

DAY OF GIVING

CHALLENGE INFORMATION

LONGWOOD
UNIVERSITY





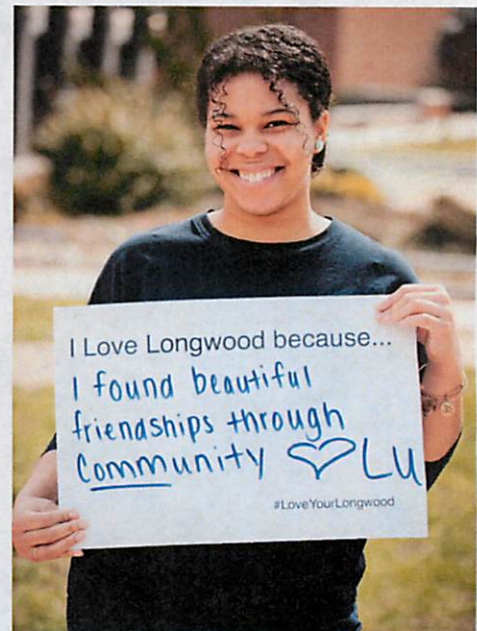
LOVE YOUR LONGWOOD DAY

A Day of Giving is a way to engage a large number of individuals by harnessing the momentum of social networking for a specific fundraising objective. Longwood University has embraced this growing trend by partnering with GiveCampus, a leading company in the fundraising market, to host our own platform which allows our constituents to engage our alumni and friends and promote the great things happening at Longwood University. The Longwood University policy (listed

on next page) directs that projects be completed through our platform to ensure gifts made to the university are processed correctly and new donor information may be captured for future stewarding purposes. The Office of Development has enclosed documents here to help you provide information to the faculty and staff within your unit who are interested in potentially running a day of giving challenge.

Contact Information

Katherine Bulifant, Director of Annual Giving, is directly seeking groups with day of giving initiatives, so emailing bulifantkm@longwood.edu will ensure a timely response.



University-Issued Statement on Fundraising

This policy applies to all faculty, staff, students and student organizations, coaches, volunteer support groups and any other entity raising funds from the private sector on behalf of Longwood University. It is the responsibility of the Office of Institutional Advancement to institute an organized program for obtaining gift support from alumni, parents, friends, faculty and staff, businesses, corporations, organizations, and private foundations in regard to annual, endowment and capital support.

“Solicitation of gifts made by anyone for the benefit of Longwood University, or any Agency thereof, shall require the prior approval of the President through the Vice President for Institutional Advancement.”



DAY OF GIVING 101

What is a Day of Giving?

A day of giving is the technique of soliciting gifts from a large, mainly online, audience using the momentum of social networking. Successful days use personal connections via social media to spread their challenges through their social networks.

How does it work?

This 24-hour day thrives on social media, so a strong online presence is vital to a successful day. To do this, first assemble a team of passionate and committed campaign members with strong and relevant social networks. Next, the team launches the campaign online and uses social media platforms like Facebook and Twitter to share a message with members' personal networks for potential supporters. Those networks share the campaign with their networks who share it with their networks and so on. Gifts - usually ranging from \$5 to \$100 are received- but when collected from numerous sources, the day succeeds in raising thousands of dollars.

Despite how easy this may sound, a day of giving is a lot of work which requires as much time, energy, and resources as other fundraising methods. Simply launching your challenge is not

enough. Since this is an all day, 24-hour challenge, preparation and promotion are essential for a successful day of giving challenge.

What can a challenge during a day of giving be used for?

Just about anything! These challenges can raise funds for scholarships, departmental needs, new technology purchases, and more. A day of giving is also commonly found in many different fields making it a useful fundraising tool for the arts, sciences, humanities, athletics, and more.

What are the benefits?

There are many benefits to day of giving challenges; first, because a day of giving is mainly executed online, it's much less expensive than traditional fundraising. And because the approach is strictly digital, there are no limitations on how much information you can make available to potential donors. In fact, potential donors appreciate specificity and narratives. When donors feel a connection to the project, they are far more likely to give. This results in a higher average donation and a higher total number of donations than traditional fundraising methods.

ANATOMY OF A SUCCESSFUL DAY OF GIVING CHALLENGE

What does a successful challenge look like? A successful challenge is one that inspires, excites, and educates through storytelling. A successful challenge is personal and persuasive – the messaging discusses how the project will make a difference and why donors support matters.

