



Amplify Austin Day Workshop

January 11, 2023



I Live Here
I Give Here®



Amplify Austin Day

The biggest giving event in Central Texas





Workshop Agenda

- 9:30 AM** Welcome, What's New for Amplify Austin Day 2024
- 10:15 AM** Social Media Success
- 11:15 AM** Break
- 11:30 AM** GiveGab How-To: Matches, P2P fundraisers, and profile best practices
- 12:15 PM** Lunch Break
- 12:45 PM** Creating a Compelling Campaign
- 1:30 PM** Break
- 1:45 PM** Post-Amplify Checklist: Donor Stewardship, Reports, Amplify Fund
- 2:20 PM** Final Q&A, Goodbye!

Welcome!

Piper Stege Nelson





What's New for Amplify Austin Day 2024

Charli Krause

Director of Nonprofit & Customer Relations

Amplify Austin Day 2024

- March 6-7
- 6 pm - 6 pm
- Early Giving Starts
January 24



Grassroots Sponsor

Amplify Austin Day Workshop





Recap: Amplify Austin Day 2023

\$9.9 Mil

Raised

28,275

Unique Donors

9,979

New Donors

Recap: I Live Here I Give Here's Role in 2023

- Recruited **54** local companies as Business Fundraisers to commit to donating on Amplify Austin Day, raising **\$1.35 million**
- Partnered with **35 media outlets** and **10 influencers** to achieve an estimated **25,537,406 media impressions**
- Provided numerous templates, tools, and graphics for our nonprofit members to use in their campaigns
- Raised **\$303,799** for the Amplify Fund to support matches and prizes
- Answered hundreds of **customer service** questions, provided **support**, and worked directly with GiveGab to handle technology issues

Amplify Austin Day 2024 Marketing Investments

\$84K

Total
Marketing
Investment

\$25K

Investment in
Digital
Advertising

26

Confirmed
Media
Partners
*and counting

50

Influencer
Partners
*2024 Goal

About the Amplify Fund

Donations to the Amplify Fund support every nonprofit on the AmplifyATX.org platform. Thanks to the Amplify Fund, most nonprofits were reimbursed for their costs to participate on Amplify Austin Day and hundreds received additional cash incentives. To date, the Amplify Fund has given \$12 million back to these nonprofits on Amplify Austin Day.



What is a pro-rata match?

- Cause-category matches and the Amplify Fund are distributed *pro-rata (in proportion)*
- The portion you raise during your campaign is the portion you will receive of the match(es)
- The more you raise = the more you receive



Pro-Rata Matching

2024 Prize Changes

- Grand Prizes are now called **Amplify Austin Day Prizes** and are **\$3500**
- Early Giving Prizes are now **\$3500 (instead of \$2500)**
- We added **more hours** for hourly prizes - *we heard your feedback!*
- Most \$\$ towards a match is \$5000 and **must go through offline gift process**

All prizes will be announced next week.



Prize Strategy Tips

How do I win a prize?

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- Focus on one prize
- Communicate clearly & frequently to your supporters
- Include your Fundraising Champions in messaging

About offline gifts

- Increases chances of winning certain prizes
- Can increase percentage of Amplify Fund/Matches received
- Includes DAF, Stock, Checks
- Must be submitted to ILHIGH by 1 pm March 5
- **Checks must be made to I Live Here I Give Here**
- Offline Gift Form **must** accompany the gift
- 7% service charge, donors can cover it if they would like to



Offline Gifts

How You Get Your Money

- **Donated directly to you on AmplifyATX.org**
 - you will receive in your linked bank account in 3-5 business days
- **Submitted via offline gift process**
 - you will receive with offline distribution in late April/early May via BILL
- **Prize money or Amplify Fund matching dollars**
 - you will receive with offline distribution in late April/early May via BILL



\$1,000

Pays for Fuel for two vans for a month.

Pays for ins

CHOOSE YOUR OWN AMOUNT

Match Potential



Cameron Realty: Cameron Realty Match

Eve M. Cameron, Broker/Owner
Cameron Realty Texas, LLC
512-784-3609 Call or text
eve@mytexasproperties.com
www.mytexasproperties.com

Cameron Realty will match dollar to dollar up to \$10,000.

\$10,000 MATCH

\$8,835 REMAINING

SEE MORE MATCHES

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Using Matches Successfully

- Matches create urgency
- Matches show buy-in and can be motivating
- Nonprofits with a match displayed on their site raise **4x more** than those without one
- Only matches YOU solicit for your campaign count towards the Most Dollars Towards a Match prize



Wonders & Worries

Professional support for children
through a parent's illness.

We will, together.



Suzi Simmons is a fundraiser for
Wonders & Worries

[DONATE](#)



Why use Fundraising Champions?

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- Best way to reach new donors
- Share the workload
- Orgs using Fundraising Champions raise 3.5x more
- Check out our recorded training on Recruiting Fundraising Champions

Announcing Amplify Wilco Day

- Hyper-Local Campaign
- Focusing on Wilco-located nonprofits
- Encouraging people to “Give Where They Live”
- AmplifyWilco.org



Resources For You

- Recorded Trainings on the Nonprofit Toolkit
 - Finding a Matching Gift
 - Reaching New Donors
 - Marketing Tips & Tools
 - Using Influencers
 - Using UTMs to track campaign effectiveness
 - Amplify Austin Day 101
- Design Tools & Assets on the Nonprofit Toolkit
 - New graphics, printables, templates...and more! Also in Spanish!
- Help articles & how-to guides on the Nonprofit Toolkit

<https://www.amplifyatx.org/info/nonprofit-toolkit>

Reserve Yard Signs Now

Free Amplify Austin Day yard signs are available but orders must be placed by **Friday, January 12 (tomorrow)!**

Order form is available on the nonprofit toolkit.



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Questions?

Charli Krause, Director of Nonprofit & Customer Relations
charli@ilivehereigivehere.org



Social Media Success

Robynne Parkington
Sr. Director of Marketing

But first...

Let's talk about the Amplify Austin Day Toolkit real quick!

