

Fundraising for Birds Need Us



Meet the GiveGab Team



Laurel

Project Manager



Erik

Associate Project
Manager

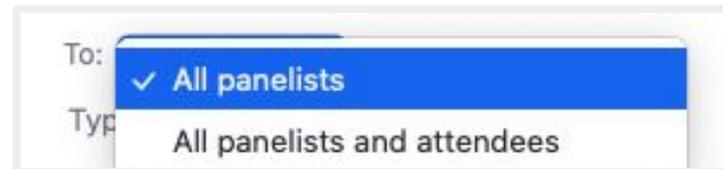
Zoom FAQ

This is being recorded. The recording will be available by **Monday, 11/7** in the Fundraiser Toolkit.

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



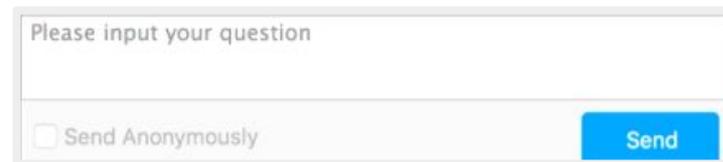
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

Agenda



- Thank you from Marshall Johnson
- Birds Need Us overview
- How to sign up as a fundraiser
- Completing your fundraising page
- Fundraising resources & best practices
 - Q & A

Marshall Johnson

Chief Conservation Officer

Marshall Johnson serves as Audubon's Chief Conservation Officer, overseeing its conservation strategies of Water, Coasts, Climate and Bird-friendly Communities, as well as its Science, Audubon Americas, Field and Network teams.

Marshall leads strategic direction for hemispheric-wide conservation work at Audubon to address the unprecedented climate change and biodiversity crises facing birds.



Birds Need Us Overview



What is Birds Need Us?

Birds Need Us is a giving challenge lead by the National Audubon Society aiming to bring together people who love birds and want to protect them.

- November 11 - December 2nd
- <https://birdsneedus.audubon.org/>
- Every donation supports The National Audubon Society's mission to protect birds and the places they need!



What is GiveGab?

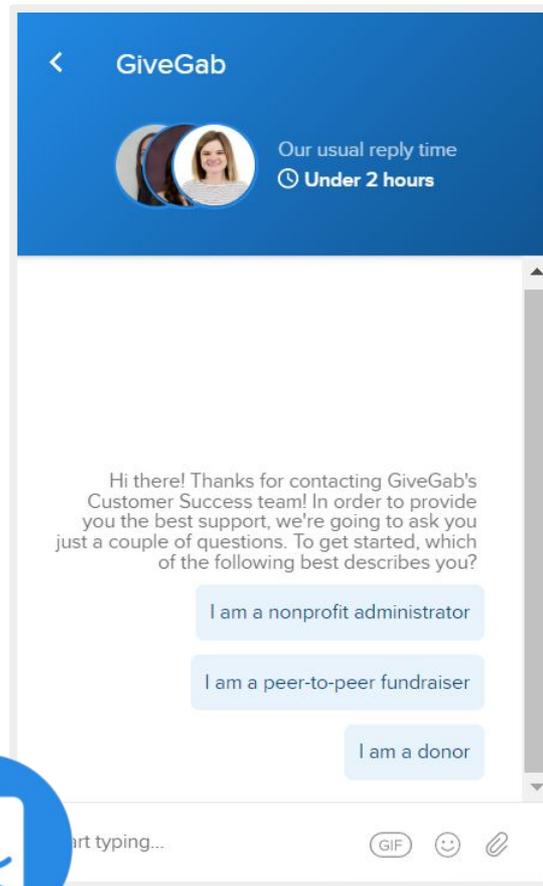
GiveGab is the technology platform that powers Birds Need Us

- Fundraiser pages
- Secure donation processing
- Tools & resources for success
- Dedicated support team



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



What does it mean to be a Fundraiser?

As a fundraiser for Birds Need Us, you will create your own personalized page on the Birds Need Us campaign site and share that page with your personal network, encouraging them to donate.



1. Become a Fundraiser

Sign up as a fundraiser to create your personal page and show your support.

2. Tell Your Story

Use your Fundraising Dashboard to customize your page with images, text, or video.

