Engaging your Board

Tips and tricks to get your board members involved in your Giving Day success
Getting your Board on Board

- Organizations with an engaged board raised **2-3 times more** dollars on their giving day than those without.

- The most engaged boards attended planning meetings, sponsored a matching fund, or were Peer-to-Peer fundraisers.

- Invite your board members to help promote your day, update them on progress, and ask for help!
Engaging Opportunities

- **Peer to Peer Fundraising:** Recruit your board members to create their own peer-to-peer fundraising pages tied to your Giving Day profile.

- **Get Social:** Encourage all board members to swap out their cover photos for a Giving Day graphic from your Nonprofit Toolkit.
Engaging Opportunities

● **Network:** Encourage your board members to reach out to any prominent community members or business owners, to secure sponsors, create matching funds or other promotional opportunities.

● **Create a Match:** Encourage your board members to contribute financially through a sponsored matching donation.
Setting Expectations

As you develop your Giving Day campaign strategy:

● Determine where your board members can help the most

● Make it clear what role they’ll play in your overall Giving Day strategy

● Create an even playing field for all your board members to actively participate and assist you in the process
Your Board and Your Giving Day

Before your Giving Day...

● Invite your board members to a Giving Day Kickoff

● Provide regular updates at your monthly board meetings

● Share any helpful resources with them (like the downloadable graphics!)

● Prepare them to be P2P fundraisers

● Continually emphasize the importance of their participation
Your Board and Your Giving Day

During Your Giving Day...

- Encourage your Board Members to share socially
- Send your board emails with specific calls to action
- Update them on any prizes or matches on the horizon
- Share your progress throughout the event
- Ask your board members to join you for an in person event
Your Board and Your Giving Day

After Your Giving Day...

- Thank your board members for their help and hard work
- Host a debrief to review what you’ve learned, and strategize for next year
- Ask your board to personally thank your Giving Day donors
- Celebrate your successes and a job well done!
Key Takeaways

- Every nonprofit board is different, and so are the ways in which they can participate and help you reach your goals.
- Educating your board about the importance of the Giving Day early on can make a big difference in your success.
- Providing clear calls to action and steps for success can motivate your board members to actively participate.
- Board involvement and buy-in is crucial to your success!

GiveGab
Helpful Resources

● **GiveGab.com/Blog** - Best Practices and Creative Solutions for Nonprofits
  ○ [4 Ways to Instill A Culture of Philanthropy with your Board](#)
  ○ [Improving Nonprofit Board Involvement](#)

● **Nonprofit Toolkit** - Find communications timelines, social media templates and downloadable goodies to make donor outreach easy for your board!
We’re Here For You!

- Visit Our Help Center
  https://support.givegab.com/

- Send us an email at
  CustomerSuccess@givegab.com

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand