Communication Ideas That Worked

• Moderator: Nicole Paquette, Marketing Manager, Communities Foundation of Texas / Membership Chair, CommA
Strategic Sponsorships

• Lea Whitlock, Communications Director, Arkansas Community Foundation
Indicators Report Strategies

• Lea Whitlock, Communications Director, Arkansas Community Foundation
Giving “Twosday” social media fundraising success

• Alexandria Dawson, Development & Program Associate, Community Foundation of Greater Flint
FLINT KIDS GIVING TWOSDAY

Alexandria Dawson, Development & Program Associate
Community Foundation of Greater Flint
the facts

• Flint Child Health and Development Fund
• Online giving campaign
  • Facebook, Twitter, Instagram, YouTube
• November 14-November 30
• Audience: Genesee County + 70 mile radius
the match

- Coverys Community Healthcare Foundation
- National Child Health Day kickoff
- Oct. 2 – Dec. 31
- Up to $100,000

flintkids
GIVING TWO S DAY
11.28.17
the strategy

- Facebook/LinkedIn/Twitter/YouTube: Sponsored posts beginning November 20
- Teaser posts using promo video
- E-blast: Two weeks out, week of, day before, day of, and thank you day after
the strategy

- Digital Banner ads: 70 mile radius of Flint with age demographics of 25-60+
- Local Influencers: Isaiah Oliver (President & CEO), Dr. Mona Hanna-Attisha – over 5K+ followers
the results

- Raised $19,688 on Giving Twosday
- 241 gifts
- 45,009 people engaged on social media
- $2,410 spent on digital advertising
- Total raised without 1:1 match:
  - 2016: $26,434
  - 2017: $19,688
Giving Circle success

• Justine Lightfoot, Director of Marketing and Communications, Community Foundation of Elkhart County
GiveWisely philanthropic course for individuals, families, and businesses

- Amelia White, Donor Initiatives Officer, Communities Foundation of Texas
Professional Advisor strategies

• Karlie Elliott Bowman, Director of Communications, Galesburg Community Foundation
Professional Advisor Strategies

Karlie Elliott Bowman
Director of Communications
Galesburg Community Foundation
GOALS

- Better Connect
- Become *the* Resource for Philanthropy
- Referrals & Estate Gifts
Candy Jars

- Targeting Select PA’s
- Regular Touch Points
- Inexpensive
- Impressionable

Investment = $400.00
Quantity = 144
Wishing you a productive spring. Enjoy!
- Your friends at Galesburg Community Foundation

Happy Holidays!
Your friends at Galesburg Community Foundation

We are lucky to partner with you. Enjoy!
- Your friends at Galesburg Community Foundation
GIVEN BACK TO THE COMMUNITY
RETURN ON INVESTMENT

Recommend your clients today.
Galesburg Community Foundation
309.344.8898
jgibb@ahealthycommunity.org
246 E Main St Suite 101, Galesburg, IL 61401
Galesburg woman bequeaths major gifts to local nonprofits

GALESBURG — Three local nonprofit organizations — and a fourth pending — will receive gifts of $100,000 each as part of the will of the late Thelma Pennington, who lived her whole life in Galesburg.
Results

Rev. John Sibley Sr.
WALTER & ROSE SAMPSON FUND
INVESTMENTS IN COMMUNITY

Walter (Walt) Sampson of Galesburg understood the impact investing in rural communities can have. During his career Walt worked for the United States Department of Agriculture and John Deere. He also owned a John Deere Equipment dealership in Galesburg. He was known as a savvy business man who loved the community and treated everyone with great respect.
I have a question for you.
Thank You
&
Questions
Creative philanthropic responses to local disasters

• Louise Mulherin, Public Relations Manager, Community Foundation for Greater Atlanta
I-85 Bridge Collapse
March 30, 2017
Results

- 28 grant applications received
- Grants awarded to 14 nonprofits
- $7,095 awarded
- Uses included transit passes, ‘last mile’ rideshares to transit, gas cards, gift cards for added childcare expense & a temporary hotspot for teleworking
Q&A
Anniversary Granting/Give Backs

