GiveGab®

How to Maximize Your Giving Day

August 6, 2021

Submit Your Questions!

Chat Box

Q&A

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

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Your CLLCTIVGIVE Team

Natalie
GiveGab

CLLCTIVLY
BUILDING BLACK FUTURES TOGETHER

Jamye & Tanay
CLLCTIVLY

Agenda

- CLLCTIVGIVE Overview
- What's New for 2021
- Your Checklist for Success
- Your Nonprofit Resources
- Next Steps
- Q&A

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CLLCTIVGIVE Overview

- **www.cllctivgive.com** | August 6, 2021
- 12:00am - 11:59:59pm
- Over $50,000 in Prizes and the Baltimore Black Business Quest!
- Tagboard

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What's New for 2021

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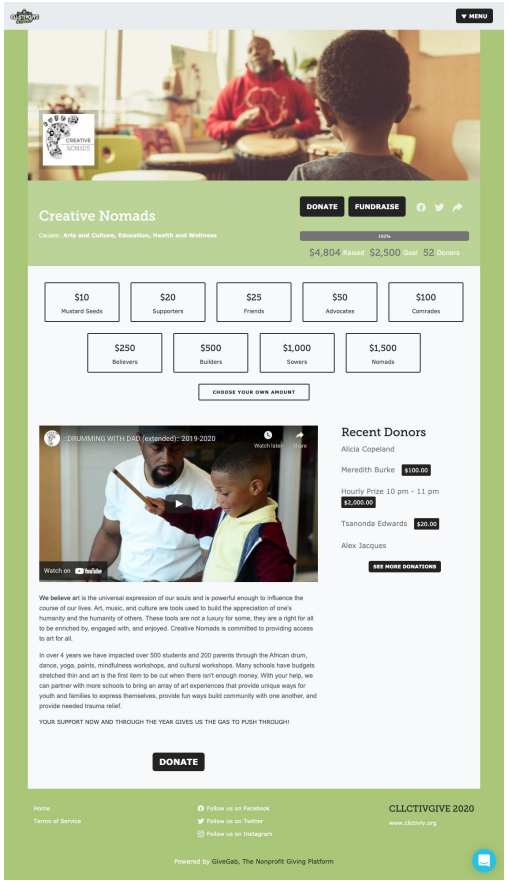
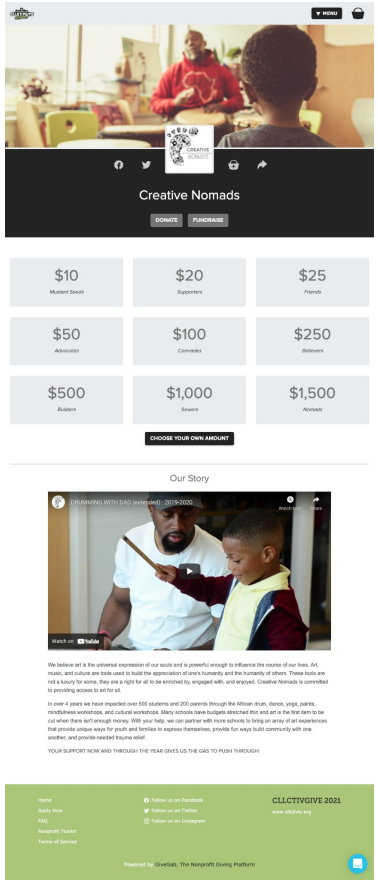
New Profile Design





