Today’s Topic

Fundraising 201: How to Maximize the Impact of Your Campaign

CAMPAIGN PLANNING 101 REVIEW
Fast and Furious Fundraising Ideas for the Holidays

November 16, 2016

“Power Tools” webinar series

Campaign Planning 101

- Legal background
- Donation page alternatives
- Giving Tuesday
- Savvy shopping
- Ask your network!
- Foundation Directory
- Matching challenges
- Making social media memes
- Post-campaign follow-up

Click to access slides, recording, and handouts from November
CAMPAIGN PLANNING 201

(1) Campaign planning philosophy and strategy

- From the W.K. Kellogg Foundation/Pyramid Communications tool: "The 5 Ms of Strategic Communications"

- **Mighty Goal & Objectives:**
  - What is your end goal?
  - What does success look like?
  - **TIP:** Once the mighty goal is defined, be SMART (Specific, Measurable, Attainable, Realistic, Time-bound) in defining objectives.

- **Market (i.e., Audiences):**
  - Who needs to be reached to achieve your goal and objectives?
  - Who are the influencers or key decision makers who can help achieve your goal and objectives?
  - Who is affected by your work?
  - **TIP:** Take time to understand your audience – what do they know and what do they need to hear?
(1) Campaign planning philosophy & strategy continued

- **Messages:**
  - What are the three most important points you want your audience(s) to understand? (If more than one audience, write separately for each audience.)
  - What action do you want your audience(s) to take? (If more than one audience, write separately for each audience.)
  - TIP: Key messages should be clear, compelling and memorable.

- **Messenger:**
  - Who is the best person or organization to communicate your message? (If more than one audience, write separately for each audience.)
  - Who (individuals or organizations) has credibility with the audience(s) you want to reach? (If more than one audience, write separately for each audience.)
  - TIPS: To choose the right messenger, identify who is influential with your key audiences; You may have more than one messenger to reach different audiences.

  For messaging tips see March 2015 Power Tools webinar:
  Let’s Talk Breastfeeding
  www.usbreastfeeding.org/power-tools

(1) Campaign planning philosophy & strategy continued

- **Medium:**
  - What are the best ways to reach and engage your audience(s)? (If more than one audience, write separately for each audience.)
  - How and where do your audience(s) take in information? (If more than one audience, write separately for each audience.)
  - EXAMPLES:
    - Online
    - Print
    - Television
    - Radio
    - In-person
(2) Free gifts

- Thank you gifts can encourage supporters to give or give more
  - Example: Get a limited edition USBC “Breastfeeding Support in Action” Sticker Sheet as a “thank you” for your donation of $25 or more this holiday season.

- Choose gifts wisely!
  - Consider time, money, and effort needed to implement
  - Gift should support your mission

- Tell donors how their donation and free gift will support breastfeeding families

(3) Recurring donations

- Monthly donors provide a steady stream of support, $10/month = $120/year

- Example: This National Breastfeeding Month, commit to supporting breastfeeding families all year long with a monthly gift.

Recurring Giving: A Quick-Start Guide for Nonprofits:
(4) Tribute donations

- Giving “in honor of” or “in memory of”
- Alternative giving: instead of buying a gift for the recipient, donor gives to a charitable organization in the recipient’s name
- Example: Need a last-minute gift idea? Make a donation in honor of a friend, family member, or colleague!

(5) Corporate Matching

- Easily increase the impact of a gift!
- Many employers have programs through which they will "match" the charitable contributions made by their employees, doubling or tripling a donation
- USBC matching language
(5) Corporate Matching

- Promotion ideas:
  - Email: “Do we match?”
  - Include on individual contribution page
  - Reach out to volunteer network and board

(6) State action alerts

- USBC campaign software is available for our coalitions!
  - Email office@usbreastfeeding.org to find out more
- Tack on an ask for donations with your action alert
(6) State action alerts

- Sample language:
  - Thank you for taking action to support breastfeeding families in our state! The STATE Breastfeeding Coalition is fighting to ACTION. Will you chip in to help us continue this important work? [Link to donation page]

(7) Photo Gallery /Support Stories

- Support Stories and Images can give emails and social media post a boost.
- Support Stories Link: [www.usbreastfeeding.org/support-stories](http://www.usbreastfeeding.org/support-stories)
- Photo Gallery Link: [www.usbreastfeeding.org/photo-project](http://www.usbreastfeeding.org/photo-project)
(7) Support Stories

