

GIVING TUESDAY

Giving Tuesday 2022 – Board Initiative

Our Giving Tuesday Campaign will focus on our Wheelchair Ramp Program. Since 2020, our cost per ramp has increased 43% (from \$503 - \$877) and the demand has not slowed down. This month alone we've received 11 new requests for ramps and have installed 5, with one more already on the books.

The Need

With the increase in costs and steady request for this program, we kindly ask that each board member creates their own fundraising campaign to support our Giving Tuesday initiative with a goal of raising \$877 each, the cost of one wheelchair ramp.

The Goal

Last year we raised over \$8,500.00. This year, our goal is to exceed \$10,000. With your help, we will not only exceed our goal, but we will also spread awareness of the new branding by sharing about Enable with our friends and family.

What Enable Needs From You

1. Create a fundraising page on Give65.org. This platform is offering several matching gifts during Giving Tuesday and funds raised on your page will help Enable to qualify for the maximum of \$5,000 in matching gifts.
Instructions: <https://www.give65.org/content/CreateAFundraisingPage>
2. Share marketing resources provided by Enable prior to and during Giving Tuesday.
3. Talk with friends and family ahead of time and ask that they plan to give as early in the day as possible to increase our chances of receiving a matching gift.

*Kiliaen is available to help you set up a fundraiser if you would like assistance.

Matching Gift Social Campaign:

We are looking for one company/individual who will pledge \$2,000 for a matching gift. Their gift will provide 30'ft ramps, installed, for two community members in need AND the gifts they match will provide 2 additional 30'ft installed ramps, for a total of 4 ramps. This matching campaign will run on Facebook throughout Giving Tuesday. They will receive ample promotions during the day for doing this.

Suggestions for a successful campaign:

1. Share your campaign page link from give65.org first thing on Giving Tuesday (the earlier the better).
2. Bump your plea post throughout the day.
3. Make sure to **ask** your friends and families to donate on the posts.
4. Suggest a no-pain amount (\$30 covers 1 ft) or a slight pain amount (\$90 covers 3 ft).
5. State the problem: Since 2020, our cost per ramp has increased 43% (from \$503 - \$877) and the demand has not slowed down.
6. Share our solution/ goal: We installed 80 ramps last year but were asked to build many more. This year we are striving for 100 ramps.
7. Copy info directly from our website: www.enablemadisoncounty.org/build-wheelchair-ramps-for-seniors/
8. **Pre-ask for larger gifts from friends and family (\$100+). Once you have those pledges, tag them on the day of Giving Tuesday and follow through so that they donate. Sending them an email and text with the donation link is also suggested.**
9. Share social media posts from the Enable social media page that will be posted throughout the day. Make sure you have liked our page to ensure you see them.

Note: The goal is not to add to your annual giving amount, but to engage the community to give and therefore increase the fundraising pipeline as well as community awareness of our organization.

