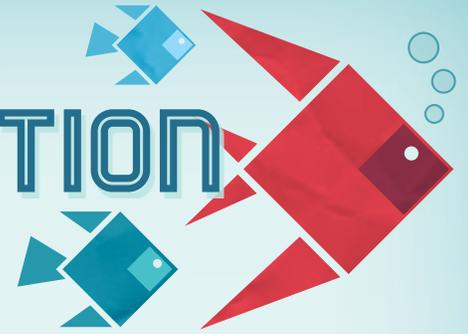


DRIVING PARTICIPATION

with Beth Brodovsky



SESSION 064

HOW COLLABORATING PUT THE MEDIA SPOTLIGHT ON ILLINOIS NONPROFITS WITH MARLEE HONCOOP

Beth: Hello, this is Beth Brodovsky, and welcome to Driving Participation. Today I have Marlee Honcoop with me. Marlee is the member services coordinator at Donors Forum. Thanks so much for joining me today, Marlee.

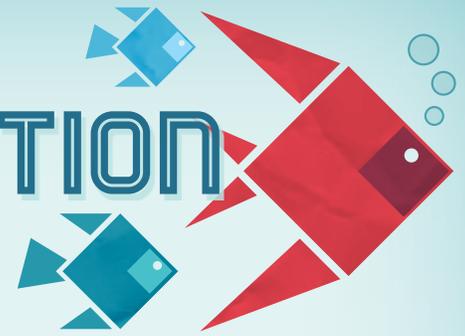
Marlee: Hi, Beth. I'm so glad to be able to join you today. I'm looking forward to it especially as we come to the holiday weekend here.

Beth: I know. Marlee and I met a few weeks ago when the 92Y kicked off the GivingTuesday season six months in advance, and Marlee did this fabulous presentation on something that I've never heard of before and so I thought it was a great opportunity to bring her on board and talk a little bit about some new things that people are doing with GivingTuesday, but to start us off Marlee, tell us a little bit about the work that you do and how you wandered into this world of nonprofits.

Marlee: Sure, well I can kind of start off here on how I kind of wandered into this world of work here in the social sector. I knew when I was younger that I always kind of wanted to do something to help people, but I wasn't quite sure what that looked like or what that meant. I had a lot of different interests and different volunteer activities. I just kind of went to community college and kind of waited to figure it out because I didn't want to spend a whole ton of money wasting my money on something that, on a degree that I wasn't going to use. Then I heard of a degree in nonprofit management and I thought "That's it. That's what I can do because then I can use it anywhere," and so I went to Northpark University and got a degree in nonprofit management, and I had some really great teachers that actually helped me get connected with the job that I'm in now. I'd always viewed myself as being in more direct services and so I am more at the 3000 level working at the larger pieces of the social sector and kind of moving those in the direction that they need to go. So that's where I feel I've kind of wandered into this market that's not what I thought.

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Beth: I find that so interesting because many people that have been in the field for a long, long time, you are significantly younger than me. There wasn't degrees like that. Something that you saw said "Hey, I can go and get a degree focused specifically on that," didn't exist for many people. What a great opportunity that you saw something and knew that it would help you connect to work that really find meaningful.

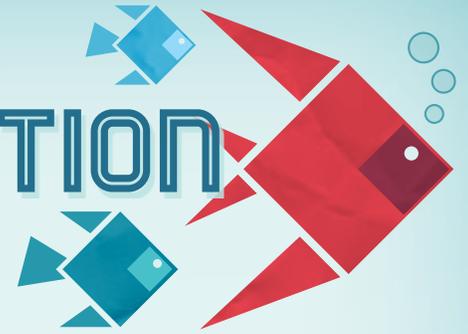
Marlee: Yeah, and I feel like it's definitely a field and a degree that's grown more even since I've graduated because like I said it took me about two years to find it so I finally was like "That's exactly what is for me." It's great that it's growing and it's something that's grown and something that's becoming honed and more professionalized.

Beth: So you have one of those really interesting roles that I see where you are a membership organization that works with nonprofits so you're kind of a nonprofit that knows about nonprofits, which gives you a really distinctive view on the field because you get to see what other people's needs are and what's going on, but you also need to function and keep your members engaged and attract people to participate in the things that you do as well. I would love to know in what you see with the organizations that you work with and what you're seeing in your organization about getting people involved. What are you seeing to be really important to people as far as building engagement in participation?

Marlee: I think it's really interesting working at Donors Forum because we're the only membership organization that has grantmakers, nonprofits and their advisors so when we're looking at participation, we need to have everyone at the table represented and it's a messy place to be, but it's good and it's worth it and so that takes a lot of invitation, finding the right people for different issues. We have our strategic initiative and those are really great ways that we actually do need participation for everything so those are everything from we're trying to make steps in full cost funding that they need to do their full impact for work and also having funders be able to talk about "OK, what does that look like?" and advisers being able to instruct them. So we have all kinds of issues like streamlining government contracts or streamlining volunteer background checks or even demonstrating the social return on investment in the sector. For all of those we go and we seek out government and we seek out people from our funding organizations, we seek out our advisors and our nonprofits that need a voice at the table and so you know it's a hard walk to balance, especially because of cultural

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differences between all those groups, but we find that our outcomes are much more high impact. It takes a little bit more work and energy, but like I said, I think it's definitely worth it and we're exactly where we need to be.

Beth: That was one of the things I wanted to ask you. What are some of the biggest things that makes it messy and difficult in having all of those people together in an organization?

Marlee: I'm trying, but historically you know there's this kind of mentality between the people that give money versus the people that receive money and so how we make that on an equal plain rather than it just being a handout and that mentality that we're handing you this money whereas we're like we're investing this money in you and we have advisors who normally historically have worked in the sector for a long time so with their perspective you know, they come with a lot of knowledge, but at the same time you know in younger people, such as myself, come into the working world with new knowledge. How do you balance that dynamic?

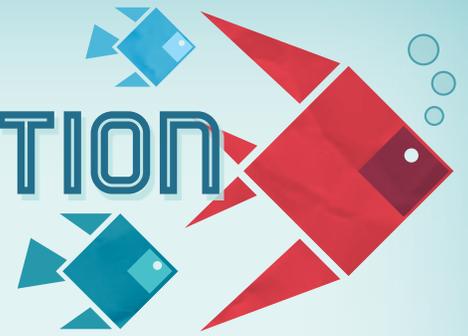
Beth: How do you define, who is an advisor? Are you talking financial advisors or all types of consultants to the sector?

Marlee: All kinds of consultants to the sector so they're helping philanthropists invest their money so that we can invest more in the sector, whether that's marketing consultants for a nonprofit, whether a financial. There's all of those. Accounting advisors, they're all included especially if they're working with any group in the social sector.

Beth: Right, and I can see where, I'm a marketing consultant to the sector and I know that that kind of thing sometimes makes organizations really nervous to have people that need the services of your organization and then people who are businesses for profit businesses that want to have those people as clients and then you've got that third arm of the foundations that fund those nonprofits, so there's probably lots of nervousness around. You know, the circling sharks. The consultants want something from the nonprofits. The nonprofits want something from the foundations and it could get really dicey, but on the flip side you know a lot of times I'll be talking to a nonprofit, in fact I was literally just on the phone yesterday with somebody that wanted to do a project and the project that he really needed to do was bigger than what he was thinking about, but he was talking about wanting copyrighting and when

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I talked to him, he said “Well, really what we need is a core message,” and I can’t develop a core message for somebody without having the background work done, the research, the thinking. You can’t just walk into an organization with a copywriter and say “We’re going to tell you exactly what’s the heart of your organization,” without really doing a research project, but that’s not something that someone that was thinking “I’m going to get some copywriting,” is thinking about from a funding perspective. So I was able to talk to him about how you can get funding to do marketing communication initiatives and I thought about that you and I were going to be speaking today and thinking “How cool would it be if me and the nonprofit and the funders could all be talking about this together about how to get this organization what’s best for them to meet their needs?” and it’s great that you have the opportunity to do those things because you’re all together.

Marlee: Yeah, and like I said I think that the other cool thing too is that you know we have like an advisor group that meets so they’re able to do things like create programs and like professional experiences for themselves and be able to teach nonprofits, so one of the very first programs that we ran last year was “How do you know if you need a consultant and how do you manage it” and it was a two part series. So just even being able to educate each other in a space on how to interact, how do you know when you need it. I think that those are also really helpful opportunities that we’re able to come up with here and like I said, it’s really hard. We have a no solicitation policy so no one can solicit each other when they’re soliciting donors for an event and so far that seems helpful so that was creating a space.

Beth: Absolutely, and it’s such a great idea and I’m sure, I find that there’s not a lot of great educational opportunities for consultants either. The fact that you have them as members and not shall we say as second class citizens like “Well, we want your money, but we don’t want you to bother anybody,” is a great service that you’re doing to the whole sector.

Marlee: Yeah, well, thank you. Thank you for that.

Beth: So you’ve got this unique structure. You’ve got access to these foundations and grantmakers and you’ve got these nonprofits and you have been able to do some real interesting things with that and one of the things that you were telling me about that we learned about at the GivingTuesday event was this really unique project you did around

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GivingTuesday that was different than I've heard anybody else do. So why don't you talk a little bit about what you guys decided to do and why?

