

Final Steps to Success

December 12-31



Submit Your Questions!

This is being recorded. The recording will be available on the [trainings](#) page soon.

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

Introduce yourself in the Chat! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Meet the Team



Claire Ripley

Associate Project Manager



Cianne Maloney

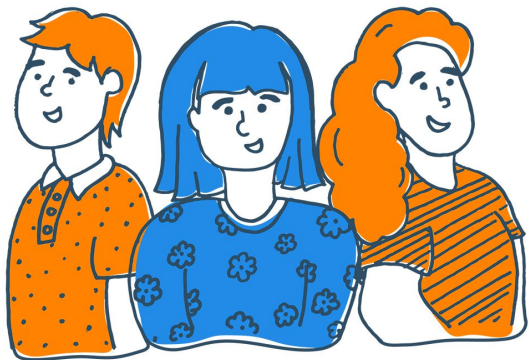
Associate Project Manager

Agenda



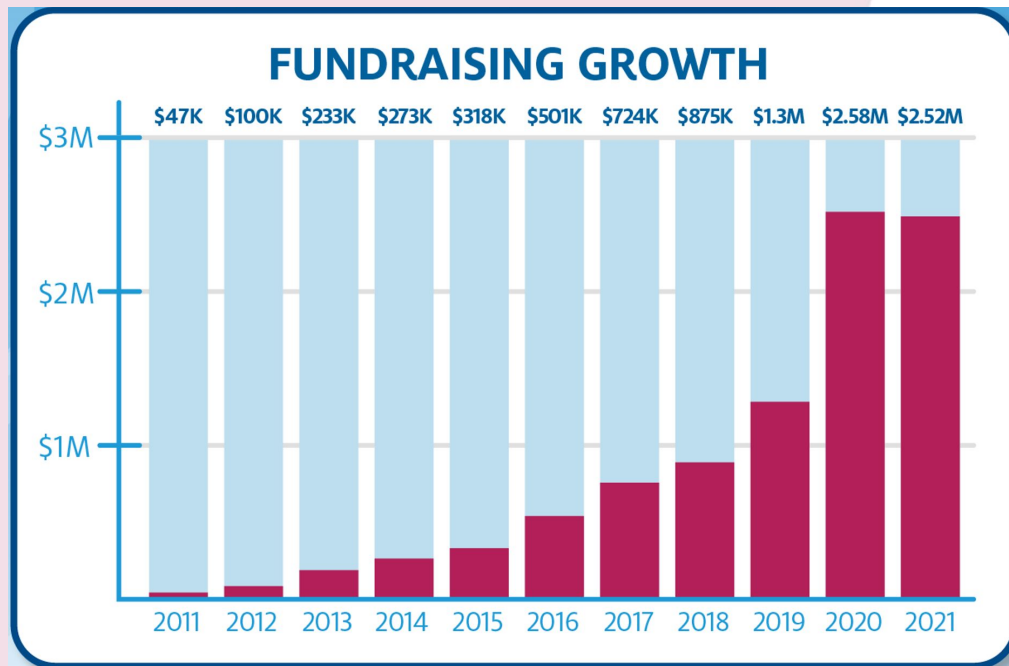
- **Avenues for Hope Updates & Reminders**
- **Your Checklist for Success**
- **After Avenues for Hope**
- **Next Steps**
- **Q&A**

Updates and Announcements



- **AvenuesforHope.org**
- December 12-31, 2022
- 8:00 AM MST / 11:59 PM MST
- History & 2022 Goal
- Offline Gift Details
- Prizes
- New: Pre-Campaign Prize

11 Years = \$9.5M!



2022 Goal - \$3M!



Offline Gifts

- Add offline gifts received during the month of December 2022 to your campaign
- *Save a copy of offline gifts in case we need to do a post-campaign audit*
- *Cash, checks and grant award agreements dated in the month of December 2022 qualify.*

2022 Change:

Offline gifts must be added via your Admin Dashboard by Friday, December 30th by 6 p.m. MT.

No offline gifts will be accepted after this deadline.

Prizes

Grand Prizes:

- Most Raised and Most Donors
 - Statewide - \$5,000, \$4,000, \$3,000
 - Regional (N/SW/SE) - \$3,000, \$2,000, \$1,000

Every organization can qualify:

- Early Bird - \$500
- Surpass the Past - \$500
- Weekend Warriors - \$250
- Domestic Dozen - \$250
- Everyone Wins Fund

Sur"Prizes" will be announced during the campaign!

View the Prizes page for complete details:

<https://www.avenuesforhope.org/prizes>



New: Pre-Campaign Prize

You could win one of 20 “Elevator Pitch”

\$100 prizes by submitting a video:

Help us help you gain more visibility during Avenues for Hope!
Please submit a 1 minute video that outlines:

- Who you are (Organization name)
- Who you serve (Idaho location, types of clients)
- How the money raised from this campaign will be used & why it's crucial right now (“Donations received from Avenues for Hope will...”)
- Where people can learn more about you (website, social media, etc)
- Have fun, be creative and informative!

