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Final Steps to Success

GIVE
WHERE YOU
LIVE
COLLIER

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 Where You Live Collier Updates & Reminders
- Your Checklist for Success
- After GWYLC
- Your Nonprofit Resources
- Next Steps
- Q&A

Updates & Reminders

- February 10th and 11th, 12 PM - 12 PM
- Updated Check Delivery Procedures
  - Donors can send checks directly to CFCC. Checks must be made out to the Community Foundation of Collier County, be dated 2/10 or 2/11, and have your organization's name in the memo line. If not, your organization will be contacted to address with donor.
- Maintaining Offline Donation Donor Names
- Day-of Procedures
  - Check Drop Off - Same as before. Checks must be made out correctly, accompanied by Excel form. Delivery person must wear a mask in the CFCC building and offices.
- Prizes (No peeking!)
- Tagboard - #GWYLCollier posts from Instagram and Twitter
- Include CFCC and RMSFF logos on your collateral

Arranged Gifts

- **What is an "arranged gift"?** Those gifts that are hard to time and/or difficult to get the right day on the check: Stock gifts, wires, contributions from donor advised funds outside the Community Foundation, etc.

- **When can donors begin to make an arranged gift?** Now! Arranged gifts should arrive before or during the Give Where You Live Collier event. Note that donors cannot set-up an arranged gift on February 11th. If they try to set one up on February 10th, we will still have to receive it by noon on February 11th, which is unlikely. Arranged gifts have already started to come in, so it is not too soon to ask your donors for these types of gifts.

- **Who should donors reach out to in order to set up an arranged gift?** Lisette Holmes at lholmes@cfcollier.org or 239 649-5000.

Your Success Checklist

1. Finalize Your Profile
2. Engage Ambassadors
3. Prepare Communications

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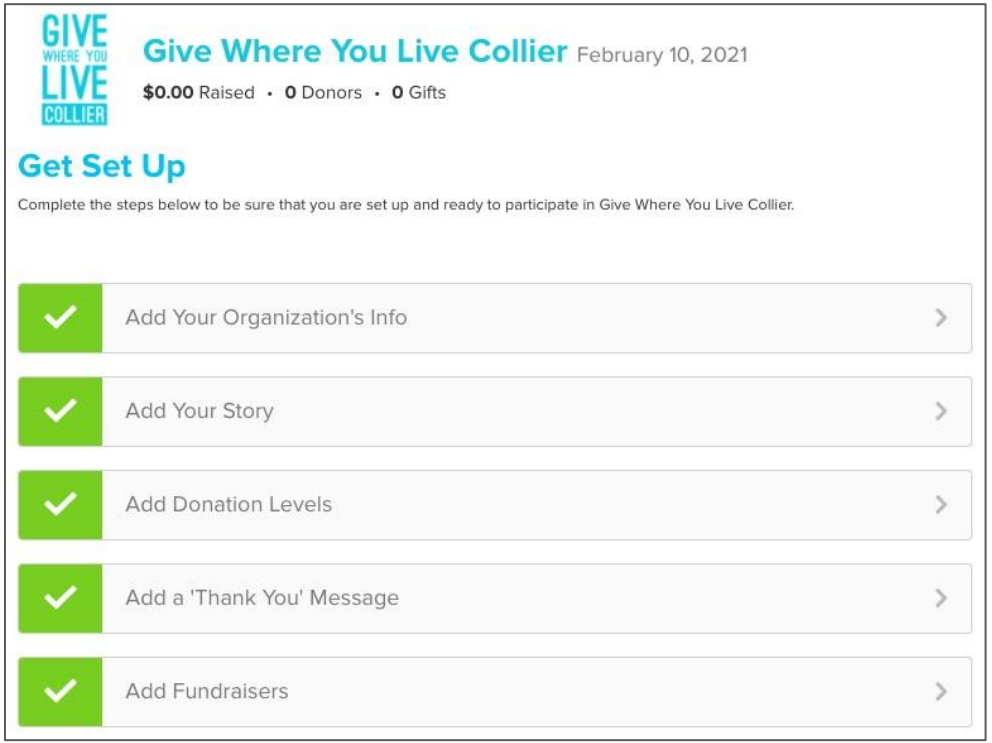
Is your profile completed?

- Have you:
  - Added your logo and a cover photo?
  - Shared an authentic, **up-to-date** story?
  - Set goals?
  - Included clear calls to action?
  - Featured visual content?
  - Highlighted donation levels?
  - Added P2P Fundraisers?
- Example: FGCU



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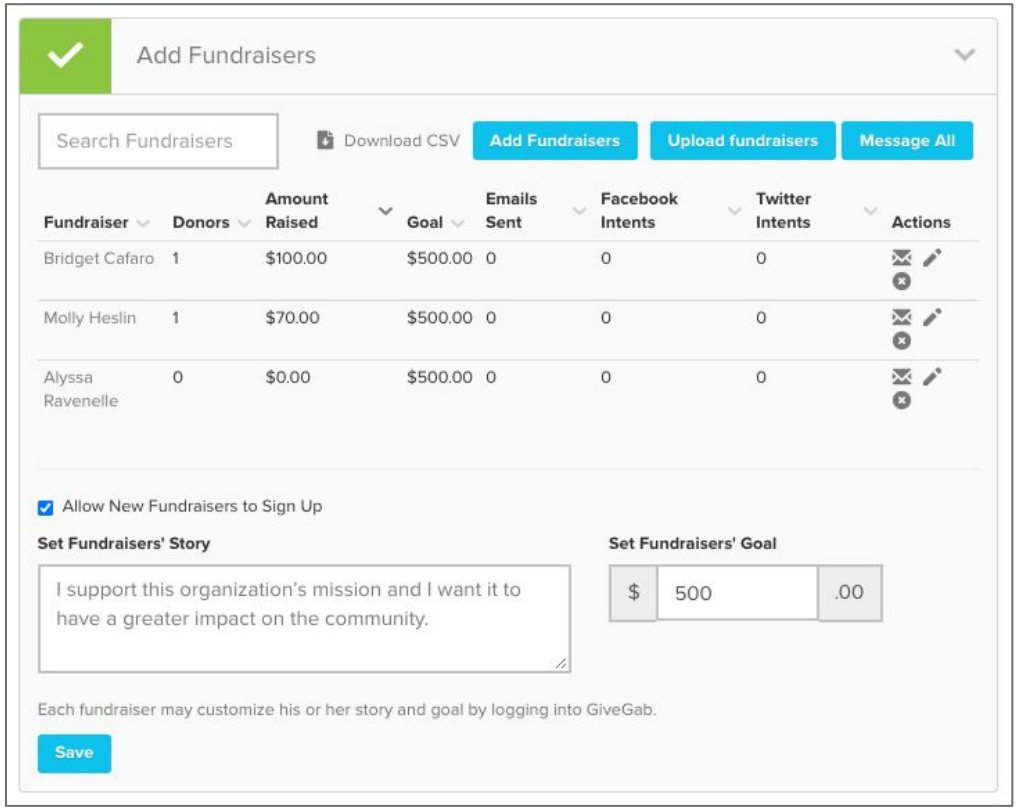
Who are your P2P fundraisers?

- Staff, board members, volunteers, supports, friends/family - anyone can be a P2P fundraiser!
- Expand your organization's reach
- Have their own fundraising page connected to your profile
- Spread the word on behalf of your organization
- Instructions & resources are in the Nonprofit Toolkit

Organizations with P2P raise 3.4 x more than organizations without P2P

Invite Fundraisers



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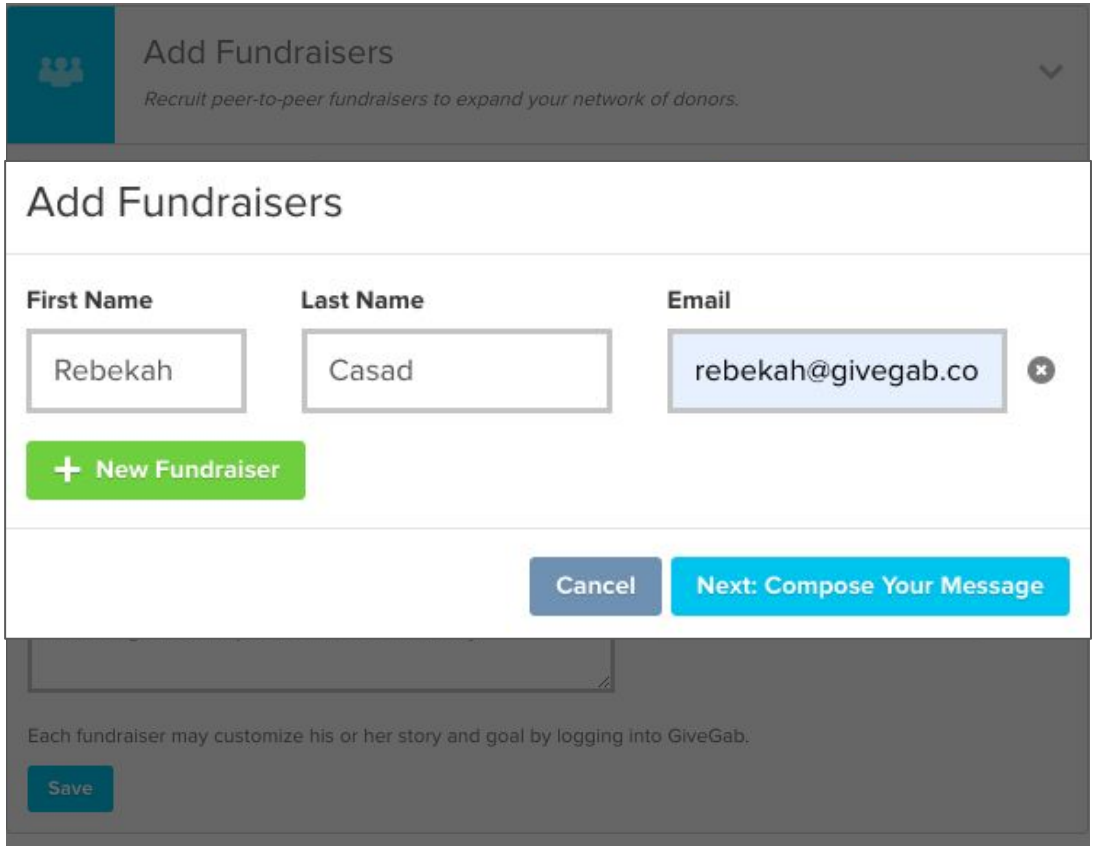

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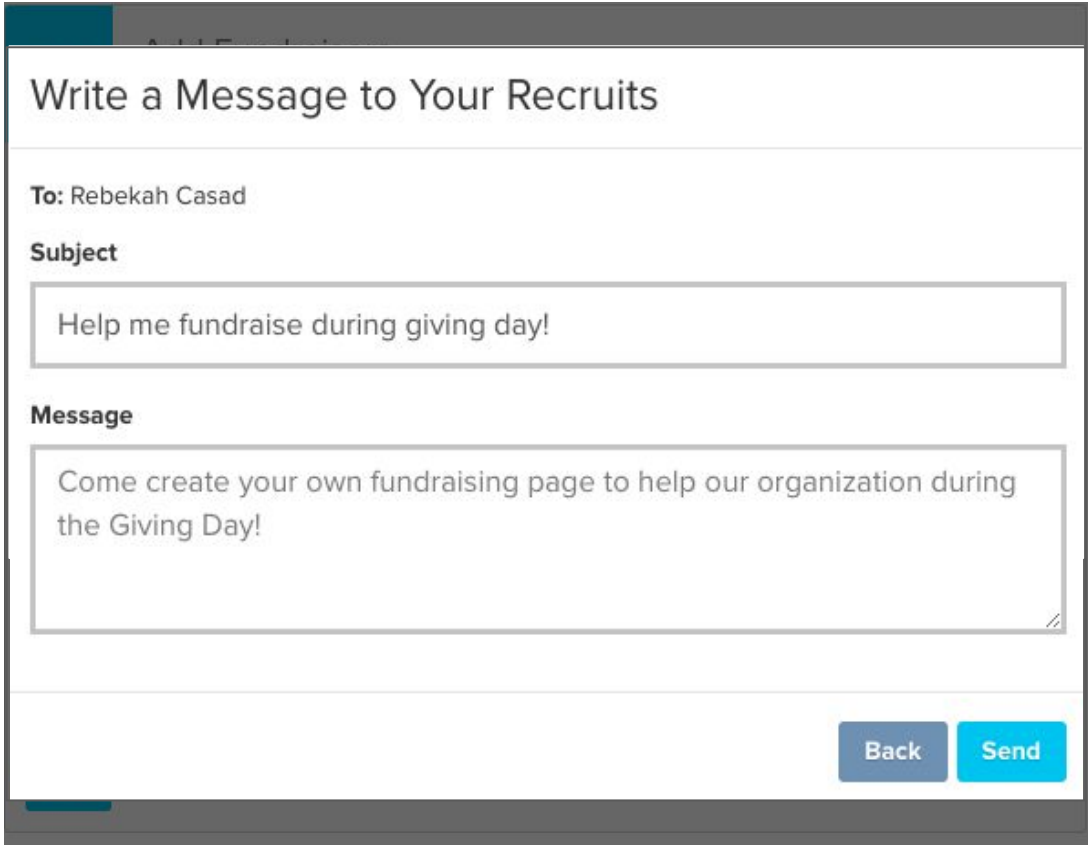

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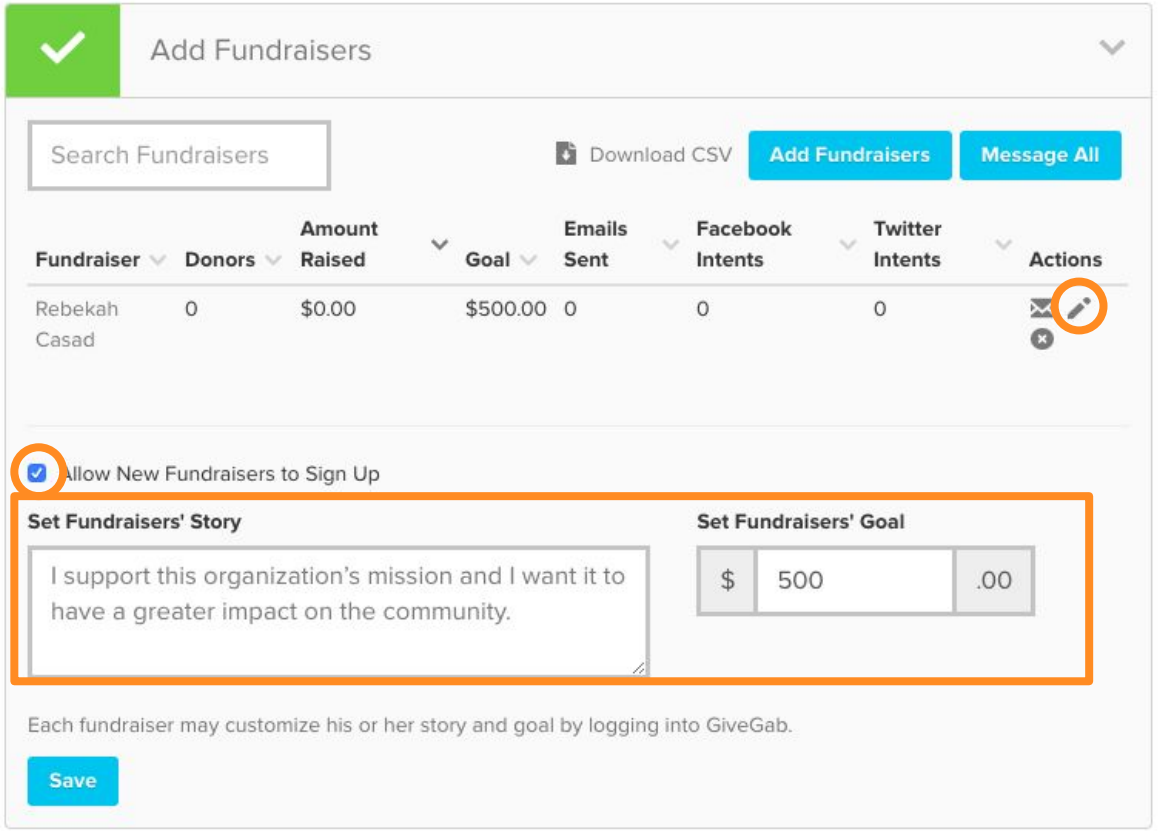

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Help Fundraisers Succeed

- Share the P2P Guide with your fundraisers
  - Detailed signup instructions
  - Email & Social media tips & templates
  - Downloads
- Set internal goals for your fundraisers
  - Then let them know how they can help you reach those goals!
- Set clear expectations for participation
- Be sure to say thank you!

