The Amazing Give 2020
Refresher for Returning Organizations

THE AMAZING GIVE
April 22-23, 2020
www.TheAmazingGive.org

COMMUNITY FOUNDATION
of North Central Florida

GiveGab
Introductions

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GiveGab

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GiveGab
Agenda

- What’s New from GiveGab
- Are you ready to participate?
- Key Fundraising Features for Amazing Give
- Q&A
What’s New from GiveGab?

● New Peer-to-Peer Fundraiser Index
● Updated and streamlined dashboard
● Enhanced donor reporting, filtering and file exports
Search for a Peer-to-Peer Fundraiser!

- Available in the Menu
- Search by P2P Fundraiser by name and click through to their profile
- When the giving day goes “live”, track their progress within the individual tiles
  - Acts like a leaderboard!
Streamlined Admin Dashboard
Enhanced Reporting Data & Filtering Tools
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.
Expand Your Reach with Peer-to-Peer Fundraising
Peer-to-Peer Fundraising in 2019

- # of organizations and % of orgs using P2P
  - Total number of P2P: 577
  - # of P2P who raised money: 338
  - Average # of P2P per organization: 5.2
  - Total raised just by p2p fundraisers by total number of donors: $158,260 raised by 338 donors
    - Accounts for 14% of all donations received during Amazing Give

- Average amount raised by organizations with P2P = $3,165
  - #orgs w/p2p: 50
    - average amount raised by organizations with p2p: $16,185.09
    - median amount raised by organizations with p2p: $8,659.10

- #orgs w/o p2p: 60
  - average amount raised by organizations w/o p2p: $3,823.21
  - median amount raised by organizations w/o p2p: $1,734.00
Advanced Strategies for P2P Fundraising

- Have a strategy meeting to reflect on 2019 and communicate your goals in 2020
  - Ask your repeat fundraisers critical questions as they gear up for this year:
    - How successful were you last year?
    - What would you like to try this year?
- Ask them to create their own unique goals
- Incentivizing your fundraisers
- Leaderboards right on your profile page

Recommended training: Peer-to-Peer Fundraising
Using Videos to Promote The Amazing Give
Multiply Impact with Matching Gifts & Challenges
Definition of Match & Challenge

**Match**: A pledged donation that’s contributed to your organization when you hit a specific milestone or when individual donations come in adding up to the amount. Has to be a 1:1 match.

**Challenges**: Your nonprofit will only receive the matching dollars if you reach the entirety of the goal amount. Does NOT have to be a 1:1 match.
Similarities

- Both require some kind of condition to be met.
- Promotional tools used to motivate potential donors to make a greater impact with their donation
- Usually time based to create a sense of urgency.
  - Set a start a strategic start and end time, and align it with a prize.
  - Opportunity to stimulate donors during non-peak hours
- Dollar amounts are recorded as an offline donation. The actual funds must be collected outside of GiveGab, usually via check directly from the sponsor.
- Allows for creativity!
Reflection on Matching from 2019

- # of organizations and % of orgs featuring a match/challenge
  - total number of matches/challenges available: 99
  - average # of matches/challenges per organization: 46
  - total matching dollars available: $324,690
  - # and % successful (full match exhausted) 63 / 64
- # of orgs w/ matches: 45
  - average amount raised by organizations with matches: $16,599.07
  - median amount raised by organizations with matches: $10,321.61
- # of orgs w/o matches: 65
  - average amount raised by organizations W/O matches: $4,487.52
  - median amount raised by organizations W/O matches: $1,330.00
Benefits of Matches and Challenges

Organizations with matching funds **raise more** on average

**4.5x** more than organizations without a match

Opportunity to highlight existing donors and sponsors

**Match:** Motivates potential donors to have a greater impact by donating when their gift is matched

**Challenge:** Great tool for smaller gift amounts. For example, gifts under $500 may be considered too small to set up dollar for dollar matches with, however, they can be great if used as a challenge to encourage teamwork among donors to unlock additional funds for your organization.
Benefits of Matches and Challenges

**Challenge**: Perfect for non 1:1 ratios of donations to sponsor funds. Matches currently support 1:1 matching only. With a challenge, you have more flexibility, such as 50 cent to every dollar donation up to $1,000 can be set as a challenge where $2,000 unlocks a $1,000 challenge!

**Challenge**: Promotes a friendly, game-like challenge where friends, family, or board members can work together to unlock a “prize” for the organization they wish to support. Since it requires the goal to be met for any money to be received, it is more of a test of teamwork than using a match, which essentially rewards every incoming donation.
Potential Match Sponsors

- Board Members
- Existing Donors
- Local Businesses
- Corporations
- Community Leaders
- Devoted Staff

Educate your sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.
Morning Match!

All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie’s Pet Supply!

Rudy’s Pet Supply: Puppy Power Hour

DOUBLE your impact by making a gift during the 1pm - 2pm power hour. Rudy's Pet Supply will MATCH your gift up to $20.
Creative Matches: Location-Based

- Location Based:
  - Match the first gift from donors all 50 states (disable auto-matching)
  - Use your donation reports to get this data!

- New or Repeat Donors
  - Every new donor who gives to your organization will have their dollars doubled up to X amount (disable auto-matching)
  - If your goal is to maintain momentum, try the reverse and incentivize repeat donors to come back with a returning donor match!
Donor and Dollar Challenges

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
Creative Challenge: Social Engagement

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

Social Superstars Challenge!

For every like this post receives our generous board of trustees will donate $1 up to $1,000! Like and share today only and help us make a difference!
Creative Challenges: Board Participation

- Challenge your board members to increase their participation and donate to your campaign or event
- Encourages teamwork within companies and organizations, promoting a friendly yet competitive atmosphere! *Recommended training: Matching Challenges*

**Board Member Challenge!**

Calling all Logan’s Pups board members! If every board member makes a gift on 5/5, Debbie’s Pet Supply will add an additional $1000 to our total! *Recommended training: Matching Challenges*
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
- The Amazing Give Graphics
- Resources for board members, volunteers, staff and fundraisers
Giving Day Support & Resources

● Visit Our Help Center
  ○ https://support.givegab.com/

● Check Our 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!
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?

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.
Your Philanthropy Hub Dashboard

**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
Community Foundation of North Central Florida

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 advocacy 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
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 Gainesville, Florida 32607
Lesley Banis
lbannis@cfnf.org
http://cfnf.org

Development and Fundraising

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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?
Thank You!
Giving Day Prizes & Power Hours