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# Final Steps to Success

GIVE DeKalb County

*May 6, 2021*

# Your GiveGab Team

**Kelsey**

*Project Director*

**Jon**

*Sr. Customer Success Champ*

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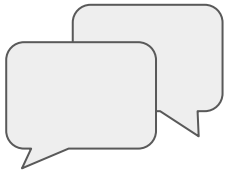
# Submit Your Questions!

**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 DeKalb County Updates & Reminders
- Your Checklist for Success
- After Give DeKalb County
- Your Nonprofit Resources
- Next Steps
- Q&A

# Updates & Reminders

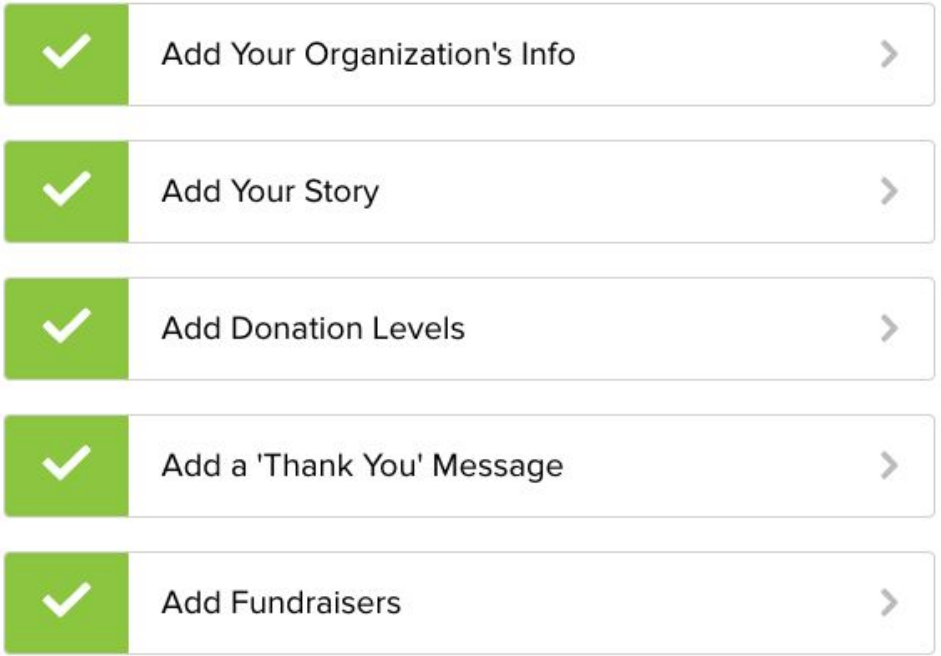
- **www.givedekalbcounty.org** | May 6, 2021
- Midnight - Midnight
- Bonus Pool
- Tagboard
- Mail-In Donations
  - April 22 - May 6 (postmarked dates)

# Your Success Checklist

- ☑ Ready for Donations?
- ☑ The Perfect Profile
- ☑ Matches/Challenges
- ☑ Engage Ambassadors
- ☑ Prepare Communications

# 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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Barb Food Mart

# Food Pantry Serving DeKalb School District Families

## Barb Food Mart

DONATE FUNDRAISE

Causes: **Poverty and Hunger, Health and Wellness, Education**

0%

$0 Raised $20,000 Goal 0 Donors

# Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- The training page has the tools to make your P2P fundraisers shine
- Everyone can be a fundraiser
    - Supporters, board members, friends and family, and even yourself

Organizations with P2P raise 3.4 x more than organizations without P2P

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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!

Do what is best for your organizations! You can engage many supporters outside of P2P too!

# Do you have a communications plan?

- Plan your online communications ahead of Give DeKalb County
  - 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 Give DeKalb County Nonprofit Toolkit for the perfect plan!

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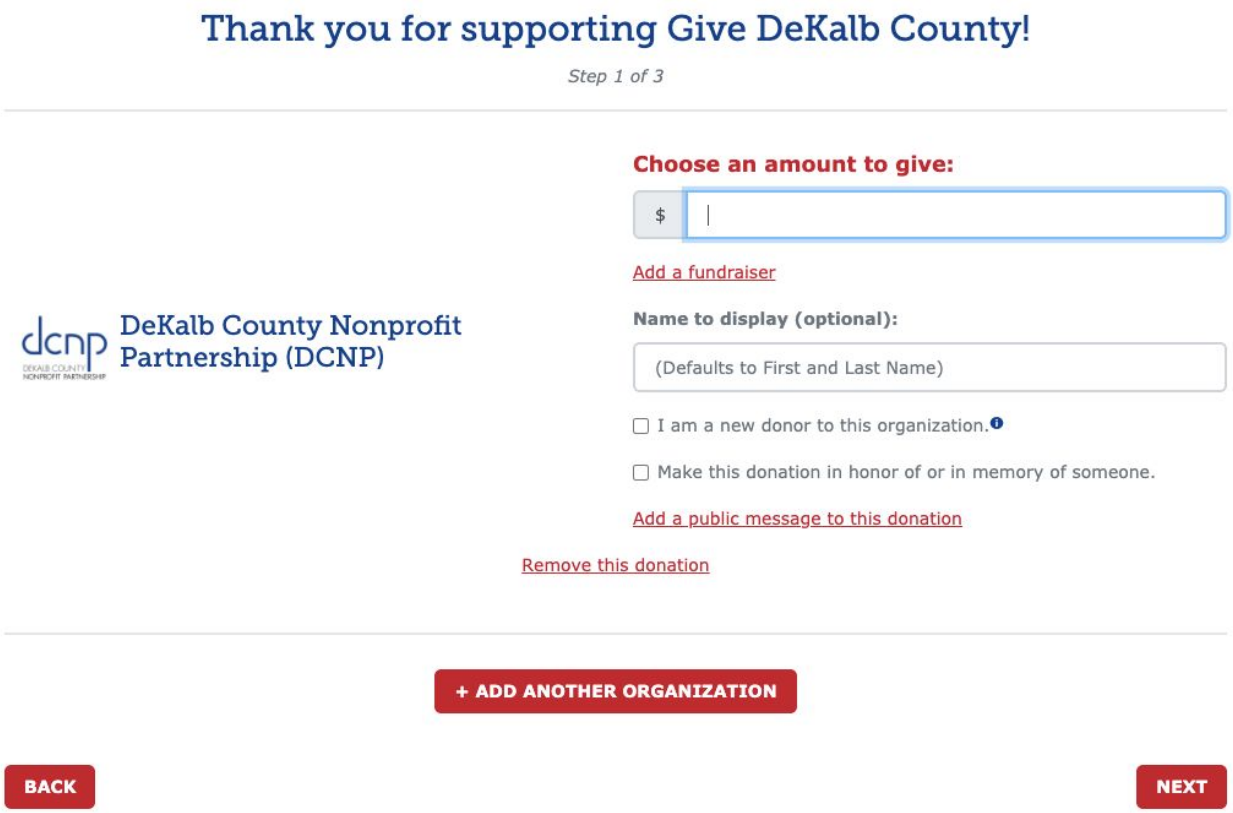
# Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing
- Your Give DeKalb County Nonprofit Toolkit is full of communication resources
    - Suggested timelines
    - Sample content
    - Social media posts
    - Create QR codes of your profile
    - Shareable visual content

# Donation Flow & Thank You

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## Confirm Your Gift

*Step 3 of 3*

**DeKalb County Nonprofit Partnership (DCNP)** Gift: $5.00

**Email:** kelsey@givegab.com

Thank you for making a difference by donating! Want to do even more? You have the option to add a donation to the DeKalb County COVID-19 Response Fund to support local recovery and rebuilding efforts.

SELECT AN AMOUNT

Fees: $0.53

What's with these fees?

☐ I'll cover the fees!

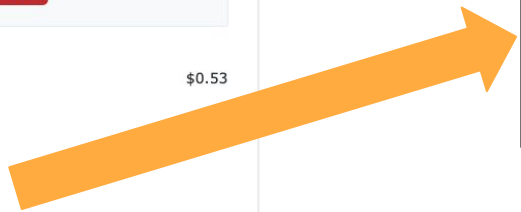
Privacy Option(s)

☐ Please do not display a name publicly.

