

fundraise

THE GIVE DETROIT CHALLENGE 2019

Giving Challenge Toolkit



Welcome!

This giving challenge toolkit was created by the friendly nonprofit pros at Funraise to help your organization run a successful Give Detroit Challenge.

In this toolkit, you'll find prewritten emails, social posts, and a press release as well as tips to guide you through the course of the challenge. If you have any questions, our Customer Success team is ready to help. Feel free to reach out to success@funraise.org.

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Setting Goals

MAKE THE MOST OF THE CHALLENGE TIMELINE

The Give Detroit Challenge is April 11-18, 2019, providing you with one incredible week of giving. This weeklong event celebrates Detroit's organizations and your donors, with a focus on the impact that you create together.

WHAT IS THE GIVE DETROIT CHALLENGE?

The Give Detroit Challenge is a week of giving designed to spread awareness for some of Detroit's finest charitable organizations. This is an opportunity to give back to organizations we love within our own home base.

SHOULD YOU SET A GOAL?

Oh, most definitely! Add excitement and urgency to your campaign with a clear, aggressive goal. Pick an amount you feel comfortable reaching, then increase it by 10%. Challenge #TeamYou and you'll be surprised at what you can accomplish together.

WHY IS THE GIVE DETROIT CHALLENGE AWESOME?

Donors love to give during challenges! You'll see a flurry of social media activity and donations as your supporting fundraisers encourage their peers to join in the fun. The time-sensitive nature of the event encourages people to take action and share their accomplishments. You can come up with some really creative ideas to develop a sense of urgency and excitement, increasing donations.

Ideas & Tips

“Shoot for the moon. If you miss, you’ll land among the stars.”

It’s a little cheesy, but our point is that you need to pick an idea and run with it. Whatever you choose, give it 100% and your supporters will join in. Here are a few practical ideas and tips to consider.



TIP #1

Get a matching grant

A matching grant is an excellent tool to use during the Give Detroit Challenge. Doubling down until a certain amount is donated really ratchets up the urgency. Try this: ask one of your trusted donors to match the first \$5,000 you raise. Their gift will not only impact your work, but it’ll encourage another \$5,000 in donations. Matching donors love feeling like they contributed more than their donation amount.



TIP #2

Run Social Media Ads

You’ll want to make sure everyone has a chance to see what’s happening as they scroll through their feeds. Think of it like this: If you spend \$50 on an ad and it converts one \$50 donation, you’re already winning!



TIP #3

Host a Live Video

Consider it a modern-day telethon. Set up a Live video on your social media of choice and embed it on your campaign website.



TIP #4

Unlock something silly

Will your CEO shave her head if you reach your goal today? Maybe your Development Director will take a pie to the face! Why not? Find something fun and silly to reward your donors with when you reach your goal.



TIP #5

Give live shoutouts

When someone donates today, thank them with a personal social media shoutout. Public and positive acknowledgment inspires others to follow along because people love recognition. The Give Detroit Challenge is a week of fast-paced giving.



TIP #6

Prime the pump

Ask your top 10 donors to make their donation before you launch. This lets your top donors be distinguished as giving leaders and primes the pump for a show-stopping beginning to the Give Detroit Challenge. Bonus: this shows social buy-in and encourages others.



TIP #7

Create a sharing squad

Here's the deal. The more people share a social media post, wider your message will be spread. So, get together your most active social media followers. Tell them you need their help spreading the Give Detroit Challenge and ask them to throughout their own networks. Sharing is caring!

Campaign Calendar

THURSDAY, APRIL 4

ONE WEEK AWAY

Send announcement email and social media posts

WEDNESDAY, APRIL 10

ONE DAY AWAY

Send reminder email and social media posts

THURSDAY, APRIL 11

LAUNCH DAY

Send launch email and social media posts

MONDAY, APRIL 15

HALFWAY

Send momentum email and social media posts

WEDNESDAY, APRIL 17

ONE DAY LEFT

Send second momentum social media posts

THURSDAY, APRIL 18

LAST DAY OR GOAL REACHED

Send goal reached email and social media posts

Emails

Get ready for the Give Detroit Challenge now! Schedule your donor emails ahead of time so that you can be live and responsive on launch day.

