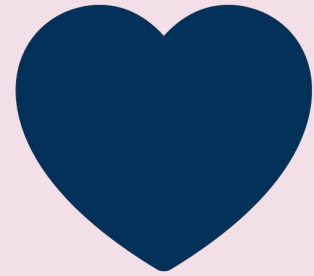


Engaging Your Board & Leveraging Matches and Challenges

September 28, 2023



FLX
GIVES

Meet the Team



Mackenzie

Project
Manager



Jennifer

Project
Manager

Zoom Etiquette

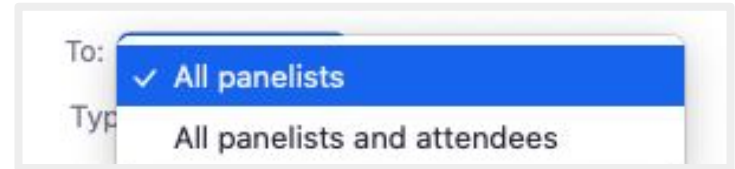
This is being recorded. The recording will be available on the /trainings page by **September 29.**

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself in the chat! Name, location, organization.



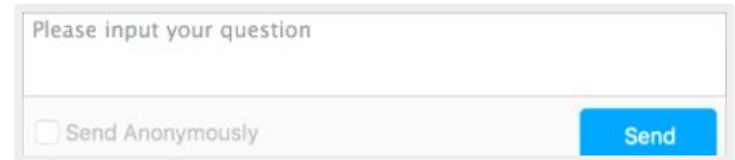
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously

Agenda



- **Panelist Discussion**
- **Rallying Your Board Members**
- **The Pathway to Successful Board Engagement**
- **Your Board Success Resources**
- **Final Checklist: Countdown to FLXGives!**
 - **Questions?**

Panelist

Michael Simons
Team TARDIS



Rallying Your Board Members

Rally Your Board Members

Reach out to existing board members to see who is willing to

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser



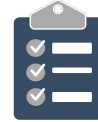
Set Your Board Members Up for Success

Start Early



- Educate your board member
- Understand their capacity for this ask

Be Clear



- Be transparent with your goals
- Set expectations for your board members

Make It Easy



- Provide the content they need: Graphics, sample emails, etc.
- Take time to check-in

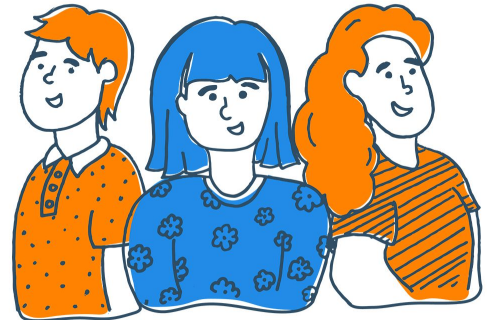
4 Steps to Success

- 1 Encourage board members to use their loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun

Make it Compelling

What is your personal connection to FLXGives?

- What made you decide to get involved?
- What do you wish everyone knew about FLXGives or the organization you work with?
- What is your favorite program or service and why?
- How does the organization you work with make the Fingerlakes area a better place?



Make It Fun & Easy!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a board member?

Board Support Resources

FLX  GIVES

PRIZES

▼ MENU

2. Next Steps



Peer-to-Peer
Fundraisers

[View](#)



Communication
Guide

[View](#) | [Printer
Friendly Version](#)



Building Board
Support

[View](#)

[NONPROFIT TOOLKIT](#)

[TRAININGS](#)

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Final Steps: *49 Days to Go!*

Your Success Checklist

- ✓ *Registration Closes Nov. 3rd!*
- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Are you able to accept donations?

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations ▾

Status: Verified

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

- ✓ Confirmed state fundraising compliance
- ✓ Bank account and organization information verified

Will you have cash or check gifts?

- Add cash and check donations to your FLX Gives totals
 - *Note: Offline gifts do **NOT** count towards prizes*
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a fundraiser
- Receipts can be sent to donors when an email address is included

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations










Embed a Donate Button

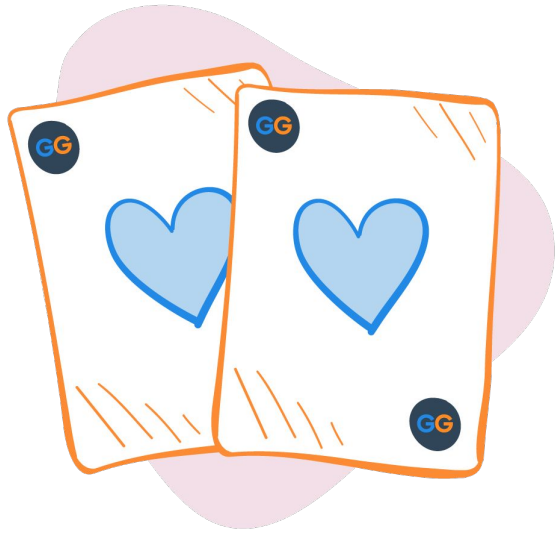
Is your profile complete?

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?
- Added a **Give Again** message?
- Invited your fundraisers?

	Add Your Organization's Info
	Add Your Story
	Get Verified to Collect Donations
	Add Donation Levels
	Add a 'Thank You' Message
	Add a 'Give Again' Message
	Add Fundraisers

Have you secured a matching gift?



- **Why?**
 - Organizations who set up a Match or Challenge for FLXGives in 2022 raised on average **5x more!**
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote - *consider your board members!*
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Do you have ambassadors?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them to host their very own fundraising page (Peer-to-Peer)
- Anyone can be an ambassador or a fundraiser
 - *Like your board members!*
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Do you have a communications plan?

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your FLXGives Nonprofit Toolkit

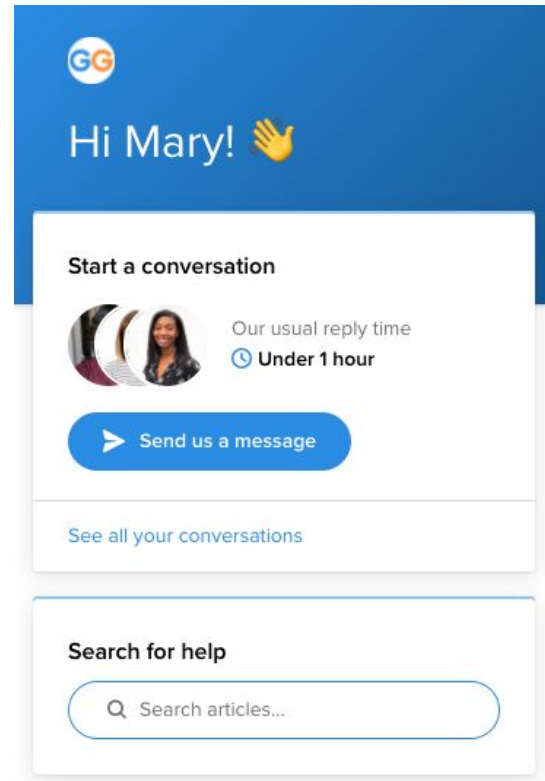



Giving Day Support & Resources

Visit our [Help Center](#)

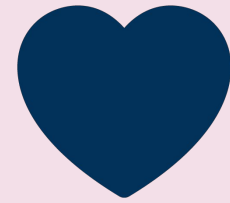
Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Questions?



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November 16-17