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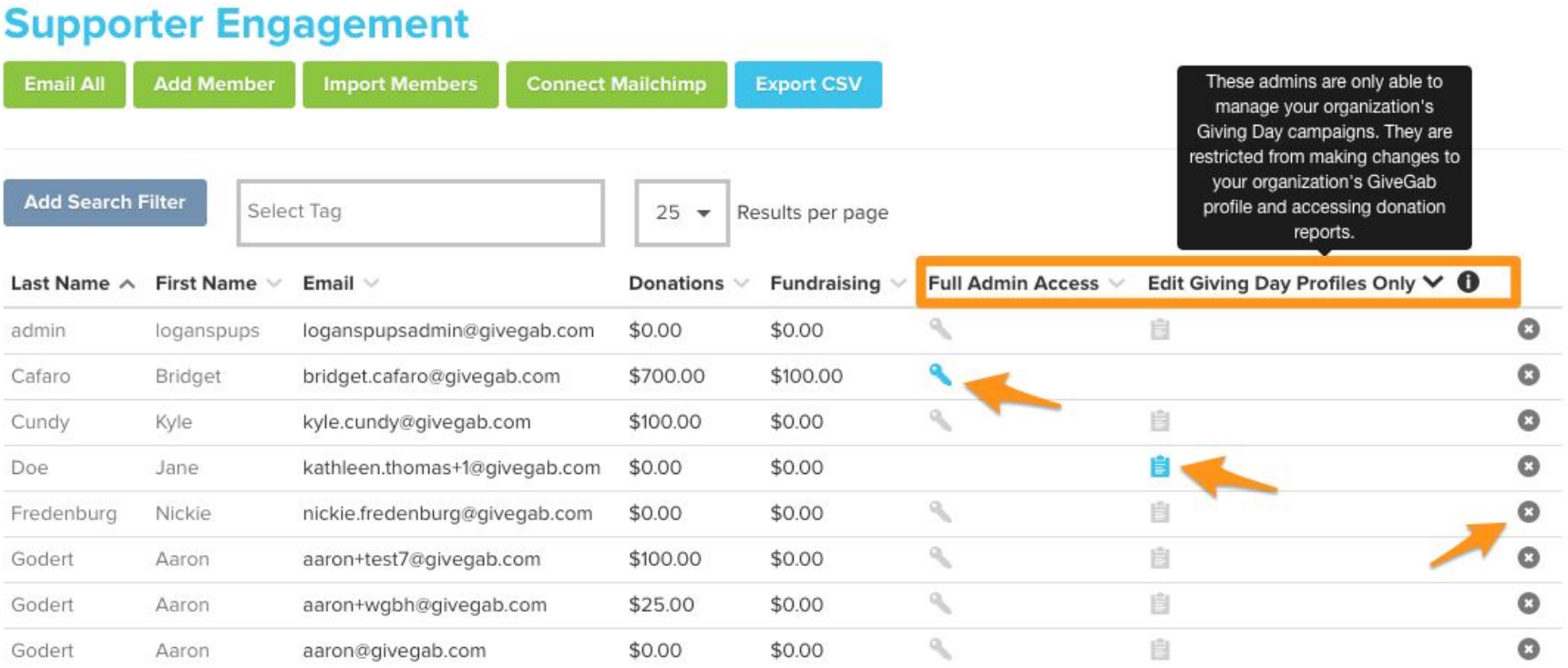
Tiered Admin Access



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Updated Training Suite

Giving Day Training Videos

- Creating the Perfect Profile
- Telling Your Story
- Goal Setting Strategies
- Engage Your Board
- Peer-to-Peer Fundraising
- Social Media Strategies
- Matches & Challenges
- Stewarding Your Giving Day Donors

Giving Day Training Videos

Creating the Perfect Profile

Learn how to complete all of the components of your profile to create an engaging experience for your supporters.

WATCH VIDEO DOWNLOAD SLIDES

Looking for more information to help you craft your perfect profile? Check out the resources below!

How to Log In to Edit Your Giving Day Profile

How to Copy Your Giving Day Profile From a Previous Giving Day

Giving Day Profile Cheat Sheet

Giving Day Profile Best Practices

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More Downloadable Graphics

Zoom Background 1

Download

Zoom Background 2

Download

New digital marketing materials, like Zoom backgrounds, GIFs and more! Promote your participation in CLLCTIVGIVE throughout your virtual communications.

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Your Success Checklist

- ☑ Register to Participate
- ☑ Ready for Donations?
- ☑ The Perfect Profile
- ☑ Matches/Challenges
- ☑ Engage Ambassadors
- ☑ Prepare Communications

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☑ 1. Register to Participate

