

Final Steps to Success

May 3, 7 AM - May 4, 6 PM



Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **March 31.**

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

Introduce yourself! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Agenda

- **35 Hours of Giving Updates**
- **Your Checklist for Success**
- **After 35 Hours of Giving**
 - **Next Steps**
 - **Q&A**

35 Hours of Giving Review



- 35hours.ourcommunity.org
- **May 3, 7 AM - May 4, 6 PM**
- Incentive opportunities
- Social Media Feed
- Leaderboards for friendly competition

Are you expecting cash or check gifts?

- Submit “offline” donations to the Capital Region Community Foundation team
 - Check out the [Ways to Give](#) page
 - Begins April 19th!
- These can be attributed to Peer-to-Peer Fundraising pages
- These donations will count towards matches and incentives!

Your Success Checklist

- ✓ Complete Your Profile
- ✓ Engage Fundraisers
- ✓ Gather Resources & Watch Trainings
- ✓ Create a Communications Plan
- ✓ Understand Your Reports



Finishing Your Profile



Review Your Profile

32 State of GA

MENU

CASA for Kids, Inc. Barry, Eaton, and Ingham County

DONATE FUNDRAISE

\$35 \$100 \$500 \$1,000

CHOOSE YOUR OWN AMOUNT

Our Story

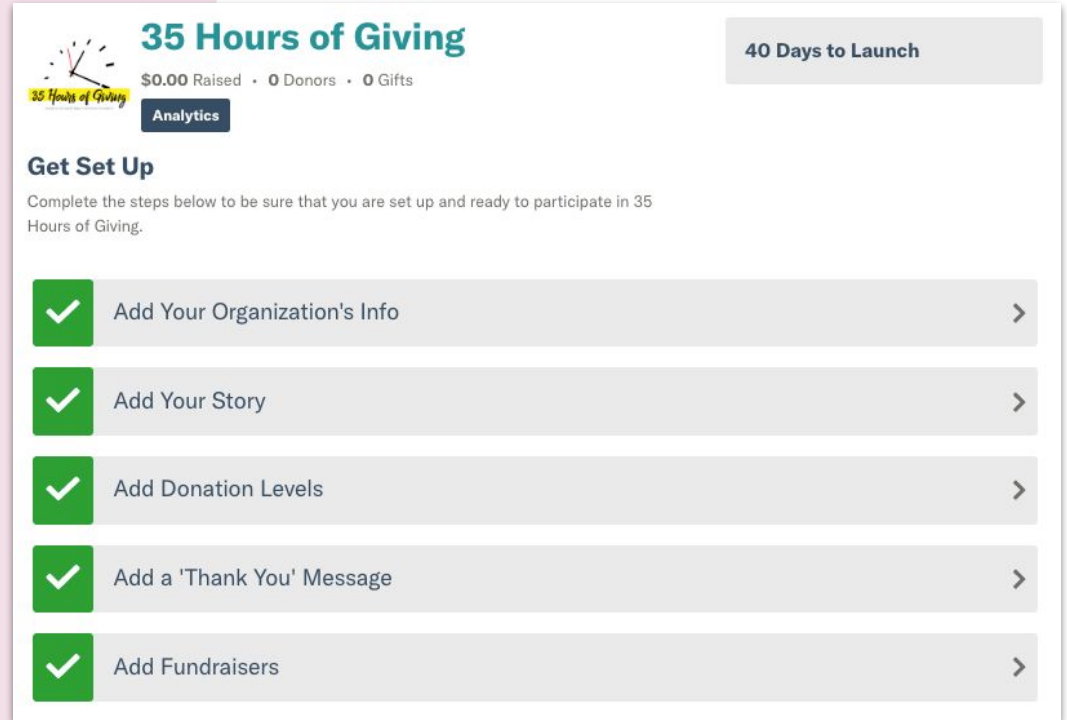
Who we are - Court Appointed Special Advocates (CASA)

Watch on YouTube

CASA stands for Court Appointed Special Advocates. We provide volunteer advocacy, within the court.

Are you “Giving Day” Ready?

- Added your logo and a cover photo
- Shared an authentic story
- Set and displayed your goal
- Included clear calls to action
- Featured visual content
- Invited your fundraisers



35 Hours of Giving

\$0.00 Raised • 0 Donors • 0 Gifts

Analytics

40 Days to Launch

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in 35 Hours of Giving.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

✓ Add Your Story ▼

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Recommended dimensions: 1500x500.

