

Honestly, the Blackbaud match was the drive for the majority of our BTC Campaign funding. Personally speaking, I made it my focus to incentivize our members to give during the match. On average, we received ~10 new gifts during the ICON match, and ~ 5-6 new gifts during the Martha Shumaker match at LEAD.

My BTC Campaign strategy for the year was the following:

- Create a communications calendar to be shared with our Communications Chair and team to ensure inclusion of BTC Campaign early in the year
- Launch the BTC Campaign in early February/ March of each year, starting by thanking our previous year's donors in a stand-alone newsletter signed by me and the Chapter's president to add credibility and support to my message. In the subsequent Chapter's newsletter, I'd add a Save the Date to direct members to AFP ICON due to the match. Here in the Sacramento region, we typically have a major regional giving day, known as the Big Day of Giving through a local community foundation. This campaign often times fell on same week/ three days as ICON. This coincidence usually added another layer of complexity to ensure donors would be willing to include the Foundation in their giving - timing is everything
- One way of launching the initial BTC Campaign or BB match was to create a video -- to mix things up -- to launch on social media platforms and on the Chapter's LI account. As board members, we usually circulated on our own accounts too to ensure the algorithm continues
- The newsletter/ email launch is followed by contacting all of our members, lapsed donors and former year's donors to support the cause. At times, forwarding the email I had originally sent out to the masses, in an e-blast form, was forwarded again to interested/ willing donors. Others wanted to be texted the text to give option. Due to this method of giving being the fastest of the two options, many opted to give quickly by texting to give. However, this required an additional step for me to contact the foundation for our Chapter designation
- Once I confirmed the donor has made their gift, I sent out an immediate Thank You note, signed by me and the Chapter's President. I also follow up by email/ text depending on the method of communications
- This plan was repeated during the LEAD match, even when I was present in Philly at the conference. After all, commitment is something I take seriously
- Afterwards, I usually included another Thank You message in the BTC segment of the Chapter's newsletter, thanking everyone for their support and reiterating the initiatives of the campaign by including the Donate button

Roula England, Past Chapter Foundation Development Chair for the AFP CA, Capital Chapter

- We also host monthly mixers through our Chapter. During that time, I give a brief pitch about the campaign giving the members the heads-up I will be the one contacting them later in the year. That way, they can put a face to the name