☐ Please do not display the donation amount publicly.

**Total:** **$5.00**

**Would you like to receive the DeKalb County Community Foundation's monthly e-newsletter, What Gives!?**



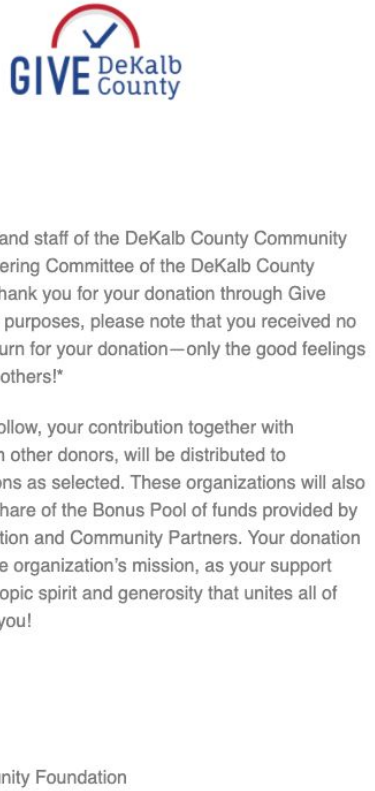
Privacy Option(s)

☐ Please do not display a name publicly.

☐ Please do not display the donation amount publicly.

# Donation Flow & Thank You

- All donors will receive a thank you email!
- If a donor gives to only one organization, they will receive that organizations custom “Thank you” message
- If a donor gives to more than one organization, the donor will receive will receive one thank you email, with the general giving day thank you, and with all their donations itemized.



GIVE DeKalb County

Kelsey,

On behalf of the Board and staff of the DeKalb County Community Foundation and the Steering Committee of the DeKalb County Nonprofit Partnership, thank you for your donation through Give DeKalb County! For tax purposes, please note that you received no goods or services in return for your donation—only the good feelings that come from helping others!*

During the weeks that follow, your contribution together with contributions made from other donors, will be distributed to participating organizations as selected. These organizations will also receive a proportional share of the Bonus Pool of funds provided by the Community Foundation and Community Partners. Your donation extends beyond any one organization’s mission, as your support celebrates the philanthropic spirit and generosity that unites all of DeKalb County. Thank you!