3. Spread the Word

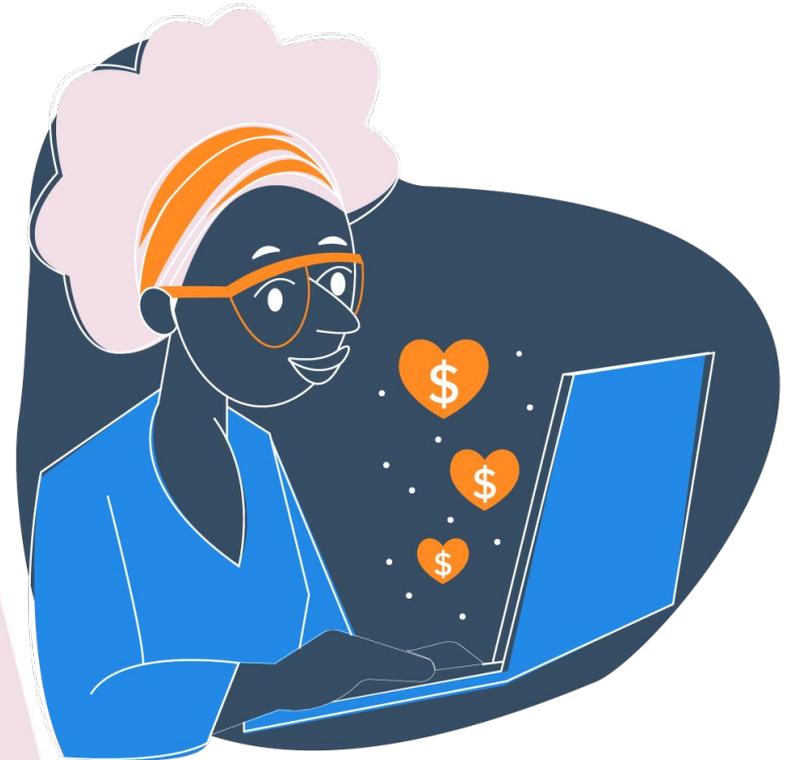
Share your personal page with your friends, family, and network to promote Birds Need Us by sending emails and posting to social media.

Why Should I Participate?

- Your participation helps protect birds and the places they need
- Step up your support for Audubon by fundraising
- It's a fun way to support a cause you care about!
- [Prizes](#) for top fundraisers
 - Most Money Raised: For the Birds: The Birdsong Project LP Box Set
 - Most Unique Donors: National Audubon Society Field Guides
 - Second Most Money Raised & Most Unique Donors: Smithsonian Bird Friendly® Certified Coffee Bundle