• Genna Freed, Communications Officer, The Findlay-Hancock County Community Foundation
Celebrating 25 Years by Giving Back
Planning

• Identified gratitude as an important part of our plan
• Board set aside $75,000 in November 2016
• Three-part approach
  – Rural grantmaking
  – #GivingTuesday
  – Annual Appeal
Rural Grant Process

• Short application
• Big surprise
• Follow up
#GivingTuesday

• Registered ahead
• Matched up to $500 per organization
• Site visits day-of
• $170,000 raised
Annual Appeal

• Catalog format
• Matched first $25,000
• Increased 50%
Results

• Triple coverage
• New relationships
• Visibility
• Platform
Thank You!
Anniversary ideas that worked

• Brennan Nardi, Communications Director, Madison Community Foundation
Anniversary Ideas That Worked

Madison Community Foundation

Brennan Nardi
MCF Anniversary Goal:

To dramatically raise the awareness of, affinity for, and affiliation with Madison Community Foundation across the greater Madison area. In particular – connect to the individuals, organizations and businesses that have the greatest capacity and inclination to join us in building a better community.
Communications Strategy:

Build media plan and connect “75” and MCF key messages to all activities. Ensure every event is newsworthy. Speaks to MCF’s history, legacy and impact.
Alignment

Join the Celebration

**WHAT** Madison Gives 2017
Madison Community Foundation’s 75th Anniversary

**WHEN** Tuesday, May 16
5 p.m. Reception
6 p.m. Dinner and Program

**WHERE** Where else? At Monona Terrace, the community and convention center built by local philanthropy, including a $1 million gift from MCF. The gift reinvigorated the project envisioned by architect Frank Lloyd Wright in 1938, and nearly 60 years later Monona Terrace was finally realized.

**WHY** MCF’s 75th anniversary is a unique opportunity to bring the community together to celebrate our region’s most precious gems, as well as discovering new ones. As part of the yearlong celebration, MCF will make a series of major grants from parks and lakes, to schools and neighborhood centers, to downtown spaces, to arts and the environment.

Join us for this historic event and help us launch a year of reflection, celebration and imagination!

75 Years
Event and registration details at madisongives.org/events

MCF Leadership Invites You to Create a Legacy

IN RECOGNITION of Madison Community Foundation’s 75th Anniversary, MCF’s current and past leaders are coming together to ensure the Foundation’s transformational impact continues far into the future. Together they will spearhead a campaign to add 75 Legacy Society members to celebrate the Trust’s 75th anniversary.

“This is about bringing people together to support a community they love,” says current president Bob Sorge. “They want to see the greater Madison area prosper and they can leave a legacy to make that happen.”

Join us with your commitment to this special place we all call home.

To learn more, call Bob Sorge at (608) 232.1763.

Sign up for our newsletters at madison@ive.org
Invest in Yourself
Discover the Impact of a
Year of Giving

$1 million • 12 major gifts
Supporting the Madison area’s
unique natural and cultural assets

Follow the exciting monthly grant announcements
at madisongives.org and learn how your gift
can have a lasting impact in our community.

#MCFYearofGiving

75 YEARS
Madison
COMMUNITY FOUNDATION
#MCFYearofGiving presents a year of grants

- **Evolution Madison**
  - May

- **Back to the Beach**
  - June

- **Capitol Century**
  - July

- **Beyond the Bubbler**
  - August

- **I Am Madison**
  - September

- **First Nations Heritage Tour**
  - October

- **Shine On Madison**
  - November

- **Mad About Bikes**
  - December

- **Amplify Madison**
  - January

- **Phoenix from the Ashes**
  - February

- **Penn Park Pride**
  - March

*Watch for next month's reveal*
Grantee Communications Support

Promotional Toolkit
Media Seminar
Individual 1 on 1s
Board and Staff Engagement
Work the Brand
MCF Year of Giving Presents

Amplify Madison

Madison

#MCFYearofGiving
Traditional and Social Media Results

226 Editorial Mentions (news, articles, etc.)

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Photo by Michael Murnan Smith, 1997

#MCFYearofGiving

75 Years Madison Community Foundation