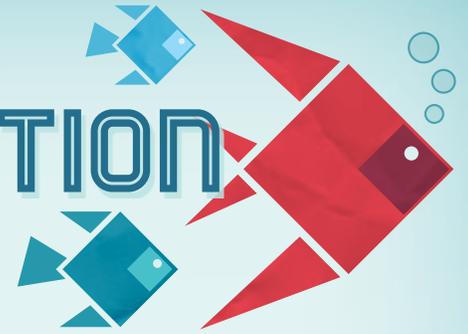
Marlee: Sure. So we decided to run a statewide GivingTuesday campaign called "IL Give Big" and that started, it was definitely a three month start period where we did a lot of work and it kind of started because I heard of Giving Tuesday and I was thinking about it back in August and like this would be perfect for Donors Forum because we wouldn't be getting anything out of it. We don't raise from individual donors, but we know we'd be able to bring folks together around it and then one of our really engaged foundations had given out grants the previous year for GivingTuesday and he said the same thing that Eric had said, our CEO, and he had said "you know, I really think that Donors Forum could do something around this," and so after that we had a meeting between all three of us, which was the Coleman Foundation, Donors Forum and then I was also present and so we all kind of were there and we talked about it and we said "Who do we need to get in the room to talk about this?" We invited all of the key influential folks that we knew to this meeting and a large portion of them came and it's amazing how much a bunch of smart people in a room, how long a meeting can go! It was a lot of like really good content and they helped kind of get it started and from there, you know we said we're going to do this and they said "Yes, we think Donors Forum is the right person to do this. Yes, we think we should give it a go. It's going to be chaos. You guys only have three months to get it done, but we would love if you did it," so from there we started inviting those core group of people I think it was every other week to do a call, a planning call. So everyone on that team, on that core team represented everyone from the sector except I think for government is the only thing that didn't have presence. We had private business.

Beth: You didn't want the meeting to be really long!

Marlee: Right, exactly. Exactly. So we did have social businesses so Groupon was really involved. We also had you know people from the nonprofit sector so we had like Girl Scouts represented and we had funders, like I said the Coleman Foundation. The Retirement Research Fund and so we were just kind of finding our feet. We hit the ground running and we were trying to hit our stride and figure out how we were going to make it to the finish line and so we had talked briefly with Ginny McDonald who was running the Baltimore Give

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More Campaign and we were kind of sharing campaign strategies and tactics and one of the things that she said that she had done was create working groups and so my colleague Ellie and I were like “Yes, that sounds like that makes sense.” We had some goals around like engagement so I know we’ve been talking a lot about participation engagement so we kind of identified the groups, the different groups that we needed engaged in different actions that we needed to have happen. The plan then was media and we had a media working team. We also had you know a funder, we really wanted funders in the state engaged so we created a working group around that. We had another working group around getting individual donors excited. We had another working group which I kind of led was getting our nonprofits to sign up and participate and use the logo for IL Give Big and so we had like kind of that. We also had a government working group just so we could try to get like IL Give Big proclaimed as an actual day in our state so we had another group working on that. We had several working groups and from there we found that our work was much more efficient because then we were just able to delegate to each of the groups, hey here’s your goal. We’re going to check in with your guys. You can meet up by regular calls and then kind of give an update of where you’re at, what you need other teams to do and so it was just a really great feeling of team work and what I saw there was just beautiful collaboration and participation so everyone was at the table and everyone was working towards this big beautiful goal and no one, it kind of brought down all those defenses that we mentioned earlier in the call because everyone knew that they were working for something that wasn’t necessarily benefiting anybody else. It was benefiting the entire community.

Beth: That’s really interesting. I mean because a lot of times one of the concerns about GivingTuesday or about anything when it comes to collaboration is I only have so much time to do this effort or to work. I want to do it so that it benefits my organization or sometimes there can be some concern that all this effort is getting put into something and then my donors are going to go and give money to someone else. What did you do to get this group into that mode of we’re all in this together?

Marlee: I think that we kind of led by example. I think that our hearts were like this is what Illinois needs. We’re in a really bad spot. We never really came out of recession. We needed something to be able to celebrate. We needed generosity and our organizations are facing a lot in the state budget crisis that we have right now and so we just knew it was something that

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our individual donors needed to be invited to celebrate generosity together and we were like this is something that can be healing and helpful to our state because it needs a lot of it. So I think just by that feeling of coming with it doesn't matter. I'm going to put in all this work. It doesn't matter what happens. If we benefit or not. We need everyone involved and this needs to happen. I think kind of setting aside putting the community needs in front of our own, actually kind of brought us to have this great experience in where we're at now.

