

Final Steps to Success



Dec. 12 - Dec. 31

Giving Campaign Updates

- 23 Days until Launch!
- 75 Participating Nonprofits and Schools
- 35 Generous Sponsors
- Prizes
- New Features: Recurring Gifts and Donor Advised Funds
- Admin Dashboard
- Home Partnership Foundation Match
- Tagboard - pulls in Twitter and Instagram: use #AvenuesForHope on public profiles

Participating Organizations

NORTH:

Affordable Housing Foundation
 Alternatives to Violence of the Palouse
 Bonner Community Housing Agency
 Bonner Homeless Transitions
 Boundary County School District
 Children’s Village
 Family Promise of Lewis Clark Valley
 Family Promise North Idaho
 Family Promise of the Palouse
 Habitat for Humanity of North Idaho
 Lake Pend Oreille School District
 Moscow Affordable Housing Trust
 Safe Passage
 Salvation Army Lewiston
 Sojourners’ Alliance
 St. Vincent de Paul North Idaho
 Union Gospel Mission



SOUTHEAST:

Aid For Friends
 American Falls School District
 Bannock Youth Foundation
 Cassia County Joint School District
 CLUB
 Community Resource Center of Teton Valley
 Eastern Idaho Community Action Partnership
 Family Services Alliance

Gateway Habitat for Humanity of Pocatello
 Habitat for Humanity of the Magic Valley
 Idaho Falls Rescue Mission
 Jerome Joint School District
 Mini-Cassia Shelter, Crossroads Harbor
 Minidoka School District
 NeighborWorks Pocatello
 Oneida Crisis Center
 Promise Ridge
 South Central Community Action Partnership
 Southeastern Idaho Community Action Partnership
 The Mahoney House
 Twin Falls Optimist Youth House
 Voices Against Violence



Participating Organizations

SOUTHWEST:

Advocates Against Family Violence

Astegos.org

Boise Public Schools Foundation

CATCH

Community Council of Idaho

Corpus Christi House

Education Foundation for Joint School District

El Ada Community Action Agency

Emmett Independent School District

Faces of Hope Foundation

First Story

Giraffe Laugh Early Learning Centers

Good Samaritan Home

Home Partnership Foundation

Hope House

Idaho Anti-Trafficking Coalition

Idaho Suicide Prevention Hotline

Idaho Tiny House Association

Idaho Youth Ranch

Interfaith Sanctuary

International Rescue Committee

JEMfriends, Inc.

LEAP Charities

Nampa School District

NeighborWorks Boise

NWRECC Stepping Stones

One Stone

Salvation Army Nampa

Shepherd's Home

St. Vincent de Paul Southwest Idaho

The Community Builder

The House Next Door

The Jesse Tree of Idaho

Trinity New Hope

Village Charter School

Women's and Children's Alliance



Generously Sponsored by:

PLATINUM: Idaho Housing and Finance Association, Regence
Blueshield of Idaho, Wells Fargo

SILVER: Academy Mortgage, Micron Technology, Mountain West Bank,
Stifel, The Hawkins Family Foundation

BRONZE: Barclays, Boise Housing Corporation, First Interstate Bank, Idaho
Central Credit Union, Magellan Health, New Beginnings Housing, Northwest
Integrity Housing, Skinner Fawcett LLP, The Housing Company

FRIENDS: Alliance Title & Escrow, Bank of Commerce, Citizens Community Bank,
Commonwealth Agency, Essent Guaranty, Fairway Independent Mortgage Corporation,
Federal Home Loan Bank of Des Moines, Guild Mortgage Company, Idaho Mortgage
Lenders Association, Landmark Promotions, P1FCU, Saint Alphonsus Health System, TAO
Idaho, Teton Valley Real Estate, The Pacific Companies, TitleOne, Valbridge Property
Advisors, Westcor Land Title Insurance Company, Wright Brothers

Grand Prizes

Each nonprofit organization is only eligible for one prize in each category of Most Donors and Most Money Raised in either the statewide or regional leaderboards from gifts received online or offline during the campaign. Unique donors are identified by email address only.