<https://www.amplifyatx.org/info/nonprofit-toolkit>

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Let's Talk Social Media

- **Most popular platforms**



- Endless possibilities... but what is most important is use the platforms and content that makes the most sense for YOU and YOUR AUDIENCE

Step 1: Spend Time Where Your Donors Are

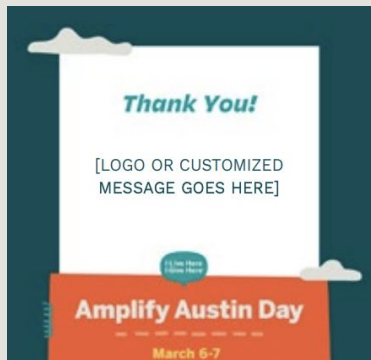
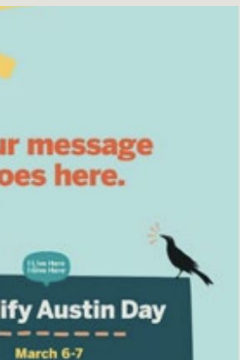
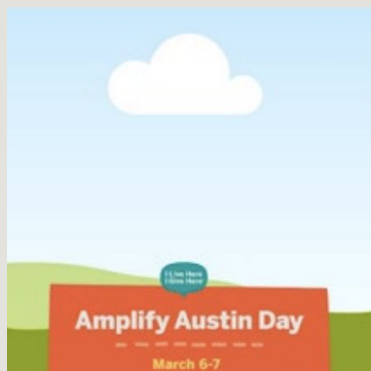
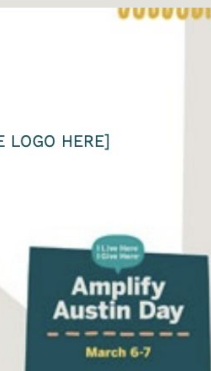
- **Don't try to be everywhere**
 - You can have a presence on every social media platform but only invest your best resources and creativity on your ideal platform
- **Identify your best platform** based on your nonprofit's goals, brand, and who your donors or volunteers are
 - Think about those demographics
 - Research where they are spending their time online
- Over 55? Facebook
- Business savvy? LinkedIn
- Parents of kids? Instagram
- Gen Z? TikTok

Step 2: Map Out Your Content Strategy

- **Use a content calendar**
 - Need one? You can [download a free template](#) from Mighty Citizen!
- **Start with the most obvious posts**
 - Save the Date and countdowns to Amplify Austin Day
 - Information about your nonprofit and why people should donate to you
 - What your goals are for Amplify Austin Day
 - How donors can find your nonprofit on AmplifyATX.org
 - Fundraising Champion recruitment
 - A direct ask to donate to you on Amplify Austin Day
 - Updates during Amplify Austin Day about how close you are to your goal and how much time is left
 - Recap and thank you after Amplify Austin Day closes

TIP: Use the Templates

- They are there for you
- They are easy to use
- They are highly customizable
- They are campaign branded to help your audience easily recognize Amplify Austin Day across the community
- Use the campaign hashtags so people can discover your content:
#ILiveHereIGiveHere
#AmplifyAustinDay



Step 3: Get Creative with Extra Content

BUT ONLY IF YOU STILL HAVE TIME AND ENERGY

- **Think about what will make you stand out and drive engagement**
 - The algorithms are hard these days so think about what content your audience will like best
- **Creative Ideas**
 - Storytelling - Donors, volunteers, behind-the-scenes, those you serve
 - Videos
 - Interactive posts
 - Go live!
 - Trends
 - TIP: Only use the trends that make sense for your nonprofit

Step 4: Work Ahead and Schedule in Advance

- **Try to make your content in batches every week**
 - You're going to get busy and the easiest way to miss opportunities is to not create your content in advance
- **Use a scheduling tool**
 - This will help clear up some time for you so you are not having to dedicate hours everyday to your social media content
 - TIP: Most offer a nonprofit discount
 - Later
 - Hootsuite
 - Sprout Social

Step 5: Monitor and Respond

- **The algorithms reward profiles that engage with their audiences**
 - Respond to comments and messages in a timely fashion
 - Tag other accounts when you can to help increase engagement
 - Like us! @ilivehereigivehere
 - Repost or share content from your followers when they tag you
 - TIP: Ask your board and staff to like and comment on posts as soon they go up
- **Happy followers = bigger donors**
 - The more your audience feels connected to you on social media, the higher likelihood they are to donate, fundraise for you, and help promote you

Amplify Austin Day 2023 Examples

Amplify Austin Day
March 1-2, 6pm-8pm
Early Giving Starts January 17th

Keep our Wheels Rollin'

Falls in Action Driving School

Amplify Austin Day

Harvey Penick Golf Campus is a 9 hole golf course open to the public that is owned and operated by First Tee - Greater Austin

First Tee - Greater Austin impacts the lives of young people by providing educational programs that build character, and instill life-enhancing values through the game of golf.

Austin Asian American Film Festival

The most fulfilling part of my work at AAAAF is advocating for our AA/PI filmmakers and connecting them to resources!

Hanna Huang
Executive Director

SOUNDS OF SPRING

Amplify Austin Day

Peace Park

GIVE LOCAL

TO A LOCAL ART STUDIO THAT MAKES LOCAL ART INSPIRED BY LOCAL PLACELESS ARTISTS TO ORIGINALLY AND FINANCIALLY BENEFIT THOSE LOCAL ARTISTS.

ARTISTREETS

Austin EastCiders Kickoff Party

Amplify Austin Day

COLLABORATORY

Join us to celebrate the biggest giving event in Central Texas as we kickoff 24-hours of giving!

Wednesday **March 01 6 PM**

Benefiting **ASMBLY** New Maker Scholarship Fund

970 Springdale Rd, Ste. 130, ATX 78702

HELP US REACH OUR GOAL!

\$0 to \$4,426 to \$7500

Amplify Austin Day
March 1-2, 6pm-8pm

Join us live on CBS Austin!

Amplify Austin Day
March 1-2, 6pm-8pm

Step On Up

Amplify Austin Day
March 1-2, 6pm-8pm

Amplify Austin Day

add LoveTittos to public message for +\$25 to AAAAF!
Now until Mar 2, 6pm

1 WEEK

Amplify Austin Day

Invest in JP Families

on Amplify Austin Day

Your support helps JP partner with single mothers and their children on the path to their educational, career, and life goals.

Jeremiah Program | AUSTIN

Amplify Austin Day

March 1-2, 6pm-8pm

AMPLIFY AUSTIN DAY!

SEND DIGITAL LOVE AND FUNDS TO YOUR FAVORITE AUSTIN NONPROFITS, INCLUDING FUTURE FRONT (PRETTY PLEASE) ON MARCH 1 AND 2, 2023!

MARCH 1 TO 2, 2023 VIA AMPLIFY AUSTIN. FUTUREFRONT.TEXAS.ORG/DONATE

AMPLIFY THE GARDEN

COCKTAILS, RAFFLES, LIVE MUSIC AT STILL AUSTIN WHISKEY CO.

Amplify Austin Day

Early giving has started. Donate Today!

Amplify Austin Day

Help support our vision to create courageous leaders. Support Latinitas during Amplify Austin! Donate now at AmplifyATX.org

Latinitas

Amplify Austin Day

It's so close I can taste it!

Mar 1-2, 2023 6pm-6pm





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Questions?

