raise \$30,000 in 18 hours on September 30. #campgiveday Camp Hanover Doug Walters Lynn Terrill Walters Harry Zwickbronner Ann Vinson Zwickbronner Jenn Haley Derkits Carolyn Roney Carolyn Beard Leigh Anne Ring Colleen Earp Camp Hanover Alumni Camp Hanover Social Media Team Katherine Todd Shannon Freeman Kirsch Martha Thomas Lindsay Cobb Rayfield RRPC Friends Heather Jenkins Deborah Rexrode Denise M. Hall Elijah Keyes Kate McGowan Jim Roney Jennifer Grenzsbach Cornell Shelly Barrick Parsons Rusty Lee Stephen Gwyn





Tell your own story/share your own memory. Including a photo will mean that your post appears in more peoples feeds.





Jennifer Roney Gwyn

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CAMP  
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# IN EVERY POST

- ✓ Two Words: "JOIN ME"
- ✓ The Date of the Give Day
- ✓ Donation Portal Link
- ✓ Give Day Hashtag



Stay on message. Specific things that must be included in the posts.



## IN EVERY POST

- ✓ Two Words: "JOIN ME"
- ✓ The Date of the Give Day
- ✓ Donation Portal Link
- ✓ Give Day Hashtag
- ✓ Tag Friends Who Will Be Interested



Tag people who you know who will be interested in this event/have a connection to the organization





Doing a post as a video will mean even more people will see it in their feeds.

Keep the video short.

Talk about what the organization/experience means to you personally.

Can be very informal and off the cuff. This one was shot in a stairwell of the hospital where this alumni worked.



# Social Media Team Training

- ✓ What You'll Do in the 2 Weeks Before
- ✓ What You'll Do the Day Of
- ✓ How To Write A Post / Messaging
- ✓ **Scheduling of Posts and Gifts**





## POST SCHEDULE – THE WEEK BEFORE

***Please make your “Why Camp Hanover is important to me” post on your feed on the day assigned to you. If you find you need to post on a different day, no worries, just go for it.***

### **9/20 Sunday**

1. Matthew Mahoney
2. Carole Whitley Wagner
3. Mary Hobbs

### **9/21 Monday**

1. Cheryl Lederle
2. Kate McGowan
3. Sarah Dennis

### **9/22 Tuesday**

1. Adam Bowling
2. Erin Davidson
3. Clay Macaulay

### **9/23 Wednesday**

1. Todd Davidson
2. Jennifer Gwyn
3. Mary Vaughn DeSoto

### **9/24 Thursday**

1. Fran Absher
2. Ann Zweckbronner
3. Erin Bowling

### **9/25 Friday**

1. Terry Whitley Curro
2. Colleen Earp
3. Sam Adams



Scheduling creates the “organic groundswell” trains the algorithms to see momentum.



## DONATE & POST SCHEDULE – ON THE DAY OF THE #GREATCAMPGIVE

*Please make your donation online at [www.camphanover.org/give](http://www.camphanover.org/give) sometime during the hour you are assigned and make a post on your social media channels inviting others to join you. If you find you need to donate and post at another time, no worries, just go for it! Thank you for being so kind and generous!*

<b>7AM</b>	Cheryl Lederle	Erin Davidson
<b>8AM</b>	Adam Bowling	Anne Beane
<b>9AM</b>	Michelle Owens	Holly Coryell
<b>10AM</b>	David Ensign	Mary Hobbs
<b>11AM</b>	Terry Whitley Curro	Deb Rexrode
<b>12PM</b>	Todd Davidson	Jennifer Gwyn



Scheduling creates the “organic groundswell” trains the algorithms to see momentum



## (On Your Mark... 1 to 2 Months)

- ✓ Timeline Leading Up to the Event
- ✓ Hold Social Media Trainings
- ✓ **Save The Date: Postcard / Teaser Posts**



2 months out, send a “save the date postcard” to stick on the refrigerator like a wedding “save-the-date.” No ask.



SAVE THE DATE  
SEPTEMBER 30, 2022



THE  
GREATCAMP*GIVE*







3163 Parsleys Mill Road  
Mechanicsville, VA 23111  
(804) 779-2811

**THE GREATCAMP GIVE**  
**FRIDAY, SEPTEMBER 30, 2022**

6am to Midnight on Facebook, Twitter, YouTube,  
Instagram, Zoom, and around campfires all over the world...



