Spring2ACTion 101

Spring2ACTion

Alexandria's Giving Day

Presented by ACT for Alexandria

GiveGab is becoming Bonterra.

Your S2A ACT Team

Brandi

Chief Program Officer

Vannice

Program & Development Associate

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About ACT for Alexandria

ACT is Alexandria's Community Foundation

ACT for ALEXANDRIA

A COMMUNITY FOUNDATION

Amplifying the work of the community by bringing people and resources together.

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Your S2A GiveGab Team

Kalia

Associate Project Manager

Victoria

Project Manager

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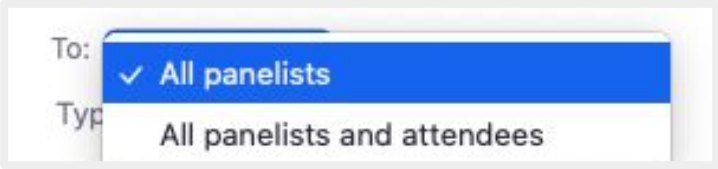
Submit Your Questions

Chat Box



If you have questions or comments throughout our training, please write in using your Zoom chat box.

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Agenda

- Spring2ACTion Overview
- What's New
- Registering
- Creating Your Profile
- Setting Goals
- Next Steps & Questions

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What is Spring2ACTion?

- Alexandria's Giving Day - one day when our community comes together to support nonprofits!
- 24-hour online giving event on April 24 through a single giving platform GiveGab
- Connects donors to the charitable causes they care about most and encourages them to take action
- Capacity Building Tool providing customized trainings, tools, templates, and guides to optimize your fundraising efforts all-year round!
- Crowdfunding and peer to peer fundraising mixed with friendly competition

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Spring2ACTion Overview

spring2ACTion.org | April 24, 12 am - 11:59 pm

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + ACT for Alexandria Efforts = Exponential visibility
- IRS-recognized nonprofit serving Alexandria are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on April 10 and close April 28

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Who is GiveGab?

GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Host a secure, reliable and transparent platform for Spring2ACTion
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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Benefits of Participating

- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-Engage with your existing supporters and gain new donors
- Combine your marketing efforts + ACT for Alexandria marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

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Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

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Simple Donation Processing

- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

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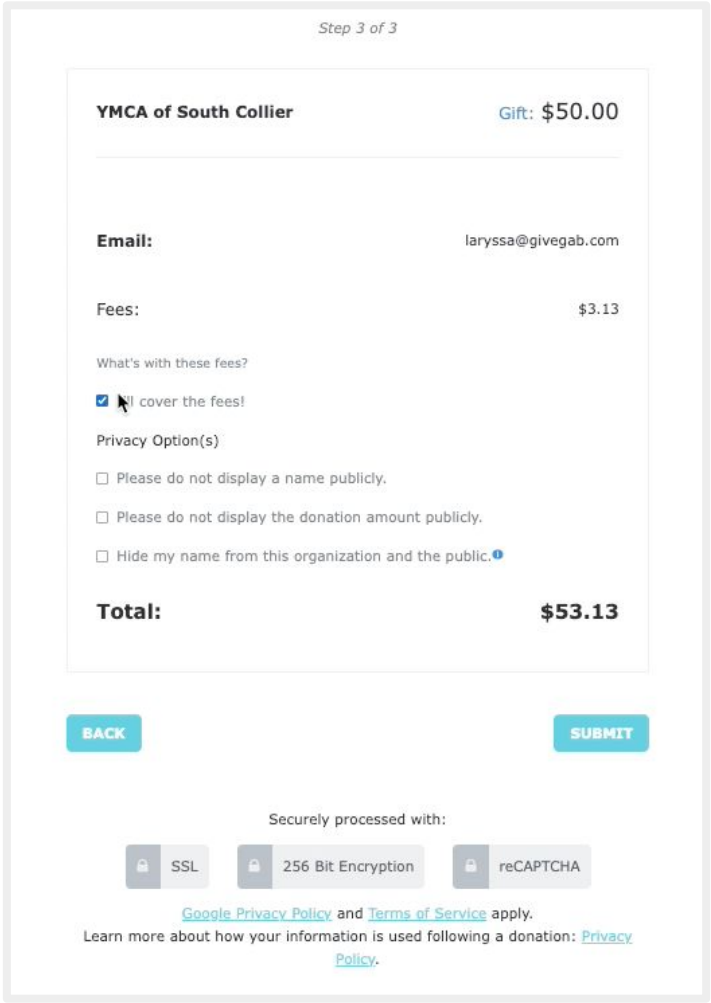
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- In 2023, donors covered 70.3% of fees during Spring2ACTion



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Transparent Donations

Credit Card:

2% Platform Fee
+
2.5% Host Fee
+
$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
7% + $0.30

ACH:

