GiveGab®

Final Steps to Success

DEC. 1 2020 BURKE GIVES

GIVING DAY 2020

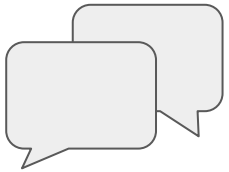
GIVINGTUESDAY

HOSTED BY Burke County United Way

December 1, 2020

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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Your GiveGab Team

Kelsey Rossbach

Project Director

Nickie Fredenburg

Project Coordinator

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Agenda

- Giving Day Updates & Reminders
- Your Checklist for Success
- After the Giving Day
- Your Nonprofit Resources
- Next Steps
- Q&A

Updates & Reminders

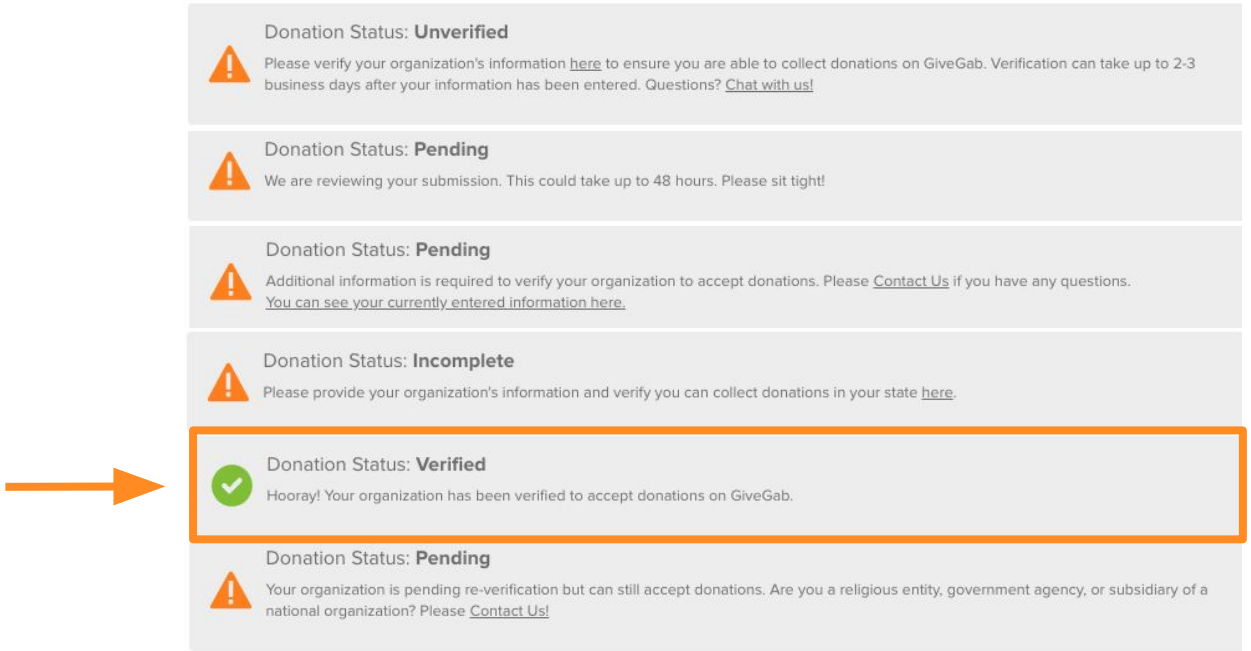
- www.1burkegives.org | December 1, 2020
- Register for your giving day by 11/20
- Review the Getting Ready webinar and other on-demand training videos
- Explore the Nonprofit Toolkit
- Follow your Giving Day host on Social Media!
  - Use **#1BurkeGives and #GivingTuesday** hashtag

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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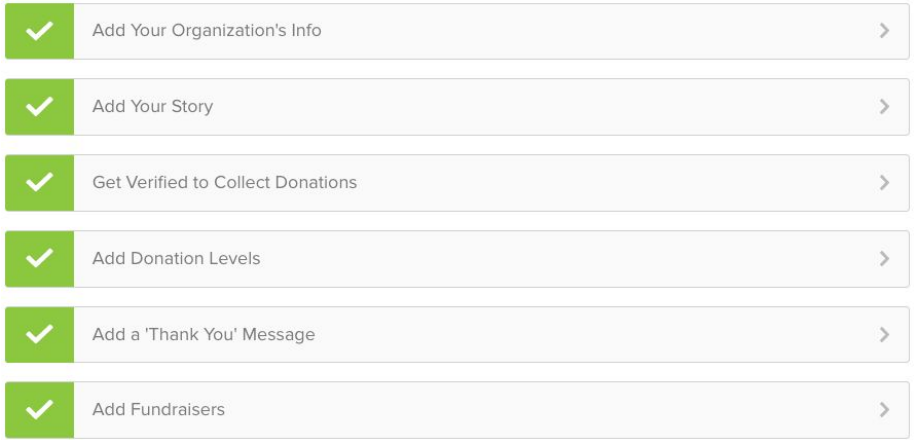
Is your profile completed?

