

**ALA
BAMA
GIVES
DAY**

FEBRUARY 2, 2012

**Slade Armstrong AJ Buckner Katelyn Corley Lauren Cuervo
Janet Kim Stacy Lowrey Meghan Rodriguez**

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TEAM MEMBERS

Janet Kim

Account Manager

Katelyn Corley

Design Leader

Stacy Lowrey

Research Analyst

Meghan Rodriguez

Chief Copy Editor

A.J. Buckner

Account Executive

Slade Armstrong

External Affairs

Lauren Cuervo

Creative Director

EXECUTIVE SUMMARY

Alabama Association of Nonprofits, Intermark Group and the University of Alabama have collaborated their efforts to raise awareness and promote Alabama Gives Day, an online fundraising event taking place Feb. 2, 2012.

Limitless PR Agency has developed a communication plan and statewide campaign to promote Alabama Gives Day across college campuses. We have named this campaign Alabama Gives Day U, keeping the same mission intended with Alabama Gives Day, which is to harness the power of individual contributions statewide while connecting new and existing donors with thousands of Alabama nonprofits.

With this event, we hope to fulfill the mission of the Alabama Association of Nonprofits to support and strengthen the nonprofit sector.

The goal of this particular campaign is to educate college students across the state on the potential impact they can make when donating to nonprofits and utilizing rivalries to drive competition. We believe that the students of Alabama can make a major impact on the nonprofit sector and have the potential to donate \$1 million.

Limitless PR Agency began by educating ourselves on the current state of nonprofits in Alabama. We researched similar “giving day” events held in other states and the tactics they used to drive donors. Next, we researched our target audience by holding focus groups, distributing online surveys and conducting in-depth interviews with staff members of various nonprofit organizations in the state. Through our research, we found that the majority of the target audience is unaware of the potential impact they can make by donating a small amount of money to nonprofits.

The campaign is comprised of individual landing pages, Facebook and Twitter pages, news releases and much more. It will be evaluated after the 24-hour donation period concludes on Feb.3, 2012 and in the days and weeks following. The plan also details Alabama Gives Day U’s strategies and provides greater detail and explanation on the implementation of Limitless PR Agency’s suggested tactics.



SITUATION ANALYSIS

External Analysis:

Nonprofit organizations at the national level

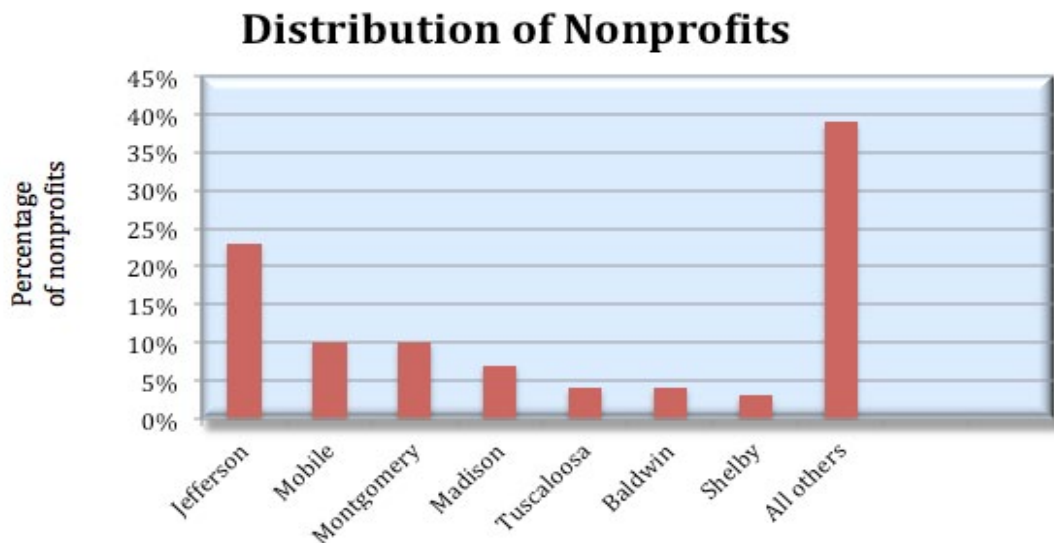
There are 1.4 million nonprofit organizations in the U.S., with combined annual revenue of \$1 trillion. Nonprofits raising more than \$100 million comprise one percent of all organizations, but make up more than 60 percent of industry revenue (Nonprofit Institutions, n.d.). There were more than twice as many organizations having comprehensive or capital campaigns planned for 2011 (58 as compared to 23 in 2010 and 34 in 2009). Projects range from capacity building and enhanced programming to buildings and land purchases (Johnson, 2011).

Business challenges of nonprofit sectors include uncertain revenue, which is the “amount of revenue available every year from a variety of sources is uncertain for most nonprofits.” Nonprofits do not rely on product sales, but rather on donations and fees. Income is directly affected by the state of the financial markets. Philanthropic giving by corporations has increased by 18 percent from 2009 to 2010. In 2010, 65 percent of companies gave more than they did in 2009, while 53 percent of companies gave more in 2010 than in 2007. Many companies are still rebuilding from the economic recession (Nonprofit Institutions, n.d.)

Alabama's Nonprofit Sector

In Alabama, nonprofits are a \$12 billion annual industry, employing more than 126,000 Alabamians. There are more than 21,000 nonprofits services in Alabama and the number is rapidly growing. Of these organizations, 12,613 are 501 (c)(3) public charities (Alabama's nonprofit, n.d.).

Geographical distribution of nonprofits in Alabama:



SITUATION ANALYSIS

Volunteerism

Volunteers are crucial in carrying out nonprofit organizations' missions. In 2009, 63.4 million Americans volunteered to help their communities. Volunteers also provided 8.1 billion hours of service in 2009, which has an estimated value of \$169 billion. Volunteers are defined as adults 16 years and older who performed unpaid volunteer activities for or through an organization. Volunteering is just one of the ways Americans come together to address the challenges facing their communities. Volunteerism reflects a vital component of community engagement. The estimated value of volunteer time for Americans in 2010 was \$21.36 per hour, while the value of a volunteer hour in Alabama was \$17.70 (Value of Volunteer, n.d.).

The state of Alabama was ranked 38th among the 50 states for volunteer rate. While Birmingham, Ala. was ranked 22nd in the large city ranking in 2010 based on a three-year moving average between 2007 and 2009 (Cramer & Shelton, 2010).

Nonprofit Fundraising Trends

Individual giving was a key factor in 2010. Among people who filed tax returns, charitable giving averaged about 2.5 percent of income in 2008. This figure includes itemizers who deducted charitable donations as well as nonitemizers, whose charitable giving was estimated by the Congressional Budget Office (CBO) on the basis of surveys in which people report their contributions to charity (CBO, 2011).

The groups that reported higher fundraising results identified individual giving categories in four out of the top five factors that caused total contributions to increase, with individual giving increasing by 65 percent alone. There were more small and medium-sized gifts from a greater number of donors in 2010. The message to donors is that everyone can and does make a difference (Johnson, 2011).

Overall, more nonprofit organizations reported receiving meaningful corporate support than not over the last three years, with a slight upward trend. The nonprofit organizations are finding that they have to spend more time and resources to raise money. In 2010, fundraising activities were held at a very high level: the numbers of grant requests to foundations, proposals to individual donors and corporate requests increased significantly.

While there was a strong focus on individual donors, many respondents also pointed to their need to diversify their funding sources and indicated corporate support and major donor support as key targets for 2011. Nonprofit organizations, especially those without dedicated development staff, are looking to board, volunteer, and general staff participation in fundraising (Johnson, 2011).



SITUATION ANALYSIS

Positive indicators of nonprofit organization's fundraising trends for 2011 included increasing programs and services and communication with donors. Organizations also decreased the time between the giving decision and the actual transaction. One-click gifts, instantaneous giving and other impulse-giving technology gained popularity. The organizations that enabled impulse giving saw more dollars and stronger donor relationships. Another crucial trend was transparency. Transparency allows talking openly with donors about how their gifts are used and how they made a difference, which yields better relationships (Feldmann, 2010).

Government and Economic Influences

The government influences the efforts of AAN due to its position on making policy changes. Currently, the charitable giving incentive that supports the work of all charitable nonprofits is at risk.

President Obama has proposed capping the deduction for charitable contributions at 28 percent for individuals making more than \$200,000. Other proposals include replacing the deduction with a tax credit and establishing minimum levels of giving. These proposals would lessen the incentive for charitable contributions and have the potential to reduce private donation levels (Tax Incentive, 2011). The Joint Select Committee on Deficit Reduction (Super Committee) will make a final decision to Congress on November 23, 2011 (Washington, 2011).

Technology

The nonprofit sector benefits from technological advances. The utilization of mobile and tablet friendly websites and applications are crucial to dissemination of nonprofits' messages today. For the successful amplification of messages, traditional and nontraditional methods of promotions must be integrated. The utilization of multiple platforms and devices are fundamental for effective message exposure.

It is important to embrace technological advances in communication, such as social media platforms, smartphones and promotional pieces to amplify the desired strategic message being pushed to the intended audience. The strategic integration between traditional and nontraditional communication methods, platforms, outlets and devices used to transmit the messages is important to ensuring that all target audiences have been reached.



SITUATION ANALYSIS

Devices

The smartphone has become a staple in most adults' lives. People rely on the device for more than just making phone calls. Social networking, entertainment and email are just among the few features offered by smartphones. Statistics show that 91 percent of all U.S. citizens have their mobile device within reach constantly (Morgan Stanley, 2009), with 86 percent of mobile internet users using their devices while watching TV.

Mobile is a rapidly developing sector, with nearly all smartphone owners using them for social networking. According to projections, mobile internet should take over desktop internet usage by 2014 (Richmond, 2011).

Smartphones and College Students (Generation mobile, 2011)



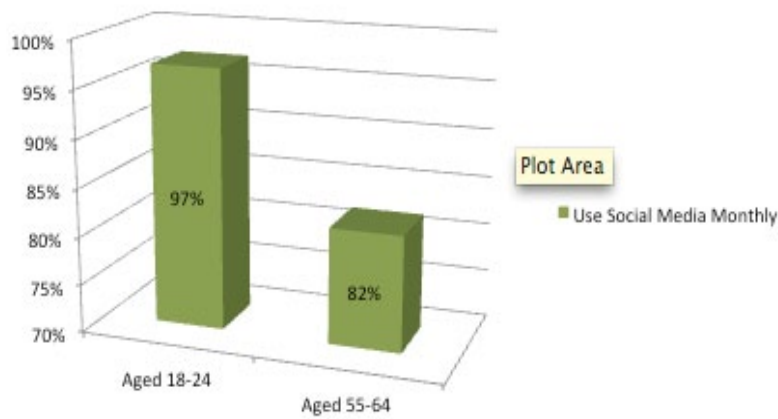
Social Media

Social media has become an influential role in how people communicate, build relationships and make purchasing decisions. It has been growing as the accessibility of social media becomes more convenient due to technological advances, such as smartphones and tablets.

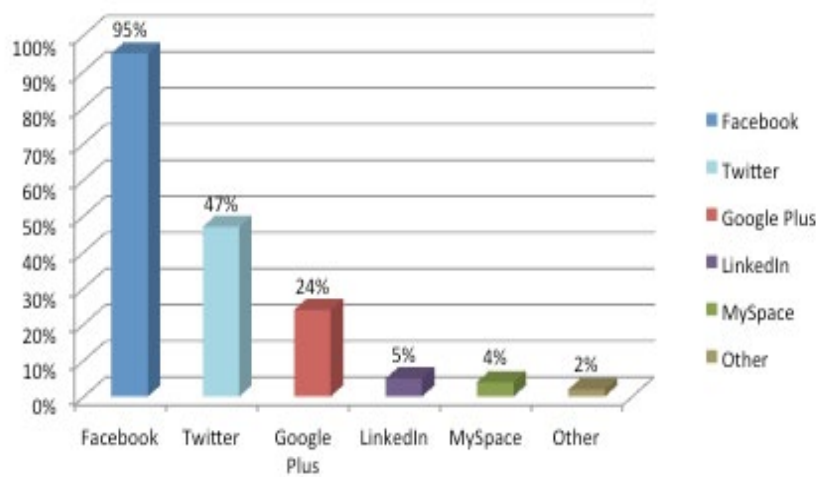
SITUATION ANALYSIS

Social Media Trends (Purcell, 2011)

Use Social Media Monthly



Type Of Social Network Used



SITUATION ANALYSIS

Facebook

With more than 800 billion users, Facebook continues to dominate as the social platform most Americans visit on a regular basis. Thirty three percent of Facebook users also utilizes Facebook mobile (Online Schools, n.d.). Facebook is not only a social networking site; it has been integrated into the lives of young people in America. Forty eight percent of young Americans check Facebook immediately upon waking up while 28 percent check Facebook on their smartphone before getting out of bed (Online Schools, n.d.). Facebook does not only affect young Americans; recently, Experian Simmons reported that 58 percent of U.S. adults log in to Facebook monthly.

Location-Based Apps

People expect brand interactions to be available whenever and wherever they want. Location-based apps (LBA) provide the “anytime, anywhere” experience that shifts the program into an everyday location. LBA offers a mechanism for turning brand interactions into something more communal and playful, enabling consumers to compete for status and share tips with their social circles, while announcing brand loyalty (Viveiros, 2011). Two examples of LBA include Foursquare and location-based Twitter trends.

QR Codes (Jolie, 2011)

The utilization of QR codes has increased significantly in the past year, with QR code uptake increasing by 45.89 percent from 2010. The majority of users of QR codes expect to receive a coupon or deal from scanning a QR code. These codes are being incorporated by 11 out of 50 Fortune companies into marketing strategies.

Communication:

Alabama Association of Nonprofits launched a new user-friendly website on Oct. 27, 2010. The site features menu options that display information about the organization. This updated website allows the audience to retrieve knowledge regarding the organization, as well as learn ways to help its community and the growing nonprofit sector of Alabama.

AAN utilizes social media platforms, such as Twitter and Facebook. It has initiated its own “aansocial” website, which is a social media site that connects nonprofit professionals of Alabama (AAN social, n.d.). Social media is a crucial means of communication, especially as a tool to gain new donors. Facebook relays information to numerous people very quickly. Engaging with all three social media websites allows AAN to disseminate its mission and information. The usage and activeness of social media also helps shine light on the causes of nonprofits by allowing information to reach possible donors and volunteers quickly. AAN also utilizes email and telephone to gain and give messages. According to the client evaluations, previous communication efforts have included the use of direct mail, email and newsletters.



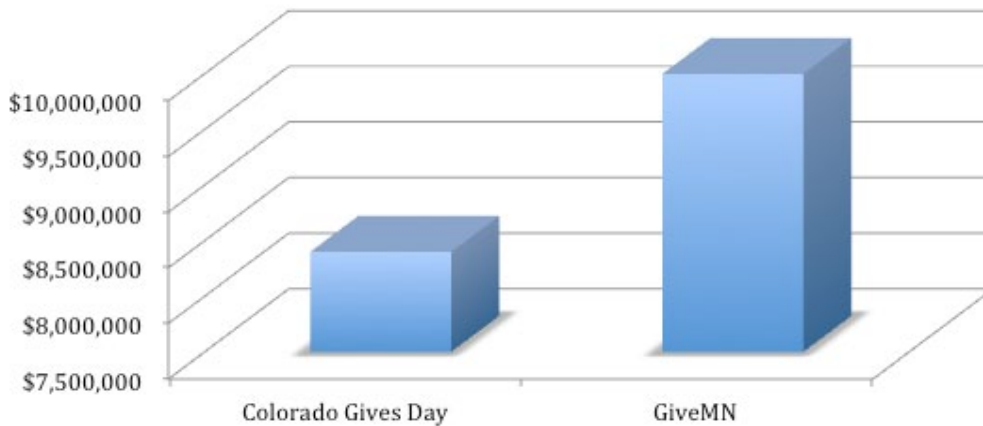
SITUATION ANALYSIS

Give Day Efforts By Other States

Community First Foundation and its initiation of Colorado Gives Day and Minnesota's Give to the Max Day sets a model for what AAN is planning with AGD. GiveMN helps individuals find, learn and contribute to Minnesota and national programs, facilitates quick and easy online donations by credit card and organizes online charitable contributions in one location (GiveMN, n.d.). Give to the Max day is described as a day for Minnesotans to raise as much money as possible for nonprofits in 24 hours – starting at midnight on November 16 through midnight on November 17. This campaign is similar to Alabama Gives Day (Blog, n.d.).

The mission for Colorado Gives Day is to “help donors and nonprofits come together to improve quality of life in the Denver metro area” (About, n.d.). Colorado Gives Day is held on Dec, 6.

Total number of dollars raised in 2010



SITUATION ANALYSIS

Timeline:

1996	The Alabama Association of Nonprofits (AAN) was founded under its former name of the Nonprofit Resource Center of Alabama as a collaborative effort of Alabama Power Company, the United Way of Central Alabama and the Community Foundation of Greater Birmingham.
Dec. 17, 2009	<ul style="list-style-type: none">• NRCA renamed to AAN• AAN formed partnerships with the Brock School of Business at Samford University and the University of Alabama.• John Stone was hired as president and chief executive.
2010	The representatives from AAN spoke at the 2010 Nonprofit Summit presented by Alabama Power Company. Keynote presenter and nationally renowned management expert Peter Brinckerhoff joined more than 50 speakers and panelists during the two-day event. More than 370 individuals committed to the nonprofit sector also attended.
Oct. 27, 2010	AAN representatives launched a new user-friendly website (Facebook AAN, n.d.).
Nov. 1, 2010	AAN representatives kicked off Nonprofit Awareness Month.
March 8-9, 2011	AAN representatives hosted Nonprofit Summit.
Sep. 7, 2011	Alabama Gives Day date set to launch Dec. 13.
Sep. 12, 2011	Russell Jackson met with Limitless PR Agency to discuss Alabama Gives Day U.
September 2011	The date of Alabama Gives Day is rescheduled to Feb. 2, 2012
Oct. 31, 2011	Russell Jackson met with Limitless PR Agency to discuss progress of campaign.
Feb. 2, 2012	AAN will launch Alabama Gives Day beginning at midnight.

SITUATION ANALYSIS

Other Organizations that Engage in Fundraising

Although AAN was founded as a collaborative effort with United Way of Central Alabama, and has worked toward distinguishing itself from United Way. UW and AAN engage in different tactics, however, both organizations are dedicated to serving the nonprofit sectors of Alabama. Dissonance exists among the organizations due to the targeting of donors and potential donors. UWCA has been very successful at raising funds. The UWCA, which provides funding to more than 80 agencies in five counties, has managed to surpass its annual goal every year since World War II (Late, 2010).

Drew Langloh, president and CEO of United Way of Central Alabama, said that UWCA focuses largely on bringing new companies into the United Way fold with first-time donations (Late, 2010). However, unlike AAN, UWCA practices a federated campaign, which means that United Way makes monetary decisions based on local priorities, instead of the donors having full control of who receives the donations (personal communication, September 12, 2011). It supports agencies and programs that work in local communities to strengthen families and individuals (FAQ, n.d.).

UWCA's responsibility is to improve lives and community conditions by building and mobilizing resources in Jefferson, Shelby, Walker, Blount and St. Clair counties. It does this by providing solutions for the most important needs in the community (Facebook UW, n.d.). The mission of UWCA is to increase the organized capacity of people to care for one another and to improve their community (FAQ, n.d.). The UW movement creates community change by focusing on the four key building blocks of education, income, health and access to services (Facebook UW, n.d.).

To gain donors, UWCA has utilized media such as its website, Twitter and Facebook. It also allows donations and provides customer services via telephone. UWCA has also utilized special campaigns such as the telethon for the tornado victims on May 4, 2011 (Telethon, 2011). While AAN offers individual and organizational memberships and membership benefits, UW does not offer membership (Membership, n.d, United Way, n.d.). UW makes monetary decisions based on local priorities. It supports agencies and programs that work in local communities to strengthen families and individuals (FAQ, n.d.).

SITUATION ANALYSIS

March of Dimes

The March of Dimes of Alabama influences AAN due to the organization's state and nationwide fundraising efforts throughout the year. The competition for individual donations, partners, media attention and pro bono service causes disparity among these resources. This disparity could potentially affect the amount of donations received by each nonprofit organization. The March of Dimes has been successful in its local and national fundraising efforts for fundraising using multiple platforms.

The mission of the March of Dimes is to improve the health of babies by preventing birth defects and infant mortality. The March of Dimes carries out this mission through the Campaign for Healthier Babies, which includes programs of research, community service, education and advocacy. This organization was incorporated nationally in New York in 1938 (Better Business Bureau, 2009). Locally, the Alabama Chapter was established in 1978. The North Alabama and Southern Triangle Chapters merged to become the Alabama Chapter on January 1, 1998 with chapter locations in Huntsville, Mobile, Dothan, Birmingham and Montgomery.

The Better Business Bureau of White Plains, N.Y. estimates the March of Dimes foundation's national net campaign contributions and sponsorships at \$188,529,000 in 2009. The BBB estimates the Alabama Chapter of the March of Dimes Birth Defects Foundation collected \$2,620,175 in 2004 (Better Business Bureau, 2006).

The March of Dimes Foundation implements fundraising tactics targeting donors through individual donations, direct mail, corporation fundraising partnerships and grants. The March of Dimes greatest success in fundraising is in its implementation of fundraising efforts with property, financial, product and promotional sponsors and partners (March of Dimes, n.d.).

The widespread and diverse use of tactics to target donors through use of partnerships, organizations and corporations allows for greater success in brand and campaign visibility, thus bringing in more individual donations. For example, in Alabama recent promotional partnerships have been made with statewide Buffalo Wild Wings restaurants. Other examples of its national campaigns include WalkAmerica fundraisers and World Prematurity Day (Facebook MD, n.d.).

SITUATION ANALYSIS

The Red Cross

The Red Cross is the most significant disaster relief organization in the United States. Due to the April tornadoes, the state of Alabama is still in need of assistance from the Red Cross, and should be considered as indirect competitor. The Red Cross is well known across all audiences and has formed stable relationships with the media, sponsors and universities. Red Cross of Alabama's mission statement is as follows:

“The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disaster and help people prevent, prepare for and respond to emergencies (Annual Report RC, 2010).”

Although there is no current Gulf Coast AL Red Cross annual report, the 2010 Tennessee Valley Regional report shows that out of the total contributions, revenue and gains totaling \$2,500,564, its contributions consisted mostly of federated funds, monetary contributions, products and services and internal Red Cross revenue directed funding (Annual Report RC, 2010).

Habitat for Humanity

Habitat for Humanity is a nonprofit ecumenical Christian Housing Community. It seeks to eliminate poor housing and homelessness from the world and to make decent shelter a matter of conscience and action. Due to the tornado relief needed in Alabama, its fundraising efforts will be elevated in 2011 and 2012. Habitat for Humanity is a well-known and highly respected organization not only in Alabama, but across the nation (Fact Sheet, n.d.).

Habitat for Humanity affiliates in Alabama function as a separate entity of Habitat for Humanity International. There are community-level Habitat for Humanity offices that act in partnership with and on behalf of Habitat for Humanity International. Each community-level habitat for humanity office is an independently run, nonprofit organization. These community-level offices coordinate all aspects of Habitat home building in the local area they serve, including fundraising, building site selection, partner family selection and support, house construction and mortgage servicing (Fact Sheet, n.d.).

SITUATION ANALYSIS

HFH donations, whether to a local Habitat affiliate or to Habitat for Humanity International, are used as designated by the donor. Gifts received by HFH International or donated via the website that are designated to a specific affiliate or building project are forwarded to that affiliate or project. Undesignated gifts are used where they are most needed and for administrative expenses.

Habitat for Humanity's 2010 revenue



Out of HFH's 2010 expenses, only 15 percent were spent on fundraising. Alabama's Habitat for Humanity organizations have a wide variety of sponsorships, ranging from local to statewide businesses (Annual Report, HFH). These sponsorships display the strong and lasting relationships that HFH forms with the community. Alabama Habitat for Humanity does not have a strong social media presence. Currently, its three Facebook groups consist of three, seven and 23 fans with very little activity (Facebook HFH, n.d.).