2% Platform Fee
+
2.5% Host Fee
+
$3.00 flat bank fee
=
4.5% + $3.00

**$100 minimum*

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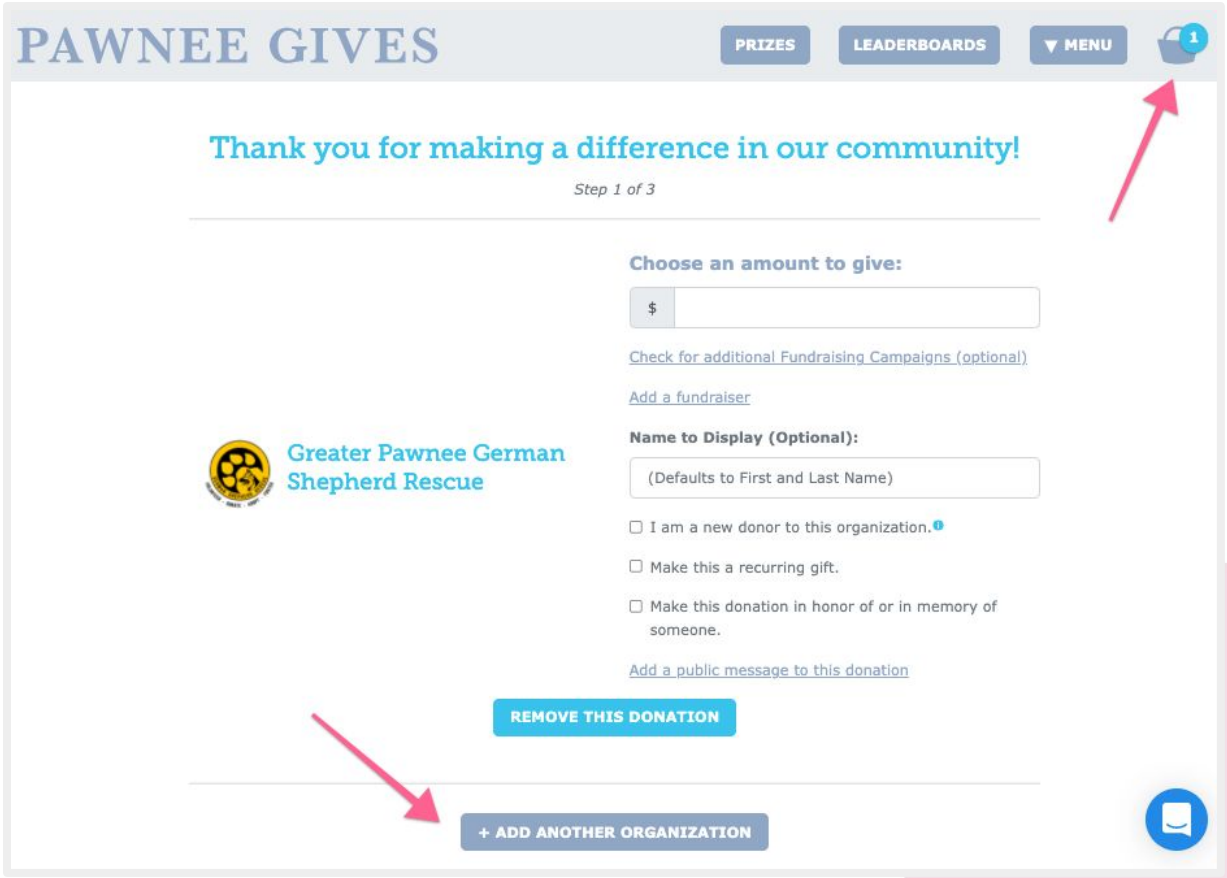

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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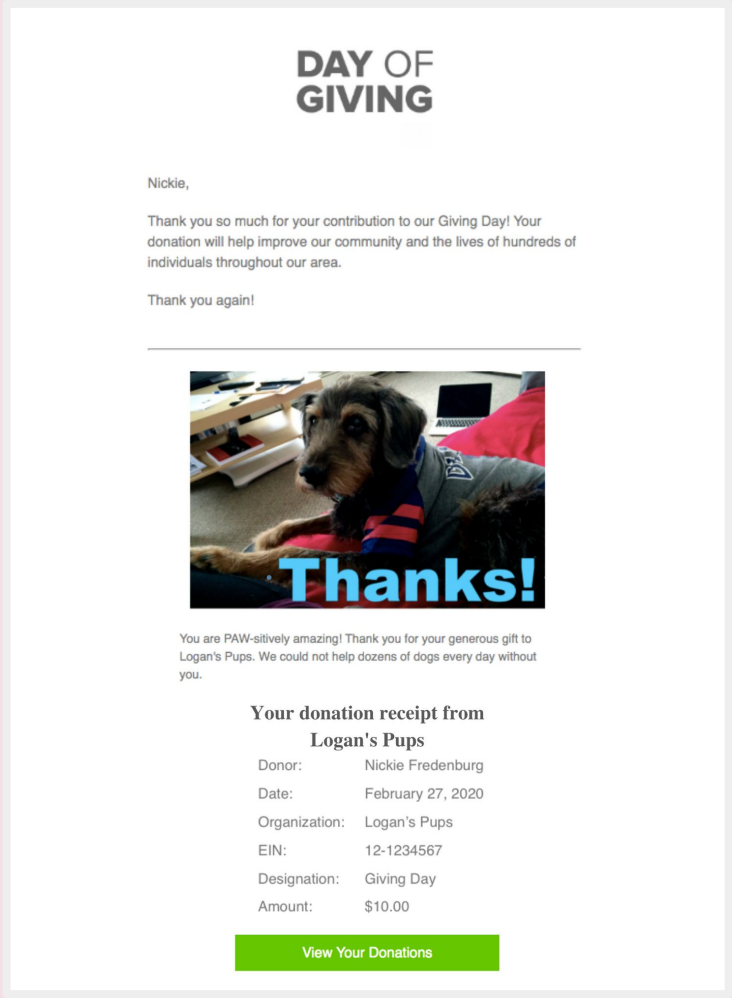
Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt



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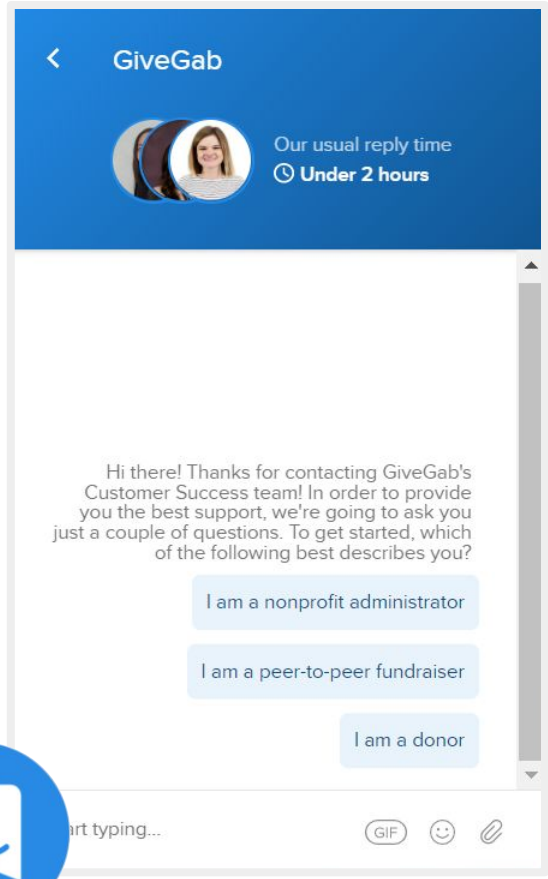
How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



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What's New for 2024?

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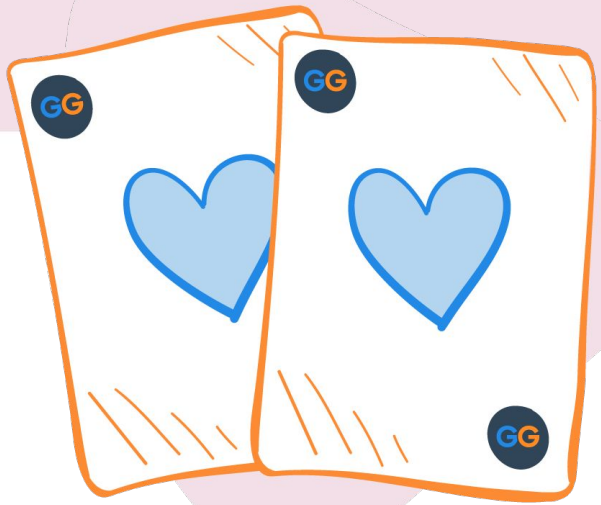
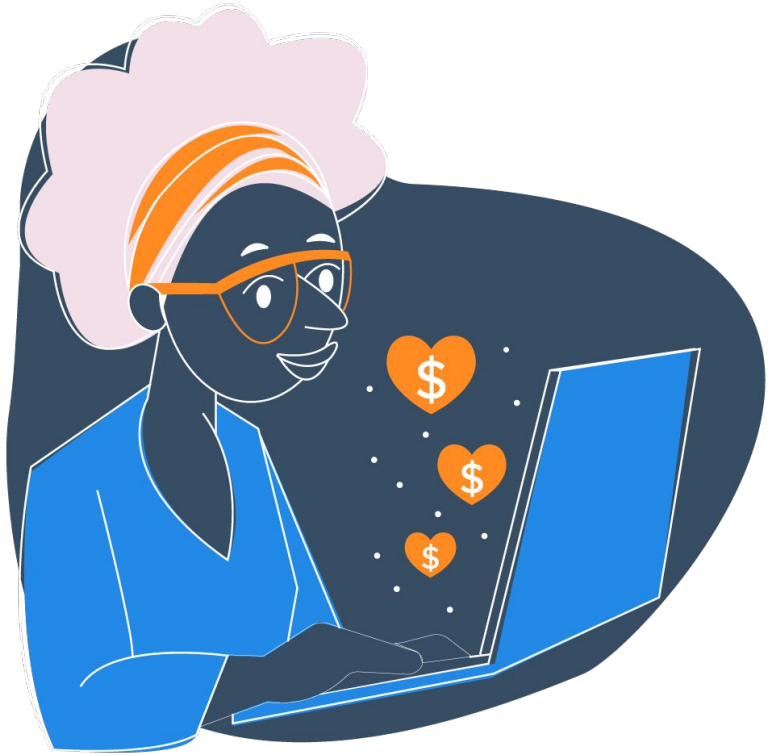
Update Matches/Challenges Interface

- Now able to create 2:1 & 3:1 ratioed matches
- Gift-based challenges are now available



Completing Your Profile



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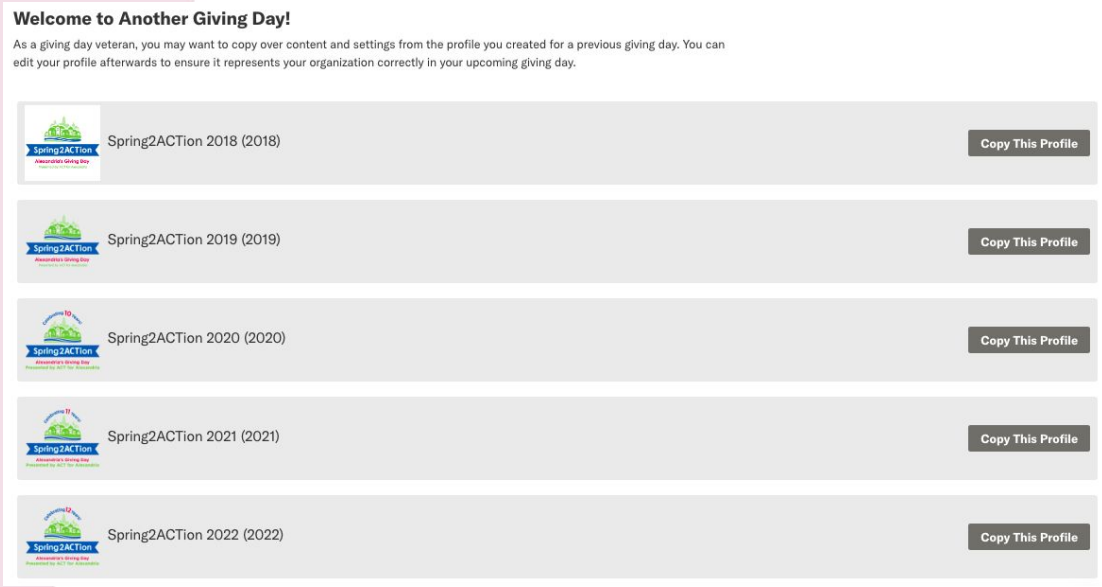
Returning? Copy Your Profile

- **Don’t forget to review and update your profile after!**
- Existing bank information will carry over
    - Double check that your bank account, org rep and admins on your profile are up to date!