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Do you have a communications plan?

- Plan your online communications ahead of Give Where You Live Collier
  - 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 Where You Live Collier

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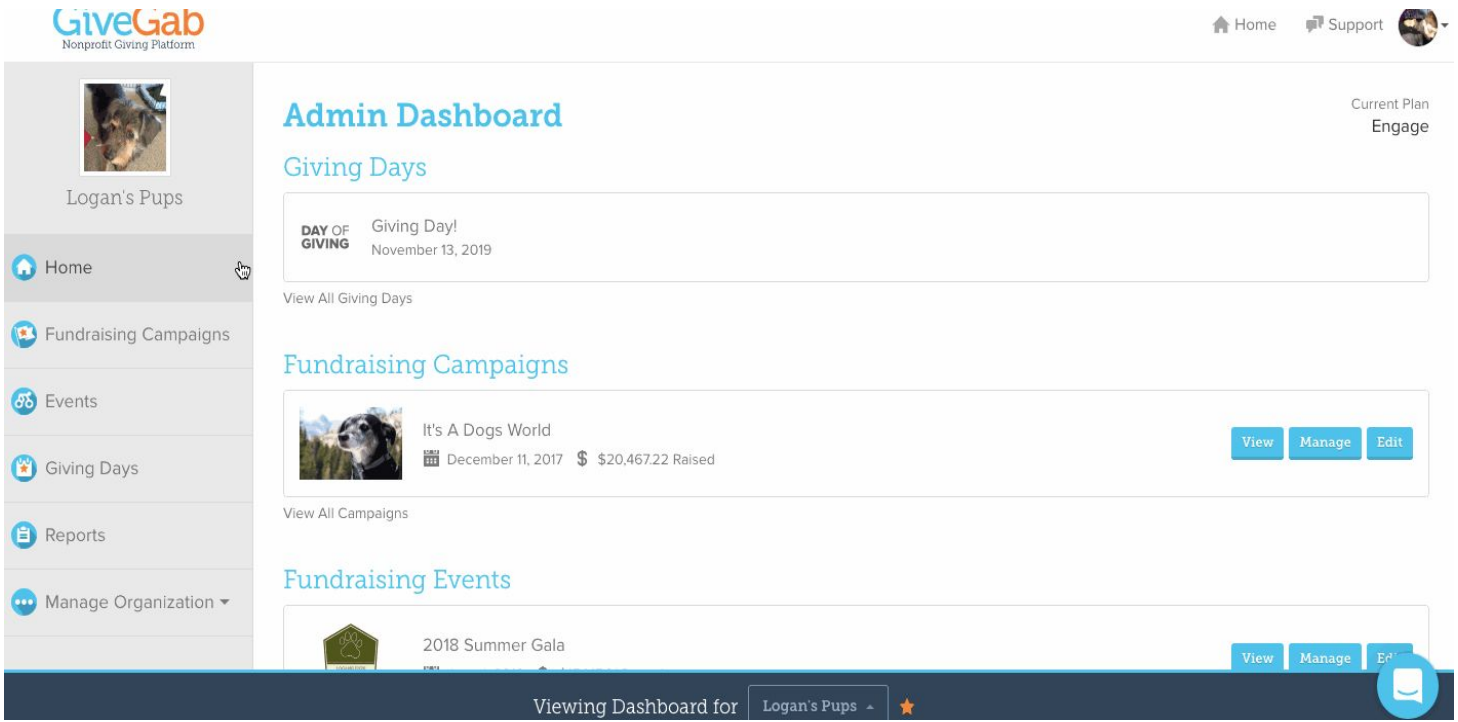
How will you get your donor data?



