Final Steps to Give DeKalb County Success

GIVE DeKalb County

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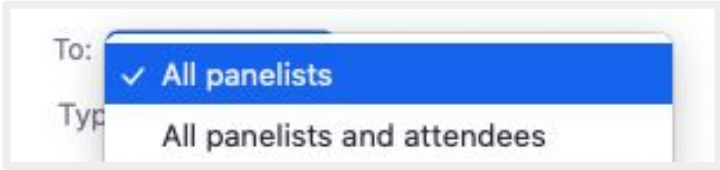
Submit Your Questions!

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

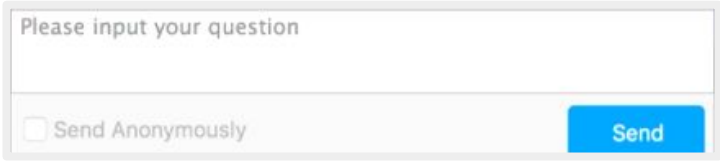
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.

Chat Box



Q&A



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Meet the Team

Kelsey

Project Director

Claire

Associate Project Manager

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Agenda

- Give DeKalb County Updates & Reminders
- Your Checklist for Success
- After Give DeKalb County
- Additional Updates
- Q&A

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Give DeKalb County Updates and Reminders

- **www.givedekalbcounty.org**
  May 2, 2024
- Mail-In Donations Open Today!
- Online Donations Open 12 AM on May 2
- Prizes
- Social Media Feed

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Your Success Checklist

- ☑️ The Perfect Profile
- ☑️ Engage Ambassadors
- ☑️ Prepare Communications
- ☑️ Donor Data & Stewardship
- ☑️ Giving Day Analytics

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Is your profile complete?

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?
- Invited your fundraisers?

Is your profile complete?

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Engage Your Ambassadors

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Do you have ambassadors?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be an ambassador or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video

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Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the **Give DeKalb County Fundraiser Guide**
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Do you have a communications plan?

- Plan your online communications ahead of the day
  - How many posts and when?
  - What will your content look like? Examples below:
    - Announcement/Save the Date
    - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Give DeKalb County Nonprofit Toolkit

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How will you communicate?

- Utilize multiple online channels
  - Social media
  - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

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Post-Give DeKalb County Success

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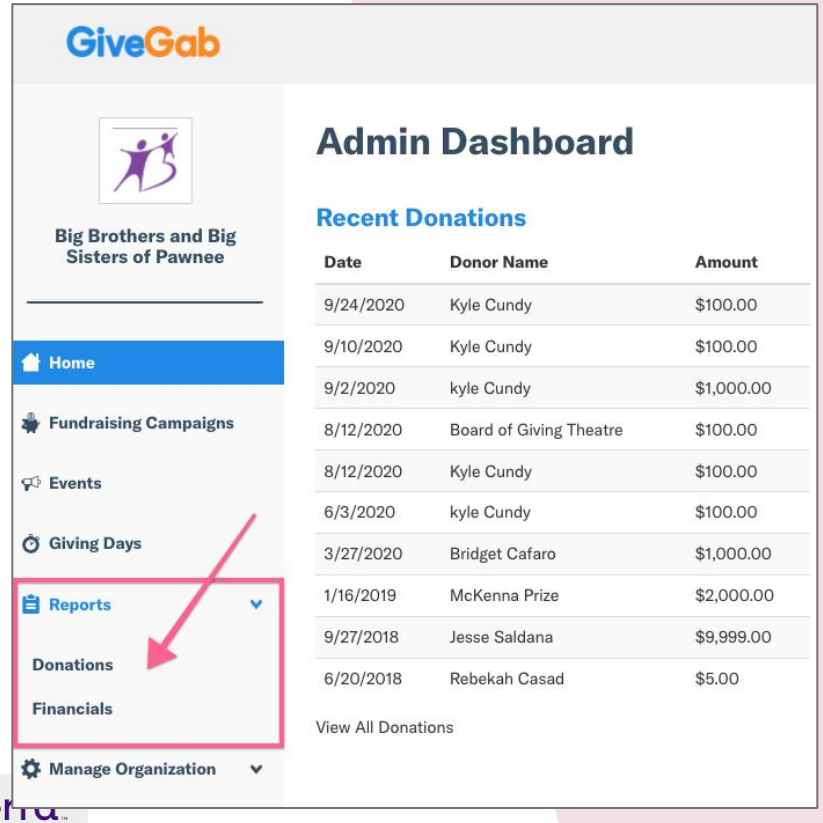
Finding Your Donor Data



