Fairfield County's Community Foundation

TOGETHER WE THRIVE

WELCOME!

Fairfield County's Giving Day Launch Webinar

02.25.21 Giving Day powered by Fairfield County's Community Foundation

BANK OF AMERICA

AGENDA

- Giving Day Overview: History & how it works
- Expectations
- Planning your Giving Day campaign
- What's new this year
- Giving Day technology and platform
- Q&A

FCCF Giving Day Team

Danielle Marchione
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Rebecca Mandell
Sr. Associate, Development

Brynne Bartiromo
Associate, Marketing & Communications

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Sr. Director, Marketing & Communications

Mike Rosen
Chief Revenue & Business Development Officer

Champion Sponsorship Partner

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Partner of Fairfield County's Giving Day for the 8th Year!

History of Impact

HOW DOES IT WORK

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What is it?

- One day – 24-hour giving challenge
- A celebration of the nonprofit community
- Entire region comes together to be a part of a very special day of philanthropy

How does it work?

- Kicks off at the stroke of midnight on February 25, 2021 and ends at 11:59 pm the same day.
- Donors choose nonprofits to support and make a credit card donation as low as $10 at FCGives.org
- Each nonprofit will have their own donation page (more on this later!)

HOW DOES IT WORK

What do you (the nonprofits!) actually do?

- Review Eligibility Criteria and Register on fcgives.org
- Determine your goals
- Create a marketing campaign
- Use social media and other marketing to reach new and current donors
- Drive donors to this virtual event – everything happens online on February 25th Giving Day
- Do what you do best, fundraise!

WHAT TO EXPECT FROM US

- Giving Portal – FCGives.org
- Lots of resources to inspire your campaign
- Regional, multi-media marketing blitz
- Giving Day Virtual Launch Event
- Support
  - **info@FCCFoundation.org**

CNE's Giving Day Offerings

Nov. 10 – Giving Day Launch & 101

Dec. 2 – Virtual Events

Dec. 15 – Business Fundraiser Webinar

Jan. 1 – P2P for Nonprofits

Feb. 11 – P2P for Individual Fundraisers

Find details and register on the FCGives.org Training Page

WHAT TO EXPECT FROM US

Incentives and prize challenges throughout the day

- More than $100,000 in prizes last year

WHAT WE EXPECT FROM YOU

- Complete all necessary steps for participation
  1. Complete your application on FCGives.org
  2. Submit $35 (Early Bird) registration fee
  3. Edit your profile by 2/15 deadline

- Take advantage of trainings

- Create your Giving Day campaign and set your goals

- Work and play in the world of social media

- Get your board and staff involved

- Have fun!

WHAT'S NEW THIS YEAR

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- Discounted Early Bird Registration
- P2P Support for your P2P Fundraisers
- More prizes!
- Expanded Business Fundraisers

Platform Demo

Fairfield County's Community Foundation
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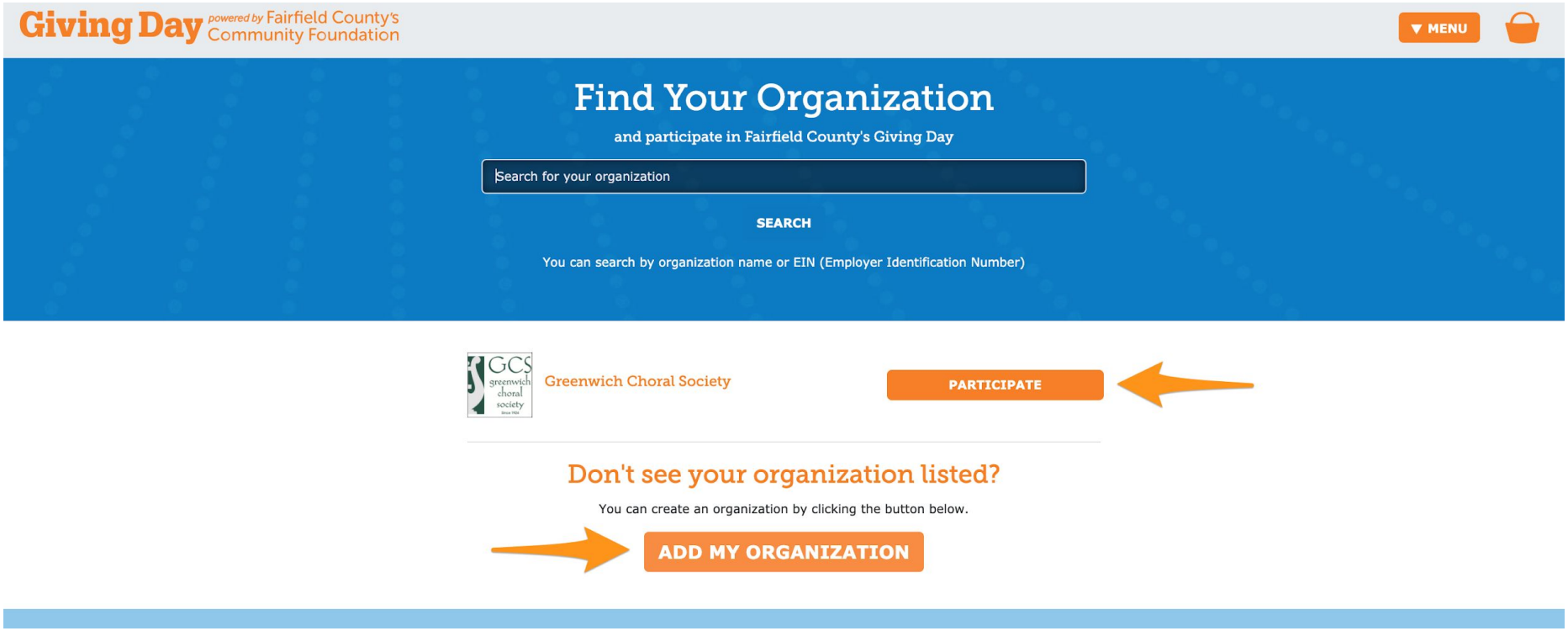
GiveGab® Nonprofit Giving Platform

Where do I Start?

www.FCGives.org

Find Your Organization



Registration Form

Registration Survey

Registration Type

Early Bird $35.00

1. **PRIOR PARTICIPATION: Has your organization participated in Fairfield County's Giving Day previously?** *
Please select one choice