Statewide Leaderboard for Most Donors and Most Raised

First Place: \$5,000 each

Second Place: \$4,000 each

Third Place: \$3,000 each

Regional - North, Southwest and Southeast for Most Donors and Most Raised



First Place: \$3,000 each

Second Place: \$2,000 each

Third Place: \$1,000 each

Challenge Prizes - \$1,800 available to all!

Each nonprofit organization is only eligible for one of each Challenge Prize from unique gifts received online. Offline gifts will not be counted towards these prizes (except Surpass the Past.)

Unique donors are identified by email address only.

- **Early Birds:** \$500 to each nonprofit that receives at least 12 gifts by 12 noon on 12/12 (Day 1).
- **Weekend Warriors:** \$300 to each nonprofit that receives at least 12 gifts during a single weekend.
- **Domestic Dozen:** \$300 to each nonprofit that receives donations from 12 or more U.S. states.
- **Surpass the Past:** \$500 to each nonprofit that receives more gifts in 2019 than they did in 2018. New and returning organization must have a minimum of 10 gifts to qualify, online and offline gifts count.
- **Social Media Marvels:** \$200 to each nonprofit that posts at least 10 times on Facebook using #AvenuesforHope.

Challenge Prizes

- **Random Daily Drawings:** One donor will have \$100 added to their donation every weekday of the campaign. A random drawing will be held each weekday around noon from donations made during the previous 24-hour period or weekends on Mondays.
- **Peer-to-Peer Peeps:** \$500 to the organization in each region with the most peer-to-peer fundraising champions that raise a minimum of \$100 each.
- **Recurring Giving Victors:** \$500 to the organization in each region with the most donors who enroll to make recurring donations after the live campaign ends.
- **Surprise Prizes:** May be added or announced at any time and will typically be communicated via email and/or on Facebook.

New Features

- Recurring Gifts

- Allows donors to schedule donations on a monthly, quarterly or annual basis.
- OR, they can choose a final total to give and segment the donations over time.
- *Only gifts paid in December will be counted for Avenues for Hope.*

- Donor Advised Funds

- If you are a fund holder at a Donor Advised Fund, you are able to donate using that account.
Important: please be sure to provide the name listed on the fund account.
- *Only gifts verified by noon (MT) December 31st will be counted for Avenues for Hope.*

- “Everyone Wins” Fund

- Donors will have the option to make a general gift that will be split among all participating nonprofits.

Admin Dashboard

Get very familiar with this page!









Avenues for Hope

December 12, 2019

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Avenues for Hope.

-  Add Your Organization's Info >
-  Add Your Story >
-  Get Verified to Collect Donations >
-  Add Donation Levels >
-  Add a 'Thank You' Message >
-  Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors. >



Get Prepared



Time to launch

24

days

Donation Tools

-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [Embed a Donate Button](#)

Other Actions

-  [Engagement Opportunities](#)
-  [Add External Fund](#)
-  [View Registration Info](#)
-  [View Your Profile](#)

Share Your Page

<https://www.avenuesforhope.org/organizations/the-h>



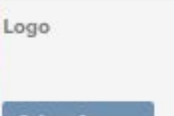
[View Your Page](#)

Adding your Home Partnership Match (1 of 2)



Your page administrator needs to manually add this match before the campaign begins in order to qualify for these funds. No exceptions will be made.



Logo	Sponsor Name
	<input type="text" value="Home Partnership Foundation"/>
<input type="button" value="Select Image"/>	
<input type="button" value="Remove"/>	URL (optional)
<small>Tip: Disable adblockers on this page for the best logo uploading experience.</small>	<input type="text" value="www.HomePartnershipFoundation.org"/>
	Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)
	<input type="checkbox"/> Keep Sponsor Anonymous
Match Name	
<input type="text" value="Pave the Way Match"/>	

Adding your Home Partnership Match (2 of 2)

Description

The Home Partnership Foundation will provide a \$1 for \$1 match for gifts totaling \$3,000 for each participating organization.

Total Matching Funds Available: \$3,000

Maximum Match per Individual Donation: N/A

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

Please note that times are in **Eastern Time**.
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern): N/A

Donation Matching End Time (Eastern): N/A

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (You can always edit them later if needed.)