- Support Stories can be added to emails, used to make graphics and shared with potential funders.
- Support stories can be gathered by state and topic.
  - Email: Office@usbreastfeeding.org

(7) Photo Gallery

Approved Uses: Use of the Landscape of Breastfeeding Support Images is limited to the following purposes:

- Print, television, or digital news/media reporting;
- Noncommercial and/or nonprofit promotional or educational purposes (including, but not limited to brochures for health care or community programs);
- Research and scientific purposes;
- Presentations to policymakers.
(8) Sample Tweets

- Samples Tweets make it easier for supporters to spread your message.
- How Many? 5-8
- Tips for Writing Good Sample Tweets:
  - Strong/Informative Statements
  - 2 out of 3: Hashtag, Link, or Mention
  
  EX. I support #NMB17 and @usbreastfeeding because the decision to breastfeed should be celebrated in our culture and supported by our policies!

(8) Sample Tweets

- Sample tweets can be added to the emails in two ways.
  - The raw text of the sample tweets.
    - @gatesfoundation is leading the charge to promote breastfeeding internationally; which funders will fill the gaps in (state)? #NBM17
    - I support #NBM17 and @usbreastfeeding because the decision to breastfeed should be celebrated in our culture and supported by our policies!
  - A link to the tweet on Twitter.
National Breastfeeding Month (NBM)

NBM17: Theme

**Charting the Course Together**

- Focus on using **data and measurement to build and reinforce connections** between breastfeeding and a broad spectrum of other health topics and initiatives
- Referencing HP2020 objectives and the World Breastfeeding Trends Initiative (WBTI) markers to lift up the **cross-cutting, collective impact of breastfeeding as a high priority public health issue**
- Begin to look ahead to HP2030 development process
- **Overall goal**: "chart the course together" to ensure breastfeeding is incorporated into all relevant areas of the public health agenda
**NBM17: Discussion Guide**

Coming soon to the NBM webpage, to include prompts to spark dialogue on the four "Foundation Health Measures" of Healthy People 2020:

- Breastfeeding <-> General Health Status
- Breastfeeding <-> Health-Related Quality of Life and Well-Being
- Breastfeeding <-> Determinants of Health
- Breastfeeding <-> Disparities

Geared to inspire conversations and actions across the country to raise awareness of the importance of breastfeeding and support advocacy for the policy and practice changes breastfeeding families need.

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**NBM17: USBC Events & Activities**

- **Month-Long Vlog Carnival**: Both individual and organizational supporters invited to submit vlogs (video blogs) to a YouTube playlist that we will curate and promote.

- **Saturday, August 5, 7:30-9:30 pm. ET**: Open Mic & Social Media Mixer @ 7th National Breastfeeding Coalitions Convening (join the event virtually at #NBM17)

- **Monday, August 7, 8 a.m. - 3 p.m. ET**: Breastfeeding Advocacy Day of Action on Capitol Hill

- **Thursday, August 10, 2-3 p.m. ET**: In-District Visit Breastfeeding Advocacy Briefing (via webinar)

- **Ongoing**: In-district visits to local Congressional offices (leave-behind materials coming soon)
NBM17: YOUR Events & Activities

- As always, USBC member and partner organizations and state/territorial, local, and cultural breastfeeding coalitions are encouraged to host their own events and activities during #NBM17.
- To share your actions with others in the USBC network:
  - post to #NBM17 Calendar
  - submit for promotion via USBC Communications Channels
- **Special state coalition action:** press release to promote your state’s breastfeeding rates (updated NIS data will be ready for NBM)
  - USBC to provide “Swiss cheese template” highlighting NBM17 theme that you can customize for your state...

NBM17: Ways to Connect

- **Sign up for News and Action Alerts** at www.usbreastfeeding.org/signup.
- **Follow USBC social media accounts**, and follow the hashtag #NBM17 to easily share or retweet posts.
- **Get materials**: print posters for your local clinic or buy prizes for your NBM event from our CafePress store.
- **Get #BreastfeedingIsBipartisan button** with any size donation this summer: www.usbreastfeeding.org/donate.
Questions?

Thank you for all you do!

Action 20. Improve national leadership on the promotion and support of breastfeeding.

- Increase the capacity of the USBC and affiliated state coalitions to support breastfeeding.
- Create a federal interagency work group on breastfeeding.