



Giving Day Strategy Session



Agenda



- **Introduction**
- **Impact**
- **Branding and messaging**
- **Marketing strategy**
- **Toolkit**
- **Key takeaways and action items**
- **Questions**

What is Sonoma State Giving Day?

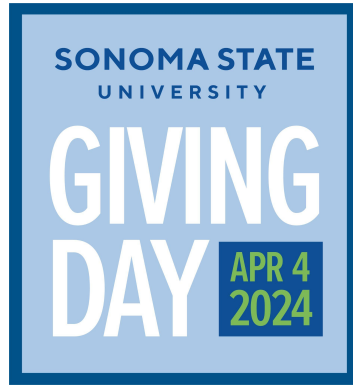
- Sonoma State University Giving Day is a full **24-hour giving event** that greatly impacts **the causes you care about**, including:
 - Student scholarships
 - Enhancing research opportunities
 - Student life initiatives
 - Academic programs
 - Athletics
 - And so much more
- **Each gift, regardless of size, makes a difference.** Our entire community will come together to transform the future of Sonoma State. It's a celebration of community, compassion, and the power of collective action.
- There are several ways for people to participate in Sonoma State's 24-hour Giving Day. They can make an online gift to any area of SSU on April 4, 2024. We also encourage everyone to join the discussion and spread the word on social media and tag #AllForSonomaState.



Giving Day Impact

- Positively impacts the university by fostering community engagement, raising crucial funds for scholarships and programs, and enhancing overall institutional development.
- An opportunity for your cause to be a proactive force in shaping the university's future while receiving support for your specific endeavors.

2023 Giving Day Impact

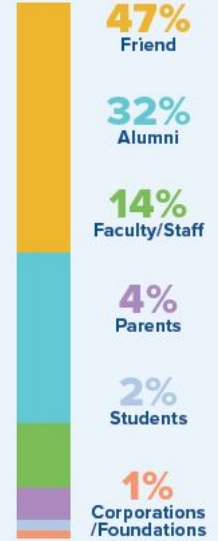


Thank you for being **#AllForSonomaState** on our third annual Giving Day. Your generosity is making a difference in the lives of our students - today, tomorrow, and for years to come. Sonoma State is a special place and we are grateful for your investment!

Your support is transforming the experience for our students.
Thank you!



WHO GAVE



University Advancement
1801 East Cotati Avenue
Rohnert Park, CA 94928

Branding and Messaging



What Problem Are We Trying to Solve?

Sonoma State aims to leverage Giving Day as a day to raise funds for academic programs, scholarships, and other key areas, addressing financial challenges and enhancing the overall quality of education and campus life.

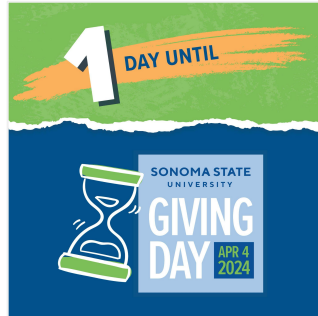
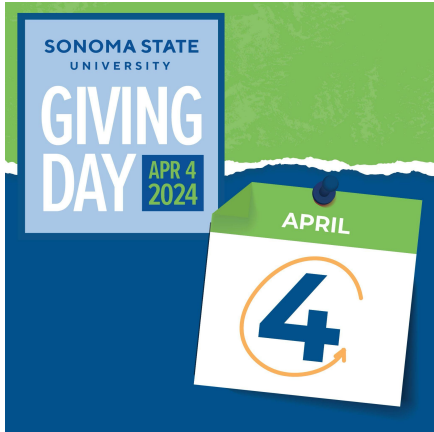
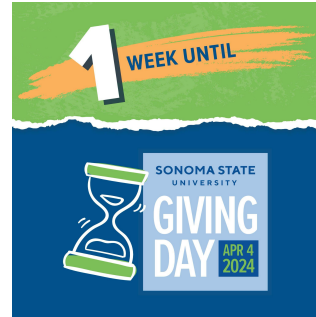
Find Your People

Who will you ask? Let them know why you're excited about Giving Day!

Here are some ideas to get you started:

- **Personal Network:** friends, family, students, colleagues, faculty, staff and acquaintances
- **Previous Donors:** Individuals who have supported your cause before
- **Alumni:** Graduates of your cause at SSU or another university
- **Social Media Supporters:** Followers interested in related causes
- **Local Businesses and Organizations:** Businesses or organizations with community ties to your cause
- **Special Interest Groups:** Individuals with specific interests related to your cause

Visual Harmony

A social media graphic with a dark blue background. At the top is a white sign with a blue border that reads "SONOMA STATE UNIVERSITY GIVING DAY APR 4 2024". Below it is a grid of 12 rounded square buttons, each containing a donation amount. The amounts are: \$20, \$5, \$10, \$15, \$15, \$50, \$100, \$20, \$5, \$20, \$15, \$50, \$100, \$10, \$20, \$5.