SITUATION ANALYSIS

Client organization:

AAN is a membership organization serving the growing Alabama nonprofit sector. Membership to the Association is open to all nonprofit organizations, volunteers, board members and students. AAN is comprised of a board of directors, along with ten Regional Leadership Councils led by 150 nonprofit executives. AAN analyzed data obtained from focus groups to direct organizational focus on four key elements:

1. Offer Professional Development programming that enhances the knowledge of nonprofit professionals, board members and volunteers
2. Address Public Policy & Advocacy issues affecting the sector on a local, state and federal level
3. Provide members access to discounted products, services and employee benefits utilizing a group purchasing methodology
4. Implement *Standards For Excellence*®, a proven and effective capacity building initiative that assists nonprofits in obtaining the highest of standards in ethics, governance, management, and accountability (About AAN, n.d.).

The mission of AAN is to unite nonprofits for a stronger Alabama by strengthening the sector and members through nationally-recognized professional development, advocacy and public policy and association management services.

AAN's Visions include:

- Reaching the capacity, community support and advanced-level professional development needed to excel in its missions of providing critical services to Alabama's citizens and to the causes and issues to which they serve, for nonprofits of Alabama.
- Establishing a network of nonprofit organizations on which the citizens can rely on to provide those services and programs needed to meet citizens' needs and to advance and better the communities.
- Establishing a vibrant, sustainable nonprofit sector recognized by Alabama's corporate, political and philanthropic stakeholders for its economic, community and legislative impact; and which is looked to for leadership and response during times of opportunity or crisis on behalf of all Alabamians (Mission and Visions, n.d.).

SITUATION ANALYSIS

Key Publics

Current Primary Publics:

Citizens of Alabama (4 million+)

- Alabama Gives Day is a statewide effort and citizens from all classes, races and counties need to be made aware of its existence.

Existing Donors (370,000+)

- At least 8% of Alabama's residents already donate, one of the country's 14 highest rates, making it a perfect state for a "Gives Day" campaign. Because of their known conviction to donate, this segment of the population should be made especially aware of the event. In order to convince the state's existing donors to contribute during this new event, they must be made aware of its simplicity and the option to donate directly to the organization of their choice.

Eligible Nonprofits (3,950+)

- Of the nearly 4,000 nonprofit organizations that are eligible to participate in Alabama Gives Day, only 452 are registered as of Nov 17, with five to ten registering daily. In order to increase the event's national status and its impact on the state's nonprofit sector, more organizations need to be made aware of their eligibility and the benefits that would come with registering for the event.

Primary Publics For Alabama Gives Day U:

Alabama's College Students (300,000+)

- Research showed that 56% of generation Y, 20-30 year-olds, donates to some extent (Bhagat, 2010) and has been very influential in past "Gives Day" campaigns. College students in particular have a strong desire to donate, but feel that they are unable to contribute enough money to make a difference. Because the college-age portion of generation Y makes up a large part of Alabama, introducing them to this event would make it very successful. In order to utilize this valuable group, the Alabama Gives Day campaign needs to create awareness of its event among the state's universities and make students aware of the difference they really can make.

Media

- Relationships with various media outlets are an integral part of the successful execution of this campaign. The partnership with the Alabama Broadcaster's Association will make creating awareness much easier, but print and online media must also be integrated in order to reach a greater audience.

PRIMARY RESEARCH FINDINGS

Primary research was conducted to gain a broader understanding of Alabama Association of Nonprofits' two major audiences: the nonprofit sector of Alabama and the donors who support it. Three different research methods were utilized: a survey, focus groups and interviews.

Donor Survey

- **Objective:**
To gain an understanding of the donating mentality of the state's young people.
- **Methodology:**
Create an online survey for Alabama college students to take at their convenience.
- **Sample:**
77 college students in the state of Alabama.
- **Key Findings:**
Several trends were discovered through the donor survey. Although the majority of college students have previously made a donation to a nonprofit organization and are likely to do so again, they believe that adults should really begin to donate once they receive their first job. The majority also believe in donating 2-5 times a year and that any amount donated can make a difference, but a large percent also believe that the amount donated is important. Students are most likely to donate to organizations associated with health, diseases and medical research and it is important to an overwhelming majority that the organization be local. The majority are also comfortable donating online and would be interested in an event such as Alabama Gives Day.

Interviews with Nonprofit Organizations

- **Objective:**
To gain a better understanding of Alabama's nonprofit sector and its relationship with donors.
- **Methodology:**
Conduct interviews by phone or email with a member of each organization
- **Sample:**
11 of the state's various nonprofit organizations were chosen at random
- **Key Findings:**
The interviews with nonprofits revealed that all of the organizations have begun utilizing social media and that this use has resulted in an increased interest among donors. It was also discovered that although donations do impact how nonprofits function, the majority of their funds come from government grant writings and federal appropriations. Another trend discovered was that although an organization does not have to be a member of AAN to participate in Alabama Gives Day, these nonprofits were unaware of this opportunity. However, those not registered with AAN all hoped to raise awareness of the sector's needs by joining such an organization in the future.

PRIMARY RESEARCH FINDINGS

UA Student Focus Groups

- Objective

To gain a better understanding of the philanthropic behaviors of the state's college students as well as their reasons for donating or not.

- Methodology

Conduct two focus groups, one for students who donate and one for students who do not.

- Sample

17 UA students of mixed grades, genders and school organizations, ten who donate and seven students participated for those who do not.

- Key Findings

The focus groups revealed that it is very important to all students that they know how their money is being used if they are to donate. And most would be more interested in organizations that have a social media presence and stay connected to their donors and volunteers. The main reasons given for not donating were a lack of funds as well as a lack of knowledge of the nonprofit sector. Friends and family heavily influence students when it comes to the decision of whether or not to donate. Of those students who donate, most do so several times a year and do so with organizations that are close to their communities.

Strengths

- o Strong mission and dedicated staff
- o Partnership with Alabama Association of Broadcasters
- o Transparency of donations

Weaknesses

- o Little social media presence
- o Financial resources
- o Lack of communication with nonprofit organizations that are not members of AAN

Opportunities

- o Untapped fundraising constituencies, such as generation Y
- o Growth of volunteerism
- o State's high donation rate
- o Increase of mobile device usage

Threats

- o United Way campaign dates
- o Charitable Giving Incentive being challenged by the federal government
- o Economic recession

COMMUNICATION PLAN

Based on the findings of the primary and secondary research on the state of giving among Alabama's young people, a problem statement that focuses specifically on college students was developed for the campaign. Three objectives in the areas most crucial to the campaign's success came from this problem statement, as well as strategies for the best approach to fulfilling these objectives and tactics for successful execution. An evaluation plan was also created to measure the effectiveness of the campaign and fulfillment of its objectives.

Problem Statement: As a result of our research and SWOT analysis, we have concluded that college students believe they do not have enough money to make a difference when donating nonprofit organizations.

Objective 1

Create awareness of Alabama Gives Day among 60 percent of the state's college students by February 2012.

Strategy 1: Utilize media to spotlight AGD.

Tactic 1: Send out press releases to college newspapers across the state of Alabama.

Tactic 2: Send out :30 PSAs to college radio stations across the state of Alabama.

Tactic 3: Send out :60 PSAs to college radio stations across the state of Alabama.

Tactic 4: Create newspaper ads and send to Crimson White, The Auburn Plainsman and other student newspapers of participating colleges.

Strategy 2: Utilize social media to spotlight AGD.

Tactic 1: Motivate Facebook users to share with friends the pre-approved AGD promotion statuses.

Tactic 2: Motivate Twitter users to tweet or retweet with followers the pre-approved AGD promotional messages.

Tactic 3: Utilize influential university people/organization Twitter and Facebook accounts to disseminate AGD messages.

Tactic 4: Devise QR codes to direct users to AGD Facebook and Twitter pages.

Objective 2

Convince 30 percent of Alabama's college students that they should begin donating when they are in college by February 2012.

Strategy 1: Educate college students on the impact they can make upon nonprofits by changing spending habits.

Tactic 1: Produce a viral video informing students on how daily purchases can be sacrificed in order to support Alabama's nonprofit sector.

Tactic 2: Develop posters and flyers displaying equivalencies of the impact one can have compared to spending.



COMMUNICATION PLAN

Objective 3

Raise \$1 million from college students across the state of Alabama during the 24-hour donation time.

Strategy 1: Create Alabama Gives Day U rivalry.

Tactic 1: Organize street team at each participating university to distribute informational flyers and other promotional materials.

Tactic 2: Utilize statistical visuals to drive competition.

Tactic 3: Create specific landing pages for each participating university.

Strategy 2: Utilize specific college rivalry games before Feb.2, 2012 to promote the cause of AGD

Tactic 1: Distribute push cards at the Alabama vs. Auburn gymnastics meet on Jan. 27, 2012.

Tactic 2: Ask former/current athletes to participate in PSAs to promote rivalries between colleges to drive competition.

CAMPAIGN TIMELINE

November 2011	- Contact campus SGAs and student organizations and begin organizing individual campus campaigns - Begin building street teams
Jan. 9	- Launch Alabama Gives Day U Facebook pages and Twitter handles for each participating school - Launch landing pages for each Alabama Gives Day U participating school - Send permission and pitch letters out to athletic departments
Jan. 25	- Run ads in student newspapers
Jan. 26	- Send news releases to local media
Jan. 27	- Distribute push cards at Auburn/Alabama gymnastics meet
Jan. 30-Feb. 2	- Disperse street teams to distribute promotional items on campuses
Jan. 31-Feb.2	- Run video news releases on local news stations - Run audio news releases on local radio stations
Feb. 1	- Run ads in student newspapers
Feb. 2	- Alabama Gives Day
Feb.3-10	- Distribute evaluation surveys online

BUDGET

• Press release about Alabama Gives Day (20 copies).....	\$. 30/each
• Press release about Alabama Gives Day U (20 copies).....	\$. 30/each
• Press release about next generation of donors (20 copies).....	\$. 30/each
• Fact Sheet- Alabama Gives Day (20 copies).....	\$.30/each
• Push cards to be distributed at sporting events (1500 copies)	\$.30/each
• PSA Video.....	Donated
• Viral Video.....	Donated
• Ad in Crimson White (15 column inches).... Add color.....	\$163.80/each \$3.85
• Ad in Auburn Plainsman (15 column inches) Add color.....	\$240.00/each \$4.00/ column inch
• Ad in UAB Kaleidoscope (15 column inches)	\$180/ each
• Ad in USA (1/4 page)	\$218/ each
• Total cost of 3 Ads in Each Paper..... Add Color.....	\$2,879.40 \$2,902.95

*The printing cost estimates are provided by Crimson Copies

News Release
FOR IMMEDIATE RELEASE
Jan. 19, 2012

FOR MORE INFORMATION, CONTACT:
Russell A. Jackson
205-936-3361
russell@alabamanonprofits.org

Alabama Association of Nonprofits brings 'Gives Day' to Alabama

February 2 is Alabama Gives Day, a 24-hour period where individuals can donate to the charities of their choice online at nonprofitsmatter.org. Presented by the Alabama Association of Nonprofits, in partnership with the Alabama Broadcasters Association, the event is the first of its kind for the state. After seeing the success similar events have had in states such as Colorado and Minnesota, where each state raised more than \$8 million to go towards its nonprofit sector, AAN decided it was time to harness the power of Alabamians.

"We're proud to launch Alabama Gives Day in support of an incredible sector that makes our state a better place to live," Russell Jackson, AAN's manager for Alabama Gives Day, said. "This event has the potential to dramatically increase the number of individual donors contributing to charities in our state as we've seen similar campaigns in Colorado and Minnesota successfully do."

The statewide effort is sure to be a major success, especially since Alabama has one of the nation's 14 highest individual donation rates. AAN's innovative partnership with the Broadcaster's Association, its planned use of social media and the ease of online donating might even make Alabama's Gives Day the most successful yet.

