Telling Your Story...Effectively

Give DeKalb County
May 7, 2020
Agenda

● Leveraging P2P’s
● Donor Stewardship
● Marketing Strategies
● Storytelling Examples
● Leveraging Your Nonprofit Toolkit Resources
Small Group Activity
Peer-to-Peer Fundraisers
Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization’s behalf.
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach.
- Create personal fundraising pages for your supporters as a spin-off to your main campaign.
- Multiply your followers - and influence - on social media.
Ask supporters, board members, volunteers and staff to expand your organization’s reach.

Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!
2019 Peer-to-Peer Fundraising Data

- Organizations with P2P Fundraisers raised **2.37% more**
  - $7,159.56 vs $3,028.76
- **135 Peer-to-Peer Fundraisers!**
  - 79 P2P’s who raised funds
- **$24,607.00** raised just by P2P fundraisers
  - This accounted for 3.28% of all donations received during Give DeKalb County
- **328 donors** engaged by P2P fundraisers
Getting Your Fundraisers On Board

- **Start Early**
  - Educate your fundraisers about Give DeKalb County as early as you can

- **Be Clear**
  - Share your goals for your campaign and how they can help you reach them

- **Make it Easy**
  - Provide a guide or sample content for your fundraisers to use, and meet in person if possible!
Motivating Your Fundraisers

Set your fundraisers up for success!

- Set a default goal and story for their pages
- Set them up with social media and email templates
- Share Giving Day graphics with them
- Check in with them before and on the day
- Spark friendly competition between your fundraisers
Adding Fundraisers
Adding Your Fundraisers

Give DeKalb County 2020
May 7, 2020

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Give DeKalb County 2020.

- [✓] Add Your Organization’s Info
- [✓] Add Your Story
- [✓] Add Donation Levels
- [✓] Add a ‘Thank You’ Message
- [ ] Add Fundraisers
  
  Recruit peer-to-peer fundraisers to expand your network of donors.
Setting Up Your Fundraisers

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers’ Story

I support this organization’s mission and want it to have a greater impact on the community.

Set Fundraisers’ Goal

$ 500 .00

Save

GiveGab®
Setting Up Your Fundraisers
Setting Up Your Fundraisers

Add Fundraisers

Add Fundraisers

First Name: Katrina
Last Name: Grein
Email: katrina@givegab.com

Set Fundraisers’ Story

I support this organization’s mission and I want it to have a greater impact on the community.

Fundraisers’ Goal

$5.00

Save
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Katrina Oreh
Subject:
Message:

Back  Send
Setting Up Your Fundraisers

Add Fundraisers

Search Fundraisers

Fundraiser

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

I support this organization’s mission and I want to make a difference in our community.

Each fundraiser may customize his or her story and goals.

Save

Write a Message to Your Recruits

To: Katrina Green

Subject: Let’s make a difference together!

Message: Please join me in fundraising on our behalf for Day of Giving!
## Setting Up Your Fundraisers

### Add Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karina Grein</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td></td>
</tr>
</tbody>
</table>

**Allow New Fundraisers to Sign Up**

**Set Fundraisers’ Story**

I support this organization’s mission and I want it to have a greater impact on the community.

**Set Fundraisers’ Goal**

| $ | 500 | .00 |

Each fundraiser may customize his or her story and goal by logging into GiveGab.

**Save**
Youth Engaged in Philanthropy (YEP)

Causes: Youth, Education

DONATE  FUNDRAISE

$25
$25 covers snacks and lemonade for a standard monthly YEP meeting.

$50
$50 covers 1/3 of the cost to send a YEP member to a leadership conference.

$100
$100 adds valuable funding and impact towards future YEP grantmaking.

$250
$250+ can do MANY things for YEP programming and grantmaking; youthimpact

CHOOSE YOUR OWN AMOUNT

Fundraising Champions

Ocean Buckingham $3.00
Jenny Gramer $3.00
Your P2P Fundraiser’s Toolkit

Tell Your Story
Let people know why you’re fundraising.

