



GIVE TO THE DAY
18 NOVEMBER 2021



UNIVERSITY OF MINNESOTA

Agenda

- Strategy overview
- Faculty and staff engagement
- Incentives and matches (Magda)
- Social promotion, re-targeting, video, facebook, and email (Brian)
- Texting (Erin)
- Website
- Assets and '21 marketing examples
- Crowdfunding (Brittany)
- Stewardship (Kate)
- Next steps and questions (Magda)



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Hello! Welcome to the Give to the Max Day kickoff meeting. I want to introduce everyone to today's presenters before we get into everything. My name is Magda Morrison and I am on the AG team, Brittany Beyer, Brian Ahlm, from the digital team, Erin Monasterio from the AG team and Kate Roth from CSServices. Here is our agenda- we are going to have lots of time for questions at the end so please make sure to hold onto those until then. This meeting will be recorded

levels and to donors throughout the country and internationally.

This is a digital day of giving so our main landing page for the day is givingday.umn.edu- there you can find updated results in real time both overall and for each CF campaign, a social media feed, incentives, and of course a list of matches.

I know there is lots of noise on gtmd, but with that also comes a lot of free hype and marketing leading up to the day so we really find that all that noise works in our favor. Every year we see substantial growth in participation. Ultimately, this is a day that people are thinking about giving and a day they are inclined to give so it would be foolish not to take advantage of that. It's a good thing!! Over the last 5 years we have grown our number of donors every single year- even during COVID we had a notable increase in participation.

Strategic goals

- Promote a digital day of giving
- Continue to increase participation
- Build awareness of the impact of giving with the U-wide community
- Promote participation and giving from faculty and staff
- Increase social media presence



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We have a number of goals for GTMD.

- This year-just like last year- it's going to be a completely digital giving day so as we talk about strategic goals and you think about your strategy- it should be with this in mind.
- Our major goal is that we want to continue to increase the number of alumni and friends participating on the day.
 - we really see this as a unique opportunity outside of our regular direct mail and email rounds to acquire new donors, get second gifts, and get lapsed donors to come back and give a gift. We definitely see better AG results at FYE for units who really invest time and energy into their GTMD efforts
 - GTMD is a great opportunity to get some second gifts through the door. For example, this is the one time of year that we call our monthly donors to get a second gift, but outside of that we also see a lot of people giving a second gift in addition to their annual gift. On average about 15% of donors had already given a gift within the fiscal year and then about 45% give an additional

- gift later in the fiscal year. This increases the average gifts per donor we see each year. We know the more gifts per year a donor gives the more likely they are to become a lifetime donor.
 - This is also a great day to acquire new donors which we all know is a challenge- on average about 35% of GTMD donors are new donors.
-
- We want to build awareness of the impact of giving with our alumni, donors, and U-wide community- share impact stories. We know that video is one of the the most impactful ways to do that- Brian will be talking more about that later.
 - We want to promote participation and giving from our faculty and staff population. Building on last year- we will continue to include more faculty/staff impact stories and videos. Almost $\frac{1}{3}$ of our gifts come from current or former faculty/staff on gtmd so it's a effective time to promote faculty and staff giving.
 - Social media a key to the success of your GTMD campaign so make sure to have a strong social media presence on your own page and push the incentives out to your faculty/staff/students and alums and be creative and also share on social media!

What to expect this year...

- 100% online giving day
- Facebook live will be a combination of live and pre-recorded content
- Increased re-targeting and ads
- Timely messaging
- Multiple CF pages under one account
- More social and virtual engagement



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- No gold stops or maroon stops. Many of your colleagues did virtual maroon stops so if you are planning to do a virtual event with a landing page we will gladly promote that on the giving day site and our events staff are happy to collaborate with you as consultants. Last year we had a number of folks do successful virtual events and virtual maroon stops which we promoted on our givingday site so if you have any question about that or strategy around that we can discuss during our Q&A session at the end.
- We will be doing both FB premiere videos that are pre-recorded and as of now we do plan on doing a FB live on campus. So we will still be relying heavily on getting content for videos from all of you but we will also be reaching out about doing a FB live and getting participation. We do see viewership of FB live being much higher than just doing FB pre-recorded premier videos like we did last year so it's definitely worth it.
- Every year we see our re-targeting efforts drawing more and more people to the giving day sites so we will be amping up our retargeting efforts this year. Brian is going to go over the plan later in this meeting.
- We really recommend that your unit focus on a fund or message that is timely- it's not business as usual and our world is changing so we

- definitely need to adapt and we did a really great job of that last year. If you have a student emergency fund or diversity equity and inclusion fund that needs support we strongly recommend promoting that. And if you don't have a super specific fund you will just need to be cognizant of your message and it doesn't sound tone deaf.
- Many of you promote several CF campaigns on GTMD- whether it be departmental efforts or efforts from a student group, institute, clinic, or clubs. This year we will have the capability to have you create multiple CF pages under one account with some sort of a landing page that outlines all of these efforts. We don't know exactly what that will look like and we don't have an example of what that will look like- but that will be an option this year- which Brittany will speak to later.
- Lastly, building on our success from last year we are constantly brainstorming how we can engage folks digitally outside of just our social media posts so you will be seeing more of that this year as well and Brian will provide examples later in this meeting.