- 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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Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: **Animals, Seniors**

Manage this on GiveGab

DONATE FUNDRAISE

0%

$0 Raised $5,000 Goal 0 Donors

$25

Provides one week of food for a senior pup

$50

Provides a super soft bed for a loving senior pup

$100

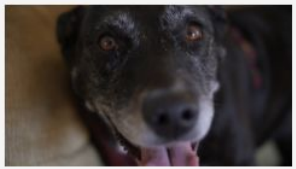
Helps a family foster one of our amazing senior pups

$500

Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.



To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

DONATE

Matches

Board of Trustees: #NVBigGive Match

On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's big Give 2018!

$5,000 MATCH **$5,000** REMAINING

Fundraising Champions

Bridget Cafaro $0.00

Alyssa Ravenelle $0.00

Do you have matches/challenges?

- Identify your match/challenge sponsors
  - Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!
- Promote your match/challenge opportunities

Pro Tip:
Watch GiveGab's **Matches & Challenges Training** available in the Nonprofit Toolkit!

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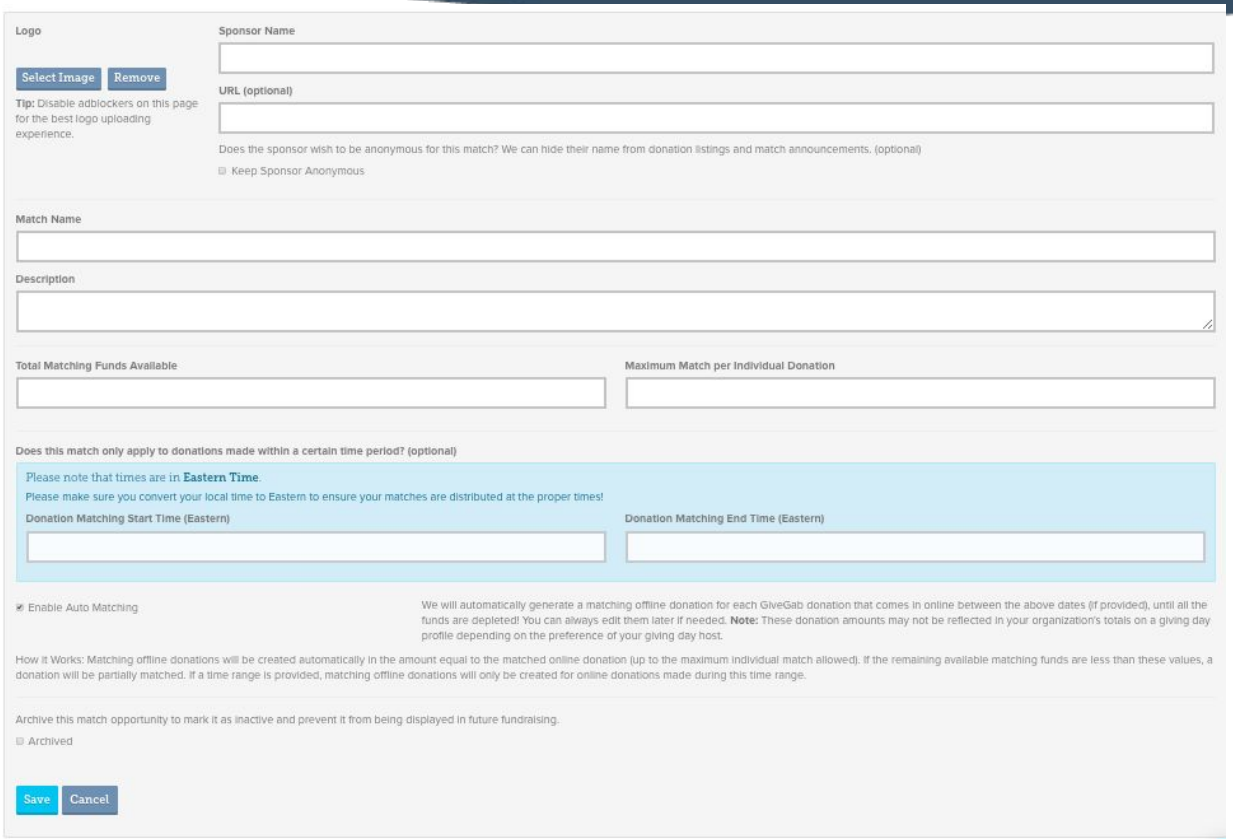
Do you have matches?