**THE THEME: "BECAUSE OF CAMP..."**

Hear stories and witness how the Camp Hanover experience  
has impacted the lives of campers, staff, and so many others  
over the years, shaping them into who they are today.

**CELEBRATE 65 YEARS OF CAMP MINISTRY!**

- Share your own "Because of Camp..." story!
- Make your Gift, unlock matching gifts, and *Make Camp Happen!*
- Join the FUN: Win prizes with Individual & Team Challenges!
- The Hanover Morning Show, "Matching Minutes" and more!

**#GreatCampGive #BecauseOfCamp**  
**[www.camphanover.org/give](http://www.camphanover.org/give)**

ELECTRONIC SERVICE REQUESTED



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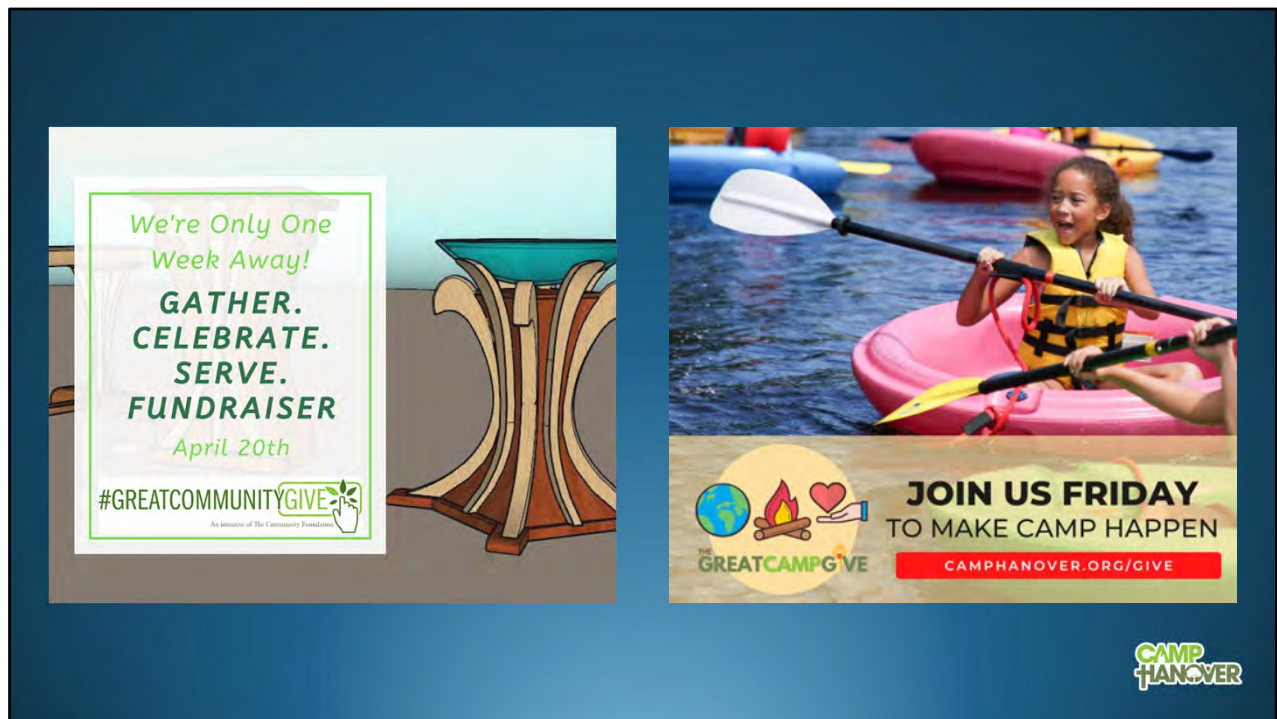


## On Your Mark... 1 to 2 Months Out

- ✓ Timeline Leading Up to the Event
- ✓ Hold Social Media Trainings
- ✓ Save The Date: Postcard / Teaser Posts
- ✓ **Upload/Schedule Other Posts & Emails**







Posts on your “official” social media channels.

- 1 Month
- 3 Weeks
- 2 Weeks
- 10 days
- 1 Week
- 3 days
- 2 days
- 1 day



# Get Set... 1 to 3 Weeks Out

- ✓ Send Reminders to Social Media Team
- ✓ Determine & Prepare Day-Of Posts



Prepare as many of the posts/artwork ahead of time as possible.





For thermometer posts, make them “almost done” so all you have to do is edit the dollar amount before you post them.