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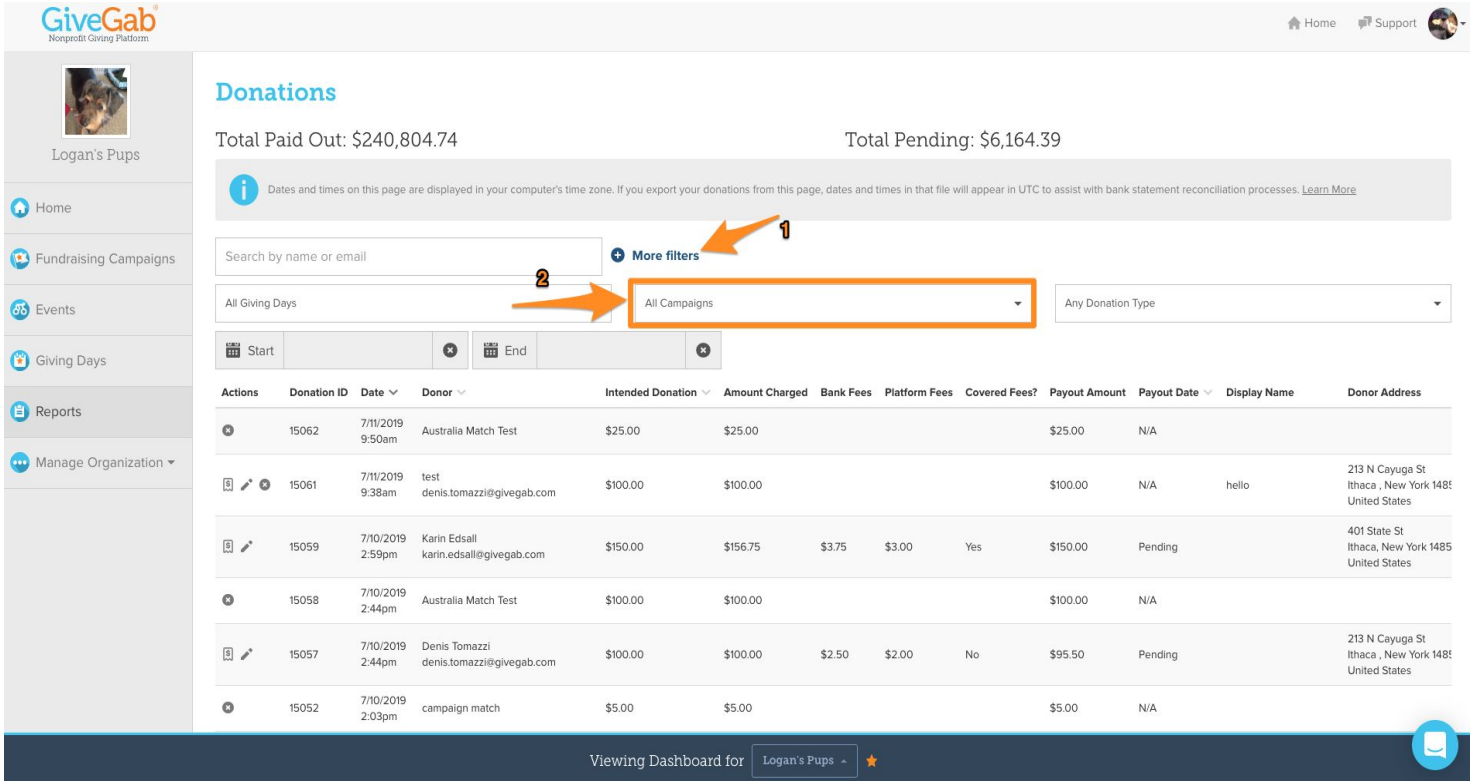