We've built five emails that your Give Detroit Challenge campaign should have. Feel free to copy and paste the content or edit to make it your own.

WHO SHOULD YOU EMAIL?

Everyone! This challenge is a weeklong celebration of donors, organizations, and the impact we make together. It would be rude not to invite your entire donor base to participate.

WHAT ABOUT TONE?

The Give Detroit Challenge is **exciting, joyful, and positive**. This week is all about coming together and sharing our resources to help others. People will be posting on social media and encouraging others to join in. Focus on communicating urgency and positivity by sharing the impact donors can make.

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SEND: THURS APR 4 · ONE WEEK BEFORE THE GIVE DETROIT CHALLENGE

The goal of the first email is to announce to your supporters that the Give Detroit Challenge is next week. Whether they've been giving to your cause for years or are new to your organization, you'll want to let them know what's coming so they don't miss out.

The most important thing you'll want to do in the first email is to announce your goal loud and clear. If you don't have a Give Detroit Challenge goal, stop what you're doing and decide on a goal with your team. The goal is what'll drive excitement and urgency.



SUBJECT LINE:

The Give Detroit Challenge is coming!

BODY:

Hi **{first_name}**!

We're excited to launch the Give Detroit Challenge next week with a chance to give back to our local community. We've set a goal to reach **\$<goal>** in just 1 week. It's going to take everyone, but the impact your donations will have is going to be incredible.

Here's what you can do now: create a fundraising site, set your personal goal, and start spreading the news.

Mark your calendar: the Give Detroit Challenge starts April 11, 2019.

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SEND: WED APR 10 · ONE DAY BEFORE THE GIVE DETROIT CHALLENGE

The goal of this email is to remind supporters that tomorrow is the big launch. Communicate your goal, its impact, and the urgency of everyone's participation throughout the Give Detroit Challenge.



SUBJECT LINE:

Tomorrow is the Give Detroit Challenge!

BODY:

Tomorrow we need your help as we raise **\$<goal>** to fund **<what the money funds>**. It's going to be a weeklong donation celebration, and it starts tomorrow! Get a good night's sleep and make sure your fundraising page is ready to go. We're going to need your social sharing powers tomorrow.

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SEND: THURS APR 11 · THE GIVE DETROIT CHALLENGE LAUNCH MORNING

The goal of this email is to convert as many donations as possible early in the day.

Be sure to communicate the urgency of donating now. This is one week of important local impact that your supporters won't want to miss. Make sure they have a clear and exciting invitation to participate.



SUBJECT LINE:

The Give Detroit Challenge is live!

BODY:

This is the first day of the rest of your week, **{first_name}**!

We need your help to raise **\$<goal>** to fund **<what the money funds>**.

The best referral we could possibly get is from fundraisers like you. In addition to your donation today, could you also post this on your social pages? As the week goes on, we'll keep you updated on the progress toward our goal, special events for supporters, and donation incentives. Stay tuned!

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SEND: MON APR 15 · HALFWAY INTO THE GIVE DETROIT CHALLENGE

The goal of this email is to show the progress you've made toward your goal. As nonprofits, you know that many supporters won't join in until they see movement, so this'll also encourage those who haven't donated!

Here's another idea: Try using this email as your 50% announcement and send it when you're halfway to your goal.

PRO TIP: Segment out donors who gave earlier in the week, send them an email asking them to share their donation, and be prepared for their friends to chip in.



SUBJECT LINE:

Join the Give Detroit Challenge party!

BODY:

Come celebrate with us! We're making progress toward our goal of raising **\$<goal>** during this week of giving. It's been an absolute honor to see everyone donate and share this campaign—with just a little more pushing, we'll be at our goal.

What can you do now?

If you haven't donated yet, go donate! If you've already donated, consider one more gift: share this link **{INSERT CAMPAIGN LINK}** with your family, friends, and social networks. We can only accomplish this goal if everyone joins in. Let's do it!

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**SEND: THURS APR 18 · AT THE END OF THE GIVE DETROIT CHALLENGE
OR WHEN YOU REACH YOUR GOAL (!)**

The goal of this email is to thank your audience for being there all week. You'll want to update everyone on the amount you raised and how everyone's efforts will impact your work. It's a great idea to show real images of impact in this email.

