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Spring2ACTion 201

Preparing for Success

Celebrating 11 Years!

Spring2ACTion

Alexandria's Giving Day

Presented by ACT for Alexandria

Introduce Yourself!

Chat Box

In the Chat Box below, please share your name, organization, and your favorite thing about Spring!.

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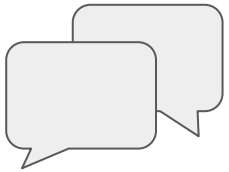
Submit Your Questions!

Chat Box



Q&A

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

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Your S2A ACT Team

Brandi Yee

ACT Chief Program Officer

Molly Klein

ACT Development and Program Associate

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About ACT for Alexandria

ACT is Alexandria's Community Foundation

ACT for ALEXANDRIA

A COMMUNITY FOUNDATION

Turning ideas into action
and resources into results

Sponsors

The Patterson Group

TTR | Sotheby's INTERNATIONAL REALTY

SEWARD GROUP

TTR | Sotheby's INTERNATIONAL REALTY

JOHN MARSHALL BANK

Your S2A GiveGab Team

Rebekah

Senior Project Manager

Victoria

Project Coordinator

Taj

Customer Success Champion

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Agenda

- General Updates
- Prepping for Success
- Donor Engagement
- Matching Grants and Challenges
- Engage Your Team
- After Spring2ACTion
- Your Nonprofit Resources
- Q&A and Next Steps

Updates & Reminders

- **spring2action.org** | April 28, 2021
- Registration rates increase on March 1, 2021
- Early giving begins April 14, 2021
- Email announcement about S2A prizes coming!
- Tagboard starting April 21
    - #Spring2ACTion

Prepping for Success

Administrative Dashboard Extras

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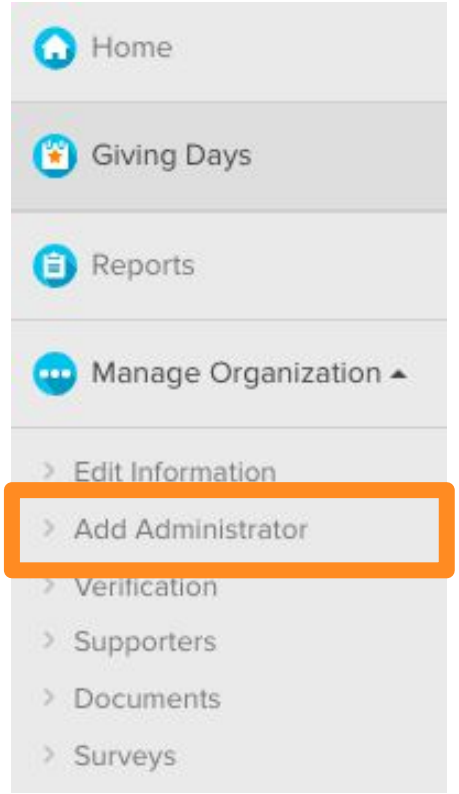
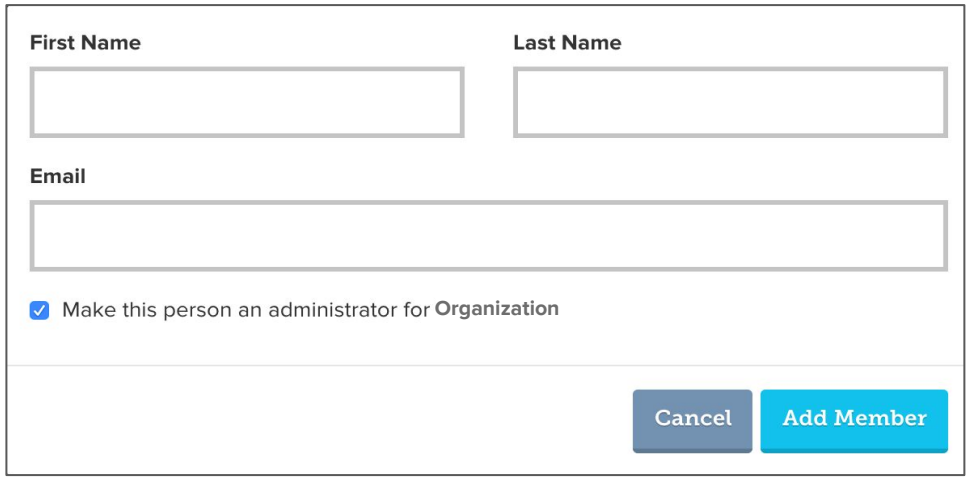
Add Administrators



- Located on the left panel
- When you add an administrator, an email gets sent to the individual from notifications@givegab.com.
- The email contains the new admin's login information



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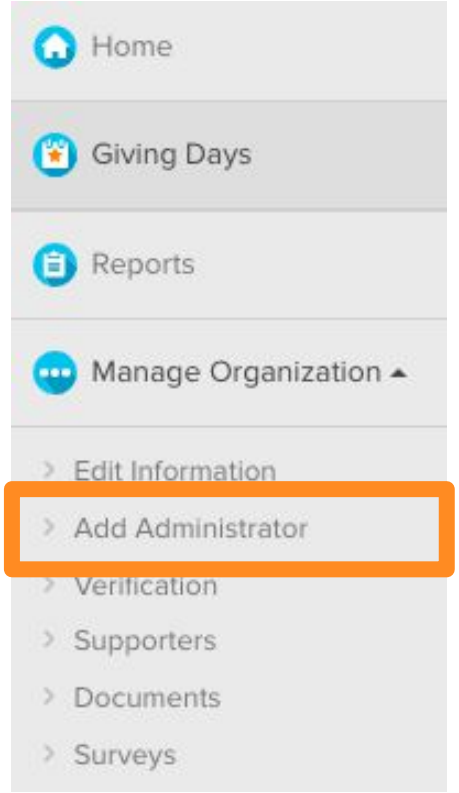
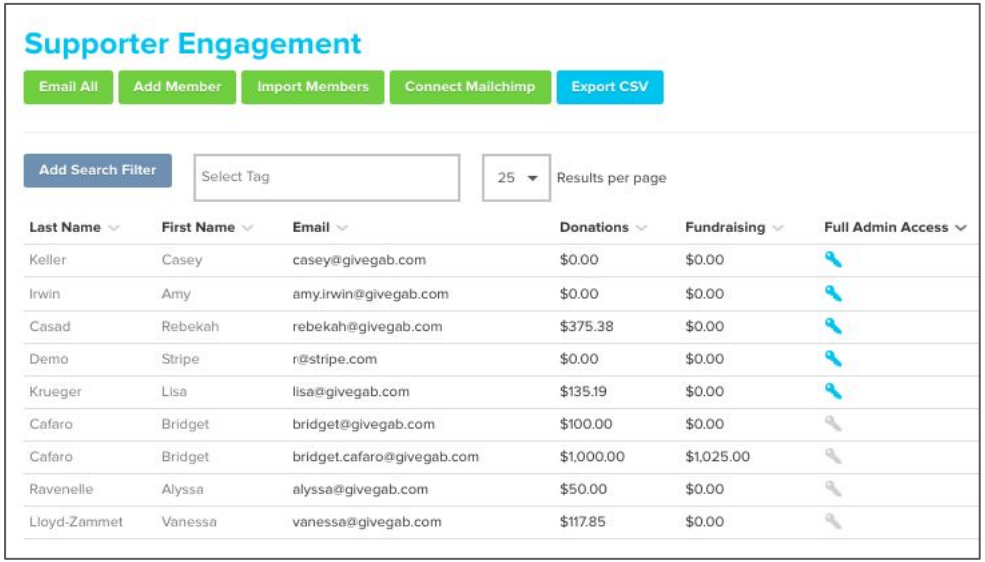
Manage Administrators



- Review current administrators and supporters
- Blue key icon indicates administrative access
- Click key icon to remove administrative access



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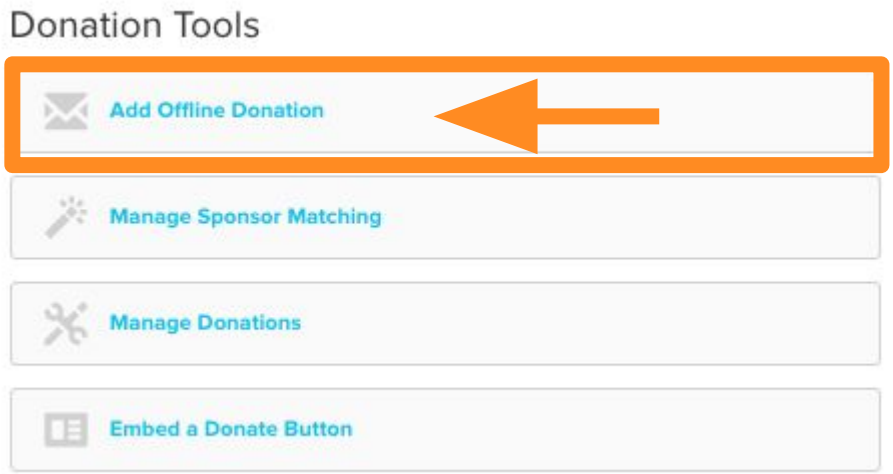
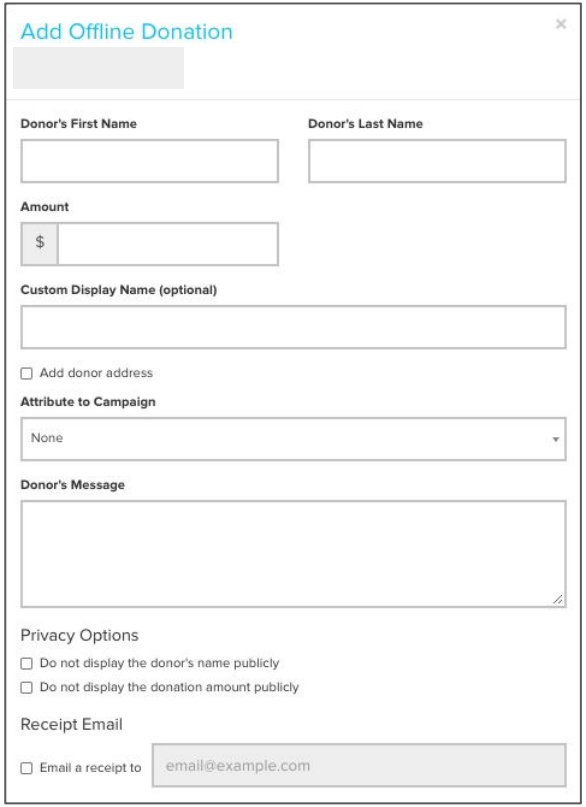
Offline Donations