\$20	\$5	\$10	\$15
\$15	\$50	\$100	\$20
\$5	\$20	\$15	\$50
\$100	\$10	\$20	\$5

DM us your donation and the amount will be crossed from bingo!

Toolkit

- Checklist
- Content calendar
- Talking points
- Mark
- Social media guide
- Assets
- Emails
- Website
- Video
- Graphics

Visit the toolkit at givingday.sonoma.edu/toolkit and [Giving Day Toolkit Google Folder](#).

Marketing Strategy



Phases of the Campaign

Phase 1: Awareness March 1 to April 3

Our goal: Emphasize April 4 as a day to give to SSU. Discuss the impact of funds for your cause.

Key message

Giving Day is on April 4, 2024 for a full 24 hours!

Example approaches:

- Clearly state that Sonoma State's Giving Day is on April 4, 2024 and you can participate by using the hashtag #AllForSonomaState
- Every contribution matters, and together, we can make a difference!
- Post a calendar graphic or video from the toolkit.

Phase 2: Participation April 4

Our goal: Get donations and unite for a day of giving.

Key message

Each gift, regardless of size, makes a difference.

Example approaches:

- Activate your team! Encourage them to:
 - Share a video of how philanthropy has changed their lives and tag your area for a reshare
 - Post our donation bingo board on Instagram Story
 - Post a call for donations with the hashtag #AllForSonomaState
- Share specific details about where money donated to your cause goes. Make donors confident their gift will help and will be spent wisely.
- Cultivate a sense of urgency: This is SSU's university-wide day of giving and it lasts only 24 hours! Today's the day!
- Update your audience on your progress with information about challenges, how much you have raised, amount of time left to give today, etc.

Phase 3: Gratitude April 5 to 8

Our goal: Expressing appreciation to donors.

Key message

Thank you for your generosity! You've made a difference.

Example approaches:

- Share thank-you selfie videos.
- Post the thank-you graphics from the toolkit.
- Continue to use the hashtag #AllForSonomaState

Checklist & Content Calendar

- View the checklist and content calendar in the toolkit to keep you on track!
- Spread the word about Sonoma State's Giving Day on all of your work and personal channels, and encourage others to do so as well. This is a great way to build excitement with your followers leading up to Giving Day on April 4th.
- Do frequent posts leading up to Giving Day on April 4th. Now's the time to build the momentum!
- Encourage each individual to make a personal donation (all donations, no matter the size add up).
- Motivate and encourage your family, friends, and colleagues to support your cause.
- Encourage everyone you know to share your social media posts to support your cause.
- Donors can double their impact! Learn more about the challenges happening on the [Giving Day website](#).

Share Your Message

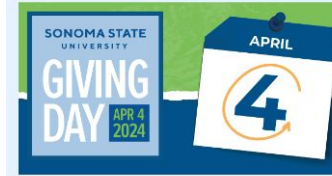
- Center your messaging around a **cause** and share the why you are fundraising.
- Create assets centered around **connection** – it's great to use selfie videos or first-person content to drive **impact**.
- Highlight genuine, visible **emotion**.
- Donors want to know how they can **make a difference**, they want to be the hero of the story!
- Help us speak **visually** with the **same voice**.
- Reminder: the hashtag is **#AllForSonomaState**

Social Media

- Visit the toolkit at givingday.sonoma.edu/toolkit and [Giving Day Toolkit Google Folder](#)
- Prepare a social campaign for before/during/after Giving Day
- Share call to actions to donate, vote, watch/read emotion-driven stories of impact, and share to spread the word
- Enlist your networks: students, faculty/staff, previous donors. Provide them with suggested posts and visual assets and amplify/engage with their posts.

Social Media Images

Below are different designs to help you spread the word about Sonoma State's annual Giving Day. Simply click on the appropriate link below each image to download the image you need for the social media platform of choice.