This is a crucial email in showing your thanks for your supporters. If you can make them feel appreciated, they'll be ready to help the next time you ask.



SUBJECT LINE:

It's Over: The Give Detroit Challenge is in the books!

BODY:

Thank you, **{first_name}**!

With your help and the support of **<total number of donors>** amazing donors, we raised **\$<amount you raised>** over the last week. With these funds, we'll be able to **<complete the final rescue wing of our shelter>**! We can't thank you enough for giving your time and social shares during the Give Detroit Challenge. It's truly an honor to have your support—you can bet we're gonna let all the **<animals, people, trees>** benefiting from this campaign know that you were a huge part of it.

How your donation helped:

- **<We are able to accept an additional 50 rescue cats>**
- **<We are able to provide medical care for 200+ cats in our shelters>**
- **<We are able to provide low-cost or no-cost veterinary services to 10,000 families in our community>**

Seriously, this has been one of our most successful fundraising events ever... and continuing our work is only possible because you're on our team.

Thank You!

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Social Media

The Give Detroit Challenge is about sharing, caring, sharing, sharing, sharing, caring, sharing...

One important Give Detroit Challenge social media strategy is to make sure your donors share about their donation and encourage others. There are a few things you can do to accomplish that, but most importantly you'll want to create an environment that encourages collective impact and urgency.

WHAT SHOULD YOU POST?

First, make sure your audience knows about the Give Detroit Challenge and is ready. You'll want to share about your goals and share progress updates during the week. You'll also want to share the impact that this campaign can have. Prepare some images and content that represent that impact and benefit from the campaign.

Remember that the following are merely suggestions and templates for what you should post. It's important to tailor them to your organization. Your goals, your mission, and your projects are all unique, and that uniqueness is what will encourage donations, so capitalize on them!

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SEND: THURS APR 4 · ONE WEEK BEFORE THE GIVE DETROIT CHALLENGE

The goal of the initial posts is to announce to your supporters that the Give Detroit Challenge is about to begin! Encourage your supporters to get excited and begin to think about ways they can excite their networks as well.

Don't forget to add the #GiveDetroitChallenge hashtag to your posts for the duration of this giving challenge. Keep in mind that the following posts are merely framework suggestions. Tweak and personalize them for your unique organizations. The more specific the better!



FACEBOOK + INSTAGRAM

We are getting ready to launch the Give Detroit Challenge, which is going to help our amazing city continue to thrive! Over the course of the upcoming week we'll need your help to raise **<\$15,000>** to fund **<3 new projects>**. Be sure to save a few bucks so you can join our movement and think about friends that would love to chip in as well. #GiveDetroitChallenge



TWITTER

Get ready for the Give Detroit Challenge! Our goal is to raise **<\$15k>** over 1 week to fund **<3 new projects>** in our community! #GiveDetroitChallenge

.....

We'll need your help this Give Detroit Challenge to fund **<3 new projects in our community>**. Please consider giving, plus like & share to spread the word! #GiveDetroitChallenge

.....

Our Give Detroit Challenge goal of **<\$15k>** will be easily met if each of our followers donates only **<\$2>**. Think about the impact you can make in our community! #GiveDetroitChallenge

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SEND: WED APR 10 · ONE DAY BEFORE THE GIVE DETROIT CHALLENGE

The goal of this post is to announce to your supporters that the Give Detroit Challenge begins TOMORROW! By now, your supporters should know what's happening and they should be excited to spread the word.



FACEBOOK + INSTAGRAM

TOMORROW starts the Give Detroit Challenge! Can you feel it? Make sure you've started taking your vitamins because this is going to be exciting! Over the next week, with your help, we will raise **<\$15,000>** which will enable us to **<bring three new programs to our community>**. #GiveDetroitChallenge



TWITTER

The Give Detroit Challenge starts TOMORROW! Rest up because we're going to need your help spreading the word! **<\$15k>** in a week? We can do this! #GiveDetroitChallenge

How much good can be done in a single week? Let's find out! Our goal is **<\$15k>**—will you help? #GiveDetroitChallenge

Our **<community centers serve 500+ ppl/day>** & we want to **<open 3 more>**. We will need your help to reach our goal so stay tuned! Don't forget to like + share :) #GiveDetroitChallenge

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SEND: THURS APR 11 · THE GIVE DETROIT CHALLENGE LAUNCH MORNING

Make sure to schedule these so they go out bright and early, around 7am.

