Final Steps to Success

Two Weeks ‘til Giving Tuesday!

#BROOKLYN GIVES
Thanks to Our Sponsors

CLEARY GOTTLIEB

#BROOKLYNGIVES
Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **November 17**.

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

Introduce yourself! Name, location, organization.
Meet the Team - Brooklyn Community Foundation

Liane Stegmaier
VP of Communications and Strategy
Brooklyn Community Foundation

Jameela Syed
Communications Manager
Brooklyn Community Foundation
Meet the Team - GiveGab

Victoria Fiordalis
Project Manager

Emily Segada
Associate Project Manager
Agenda

- Updates + Reminders
- Your Checklist for Success
- After #BrooklynGives
- Next Steps
- Q&A
#BrooklynGives
Reminders

BrooklynGives.org

- Donations Opened November 8
- Donations Close January 1
- Additional Prizes on Giving Tuesday
- Social Media Feed
Spreading the Word

- Partnerships and Promotions
  - The Social Brooklyn
  - Brooklyn Paper
  - Brooklyn Magazine
  - Park Slope Parents
Encourage your IG followers to enter to win a $100 #BrooklynGives gift card and 2 pints of The Social’s “Spread Love...The #BrooklynGives Way” ice cream by sharing why they support you and tagging #BrooklynGives and #ChurnforChange.

Enter to win by Nov 28 – winners will be announced on Giving Tuesday morning!
## Giving Tuesday Prizes

- **$500 Mini Grants Awarded On November 29th**
- **Eligible: Bipoc-Led Orgs Under $2m Budget (75% Of Participating Orgs!)**
- **Winners Announced Every 2 Hours From 8am-Midnight**
- **Sponsored By Brooklyn Community Foundation And Local Businesses**
- **Incentive For Donors To Give Throughout The Day**

<table>
<thead>
<tr>
<th>Time</th>
<th>Prize Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>12am-8am</td>
<td>BIPOC-led org under $2M w/ Most Donors between Midnight and 8am</td>
</tr>
<tr>
<td>8am-Midnight (Every 2 hours)</td>
<td>Randomly Selected BIPOC-led org under $2M that Receives at Least One Donation During Period</td>
</tr>
<tr>
<td>12am-11:59pm</td>
<td>BIPOC-led org under $2M w/ Most Donors on Giving Tuesday</td>
</tr>
</tbody>
</table>
Your Success Checklist

☑ Ready for Donations?
☑ The Perfect Profile
☑ Gamify with Matches & Challenges
☑ Engage Ambassadors
☑ Prepare Communications
Can you accept donations?

When your friends still haven't told you what their GivingTuesday plans are

I HAVE ASKED YOU THRICE NOW

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations

**Status: Verified**
Hooray! Your organization has been verified to accept donations on GiveGab.

- Confirmed state fundraising compliance
- Bank account and organization information verified
Will you have cash or check gifts?

- Add cash and check donations to your #BrooklynGives totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included
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?

Add Your Organization's Info
Add Your Story
Get Verified to Collect Donations
Add Donation Levels
Add a 'Thank You' Message
Add Fundraisers
Have you secured a matching gift?

- **Why?**
  - Organizations who set up a Match or Challenge for #BrooklynGives raised on average **4.5x** 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 #BrooklynGives 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

GiveGab is becoming Bonterra.
Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the #BrooklynGives 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 day
  - 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 #BrooklynGives 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-#BrooklynGives 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 “Bonterra Tech”.
- Reference your **new** Financials report to reconcile deposits!
Finding Your Donor Data

Admin Dashboard

Recent Donations

<table>
<thead>
<tr>
<th>Date</th>
<th>Donor Name</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/24/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>9/10/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>9/2/2020</td>
<td>Kyle Cundy</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>8/12/2020</td>
<td>Board of Giving Theatre</td>
<td>$100.00</td>
</tr>
<tr>
<td>8/12/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>6/3/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>3/27/2020</td>
<td>Bridget Cafaro</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>1/16/2019</td>
<td>McKenna Prize</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>9/27/2018</td>
<td>Jasso Saldana</td>
<td>$9,998.00</td>
</tr>
<tr>
<td>6/20/2018</td>
<td>Rebekah Casad</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

View All Donations
Filtering Your Data
# Exporting Your Donor Data

<table>
<thead>
<tr>
<th></th>
<th>2/10/2021 10:40AM</th>
<th>Laryssa Habert</th>
<th><a href="mailto:laryssa.habert@givegab.com">laryssa.habert@givegab.com</a></th>
<th>$5.00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2/2/2021 2:23PM</td>
<td>Jonathan Nay</td>
<td><a href="mailto:jon.nay1@givegab.com">jon.nay1@givegab.com</a></td>
<td>$25.00</td>
</tr>
<tr>
<td></td>
<td>2/2/2021 2:21PM</td>
<td>Jonathan Nay</td>
<td><a href="mailto:jon.nay1@givegab.com">jon.nay1@givegab.com</a></td>
<td>$25.00</td>
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- **Export CSV**
- **Edit Bank Account Info**

*Viewing Dashboard for Pawnee Public Library*
How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
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
- #BrooklynGives 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
Final Checklist

- Complete your profile
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow #BrooklynGives on Social Media and use #BrooklynGives Hashtag
- 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?