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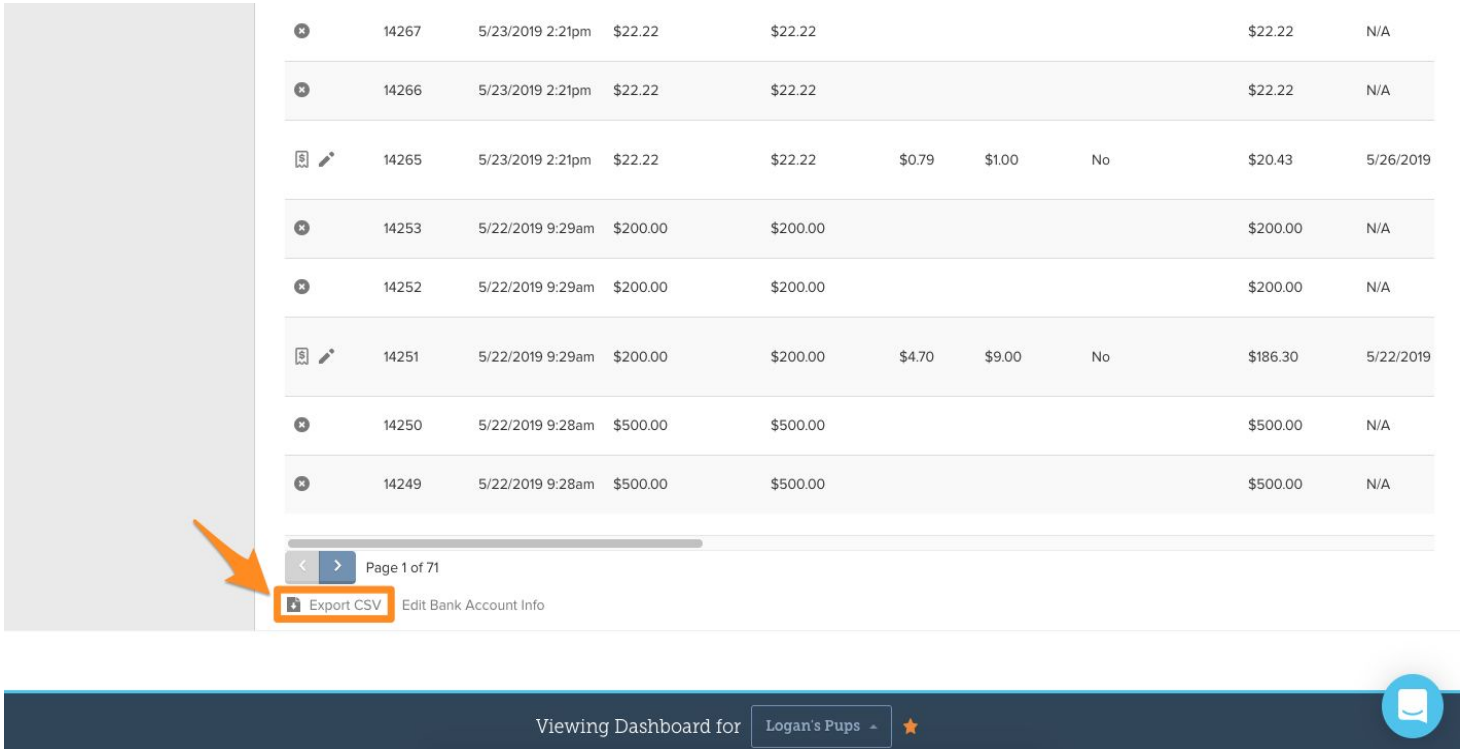

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How will you thank your donors?

- Start your stewardship process immediately after the Giving Day!
  - Remember your thank you letters should not be tax letters
- 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!

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What Happens After GWYLC?

- Offline Report Questions?
  - Contact Lisette Holmes, lholmes@cfcollier.org

- Payout Timeline
  - Dust does need to settle
  - Similar to last year - mid March

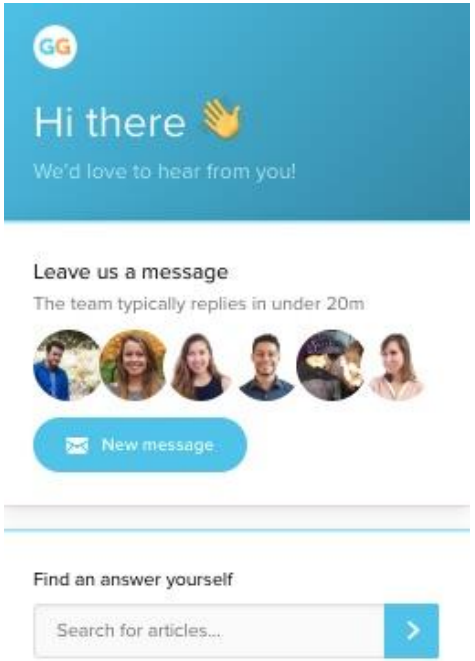
- Virtual Follow-up Meeting

Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Customized Downloadable Graphics & Zoom backgrounds
- 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!**



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Your Next Steps

- Start your communications if you haven't already
    - Send out a countdown email and post a save the date on social media
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Clearly communicate the arranged gift and new check delivery procedures to your donors.

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Questions?

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