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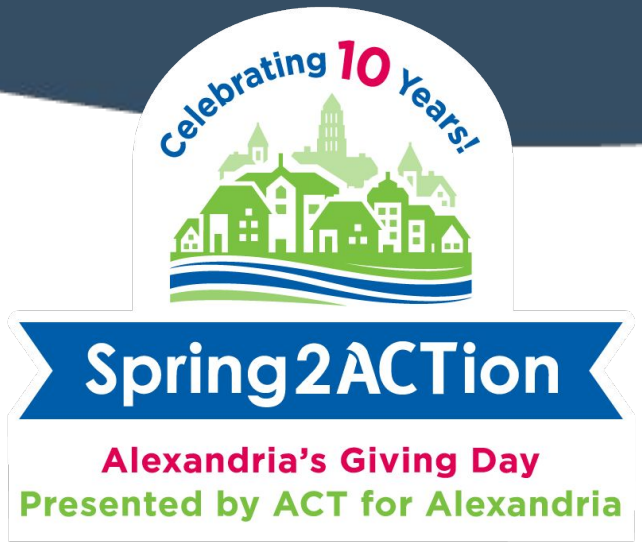
Final Steps to Success



April 2, 2020

Agenda

- Spring2ACTion Updates & Reminders
- Your Checklist for Success
- After Spring2ACTion
- Your Nonprofit Resources
- Next Steps
- Q&A

Updates & Reminders

- Spring2ACTion is now on April 15
- Early Giving begins TOMORROW, April 3
- Tagboard
  - Instagram and Twitter posts using #Spring2ACTion
- Minimum donation amount - $5
- Site will remain open post-Spring2ACTion to accept donations

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Prizes

Most Donors Leaderboard Prizes - *sponsored by the Frantz Family Fund*

- 1st Place: **$1,500 grant**; 2nd Place: **$750 grant**; 3rd Place: **$500 grant**; 4th Place: **$250 grant**; 5th Place: **$100 grant**
- Only gifts made online and through Donor Advised Funds at ACT for Alexandria are counted towards prize consideration.

Most Dollars Leaderboard Prizes - *sponsored by the Surviving Survivors Fund*

- 1st Place: **$1,500 grant**; 2nd Place: **$750 grant**; 3rd Place: **$500 grant**; 4th Place: **$250 grant**; 5th Place: **$100 grant**
- Only gifts made online and through Donor Advised Funds at ACT for Alexandria are counted towards prize consideration.

Free Agent Fundraisers Leaderboard Prizes

- 1st Place: **$1,500 grant**; 2nd Place: **$750 grant**; 3rd Place: **$500 grant**; 4th Place: **$250 grant**; 5th Place: **$100 grant**
- Only gifts made online and through Donor Advised Funds at ACT for Alexandria are counted towards prize consideration.

Prizes

Early Giving Donors Prize - *sponsored by Burke & Herbert Bank*

- **$500 each**
- $500 will be awarded to the organization with the most donors during the Early Giving Period (April 3-14) and another $500 will be awarded to the organization with the most donors between midnight-8am on April 15

Early Giving Dollars Prize - *sponsored by Burke & Herbert Bank*

- **$500**
- Awarded to the organization with the most dollars raised during the Early Giving period (April 3-14)

Power Hour Prizes - *sponsored by The Patterson Group*

- **$500 each**
- $500 will be awarded to the organization with the most donors between 11am-noon, 3-4pm, 7-8pm, and 10-11pm on April 15.

Prizes

ACTion Heroes Prizes

- **$100 each**
- $100 will be awarded hourly to randomly drawn organizations between midnight-11pm on April 15

Prizes by Operating Budget - *sponsored by Community Sponsors*

- **$500 each**
- $500 will be awarded to randomly drawn organizations based on operating budgets (S, M, L, & XL) that meet the following thresholds on April 15:
  - 25 donors by Noon
  - 50 donors by Midnight

Volunteer Led Prize - *sponsored by the Patterson Group*

- **$500**
- $500 will be awarded to the volunteer-led organization with the most donors on April 15.

To see the list of prizes and to learn more about the details and rules, visit the Prizes page on Spring2ACTion.org

