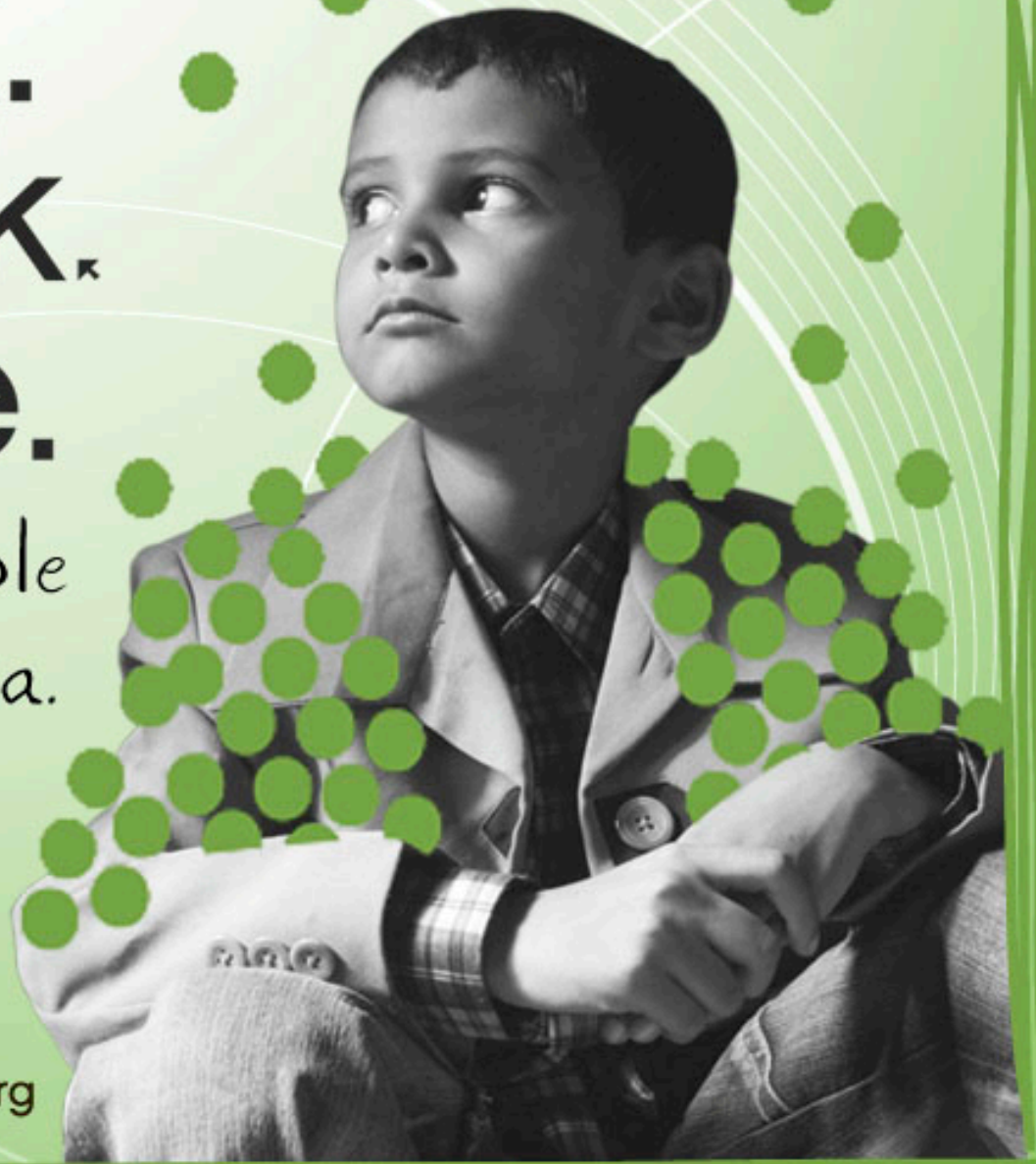


Pick. Click. Give.