How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

Embeddable Donation Form

Customize the “Button Text”, pick a button color, copy the code to your website.



The Home Partnership Foundation Inc

- Home
- Giving Days
- Reports
- Manage Organization

Configure Your Donation Button


Step One: Add a GiveGab donation button to your website for:

Avenues for Hope

Step Two: Choose the text

Donate Now

Step Three: Choose the color

#8CC640 

Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are real donations. Your credit card will be charged.

[Donate Now](#)

Step Four: Copy and paste this code into your website

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js">
</script><button class="givegab-button" data-campaign-id="60163" data-
host="https://www.givegab.com" data-org-id="442296" data-preview=""
style="background-color: #8CC640;">Donate Now</button>
```

[Copy to Clipboard](#)

Tracking Your Donations

Can you add an example of how nonprofits can view the donations they've received.




Logan's Pups

- [Home](#)
- [Fundraising Campaigns](#)
- [Events](#)
- [Giving Days](#)
- [Reports](#)
- [Manage Organization](#)

Admin Dashboard

Current Plan
Engage

Giving Days

 DAY OF GIVING	Giving Day! November 13, 2019
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[View All Giving Days](#)

Fundraising Campaigns

	It's A Dogs World December 11, 2017 \$ \$20,467.22 Raised	View Manage Edit
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[View All Campaigns](#)

Fundraising Events

	2018 Summer Gala	View Manage Edit
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Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Add Engaging Visuals
5. Empower Ambassadors
6. Prepare Communications
7. Review Your Campaign
8. Create A Stewardship Plan

Do you have defined goals?

Your Avenues for Hope goals can go beyond dollars raised:

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

Organizations with goals for their campaign raised 200% more than those who didn't!

Is your story authentic?

- Focus on a specific person, program, initiative, etc.
 - How do donors make these stories possible?
 - Can share a new story every day
- Include photos, graphics, and key statistics
- Make sure your story reflects your initial goals
- Keep it consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!

Telling a Captivating Story

- Authentic & emotional
- Easy to understand
- Centered on people - supported by data
 - Highlight a specific impact in dollars and cents
- Connect to the communities you serve
- Makes readers feel like they can make a difference!
- Consistent throughout all of your channels
- COPE - Create Once, Post Everywhere

Are your calls to action clear?

- Include a link to your Avenues for Hope profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference during Avenues for Hope
- Cater your calls to action to different goals and audiences
 - Fundraise! Donate! Volunteer! Join! Subscribe!

Are you featuring visual content?

- On your Avenues for Hope Profile...
 - Cover Photo & Logo
 - Story Photos or Infographics
 - Donation Levels
 - Embedded Video
- Across your digital platforms...
 - On your website and Social Accounts
- In Your Communications...