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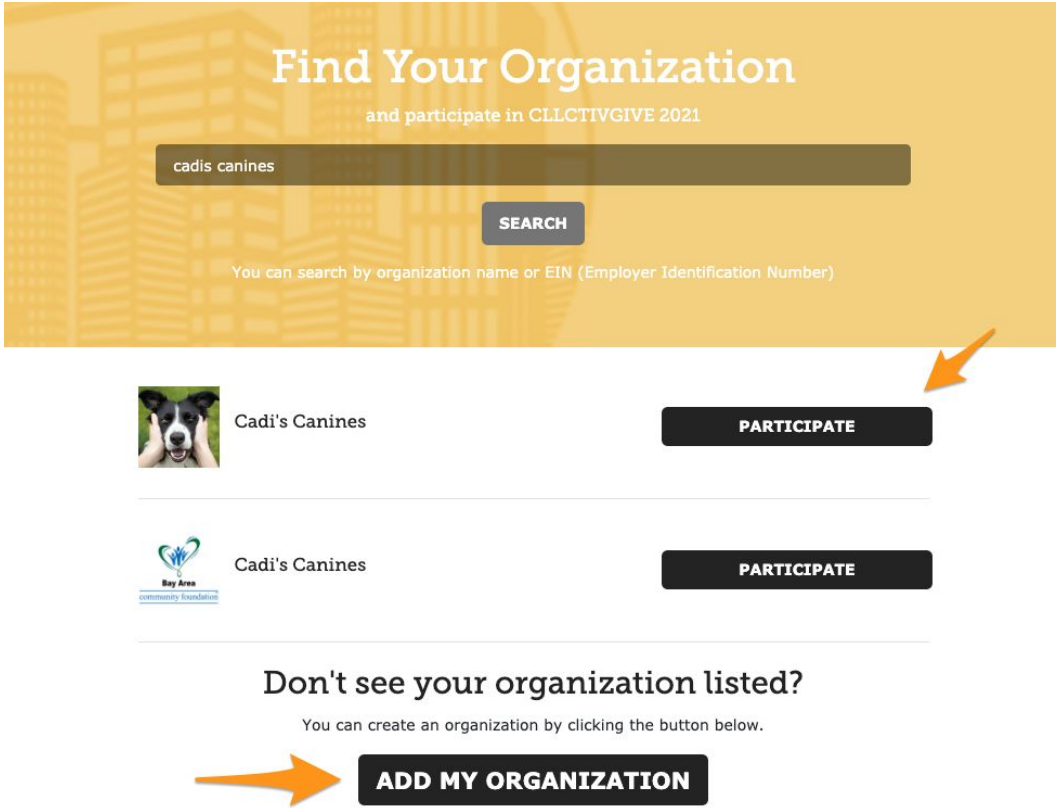
Register to Participate



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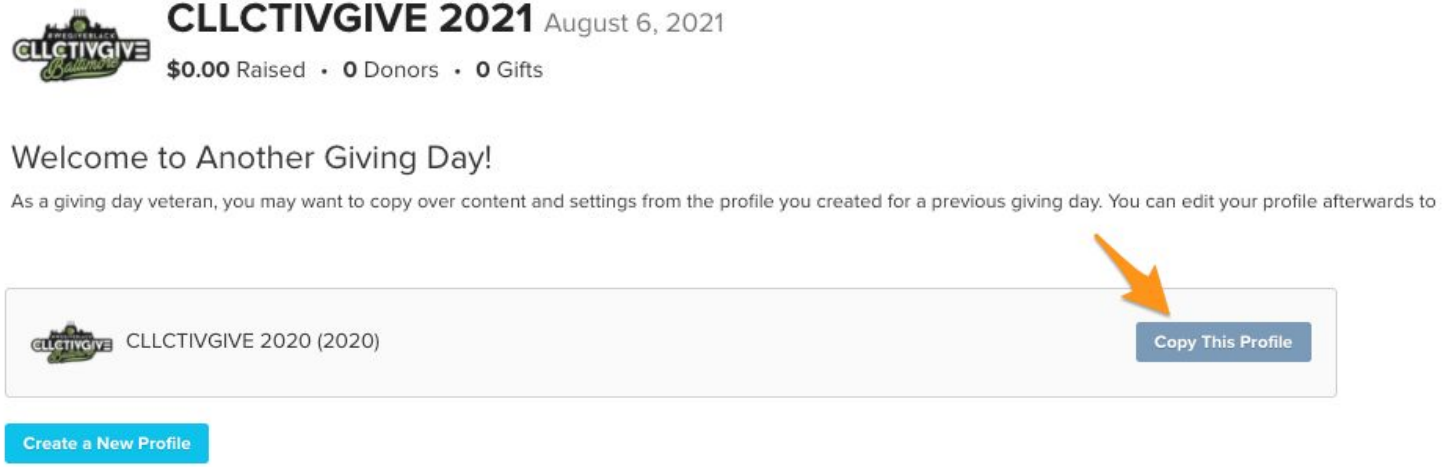
Returning? Copy Your Profile!