UMF's role

- Digital toolkit and branded graphics
- Provide advice on fundraising strategies and campaigns
- Execute email solicitations on day of, including custom for groups with matches \$5,000+
- Create lists for units to use on the day
- Social media amplification
- Host giving pages
- \$50K fundraising incentive plan
- Host facebook live and pre-recorded premier videos
- Video creation consultation and advice
- Reporting, analysis, donor stewardship



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UMF's role on GTMD is to:

- provide you all with a digital toolkit and branded graphics that you can use for emails, social media, etc. Those are live on UMF connects in the digital toolkits section.
- we are here to provide advice on fundraising strategies and AG best practices
- We will execute email solicitations, and execute custom emails for units with a \$5,000 or more dollar match
- create data lists for you to use to execute your own GTMD emails
- share your social media posts, videos, and any virtual events
- We host giving pages through our crowdfunding and givingday sites
- Again this year, we have \$50K in bonus money that incentivizes giving and social media participation
- Putting together FB live and sharing videos based on the content that we receive from all of you

- Are here to help you create videos and give you advice on video creation yourself
- After GTMD is over, we provide reports and analysis on results and provide donor stewardship

I do just want to mention that we don't know if the call center will be open yet by gtmd so once we get an update on that we will let you know.

Audiences

⊖ Targeted for solicitations:

- U donors at all levels
- U donors regardless of geography
- UMF Board and President's Club
- U staff and faculty

⊕ Targeted for awareness and engagement:

- Students
- Public



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Here is a simple breakdown of what audiences are solicited on GTMD which audiences are targeted for awareness and engagement:

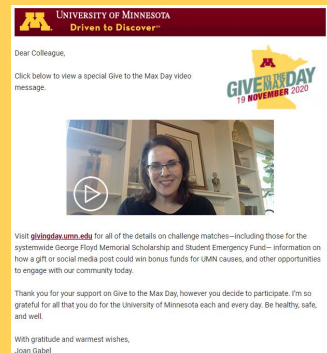
- U donors at all levels
- U donors all over the state and globe
- UMF board and president's club donors
- lastly U staff faculty (more on them on the next slide)

Our targeted audiences for awareness and engagement include:

- students
- general public

Engaging Faculty & Staff

- *Goal:* deepen the culture and habit of giving among faculty, staff, and retirees
- 1/3 of GTMD donors are employees
- Encourage participation: giving, social media, incentives
- Utilize faculty and staff campaign toolkit on UMF Connects
 - give.umn.edu/together



- GTMD is critical to achieving our faculty and staff campaign goal to deepen the culture and habit of giving among faculty, staff, and retirees
- U of M Faculty and staff consistently give generously on GTMD
 - in 2020, 1,442 current and former faculty and staff gave \$317,581, that's one third of all GTMD donors!
 - So even though there was sensitivity around soliciting employees in the pandemic environment in the face of furloughs and uncertainty, we saw an increase in faculty and staff participation year-over-year
- We plan to work with the President's Office once again to send an all-employee systemwide email on Give to the Max Day. You can help reinforce message from President Gabel by encouraging your faculty and

- staff to participate in some way: giving, posting on social media, taking advantage of incentives, etc.
- Lasty, don't forget to utilize the faculty and staff campaign toolkit on UMF Connects and check out the faculty staff campaign webpage at give.umn.edu/together for some great content on faculty and staff giving.
- Feel free to email Sara Emmenecker for help developing a faculty staff strategy specific to your unit.

Incentives and Matches



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\$50,000 in bonus incentives

GRAND PRIZES

TOTALING \$25,000



MOST DOLLARS RAISED
(not including matching gifts)

\$6,000 – First place

\$4,000 – Second place

\$2,000 – Third place

LARGEST NUMBER OF GIFTS

\$6,000 – First place

\$4,000 – Second place

\$2,000 – Third place



MOST FACULTY/STAFF GIFTS
\$1,000

give.umn.edu/gtmd2021

ALL-DAY BONUSES

TOTALING \$17,000

12AM to 9AM



\$4,000

(four \$1,000 selections)

9AM to 8PM



\$1,000 per hour

(one selection every hour)

8PM to 12AM



\$2,000

(one selection)



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This year we again UMF will provide \$50,000 in incentive prizes. These incentives can provide an even bigger impact for the day.

\$50,000 in bonus incentives

WIN MORE MONEY FOR YOUR CAUSE

#UMNGIVE DRAWINGS

Randomly selected social media winners using #UMNGive will choose which U cause receives a bonus donation



\$10 per retweet

to supporters who retweet (up to \$1,000 given to scholarships)



\$500 x 2

to two supporters who post a photo of a pet showing U of M pride



\$500

to a supporter who posts a selfie in U of M gear



\$500

to a supporter who posts a photo of their favorite campus spot



\$500

for the first donation of the day



\$500

to the donor farthest from Minnesota



\$500

to a donor with an @umn.edu email



\$500

to a first time donor



\$500

to a supporter who posts #UMNGive on any social media platform



\$500

to a supporter who posts a #ThrowbackThursday photo



\$500

to a supporter posting a photo of a child showing U of M pride



\$500

to a supporter who sets up a recurring gift



\$500

to a donor who is an alumnus who graduated in the last decade



\$500

for the last donation of the day



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give.umn.edu/gtmd2021

These are bonus incentives that you can get mainly through social media posts. It's a fun way to get people engaged because you don't even have to give a gift to increase impact!

Reminder: This is extra \$\$ for U funds, it does not go into the hands of the social media poster or donor! Social media winners choose the fund that they want their prize to go into

Spread the word to your colleagues, students, faculty, alumni about these bonus gifts! It can provide some friendly competition within colleges and units and increase engagement overall

Why a Match?

Matches = More excitement = more money raised.

- 2018: 32 matches
- 2019: 37 matches
- 2020: 40 matches
 - » 83% of gifts in 2020 were to units with matches
 - » 75% of of match campaigns made the goal

What kind of matches are best?

- Easy to understand
- Promoted on crowdfunding platform
 - Real-time updates digitally



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We highly encourage everyone to secure a match for GTMD. Having a match will make your efforts more successful and bring in more donors. It draws people in because the impact of their gift is greater- most times even doubled, causes excitement, and creates urgency. 83% of gifts last year went to a campaign with a match and a vast majority of those campaigns meet their goal. Make sure your match is easy to understand so that usually means matching dollar for dollar, that you promote it on a crowdfunding page, and you provide real time updates on social media or via email to add hype!

Matching gift promotion

- **UMF will support matches.**
 - UMF will send **two emails** on GTMD that are specific to a unit match.
 - To qualify:
 - At least \$5,000 match secured and a DMS list of 1,000+ email addresses.
- **Confirm your match with UMF Annual Giving by Oct. 1, 2021.**
 - Provide: DMS IDs, amount, payment plan- channel & timeline
 - Please use gift form or identify online gift in “special instructions”

If you already know about a match -- tell your Project Manager!



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- Units with a \$5,000 or more matching gift will get two emails sent by UMF on give to the max day that are custom to their unit (if you want that).
 - For many folks 5K just doesn't make sense and may be too high for the number of folks you're soliciting and that's totally fine. We see a lot of success from smaller matches as well. If your match is smaller, we can still help you with data and of course you can use all the graphics in the digital toolkit that Brittany will go over to send your own emails in house.
- This one is important- no matter what the amount please confirm your match with your project manager by October 1st. If this date seems daunting please just touch base with your project manager and make sure to have clear communication so that we can stay organized and on track.
- When you confirm your match you must also provide the DMS ID or IDs of the donor or donors making up the match, the amount and the payment plan. So for example you would tell your project manager- Josh Hartnett (DMS ID X) is doing a \$5,000 match, he's going to fulfill that online and he is going to pay that in late October (moreso we need to know if it's before or after gtmd). This is also to ensure when we pull results- these matches count towards your totals and recorded as a GTMD gift in DMS!

- First folks to get matches in will be listed on the top of the givingday site!! This is a huge advantage because when folks visit the givingday site they will see your campaign front and center without having to scroll through all the 90+ campaigns we have on the day of. So definitely get those matches in sooner rather than later so you can take advantage of that!
- Lastly, if you already know about your match- tell your project manager. Get it out of the way!

Featuring units on our giving day page as the matches come in

Match “Rules”

- **New \$**
- Cannot use \$ given in previous fiscal year
- Gifts must be indicated to be used for GTMD initially
- Installments/pledges are OK
 - Stock gifts & DAF gifts OK
- No more than 10 donors to make up match
- All match money needs to be paid off by end of fiscal year

Talk with Project Managers about questions!

- For online gift match fulfillment write “GTMD” in the “add special instructions” area
- Use gift form for non-digital gifts



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There are a few rules when it comes to match money:

- Firstly, your matching gift must be “new money” so that means you can’t use a gift that someone gave previously and allocate it for GTMD
- So along those lines- it can’t be money from a previous fiscal year or from this current fiscal year if it wasn’t given with the explicit intention of being a GTMD matching gift
- Pledges are OK to use for a match
- No more than 10 donors to make up a match- some sort of an alumni board of a group of faculty but just for the sake of tracking we ask that you limit the number of folks to around 10
- All match money must be paid by the end of the fiscal year

And these last two have to do with tracking/reporting, so in order to ensure your match money is counted and coded as GTMD money. Please make sure that:

Online gift:



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Make your donation

Your Funds Your Information Payment

1 2 3

Your Information

Name
Magda Bilska

This gift is from an organization or company.

Email
bils0012@umn.edu

Phone #
(612) 626-8562

Country
United States

Address
200 Oak St. SE, Suite 500

City
Minneapolis

State
Minnesota

Postal code
55455

Add Special Instructions.
For GTMD

← BACK NEXT →

Online gift: If your donor is giving a matching gift online- please make sure they write GTMD in the “add special instructions” area like you can see above. We highly encourage that matching donors give online since it’s an online giving day.

Foundation staff only:
 Match
 Pledge
 Gift

GIVE TO THE MAX DAY
 14 NOVEMBER 2019

Make your gift online at giving.umn.edu

Gift designation
 This gift will be to the following fund: _____

Giving method
 This commitment will be paid to the University of Minnesota Foundation in the following manner:
One-time
 One-time gift in the amount of \$ _____
Monthly gift
 Monthly gift in the amount of \$ _____ per month
 (Maximum per month) _____
Pledge
 I will pledge \$ _____ in _____ installments
 I will make payments in the amount of \$ _____
 Enclosed is my first pledge payment of \$ _____ (Please do not send reminders)
 Preferred date of annual payment: _____ (Maximum pledge is \$200)

Payment method
 Personal check made payable to the University of Minnesota Foundation is enclosed (for one-time gift)
 Validated personal check is enclosed (for monthly gift; to be deducted from checking account)
 Credit card (for either one-time gift or ongoing monthly gift)
 Card number: _____ Expiration date: _____
 Visa Mastercard American Express Discover

Donor information
 Please acknowledge and credit this gift in the following way:
 Name as you wish them to appear: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 E-mail: _____
 Signature (required): _____ Date: _____

Matching gifts
 Does your employer match gifts to the U? _____
 Your company: _____
 I have enclosed the matching gift form.
 I will send the form at a later date.

Return completed form to:
 University of Minnesota Foundation
 PO Box 800565
 Minneapolis, MN 55480-0565

Thank you for making a gift to the University of Minnesota. Gifts are made through the University of Minnesota Foundation, which will acknowledge and direct your gift to the program you designate.

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 Driven to Discover™

0049100200P
 4 8 0 0 5 6 5

Gift form:

UMF Connects →
 Toolkits →
 Digital giving/marketing →
 Give to the Max Day 2021 gift form



Gift Form

This is what the gift form looks like- please use the gift form for all gifts that are not online- this way we can make sure it has the right appeal code and actually gets counted as a GTMD gift. You will have to send these in along with the check to the UMF lockbox.

Gift form also includes monthly gifts and DAF gifts, securities transfers, and IRA rollovers

Digital Marketing



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Email

- **Incentive for matching gift**
- Last year we sent over 40 emails
- To **500,000+** people
- Average open rate **over 20%**
- **Higher % of crowdfunding pages met their match**
- We noticed a few things...



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- As an incentive for having a matching gift over \$5,000 UMF sends out an AM and PM email for units.

Last year we sent out over 40 emails to over 500,000 people, and that is just emails that we sent from UMF

The open rate has stayed consistent which is a good sign that people want to hear about GTMD

When it comes to the emails themselves we noticed a few different things...

Email

- **Best performing emails had 1 button and a simple layout**
- **Best performing emails had a video**
- Smaller targeted audiences had more success
- Spread emails further throughout day
- **Keep it simple**



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-Right amount of info is: Salutation, 1 paragraph of info (w/ or w/o video), call to action, Donate button

The emails with videos led to higher click rates, allowed for more to engage with in the email.

-Small audience results in higher open rate, higher unique CTR, and lower unsub rate. Could be something to consider, how engaged your audience is and finding the groups willing to engage.

Last year we spread out our emails further throughout the day. This meant that emails were 6-8 hours apart compared to our normal 4 hours. This allowed us to be flexible on if units had met their match or had gained an additional matching gift.

