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Giving Days 101

January 2025

Orange County Community Foundation

About OCCF's Collaborative Giving Days

OCCF's Collaborative Giving Days use an **online giving model** to match local donors to Orange County nonprofits with shared missions – from homelessness and workforce development to preserving ecosystems and supporting our neighbors with disabilities – to create momentum on a single shared day and leverage combined outreach efforts.
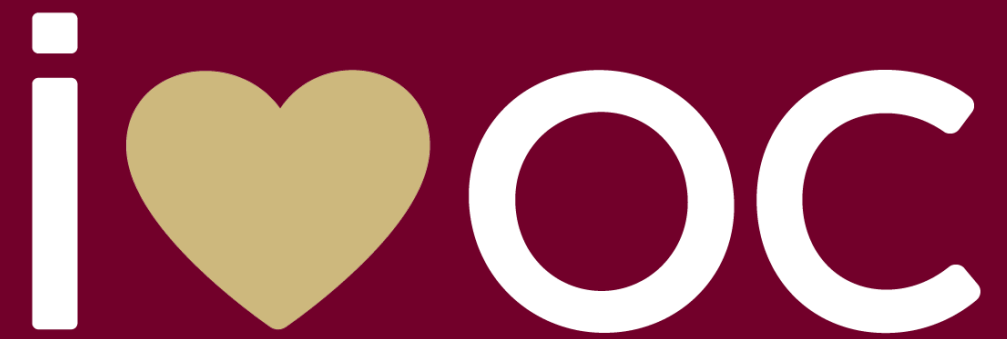
About OCCF's Collaborative Giving Days

OCCF's Collaborative Giving Days are an opportunity for nonprofits impacting Orange County for good to raise awareness through a **collective online campaign** around areas of need in the community.

Participating nonprofits will have an opportunity over the three-months leading up to their Giving Day to grow in their online campaigning skills through **training, peer support, and tools** provided.

2025 Collaborative Giving Days
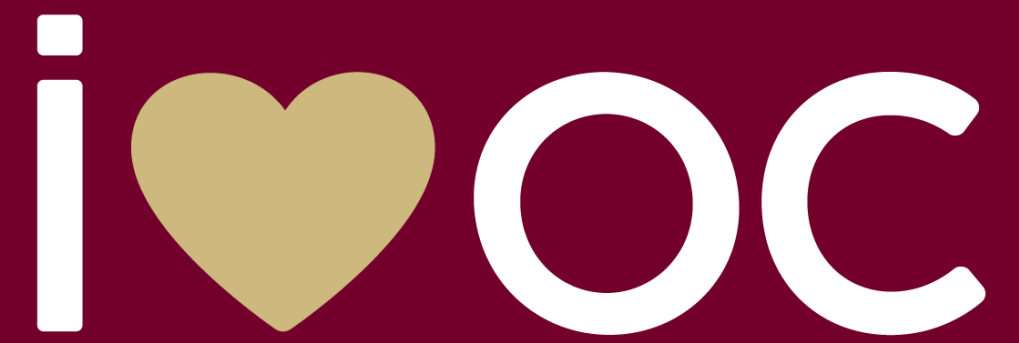
Introducing...

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CLOSED

Together *We* belong
A Giving Day to Celebrate | Orange County's Diverse Communities

24 HOURS | 1 CAUSE
FEBRUARY 25

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Interested in Joining?