Set a Goal

Display Goal on Profile

\$

2500

.00

Tell Your Story

GT America ▼

Formatting ▼

A ▼

B

I

U

🔗

☰ ▼

☰ ☰

☰ ☰ ☰

☰ ☰ ☰ ☰

⋮

The Capital Area College Access Network (CapCAN) is dedicated to increasing postsecondary attainment in the capital area counties of Eaton and Ingham. Part of our work is to empower high school students to become leaders and ambassadors among their peers and to promote postsecondary education. CapCAN will recruit, train and support 25 students during the summer of 2023 to become College Ambassadors at their high schools and in the community. The College Ambassadors will participate in six-weeks of leadership and college-knowledge training to learn about topics including postsecondary match and fit, how to apply, and completing the FAFSA and scholarship applications. Ambassadors will visit four regional campuses including Davenport University, Lansing Community College, Michigan State University, and Olivet College. The participants will take a week-long tour of

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the **"Clear Formatting"** wand icon before reaching out to support.

Video Url

<https://www.youtube.com/watch?v=qxnz9B7Zp2A>

Vimeo links must be in the following format: <https://vimeo.com/123456>.

Search Keywords

Post-secondary education, college, financial aid, scholarships, students, youth, empowerment

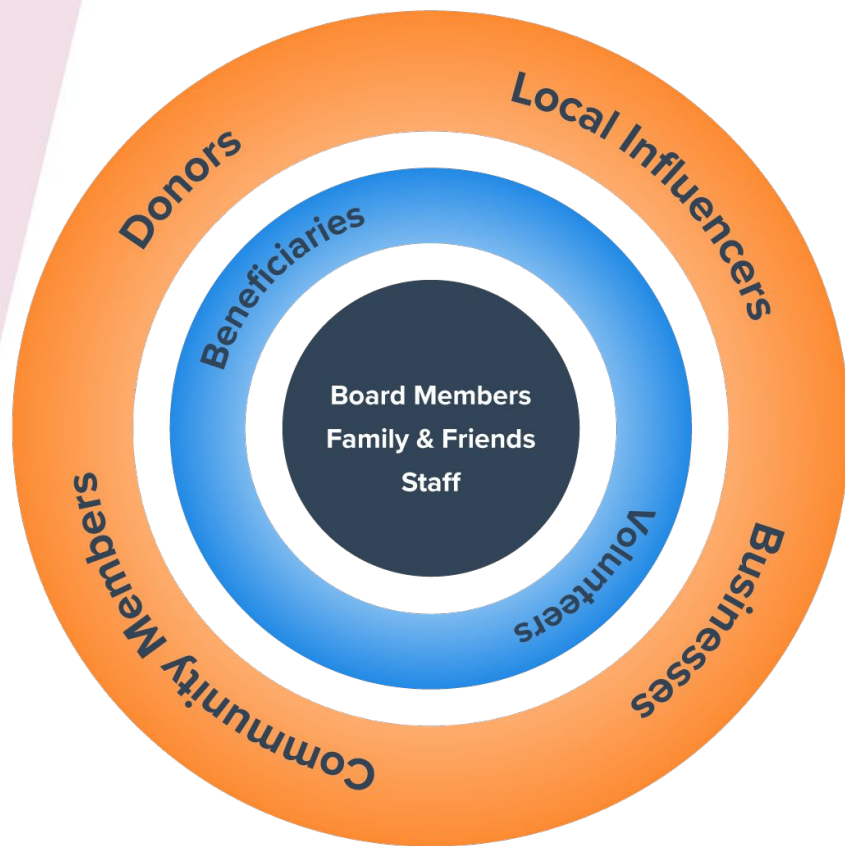
Peer-to-Peer Fundraising Success



Timeline for P2P Recruitment



Identify Potential Fundraisers



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission. Ask them these key questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?

Set Your Fundraisers Up For Success



Start Early

- Ask them with enough time to prepare
- Understand their capacity for this ask



Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

- Provide the content they need
- Take time to check-in

Peer-to-Peer Fundraising Resources

- Watch the [Peer-to-Peer Fundraising Training](#)
- [Toolkit](#) for Admins
- [Toolkit](#) for Fundraisers
- Invite Fundraisers to the April 19th breakfast!

