Final Steps to Success

August 8, 2023
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

• Erie Gives Updates & Reminders
• Your Checklist for Success
• After Erie Gives
  • Next Steps
  • Q&A
13th Annual Erie Gives is Tuesday, August 8 from 8 a.m. to 8 p.m.

Nonprofit registration is now open.
  ○ Must complete registration by August 1 to participate in Erie Gives

Prorated Match is now called – BONUS BUCKS!
  ○ Will work the same as in years past
  ○ Still have $500 hourly incentives provided by local businesses

Advertising / press conferences
  ○ July 25
  ○ September 8
Are you expecting cash, check, or stock/IRA gifts?

- Nonprofits and donors may submit offline donations to the Erie Community Foundation team from Saturday, July 8 - Monday, August 7
  - Check out the [Ways to Give](#) page for details
  - Must submit a [Check Donation Form](#) along with the donation
  - The Erie Community Foundation must receive all offline donations by Monday, August 7

- These donations may be attributed to Peer-to-Peer Fundraising pages (if applicable)
- These donations will count towards Bonus Bucks!
Your Success Checklist

- Complete Your Profile
- Engage Ambassadors and Peer-to-Peer Fundraisers
- Gather Resources and Watch Training Videos
- Create a Communications Plan
- Understand Your Reports
Are you “Giving Day” Ready?

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?

Your nonprofit dashboard:

- Add Your Organization's Info
- Add Your Story
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers
Review
Your
Profile
Resources to help you

**NPP Erie Gives Toolkit:**
- Videos and recorded webinars
- Erie Gives Brand Assets
- Customizable Materials
- Resources and Support

- **Getting Ready for Erie Gives 2023**
  Occurred on March 23, 2023
- **Maximizing Your Erie Gives Profile**
  Occurred on June 6, 2023
- **Pump Up Erie Gives Success with Peer-To-Peer Fundraising**
  Occurred on June 27, 2023
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
Peer-to-Peer Fundraising Success
A sample P2P profile page

- Your nonprofit’s main photo, logo, donation levels, and story are pulled over.

- The fundraiser can add their own picture or video as well as their personal story.

- Donations made on any of your fundraisers’ pages roll up to your nonprofit’s main page and stats.
Peer-to-Peer Fundraising Resources

- Watch the Peer-to-Peer Fundraising Training
- Toolkit for Admins
- Toolkit for Fundraisers
Timeline for P2P Recruitment

Plan
- Review fundraising toolkits
- Brainstorm internally
- Set goals

Prepare
- Invite & onboard P2Ps
- Communicate goals
- Share resources

Coordinate
- Provide templated materials
- Host office hours for questions
- P2Ps complete profiles

Check In
- Send encouraging messages
- Update P2Ps on progress

Follow Up
- Thank your P2Ps
- Plan post-event touch points
- Collect feedback, host debrief
Identify Potential Fundraisers
Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission. Ask them these key questions:

- What made you decide to get involved?
- What do you wish everyone knew about your nonprofit?
- Why do you enjoy giving to our nonprofit?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our nonprofit?
Set Your Fundraisers Up For Success

Start Early
- Ask them with enough time to prepare
- Understand their capacity for this ask

Be Clear
- Be transparent with your goals
- Set expectations for your fundraisers

Make It Easy
- Provide the content they need
- Take time to check-in
Planning Communications
Brainstorming Your Timeline

- Plan your online communications ahead of the day
  - How many posts? When? Which mediums?
  - Plan content ideas
    - Announcement/Save the Date
    - Campaign Countdown
    - Tell a story arch across a period of time
- No need to start from scratch! Customize the templates available in your Erie Gives Nonprofit Toolkit
Tips for Success

- Utilize multiple online channels
- Go where your followers are
- C.O.P.E: Create Once, Post Everywhere!
- Recruit ambassadors to share, like, comment on posts
- FB Algorithm prioritizes posts from friends and family over businesses - leverage P2P fundraisers!
- Reels and Videos do best for reach and engagement. If that's not feasible, make sure to use photos
- **Pro Tip:** Create QR codes for your profile
Post-Erie Gives Success
How will you get your donations?

As in past years, The Erie Community Foundation will be mailing each nonprofit one check which will include the total amount of all Erie Gives donations (online and offline) the nonprofit received plus any Bonus Bucks and hourly incentive prizes the nonprofit earned.
Finding Your Donor Data
Filtering Your Data

Donations

Dates and times on this page are displayed in your computer’s time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. Learn More

Search by donor name or email:

Search name or email

Filter by Giving Day or Site:

All Giving Days & Community Giving

Filter by Campaign:

All Campaigns

Filter by Donation Type:

Any Donation Type

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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
- Watch the available training on Donor Stewardship!
Your Stewardship Plan

- 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 preferences
- Highlight the impact of donor-funded projects with updates
  - What did these donors do for your organization as a result?
- Cultivate these relationships year round
‘Thank You’ Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Erie Gives Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
Next Steps
Key Takeaways

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

- Complete your profile by July 31
- Keep an eye out for important emails!
- Follow The Erie Community Foundation on Social Media and use #eriegives
- 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.