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?

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

Logo

Select Image

Remove

Recommended dimensions 300x200
Max file size 5MB

Not located in the United States?

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
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.
Highlighting Impact

- 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
# 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.

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Status</th>
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<tbody>
<tr>
<td>Add Your Organization's Info</td>
<td>Add Your Organization's Info</td>
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<tr>
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## 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

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**Share Your Page**

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

[Share on Twitter] [Share on Facebook]
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 Links
- 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

Share Your Page

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

$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

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 heart 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 furever homes.

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

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.
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
  - P2P Fundraisers
  - Board Members
  - 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
  - Supporter Gratitude
  - Organization Website
  - 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?