Strategies for an Impactful Giving Day During COVID-19

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Your Giving Day Experts

Laryssa Hebert
Senior Project Manager

Katrina Grein
Director of Customer Success
Agenda

● Challenges and Opportunities

● Strategies for an Impactful Giving Day
  ○ Pivoting your Profile
  ○ Leveraging Existing Features
  ○ Social Media and Communications
  ○ Virtual Events

● Q&A
Nonprofits are facing unprecedented challenges...but we’re all in this together!

Your missions are vital not only to provide relief to those impacted, but as educational resources and outlets for your communities once this ends.

*Keep in mind... Individuals who have never utilized your services before may soon be seeking your help!*
Challenges & Opportunities

- Public events and gatherings cancelled
- Different geographic communities may be taking unique precautions
- You’re probably wondering...
  - Are donors focused on giving right now, or their physical and economic health?
  - Are donors more distracted than engaged?
  - What about the economic impact of COVID-19 on the stock market?
Challenges & Opportunities

What unique opportunities do these challenges present?

- People are engaged online about what is going on in their communities
- Donors and individuals want to continue to feel a sense of community and belonging while isolated
- Communities are looking for ways to make a direct impact without putting themselves or others at risk
- Remember: Giving Day goals can go beyond dollars raised
What does this mean for your day?

- Steward and engage existing donors through new means
- Reach new donors
- Lean on Peer-to-Peer Fundraising
- Hone your team’s social media and marketing skills
Pivoting Your Profile
Telling Your Story

● Rethink your profile. Ask yourself:
  ○ Why are these funds so critical?
  ○ How have your organization’s goals changed?
  ○ What vital service do you provide to your community in this time of need?
During this difficult time of stress and uncertainty amidst COVID-19 concerns we know uppermost on everyone’s mind is the health and well-being of their families and loved ones. At TEAMability, we are our staff, our children and their families, and our loyal supporters and followers as part of our TEAM. To update everyone, please know that TEAMability has suspended all of our critical services to the community’s most vulnerable children - children with complex disabilities. TEAMability has a highly qualified and very specialized team of therapists and educators that have a unique bond with our children and their families.

“Out of all the spaces where our family exists, TEAMability has the greatest understanding and most qualified staff to ensure we feel at home. We love this place!” Parent of a TEAMability Child

We are committed to doing all that we can to ensure our mission continues and to retaining our talent. They are essential to our unique one-of-a-kind model of therapy and education. The lapse in services combined with the postponement of our annual major fundraiser will impact our operations. We anticipate a loss of $500K this year.

If you are able, we would greatly appreciate your support to help us provide our families with home learning activities during this time they are not able to attend the TEAMability Learning Center. Your help will provide critical funds to continue our mission. Your gift helps ensure that EVERY CHILD has the chance to achieve his potential, discover his abilities, and participate actively in life.

Every Gift Amount Matters As Every Child Matters!
Donation Levels

● What programs, services or offerings are relevant now?
  ○ Meals for students out of school
  ○ Virtual offerings of music lessons, online memberships, health services, etc.

● Be descriptive about the tangible impact

● Photos! Photos! Photos!
Donation Levels (continued)

SAMMinistries
Overcoming Homelessness
Causes: Homelessness & Housing, Youth, Veterans

Donation Levels:

- **$15**: Snack Pack for kids who are home from school
- **$25**: Cleaning and paper products to help keep clients healthy and safe
- **$50**: Personal hygiene kits to be distributed to clients during the crisis
- **$100**: Emergency Assistance for neighbors impacted by local business closures
- **$250**: Meal for the 40 families at our Transitional Living and Learning Center
Visual Content

- Does your profile include additional photos and a video?
- Is this content current and in alignment with your updated story and goals?
- If the answer is no, now's the time to add it!
Existing Fundraising Features
Peer-to-Peer Fundraising

- Re-engage with existing supporters
- Affords individuals the opportunity to foster connections
- Buddy-up system
- Their online presence will be crucial; encourage posting more often and sharing save the dates
- Ask your P2P fundraisers to host FB Live videos and incite engagement in their posts
In-Kind/Offline Donations

- Recognize in-kind donations, like gift cards and goods donated*
- Donors may be giving through other means, make them feel like the hero!
- **Pro Tip:** Support local businesses by asking for donations of gift cards to be used in fundraising efforts later in the year (such as a silent auction or raffle)

*Verify with your Giving Day host whether offline donations are accepted
Matches & Challenges

- Donors repeatedly share that matches and challenges are a top *incentiviser* when choosing to give.
- Ask board members to pool funds for a match.
- Major donors may be willing to use their gift as a match in light of these circumstances.

