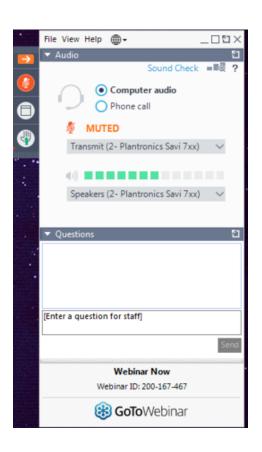
Welcome to RKD Group's Webinar:

The Ultimate Guide to Planning and Hosting a Successful Giving Day

We want your questions and comments!

Send your questions and comments by clicking this section of your panel





Our Moderators



Jenn Thompson
RKD Group



Yanni Saratsis

RKD Group



Thank you to our panelists



Maegan Hoffmann

SPCA of Texas



Maria Shanley

Second Harvest Food Bank Central Florida



Stephanie Filer

Animal Rescue League of Iowa



Heather Sweeney

Second Harvest Food Bank Feeding South Louisiana



Libby Beldner

Humane Society of Missouri



Meagan Bratton

South Plains Food Bank



SPCA

Goal: \$100K

Amount Raised: Over

\$138,000

Date: May 5

Staffing: 10-12 staff members + partners at

RKD

Promotion: Social, Email, Word of Mouth







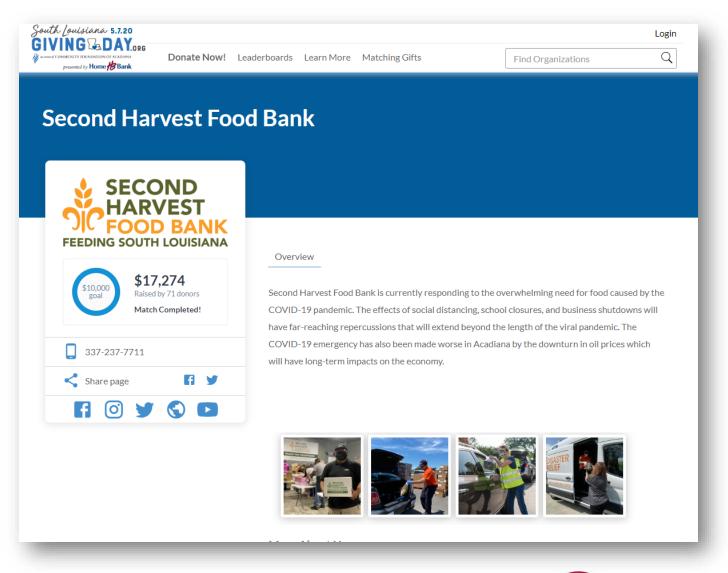
Goal: \$50,000

Amount Raised: \$152,373

Date: June 2

Staffing: 3

Promotion: Email, Social Media, Volunteer e-Newsletter, Media Interviews







Goal: \$45,000

Amount Raised:

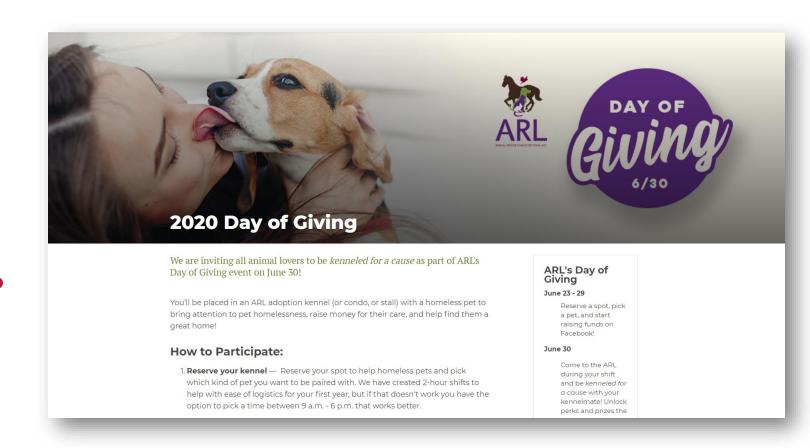
\$68,387

Date: June 30

Staffing: 1 lead, 4

assist

Promotion: Email, Social, P2P









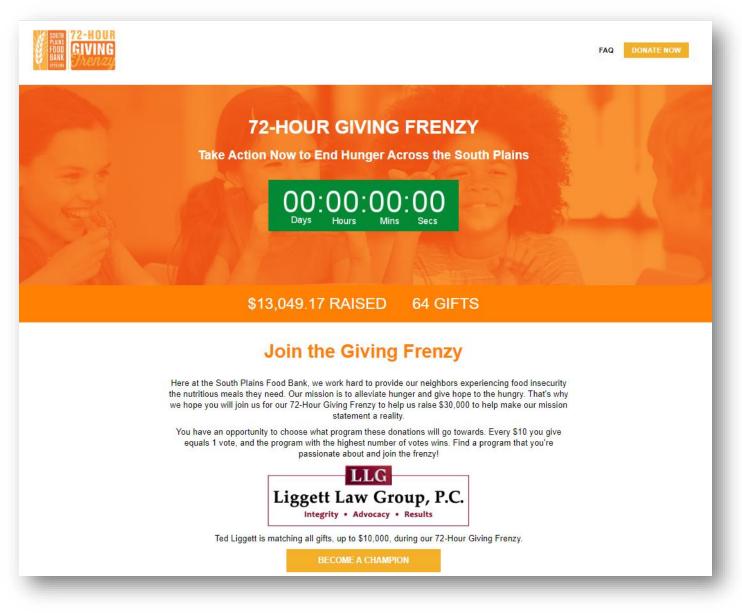
Goal: \$30,000

Amount Raised: \$44,000

Date: 9/24-9/26

Staffing: Development Department (6 staff)

Promotion: Email, Media, Lightboxes, Social Posts, TV Ad, Real Media Push







Goal: \$25,000

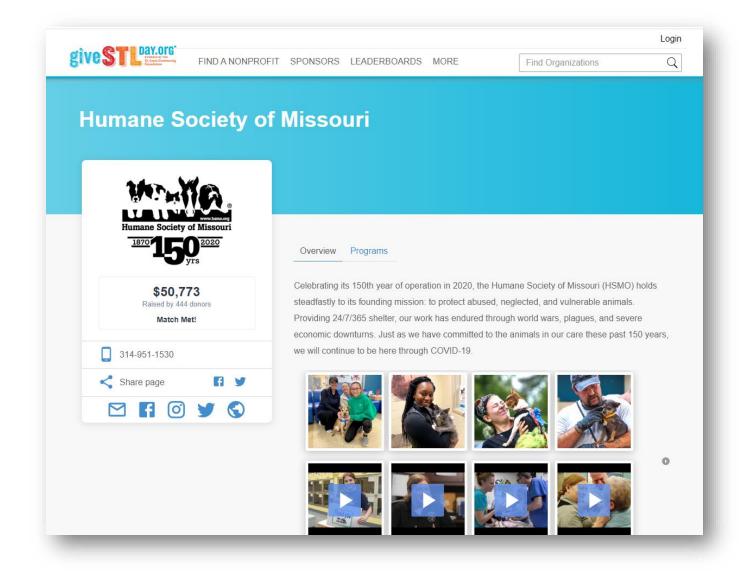
Amount Raised: \$50,673

Date: May 5 (GTN) & May

7 (Give STL Day)

Staffing: 3, not including RKD Group

Promotion: Email, Social







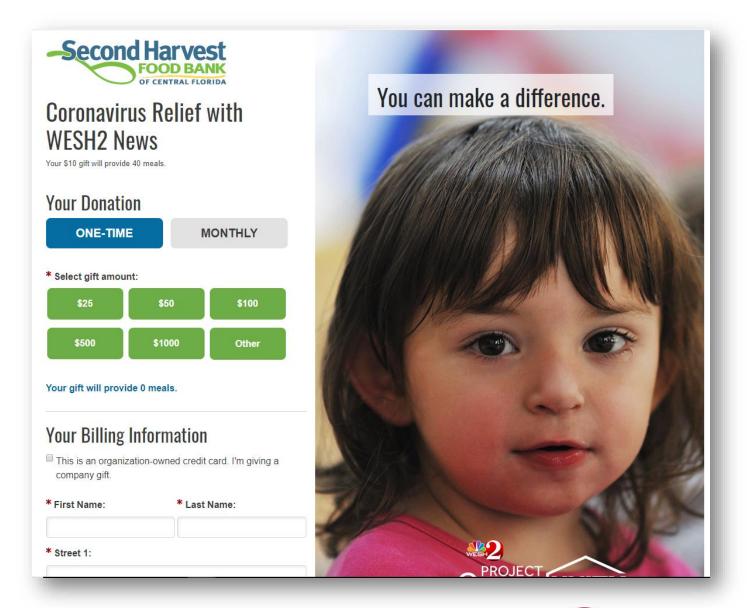
Goal: \$1M

Amount Raised: \$1.1M

Date: April 21

Staffing: Whole Development Team

Promotion: TV, Website, Emails, Social Media, Digital Ads

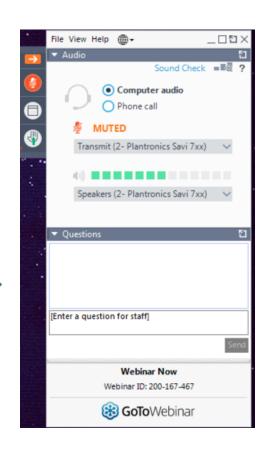






Any Questions?

Send your questions and comments by clicking this section of your panel





Let's pick a winner!



Upcoming Webinars

Digital Media: A Layered Strategy for Year-End Giving

September 24, 2020 | 1:30 PM CT

Register at rkdgroup.com/webinars



Thank You!

Recordings | Presentations | Future Webinars

RKDgroup.com/webinars

