Big Give Amplifiers
Advanced Webinar for 2020
Agenda

● Peer-to-Peer Fundraising
● Matches and Challenges
● New this year: Support Areas!
● Next Steps
Peer-to-Peer Fundraising Refresher

● Ask supporters, board members, volunteers and staff to expand your organization’s reach

● Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!

● Did you know?
  ○ P2P Fundraising accounted for $983,525.46 of totals raised in 2019
  ○ Organizations with P2P raised almost 4x more than those who did not ($11,821 vs. $3,084)
New for **P2P Fundraising** this year

- Donors can easily find the fundraisers they’re looking to support
- When the giving day goes “live”, tracks their progress within each individual tile
- Acts like a leaderboard
Preparing Your Fundraisers

● Before February ends, host a strategy meeting to reflect on 2019 and plan your goals for 2020

● Ask your fundraisers critical questions as they gear up for this year:
  ○ How successful were you last year? What would you like to try this year?

● Ask them to create their own unique goals that are meaningful and achievable

● Incentivizing your fundraisers with some friendly competition
  ○ Your organization’s profile hosts a leaderboard for fundraisers right on your profile page!
Best Practices

- Ask your donors to make seed donations first thing on March 19th when donations open!
- Encourage them to thank their donors during the day.
- Leverage the “Share Socially” and “Reach Out” tabs in their toolkit to email and share out via Facebook and Twitter. You can track their activity!
A fundraiser for:
Diamond Dachshund Rescue of Texas
Rescue, Rehabilitate, Rehome

Hi, I’m Peanut Diamond and I’m fundraising for Diamond Dachshund Rescue of Texas.

“Cute with a Mission, Beauty with Ambition”

Not long ago, I was found as a stray with a broken pelvis and broken leg. Diamond Dachshund rescued me from a kill shelter and helped me heal and find my forever family.

Since being adopted, I am a Cute with a Mission to pay it forward by raising money through competing in costume contests, selling my own calendar and being a champion fundraiser during Big Give. This mission can only continue through donations from me and from you!

Now I am asking you to join our mission by donating $10 or more to help reach our goal of raising $1,000 to help rescue more dachshunds in need! You will give them the care they need and love they deserve to find their forever family!

Like any Beauty with Ambition I have my own Facebook and Instagram. Please join me on Facebook (https://www.facebook.com/peanutdiamond) or Instagram (https://www.instagram.com/peanutdiamond) for updates and a personal thank you from me to you!

Thank you for joining our mission and sharing with your friends, family and followers so they can join us too!
Multiply Impact with Matches & Challenges
Matching Gifts Refresher

● **What is a matching gift?**

  ○ A pledged donation to your organization by a sponsor, donor or pool of donors that can be used in a way to incentivize donor activity

● **During Big Give 2019:**

  ○ Matches accounted for over $690,000 of funds raised
  
  ○ Organizations with matching funds raised on average **4x more** than those without ($15,710 vs. $4,097)
**Matching Gift Basics: 1:1 Matches**

- **Match**: Every dollar raised online will result in a corresponding offline gift to your organization - thereby increasing your totals by twice the online gift amount.
  - *Note: Always 1:1 match.*
  - *Effective in displaying immediate dollar impact and progress*
All donations made from 6am to 8am will be DOUBLED thanks to our generous sponsor, Rudy’s Pet Supply!

Each gift will also help us work towards the Big Give Rise and Shine prize!

Rudy’s Pet Supply: Puppy Power Hour

DOUBLE your impact by making a gift during the 6am-8am power hour. Rudy’s Pet Supply will match all gifts, up to $20

$300 MATCH
$300 REMAINING
Creative Match Ideas

- **Location Based:**
  - Match the first gift from donors from all 50 states (disable auto-matching)
  - Use your donation reports to get this data!