Facebook

Instagram Feed

Instagram Story

LinkedIn

X (Twitter)



Facebook

Instagram Feed

Instagram Story

LinkedIn

X (Twitter)



Facebook

Instagram Feed

Instagram Story

LinkedIn

X (Twitter)



Facebook

Instagram Feed

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LinkedIn

X (Twitter)

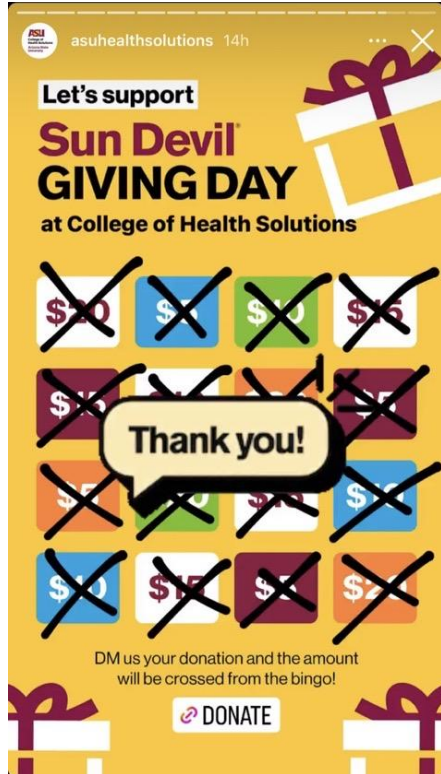
Graphic Template

Add a picture of your own to these templates for all social media platforms, email and web banners.



Donation Bingo Board

Example:



SONOMA STATE UNIVERSITY
GIVING DAY APR 4 2024

\$20	\$5	\$10	\$15
\$15	\$50	\$100	\$20
\$5	\$20	\$15	\$50
\$100	\$10	\$20	\$5

DM us your donation and the amount will be crossed from bingo!

Cover Graphics

Facebook



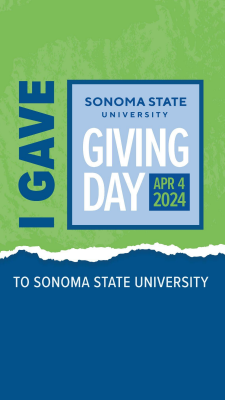
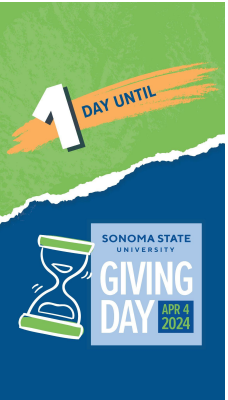
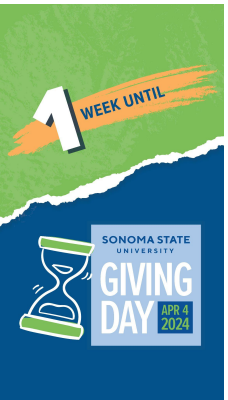
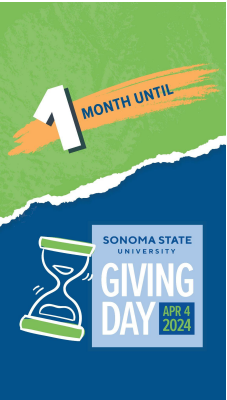
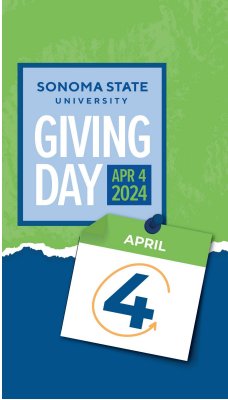
X (Twitter)



LinkedIn



Instagram Story Graphics



Emails

- **Make it personal**
 - Personalize your greeting
- **Be direct about your ask** and share name of department/organization
- **Make the case for why someone should support your cause**
 - Why is this cause important to you?
 - How does Sonoma State and this program impact our students?
 - Why is it important to you that your cause receive these funds?
 - What will the funds raised support?
 - Provide clear ways for your audience to participate

Web

givingday.sonoma.edu serves as the home page for Giving Day

- Drive traffic to this page in all communications
- **On Giving Day, your supporters can visit the website to make a donation to support your cause.** Your school, department, academic program, club or organization will have a button on the homepage for your supporters to click on to make a donation.
- We encourage you to add information to your website to highlight Giving Day

Video

Share the Giving Day video OR create your own short format video(s)

- **1-2 minute story** told from the student, staff or faculty perspective.
- **Interview** students, staff or faculty to discuss personal challenges when it comes to accomplishing higher education - and how donor support can or has helped them through such a valuable step in their life.

Personal Calls & Texts

Connect one-on-one with donors to engage in Giving Day spirit and ask them to donate to your cause

- Plan out who you may call and/or text
- Look over scripts in the toolkit to use for calling efforts
- Connect with loyal donors to save the date for Giving Day
- Focus on participation asks and encourage donors to share with friends, family and/or businesses too
- Thank donors for their time and support

Day-of Communication

Share your message across multiple channels:

- Social media
- Email
- Calling
- Texting
- Video
- Web

Gratitude

Include a gratitude plan as part of your overall Giving Day strategy

- Showing gratitude is one of the simplest yet powerful things humans can do for each other.
- Think of creative ways to say thank you.
- It's okay for donors to be thanked multiple times.
- It takes everyone to help donors feel awesome about being a donor.
- When possible, send a personal message that speaks to the purpose of the gift.

