



Don't get spooked by Giving Days

Unmasking the power of gamification

Speakers



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Why have a Giving Day?

Engagement

Crowdfunding

Synergy



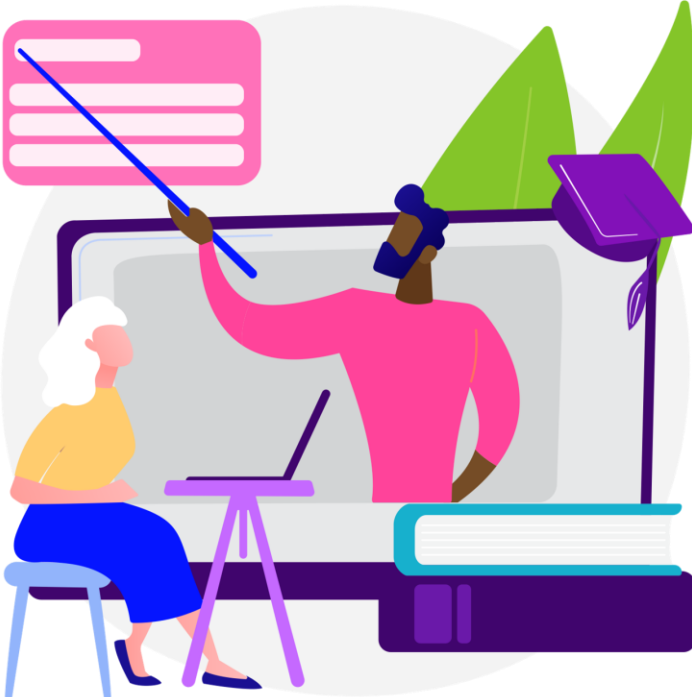


**Leverage your Giving Day
as the launch point for year-
round engagement**

Gamify your Giving Day
for campaign engagement

Adjust pages and content for
consistent messaging

How to grow engagement + donations through gamification



Popular gamification tools

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- Countdown clocks + donation trackers
 - Leaderboards
 - Thermometers
 - Heatmaps
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Making the most of your Giving Day with gamification

*Collaboration across teams
+ departments for
organization-wide success*






Personalize your Giving Day + beyond



- Create an online giving site that's on brand + on message
- Develop campaigns + challenges can extend throughout the year
- Easily personalize outreach in email, social + video messaging

Streamlined stewardship

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- Personalized thank yous
 - Big AND small gifts
 - Stewardship calendar
 - Automate the process
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Eye on growth

- ★ Year-to-year synergy
- ★ Metrics for ROI + to optimize your efforts



Q&A

