All About The Amazing Give 2020

THE
AMAZING GIVE
April 22-23, 2020

www.TheAmazingGive.org
Introductions

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Agenda

- Are you ready to participate?
- Key Fundraising Tools for The Amazing Give
- Giving Day Marketing and Social Media
- Celebrating the day!
- Other Important Giving Day Tools
- Resources
- Q&A
Your Participation Checklist

1. Register for the Philanthropy Hub by April 1.
   a. More on this shortly!

2. Have an approved Amazing Give profile.

3. Your organization is fully verified to collect donations.
Why is verification important?

- All participating organizations must be verified by GiveGab as an IRS-recognized non-profit in order to participate
- Donor security and peace of mind
- Partnered with Stripe, a PCI Level 1 Payment Processor for donation processing and direct deposit of funds
  - Stripe requires specific steps by federal law to verify an organization’s bank account and allow tax-deductible donations to be transferred
Tip for Verification: The sooner the better!

The earlier that your organization completes this information, the more time you have to focus on your needs for the giving day and the great tools available!
So, you’re verified... what’s next?

- Peer-to-Peer Fundraising
- Matches and Challenges
- Marketing and Celebrating the day!
Expanding Your Reach with Peer-to-Peer Fundraising
What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Amazing Give profile!

P2P Fundraisers will...

● Expand your network and foster make new connections
● Help you steward existing supporters
● Can help you raise over 4.2x more than you would without*

*Based on 2019 Amazing Give data
How does it work?

- Fundraisers can invite themselves, or you can make it invitation-only. See the last tab in your giving day dashboard!
- Allow anyone to sign up, or invite fundraisers exclusively
- Each fundraising page has its own unique link for sharing
- Their totals roll up into your totals!
- Do your P2P’s need help? Admins can establish default settings, even create and manage pages on their behalf!

Recommended training:
Peer-to-Peer Fundraising
Peer-to-Peer Fundraisers

A fundraiser for:
Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: Animals, Education

$100 Raised $500 Goal 1 Donors

Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
Matching Gifts
Multiply Impact with Matching Gifts
Matching gifts are pledged donations that your nonprofit can leverage to motivate donor participation. Donors see that the impact of their own donations are multiplied in real time!

Built into your GiveGab profile are two approaches for matching gifts, **1:1 Matches** or **Challenges**.

*Note: The actual funds are collected outside of GiveGab, usually via check directly from the sponsor.*
What’s in it for my organization?

- Foster connections with new potential sponsors or build on existing relationships
- Promotional tool used to motivate potential donors to make a greater impact with their donation
- Organizations with matches and/or challenges raised on average 3.8x more than organizations without during Amazing Give 2019
✓ Donations will be matched up to $20

✓ 1pm - 2pm “Power Hour” or other strategic time frame
Challenges are very similar to matches, however, they offer more flexibility and creativity!

The "Challenge" feature allows you and the sponsor to determine a goal that, once reached, unlocks a donation of a predetermined amount from the sponsoring organization.

- Two types: Donor & Dollar

You might view these as “conditional” gifts, where your nonprofit will receive the dollars in your totals if you reach the entirety of the goal amount.
Challenge Examples

Rudy's Pet Supply: Puppy Power

All gifts, no matter how small, will do mighty things for Cadi’s Canines! $300 will unlock an additional $1,000 thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.

$300 more unlocks $1,000!

✓ $300 will unlock $1,000

Rudy's Pet Supply: Puppy Power

All gifts, no matter how small, will do mighty things for Cadi’s Canines! If we receive 25 unique donors during The Great Give®, an additional $1,000 will be unlocked thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.

25 more donors unlocks $1,000!

✓ 25 unique donors will unlock $1,000

✓ 300 donors we’ll shave heads
How do I get started?

- Create sponsorship goals and strategize your asks
- Decide which method you want to use
- Go to your dashboard and create your match
- Set strategic time parameters, add sponsor logos, and enable auto-matching (if desired!)

**Recommended training:** Matches & Challenges
Using Videos to Promote The Amazing Give
Marketing and Planning for the Day!

- Gather you team and plan within your capacity
- Set your goals for the day
- Communications strategy
- Email and Social Media Communications
- Hosting a pre, day-of, or post-giving day event
- Stewardship plan
Gather Your Team

● Pull together your Giving Day team!
  ○ Staff, current supporters, volunteers
● Play to your team’s strengths and interests
● Plan according to your team’s capacity
● Outline clear roles and responsibilities
● Try something new!
Planning For The Big Day

- Did you host an internal debrief last year? What are some new strategies you’re implementing in 2020?
- What communication strategies have worked in the past?
- What mediums are going to be most effective in getting the word out?
- What is the impression you want your supporters to have?
- How will you make the day fun and engaging for both your team and your supporters?
- Check out other giving days to gather inspiration!
Email Marketing

● Email is a great way to share info with supporters directly and immediately
  ○ If you think you’re emailing them too much, it’s probably just enough!
● Develop an email timeline leading up to the day and pre-schedule
  ○ Don’t be afraid to throw in some ad hoc emails during the day!
● Chance to include multiple calls to action:
  ○ Always link to your Amazing Give Profile
  ○ How to like, follow, and share posts on social media
  ○ Ways to Get Involved
  ○ Shareable Graphics
● Use your personal and organization email signature as a CTA
Social Media

- Always include a clear CTA
- Create consistent shareable content (C.O.P.E.)
- Include photos and ask questions for increased engagement
- Add the Amazing Give logo to all promotional materials
- Swap out profile photos with The Amazing Give graphics from the toolkit
- Use Hashtags to be a part of the conversation
  - Include the Hashtag Amazing Give to be featured on the Amazing Give Tagboard*
Platform-Specific Tips!

