

Giving Days: A Step-by-Step Plan

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MEREDITH
COLLEGE

125 YEARS

Why are we doing this?

What we learned from others:

- Start Early
- Build it with EVERYONE at the table
- Line up your volunteers
- Test your systems
- Be prepared for anything
- If it works, this becomes THE day people give going forward

8 Months Out

Setting a Goal

- Donor goal vs. Dollar goal
- Challenge Gifts
- Set a goal where you can make tremendous early progress
- THIS IS PUBLIC
- Donor Psychology
- FOMO

First Draft

Make It Count for Meredith Plan

- Day of Giving will be Tuesday, February 23, 2016
- **Goal: \$25,000 could be \$125,000**
- **Hashtag: #MakeItCount4MC**

Purpose:

- To raise \$125,000 for the Beyond Strong Campaign.

Key Audiences:

- Alumnae
- Friends
- Parents

What do our alumnae respond to?

- Competitions
- Livestream events
- Social media
- Matching fund games
- Social media content featuring beloved teachers, photos, state. Prizes for sharing and giving

First Draft

- **Goals:**

- To raise \$125,000 for the Beyond Strong Campaign
- To create a sense of pride and community
- To show alumnae and friends how their money makes an impact
- To engage 1891 donors

- **Key Messages/Calls to Action**

- Make a Gift
- Spread the Word
- Turn it Maroon (Twibbon)

- **Activities/Tools:**

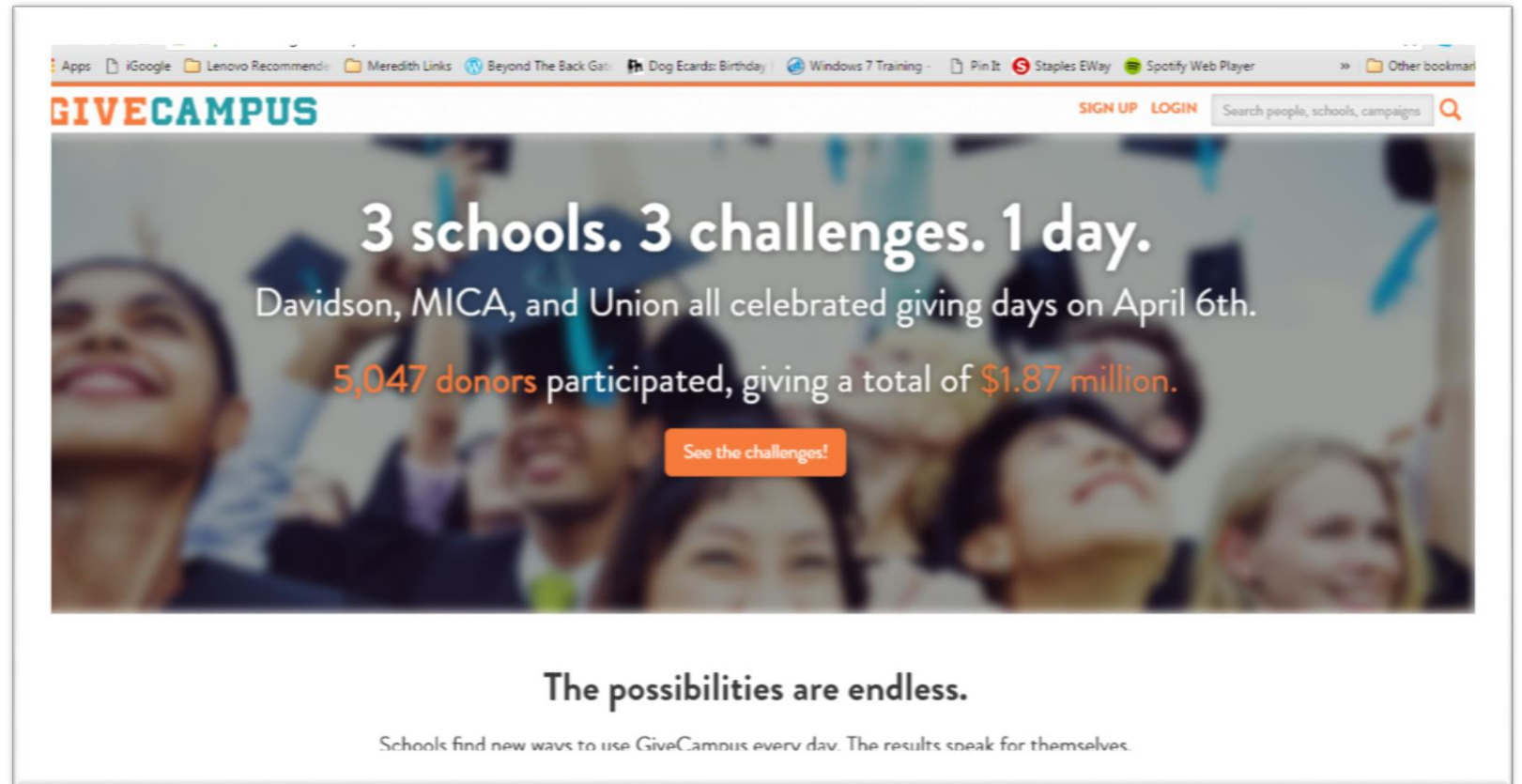
- Email blasts
- Peer to peer
- Meredith College social media
- Website
- Announcement Postcard
- Thank you card
- Alumnae Newsletter
- Alumnae Blog
- Magazine

