

Tips, Tricks and Testimonials

Give DeKalb County 2024
Strategies Webinar



Zoom Etiquette

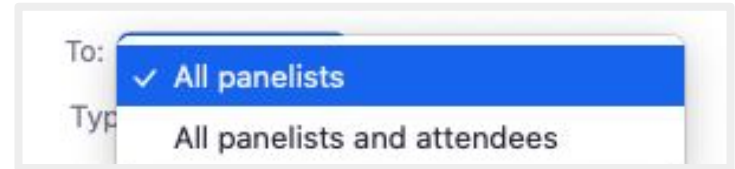
This is being recorded. The recording will be available on the /trainings page by **March 29, 2024**

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

Introduce yourself! Name, location, organization.



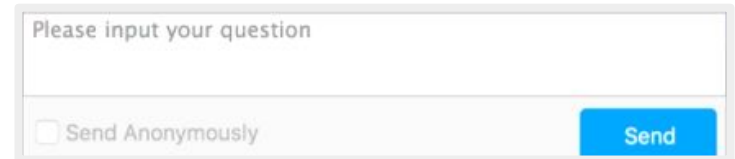
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

Meet the Team



Kelsey

Senior Director



Ashley

Project
Manager

Agenda



- **Setting your Goals**
- **Tips on Strategizing**
- **Tips on Testimonials**
- **Engaging your Board and Peer to Peer Fundraisers**
- **Takeaways and Resources**

Questions to Ask Before Give DeKalb County 2024



- 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



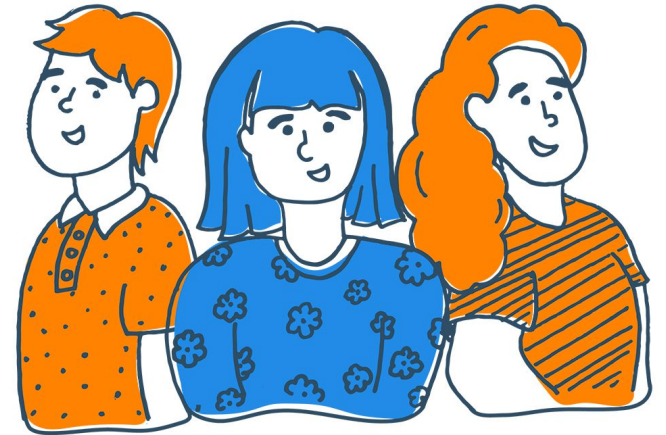
- \$5,000 raised during our Giving Day will provide a year's worth of healthy lunches for every low income student at Middletown Elementary School.
- Support from 100 donors on Give DeKalb County will unlock an additional \$10,000 from our board of trustees.
- On our Giving Day, we can double your donation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



Tips on Strategizing

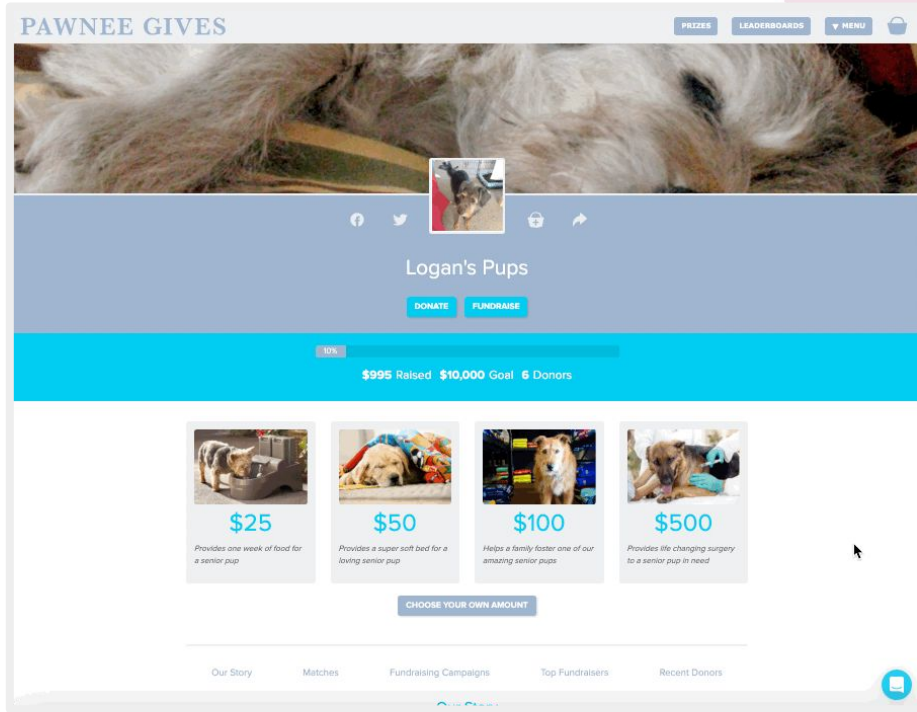


The Significance of Storytelling

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



The screenshot shows a fundraising page for "PAWNEE GIVES" titled "Logan's Pups". The page features a large image of a dog's face at the top. Below the image are social media sharing icons and a "DONATE" button. A progress bar indicates that 10% of the goal has been reached, with "\$995 Raised" and "\$10,000 Goal" shown. Below the progress bar are four donation options, each with a corresponding image and description:

- \$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.

At the bottom of the donation options is a "CHOOSE YOUR OWN AMOUNT" button. The footer of the page includes links for "Our Story", "Matches", "Fundraising Campaigns", "Top Fundraisers", and "Recent Donors".

- Make it clear what the funds raised will help you achieve
- 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



\$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



Tips on Testimonials



<https://www.bonterratech.com/blog/collect-and-use-no-profit-testimonials>

Powerful examples of personal nonprofit testimonials

The more testimonials you have, the more complete a story you can tell about your organization's work. Here are some strong examples of the type of testimonials that you should look for when sorting through feedback:

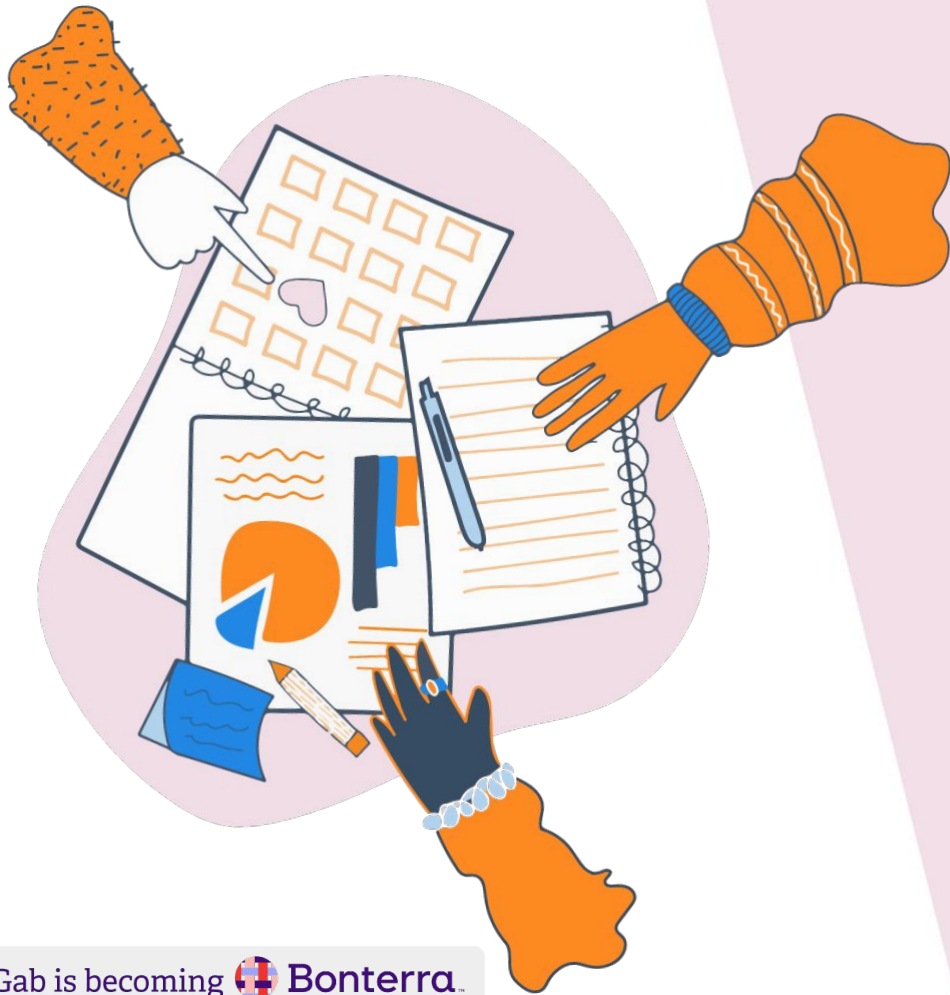
Donor: *I had the opportunity to witness the growth and development of children in need when I volunteered at Berea Children's Home and Family Services while in college. The children had experienced so much hurt in the past. This season, our families just really wanted to make a difference... so we all made gifts to BCHFS. [We] could not be more satisfied and confident knowing that our gifts positively impact children's lives.*