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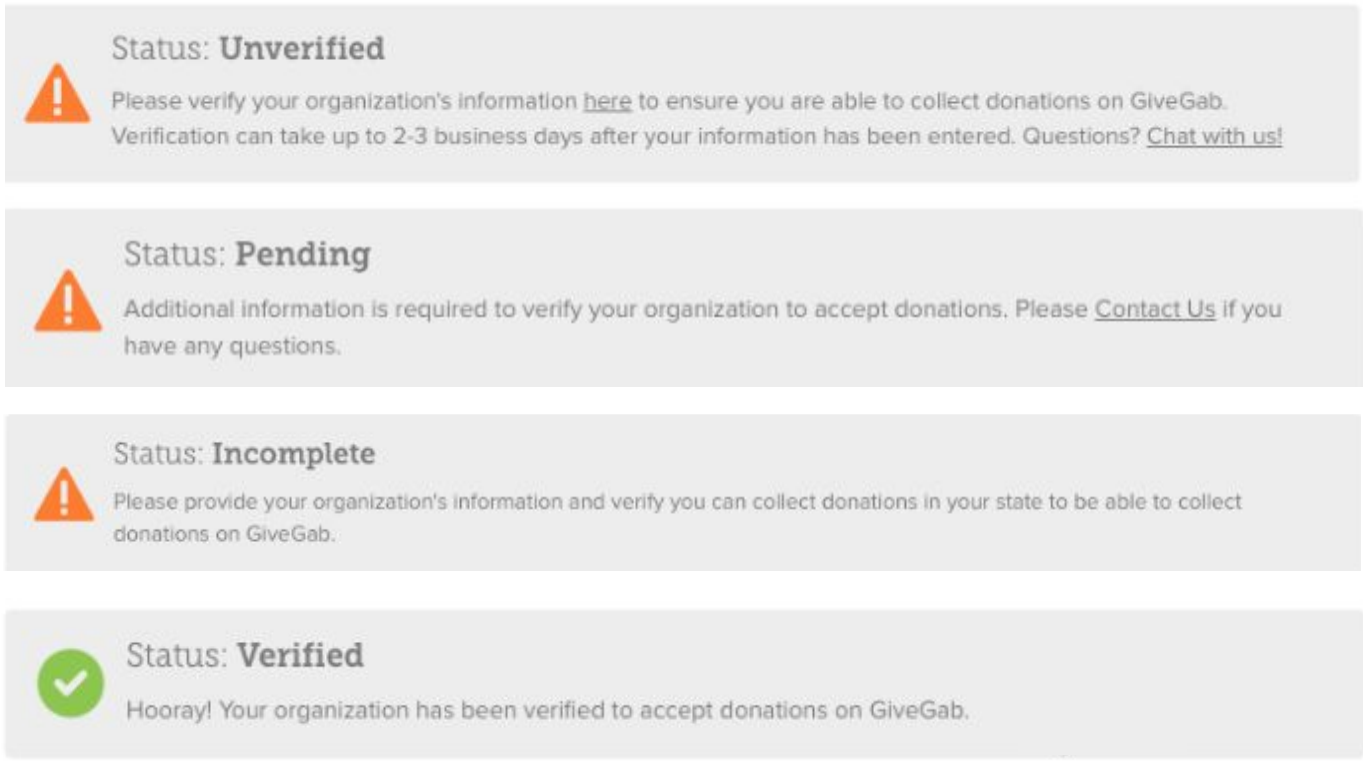
Your Success Checklist

- ☑ Ready for Donations?
- ☑ Complete Your Profile
- ☑ Matches/Challenges
- ☑ Engage Ambassadors
- ☑ Prepare Communications

Are you donation ready?

- Check your verification status on your admin dashboard



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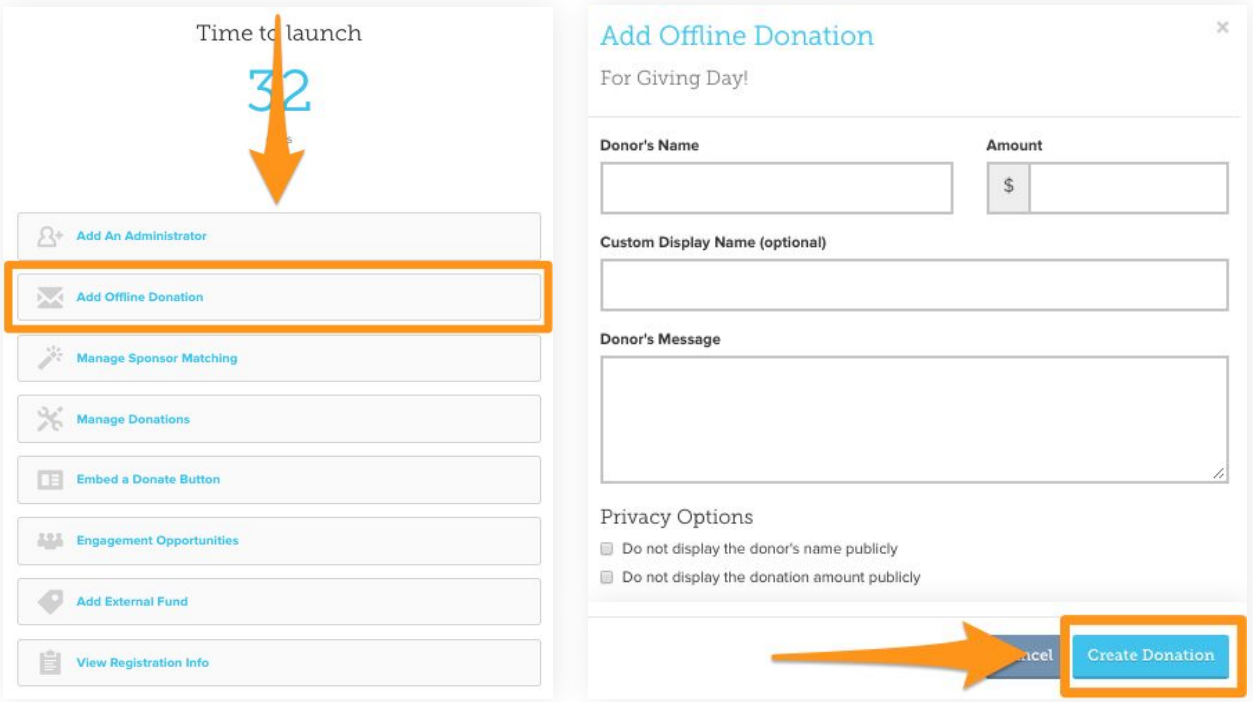
Do you have cash/check gifts?

