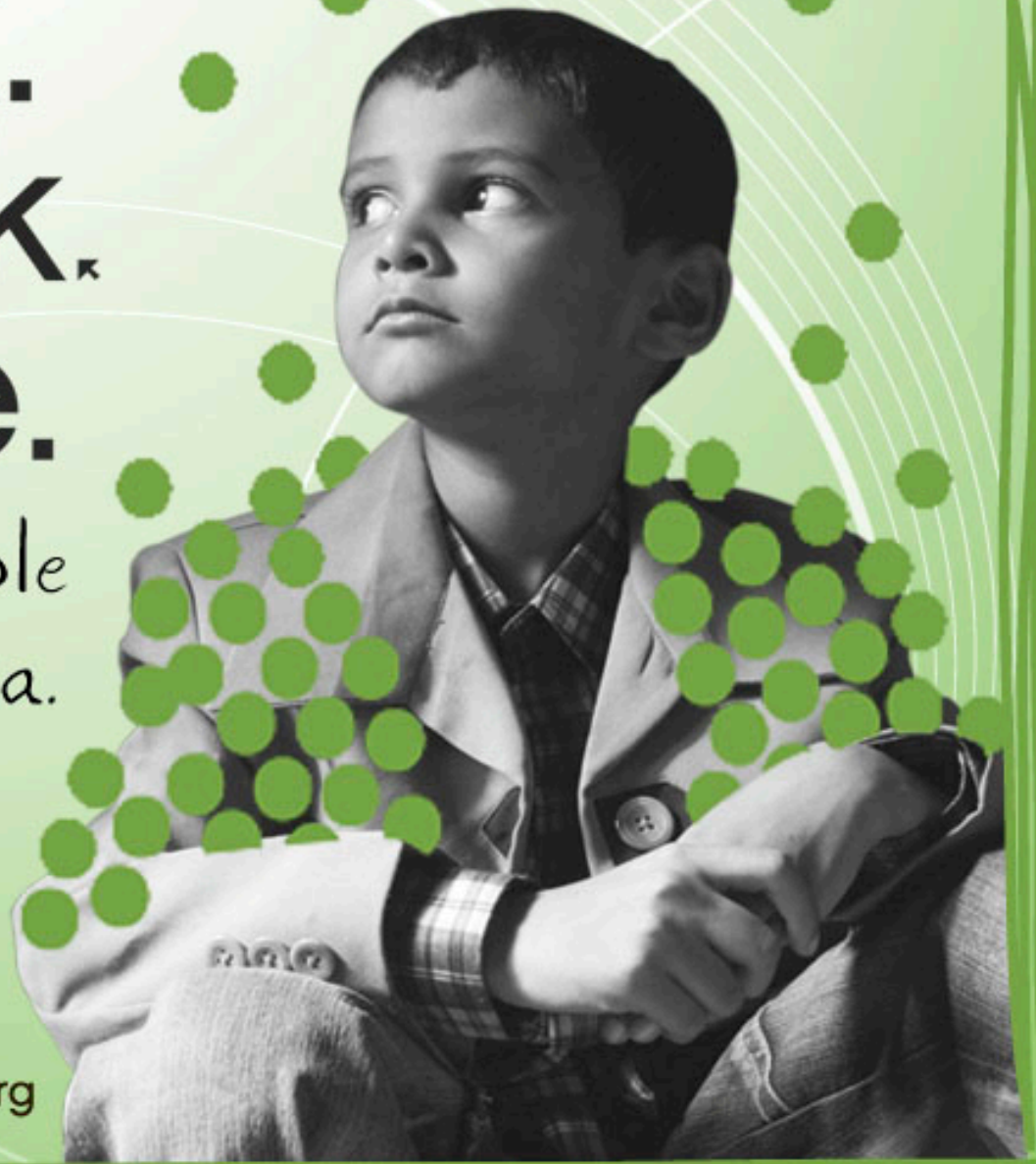


# Pick. Click. Give.

*Increasing charitable  
giving in Alaska.*

PickClickGive.org