Beth: That's amazing and I know it's not easy for anyone to do because in your state, I'm sure you have a wide range of nonprofits from very large to very small, like everybody else. You said you had the Girl Scouts, which you know, people have heard of them. Did you also have smaller organizations that had less resources involved?

Marlee: We did. We had, oh my gosh! I'm trying to decipher who is in the working group from last year. There were so many people that came in and out and they were also pulled in by those working groups so it was kind of hard to keep track of everyone, but I know that we did have community organizations represented and then also, I mean we had at the end of the day, we had over 644 organizations that signed up to participate and so those were huge social organizations. All the way from funders to nonprofit to social businesses had signed up and said "We're part of IL Give Big." That was really cool and what I found was that the smaller organizations seemed to do better than our bigger organizations, just the amount of money that they raised. I think it's because they are able to move, they're more agile.

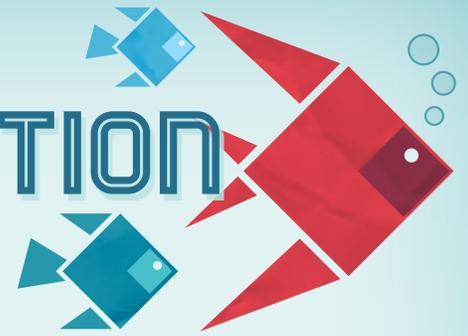
Beth: I've heard that from a lot of organizations.

Marlee: So they were like "OK, we're going to do this campaign" and so I think what a lot of them got out of it was figuring out how to do mobile campaigns, like one would email out and someone was like "Hey, we just figured out how to make our campaign mobile friendly and so now we're able to communicate with our donors even better." It was just little things like that that we weren't expecting to come out of it, but it was a really big benefit.

Beth: So can you tell me a little about what was in the IL Give Big campaign? What was your overall message and what resources did you put out there for nonprofits to access so they could utilize and take part in the campaign?

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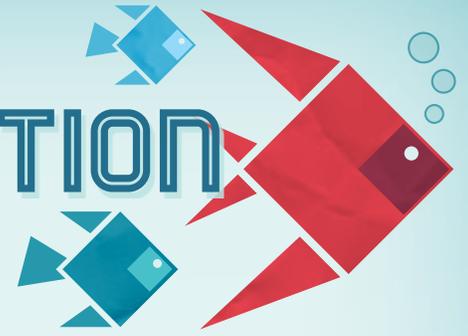
Marlee: Wow, we did a lot! So the main message was IL Give Big, giving to Illinois, we're all in this together, let's celebrate generosity. This is our day to give. This is the day to give is how we kind of looked at it and Illinois has never had a day like that and so there's no other messages out there that say that. There's GivingTuesday, but only out of town people have heard of GivingTuesday.

Beth: Did you do this on GivingTuesday?

Marlee: Yes, we did, we did. We wanted to line ourselves up with the national campaign. So that's kind of the messaging that we put around it for our nonprofit to send out and so every participant that signed up on our website said "Yeah, we want to participate in IL Give Big," they were then put on a mailing list and so we'd send out an email once a week that had a list of three key resources, an update on where the campaign was like how many organizations had signed up and then we made an action step each week for the organizations to follow. We had created an editorial calendar that said "This week we're going to have our orgs do this," and "The next week we're going to have our organizations say this," and so they didn't know it, but we were kind of training them how to do social media and how to really gain support and followers. So for the first half of the campaign it was just letting people know about their impact and letting them get to know about what they're doing in the community. So it was building support so all October when organizations that signed up they were kind of learning with not knowing how to build support. Then closer to November we had them let people know what IL Give Big was and so each week it was an action of send out a video and talk about your upcoming campaign. Let them know about GivingTuesday or have your CEO send something out or interview a donor. It could be anything like that or put a picture on Twitter and then the last week we had people go "OK, now you need to let people know that you're going to be raising money and your goals for the following week." That was one of the biggest resources I think people used was that email and so in that email, like I said, we had three different resources so we were pounding out material. We were pushing out material and creating it in like the same week. So those could be things like sample press releases so if you wanted to reach out to their news and then we had like a giving guide that we had made in tandem with Campbell and Company, which is a local, one of our local advisors that's really involved at Donors Forum. They had created a GivingTuesday guide and we were telling them

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that we were doing IL Give Big and they were like “We would love to like co-brand this with you and make like an IL Give Big giving guide,” and they were fired up about it and so within a week or so, like a week, week and a half, our awesome director of communication worked with them and we had a co-branded giving guide within like a week.

Beth: That’s fabulous!

Marlee: Yes, it was really cool and just their excitement. I felt so sheepish coming to them and being like “We say you had a giving guide and you’re local,” and as soon as we told them about it, they were so excited to get involved and that was just, that to me was amazing.

