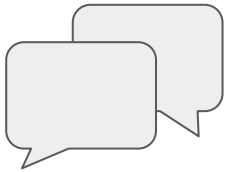
GiveGab®

Final Steps to Success

Give BIG
GALLATIN VALLEY

Submit Your Questions!

Chat Box



Q&A

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

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Agenda

- Give Big Gallatin Valley Updates & Reminders
- Your Checklist for Success
- After Give Big Gallatin Valley
- Your Nonprofit Resources
- Next Steps
- Q&A

Updates & Reminders

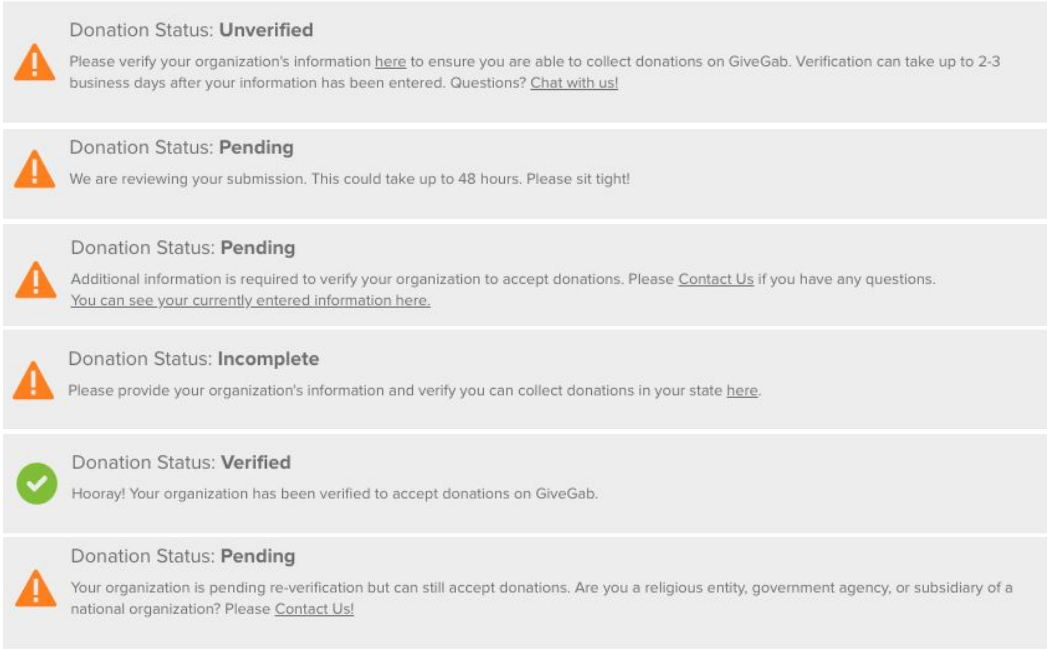
- **GiveBigGV.org | May 6 - 7, 6 pm - 6 pm MT**
- Donations Open May 5, 6 pm/ Close May 9, 11:59pm MT
- Prizes
- Tagboard

Your Success Checklist

- ☑ Ready for Donations?
- ☑ The Perfect Profile
- ☑ Matches/Challenges
- ☑ Engage Ambassadors
- ☑ Prepare Communications

Are you donation ready?

- Check your verification status on your admin dashboard



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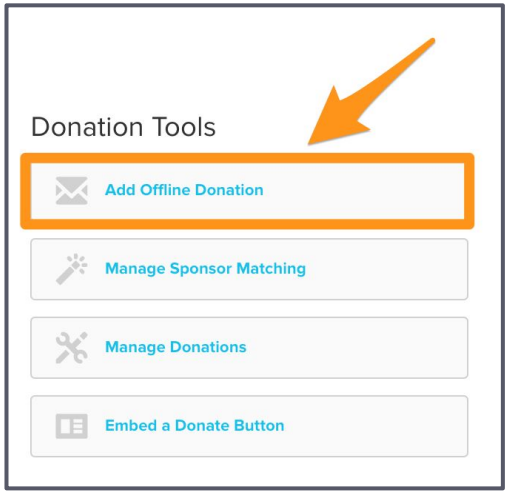
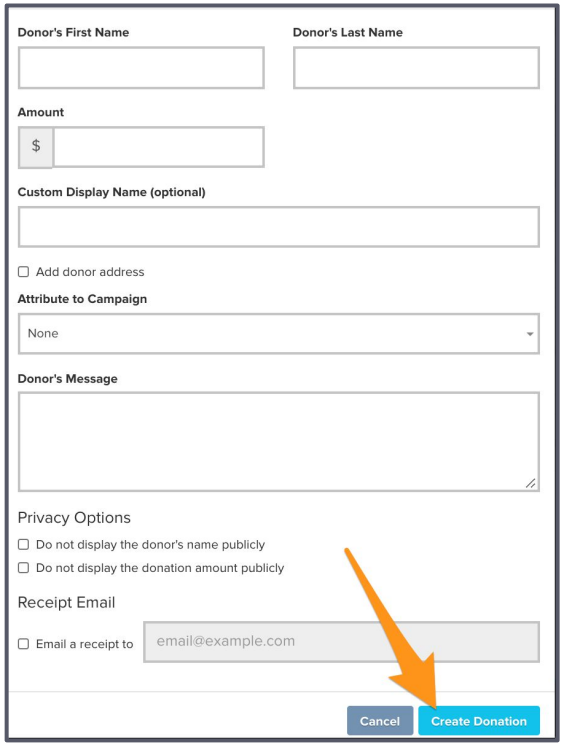
Do you have cash/check gifts?

