Giving Day 201

Dec 12, 2019 1-3 PM
Agenda

- Defining your goals & strategy
- Communications strategies
- Strategies for building your engagement plan
- Matches & Challenges
- Post Giving Day
- Q & A

Reference the Communication Timeline Templates [here](#)!
Define Your Strategy

● Think about your goals
  ○ What will help you achieve them more effectively?

● Think about your donors
  ○ What will interest and excite them?

● Think about your capacity
  ○ What will bring you the best return on investment?
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
Communication Channels

- Email Marketing
- Social Media
- Mobile
- Website
- Giving Day profile
- Events
- Public Relations... and more!
Channel: Email Marketing

● Email is still a great way to share information with your supporters directly and immediately

● The majority of emails are opened on mobile devices

● Personalized emails increase click through rates by an average of 14%

● Develop an email timeline leading up to FC Gives and schedule in advance

● Email provides a chance to include multiple calls to action
  ○ Always link to your FC Gives campaign page
  ○ Include ways to get involved
  ○ Use shareable graphics/ templates from site
Channel: Social Media

- 55% of people who engage with nonprofits on social media end up taking some sort of action. Always include a clear Call-To-Action

- 29% of online donors say that social media is the communication tool that most inspires them to give.
  - Create consistent shareable content (C.O.P.E.)
  - Include photos for increased engagement
  - Add the FC Gives logo to all of your promotional materials leading up to the day
  - Swap out your social media banners with FC Gives graphics from the toolkit
  - Use Hashtags to be a part of the conversation
  - Include the hashtag FCGives to be featured on the FCGives tagboard
Channel: Mobile Responsiveness and Marketing

- It is very important to ensure that any of your web content, emails sent out, websites and other online promotional materials are mobile optimized.
  - In 2018, the majority of nonprofit website traffic came from users on mobile and tablet devices. Mobile accounted for 48% of all traffic, tablets for 8%, and desktop users made up 44% of traffic
  - 77% of donors who first donate from a mobile device make their second donation from a mobile device
- In the last year, the percentage of smartphone owners making mobile payments grew by 36%
- Mobile marketing/SMS campaigns are another way of successfully gaining your supporters’ attention.
Creative Engagement Strategies

- Social media
- Community Engagement & Promotions
- Building Community
- Crowdfunding (P2P)
- Post Giving Day
- Q & A
Creative Storytelling: Social Media Best Practices

fidelcoguidedogs Fidelco Guide Dog Foundation is thrilled to be part of #FairfieldCountyGives! You can support our efforts by visiting (FCGives.org) and donating on February 28th. Your online donation—regardless of where you live—helps us to achieve our $5,000 mission-driven fundraising goal and ensures our eligibility to receive up to $30,000 in grant funding provided by Fairfield County’s Community Foundation.

128 likes

familycenters IT’S GIVING DAY! When making your charitable choices today, please consider Family Centers. Your support will help provide kids like this with the solid educational foundation they need to succeed in kindergarten. #fairfieldcountygives

32 likes

stamford_museum_naturecenter Today from 7am-4pm we’re taking part in Fairfield County’s Community Foundation’s Facebook photo contest and our resident otters, Sadie and Bert need your support! Please “like” the post on our Facebook page with Sadie and Bert in it and have your friends do the same before 4pm! Thank you! Remember, on Thursday we’re participating in #FairfieldCountyGives!

82 likes
Creative Storytelling

- Live your mission on FC Gives
  - Go live and share an up close and personal view of your cause
  - Host a volunteer event so that your supporters can give back or see the great work you’re doing in action during the big day
“Why I Give” Campaign

● Participate in Fairfield County’s Giving Day “Why I Give” social media challenge to engage supporters, capture authentic stories, and spread awareness of your cause
  ○ Use hashtags to collect stories and ideas easily!
  ○ Cash prize for winning video!
Community Engagement

- Host an event/donation station
- Table at a community event
- Leverage Peer to Peer Fundraisers
- Engage business partners
  - Secure a match
  - Partner with them to host an event at their site
  - Leverage their network / reach
Creative Partnerships

- Local Businesses can help you leverage their customer base
  - Promotions
  - Publicity
  - Social Media Boosting
  - Sponsor Match
  - Employee Match
Creative Promotions

- Utilize Donation Receipts
  - Discounts at local bars or restaurants
  - Access to the kickoff or closing event
  - Provide incentive for giving throughout your community
Creative Community

● Host an event!
  ○ Kickoff party
  ○ Success celebration
  ○ Partner with events already happening

● Lawn signs & Posters
● Physical Promotions
● Yearly Collectibles
Creative Crowdfunding

- Recruit your P2P fundraisers and motivate them to be more successful and raise more for your cause
  - Find incentives for your top fundraisers
  - Spark friendly competition
Who are your P2P fundraisers?

- Expand your organization’s reach with your ambassadors
- Peer-to-Peer have their own fundraising page
- Every dollar they raise goes toward your totals

Organizations with P2P raise 3.4 x more than organizations without P2P!

Check out the online resource:
https://www.fcgives.org/info/peer-to-peer-fundraising
2019 P2P Statistics

● Average # of P2Ps per org (who received donations): < 1
● 359 P2Ps raised money
● Total raised just by P2P fundraisers: $137,504.46

● Orgs utilizing P2P fundraisers that received donations
  ○ Raised $8,488.34 on average
● Orgs without P2P fundraisers that received donations
  ○ Raised only $1,831.82 on average

363.38% difference
Do you have matches/challenges?

- Identify your match/challenge sponsors
  - From 2018 #GivingTuesday giving days, organizations that featured matches and/or challenges raised 8.13 times more!
- Promote your match/challenge opportunities

**Donation Tools**

- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

**Organization Sponsor Matching**

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

**Note:** All times are assumed to be in Eastern Time.
Do you have matches?

Logo
Sponsor Name
URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)
- Keep Sponsor Anonymous

Match Name
Description

Total Matching Funds Available
Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time.
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)
Donation Matching End Time (Eastern)

☐ Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. Note: These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.
- Archived

Save  Cancel
Do you have challenges?

Please note that times are in Eastern Time.
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times.

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)
2019 Match Statistics

- Total matching dollars: $31,900
  - 11 orgs had matches
- 7 out of 15 match goals met exhausted (46.6%)
- Overall - 71.3% match exhaustion rate

Orgs with matches raised 98.5% ($5,626) more

VS

Orgs without matches ($2,834)
After Giving Day

Let’s look at...

- Donation Reports
- Payout Timeline
- Donor Stewardship
How will you get your donor data?
How will you get your donor data?

Donations

Total Paid Out: $348,713.13
Total Pending: $31,545.06

Search by name or email

- All Giving Days & Community Giving Sites

Start
End

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How will you get your donor data?

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Export CSV | Edit Bank Account Info
How will you get your donations?

Donations will be transferred to your bank account **5 business days** after the donation is made.

It is important to make sure you are able to receive donations before FC Gives so donations make it to your account!
How will you thank your donors?

- 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
- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
  - This doesn’t have to happen right away!
How will you thank your donors?

● Start your stewardship process immediately after **FC Gives**

● Generate some post-giving day messaging to all supporters
  ○ Social media posts and overall success update
  ○ Giving Day thank you email to your organization’s email list

● Follow up with more personal stewardship
  ○ Access information in your GiveGab Dashboard

● Highlight impact of donor-funded projects
  ○ This doesn’t have to happen right away, curate a progress message to send in a couple of months

● Watch the available training on Donor Stewardship!
Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- FC Gives Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
- Nonprofit Toolkit: 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?