Getting your Board
"On Board"
Your GiveGab Team

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Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page later this week.

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

Introduce yourself! Name, location, organization.
Agenda

- Setting Expectations
- Before the Giving Day
- Tools for Engagement
- During the Giving Day
- After the Giving Day
- Helpful Resources
- Q & A
Setting Expectations
Planning for your Fundraising Campaign

- Include giving day participation as an expectation of your board members

**As you develop your giving day campaign strategy:**

- Determine where your board members can help the most
- Make it clear what role they’ll play in your overall Giving Day strategy
- Create an even playing field for all your board members to actively participate and assist you in the process
Before the Giving Day
Including your board members

- Have a Giving Day campaign kick-off at a board meeting
- Include them in goal setting where appropriate
- Share regular updates with them
- Share helpful resources with them
- Provide several clear and easy opportunities for them to engage
- Prepare them to be Peer-to-Peer Fundraisers
Funding or Soliciting Matches

Typically a 1:1 Match
- New this year, GiveGab can also support 2:1 and 3:1 matches!
- Each time an eligible gift is made, a corresponding offline gift is added to your totals

Where from?
- Board of Directors
- Existing or new supporters
- Local Businesses
- Founders
- Corporations

Orgs with matching funds raise on average 4.5x more
Challenges

When a threshold or goal is met, the whole pledged donation amount will be added to your totals.

Meet the Challenge!
If 1,500 listeners donate today, we will receive an extra $25K.

Donate Now

4 Challenge Grant Opportunities

To help motivate us to get more donors, we will release new challenge grants:

- 400 Donors - $10,000
  Don and Carolyn Yackman
- 600 Donors - $10,000
  Janet and Taylor Randall
- 800 Donors - $10,000
  Jill Grammer Williams
- 1,000 Donors - $100,000
  Kem and Carolyn Gardner
Peer to Peer Fundraisers

Supporters can create a personal fundraising page as a spin-off to your giving day campaign profile/page. They can share their own unique profile link, and their donations get added to your totals!
Preparing Your Board for P2P

- **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
Become Social Ambassadors

Social Media
- Share posts
- Board Social Media Guide
- Add Donor badge to profile pic
- Share personal stories of connection

Networking
- Outreach
- Community Partnerships
- Personal Letters
- P2P
During the Giving Day
During the Giving Day

- Encourage your Board Members to share socially
  - Check out the Board Social Media Guide
- Send your board emails with specific calls to action
- Update them on any prizes or matches on the horizon or campaign milestones
- Share your progress throughout the event
- Ask your board members to join you for a virtual event
After the Giving Day
After the Giving Day

- Thank your board members for their help and hard work
- Host a debrief to review what you’ve learned, and strategize for next year
- Ask your board to personally thank your Giving Day donors
- Celebrate your successes and a job well done!
Key Takeaways

- Make sure you set an expectation of your board’s participation
- Provide several straightforward easy opportunities for them to engage
- Set your board members up as Peer-to-Peer fundraisers
- Provide your board with regular updates about fundraising goals, and progress
- Celebrate your success with your board!
We’re Here For You!

- Visit Our Help Center
  - https://support.givegab.com/
- Check out our Blog
  - https://www.givegab.com/blog
- Send us an email at
  - CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand