

## **Situational Exercises\_Digital Campaigns**

**Scenario #1.** Until now, your program has focused most of its solicitations on direct mail and calling efforts, adding sporadic emails that simply mirror content found in print appeals. Your new VP for advancement wants your team to build a digital fundraising strategy “from scratch.”

1. What one thing will you focus on first - and why?
  2. What tools and technology will you need?
  3. What resources (staff, volunteers, budget) will you need?
  4. How will you measure success?
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**Scenario #2.** You work in a small shop and are planning to launch your first institutional giving day this spring. In the past, you have done some appeals around #GivingTuesday but nothing significant. You have to be careful about how you allocate your time and resources so that the giving day is successful.

1. How will your plans for giving day differ from what you’ve done for #GivingTuesday?
  2. Who do you want to involve in the giving day planning efforts?
  3. Will you still do appeals connected to #GivingTuesday? Why or why not?
  4. How will you coordinate your giving day efforts with other appeals throughout the year?
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**Scenario #3.** Your institution’s young alumni council wants to get more involved in fundraising, so you have asked them to serve as online ambassadors for the annual fund. The alumni relations team that manages this group is on board with this idea and is willing to help you work with the council members.

1. What specific things will you ask the young alumni council members to do?
  2. What type of training will you offer them?
  3. What tools will you provide to them?
  4. Who will be the primary point of contact for these volunteers?
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**Scenario #4.** Your institution has seen a significant increase in donors coming in from digital channels, and your VP for advancement wants to hire a new staff member on the annual fund team to support these efforts. You are the director of annual giving and have been tasked with drafting the new job description.

1. What will they be expected to do? Will they handle strategy, implementation, or both?
2. What background and experience would you like for this new hire to have?
3. How will this new hire impact the work of other staff members on your team?
4. Is there any specific technology that you want to invest in to support the new hire’s work?