First Draft

- **Needs:**
- Post cards announcing campaign
 - Quantity 18,000
- Header to use on emails
- Graphics
 - There is still time
 - We are almost there
- Thank you cards
 - Would like a space left for Erin to write personal notes
 - Want to be able to plug numbers in the day after and have printed
 - T-shirt for ambassadors to wear on the day of the event
- Signs for people to hold and post their picture on social media
 - Post on Give Campus site and campaign site
 - Meredith Fund wants to be able to print some to pass out at events
- Make It Count for Meredith jpegs to insert into emails

Technology

- Build it or Buy it?
- We wanted:
 - Real time updates
 - Leader boards
 - Ease of use
 - Dependable
- Give Campus
 - Approval from all departments
 - Higher Ed profile



The screenshot shows the GiveCampus website interface. At the top, there's a navigation bar with the GiveCampus logo on the left and 'SIGN UP' and 'LOGIN' buttons on the right. A search bar is also present. The main content area features a large banner with a background image of graduates in caps and gowns. The text on the banner reads: '3 schools. 3 challenges. 1 day.' followed by 'Davidson, MICA, and Union all celebrated giving days on April 6th.' Below that, it states '5,047 donors participated, giving a total of \$1.87 million.' There is an orange button that says 'See the challenges!'. At the bottom of the banner, it says 'The possibilities are endless.' and a smaller line of text below that reads 'Schools find new ways to use GiveCampus every day. The results speak for themselves.'

5 Months Out



#MakeItCount4MC



For 125 years, Meredith has been making strong women even stronger. Now it's your turn.

February 27, 2016, marks the 125th anniversary of Meredith's founding.

As part of a week-long celebration, on February 23, 2016, alumnae and friends of the College will start a new tradition: a 24 hour giving challenge. For an entire day, we'll be raising funds to make Meredith College even stronger. Join us – and help make history.

Make it count on February 27!

MEREDITH | Going Strong

Promotional Advertisement in Fall Alumnae Magazine. Began work on Giving Day Logo.



Make it Count for Meredith

- Spring Magazine delivers on February 16, ad/copy will be due December 4
- Post card mailing
 - Send postcard to all alumnae
 - Includes call to actions
 - Mail on 2/1/2015
- Website live on 1/25/2016 with information (Give Campus)
 - Sign for people to print out saying “I make it count for Meredith because” “We’re giving for”
 - Schedule for the day including live broadcasts
- Email blast
 - 2/9 first announcing the day
 - 2/16 Reminder
 - 2/22 Reminder
 - 2/23 Today is the Day
- Social Media (General)
 - 2/9 announcing the day
 - 2/16 Reminder
 - 2/22 Reminder
 - 2/23 Today is the Day
- Beyond the Back Gate
 - 2/9 announcing the day
 - 2/16 Reminder
 - 2/22 Reminder
 - 2/23 Today is the Day