The goal of this post is to convert as many Give Detroit Challenge donors as early as possible!

Make sure you have a clear and visible call to action. The most important part of every post from now until the end of the campaign is the link to your campaign website. Every post should have this link!



FACEBOOK + INSTAGRAM

TODAY is the first day of the Give Detroit Challenge! We're celebrating by committing to raise **<\$15,000>** in just one week. These funds will enable us to **<create three new programs in our community>**, but we can only reach our goal with your help! #GiveDetroitChallenge

Will YOU be the first Give Detroit Challenge donor?! Donate here: **<URL>**



TWITTER

Who will be our first Give Detroit Challenge donor? IT COULD BE YOU! #GiveDetroitChallenge **<URL>**

.....

If you donate to the Give Detroit Challenge will your employer match it? How about your friends/family? Our goal is as big as our <3! Pls like+share #GiveDetroitChallenge **<URL>**

.....

Hear from **<Francesca who credits our programs as critical in her career success>**. If we meet our goal, we will fund **<three new programs in our community>**! #GiveDetroitChallenge **<URL to Francesca's story>**

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SEND: MON APR 15 · HALFWAY INTO THE GIVE DETROIT CHALLENGE

The goal of these posts is to continue the momentum.

You'll want to use collective language like "Join Us" or "Together we can...".

Don't forget to include compelling imagery specific to your organizations. Highlight both the need you're filling and the success of past programs. Remember to always include the link to your fundraising page and the campaign hashtags. Don't forget to specify the cash prizes for the highest-raising organizations.



FACEBOOK + INSTAGRAM

The top fundraising organization of the Give Detroit Challenge will receive additional funds for their cause! We need your help to unlock those funds to fuel our mission. Whether you can give \$5 or \$5,000, your gift will get us closer to our goal to **<fund TEN projects>**! #GiveDetroitChallenge JOIN US HERE: **<URL>**



TWITTER

We want to **<fund TEN water projects>** this Give Detroit Challenge & need your help. Any amount helps! Please give, like + share #GiveDetroitChallenge **<URL>**

.....

Just halfway through the Challenge and we're at **<40%>** of our goal! That's **<4/10 projects fully funded>**! Pls keep sharing & lets get to 100%! #GiveDetroitChallenge **<URL>**

.....

Don't forget that the top fundraising organizations get an extra donation boost! Help us grab those funds so we can **<serve even more neighbors in need>**! #GiveDetroitChallenge **<URL>**

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SEND: WED APR 17 · ONE DAY LEFT IN THE GIVE DETROIT CHALLENGE

Use posts like these toward the end of the Give Detroit Challenge.

The goal of these post is to announce a significant milestone or continue momentum towards your goal. This excitement can encourage those who have not yet donated. Don't forget to use great imagery, include your hashtag, and always include the links.



FACEBOOK + INSTAGRAM

Don't miss your chance to be a part of the Give Detroit Challenge! Thanks to everyone who has donated so far; we are blown away at how quickly we've made it to **<the halfway point>**! We are SO CLOSE to our goal! Let's keep it going! Your donation today is **<helping to provide shelter for 30 dogs and cats who need a home>**. #GiveDetroitChallenge DONATE HERE: **<URL>**



TWITTER

THANK YOU to **<@MarySue>** for your donation! Your gift has pushed us past **<50%>** of goal! Keep it going! Please share with any others who are just as passionate. #GiveDetroitChallenge **<URL>**

.....

Look at all the wonderful ppl who've given so generously! We can't stop smiling! Best Give Detroit Challenge ever? #GiveDetroitChallenge **<URL>**

.....

Don't be shy on the Give Detroit Challenge! Ask your employer about donation matching! Friends & family will want to give too! We're getting so close to goal we can taste it. #GiveDetroitChallenge **<URL>**

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**SEND: THURS APR 18 · AT THE END OF THE GIVE DETROIT CHALLENGE
OR WHEN YOU REACH YOUR GOAL (!)**

The goal of this post is to thank your entire audience and remind them of the impact. You'll want to update everyone on the amount you raised and tell them exactly what the funds will achieve. It's a great idea to show real images of impact in these posts. Remember, these are just suggestions, so get creative and tailor them to your programs.

