



Development Services

ANR Webinar Series

April 4, 2024

Presenter:



Emily Delk

*Director of Annual Giving
& Donor Stewardship*

UC ANR Giving Day: Creating Your Strategy For Success



LET'S DISCUSS

- 1** UC ANR GIVING DAY FUNDAMENTALS
- 2** HOW TO MAKE GIVING DAYS WORK FOR YOU
- 3** CAMPAIGN RESOURCES



GIVING DAY

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

May 16-17 Noon to Noon

WHY GIVING DAYS?

Raise as much money as possible in a single day

Create energy and excitement

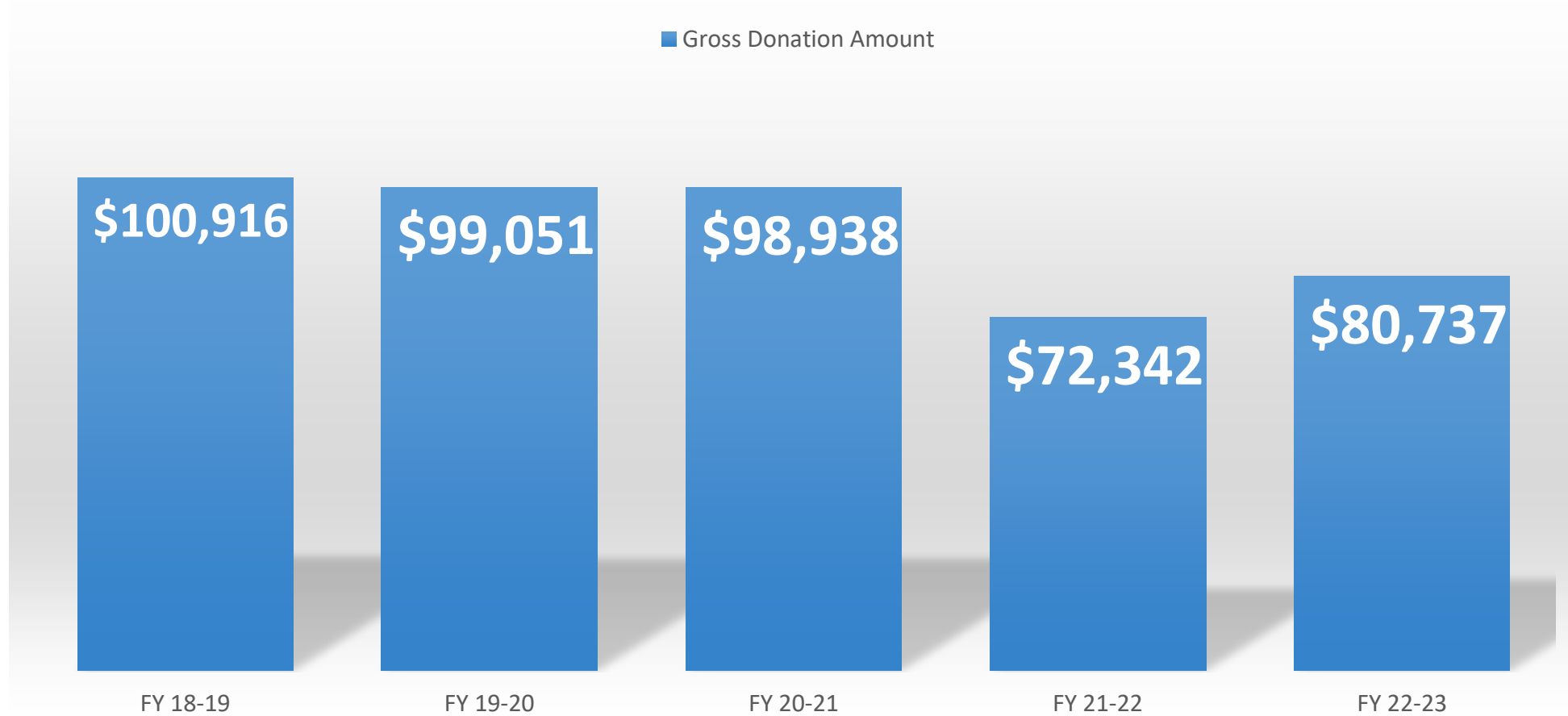
Leverage buzz and attention