Robynne Parkington

robynne@ilivehereigivehere.org



15 Minute Break!

GiveGab How-To Guide: Matches, Challenges, and P2P fundraisers

Victoria Fiordalis
GiveGab

Peer-to-Peer Fundraising

Amplify Austin Day 2024



Amplify Austin Day



Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

Agenda



- **Peer-to-Peer Fundraising basics**
- **P2P Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using the Giving Days Fundraising Tool**
- **Resources available to your organization**

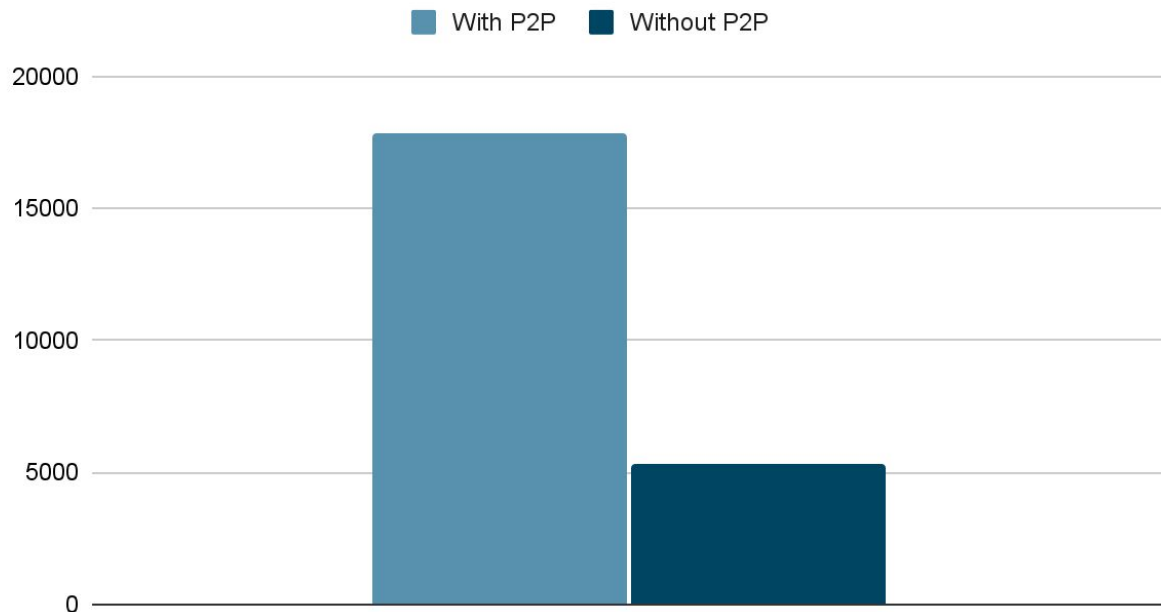
What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Amplify Austin profile. Their totals roll up into your totals!

Impact on AAD 2023

47% of organizations used P2P
1,563 P2P raised \$1,357,522.31

Points scored



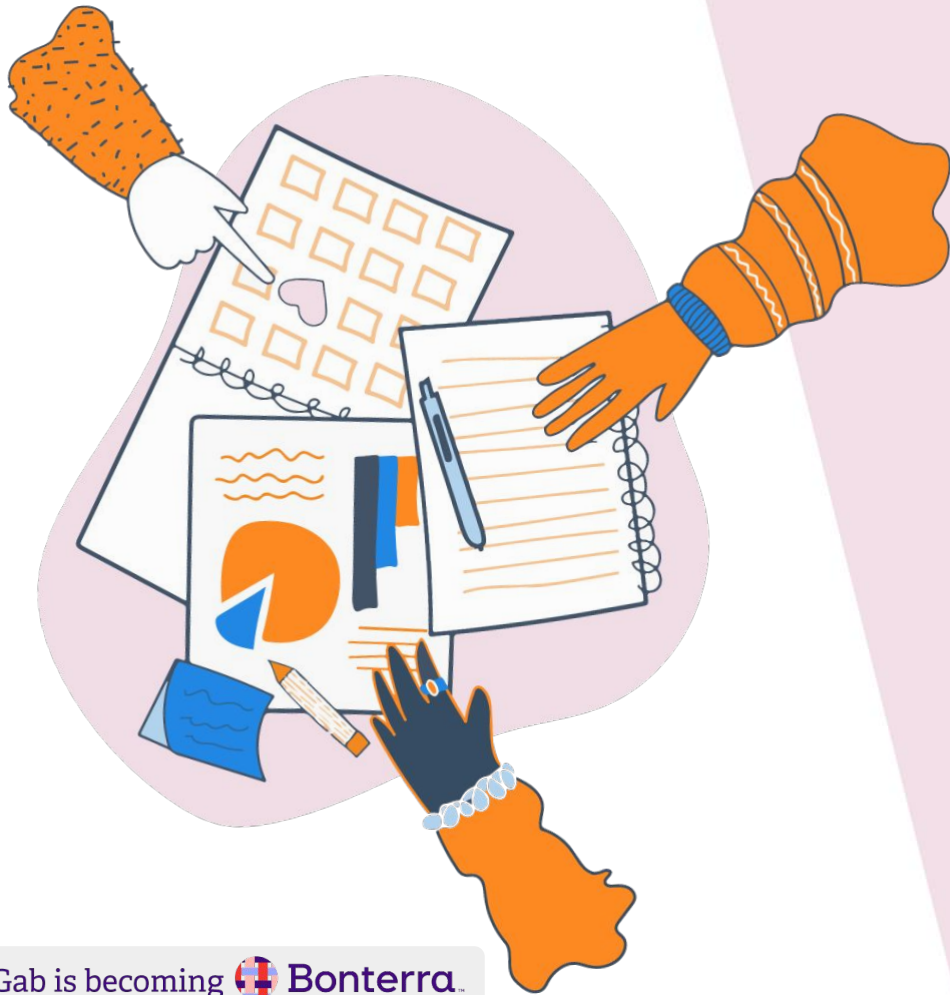
Average Raised by Nonprofits With and Without P2P Fundraisers

Raise **3.4x more** with P2P fundraising!