Make a Donation
Show people that you’re committed.

Reach Out
Ask for the support of your inner circle.

Share Socially
Tell the whole world about your fundraiser.

Give Thanks
Thank your supporters.

Progress

$0
Raised of $500 Goal

85
Days Left

0
Donors

Share your Fundraiser:
https://www.theamazinggive.org/p2p/ali

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
Best Practices

● Ask your donors to make seed donations first thing on May 7th when donations open!
● Encourage they thank their donors during the day
● Leverage the “Share Socially” and “Reach Out” tabs in their toolkit to email and share out via Facebook and Twitter. You can track their activity!
Peer-to-Peer Fundraiser Example

A fundraiser for:
Youth Engaged in Philanthropy (YEP)

Hi, I'm Owen Bockman and I'm fundraising for Youth Engaged in Philanthropy (YEP).

- $25 covers snacks and lemonade for a standard monthly YEP meeting.
- $50 covers 1/3 of the cost to send a YEP member to a leadership conference.
- $100 adds valuable funding and impact towards future YEP grantmaking.
- $250 and up can do MANY things for YEP programming and grantmaking.

Choose your own amount.
Motivate your Peer-to-Peer Fundraisers to share their stories by asking them these questions:

- What made you decide to make your first gift?
- What do you wish everyone knew about this cause?
- Why do you enjoy giving to our organization?
- What is your favorite program or service to donate to?
- How do you feel after making a gift to our organization?
- Since you’ve been supporting this cause, is there a moment that stands out to you where you truly felt your impact?
Where are P2P’s Found?

Youth Engaged in Philanthropy (YEP)

- $25: Covers snacks and lemonade for a standard monthly YEP meeting.
- $50: Covers 1/3 of the cost to send a YEP member to a leadership conference.
- $100: $100 adds valuable funding and impact towards future YEP programming and grantmaking.
- $250+: Can do MANY things for YEP programming and grantmaking, YUFimpact.

Fundraising Champions
- Owen Bockman: $0.00
- Donny Gramer: $0.00
- Nina Mitchell: $0.00
- Jai Moses-Miller: $0.00
- Ashley Parks: $0.00

Give DeKalb County 2020 Fundraising Champions

Search by name...
Donor Stewardship & Segmentation
What is Stewardship?

- Think of something that you regularly give time or money to
- This could be a company, organization, activity, or membership
- Why do you continue to support this institution? What makes it important to you?
- How do the owners, organizers or leading members foster their relationship with you?
- How do they woo you?
What is Donor Stewardship?

- A specific type of donor relations
- Begins once the very first gift is given
- Allows organizations to cultivate long-lasting relationships with donors
Why is Donor Stewardship Important

- Cultivating relationships with donors creates happiness and loyalty, which will increase the likelihood of seeing repeat donors
- Recurring support does not just come in the form of donations
- Volunteer opportunities
- Committee members
- Board members
- Testimonials and social media outreach
Why is Donor Stewardship Important

- Cost-effective fundraising strategy
  - On average, it costs 3x more to acquire new donors than it does to steward existing donors
- 81% of first-time donors do not turn into repeat donors
- 63% of repeat donors remain repeat and recurring donors
- Long term relationships are more effective and can help you to better strategize and maintain your annual fundraising plan
What is Donor Segmentation

- Separating your whole of your donor base into smaller groups based on similar qualities
  - E.X. geographic area, age, type of donor, donor status, donation amounts, etc.