Beth: Absolutely, because we feel the same way. We’re getting ready to do something like this in Philadelphia with the Philadelphia Cultural Alliance to support the arts in Philadelphia and it’s the same thing. When you’re an advisor to a sector, especially this type of a sector, it’s hard to not want to do something to kind of give back.

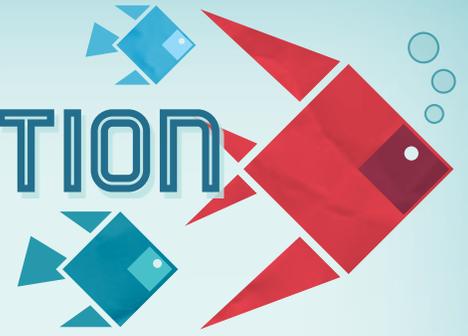
Marlee: Yeah, and so that was one of the best things. We’re working with them again this year, and I think we’re going to have an even greater partnership with them.

Beth: What kind of things did they suggest, did they have in their guide?

Marlee: So they had a little bit, one of the first things that they say in their giving guide is “Pick out goals. Pick out goals around how much money you want to raise if that’s what you want to do,” or “How many followers do you want to get?” Just picking out your goals because as we know, metric is one of the most important things and we’ve seen that the best campaigns have clear goals. Definitely around creating clear goals and then it’s around who is going to do the work. You’ve got to figure out who is going to do the work, what’s your main message and so on and so forth and it gives a little education around unselfies. For those who don’t know what unselfies are, you know they’re a picture of you giving or volunteering and you put it on Instagram or Twitter or Facebook or SnapChat and so they have a little education around that, how to use your Facebook, how to make your communications a little more mobile friendly. So their giving guide was called The Short and Sweet Guide, but it had the nuts and bolts so you didn’t feel overwhelmed.

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Beth: How are the things that you did different than the resources that are available on GivingTuesday itself?

Marlee: You know, they're not completely or totally different. That's one of the great things is that the GivingTuesday main campaign is very supportive of the local and statewide campaign and so you know if we needed something, for example, our press release, we said "Hey, can we use your press release and just edit it to be for Illinois," and they were like "Absolutely." Some of them really aren't that different. They have the IL Give Big brand on it and so it's just branded about Illinois rather than it being about national necessarily. It still mentions GivingTuesday and how IL Give Big is the GivingTuesday for Illinois.

Beth: I think that's really, really important. It's so easy to think "We've got to go out and reinvent the wheel. We've got to do something totally different," but you know even you guys with all of these people involved, it was still a Herculean effort so to do something that's not "We're going to go do our thing," but you took what GivingTuesday does and regionalized it and customized it so people could be like I could just pick this up and use it as my own with minor modifications and still use the GivingTuesday resources. Nothing prevented anything else.

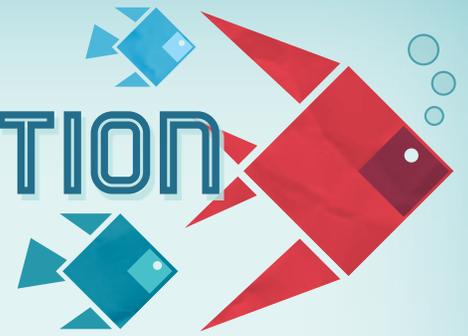
Marlee: Yeah, and we were able to create things like how do you give options, your individual donors and so here are a list of suggestions that individual donors could do so that they could get involved in IL Give Big and so we give that to the nonprofits so it can give it to its individual donors options and we had a lot. We had so many resources. We had webinars that we put on. We did an in person training along with like a panel and then we also showed the giving guide. So we had a lot of resources around that.

Beth: That's fabulous! Then you guys took this to a level that I have never heard of before and because you have accessed the foundations that are grantmakers, you put your own special twist on it. Can you talk a little bit about what you did with media?

Marlee: Yeah, so in our core team meetings, everyone like I said, there was great energy in the room and folks were kind of talking about how do we get this out or how do we publicize this? How do we get more attention around it? How do we draw people in? There have been

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some talk in the main talking group. “Wouldn’t it be great if we can get either something in the newspaper or we can get something on the radio or we can get interviewed by NBC or ABC about it,” and so our funder group kind of met on their own and they kind of talked about that. What if the funding group had been like “Hey, is there anything we can do around this? Is there anything we can do to kind of jump in and provide resources?” and so they kind of talked about it and they wanted to provide matches like last year to their grantees, but they just couldn’t get it going, but they knew that they wanted to give so their board was like “Can we do a matching grant?” and the boards were like “No.” They came back and they were like “But we do want to be involved in some way.” They were like “well, what if we were all able to pitch in to do a media buy? What if we were all to chip in money and get either something in the newspaper, get something on the radio, get a commercial?” They were all kind of coming together to talk about that and so they came back to us and they were like “Well, we all really want to help out, but is there any way you can create like a catalog or a menu of options of media buys that we can do,” and so my colleague Ellie and I kind of looked at each other and we were like “OK, well we’ve never done this, but we’re going to give it our best shot.” We contacted a couple of the major newspapers and said “How much would it be to put an ad in on the day that we were running IL Give Big day?” So we got that and then we also contacted RWBE, our local NPR because you know they’re just perfect for it. They really are.

