THE FREMONT AREA BIG GIVE

Nonprofit Training:
May 7th Logistics

TUESDAY, APRIL 16, 2024

Action Items – Before the Big Give

Before the Big Give

- April 26 – Deadline to edit profiles
- Enter fundraising goal on your dashboard if you have one
- Enter matching grant if you have one

Matching & Challenge Gifts

- Now is the time to find a matching or challenge gift donor!
  - Pool board member gifts together
  - Reach out to a regular donor or supporter
- Research indicates that people are more likely to give to an organization that has matching funds or a challenge goal
- Enter into your dashboard so it appears in your profile and in your totals
- The matching/challenge gift does not need to be turned into FACF, deposit directly into your bank account

Fundraising Pages

- Encourage your supporters to create them now – all the way through May 7th!

- Donations can be accepted on Fundraising Pages when early giving begins on May 1st.

Events

Big Give "Hoppy" Hour

- Event at the 505 Brewery
- May 7th from 4 – 7 p.m.
- Reinita's food truck
- "Big Give Ale"
- Trivia
- On the air live with Big Dog Radio
- Prize announcements

Customer Service, Staffing, Logistics

May 7th Checklist

- Kick off the FABG with a bang! Ask board members to help kick off your campaign by donating in the early morning hours.
- Be active all day on social media! Use #FremontAreaBigGive
- KHUB-KFMT Radio will be doing nonprofit interviews once again!
- Check donor data every hour and make sure you are thanking donors in real time either on social media or e-mail.
- Enter any checks or cash received into the GiveGab portal

Nonprofit Staffing & Service

- Please plan to have one person available to answer questions regarding FABG via phone on May 7th. Use the FAQs on our website to guide staff on how to answer questions and guide donors.
- If you have a technology question, click the blue chat bubble on the Big Give website.
- Still need help? Call the FABG team at 402-721-4252 or e-mail info@facfoundation.org.
- Receipts: Donors will automatically receive an e-mail receipt. If they do not receive one, you can generate and send one from your donor information page.

Transaction Issues

- Donors should use the **blue chat bubble** on the Big Give website when needing to request a refund.
- When we CAN make a refund:
  - When a donor has made an error in their donation: $200 instead of $20
  - If a donor made a donation to one organization that was meant for another
  - If a donor hits the submit button more than once resulting in duplicate donations
- When we CANNOT make a refund:
  - If a donor changes his/her mind about donating altogether
- The ticker will tick backward this year when a refund is made.
- **There is a 4-day window to request refunds!!**