Why is P2P so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization





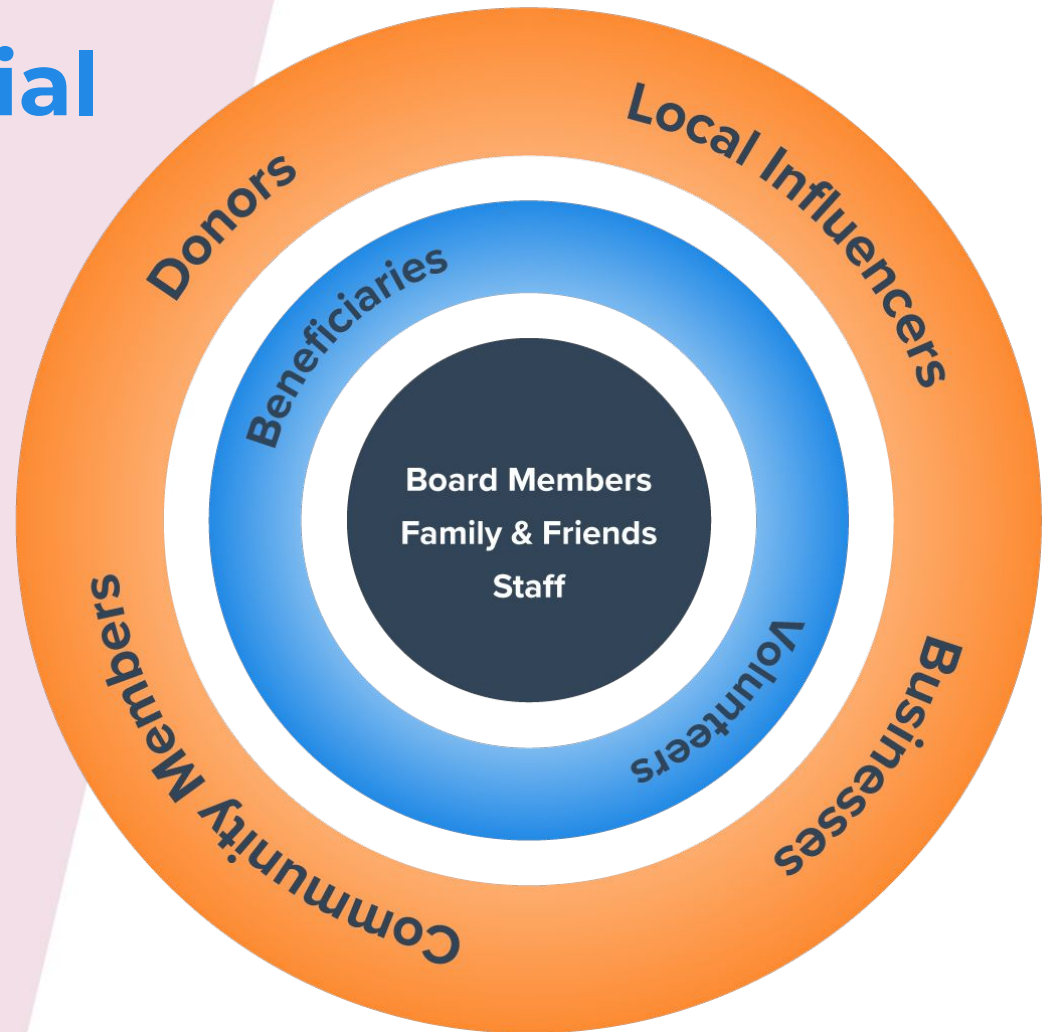
Strategize and Plan

4 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



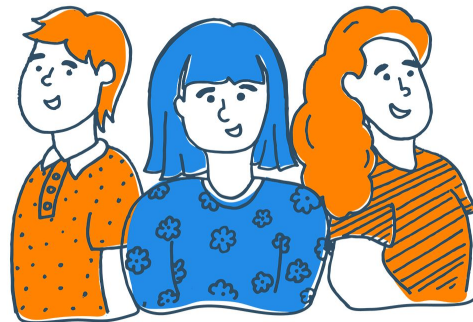
Identify Potential Fundraisers



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise

Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



Set Your Fundraisers Up For Success



Start Early

- Educate your fundraisers
- Understand their capacity for this ask



Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

- Provide the content they need
- Take time to check-in



Inviting Your Fundraisers

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”

Add Fundraisers

Search Fundraisers **Download CSV** **Add Fundraisers** **Upload Fundraisers** **Message All**

Fundraiser **Fundraiser Display Name** **Donors** **Amount Raised** **Goal** **Email** **Phone** **Actions**

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$.00

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

Save

Demo

Invite one or multiple fundraisers. You will need first name, last name, and email address.

Add Fundraisers

Fundraiser Display Name (optional)

First Name

Last Name

Email



Fundraiser Display Name (optional)

First Name

Last Name

Email





+ New Fundraiser

Cancel





Next: Compose Your Message







Demo

 Add Fundraisers 

Search Fundraisers:

 Download CSV  Add Fundraisers  Upload Fundraisers  Message All


| Fundraiser  | Fundraiser Display Name | Donors  | Amount Raised  | Goal  | Email | Phone | Actions |
|--|-------------------------|--|---|--|-------|-------|---------|
| No fundraisers found. | | | | | | | |

Allow New Fundraisers to Sign Up

Set Fundraisers' Story


Set Fundraisers' Goal

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




Upload a CSV to invite a group of fundraisers at once.


Fundraiser Dashboard




Tell Your Story




Make a Donation



Reach Out

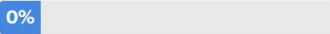


Share Socially



Give Thanks



Progress

0% 

| | |
|---------------------------------------|-------------------------|
| \$0 Raised of \$500 Goal | 58 Days Left |
| 0 Donors | 0 Emails Sent |

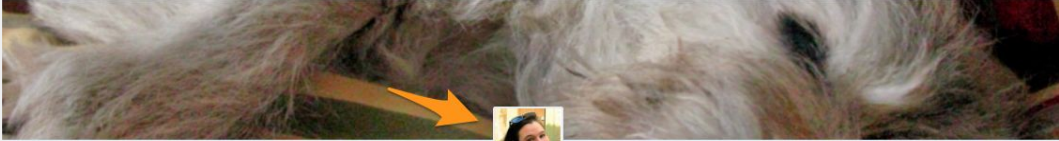
Share your fundraiser!


<https://giving-days.herokuapp.com/p2p/3>

Fundraiser Profile

PAWNEE GIVES PRIZES LEADERBOARDS ▼ MENU










Bridget Cafaro's fundraiser for
Logan's Pups


[DONATE](#)