Alabama Gives Day, presented by the Alabama Association of Nonprofits, will take place during a 24-hour period starting at 12 a.m. on February 2nd, 2012. Donations will be accepted online via a centralized and secure site owned by AAN called nonprofitsmatter.org. All gifts made during the event are donor-determined, meaning the donor selects who they are giving to from the list of participating organizations.

###



News Release

FOR IMMEDIATE RELEASE

Jan. 19, 2012

FOR MORE INFORMATION, CONTACT:

Russell A. Jackson

205-936-3361

russell@alabamanonprofits.org

'Gives Day' uses college rivalries to spark young interest

As part of its strategy to attract a young audience for its Alabama Gives Day campaign, the Alabama Association of Nonprofits is using the state's strong college rivalries to get young people donating. The idea behind Alabama Gives Day U is similar to that of the "Beat Hunger" campaign between the University of Alabama and Auburn University, which encourages students at both universities to donate canned goods for Thanksgiving in order to collect more than the other school.

"The idea was brought to us by some students we are working with for the campaign and we think it's the perfect way to reach this audience," Russell Jackson, the Alabama Gives Day manager, said. "Creating this competition between the state's universities is a fun way to drive students to the website to donate and learn more about the cause."

Each university that participates will have its own landing page that will show how much it has raised in comparison to its rival school. Students will be able to donate for 24 hours on February 2 as a way to not only make a difference in Alabama's nonprofit sector, but also as a way to make a statement about Alabama's universities.

Alabama Gives Day, presented by the Alabama Association of Nonprofits, will take place during a 24-hour period starting at 12 a.m. on February 2nd, 2012. Donations will be accepted online via a centralized and secure site owned by AAN called nonprofitsmatter.org. All gifts made during the event are donor-determined, meaning the donor selects who they are giving to from the list of participating organizations.

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News Release

FOR IMMEDIATE RELEASE

Jan. 19, 2012

FOR MORE INFORMATION, CONTACT:

Russell A. Jackson

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‘Gives Day’ campaign plans to attract the next generation of donors

For its February 2 Alabama Gives Day event, the Alabama Association of Nonprofits wants to gain the support of one of America’s largest untapped resources, its young people. It is estimated that 56% of Generation Y, 20-30 year-olds, gives in some financial form. This is a number that only increases in the state of Alabama, which has one of the nation’s highest overall giving rates.

“We have seen the statistics that show how much young people responded to ‘Gives Days’ in states like Minnesota and Colorado and that is something we definitely want to take advantage of with our event,” Russell Jackson, the Alabama Gives Day manager for AAN, said. “We see something very powerful in trying to get this generation to not only donate on Alabama Gives Day, but to also be aware of the nonprofit culture so that they continue to donate throughout their lives.”

The focus on online giving and the utilization of social media for promotion have made ‘Gives Days’ in other states extremely popular among young people. In order to promote Alabama Gives Day and convince this group to make their online contributions, AAN will also work the state’s major universities.

Alabama Gives Day, presented by the Alabama Association of Nonprofits, will take place during a 24-hour period starting at 12 a.m. on February 2nd, 2012. Donations will be accepted online via a centralized and secure site owned by AAN called nonprofitsmatter.org. All gifts made during the event are donor-determined, meaning the donor selects who they are giving to from the list of participating organizations.

###



TACTIC 4

Public Service Announcement

Title: Beat Auburn

Length: :30

Announcer:

Hi, I am (athlete's name). There are more than 20,000 nonprofit organizations serving the people of Alabama.

Without proper funding, many of these organizations will not be able to provide the services that many Alabamians rely on.

The Alabama Association of Nonprofits has partnered with the Alabama Broadcasters Association to sponsor the biggest day of giving in our state.

Alabama Gives Day will begin at midnight on February 2, 2012 and last 24 hours.

I ask that everyone participate, and let's beat (rival school name) with our donations. Please visit nonprofitsmatter.org to make a donation and a difference.

###



TACTIC 5

Alabama,
Your coffee money could
be better spent.



Don't let Auburn win-
give up the cup...at least for one day.

**One Day. One massive
opportunity to support
local nonprofits.
Visit Nonprofitsmatter.org
on February 2, 2012.**

TACTIC 6

Auburn,
Your shopping money
could be better spent.

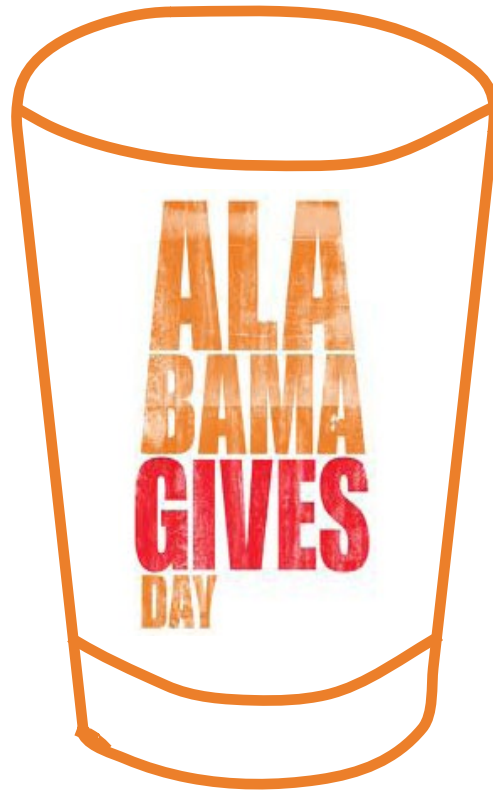


Don't let Bama win-
give up the splurge...at least for one day.

**One Day. One massive
opportunity to support
local nonprofits.
Visit Nonprofitsmatter.org
on February 2, 2012.**

TACTIC 7

Your weekend money
could be better spent.



Give up the shot...at least for one night.

**One Day. One massive
opportunity to support
local nonprofits.
Visit Nonprofitsmatter.org
on February 2, 2012.**



TACTIC 8

Date	Facebook	Twitter
Wed, Jan. 18 th	<p>“If you think you are too small to be effective, you have never been in bed with a mosquito.” - Betty Reese</p> <p>Mark the Date 2/2/2012!</p>	<p>“If you think you are too small to be effective, you have never been in bed with a mosquito.” - Betty Reese</p> <p>#AlabamaGivesDay #AGDU</p>
Thurs, Jan.	<p>Auburn University Raised x \$ last year. They outraised the Crimson Tide by x. We have a chance to turn the table this year by donating to Alabama nonprofit of your choice on 2/2/2011 . Log in Online to Nonprofitsmatter.org on 2.2.2011 for Alabama Gives Day</p>	<p>Last year Auburn raised x_ for nonprofits. Help us outraise Auburn this year to help Alabama nonprofits on 2.2.2011. Donate online at nonprofitsmatter.org for Alabama Gives Day. #Whatdidgiveup for one day</p> <p>#AGDU #AlabamaGivesDay</p>
Fri, Jan. 20 th	<p>“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.” - Dr. Seuss</p> <p>Donate to a nonprofit of your choice on 2.2.2011 at Nonprofitsmatter.org</p> <p>Mark the Date 2/2/201</p>	<p>“Unless someone like you cares a whole awful lot, nothing is going to get better.It’s not.” - Dr. Seuss</p> <p>#AGD #AlabamaGivesDayU</p> <p>Mark the Date 2/2/2012!</p>
Sat	<p>Fact about giving on (specified campus)</p> <p>Mark the Date 2/2/2012!</p>	<p>Fact about giving on (specified campus)</p> <p>Mark the Date2/2/2012!</p> <p>#AlabamaGivesDay #AGDU</p>
Sun	<p>“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” - John Quincy Adams</p>	<p>“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” - John Quincy Adams</p> <p>#AlabamaGivesDay #AGDU</p>

Mon, Jan.23	Did you know that students have the highest amount of discretionary income of any other age group? We can make a difference together by giving up something such as coffee on 2.2.2011 . Log in to Nonprofitsmatter.org to donate \$5 on Alabama Gives Day!	Did you know that students have the highest amount of discretionary income of any other age group? We can make a difference together by giving up something such as coffee on 2.2.2011 to donate \$5 on Alabama Gives Day! #AlabamaGivesDay #AGDU
Tue,Jan. 24	“We must remember that one determined person can make a significant difference, and that a small group of determined people can change the course of history.” - Sonia Johnson	“We must remember that one determined person can make a significant difference, and that a small group of determined people can change the course of history.” - Sonia Johnson #AlabamaGivesDay #AGDU
Wed,Jan. 25	Setting up a recurring donation on Nonprofitsmatter.org makes it so easy to give. And whats even easier? If you set up your recurring donation for the 2 nd of the month now, you’ll automatically be participating in Alabama Gives Day and the value of your donation will increase on 2.2.2011.	Setting up a recurring donation on Nonprofitsmatter.org makes it so easy to give. And whats even easier? If you set up your recurring donation for the 2 nd of the month now, you’ll automatically be participating in Alabama Gives Day and the value of your donation will increase on 2.2.2011. #AlabamaGivesDay #AGDU
Thur,Jan, 26	“Leaders are people who do the right thing; managers are people who do things right.” - Warren G. Bennis	“Leaders are people who do the right thing; managers are people who do things right.” - Warren G. Bennis #AlabamaGivesDay #AGDU

Fri, Jan .27	Did you know that Alabama is ranked # 35 in the United States for charitable giving? You can help us change this grim statistic by making your own donation on 2/2/2011- at nonprofitsmatter.org for Alabama Gives Day.	Did you know that Alabama is ranked as #35 in charitable giving? You can help us change this grim statistic by making your donation on 2/2/12 at nonprofitsmatter.org for Alabama Gives Day. #AlabamaGivesDay #AGDU
Mon, Jan. 29	“Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation.” - Robert F. Kennedy Log in to Nonprofitsmatter.org and make a donation to a Alabama Nonprofit of your choice on 2.2.2011 to make a difference.	“Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation.” - Robert F. Kennedy #AlabamaGivesDay
Tues, Jan. 30	The Goal of AlabamaGivesDayU is to raise 1 Million dollars for Alabama Nonprofits in one day. Our goal is to outraise Auburn. Will you beat Auburn? Make your donation to a Alabama nonprofit of your choice at nonprofitsmatter.org and help us achieve our goal! Roll Tide Roll!	Let’s raise more donations than Auburn for Alabama Nonprofits on #AlabamaGivesDay . Will you help us beat Auburn? Donate on 2/2/12 to the nonprofit of your choice @ nonprofitsmatter.org Roll Tide Roll! #AGD #AlabamaGivesDayU
Wed, Jan.31	3 Days Until Alabama Gives Day begins!!! What nonprofit will you donate to?	3 Days Until Alabama Gives Day begins!!! What nonprofit will you donate to? #AGD #AlabamaGivesDayU

Thur, Feb 1	48 Hours until Alabama Gives Day Begins!!!! On Friday, the price of ____ ____ __ could make a difference within your state. What will you give up?... At least for one day?	For the price of ____ ____ __ you could make a difference within your state. What will you give up ?... At least for one day? #AGD #AlabamaGivesDayU
Fri, Feb 2	I gave up _____ to make a difference in Alabama by donating today. You have less than 24 hours to donate to the great cause of your choice. Click nonprofitsmatter.org .	Make a difference, click nonprofitsmatter.org . Please Retweet. #AGD #AlabamaGivesDayU

TACTIC 9

ALABAMA OR AUBURN

2.2.2012 **ALABAMA GIVES DAY** **2.2.2012**

SCAN To Donate and Track Your Schools Progress

One Day One Massive Opportunity To Support Local Nonprofits.

2 FEBRUARY 2012

This graphic features the Auburn Tigers and Alabama Crimson Tide logos at the top. The central text reads "ALABAMA OR AUBURN" and "ALABAMA GIVES DAY" with the date "2.2.2012" on either side. Below the text is a QR code and a banner at the bottom that says "One Day One Massive Opportunity To Support Local Nonprofits." and "2 FEBRUARY 2012".

Donate to Alabama Non Profits 2.2.2012

ALABAMA GIVES DAY

Scan to find out where your school stands among the competition!

One Day One Massive Opportunity To Support Local Nonprofits.