Beth: Absolutely. Yes. If anybody understands giving, it’s ...

Marlee: It’s them so ...

Beth: Nonprofit radio station.

Marlee: So we actually called them and they were like “Well, we’re giving a Giving Tuesday campaign and we would love to make it an IL Give Big campaign and we’re doing it in tandem with Chipotle, but no one believes us that it’s a thing, so we would love if there’s a media buy-in,” so they helped us out in getting kind of that menu list for us all ready to go as well with their options and so and said “OK, what do you think?” and then they all took it back to their boards and said “OK, if we’re able to collectively raise this much, this is what we’ll be able to buy. If we’re able to throw this into the pot and so from there, a group of

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organizations like Coleman Foundation, Retirement Research Fund, Siragusa Foundation, they came back with, I can't think of a couple others, came back with a chunk of money and said "OK, we're donating \$1,000," "We're donating \$2,000," "We're donating towards the media buy," and so before we knew it, we were kind of just like floored over it and we said OK. We were actually able to buy one of our highest media buys that we had put in our little catalog that we created, which was NPR on Monday and Tuesday on a key morning spot and a key night spot.

Beth: Oh, wow! That's great!

Marlee: Yes, and so we quickly threw together language and the thing was that amazed me was we didn't have enough time on the media buy, like on our radio spots to acknowledge every single one of those sponsoring foundations, but they didn't care. They just wanted to be able to see what it was going to say. They didn't even ask for their name to be put on it.

Beth: I think it's so cool that everyone bought into this idea of experimentation and general support and even the foundations didn't need it to tie back directly to them, so the generosity of the whole community was really astounding and the other thing that I want listeners to get out of this is on any other day, as a marketing professional, I would never advise people to do a one day media buy because normally buying a full page ad in a newspaper can cost thousands of dollars. To do that once for a nonprofit is just such like you're throwing your money away, but when it's about a big message that's tied to something that literally is saying "do this today," the impact of that rises so much.

Marlee: Yeah and I think one of the other cool things to that the Coleman Foundation did because like I said, they did a matching grant, the first year their GivingTuesday 2012. No, they did 2013 and 2014 and so last year when they did it, not only did they give money towards us doing the radio buy, but they also bought their own ad in the Red Eye and highlighted, they put the logos of every single one of their grantees in there and also promoted IL Give Big.

Beth: So what's the Red Eye?

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Marlee: The Red Eye is one of our local really popular newspapers that's for 30 somethings. GivingTuesday and IL Give Big speaks to that constituency because it's such a mobile friendly campaign so that's why they decided to do the Red Eye and so you know the nonprofits didn't even ask for it. The funders just thought "We should shine a light on our awesome grantees and try to help them as much as we can," so they came along side them and just bought a media ad and promoted all of them together.

Beth: That's one of the cool things about coming up with this whole idea of IL Give Big campaign because it's not about any one group or another group, it gives people the freedom to get involved in the way they want and not worry about "Well, I only want to do something for my funders," or "If I do this, is it going to help these people, but not these people," because it's about the whole state, it must give people this freedom to feel like "I can jump in and all of my people are going to be helped and the whole sector is going to be helped," which somebody that is a foundation for the sector sometimes they can only impact the things that are directly in alignment with their mission and this lets them function at a higher level as well.

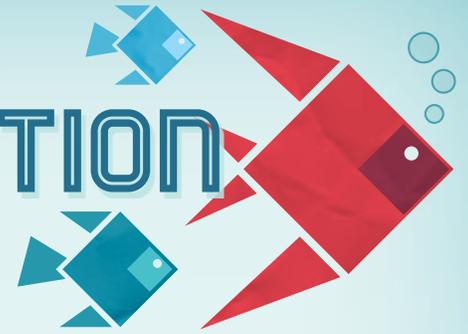
Marlee: Yeah, and I think that some of our foundations are nervous. It's like "OK, GivingTuesday will gain new donors," but I think as it becomes the day to give and it's a giving movement, it's not just a giving day, and like I said, I think it's the message of well you don't have to participate. You don't necessarily have to give money. You can just promote it. You can just let your grantees know and you can just let your friends and family know. There's any way that you can get involved. There's so many options and I think that is one of the beautiful things about it. OK, fine if you can't do a matching grant or that's fine if you can't give money, but you can give something and join in the celebration.