- If you participated in CLLCTIVGIVE in the past, you can choose to copy your profile from previous years.
  - **Be sure to update existing content with new dates, photos, etc.**
  - Existing bank account information will carry over.



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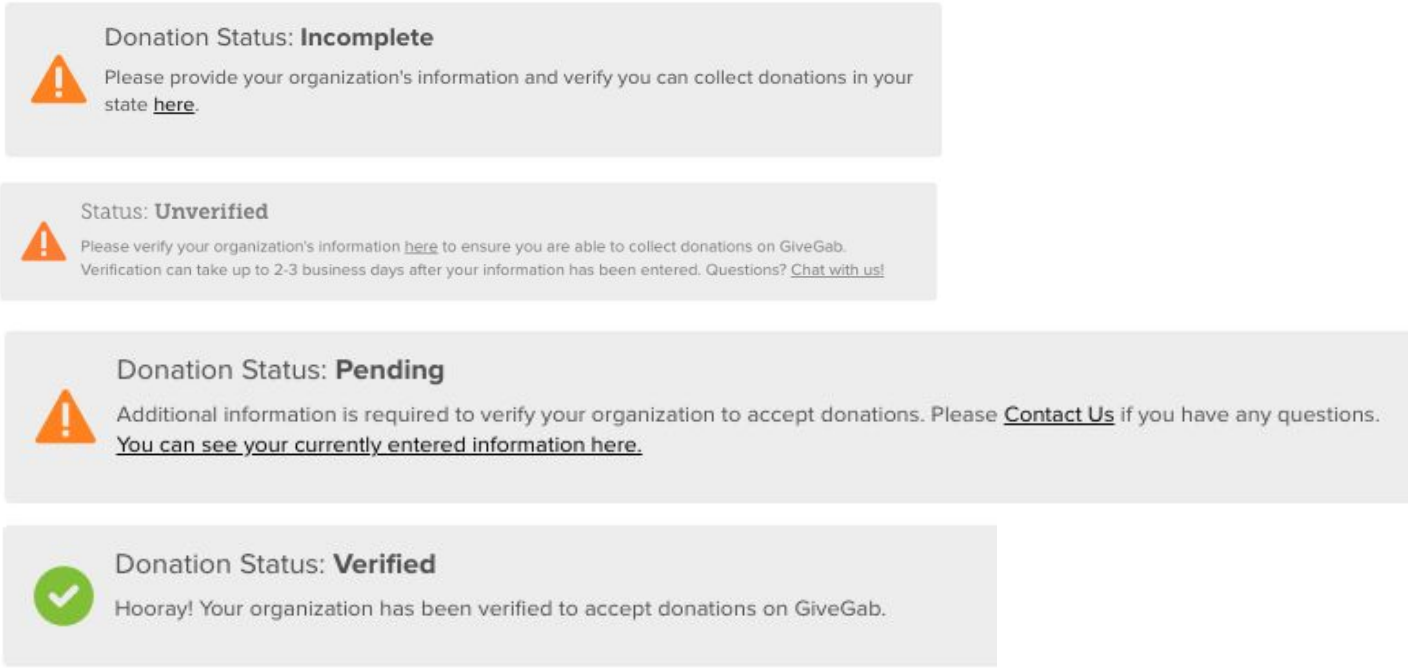
☑ 2. Are you donation ready?

- Check your verification status on your admin dashboard



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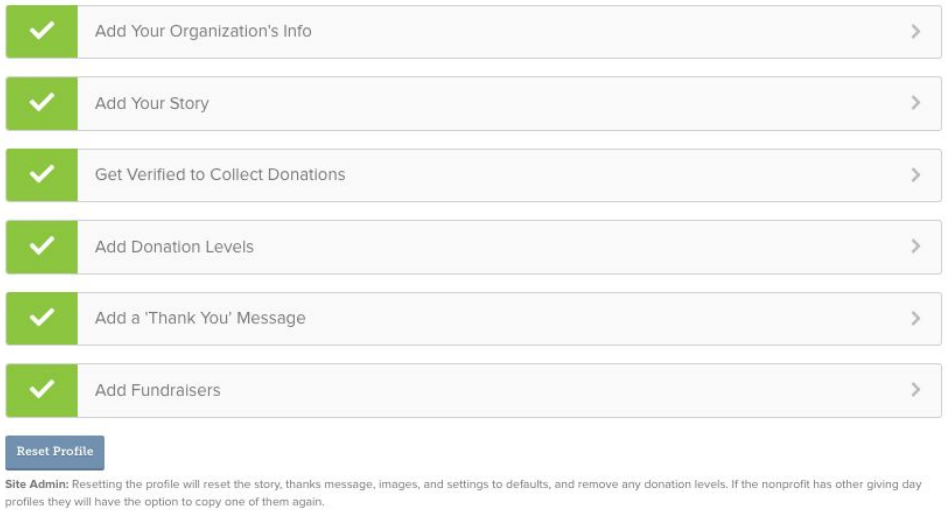
☑ 3. Is your profile completed?

