The Amazing Give Training

THE AMAZING GIVE
April 21, 2022
7 a.m. to 7 p.m.
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

- Community Foundation Announcements
- Amazing Give Livestream
- P2P Fundraising, Matching, and Social Media
- What’s New
- Discussion — Learn from Peer Organizations!
- Q&A
Community Foundation Announcements
Community Foundation

Important Dates
Deadline to register is March 18
Giving Opens on April 14

Amazing Give Virtual Happy Hours
Prizes and Power Hours
Wrap Party at Celebration Pointe
The Amazing Give Livestream
12-Hour Live Stream

Local influencers and podcasters

Fiesta Media is hosting

The Amazing Give Committee will be reaching out

amazinggivegny@gmail.com
Peer-to-Peer Fundraising
Expand Your Reach with P2P

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Amazing Give profile. Their totals roll up into your totals!
Did you know?

Organizations that used P2P last year for The Amazing Give raised on average 2.7x more than those that did not.
Four Steps to Fundraising Success

1. Select individuals who will be your loudest voices
2. Communicate that storytelling is vital, and can replace a direct “ask”
3. Steward your fundraisers
4. Make it fun
## Setting Up Your Fundraisers

### Add Fundraisers

<table>
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<tr>
<th>Fundraiser</th>
<th>P2P Campaign Name</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Email</th>
<th>Phone</th>
<th>Actions</th>
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No fundraisers found.

- **Allow New Fundraisers to Sign Up**

**Set Fundraisers' Story**

Each fundraiser may customize his or her story and goal by logging into GiveGab.

### Set Fundraisers' Goal

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**Save**
Matching Gifts
Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab's matching tool to add that money into your totals, according to the criteria you set.

- 1:1 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- **Pro Tip:** Watch the Matching Training Video
Did you know?

Organizations that had a match or challenge last year for The Amazing Give raised on average 4.5x more than those that did not.
Adding a Match/Challenge

From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”
Social Media
Plan Ahead

Plan your online communications ahead of The Amazing Give
● Announcement / Save the Date
● Countdown
● Day-of Updates
● Supporter Gratitude

GiveGab
Cross-Platform Posting

Utilize multiple online channels for the best engagement
- Facebook
- Twitter
- Instagram
- TikTok
Nonprofit Toolkit

https://www.theamazinggive.org/info/nonprofit-toolkit

Your Amazing Give Nonprofit Toolkit is full of social media resources

- Suggested timelines
- Shareable visual content
- Sample social media posts and tips
What’s New for 2022?
Share The Joy of Giving

- Supporters can purchase eCards to give to family, friends, coworkers in advance of the day
- The recipient will use to make a gift to their favorite nonprofit(s) when donations open
- Recipient selects “eCard” option during checkout
- Fees charged to the purchaser
Using eCards for The Amazing Give

eCards FAQs

What is an eCard?
Like other digital gift cards, GiveGab's eCards can be purchased and used to make a gift directly on your Giving Day site. Through this offering, any Giving Day supporter can share the joy of fundraising with their friends, family, or colleagues.

How do I buy an eCard?
eCards are easy to purchase and allow you to designate a recipient's name and email address, along with a personalized message. The recipient will receive the eCard via email with instructions on how to use the gift.

Multiple eCards may be purchased by credit card and paid for all at once if you choose.

If you wish to send an eCard to someone and you do not have the recipient's email address, we recommend inputting your personal email and printing out the receipt to gift in person.

Please note that the purchase of an eCard is not tax-deductible.

I received an eCard; how do I use it?
Once you have decided who to support and have placed your donation(s) in the gift basket, select the eCard payment method on Step 2 of the donation process. Make sure to have your eCard receipt ready because you will need the confirmation number to complete your transaction.
Thank you for supporting The Amazing Give!

Step 1 of 3

Choose an amount to give:

$  

Send this eCard to someone else (optional):

Recipient Name

Recipient Email

Message

Remove this eCard

GiveGab
Updated Profile Pages
Updated Verification Process

- Updates to financial regulations
- Some organizations that have participated in The Amazing Give in the past may be directed to add additional information
- New organizations will be prompted to add the required information as they go through the process of becoming verified to collect donations
Discussion
Questions?

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