# National Family Promise Giving Day 10/25/19

June 4, 2019

# Today's Presenters

**Cara Bradshaw**

Chief Impact Officer

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Chief Operating Officer

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GiveGab
Project Manager

# What You'll Learn Today

1. The future of Family Promise & our Aspiration
2. What is a Giving Day?
3. The benefits of peer-to-peer fundraising
4. **How you can get this tool for FREE**
5. What's in it for your Affiliate

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# Aspiration

Change the Future for
1 Million Children by 2030

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# The Power of the Network

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# Giving Day

**A 24-hour online fundraising challenge that aims to rally donors toward a common goal and increases awareness of the cause.**

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# Top 10 Reasons to Participate

1. Leverage professional marketing tools and the Giving Platform
2. FREE to you from national- most peer-to-peer platforms are at least $4K annually
3. Create a sense of urgency to raise more money more quickly
4. Increase visibility and exposure around the issue of family homelessness
5. Foster camaraderie within your community of supporters & volunteers

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# Top 10 Reasons to Participate

6. Acquire new donors that you wouldn't otherwise be exposed to
7. Re-engage past volunteers and donors in a new and exciting way
8. 24/7 support from GiveGab
9. Training videos and templates
10. Eligibility to receive monetary prizes from national!

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# Goals

$1 million

30 Affiliates

100% national board participation

Attract new donors

Millennial Engagement

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# Your Donors

- You have control over the back-end of your site
- Your donors' info is kept secure
- Funds raised go directly to your bank account
- Your board/donors can customize messages
- You/your donors can offer matches

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# Your Fundraising Plan

- Wrap your fall event into Giving Day
- Options for pre-event giving
- Rally your board
- Use the day as a transition from a tired event

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# Who is GiveGab

- Safe, secure, and reliable platform for nonprofits & donors
- Mobile responsive on every page
- Seamless transactions and donation processing
- Multi-Give features to encourage increased support
- Immediate “Thank You” messages to donors
- Accessible support team readily available

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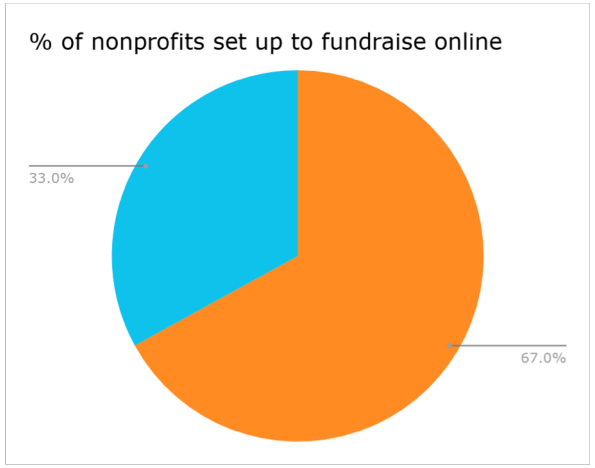
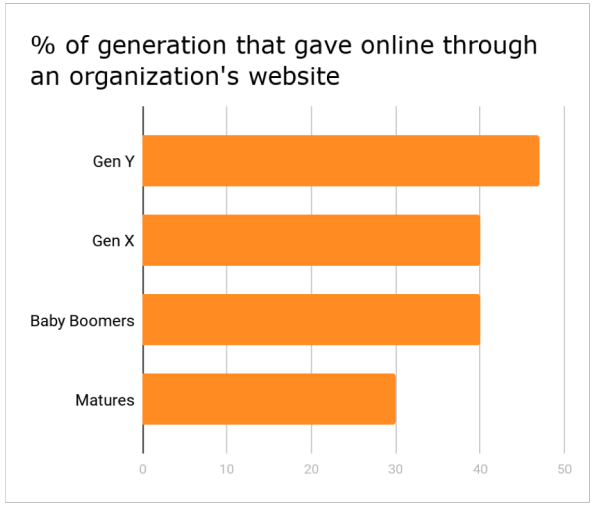
# Power of Online Giving

- Individual giving accounts for 70% of all gifts in the US.
- It’s not just for millennials - but they are important!
- Giving has become more accessible across more digital platforms than ever before
- Captures crucial information needed to develop personal stewardship and segmentation plans and build longer-lasting relationships




Source: Philanthropy Outlook

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# Benefits of Participating

- Learn how to utilize up and coming digital tools and modern software
- Re-engage with your existing supporters to make a greater impact
- Engage brand new donors
- Increase visibility and exposure by connecting with a larger community
- Utilize the Giving Day to help your organization reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

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# Successes

- Give Where you Live Collier
  - https://www.givewhereyoulivecollier.org/
  - active social media campaign
  - enticing prizes

- The power of peer to peer fundraising
  - https://www.extragive.org/organizations/children-deserve-a-chance-foundation-attollo

- Comparable organization
  - https://www.amplifyatx.org/organizations/foundation-communities
  - Provides Affordable, Attractive Housing & Support Services

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# Demo

- Register Phase:
  - https://fpgives.org
- Giving Phase:
  - https://fpgives.org/giving
- Success Phase:
  - https://fpgives.org/success

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# Why Should I Participate?

- No cost for Affiliates to participate in Family Promise Giving Day
- Generate funds easily via online donations and prizes
- Raise awareness and find new donors
- Leverage the marketing power of the whole community to increase donations and engagement
- Inspire as many people as possible to give

# Participation Requirements

- Utilize new branding, including logo, to ensure consistent look/feel for this National fundraising campaign
- Be in good standing with the FP Standards of Affiliation
  - Completed Census & PIT
  - Paid Affiliate fees
  - Submitted contact lists
- Register before August 1, 2019

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# How to Participate

1. Go to **www.FPGives.org**
2. Click the **"Register"** call to action button in the middle of site
3. Enter in your Affiliate's info and complete the survey
4. Click **"Register"**
5. For any assistance registering, click the blue chat bubble in the bottom right!

# For More Information

## Resources

GiveGab's Blog
https://www.givegab.com/blog

**Family Promise Giving Day Landing Page**
**https://www.fpgives.org**

Non-Profit Tool Kit
https://www.fpgives.org/info/nonprofit-toolkit

How To Edit Your Logo
https://bit.ly/2PR2eBj

## Contact Us

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Access the recorded webinar and additional materials at
www.familypromise.org/webinars

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