

Final Steps to Success

August 8, 2023



Submit Your Questions



Chat Box

To: ☒ All panelists

Type: ☐ All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously

Send

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**

Erie Gives 2023

- 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:



Review Your Profile



Erie Philharmonic Chorus and Youth Choirs

[DONATE](#)[FUNDRAISE](#)

\$50

Let's be friends! Support kids at vocal camp, too!



\$100

Two friends! Help us cover scholarships and needs-based assistance



\$150

Three friends! Unmatched artistic talent

[CHOOSE YOUR OWN AMOUNT](#)

Our Story

The Erie Philharmonic Chorus is an ensemble of adult singers which began its great singing tradition in April 1953. The Chorus regularly appears with the Erie Philharmonic and presents independently produced concerts, such as Handel's *Messiah* each December.

Under the current leadership of Thomas Brooks, the Erie Philharmonic Chorus has grown to over one hundred singers and includes numerous student ensembles, a Preparatory Group, Youth Chorale, and a Junior Chorus. Each ensemble feeds into the next. With music summer camps, performances around town, and appearances on the Warner Theatre stage with the orchestra, the Philharmonic Chorus now has programming for students from very early singers to advanced professionals. We focus on age-appropriate vocal training and music education.

By donating to the Chorus, you become a Friend of the Chorus and will receive a lapel pin to commemorate your support!



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

The screenshot shows a P2P profile page for Jane Doe, a fundraiser for Sample Animal Shelter. The page features a blue header with the Erie Gives logo, navigation links (LEADERBOARDS, MENU), and a shopping cart icon. Below the header is a large blue banner with the text "Jane Doe is a fundraiser for Sample Animal Shelter" and a "DONATE" button. A green progress bar indicates that \$25 has been raised towards a \$500 goal, with 1 donor. The main content area, outlined in orange, contains a photo of a German Shepherd puppy and a personal story from Jane Doe. Below the story are four donation options: \$25 (one week of food for a senior pup), \$50 (super soft bed for a loving senior pup), \$100 (helps a family foster one of our amazing senior pups), and \$500 (provides life-changing surgery to a senior pup in need). A "CHOOSE YOUR OWN AMOUNT" button is at the bottom.

Erie Gives

LEADERBOARDS MENU

Jane Doe is a fundraiser for
Sample Animal Shelter

DONATE

5%
\$25 Raised \$500 Goal 1 Donors

I am so proud to support Logan's Pups! I rescued my senior german shepherd, Toby, two years ago from this rescue and I cannot speak more highly of them. They provide such important services and have saved the lives of countless senior dogs, and provided critical education around senior dog adoption and placement to our community.

Today, I am asking that you give back to my fundraiser during Erie Gives to support this incredible organization in all that they do! Your gift, no matter the size, will make a tremendous difference. Thank you so much for supporting my fundraiser!

\$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

Peer-to-Peer Fundraising Resources

- Watch the [Peer-to-Peer Fundraising Training](#)
- [Toolkit](#) for Admins
- [Toolkit](#) for Fundraisers

2. Next Steps



Peer-to-Peer
Fundraisers

[View](#)



Communication
Guide

[View](#) | [Printer
Friendly Version](#)



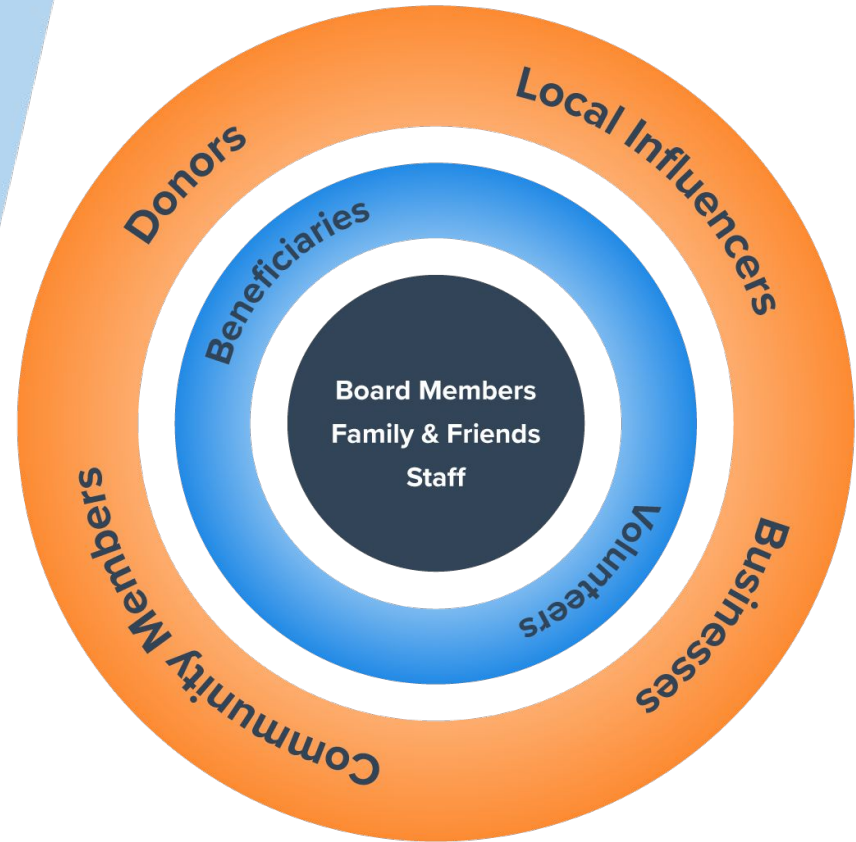
Building Board
Support

[View](#)

