

Profiles, Posts and Pointers

Give DeKalb County 2024 Strategies
Webinar



Zoom Etiquette

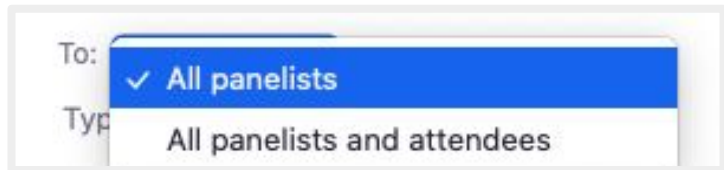
This is being recorded. The recording will be available on the /trainings page by the end of this week.

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

Introduce yourself! Name, location, organization.



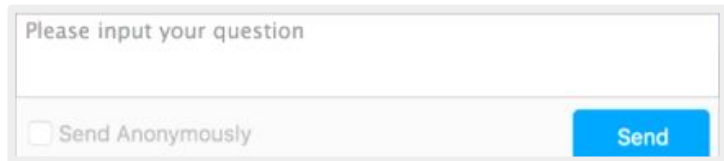
Chat Box



The screenshot shows the 'To:' dropdown menu in the Zoom chat interface. The dropdown is open, showing two options: 'All panelists' (which is selected and highlighted in blue) and 'All panelists and attendees' (which is in a light gray box below it). The 'To:' label is visible to the left of the dropdown.



Q&A



The screenshot shows the Zoom Q&A input form. 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.

Agenda



- **Creating the Perfect Profile**
 - *Basic Information*
 - *Curate your Story*
 - *Suggested Donation amounts*
 - *Personalized Gratitude*
 - *Inviting your Fundraisers*
 - *Sharing your Profile*
- **Social Media Strategy and Tools**
- **Key Takeaways**
 - *Support and Resources*

Creating the Perfect Profile

Before You Start Your Profile...

1. Define Your Goals

- a. What will your donors and supporters need to do to help you be successful according to your giving day goals?
- b. What do you want people to feel when they view your profile?
- c. What do you want the main call to action to be?

2. Gather Your Assets

- a. Do you have several photos, graphics, or videos ready?

3. What is your giving day story?

- a. What do your organizations need to know about your organization?

Perfect Profile Checklist

Get Set Up

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

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


Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!

✓ Add Your Organization's Info

Website

Logo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300.

Causes (optional)

Cause #1

Animals

Cause #2

Cause #3

Save

Curate Your Story

Themes to Think About:

- Your Founding
- Your Focus
- Your Impact
- Your People
- Your Strengths
- Your Future


Who inspires your stories?

- Beneficiaries
- Volunteers
- Donors
- Staff
- Community Members

✓

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

\$

10000

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Tell Your Story

GT America

Formatting

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Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

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.

Vimeo Url

https://www.youtube.com/watch?v=xzM71NyCQHU

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

Save

Formatting Your Story

Tell Your Story



- Change Font Typeface
- Header Text Formatting
- Text Color & Size
- Paragraph Text Formatting
- Content Alignment
- Add Bulleted or Numbered Lists

- Upload Images
- Add Hyperlinks
- Insert Tables
- Insert Horizontal Lines
- View in Fullscreen
- Edit in HTML
- Undo/Redo last action
- Click to see more/hide more

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" or "why"
- 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!

Story Writing Prompts

Focus Story:

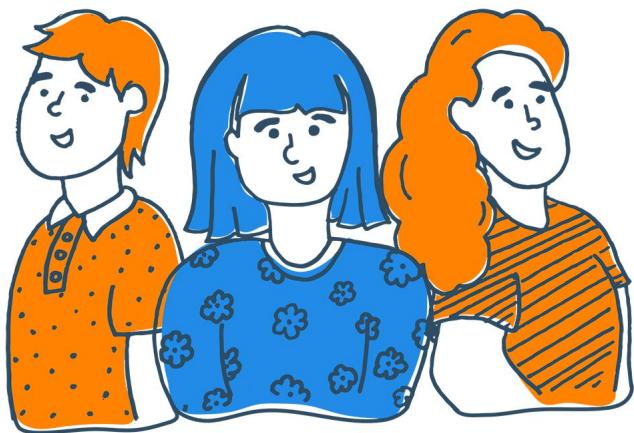
- What services do you provide?
- How are services delivered?
- What are the outcomes of these services?

People Story:

- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?

Impact Story:

- Tell us about your life before you worked with our organization.
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us?