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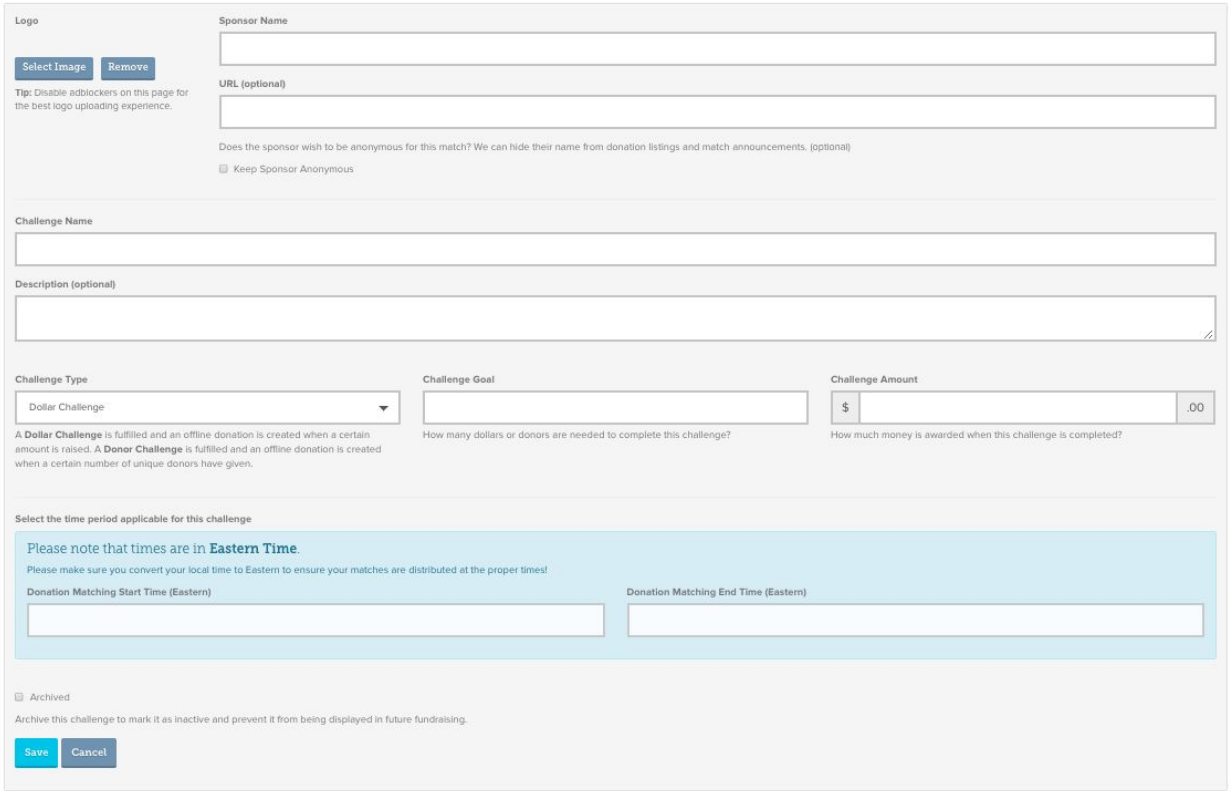
Do you have challenges?



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Who are your P2P fundraisers?