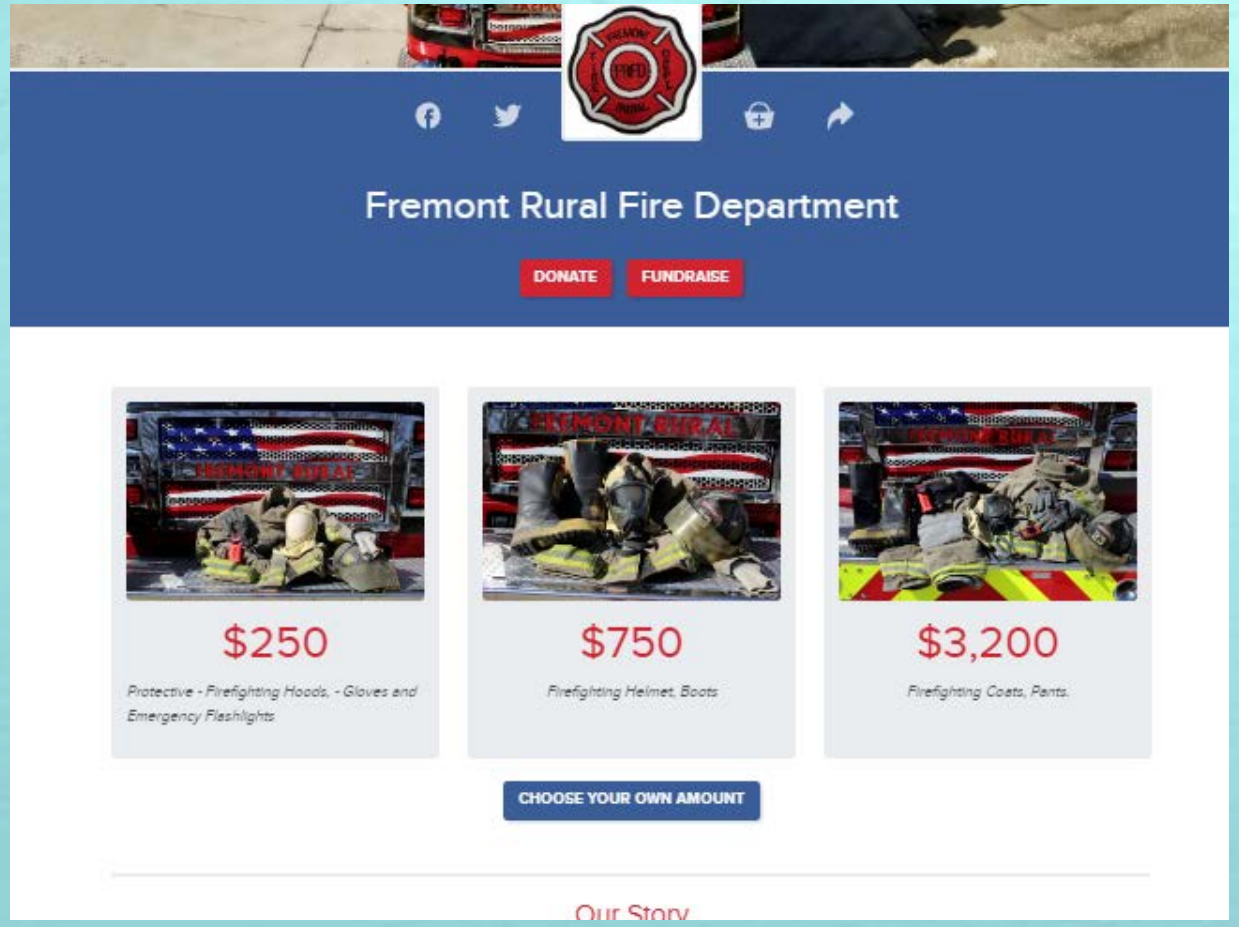
Online & Offline Gifts

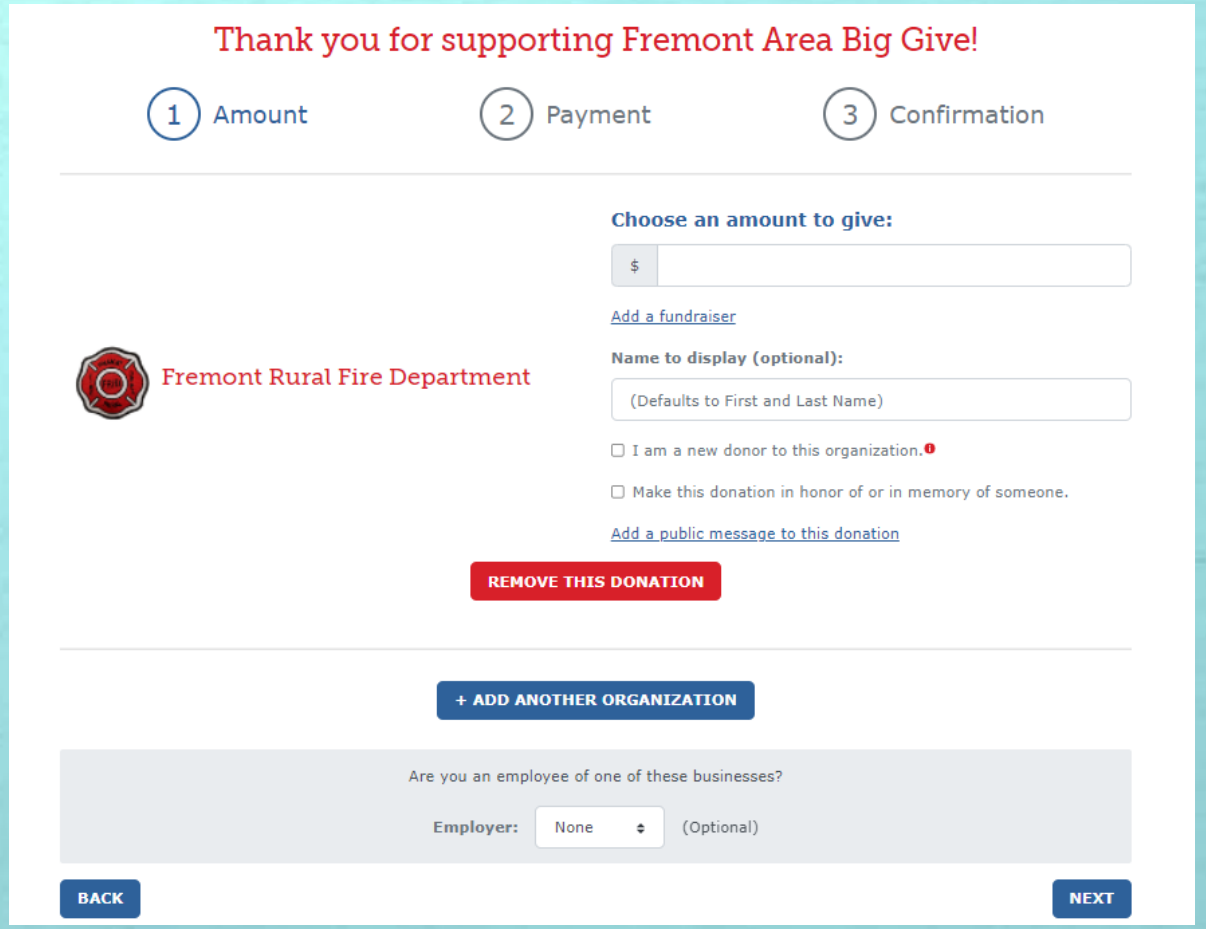
Early Giving

- Early giving begins May 1st and runs through 11:59 p.m. on May 6.

- Gifts made during Early Giving are processed immediately

Making a Gift Online





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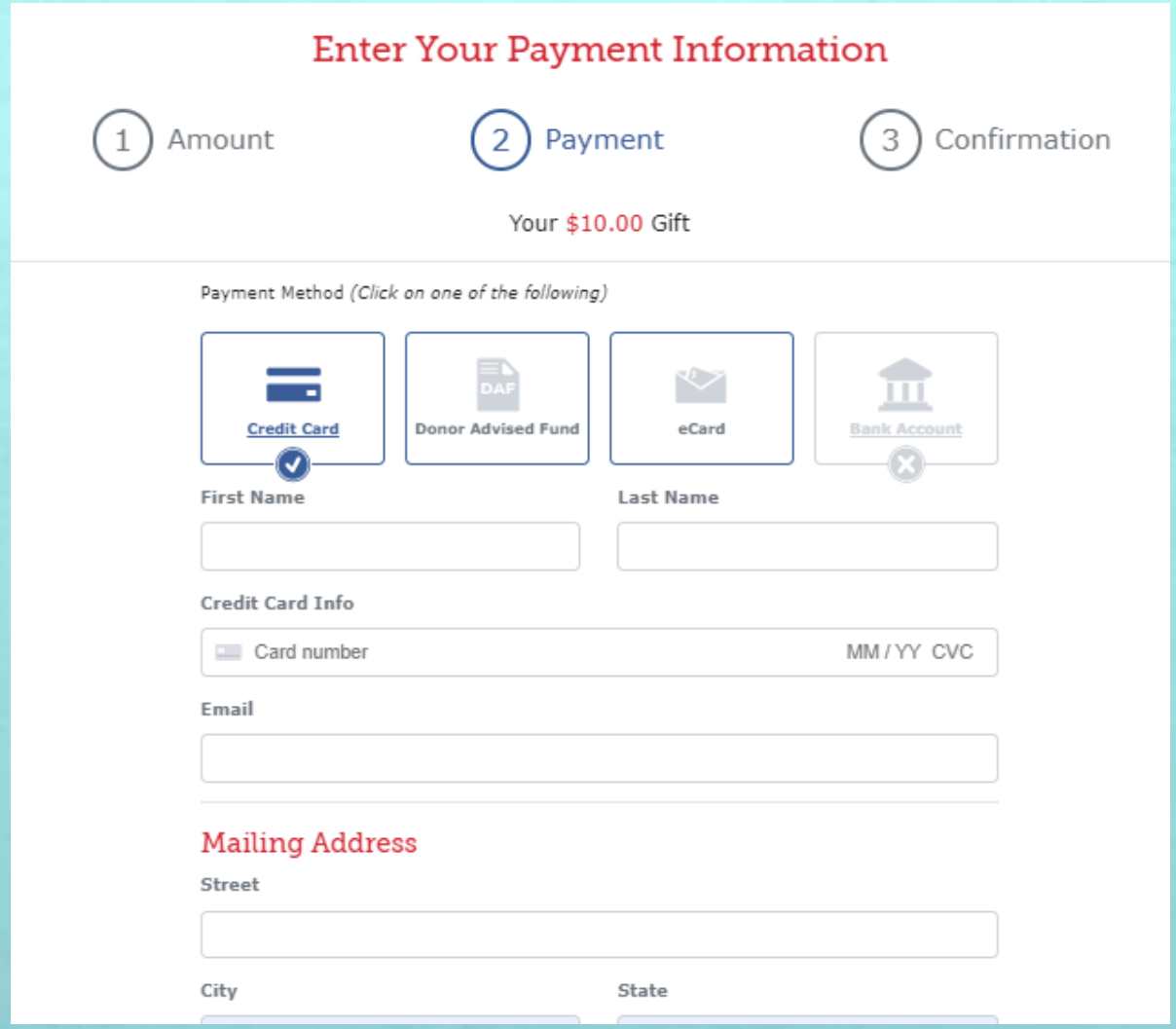

