

AGN Workshop Chat Log: Developing a Digital Fundraising Strategy
10.21.21

General Session 1

From AGN Support to Everyone:

Welcome! All of the materials for today's workshop can be found on the materials tab of our event webpage: <https://agnresources.com/digital-fundraising-workshop/>

From AGN Support to Everyone:

If you have any questions or need help, you can reach us here in the chat log, email us at info@agnresources.com, or call us at 888.407.5064

General Session 2

From AGN Support to Everyone:

Feel free to type any questions in the chat! You can also reach us via email at info@agnresources.com and 888.407.5064.

From Jordan Williams to Everyone:

How do you keep Giving Days fresh while preventing the scope from getting too big? Any tips for keeping campus partners motivated to participate?

From Christy Moss (AGN) to Everyone:

Jordan, this is a great question. One strategy I have seen is to have themes for giving days - that then campus partners leverage their storytelling around. This can then also be the theme for matching challenges which often incentivizes the participation of units across campus.

From Jordan Williams to Everyone:

Thanks Christy!

From Jordan Williams to Everyone:

Love your work!

From Lori Apicella - Duke Children's (she/her) to Everyone:

How do you empower crowdfunding champions (faculty, staff, physicians, etc.) to do their own promotion to amplify their projects?

From Christy Moss (AGN) to Everyone:

Many thanks, Jordan!

From Christy Moss (AGN) to Everyone:

Lori, this is a great point and I think a struggle for many institutions. For the institutions that do it well I have seen them either incentivize their participation or require it before access to the crowdfunding tool is given.

From Lori Apicella - Duke Children's (she/her) to Everyone:

Makes sense, thanks!

From Patton Vo (he/him)(AGN) to Everyone:

Hi Lori, great question. This is where having a plan to engage volunteers, ambassadors, and amplifiers is crucial. Having a toolkit that outlines goals, expectations, etc. will help facilitate accountability with volunteers as well. For instance, our Day of Giving requires all ambassadors to solicit 3 peers and we then create structures where donors are able to share who inspired them to make the gift. Additionally, having incentives also help and the right people doing p2p.

From Lori Apicella - Duke Children's (she/her) to Everyone:

Thank you, Patton! Would love to see toolkits if anyone has one to share.

From Patton Vo (he/him)(AGN) to Everyone:

You're very welcome. In our next small group discussion we use the time to go over samples from other organizations and institutions.

From Lori Apicella - Duke Children's (she/her) to Everyone:



General Session 3

From AGN Support to Everyone (in Waiting Room):

Welcome back! We will be starting again momentarily.

From AGN Support to Everyone:

Again, please ask any questions right here in the chat! And find us via email at info@agnresources.com and by phone at 888.407.5064.

From AGN Support to Everyone:

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General Session 4

From AGN Support to Everyone:

As you return from your small groups, please remember to turn your video off and mute yourselves!

From AGN Support to Everyone:

Once again — you may mute yourselves and turn off your videos!

From Lydia Miller | she/her/hers to Everyone:

I have to run to a meeting. Thank you so much, it was a pleasure to meet everyone and learn together. Thank you, Patton, Christy, and Heather for your valuable insights! My email is Lydia.miller@nyu.edu, I'd love to continue to share strategies to get better.

From Kait Tremaglio to Everyone:

My wifi is slow - will arrive at some point!

From Anshu Chandra to Everyone:

Nailed it, Dan!

From Christy Moss (AGN) to Everyone:

Group one, Group one!!!

From Alex Pribil (University of Florida) to Everyone:

Florida! #gogators

From Kait Tremaglio to Everyone:

Thanks! The Hole in the Wall Gang Camp

From AGN Support to Everyone:

Thanks again, everyone!