2. Next Steps



Peer-to-Peer Fundraisers

[View](#)



Communication Guide

[View](#) | [Printer Friendly Version](#)



Building Board Support

[View](#)

Planning Communications



Brainstorming Your Timeline

- K.I.S.S. method!
- How many posts? When? Which mediums?
- Plan content ideas
 - Announcements, Save the Dates
 - Campaign Countdown
 - Tell a story arch across a period of time
- No need to start from scratch! Templates available: [Nonprofit Toolkit](#)
- **Pro Tip: Attend the Endowment Fundraising webinar hosted by the CRCF**



Tips for Success

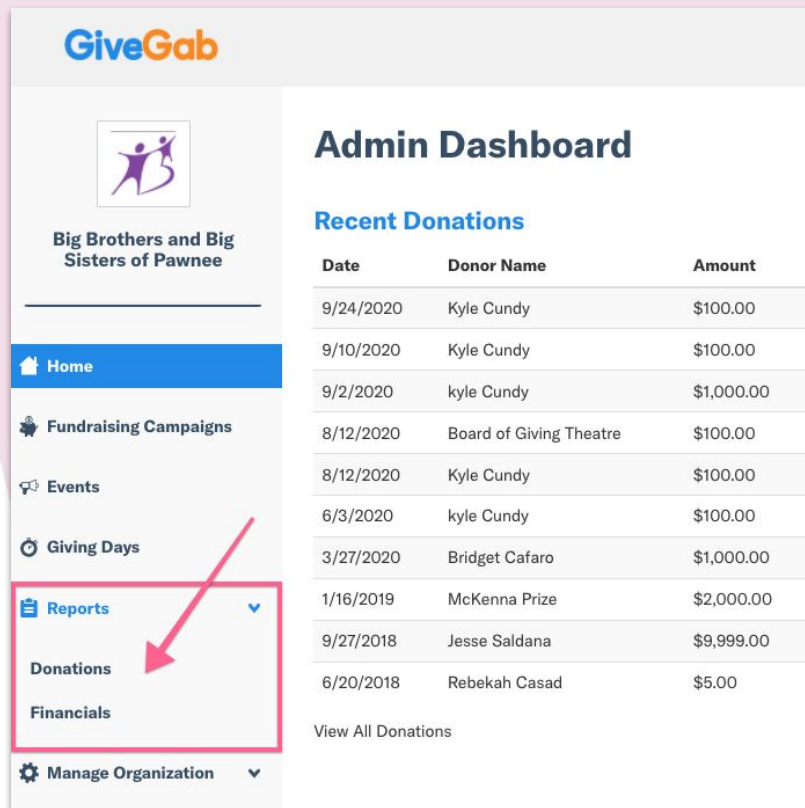


- Utilize multiple online channels
- Go where your followers are
- *C.O.P.E: Create Once, Post Everywhere!*
- Recruit ambassadors to share, like, comment on posts
- FB Algorithm prioritizes posts from friends, family over businesses - leverage P2P's!
- Reels and Videos do best for reach and engagement. If that's not feasible, make sure to use photos
- **Pro Tip:** Create QR codes for your profile

Post-Event Success



Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee

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


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

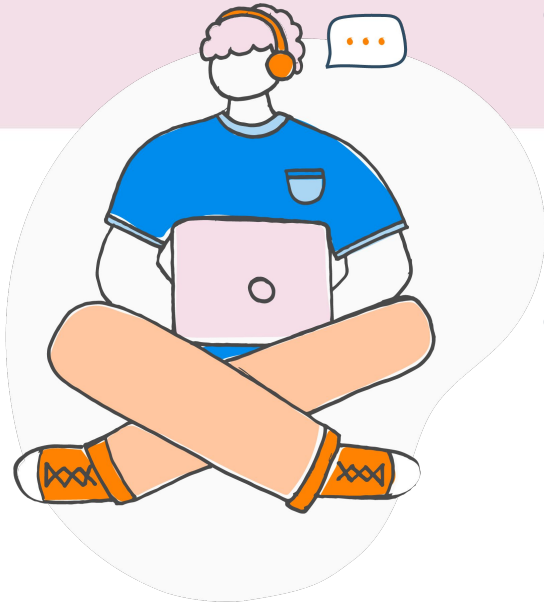
  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

  Page 2 of 2

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



















Viewing Dashboard for **Pawnee Public Library** 

How will your donations be distributed after?



