CREATE A SUCCESSFUL BENGAL GIVING DAY CAMPAIGN!

Idaho State University



Do you need funding for a special project or student experience?

Bengal Giving Day is for you!

Fact about Bengal Giving Day:

- Bengal Giving Day is the largest single fundraising opportunity at Idaho State University. It is held each spring for 1901 minutes, corresponding with the year that ISU was founded!
- The first Bengal Giving Day was in 2021.
- Any student-focused department, unit or area can request a campaign, which gives you a page on the Bengal Giving Day website, where hundreds of donors will be making gifts!
- **The success of a Bengal Giving Day campaign depends on you - on the planning and outreach you can do to make it a success. This handbook will help guide you to a successful Bengal Giving Day campaign. (Note: the handbook is for your own use, and is not required to request Bengal Giving Day campaign.)**

Important Dates:

- Dec. 1, 2024- Form open to start registering for a campaign and a page on the Bengal Giving Day website
- Feb. 21, 2025- Meeting for those with campaigns
- March 18-19, 2025 - Bengal Giving Day for 1,901 minutes (since ISU started in 1901) from 9 a.m. on Tuesday to 4:41 p.m. on Wednesday!

Steps to successful Bengal Giving Day campaign

1. Fill out the questions below and on the following pages.
2. Gather the resources and support you will need
3. Request a page at isu.edu/bengalgivingdayform25. Review the checklist at the end to finish preparing for the big day!

Did you have a campaign last year? Email giving@isu.edu to request to see it.

What is the title of your campaign?

Tips: This will be the name of your BGD page. Does the title speak to those outside of your immediate area?

What are you raising funds for?

Tips: You are more likely to have a successful campaign if you have a purpose, rather than requesting donors give to an area generically. Donors are also more likely to give to an endowment or scholarship, so if your area has one of those, consider raising funds for that.

Do you have a match or a challenge donation, or someone you can ask for a match or challenge donation?

Tips: A match or a challenge usually increases the funds for a campaign! A match is when a donor promises to match others' donations, usually 1:1 or 2:1, up to a preset amount, *i.e., Jane Doe will match each donation made during Bengal Giving Day, up to $5,000 total.* A challenge is when a donation is unlocked when a goal is reached, like a dollar amount goal or donation number goal, *i.e., John Doe will give $5,000 when 150 donors give.* Outright donations may be marketed as matches, i.e, the donor may opt to give their total gift regardless of whether the match or challenge is actually met.

How will you get the word out about your campaign?

Tips: The most likely way to get a donation is a face-to-face ask. Second would be an ask over the phone. Third would be a personal email, text or direct message. Fourth is a post on social media or other web-based appeal - and different online platforms might reach different audiences. All are good options for Bengal Giving Day.

Write a script for a thank you video

Tips: Be sure to thank your donors! Email a short thank you video to giving@isu.edu and we'll send it out to those who donated to your area on Bengal Giving Day. You may consider having a student, a department chair, professors or instructors appear in your thank you video. If you don't provide a video, we will have students create videos for you.

Where do you want your money to go?

Tips: Do you have a Local Fund Index, or a Foundation Fund ID? Do you have a Club Number? If not, someone from the ISU Foundation will be reaching out to confirm where you want the funds to go.

Describe the campaign as you want it to appear on the campaign's webpage

Tips: How does this explanation let donors know your mission and purpose?

Describe how the donated funds will be used for the campaign's webpage

Tips: How will you explain to donors where the funds will be used in a way that is easy to understand?

What pictures do you want included on your page?

Tips: You will need one image that will appear as a thumbnail on the page, and then across the Bengal Giving Day site as well. You may also include one or two more to appear on the page itself in a picture carousel.

Who can you recruit as ambassadors for your campaign?

Tips: Ambassadors will reach out to their family and friends to request donations to your area. Check out the ambassador options at https://bengalgivingday.com/pages/get-involved-2055. When someone signs up to be an ambassador through bengalgivingday.com for your area, they will receive a unique URL that will track gifts solicited by the ambassador, which will then enter them for prizes!

Do you have an event or challenge that will draw people to your page?

Tips: Create your own Bengal Giving Day event on March 18 and 19 to draw attention to your campaign! Or challenge another campaign to see who can get the most donations.

Now what?

Bengal Giving Day checklist

- [ ] Request your campaign at isu.edu/bengalgivingdayform25
- [ ] Questions? Email giving@isu.edu or contact Daniel Moore at 208-282-1113
- [ ] Schedule a review of your campaign with Daniel Moore at giving@isu.edu
- [ ] Have a representative attend the meeting on Friday, Feb. 21 at the ICCU Bengal Alumni Center or on Zoom at 1 p.m. Attendance is mandatory for a campaign.
- [ ] Check out the toolkit at https://bengalgivingday.com/pages/get-involved-2055 for social media post examples and more!