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Your Giving Day Dashboard

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

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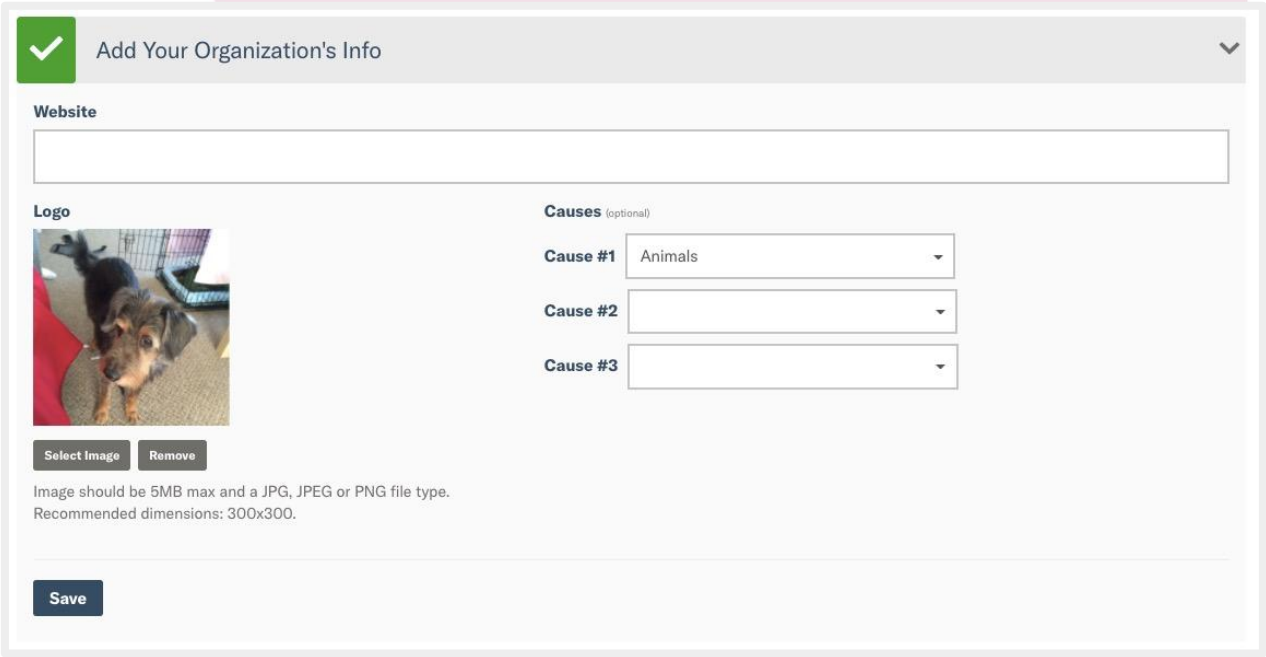
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!



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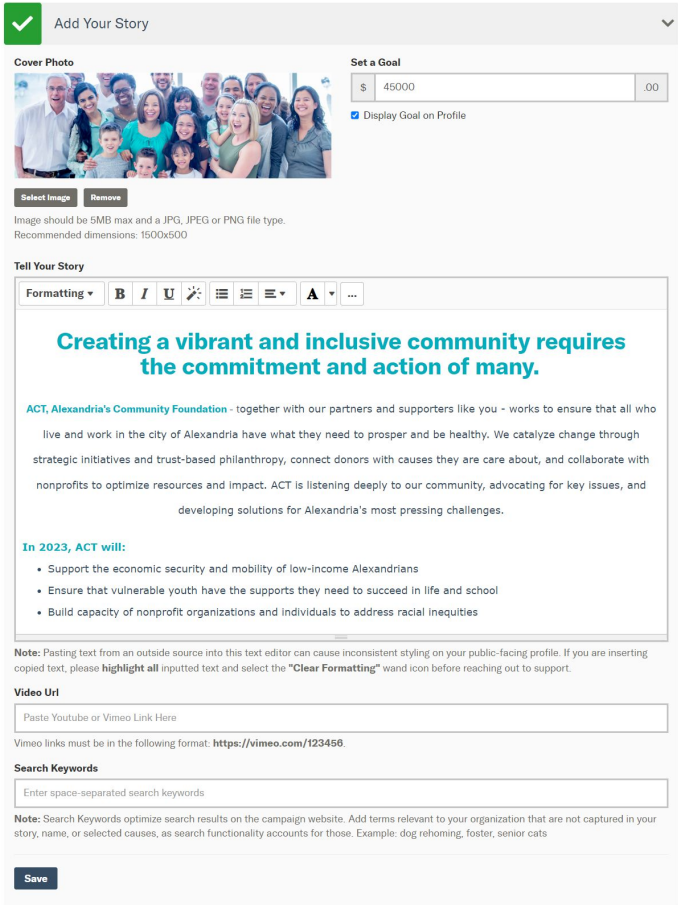
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals
- Embed a video
- Add search keywords