Simple, easy to use. Has free pro-level accounts for non-profit teams.



# Get Set... 1 to 3 Weeks Out

- ✓ Send out Reminders to SMT
- ✓ Determine & Prepare Day-Of Posts
- ✓ **Collect Stories and Testimonials**





# www.memento.com

## Group Videos

Request, collect, and combine video clips to create a personalized group video!

GET STARTED →



Not savvy with video editing? Memento does all the work for you.



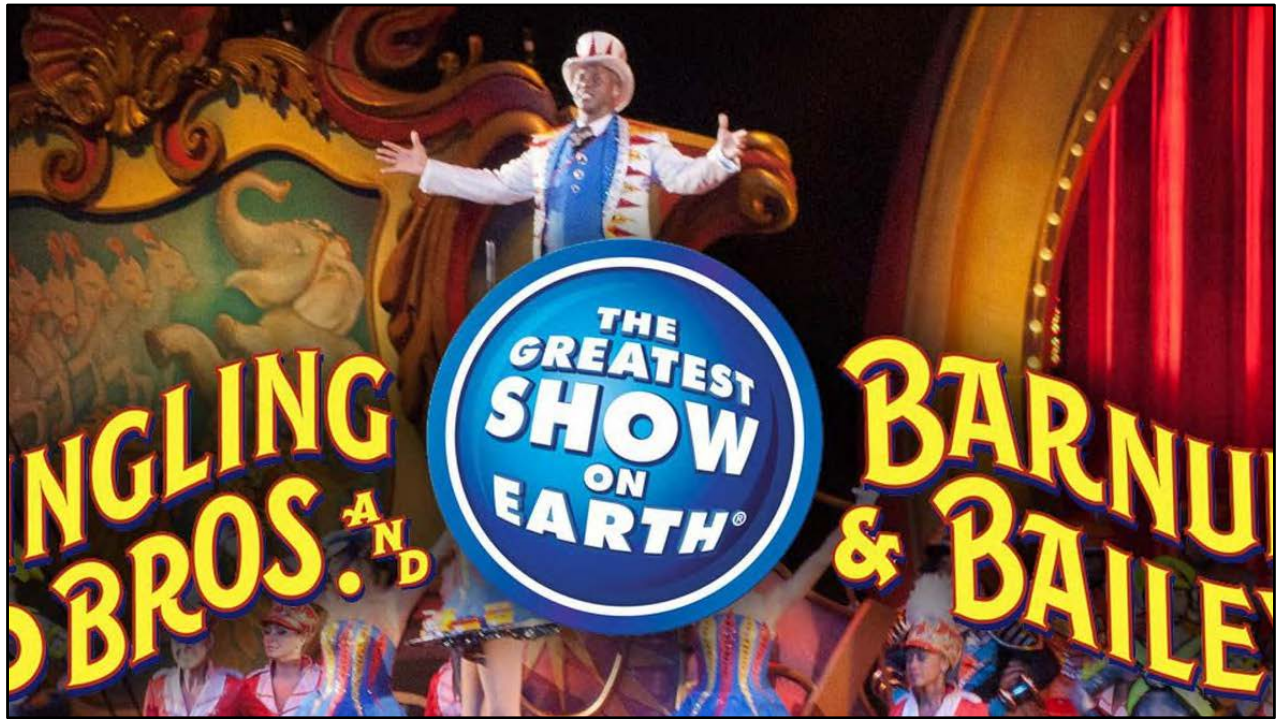
# Get Set... 1 to 3 Weeks Out

- ✓ Send out Reminders to SMT
- ✓ Determine & Prepare Day-Of Posts
- ✓ Collect Stories & Testimonials
- ✓ **Set Up, Staff, and Rehearse “The Show”**



This is where you get to be creative and have fun. It's like a TV Telethon, but only parts of it are live.





Make it fun, It doesn't have to be fancy. "Look over here! A Lion Tamer. (And in an hour), look over here! Dancing Elephants" Just give people a reason to tune in and to keep checking back throughout the day.



## Schedule of Events

Visit the [www.camphanover.org/give](http://www.camphanover.org/give) for Livestreams and Updates

6am – LIVE : The Camp Hanover Morning Show

9am – Social Media Contest Kick Off

10am – Screening: Camp Hanover – The Early Years

11am – Silly Shenanigans with the MVP's

12pm – LIVE: Gratitude Update

1:30pm – Shhhhhh! It's Naptime for the Baby Chicks

3pm – Cooking Class: Cindy's Famous Rolls

4:30pm – LIVE: Gratitude Update

6pm – Because Of Camp...







