

Board & Donor Engagement

Using Data & Testimonials to
Tell Your Story



Zoom Etiquette

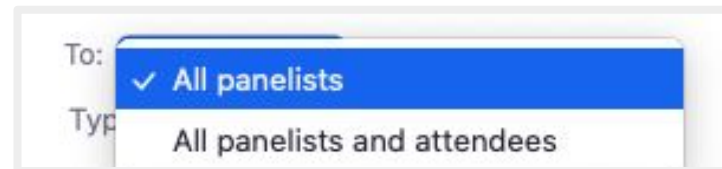
This is being recorded. The recording will be available on the /trainings page by **March 29, 2023.**

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

Introduce yourself! Name, location, organization.



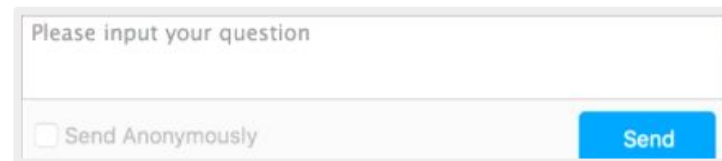
Chat Box



The screenshot shows the Zoom chat box interface. The 'To:' dropdown menu is open, displaying two options: 'All panelists' (selected with a checkmark) and 'All panelists and attendees'. The 'Type' field is visible below the dropdown.



Q&A



The screenshot shows the Zoom Q&A interface. It features a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

Meet the Team



Kelsey

Project
Director



Jennifer

Project
Manager

Agenda



- Reflect on Give DeKalb County 2022
- Goal Setting
- Storytelling using goals, data, and testimonials
- Using GiveGab's Fundraising Tool
- Resources available to your organization

Questions to Ask Before Give DeKalb County 2023



- What were we able to achieve in previous years?
- Do we have a campaign or event around this time of year?
- What are our most crucial needs at this time?
- What will help to improve long term sustainability?

Setting Your Goals



- Narrow in on 1-3 specific goals. This creates a strategy that's easy for your organization to execute, and for your supporters to rally behind
- Determine which goals are internal vs. external
 - **Internal:** Become more familiar with online fundraising tools, strengthen relationships with board members
 - **External:** Raise \$5,000 for new supplies, secure at least \$1,000 in matching funds prior to the day.
- Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!

Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Increased Awareness

Examples



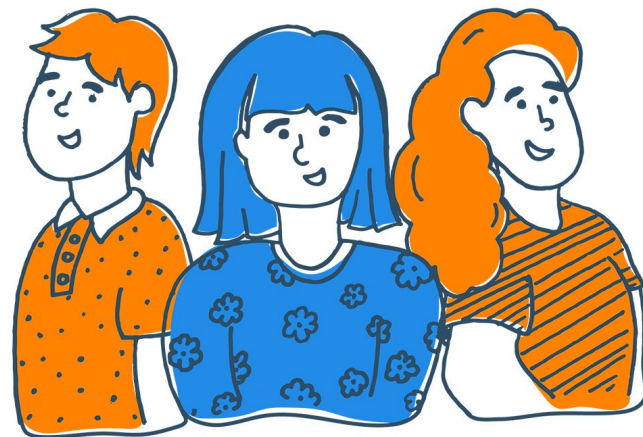
- \$5,000 raised during our Giving Day will provide a year's worth of healthy lunches for every low income student at Middletown Elementary School.
- Support from 100 donors on Give DeKalb County will unlock an additional \$10,000 from our board of trustees.
- On our Giving Day, we can double your donation and feed every animal in the shelter for a week, by reaching our goal of \$5,000.

Who Should Know About Your Goals

- Why do you want to clue them in?
 - **Internally:** Board Members, Staff, Steering Committees
 - **Externally:** Major/Recurring Donors, Matching Sponsors, Fundraisers, Donors and other supporters
- This distinction is important, as you may need to curate different “asks” for these individuals as a result of the goal(s) you set.