- **New or Repeat Donors**
  - Every new donor who gives to your organization will have their dollars doubled up to X amount (disable auto-matching)
  - If your goal is to maintain momentum, try the reverse and incentivize repeat donors to come back with a returning donor match!
Matching Gift Basics: Challenges

- **Challenge**: Your nonprofit receives the matching gift if you reach the entirety of the goal that’s been set. The amount pledged becomes “unlocked”.
  - *Note: Does not have to be a 1:1 Ratio*
  - *Effective at rallying a team behind a common goal*
Donor & Dollar Challenges

Rudy's Pet Supply: Puppy Power
All gifts, no matter how small, will do mighty things for Cadi's Canines! $300 will unlock an additional $1,000 thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.

$300 more unlocks $1,000!

✓ $300 will unlock $1,000

Rudy's Pet Supply: Puppy Power
All gifts, no matter how small, will do mighty things for Cadi's Canines! If we receive 25 unique donors during The Great Give®, an additional $1,000 will be unlocked thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.

25 more donors unlocks $1,000!

✓ 25 unique donors will unlock $1,000
Creative Challenges

● Increase your totals from last year
  ○ Set your dollar or donor goal to what you raised last year, that way you have more leverage to surpass what you did in 2019

● Segmented donor challenges
  ○ Ex: Board Members, New/Repeat Donors
  ○ Market in your story, social media and other platforms, but don’t have to use the Challenge tool to represent - this will need to be self-reported
Both require some kind of condition to be met.

Promotional tools used to motivate potential donors to make a greater impact with their donation

Can be time-based to create a sense of urgency
  - Set a start a strategic start and end time, and align it with a prize.
  - Opportunity to stimulate donors during non-peak hours

Recorded as an offline donation. The actual funds must be collected outside of GiveGab, usually via check directly from the sponsor.
Tips & Best Practices

- Set a start/end time to create a sense of urgency, and strategize around prizes
  - Double check the dates and times you’ve set - especially if you select midnight as a start/end time!
- For 1:1 Matches, set a cap on how much of an online gift can be matched
- Keep automatching enabled, unless you’re getting creative!
- Pro Tip: Reach out to GiveGab’s support team to review
New for 2020: Big Give Support Areas!
Create campaigns for your day!

● **What’s a “Support Area”?**
  ○ Create designated campaigns for donors to support during Big Give, allowing your profile more flexibility, and your donors to contribute to a specific area or need

● **How can I use them?**
  ○ Create as many as you like to represent the different areas of fundraising during the giving day
  ○ Best for nonprofits who have established campaigns and programs

● **Tell me more...**
  ○ These totals roll up into your profile stats, just like P2P
  ○ Donors can designate their gift to one of your support areas right in their donation form!
Support Areas and Your Profile

Why the Orcas?

Orca Conservancy collaborates with some of the world’s top research institutions and environmental groups to address the most critical issues now facing wild orcas. The organization’s urgent attention is on the endangered Southern Resident killer whales of Puget Sound. Puget Sound has the largest concentration of Orcas, making it a popular hunting ground for international whaling. Together, we can raise funds to end this and save these magnificent creatures.

Fundraising Campaigns

See More
Support Areas and Your Profile

- Customize the cover photo (but maintains your logo!)
- Custom goals, shows their own stats
- Fundraisers, Recent Donors and Matches!

Marine Center

The marine center hosts a variety of marine wildlife, including some exotic marine plants such as the Great Western Sea Stallk. These endangered species are suffering from overhunting, climate change, and pollution. Our marine center helps these species stay alive, while also getting all our housed plants and animals ready to be released back to a controlled environment so they can repopulate the oceans near and far. We count almost entirely on donations to fund our large 10,000 acre facility, and with your help, we can continue to foster a nice environment for all our aquatic friends!
Support Area Details

- Customize Support Areas to the specific campaign or program
- Invite P2P’s and create matches specific to a Support Area
- Your donor reports will reflect with area your donor gave to
- Donors will give directly through a support area profile, or they can select via dropdown in the gift basket
- Q&A: Have you tried this feature yet?
Your Next Steps

- Watch additional pre-recorded trainings if you want to refresh on how to invite P2P’s or set up your match
- Follow Big Give on Social Media!
- Watch your inbox for important emails & check out Tidbit Tuesdays!
- Explore the Nonprofit Toolkit
Questions?