- Add cash/check donations as offline gifts
  - Note: Offline donations **are** included in leaderboards, but **are not** included in prizes. Donor Advised Fund gifts processed by ACT for Alexandria will count towards leaderboard prizes.



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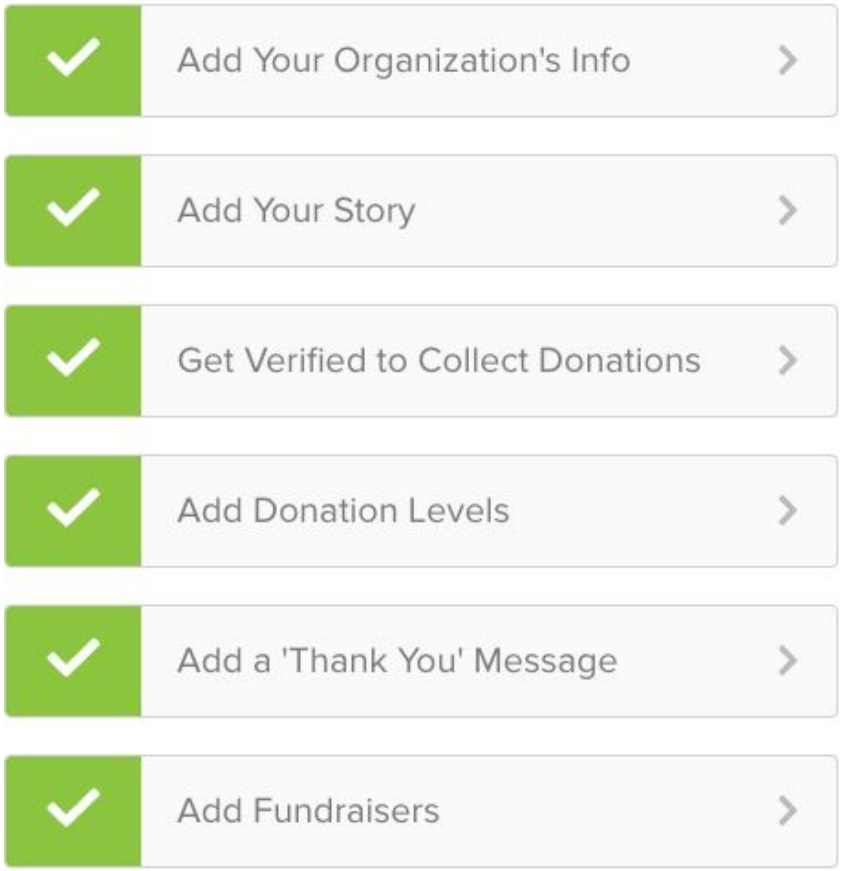
Is your profile completed?

- Have you:
  - Added your logo and cover photo?
  - Shared an authentic story?
  - Set goals?
  - Included clear calls to action?
  - Featured visual content?
  - Highlighted donation levels?



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Completed Profile

Dream Project Inc.

Breaking Barriers, Empowering ALL Students

Causes: **Education, Social Justice, Community Advocacy**

DONATE FUNDRAISE

$25

Support our advocacy trips and events for students

$50

Pays for a high-school Dreamer to go on a college site visit

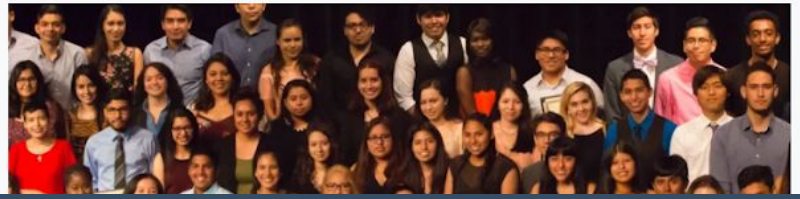
$150

Allows a student to participate in summer residential program at W&M

$1,000

Pays for HALF a scholarship for a Dreamer

CHOOSE YOUR OWN AMOUNT



Fundraising Champions

Marie Price $0.00

Completed Profile

Tagline, Causes, Cover Photo, Logo, Donation Levels, Fundraisers

Dream Project Inc.

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Causes: **Education, Social Justice, Community Advocacy**

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Fundraising Champions

Marie Price **$0.00**

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Completed Profile: Story

Arij's Testimony: "The American dream seemed to be a real possibility for me. **Fitting in as the outsider was challenging.** I put day and night into learning the English language, how the schooling system worked, and making friends with people of different backgrounds. **But, while I was in high school, I became undocumented.**The future looked bleak. Being at absolute rock bottom, I realized one thing- No matter how many reasons life is giving me to give up, I must keep fighting for my dream because that is what I deserve. I started to understand the power of my own story and started telling it publicity. **I became a leader and a person who understood he has a mission to change the world for the better.** I am proud to have gained admission to the University of Virginia, and will be able to attend thanks to scholarships like the Dream Project's."