Regardless of the size of your nonprofit, donor segmentation is an important strategic process because it enables your organization to communicate with your donors in ways that are meaningful to them as individuals.
Ways to Segment Donors

- How Your Donors Were Acquired
- Size of Gift
- First Time Donor vs. Returning Donor
- Giving Frequency
- Engagement Level
- Age/Demographics
- Interests
- How They Want To Hear From You
- How Often They Want to Hear From You
- Preferred Way to Give
- Their Role Within Your Organization
Small Group Activity
Defining Your Stewardship Strategy

- Revisit or define your goals
  - How can stewardship help with your strategies and planning?
- Set a budget
  - What funds can you allocate to personal snail mail stewardship materials?
- Define your communication plan
  - How often can you reach out?
- Not all donors are treated equally
  - Create separate plans for large, medium, and smaller-scale donors
Marketing Strategies
Communication Planning

- What communication strategies have worked in the past?
- What mediums are going to be most effective in getting the word out?
- What is the impression you want your supporters to have?
- How will you make the day fun and engaging for both your team and your supporters?
- Check out other giving days to gather inspiration!
Email Marketing

● Email is a great way to share info with supporters directly and immediately
  ○ If you think you’re emailing them too much, it’s probably just enough!

● Develop an email timeline leading up to the day and pre-schedule
  ○ Don’t be afraid to throw in some ad hoc emails during the day!

● Chance to include multiple calls to action:
  ○ Always link to your Give DeKalb County Profile
  ○ How to like, follow, and share posts on social media
  ○ Ways to Get Involved
  ○ Shareable Graphics

● Use your personal and organization email signature as a CTA
Social Media & Online Giving

● Mobile Responsive Giving
  ○ Upwards of 25% of all online donations are made through a mobile device

● Interactive Giving
  ○ Donors feel more connected when you create more specific asks

● Convenient Giving
  ○ The ability to give quickly on any device motivates donors to commit

● Storytelling
  ○ Encourages supporters to be a part of the story
  ○ Becoming even more significant in the digital era
Supporters can “Like” or “Follow” different organizations to easily stay connected to their social pages.

Supporters can engage with content shared by “Liking” or “Sharing” which widens your reach to their network.

Creates a curated “Newsfeed” that caters to their personal interests for more genuine engagement.
Always include a clear CTA
Create consistent shareable content (C.O.P.E.)
Include photos and ask questions for increased engagement
Add the Give DeKalb County logo to all promotional materials
Swap out profile photos with Give DeKalb County graphics from the toolkit
Use Hashtags to be a part of the conversation
Include the Hashtag #GiveDeKalbCounty to be featured on the Give DeKalb County Tagboard
Your social media strategy should focus on quality over quantity!
Platform Specific Tips

Facebook:

- Generating activity on your posts will keep them in news feeds longer (likes, shares, comments, etc)
- Go “Live” on the day! Have a plan, let your supporters know, and have fun with it. Consider creating a series leading up to the day that tells your story.
- Boosting can be a cost-effective way to increase and target your visibility

Instagram:

- Make your accounts public to ensure visibility!
- Ask questions to generate activity, and use the story and live features!
Real Life Storytelling Examples
Example 1 - Profile

Beyond Violence Inc.

Causes: Homelessness & Housing, Women's Issues, Community Advocacy
Example 1 - Email

- Subject Line: Raise the Region! 1 week away 😄!!
- Quick hook with a fun image!
- Clear Call To Action

So Excited!! 1 week away!! Help us Win the Toyota's Fast Start Prize March 11th between 6pm and 7pm
Beyond Violence: Berwick's Women's Shelter
@BeyondViolenceBerwick

Photos

Our Story
Beyond Violence, Inc. is a private, non-profit organization whose mission is to provide support and ...

See More
Example 1 - Website

What is happening at Beyond Violence?

Mark your calendars for March 11 – 12. It will be a day for everyone to support our campaign at

https://www.raisetheregion.org/organizations/beyond-violence-inc

#RaisetheRegion
Music Memories Austin
Creating workshops for aging communities where music is magical medicine!