OUR PROGRESS

UC ANR Giving Day: Given

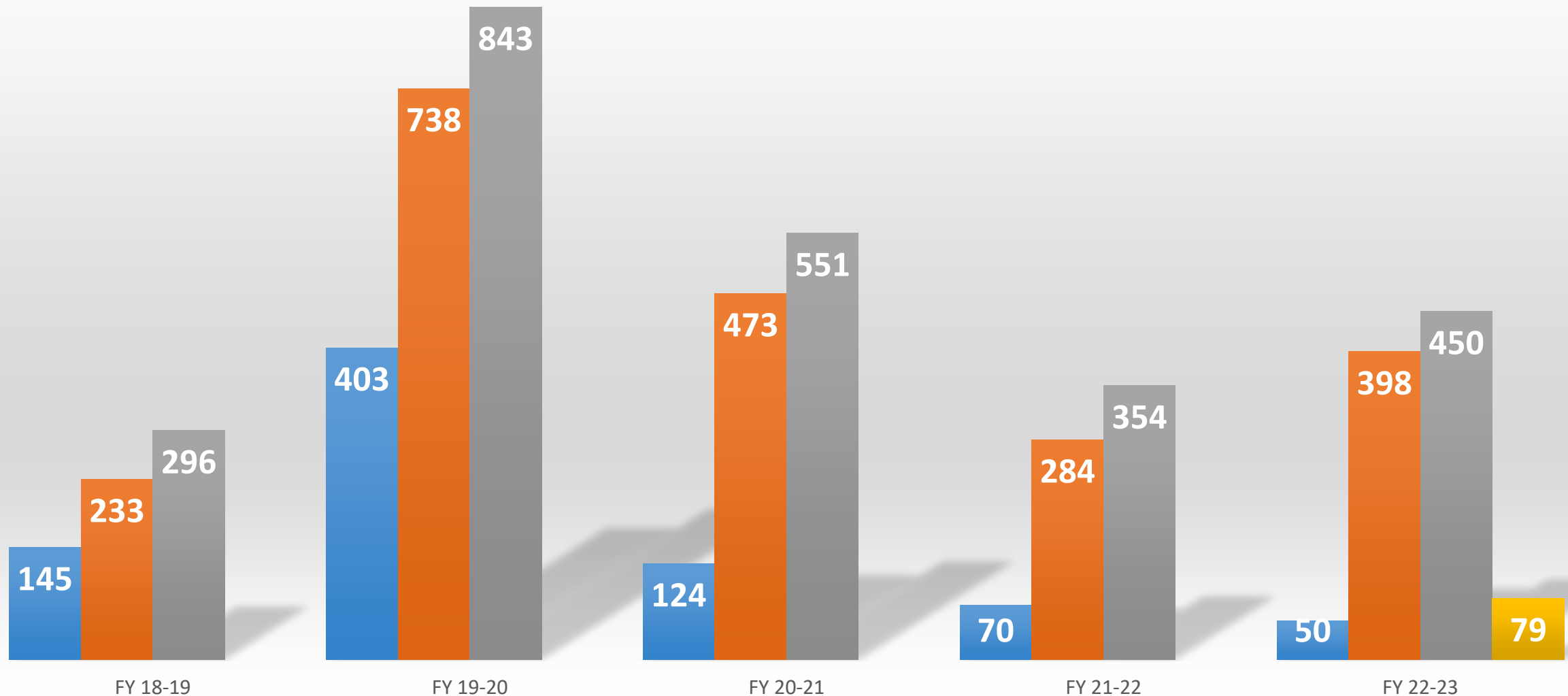
■ Gross Donation Amount



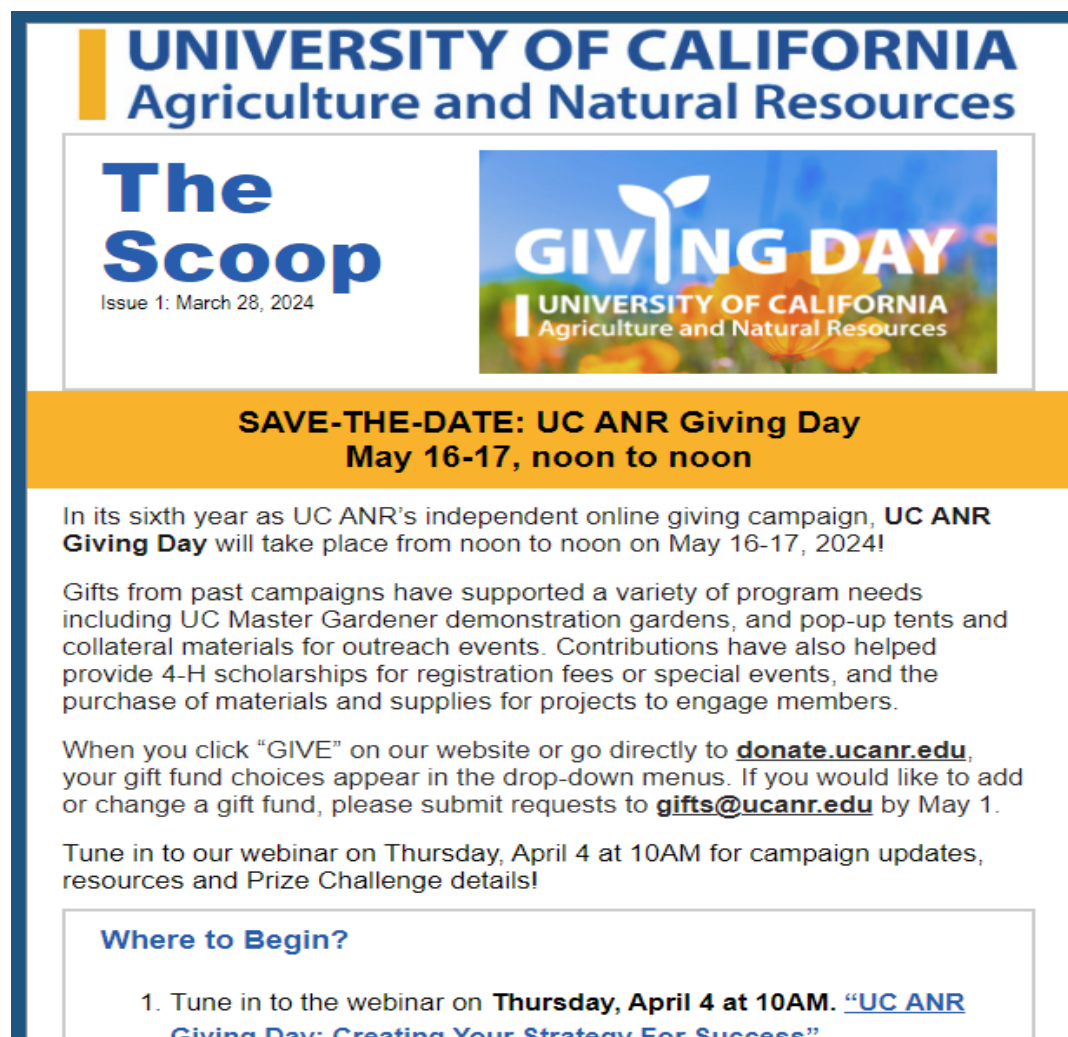


UC ANR Giving Day: Donors & Gifts

■ New Donors ■ Total Donors ■ # of Gifts ■ # of Glow up Gifts




WHERE TO BEGIN? RESOURCES START HERE.