The Dream Project empowers undocumented students like Arij. **This Spring we will award 100 local area Dreamers a $2,000 renewable college scholarship.** Dreamers are students with immigration statuses that create barriers to accessing and succeeding in college.

Do you have matches/challenges?

- Identify your matching grants opportunities through local sponsors, major donors, Board members or repurposing an event sponsorship

- Promote your matching grants through your dashboard

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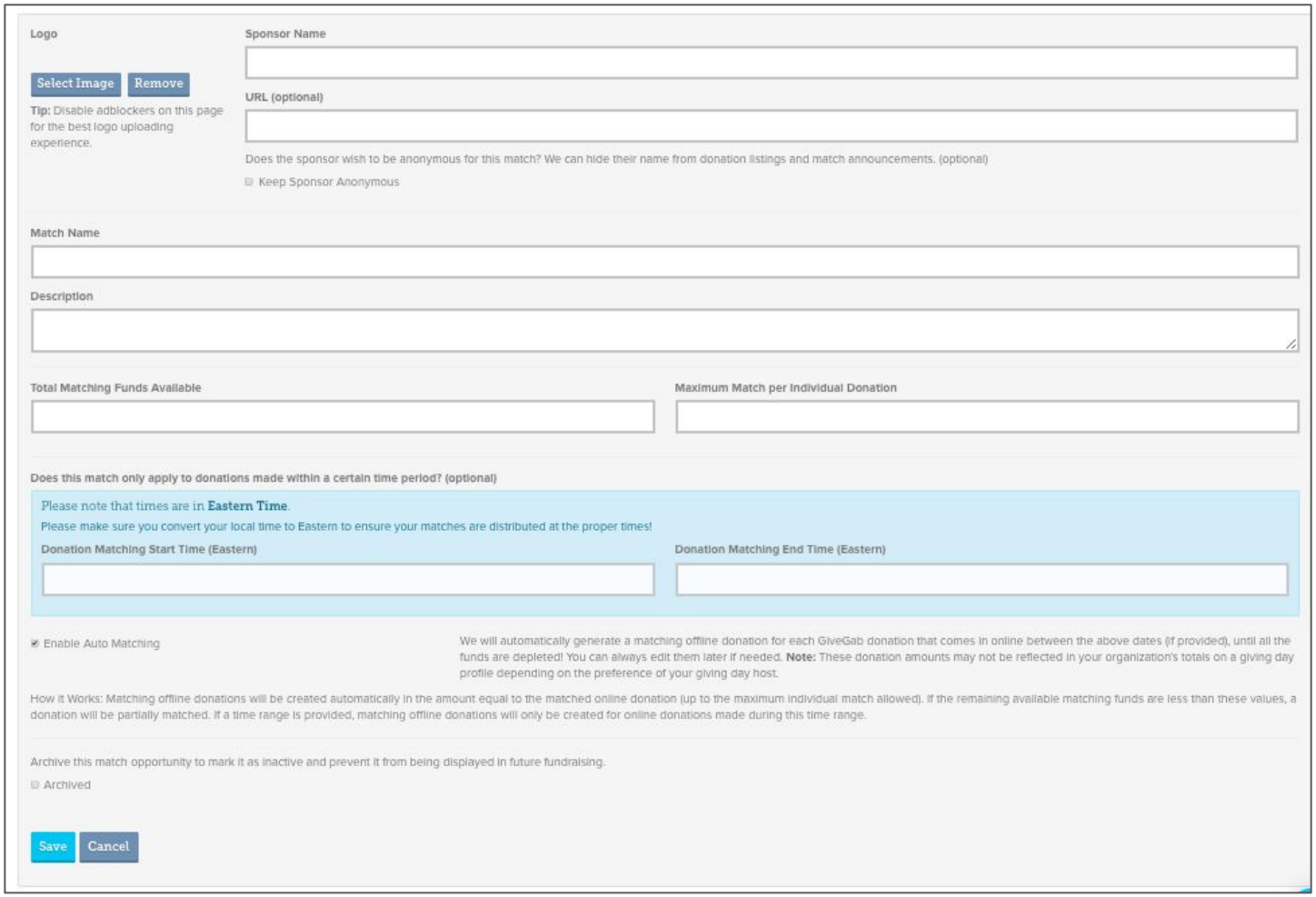
Do you have matches?