A Dedicated Team

Having a team of five to eight individuals who are just as passionate as you are about the project is integral for a successful day of giving challenge. If your team isn't 100 percent invested in the project, they won't be able to make others feel the same way.

Storytelling

To succeed, your message must be well-written and clear. And the best messages are ones that tell stories. Stories should inspire, excite, and educate potential donors. Potential donors also want to know how a given project will make a difference and why their support is important. Showcase these narratives in text descriptions and the required 30-45-second video.

Knowing Your Audience

Selecting the right crowd to solicit takes some research. People who identify the most with a project are the first to give and are the most likely to spread the campaign to their networks. Categorize your team's networks to identify this most-supportive audience and contact them first.

Realistic Goals

If there's one thing that ties every successful challenge together, it's the setting of realistic goals. Your team must have an accurate understanding of how much the project will cost and what resources are necessary to complete the project in order to establish an appropriate fundraising target. Also keep in mind small goals tend to be better received than larger goals.

Designated Roles

You can't do it all. Every team member should be assigned specific duties and responsibilities. That might mean one person manages the campaign, one creates the content, one serves as the media contact, one handles donor stewardship, and so on.

Timing

The one day timeline for campaigns is strategic. You only have 24-hours to make an impression, which means every hour counts. There are peak times when running a challenge in this short time period. The Office of Development will help you understand what times are best to post and engage your population base.

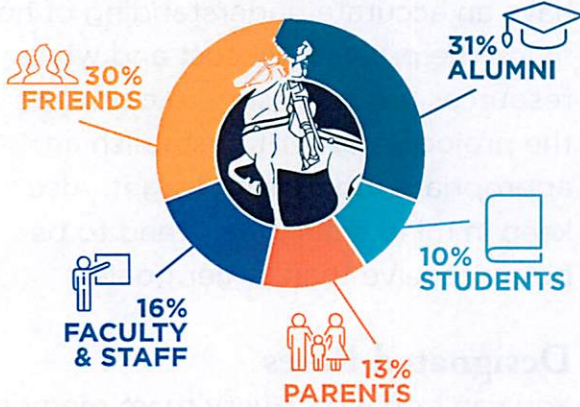
SNAPSHOT OF LAST YEAR'S DAY OF GIVING CHALLENGE

You blew past our goal of 1,790 gifts!



2,976
TOTAL GIFTS!

OUR HEROES



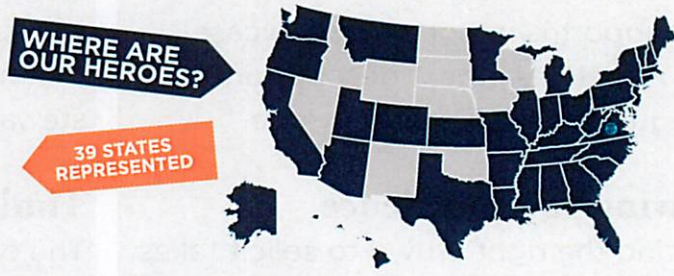
14 DEPARTMENTAL CHALLENGES

MORE THAN **10** MATCHES

MORE THAN **50** SOCIAL MEDIA AMBASSADORS

MORE THAN
\$268K
RAISED, WHICH WILL GO TOWARD:

- 🎓 STUDENT FINANCIAL AID
- 📚 ACADEMIC DEPARTMENTS
- 👥 STUDENT GROUPS
- 🏆 ATHLETIC TEAMS
- 🎭 PERFORMING ARTS
- 🏠 OTHER CAUSES



Love Your Longwood Day was the #3 trending topic on Twitter in the region last night



300 students contributed about \$2,700, which Longwood's President Reveley is matching dollar for dollar

DAY OF GIVING FAQs

How do I initiate a Day of Giving Challenge?

Set up a meeting with Katherine to discuss details of your challenge.

Institutional Advancement Responsibilities:

- Provide timeline to challenge contact
- Provide challenge materials
- Provide sample copy & approve copy
- Provide donor specific lists
- Provide access to child campaign page

Departmental Responsibilities:

- Meet deadline submissions within timeline
- Provide own challenge content
- 30-45 second video required
- Solicit donors from provided list
- Obtain social media volunteers
- Secure a Day of Giving team within Department who can assist to promote the challenge the full 24 hours
- Follow-up stewardship
- Manage child campaign site

How can I thank my donors?