This communication is crucial in showing your thanks for your supporters. If you can make them feel appreciated, they'll be ready to help the next time you ask.



FACEBOOK + INSTAGRAM

WOW! YOU DID IT! We can't thank you enough for making this Give Detroit Challenge a huge success. With the generous support of over **<120>** donors, we've raised **<\$15,000>** in just one week! These funds will provide **<150 students with supplies and books for the next semester>**. THANK YOU! We <3 you. See what we accomplished: **<URL>** #GiveDetroitChallenge



TWITTER

Tears of joy! **<120>** donors gave big during the Give Detroit Challenge to help us reach our goal! **<150+ students will get books & supplies>** thanks to you! #GiveDetroitChallenge **<URL>**

ACHIEVEMENT UNLOCKED! 100% of the Give Detroit Challenge goal. **<Books and supplies for over 150+>** were made possible by YOUR gifts. #GiveDetroitChallenge **<URL>**

280 characters cannot express our gratitude. Our donors are the best! **<150+ students will receive supplies>** THANKS TO YOU! #GiveDetroitChallenge **<URL>**

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Press Release

Local and industry-specific news outlets are a great way to shine a much-needed spotlight on your organization's Give Detroit Challenge goals.

Open the [linked document here](#), click File in the top left, then choose "Make a copy" to create your very own version of this press release. Then edit to reflect your nonprofit's values—You'll attract not just donors, but supporters who will make their own fundraising pages to support your mission.

FOR IMMEDIATE RELEASE

[[NAME OF ORGANIZATION]] JOINS *Hour Detroit* MAGAZINE'S GIVE DETROIT CHALLENGE

Help [[NAME OF ORGANIZATION]] win up to \$15,000 by donating to its Give Detroit Challenge campaign

[[YOUR LOCATION/DATE]] – [[NAME OF ORGANIZATION]] has joined the *Hour Detroit* magazine's Give Detroit Challenge, a friendly online fundraising competition between charitable organizations and their supporters. This challenge benefits charities making a difference in the metropolitan Detroit area. Participating organizations will compete for more than \$30,000 in prize money. [[NAME OF ORGANIZATION]] has joined *Hour Detroit* magazine's Give Detroit Challenge in hopes of raising money to support [[WHAT YOU DO]].

[[PARAGRAPH EXPLAINING ORGANIZATION'S WORK AND WHY THIS CHALLENGE IS IMPORTANT/WHY YOU ARE PARTICIPATING/HOW YOU WILL USE FUNDS IF YOU WIN/ETC.]]

[[“Quote here from organization,” said organization spokesperson. “More quote here.”]]

The Give Detroit Challenge launched in partnership with Funraise on April 11th, 2019 and it runs through April 18, 2019. The organization that raises the most money during the challenge period will win \$15,000, with a second prize of \$10,000 and a third prize of \$5,000. Daily and weekend bonus challenges enable charities to win up to another \$5,500 in prizes.

CONTINUES...

To help [[NAME OF ORGANIZATION]] win the Give Detroit Challenge, head to [[FILL WITH YOUR CUSTOMIZED FUNRAISE URL]].

About your organization:

Boilerplate will go here.

About *Hour Detroit* magazine: Designed to inform and enlighten its readers, the award-winning *Hour Detroit* magazine provides monthly coverage of what’s happening in metro Detroit—from the latest fashion and decor trends, the area’s finest dining, arts & entertainment, to local current events and profiles of the people who are making a difference in our community. *Hour Detroit* magazine has infused a new spirit into the world of city magazine publishing that echoes the spirit of Detroit. By combining the accessibility of a traditional city magazine with the intelligence and appeal of a national general-interest magazine, *Hour Detroit* has set a new standard in the world of magazine publishing.

About the Give Detroit Challenge: *Hour Detroit*, metro Detroit’s award-winning city magazine, is committed to providing non-profit organizations with a platform to connect with the most influential and affluent members of our community.

Now in its fourth year, *Hour Detroit* is proud to bring you Give Detroit: A Charitable Registry, an opportunity for charitable organizations to further engage with our community and share their stories with our philanthropic audiences.

The Give Detroit Challenge takes it a step further, giving dozens of non-profits the opportunity to raise funds for their cause, while competing for cash prizes from our generous sponsors.

Media Contacts:

For *Hour Detroit* magazine: Mary Sutton | *Hour Detroit* magazine | 248.691.1800 or msutton@hour-media.com

For [[NAME OF ORGANIZATION]]:
[[INSERT CONTACT FOR ORGANIZATION]]

###

Thank you!

We sure hope your Give Detroit Challenge has gone swimmingly and that you found Funraise's platform and service to be top-notch. Our goal will always be to provide you with exceptional, friendly technology, tools, and assistance—We're all in this together!

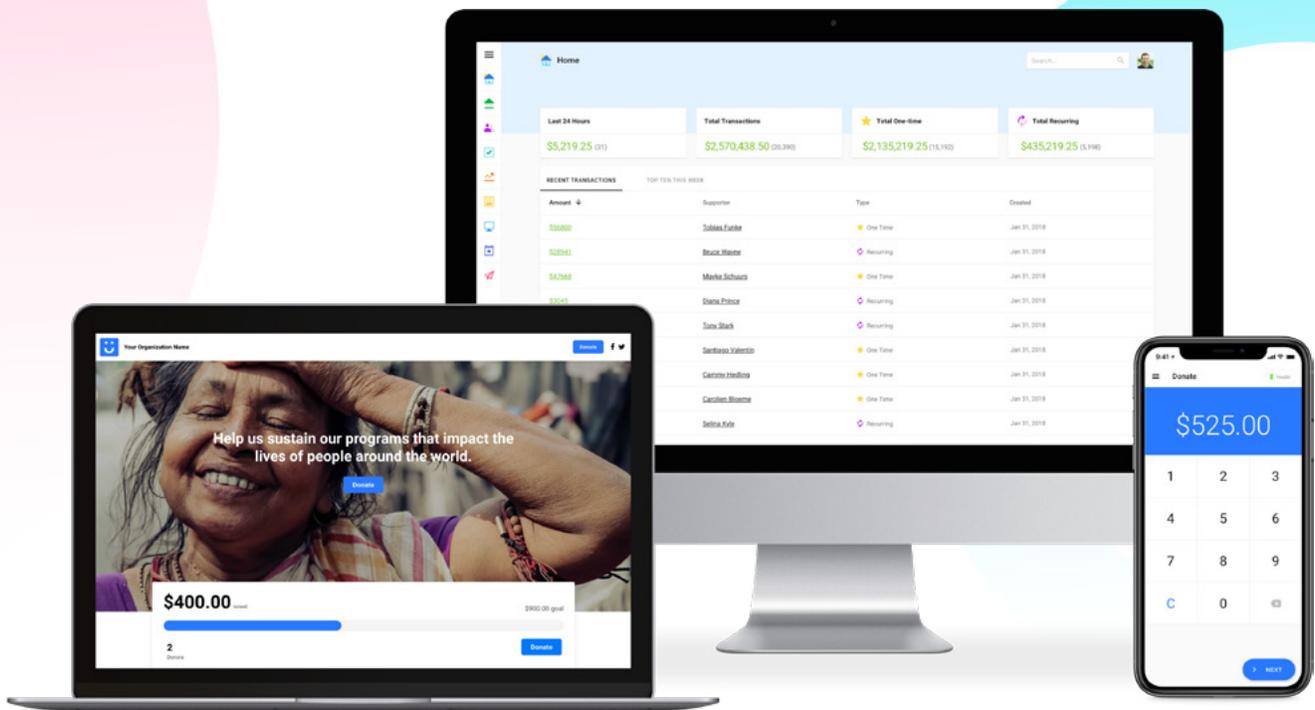
In case you were wondering, Funraise has quite a few more tricks up our sleeve, features-wise, and we'd love to show you how your organization can squeeze every bit of value from our delightful, easy-to-use platform.

[DISCOVER FUNRAISE NOW!](#)

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RAISE

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-  Reader
-  Peer-to-Peer Campaigns
-  Recurring Giving
-  Events & Ticketing

TRACK

-  Donor CRM
-  Donation Management
-  Donation Analytics
-  Donation Pledges

AUTOMATE

-  Donation Tasks
-  Automated Emails
-  Wealth Screening
-  Integrations