Storytelling Strategies

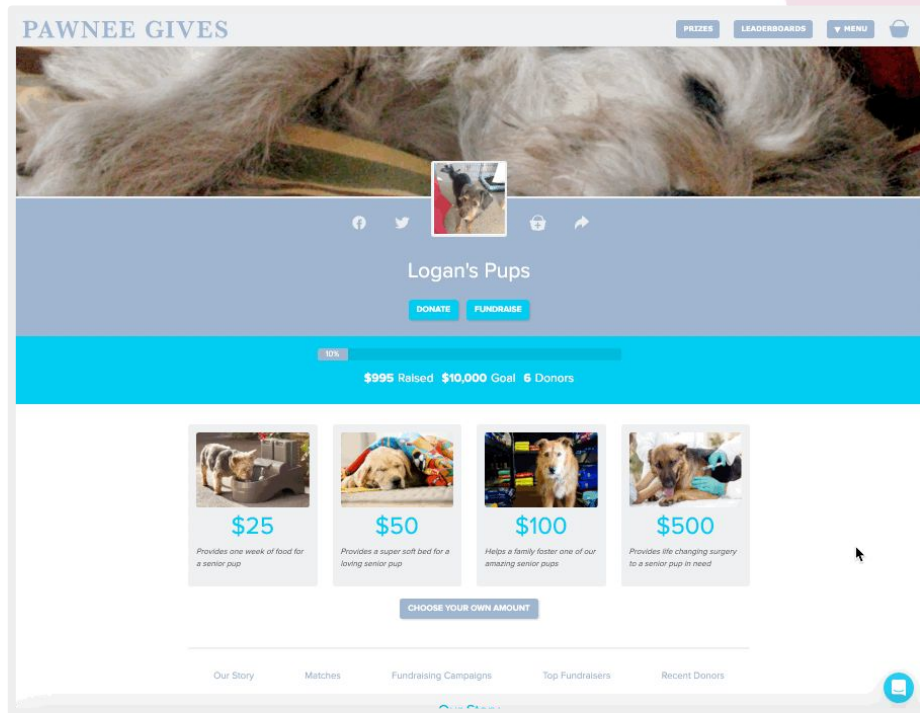


The Significance of Storytelling

Storytelling helps donors connect to your organization!

- Provokes active listening and participation
- Lays the foundation of your organization's "big picture"
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Even more significant in the digital era!

Monetary Goal Strategies



- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit peer-to-peer fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted

Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal



\$5

One bag of bones for
our senior pups!



\$10

One blanket to keep
our pups cozy.



\$15

One case of yummy
food to feed our pups!



\$20

One water fountain to
keep our pups
hydrated!