Your show can be a combination of live streams and pre-taped segments.





Even recycled content from other events or previous giving days.





Some day-of-happenings are one-offs / new / themed just for the day.



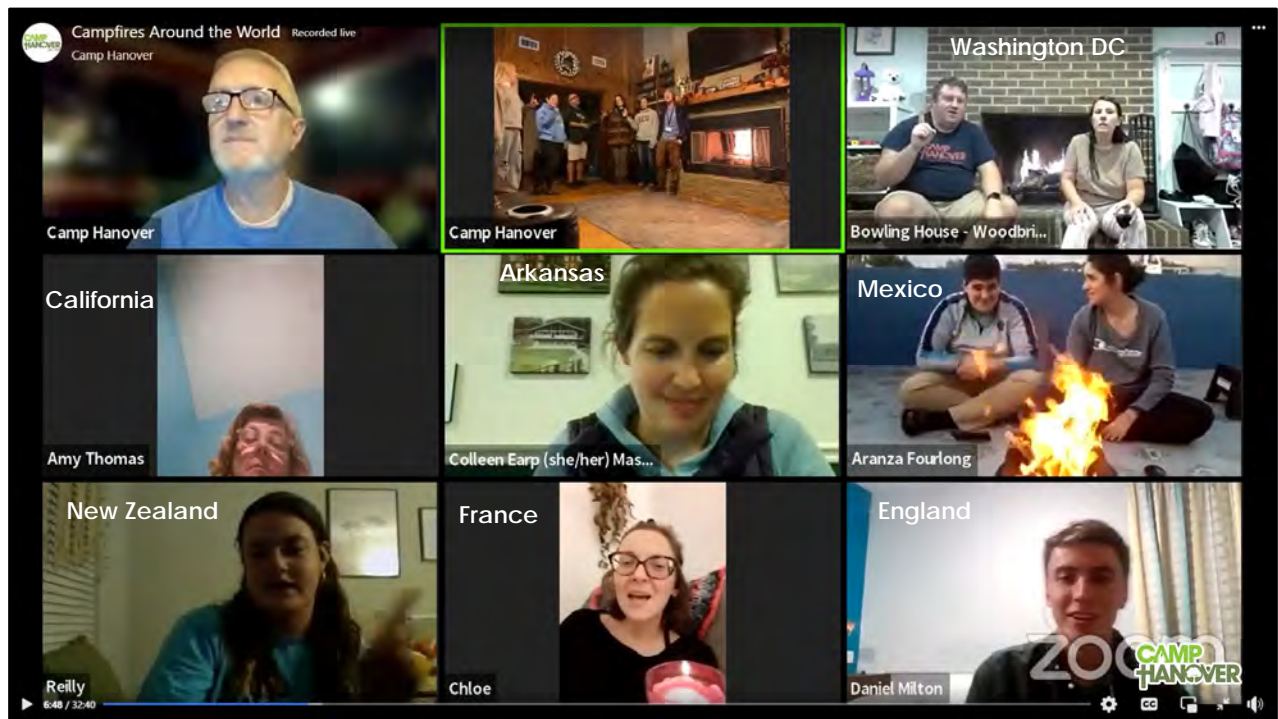


Others can become “recurring give-day traditions.” For us those recurring traditions are “Chicken Bedtime Stories” which is a summer camp activity and “Campfires Around the World” a combo virtual and in-person campfire sing-along.













# www.restream.io

## One live stream. 30+ destinations.


Multistream & reach your audience,  
wherever they are.

 Continue with Google

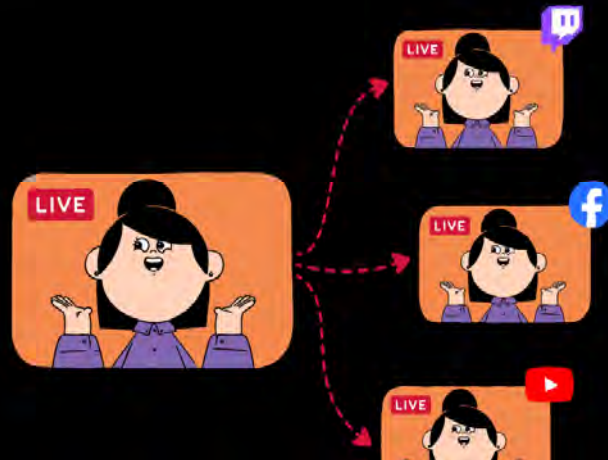
 Continue with Facebook

Or sign up with email:

Email

Use 1Password 

Password



Best 30 bucks we've spent. 1 month subscription, we simply cancel after the give day ends. There is also a free trial version that is 1 week long as an option and will do all the basics, paid version has a few more bells and whistles and allow you to upload more or longer recorded versions. Before, we would spend lots of time to upload videos on each individual platform, was very time consuming and staff intensive. Using Restream allowed us to do a livestream or upload recorded videos once, in one central place, and the streams and videos would be scheduled and appear on all our platforms at the same time. Huge timesaver. Can even use recorded videos as live streams which leads to more eyes on the other social media platforms. Highly recommend.







# THE KICKOFF

- ✓ Email Blast
- ✓ Social Media Posts
- ✓ Morning Show





# THROUGHOUT THE DAY

## ✓ Milestone Announcements





# THROUGHOUT THE DAY

- ✓ Milestone Announcements
- ✓ Challenge Progress





# THROUGHOUT THE DAY

- ✓ Milestone Announcements
- ✓ Challenge Progress
- ✓ Gratitude Updates & Continued Asks
- ✓ **Thank-a-thon**



Volunteers/Board members making phone calls to thank people who have donated in the last hour. Continues all day long.



# THROUGHOUT THE DAY

- ✓ Milestone Announcements
- ✓ Challenge Progress
- ✓ Gratitude Updates & Continued Asks
- ✓ Thank-A-Thon
- ✓ Special Events & Shenanigans







Special Event example: Dedication of a new building/facility that happens on site/in person.





Shenanigans: Silly songs, a surprise ending.



# END OF DAY... AND BEYOND

✓ Update & Reminder: You Can Still Give



Keep the giving portal open, because some people may have missed your day or the posts, because the internet is asynchronous. They can still participate! Create urgency, tell folks the portal will remain open for the next three days and their gift will count. Then, keep the portal open for a whole week, because internet.



# END OF DAY... AND BEYOND

- ✓ Update & Reminder: You Can Still Give
- ✓ Post-Event Social Media Posts



**CAMP  
HANOVER**



# END OF DAY... AND BEYOND

- ✓ Update & Reminder: You Can Still Give
- ✓ Post-Event Social Media Posts
- ✓ **Send Thank You Notes - Handwritten**



Thank you notes to every donor go out the next day.



## END OF DAY... AND BEYOND

- ✓ Update & Reminder: You Can Still Give
- ✓ Post-Event Social Media Posts
- ✓ Send Thank You Notes - Handwritten
- ✓ **Wealth Screening & Follow Up**

Giving Days see a lot of first-time donors. Learn about these first-time donors, begin nurturing relationships.



# www.windfall.com

## Windfall for Nonprofit

Supercharge your data-driven fundraising efforts with the industry's most accurate wealth data and best-of-breed machine learning and AI.

[Request a Demo](#)



Wealth screening platform Camp Hanover uses.