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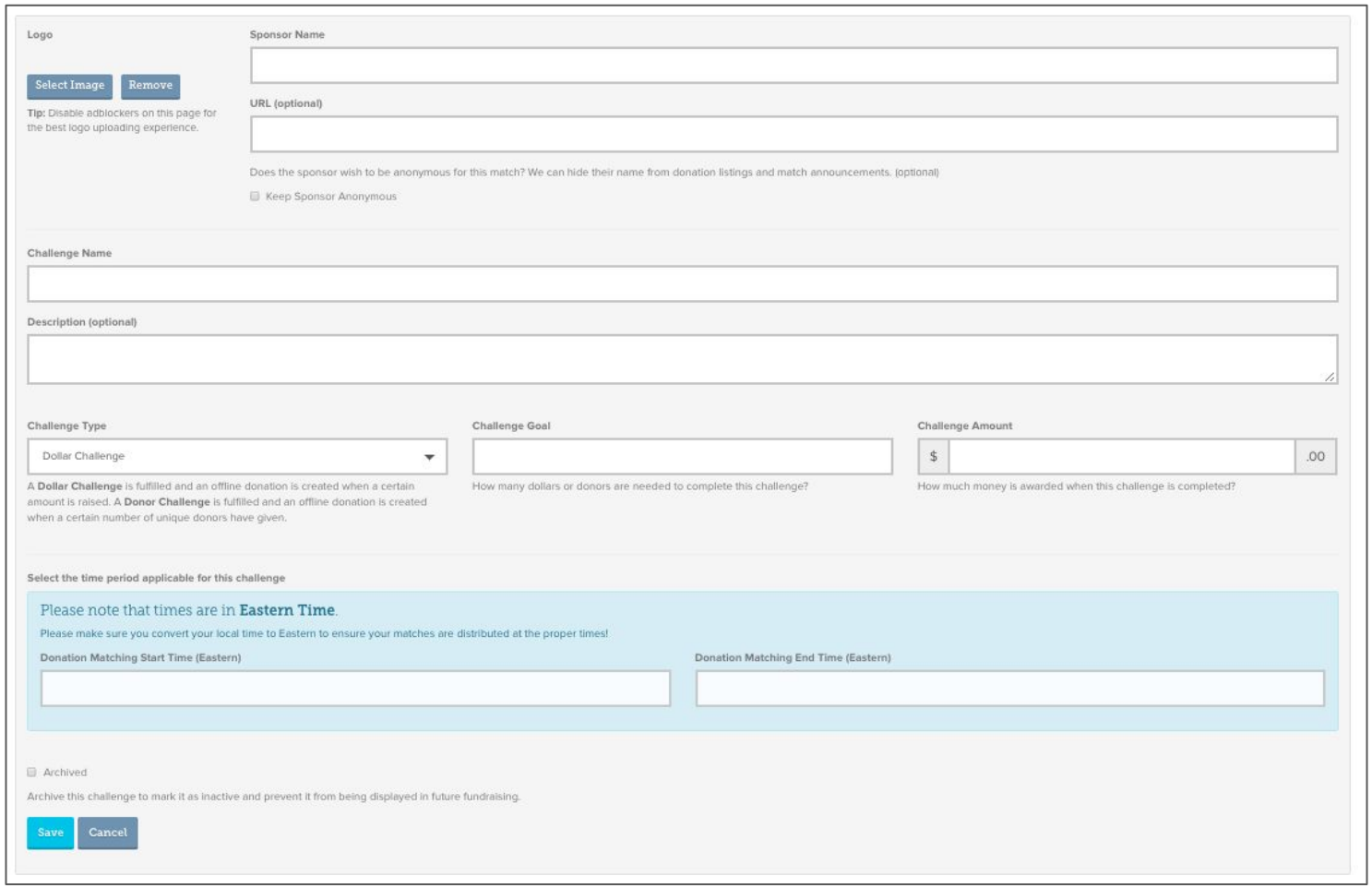
Do you have challenges?



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Who are your Free Agent Fundraisers?

- Expand your organization's reach
- FAFs have their own fundraising page
- Every dollar they raise goes toward your totals!

Spring2ACTion 2019:
Organizations with FAFs raised **2.5 x more** than organizations without FAFs

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Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing

- Your S2A Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content
  - Specific COVID-19 Crisis response messaging and toolkit

Do you have a communications plan?

- Plan your online communications ahead of Spring2ACTion
  - Announce Early Giving
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Customize the templates, guides, and graphics in your Nonprofit Toolkit for a plan that works for you!

After Spring2ACTion

- Donation Reports
- Payout Timeline
- Donor Stewardship
- GiveGab beyond Spring2ACTion