Stewardship is an important aspect of fundraising, so thanking your donors is essential for future campaign successes. Your team can thank donors through multiple means such as sending emails, creating videos, or featuring thank yous on your social media pages.

***NOTE: Each challenge contact will be provided with a list of donors who participated in their challenge no later than 30 days after the day of giving has closed.*

Please be aware gift processing takes time and our Advancement Services department works diligently to process a vast number of gifts in a short time period.

How does my team receive the funds?

Funds are processed through the university and deposited into a predetermined University budget. As soon as all gifts are made and processed through the Office of Advancement Services, your funds will be accessible for use.

What if my team doesn't reach our goal?

If your team doesn't reach its goal, you still receive all the funds you had raised. In the process of setting up your campaign, we will help you identify different milestones that will correspond to amounts that will be useful for you and your team.

Is it safe?

Absolutely. Funds are processed through Longwood University secure payment provider. Donor information is protected to Longwood University's various information systems protections.

Which social media platforms should my team use?

Facebook and Twitter are the most popular social media tools so we recommend that users have accounts on both platforms. Your teams can also utilize Instagram and link photographs to Facebook, Twitter, and your Longwood University page.

DAY OF GIVING FAQs

DAY OF GIVING BRANDING GUIDE

The following pages include the 2019 Day of Giving graphics and sample challenges.

DAY OF GIVING BRANDING GUIDE

Annual Day of Giving Logo



LOVE YOUR LONGWOOD DAY

2019 Day of Giving Logo



LOVE YOUR LONGWOOD DAY

 MARCH 27, 2019

DAY OF GIVING BRANDING GUIDE

Logo Usage Guidelines

Minimum size: 2"



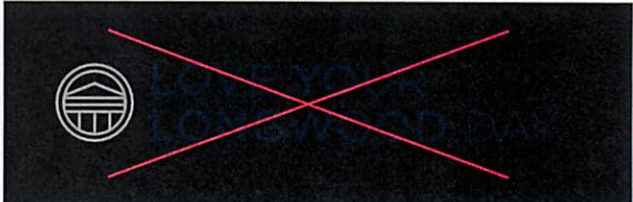
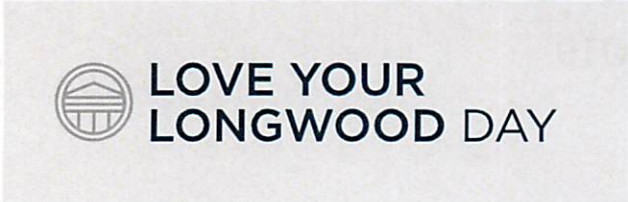
Minimum size with date: 3"



Keep logo proportional



Keep logo on high contrast backgrounds



Do not change logo colors, unless reversing to white for visibility



DAY OF GIVING BRANDING GUIDE

2019 Day of Giving Logo & Tagline

BE SOMEONE'S HERO



LOVE YOUR LONGWOOD DAY

 MARCH 27, 2019

2019 Day of Giving Logo & Tagline - Alternate

BE SOMEONE'S HERO.