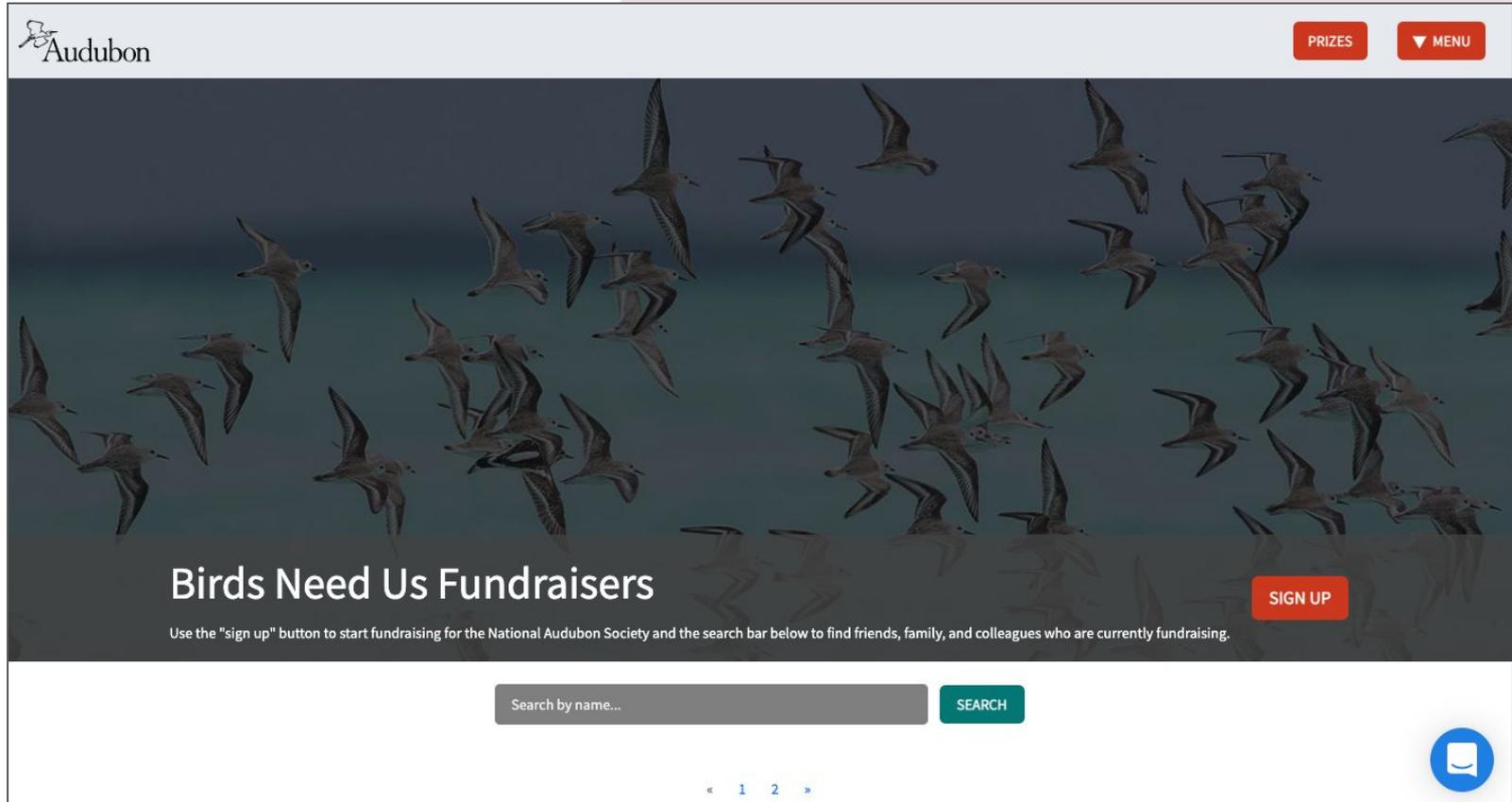
How to Sign Up



Step one: Go to <https://birdsneedus.audubon.org/> and click “Start Your Fundraiser” button

The screenshot shows the Audubon Birds Need Us fundraising page. At the top left is the Audubon logo. At the top right are buttons for "PRIZES" and "MENU". The main content area features a large white egret illustration on the left and the text "Audubon Birds Need Us" on the right. Below this is a prominent red button labeled "START YOUR FUNDRAISER". Further down, the text reads "Donations open November 11th" and "Protect Birds Now". A countdown timer indicates "Birds Need Us begins in 16 : 12 : 45 : 27" with labels "days", "hours", "mins", and "secs" below the numbers. On the right side, there is a vertical stack of social media icons for Facebook, Twitter, and Instagram. At the bottom right corner, there is a blue chat bubble icon.

Step two: Click “Sign Up” button



The screenshot shows the Audubon website's fundraising page. At the top left is the Audubon logo. At the top right are two red buttons: "PRIZES" and "MENU". The main content area features a dark background with a large flock of birds in flight. Below the birds, the text "Birds Need Us Fundraisers" is displayed in white. Underneath this text is a smaller line of text: "Use the 'sign up' button to start fundraising for the National Audubon Society and the search bar below to find friends, family, and colleagues who are currently fundraising." To the right of this text is a red "SIGN UP" button. At the bottom of the page, there is a search bar with the placeholder text "Search by name..." and a green "SEARCH" button. In the bottom right corner, there is a blue circular icon with a white speech bubble. At the very bottom center, there are navigation arrows and the numbers "1" and "2".

Step three: Provide your name, email, and password

Optional: Provide a display name to appear in place of your first & last name



Become a fundraiser for
Birds Need Us

First Name

Last Name

Campaign Name (optional)

If you'd like your fundraiser page name to be something other than your first and last name, enter that here.

Email

Password

New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

[Forgot your Password?](#)

Your fundraising page & personal link

The screenshot shows a fundraising page for Audubon. At the top left is the Audubon logo. At the top right are buttons for 'PRIZES' and 'MENU'. The main content area has a red background with white text: 'Thanks for signing up to be a fundraiser! You can manage your profile on [GiveGab](#). We've sent you an email with more details.' Below this is another line of text: 'Be sure to share the link below with potential supporters.' To the right of this text is a teal button labeled 'MANAGE PROFILE'. Below the text is a white input field containing the URL: <https://birdsneedus.audubon.org/p2p/276185/laurel-maley>. The background of the page features a large image of three birds in flight against a blue sky. At the bottom, there is a red footer bar containing social media icons for Facebook and Twitter, a small profile picture of a woman, a share icon, and a chat icon.