- Add cash/check donations as offline gifts
- Offline donations are included in leaderboards, not eligible for prizes





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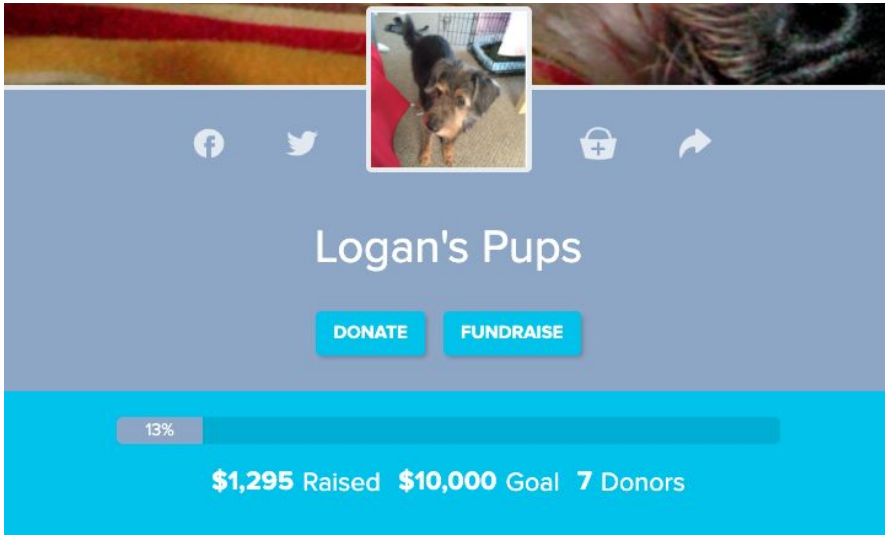
Goal Setting

- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success
- Keep your goals in mind when developing your Giving Day profile and communications plan
- Stay consistent with your goals from beginning to end so your donors can truly comprehend their impact

Goal Setting

- Add a monetary goal through your profile
  - Progress bar will appear

- Additional goals to consider:
  - New donors
  - Fundraiser involvement
  - Recurring gifts
  - Prize/leaderboard
  - Social media engagement



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Goal Setting

- Narrow in on 1-3 specific goals. This creates a strategy that's easy for your organization to execute, and for your supporters to rally behind
- Determine which goals are internal vs. external
    - Internal: Become more familiar with online fundraising tools, strengthen relationships with board members
    - External: Raise $5,000 for new supplies, secure at least $1,000 in matching funds prior to the day.
- Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!

Engage Your Donors

How to involve your donors within your Spring2ACTion campaign

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Donor Engagement

- Not all donors are treated equally
  - Create separate plans for large, medium, and smaller-scale donors
- Cost-effective fundraising strategy
  - On average, it costs 3x more to acquire new donors than it does to steward existing donors
  - 81% of first-time donors do not turn into repeat donors
  - 63% of repeat donors remain repeat and recurring donors
- Long term relationships are more effective and can help you to better strategize and maintain your annual fundraising plan

Past Donors

- Revisit your donation reports from last year
- What have you done since 2020?
  - Share new programs or initiatives
  - How have you adapted during COVID?
- Let them know you're participating in Spring2ACTion
  - Why are you raising funds this year?
  - What are your plans for using the money you raise?
  - What are your goals? How can your donors help you achieve those goals?

Major Donors

- Make your relationship personal
  - Identify milestone moments: donor's first gift date, volunteer start date, birth date
- Utilize your donor stewardship plans!
  - How do you acknowledge your donors?
  - Highlight special recognition opportunities
- Demonstrate the power of the donor's impact
  - Quantify/qualify the donor's specific contribution
- Share your Spring2ACTion goals
  - How can your donors help you meet those goals?

Potential New Donors

- Get the word out
  - Social media outreach
  - Volunteer opportunities
  - Board members
  - Testimonials
  - Free Agent Fundraisers
- Highlight potential new donors' impact possibilities
  - Donation levels
  - Matching grants
  - Prizes

Matching Grants & Challenges

Highlighting Donation Incentives

During Spring2ACTion 2020, organizations with matches/challenges raised 4.7x more than organizations without matches/challenges!

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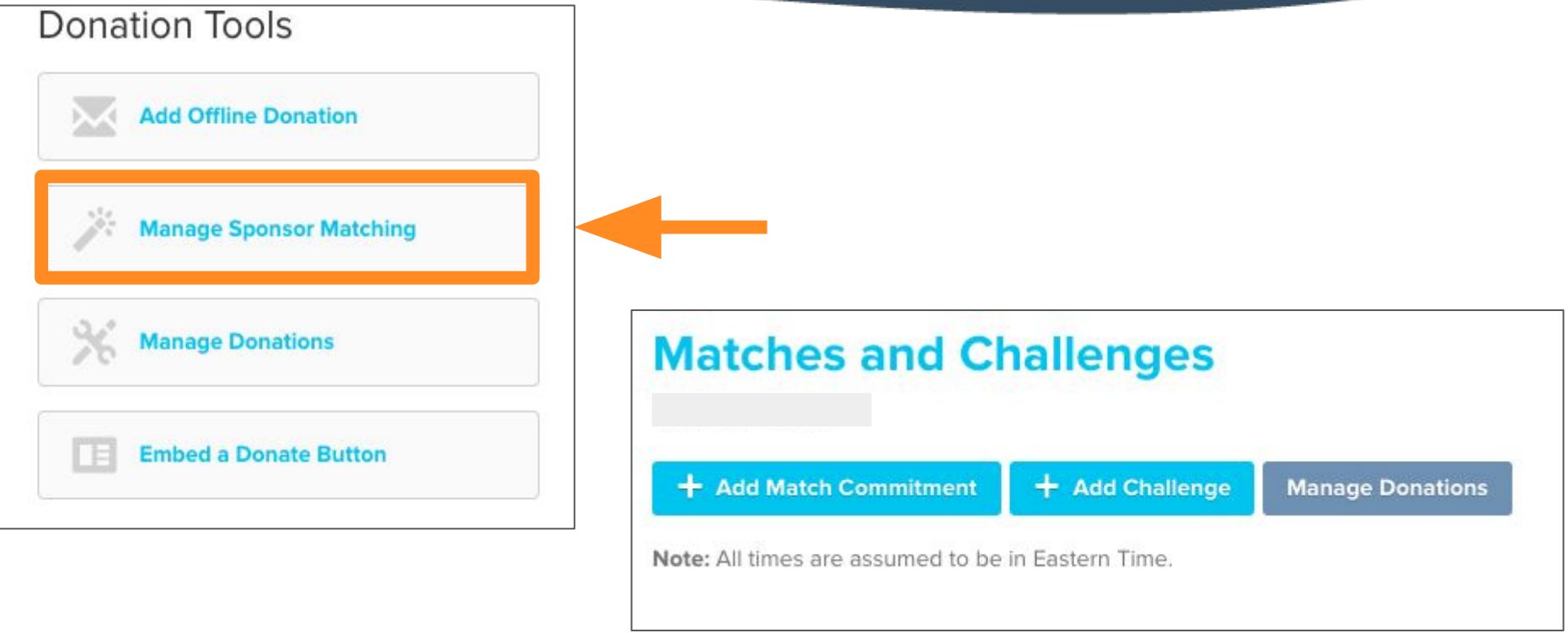
Matches and Challenges

- Promotional tool used to motivate donors to make a greater impact with their donation
- **Match**: A pledged donation that's contributed whenever a gift is made
- **Challenge**: A pledge donation that is unlocked whenever a specific milestone is made
- Identify your potential match and/or challenge donors
  - Major donors
  - Local businesses
  - Board Members
  - Group of smaller donors

Manage Sponsor Matching



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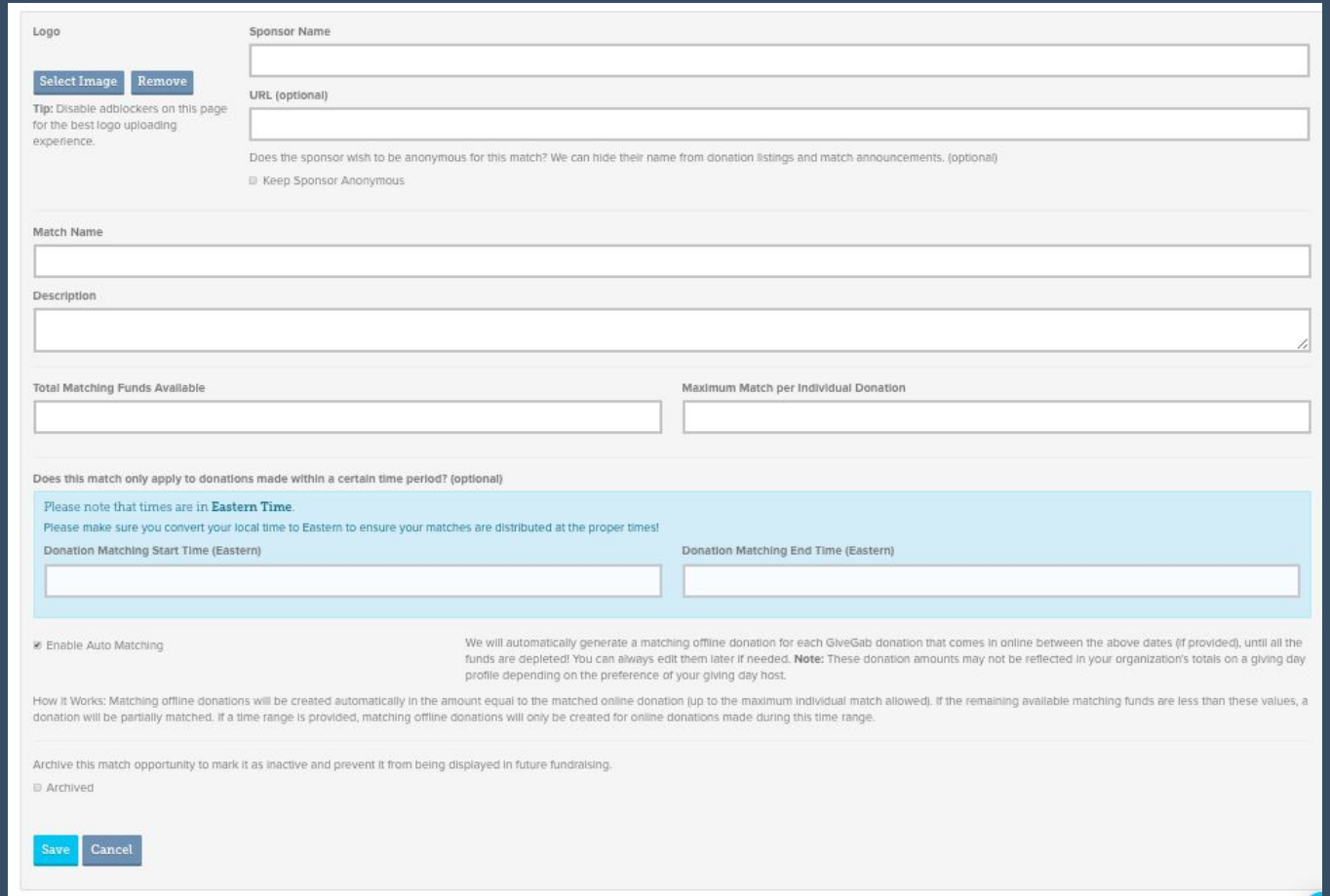
Setting Up Matches