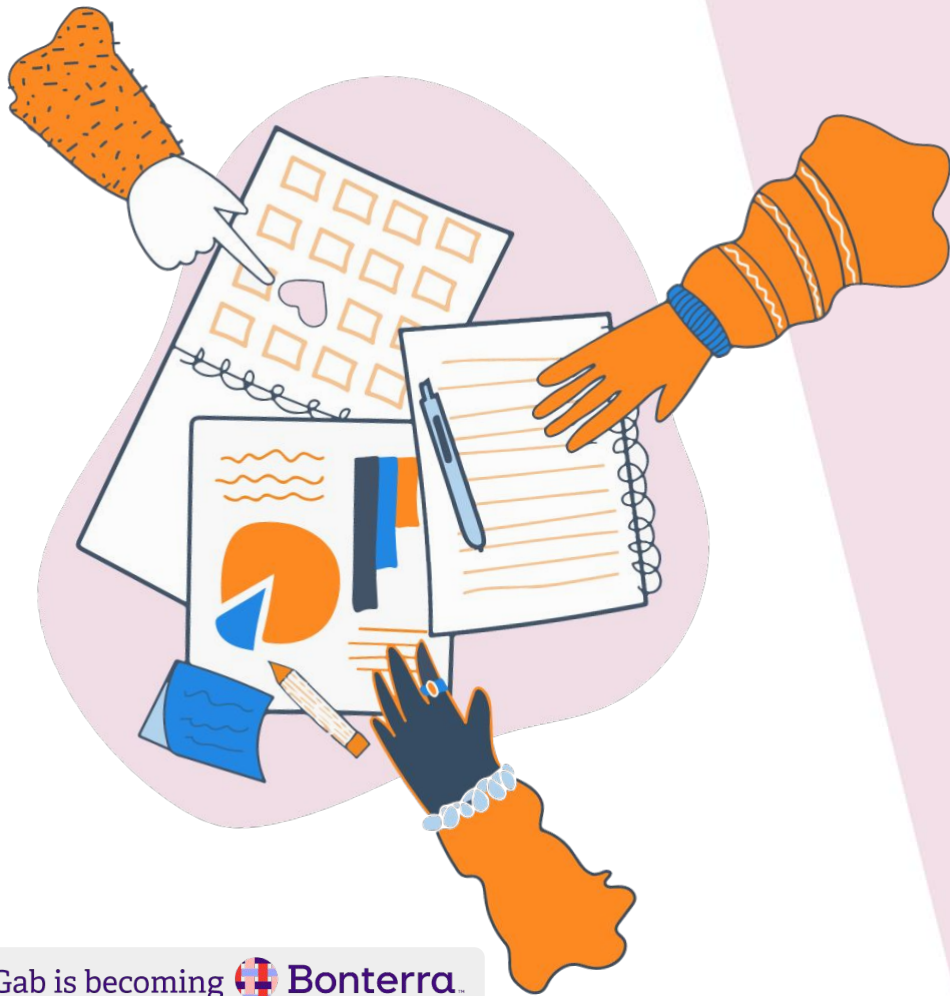
\$25

One shot to keep our
pups disease free!

New Donor Goal Strategies

- Recruit peer-to-peer fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend





Strategize and Plan

Rally Your Board Members

Reach out to existing board members to see who is willing to

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser



4 Steps to Fundraising Success

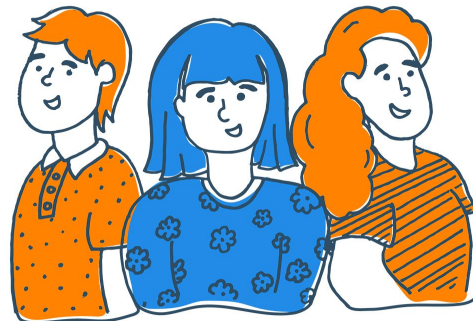
- 1 Encourage board members to use their loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



Make it Compelling

What is your personal connection to Give DeKalb County?

- What made you decide to get involved?
- What do you wish everyone knew about Give DeKalb County or the organization you work with?
- What is your favorite program or service and why?
- How does the organization you work with make DeKalb County a better place?



Make It Fun & Easy!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a board member?

Set Your Board Members Up for Success

Start Early



- Educate your board member
- Understand their capacity for this ask

Be Clear



- Be transparent with your goals
- Set expectations for your board members

Make It Easy



- Provide the content they need: Graphics, sample emails, etc.
- Take time to check-in



Have You Used P2P Fundraising Before?

If so, what's been your biggest challenge?

Did you know?

Last year, 74 Fundraisers raised \$32,708.69 and engaged 276 donors on Give DeKalb County.

Did you know?

Last year, organizations with P2P raised an average of **\$16,696.16**

VS

Organizations without P2P raised an average of **\$9,000.53**

What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Give DeKalb County profile. Their totals roll up into your totals!

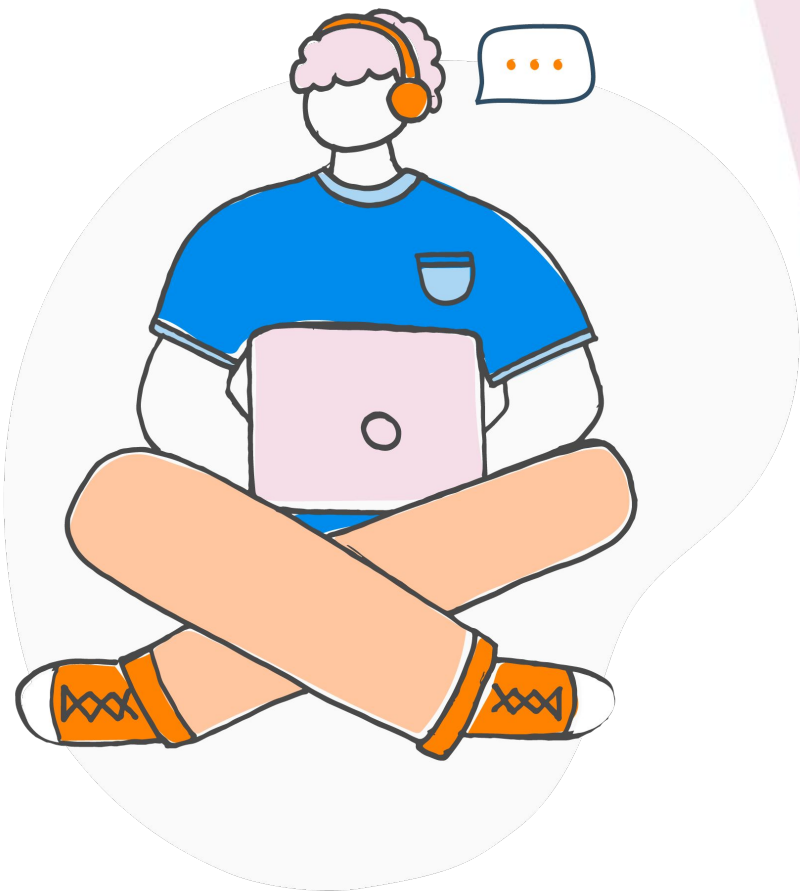
Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization



Timeline for P2P Recruitment





Takeaways & Resources

Key Takeaways



- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success
- Keep your goals in mind when developing your Giving Day profile and communications plan
- Stay consistent with your goals from beginning to end so your donors can truly comprehend their impact
- Check out [this blog article](#) for tips on how to set realistic goals!

Key Takeaways

- Make sure you set an expectation of your board's participation
- Provide several straightforward easy opportunities for them to engage
- Set your board members up as Peer-to-Peer fundraisers
- Provide your board with regular updates about fundraising goals, and progress
- Celebrate your success with your board!



Building Board
Support

[View](#)

During the Giving Day

- Encourage your Board Members to share socially
 - Check out the [Board Social Media Guide](#)
- Send your board emails with specific calls to action
- Update them on any matches on the horizon or campaign milestones
- Share your progress throughout the event



After the Giving Day



- Thank your board members for their help and hard work
- Host a debrief to review what you've learned, and strategize for next year
- Ask your board to personally thank your Giving Day donors
- Celebrate your successes and a job well done!

P2P Highlights



- P2P Fundraising can help you raise 2x more
- Fundraisers increase your organization's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- Start small this year and grow it in the future!

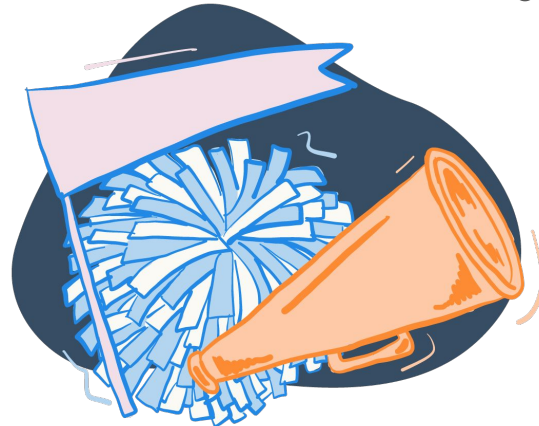
Become Social Ambassadors

Social Media

- Share posts
- Board Social Media Guide
- Add Donor badge to profile pic
- Share personal stories of connection

Networking

- Outreach
- Community Partnerships
- Personal Letters
- P2P



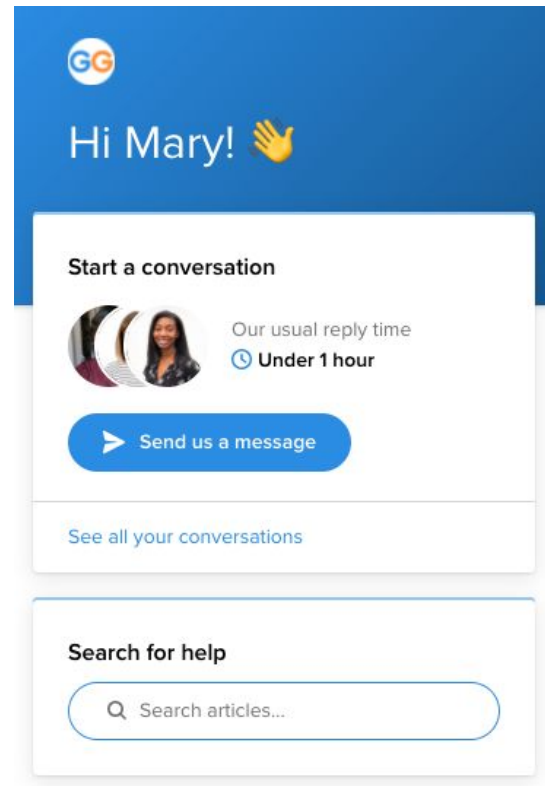
Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

GiveGab is becoming  **Bonterra.**



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Updates & Reminders

1. Register!
2. Complete your profile
3. Mail-in donation form
4. New downloads
5. Yard signs



Questions?



May 4, 2023