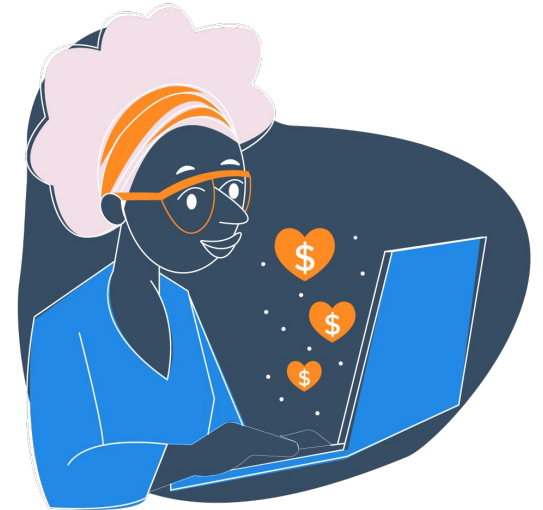
- Donations will be distributed directly to endowment funds at the Community Foundation within 60 days following the end of the campaign
- ***Important!*** Your reports will show which donors did not cover the transaction fee. Remember that the Community Foundation will make those donations whole for this year.

Understanding Your Reports

Actions	Donation ID	Date ▾	Donor ▾	Intended Donation ▾	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount
  	34571	9/30/2022 9:23AM	GiveGab	\$20.00	\$20.00				\$20.00
  	34570	9/30/2022 9:23AM	Katrina Grein katrina@givegab.com	\$25.00	\$26.72	\$0.97	\$0.75	Yes	\$25.00
  	34569	9/30/2022 9:16AM	GiveGab	\$25.00	\$25.00				\$25.00
  	34568	9/30/2022 9:16AM	Katrina Grein katrina@givegab.com	\$25.00	\$26.72	\$0.97	\$0.75	Yes	\$25.00
  	34548	9/22/2022 5:11PM	GiveGab	\$35.00	\$35.00				\$35.00
  	34512	8/30/2022 10:03AM	GiveGab	\$35.00	\$35.00				\$35.00

How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about the tangible impact of their endowment gift, and what you will achieve as a result
- Watch the [available training](#) on Donor Stewardship for a more in-depth review



Your Stewardship Plan

- Pre-schedule general messaging to your supporters through email and social media
- Follow up with individual donors
 - *Keep an eye out for anonymity preferences!*
- Highlight the impact of 35 Hours of Giving shortly after and a few weeks or months after the event
- Cultivate these relationships year-round



Stewardship Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts
- [**35 Hours of Giving Downloadable Graphics**](#)
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

What's Next?

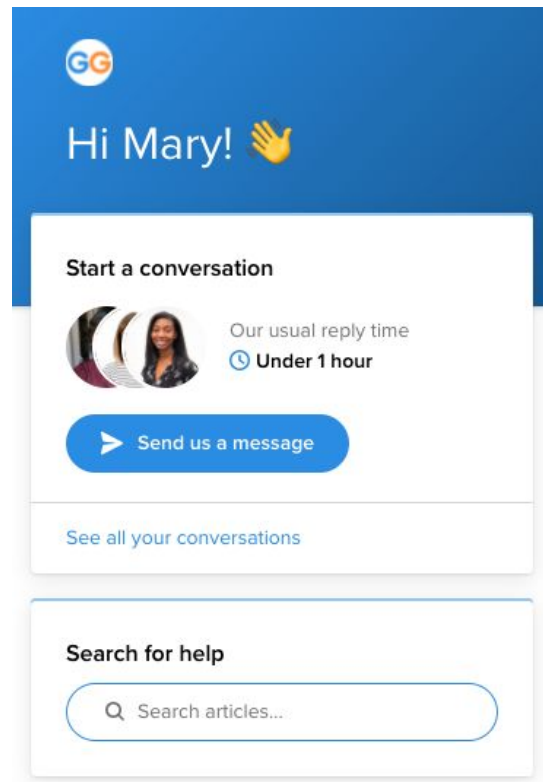



Key Takeaways

- Review your profile and complete by early April
- [Watch the training](#) and invite fundraisers by early-mid April
- Plan your communications
- Sign up for the CRCF webinar. **Details to come directly from Jessica at the Community Foundation**
- Keep an eye out for updates, especially incentives for 35 Hours of Giving!
- Use the Hashtag **#35HoursofGiving** in all of your posts, especially for the live social media feed on 35hours.ourcommunity.org

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. 

Thank You!

