

Development Services

ANR Webinar Series

April 14, 2022

UC ANR Giving Day: Creating A More Inclusive Brand for Big Dig Day

Presenter:



Emily Delk

*Director of Annual Giving
& Donor Stewardship*

LET'S DISCUSS

- 1 WHAT'S NEW FOR OUR GIVING DAY
- 2 WHY GIVING DAYS WORK
- 3 CAMPAIGN RESOURCES

Big Dig Day is now...UC ANR Giving Day!

SAVE-THE-DATE

May 19-20

Noon to Noon



GIVING DAY PLATFORM: donate.ucanr.edu/givingday

NOW:

The screenshot shows the top navigation bar with the University of California Agriculture and Natural Resources logo, a search bar, and a 'Give' button. Below the navigation is a 'Donate to UC ANR' header. The main banner features the 'GIVING DAY' logo with a leaf icon, the text 'UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources', and the dates 'May 19-20 Noon to Noon'. Below the banner, the text reads 'The Countdown to #GivingDay Is On!' followed by a digital countdown timer showing 41 days, 23 hours, 39 minutes, and 43 seconds. Below the timer, there is a paragraph of text: 'Join us for 24 hours of giving to connect the power of UC research and extension in agriculture, natural resources, nutrition, and youth development with local communities. Your gift helps ensure UC ANR continues to provide essential resources and trusted information to the people of California. On UC ANR Giving Day—a day to give to the programs you care about—we invite you to support the vital services that sustain our state, country, and world. Gifts of any size will have an immediate impact. Make a gift to UC ANR Thank you for your generous support. Share with us on social media!

MAY 19-20:

The screenshot shows the top navigation bar with the University of California Agriculture and Natural Resources logo, a search bar, and a 'Give' button. Below the navigation is a 'Donate to UC ANR' header. The main banner features the 'GIVING DAY' logo with a leaf icon, the text 'UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources', and the dates 'May 19-20 Noon to Noon'. Below the banner, a yellow bar displays the following statistics: '\$117,085 RAISED', '641 DONATIONS', and '400 DONORS'. Below the statistics, there are two dropdown menus: 'Donate By County' and 'Donate By Research & Extension Center'. Below the dropdown menus, there is a 'Donate By Program' section with four logos: UC ANR, a green four-leaf clover with 'H' on each leaf, UC CE, and the California Naturalist logo. At the bottom right, the University of California Agriculture and Natural Resources logo is displayed.

WHY GIVING DAYS?

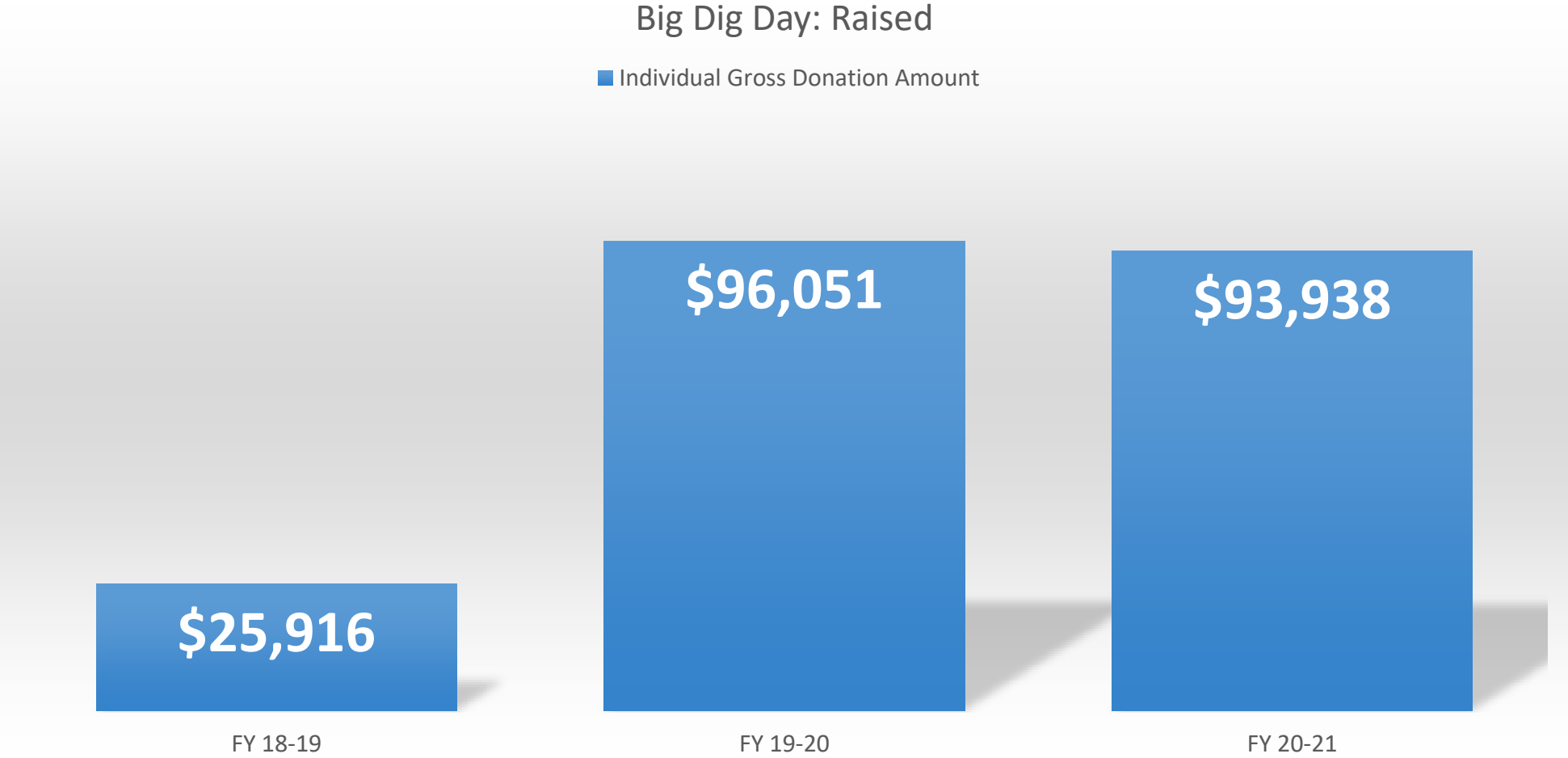
Raise as much money as possible in a single day

