

Development Services

Webinar Series

October 21, 2020

GIVING TUESDAY AND YEAR-END GIVING

Presenters:



Emily Delk
Director of Annual Giving



Tina Wikner
Systems and Data Administrator

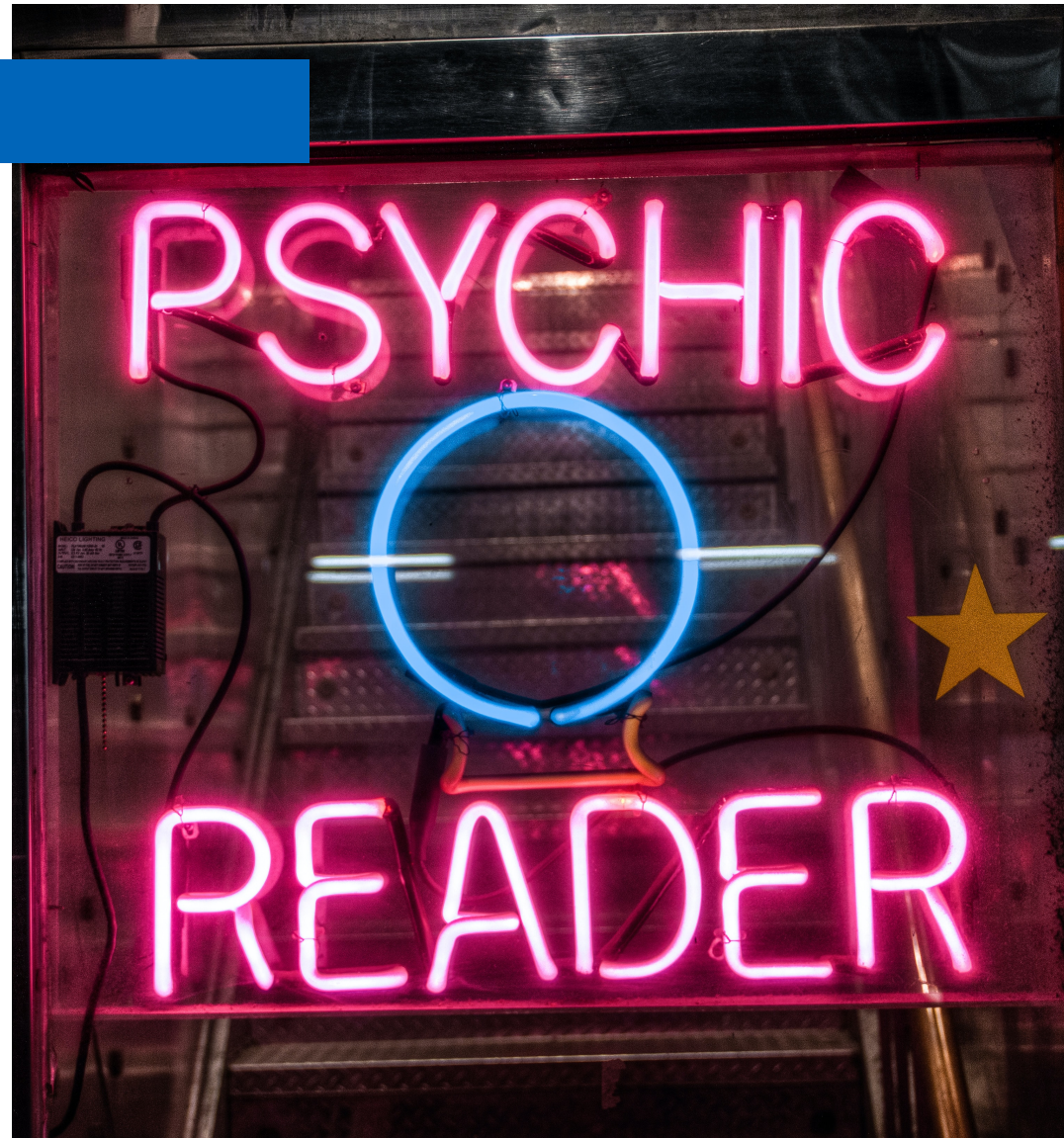
LEARNING OBJECTIVES

- 1 FUNDRAISING IN 2020 ...TIMES OF CRISIS
- 2 YEAR-END GIVING STRATEGY
- 3 GIVING TUESDAY

1

FUNDRAISING IN 2020 ... TIMES OF CRISIS

- People still give.
- We are relevant.
- Stay mission focused.



A close-up photograph of a plant with frost-covered leaves and small orange berries. The leaves are a mix of green and reddish-pink, with white frost coating their surfaces. The berries are small and round, clustered on thin stems.

2

YEAR-END GIVING: Why it matters

30% of all charitable giving happens in the last three MONTHS of the year

10% of all charitable giving happens in the last three DAYS of the year

YEAR-END GIVING: 4 Phase Solicitation Strategy



Program-Specific Direct Mail Appeals: Nov 16



Local Appeal Letters: Nov 9-20



Giving Tuesday: Dec 1



Year-End Emails: Dec 26-31



“Covid-19
put the
world on
pause.”

“...but our mission
to...
is moving forward.”

#PushPlayCA
#GivingTuesday



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3

GIVING TUESDAY

Together
we give

GIVINGTUESDAY

#GivingTuesday, a global day of giving that harnesses the collective power of individuals to celebrate generosity worldwide.

#GivingTuesday is held annually on the Tuesday after Thanksgiving (in the U.S.) Kick off the holiday season with us!



Save The Date
GIVINGTUESDAY

December 1, 2020

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START HERE

“The Scoop” eNews

eddelk@ucanr.edu

Campaign-In-A-Box:

<https://ucdavis.box.com/s/vy43x27u46kjd7wlsqf5kz6r46a1ym2>

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Microsoft PowerPoint interface showing a presentation slide titled "(4) 2020 Giving Tuesday | Power". The slide features five images related to agriculture and natural resources, each with the University of California logo.

The slide content includes:

- Top Left: A woman in a hat and denim jacket holding a basket of fresh produce (carrots, tomatoes, etc.) in a field of sunflowers. Text: UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources.
- Top Right: A group of black cows in a field. Text: UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources.
- Center: A woman in a pink shirt tending to plants in a field. Text: UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources.
- Bottom Left: A woman with glasses holding a small brown chick. Text: UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources.
- Bottom Right: A man in a blue UC ANR cap and vest working with a small animal. Text: #GIVINGTUESDAY.

The background of the slide is a solid blue color. The PowerPoint interface shows the ribbon with tabs for File, Review, View, and Help. The status bar at the bottom right indicates the time is 3:59 PM on 10/20/2020.



Gather your team



Engage volunteers



Case for support



Customize Editorial
Calendar



Set Goals





BONUS TIPS!



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

Consider "snail mail"
Save-The-Date

Create a FaceBook event and invite followers to FB Live video on the day!

GIVING PLATFORM AND REPORTING



UNDER
CONSTRUCTION

Our WordPress site is under construction. Please come back soon.

f t g m p

Coming
soon!



California 4-H
FOUNDATION

The California 4-H Foundation will have a 1:1 match incentive for gifts made to 4-H programs/clubs/councils through the Foundation in the amount of **\$25,000**.

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Agriculture and Natural Resources

UC ANR will have a 1:1 match incentive for gifts made to any ANR Program/REC/UCCE in the amount of **\$15,000**.

It's a MATCH!



#GI  ING TUESDAY™

THANK YOU

Presenters:



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