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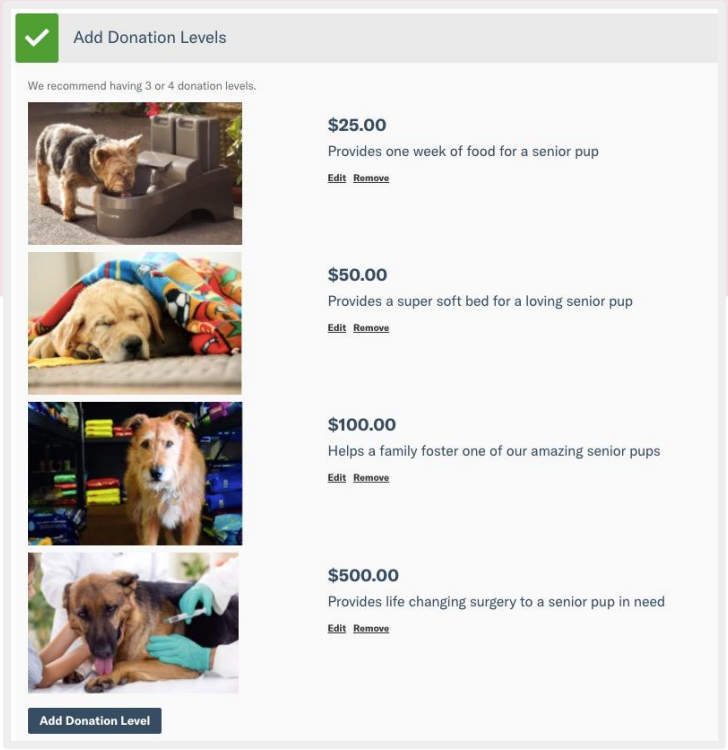
Suggest Donation Levels



- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal

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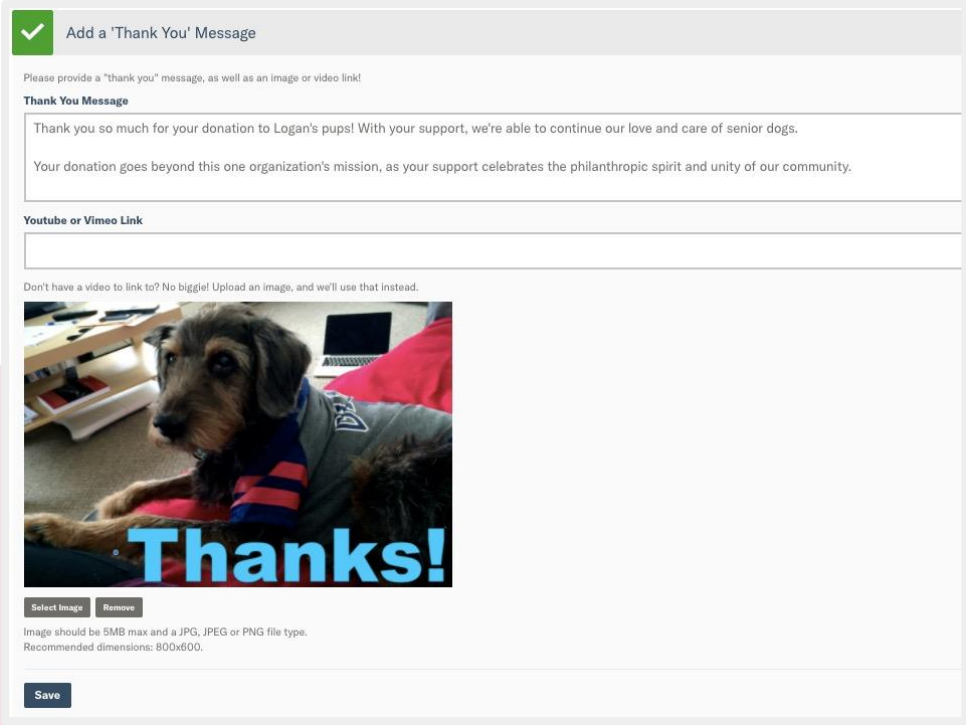
Personalized Gratitude

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly



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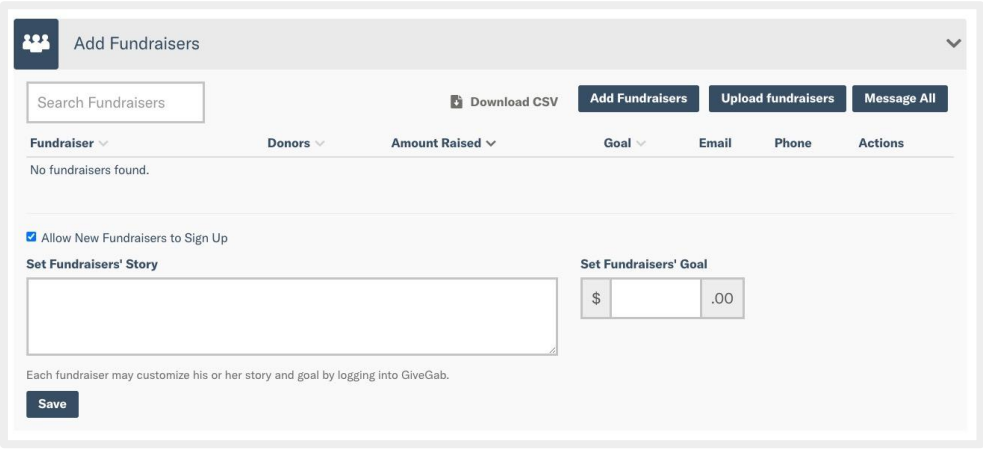

Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video]

