

Giving Day 101



Dec 12, 2019 9-11 AM



Agenda

- Updates & Reminders
- Application for FC Gives
- Preparation Checklist
- Your Checklist for Success
- Your Nonprofit Resources
- Next Steps
- Q&A

Reference the Giving Day Guide [here!](#)

Where do I Start?

Giving Day powered by Fairfield County's
Community Foundation

SEARCH...

MENU



Registration for Fairfield County's Giving Day is
Now Open!

February 27, 2020

Fairfield County's Giving Day Begins in

114 : 14 : 22 : 36
days hours mins secs



www.FCGives.org



Registration Form



Register Your Organization for

Fairfield County's Giving Day

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Logo



Select Image

Remove

Recommended dimensions
300x300
Max file size 5MB

Click 'Continue' to complete your registration for

Fairfield County's Giving Day













Continue





Your Preparation Checklist

Get Set Up





Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

-  **Add Your Organization's Info** 
Let people know who you are.
-  **Add Your Story** 
Tell potential donors why they should contribute.
-  **Get Verified to Collect Donations** 
Set up your banking information to receive secure online donations.
-  **Add Donation Levels** 
Show your donors the impact their donation makes.
-  **Add a 'Thank You' Message** 
Personalize your auto-response for donors ahead of time.
-  **Add Fundraisers** 
Recruit peer-to-peer fundraisers to expand your network of donors.

Donation Tools

-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [Embed a Donate Button](#)

Other Actions

-  [Engagement Opportunities](#)
-  [Add External Fund](#)
-  [Manage Support Areas](#)
-  [View Your Profile](#)

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups>



[View Your Page](#)



Profile Basics

- Logo
 - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand
- Tagline
 - A quick one sentence overview of your organization or giving day campaign
- Website
 - Add your website so donors will be able to learn more about your organization
- Causes
 - Select up to 3 causes to help donors find causes they're interested in.

✓ Add Your Organization's Info

Tagline


Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.loganspups.org

Logo



Select Image Remove

Recommended dimensions 300x300
Max file size 5MB

Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3




Save



Highlighting Impact

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	\$25.00 Provides one week of food for a senior pup Edit Remove
	\$50.00 Provides a super soft bed for a loving senior pup Edit Remove
	\$100.00 Helps a family foster one of our amazing senior pups Edit Remove

Dollar Amount

\$ 0.00

Description

[Save](#) [Cancel](#)

Image

[Select Image](#) [Remove](#)

Image should be 5MB max and a JPG, JPEG or PNG file type.

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels



Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor's email when they make a gift
- Comes directly from your organization's contact

✓ Add a 'Thank You' Message


Please provide a "thank you" message, as well as an image or video link (or both!)

Thank You Message

Thank you so much for your donation to Logan's Pups! With your support, we're able to continue our love and care of senior dogs.

Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

Recommended dimensions 800x600
Max file size 5MB

Save



Viewing & Sharing Your Profile

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

Donation Tools

- ✉ Add Offline Donation
- ⚙️ Manage Sponsor Matching
- ✂️ Manage Donations
- 📄 Embed a Donate Button

Other Actions

- 👥 Engagement Opportunities
- 📍 Add External Fund
- 📊 Manage Support Areas
- 👤 View Your Profile

Share Your Page

<https://dog-staging.givegab.com/o>

[View Your Page](#)



Viewing & Sharing Your Profile


Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- ✓ Add Your Organization's Info
- ✓ Add Your Story
- ✓ Get Verified
- ✓ Add Donation Tools
- ✓ Add a 'Thank You' Message
- ✓ Add Fundraisers


Donation Tools

✉ Add Offline Donation



Add a Donate Button

Add a donate button to your post to raise money for a nonprofit, and we'll take care of the donation processing with no fees. To raise money for a personal cause instead, [create a personal fundraiser](#).





[Select Nonprofit](#)

👤 View Your Profile

Share Your Page

<https://dog-staging.givegab.com/o>

[View Your Page](#)



Is your profile completed?

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?

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >



Is your profile completed?



Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: [Animals](#), [Seniors](#)

[Manage this on GiveGab](#)

DONATE



0%

\$0 Raised \$5,000 Goal 0 Donors



\$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

Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

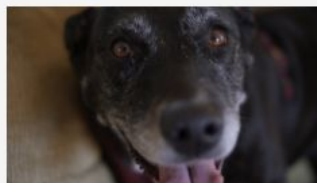
To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

DONATE



Matches

Board of Trustees: #NVBigGive Match

On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's big Give 2018!

\$5,000 MATCH

\$5,000 REMAINING

Fundraising Champions

[Bridget Cafaro](#) \$0.00

[Alyssa Ravenelle](#) \$0.00



Are you donation ready?

- Check your verification status on your admin dashboard



Status: **Unverified**

Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#)



Status: **Pending**

Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.



Status: **Incomplete**

Please provide your organization's information and verify you can collect donations in your state to be able to collect donations on GiveGab.

Status: LAPSED



Status: **Verified**

Hooray! Your organization has been verified to accept donations on GiveGab.



Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Add Engaging Visuals
5. Empower Ambassadors
6. Prepare Communications
7. Rally Your Team
8. Review Your Campaign
9. Plan The Big Day
10. Create A Stewardship Plan



Do you have defined goals?

Your Fairfield County's Giving Day goals can go beyond dollars raised:

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches



Is your story authentic?

- Focus on a specific person, program, initiative, etc.
 - How do donors make these stories possible?
- Include photos, graphics, and key statistics
- Make sure your story reflects your initial goals
- Keep it consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!



Are your calls to action clear?

- Include a link to your Fairfield County's Giving Day profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference on Fairfield County's Giving Day
- Cater your calls to action to different goals and audiences
 - Fundraise! Donate! Volunteer! Join! Subscribe!



Are you featuring visual content?

- On your Fairfield County's Giving Day Profile...
 - Cover Photo & Logo
 - Donation Levels
 - Story Photos or Infographics
 - Embedded Video
- Across your digital platforms...
 - On your website and Social Accounts
- In Your Communications...
 - Emails & Social Media Posts

**Visuals help tell
your story and
increase online
engagement!**



Are your ambassadors prepared?

- Identify your Fairfield County's Giving Day Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Fairfield County's Giving Day Nonprofit Toolkit!
- Communicate your goals and campaign game plan
 - Break down tasks into manageable responsibilities



Do you have a communications plan?

- Plan your online communications ahead of Fairfield County's Giving Day
 - Announcement/Save The Date
 - Campaign Countdown
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
- Customize the templates, guides, and graphics in your Fairfield County's Giving Day Nonprofit Toolkit for the perfect plan!
 - Day-Of Updates
 - Organization Website
 - Supporter Gratitude
 - Ambassador Sharing



Are you ready?

- Assign day-of roles for your Fairfield County's Giving Day team
 - Play to your team strengths and capacity!
- Mix in pre-scheduled communications with live updates
- Share any in-person opportunities with supporters
 - Don't forget to take pictures and videos to share online!
- Have fun with your team and your supporters!



How will you thank your supporters after Giving Day?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Giving Day thank you email to your organization's email list
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!



Keeping Giving Day Donors Engaged Year Round

- Follow up with donors for more personal stewardship
 - Access their contact information in your GiveGab Dashboard
 - Add the mto your regular communication (Newsletters, etc)
 - Invite them to social media channels
- Identify any new major donor prospects
 - Site visits, home visits, phone calls, etc



Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Fairfield County's Giving Day Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
- Link : <https://www.fcgives.org/info/nonprofit-toolkit>



We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

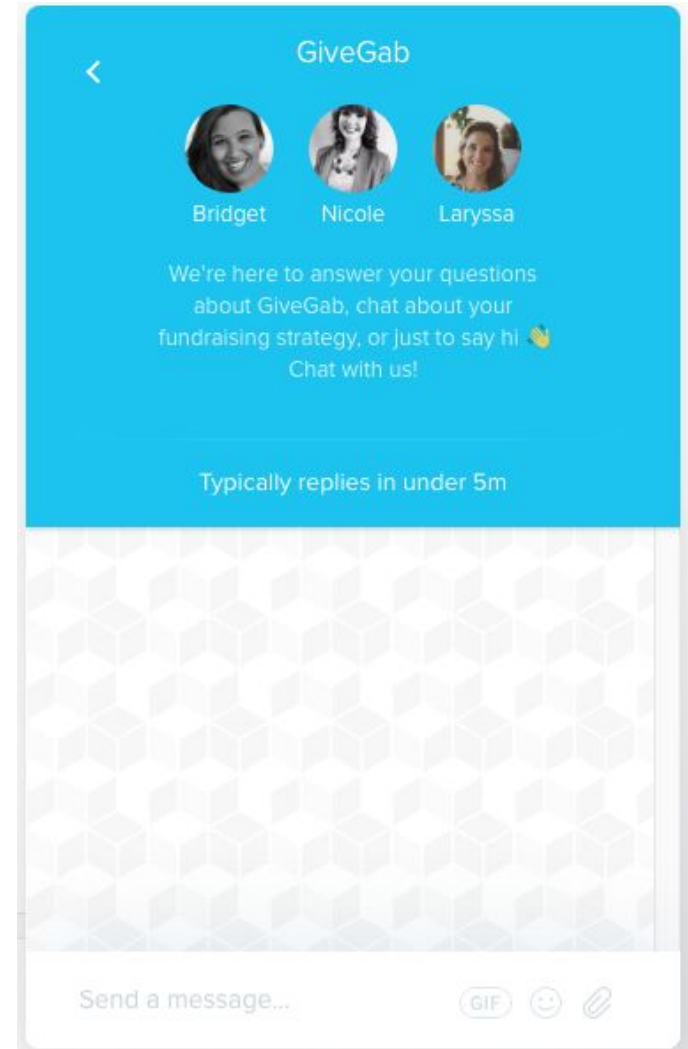
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



Questions?