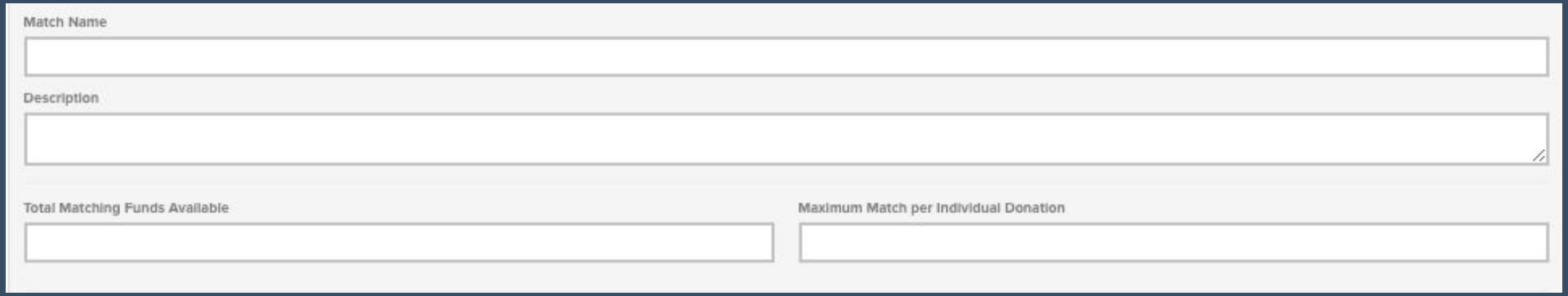


Setting Up Matches

Step 1: Sponsor Information

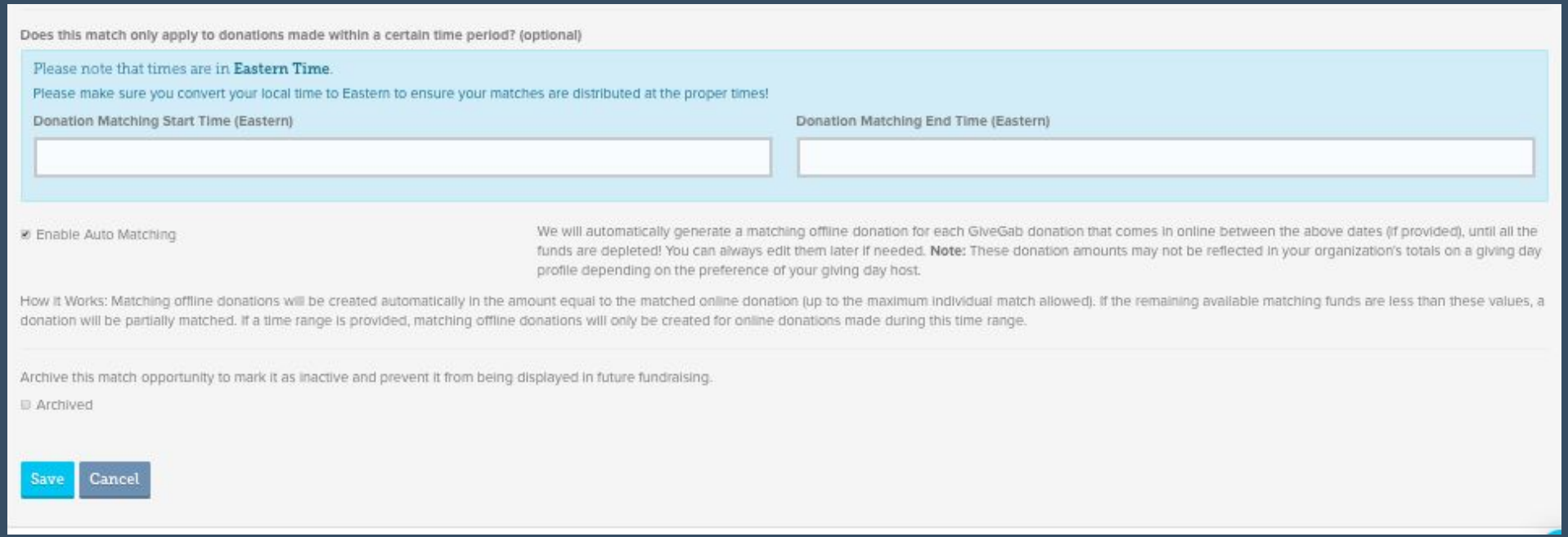
Setting Up Matches

Step 2: Match Details

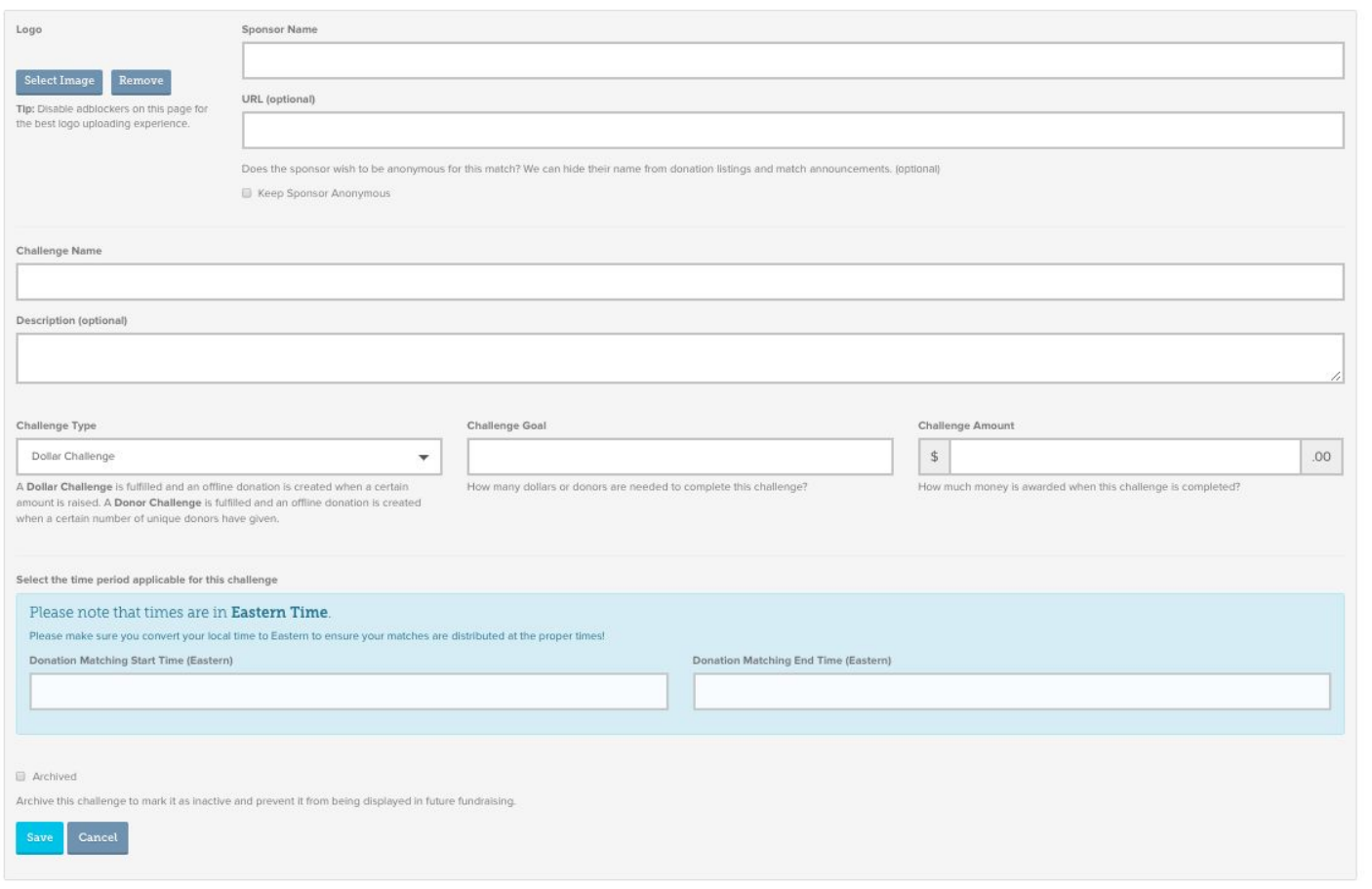


Setting Up Matches

Step 3: Timeframe



Setting Up Challenges



Setting Up Challenges

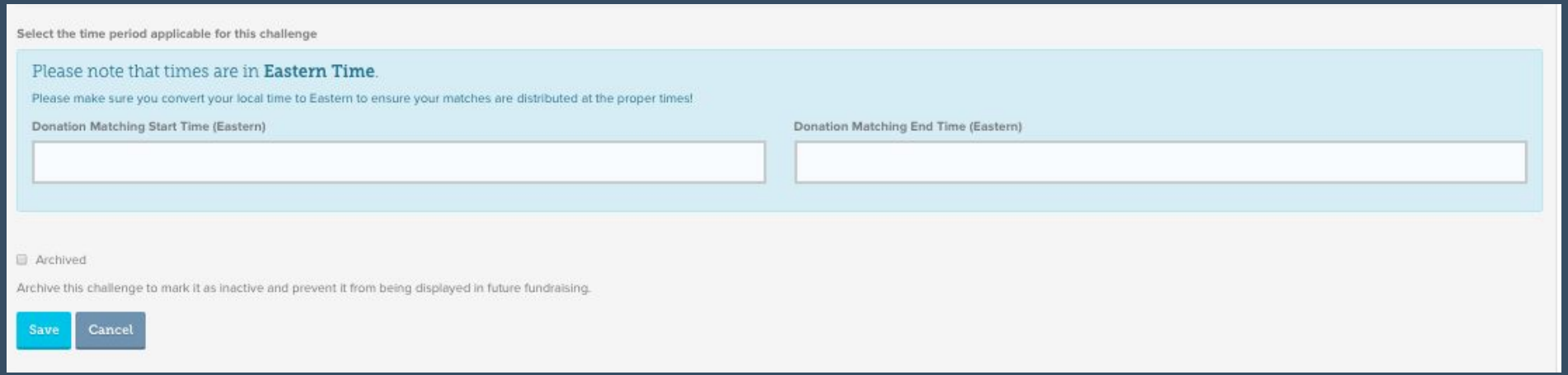
Step 1: Sponsor Information

Setting Up Challenges

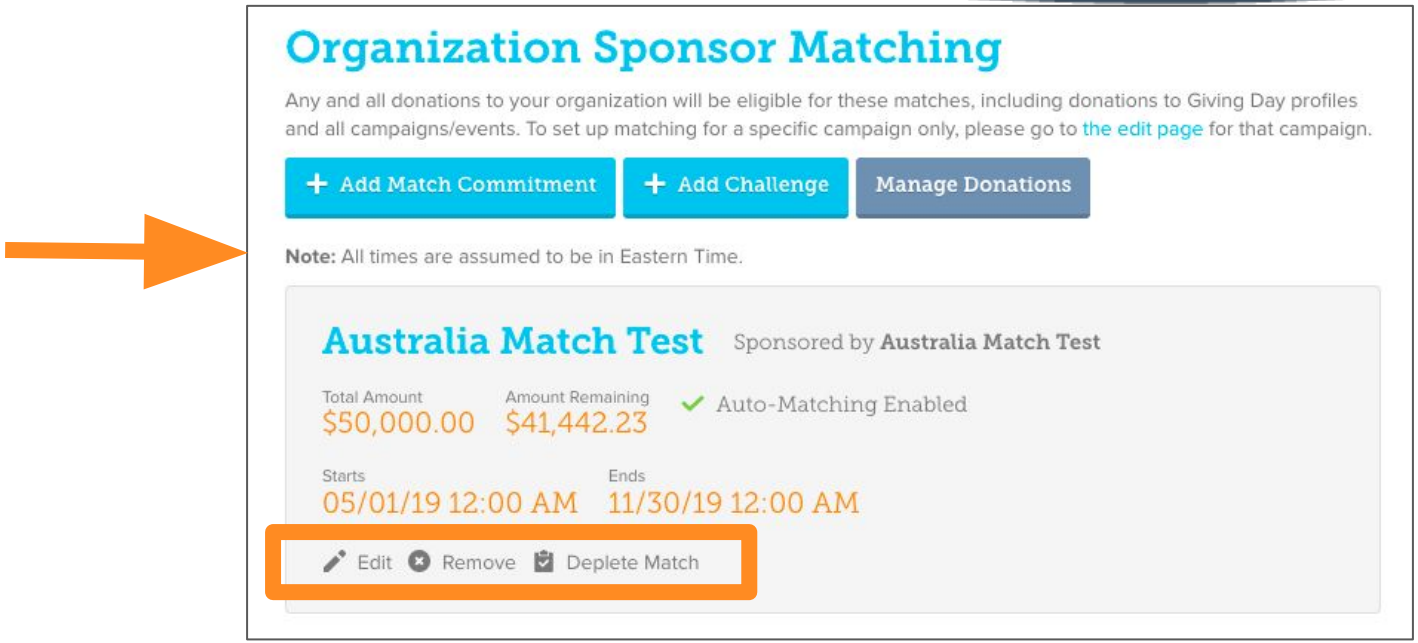
Step 2: Challenge Details

Setting Up Challenges

Step 3: Timeframe

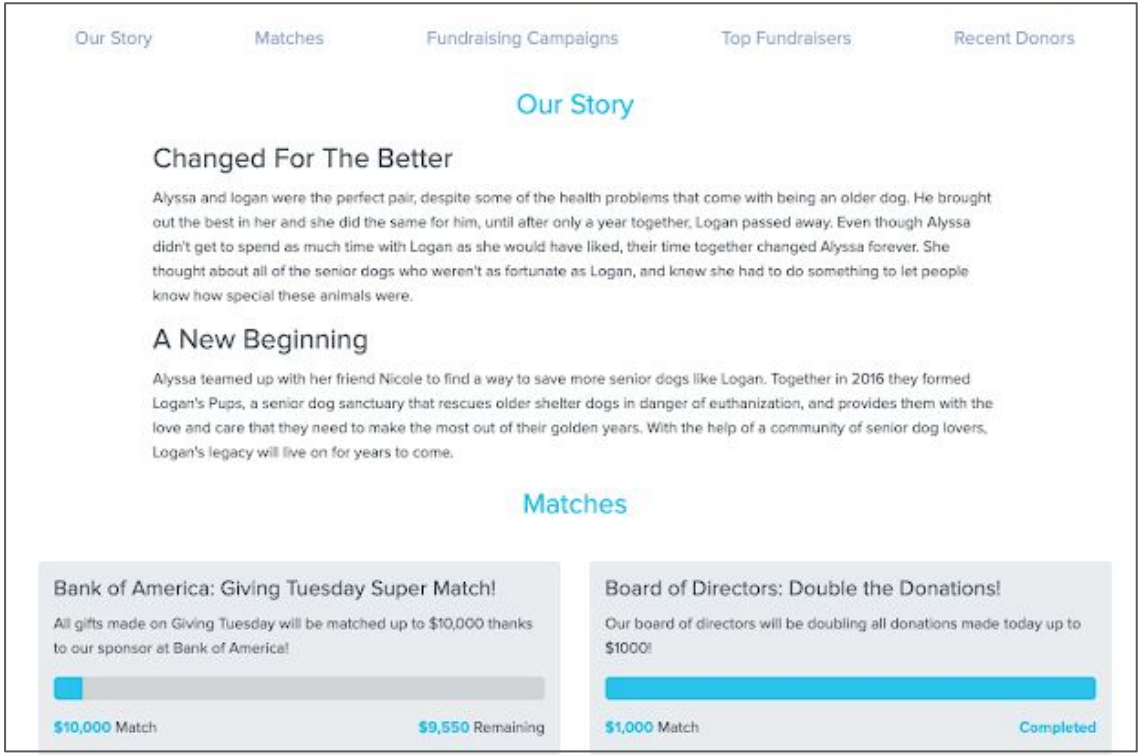


Manage Sponsor Matching



- Deplete a match when you want to mark the match/ challenge as completed

Profile Example



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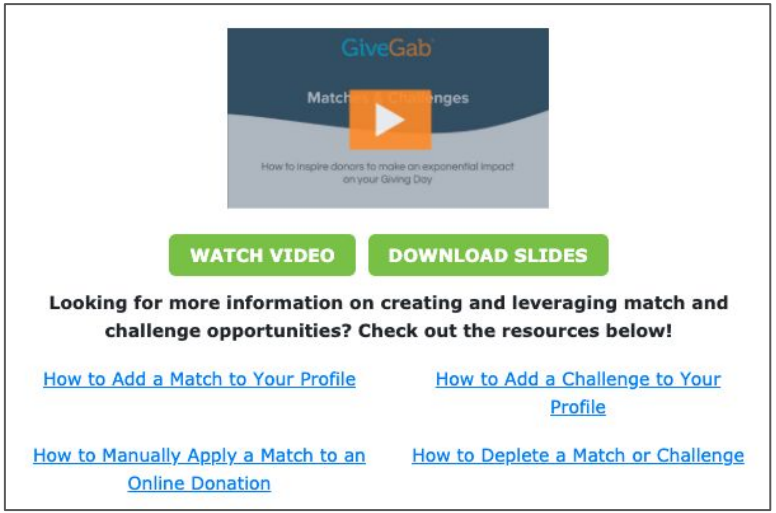
Things to Remember

Come up with a game plan in advance

- If your match/challenge isn't completed by the end of Spring2ACTion, will you manually deplete the match?
- Is your match set to auto-match?
    - Do you need to manually match donations?
- Remember to check the time zone!
- How are you going to promote your match/ challenge?
- How will you recognize your match/challenge sponsor?

Resources

- Training Videos - **Spring2ACTion.org**
  - Matching Challenges
  - Gamifying Your Giving Day
- Support Articles - **Support.GiveGab.com**
  - Setting up your match/ challenge
  - How to manually apply your match
  - What is auto-matching
  - How to deplete your match



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Engage Your Team

Free Agent Fundraisers

- During Spring2ACTion 2020, organizations with FAF raised 2.1x more than organizations without FAF!
- Organizations raised on average $22,467.25 when using FAF.
- FAF collectively raised $194,048.04 during last year's Spring2ACTion.