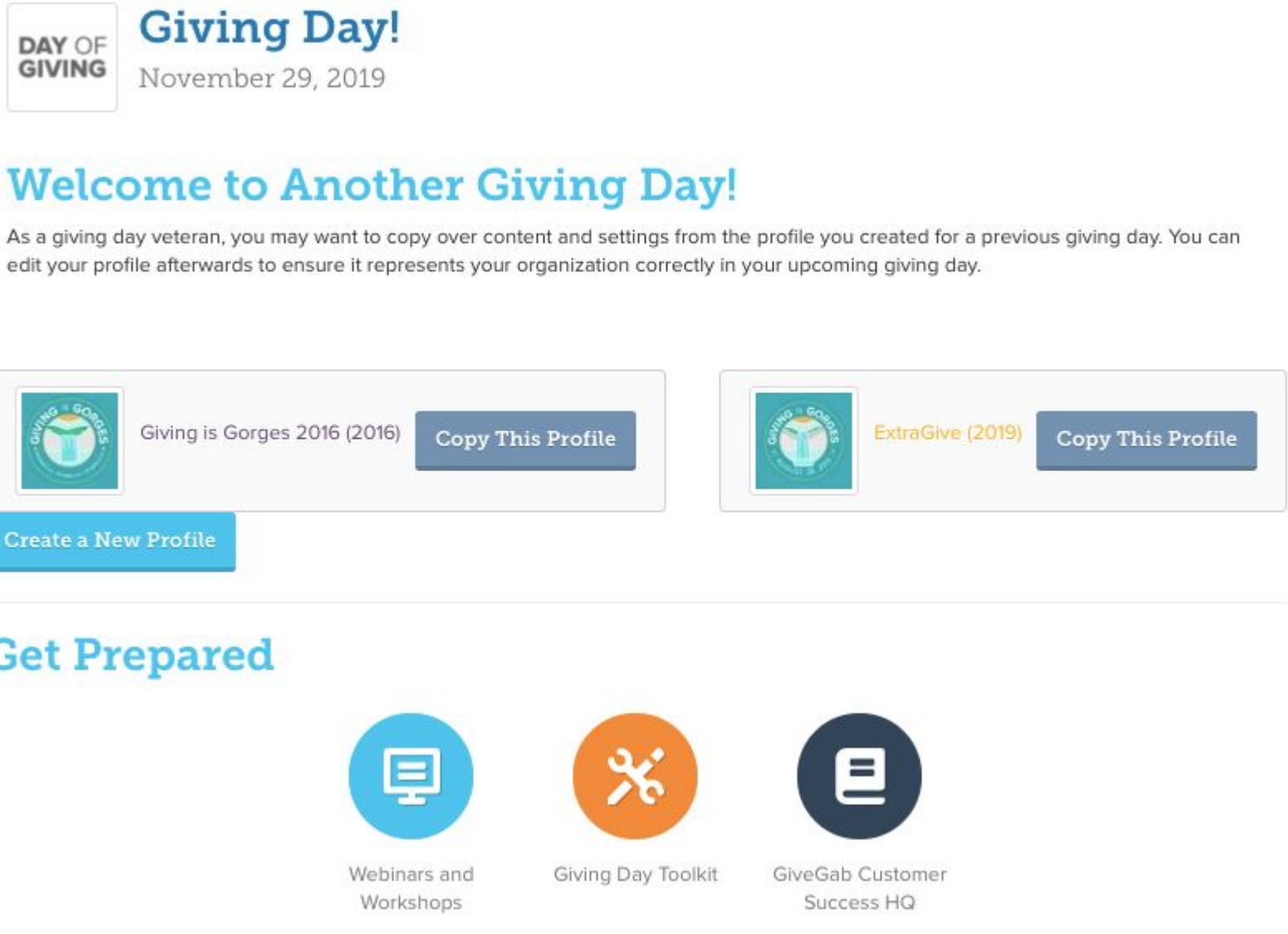
Yes

2. **What are your organization's goals for Giving Day?** *
Please select all that apply

- [ ] Raise money
- [ ] Increase our capacity to raise money online
- [ ] Increase our capacity to use social media
- [ ] Acquire new donors
- [ ] Acquire new social media followers
- [ ] Find new ways to engage with current donors
- [ ] Increase our knowledge about how to better steward our donors
- [ ] Learn more about engaging with younger donors/supporters
- [ ] Learn more about engaging with donors from diverse backgrounds

3. **Tell us more about your Giving Day goals, strategy and the metrics you will be using to track them (e.g. x# of new donors, etc.)** *

Copy Your Profile



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.

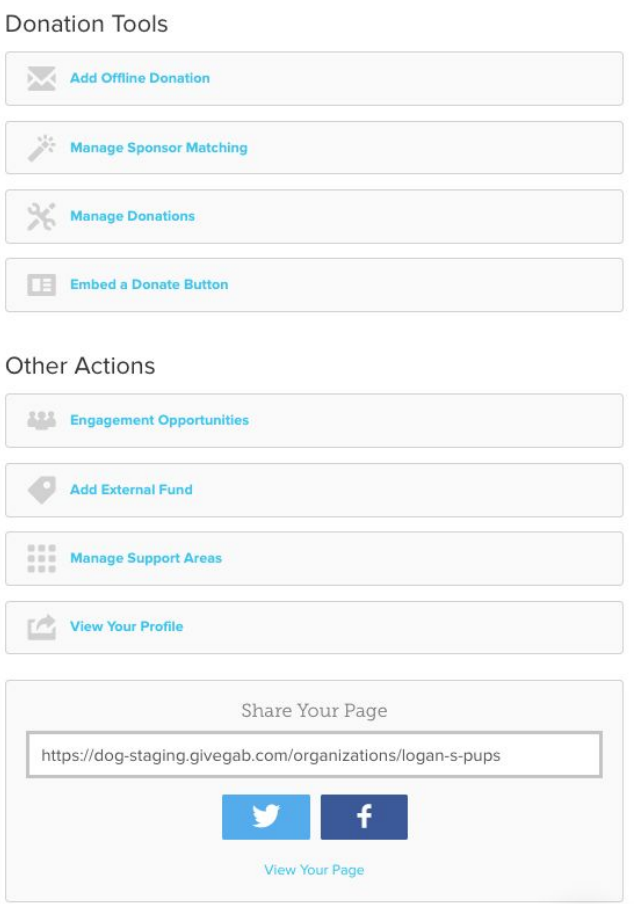
Add Your Story
Tell potential donors why they should contribute.

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.