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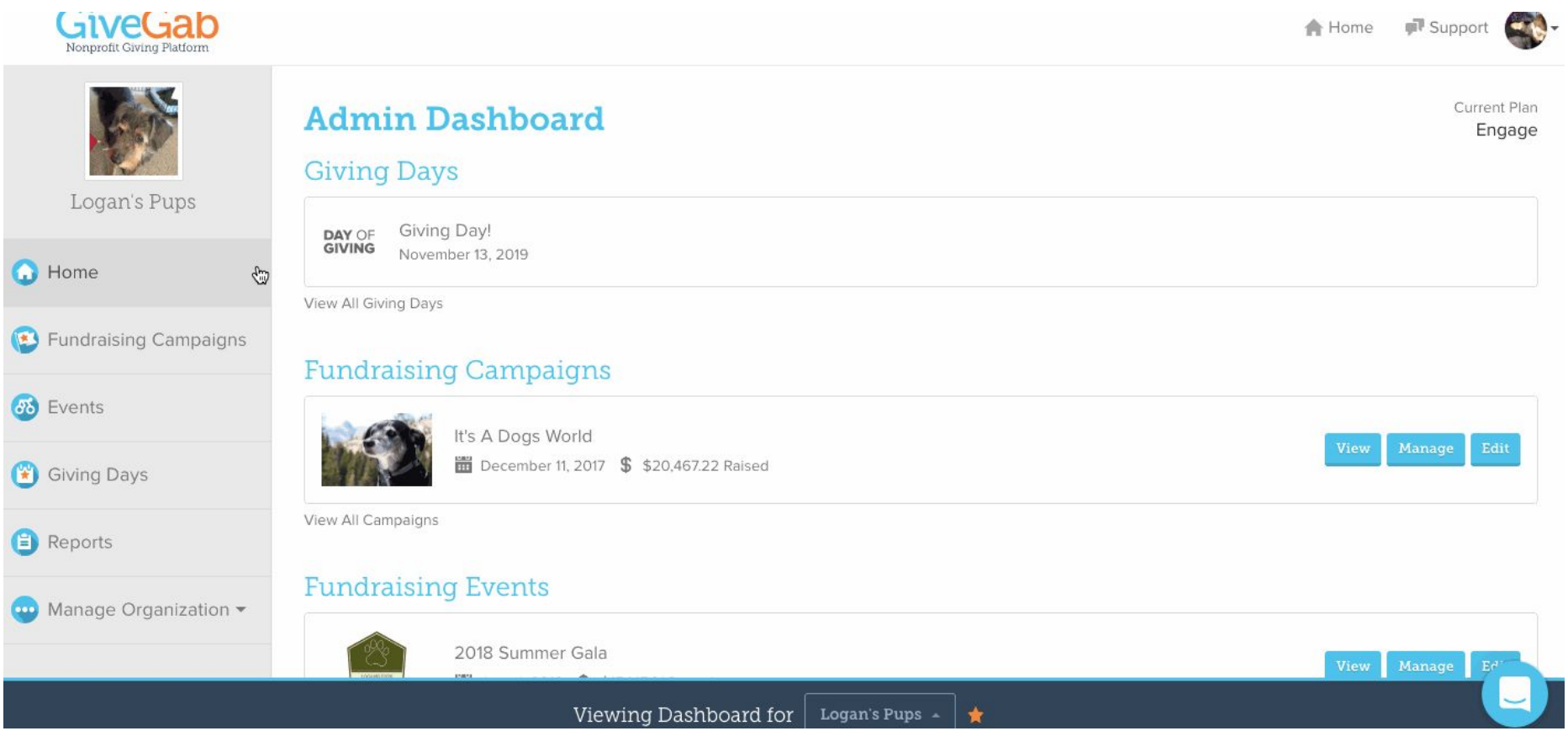
How will you get your donor data?



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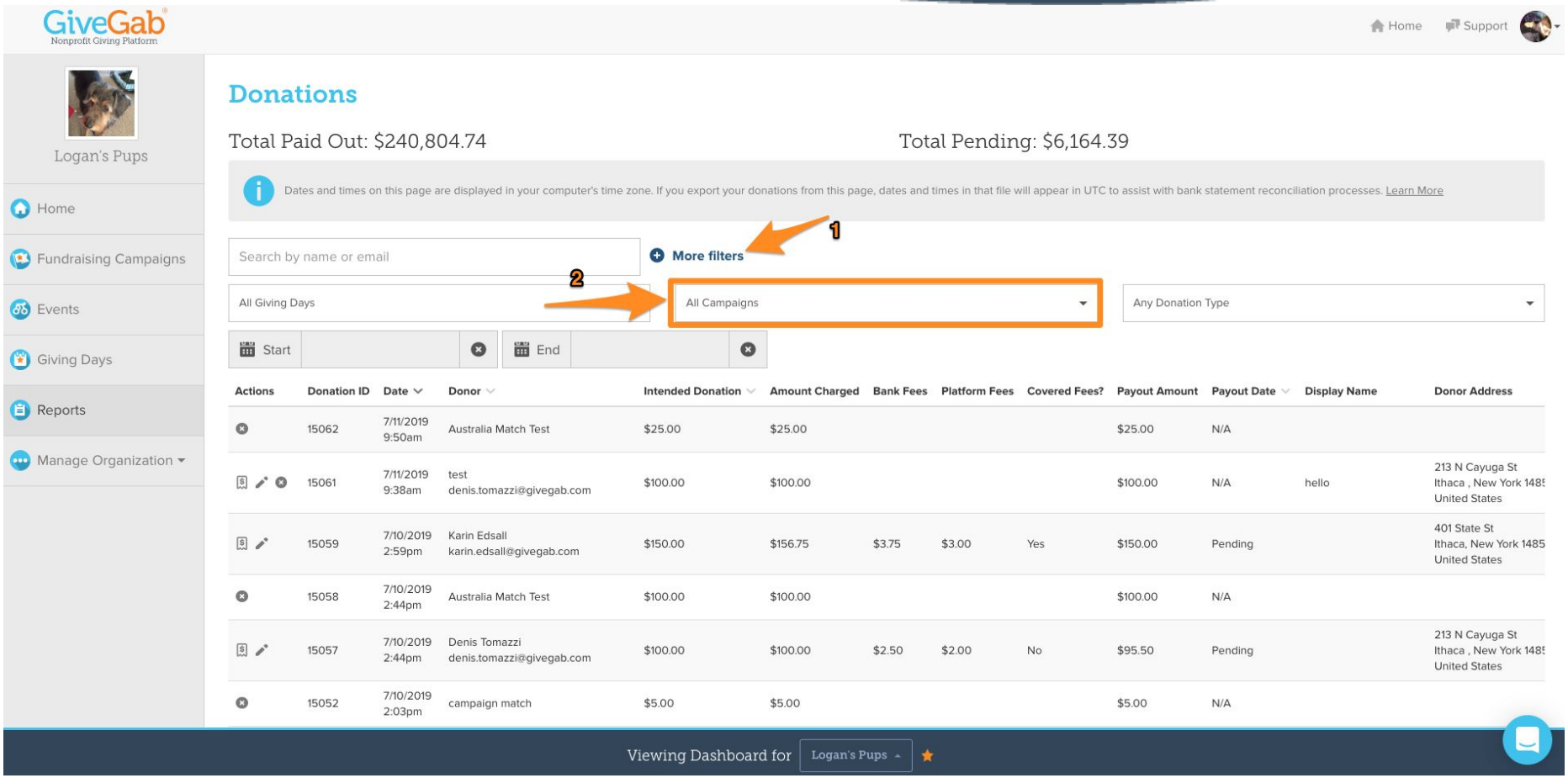
How will you get your donor data?



