**Marine Corps Association Foundation Giving Day**

A Giving Day is a 12-24 hour digitally driven fundraising and engagement campaign to rally a nonprofit’s community behind a cause. It is a great tool to acquire new donors or motivate your donor base.

Purpose. To acquire new donors, increase giving levels amongst our current members and to raise funds for our programs.

Proposed Date. Tuesday, June 8, 2021 (the date we held the 10 year MCAF anniversary event). We will likely run it from 0800-2200 or some other set time; not 24 hours for this first run.

If successful, we would like to move the date into April each year, near the MCA/MCAF anniversaries and offset from year end giving efforts.

Goals. Perhaps an internal participation goal and an external dollar goal.

Key Points.

Support is needed from both staff and board members to help spread the word, encourage giving from friends, family, Marine Corps communities, and businesses.

Matching funds and challenges are simple and effective ways to amplify the campaign to generate excitement and participation. Ideally, it would be helpful to acquire at least one matching gift to use during the day. The amount does not have to be large.

Challenges are another way to engage our donors on the day. Challenges are a good way to increase our social engagement of donors such as asking our social media followers to share videos or posts.