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
- ✓ Add Your Story
- ✓ Confirm State Fundraising Compliance
- ✓ Add Bank Account Info
- ✓ 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

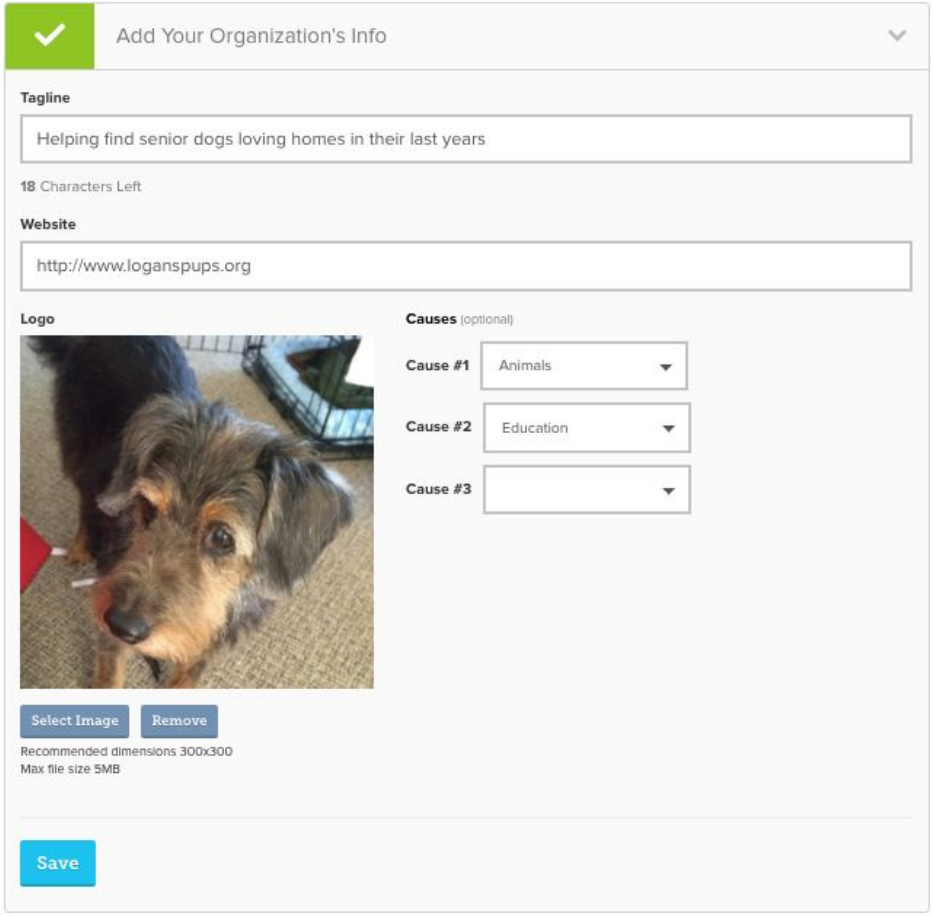
Share Your Page

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

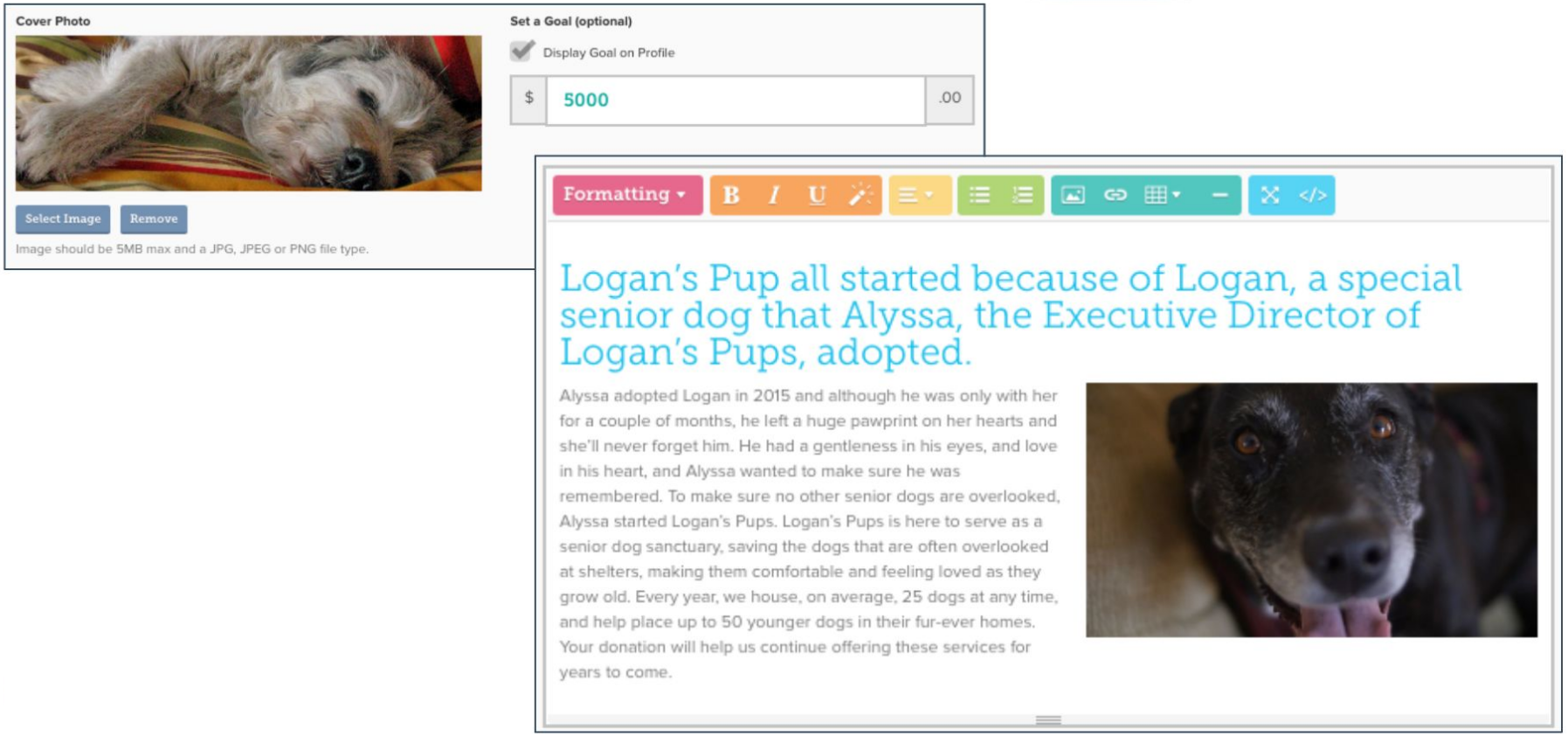
View Your Page