Highlighting Visual Content

Story Example

Our Story



By supporting Fox Valley Community Services, YOU support vibrant, independent living.

Our Seniors want to continue living independently in their own homes. Through your donation, our Home Services Program makes this independence possible.

Active Adult Activities at our Center provide a fun, convenient place for Seniors to gather. Please help keep our Senior Center open!

You can prevent premature and unnecessary nursing home placement, avoid isolation, give peace of mind, respite, fun, and more by supporting our Adult Day Service in DeKalb and Sandwich.



Thank you so much for your gift!

<https://www.givedekalbcounty.org/organizations/fox-valley-community-services>

Suggested Donation Amounts

Help donors understand the impact of their gift by suggesting a donation amount!

1. Identify 3 - 4 dollar amounts to suggest
2. Determine what each amount can support
3. Add an image & short description for each



\$25

Purchases 10 Books



\$50

Sponsors one membership in a computer literacy course



\$100

Purchases 5 new keyboards for community computer use

Suggested Donation Amounts



\$15

Commission new works for berimbau!



\$25

Help us spread the joy of the berimbau!



\$50

Contribute to our next album!



\$100

Support educational outreach programs!

CHOOSE YOUR OWN AMOUNT

<https://www.givedekalbcounty.org/organizations/arcomusical>

Personalized Gratitude

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Sent immediately to your donors when they complete their gift

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


Thank You Message

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Youtube or Vimeo Link


Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

GiveGab is becoming  Bonterra.



Ashley,

On behalf of the DeKalb County Community Foundation's Board of Directors and staff and the DeKalb County Nonprofit Partnership's Steering Committee, thank you for donating during Give DeKalb County! This serves as your tax receipt and your donation is tax-deductible to the extent allowed by [law](#).*

In the coming weeks, your gift together with contributions from other donors, will be distributed to participating organizations as selected. These organizations will also receive a portion of the Bonus Pool, ensuring that your donation goes even further. Thanks again for sharing your generosity through Give DeKalb County!

Sincerely,

Dan Templin
Executive Director
DeKalb County Community Foundation




Arcomusical is sincerely thankful for your financial support of our mission to spread the joy of the berimbau musical bow. Among the many symbols of the African continent and its richly diverse cultural landscape, the musical bow represents truth, resistance, beauty, and hope. Arcomusical aims to shine a light on a relatively unknown musical instrument and in so doing bring respect, joy, light, and understanding to each community in which we perform. Thank you for making this possible!


Your donation receipt from DeKalb County Community Foundation

Donor:	Ashley Rogers
Date:	March 6, 2024
Organization:	Arcomusical
Designation:	Give DeKalb County
Amount:	\$10.00
Total:	\$10.00

[View Your Donations](#)

*The DeKalb County Community Foundation is a registered 501(c)3 nonprofit organization and has exclusive legal control over the contributed assets as required by law. Contributions are tax deductible to the extent allowed by law. This letter acknowledges that no goods or services as defined by the Internal Revenue Service have been provided to you in exchange for your contribution. Please keep this document for your records, as it may be necessary for you to claim any federal tax deductions.

 Add Fundraisers

 Download CSV

Add Fundraisers

Upload fundraisers

Message All

Fundraiser ▾

Donors ▾

Amount Raised ▾

Goal ▾

Email

Phone

Actions

No fundraisers found.

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$

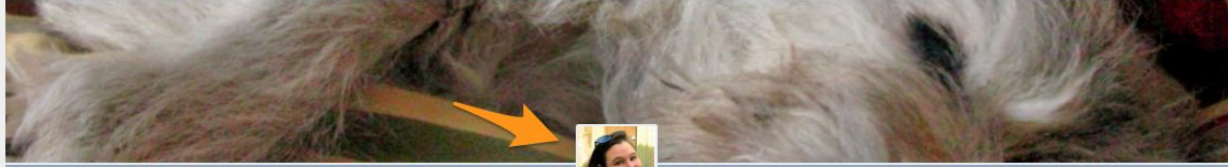
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Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video](#)



Bridget Cafaro's fundraiser for
Logan's Pups

DONATE

20%

\$100 Raised \$500 Goal 1 Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



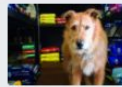
\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Helps a family foster one of our amazing senior pups



\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



View and Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



Visual Content: The Facts

40x more likely to get shared on social media than other types of content

People remember **80%** of visual information vs. 30% of read information

In a persuasive speech to an audience, **67%** of the audience were persuaded with visuals versus 50% without