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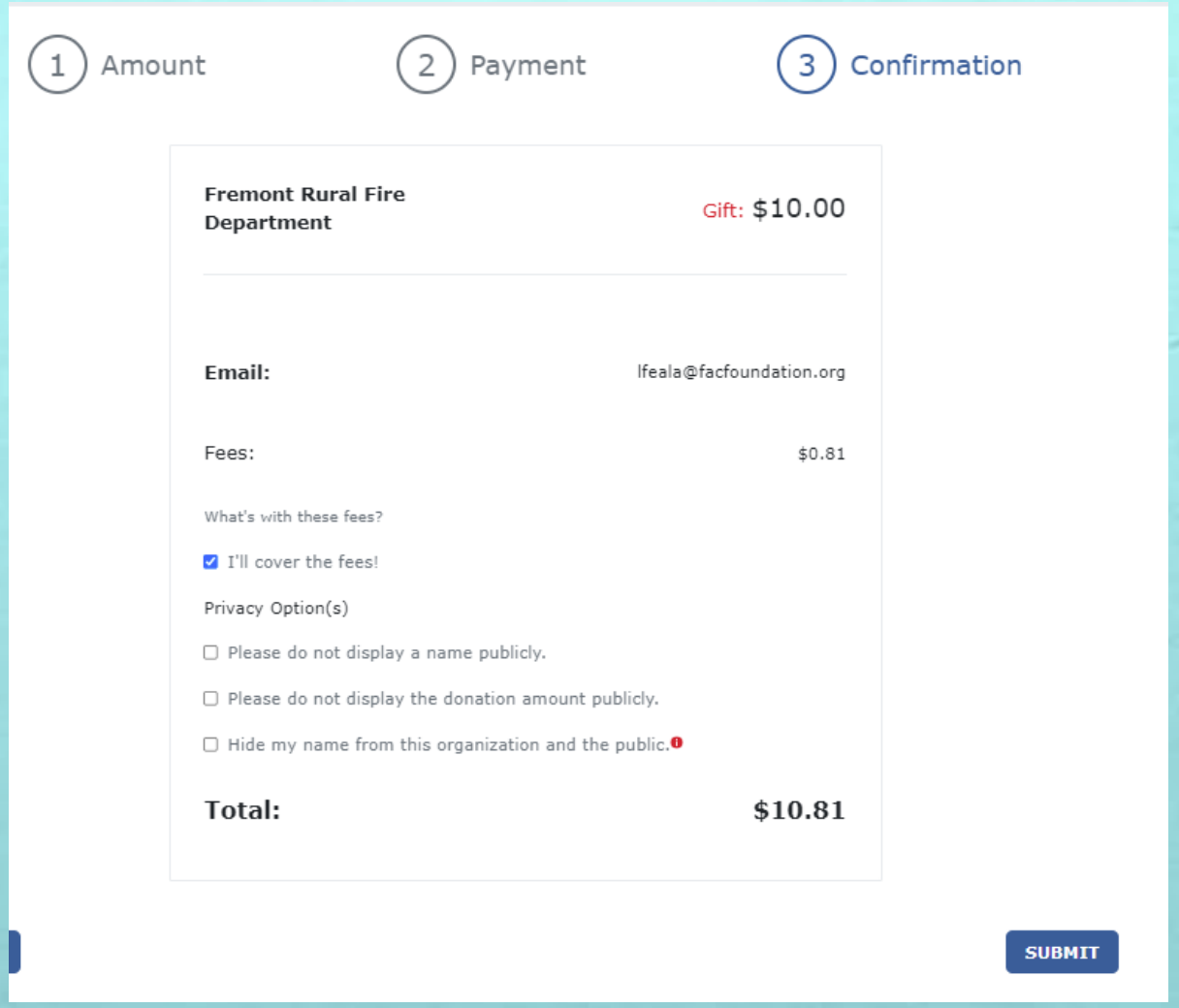
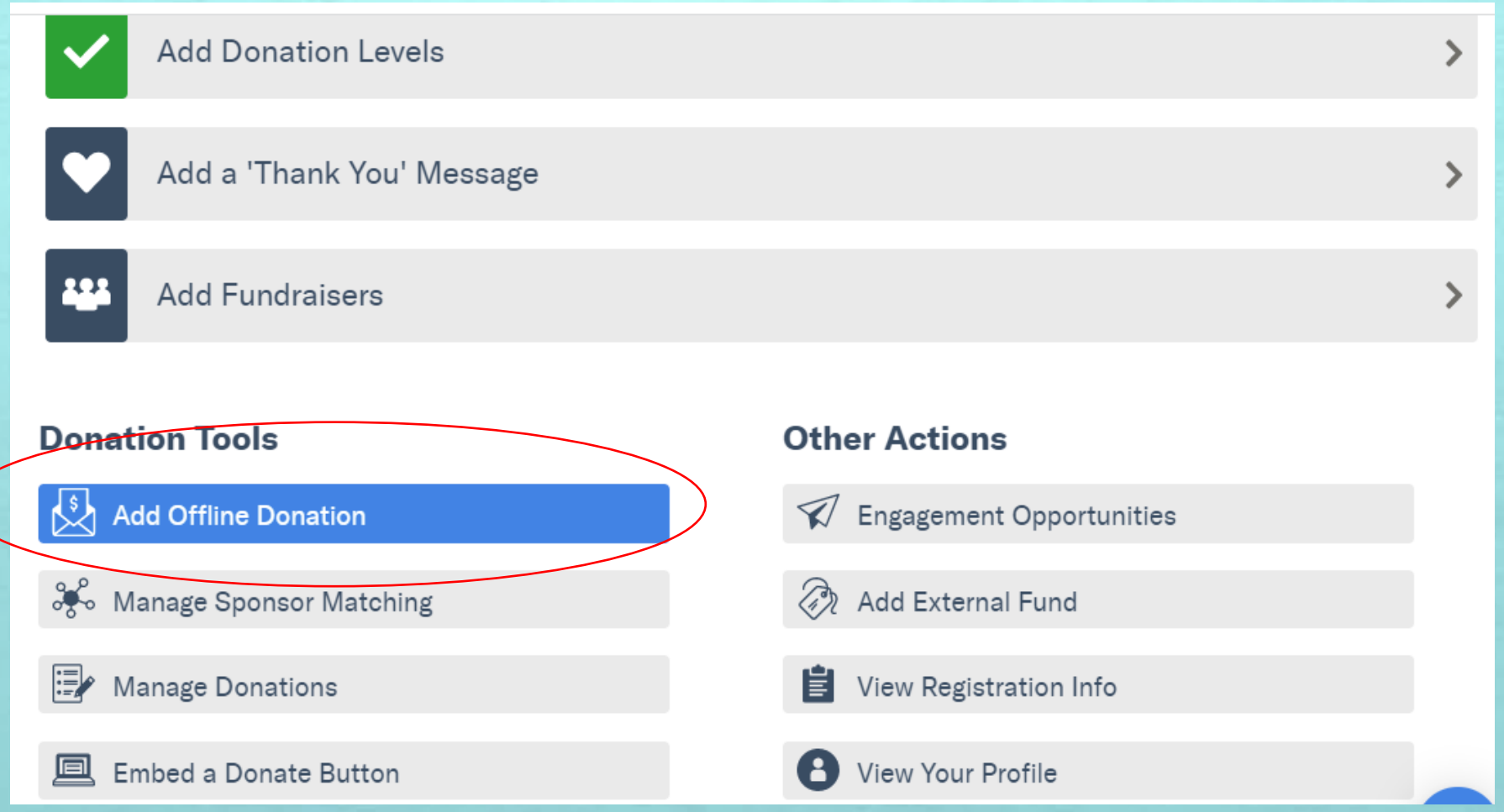