Timeline for P2P Recruitment



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

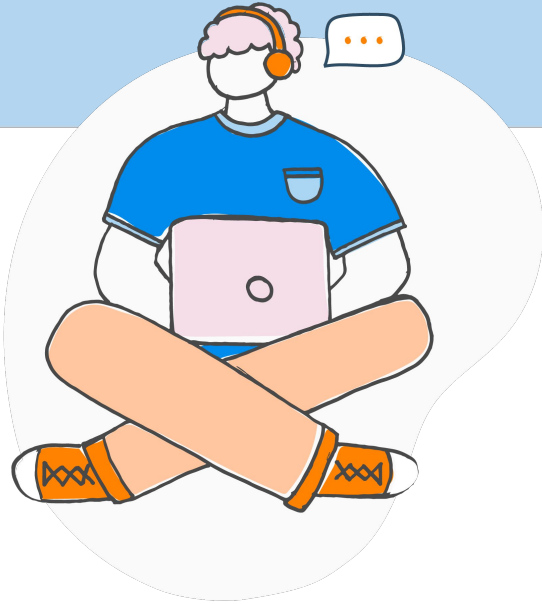


- Utilize multiple online channels
- Go where your followers are
- *C.O.P.E: Create Once, Post Everywhere!*
- Recruit ambassadors to share, like, comment on posts
- FB Algorithm prioritizes posts from friends and family over businesses - leverage P2P fundraisers!
- Reels and Videos do best for reach 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

Home




The Nonprofit Partnership

Home
Giving Days
Reports
Donations
Manage Organization

Admin Dashboard

Giving Days

**Erie Gives**
August 8, 2023

[View All Giving Days](#)

Recent Donations

Date	Donor Name	Amount
5/24/2023	Test Donor 11	\$500.00
5/24/2023	Test Donor 10	\$25.00
5/24/2023	Test Donor 9	\$50.00
5/24/2023	Test Donor 7	\$25.00
5/24/2023	Test Donor 4	\$250.00
5/24/2023	Test Donor 3	\$1,000.00
5/24/2023	Test Donor 2	\$50.00
5/24/2023	Test Donor 1	\$100.00

[View All Donations](#)



Filtering Your Data



The Nonprofit Partnership

Home

Giving Days

Reports

Donations

Manage Organization

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:

Filter by Giving Day or Site:

All Giving Days & Community Giving

Filter by Campaign:

All Campaigns

Filter by Donation Type:

Any Donation Type

Start Date

Select start date



End Date






Select end date



Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform F
	6904149	5/24/2023 3:38PM	Test Donor 11	\$500.00	\$500.00		
	6904147	5/24/2023 3:37PM	Test Donor 10	\$25.00	\$25.00		



Exporting Your Donor Data

   	6904140	5/24/2023 3:29PM	Test Donor 3	\$1,000.00	\$1,000.00
   	6904139	5/24/2023 3:27PM	Test Donor 2	\$50.00	\$50.00
   	6904137	5/24/2023 3:26PM	Test Donor 1	\$100.00	\$100.00



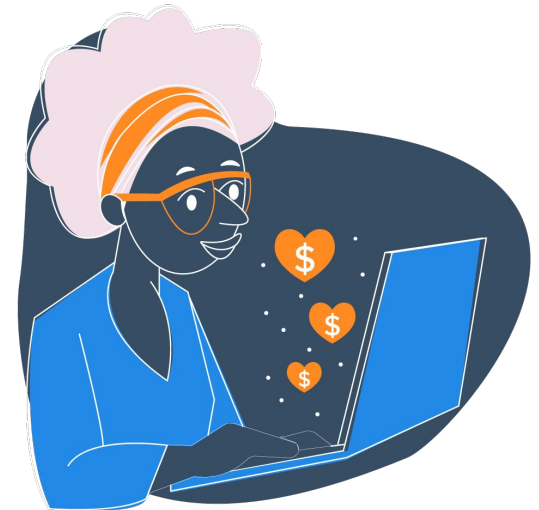
Export CSV

Edit Bank Account Info



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

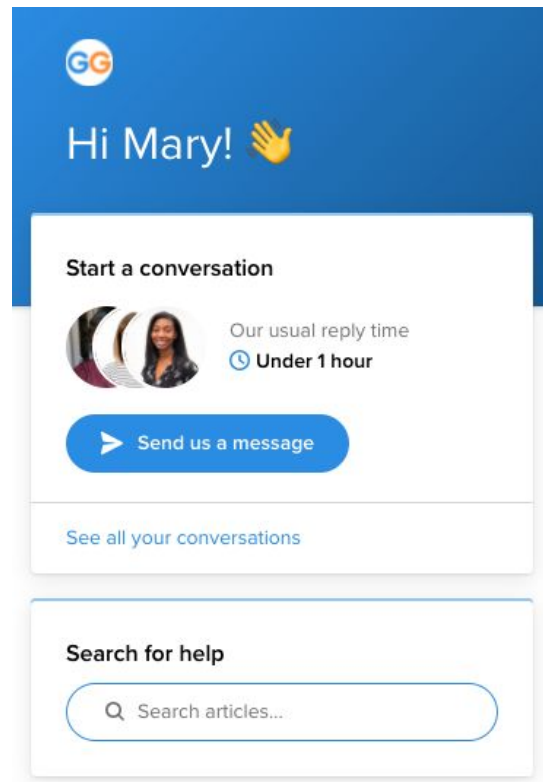
Final Checklist

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



Questions?



August 8, 2023