Profile Basics

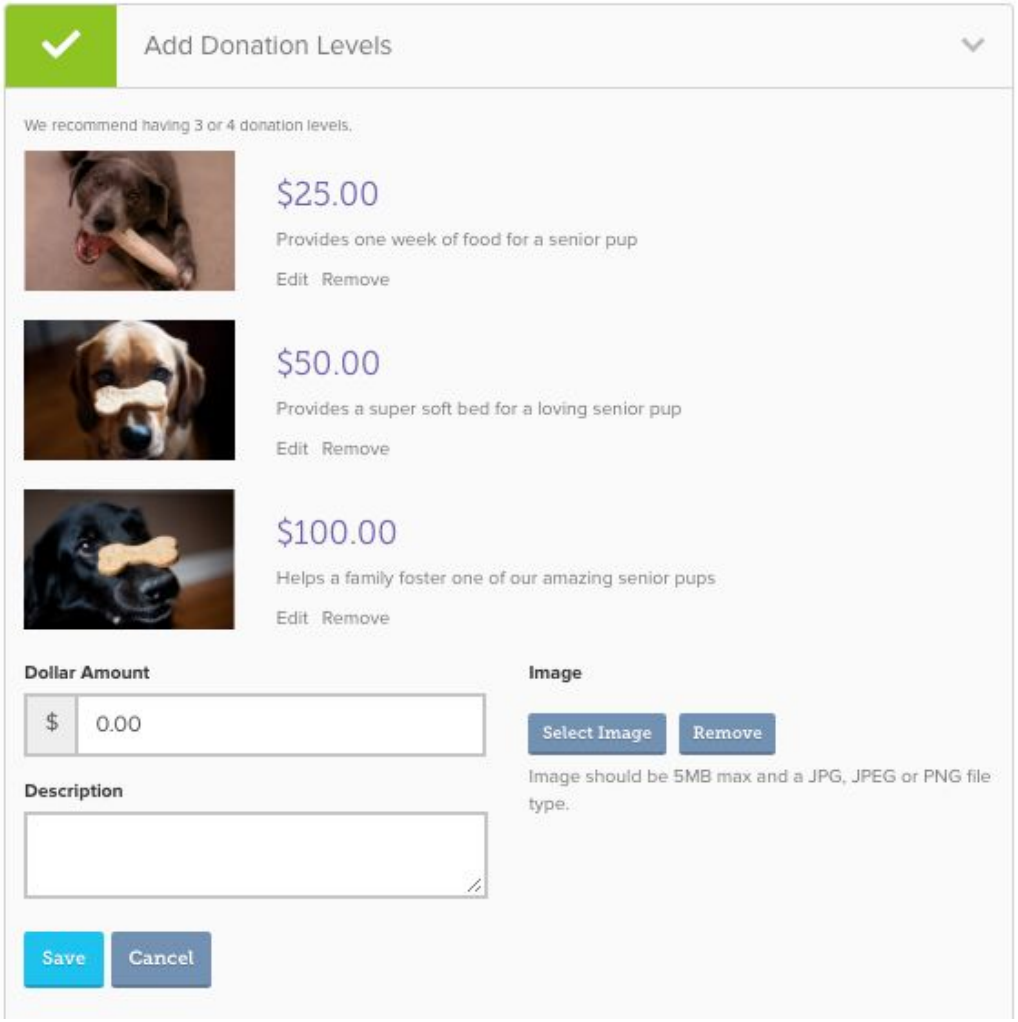
- Logo
  - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand
- Tagline
  - A quick one sentence overview of your organization or giving day campaign
- Website
  - Add your website so donors will be able to learn more about your organization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



