



HINTS, TIPS, TRICKS AND SUGGESTIONS TO ROC THE DAY

If we're going to ROC the Day right, we have to get the word out to the whole community with creative and effective messaging. We hope that every participating Not-for-Profit organization will contribute to the campaign by sharing the news of ROC the Day with their donors, volunteers and other supporters. Consistency is important to make sure we will ROC the Day to the max—we want people to know that your promotion is tied to this very special community event. To do so, here are some helpful tips:

Templates

Whenever applicable please use ROC the Day templates to promote your organization. These include letterhead, a poster, postcard and email blast template.

Social Media

Tweet it up. Post the heck out of it. We definitely encourage you to use your own social media networks to promote ROC the Day. Remember to always use the hashtag #ROCtheDay so we can build a groundswell of online support and show just how important this day is to our community.

Your ROC the Day Registration Page and URL

Before you register for ROC the Day, we recommend collecting all of the information needed and finalizing how you'll be "presenting" your organization (e.g., how you'll write about your work, who you help in the greater Rochester community, etc.). By having that information finalized your final registration process will go smoother and your presence on ROCtheDay.org will be more powerful and persuasive to donors. After you register you'll receive a personalized URL address on the ROCtheDay.org site that is specific to your organization. You can use this special address on your promotion materials.

Messages to Share with Boards, Committees and Volunteers

Please feel free to use the copy below, along with any specifics about how your agency is promoting itself for ROC the Day, to involve your Board or other volunteers in this exciting event.


On [DATE], our community will come together to ROC the Day, and [AGENCY] hopes to make it a huge success. ROC the Day is a 24-hour giving opportunity to support all eligible Not-for-Profits in the nine-county Greater Rochester area. Community members are encouraged to visit ROCtheDay.org, a secure online giving platform, to contribute to any participating Not-for-Profit organization. All money given during ROC the Day stays local. Donors have the ability make an impact by giving to one or multiple organizations to support their personal philanthropic passions. Donors and Not-for-Profits can share their investment with friends, family, co-workers and social networks to increase awareness for this community-wide effort.

Last year we raised [AMOUNT]. We're hoping to inspire even more ROCstar donors to give to [AGENCY] this year. As our Board member, we wanted to alert you to this activity and invite you to join us in supporting this 24 hours of unprecedented Not-for-Profit giving.

How others have ROCed it

In the past few years, Not-for-Profits have had great success with:



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- Promoting via email
 - Making videos or sharing photos of how gifts will make a difference
 - Encouraging ROCstars to make a gift in honor or in memory of someone special
 - Asking to be chosen as the hourly bonus recipient (every other hour one lucky Not-for-Profit will get a \$500 bonus, randomly drawn from ROCstars' selections of bonus recipients)
 - Sharing ROC the Day info, dates and organization info on Facebook, Instagram and Twitter
 - Hosting special giving events during ROC the Day—bring iPads and mobile devices to let ROCstars give right from the event
 - Participating in the current year's ROC the Day social media contest. ROCtheDay.org to see rules.

United Way's role in ROC the Day—and yours

ROC the Day is powered by United Way of Greater Rochester, but the success of this one-day giving event depends on our collective enthusiasm and shared goals for community-wide participation. We're asking local Not-for-Profit organizations, volunteers, businesses, community partners and residents to come together to ROC the Day to make a real difference.

By powering ROC the Day, United Way pledges to:

- Fund, create, maintain and oversee the online giving platform
- Create a common brand and messaging for ROC the Day
- Provide all participating Not-for-Profits with easy-to-use promotional tools
- Seek sponsors from community partners
- Conduct a community-wide advertising/promotional campaign
- Manage payment efficiently from donors to participating Not-for-Profits and provide donor contact information
- Promote ROC the Day to local residents, community partners, businesses and volunteers

To ensure success for all participating Not-for-Profits, we're asking that you:

- Register at ROCtheDay.org
- Use all donations received to benefit the nine-county Greater Rochester area
- Follow the proposed branding guidelines to ensure consistency
- Use provided ROC the Day materials to promote this one-day giving event
- Remind everyone to ROC the Day via traditional outreach (direct mail, telephone solicitation, etc.), email, web, Facebook, Instagram, Twitter and word of mouth
- Work with key supporters to set up matching funds to incentivize your donors to ROC the Day

Community members' role

On behalf of all participating Not-for-Profits, please give early and share often! The more vocal you are about ROCing the Day, the more others will want to join to improve our local community.



