



2018

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UNITED WAY
OF THE NATIONAL CAPITAL AREA



About United Way



- At United Way of the National Capital Area, we fight for the health, education, and financial stability of every person in every community.
- Key initiatives include:
 - Communities in Schools: Low income students in targeted middle schools are assisted with educational, health and family services through partnerships with various nonprofits and governmental entities.
 - Financial Empowerment Centers: Provide comprehensive services to help individuals advance on the path towards financial stability.
 - Project Homeless Connect: Provides homeless individuals and families with a convenient way to secure medical care, employment services and other resources.

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What is Do More 24?



- Largest 24-hour online fundraiser in the National Capital Area
- From noon on May 17 to noon on May 18, 2018
- Allows anyone to be a philanthropist!
- Builds community



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Why Participate?



- Engages donors, volunteers & board members
- Combines power of storytelling and technology to promote your mission
- Celebrates donors & area nonprofits as our entire region comes together to GIVE!
- Low cost way to attract new donors
- Win prize money on top of online donations

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Who Can Participate in Do More 24?



- Any organization classified by the IRS as a 501(c)3
- Regional, national, and local nonprofit organizations with a presence in the Washington D.C. metropolitan area can participate

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What to Expect



Do More 24 **is**...

- An exciting and unifying community event
- An opportunity to engage your base and attract new donors
- A way to convert existing donors to online donation

Do More **is not**...

- A “magic bullet” fundraising fix
- Something that requires little to no strategy or marketing attention
- A social media strategy in and of itself

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2017 Stats



Amount Raised	\$1.67M
Number of Donations	10,628
Prizes/Awards	\$71,500
Average Donation	\$104.93
Largest Single Gift	\$20,000
Advanced Giving	\$165,666
Total Page Views	113,846

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Most Money Raised in 2017



1.	Little Lights Urban Ministries.....	\$125,041
2.	SOME (So Others Might Eat).....	\$96,998
3.	Jill's House.....	\$54,134
4.	Homeless Animals Rescue Team.....	\$53,251
5.	Stroke Comeback Center.....	\$46,372
6.	Christian Legal Aid of DC.....	\$41,988
7.	Homeward Trails Animal Rescue Inc.....	\$37,629
8.	Year Up – National Capital Region.....	\$28,201
9.	Latino Economic Development Corp – LEDC.....	\$23,830
10.	Free Minds Book Club & Writing Workshop.....	\$17,530

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What's New for Do More 24 in 2018?



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What is in Store for Do More 24 in 2018



- New platform by CiviCore
- From noon on May 17 to noon on May 18, 2018
- Prescheduled Giving opens May 1, 2018
- Peer to Peer Campaigns
- The Do More Hub at WUSA9
- Donors can search by: Name, Key Word, Zip Code, and Category
- Nonprofit Profile Page – data including:
 - mission statement, “More About Us,” website, testimonials and more
- Ability to upload links to video and photos to your profile page

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Prize Examples for 2018



- **Noteable Newcomer: \$1,000**
 - For a first time participant who receives the most donations over \$24
- **Night Owl: 3 winners @ \$1,000 each**
 - For receiving the most individual donations between 12am and 5am
- **Facebook “Selfies for Good” Prize: \$1,000**
 - For posting the most “selfies for good” between 2pm and 4pm
- **Strong Finish: \$5,000**
 - For receiving the most individual donations between 10am and 11:59am
- **Peer-to-Peer: \$5,000**
 - For raising the most dollars through Peer-to-Peer fundraising
- **Million Dollar Baby: \$2,500**
 - For receiving the donation that pushes the total over \$1 million dollars

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Returning Nonprofits



domore24.civicore.com

- Your user and organization information have been imported to the new platform!
- In the link above, look at the “Nonprofit Login” box at the top of the page and click on “Forgot Password?” at the bottom left hand corner of the box.
- Nonprofits which are not partners with United Way NCA need to send their profile page for approval before it will be posted.
- If you do not have access to the user account email, write to questions@domore24.org with “Registration: New Account” in the subject line.
- Profiles cannot be edited after May 15.

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New Nonprofits



domore24.civicore.com

- New nonprofits and those that did not participate in 2017
 - If not a United Way NCA Partner, click the “...submit an inquiry...” button at the bottom of the screen and fill out the form.
 - Your inquiry will be evaluated and you will receive an email regarding your approval or denial.
 - Once approved, log in to start building your profile.
 - If a United Way NCA Partner, you already have an account.
 - Write to questions@domore24.org to have your email address connected to your organization’s account.
- Profiles cannot be edited after May 15.

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Customizing your Profile



- Add your logo, mission statement, testimonials, photos, videos and set up a custom URL.
- Add any user you would like to have access to your account.
- Set gift amount specific to your fundraising goals.
- Indicate if you have matching funds and specify the amount.
- All required fields must be filled in order to be approved.
- You can always come back and make changes, both before and after your approval.

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What is the Donation Process?



- All donations must be given through www.domore24.org
- Prescheduled donations can be made starting May 1
- Leaderboard provides real time tracking of gifts by organization, number of gifts and dollars raised
- Website provides PCI Level 1 secure transactions
- A 9% fee will be deducted from each donation to cover processing costs and administrative expenses
- Minimum donation is \$10, there is no maximum
- Donors receive gift acknowledgements, including tax receipts, via email within minutes of gift
- Organizations have real time access to donor information and can acknowledge them during and after the event
- All awards and gifts will be sent to nonprofits by June 15

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Prescheduled Gifts



- Starting May 1, donors can make gifts prior to the start of 24-hour period on May 17
- Prescheduled giving is a great opportunity to get board support and donor buy-in
- Can be promoted as “Give two ways: Now & Later”

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Matching Funds



- Organizations are encouraged to raise their own matching funds
- Select a donor that typically makes significant donations and ask if you can leverage a gift for Do More 24
- Spread the word! If you have a matching gift, share that with your donors via emails, newsletters, and social media

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Matching Funds



- Matching funds will be shown on the nonprofit's profile page and will reduce dollar-for-dollar as gifts come in.
- Matching funds will also be shown on the Leaderboard but will not count towards prizes.

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Benefits of Participating in Do More 24



- **Capitalize on a moment in time:** one day – 24 hours and bring energy and momentum to a particular cause or organization
- **Reach younger donors:** They are more likely to give during a Giving Day to be part of a larger movement and bigger gift
- **Level the playing field:** No matter an organization's size or budget, an online Giving Day gives organizations of all shapes and sizes the ability to compete
- **Acquire new donors:** Each nonprofit will know who gave to them, so they can continue to build a relationship

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So Now What?



- **Decide:** Is this a fit with my nonprofit?
- Get your board and leadership to commit.
- Final day to complete registration is May 15
- **Create your strategy:** What? When? How? Who?
- **Events:** [Click here](#) to notify United Way NCA of events on May 17 and 18 so we can coordinate and promote
- **Promote:** Promote your participation through all available channels: Facebook, Twitter, newsletter, email, mail, events, etc.

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Upcoming Trainings



- Learn proven strategies to make Do More 24 your organization's biggest fundraiser of the year at the following training sessions:
 - [March 27 from 9:30am to 12:00pm](#) at United Way NCA's office in Washington, DC
 - [March 28 from 9:00am to 11:00am](#) at Tysons-Pimmit Regional Library in Falls Church, VA
 - [March 29 from 9:30am to 12:00pm](#) at United Way NCA's office in Washington, DC

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Webinars and Resources



- [Click here](#) for access to
 - Webinars
 1. An Overview of Do More 24
 2. Goals and Strategy
 3. Segments, Outreach and Stewardship
 - Nonprofit Toolkit
 - Email templates
 - Logos
 - Social media calendars
 - Storytelling tips

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Important Dates



Registration begins.....March 19, 2018

Registration ends.....May 15, 2018

Profiles edited by.....May 15, 2018

Prescheduled giving begins.....May 1, 2018

24 hour giving period.....noon May 17 to noon May 18, 2018

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Questions?



Contact the Do More 24 Help Desk

202-488-2009

questions@domore24.org

Website

www.domore24.org

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