

Checklist for Success

May 7, 2024



Meet the Team



Melissa

FACF
Executive
Director



Leigh

FACF
Advancement
Associate



Cianne

GiveGab
Project
Manager

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **end of day**.

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

Introduce yourself! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Agenda



- **Fremont Area Big Give Updates & Reminders**
 - **Your Checklist for Success**
 - **After Fremont Area Big Give**
 - **Next Steps**
 - **Q&A**

Fremont Area Big Give Updates and Reminders



- **Fremontareabiggive.org** | May 7, 2024 12AM- 12AM
- Prizes
- Social Media Feed

Your Success Checklist

- ✓ 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

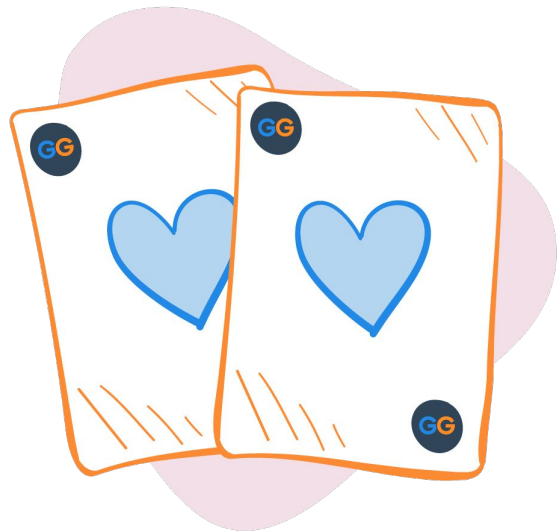
Is Your Profile Complete?

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?
- Invited your fundraisers?



Have You Secured a Matching Gift?



- **Why?**
 - Organizations with matching funds raise 4.5x more on average than organizations without a match
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges to your Fremont Area Big Give profile
- ✓ Verify your match setup with chat support
- ✓ Curate communications to highlight your match

Do You Have Fundraisers?

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



Setting Up Your Fundraisers For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the **Fremont Area Big Give Fundraiser Guide**
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Business Fundraisers

- Encourages employees to give (a.k.a. Employee Engagement Program)
- Requires a commitment that the business will be providing a specific dollar amount to match employee giving
- Business receives a dedicated link to share with employees and a dashboard to track employee giving
- Participating nonprofits should NOT set up fundraisers through this area

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 Fremont Area Big Give Nonprofit Toolkit



How Will You Communicate?



- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

Engaging Post Example

 Haven to Home Canine Rescue is at Haven to Home Canine Rescue. March 9 at 4:14 PM · 🌐

In November 2022, Haven to Home was contacted by a Kentucky Rescue Partner asking if we could help Zelda--a very emaciated German Shepherd--rescued from severe neglect and abuse. Kentucky kept Zelda for three weeks in hopes that her health would improve before transporting to a foster in PA. Zelda began to gain weight and regain her health in her foster home.

Three weeks after arriving in PA, Zelda surprised us with five beautiful babies. Zelda's puppies have since gone to... [See more](#)



**Zelda...
Waiting
for her
Second
Chance**



End Domestic Abuse Wisconsin is 🙏 asking for donations.

March 3 at 2:45 PM · 🌐

On Tuesday, March 7, join us for [Community Shares of Wisconsin's #CSWBigShare](#) to learn about our work & support survivors statewide! Donate early at bit.ly/TBSEndAbuse 💜


A little bit about us: End Abuse was founded in 1978. Since then, we've served as a central point of contact for domestic violence (DV) victims and survivors, advocates directly supporting survivors, DV service providers, and other health, social service, law enforcement, and criminal legal system profession... [See more](#)

we can all help
End Abuse

honoring **45 years** of serving Wisconsin
survivors & advocates




Donate Early:
bit.ly/TBSEndAbuse

 Literacy Green Bay is at Daily Buzz Espresso Bar. ...
February 22 at 9:41 AM · Green Bay, WI · 🌐

We're at The Daily Buzz!! Stop down before 10 and ask about Give BIG Green Bay and I'll buy you a coffee! #giveBIGGb
Donations are accepted until noon today!