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The Scoop
Issue 1: March 28, 2024



SAVE-THE-DATE: UC ANR Giving Day
May 16-17, noon to noon

In its sixth year as UC ANR's independent online giving campaign, **UC ANR Giving Day** will take place from noon to noon on May 16-17, 2024!

Gifts from past campaigns have supported a variety of program needs including UC Master Gardener demonstration gardens, and pop-up tents and collateral materials for outreach events. Contributions have also helped provide 4-H scholarships for registration fees or special events, and the purchase of materials and supplies for projects to engage members.

When you click "GIVE" on our website or go directly to donate.ucanr.edu, your gift fund choices appear in the drop-down menus. If you would like to add or change a gift fund, please submit requests to gifts@ucanr.edu by May 1.

Tune in to our webinar on Thursday, April 4 at 10AM for campaign updates, resources and Prize Challenge details!

Where to Begin?

1. Tune in to the webinar on **Thursday, April 4 at 10AM**. "[UC ANR Giving Day: Creating Your Strategy For Success](#)"

Get *The Scoop* eNews

Register to participate and receive gift notifications

Review funds by May 1

Campaign-In-A-Box Toolkit

WHERE TO BEGIN? RESOURCES START HERE.

2024 UC ANR Giving Day Registration

Thur-Fri, May 16-17, 2024
12:00 PM - 11:59 AM
Online Fundraising Campaign

We're getting ready for our UC ANR Giving Day campaign! 24 hours to support the UC ANR programs and research that mean the most to

Who Should Register?

In an effort to better communicate campaign plans and resources with you, we are asking for every participating group to register. Once registered to *The Scoop* eNewsletter so you will receive campaign updates, and links to webinars and tools.

Contact for more information:
Emily Delk, Director of Annual Giving & Donor Stewardship
eddelk@ucanr.edu
916-564-4862 (cell)

* = Required

Registration

First Name *

Last Name *

Best email address *

Which best describes your role? * Staff
 Volunteer

What group/Program/County are you representing? *

Get *The Scoop* eNews



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Review funds by May 1



Campaign-In-A-Box Toolkit

WHERE TO BEGIN? RESOURCES START HERE.

The screenshot shows the UC ANR website's donation interface. At the top, the header includes the UC ANR logo, a search bar, and a 'Give' button. Below the header is a 'Donate to UC ANR' section featuring a large 'GIVE' graphic overlaid on four images: a man in a hat, a woman with a sheep, a man and woman with produce, and a woman with a telescope. Underneath are two dropdown menus: 'Donate By County' and 'Donate By Research & Extension Center'. At the bottom, there is a 'Donate By Program' section with logos for UC ANR, a green four-leaf clover (18 U.S.C. 707), UC CE, and the California Naturalist logo.

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Campaign-In-A-Box Toolkit

WHERE TO BEGIN? RESOURCES START HERE.

The screenshot shows the Box web interface. On the left is a dark blue sidebar with navigation options: All Files, Recents, Notes, Relay, Apps, Synced, Trash, My Collections, Favorites, and UC ANR Statewide... The main content area has a search bar and a breadcrumb path: All Files > 2024 UC ANR Giving Day. Below this is a table listing folders with their names and update dates.

NAME	UPDATED ↓
2024 UC ANR Giving Day - SAREP	Feb 29, 2024 by Emily D Delk
2024 UC ANR Giving Day - NPI	Feb 15, 2024 by Emily D Delk
2024 UC ANR Giving Day - UCCE-REC	Feb 15, 2024 by Emily D Delk
2024 UC ANR Giving Day - IPM	Feb 15, 2024 by Emily D Delk
2024 UC ANR Giving Day Reports - COMING SOON!	Feb 15, 2024 by Emily D Delk
2023 UC ANR Giving Day - 4-H	Feb 15, 2024 by Emily D Delk
2023 UC ANR Giving Day - Cal Nat	Feb 15, 2024 by Emily D Delk
2023 UC ANR Giving Day - MFP	Feb 15, 2024 by Emily D Delk
2023 UC ANR Giving Day - MG	Feb 15, 2024 by Emily D Delk
2023 UC ANR Giving Day - ANR	Feb 15, 2024 by Emily D Delk

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Campaign-In-A-Box Toolkit

WHERE TO BEGIN? RESOURCES START HERE.