- Have you:
  - Added your logo and a cover photo?
  - Shared an authentic story?
  - Set goals?
  - Included clear calls to action?
  - Featured visual content?
  - Highlighted donation levels?



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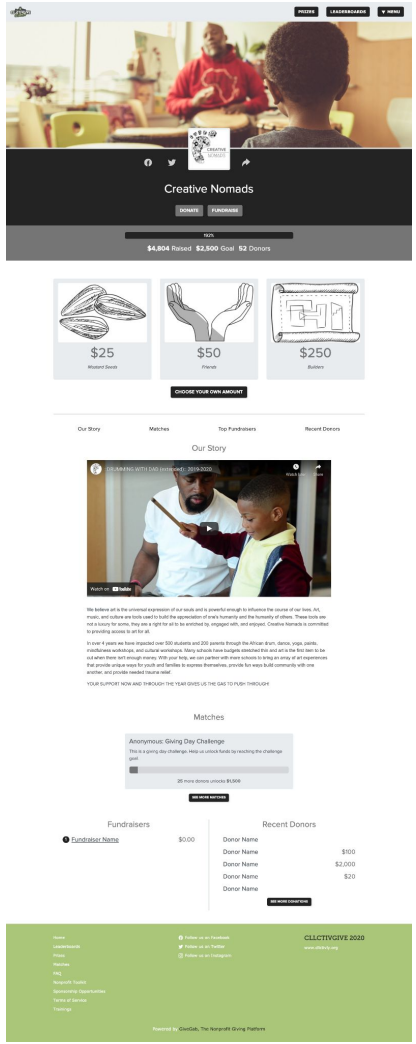
PIZZES
LEADERBOARDS
MENU
Creative Nomads
DONATE
FUNDRAISE
$4,804 Raised $2,500 Goal 52 Donors
$25
Mustard Seeds
$50
Friends
$250
Builders
CHOOSE YOUR OWN AMOUNT
Our Story
Matches
Top Fundraisers
Recent Donors
Our Story
Watch on
We believe art is the universal expression of our souls and is powerful enough to influence the course of our lives. Art, music, and culture are tools used to build the appreciation of one's humanity and the humanity of others. These tools are not a luxury for some, they are a right for all to be enriched by, engaged with, and enjoyed. Creative Nomads is committed to providing access to art for all.
In over 4 years we have impacted over 500 students and 200 parents through the African drum, dance, yoga, paints, mindfulness workshops, and cultural workshops. Many schools have budgets stretched thin and art is the first item to be cut when there isn't enough money. With your help, we can partner with more schools to bring an array of art experiences that provide unique ways for youth and families to express themselves, provide fun ways build community with one another, and provide needed trauma relief.
YOUR SUPPORT NOW AND THROUGH THE YEAR GIVES US THE GAS TO PUSH THROUGH!!
Matches
Anonymous: Giving Day Challenge
This is a giving day challenge. Help us unlock funds by reaching the challenge goal.
25 more donors unlocks $1,500
SEE MORE MATCHES
Fundraisers
Fundraiser Name
$0.00
Recent Donors
Donor Name
Donor Name
$100
Donor Name
$2,000
Donor Name
$20
Donor Name
SEE MORE DONATIONS
Home
Leaderboards
Prizes
Matches
FAQ
Nonprofit Toolkit
Sponsorship Opportunities
Terms of Service
Trainings
Follow us on Facebook
Follow us on Twitter
Follow us on Instagram
CLLCTIVGIVE 2020
Powered by GiveGab, The Nonprofit Giving Platform

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☑ 4. Do you have matches/challenges?