29% of people consider social media to be the communication tool that most inspires giving

87% of donors who first donate from a social referral source make their second donation from a social referral source



Social Media Strategies and Tools


Be Active on Social Media

- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just Giving Day announcements or donation solicitations
- Use visual content whenever possible

<https://www.givedekalbcounty.org/info/downloads>



Engaging Post Example

 Haven to Home Canine Rescue is at Haven to Home Canine Rescue. ...
March 9 at 4:14 PM · 🌐

In November 2022, Haven to Home was contacted by a Kentucky Rescue Partner asking if we could help Zelda--a very emaciated German Shepherd--rescued from severe neglect and abuse. Kentucky kept Zelda for three weeks in hopes that her health would improve before transporting to a foster in PA. Zelda began to gain weight and regain her health in her foster home.

Three weeks after arriving in PA, Zelda surprised us with five beautiful babies. Zelda's puppies have since gone to... [See more](#)



**Zelda...
Waiting
for her
Second
Chance**



End Domestic Abuse Wisconsin is 🙏 asking for donations. ...

March 3 at 2:45 PM · 🌐

On Tuesday, March 7, join us for [Community Shares of Wisconsin's #CSWBigShare](#) to learn about our work & support survivors statewide! Donate early at bit.ly/TBSEndAbuse 💜

A little bit about us: End Abuse was founded in 1978. Since then, we've served as a central point of contact for domestic violence (DV) victims and survivors, advocates directly supporting survivors, DV service providers, and other health, social service, law enforcement, and criminal legal system profession... [See more](#)

we can all help
End Abuse

honoring **45 years** of serving Wisconsin
survivors & advocates



Donate Early:
bit.ly/TBSEndAbuse



Literacy Green Bay is at Daily Buzz Espresso Bar.

February 22 at 9:41 AM · Green Bay, WI · 🌐

We're at The Daily Buzz!! Stop down before 10 and ask about Give BIG Green Bay and I'll buy you a coffee! #giveBIGgb
Donations are accepted until noon today!

<https://www.givebiggreenbay.org/organize/literacy-green-bay>



Chrysalis · Follow

March 23, 2022 · 🌐

T-minus ONE DAY until #TheFutureisWorking! In celebration, we are opening our donation page at noon today! Get your donation in now and it will be matched by our partners, the Sun Family Foundation and Thermal-Vac Technology. Thank you for helping us provide our clients with the key resources and support during every phase of their job search:
<https://tinyurl.com/2p99pxpb> #FutureWorkOC #GivingDay #ChangeLives

Check out the rest of our coalition:

[Bracken's Kitchen](#)

[CIELO Commu...](#) See more



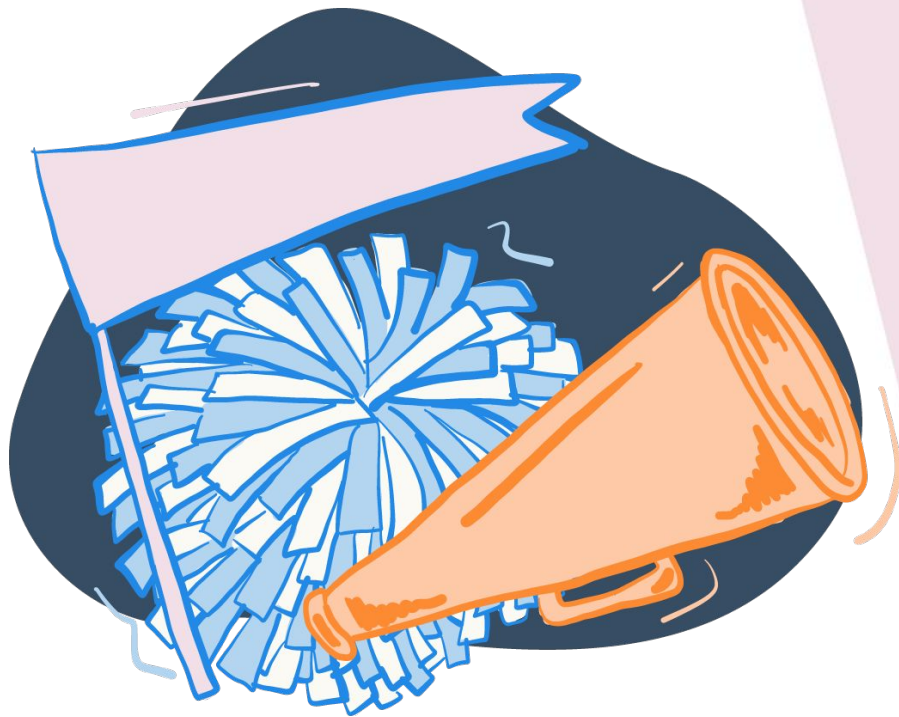
THE FUTURE IS
WORKING
A GIVING DAY TO DEVELOP A STRONGER
WORKFORCE FOR ORANGE COUNTY