Constituent: *I came into the hospital as a very nervous hip replacement patient. I left confident and relaxed, comfortable with my ability to care for myself and my family. ... You cared for me intensely when I needed care and let me care for myself when I was ready. What more could a rehabilitation patient ask for?*

Volunteer: *The hours that I spend volunteering for HOM are the best part of my week. I always look forward to coming into the office and seeing other volunteers and the delightful staff, and I especially cherish the times when I go visit patients. I feel that discovering hospice has been one of the greatest events in my life.*

Program leader: *"It is always wonderful to see what we accomplish during our projects. We really feel like we make a difference by improving the land and beautifying the urban wilds," said Matt Lynde, a Boston Cares project leader who works with EarthWorks Projects to spruce up and landscape wildlife sanctuaries in Boston.*

<https://www.bonerratech.com/blog/collect-and-use-nonprofit-testimonials>



Engaging your Board and Peer to Peer Fundraisers

Expand your reach for Give DeKalb County 2024 by...

- Utilizing Peer-to-Peer (P2P) Fundraising
- Engaging your Board

...will help your organization...

- Attract new donors
- Increase your total amount raised
- Tell new impact stories from different perspectives
- Raise awareness of the awesome work you do!

Rally Your Board Members

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

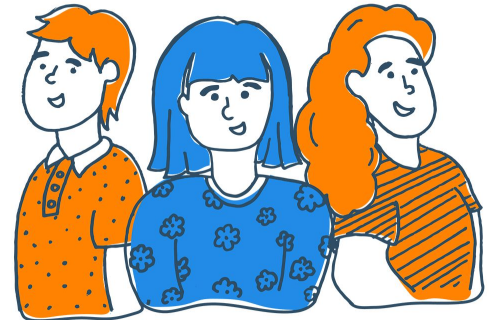
- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser



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?

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!

Did you know?