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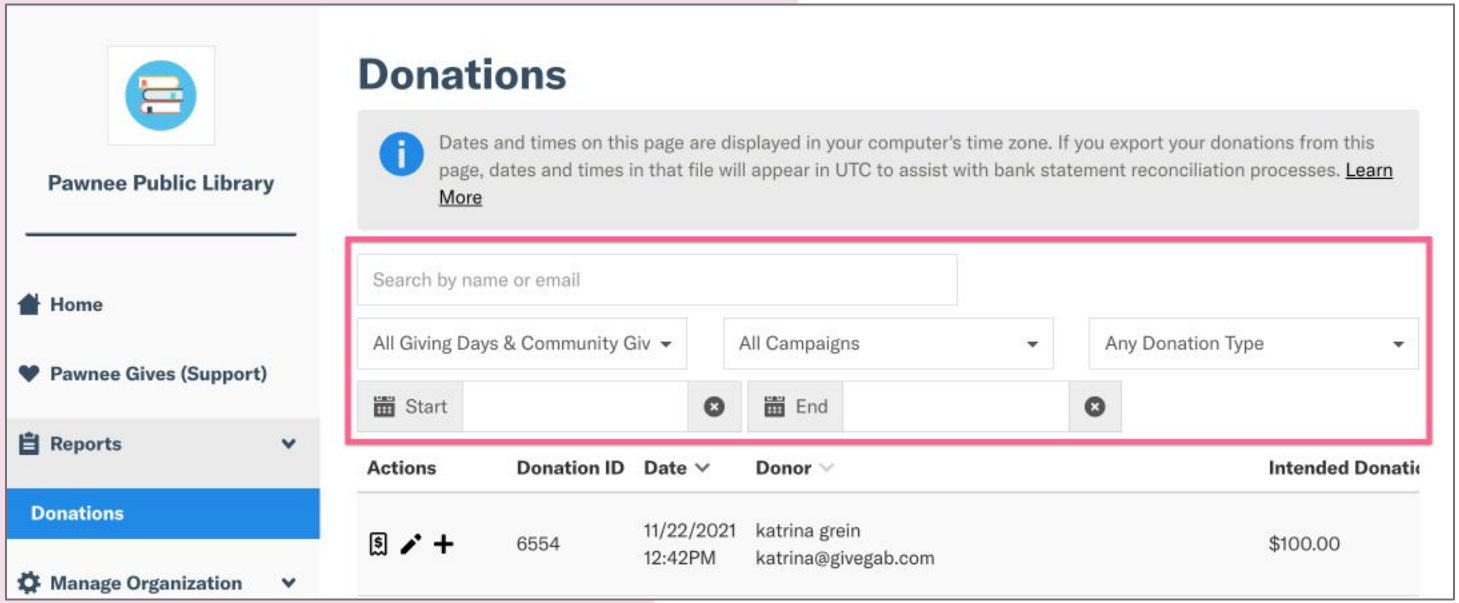
Filtering Your Data