- Add cash/check donations as offline gifts





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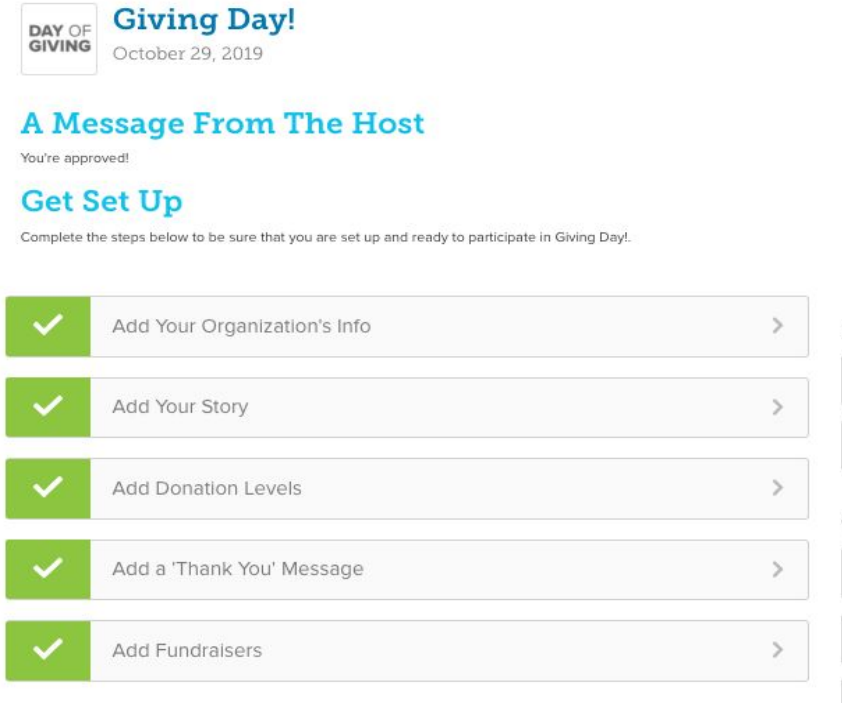
Is your profile completed?

- 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?



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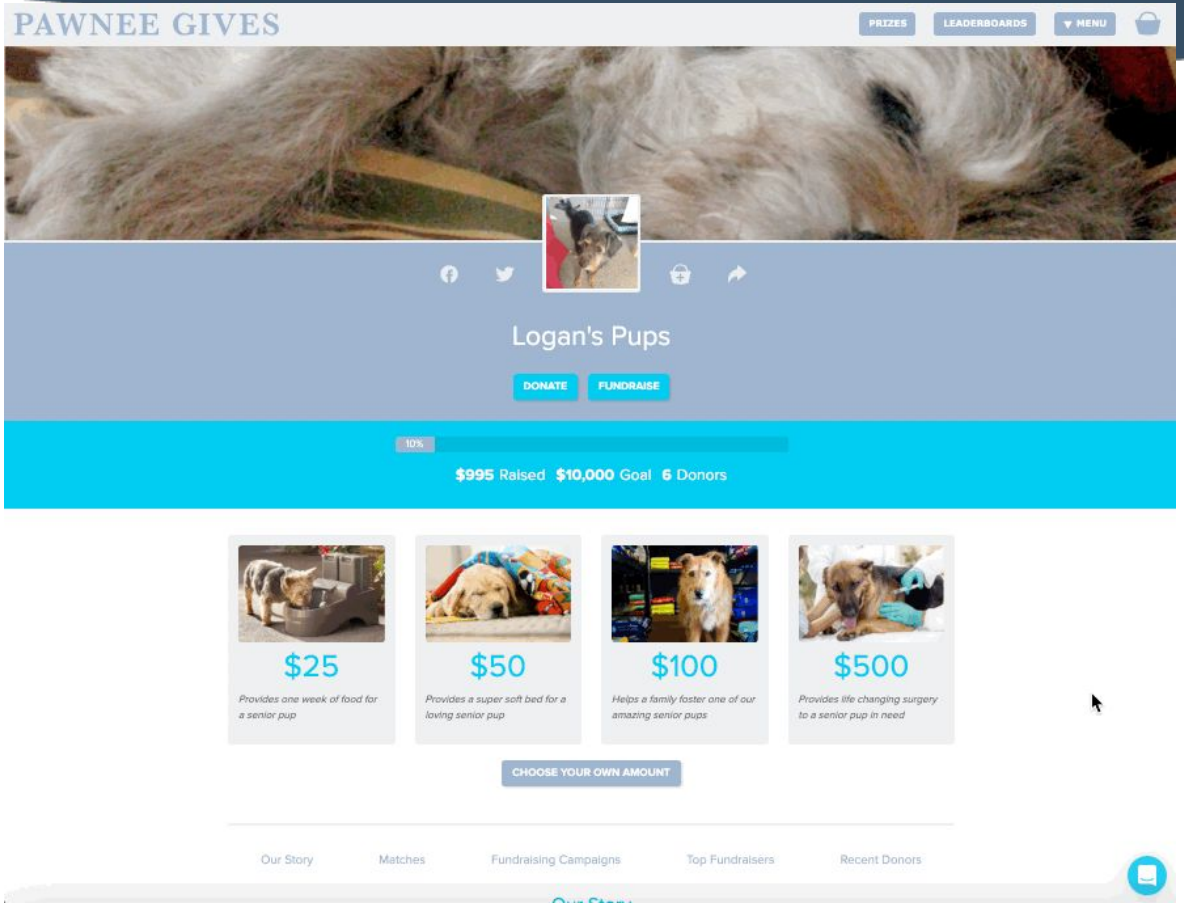
Is your profile completed?