2 FEBRUARY 2012

This graphic features the text "Donate to Alabama Non Profits 2.2.2012" at the top. The central text reads "ALABAMA GIVES DAY". Below the text is a QR code and a banner at the bottom that says "One Day One Massive Opportunity To Support Local Nonprofits." and "2 FEBRUARY 2012".

ALABAMA OR AUBURN?

2.2.2012 **ALABAMA GIVES DAY** **2.2.2012**

SCAN To Donate and Track Your Schools Progress

One Day One Massive Opportunity To Support Local Nonprofits.

2 FEBRUARY 2012

This graphic is similar to the first one but with "ALABAMA OR AUBURN?" instead of "ALABAMA OR AUBURN". It includes the same logos, QR code, and banner.

Donate to Alabama Non Profits 2.2.2012

24 hrs to Give **ALABAMA GIVES DAY** **24 hrs to Give**

Scan to find out how much your school has raised in real time on 2.2.2012

One Day One Massive Opportunity To Support Local Nonprofits.

2 FEBRUARY 2012

This graphic features the text "Donate to Alabama Non Profits 2.2.2012" at the top. The central text reads "ALABAMA GIVES DAY" with "24 hrs to Give" on either side. Below the text is a QR code and a banner at the bottom that says "One Day One Massive Opportunity To Support Local Nonprofits." and "2 FEBRUARY 2012".

TACTIC 10

Viral Video Script

VIDEO: STICK FIGURE WAKING UP GROGGILY

NARRATOR: FEMALE ANNOUNCER

CAPTION ON SCREEN

VIDEO: STICK FIGURE PURCHASING FOOD, ALCOHOL, COFFEE, T-SHIRTS AND MORE WITH CHANGE FALLING OUT OF POCKETS

VIDEO: FADES TO WHITE SCREEN

CAPTION AND NARRATOR

NARRATOR

VIDEO: WHITE SCREEN WITH THE DATE, EMPHASIS ON THE WORD “OUR” BY HAVING ONE FIGURE ON THE SCREEN THEN SHOW THE NUMBERS GROWING.

NARRATOR:

VIDEO: IMAGES OF SHOTS, BEER BOTTLES, COFFEE CUPS, SNACKS THAT TURN INTO AN ANIMAL, A SYRINGE AND BOOKS

VIDEO: SHOW THE STICK FIGURE ALONE THEN SHOW GROWING NUMBERS.

VIDEO: DISPLAYING AGD LOGO, DATE AND WEBSITE

I remember my first beer ...

LAST NIGHT.

Can you remember making a difference?

Your chance to make a difference is coming. On February 2, 2010, we have the ability to help the growing nonprofit sector in Alabama.

Our generation of young people does not realize that we have the potential to make an impact.

But we do.

By giving up a shot, a coffee and a snack and donating just \$5 on Alabama Gives Day, we are choosing to save a kitten from euthanasia, feed hungry children and even save a life.

I can't do this alone. There are more than 300,000 college students in Alabama. Together we can. Together we are choosing to make a difference.

Please visit nonprofitsmatter.org on Feb. 2, 2012 and WE will make a difference.



TACTIC 11

Video News Release

Date: Nov.9, 2011

Total Time: :60

Contact: Russell Jackson

FOR IMMEDIATE RELEASE

Suggested Anchor Lead-in:

[screenshot of user on nonprofits matter website]

UA SGA President:

[screenshot of pages, video of students distributing promotional items]

AU SGA Spokesperson:

For Further Information:
Nonprofitsmatter.org

College students across the state are using rivalry and competition to promote a statewide fundraising event called Alabama Gives Day. For more on the story, Reporter.

(Narration/Reporter)

Alabama Gives Day U was a campaign started by a group of University of Alabama students in an effort to promote Alabama Gives Day, a 24-hour online fundraising event benefiting the state's nonprofit organizations.

We want to show the state that college students can make a difference by giving. The fact that this is a competition between schools across the state adds a whole other element to an already great event.

(Narration/Reporter)

Throughout the campaign, students from Alabama, Auburn, UAB and other colleges have held events on campus, distributed promotional materials and utilized social media to spread awareness. The leaders of this campaign are hoping that students alone can donate \$1 million during Alabama Gives Day

This is truly a great event and could prove to be historic for the state of Alabama. We want to show not only the state, but country, that the future leaders of Alabama and the nation are working to make a difference.

(Narration/Reporter)

For those watching who aren't students, you can still donate. On February 2 visit nonprofitsmatter.org to donate to the nonprofit of your choice.

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TACTIC 12

(Name of Athletics Communications Contact)
(Address)
(City, state, zip)

Dear (Athletics Communications Contact),

I am currently a student enrolled in the University of Alabama's public relations program and we are working on a campaign to promote Alabama Gives Day. On February 2, 2012, Alabamians will have the opportunity to donate online for a 24-hour period through nonprofitsmatter.org. In order to promote this special day, our group has created a campaign called Alabama Gives Day U. Alabama Gives Day U's mission is to form a competition among rival universities in the state of Alabama. We hope to pursue our efforts by utilizing the rivalry that lies between (name of school) and (name of rival school) to motivate students, fans and citizens across the state of Alabama to donate.

Our group feels that the (rivalry athletic event and date) would be a great opportunity to promote this day. We would like to be granted permission to distribute push cards, flyers and stickers before and after the meet encouraging attendees to donate on Alabama Gives Day. Please let us know if this would be possible and what guidelines we would have to abide by.

Thank you very much for your time. Please contact me at name@alabamanonprofits.org if you have any questions or comments.

Best regards,
(Name)



Contact List

Print Media:

Birmingham News
Phil Pierce, Education Editor
ppierce@bhamnews.com
205-325-2192

The Huntsville Times
Kevin Wendt, Editor
Kevin.wendt@htimes.com
256-532-4495

Mobile Press-Register
Newsroom Main Line: 251-219-5400

The Montgomery Advertiser
Beth Gribble, News Editor
bgribble@gannett.com
334-551-0318

Tuscaloosa News
Katherine Lee, City Editor
Katherine.lee@tuscaloosanews.com
205-722-0202

Lydia Seabol Avant, Reporter
Lydia.seabol@tuscaloosanews.com
205-722-0222

Campus Organizations:

University of Alabama
Office of Greek Affairs, 205-348-2693
Gentry McCreary, Director of Greek Affairs
Gmccreary.sa.ua.edu

Auburn University
Paul Kittle, Director of Greek Life
334-844-1296
pkittle@auburn.edu

Student Newspapers:

The Crimson White
Emily Richards, Advertising Manager
cwadmanager@gmail.com
205-348-8995

Taylor Holland, News Editor
newsdesk@cw.ua.edu

Office of Student Media
205-348-8049

The Auburn Plainsman
Jenny Rikelman
admanager@theplainsman.com

Alison McFerrin, News Editor
news@theplainsman.com

Kaleidoscope (UAB student newspaper)
Alex Headley, Editor-in-Chief
editor@insideuab.com
205-934-3354

Amy Kilpatrick, Ad Manager
ads@insideuab.com
205-934-8043

Vanguard - University of South Alabama
Cassie Fambro, Editor-In-Chief
editor.in.chief@usavanguard.com

Mohammad Ammar Al-Zarrad, Ad Representative
251-460-6898

University Athletics Communications Departments:

Auburn University
Chuck Gallina, Director of Athletics Communications
gallica@auburn.edu
334-844-9800

University of Alabama
Roots Woodruff, Associate Director of Athletics Communications
rwoodruff@ia.ua.edu
205-348-6084

Troy University
Ben Maxwell, Athletics Communications Assistant
bmaxwell34306@troy.edu

UAB
Norm Reilly, Associate Director of Athletics Communications
nreilly@uab.edu
205-934-0722

University of South Alabama
Brian Fremund, Director of Athletics Communications
bfremund@usouthal.edu
251-414-8032



TACTIC 14

Fact Sheet

Alabama Association of Nonprofits
Birmingham, Alabama 35229
P.O. Box 292305
888-466-4777

Website: <http://www.alabamanonprofits.org>

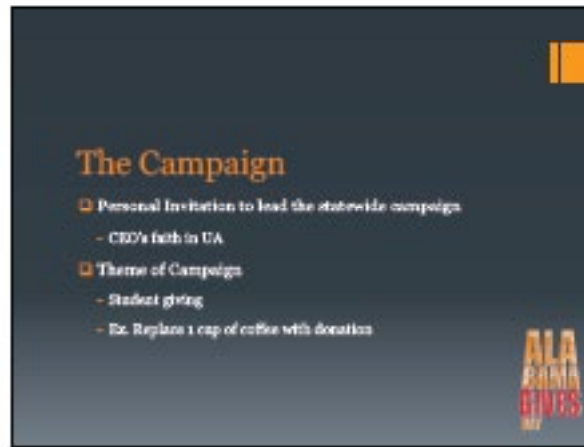
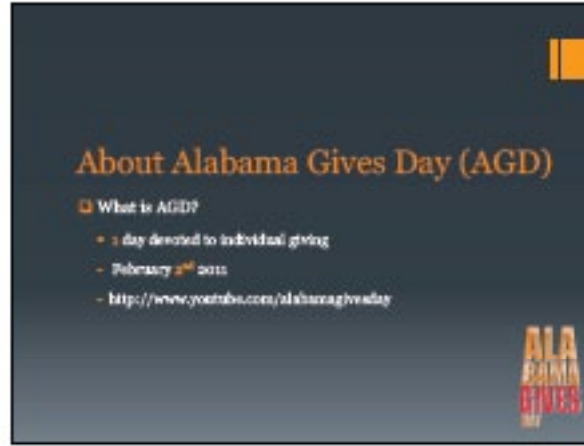
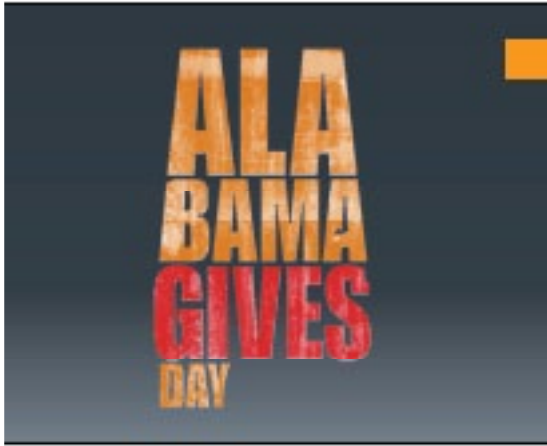
- On February 2, 2012 the Alabama Association of Nonprofits, in partnership with the Alabama Broadcasters Association, is bringing one day to harness the power of individual contributions statewide, connecting new and existing donors with thousand of Alabama nonprofits.
- During Alabama Gives Day, Alabama radio and TV stations will endeavor to raise record amounts in gifts and charities across the state during a 24-hour period through online giving.
- Donations will be accepted online via a centralized and secure site own by AAN called nonprofits-matter.org.
- Alabama Gives Day is expected to build excitement and anticipation leading up to this one-day event and hopes to energize a new donor base of individuals.
- According to organizers, a positive lesson that charities have learned from participation in giving days is that the events have strong appeal to young donors. With this in mind Alabama Gives Day U has been a strategic component designed to engage college students in the day of giving.
- Specific goals during the implementation of Alabama Gives Day:
 - Increase public awareness of Alabama's nonprofit sector
 - Promote the ease and safety of online giving
 - Connect new individual donors to participating nonprofits, while giving current donors an opportunity to continue giving
 - Provide nonprofits with a complimentary online giving platform they can use year round
 - Raise as much money as possible in 24 hours
- The goals mentioned above attribute to the mission of the Alabama Association of Nonprofits to support and strengthen Alabama's nonprofit sector.

The mission of Alabama Association of Nonprofits is to unite nonprofits for a stronger Alabama by strengthening the sector and our members through nationally- recognized professional development, advocacy and public policy and association management services.



TACTIC 15

SGA Presentation



Why is this campaign different?