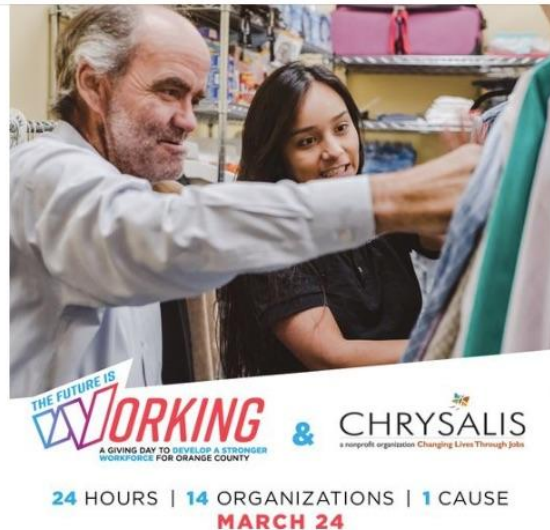
<https://www.givebiggreenbay.org/organi.../literacy-green-bay>



 Chrysalis · Follow ...
March 23, 2022 · 🌐

T-minus ONE DAY until #TheFutureisWorking! In celebration, we are opening our donation page at noon today! Get your donation in now and it will be matched by our partners, the Sun Family Foundation and Thermal-Vac Technology. Thank you for helping us provide our clients with the key resources and support during every phase of their job search:
<https://tinyurl.com/2p99pxpb> #FutureWorkOC #GivingDay #ChangeLives

Check out the rest of our coalition:
Bracken's Kitchen
CIELO Commu... [See more](#)



#FremontAreaBigGive

Nonprofit Toolkit

Big Give Yard Signs

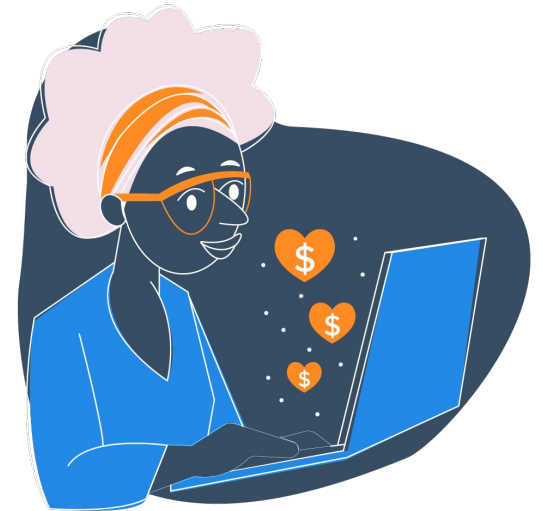
- Each nonprofit receives one free yard sign
- \$5 for each additional sign
- Email Leigh (lfeala@facfoundation.org) to reserve your signs by April 5th
- Pick up at FACF office the week of April 22nd



Post-Fremont Area Big Give Success

How Will You Thank Your Donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the [available training](#) on Donor Stewardship!



How Will You Thank Your Donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your Giving Day Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Fremont Area Big Give Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- How-To Videos on the {DoG NAME} Trainings page



Next Steps

Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

To-Do List

- Complete your profile by April 15th
- Ensure you are verified to collect donations
- Keep an eye out for important emails!
- Follow Fremont Area Community Foundation on Social Media and use #FremontAreaBigGive hashtag
- Check out the Nonprofit Toolkit and plan your campaign communications
- Sign up for the Big Give Logistics webinar on **April 16th**



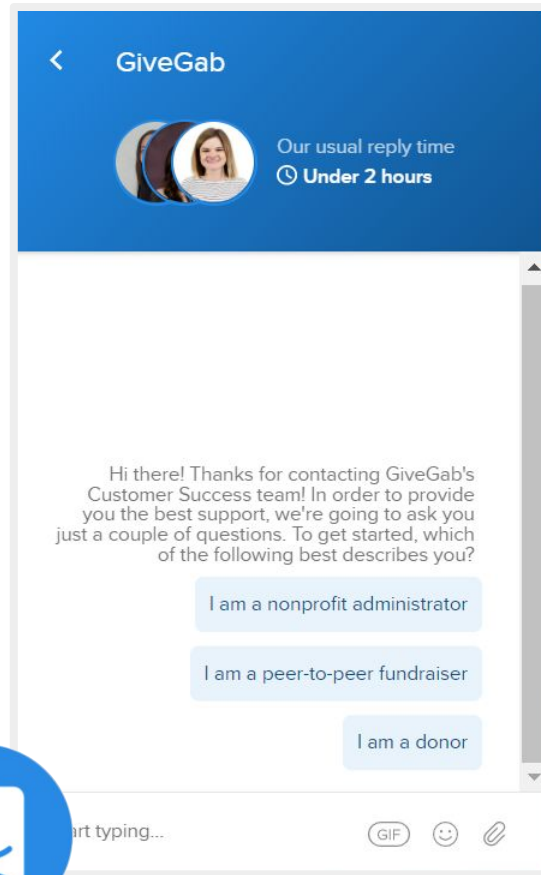
How We Support You

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?



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