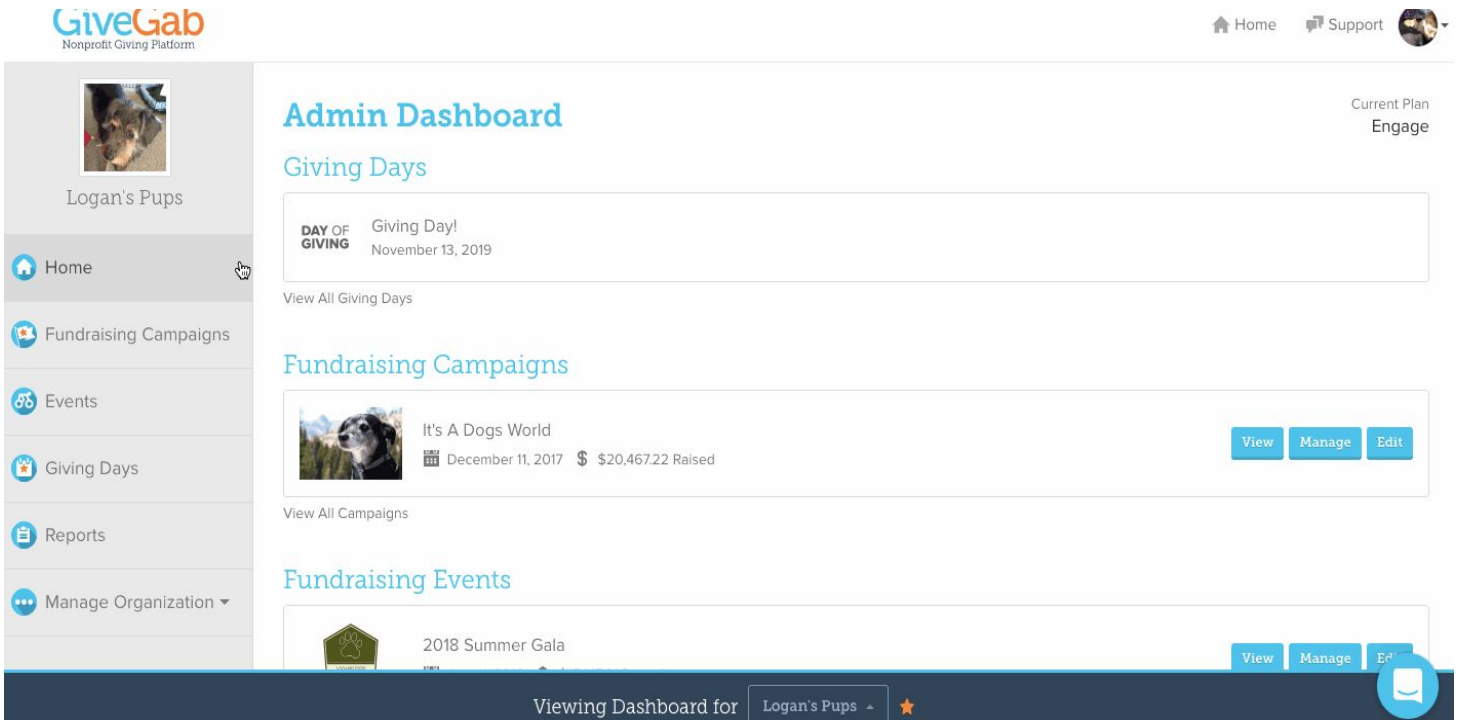
Sincerely,

Dan Templin
Executive Director
DeKalb County Community Foundation

# After Give DeKalb County

- Donation Reports
- Payout Timeline
  - Community Foundation will contact you re: ACH
  - Will reconcile/payout as quickly as possible
- Donor Stewardship
- GiveGab beyond DoG