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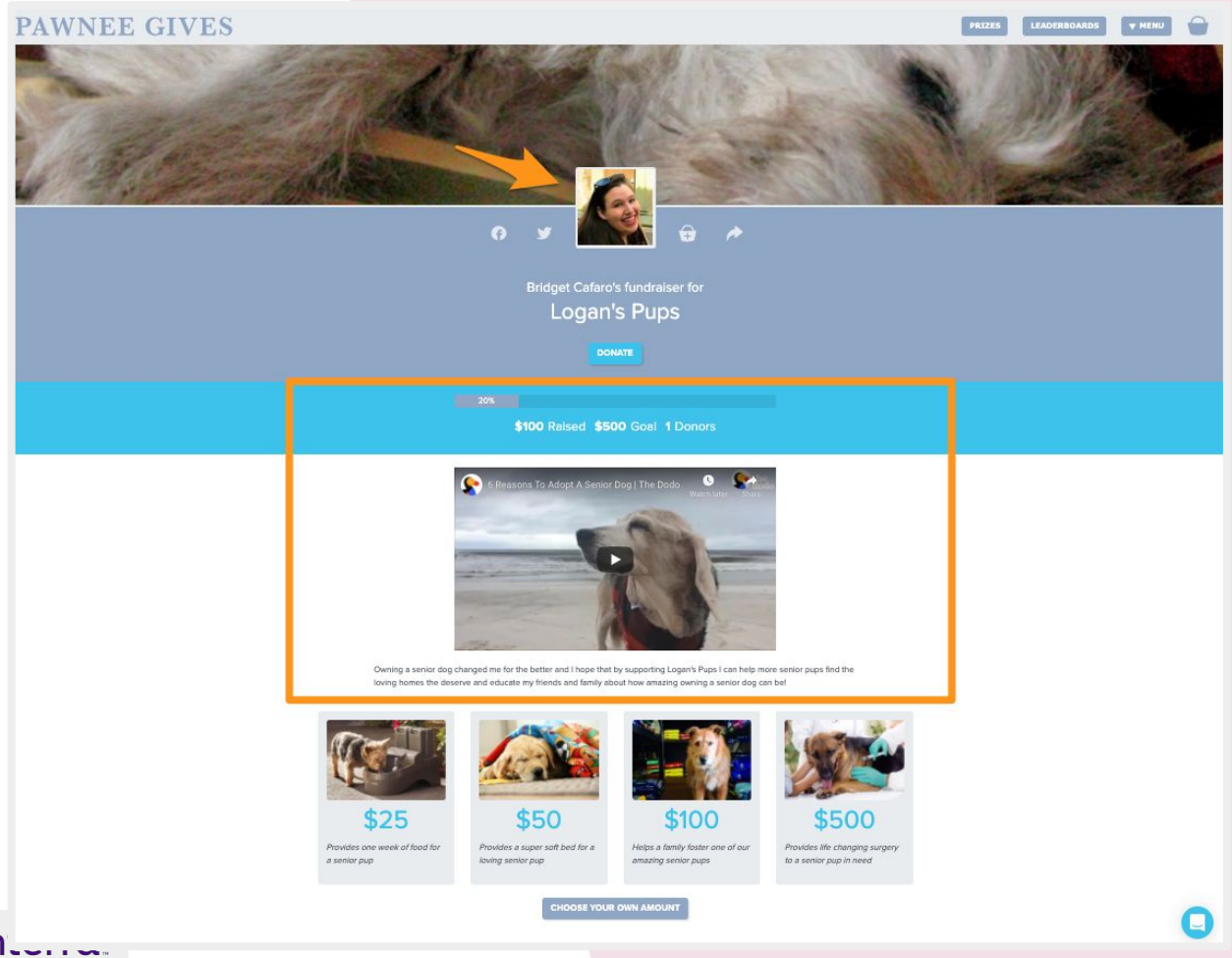

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Did you know?

Organizations who used Free Agent Fundraisers (P2P fundraising) last year raised on average **2.6x more** than those who did not.

Join upcoming trainings for more information on Free Agent Fundraising!

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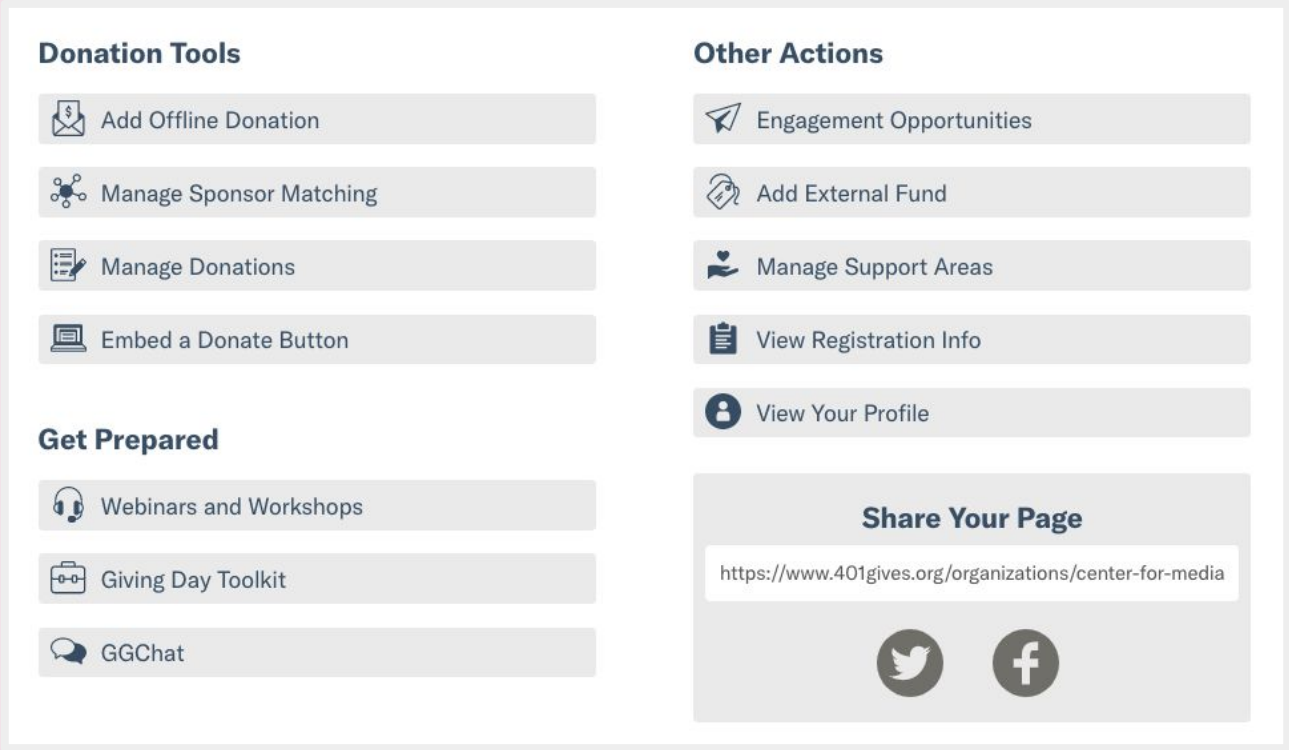
Key Dashboard Tools



