

# CLLCTIVGIVE TRAINING SERIES CREATING A STRATEGY FOR YOUR ORGANIZATION

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# CLLCTIVGIVE IS A DAY OF GIVING TO BLACK LED SOCIAL CHANGE ORGANIZATIONS IN GREATER BALTIMORE

The more you amplify, everyone wins!

# WHY CLLCTIVGIVE?

In honor of Black Philanthropy Month, CLLCTIVGive is a community-wide celebration of giving, and a 24-hour crowdfunding campaign to support Greater Baltimore's Black-led Social Change organizations.

CLLCTIVLY is on a mission to provide Black-led social change organizations and changemakers with a platform to increase their visibility, expand their impact, and foster deeper connections through community. We invite you to join us and celebrate culture as the foundation of wealth to build a better Baltimore.

# \$1.1 MILLON



# AUGUST 9TH 2024 GOAL: \$2 MILLION

# CLLCTIVGIVE TRAINING SESSIONS

Friday, March 22, 2024

Thursday, April 26, 2024

Friday, May 31, 2024

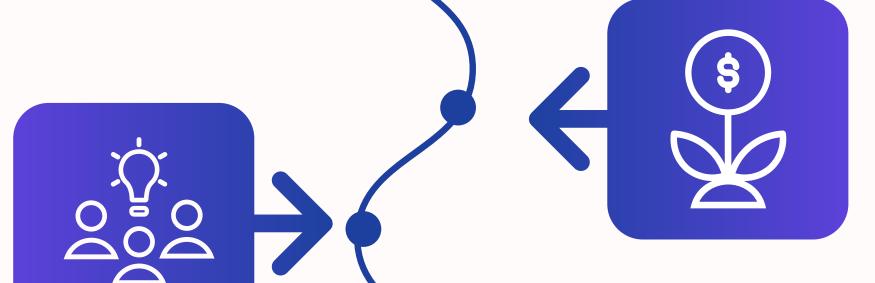
Thursday, June 20, 2024

Friday, July 12, 2024

1 on 1 Consultation

# **Peer to Peer**

Bring along your team
Who are your stakeholders
Community
Family and Friends

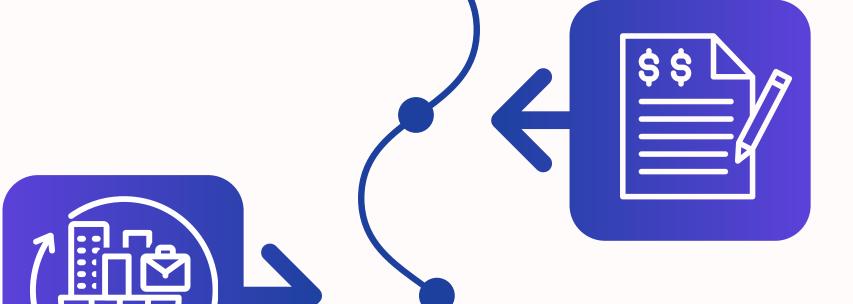


# **Prizes**

Infuse the prizes into your fundraising strategy

# **Small Business**

What businesses are you connecting to? Who might want to support you during CLLCTIVGive? How can you engage the Black Business Quest?



# **Matching Grants**

Matching Grants
What foundations or funders
might want to match a set
amount towards your goal



# **Host an Event**

Host an event at your organization

# HOW MUCH DO YOU WANT TO RAISE FOR YOUR ORGANIZATION DURING CLLCTIVGIVE?

HOW WILL IT FURTHER THE WORK YOU DO?



# PEER TO PEER FUNDRAISING

Peer-to-Peer fundraising allows your supporters to fundraise on behalf of your organization by creating "minicampaigns" that champions your cause

They will have their own fundraising page tied to your campaign, event, or Giving Day, where they set their own fundraising goal, share their personal story or connections, and can easily manage their page so your best supporters can be your best fundraisers too



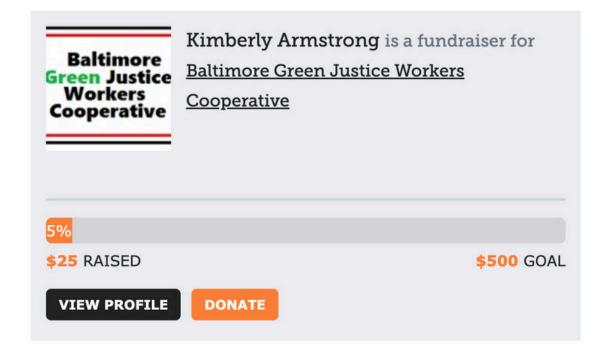
# **CLLCTIVGIVE Fundraisers**

Find your friends and colleagues to help support your favorite organizations!