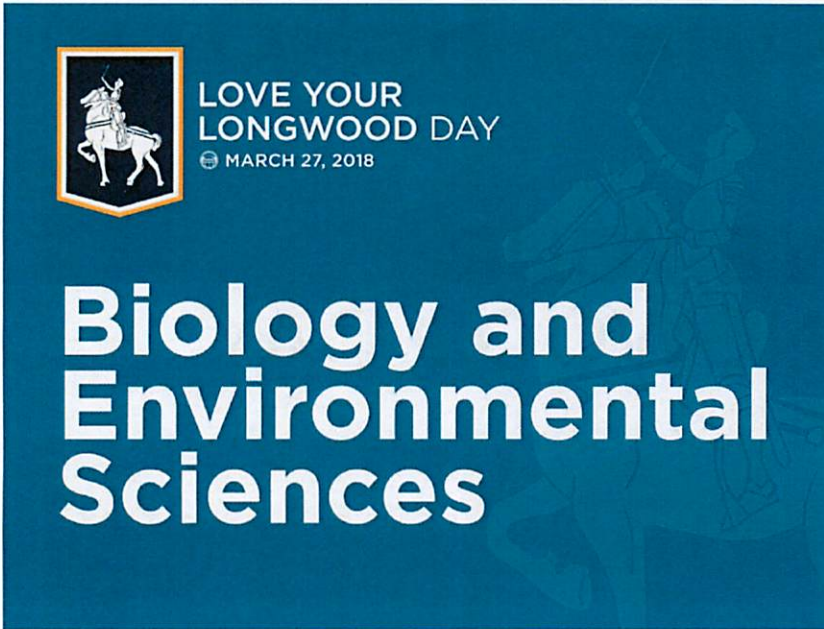
LOVE YOUR LONGWOOD DAY

 MARCH 27, 2019



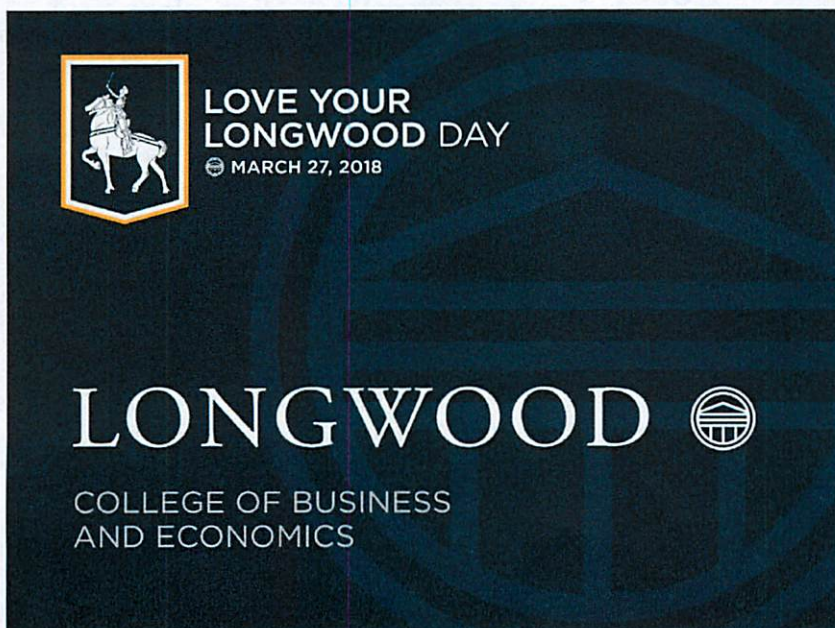
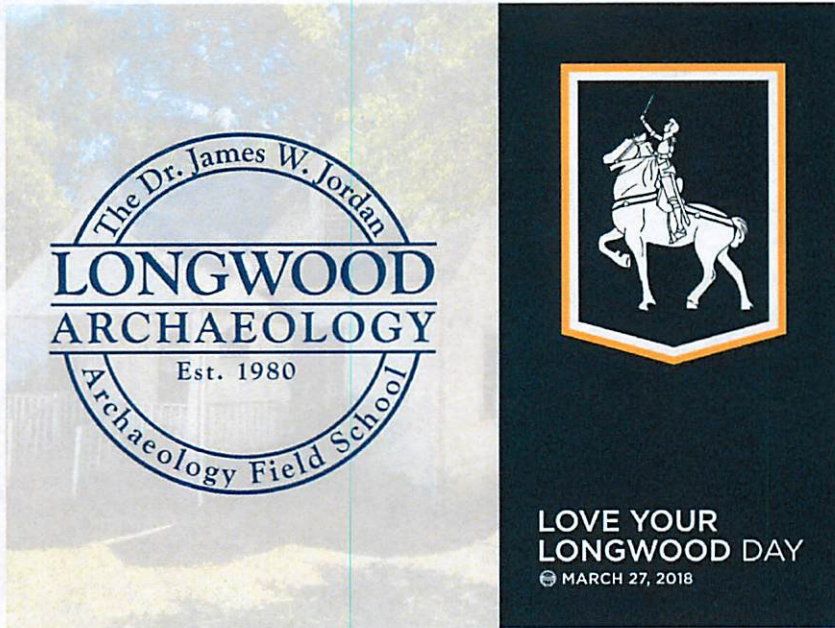
DAY OF GIVING BRANDING GUIDE

Sample Challenge Graphics



DAY OF GIVING BRANDING GUIDE

Sample Challenge Graphics



Questions?

Email bulifantkm@longwood.edu or call 434-395-2032