# How will you get your donor data?

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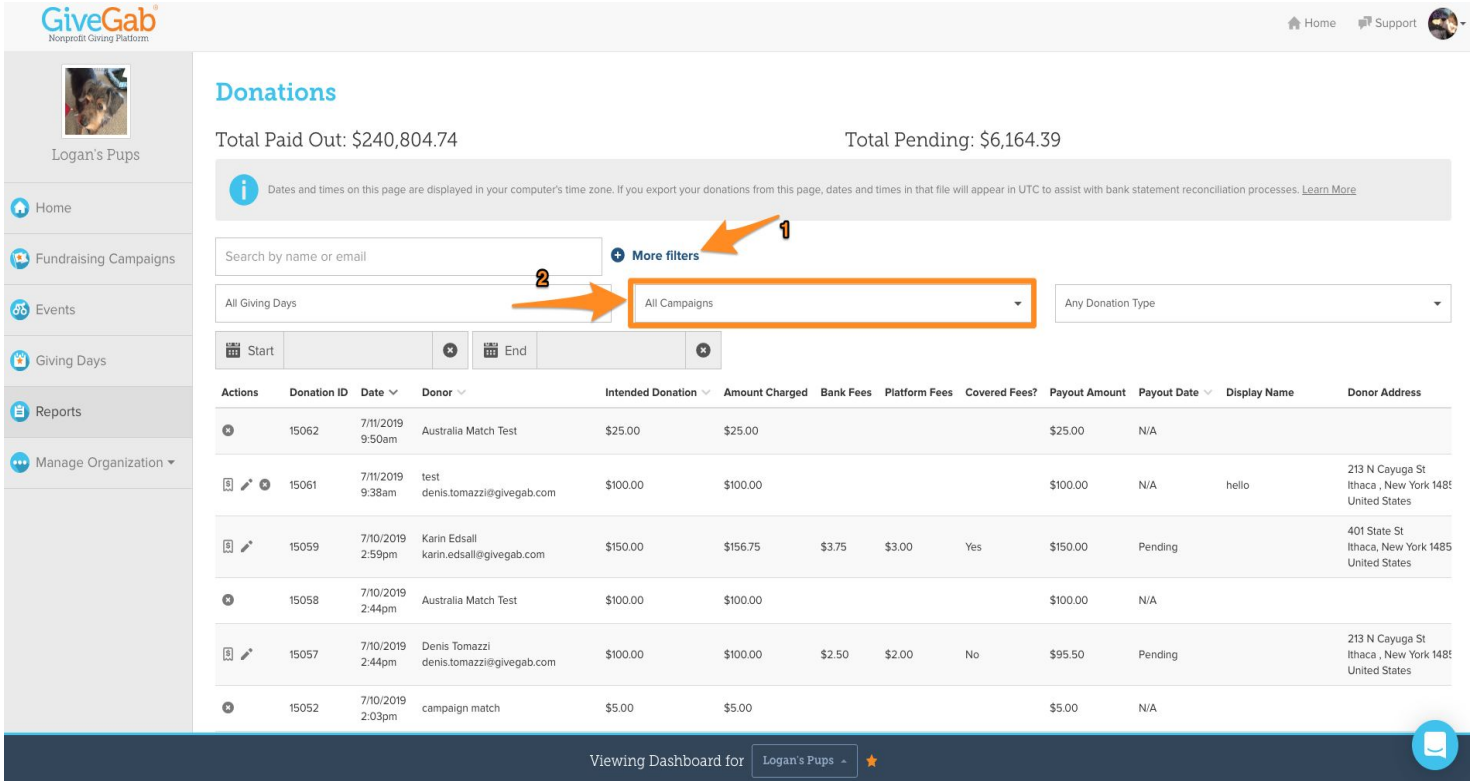
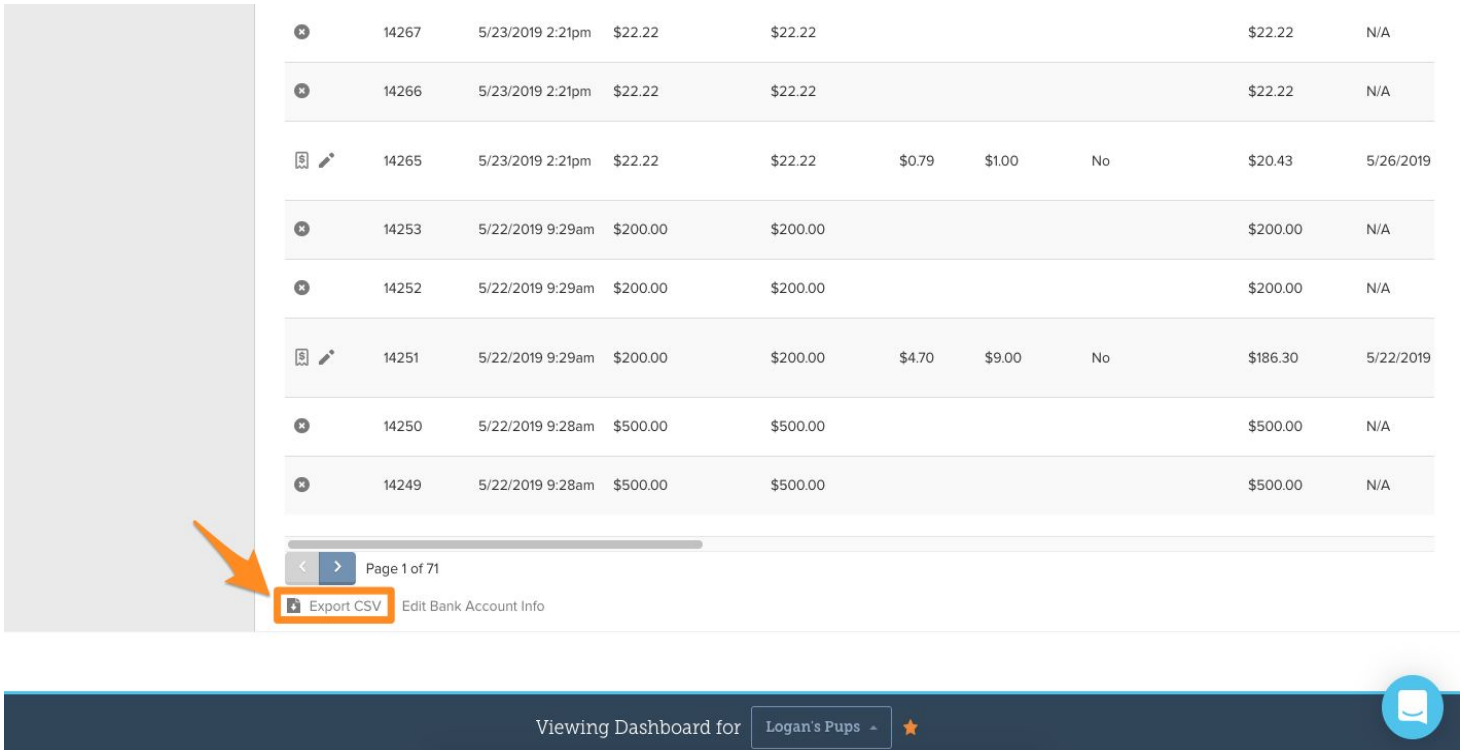