Offline Gifts

- Offline gift to your nonprofit only: make check payable to nonprofit and deliver to participating nonprofit by **May 7th.**
- Offline gift to multiple nonprofits: make payable to Fremont Area Big Give and deliver to Community Foundation, accompanied by completed offline gift form, by May 7th at 5:00 p.m.
- Donor must include e-mail address to receive a receipt! If no e-mail, leave blank and re-send receipt to nonprofit e-mail address.
- There will be no receipt for cash gifts under $10
- Checks can be dropped off at the FACF office on May 8th, but will not be eligible for prizes.

Offline Gifts



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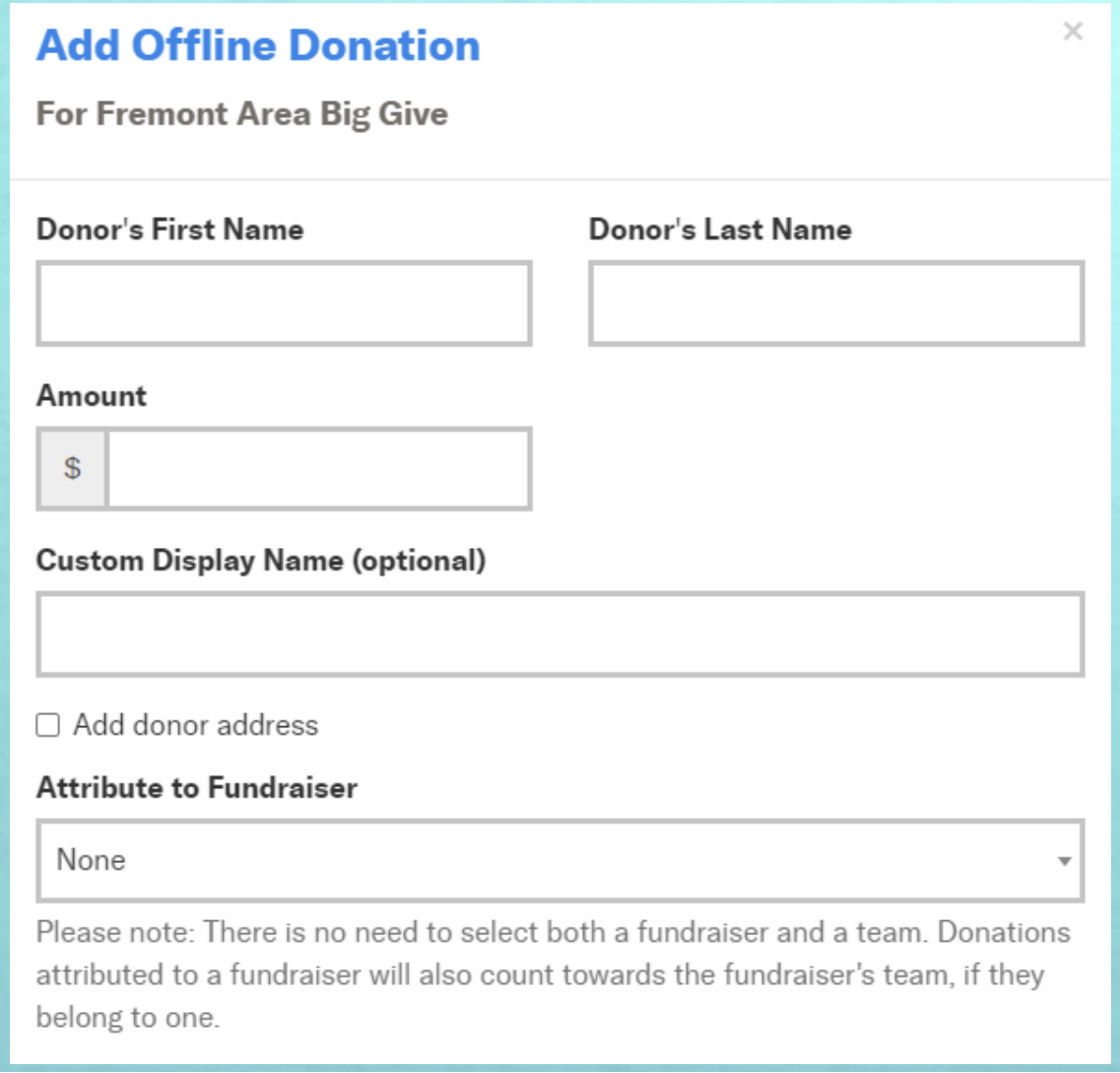
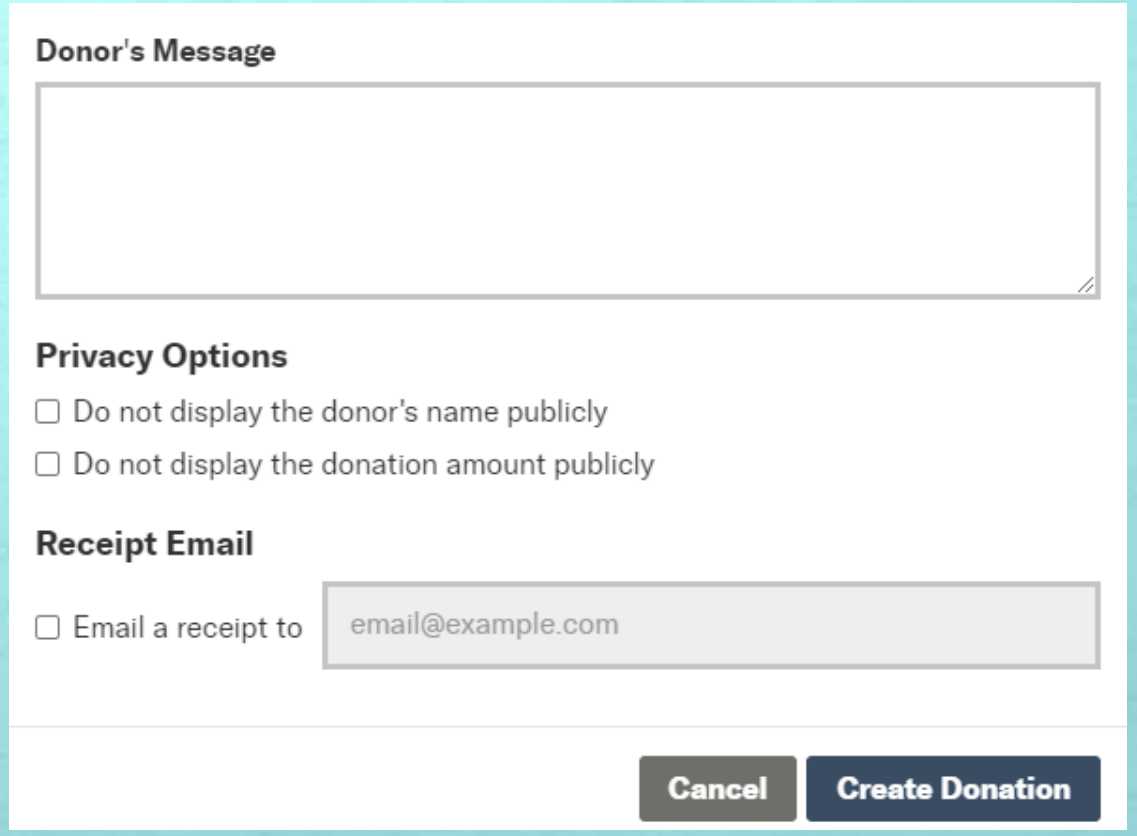




Prizes & Leaderboard

Incentive Prizes

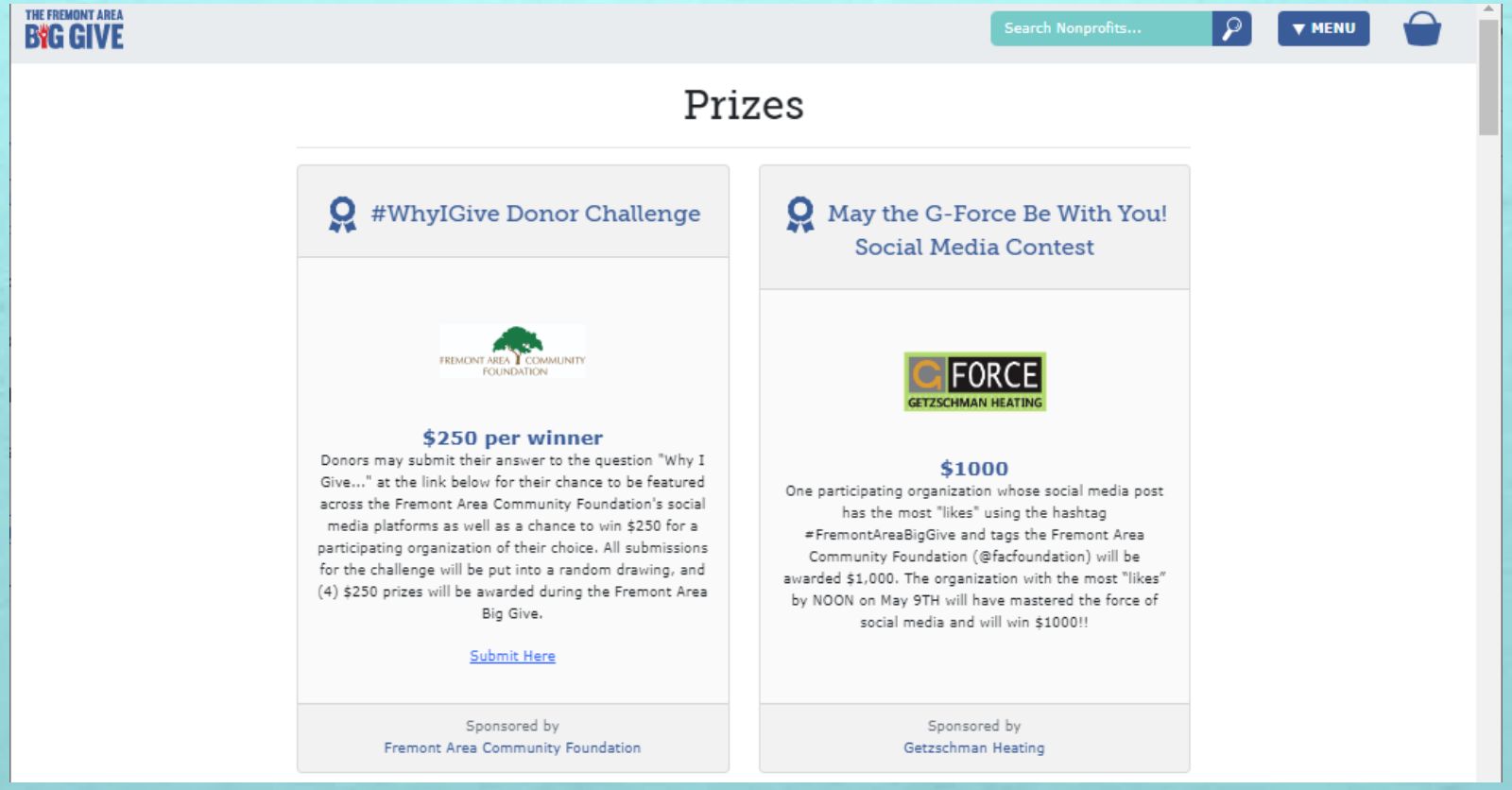
- Prizes will be awarded for Most Unique Donors and Most Dollars Raised throughout the day.
- A unique donor is one individual. Multiple donations from one donor to the same nonprofit will count as one gift.
- To qualify for the Most Unique Donor prize, a nonprofit must have at least 5 unique donations during the time period for which the prize is being awarded.
- Golden Tickets will also be awarded during the day and announced via Facebook live
- Nonprofits cannot win more than one hourly prize or more than one Golden Ticket.

Additional Big Give Prizes

- Match Minutes
- "Master the G-Force of Social Media" – Facebook Contest
- "Why I Give" Contest
- "Rookie of the Year" – Prize for New Nonprofit
- "Big Dog Big Give Trivia" – at the Big Give "Hoppy" Hour