Email Examples


GIVE TO THE MAX DAY
DOUBLE YOUR IMPACT

\$25,000 MATCH

Dear %Name_First%,

With just a few hours left, please consider taking the opportunity to join Dick Koats and our Give to the Max Day efforts by supporting life-saving colon cancer research at the Masonic Cancer Center, University of Minnesota.

We started the day with a very generous \$20,000 match from Dick Koats, and because of the overwhelming support received thus far, we have surpassed that goal!

In an effort to keep the momentum going, Wally & Nancy Olson have stepped up to match an additional \$5,000 in donations yet today. That means that the overall match is now a full \$25,000!

[GIVE NOW](#)

With sincere gratitude,

The patients, families, and faculty at the Masonic Cancer Center and Masonic Cancer Clinic.

P.S. If you've already made your gift, thank you for your support!

Masonic Cancer Center
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Comprehensive Cancer Center designated
by the National Cancer Institute



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GIVE TO THE MAX DAY
DOUBLE YOUR IMPACT

\$20,000 MATCH

At the VMC, our mission is to provide compassionate care to our patients, drive clinical research, and educate a future generation of veterinarians. Give today to double your impact to the VMC General Support Funds and help provide the best possible treatment for the pets in our care. Every dollar of your gift up to \$20,000 will be generously matched by a VMC donor, and could help earn additional Give to the Max bonus prizes.

Join us this Give to the Max Day to make a difference in the lives of animals by donating, sharing the news with your friends, or even posting a picture of your pet on social media!



[GIVE TODAY](#)


VETERINARY
MEDICAL CENTER

Both of these emails are great examples of what worked best last year.

VMC featured a video they created for GTMD and asked people to get involved by sharing a pet photo

A single clear give button that links to one page.

The email on the left was one that we updated before sending to let people know about a new match, which is an area we have some flexibility in due to the larger gap in send times.

Social promotion

- **Primary Hashtag:** #UMNGive
- **Secondary Hashtags:** #GTMD21, #UMNproud, #UMNdriven
- Star Tribune banner ads
- U of M Influencers



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- Our primary hashtag will be #UMNGive. That's the hashtag we'll be using to count all of the incentives, so make sure to use that in your social posts - otherwise you won't be eligible to win.
- Secondary hashtags include #GTMD21 which is Give to the Max Day's hashtag which should be used in tandem with UMNGive. #UMNproud and #UMNdriven are other University hashtags which you can use as well.
- There will also be ads on the Star Tribune website which we have had success with in the past. We will continue with these as a way to spread awareness beyond the university.
- We hope to be able to use them to help create video content for GTMD as well as sharing posts created for GTMD.

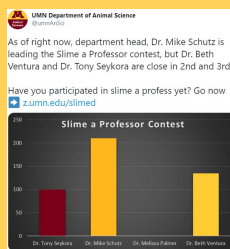


Here we have some examples: Keep in mind- your social posts should always have a link to your CF campaign page

- CFANS impact story selfie student video- very easy to make
- Marching band with Impact quote
- CCAPS providing an update on their match progress
- UMD- just remember you can have fun with it- doesn't have to be serious all the time

Get creative with engagement!

- Virtual marron stops
- Trivia
- Virtual tours
- Pet fashion show
- Departmental challenges
- Engagement with incentives
- Faculty/staff engagement



Outside of social media folks we encourage you to get creative with engagement digitally. Over the years we've seen some really great digital engagement like:

- Virtual maroon stops- which consist of a landing page with links to videos, impact stories, a list of CF campaigns, useful webinars and trainings
- Last year we did trivia on UMF's instagram account with Nabir Sarma, the winner of College Jeopardy in 2019. You can also do this on your virtual marron stop as well!
- Since many alumni have not been to campus in awhile, especially during Covid, virtual tours are a great way to connect alumnus back to campus. You can outline what has been funded by alumni support, show any new updates, or grant access to archives, labs, or any facilities alumni generally don't have access to.
- Virtual events are a great engagement tool- last year the Vet Med Clinic did an animal fashion show that was judged by our women's basketball coach Lindsay Whalen and President Gabel.

- Having internal challenges to increase giving- Animal Science had a “slime a professor contest” so donors got to vote on which professor they wanted “slimed” after they gave a gift. After GTMD they posted the professor getting “slimed” on social media!
- Share those incentives that Magda talked about earlier on social media to get your alumni to participate and win extra \$ for your unit. VMC of course taking advantage of the “share a picture of your pet” incentive shown here.
- Make sure to engage your faculty and staff on GTMD- make sure they know about GTMD and the incentives that are available to win extra \$.

Lastly, make sure to collaborate and get ideas from folks outside of development as well: collaborate and get ideas from your communications team, dept heads, students, or really anyone around the office!