**Pro Tip:** Highlight what impact this match has on your organization in your time of need.
Communications & Social Media
Communication Strategy

In all of your communications...

● Focus on building relationships
● Grab attention, don’t bury the lead
● Be transparent about WHY you need support
● Rally a team of ambassadors - this is key!
● Now, more than ever, make these donors feel like your hero
Reframing Your “Ask”

● Be sensitive, not timid
● Go beyond monetary donations
  ○ Offer alternatives for those who can’t give: share, write a testimonial
● Each community is unique in their response to the current situation. *Look to your host organization for guidance!*
Social Media Posts (continued)

Who caught a leprechaun 🎉? Today’s “Quarantine Edition” on CelticsLive.com featured video of several families who tried. Did you miss the broadcast? It’s now available On Demand at CelticsLive. We’ll be back on air Wednesday at 12 noon with special Roanoke Valley Gives Day coverage including lots of videos shot last week of our students in action. We’ll also share your videos/photos of how your family is thriving during our coronavirus closure. Tag us on social media or email mhempill@roanokecatholic.com. #rvgives20 #roanokevalley #coronavirusclosures #qualityquarantinetime #catholicschool
Social Media Posts (continued)
Facebook Live Ideas

- AMA, “Ask Me Anything”
- Frequently Asked Questions
- Volunteer, Member, Board or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday”)

*Be creative, authentic and on-the-spot with videos. No need for a high-tech production!*
Hosting the Day Online
Hosting the Day Online

● Virtual events are accessible to all donors
● Host a virtual event at the same time as your original event
● Engaging remote audiences in real-time
  ○ Online forums, discussions and hangouts (activity = visibility on social media)
  ○ Create FB or Instagram Poll for a dare for the ED or a staff member
  ○ “If this post gets 100 likes/when we reach X dollars
  ○ Utilize FB Live and tell people when you’re doing it!
Virtual Gala

Can’t host the gala or dinner you were planning?

- Ask your ED, CEO to dress up and be remote keynote speakers
- Stream auction event, and even sponsor virtual tables
- Send event swag in the mail to share the love
- Peer-to-Peer Fundraisers can help spread the word
- Host a virtual toast!
- *Talk about the gala in your profile*
Maybe your building isn’t being utilized at the capacity it was, but you can still show supporters around!

- Give new donors a chance to understand a ‘day in the life’
- Supporters can see the direct impact their dollars will have
- Share out a schedule of your FB Live tour, and schedule your tours around Giving Day prizes
Online Trivia/Game Show

Great for engaging teams, families, students and Peer-to-Peer Fundraisers!

- Ask supporters to put a team together, make a donation to play
- Host it through Facebook Live for supporters to watch in real-time
- Winners get a prize!
Giving Day Resources

Peer-to-Peer Fundraisers  
View

Community Engagement  
View

Building Board Support  
View

Social Media Tips & Tricks  
View!

Sample Email Content & Communications Milestones  
View!
Key Takeaways

- Physical distancing, **not social** distancing
- Donors are ready and waiting to hear from you, make them feel like the hero they are!
- Take this opportunity to increase your online presence and social media knowledge
- Now is the time to build relationships
CS Resources

● Visit Our Help Center
  ○ https://support.givegab.com/

● Check Our Our Blog
  ○ https://www.givegab.com/blog/

● Send us an Email
  ○ CustomerSuccess@givegab.com

● Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  ○ Look for the little blue chat bubble!
Thank You!

Have questions? Email us at customersuccess@givegab.com