# Pick. Click. Give.

**Special Briefings**

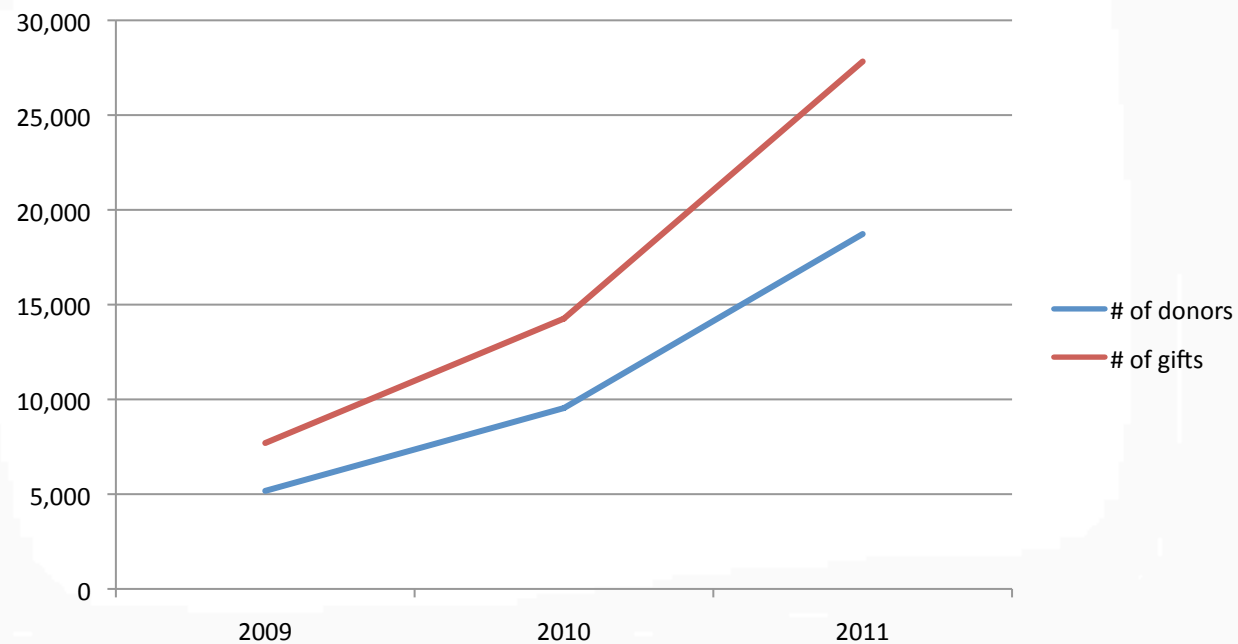
**Pick. Click. Give. Communication Series – Nov. 22, 2011**