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Free Agent Fundraisers

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization's behalf
- Fundraisers create own page to share with their networks - expands your organization's reach!
- Identify your team
  - Staff
  - Volunteers
  - Board Members
  - Donors
  - Family and friends
- Think about how you will promote and thank FAFs

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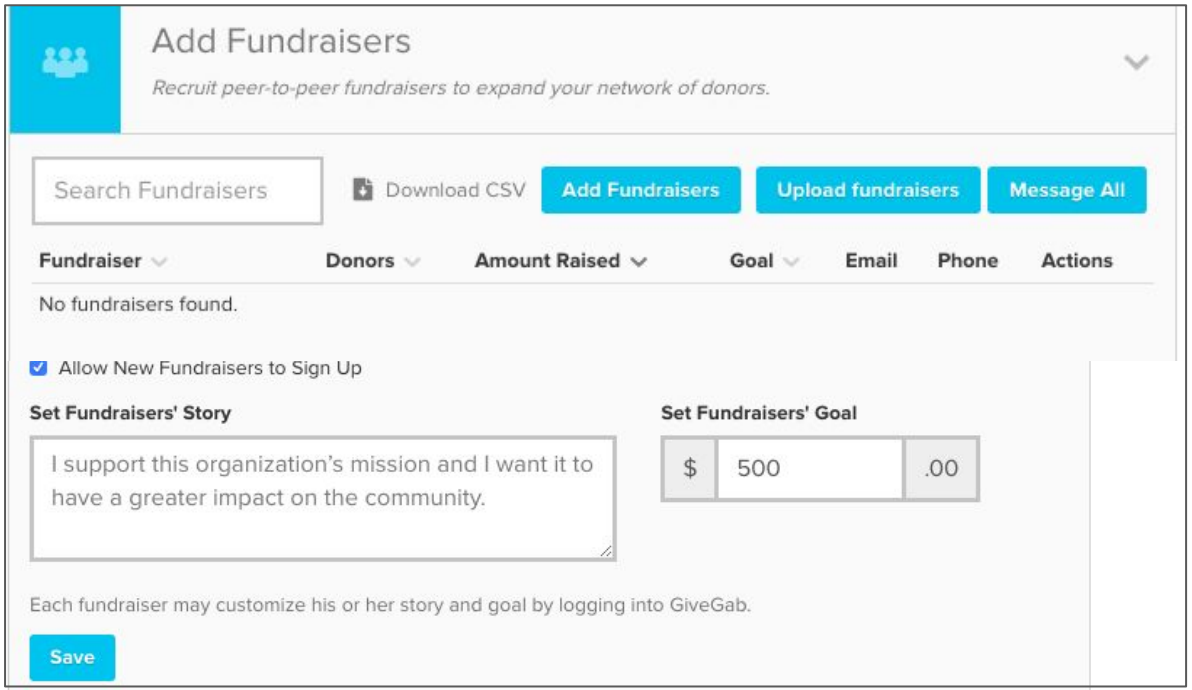
Add Fundraisers



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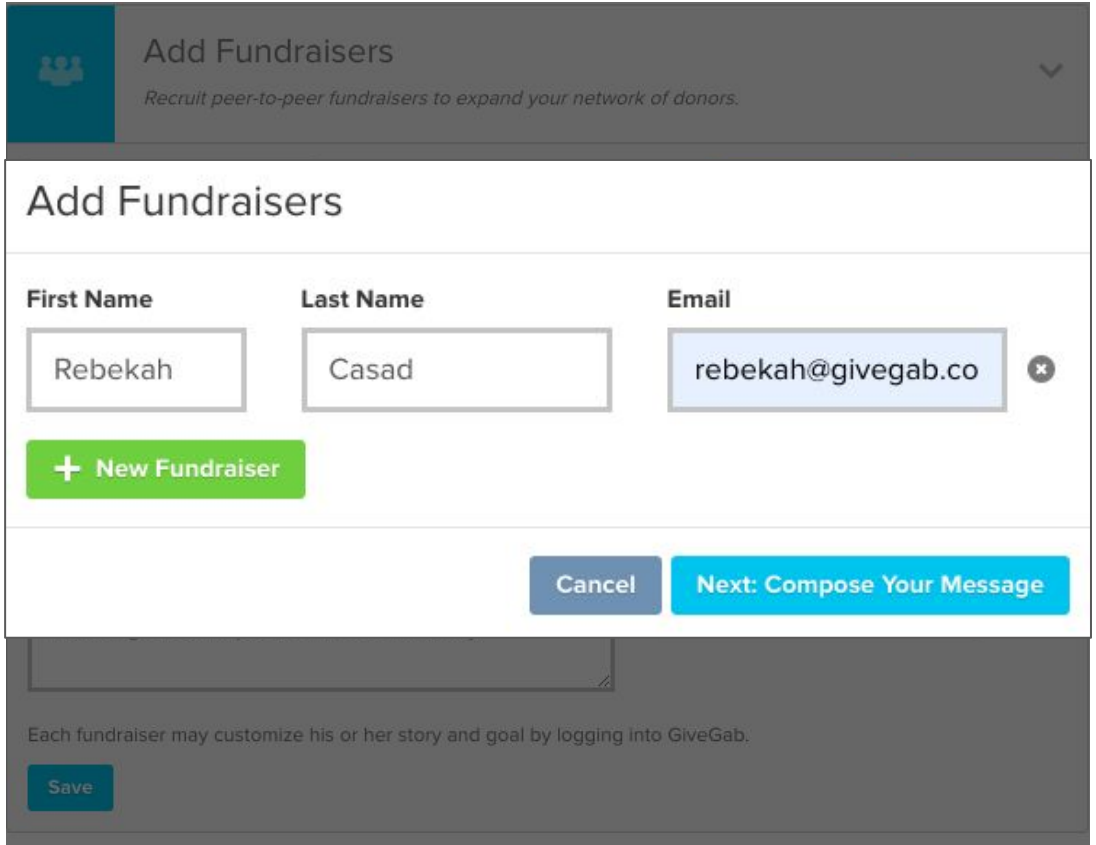
Add Fundraisers



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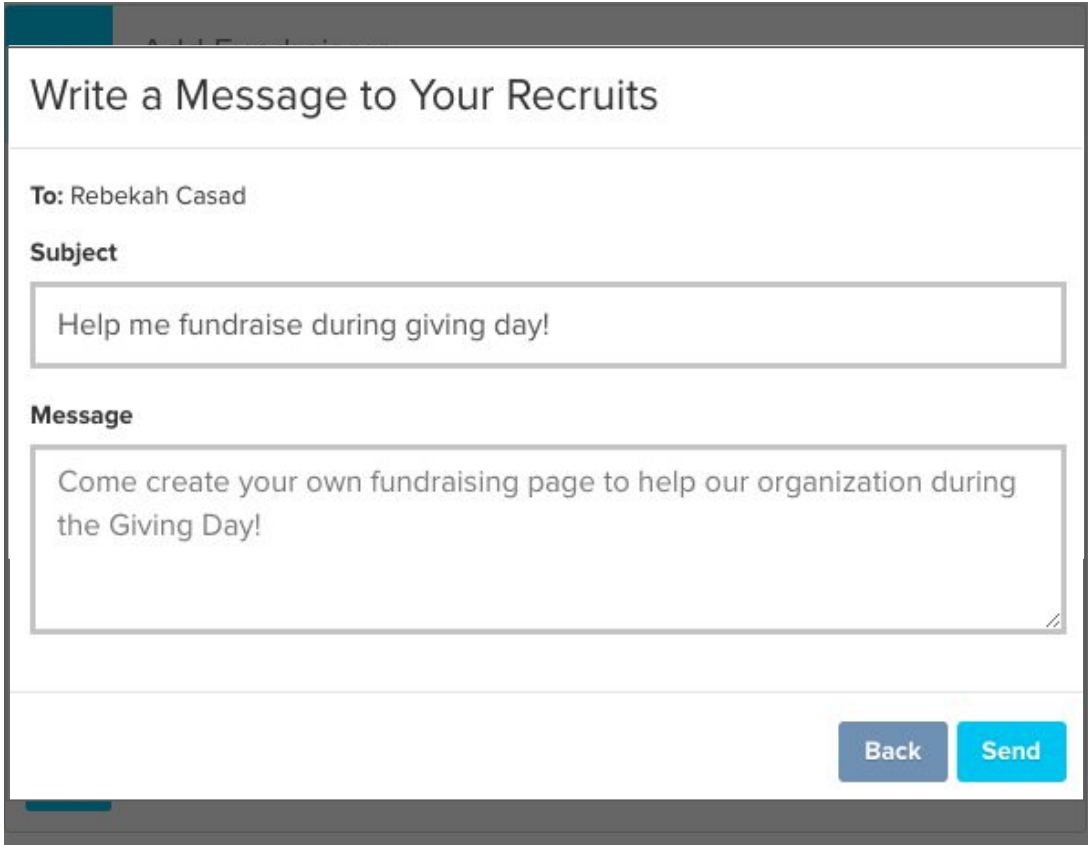
Add Fundraisers



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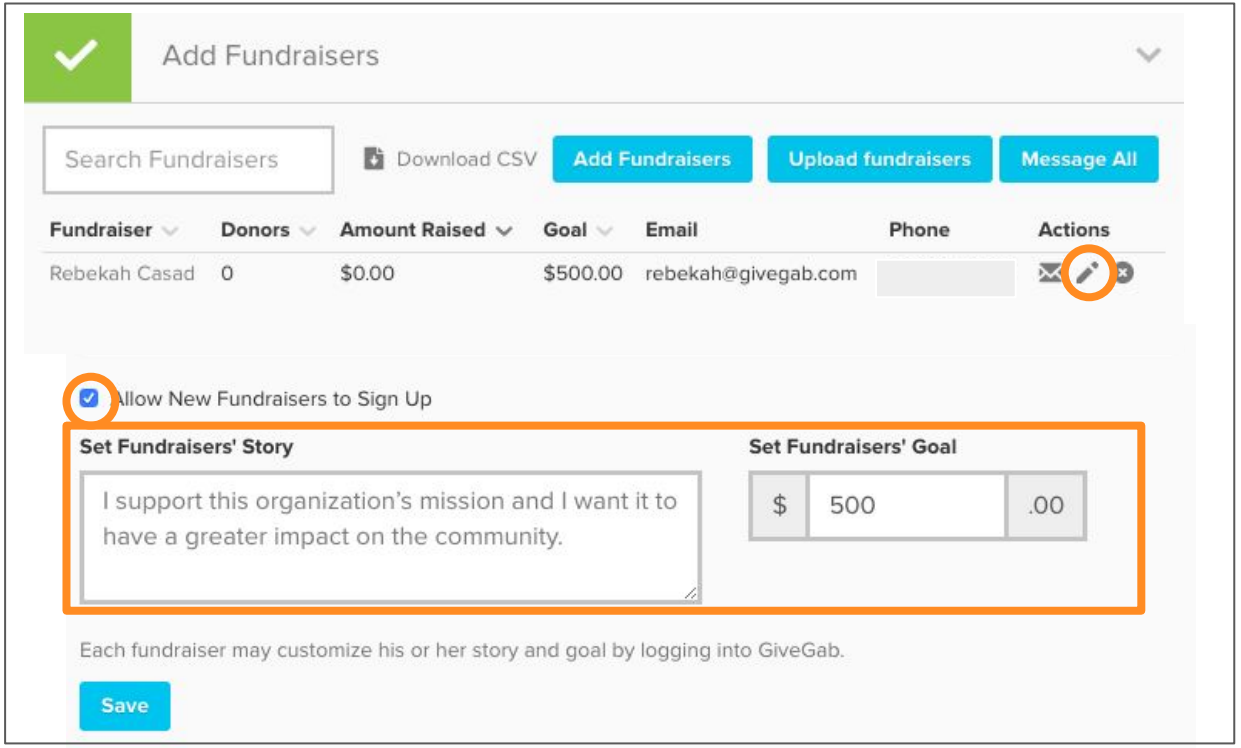
Add Fundraisers



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Fundraiser Dashboard

Bridget's fundraising dashboard for Logan's Pups

Complete the steps below to be sure that your fundraiser is successful.