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

Organizations with P2P raise 3.4 x more than organizations without P2P

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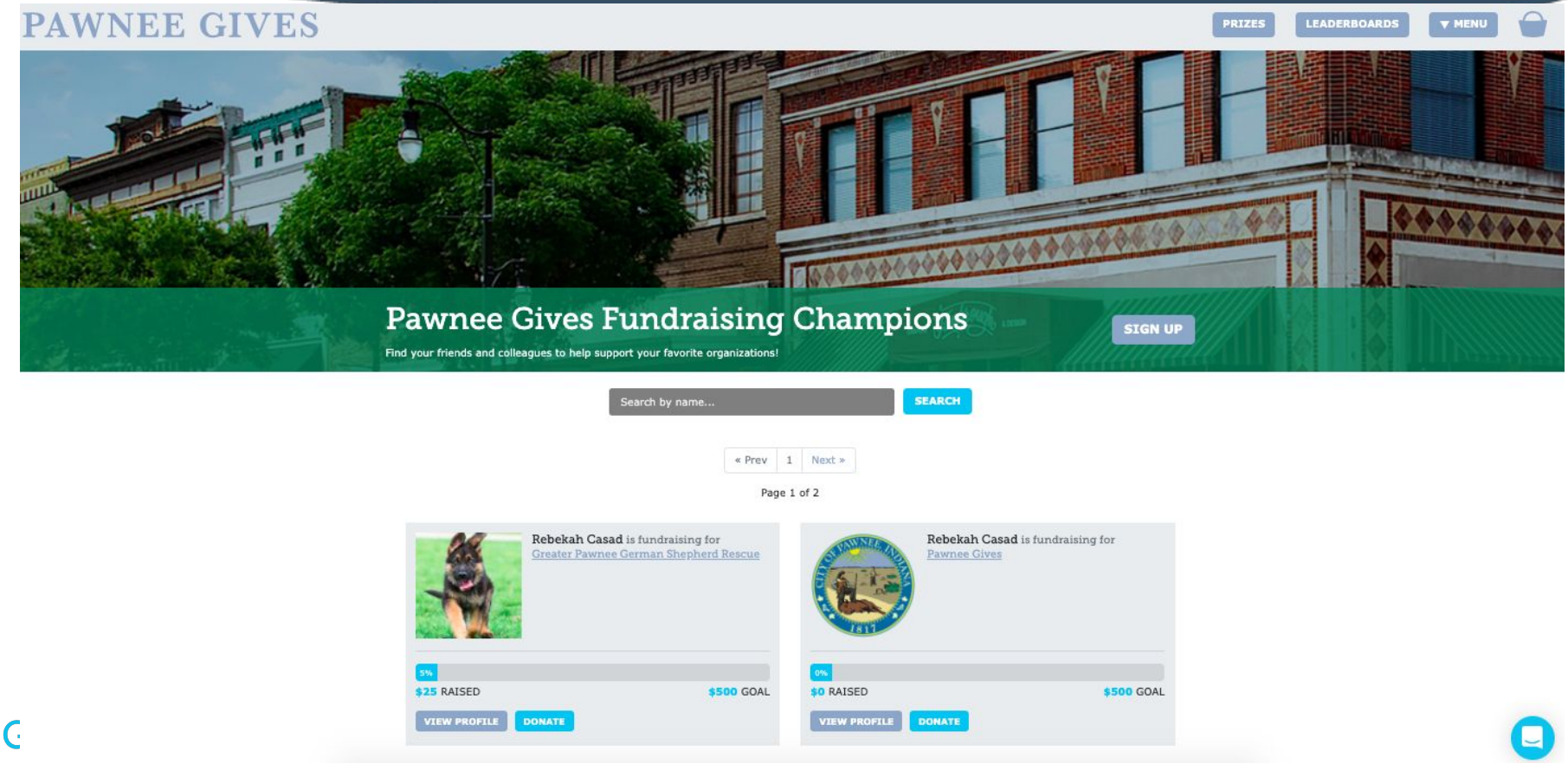
Fundraisers Search Page



P2P Profile

Rebekah Casad is fundraising for
Greater Pawnee German Shepherd Rescue

5%

$25 RAISED **$500** GOAL

VIEW PROFILE DONATE

A fundraiser for:

Greater Pawnee German Shepherd Rescue

DONATE

Rebekah Casad

Hi, I'm Rebekah Casad and I'm fundraising for Greater Pawnee German Shepherd Rescue.