Last year, organizations with P2P raised an average of **\$24,099.64**

VS

Organizations without P2P raised an average of **\$9,668.09**

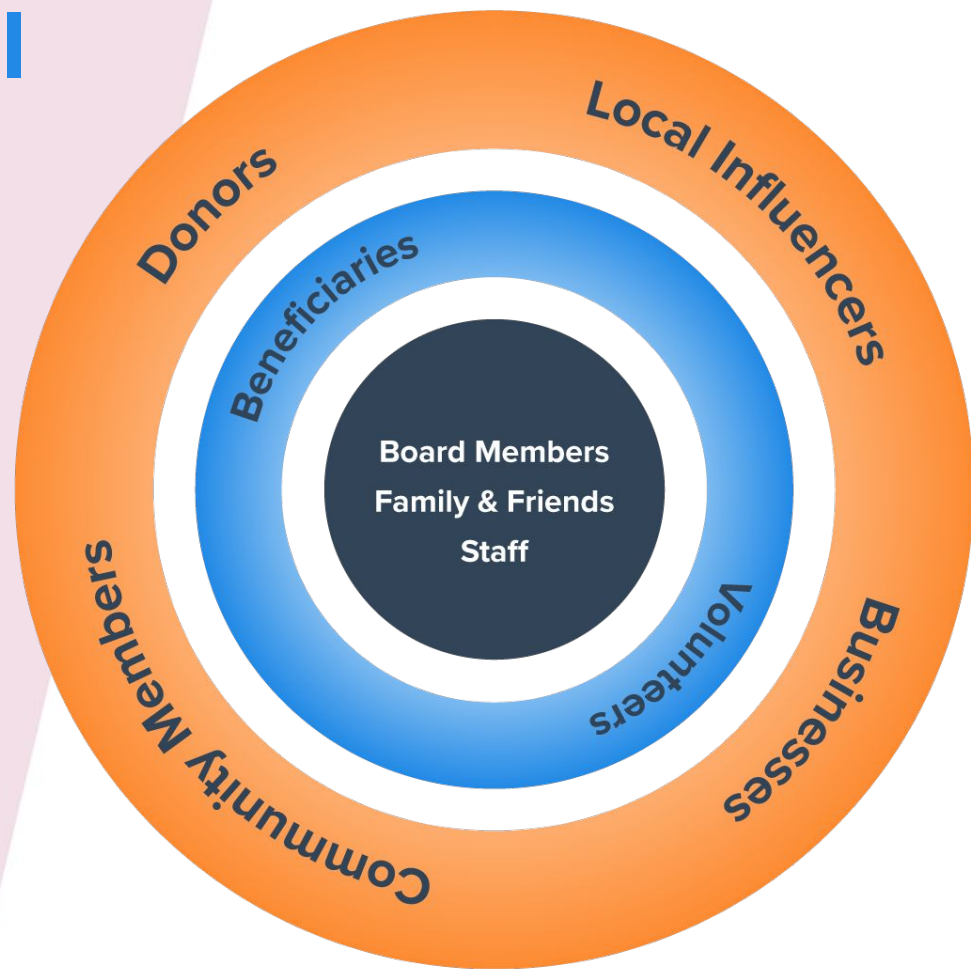
Last year, **135** Fundraisers engaged **239** donors on Give DeKalb County.