Automated email with more information



Welcome to Birds Need Us

Hi Laurel,

You just signed up to be a Fundraising Champion for Birds Need Us which can only mean one thing - YOU ROCK! As a Fundraising Champion, you have the potential to make a HUGE impact by reaching out to your network and promoting a great cause!

Start gathering support right now by sharing this link to your fundraising page: <https://birdsneedus.audubon.org/p2p/276185/laurel-maley>

To personalize your fundraising page or access helpful tools, [visit your fundraising dashboard](#).

Looking for even more support? Read about [Peer to Peer Fundraising on GiveGab](#), or check out our [Customer Success Headquarters](#) for more resources on how to be a successful Fundraising Champion, and start spreading the word!

[Get Started!](#)

Any Questions?

Feel free to [contact our support team](#) if you need help.

Setting Up Your Fundraising Page



Sign in to GiveGab.com



SOLUTIONS

COMMUNITY

ABOUT US

LOG IN

GET A DEMO

Experience the Joy of Fundraising

With the #1 Digital Solution for **Giving Days**
and **Year-Round Giving**

Request a Demo

Tour the Product



GiveGab is becoming  Bonterra.

Locate your Fundraising Dashboard

The screenshot shows the GiveGab user dashboard for a user named Laurel. At the top left is the GiveGab logo. At the top right are navigation links for Home and Support, and a user profile icon for Laurel. Below the navigation is a welcome message with a circular profile picture and the text "Welcome, Laurel!". The main content area is divided into two sections. The left section, titled "Your Personal Fundraisers", features a fundraiser for "Audubon Birds Need Us" with a red and white logo. It shows "\$0.00 Raised" and "0 Donors", along with "View" and "Dashboard" buttons. The right section, titled "Donations", has a table with columns for "Amount", "Organization", "Date", and "Recurring?". The table is currently empty, and there is a "Manage Your Donations" button below it.

GiveGab Home Support | Laurel ▾

 **Welcome, Laurel!**

Your Personal Fundraisers



Birds Need Us
\$ \$0.00 Raised 👤 0 Donors

[View](#) [Dashboard](#)

Donations

Amount	Organization	Date	Recurring?
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[Manage Your Donations](#)

Your Fundraising Dashboard



Laurel Maley's fundraising dashboard for Birds Need Us

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

0%

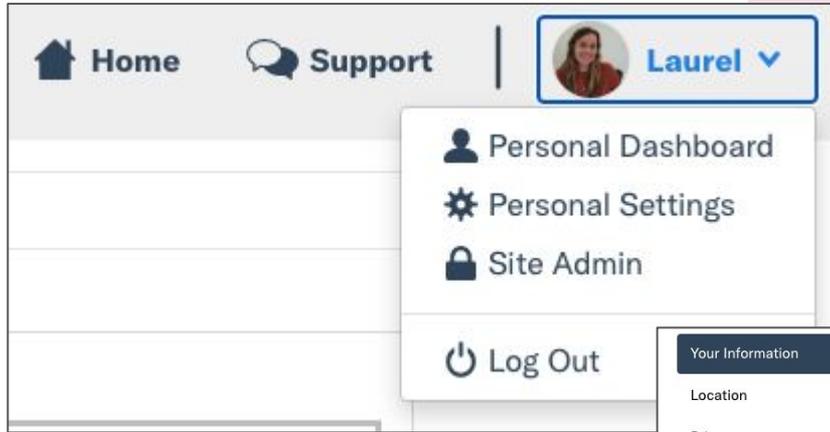
\$0 Raised of \$500 Goal	38 Days Left
0 Donors	0 Emails Sent
0 Organizations Receiving Donations	

Share your fundraiser!

<https://birdsneedus.audubon.org/p2p/27t>



Updating Your Personal Settings



Your Information

- Location
- Privacy
- Account

First Name

Last Name

Email

Birthday

Profile Picture



Slug

Appears in your P2P fundraiser links. No two users can have the same slug.