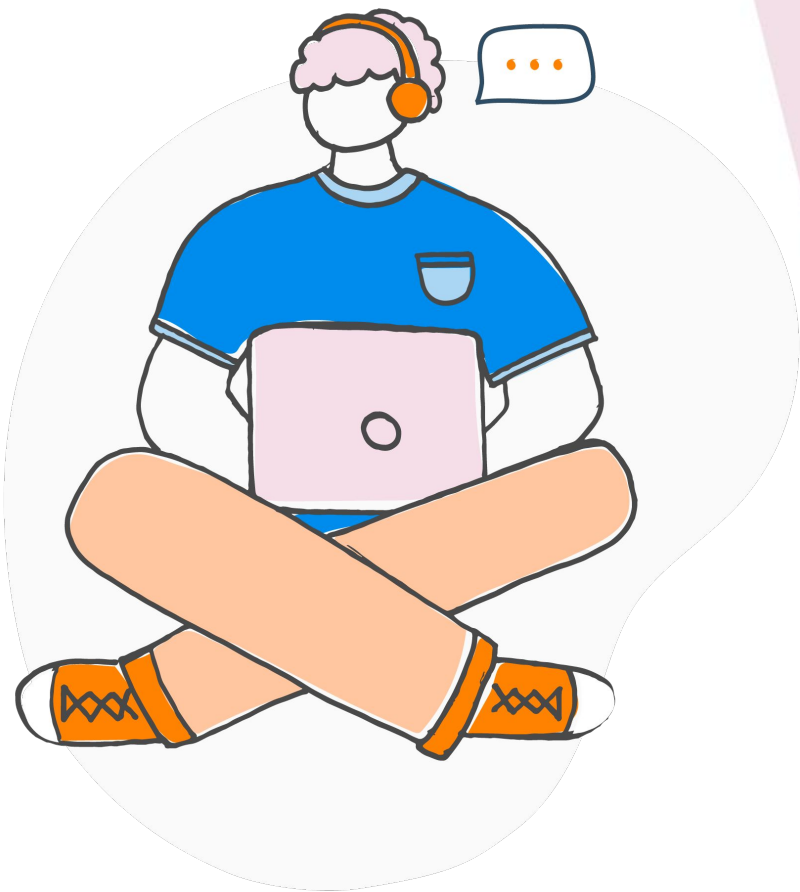
20% **\$100 Raised \$500 Goal 1 Donors**



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!

| | | | |
|---|--|---|--|
|  \$25 <i>Provides one week of food for a senior pup</i> |  \$50 <i>Provides a super soft bed for a loving senior pup</i> |  \$100 <i>Helps a family foster one of our amazing senior pups</i> |  \$500 <i>Provides life changing surgery to a senior pup in need</i> |
|---|--|---|--|

[CHOOSE YOUR OWN AMOUNT](#) 



Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise [3.4] more
- Fundraisers increase your organization's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before Amplify Austin Day.. Start small this year and grow it in the future!

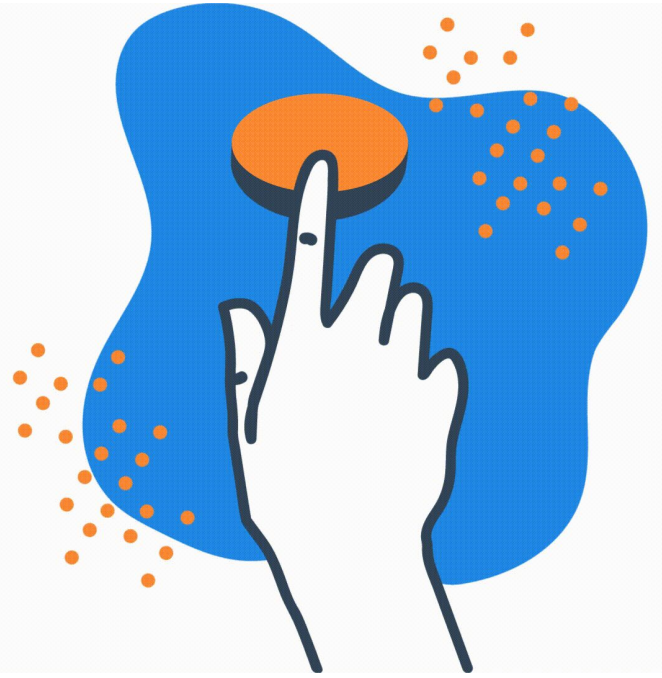
Tools for Success

Tools for Nonprofits

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers



Tools for Success



Tools for Nonprofits

- How to identify and add fundraisers
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- Email templates for recruiting fundraisers

Tools for Fundraisers

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

Matches and Challenges



- **The Basics**
 - **Matches vs. Challenges**

Benefits to using Matches & Challenges

- **Potential Sponsors**
- **Creative Matches & Challenges**
- **How to Feature your Match or Challenge**
- **Questions?**

The Basics



What is a matching gift?

- An additional donation pledged for each donation that is made to your giving day campaign
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities

Matches

Matches allow donations to be doubled on a 1:1, 2:1, or 3:1 ratio

Debbie's Pet Supply: Giving Tuesday Match!

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

\$50 MATCH

\$50 REMAINING

Challenges

Challenges allow funds to be added to the organization's total once a goal is reached

Goal can be a **Donor Count, Donations Count, or Dollar Amount**

Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



115 more donors unlocks **\$5,000!**

Lizzy's Pet Supply: Let's boost Logan's Pups!

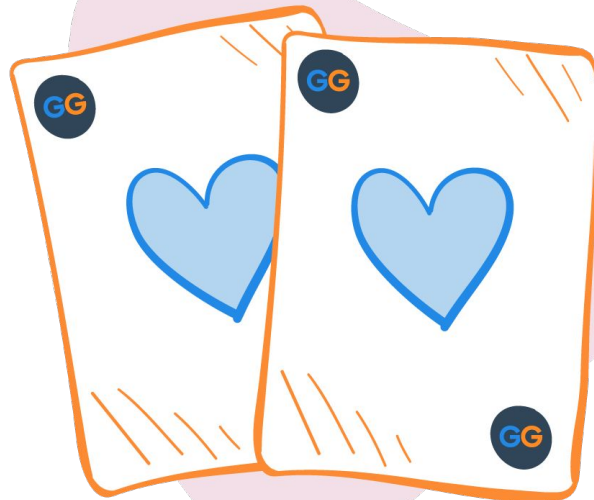
When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



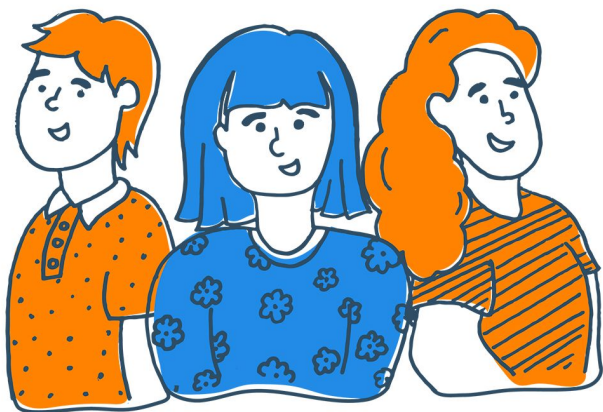
\$21,298.13 more unlocks **\$10,000!**

Benefits of Matches & Challenges

- Incentivizes donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 4.5 x more than organizations without a match