 - Emails & Social Media Posts

**Visuals help tell
your story and
increase online
engagement!**

Asset Checklist

- Images
 - 5-10 Photos of your mission in action
 - Stock Photos that encapsulate your mission
 - Avenues for Hope Logo added to shareable content
- Videos
 - Host on YouTube or Vimeo for easy sharing
 - Thank You Video
- Infographics
 - Highlight donor impact & data
- Testimonials
- Last year's impact

Are your ambassadors prepared?

- Identify your Avenues for Hope Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Avenues for Hope Nonprofit Toolkit!
- Communicate your goals and campaign game plan
 - Break down tasks into manageable responsibilities

Do you have a communications plan?

- Plan your online communications ahead of Avenues for Hope
 - Announcement/Save The Date
 - Campaign Countdown
 - Daily Updates
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
 - Organization Website
 - Ambassador Sharing
- Customize the templates, guides, and graphics in your Avenues for Hope Nonprofit Toolkit for the perfect plan!

Preparing Your Outreach Strategy

- Create consistent SHAREABLE content
- Send out a call for Giving Campaign Ambassadors
- Multi-Channel Outreach
 - Email
 - Social Media
 - Direct Mail
 - Phone
- Clear calls to action

Other Social Media Ideas

- Boost your posts on Facebook
- Customize your profiles with AFH cover images
- Join the community. #AvenuesForHope
- Connect with Avenues for Hope and others:
 - Facebook: <https://www.facebook.com/AvenuesforHope> and <https://www.facebook.com/HomePartnershipFoundation/> and <https://www.facebook.com/idahohousing/>
 - Instagram: <https://www.instagram.com/avenuesforhope/> and <https://www.instagram.com/idahohousing/>
 - Twitter: <https://twitter.com/AvenuesforHope> and <https://twitter.com/IdahoHousing>

Need help? Contact Us.

- IHFA Marketing and Communications
 - Jason Lantz: jasonl@ihfa.org
 - Bailey Hughes: baileyh@ihfa.org
- Home Partnership Foundation / Avenues for Hope
 - Deanna Ward: deannaw@ihfa.org

Are you campaign confident?

- Review your game plan and Avenues for Hope profile
 - Is your profile complete? Does it reflect your goals and mission?
 - Are your communications ready? Are they clear and concise?
- Are you promoting your Avenues for Hope profile consistently across all of your digital platforms?
- Try going through the process as if you were a donor, from the first point of access to donation success!

How will you thank your supporters after the campaign?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Giving Campaign thank you email to your organization's email list
- Follow up with donors for more personal stewardship
 - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!

Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Avenues for Hope Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

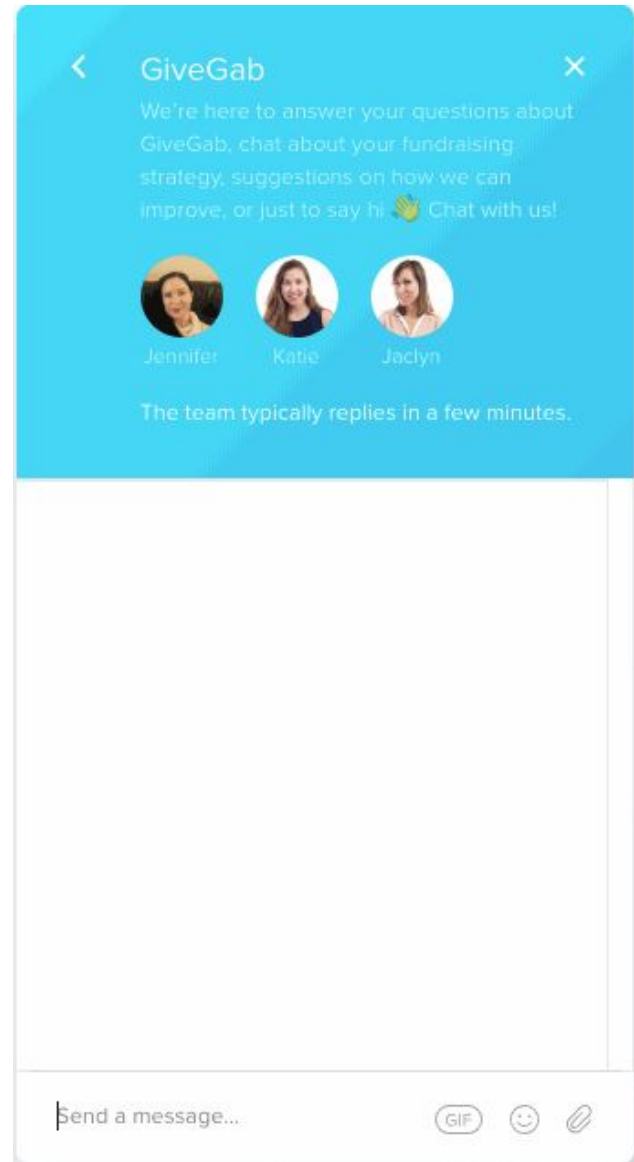
CustomerSuccess@givegab.com

- 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 the **AvenuesforHope** Facebook page, we like YOU!
 - Don't forget to use **#AvenuesForHope** in all posts
- Check your inbox for a quick survey and important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Set up your Match!

Questions?



Dec. 12 - Dec. 31