$25

$50

$100

CHOOSE YOUR OWN AMOUNT

Recent Donors

JAMIE $25.00

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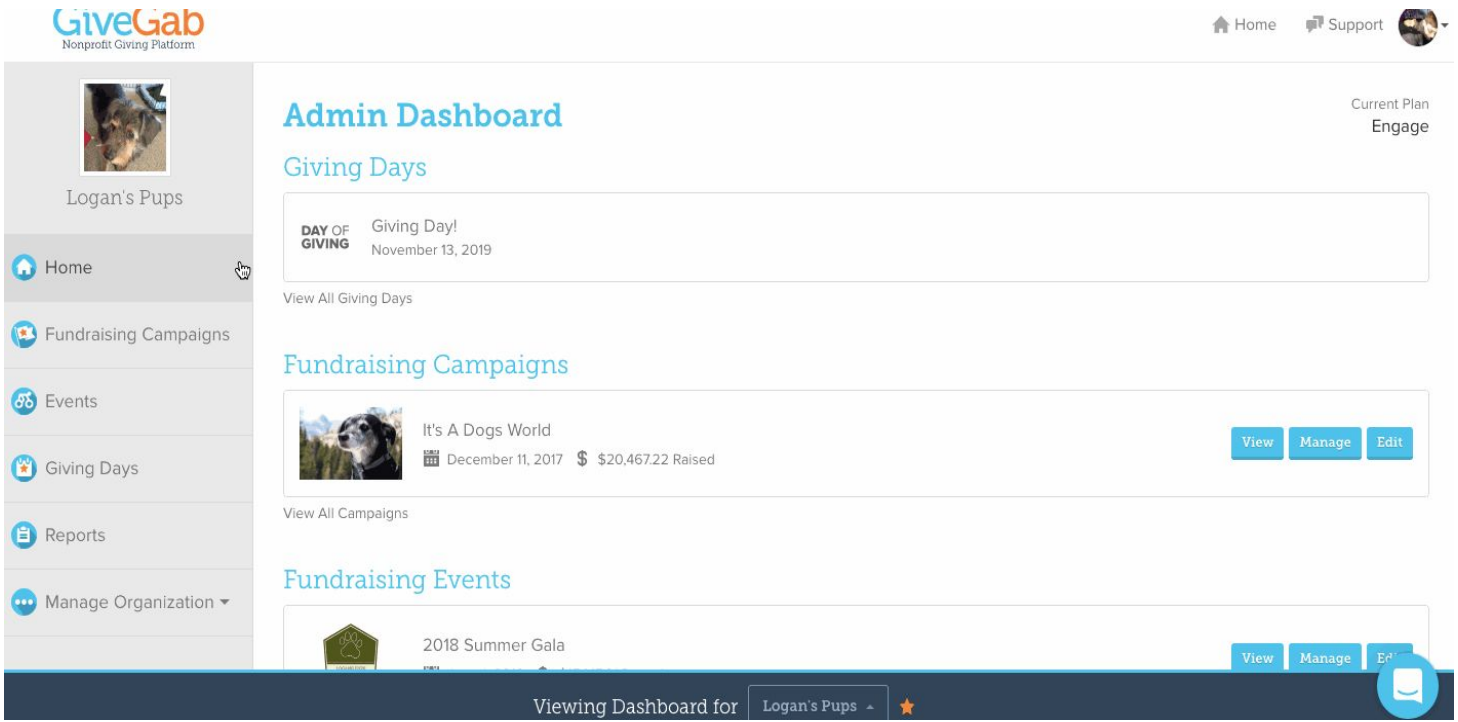
Do you have a communications plan?

- Plan your online communications ahead of the Giving Day
  - 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 the Giving Day Nonprofit Toolkit for the perfect plan!

After the Giving Day

- Donation Reports
- Payout Timeline
- Donor Stewardship
- GiveGab beyond Giving Tuesday

How will you get your donor data?