Telling Your Story



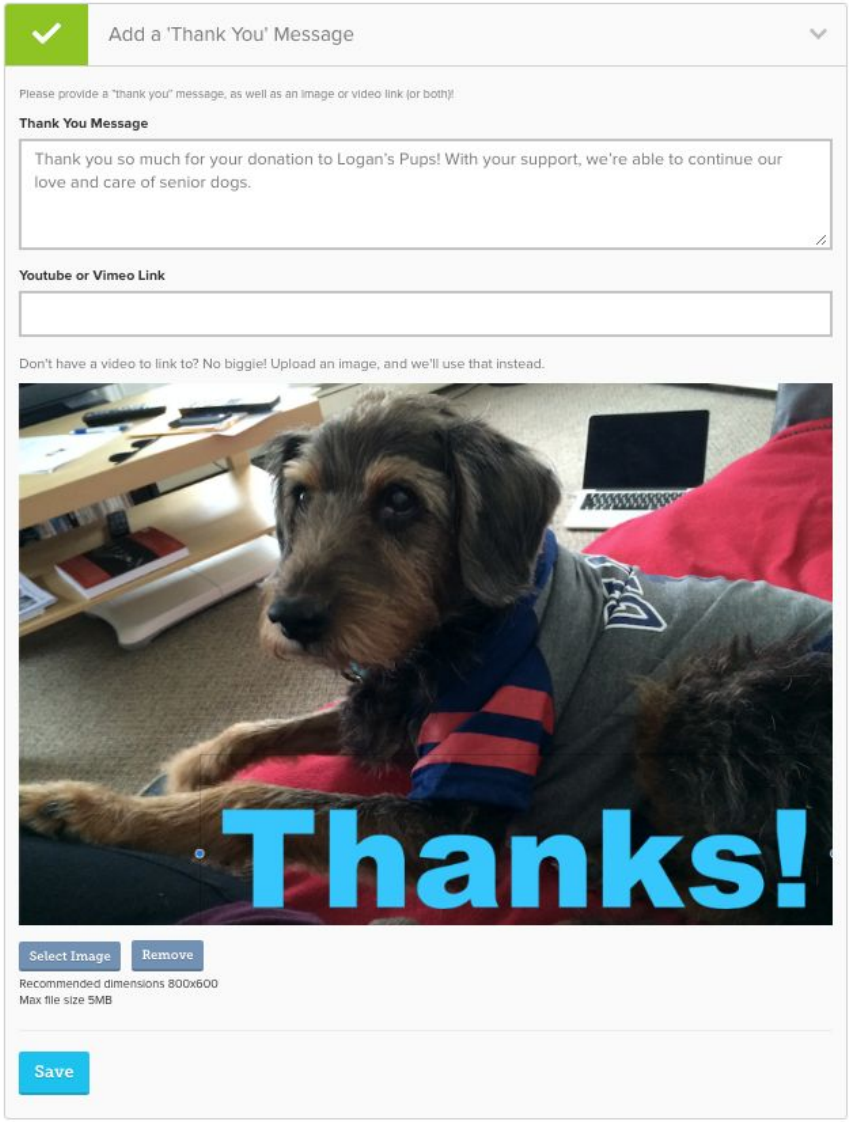
Highlighting Impact



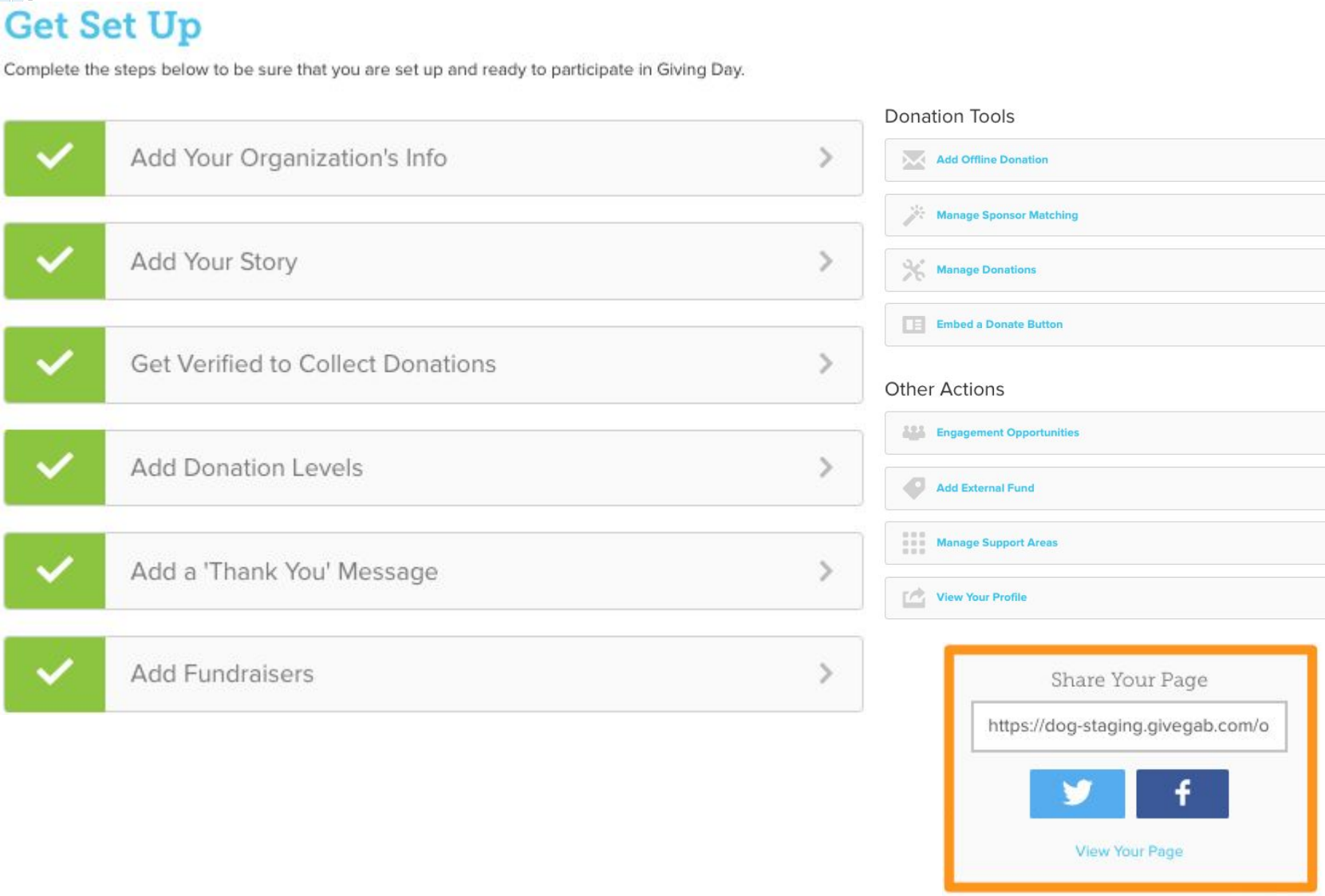
- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

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



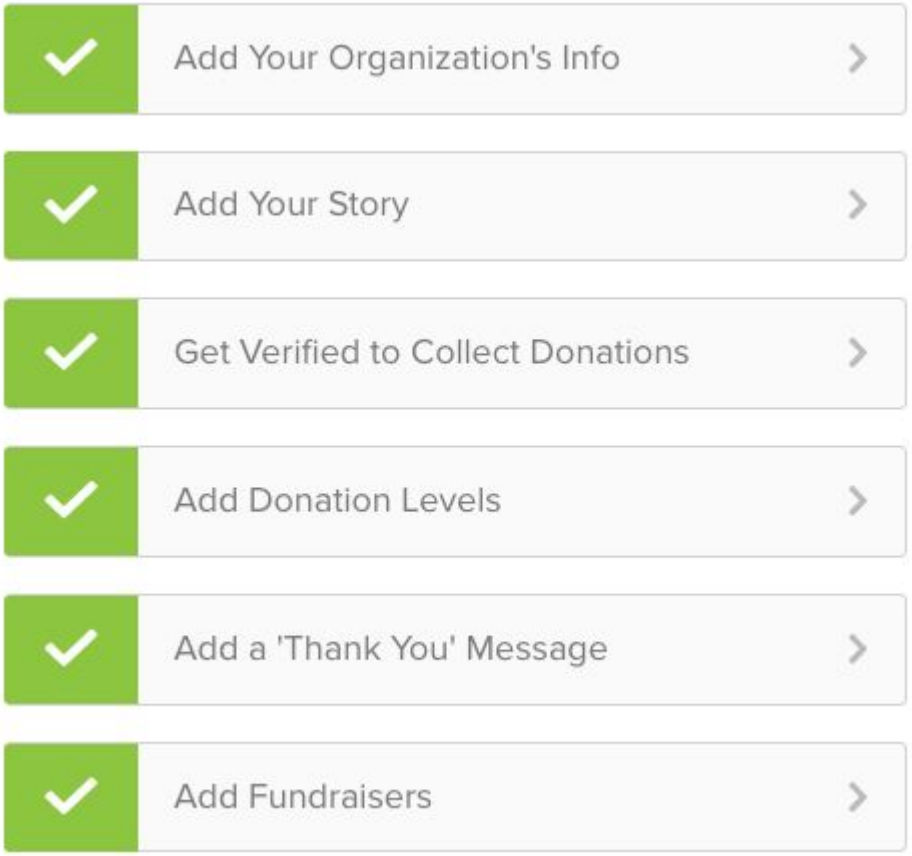
Viewing & Sharing Your Profile



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?