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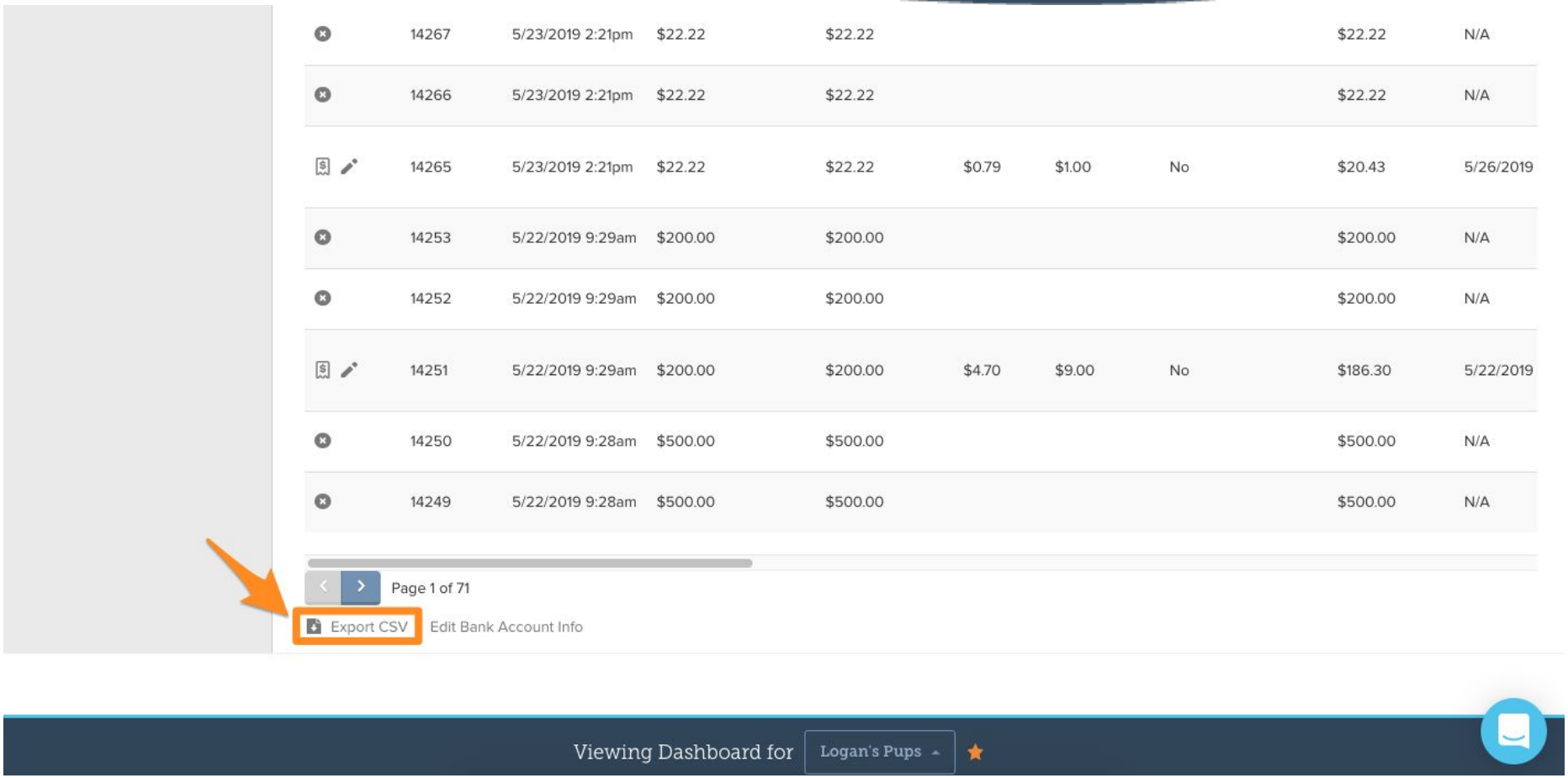

	14267	5/23/2019 2:21pm	$22.22	$22.22				$22.22	N/A
	14266	5/23/2019 2:21pm	$22.22	$22.22				$22.22	N/A
	14265	5/23/2019 2:21pm	$22.22	$22.22	$0.79	$1.00	No	$20.43	5/26/2019
	14253	5/22/2019 9:29am	$200.00	$200.00				$200.00	N/A
	14252	5/22/2019 9:29am	$200.00	$200.00				$200.00	N/A
	14251	5/22/2019 9:29am	$200.00	$200.00	$4.70	$9.00	No	$186.30	5/22/2019
	14250	5/22/2019 9:28am	$500.00	$500.00				$500.00	N/A
	14249	5/22/2019 9:28am	$500.00	$500.00				$500.00	N/A