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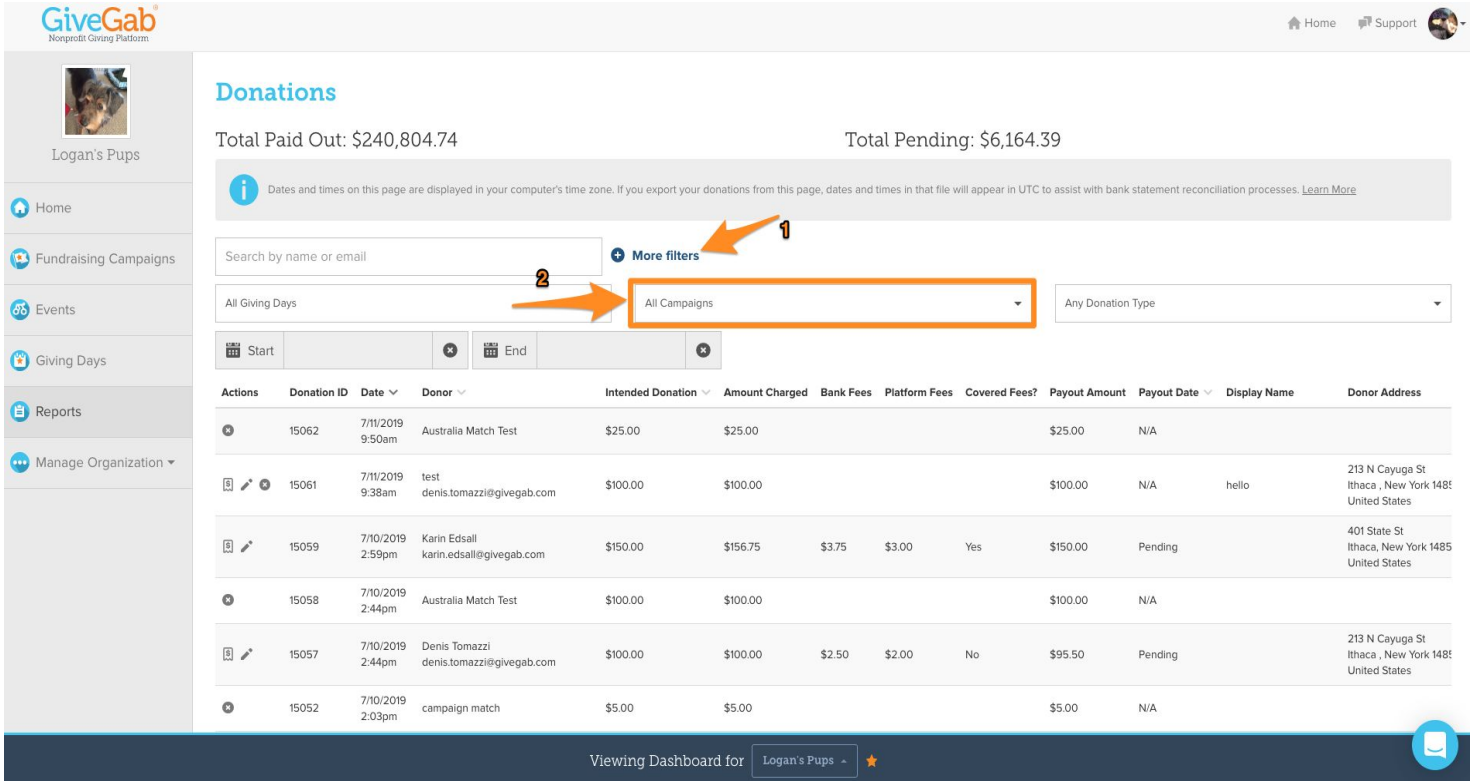

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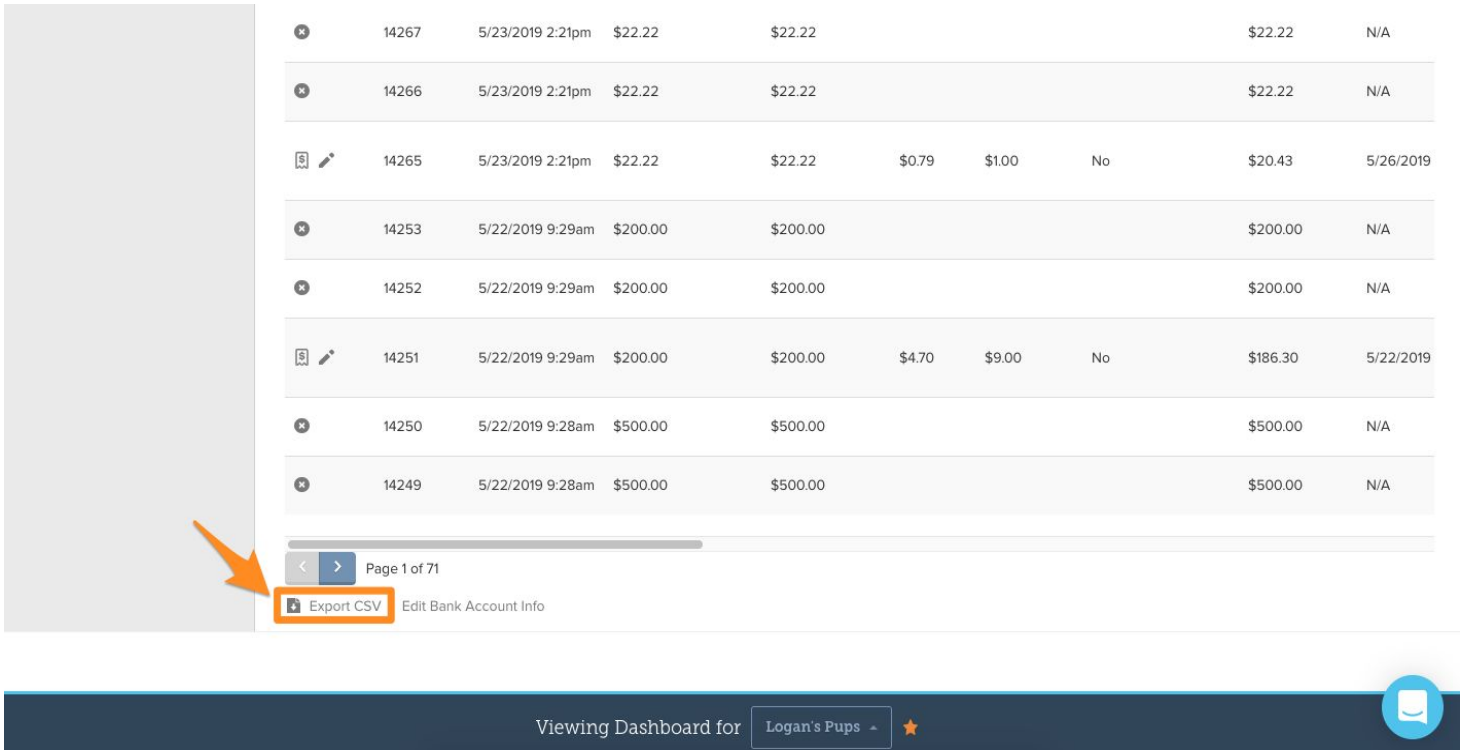