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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

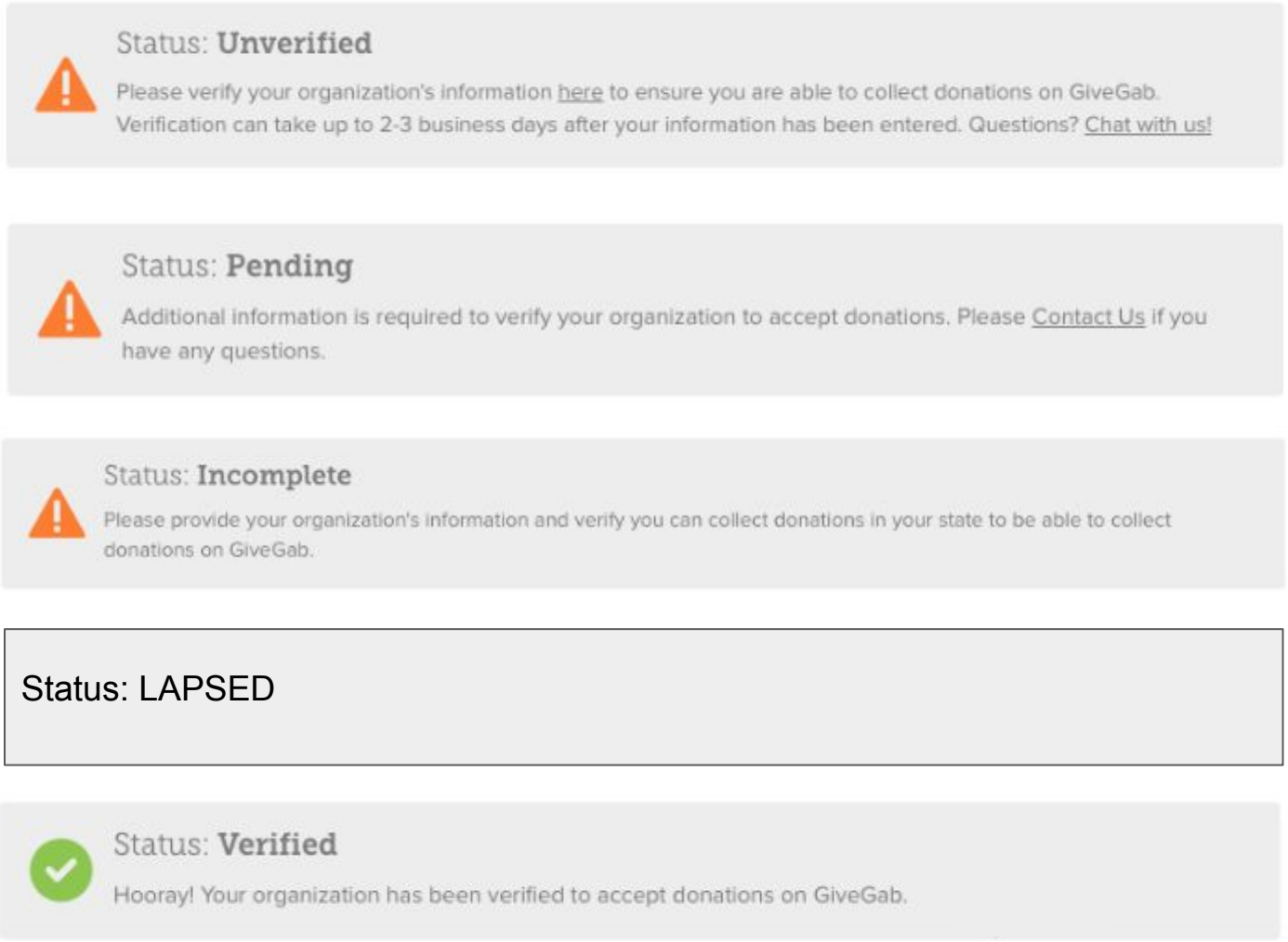
Fundraising Champions

Bridget Cafaro $0.00

Alyssa Ravenelle $0.00

Are you donation ready?

- Check your verification status on your admin dashboard



Building Donor Trust

State Charitable Solicitation Compliance

I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation will be required to collect donations on GiveGab starting January 1, 2018. Learn more about state charitable solicitation compliance.

Save

Organization Information

Business Name

This should match the legal business name you have registered with the IRS.

EIN/Tax ID

Don't have your EIN? Search here.

Mailing Address

City | State | Postal Code

Email

Organization Representative

First and Last Name

Last 4 Digits of Organization Rep's SSN

Organization Rep's Date of Birth

Month | Day | Year

Bank Information

Routing Number

Checking Account Number

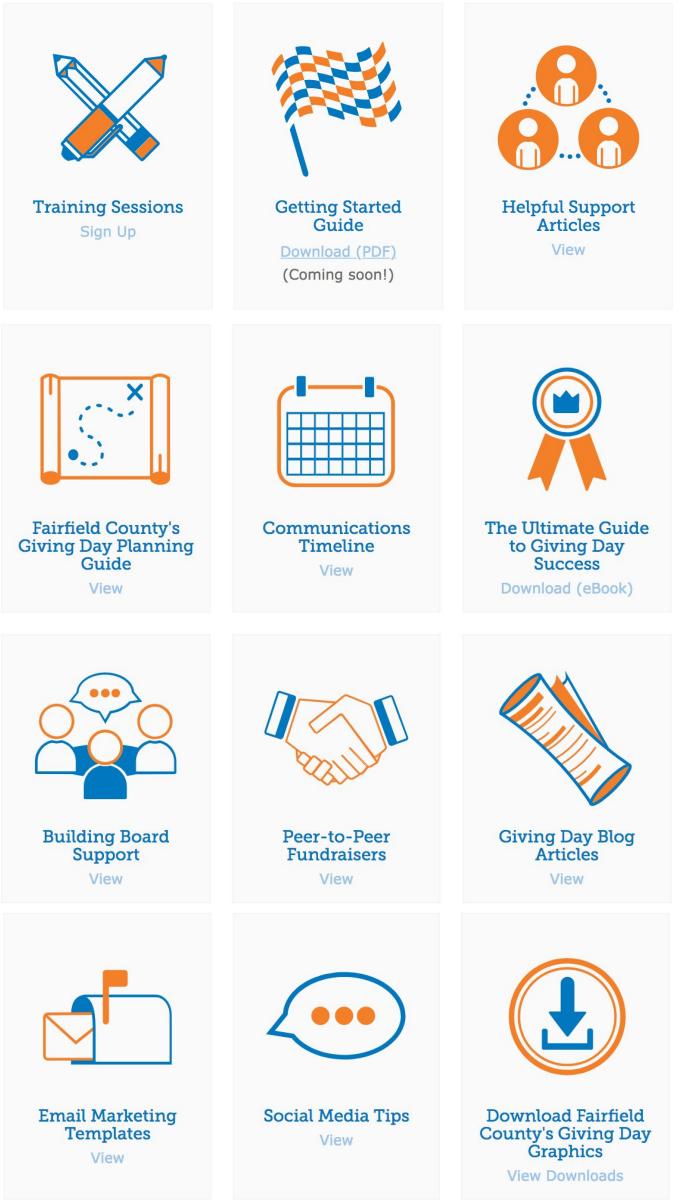
Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.

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

Tips, Tools, and Resources

- The **Nonprofit Toolkit** has everything you need to plan, prepare for, and promote Fairfield County's Giving Day and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - Fairfield County's Day of Giving Graphics
  - Helpful resources for your board members, volunteers, and fundraisers



Tips, Tools, and Resources

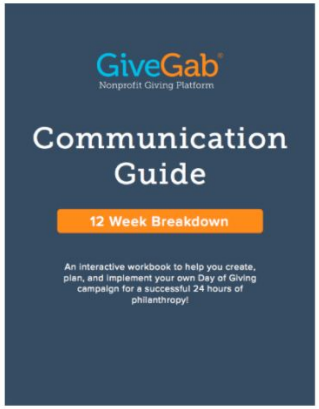
Customizable Templates

- Provides templates that you can use in your email marketing!
- Social Media samples to across all social media platforms
- As well as tips for creating a strategy with your communications!

Tips, Tools, and Resources

Communications Timelines

- Includes a communications plan for 12 weeks, 8 weeks and 4 weeks out
- Provides a map of important dates and milestones for Fairfield County's Giving Day



Tips, Tools, and Resources

Downloadable Graphics

- Logos
- Cover photos
- Zoom Backgrounds
- Social Shares
- Printables

Trainings & Learning Opportunities

- Live Webinars
  - Available at https://www.fcgives.org/info/trainings
- Support Articles
  - http://support.givegab.com/
- Blog Articles
  - https://www.givegab.com/blog/

Support Team

- Visit Our Help Center

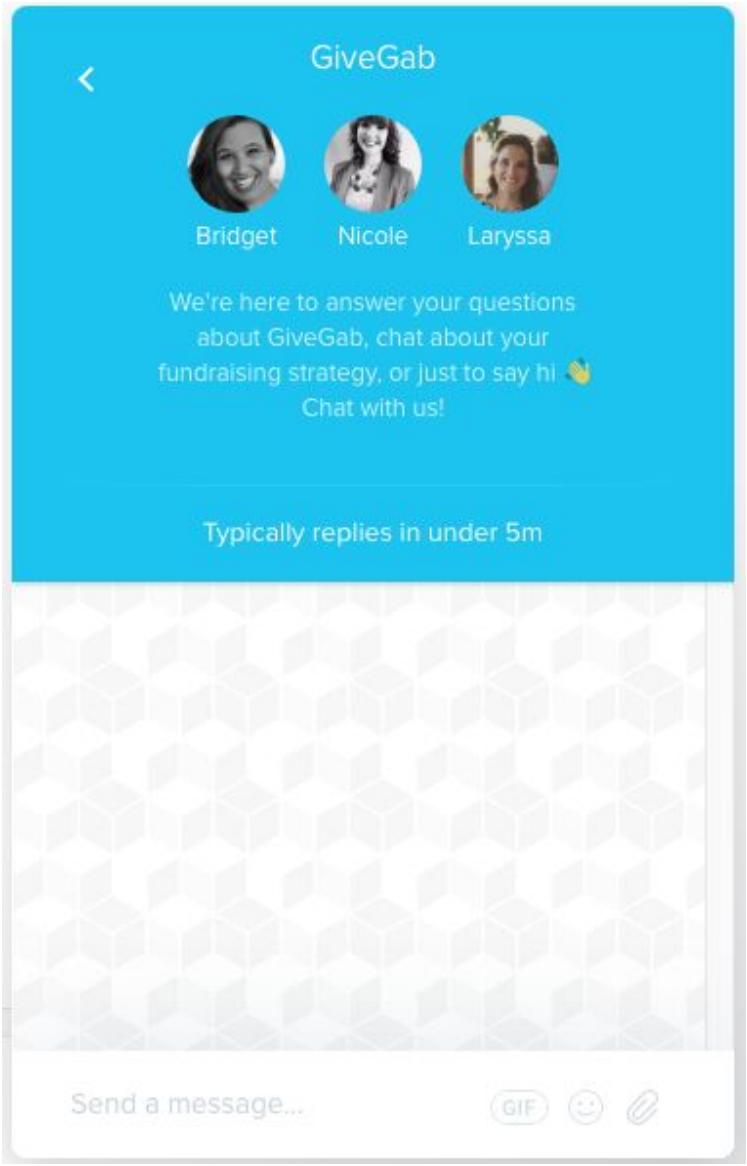
  https://support.givegab.com/

- Send us an email at

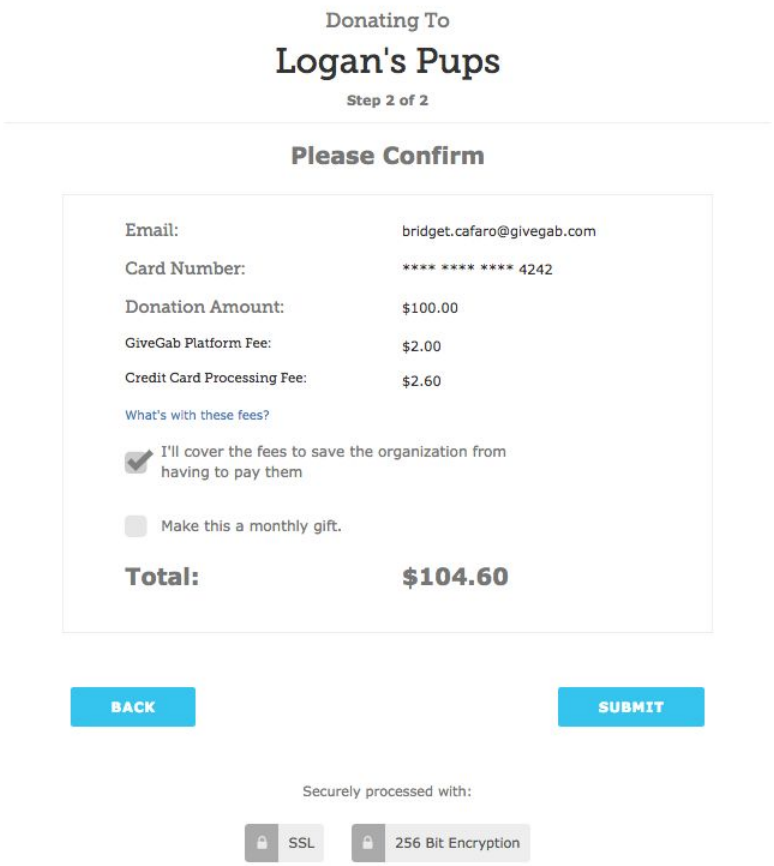
  CustomerSuccess@givegab.com

- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand

  - Look for the little blue chat bubble:

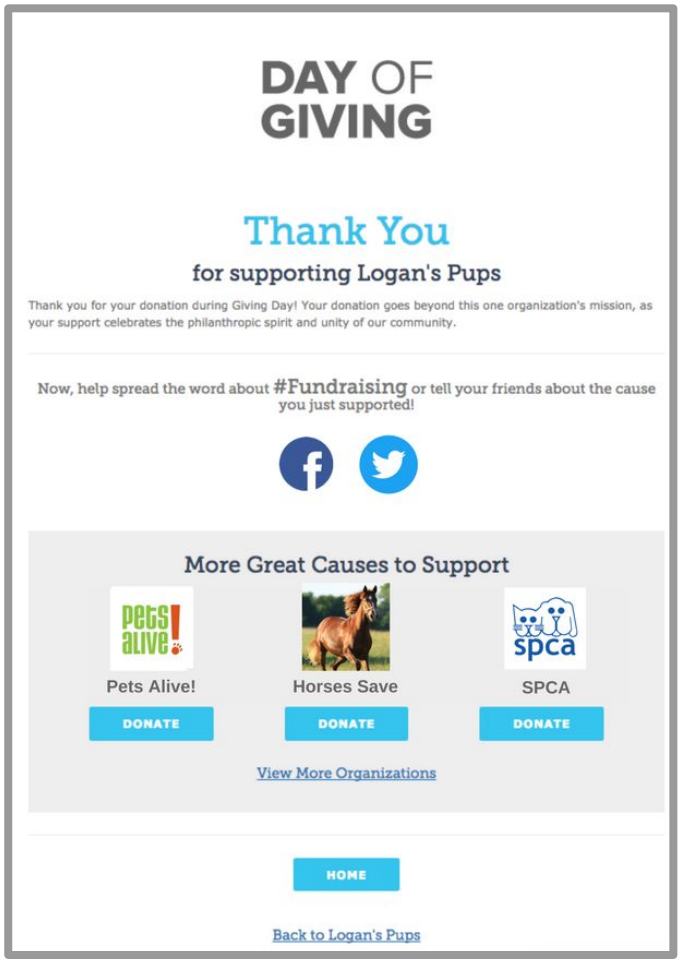


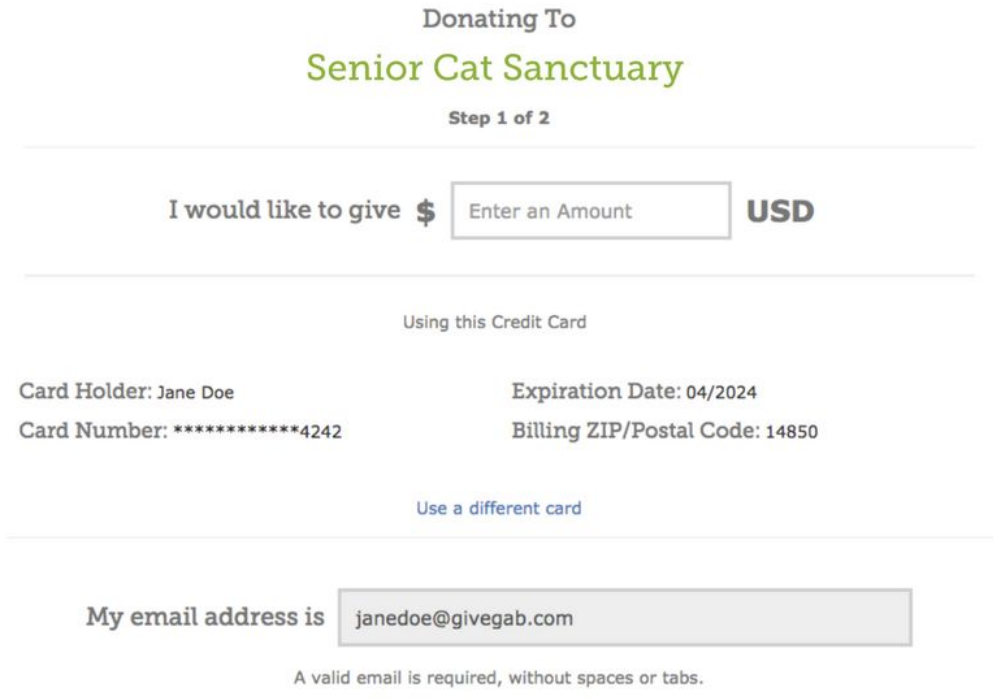
Simple Donation Processing



- All major credit cards accepted
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf
    - On average, between 65-75% of donors choose to cover all fees on a Giving Day
- Option for donors to schedule monthly recurring donations

Give, Give, and Give Again!





GiveGab's Multi-Give features make it quick and convenient for donors to support as many causes in their community as they like!

IMPORTANT NEXT STEPS

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1. Register today: FCGives.org
   - Sign-up by Dec. 1st for a 30% discount

2. Sign up for Giving Day trainings (December 2, January 7 and February 11)

3. Set your goals

QUESTIONS

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