

# 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.



## Chat Box

To: ✓ All panelists  
Type: All panelists and attendees



## Q&A

Please input your question

☐ Send Anonymously Send

# 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**

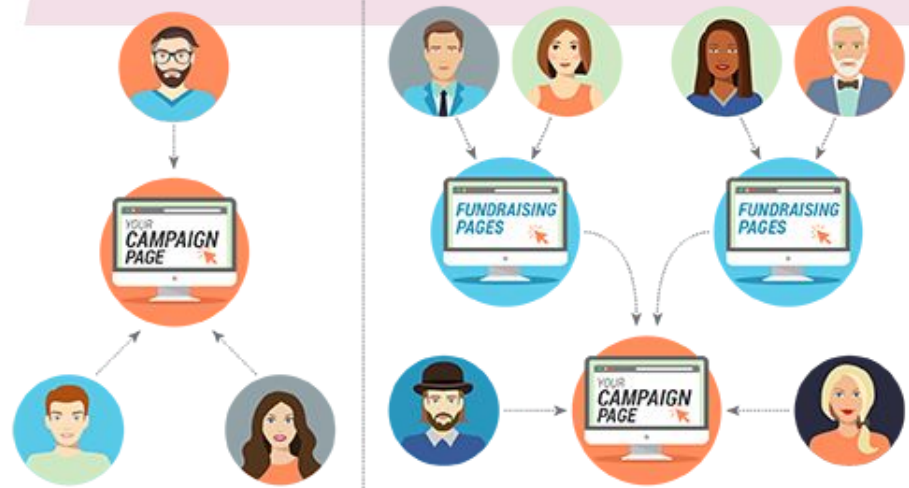
TO HELP MOTIVATE US TO GET MORE DONORS WE WILL RELEASE NEW CHALLENGE GRANTS

<b>400 DONORS - \$10,000</b>
DON AND CAROLYN YACKTMAN
<b>600 DONORS - \$10,000</b>
JANET AND TAYLOR RANDALL
<b>800 DONORS - \$10,000</b>
JILL GRAMMER-WILLIAMS
<b>1,000 DONORS - \$100,000</b>
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!

**Crowdfunding** VS. **Peer 2 Peer**



# 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





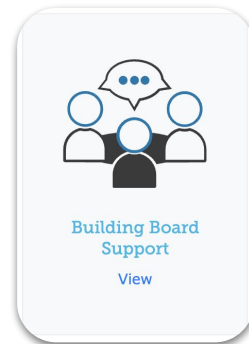
# After the Giving Day



- 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](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand

