

# Final Steps to Success

May 1st - May 5th



# Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page **later 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

To: ✓ All panelists  
Type: All panelists and attendees



## Q&A

Please input your question

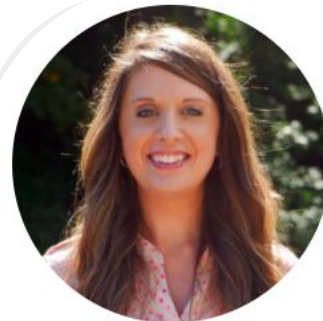
☐ Send Anonymously Send

# Meet the GiveGab Team



**Erik**

Associate  
Project  
Manager



**Nickie**

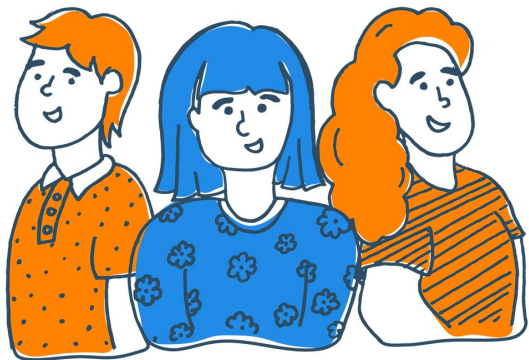
Giving Day  
Growth  
Manager

# Agenda



- **Giving DuPage Updates & Reminders**
- **Your Checklist for Success**
  - **Storytelling, Goal Setting and Social Media Strategies**
  - **After Giving DuPage & Next Steps**
  - **DuPage Animal Friends**
  - **The Outreach House**
  - **Q&A**

# Giving DuPage Updates and Reminders



- **[givingdupageday.org](https://givingdupageday.org)** | May 1-5, 12:00AM - 11:59PM
- Donations Open: April 3rd  
Donations Close: May 6th
- Prizes
- Social Media Feed
  - #GivingDuPageDays

# Your Success Checklist

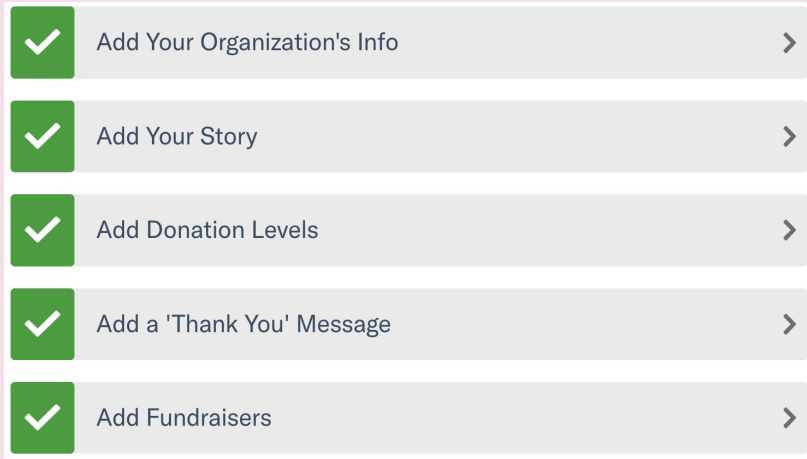
- ✓ **The Perfect Profile**
- ✓ **Gamify with Matches & Challenges**
- ✓ **Engage Ambassadors**
- ✓ **Prepare Communications**



# 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?



# 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!



# Setting Your Goals

- Narrow down 1-3 specific goals to focus on
- 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
- Win Prizes or Matches

# 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



# Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- 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

# Key Profile Takeaways

- Storytelling is a key part of your Giving Day participation.
- Stories that donors can personally relate to will be more impactful than facts & figures
- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success.
- Communicate your goals regularly and keep supporters updated.
- Incorporate goals into your storytelling and use your profile to help donors visualize the impact their gift can have

# 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 Giving DuPage Nonprofit Toolkit



# 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

# Social Media Strategies & Engagement Tools

GiveGab





# 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

# Highlight Visual Content

- Use an up-to-date logo
- Include relevant, visually-engaging photos
- Use the Giving Day logo or other shareable graphics in all social media posts and emails
- Create a short video or a video series that tells a story over several “episodes”

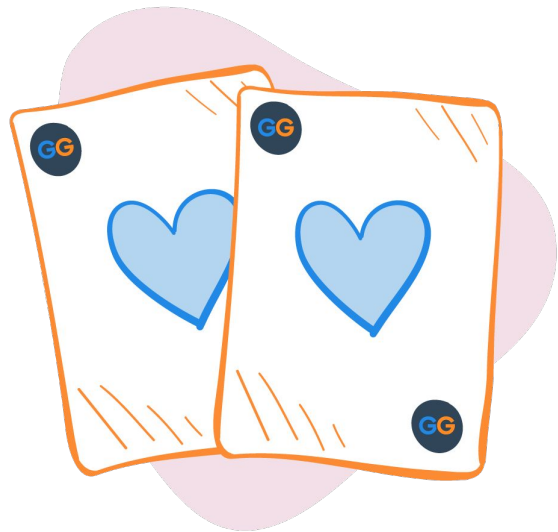
## Why the Orcas?