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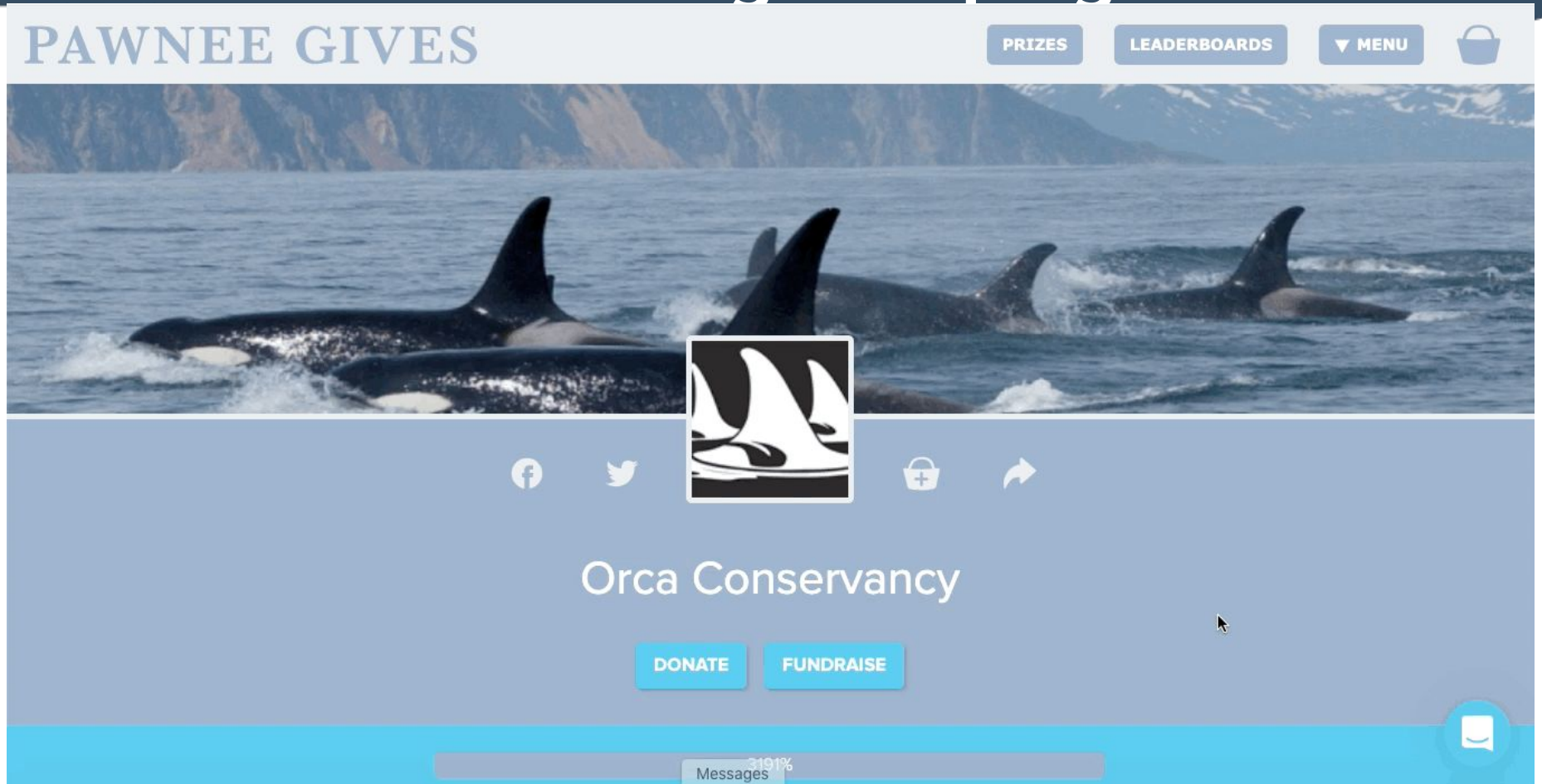
Support Areas

- **What's a "Support Area"?**
  - Create designated campaigns for donors to support during Give Big Gallatin Valley, allowing your profile more flexibility, and your donors to contribute to a specific area or need. For example, a school could set up a Fundraising Campaign to furnish one of its classrooms; or a nonprofit could set one up to kickstart a project.
- **How can I use them?**
  - Create as many as you like to represent the different areas of fundraising during the giving day. You can also set up a P2P or Matching Gift campaign WITHIN your Support Area Fundraising Campaign.
- **Tell me more...**
  - These totals roll up into your profile stats, just like P2P pages.
  - Donors can designate their gift to one of your support areas right in their donation form!

Support Area Details

- Customize Support Areas to the specific campaign or program
- Invite supporters to do Peer-to-Peer (P2P) Fundraising and create Matching Gift Campaigns specific to a Support Area
- Your donor reports will reflect the area your donor gave to
- Donors can give directly through a support area profile, or they can select one via dropdown in the gift basket

“Fundraising Campaigns”



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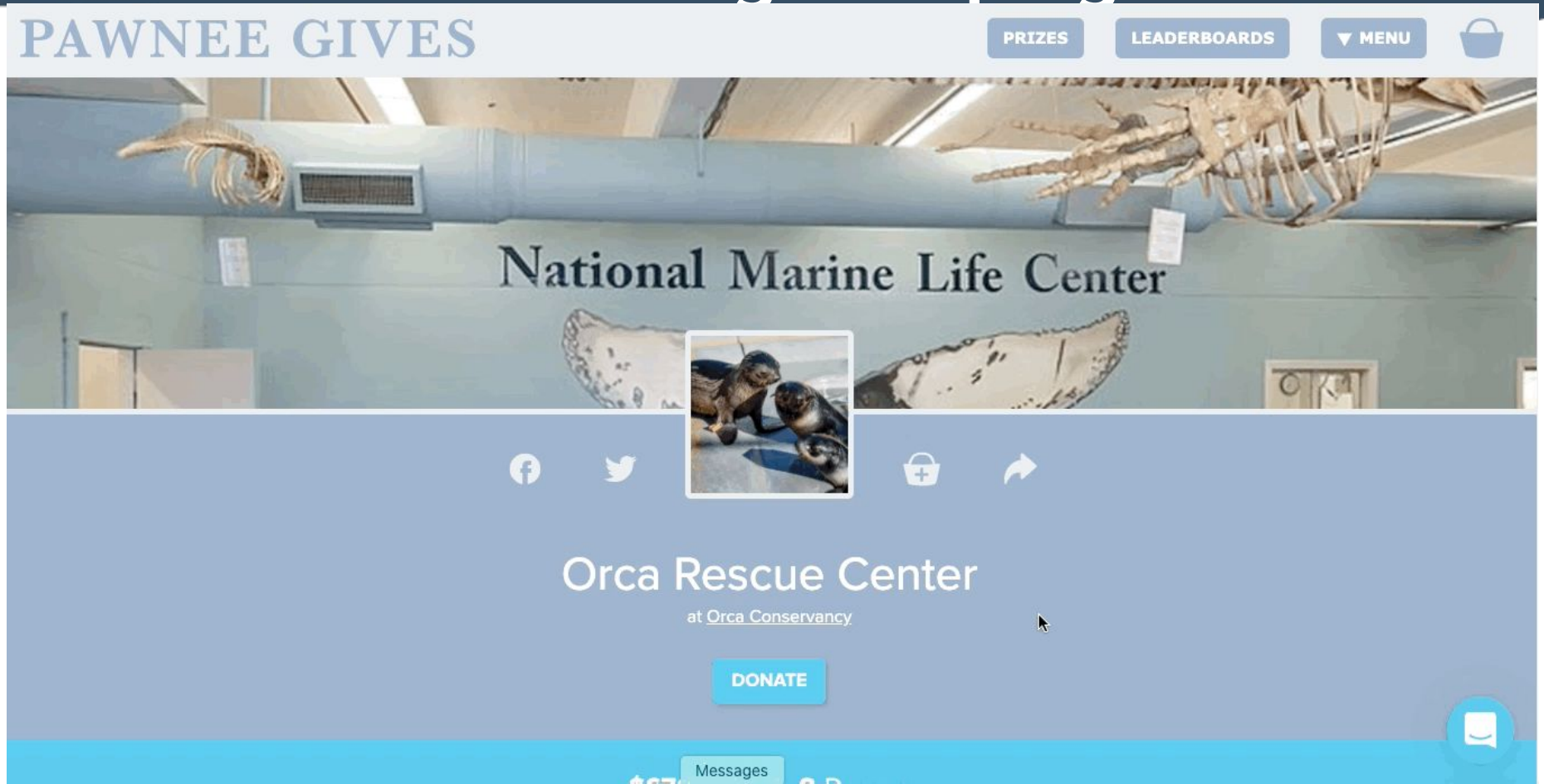
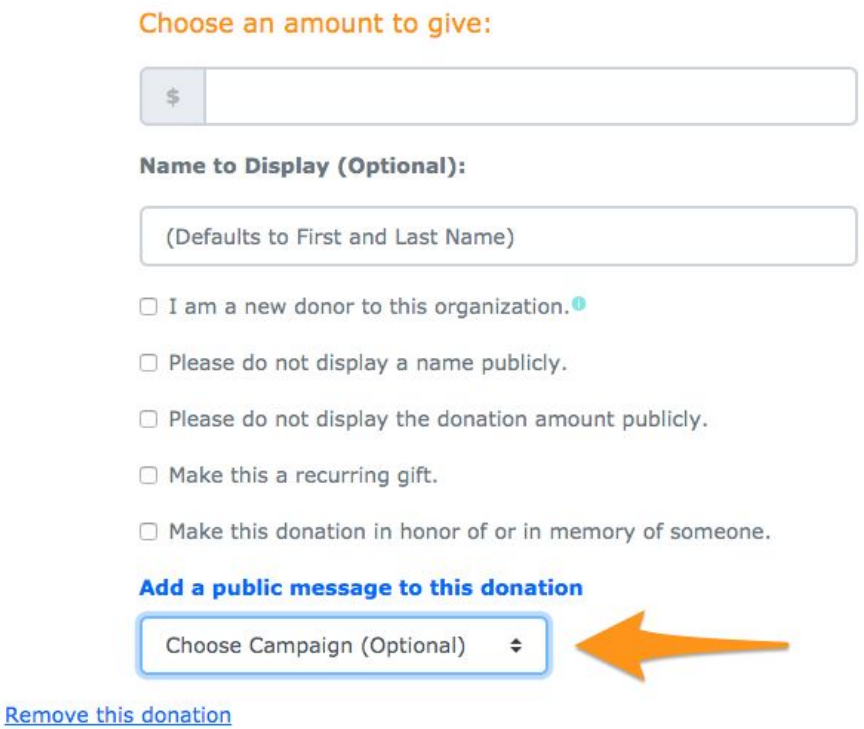


Support Area in Donation Form



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Have you secured a match yet?

- Identify your match/challenge sponsors
- Set up creative matches to draw donor attention
  - Visit our Matching Challenges video and slides on the training page for examples and instructions on how to set up matches on your profile
- Strategize with your team to make the most of your matches
  - Set up time slots for your matches
  - Credit the sponsors and send social media blasts

Do you have matches/challenges?

- Identify your match/challenge sponsors
- Promote your match/challenge opportunities

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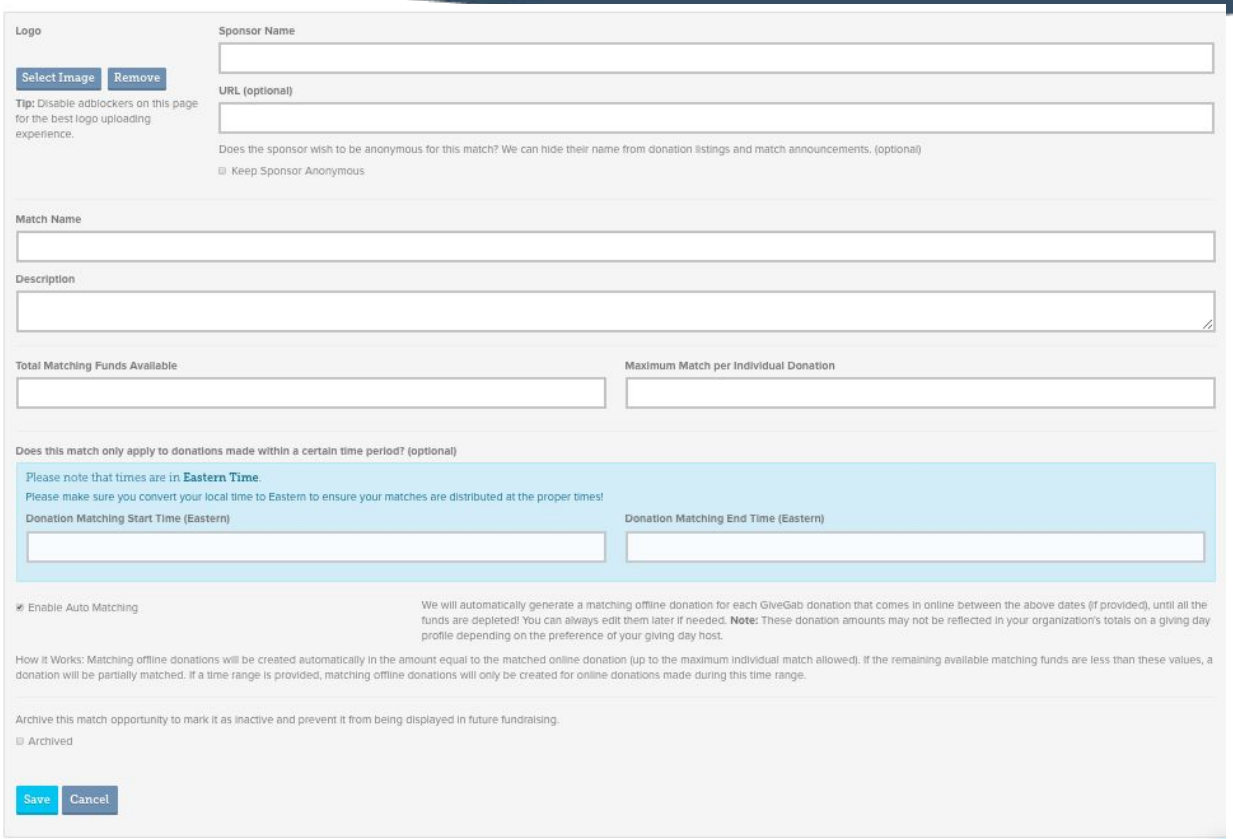
Do you have matches?



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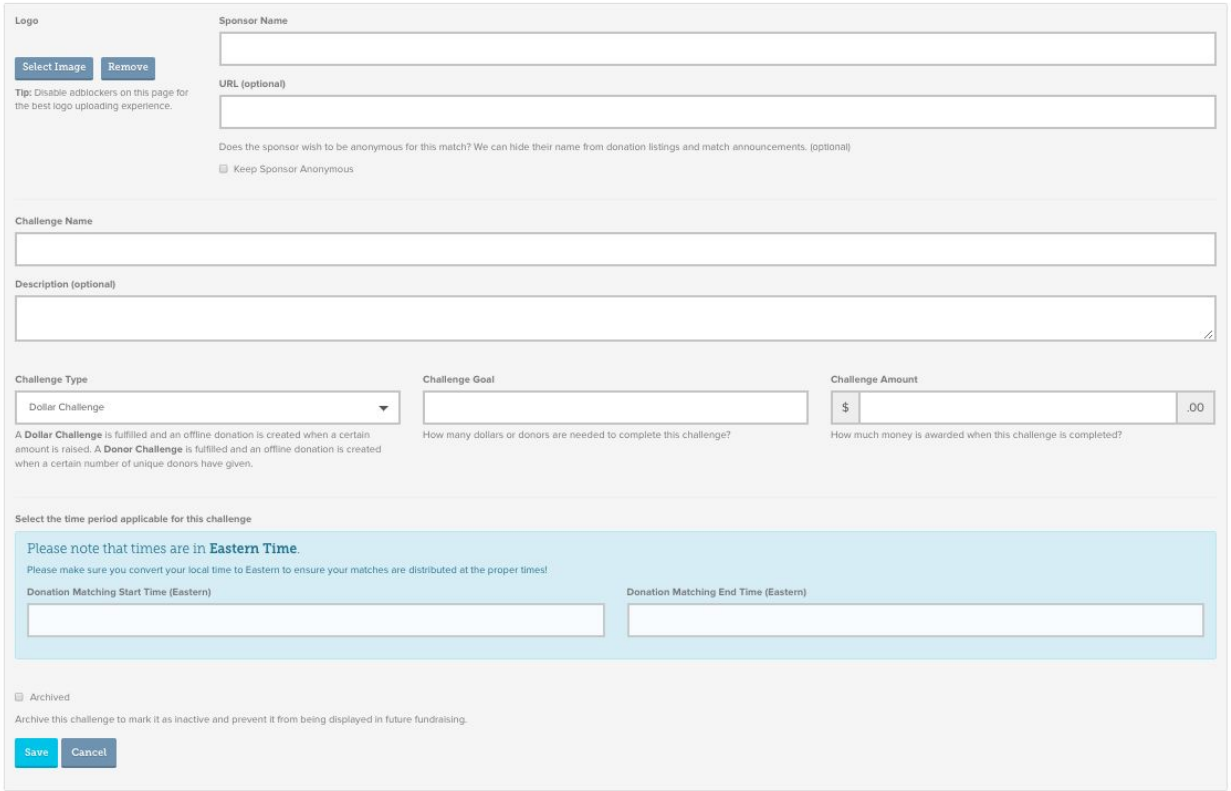
Do you have challenges?



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Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- The training page has the tools to make your P2P fundraisers shine
- Everyone can be a fundraiser
    - Supporters, board members, friends and family, and even yourself

Organizations with P2P raise 3.4 x more than organizations without P2P

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Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P

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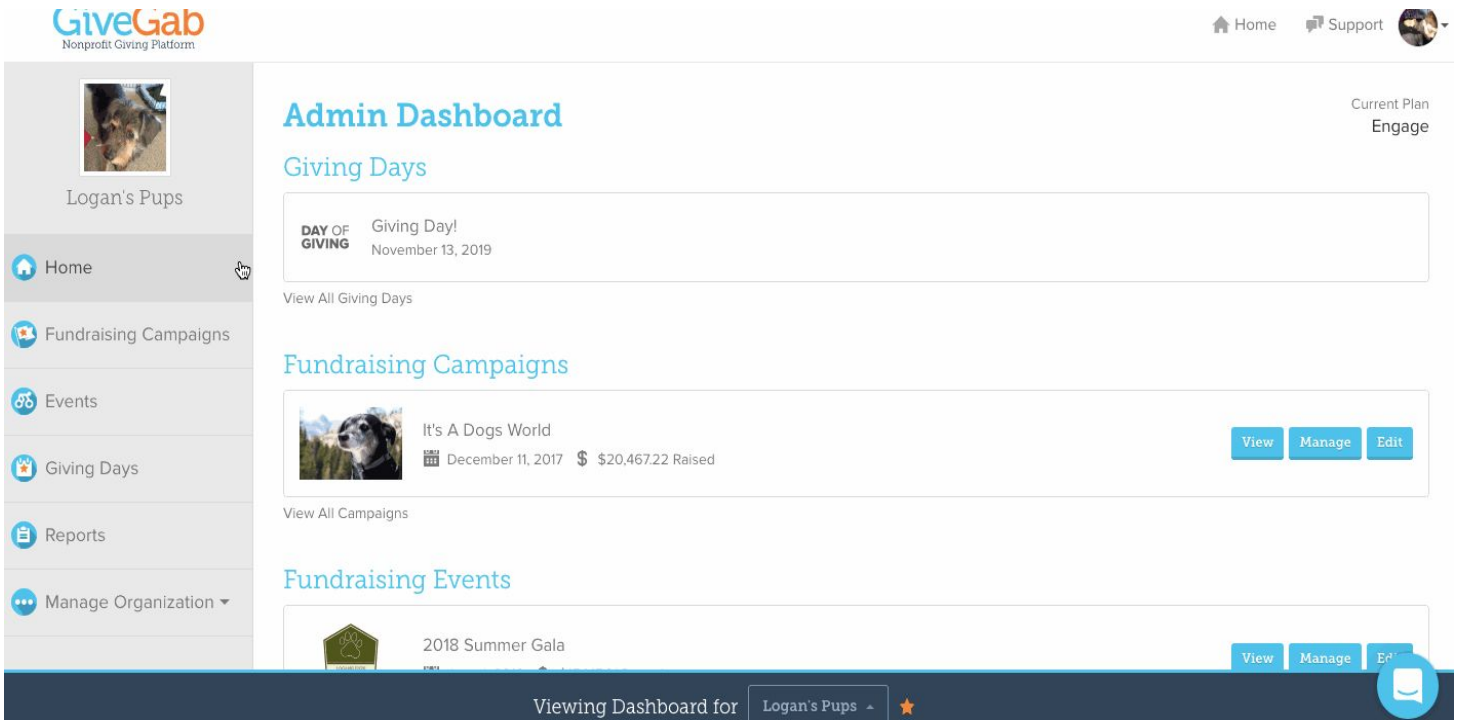
Do you have a communications plan?

- Plan your online communications ahead of Give Big Gallatin Valley
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of 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 Nonprofit Toolkit for the perfect plan!

After Give Big Gallatin Valley

- Donation Reports
- Payout Timeline
- Donor Stewardship

How will you get your donor data?



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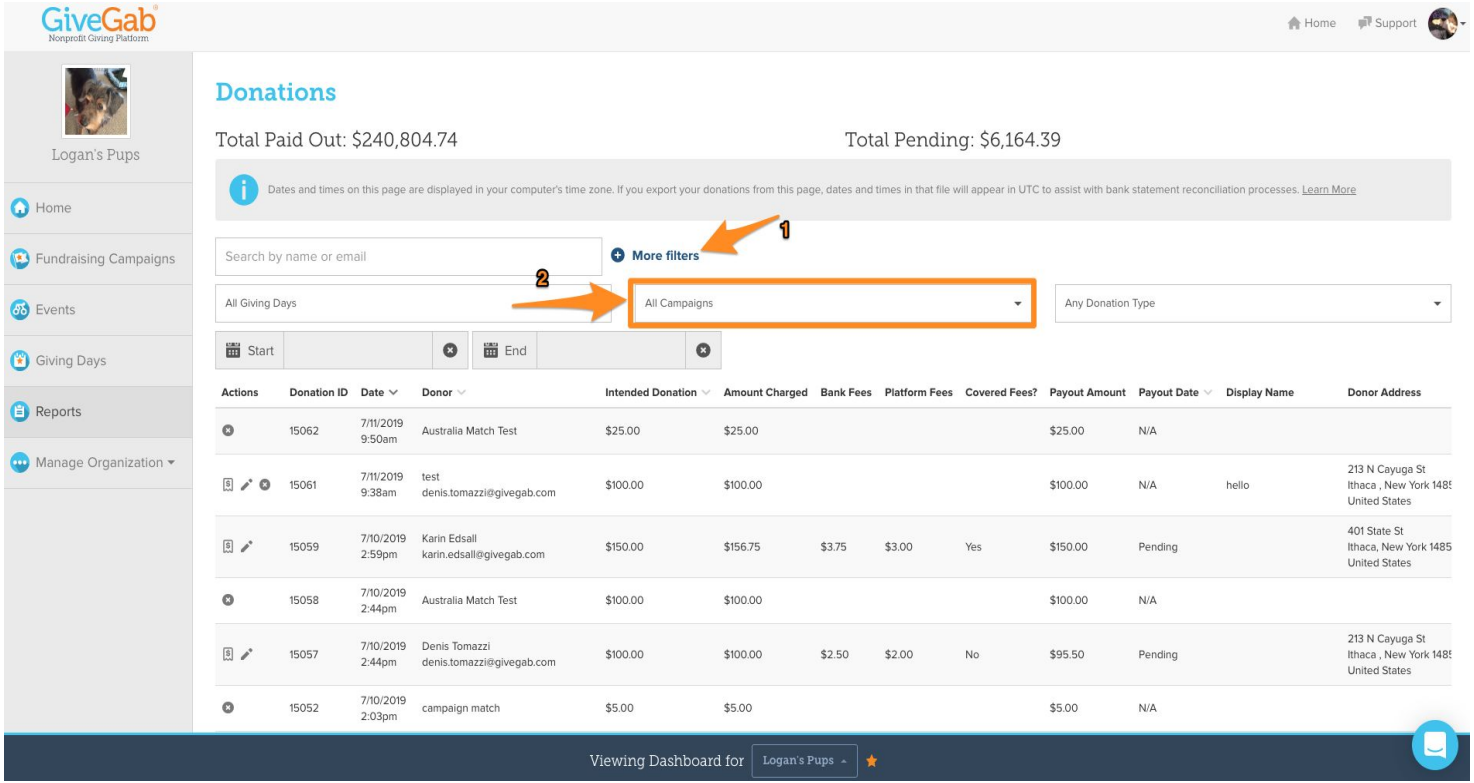

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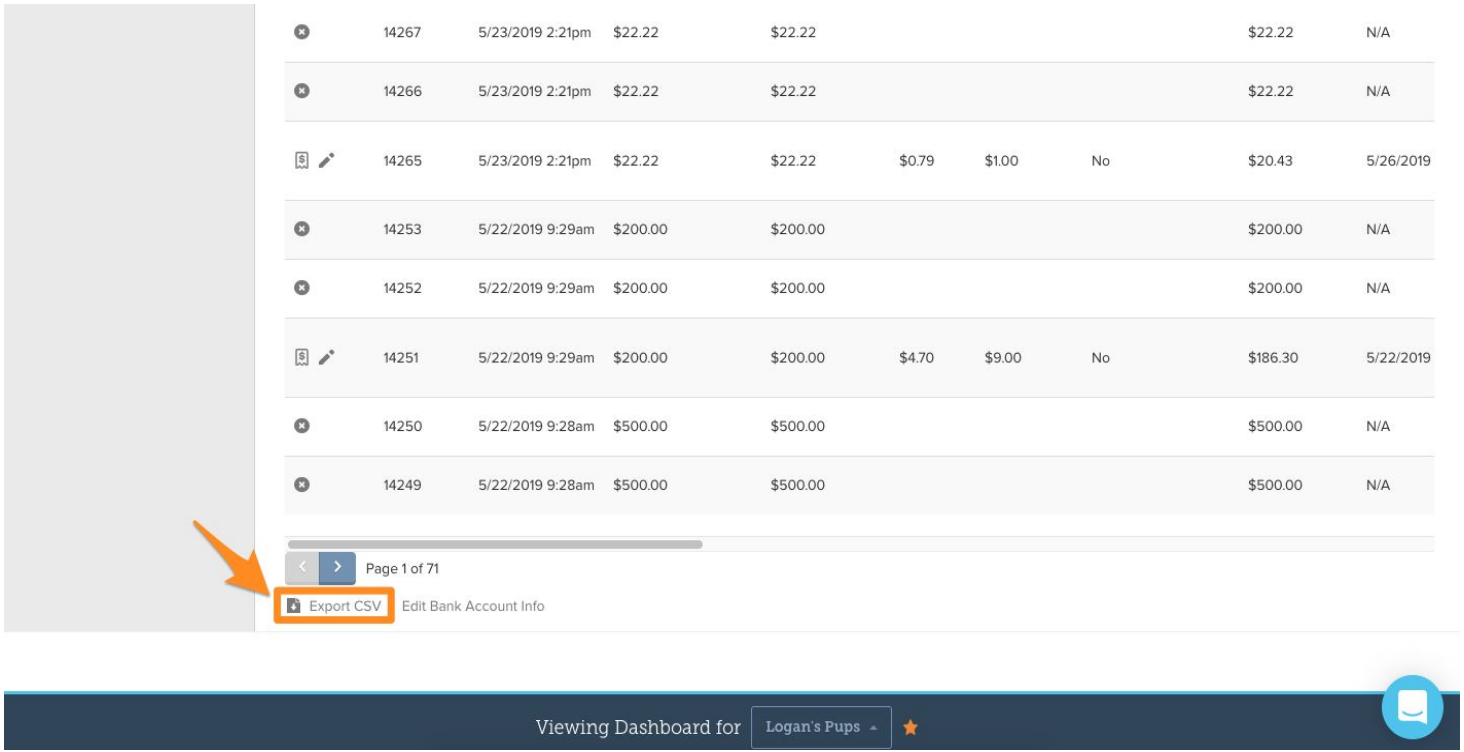

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How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the donation is made
    - Your report will contain payout dates to help you determine when gifts were deposited. You'll also see a Payout ID column in your report, gifts in the same deposit will have the same payout ID.

It is important to make sure you are able to receive donations before May 6 so donations make it to your account

How will you thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day 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!

How will you thank your donors?

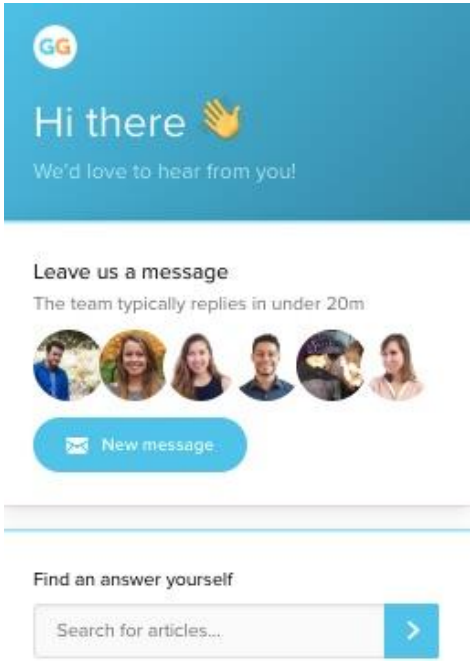
- Start your stewardship process immediately after **Give Big**
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away, curate a progress message to send in June/July
- Watch the available training on Donor Stewardship!

Your Nonprofit Resources

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

Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Our Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - 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 and Follow Give Big Gallatin Valley on Social Media!
    - Don’t forget to use #GiveBigGV
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

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Questions?