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How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the the Giving Day
    - 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 the Giving Day so donations make it to your account

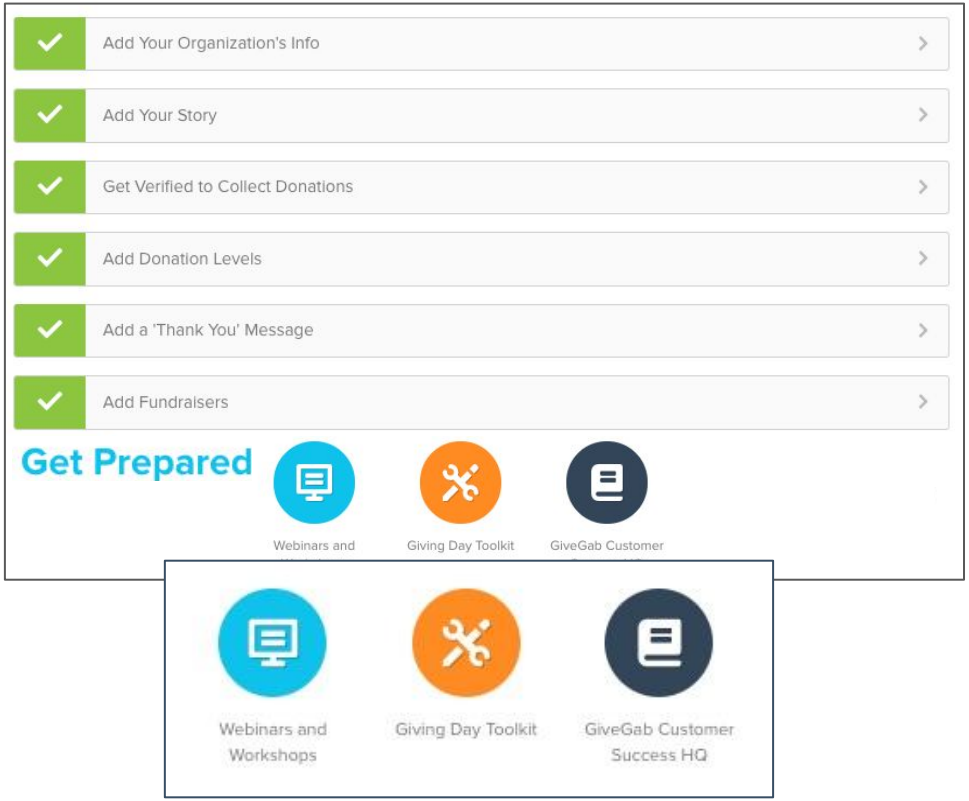
How will you thank your donors?

- Start your stewardship process immediately after **the Giving Day**
- 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!

Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving Day needs!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!