Importance of Thank You



- Donors give because they want to feel good.
- By showing gratitude, we help them feel good about their generosity.
- Sending a prompt and meaningful gift acknowledgment encourages donors to remain loyal over time.

Key Takeaways and Action Items

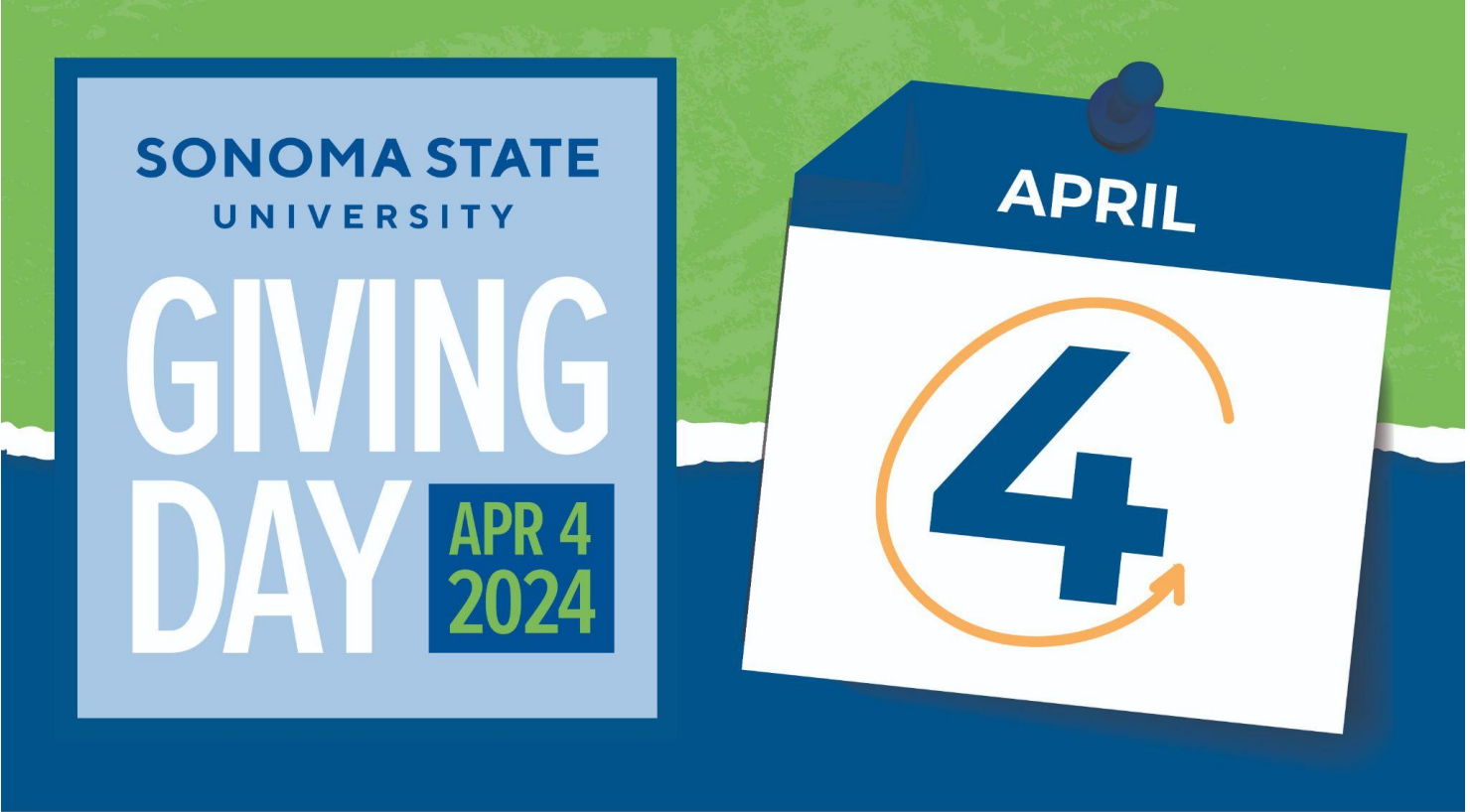


Key takeaways and action items

- **Put together a plan** for how you would like to communicate your participation in Giving Day with your followers and network **using the toolkit resources and templates**
- **Set a fundraising goal** to raise \$__ amount and **share why you are raising funds**
- Use the hashtag **#AllForSonomaState**
- **Sonoma State Giving Day is April 4, 2024**



Questions?



Thank You!