Beth: One of the things I think was really interesting is that I think a lot of times the normal approach, very much from a nonprofit would be to call up the radio stations and the newspapers and ask if they could donate the space, but you guys took the opposite approach and pooled your money together to purchase what you needed. Why did you go that way?

Marlee: You know, because we were like "OK, we could try to get noticed and we would

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try anything of strategies around that, but we just thought that if everyone here in the room is really all in, why not see if we could all come together to make it happen.” One of the cool things about the buy was that not only did it speak to individual donors, but all of the nonprofit professionals ended up calling us the next day and being like “Why didn’t you tell us that you were doing this before?” So it got like a whole group and we were like “We’ve been telling you.”

Beth: That’s really interesting.

Marlee: But it got that added benefit where we were even a bigger campaign so we were probably like 100 last minute sign ups just from the media buy.

Beth: That makes a lot of sense because you know, when you’re running around cobbling together a whole bunch of free resources, you a lot of times end up having to take what you can get and it’s not always ideal, but having the funding going to buying exactly what you want, it has the opportunity to go bigger and go targeted and put you where you want to be rather than saying “We want to do media, so we’re going to be here on this sports radio show at 2 o’clock in the morning because that’s the free spot that we could get,” and you count that as like check off the “We got media” box when that doesn’t really do anything for you. So you tried all this stuff. You put this statewide campaign together. You got a big one day media blitz. What were some of the results that people talked about?

Marlee: So on our one day, now we didn’t have as great of a reporting.

Beth: One step at a time.

Marlee: One step at a time, but we did hear back from like I said we had 644 organizations that participated, we heard back from 453. They collectively raised \$3.9 million.

Beth: On one day?!

Marlee: In one day and that was just from what we were able to gather from like what was it, information from 453 that actually got back to us with a number of dollars and from that, 324

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organizations actually filled out the entire form so we gave them and we found that there was a total of 12,642 new donors and of those 12,642, 5,084 were new donors.

Beth: That is amazing and I think that's a really important point to mention to people because so many people are like "Ugh, GivingTuesday." You're right, it's gimmick-y. If you listen to previous episodes with Justin Ware on episode 22 and Jamie McDonald I'm pretty sure we had on episode 13, both of them talked about giving days and creating these social online movements and how the number one best thing that comes out of them is one of the greatest ways to add new donors to your database.

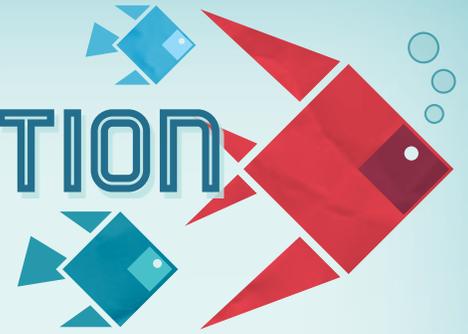
Marlee: Yeah, and then similarly, the other half of those were so that means only about 2,000 recurring donors.

Beth: Right. To do anything that 2/3 of it either got you somebody new or reactivated somebody that was a non-giver, somebody that is not giving is no different than somebody who has never given at some point after a couple of years. To get a second gift or reactivate an older gift from somebody that maybe you've stopped mailing to because you can't afford to keep sending your print mailing out to somebody who is not turning around and giving gifts, but you know, they may still be following you on Facebook. They may still be on your email list. To reactivate those people is not easy and it can have a huge impact. This year when everyone is doing these things again, if you're now starting with that base and you can grow from there, it's pretty impressive.

Marlee: Exactly and I think one of the greatest things is that when you take what was raised nationally, which was \$4.8 million, we were like 12% of that and for our first year. We were 12% of the national total, which I think is pretty good. I was like "Go Chicago." Super excited for them and then for us, we got huge social media. We trended for awhile on Twitter, which was really cool because we had so many voices to it. We got 600 new followers alone, just through that and then I think social media had 2.8 million time line deliveries. It was a huge reach all what was happening. We also had like a Twitter chat that we had that day in line with Chicago Idea week and so they have like an idea so we did something with them so it was just all across the board and so for our participation engagement, I know that we're all about

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participation on your show, we had a total number of persons that we're unaffiliated with our organization were 150, over 150. That's really good for wanting to you know extend our reach. That's huge. Just to be able to get people involved in with their state association.

Beth: That's going to stick around for you.

Marlee: Yeah and so hopefully those people will participate again in this upcoming year. We have like I said, lots of media hits. We had RWBE ad which had exposure to you know 550,000 listeners on December 2 at peak hours. It was huge and it's all because people came together and wanted to participate and they were allowed to bring what they could to the table and were listened to. They were invited to participate in a movement and it was something that wasn't about themselves. It was about the whole community. I think that's what really drove people to give their best.