1 Month Out

2.23.16
24 HOUR
GIVING
CHALLENGE





TOMORROW IS THE DAY

24 Hour Giving Challenge



TODAY IS THE DAY

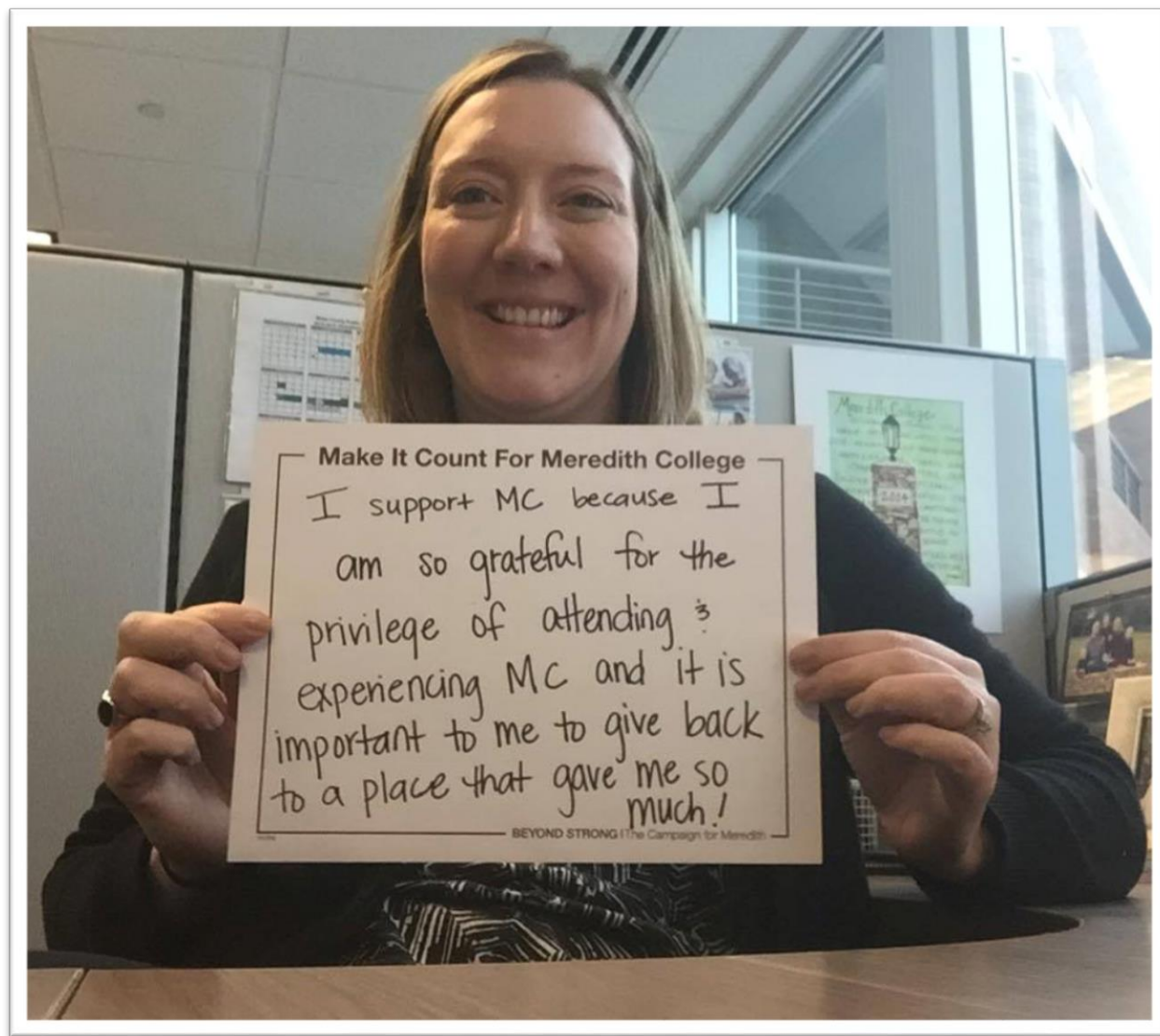
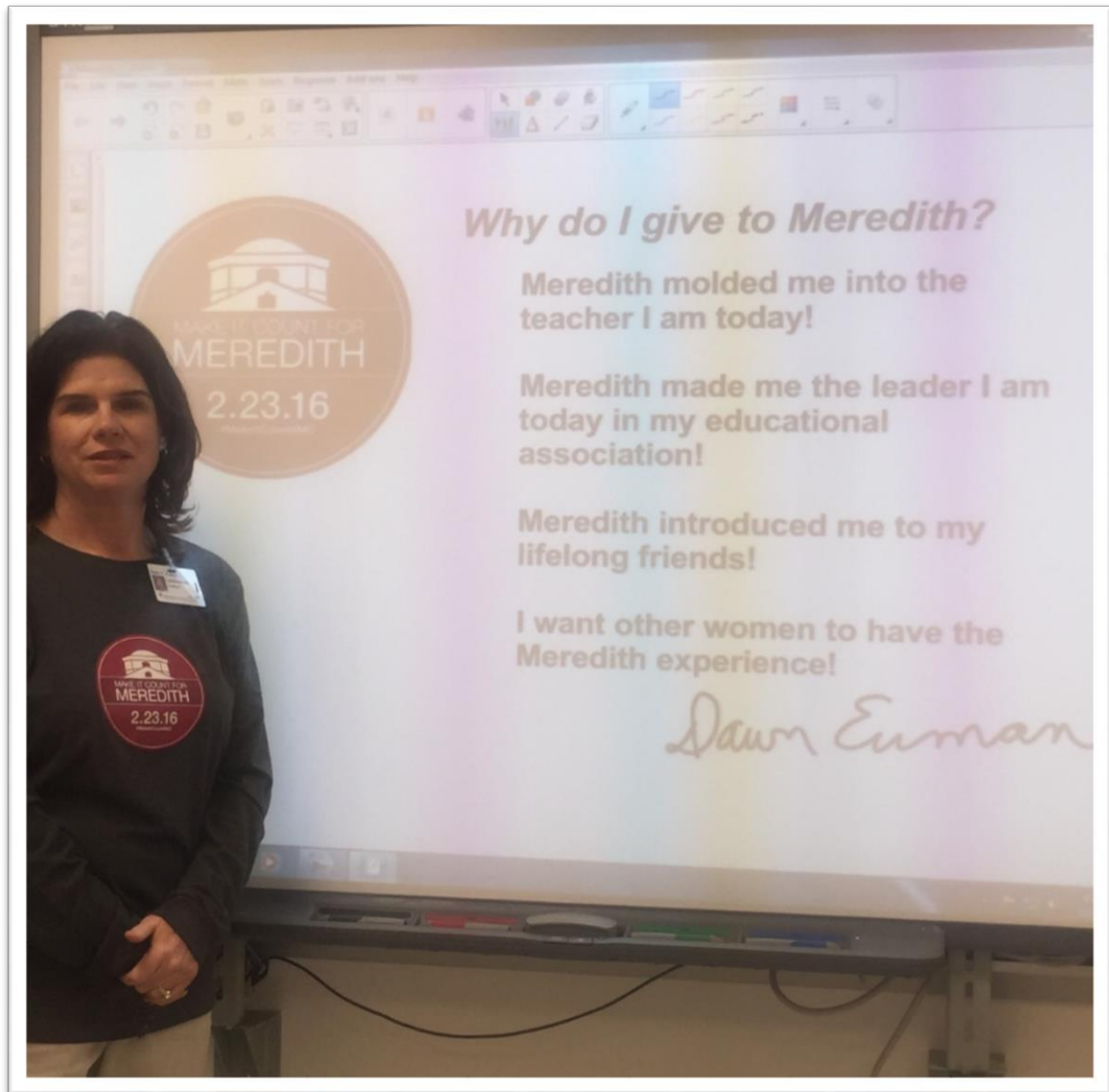
24 Hour Giving Challenge







Make It Count For Meredith College
Perfect Class
of '64 still
going strong
for MC!!



And then this
happened....

Make It Count for Meredith Giving Day Results

\$283,052 TOTAL RAISED

NUMBER OF DONORS

1,791

Your gift more than doubled the initial goal of \$125,000.

119 FIRST TIME DONORS

50% of first time donors were alumnae.

300 THANK YOU CARDS

Mailed to donors by students on Thank a Donor Day.

989

#MakeItCount4MC mentions on social media.

188

VOLUNTEERS

The percentage of donors who gave to these funds:

College's Greatest Needs: 57%

Special Class Projects and Restricted Funds: 17%

Financial Aid/Scholarships: 15%

Study Abroad: 6%

Academic Programs: 3%

Athletics: 2%



THANK YOU!

Thank You for Making It Count for Meredith!

**THANK A
DONOR DAY**

BEYOND STRONG

The Campaign for Meredith

Questions?