Retargeting

- Expanded campaign this year
- Ads retargeting 4 weeks before GTMD
- Types of ads will change throughout the campaign
- Will include a stewardship component
- Willing to help



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- Last year we retargeted people in a very short window of time due to the election/Facebook restrictions
- This year we are going to expand our campaign to be a longer campaign, featuring more touchpoints and engagement
- Will still feature ads on the week/day of with a message about urgency to give
- If your unit is looking to try and expand their social media ad presence you can feel free to reach out to me with any questions or ideas.

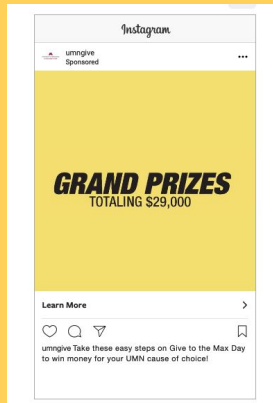
Retargeting



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- The first stage will us be reaching out to a large audience of Facebook/Instagram users who attended the University of Minnesota
- The second stage will continue to use the same audience
- The fourth stage will then remarket to anyone that interacted with the posts in the first 3 stages/or visited the website.
- Stewardship will focus on those who made a gift on GTMD for a week after GTMD, with a feel good message thanking for support on GTMD

Retargeting



- Last year due to the shortened campaign we had to focus on awareness building
- On the left was our marketing campaign that was aimed exclusively at Instagram, with a heavy focus on ways to participate (without necessarily giving)
-
- We also tried a new campaign focused on Instagram and ways to get involved on GTMD
-

Video

- Last year we had help with videos from you
- Facebook Live is back
 - We still need your help
- Increased engagement with posts due to videos last year
- Using large library of GTMD video content



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Last year we were able to create a lot of video content thanks to your help! We had well over an hour of videos last year. 15+ videos from units

We are going to bring back Facebook Live this year, with a hybrid version that will feature both live portions and pre-recorded content

One thing we noticed was that last year videos had more engagement, due to more participation in the overall process, we'd like to continue that this year.

The first 5 new videos we get for GTMD this year (New content, not an updated video) we will do a boosted Facebook post for. We want to amplify video work and we hope this can help get you brainstorming

We will also amplify videos you make for GTMD. We will be sharing videos from unit Facebook posts, we see a lot of engagement with this method

Video

- **Ideas to run with**
 - Videos from students with importance of GTMD
 - Tour a unique or special space on campus
 - Facebook Live
 - Update content from previous GTMD
- **We have resources to help with video**
 - Recordings of prior video trainings
 - Tips/tricks from our team with best practices



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Video ideas to run with

Student videos always perform well and with the increased use in video meetings, students are becoming more comfortable with the idea of doing a video over zoom or submitting a selfie video

Alumni like to see current students and hear about the student experience

Touring a unique space is always a great idea. We know that everyone has something that makes their unit special and showcasing those is an easy video idea

Go live on Facebook. It doesn't need to be long, last year we tried doing 5-10 minute Facebook live updates and those worked great. Give a quick overview of your GTMD campaign, your match, and updates on how close you are to your goal

If you have content from previous years and feel like it can work again this year, use it!

We have resources to help with video, including past video trainings and best practice tips from our team. We also have example videos that can help guide you. **We will send out these links when we email the recording of this presentation.**

Texting



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Texting

- Peer to Peer texting
- Engagement tool-- always have an engagement question
- Types of campaigns for GTMD:
 - Solicitation
 - Awareness (ex. mental health month, sharing articles)
 - Stewardship



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- This is not text to give, it is a peer to peer texting platform where the senders send each message individually and respond personally to each reply (there is no mass sending)
- The texting platform (ThruText) we use is an engagement tool, used to ask our alumni an engagement question that requires an action to get them more involved in your campaign where we can then send them a link directing them to your giving page, an event, article, ect.

GTMD FY21 Texting

- 4 different pools
 - Monthly donors
 - General TC donors
 - Randomized donors
 - SOM
 - Recent undergrads (2010-2019)
 - LAW
 - Grads of the last 25 years, excluding those that gave in the last 30 days and anyone with an open pledge