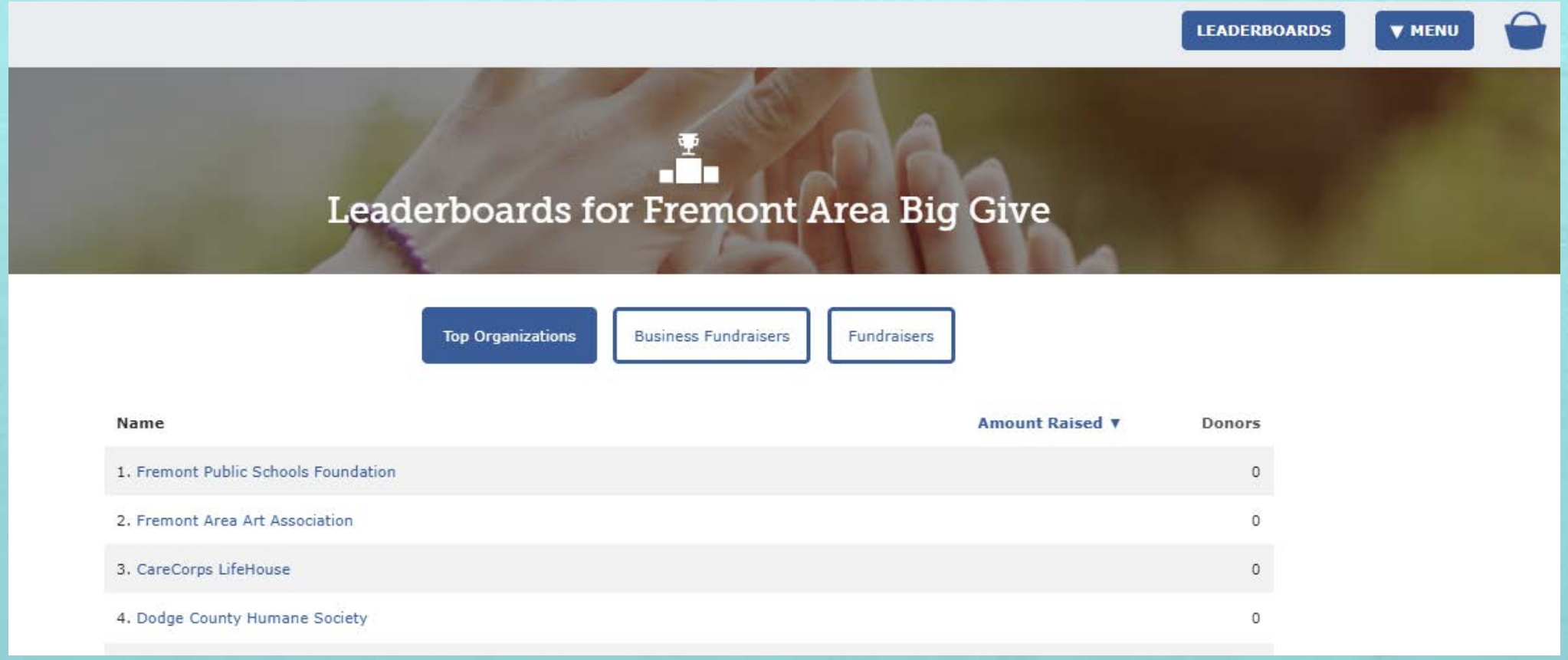
Announcing the Winners

Prize winners will be announced on the prizes page and on Facebook.



Leaderboards

Three leaderboards will be available:



Viewing Donation Information

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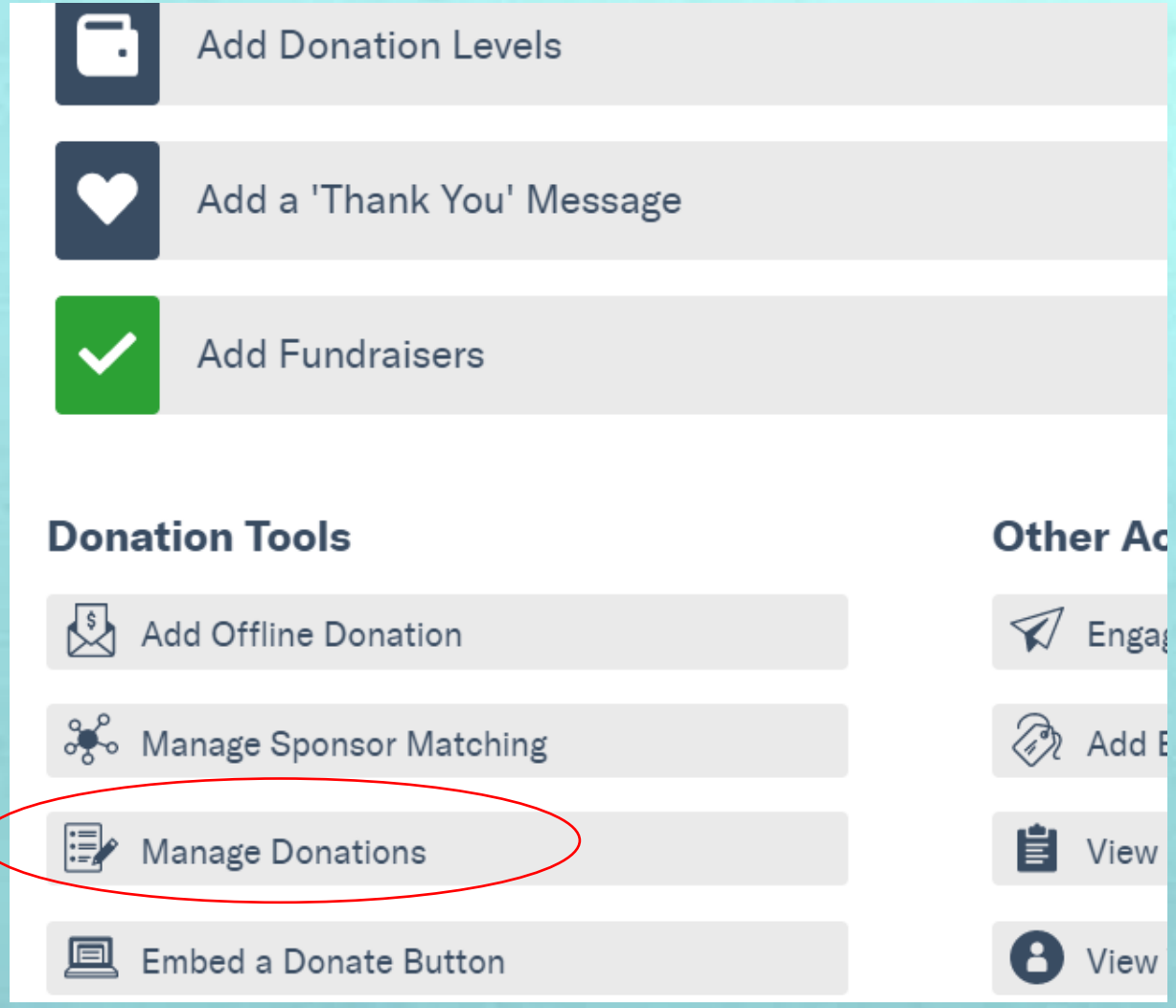