& **CHRYSALIS**
a nonprofit organization Changing Lives Through Jobs

24 HOURS | 14 ORGANIZATIONS | 1 CAUSE
MARCH 24

#GiveDeKalbCounty

GiveGab is becoming  **Bonterra.**



Key Takeaways

Key Takeaways

- Use photos & videos as much as possible when posting
- Ambassadors will help you reach new audiences
- Engage with supporters in various ways on social media
- Start your online engagement **before** the giving day and maintain your online presence
- Have fun with it!



Key Resources

- [New Downloads](#)
- [Communication Guide](#)
 - [Sample Email Content](#)
 - [Social Media Content & Tips](#)
- [Board Kickoff Guide](#)
 - [Sample Board Responsibilities](#)
 - [Storytelling Template](#)
 - [Board Member Social Media Guide](#)
 - [Board Member Email Content](#)



Reminders

- Visit the Trainings page
 - <https://www.givedekalbcounty.org/info/trainings>
 - Sign up for **Office Hours**
 - Register for upcoming webinars
- March 13 **panel presentation** at the Community Foundation
- Check your email for important reminders
- **April 1** = registration deadline

Overall Promo

- **Print media:** Shaw, New Values, etc.
- **Radio:** WDKB, WSPY, WLBK, The Coyote, WNIU/WNIJ
- **Social media:** Facebook (ads, boosted posts, page like campaign, targeted ads), Instagram, Admin Group
- **e-Blasts:** Chambers, Community Foundation
- **Bus signs:** VAC, City of DeKalb
- **Community signage:** First National Bank, Heartland Bank, etc.
- **Community news:** Kingston, Hinckley, Waterman, Shabbona, etc.
- **Yard signs and banners:** 300+ yard signs - more details to come

Bonus Pool



Showing Appreciation

- **Please help us thank Media Sponsors and Community Partners**
 - Engage with GDC social media (like, comment, **share**)
 - Thank them in your own communications
- They support all of us!

Mail-in Donations & Form

- Donors who prefer to give by check:
 - a. Should **legibly** complete a mail-in donation form indicating the organization(s) and donation amount(s).
 - b. Write a single check for the total amount payable to “DCCF.”
 - c. Mail a completed form and check to the DeKalb County Community Foundation, 475 DeKalb Avenue, Sycamore, IL 60178.
- Mail-in donations postmarked **April 18 – May 2 are accepted**
- **Form available SOON**

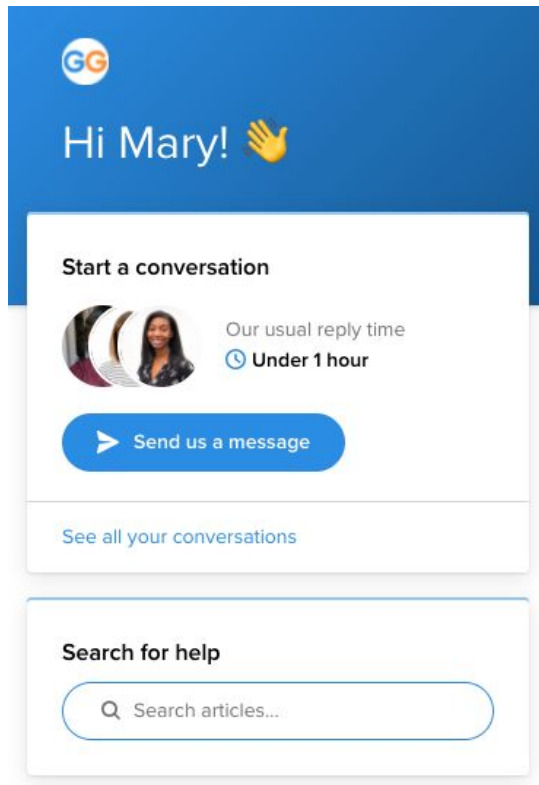
Giving Day Support & Resources


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. 

Questions?



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