**Jordan Marshall, Cassandra Stalzer, Suzanne Lagoni**

# Today

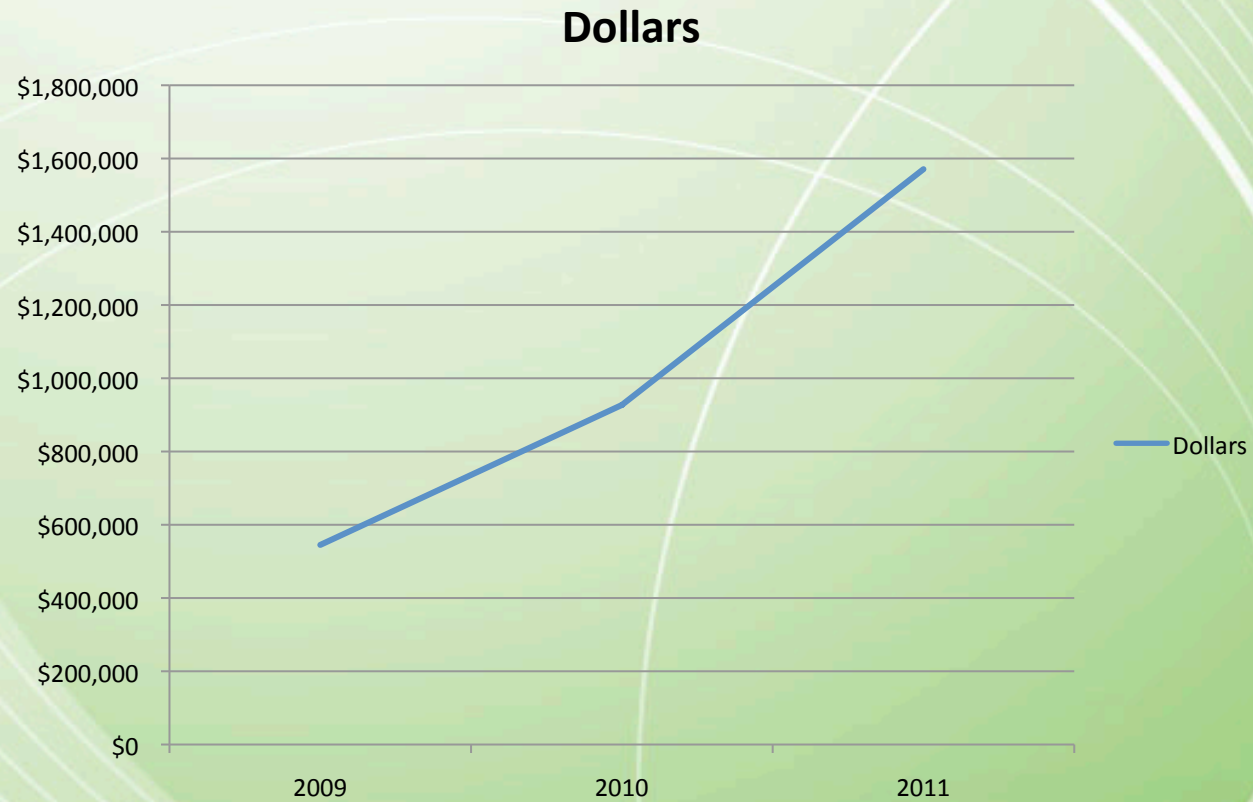
- The third in a series of conversations with PCG nonprofits and the statewide marketing team.
- Goals: Exchange ideas and suggestions about strategies / tactics for promoting your nonprofit.
- Get you up to speed on this year's marketing strategy.
- **TODAY:** Overview of statewide marketing campaign elements.

# Growth of PCG donors and # of gifts



*Little gifts; big impact.*

# Growth in PCG dollars overall



## Goals for 2012:

- Increase pledged donations an additional \$500,000 for a **total of \$2M**;
- Increase individual PCG participants by **an additional 5,000 people** (approx. 23,800 donors); and,
- Increase the **average participation rate to 4.2 percent.**



*More than 300 causes benefit.  
Who will help this year?*

## Tactics I: Keep what works

- Foraker PCG trainings (ongoing)
- Robust media relations (ongoing)
- Public radio underwriting  
(Nov. 28 through mid-Feb)
- Email from Governor via PFD database  
(early Jan)

continued...



*Pick.Click.Give. Then spread the word.*

## Tactics II: Tweak some elements

- Newspaper 8-pg insert, list sort by cause + original content = JANUARY 1 statewide (earlier in weeklies)
- NEW social media strategy (Dec 2)
- TV ad with new voice over (Dec 19)
  - Emphasis on hunger, kids, emergency situations



*Little gifts; big impact.*

# Tactics III: Expand into new territory

- Communications webinars (ongoing)
- Jumbotron co-pro with Alaska Aces
- Regal Cinema PSAs
- Banners at holiday bazaars
- Online search and display advertising
  - Cause-specific landing pages
  - Tweet Up – First Friday event Dec. 2 downtown ANC Kaladi 5 to 7:30 p.m.

# What you could be doing now

- Using your newsletters
- Talking with media
- Communicating stories of impact
- Sharing digital assets via FB
- Discussing collaboration!
- Practicing good donor stewardship



*Pick.Click.Give. Then spread the word.*


# BTW: Update re: transfer of payments

- Last year checks were sent in early October.
- This year it's delayed – DOR error with garnishments means = early December checks will be mailed.



*Little gifts; big impact.*

# Thank YOU!



*More than 300 causes benefit.  
Who will help this year?*