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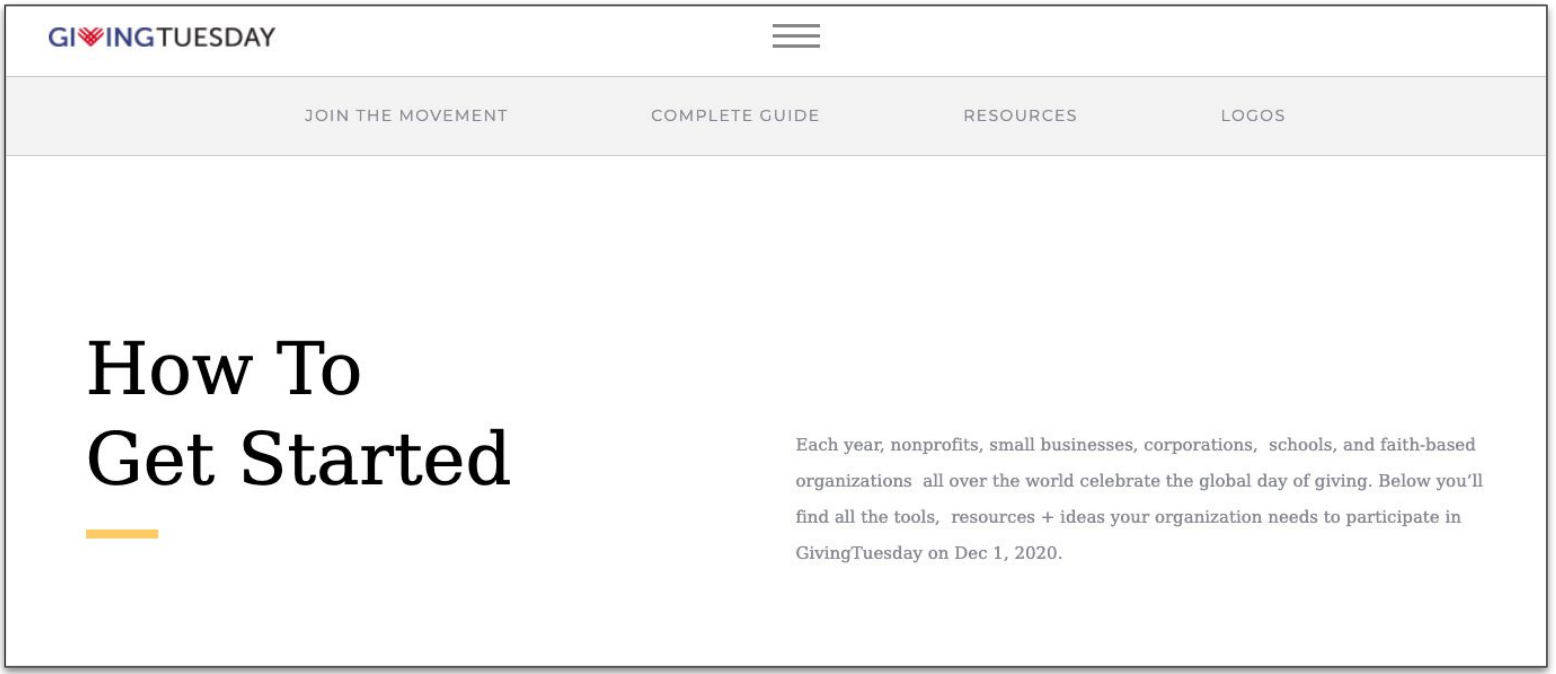
Giving Tuesday Toolkit



https://www.givingtuesday.org/organizations

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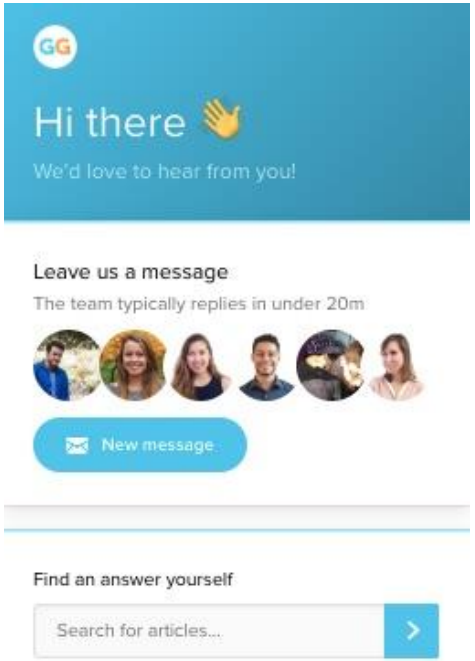
Giving Day Support & Resources

- 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

- Register to participate by 11/20
- Watch your inbox for important emails
- Meet internally to discuss your goals and final preparations
- Sign up for upcoming trainings and view on demand videos
- Implement your communication and marketing strategies!
    - Make sure to use the Nonprofit Toolkit for marketing resources

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Questions?

GIVINGTUESDAY

December 1, 2020