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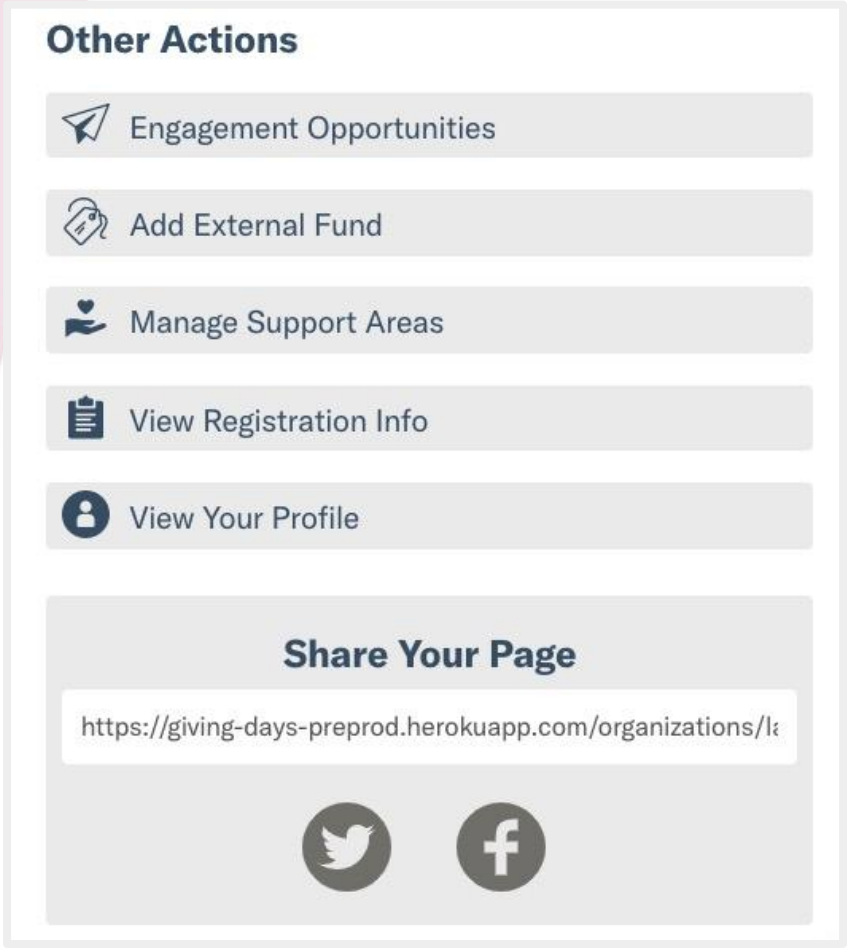
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard



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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Spring2ACTion needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!

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Goal Setting Strategies

How to set the right goals and achieve them on your Giving Day

Write in to the chat! What goals are you thinking about for this year?

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Questions to Ask Before Your Giving Day

- What were we able to achieve in previous years?
- Do we have a campaign or event around this time of year?
- What are our most crucial needs at this time?
- What will help to improve long term sustainability?

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Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

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Examples

- $5,000 raised during our Giving Day will provide a year's worth of healthy lunches for every low income student at Middletown Elementary School.
- Support from 100 donors on Giving Day will unlock an additional $10,000 from our board of trustees.
- On our Giving Day, we can win an extra $5,000 and feed every animal in the shelter for a week, by having the most donors from 12am - 11:59pm.

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Setting Your Goals

- 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!

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Who Should Know About Your Goals

- Why do you want to clue them in?
  - **Internally**: Board Members, Staff, Steering Committees
  - **Externally**: Major/Recurring Donors, Matching Sponsors, Fundraisers, Donors and other supporters
- This distinction is important, as you may need to curate different “asks” for these individuals as a result of the goal(s) you set.