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scan to *join a day*

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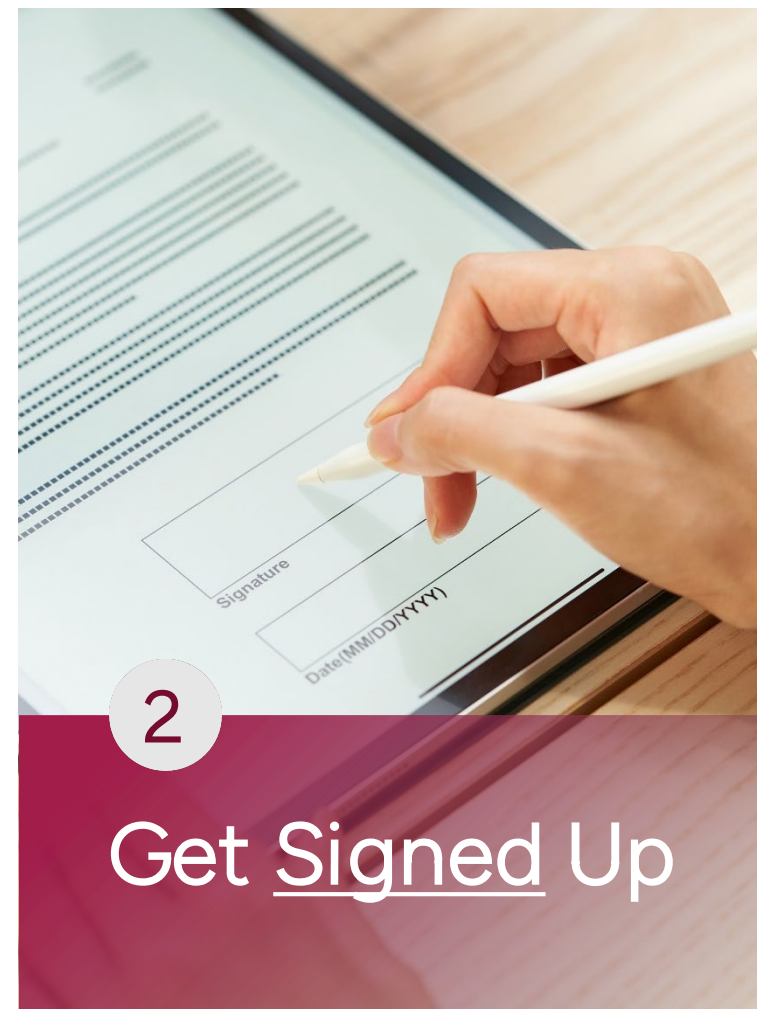
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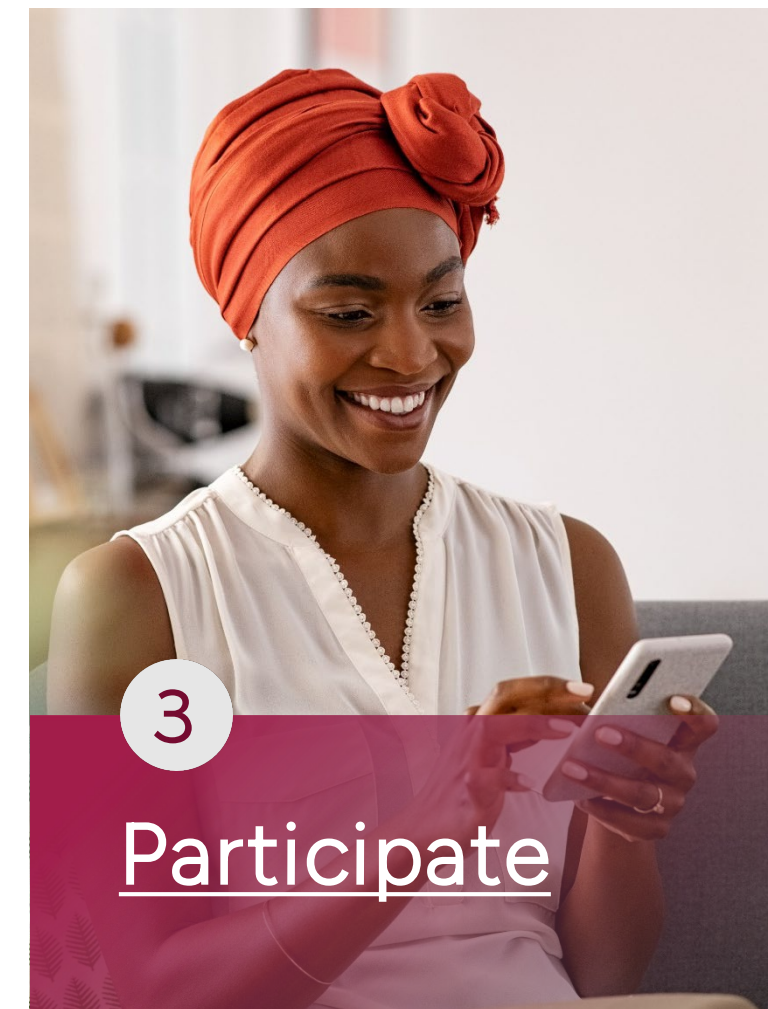SCAN ME