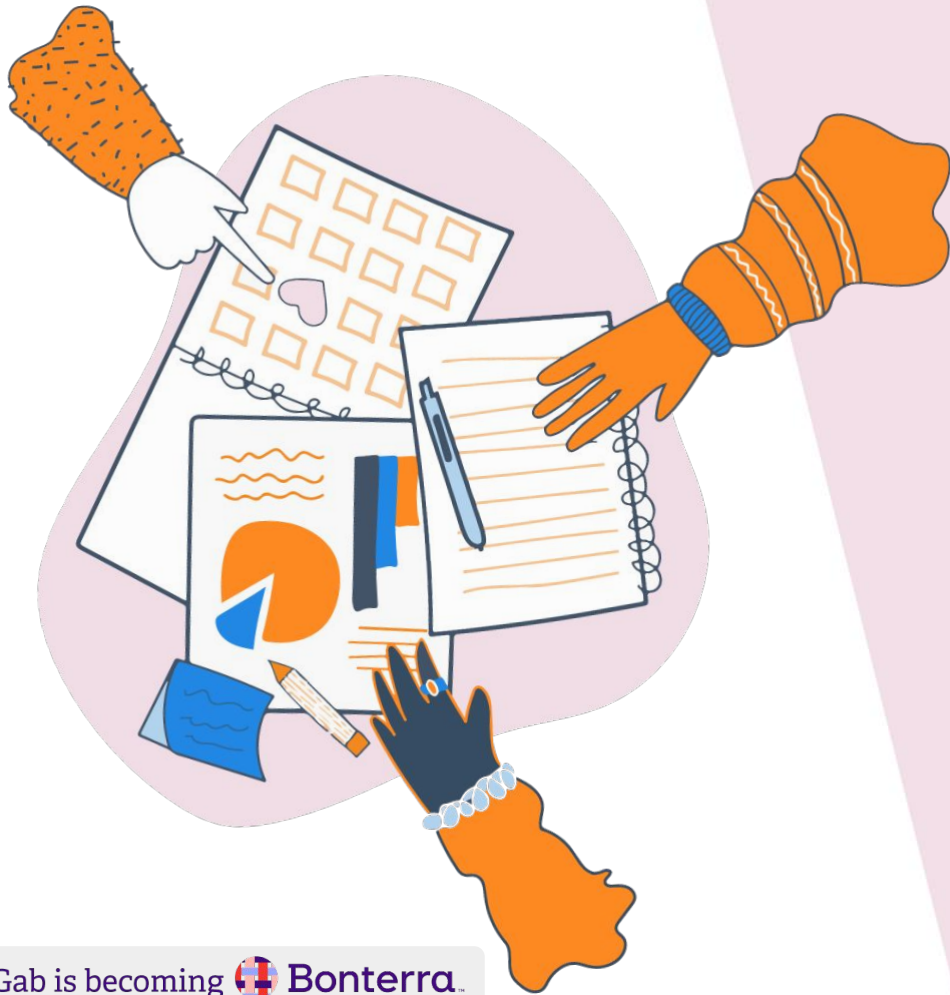


Potential Sponsors



- Board Members
- Major Donors
- Local Businesses
- Corporations
- Community Members

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



Motivating Matches

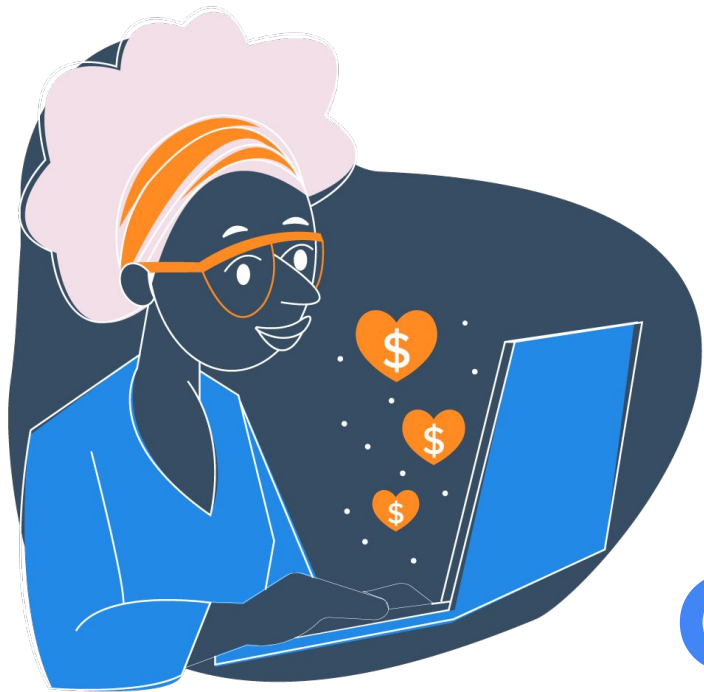
Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

Morning Match!

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





Adding a Matching Opportunity to your Giving Day

Your Giving Day Dashboard

From your Giving Day Dashboard, click “Manage Matches and Challenges”

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

Reset Profile

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Donation Tools

🔗 Manage Matches and Challenges

📄 Manage Donations

🖨️ Embed a Donate Button

Other Actions

📌 Engagement Opportunities

🔗 Add External Fund

📄 View Registration Info



Add a Match

Click the “Add Match” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

+ Add Match

Enter Match Information

Match Details

Match Name

Giving Tuesday Match!

Description

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

Total Matching Funds Available ⓘ

\$ 50.00

Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

Image

 match_commitment_image_9939217026_img

Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
- Image (optional)

Enter Sponsor Information

Sponsor Donor Details

Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Customize Your Match

Match Criteria

Does this match only apply to donations made within a certain time period? (optional)

Time Zone


Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Maximum Match per Individual Donation

\$

Enable Auto Matching 

Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Maximum Match per Donation
- Auto Matching
 - Enables donation matching to eligible online gifts in real time

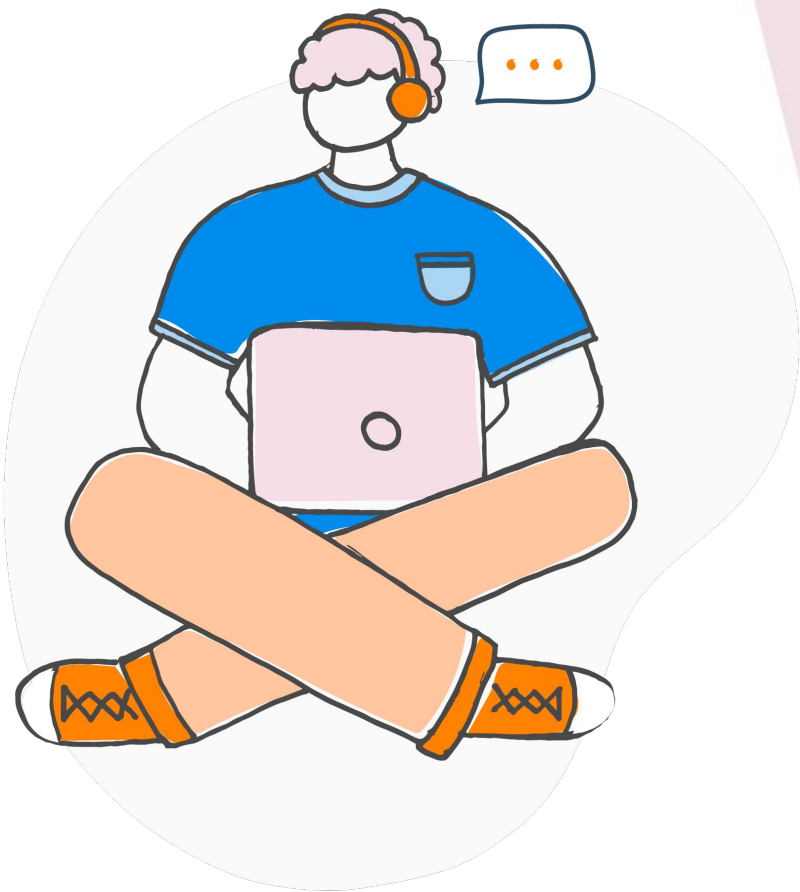
View Your Match

Debbie's Pet Supply: Giving Tuesday Match!

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

\$50 MATCH

\$50 REMAINING



Creative Challenges

Dollar vs Donor vs Gift Challenges

- Dollar based Challenges unlock funds once a dollars raised milestone is met
- Donor based Challenges unlock the pledged funds once a donor milestone is met
- Gift (or Donation) based Challenges unlock funds once a donations received milestone is met

Excite your supporters!

Motivate your donors and supporters to reach the challenge goal so that their support can go even further.



Get Local Businesses Involved!



Example:

- The SPCA has a \$3,000 fundraising goal for their campaign
- PetSmart agrees to contribute \$1,000 if the SPCA reaches their \$3,000 goal
- As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a **Dollar Challenge**

Create Donor Challenges

- Alternately, you could set up a Donor Challenge
- Sponsored funds are released when a donor milestone is met, rather than dollar milestone
- Example: PetSmart agrees to give \$1,000 to the SPCA once 100 unique donors have made their gift



Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. Bonterra does not collect the matching or challenging funds from your sponsor on your behalf. Bonterra simply reports the amount raised.



Adding a Challenge to Your Giving Day

Your Giving Day Dashboard

From your Giving Day Dashboard, click “Manage Matches and Challenges”

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

Reset Profile

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Donation Tools

- 🔗 Manage Matches and Challenges
- 📄 Manage Donations
- 🖨️ Embed a Donate Button

Other Actions

- 📌 Engagement Opportunities
- 🔗 Add External Fund
- 📄 View Registration Info



Add a Challenge

Click the “Add Challenge” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

+ Add Challenge

Enter Challenge Information

- Challenge Name
- Challenge Description
- Challenge Unlock Amount
- Image (optional)

Challenge Details

Challenge Name

Giving Tuesday Challenge!

Description

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!

Challenge Unlock Amount ?

\$ 50

Image



Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

Enter Sponsor Information

Sponsor Donor Details

Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

Customize Your Challenge

Set Challenge Details

- Start Time
- End Time
- Challenge Type
 - Dollar
 - Donor
 - Donation
- Challenge Goal

Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Challenge Type

Donor Challenge

Challenge Goal

10

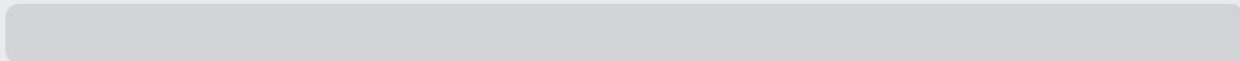
A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

Archive ?

View Your Challenge

Debbie's Pet Supply: Giving Tuesday Challenge!

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!



10 more donors unlocks **\$50**

Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- If you no longer wish to display your match or challenge, select “Archive”

Giving Tuesday Match! Sponsored by Debbie's Pet Supply

Total Amount **\$50.00** Amount Remaining **\$50.00**  Auto-Matching Enabled

Your donations will be DOUBLED on #GivingTuesday tha...



Edit



Archive



Remove



Deplete Match

Giving Day Support & Resources

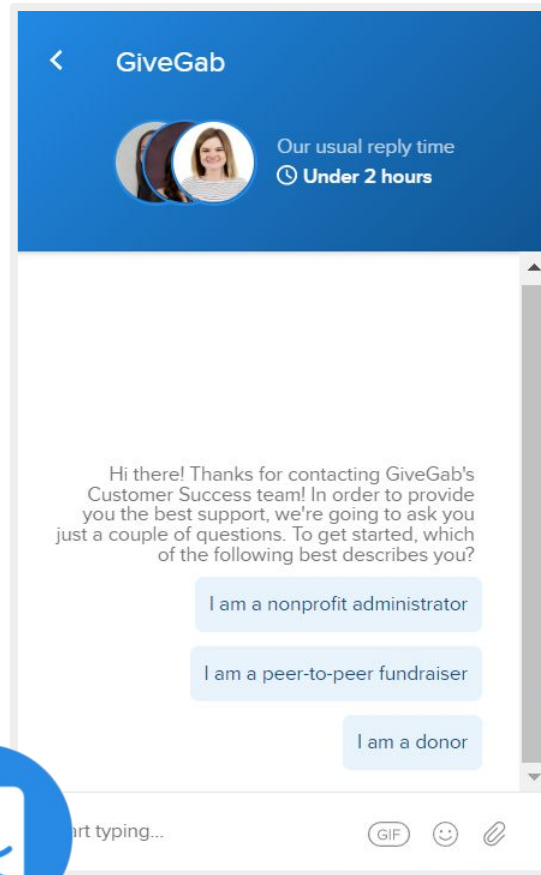
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble

GiveGab is becoming  **Bonterra.**



Questions?

Lunch Break

We'll be back at 12:45!

Creating A Compelling Campaign

Jared Montes Slack

Sr. Director of Development



Amplify Austin Day is a good day to give...

But it is not a reason to give.

5 Foundations of a Compelling Campaign

- Who cares about my mission?
- What motivates them?
- What world do they want to make with my nonprofit?



Foundation #1

Know Your Audience

Understand the different groups within your donors base and tailor your communications according to their needs and giving history.

Example Segments:

- 1. New Donors** (last 6 months)
- 2. Repeat Donors** (given two or 3 more times in a given period)
- 3. Lapsed Donors** (gave last year, but not this year)
- 4. Long-term Supporters**



Foundation #2

Know Your Segments



Foundation #3

Make It Tangible

- Share real life examples that show tangible impact.
- Data adds credibility, shows off the cumulative impact.

By strategically combining storytelling with factual evidence, you create a compelling narrative that not only illustrates the impact of donations but also inspires and motivates donors to contribute during Amplify Austin Day.

Make clear and specific asks according to donor capacity.

For “small” gifts.

For “mid-range” gifts

For “larger” gifts

For when you have a Match.

By connecting each donation amount with specific outcomes, you make the impact of giving tangible and real for your donors. Thus making your message way more compelling!

