

# 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 Send



# Meet the Team



**Claire Ripley**

Associate Project Manager



**Cianne Maloney**

Associate Project Manager



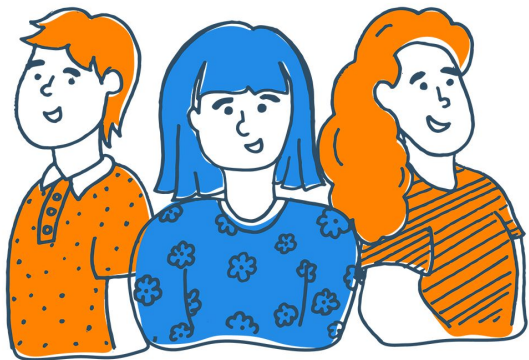
# Agenda



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



# Updates and Announcements

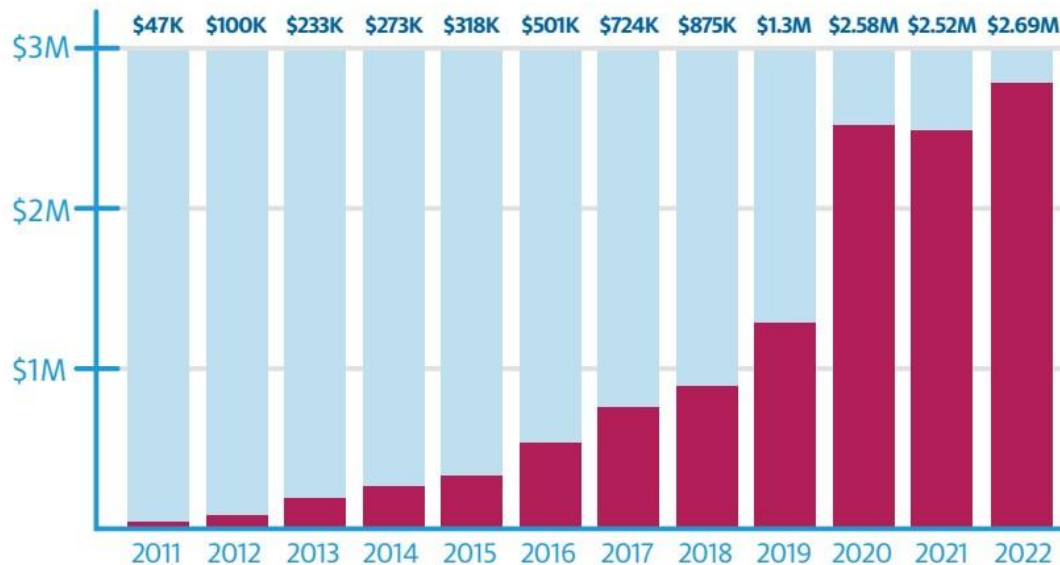


- **AvenuesforHope.org**
- December 12-31, 2023
- 8:00 AM MST / 11:59 PM MST
- History & 2023 Goal
- Offline Gift Details
- Prizes
- New: Pre-Campaign Prize



# 12 Years = \$12.2M!

## FUNDRAISING GROWTH



2023 Goal - \$3M!





# Offline Gifts

- Add offline gifts received during the month of December 2023 to your campaign
- Offline gifts do not count toward most prizes, only final totals for Grand Prizes
- *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 2023 qualify.*

## **Important:**

***Offline gifts must be added via your Admin Dashboard by Friday, December 29th 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>



*Prizes winners are posted on the prizes page and will be added to your campaign total after midnight 12/31.*



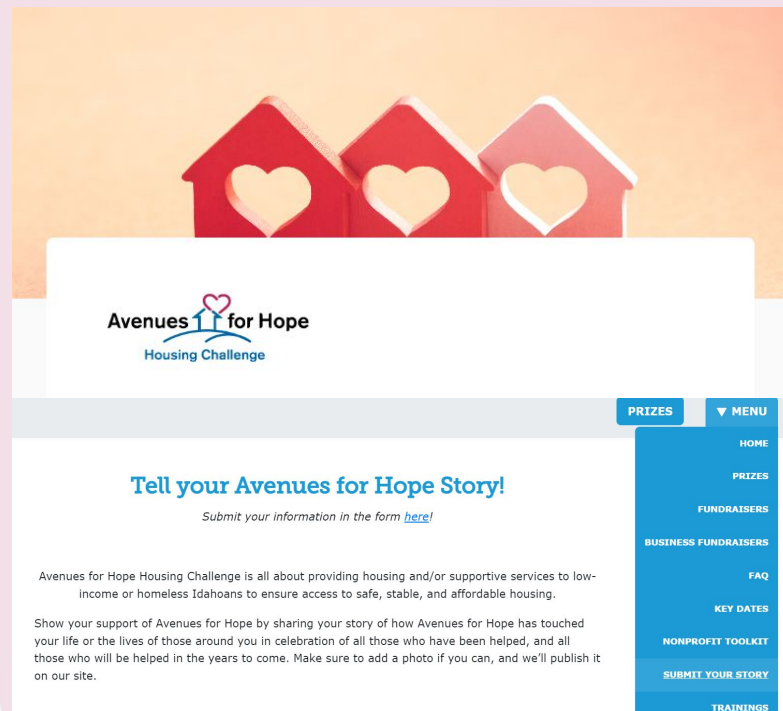
# New: Pre-Campaign Prize

**You could win a “Savvy Story” \$100 prize by submitting a story before noon 12/11:**

Help gain more visibility during Avenues for Hope for your organization! The New Story Manager is open to anyone!