- Identify your match/challenge sponsors
  - From 2018 #GivingTuesday giving days, organizations that featured matches and/or challenges raised 8.13 times more
- Promote your match/challenge opportunities

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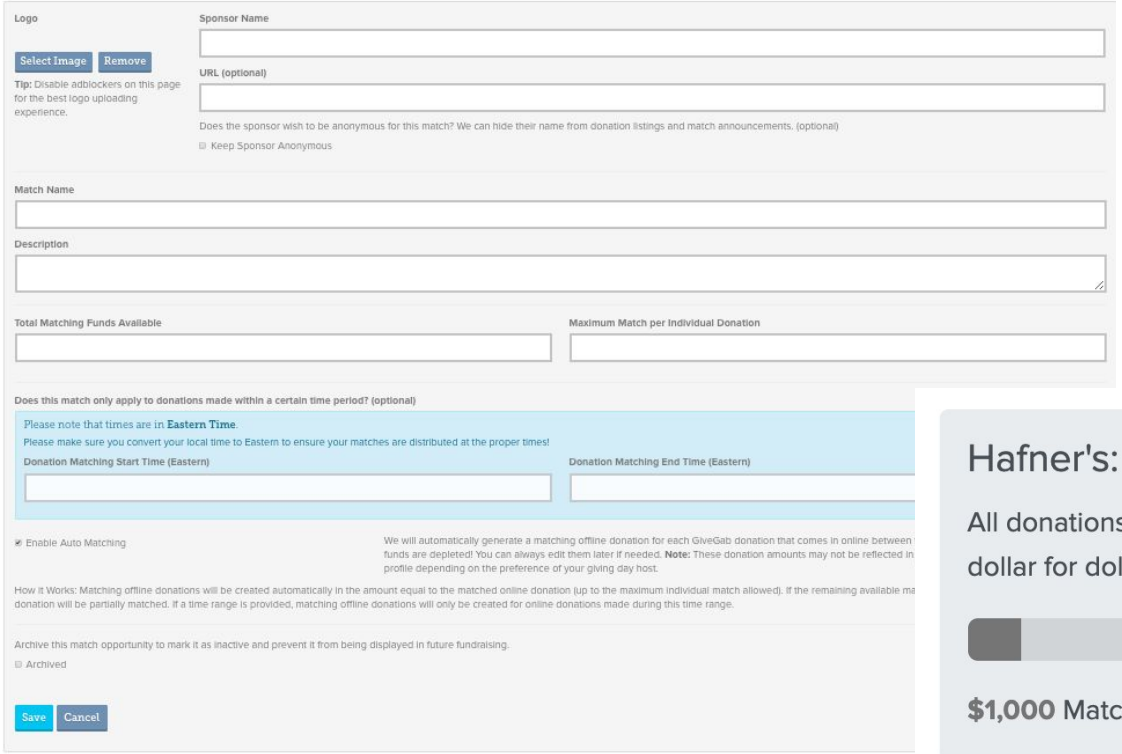
Do you have matches?



Hafner's: Dollar for Dollar Match

All donations received throughout CLLCTIVGIVE will be matched dollar for dollar, up to $20 per donation.

$1,000 Match **$1,000** Remaining

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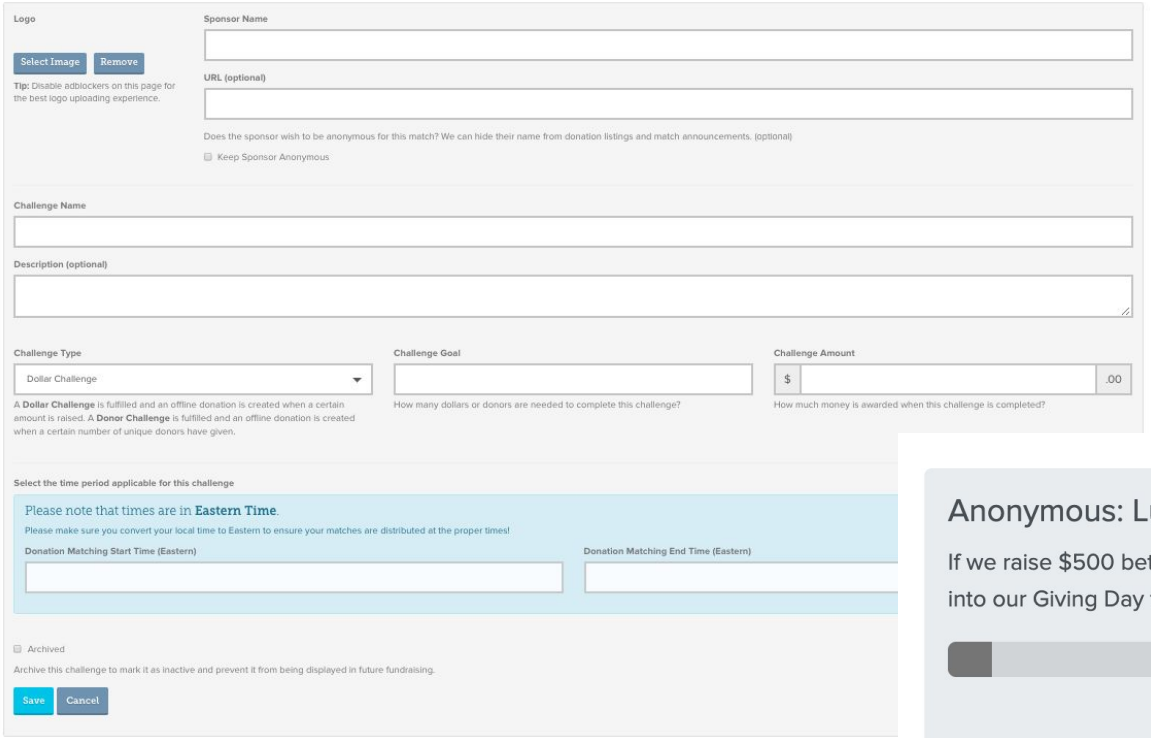
Do you have challenges?