Steps to Take

1

Get Set Up

- Approved Nonprofit Central Profile
- Submit Interest Form

2

Get Signed Up

- Submit Signed Annual Agreement Form
- Fill out information on NPO Worksheet

3

Participate

- Register on the Honeycommb App
- Respond to Posts and Emails within 48 hours

Bonterra / Nonprofit Central (NPC)
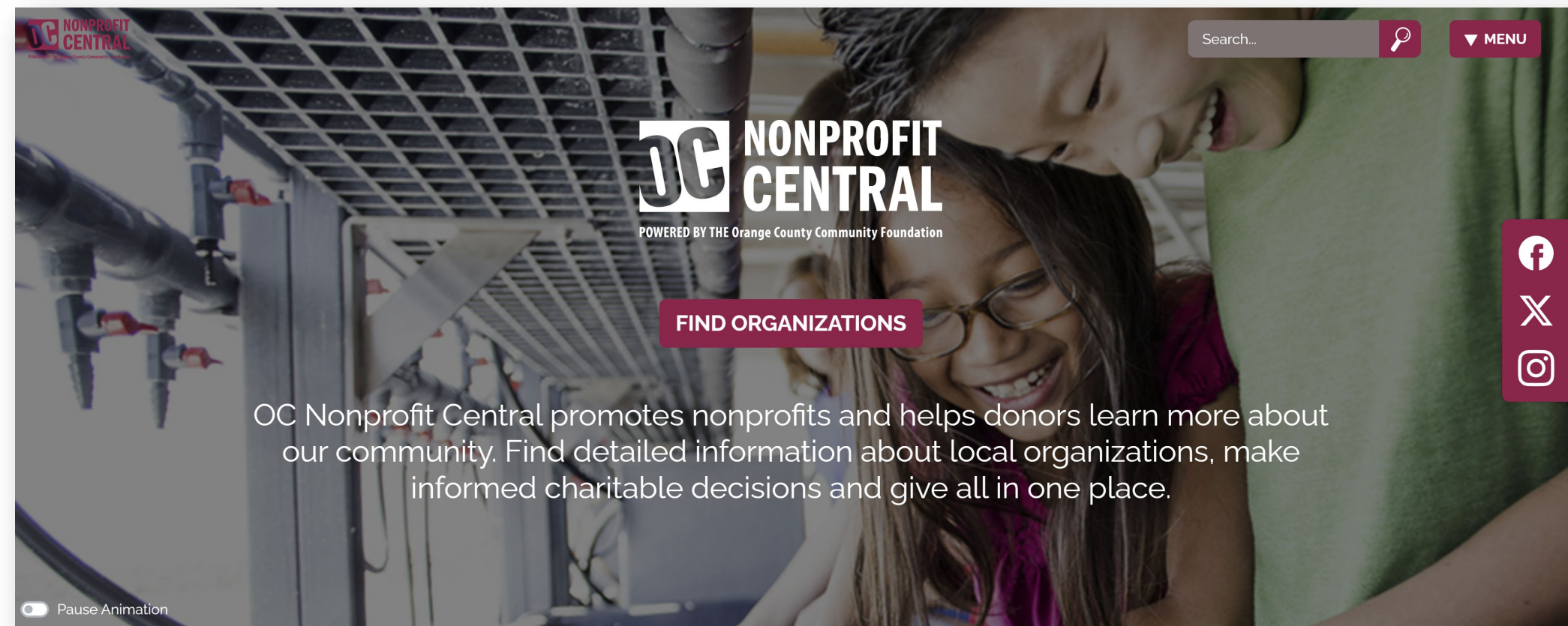
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Getting Started

OC Nonprofit Central:

- Allows organizations to create a unique fundraising campaign

- Highlight the campaign on your own NPC profile page

- Create custom text, donation levels, P2P fundraisers just like for Giving Day

- Unique link for marketing and social media

! Without an NPC profile, you will be unable to have a donate page to receive donations during the Giving Day.

FIND ORGANIZATIONS

OC Nonprofit Central promotes nonprofits and helps donors learn more about our community. Find detailed information about local organizations, make informed charitable decisions and give all in one place.

Our App

- The OCCF Community in Conversation app is a dynamic platform developed to **enhance community connections and foster meaningful conversations.**

- Why Join?
    - Centralized communications
    - Connect to your Giving Day Collaborative
    - Get direction from your Steering Committee
    - Share strategies and success
    - Ask for help
    - And more!