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Results from these texts

GTMD FY21 Texting

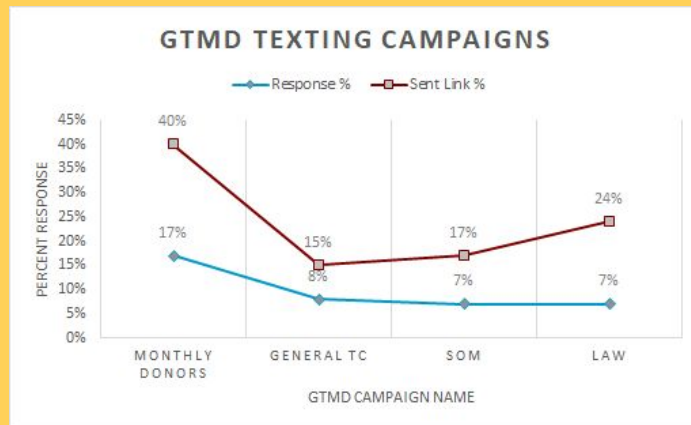
- Messaging Example:
 - Monthly Donors:
 - Hi (name), I'm (name) from the University of Minnesota. Thank you for your ongoing support to the University. Today is Give to the Max Day, and we're challenging all of our monthly donors to give an additional one time gift to support a cause you're passionate about. Can I send you a link to find a cause so you can give to the max?



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- Messaging for these campaigns were customized based on the email/DM/crowdfunding copy of the unit.
- Used an engagement question to create the call to action and link to the crowdfunding page for the campaign

GTMD FY21 Texting Results



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- Since we ask an engagement question, we keep track of how many links we send out.
- We also track and make updates in DMS for wrong numbers and texting opt-outs
- FY21 Averages for ALL CAMPAIGNS
 - Average Response: 11.52%
 - Average Sent Link: 39.74%
 - Monthly donors was a most successful pool of the day with a positive response from our prospects and highest link sent %
 - we've found smaller pools/groups outperform since they are so niche

GTMD FY22 Texting

If you're interested in GTMD Texting, please reach out to Christine, Erin, or Magda



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- Due to small capacity, it is first come first serve!
- We have a few units that already expressed interest
- But if we can't text for you day of, we could do a save the date or another type of text before hand

Web & Crowdfunding



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Website

- Gifts will populate in real time to our site and aggregate automatically
- Leaderboards
 - Overall donors/dollars and per campaign leaderboards with donors/dollars
- Challenges/Prizes
- Social hashtag wall
- Group pages



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We will have a new GTMD website this year. It will be a new layout, but have similar design elements as last year. For example, we will still populate gifts in real time and have leaderboards with overall donors/dollars. The challenges, crowdfunding pages, and the social hashtag wall will also be listed. The site will be givingday.umn.edu. If you go there right now, you will only see the GTMD countdown clock, but the team is working on getting that up and running for the day.

Tools and assets

Logo | Print | Social | Web



CUSTOM INFORMATION HERE



Shawn has updated all of the graphics for 2021 and you can find those in the toolkit section of UMF connects. It's right under the digital giving and marketing section. Those graphics include web and print ads that you can customize as well as save the date email headers and social media thumbnails.



Having a crowdfunding page is really important on the day. The page helps explain what you will be fundraising for, shows your progress toward your goal, is listed on the GTMD site, and is easily shareable. When people give to your crowdfunding page there aren't any transaction fees deducted from gifts, donors are properly receipted, and donor data flows into DMS which is great.

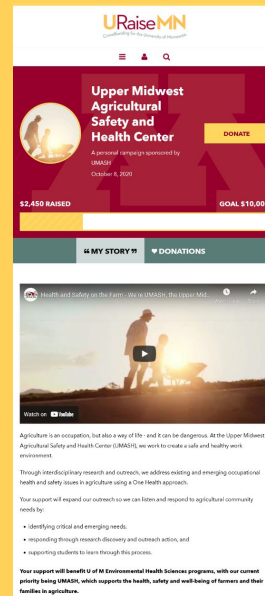
To get started with your crowdfunding page visit crowdfund.umn.edu. If you have any questions while building your page, feel free to reach out to me at any step in the process.

Reminders/ Best practices

- Videos
 - Livestream option
- Keep your page to 250 words or less
- Make a realistic goal
- Try to obtain a matching gift



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Just a few things to keep in mind while setting up your page - Pages with 250 words or less typically perform best. – They're easier to read and it just keeps your message more concise. Also make sure you have a realistic goal to strive for because we have seen that setting the bar too high can hinder successful fundraising efforts so just make sure to consider who your audience is while setting that and what their giving capacity is. If you have any questions about that, feel free to reach out to me, or your annual giving project manager.

And as you heard earlier, having a matching gift is also really important because people are more apt to give when they know their gift can be doubled.

To get started with your crowdfunding page visit givingday.umn.edu. If you have any questions while building your page, feel free to reach out to me at any step in the process.

GTMD Stewardship Plan



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Elements

- Donors get standard gift receipt
- UMF will send a thank you email the day after to GTMD email list
- Ack 2.0 email, mail and text will all be active for GTMD gifts
- You are encouraged to send unit-specific thank you messages as well
- Contact Kate Roth with stewardship questions and ideas



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--In addition to the standard gift receipt, all GTMD donors will receive a thank you email from UMF.