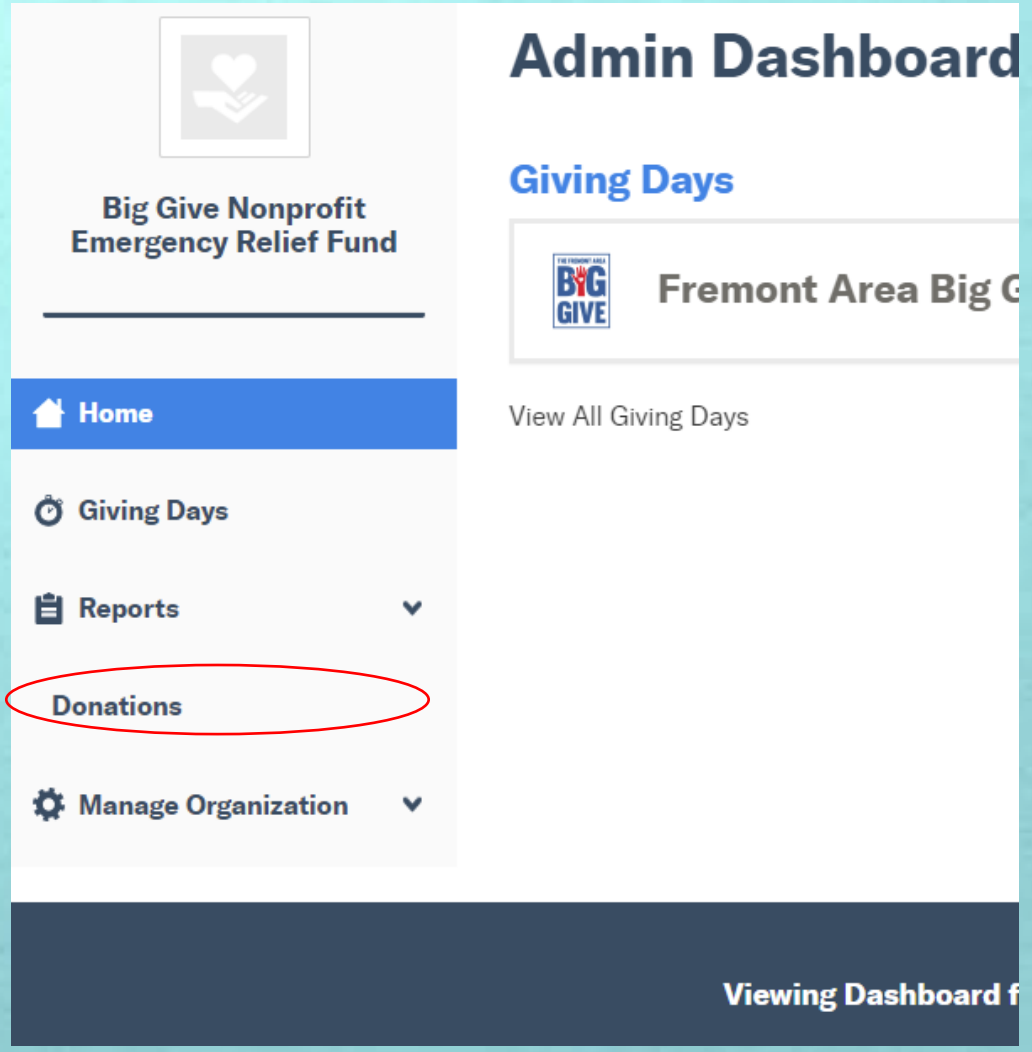

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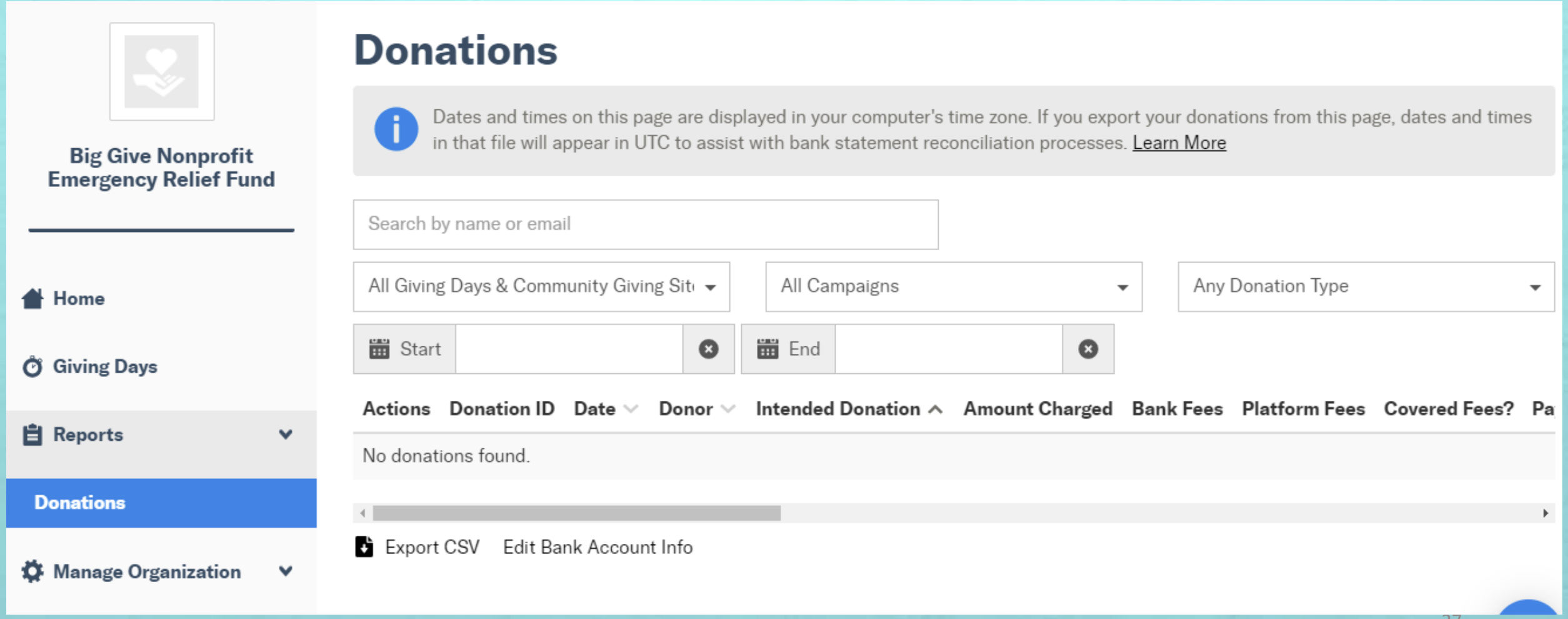
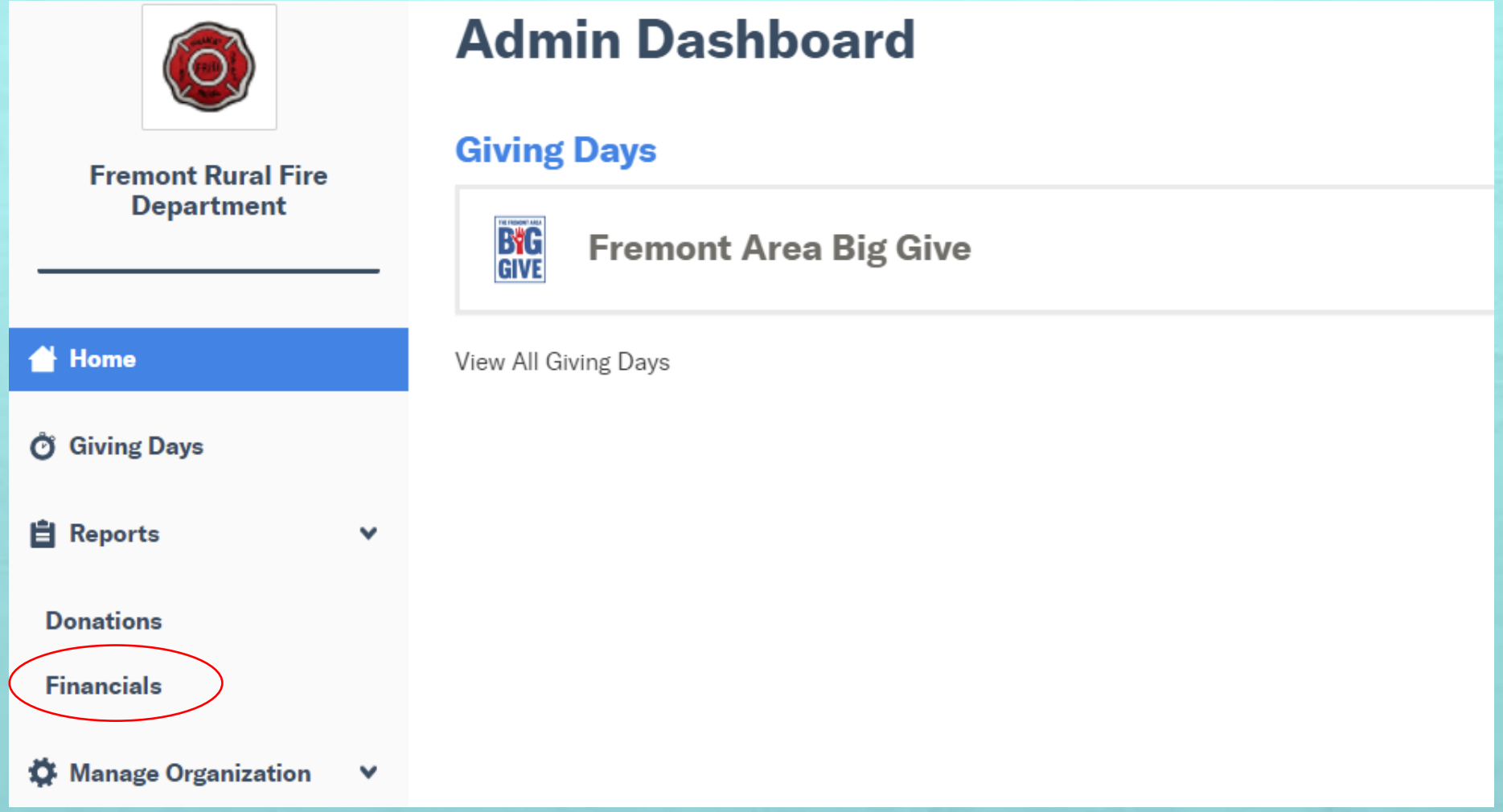