Create energy and excitement

Leverage buzz and attention

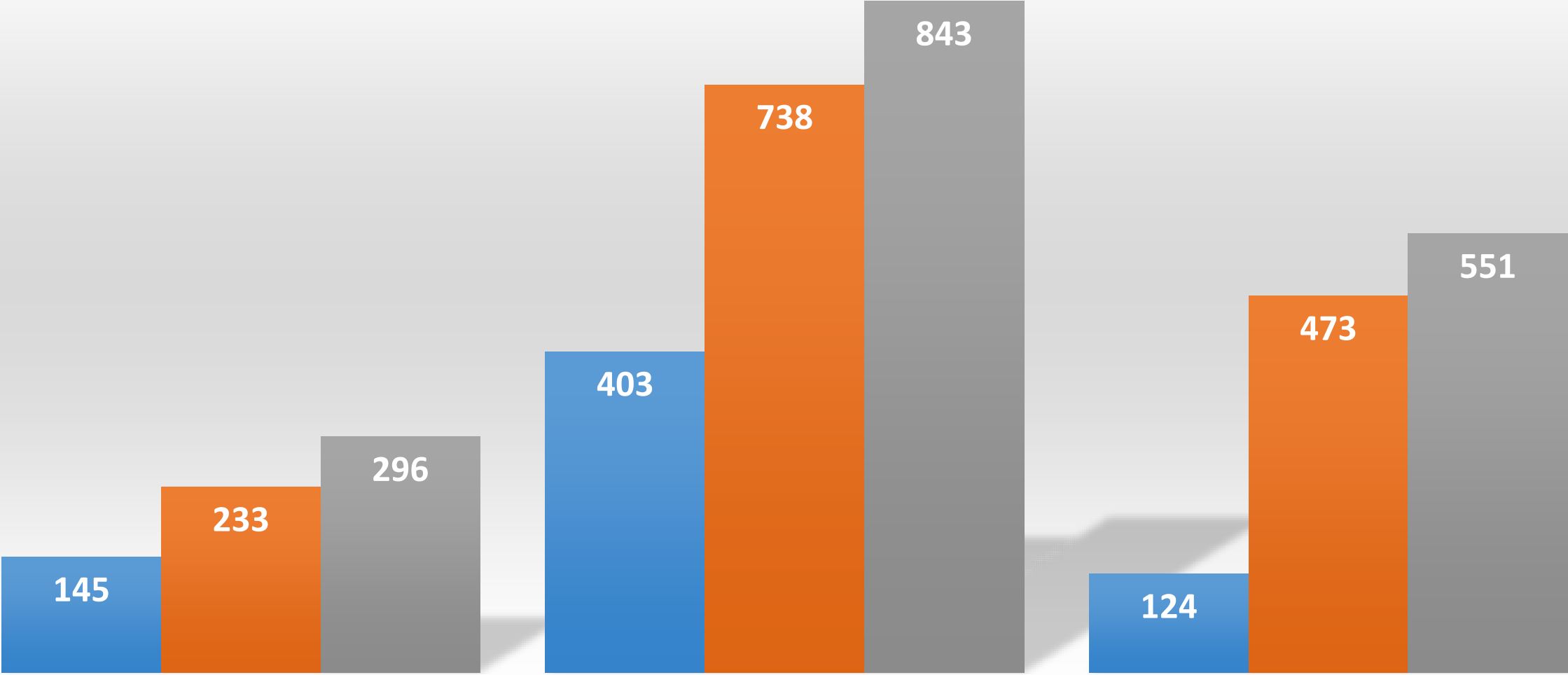


OUR PROGRESS



Big Dig Day: Donors & Gifts

■ New Donors ■ Total Donors ■ # of Gifts

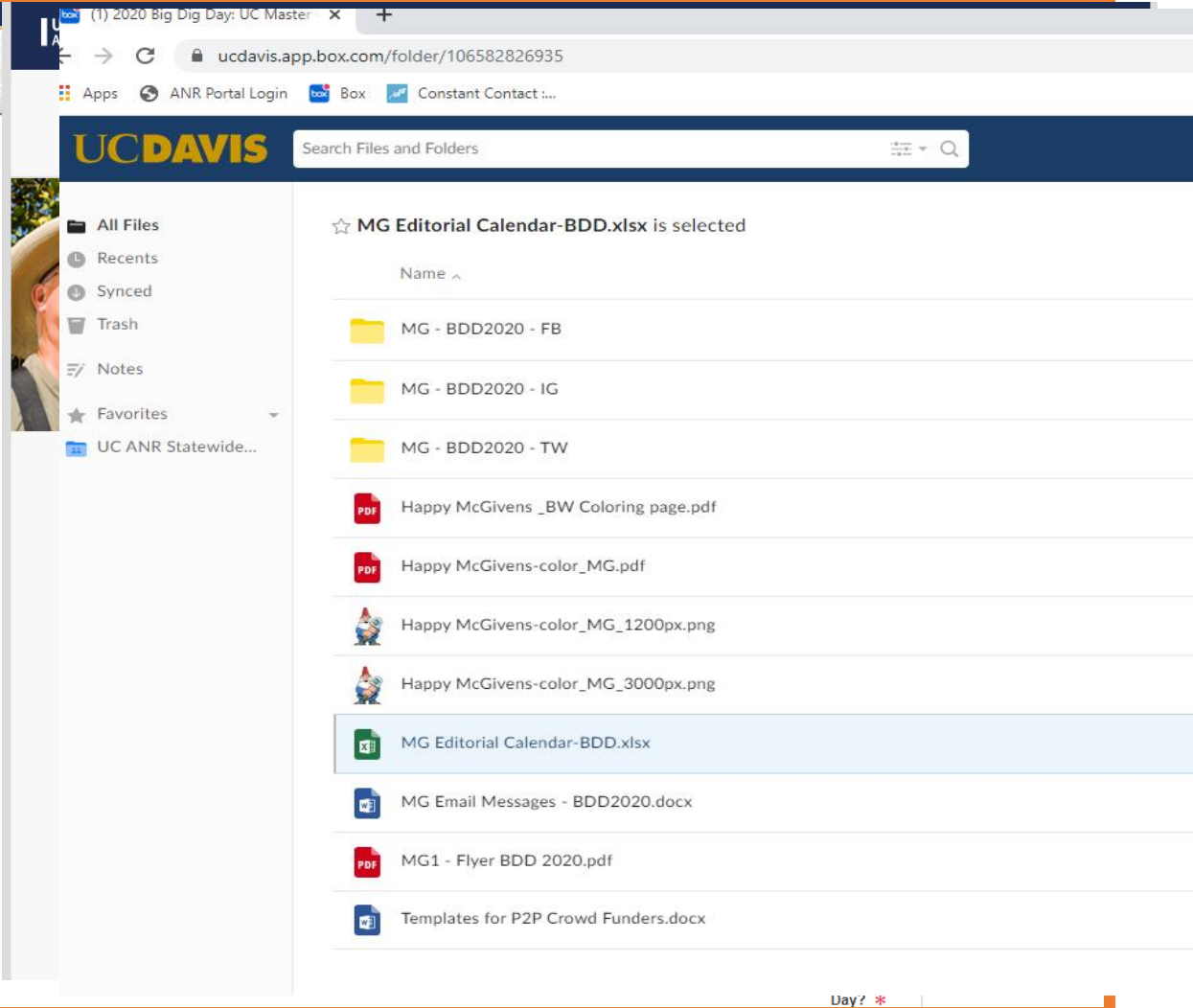


FY 18-19

FY 19-20

FY 20-21

WHERE TO BEGIN? RESOURCES START HERE.



Get *The Scoop* eNews

Register to participate and receive gift notifications

Review funds by May 1

Campaign-In-A-Box Toolkit



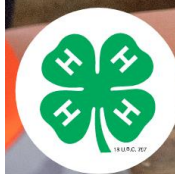
GIVING DAY
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PLANNING & GOAL SETTING



Gather your team



Engage volunteers



Case for support



Customize Editorial
Calendar



Set Goals

My Plan:



BONUS TIPS!



Send personal emails to friends and family; post on social media

Consider “snail mail” Save-The-Date

Asking a sponsor to make a matching gift

MAXIMIZE SOCIAL MEDIA



Use the editorial calendar and customize for your group

Engage volunteers in campaign promotion

Engage with Facebook Event-comment, like, post

SOCIAL MEDIA BEST PRACTICES



Be brief



Use hashtags



Maximize Social
Media Platforms



PRIZE CHALLENGES!

Donor Challenge

- \$500 prize to the 10 funds that have the greatest number of unique donors

Donation Challenge

- \$500 prize to the first 4 funds that secure an individual \$500+ donation

In-It-To-Win-It Challenge

- \$500 prize to the 1 fund that raises the most on UC ANR Giving Day



LET'S REVIEW...



The Scoop eNewsletter

Register to participate and receive gift notifications

Review Online Express funds by May 1

Campaign Toolkit: April 25

THANK YOU ... AND Q & A

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