Share Your Stories



Share your personal connection to National Audubon Society by answering these prompts:

- Why is it important to protect birds and the places they need?
- What do you wish everyone knew about the National Audubon Society?
- Why do you enjoy supporting the National Audubon Society?
- What is your favorite program or service provided by Audubon and why?
- How do you feel after [working at, volunteering at, or supporting] the National Audubon Society?

Make a Donation



Make a Donation

Birds Need Us is not currently accepting donations.

[Donations Open November 11!](#)

Reach out to friends, family, and colleagues



Reach Out

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

[Send Email](#)

[Access Contacts](#)

Note: We recommend importing no more than 25 contacts at one time to prevent errors.

Name	Email	Emails Sent	Actions
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Use the email templates provided
in the [Fundraiser Toolkit](#):

Subject: Join me in Supporting Birds Need Us

Hi [FIRST NAME],

I am excited to announce that I am supporting the National Audubon Society during Birds Need Us by creating my very own fundraiser! Learn more about Birds Need Us at [BirdsNeedUs.Audubon.org](#). You can make a donation to my fundraising page from November 11th to December 2nd.

Birds need us now more than ever as 3 billion have been lost in the last 50 years and two-thirds of North American species are at increasing risk of extinction from climate change. My fundraising will help the National Audubon Society protect birds and the places they need!

[USE THIS SECTION TO TELL YOUR STORY: Why are you fundraising? What impact have birds had on you?]

Thank you for supporting me, the National Audubon Society, and birds.

Share Socially



Share Socially

Share Your Birds Need Us Page!

<https://birdsneedus.audubon.org/p2p/274846/great-egret>



Personally thank your donors



Give Thanks

No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

[Thank Selected Donors](#)

<input type="checkbox"/>	Name	Amount	Comment
<input type="checkbox"/>	[blurred]	\$100.00	<input checked="" type="checkbox"/> Thanked
<input type="checkbox"/>	[blurred]	\$50.00	<input checked="" type="checkbox"/> Thanked
<input type="checkbox"/>	[blurred]	\$100.00	<input checked="" type="checkbox"/> Thanked
<input type="checkbox"/>	[blurred]	\$200.00	<input checked="" type="checkbox"/> Thanked
<input type="checkbox"/>	[blurred]	\$75.00	<input checked="" type="checkbox"/> Thanked
<input type="checkbox"/>	[blurred]	\$100.00	<input checked="" type="checkbox"/> Thanked
<input type="checkbox"/>	[blurred]	\$50.00	<input checked="" type="checkbox"/> Thanked
<input type="checkbox"/>	[blurred]	\$100.00	<input checked="" type="checkbox"/> Thanked
<input type="checkbox"/>	[blurred]	\$100.00	<input checked="" type="checkbox"/> Thanked
<input type="checkbox"/>	[blurred]	\$100.00	<input checked="" type="checkbox"/> Thanked

Progress & Previewing or Sharing Your Page

Progress

0%

\$0
Raised
of \$1,000 Goal

37
Days Left

0
Donors

0
Emails Sent

0
Organizations Receiving Donations

Share your fundraiser!

<https://birdsneedus.audubon.org/p2p/27>



Resources & Best Practices

Tools for Success

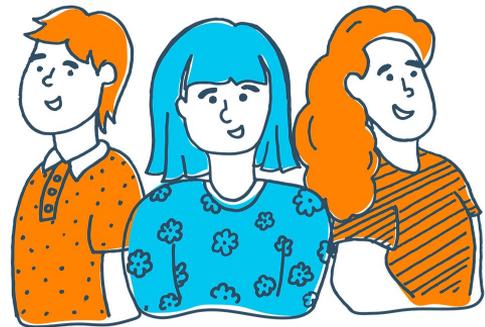


Fundraiser Toolkit Resources:

- Sign up instructions
- Templated social media posts & emails
- Digital graphics customized for Birds Need Us - *coming soon!*
- Help articles and videos

Best Practices

- ❑ **Set a fundraising goal** to guide your efforts & help communicate progress to your network
- ❑ **Use storytelling** to connect with your supporters and encourage giving
- ❑ **Spread the word** to a variety of audiences and provide updates on your fundraising progress
- ❑ **Add visuals** to your communications
- ❑ **Use the resources** in your fundraising toolkit
- ❑ **Say thank you** to your donors



Next Steps

- Sign up to fundraise if you haven't already
- Complete your fundraising profile by **November 10**
- Check out the fundraiser toolkit for resources to make it easy
- Send a save the date email or social media post to your network



Questions?



Support & Resources

- 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