- Individual Donating
 - Why Individual donating over traditional donating
 - Donors direct choice
 - Benefits



Pulling it all together

- Utilizing our (UA) resources
 - SGA
 - Together we set the example for give day as well as future giving in our state



Success of similar give days

- Colorado Gives Day - \$8.4 M
- Minnesota's Gives Day - \$8 M
- North Texas Give Day - \$4 M
- Seattle Gives Day - \$5.5 M



The opportunity presented

- We see THE University of Alabama
- We see future leaders
- Working together
- Your opportunity as SGA
- Chance for change



DONOR SURVEY & RESULTS

1. Have you ever made a donation to a nonprofit organization?
 - o Yes - 84.4%
 - o No - 15.6%

2. How likely are you to donate in the future?
 - o Very likely - 67.5%
 - o Somewhat likely - 29.9%
 - o Not likely - 2.6%

3. How often do you believe individuals should donate?
 - o Very often (more than five times a year) - 16.9%
 - o Often (between 2 and 5 times a year) - 68.8%
 - o Seldom (once a year or less) - 14.3%

4. How important do you believe the amount of a donation is?
 - o Very important (one should only donate if the amount is very high) - 5.2%
 - o Somewhat important - 28.6%
 - o Not important (any amount donated makes a difference) - 66.2%
 - o Donating itself is not important - 0.0%

5. To what types of organizational cause would you be most willing to give?
 - o Education - 19.5%
 - o Health, Diseases and Medical Research - 40.3%
 - o Housing/shelter - 5.2%
 - o Human Services - 13.0%
 - o Religion Related - 6.5%
 - o Crime/Legal related - 0.0%
 - o Arts, Culture and Humanities - 7.8%
 - o Others (please specify) - 7.8%
 - Disaster relief funds
 - Depends as long as the organization won't turn away a white person that needs help I will donate. Too many only help "minorities"
 - Humane societies
 - I would donate to all of them but arts, culture and humanities as well as crime/legal related.
 - Athletics
 - Animals

6. When do you think adults should begin to donate?
 - o While they are in college - 26.3%
 - o When they reach graduate school - 3.9%
 - o Once they receive their first job - 51.3%
 - o After they have worked for several years - 17.1%
 - o Never- 1.3%

DONOR SURVEY & RESULTS

7. How much more likely would you be to donate if an organization told you how your contribution was being used?
 - o Much more likely – 68.8%
 - o Somewhat more likely – 28.6%
 - o No more likely – 2.6%

8. How much more likely would you be to donate to an organization that keeps in contact with you after donating?
 - o Much more likely – 36.4%
 - o Somewhat more likely- 40.3%
 - o No more likely- 23.4%

9. How much more likely would you be to donate if you received an incentive, such as a t-shirt, for donating?
 - o Much more likely- 42.1%
 - o Somewhat more likely- 39.5%
 - o No more likely- 18.4%

10. How important is it to you that the organization to which you donate is located near your community?
 - o Very important – 31.2%
 - o Somewhat important- 48.1%
 - o Not important- 20.8%

11. How would you most like to keep in touch with an organization?
 - o Email – 43.4%
 - o Newsletter – 15.8%
 - o Social media (Facebook, Twitter) – 32.9%
 - o Personal letter – 7.9%
 - o Other (please specify) – 0.0%

12. How comfortable do you feel donating online?
 - o Very comfortable – 22.4%
 - o Somewhat comfortable – 55.3%
 - o Not comfortable- 22.4%

13. How interested would you be in participating in an online event that allows you to choose from various organizations and donate directly to them?
 - o Very interested – 17.1%
 - o Somewhat interested - 67.1%
 - o Not interested- 15.8%

DONOR SURVEY & RESULTS

14. Which of the following most encourages you to donate?
- o Altruism – 22.4%
 - o Self-esteem- 6.6%
 - o Public recognition- 0.0%
 - o Love for others – 51.3%
 - o Guilt – 3.9%
 - o Societal obligations – 7.9%
 - o Other (please specify) – 7.9%
 - Suicide prevention
 - Personal interest
 - Need-based
 - Caring
 - Recognition of specific and immediate needs
15. Gender
- o Male- 35.5%
 - o Female – 64.5%
16. Year in college?
- o Freshman – 0.0%
 - o Sophomore – 8.0%
 - o Junior – 17.3%
 - o Senior – 74.7%
17. What is your disposable income (not used for rent, groceries, tuition, etc.)?
- o \$100 or less – 35.5%
 - o Between \$100 and \$200 – 34.2%
 - o More than \$200 – 30.3%

INTERVIEW RESPONSES

Sloss Furnace Foundation- Rachael Weekley, Marketing Officer

1. What media do you use to disseminate information regarding your organization?
 - Facebook, Twitter, Constant Contact eblasts, Sloss Furnaces Web site, WBHM (NPR station), Print (various local magazines and newspaper), Radio and Television is used only for our annual Stokin' The Fire BBQ Festival, Press Releases
2. Do you use any social media (Facebook, Twitter, Tumblr)? Why or Why not?
 - Yes
 - Its free and reaches a large number of people.
3. If you do use social media, what results have you seen since initiating it?
 - Excellent results. I don't have specifics or accurate data. Utilizing Face book since fall of 2008 we have seen an increase in interest in Sloss and our many events.
4. What media do you prefer to use to receive information about opportunities for nonprofits?
 - Email/Facebook announcements
5. How do you receive the majority of your funding?
 - City of Birmingham and Sloss Foundation
6. What are your current ways of receiving donations?
 - Membership, donations in gift shop, capital campaign donations for the new exhibit museum at Sloss expected to break ground in the next few months.
7. Donor Information: Are most of your donors corporations or individuals?
 - Currently most of our donors are individuals
8. How do you attract new donors?
 - Through event outreach, eblast marketing and facebook announcements. We also have on going information about it on our Web site and in our gift shop
9. How do you respond to your donors? (Thank you notes, emails, phone calls)
 - Thank you notes and which includes a membership packet. We also correspond with them via email on upcoming events, etc.
10. Are you a member of Alabama Association of Nonprofits?
 - Yes
11. Have you heard of Alabama Gives Day? If so, are you registered to participate?
 - Yes and Yes
12. Would you be willing to be part of a bigger organization to represent the nonprofit sectors in Alabama?
 - Yes

Kelsey Thomas – President of Delta Zeta

1. What media do you use to disseminate your information regarding your organization?
 - The Odyssey
2. Do you use any social media (Facebook, Twitter, Tumblr)?
 - Facebook, everyone is always on it.
3. What results have you seen after initiating social media?
 - It raises awareness
4. What media do you prefer to receive information regarding nonprofits?
 - Email
5. How do you receive funding?
 - Finances
6. What are your plans on receiving donations?
 - Philanthropy
7. Who were your main donors last year?
 - Individuals
 - Around 10 new donors
 - Male and female above 35
8. How did you gain your donors?
 - Through my personal contacts and friends
9. How do you respond to your donors? (Thank you notes, emails, phone calls)
 - Phone calls, notes, and emails
10. Are you a member of Alabama Association of Nonprofits?
 - No
11. Have you heard of Alabama Gives Day?
 - No
12. Will you be willing to be part of a bigger organization to represent the non profit sectors in Alabama?
 - Yes
13. If joining the organizations, what are your expectations towards furthering the nonprofit efforts in Alabama?
 - To make people more aware of them.

Trent Smith – President of Delta Chi

1. What media do you use to disseminate your information regarding your organization?
 - The Odessey
2. Do you use any social media (Facebook, Twitter, Tumblr)?
 - Facebook- easiest way to communicate other than email.
3. What results have you seen after initiating social media?
 - More awareness
4. What media do you prefer to receive information regarding nonprofits?
 - Email
5. How do you receive funding?
 - Bills, Payments
6. What are your plans on receiving donations?
 - Philanthropy events and Alumni charity
7. Who were your main donors last year?
 - Individual B. yes, by same org C. 5-10 D. Males over 30
8. How did you gain your donors?
 - Email and personal contact
9. How do you respond to your donors? (Thank you notes, emails, phone calls)
 - Phone calls, emails, personal contact
10. Are you a member of Alabama Association of Nonprofits?
 - No
11. Have you heard of Alabama Gives Day?
 - No
12. Will you be willing to be part of a bigger organization to represent the non profit sectors in Alabama?
 - Yes
13. If joining the organizations, what are your expectations towards furthering the nonprofit efforts in Alabama?
 - Have a large number of people to donate

SUNSHINE FOUNDATION- Shannon Connolly, Director of Development

1. What media do you use to disseminate your information regarding your organization?
 - The Sunshine Foundation does not have a large marketing account in order to publicize or brand its mission and message. We are a very grass roots organization and 83% of everything that we raise goes to children's programs.
 - We use mostly free press and social media in order to disseminate information about the Sunshine Foundation. Our targeted media sources are both print and television and we feature the clips on our web page and YouTube.
 - We are also working to build relationships with members of the media in order to further publicize our organization so that we can help more children and get them off of our waiting list.
2. Do you use any social media (Facebook, Twitter, Tumblr)?
 - We use Facebook, Constant Contact, Youtube and Twitter in order to inform the public about "Dream Come True" presentations to children and to further our mission.
3. What results have you seen after using social media?
 - It has helped us to grow our mission and identify other volunteers from throughout the United States who are willing to open an all-volunteer chapter or fundraise on behalf of the Sunshine Foundation.
4. What media do you prefer to receive information regarding nonprofits?
 - Not sure what this questions infers.
5. How do you receive funding?
 - We receive funding from foundations, corporations and individuals. Funding is acquired through a number of planned solicitations and includes proposals, sponsor solicitation, the Combined Federal Campaign, Individual giving and speaking engagements.
6. What are your plans on receiving donations?
 - Not sure what this question infers.
7. Who were your main donors last year?
 - Our main donors were individual philanthropists and donor directed wealth through big investment firms.
8. How did you gain your donors?
 - Fundraising is all about relationship building with individuals, corporations and foundations. Mostly, it is a grassroots effort and is all about implementing strategies and connecting the dots.

SUNSHINE FOUNDATION- Shannon Connolly, Director of Development

9. How do you respond to your donors?
 - We try and touch each donors through monthly newsletters, acknowledgements and personal phone calls. In the future, we'd like to host an annual acknowledgement event where we recognize our donors and thank them during a cocktail reception.
10. Are you a member of the Alabama Association of Nonprofits?
 - No. We are not.
11. Have you heard of Alabama Gives Day?
 - No. We have not.
12. Will you be willing to be part of a bigger organization to represent the non profit sectors in Alabama?
 - We'd need more information, but yes. We have two children on our waiting list from Alabama and both are "press approved."
13. If joining the organizations, what are your expectations towards furthering the non-profit efforts in Alabama?
 - Again, we'd need more information.



Sigma Chi Fraternity- David Ascik, President

1. What media do you use to disseminate your information regarding your organization?
 - We primarily communicate information about our chapter through email to alumni, family members, etc. But we also have a regularly updated web site that anyone can go on to see how to get in contact with us.
2. Do you use any social media (Facebook, Twitter, Tumblr)?
 - To communicate to members within the chapter we use a hidden Facebook group. It's a quick and effective way to get in contact with our members. We do have a public group for alumni to join where they can reconnect and communicate about what's going on with our organization.
3. What results have you seen after initiating social media?
 - We have been able to reach alumni in all parts of the world that we otherwise would not have contact with.
4. What media do you prefer to receive information regarding nonprofits?
 - Email is the easiest way to reach anyone in our organization about getting involved with nonprofits.
5. How do you receive funding?
 - Each member pays dues biannually. Part of these dues go towards donations to nonprofits. When we have a philanthropy event, each brother must pay an additional amount of money or receive a donation for the philanthropy from a local business.
6. What are your plans on receiving donations?
 - We set up a tax deductible account and all donations are made out to that account (separate from a "Sigma Chi" account)
7. Who were your main donors last year?
 - Our main donors were local businesses who we sell ads to.
 - We typically retain the same businesses every year.
 - There are usually 5 or 10 first time donors every year (parents of members' companies)
 - Local businesses looking for an effective way to advertise and gain great PR
8. How did you gain your donors?
 - Members go out individually and get donations. We also advertise our philanthropy events in our national magazine.
9. How do you respond to your donors? (Thank you notes, emails, phone calls)
 - We typically send out thank you emails or make phone calls thanking each donor for their contribution

10. Are you a member of Alabama Association of Nonprofits?
•No we are not.
11. Have you heard of Alabama Gives Day?
•No I have not.
12. Will you be willing to be part of a bigger organization to represent the nonprofit sectors in Alabama?
•We would have to weigh the benefits of being a part of a bigger organization against the negatives of doing so. To be frank, the negative aspect is that we would not receive as much attention for donating to nonprofits as we would by doing so ourselves. Also, since we have always donated this way it will be hard to change our process.
13. If joining the organizations, what are your expectations towards furthering the nonprofit efforts in Alabama?
•We would love to get involved with more nonprofits and we hope that more nonprofits help Alabama, but since we usually partner with the Children's Hospital of Birmingham I believe we will stick with them in the future.