Orca Conservancy collaborates with some of the world's top research institutions and environmental groups to address the most critical issues now facing wild orcas. The organization's urgent attention is on the endangered Southern Resident killer whales of Puget Sound. Puget Sound has the largest concentration of Orcas, making it a popular hunting ground for international whaling. Together, we can raise funds to end this and save these magnificent creatures.



[DONATE](#)

# Have you secured a matching gift?

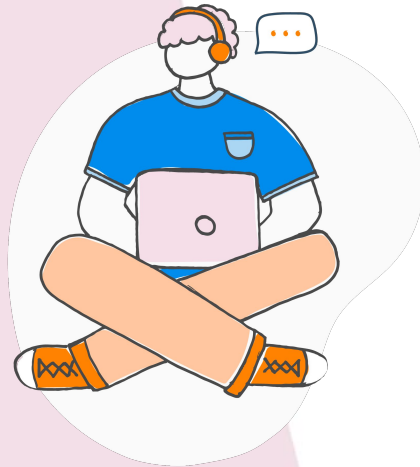


- **Why?**
  - Organizations who set up a Match or Challenge for Giving DuPage raised on average **4X** more
- **Strategize**
  - Set up your match in a way that draws donor attention
  - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

# Your Matching To-Do List

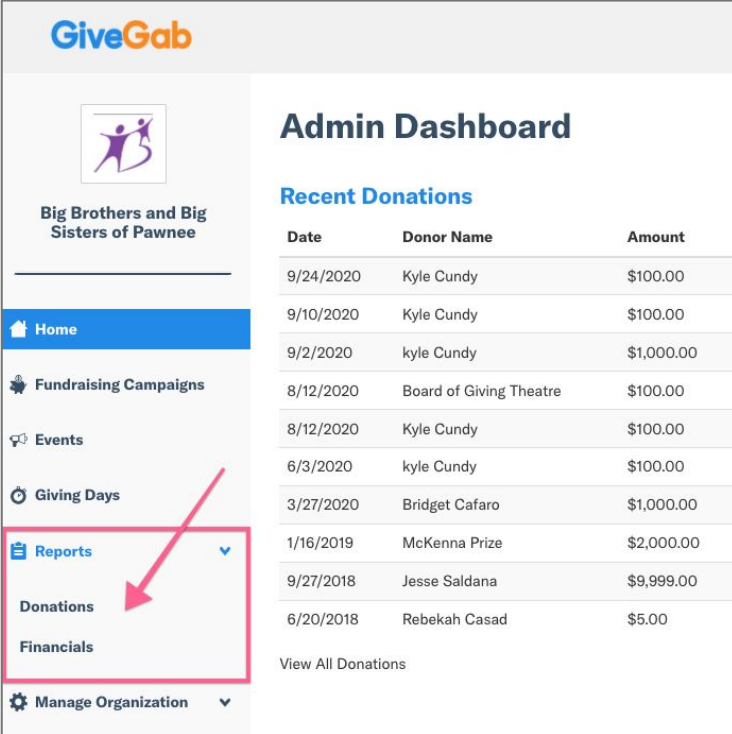
- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges to your Giving DuPage profile
- ✓ Verify your match setup with GiveGab support
- ✓ Curate communications to highlight your match

# Post-Giving DuPage Success & Next Steps



# 'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Giving DuPage Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



**GiveGab**

**Big Brothers and Big Sisters of Pawnee**

**Admin Dashboard**

**Recent Donations**

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

View All Donations

# Key Takeaways

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



# Final Checklist

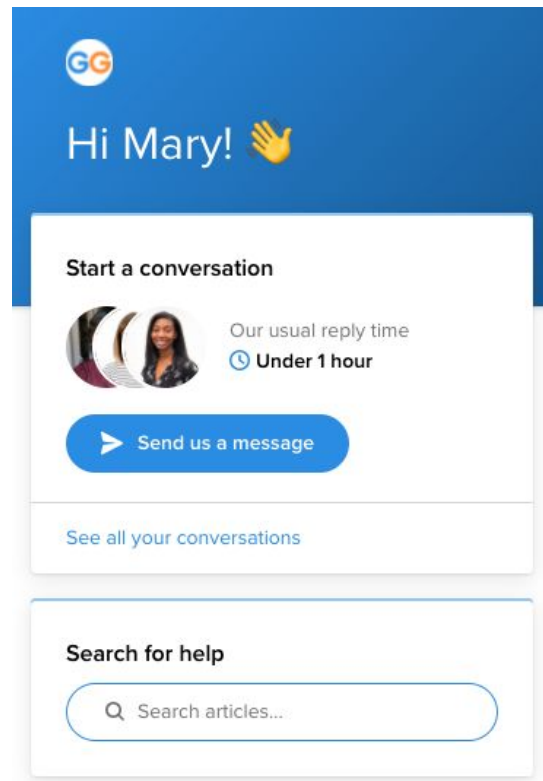
- Complete your profile by April 3rd
- Keep an eye out for important emails!
- Follow Giving DuPage on Social Media and use #GivingDuPageDays Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit






# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto: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. 

# Success and Tips!

**DuPage  
Animal Friends**



**The Outreach  
House**



# Questions?