I Live Here
I Give Here



Foundation #4

**Make It
Clear**

By noticing your donors and honoring their actions - you make them feel valued and like they are part of the ongoing journey and success of your nonprofit.

- 1. Consistent and Sincere is the Cornerstone**
- 2. Engage beyond asking for money**
- 3. “People Return Where They are Prepared for and Cared For”**



Foundation #5

Build A Relationship



I Live Here
I Give Here®

A Case Study

The Caring Place
Amplify Austin Day 2023



These sponsors are matching your monetary gifts! Join them today.

The Caring Place Board of Directors

STEEGER BIZZELL

Georgetown Railroad Company

The Caring Place

Texas Crushed Stone Company, Inc.

Share Some! with The Caring Place

FIRST TEXAS BANK

EAGLE BANK

Pope Materials, Inc.

The Gabriela Funeral Chapel & Crematory

Amplify Give online BEFORE Thursday, March 2nd at 6 p.m. to have your gift matched!

Your gifts help neighbors in need with food, rent, utilities, transportation and crisis assistance.

Let us tell you about Sharon.

Sharon has a history with Georgetown. She moved here in 1975 to attend Southwestern. They moved around some after college but came back when her husband got a job at Dell in 2001. Sharon's daughter passed away and she was left caring for a 3-year-old with autism. Her husband, a double amputee, passed away from renal failure. They briefly moved away while he was passing, but she returned to Georgetown. Sharon explained, "Georgetown has a sense of community and is a smaller town than what I've experienced before." However,



ings, and 401k, were all used for her own diagnosis of breast cancer. She is now disabled and unable to pay them off. Now Sharon is unable to pay her from qualifying for enough for her grandson, niece, and herself. Sharon's financial burden. And according to Sharon, using the program means she can still pay the electricity and phone bills. "Somebody has to get to the end and you just say, now what? Food is what we need, and it makes a big difference."

E-newsletters used throughout the campaign along with Social Media

A Compelling Campaign

We focus on those who already care about our mission!

Our messaging:

- This is THE time to give, due to matches.
- This is our only fundraising event.
- Every dollar impacts our neighbors in need.
- Client stories & impact.

What is the Board of Directors doing to encourage giving?

Amplify Georgetown BOARD OF DIRECTORS AMPLIFIES! Caring Place



From left to right: Melissa Heron (Vice Chair), Chad Collins (Chair), Brian Mitchell (Member), Deborah Robinson (Secretary), Daphne St. Connor (Member), James Luster (Secretary), Lindsay Harris (Chair), Patricia Hayes, Van P. Smith (Treasurer), John Sullivan (Member), Hugh Brown (Member), Nelson Stokich, Holly Steger (Secretary), Theresa Wilson (Chair)

The Caring Place Board of Directors made a heartfelt contribution, creating a generous matching fund. You give. They give. We are so honored by their initiative and leadership as they pave the way for your own charitable gifts.

We have additional community businesses and individuals doing the same this year! In total, we have \$59,000 in matching funds that you can view on our Amplify page, but we need your help! **Those funds are unlocked with YOUR donation!**

[Follow the Board's lead here!](#)



This is an excerpt of the newsletter about the Board match, but we highlighted our sponsor matches in the same way, reminding people about all those matching dollars. In 2023, we had \$59,000 in matching dollars before the campaign even began!!!

The Match

Our Board and local sponsors create matching gifts. **The match is a BIG part of our compelling ask and what makes the campaign successful.**

When it's time to give during the campaign, EVERY gift from the general community was matched by our sponsors.

Say it Again!

- We repeated what The Caring Place can do with our community's donations.
- We reminded them over and over that their gifts were being matched through this special date.
- In the final hours we created urgency with phrases like "12 hours left to have your donation matched!"
- We shared the messaging in many places. (e-newsletters, social media, volunteers, etc)

Some sample Social Media posts sharing impact

The Caring Place invested over \$480,000 in community stability by helping to pay rent and mortgages in 2022 when a neighbor was faced with a crisis.

Let's make sure we can do it again!



Give online **NOW** to have your gift matched!



I Live Here
I Give Here



**Amp
George**
at caringplaceat

Did you know The Caring Place spent over \$19,000 to assist neighbors with transportation in 2022? It was a hard year for neighbors suddenly unable to afford to get to jobs and other critical places!

Give during Amplify to help neighbors face any crisis!



Give online **NOW** to have your gift matched!



I Live Here
I Give Here



**Amplify
Georgetown**
at caringplacex.org/amplify

Amplify Results - We Did It!



Your gifts will Amplify our
community in 2023.

The End = Gratitude

Afterwards, we posted results on Social Media, our E-newsletter and sent thank you letters out to all of our donors and sponsors with the results.

We LOVE saying thank you!



I Live Here
I Give Here



Questions?

Jared Montes Slack

jared@ilivehereigivehere.org



10 Minute Break!

Your Post-Amplify Checklist

Charli Krause

Director of Nonprofit & Customer Relations

Agenda

- Odds & Ends
- Pulling & Using Reports from GiveGab
- Donor Stewardship
- Amplify Fund

Odds & Ends

- Amplify Officially ends at 6pm on March 7
- Post-Amplify Donations
- Profile Change - Update Your Year-Round Profile
- Survey



Accessing Donor Reports

- Available forever
- Can be filtered

https://www.givegab.com/donations?group_id=461975

Amplify Fund

Amplify Austin Day \$24,612.25 Raised • 700 Donors • 774 Gifts

Analytics

Get Set Up

Complete the steps below to be sure that you are set up and ready to

Home

Amplify Austin

Giving Days

Reports

Donations

Financials

Manage Organization

Reports Found Here!

✓ Add Your Organization's Info

✓ Add Your Story

✓ Get Verified to Collect Donations

Donor Stewardship

I Live Here
I Give Here

- Receipts
- Thanking Donors
- Stewardship ideas



Amplify Fund Distribution

- Happens in late April or early May
- We use BILL, an online payment system
- Amount you receive varies
- Includes offline donations, business fundraiser matches, Amplify Fund matches, and prize money
- Your ED and financial contact will receive an email with details

A graphic on the right side of the slide features a light teal background. In the top left, there is a stylized yellow sun with several rays. In the top right and bottom left, there are soft, light-colored clouds. A teal speech bubble with a white border is positioned in the upper right area, containing the text "I Live Here I Give Here". Below the speech bubble, the words "Amplify Fund" are written in a large, bold, dark teal font.

I Live Here
I Give Here®

Amplify Fund

Thank You to Our Sponsors

Amplify Austin Day



Cause Marketing / Amplify Fund



Thank You to Our Annual Business Members





Thank You to Our Media Partners





I Live Here
I Give Here®



Thank You!

Any final questions?

Charli Krause, Director of Nonprofit & Customer Relations
Charli@ILiveHereIGiveHere.org