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

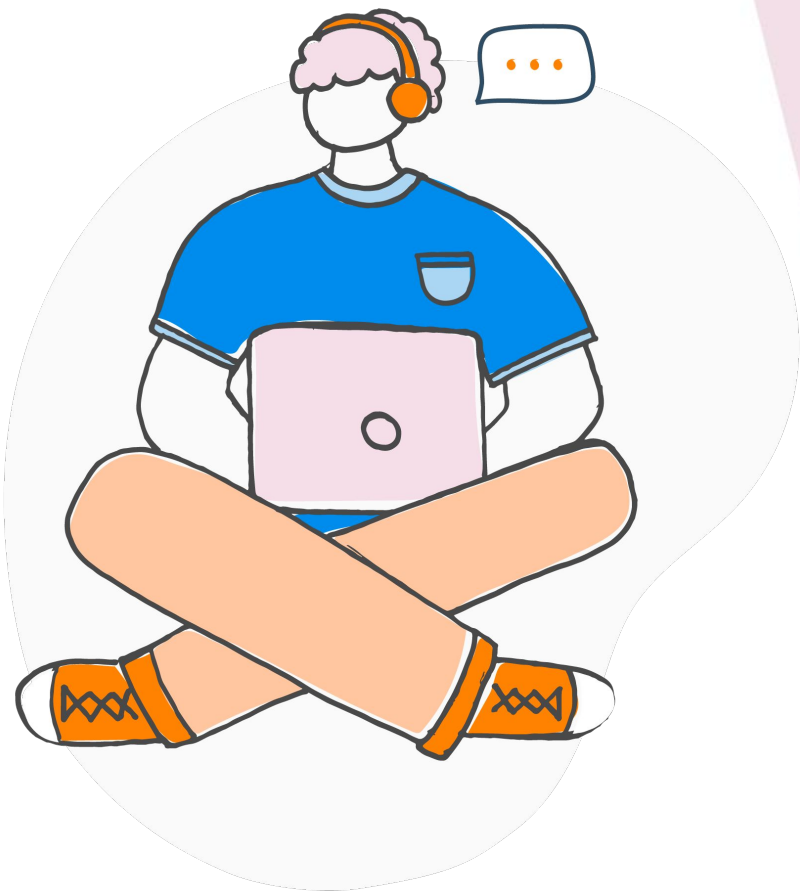


Identify Potential Fundraisers



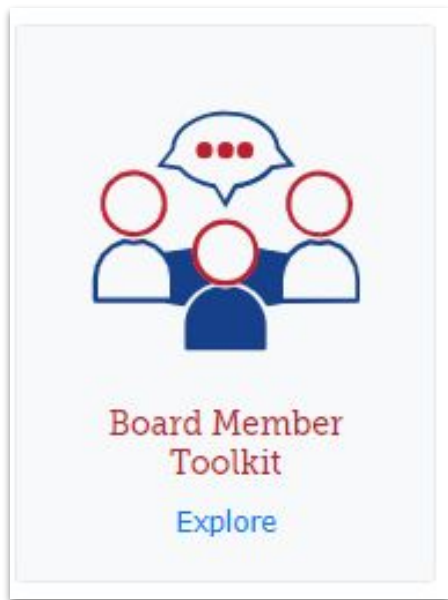
Timeline for P2P Recruitment





Takeaways & Resources

Key Takeaways - Board Engagement



- 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!

Key Takeaways - Peer to Peer Fundraisers

Start Early



- Educate your fundraisers
- Understand their capacity for this ask

Be Clear



- Be transparent with your goals
- Set expectations

Make It Easy



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



P2P Fundraiser
Toolkit

[Explore](#)

Maintain the Relationships



- Thank your ambassadors 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!

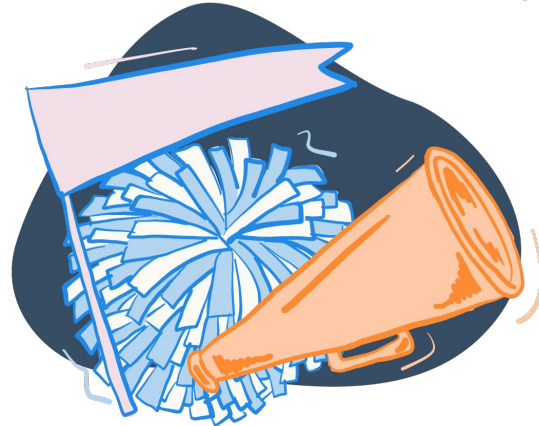
Become Social Ambassadors

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

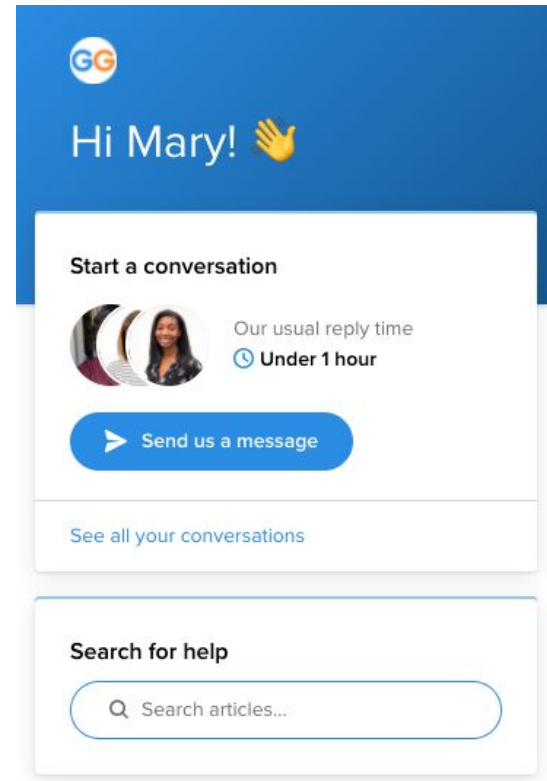


Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com



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 and complete your profile
2. New downloads
3. Mail-in donation form
4. Yard signs
5. Prizes



Give DeKalb County 2024 Mail-In Donation Form

INSTRUCTIONS 1) Visit GiveDeKalbCounty.org to view participating organizations • 2) Complete this form legibly • 3) Write one check for the total donation amount **payable to: DCCF** • 4) Mail completed donation form and check postmarked by **May 2** to: DeKalb County Community Foundation, 475 DeKalb Avenue, Sycamore, IL 60178 • **THANK YOU!**

Organization or Fund Name – Please Write Legibly <i>if number of donations exceeds available space below, write those on the back of this form or on a separate sheet of paper</i>	Donation Amount	Anonymous <i>Check box to hide your name publicly</i>
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
Additional Giving Opportunity		
15. Bonus Pool – A single gift that benefits ALL participating nonprofits!		
<i>If total donation amount and check amount do not match, the difference is applied across your donation(s)</i>	TOTAL DONATION AMOUNT: Add lines 1 through 15	

DONOR AND DONATION INFORMATION

Donor Name(s) _____

Email _____ Check Number _____

Tax receipts are sent by email. If you do not include an email address, contact dcnp@dekalbccf.org or 815-748-5383 to request a receipt.