# How will you get your donor data?

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# How will you thank your donors?

- Start your stewardship process immediately after **Give DeKalb County**
- 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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# Additional Updates - Incentives

- Incentives to boost the Bonus Pool
- Quick Start
  - $250,000 by 10am on May 6
- Stronger Together
  - 2,000 total donors
- Mail-in & online both count
- Unlock both = **$10,000**

# Additional Updates - Receipting

- Donation receipting comes from the Community Foundation

  *All Give DeKalb County donations are made to the DeKalb County Community Foundation. This means that **your organization does not need to send a separate tax acknowledgement** to those who donate to you during Give DeKalb County. We strongly encourage you to **thank your donors**—but to appropriately acknowledge the donation, tax receipting needs to come from the Community Foundation.*

# Additional Updates - Payout

- We will reconcile and move to payout as quickly as we can
- Please be patient!
- Community Foundation staff will contact you re: ACH
  - **ACH is preferred**
  - If not possible for your organization, we can discuss other arrangements

# Additional Updates - Promo/Emails

- Yard signs - please post them and plan to return by 4:30 on May 10
- Info and updates - please read our e-blasts
- Facebook group - all admins should join
- Social media - like/share/comment...engagement & excitement are key
  - #GiveDeKalbCounty (Tagboard)

# Additional Updates - Training

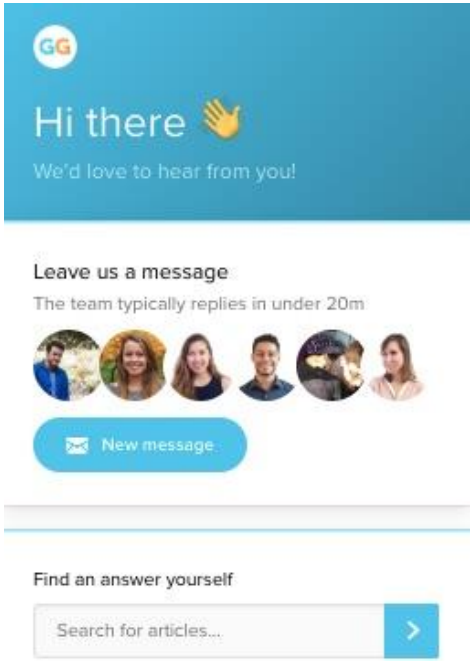
- Donor Stewardship training on May 17
- Visit DCNP.org to register

# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Give DeKalb County Downloadable Graphics
- 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!**



# Your Next Steps

- Like and follow Give DeKalb County on social media!
    - Don’t forget to use #GiveDeKalbCounty
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Complete your profile ASAP if it isn’t final yet

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# Questions?

GIVE DeKalb County

*May 6, 2021*