--All GTMD gifts that qualify for auto-acknowledgement will receive the automatic unit-specific emails and mailings. All other GTMD gifts that go to custom dashboards can be acknowledged by units at their discretion.

--If interested, you could think about adding a new/first-time donor segment to your Ack 2.0 emails/mailings, or an acknowledgement that is specific to a fund you're promoting heavily.

--Units are encouraged to send GTMD email or mail thank you messages in addition to Ack 2.0 messages, which are gift-specific, not GTMD-specific

What can you do now?



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Getting started

- Land on a “cause” for the day
- Lock down a match and let us know
- Start planning promotional work
- Recruit students and staff for video content- get creative!
- Warm up your audience with pre-day messaging
- Create a social media strategy
- Put it all into action on Nov. 18!



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- Think strategically about what you will be fundraising for and where you have need. DEI fund or student emergency fund or any cause based issue that is timely, this is the year to promote it.
- And again, it does not need to be \$5K- if you are from a small department or student group, a smaller match probably makes more sense but still make sure to let us know that you have one so that we can not only promote it but make sure it counts towards your totals.
- What do you need to get made before the day
- We really encourage you to sit down with your marketing and communications folks and brainstorm some ideas!
- Create some save-the-date content! UMF does send two save-the-date emails one a week in advance and one the day before but we encourage you to send one in house as well if you can.
- Social media strategy will be key!
- Make it all count on GTMD!

Some other things just to reiterate:

-Let your PM know if you have a match asap.

-If you're interested in being part of UMF's facebook live to promote your

college/unit, let your project manager know as soon as possible so we can start planning with you.

-Your PM will be reaching out to you soon to discuss your overall plan and get data ready for you (save-the-date or day-of). If you don't know who your PM is please reach out to me!

GTMD toolkits

UMF Connects →
Toolkits →
Digital giving/marketing →
Give to the Max Day

Home > Toolkits > Digital giving/marketing

Digital giving/marketing

The Digital giving/marketing toolkit features online giving, social media efforts, crowdfunding, and Give to the Max Day resources.

Resources

- ONLINE GIVING**
 - Online giving best practices
 - Online giving page and vanity URL request
 - Monthly giving FAQs
- CROWDFUNDING**
 - Crowdfunding toolkit
 - Crowdfunding FAQs
 - Best practices
 - Create a crowdfunding page
- SOCIAL MEDIA**
 - Social media best practices tied to philanthropy
 - UMF social media policies
 - Campaign social media guide
- EMAIL**
 - Email best practices
 - Email sample
- GIVE TO THE MAX DAY**
 - Give to the Max Day 2017 guide
 - Graphics toolkit
 - Give to the Max Day 2017 prizes
 - Give to the Max Day 2016 social media guide
 - Give to the Max Day 2018 gift form

WHO TO CONTACT

- Crowdfunding & Give to the Max Day**
 - Robyn White
 - Brittany Beyer
- Online giving**
 - Chris Mahan
 - Brittany Beyer
- Social media**
 - Robyn White

RELATED LINKS

- Request an appeal code
- Online giving page request
- Integrated Media and Creative Resources team



This is where the toolkit lives, you can find some best practices, all of the graphics, gift form, and incentives document here!

Contact Information

- Magda Morrison bils0012@umn.edu (general)
- Brittany Beyer beyer172@umn.edu (crowdfunding)
- Brian Ahlm bjahlm@umn.edu (email, social, retargeting)
- Chris Mahan cmahan@umn.edu (givingday site)
- Alexandra Hatch hatch170@umn.edu (video)
- Lauren Rudeen rudee022@umn.edu (events)
- Sara Emmenecker semmenec@umn.edu (faculty/staff)
- Kate Roth roth0103@umn.edu (stewardship)
- Erin Monasterio mona0070@umn.edu (texting)
- Christine Bangar bang0123@umn.edu (texting)



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Questions?

Ideas?



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Hear from you- what cool engagement ideas do you have? What videos are you making?

https://drive.google.com/file/d/1P9yW_0MXCULF5jieBOdFoU8nCAEhEAid/view?usp=sharing

https://drive.google.com/file/d/11sFallykFhFQUASz5_CJCbSv9BLTeDIR/view?usp=sharing

<https://drive.google.com/file/d/1dtHHCJkiUjcJilG0SvsXVM0vX0sKYFLC/view?usp=sharing>

https://drive.google.com/file/d/16M_CSVUDQSdPZi6Of3tMMPa2UaS1P_Rk/view?usp=sharing