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☑ 5. Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P

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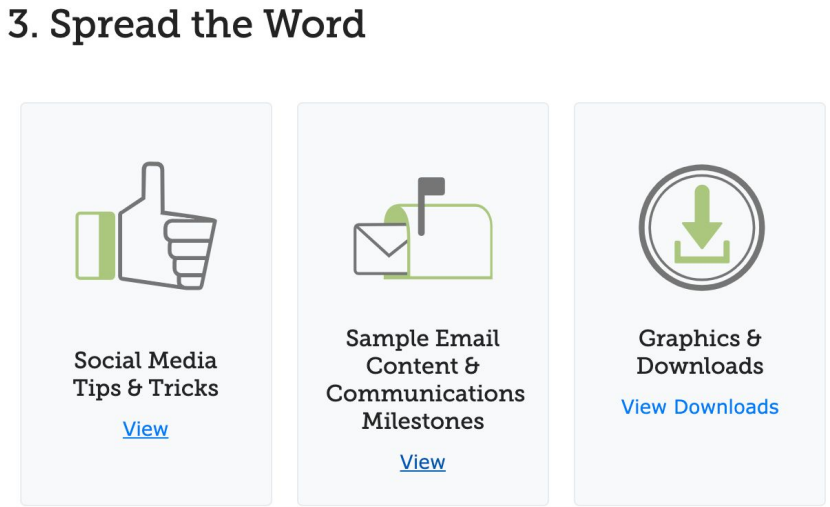
☑ 6. Are your communications ready?

Your CLLCTIVGIVE Nonprofit Toolkit is full of communication resources

- Social Media Tips & Tricks
- Sample Email Content
- Shareable Visual Content



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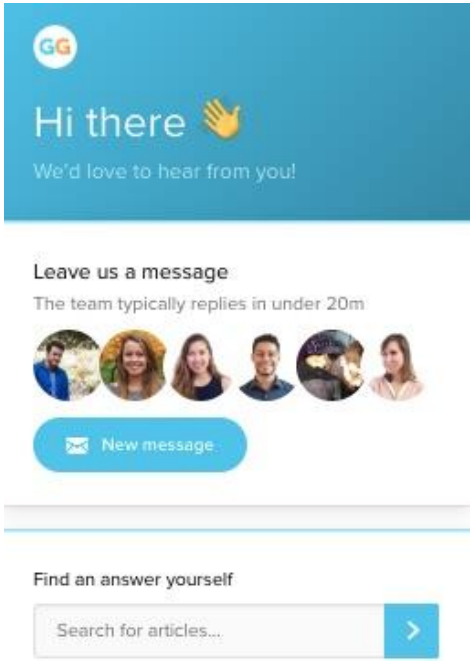
Giving Day Support & Resources

- 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!**



Your Next Steps

- Like and Follow @CLLCTIVLY on Social Media!
    - Don’t forget to use #CLLCTIVGIVE!
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

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Questions?

#WEGIVEBLACK

CLLCTIVGIVE Baltimore

August 6, 2021