*Increasing charitable
giving in Alaska.*

PickClickGive.org



The PCG Unwebinar



Collecting ideas and best practices from the field
November 7, 2011

Jordan Marshall, Cassandra Stalzer, Laurie Wolf, Suzanne Lagoni

Covenant House

- Set a financial goal; Covenant House's goal was about double the first year's revenue
- Integrate PCG in all fundraising activities and messages throughout the year
- Made PCG a call to action in their kick-off event
- All E-communications contained option to get more info about PCG
- Ran campaign information throughout the year
- Used social media to communicate PCG
- Asked donors to "pledge" to PCG during a special event

Bean's Cafe

- Came up with a plan to grow donations/donors
- Did hand-written thank you's to retain PCG donors
- Promoted through social networks
- Used staff email signatures to promote PCG'ing – created a visual badge and ask that hyperlinked to PCG website
- Used summer season when filers can add donations to encourage more giving
- Put PCG ask in newsletters



Pick.Click.Give. Then spread the word.

Bean's Cafe

- Plan to invest in growing PCG donors over the long term
- Will do an acquisition mailing promoting PCG gifts in time for the opening weeks of the filing period



Little gifts; big impact.

Food Pantry Wasilla

- Small staff
- Collaborated with other nonprofits in the Mat-Su Valley to purchase local advertising
- Facebook promotion
- Using radio and newspaper messaging
- Coordinating promotion activities with other local orgs helps spread the work



Little gifts; big impact.

Geographic Collaboration

- Mat-Su orgs worked together in 2011 campaign to buy advertising and promote local orgs on the PCG list
- Planning to collaborate again this year
- Can you collaborate in your area to raise overall awareness of PCG?

Collaboration

- Collaboration by geography, by cause type, by service type, etc., can help propel activity and awareness
- Shared resources such as a collaborative social media campaign ala Facebook to build awareness



Pick Click Give Mat-Su

Over \$110,000 was given to non-profits based in the Mat-Su through Pick Click Give in 2011! Your generosity and support of our community is awesome! Please encourage others to consider giving in two months when PFD filing season is upon us again!

Like · Comment · Share · 17 hours ago ·

Jen Burkmire likes this.

Write a comment...



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

Collaboration

- The local collaboration may energize local media to cover PCG
- Orgs can talk about community-betterment when groups collaborate
- Other benefits of collaboration is to raise awareness among local groups of each other

CCS Early Learning Center

- Want to make sure clients/families have the information about PCG so they can decide whether to give
- Set a goal of \$25 for every child enrolled (320 children currently enrolled)
- Using electronic reader board to promote PCG and Mat-Su PCG collaboration
- Email blasts include PCG info (1 in December, 3 or 4 more during filing period)



Pick.Click.Give. Then spread the word.

When to promote PCG

- Performance data shows that the first half of January is the most active filing period
- Plan promotional activities to take advantage of this window



Little gifts; big impact.

Alzheimer's Resource Agency

- Using Twitter and Facebook
- Include PCG in every newsletter
- Include a thank you in the newsletter
- Created a tent card for distribution
- Worked with a local business that is willing to offer matching funds for employee donations



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Matching dollars

- See if you can find a local business to offer a match for every dollar raised (or a portion)
- Some businesses like ConocoPhillips, Wells Fargo and BP already match employee gifts through PCG – remind your donors in case their employer will match their gift

Communicate financial goals in a tangible way

- i.e. we are trying to raise \$25 per child/client



Pick.Click.Give. Then spread the word.

Upcoming Webinars

November 22

Class: Statewide Marketing Campaign 2012 – a sneak peek, what to expect. Learn what you could be doing now. Woo Hoo!!!

Time: 3:00 - 3:30

November 22

Class: Statewide Marketing Campaign 2012 - a sneak peek continued with social media storytelling. Find out how to construct and share meaningful content that supports your cause. Learn what could you be doing now.

Time: 3:30 - 4:00

December 2

Class: Twitter and Tweet-ups – ideas and best practices – ideas for maximizing Facebook and Linked In. Hear a campaign update. Learn what you could be doing now.

Time: 11:30 - 12:00

December 15

Class: Last minute launch details. Hear a campaign update. Learn what you could be doing now.

Time: 3:30 - 4:00