- Tell Your Story
- Make a Donation
- Reach Out
- Share Socially
- Give Thanks

Progress

20%

$100	326
Raised of $500 Goal	Days Left
1	0
Donor	Emails Sent

Share your fundraiser!

https://giving-days-demo.herokuapp.co

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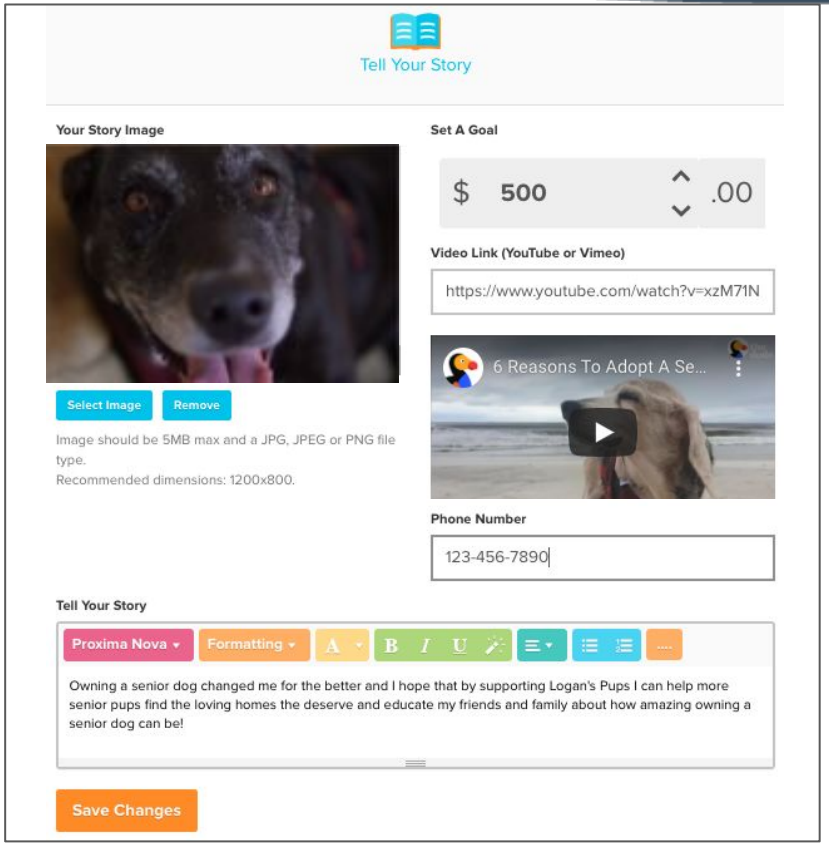
Fundraiser Dashboard



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Fundraiser Dashboard

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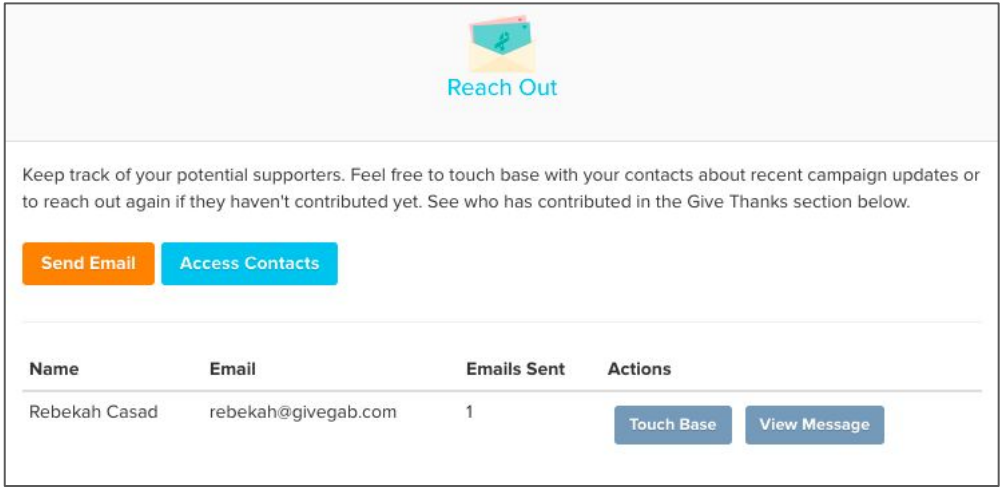
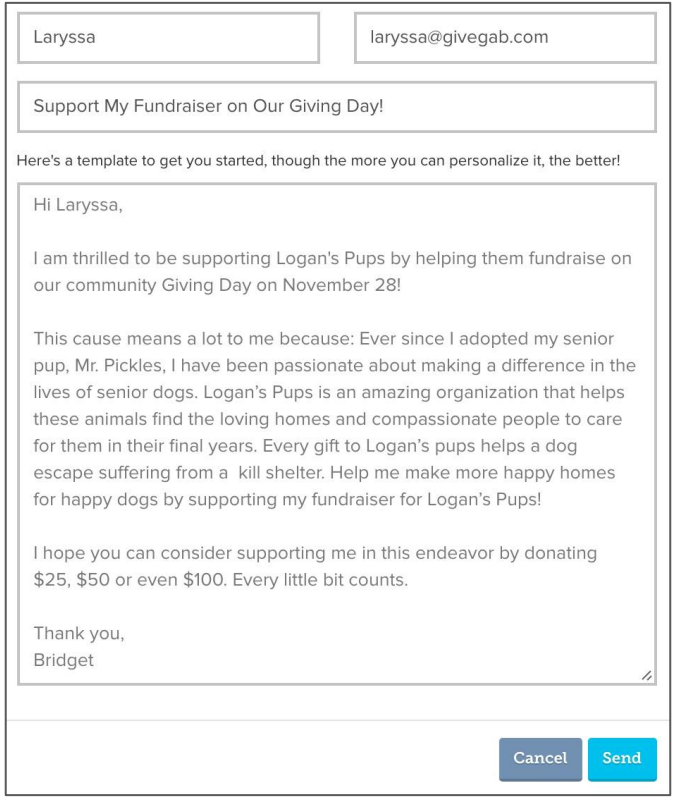
Fundraiser Dashboard





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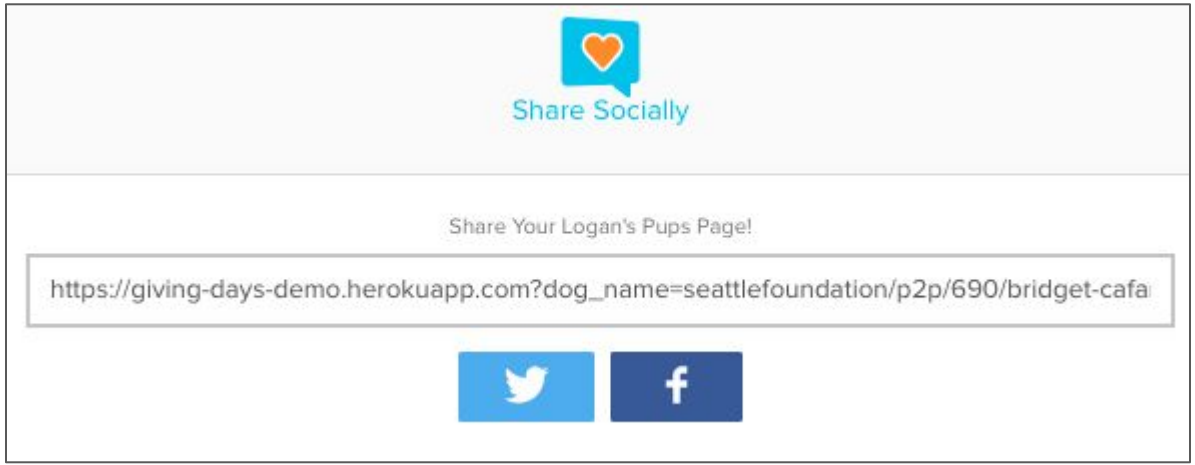
Fundraiser Dashboard