Goal: Reach new donors and build an emotional connection.

Video instructions:

- Must be 60 seconds or less.
- Please shoot the video with either your phone or using your computer camera.
- If you use your phone, shoot the video horizontally.
- Use 1080p (HD) resolution.
- Do NOT use UHD, 2K, or 4K.
- Upload your video [here](#):

<https://ihfa.filecamp.com/s/yK47DoufBUxAA3ku/u>

- **Must upload video by Friday, December 2, to be eligible to win a prize.**
- Please email marcomm@ihfa.org if you have any issues creating and/or uploading your video.
- Videos may be shared publicly on Social Media, IHFA/HPF/AFH Websites and possibly with news media.

Thank you Sponsors!

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors

- Barclays
- Boise Housing Corporation
- Bonial & Associates / National Bankruptcy Services, LLC
- Fairway Independent Mortgage Corporation
- First Interstate Bank
- HAWLEY TROXELL
- Idaho National Laboratory
- Idaho Power Company
- IL Group / OSC Insurance Services
- Mountain West Bank
- New Beginnings Housing
- Northwest Integrity Housing
- PacificSource Health Plans
- Saint Alphonsus
- Skinner Fawcett LLP
- Thomas Development Co.

Friends

- Bank of Commerce
- Citizens Community Bank
- Eide Bailly
- Essent Guaranty
- Evergreen Home Loans
- Gerald M. Hunter
- Intermountain Gas Co.
- P1FCU
- TAO Idaho
- TitleOne
- Tito's Handmade Vodka
- Valbridge Property Advisors
- WaFd Bank
- Westcor Land Title Insurance Company

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Are you able to accept donations?



Get Verified to Collect Donations

Status: Incomplete

Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

Will you have cash or check gifts?

- Add cash and check donations to your Avenues for Hope totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a fundraiser
- Receipts can be sent to donors when an email address is included
- *Please save a copy of offline gifts in case we need to do a post-campaign audit*

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Remember: Offline gifts must be added by Dec. 30th at 6 p.m. MT

Is your profile complete?

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?
- Invited your fundraisers?



Is your profile complete?



We are Boise's only year-round day shelter. Our mission is to ease the burden of being homeless. We provide a place for people to get out of the weather, take a shower, wash their laundry, pick up mail, use the phone, eat, and be part of a



\$25

Transportation: We provide over \$10,000 in bus passes each year.



\$50

Food: We offer three meals a day which costs over \$32,000 per year.



\$100

Water & Shelter: We offer showers and daytime shelter from the heat & cold.

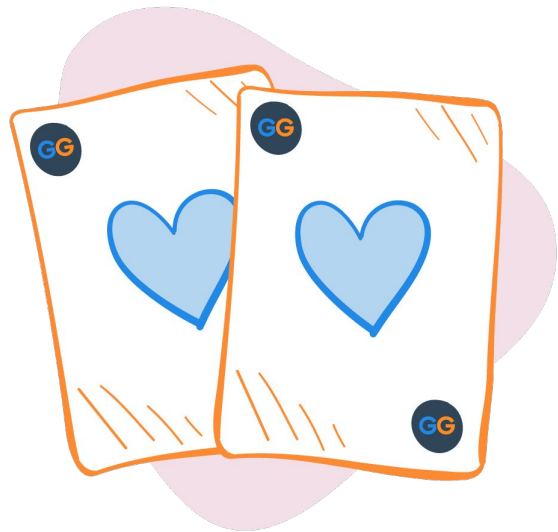


\$500

Angel Donor: Assist us in special purchases & repairs including computers.

CHOOSE YOUR OWN AMOUNT

Have you secured a matching gift?



- **Why?**
 - Organizations who set up a Match or Challenge raise on average 8x more
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges your Avenues for Hope profile
- ✓ Verify your match setup with GiveGab support
- ✓ Curate communications to highlight your match

Do you have ambassadors?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be an ambassador or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the [Avenues for Hope Fundraiser Guide](#)
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Do you have a communications plan?

- Plan your online communications ahead of the campaign
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Avenues for Hope Nonprofit Toolkit



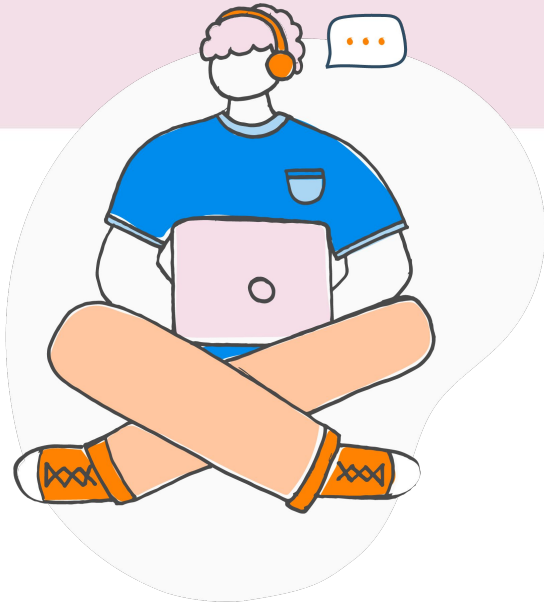
How will you communicate?



- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

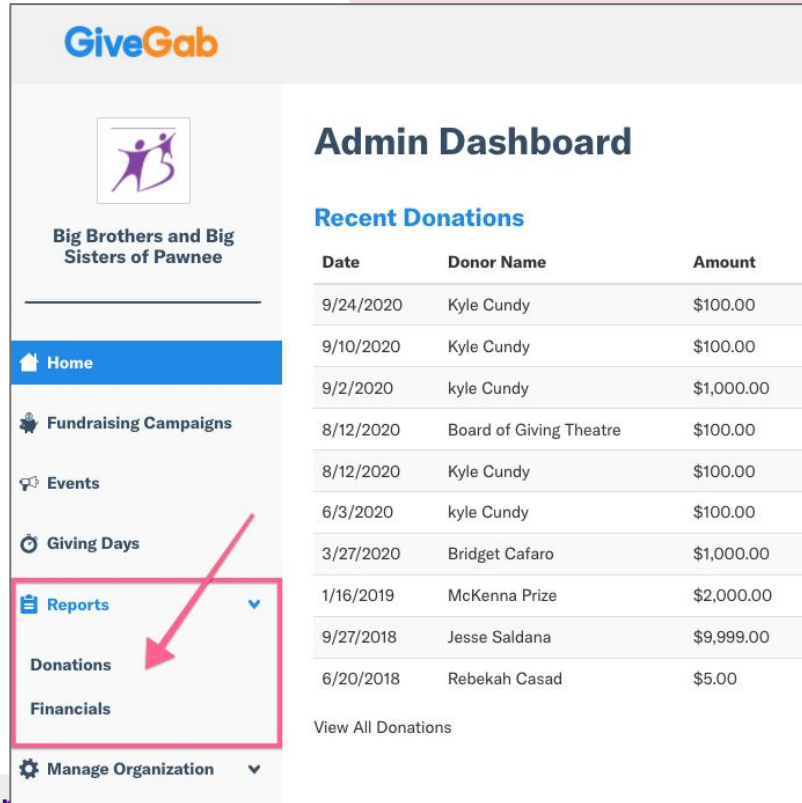
Post-Avenues for Hope Success

How will you get your donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
- Reference your **new** Financials report to reconcile deposits!

Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee


Admin Dashboard

Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)

Filtering Your Data



Pawnee Public Library

Home

Pawnee Gives (Support)

Reports ▾

Donations

Manage Organization ▾










Donations



Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


▾ ▾ ▾


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

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 [Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for **Pawnee Public Library** 

How will you thank your donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



'Thank You' Resources

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



Next Steps

Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors
- Take advantage of prizes

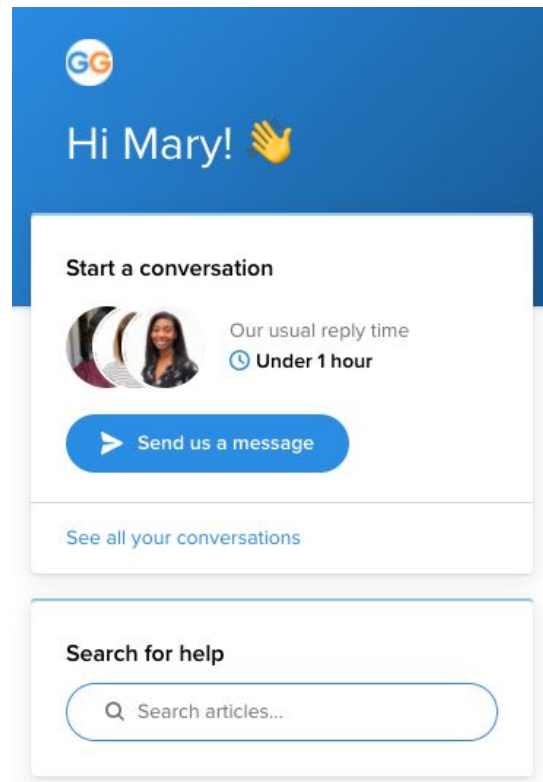
Final Checklist


- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Avenues for Hope on Social Media and use #AvenuesForHope Hashtag
 - Facebook: <https://www.facebook.com/AvenuesforHope>
 - Twitter: <https://twitter.com/AvenuesforHope>
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Questions?



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