Tips for Success

To ensure the success of ROC the Day and prepare the nine-county Greater Rochester region for additional ROC the Day triumphs in the coming years, see below for some helpful tips for preparing for ROC the Day and improving general donor relations.

Keep ROC the Day top of mind.

Mark all calendars and continue to discuss with staff, board members, volunteers, key constituents and social media audiences. Include information in newsletters, email signatures, meeting agendas and event programs.

Be accountable.

Use the donations you receive for what you say you're going to use them for. Maintain donors' trust by clearly communicating how their money is being used and the importance of your cause.

Know your donor (and listen to them).

Does Mary Smith not want to receive hardcopy mail? Why did Mr. Jones decide to start giving to your organization? To improve donor retention, start asking important questions about your donors' interests and preferences to guide your interactions with them. Respect their wishes about solicitations, communications and recognitions.

Make it personal.

Whenever possible, personalize your donor communications. One easy way is to use their first names in the salutation. Referencing gift amounts, timing of the gift, and how they helped your organization are more good options for personalization. Handwritten notes also convey a sense of personal recognition.

Say "thank you".

Thanking donors in a timely and appropriate way can secure their loyalty for years to come. Whether it's a phone call, card, letter or email—thank your donors as soon as possible after their gift. Take advantage of the fact that this thank you is another opportunity to increase their awareness about your organization and what it does; include campaign messaging and organizational goals or triumphs attached to their recognition. Personalize or customize the thank you for an added impact.

Be consistent.


If you want donors to consistently give to your organization, be consistent with them. It's important to have consistency in messaging, events, timing and other promotions so that the donor knows what to expect and they feel that they're being "kept in the loop".

Show donors how they have made a difference.

No matter the size of the gift or the reason for giving, people want to know their donation is making a difference. One way to show how donors have made a difference is to share a success story within the thank you message. Follow-up with regular communications about how the gift is being used throughout the year. Frequency of these messages can play a big role, too. Reiterating how they've made a difference, through a variety of mediums (newsletters, emails, postcards, events), will let them know how important their gift is.

Build circles of support.

Word of mouth can be a powerful marketing tool and an influential strategy for Not-for-Profits. Encourage your board, volunteers and staff to talk to others about your organizational achievements in their everyday lives—and make it easy for them. Continually offer "high points" during meetings and interactions that are easy to



reiterate to others, whether it's face-to-face, via email or on social media networks. This strategy can help to attract new donors, and it creates a positive image of your organization in the community.

Get better every time.

Meet with key players after major initiatives or events, like ROC the Day, to recap the strengths and weaknesses of the project and ways to make it better next time. Every donor interaction should be documented/tracked, evaluated for effectiveness and updated if necessary to improve the donors' experience next time.

Ways to Give

To become a ROCstar donor, visit www.ROCtheDay.org.

ROCstars can give using any major credit card. They can also pay using a PayPal account. Or they can give via telephone by calling 1-800-242-0238. ROCstars will still need to provide a credit or debit card number.

ROCstars can use a desktop computer, laptop, most mobile or smartphone devices and tablets (e.g., iPad). Please note that if you are using Internet Explorer 7 or an older version, the browser will need to be updated to donate.

Expect a thank you email from info@roctheday.org. This email will also include a tax receipt. ROCstars will get an additional email from PayPal confirming that the payment has been processed.

Call the ROC the Day helpline at (585) 242-6450 with any questions.

Thanking our ROCstars

Each ROC the Day donor will receive a thank you email shortly after their donation is received.

All participating Not-for-Profit organizations will get a list with ROC the Day donor information (your own personal ROCstars), including gift amount, email address and home address if provided. We encourage Not-for-Profits to reach out to donors after ROC the Day to again recognize them for their contributions.

We also encourage each Not-for-Profit to post general thank you messages to Facebook and Twitter throughout ROC the Day and in the days afterward to show our collective gratitude for those who have pledged to improve this community.