Literacy Council of West Alabama- Steven Bridgers

1. What media do you use to disseminate your information regarding your organization?
 - Facebook, Twitter, and email newsletters
2. Do you use any social media (Facebook, Twitter, Tumblr)?
 - Yes. It is a better way to reach a broader audience
3. What results have you seen after initiating social media?
 - No immediate results. Initiated social media recently.
4. What media do you prefer to receive information regarding nonprofits?
 - Email
5. How do you receive funding?
 - Federal appropriation- majority of operation costs; donations; and grant writings
6. What are your plans on receiving donations?
 - Any type of funding is appreciated and not limited. Online, individual, corporate, fundraisers are all welcomed.
7. Who were your main donors last year?
 - Being a new organization, we haven't been able to gain donors in the past 12 months. 99% of funding from federal appropriations
8. How did you gain your donors?
 - No new donors.
9. How do you respond to your donors? (Thank you notes, emails, phone calls)
 - No donors
10. Are you a member of Alabama Association of Nonprofits?
 - Yes
11. Have you heard of Alabama Gives Day?
 - Yes and we will be participating in Alabama Gives Day
12. Will you be willing to be part of a bigger organization to represent the nonprofit sectors in Alabama?
 - Already a part of AAN
13. If joining the organizations, what are your expectations towards furthering the nonprofit efforts in Alabama?
 - More publicity

Big Brothers Big Sisters of Greater Birmingham

1. What media do you use to disseminate your information regarding your organization?
 - Television, magazines, newspapers, social media, blog, e-newsletter
2. Do you use any social media (Facebook, Twitter, Tumblr)?
 - Yes, we have a Facebook, Twitter, and a Blogger. It helps us stay connected to volunteers and donors, and helps us build a community
3. What results have you seen after initiating social media?
 - I was not on board when BBBS first launched social media, but it has been a great branding tool, and a great way to tell the story of the children in our program.
4. What media do you prefer to receive information regarding nonprofit organizations?
 - Television and print media, because they reach the most people. They are also the hardest to break in to.
5. How do you receive funding?
 - We receive funding through private donors, corporate donors, federal and state grants
6. What are your plans on receiving donations?
 - Donations we receive go to administrative costs associated with matching and supporting volunteers and children. It has been a tough year for nonprofits.
7. Who were your main donors last year?
 - I don't know the answer to this. I've never seen it broken down
8. How do you gain your donors?
 - Through grant writing, fundraisers, building corporate relationships
9. How do you respond to your donors? (Thank you notes, emails, phone calls)
 - We acknowledge them in our Annual Report, and write thank you notes in some instances
10. Are you a member of Alabama Association of Nonprofits?
 - Yes, we are
11. Have you heard of Alabama Gives Day?
 - Yes
12. Will you be willing to be part of a bigger organization to represent the non profit sectors in Alabama?
 - I can't speak for my organization, but personally I see the benefits of collective bargaining and marketing
13. If joining the organizations, what are your expectations towards furthering the nonprofit efforts in Alabama?
 - Just to raise awareness of the need for volunteers and donors across a spectrum of needs in Alabama. People are often willing to help if they know how they can specifically do it.

Girls Inc.- Jennifer French

1. What media do you use to disseminate your information regarding your organization?
 - News papers, WAAY 31 news, Facebook, and Twitter
2. Do you use any social media (Facebook, Twitter, Tumblr)?
 - Yes. Started in May 2011. To get info out and let the people who do not know of Girls Inc; to share the atmosphere
3. What results have you seen after initiating social media?
 - Lot of new people came by to the organization to gain extra info. Gained new donors and partners
4. What media do you prefer to receive information regarding nonprofits?
 - News letters, info through board members, word of mouth, meetings, emails
5. How do you receive funding?
 - Donations, various partners, fundraisers (had an auction fundraiser just recently) and grants
6. What are your plans on receiving donations?
 - Fundraisers, website, individuals donations
7. Who were your main donors last year?
 - Both corporate and individual donors.
 - does retain donors
8. How did you gain your donors?
 - Meetings, fundraisers
9. How do you respond to your donors? (Thank you notes, emails, phone calls)
 - Thank you letters, cards, and awards on celebrations and special events
10. Are you a member of Alabama Association of Nonprofits?
 - No
11. Have you heard of Alabama Gives Day
 - No
12. Will you be willing to be part of a bigger organization to represent the nonprofit sectors in Alabama?
 - Yes. Want to get Girls Inc. out there, want a better understanding of nonprofit needs, to gain donors and volunteers, and work on collaboration
13. If joining the organizations, what are your expectations towards furthering the nonprofit efforts in Alabama?
 - More donors and publicity and a better understanding of the nonprofit sectors in Alabama.

North Alabama Food Bank- Richard Hartz

1. What media do you use to disseminate your information regarding your organization?
 - Newsletters Direct Mail Mostly, Opened Website in February has a donate button and contact info
2. Do you use any social media (Facebook, Twitter, Tumblr)?
 - No they are swamped with 9 people running the entire organization. They do not have time to learn and use it, and the need is so large that they are almost at the point of throwing their hands up in the air running away from the work they are currently doing.
3. What media do you prefer to receive information regarding nonprofits?
 - They use direct mail, no social media, sometimes the newspaper will cover them or local TV stations
4. How do you receive funding?
 - Through donations via mail or online
5. What are your plans on receiving donations?
 - Currently what's above
6. Who were your main donors last year?
 - Corporate vs. individual- seems to be individual
 - Retain donors every year- they send out 5000 or so specialty appeals to donors yearly
7. How did you gain your donors?
 - Through people who contact them from press coverage, with donation or via mail mass direct mail
8. How do you respond to your donors? (Thank you notes, emails, phone calls)
 - Thank you letters
9. Are you a member of Alabama Associates of Nonprofits?
 - I don't think so.
10. Have you heard of Alabama Gives Day?
 - No
11. Will you be willing to be part of a bigger organization to represent the nonprofit sector in Alabama? Why or why not?
 - Not sure because they are not sure they have the time.
12. If joining the organizations, what are your expectations towards furthering the nonprofit efforts in Alabama?
 - That it would be worth the time and not interrupt the actual current service.

Tuscaloosa's One Place- Amanda Waller

1. **What media do you use to disseminate information regarding your organization?**
 - Facebook, Twitter, Tuscaloosa News, the Kip Tyner Show, blogger.com and WVUA. Tuscaloosa Magazine also wrote a feature on TOP in the Spring.
2. **Do you use any social media(Facebook, Twitter, Tumblr)?**
 - We use Facebook and Twitter. These are great ways to keep community members as updated as possible on services and upcoming events at TOP.
3. **If you do use social media, what results have you seen since initiating it?**
 - Our users/viewers have been able to volunteer for events quickly . Also, immediately following the disaster we were able to keep lines of communication open to those who wanted to be of assistance with by volunteering or donating items.
4. **How do you receive the majority of your funding?**
 - The majority of our funding is through grants. We are largely funded through Family Preservation, Children's Trust Fund, 21st Century, Alabama Community Marriage Initiative
5. **What are your current ways of receiving donations?**
 - Donations for individuals are either directly delivered to us or mailed. We do have a donate button on our website, however it is not functioning properly at this time.
6. **Donor Information:**
 - We have about an equal amount of both corporate and individual donors since the storm, however prior to the storm I would say corporations.
 - Typically about 1/3 of donors are new donors.
7. **How do you attract new donors?**
 - New donors usually become interested in TOP through friends or they have seen a presentation of TOP in the community.
8. **How do you respond to your donors? (Thank you notes, emails, phone calls)**
 - Thank you notes mainly and phone calls.
9. **Are you a member of Alabama Association of Nonprofits?**
 - Yes.
10. **Have you heard of Alabama Gives Day? If so, are you registered to participate?**
 - Yes, and we have begun the application process.
11. **Would you be willing to be part of a bigger organization to represent the nonprofit sectors in Alabama?**
 - Yes. TOP is a part of the Alabama Network of Family Resource Centers (ANFRC). Which is an association of Family Resource Centers in Alabama that currently are working to bring awareness to what FRCs are and what services we offer.
12. **What would be your expectations from an organization like AAN in furthering the nonprofit efforts in Alabama?**
 - To attract additional funding/funders to the nonprofit sector in Alabama.

FOCUS GROUP PARTICIPANTS

Focus Group- People Who Already Donate

Participant Initials	Sex	Age	Ethnicity
B.M.	F	21	WHITE
E.R.	M	23	WHITE
B.L.	F	22	ASIAN
C.P.	M	25	ASIAN
T.H.	M	25	WHITE
K.S.	F	23	WHITE
M.M.	F	22	WHITE
S.S.	F	23	WHITE
U.G.	F	24	WHITE
W.L.	M	24	WHITE

Focus Group- People Who Don't Donate

Participant Initials	Sex	Age	Ethnicity
P.S.	M	22	WHITE
K.B.	F	22	WHITE
J.F.	M	23	WHITE
A.K.	F	22	WHITE
K.C.	F	23	WHITE
R.S.	M	22	WHITE
M.L.	F	23	WHITE

FOCUS GROUP RESPONSES

People who already donate:

1. Tell me what you know about nonprofit organizations.
 - B.M.- I have participated in Relay for life and Colleges against Cancer
 - W.L.- They help with people that do not have the resources.
 - E.R.- Nonprofits run on donations made from contributors to the organization. They normally have many volunteers that work for free
 - B.L.- They work to help a specific causes but are not making a profit off their donations or their efforts
 - U.G.- They do good things for certain people and organizations for certain people and organizations for their benefit
 - C.P.- absolutely nothing
 - T.H.- nonprofit organizations 501C3 privately funded--> not funded at all by the government. Do fundraisers and have volunteers
 - K.S.- Nonprofit organizations provide help/ service to those who are un able to help themselves. The people who organize these functions do it simply because they want to help because they want something return
 - M.M.- They obtain funding through donations and do not personally benefit from the funds. The funds are given to aid others
 - S.S.- Charity organizations do not make a profit
2. What organizations do you and/or your family has experiences with?
 - W.L.- I have worked with Habitat for Humanity
 - B.M.- My roommate helped out with the organization so I would take part in it with her. I also have many close friends who have had cancer or had a family member who had it/ mom got diabetes at age of 12
 - E.R.- We have donated to St. Jude's hospital
 - S.S.- I have experiences with Amerigroup Red Cross and African Homes
 - T.H.- Red Cross, Jordan Thomas Foundation, Susan G Komen, St. Jude's Children's Research Hospital
 - C.P.- The Salvation Army
 - M.M.- St. Jude's Tennessee Baptist Children's home, Girl Scouts. Prevent Child Abuse America, my church
 - B.L.- We have donated to the Salvation Army, hospital for children, and Humane Society
 - K.S.- My family and I have been donating and volunteering at the North Gwinnet Co-Op for 5 years
 - U.G.- Red Cross, Scope International