# CLOSING THOUGHTS





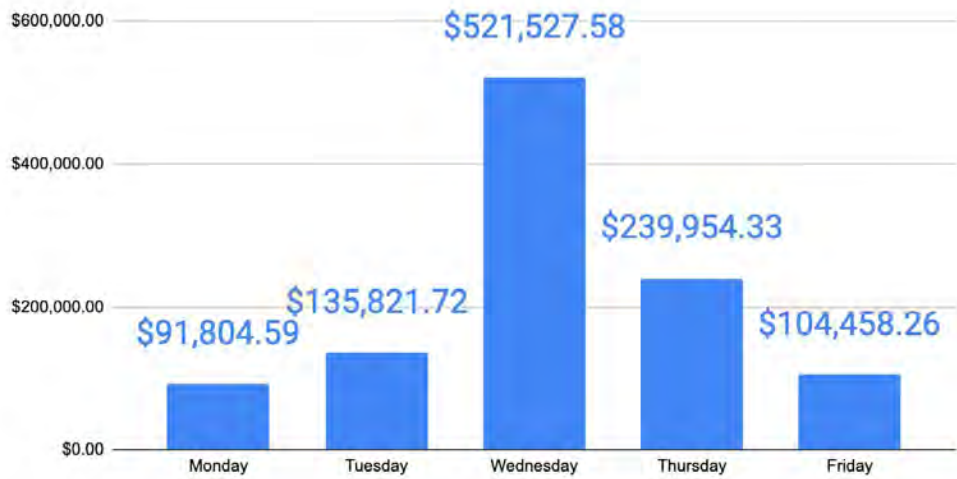


# Be Intentional About the Date & Time

CAMP  
HANOVER



# Average Raised by Day

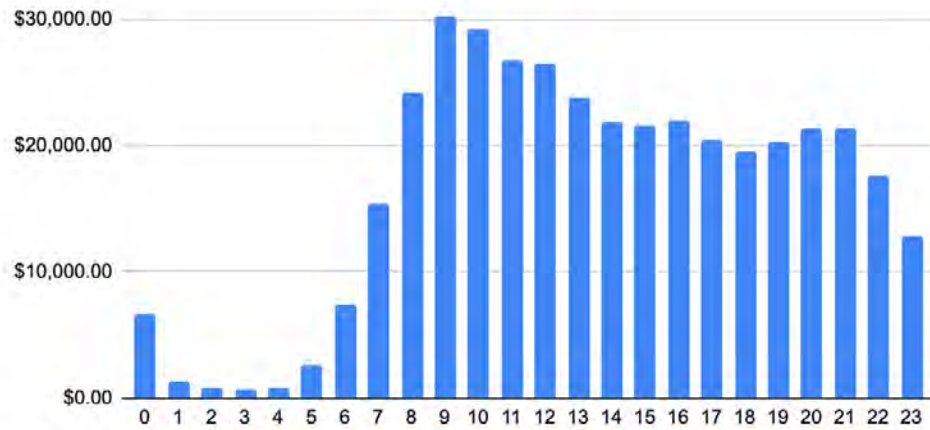



GiveGab is becoming  Bonterra.

Wednesdays are the most successful giving day days.



# Online Donation Intensity



GiveGab is becoming  Bonterra.

0 is 12am hour. 23 is the 11pm hour.



Don't Let It  
Sneak Up  
On You





TEAMWORK MAKES THE DREAM WORK





# MOTIVATE GIVING

✓ Everyone LOVES Matching Gifts







You can do special periods of matches. In addition to dollar-for-dollar matches, you can have “Matching Minutes” or other length of time where gifts made during that window are “super-matched”. For our 65<sup>th</sup> birthday (Camp founded in 1957) starting at 7:57pm we had a 65-minute period where gifts were triple matched. People who had already given made an additional gift to take advantage.



# BE ETHICAL

If Matching Funds go unused, reach out to the Donor who gave them.

Offer to return the remaining funds.

Ask if they'd consider donating them.





# MOTIVATE GIVING

- ✓ Everyone LOVES Matching Gifts
- ✓ Milestones & Thermometers



Donors want to be the one who pushes the total over the goal/finish line. Giving activity increases when the thermometer is close to milestones like \$10k, \$20k, \$50k.





[www.camphanover.org/give](http://www.camphanover.org/give)



## BE ETHICAL

*“All monies raised over and above the campaign goals will be used where needed most.”*





# MOTIVATE GIVING

- ✓ Everyone LOVES Matching Gifts
- ✓ Milestones & Thermometers
- ✓ Live Updates



Live streams boost interest and giving activity.



# MOTIVATE GIVING

- ✓ Everyone LOVES Matching Gifts
- ✓ Milestones & Thermometers
- ✓ Live Updates
- ✓ Peer to Peer



Some people won't be able to give on "the day." Be sure to provide opportunities for them to participate.

Some people aren't comfortable giving online and want to send you a check. Give them opportunities to do so.

Pro Tip: for offline gifts received in Pre-giving window, don't add them into the total right away. Wait until partway through the give day, make a special announcement about the total of pre-giving received, and then add that amount to the day-of giving total for an exciting boost.



# MOTIVATE GIVING

- ✓ Everyone LOVES Matching Gifts
- ✓ Milestones & Thermometers
- ✓ Live Updates
- ✓ Peer to Peer
- ✓ Pre & Post Event Giving Windows





# Doug Walters

doug@camphanover.org

- ✓ This Presentation
- ✓ Social Media Team Training Guide
- ✓ 2-Month Timeline
- ✓ I'll Make a Gift







[www.camphanover.org](http://www.camphanover.org)