- **$50** Helps pay for the printing and organizing of 20 song books.
- **$100** Helps pay for the hours of rehearsal and research for each workshop.
- **$500** Supports multiple workshops at various facilities.
- **$1,000** Helps us to start a choir for those with Alzheimer's and their caregivers.
Example 2 - Email

Music Memories Austin
musicmemoriesaustin.com
501(c)(3) nonprofit
3803 Arrow Dr, Austin, TX 78749

Kelsey Rossbach
2853 State Route 34
Scipio Center, N.Y. 13147
February 28, 2019

February 28, 2019

Dear Kelsey,

Thank you so much for your generous donation made on February 28th, 2019 of $50 to Music Memories Austin, a recognized 501(c)(3) nonprofit. Your loving gift will help provide specialized music workshops to those in Alzheimers, dementia, memory care, respite care, and retirement facilities throughout the Austin and surrounding areas.

We are especially moved that you live in New York and are supporting the joy of music to people who live thousands of miles away. The smiles, laughter, and voice that our friends in the various facilities share is a reminder that the heart knows no boundaries and your kindness reiterates the same message. Thank you!

Your contribution is tax deductible to the extent allowed by law. No goods or services were provided in exchange for your generous donation. Music Memories Austin has the following EIN: 83-1836034. We thank you for your support, generosity, and trust in our mission.

Sincerely,

Edie Elkjer and Susie Higley
A HUGE THANK YOU

Susie Higley <susie.higley@gmail.com>
to Katie, aimee.mcmanus, karin, casey, kelsey, katrina, aaron, jon.nay

Fri, Mar 1, 2019, 5:00 PM

It's coming down to the wire for Amplify Austin! Edie and I are completely in tears ... and in the best of ways. Thank you for raising so much money for Music Memories Austin! We are beyond grateful and awed by your generosity and kindness!!!

I finally figured out how to send this clip from a workshop at AGE of Austin ... we were singing "Oldies but Goodies" ... this precious woman was getting out of her wheel chair but there were no aides to help her so I kept singing and grabbed her before she almost fell ... and the director of the facility got this little snippet. It melted my heart! The sweet woman wouldn't let go of me for at least another song! Haha ... this is part of what we do ... and it all melts the heart. Thank you more than you know for all you all have done for us and those we serve!

Love,

Susie and Edie with Music Memories Austin
Paul's Pantry
Neighbors Feeding Neighbors

Causes: Poverty and Hunger, Health and Wellness, Homelessness & Housing

DONATE

$52,620 Raised 100 Donors
Example 3 - Social Media

Paul's Pantry @PaulsPantry · Feb 18
Today is the day! #giveBIGgb kicks off in about 4 hours. We are excited to be a part of this great effort to raise awareness of the work non-profits are doing in the community and raise some much-needed funds to do even more.
#FeedTheHungry #PaulsPantry

Support Paul's Pantry in #givebiggb! | Give BIG Green Bay
I’m ready to support Paul's Pantry on February 18, 2020 during Give BIG Green Bay. Learn more about Paul's Pantry and all the other organizations...
givebiggreenbay.org
To quote the Greater Green Bay Community Foundation, "It was a BIG week"!
Thank you to everyone involved for making it such a memorable one!!

THANK YOU
Leveraging the Nonprofit Toolkit Resources
Planning Guide

● Best Practices for:
  ○ Board Engagement
  ○ Know Your Audience
  ○ Donor Engagement
  ○ Goal Setting
  ○ Communication Tools
  ○ Social Media

● Develop and Execute Your Plan
Communications Timeline

- Comprehensive Communication Guides
  - 12 weeks
  - 8 weeks
  - 4 weeks
- Monthly Major Milestones
Building Board Support

- Kickoff Guide
- 10 Steps to Board Success
- On Demand Training Videos
- Sample Board Responsibilities
- Resources for Your Board Members

GiveGab
Email Marketing

- Sample Emails
- Tip on effective email communication:
  - Gathering emails
  - How to make sure emails are read
  - Email design

GiveGab®
Social Media Tips

● Sample Social Media Posts

● Platform tips:
  ○ Facebook
  ○ Twitter
  ○ Instagram
Questions?