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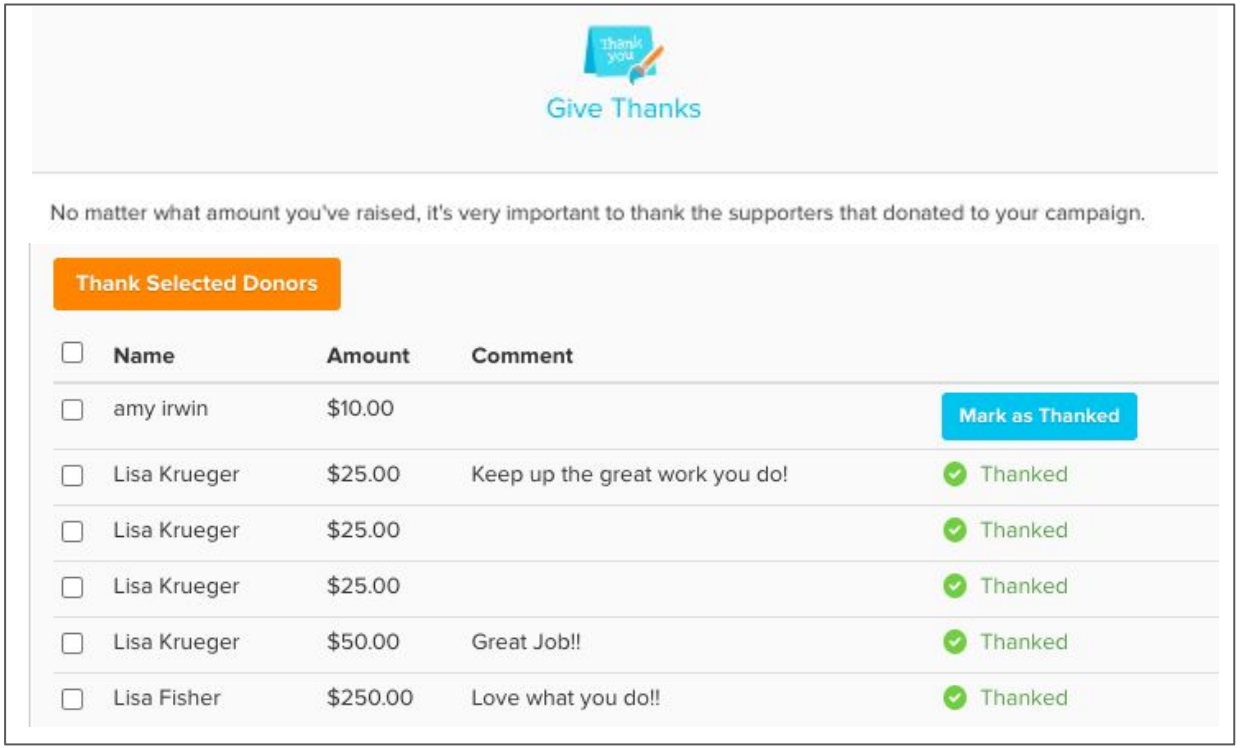
Fundraiser Dashboard



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Bridget Cafaro is a fundraiser for

Logan's Pups

DONATE

20%

$100 Raised **$500** Goal **1** Donors

Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes the deserve and educate my friends and family about how amazing owning a senior dog can be!

Resources

- Fundraisers Toolkit
  - Communication Guides
  - Graphics
  - Support Articles
  - Blogs
- Board Member Toolkit
  - Engaging Your Board Resources
  - Board Member Resources
    - Storytelling Worksheet
    - Sample Social Media Posts
    - Email Template

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After Spring2ACTion

Accessing Donation Reports

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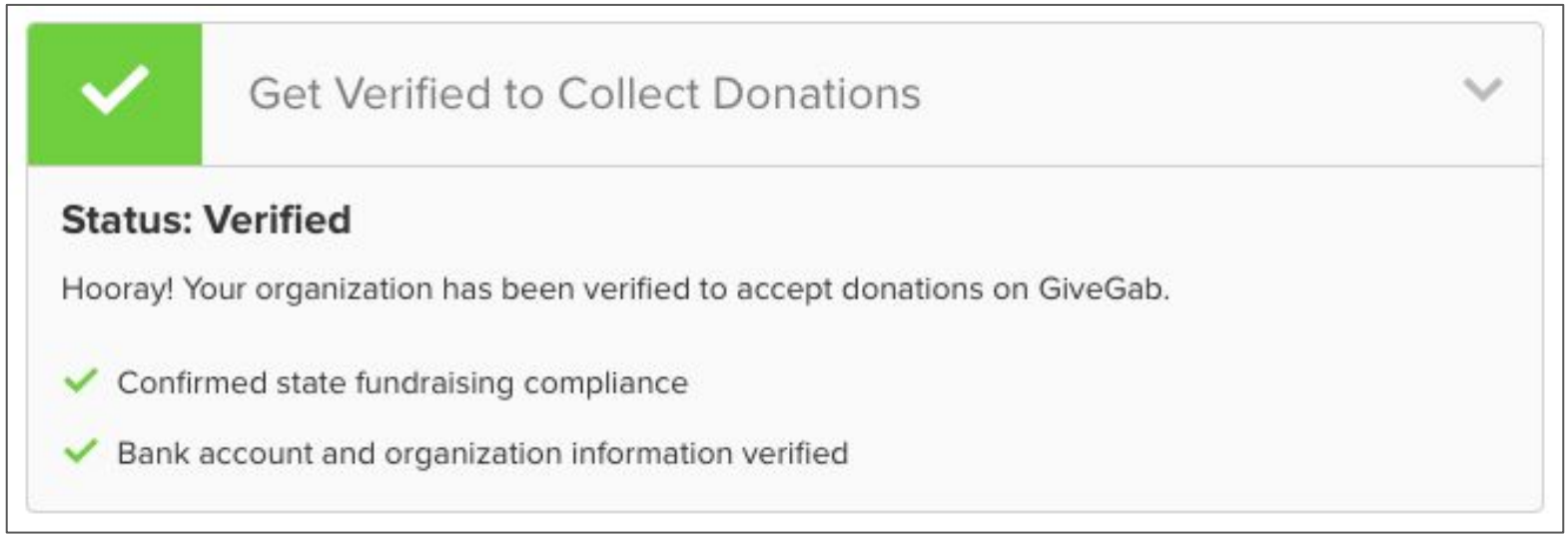
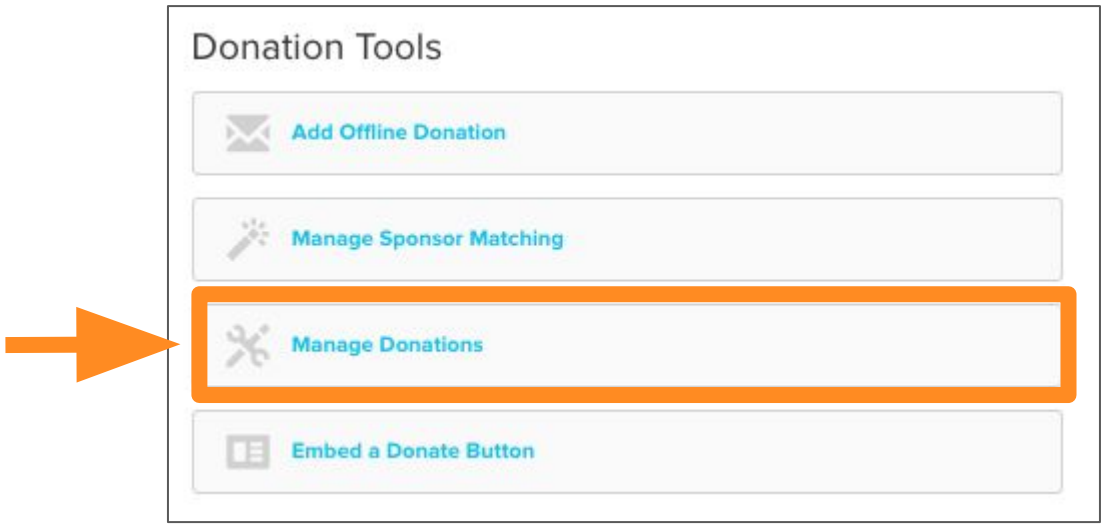
Donations

- Donations transferred to your bank account in 5-7 days



Donations Report

- Takes you directly to donations received during Spring2ACTion 2020
- All donation data from Spring2ACTion 2018 - 2020 by clicking on “Reports” on left-side panel



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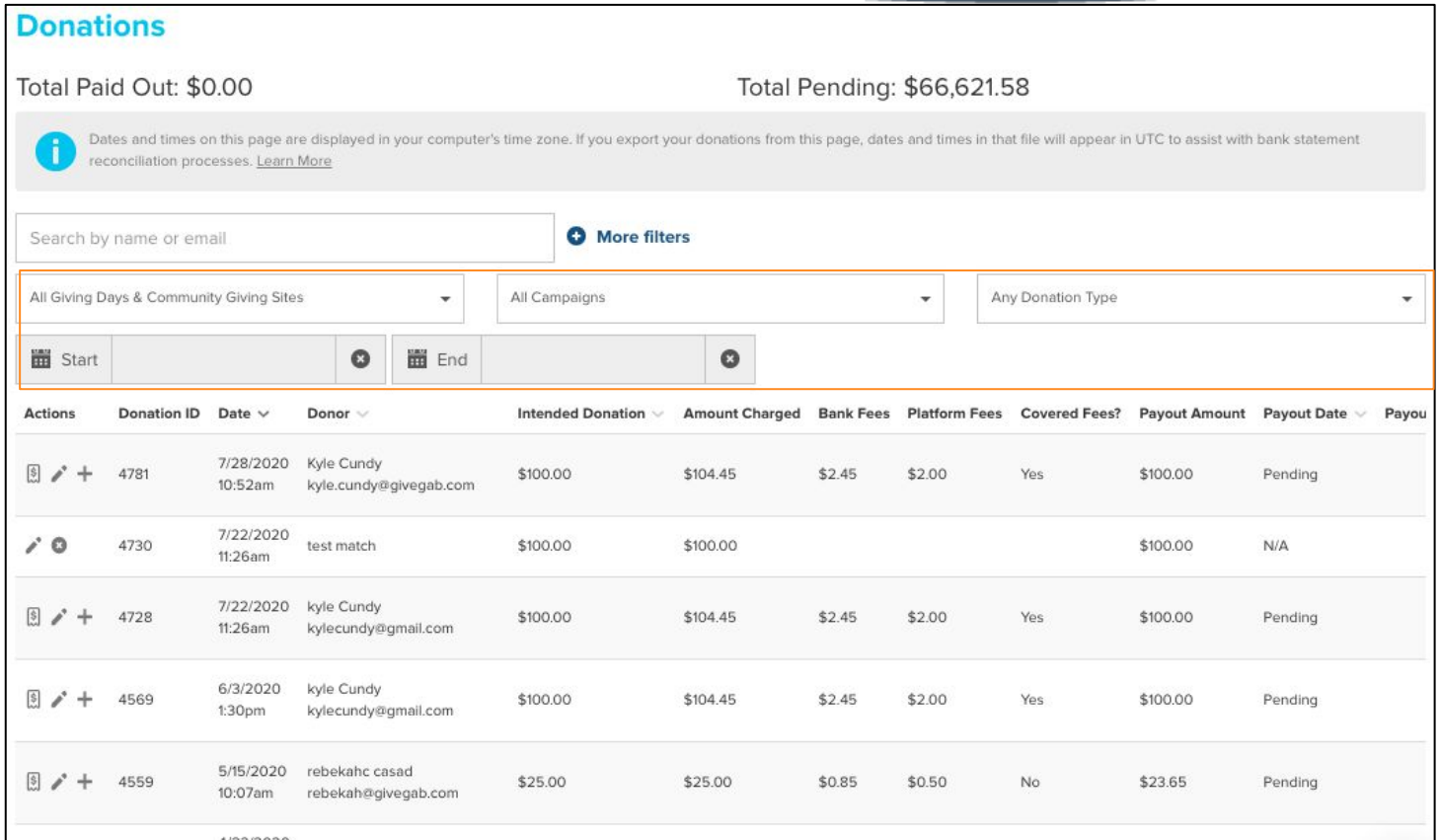
Donations Report



Donations

Total Paid Out: $0.00

Total Pending: $66,621.58

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. Learn More

Search by name or email

More filters

All Giving Days & Community Giving Sites

All Campaigns

Any Donation Type

Start

End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Payou
	4781	7/28/2020 10:52am	Kyle Cundy kyle.cundy@givegab.com	$100.00	$104.45	$2.45	$2.00	Yes	$100.00	Pending	
	4730	7/22/2020 11:26am	test match	$100.00	$100.00				$100.00	N/A	
	4728	7/22/2020 11:26am	kyle Cundy kylecundy@gmail.com	$100.00	$104.45	$2.45	$2.00	Yes	$100.00	Pending	
	4569	6/3/2020 1:30pm	kyle Cundy kylecundy@gmail.com	$100.00	$104.45	$2.45	$2.00	Yes	$100.00	Pending	
	4559	5/15/2020 10:07am	rebekahc casad rebekah@givegab.com	$25.00	$25.00	$0.85	$0.50	No	$23.65	Pending	

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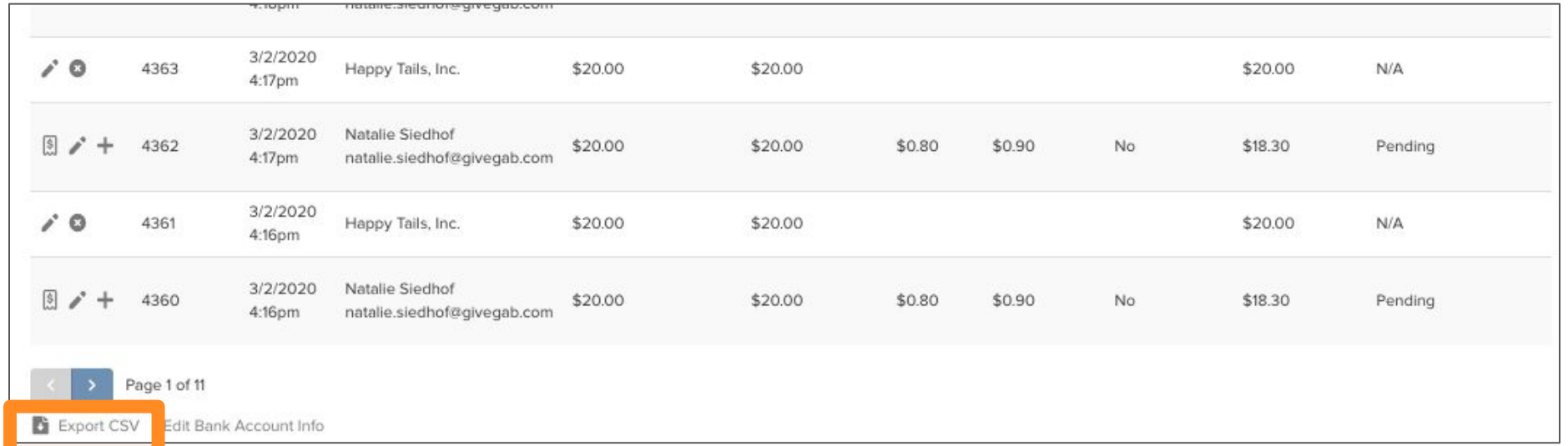
Donations Report



	4363	3/2/2020 4:17pm	Happy Tails, Inc.	$20.00	$20.00				$20.00	N/A
	4362	3/2/2020 4:17pm	Natalie Siedhof natalie.siedhof@givegab.com	$20.00	$20.00	$0.80	$0.90	No	$18.30	Pending
	4361	3/2/2020 4:16pm	Happy Tails, Inc.	$20.00	$20.00				$20.00	N/A
	4360	3/2/2020 4:16pm	Natalie Siedhof natalie.siedhof@givegab.com	$20.00	$20.00	$0.80	$0.90	No	$18.30	Pending

Page 1 of 11

Export CSV Edit Bank Account Info

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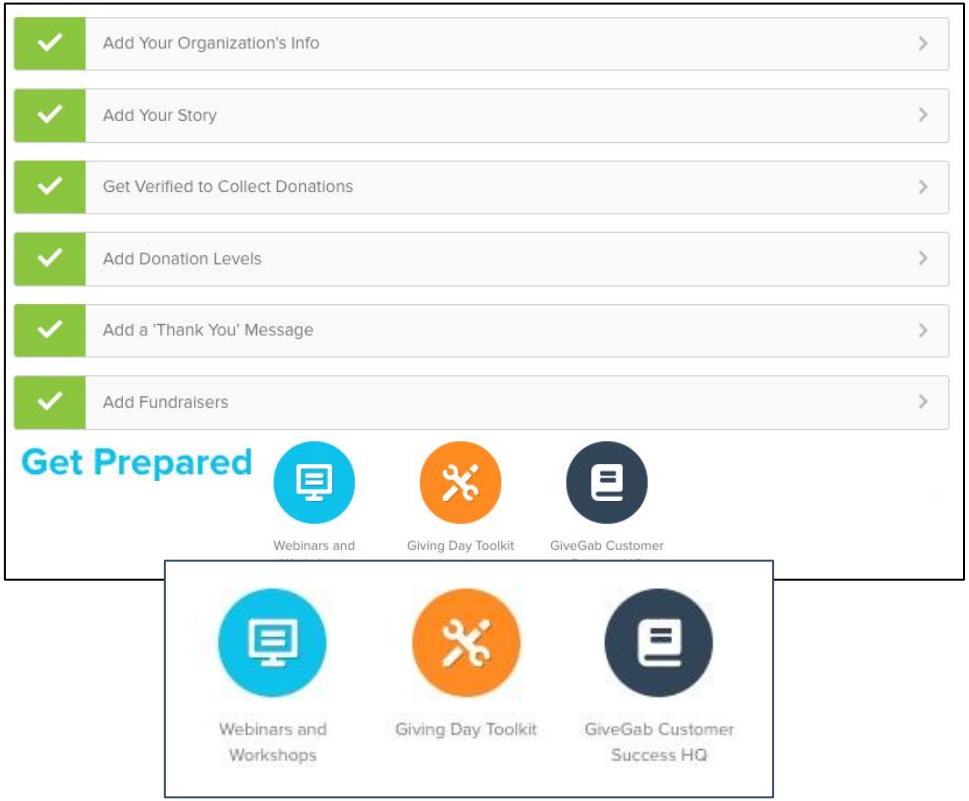
Resources

- Nonprofit Toolkit
  - Templates
  - Timelines
  - Downloadable graphics
  - Training videos
- **Resources for Board Members, volunteers, staff, and free agent fundraisers**



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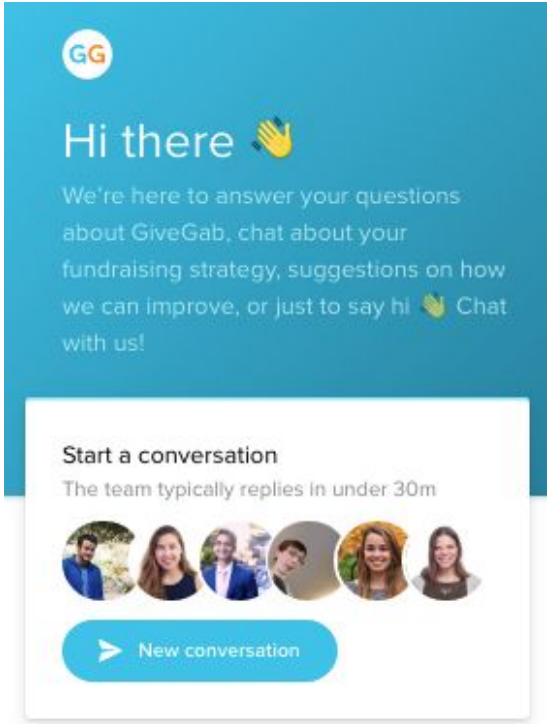
GiveGab Customer Success

- Visit our help center: https://support.givegab.com/
- Check out 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!**



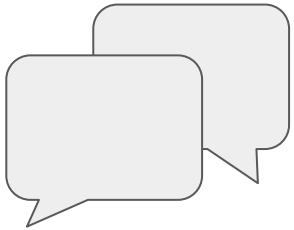
On-Demand Office Hours

- Just for nonprofits participating in Spring2ACTion!
- Available Monday through Friday starting March 31 through April 13 (before early donations begin)
- Nonprofit administrators can sign up for a 20-minute one-on-one session with a Customer Success Champion or a Chat Specialist
- Sign up for your time on the Trainings page at **spring2action.org**

Q&A

Write into Chat Box

Use the Q&A Panel



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Next Steps

- Complete your profile
  - And make sure you've added your bank account information!
- Follow and "like" Spring2ACTion on social media
- #Spring2ACTion
- Watch the Spring2ACTion 101 Training
- Register for the Social Media & Storytelling Training on March 10
- Visit the Nonprofit Toolkit + Trainings

Thank You
for attending Spring2ACTion 201

If you have additional questions, please contact us at CustomerSuccess@givegab.com.

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