- [Submit your Story Here](https://www.avenuesforhope.org/info/stories) or via Avenues for Hope menu: <https://www.avenuesforhope.org/info/stories>
- Showcase a client, organization or success story
- Include a photo
- Be brief, but creative and informative
- Prizes will be randomly selected 12/11 and awarded to the organization designated in the stories submitted
- Each organization can only win one prize

**Goal:** Educate site visitors and build an emotional connection.





# Thank you Sponsors!

## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors

- Bank of Commerce
- First Interstate Bank
- HAWLEY TROXELL
- Idaho Power Company
- IL Group / OSC Insurance Services
- New Beginnings Housing
- Northwest Integrity Housing
- PacificSource Health Plans
- Saint Alphonsus
- Skinner Fawcett LLP
- Thomas Development Co.
- Washington Trust Bank

## Friends

- Citizens Community Bank
- Evergreen Home Loans
- First American Title Insurance
- Gilmore Bell
- Gerald M. Hunter
- Guild Mortgage
- Intermountain Gas
- Idaho National Laboratory
- Landmark Promotions
- ProLink Solutions
- Synergy One Lending
- TitleOne
- 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

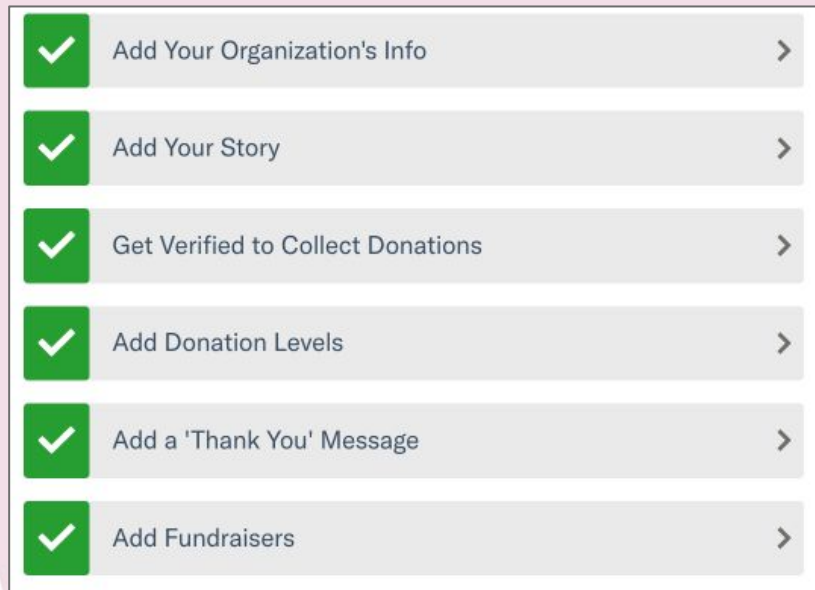
**Remember:** Offline gifts must be added by Dec. 30th at 6 p.m. MT



# 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?



**\$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.*

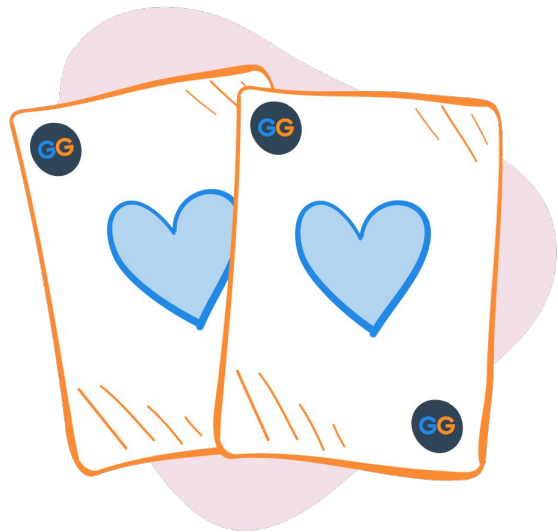
**CHOOSE YOUR OWN AMOUNT**



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



# 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?



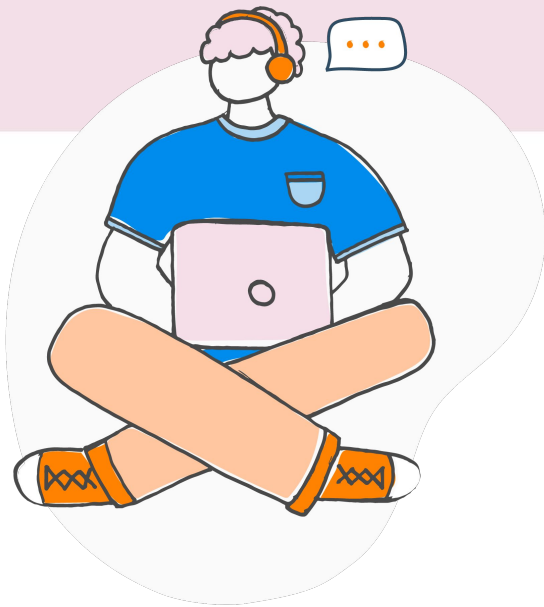
- Utilize multiple online channels
  - Social Media
  - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tips:**
  - Create QR codes for your profile
  - Always include #AvenuesForHope



# Post-Avenues for Hope Success



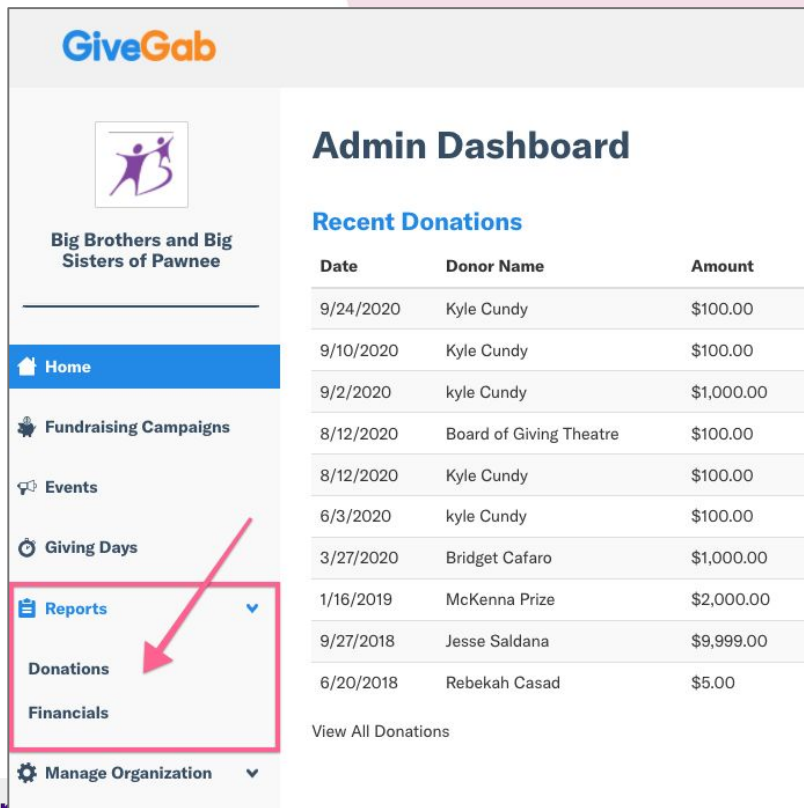
# How will you get your donations?



- 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](#)

**Navigation Menu:**

- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports** (highlighted)
- Donations
- Financials
- Manage Organization





# Filtering Your Data




**Pawnee Public Library**


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 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](#)


All Giving Days & Community Giv ▾


All Campaigns ▾




Any Donation Type ▾

 Start















 End




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
<div>  Page 2 of 2</div> <div> <a href="#">Export CSV</a> <a href="#">Edit Bank Account Info</a></div>				

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

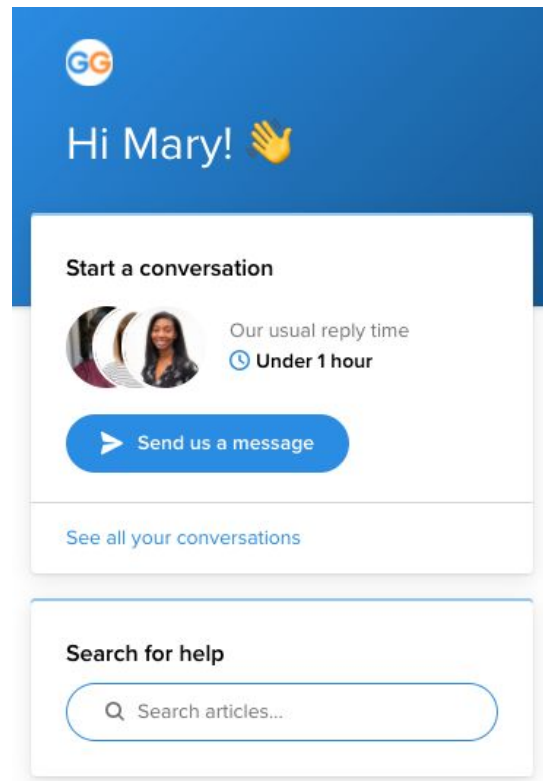
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Avenues for Hope on Social Media and use #AvenuesForHope Hashtag
  - Facebook: <https://www.facebook.com/AvenuesforHope>
  - Twitter:/X <https://twitter.com/AvenuesforHope>
- Watch on-demand training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






# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto: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?



**Save the Date!**

## ***Campaign Celebration***

- January 30, 2024
- 4:00 - 6:00 p.m.
- Idaho State Museum



*December 12-31, 2023*