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Sample Strategies

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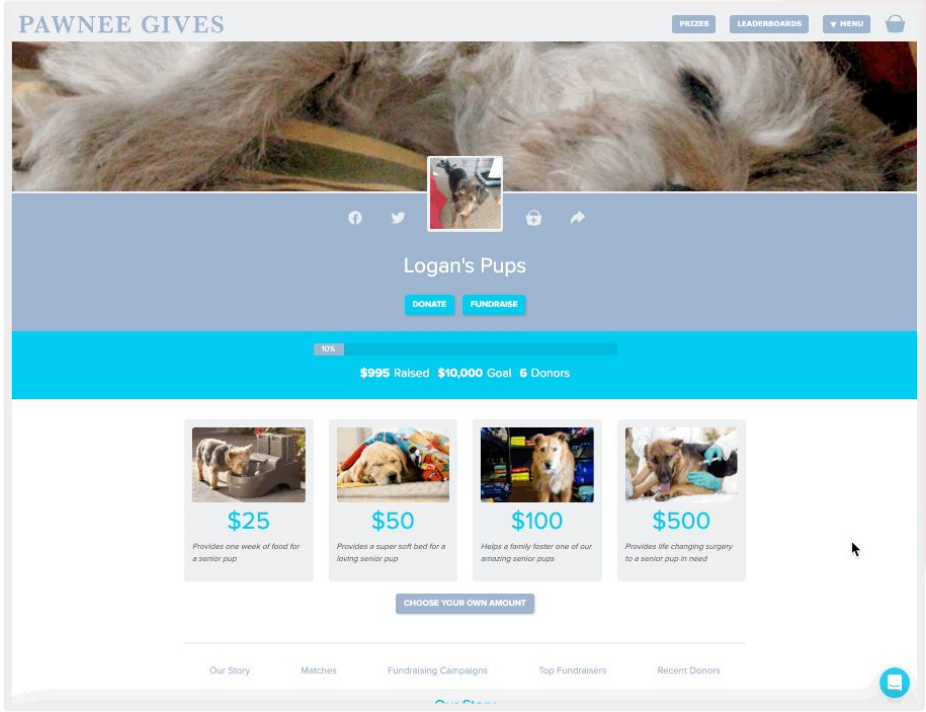
Monetary Goal Strategies



- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit free agent fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted

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Donor Goal Strategies

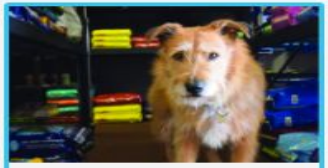
- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer (Free Agent) fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal

$5

One bag of bones for our senior pups!

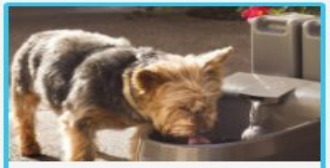
$10

One blanket to keep our pups cozy.



$15

One case of yummy food to feed our pups!



$20

One water fountain to keep our pups hydrated!

$25

One shot to keep our pups disease free!

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New Donor Goal Strategies

- Recruit peer-to-peer (free agent) fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend

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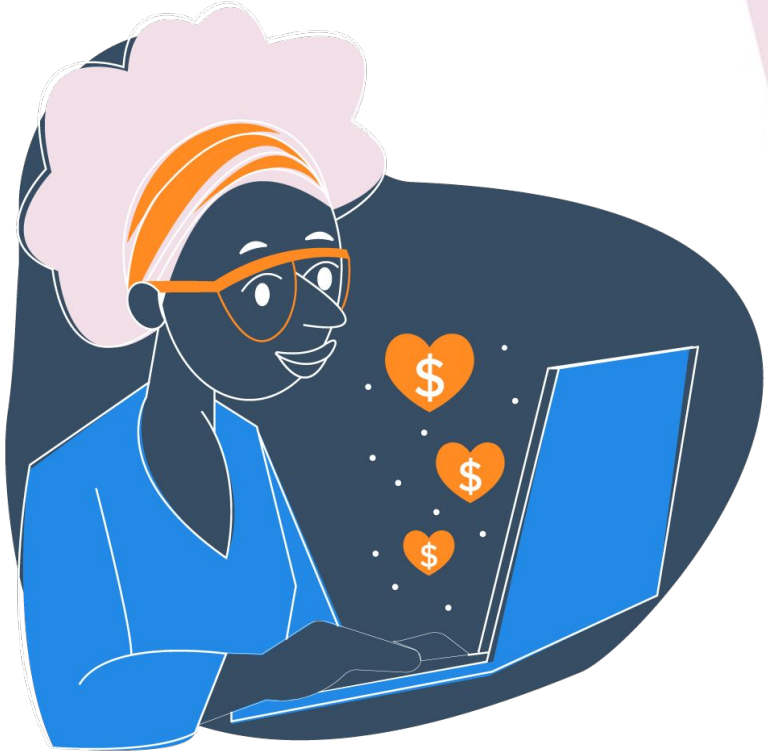
Key Takeaways



- 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

Your Next Steps

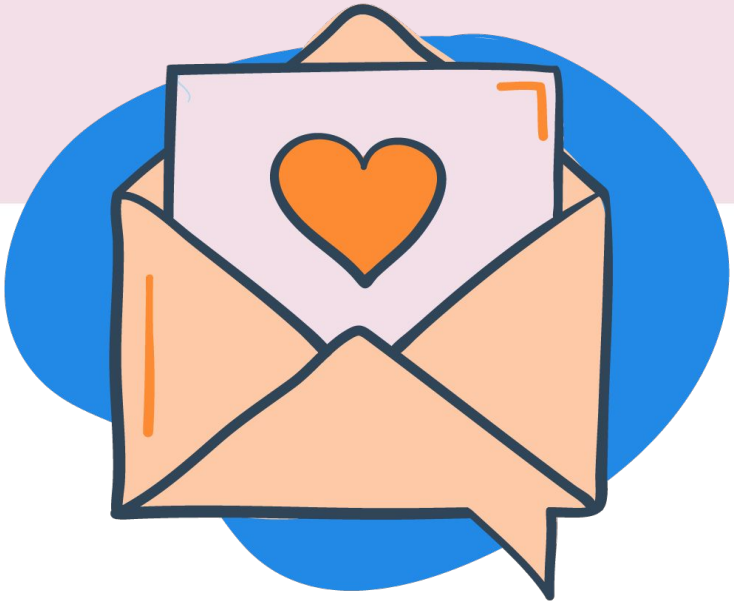
Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- You don't need to compete for incentives and prizes

Your Next Steps

What to work on over the next 2.5 months:

- Follow ACT for Alexandria on Social Media and use #Spring2ACTion
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars - 2/29 and 3/21
- Explore the toolkit
- Participate in the ALX Dog Walk NP Village on 4/20



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Questions?

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Alexandria's Giving Day

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