Beth: This was a huge project and you did have a lot of people involved. If you were going to give some advice to somebody in another part of the country who thought this sounds amazing. I'd love to start something like this. What advice would you give them about the best place to get started if they want to do something more for GivingTuesday?

Marlee: Yeah, I would say jump in and try to start the conversation with your local state association because typically states have a membership organization for foundations. They have a membership organization for their nonprofits. They have a membership organization for their advisors and so I would say start by going to your state associations and getting those local stake holders involved because when you have a good team that you're working with, it makes everything so much easier.

Beth: Really to do something big, you can't really do it yourself and one of the biggest trends that I'm hearing throughout of all of these episodes and especially when we talk about GivingTuesday is collaboration, that people are becoming willing to get out of their own way and think beyond just what's good for themselves and bring a group of people together to all rise on the tide and the amazing goodness that's coming out of it has really been incredible. It's been great to listen to what people are trying and how that's working for them.

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Marlee: Yeah, and it actually does really benefit an organization because then people see that you're committed to the cause. You know people always say "I don't trust nonprofits because they're just trying to make money," or whatever, but when you just focus on the cause and just really focus on you're doing this for the good of the community, I think that people see that and they latch onto it and they say "OK, this is something that I do want to participate in. It's something that I really want to be a part of and I'll do anything to see it succeed."

Beth: Do you have any great resources, books or websites or places that people can go if they want to learn more about some of these things that we've talked about today?

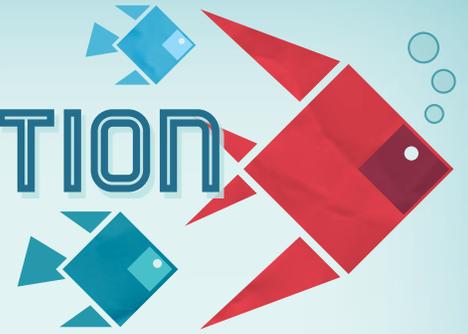
Marlee: Yeah, I have so many. One of them I think that is really helpful as far as planning your, if you do want to start a bigger city- or statewide campaign is looking at "Planning to Win." There's not that many resources with GivingTuesday yet on how a community organizer, how a community organizer would start and so I think "Planning to Win" is a campaign planning tool, but it doesn't have to be about something political. You can use it like we have to just kind of tighten up and formalize your plan so I think "Planning to Win" is really great. Malcolm Gladwell, any of his books are all about the tipping point. For example, it's all about how to start a social movement. That's a great one to be able to pull out. Another one, another book that I'm reading through right now is called "Forces for Good" and that kind of touches on the point that I was talking about earlier where it was like if you keep everything for yourself, you're not going to be as effective. You're not going to be a high impact organization if you're just completely focused on the goal of wanting to give away your resources and time and your gift for the cause, even if it's not directly benefiting you so it kind of touches on why that's important. A classic of course is "Good to Great," but I'm going to put a little caveat on that I would definitely check out the little red book as we call it. It's a little extra add on chapter that you can buy that focuses specifically on the social sector so it takes all the principles that you learned in "Good to Great" and makes it through the lens of a social organization.

Beth: I love it. Those are such great ideas and I always love asking that question because it always adds to my book list. I'm the only dork on the beach that's reading Malcolm Gladwell.

Marlee: That is important!

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Beth: Exactly. We'll all join together and be reading business books on the beach this summer. Marlee, how can people get in touch with you if they had any questions about what you've done?

Marlee: Yeah, you can definitely email me. I check my work email a lot and that would be at MHoncoop@DonorsForum.org and I'm also on Twitter @Marlee_Joy_B. You can find me there. Lastly I love Instagram. I do. I love Instagram. You can find me on Instagram, all lower case marleehoncoop and yeah, that's another way too. I love posting resources and cool things that I find there too and I love watching what other people are doing in the sector. I love to follow people that kind of post that stuff and I love to share that kind of thing too.

Beth: This has been fabulous! I learned some new things and I'm sure everybody that's listening is going to get some great ideas for what they can do next to really boost their giving for the end of the year and hopefully have an amazing kick off to the giving season, which is what GivingTuesday is really, really becoming. Thank you so much for sharing all of your knowledge and experience with the nonprofit community and with me.

Marlee: Great! It's been a pleasure and I'm really looking forward to hopefully hearing back from some of your listeners and chatting with them and chatting with you further, Beth.

Beth: Absolutely. We'll put all the connections to Marlee and these resources in the show notes so be sure to check them out. Thanks so much and I'll see you next time!

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