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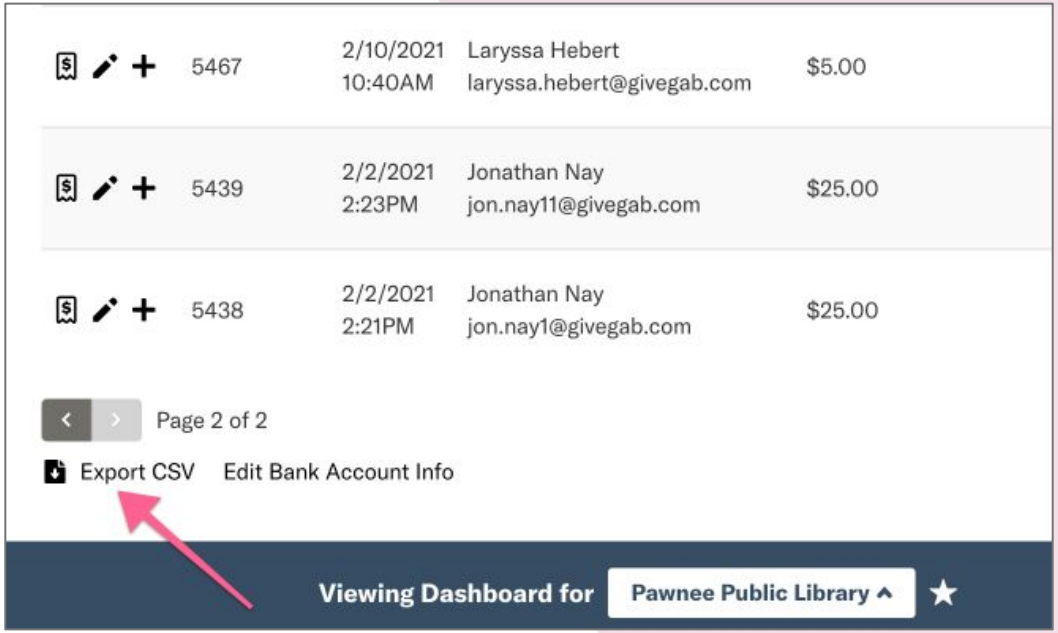
Exporting Your Donor Data



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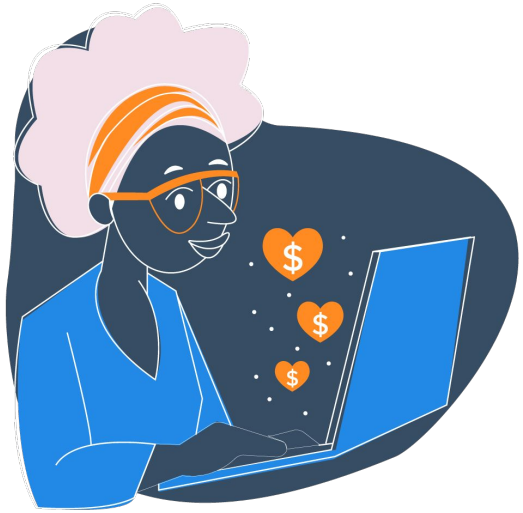
How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- **Register for the next webinar**: Donors, Data & To-Do's



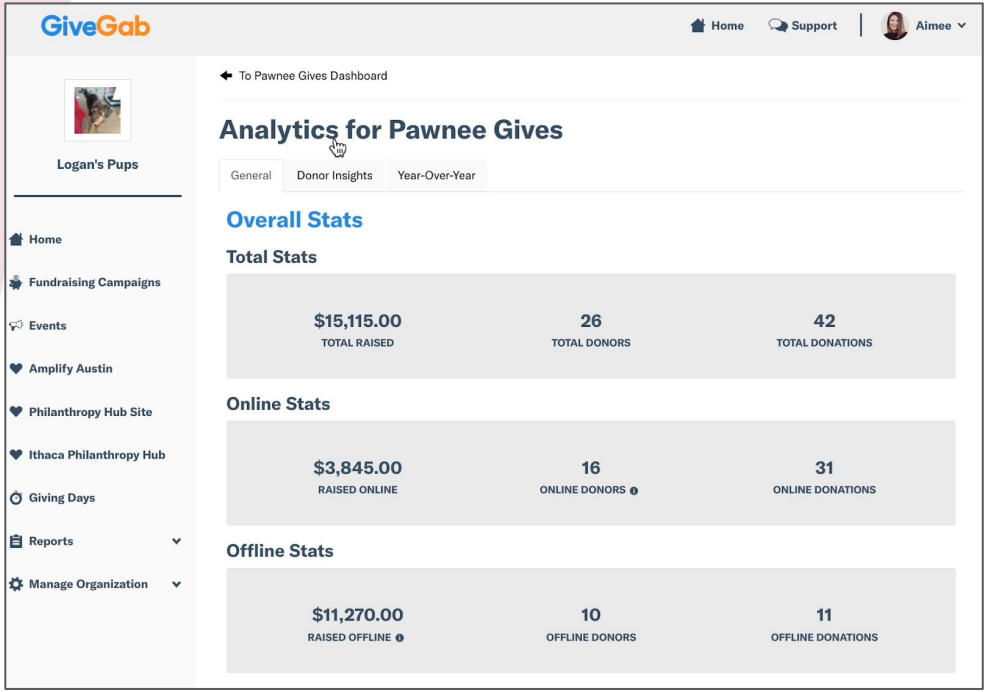
How will you thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Thank You email to your organization's email list
- Follow up with individual donors
  - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
  - What did these donors do for your organization as a result?
  - This outreach can happen a few weeks after