5. How do you stay connected to the nonprofit you donate to?
(Check website, attend fundraisers?)

- W.L.- Where I volunteer at I usually just stop by every now and then and see how they are doing.
- C.P.- I don't stay connected
- K.S.- For me the only way to stay connected is to call the owner, Ms. Koronowa who happens to be a friend of the family's
- E.R.- I don't know I just donate
- U.G.- I look on the Internet at websites and follow what they do on the news
- B.L.- Through newsletters or emails
- M.M.- Either through email, the website, fundraisers and friends
- S.S.- Family and TV Advertisements
- U.G.- It doesn't matter to me as long as the cause is important and it does a good job.
- K.S.- They do not have to have a strong media presence but it would be nice
- B.M.- It would be nice I guess.
- W.L.- Yes
- E.R.- Depends, I would want a non-profit that informs me of critical and important details about what is going in the organization and not gives me non important information that does not contribute to much
- T.H.- Yes
- M.M.-Yes it makes those who care about the organization aware of the continual need for help etc.
- S.S.- Yes, the more I see it advertised the more I am willing to donate
- C.P.- It couldn't hurt
- B.L.- I think if an organization had a social media page like Facebook or twitter a lot more people could be reached and would become more interested to learn make and donate

5. How do you stay connected to the nonprofit you donate to?
(Check website, attend fundraisers?)

- W.L.- Where I volunteer at I usually just stop by every now and then and see how they are doing.
- C.P.- I don't stay connected
- K.S.- For me the only way to stay connected is to call the owner, Ms. Koronowa who happens to be a friend of the family's
- E.R.- I don't know I just donate
- U.G.- I look on the Internet at websites and follow what they do on the news
- B.L.- Through newsletters or emails
- M.M.- Either through email, the website, fundraisers and friends
- S.S.- Family and TV Advertisements
- U.G.- It doesn't matter to me as long as the cause is important and it does a good job.
- K.S.- They do not have to have a strong media presence but it would be nice
- B.M.- It would be nice I guess.
- W.L.- Yes
- E.R.- Depends, I would want a non-profit that informs me of critical and important details about what is going in the organization and not gives me non important information that does not contribute to much
- T.H.- Yes
- M.M.-Yes it makes those who care about the organization aware of the continual need for help etc.
- S.S.- Yes, the more I see it advertised the more I am willing to donate
- C.P.- It couldn't hurt
- B.L.- I think if an organization had a social media page like Facebook or twitter a lot more people could be reached and would become more interested to learn make and donate

6. How many times a year do you donate?

- B.M.- about once a year
- W.L.- Once or twice a year
- E.R.- I am not sure my grandparents usually remind me
- B.L.- A few times a year when I get a new reminder that they are accepting donations again
- S.S.- Twice a year or so
- M.M.- Two to three times a year.
- C.P.- One to three times a year.
- T.H.- About five times
- K.S.- About six times a year
- U.G.- It's different every year but I try to several times a year

7. Do you donate continuously or once a year?

- C.P.- Once a year
- W.L.- Once a year
- B.M.- once a year
- M.M.- I donate to my church (continuously) prevent child abuse America about twice a year... and others randomly
- T.H.- Some are once a year +some are continuously over the year through volunteering making monetary (\$) donations
- S.S.- I donate continuously
- K.S.- continuously.
- U.G.- Sometimes once a year and sometimes continuously.
- B.L.- Maybe a few times a year, depending on my financial situation.

8. Is a nonprofit's mission statement important to you?

- Beth- It doesn't have to but it does help
- W.L.- Yes, it is
- U.G.- Yes, it is to some point because I want to know what their goal is and what they're trying to do
- E.R.- Yes, briefly it lets me know the mission of the organization
- S.S.- Not really
- C.P.- sure it is
- K.S.- No its not
- T.H.- Not Really...I kind of make my own idea of what their mission is based on what I see them involved in. Actions speak louder than words. Anyone can make his or her mission statement say whatever he or she want. I want to see what they are doing and then I will decide what it is.
- B.L.- Yes, tells you what they do and who they are helping. I want to know what my money is going to
- M.M.- Yes, I do and I feel that they should uphold

9. Would you like an organization that you donate to have a strong social media presence?

- U.G.- It doesn't matter to me as long as the cause is important and it does a good job.
- K.S.- They do not have to have a strong media presence but it would be nice
- B.M.- It would be nice I guess.
- W.L.- Yes
- E.R.- Depends, I would want a non-profit that informs me of critical and important details about what is going in the organization and not gives me non important information that does not contribute to much
- T.H.- Yes
- M.M.-Yes it makes those who care about the organization aware of the continual need for help etc.
- S.S.- Yes, the more I see it advertised the more I am willing to donate
- C.P.- It couldn't hurt
- B.L.- I think if an organization had a social media page like Facebook or twitter a lot more people could be reached and would become more interested to learn make and donate

FOCUS GROUP RESPONSES

People who do not donate:

1. Would you be more likely to donate to an organization that has a strong social media presence?

- P.S.: Yes. It would make me feel better to know where my money is going.
- R.S.: Yes.
- J.F.: I agree with everyone else. Very much so.
- K.C.: I disagree with everyone. Just because someone has a strong social media, doesn't make me want to donate.
- K.B.: It just depends on what the cause is.
- A.K.: Social media presence doesn't influence me to donate.
- M.L. Yes.

2. Would you be more willing to donate if your friends were donating as well?

- P.S.: Yes
- R.S.: Yes
- M.L.: Maybe
- J.F.: Not really because I tend to be very independent.
- K.C.: Yes, because my friends have a positive influence on me.
- K.B.: It would also depend who it helped.
- A.K.: Possibly

3. What are your influences for donating to a certain organization?

- P.S.: Relations to my preferences, personality and what the organization does.
- R.S.: Agreed with Parker. I feel good about donating to an organization in which I can see the possibility of rapid change. I like to know that I'm making a difference.
- J.F.: I don't donate. If I did, it would be an organization that had a strong social advertisement for the group.
- M.L.: Friends and family. Certain interests.
- K.C.: My influences are my friends, family and medical needs.
- K.B.: It would depend on how much I knew about an organization and whether or not I think it's a good cause.
- A.K.: If I have knowledge/ education for the cause of donation that is important to my beliefs, morals or values.

4. Where do you think nonprofits are lacking in reaching out to the community?

- R.S.: Commanding presence and description of an action plan. Nonprofits don't tell people how the funds will be utilized.
- M.L.: Need to learn about using free media, like social media, to reach a broader target.
- J.F.: They aren't making a profit and they may be a little shy due to the lack of profit.
- K.C.: Because they don't have a lot of money, they don't advertise enough.
- K.B.: Educating the community about the different organizations and how we could help make a difference.
- A.K.: Minority groups that lack the tools and creativity to appeal all types of genders, races, religions, ethnicities and sexes due to closed minded attributes and methods.

5. Would you be more willing to donate if you knew your funds were being matched?

- P.S.: Yes.
- R.S.: Yes
- J.F.: Absolutely.
- K.C.: Yes, because I would like to know where my funds are going.
- K.B.: Yes
- A.K.: Yes, because I would feel that there would be a larger chance that the organization would succeed and make a positive difference.
- M.L.: Yes

6. What makes you not give?

- P.S.: Being a college student and lacking funds.
- R.S.: Because I'm a college student that is financially unstable.
- J.F.: Agrees with P.S., lack of funds. I'm sorry!
- K.C.: I would donate if I knew more about what I'm donating to.
- M.L.: I agree with K.C.
- K.B.: I'm still living off my parent's money, so I don't have the funds to donate.
- A.K.: I don't have the funds to donate to any organizations.

OTHER RECOMMENDATIONS

Twitter Promoted Trends

Promoted trends can be used to spark conversations and interest of Alabama Gives Day or AAN by capturing a user's attention on Twitter. Every minute of every day, Twitter hosts viral conversations that reflect some of the hottest topics of the moment. These trends are featured prominently next to a user's timeline. Due to this placement, a promoted trend gets massive exposure and is ideally placed to kick start or amplify a conversation on Twitter and beyond.

Successful promoted trends give users something new and exciting to discover, participate in and share.

Promoted trends come with a dedicated promoted trends dashboard for real-time insight into your campaign's performance.

Note: This is in Beta- and is expected to be very expensive and is only being offered to certain companies. However, on Twitter's signup sheet there is a budget pricing menu which varies from \$5,000 to \$120,000. This may be avoided because there is a box for nonprofits and campaigns. It may be possible to pitch the Alabama Gives Day campaign to Twitter and receive a discounted price.

Promoted Trends

- With promoted trends, users see time, context and event-sensitive trends promoted by Twitter's advertising partners.
- These paid promoted trends appear at the top of the "Trending Topics" list on Twitter and are clearly marked as "Promoted."
- Interaction with Promoted Trends
 - Users interact with promoted trends the same way they interact with any other trending topic. They are able to click on a promoted trend to view all tweets containing the trending hash tag (#) or trend terms.
 - They are also able to tweet about the promoted trend by including the terms in their tweets. The only difference is that a promoted trend is purchased by an advertiser and clearly marked as being promoted.
- Promoted trends are visible to all users on Twitter.com while they are being promoted.
- In addition to Twitter.com, promoted trends are displayed on Twitter for iPhone, Twitter for Android and Tweet deck.



UNIVERSITY OF ALABAMA INFLUENTIAL FACEBOOK ACCOUNTS

Person/ Organization	Likes	Link
The University of Alabama	283,137	https://www.facebook.com/universityofalabama
Alabama Crimson Tide Football	182,562	https://www.facebook.com/pages/Alabama-CrimsonTide/21621393604?ref=ts
University of Alabama Panhellenic	74,501	https://www.facebook.com/pages/UA-Panhellenic-Association/196334273720
Alabama Football	52,192	https://www.facebook.com/pages/Alabama-football/110676788952926
University of Alabama Alumni Association	11,634	https://www.facebook.com/alabamaalumni
The University of Alabama Undergraduate	1,724	https://www.facebook.com/ua.undergraduate.admissions
UA Panhellenic Association	1,709	https://www.facebook.com/pages/UA-Panhellenic-Association/196334273720

AUBURN UNIVERSITY INFLUENTIAL FACEBOOK ACCOUNTS

Person/ Organization	Likes	Link
Auburn University	221, 663	https://www.facebook.com/auburnu
Auburn Football	160,600	https://www.facebook.com/pages/Auburn-Football/247290075436
Tide for Toomers	61, 325	https://www.facebook.com/TideforToomers
Auburn Alumni Association (Group)	10,991 Members	https://www.facebook.com/AuburnAlumniAssociation
Auburn University Alumni(Group)	7,634 Members	https://www.facebook.com/group.php?gid=2223358312
Auburn Panhellenic	1,451	https://www.facebook.com/auburnpanhellenic

INFLUENTIAL TWITTER ACCOUNTS UNIVERSITY OF ALABAMA

Person/ Organization	Account Name	Followers
Mark Ingram	Mark_Ingram28	129,148
Former UA quarterback NY Jets Player	GVMcElroy	54,689
UA Athletic Department	UA Athletics	39,822
University of Alabama Gymnastics	BamaGymnastics	26,386
Twitter Acct of Rollwiththeide.com	rollwiththetide	21,060
University of Alabama news update, additional info feed	UofAlabama	13,405
Nick Saban Head Coach	NickSaban	7103
The official twitter page of Alabama Head Softball Coach Patrick Murphy	UACoachMurphy	6226
Twitter Account of CrimsonTide-Hoops.com	AlabamaHoops	4,604
Official Twitter page for University of Alabama Head Baseball Coach Mitch Gaspard.	MitchGaspard	2955

AUBURN UNIVERSITY INFLUENTIAL TWITTER ACCOUNTS

Person/ Organization	Twitter Account Name	Followers
Nick Fairley Auburn Defensive Line Detroit NFL	Nick_Fairley251	52,940
The latest news & buzz Auburn Tigers.	Auburnbuzztap	32,424
Auburn Football News and Updates	FootballAU	30,477
Auburn University Twitter Account	AuburnU	19,356
The official Twitter of the Auburn University Athletics Department.	AUAthletics	17,2373
LeeZiemba	Ziemba73	10,045
Beat writer in the Auburn Bureau for the Press-Register, Birmingham News and Huntsville Times.	Auburnbeat	8,561
David Morrison,Auburn beat reporter for the Opelika-Auburn News	AUBlog	5594
Curtis Luper , Auburn Running Backs Coach & recruiting coordinator	CoachLoop	3733
Tony Barbee.Auburn University Head Basketball Coach,	CoachTonyBarbee	3096



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