Street Address _____

City _____ State _____ Zip Code _____ Phone _____

Check box to sign up for the DeKalb County Community Foundation's monthly e-newsletter, *What Gives!*



Questions? Contact dcnp@dekalbccf.org or 815-748-5383.

Note: Unless you choose to be anonymous, donor name(s) included on this form are publicly recognized at GiveDeKalbCounty.org. Mail-in donation amounts are not shared publicly. Donations to the Bonus Pool entered above are recognized on the Bonus Pool profile page.

Mail-in Form

- Form sent by email March 18 and 27
- Added to GiveDeKalbCounty.org in April
- Please help us reinforce the process
 - Step-by-step instructions on form and as a download



YARD SIGN PICKUP

Participating nonprofits can borrow a Give DeKalb County yard sign to help spread the word! Yard sign pickup is at the DeKalb County Community Foundation during these times:

Tuesday, April 4: 1pm - 5pm
Thursday, April 6: 8:30am - 1pm

- Go to the Community Foundation
 - 475 DeKalb Avenue, Sycamore
- Enter double doors up the ramp
- First 40 organizations can sign out up to three yard signs
- Place sign in a highly visible area
- **Return sign by May 8 at 4:30pm**

While supplies
last - first come,
first served!



Yard Signs

- 300+ signs - thank you!
- Other uses before putting it outside
 - Photos
 - Videos
- Return by May 8 - remove date decal before returning

Prizes

- Incentives to unlock more for the Bonus Pool and to reward donor reach
 - Quick Start
 - High Noon
 - Stronger Together
- www.givedekalbcounty.org/prizes



2024 Give DeKalb County Prizes

 **QUICK START**

 **HIGH NOON**

 **STRONGER TOGETHER**

Quick Start

- Incentive to boost the Bonus Pool
- Quick Start
 - \$250,000 by 10am on May 2
 - Unlock \$5,000 for Bonus Pool
- Eligible Gifts
 - Online May 2 at GiveDeKalbCounty.org 12am-10am
 - Mail-in gifts processed April 18-May 2



QUICK START

Goal

Grand Total of \$250,000+ by 10am on May 2

Unlocks additional \$5,000 for Bonus Pool

GiveDeKalbCounty.org

High Noon

- Incentive to boost the Bonus Pool
- High Noon
 - Raise \$11,000 in 11 minutes for the 11th GDC starting at noon
 - Unlock \$5,000 for Bonus Pool
- Eligible Gifts
 - Online May 2 at GiveDeKalbCounty.org, 12-12:11pm
 - **Online only**



HIGH NOON

Goal

Raise \$11,000 in 11 minutes online at noon for the 11th GDC

Unlocks additional \$5,000 for Bonus Pool

GiveDeKalbCounty.org

Stronger Together

- Incentive to maximize donor reach
- Stronger Together
 - Top 3 nonprofits in each operating budget tier with the most donors receive a prize
 - Small
 - Medium
 - Large
 - First Place: \$300 - Second Place: \$200 - Third Place: \$100
- Eligible Gifts
 - Online May 2 at GiveDeKalbCounty.org
 - Offline gifts processed April 18-May 9



STRONGER TOGETHER

Goal

Top 3 nonprofits in each operating budget tier with the most donors receive a prize

First Place: \$300
Second Place: \$200
Third Place: \$100

GiveDeKalbCounty.org

ACH Payout



- Fast, efficient, secure
 - **Please call Administrative Manager Teri Kleckner at 815-748-5383 ASAP**
 - Organization name
 - Bank account number
 - Routing number
- If you've received ACH payment from us before, call to confirm info

Questions?