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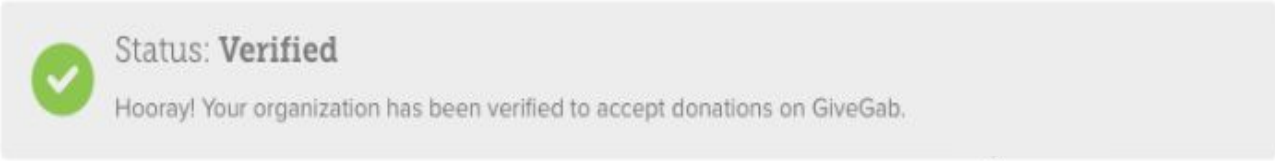
How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after Spring2ACTion



It is important to make sure you are able to receive donations before Spring2ACTion so donations make it to your account

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How will you thank your donors?

- Stewardship process starts immediately after Spring2ACTion
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away, curate a progress message to send in June/July

Watch the training on Donor Stewardship!

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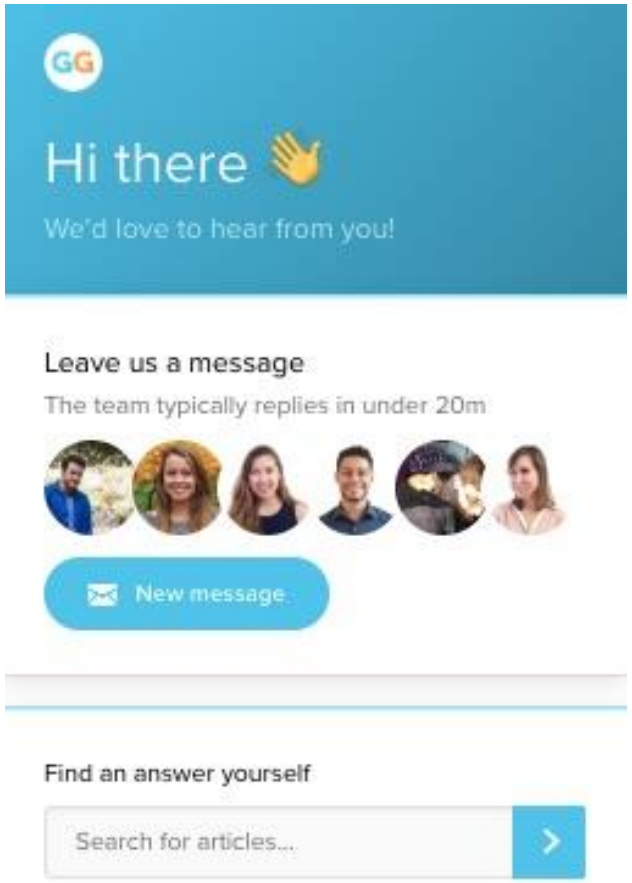
Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Spring2ACTion Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and Free Agent Fundraisers
- Blog Articles and How-To Videos from GiveGab

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
  - Look for the little blue chat bubble!



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Your Next Steps

- Finalize your profile TODAY so you're ready for Early Giving
- Plan your social media and communications NOW (look at the Nonprofit Toolkit for samples messages and templates)
- Like and Follow Spring2ACTion on Social Media!
  - *Don't forget to use #Spring2ACTion!*
- Watch for important emails and updates from ACT
- Check out the Nonprofit Toolkit and watch on-demand training videos

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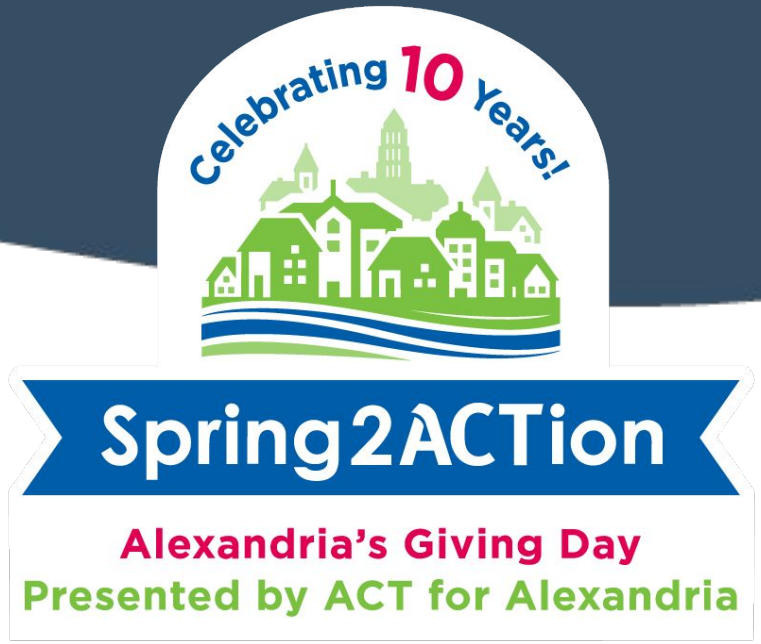
Questions?



April 15, 2020