P2P / Matching Overview

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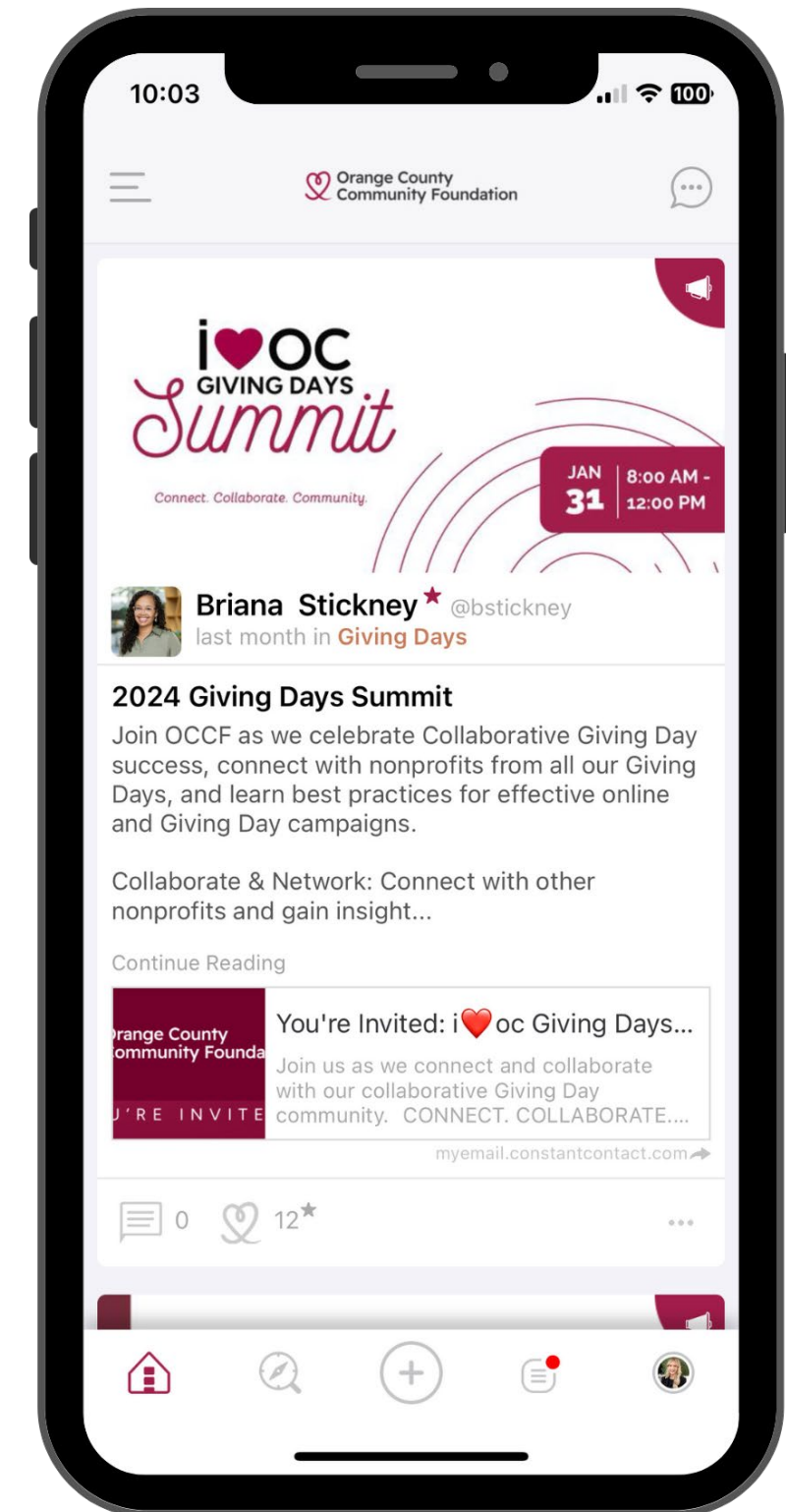
Steps for Online Campaign
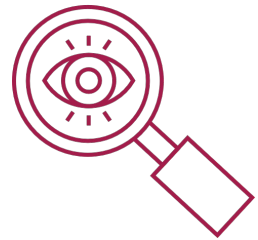
Set Goals

Examples:
- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement

Build Your Team

Your Team:
- Engage board, leadership, staff and volunteers
- Recruit and train Peer to Peer Fundraisers
- Secure a Match

Giving Days Support System:
- OCCF – Planning and Training Partner
- Bonterra (aka GiveGab) – Technology Partner
- Reveille – Marketing Partner
- Steering Committee Chair – Nonprofit Lead
- Steering Committee – Supporting Nonprofits
- Participating Nonprofits
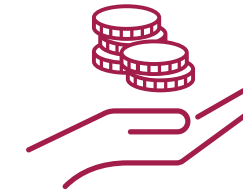
Get a Match!

Examples:
- 1:1 Match: Each time an eligible gift is made, a corresponding offline gift is added to your totals
- Challenge: When a threshold or goal is met, the whole pledged donation amount will be added to your totals

Importance of a Match

Matching Gifts: pledged donations from generous donors that enhance the Giving Day experience.

Types of matches:
- **1:1 Match:** Each time an eligible gift is made, a corresponding offline gift is added to your totals

- **Challenge:** When a threshold or goal is met, the whole pledged donation amount will be added to your totals

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7.5x   Organizations with matching funds **raise on average 7.5x more** than organizations without a match.

Importance of Peer to Peer (P2P) Fundraising

- P2P increases visibility and reach to audiences outside your core supporters
- People like to support causes their friends are passionate about
- New Donors = Stewardship Opportunities

3.6x Organizations that used P2P fundraising for their giving day **raised 3.6x more** on average!

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Panelists

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Thank You!