Facebook:

- Generating activity on your posts will keep them in news feeds longer (likes, shares, comments, etc)
- Go “Live” on the day! Have a plan, let your supporters know, and have fun with it. Consider creating a series leading up to the day that tells your story.
- Boosting can be a cost-effective way to increase and target your visibility

Instagram:

- Make your accounts public to ensure visibility!
- Ask questions to generate activity, and use the story and live features!
Take the day “Offline”

- Host an event
  - Partner with a local business and host a donation table, or ask if they’ll contribute proceeds. Create a mutually beneficial relationship to continue to grow this opportunity in the future!
  - Invite supporters to your office or a communal space and host a kickoff, midday rally, or final stretch party! Invite fundraisers, matching sponsors, and board members.

- Host a competition (online or in-person) and invite supporters to join and watch

- Lawn signs, physical promotions, or collectibles
Other Key Giving Day Tools

- Overview of Donation Tools & More Actions
- Enhanced donor reporting, filtering and file exports
- How to get your unique profile URL
Donation Tools

- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button
Enhanced Reporting Data & Filtering Tools
Use Your Unique Profile Link

View Registration Info

View Your Profile

Share Your Page

https://www.theamazinggive.org/organizations/community-for

View Your Page
The Nonprofit Toolkit has everything you need to reach your Amazing Give goals!

- Pre-Recorded webinars for online fundraising strategies!
  - Check out the Getting Ready webinar if you weren't able to attend!
- Customizable Templates
- Communication Timelines
- Amazing Give Graphics
- Resources for board members, volunteers, staff and fundraisers
Giving Day Support & Resources

- Visit Our Help Center
  - [https://support.givegab.com/](https://support.givegab.com/)
- Check Our Our Blog
  - [https://www.givegab.com/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!
Key Takeaways

● Make sure your organization is registered and verified to participate ASAP
● Begin developing your Matching and Peer-to-Peer Fundraising plans
● Mapping out your communications now will make your marketing efforts easy and achievable
● Come up with a stewardship plan for after the day
● Decide what the day-of will look like, and have fun!
Questions?
Introducing:

THE
PHILANTHROPY
HUB
GiveGab & The Philanthropy Hub

- A year-round online database of local nonprofits that helps foundations, donors, businesses, media partners, and other investors understand the charitable marketplace
- Looks and feels similar to the giving day!
- Manage both your Amazing Give and the Philanthropy Hub profiles in the same account on GiveGab
- Same access to GiveGab’s chat support
- Site will go live to donors and the public in June
How do I get started?
How do I get started?

Find Your Organization
and participate in The Philanthropy Hub

Search for your organization

This step is crucial! Since you’re already on GiveGab for the Amazing Give - make sure you’re registering that same account for Philanthropy Hub and not duplicating.
**Pro Tip:** Upon registering, copy your Amazing Give profile into the first tab so you’re not starting from scratch!
Your Philanthropy Hub Dashboard

1. Your story and summary
2. Complete each tab to finish your profile
3. Ongoing approval & Re-verification process
4. Preview your profile
Your Philanthropy Hub Profile

Community Foundation of North Central Florida

Causes: Community Advocacy

Summary

The mission of the Community Foundation of North Central Florida is to promote and sustain philanthropy among the communities of North Central Florida.

The Foundation:
- Serves as a leader, catalyst, and center for action on philanthropy.
- Strives to broaden the base of philanthropic giving in North Central Florida.
- Provides flexible and cost-effective strategies for donors to benefit their community today and for generations to come.
- Builds and preserves an endowment to address changing community needs.

Contact
Community Foundation of North Central Florida
3910 West Newberry Road Suite 3
Gainesville, Florida 32607
Lesley Banis
lbannis@cnf Florida
http://cnf Florida

Development and Fundraising
- Development Plan: Yes
- Planned Giving Program: Yes
- Number of Full-Time Development Staff: 0
- Number of Part-Time Development Staff: 0
- Number for Contracted Development Staff: 0

Year-End Appeals: Yes
The Amazing Give: Yes
Giving Tuesday: No
Third Party Events: No
Signature Fundraising Event: No
Name of Signature Fundraising Event:
Social Media Fundraising: No
Peer to Peer Fundraising: Yes
Planned Giving: Yes
Next Steps for The Philanthropy Hub

- Register your organization by **April 1** (in order to participate in the Amazing Give)
- Sign up for the upcoming webinar, **February 19 @ 1pm**
Questions?
Giving Day Prizes & Power Hours
Thank You!