UC ANR UC ANR Giving Day 6-Week Work Plan

Planning Guide for A Successful UC ANR Giving Day Campaign

PLANNING

- ▷ Planning is the most important aspect of a successful UC ANR Giving Day campaign. Remember that there are a lot of ways to be successful on UC ANR Giving Day (Prize Challenges, matching funds, events, for example), but many groups focus on pursuing just a couple of those opportunities, rather than attempting to go all-in on every possible fundraising tactic. Figure out what will work for your group, what your UC ANR Giving Day team's capacity is, and then dive in!
- ▷ Evaluate your group's performance from previous years (if applicable)
 - What did your group do well?
 - What tweaks should you make to increase its success?
 - Analyze the donation information from your previous years of participation. Who are they and how did they learn about your group's participation? How can you engage them again?
- ▷ How much does your group want to raise on this campaign? How many donors do you want to engage?
- ▷ What other goals do you want to set? Some examples are: increased visibility, capacity in social media, stronger board/staff alignment, new donors, increased knowledge in fundraising, new partnerships, etc.
- ▷ Do you have a current list of active donors and their contact information? Is it nicely compiled and easily accessible, perhaps in a spreadsheet or other database?
- ▷ Will your group's UC ANR Giving Day campaign attempt [to](#):
 - Compete for a prize challenge?
 - Raise a pool of matching funds?
 - Use social media?
 - Partner with a business?
 - Have an event?

Are we ready?

Essential questions to ask as you get ready to start planning your campaign:

- ▷ Is our group—staff, volunteers, and leaders aware of the UC ANR Giving Day, and do they support it?
- ▷ Does my group have enough staff and/or volunteers to achieve our UC ANR Giving Day goals?
- ▷ Do I know how this event fits into my group's overall fundraising goals?

“ Success doesn't just happen.
It is planned for.

Anonymous



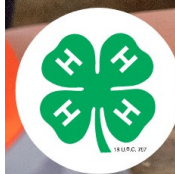
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PLANNING & GOAL SETTING



Gather your team



Engage volunteers



Case for support



Customize Editorial
Calendar



Set Goals

My Plan:



BONUS TIPS!



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

Consider “snail mail” Save-The-Date

Asking a sponsor to make a matching gift

SOCIAL MEDIA BEST PRACTICES



Be brief



Use hashtags



Maximize Social
Media Platforms



GIVING DAY PLATFORM: donate.ucanr.edu/givingday

NOW:

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Learn more about UC ANR Search SHARE Give

Donate to UC ANR

UC ANR Giving Day
The Countdown to #GivingDay Is On!

50 DAYS 21 HOURS 20 MINUTES 19 SECONDS

GIVING DAY
UNIVERSITY OF CALIFORNIA
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MAY 16-17:

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Learn more about UC ANR Search SHARE Give

Donate to UC ANR

GIVING DAY
UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

May 19-20 Noon to Noon

\$117,085 RAISED **641** DONATIONS **400** DONORS

Donate By County:

Donate By Research & Extension Center:

Donate By Program:

-
-
-
-

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PRIZE CHALLENGES!

Donor Challenge

- \$500 prize to the 9 funds that have the greatest number of unique donors

In-It-To-Win-It Challenge

- \$500 prize to the 1 fund that raises the most on GivingTuesday



LET'S REVIEW...



The Scoop eNewsletter

Register to participate and receive gift notifications

Review Online Express funds by May 1

Campaign Toolkit: April 11

THANK YOU ... AND Q & A

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