Giving Day Analytics

Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



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‘Thank You’ Resources

- Customizable Email Templates and Guides for Stewardship
- Sample Social Media Posts and Best Practices
- Give DeKalb County Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

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Additional Updates

Donation Receipting

- Donation receipting comes from the Community Foundation

All Give DeKalb County donations are made to the DeKalb County Community Foundation. This means 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.

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May 2

- Social media engagement all day
- Planned emails/updates
- Planned mail-in donation releases (9am, 11pm, 1pm)
    - Will continue processing as many mail-ins as possible!
- **Donation drop-off event (8am - 1pm)**
- For questions/issues, please use blue chat bubble on the website and customersuccess@givegab.com
- Watch for a May 2 timeline/schedule

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After May 2

- Mail-in donations continue to arrive
  - **GDC Grand Total is not FINAL until later**
  - Typically 2 weeks after (May 16)
- **Stronger Together prizes** announced on May 9
- We will reconcile and move to payout as quickly as we can
- Please be patient

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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

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Promo/Emails

- Yard signs - please post them and plan to return by **4:30 on May 8**
- Info and updates - please read our e-blasts
- Facebook group - all admins should join
- **Social media - like/share/comment...engagement & excitement are key**
    - #GiveDeKalbCounty on Instagram & Twitter appear on homepage

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Bonus Pool

- **$150,000!**
- Another update next week
- Please help us thank Community Partners & Media Sponsors on social media

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Prizes

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

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Reminders

- Donor Stewardship Webinar
  - RSVP for the Donors, Data and To Do's Webinar - May 9
- GDC e-Blasts
  - If someone else in your organization should also receive GDC info, please ask them to sign up

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Key Takeaways

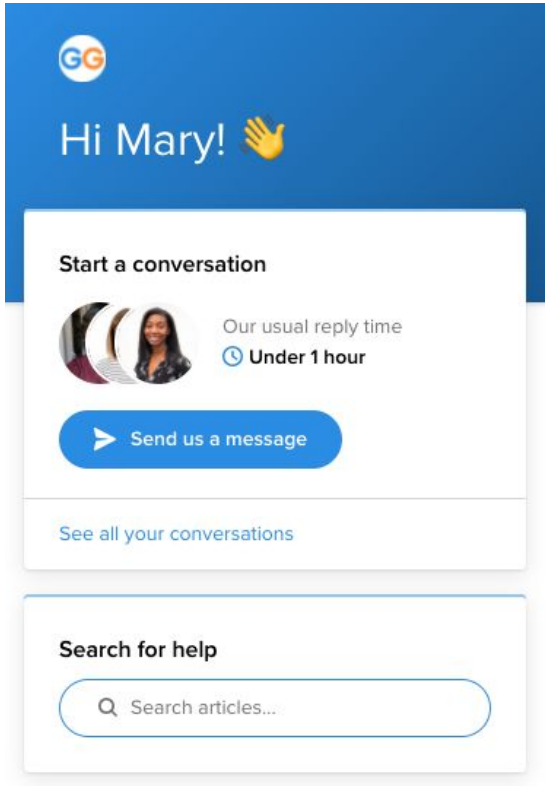
- Make sure your profile reflects your story and your organization’s voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

Final Checklist

- Complete your profile
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Give DeKalb County on Social Media and use #Give DeKalb County Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



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

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Questions?

May 2, 2024

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