Search by name...

SEARCH

« **1** 2 3 »









# SMALL BUSINESSES

What are some businesses that you are connected to that can support you during the CLLCTIVGive?

This is an opportunity to host a fundraiser with you, show up to their establishment with QR codes, tablets and laptops and encourage people to donate to your cause and organization.





# **EVENTS**

Host an event that is connected to your cause and organization, or something that brings people together to enhance your Giving Day Fundraising Goal



Be creative!

Tunes twinkling beneath the starlit sky in the Plaza

Sipping coffee with your soul tribe

A lively Bowl-A-Thon shindig

Syncing body and spirit in a Yoga hug

Unleashing creativity with Jewelry Making art



# BLACK BUSINESS QUEST



# **Build a Team**

Who can go out there and support the scavenger hunt



# Build a Plan. Be Strategic

Who needs what? Who can benefit from a purchase? Who lives close to this area?

# Baltimore Black Business Quest - Organization 1st Place



# \$5000

The first-place winner of the Baltimore Black Business

Quest will receive a \$5000 grant. This grant is for
participating organizations in the CLLCTIVGIVE.

To play download the app and complete tasks to earn
points!

# 1 Winner

Black Business Quest - Organization 1st Place:

Creative Nomads

# Baltimore Black Business Quest - Organization 2nd Place



# \$3000

The second-place winner of the Baltimore Black
Business Quest will receive a \$3000 grant. This grant is
for participating organizations in the CLLCTIVGIVE.
To play download the app and complete tasks to earn
points!

## 1 Winner

Baltimore Black Business Quest - Organization 2nd Place:

The Binti Circle (Support Group for Black Daughter Caregivers)

Sponsored by CLLCTIVLY

Sponsored by CLLCTIVLY



# \$1000 MATCH PRIZE



## \$1000

\$1000 match will be awarded to the first organization that receives a \$1000 donation on August 4th.

### 1 Winner

### \$1000 MATCH PRIZE:

Next Generation Language Access

Sponsored by CLLCTIVLY

# Most Donors - 12am - 1am



### 500

CLLCTIVLY will award \$500 to the organization with the most individual donors between 12 AM - 1 AM on August 4th.

## 1 Winner

Most Donors - 12am - 1am:

The Binti Circle (Support Group for Black Daughter Caregivers)

Sponsored by
J P Morgan Chase & Company

# Most Donors- 11 pm - 12 am



## \$500

Organization (amongst donated-to orgs) with the most donors will receive \$500 during 11 pm - 12 am on August 4th.

## 1 Winner

Most Donors- 11 pm - 12 am:

The Binti Circle (Support Group for Black Daughter Caregivers)

Sponsored by T. Rowe Price

# Most Raised - 11pm - 12am



### 1000

CLLCTIVLY will award \$1000 to the organization with the most dollars raised between 11 PM - 12 AM on August 4th.

## 1 Winner

Most Raised - 11pm - 12am:

The Binti Circle (Support Group for Black Daughter Caregivers)

Sponsored by CLLCTIVLY

# THE MORE YOU UPLIFT CLLCTIVGIVE, THE MORE EVERYONE BENEFITS

# RADICALLY IMAGINE WHAT YOU WANT TO ACHIEVE

How can you make it happen?
Who can you bring along with you?
What can you do uplift your organization?
How can amplify CLLCTIVGIVE Day?



Fundraising Goal



Who Can You Bring Along



How can you uplift and amplify?

# WHAT IS YOUR WORKING BUDGET?

How can you build out working capital for your CLLCTIVGIVE fundraising campaign?



# **CLLCTIVGive Tshirts**

Organizational Paraphernalia

Equipment & Materials

**CLLCTIVGive Decals** 

Postcards

**Hosting Event** 

Incentives for Fundraisers & Donors