Viewing Payouts



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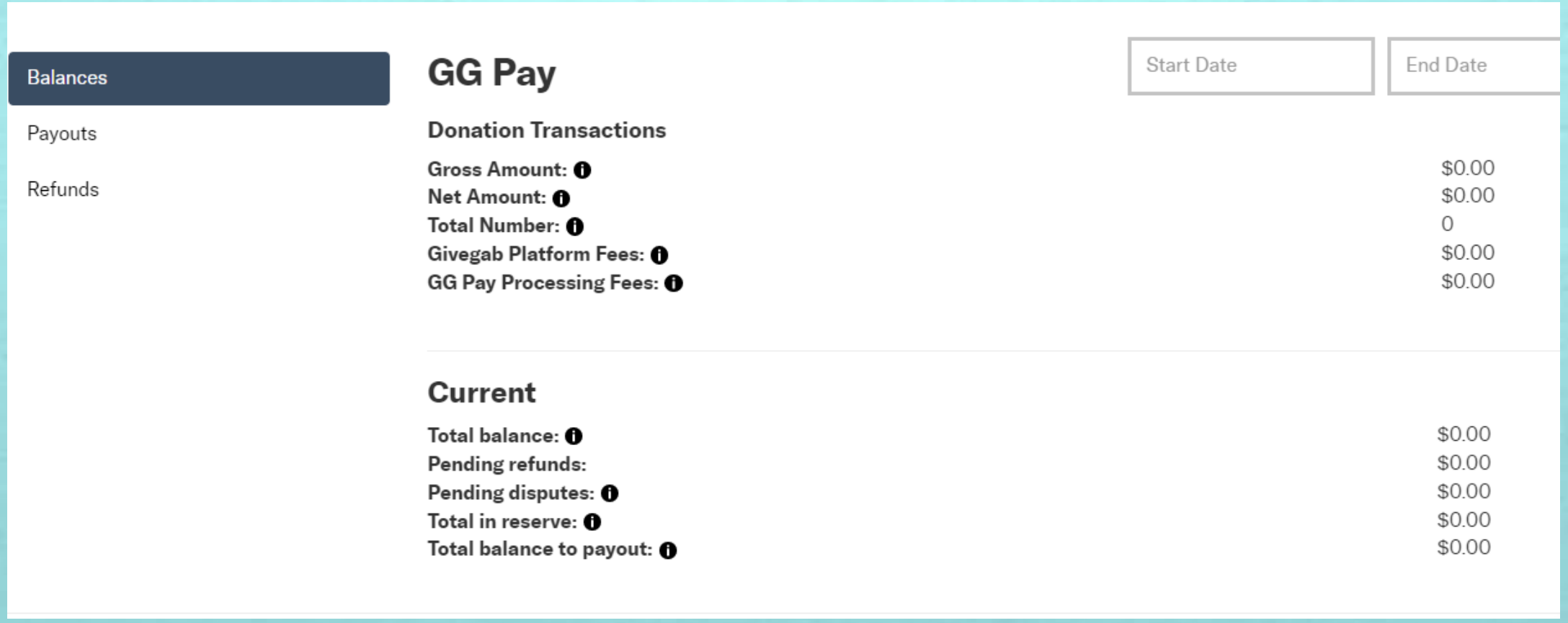
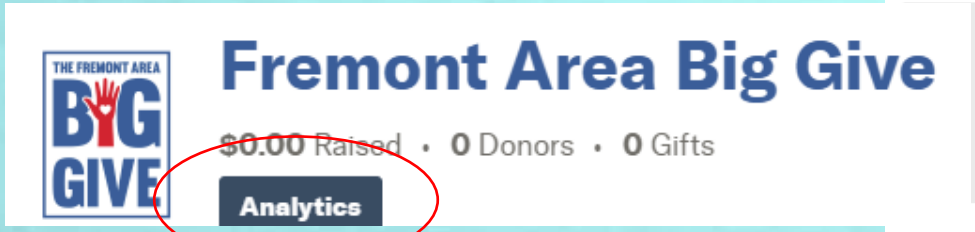
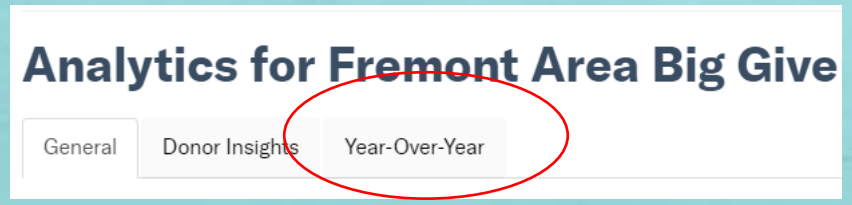
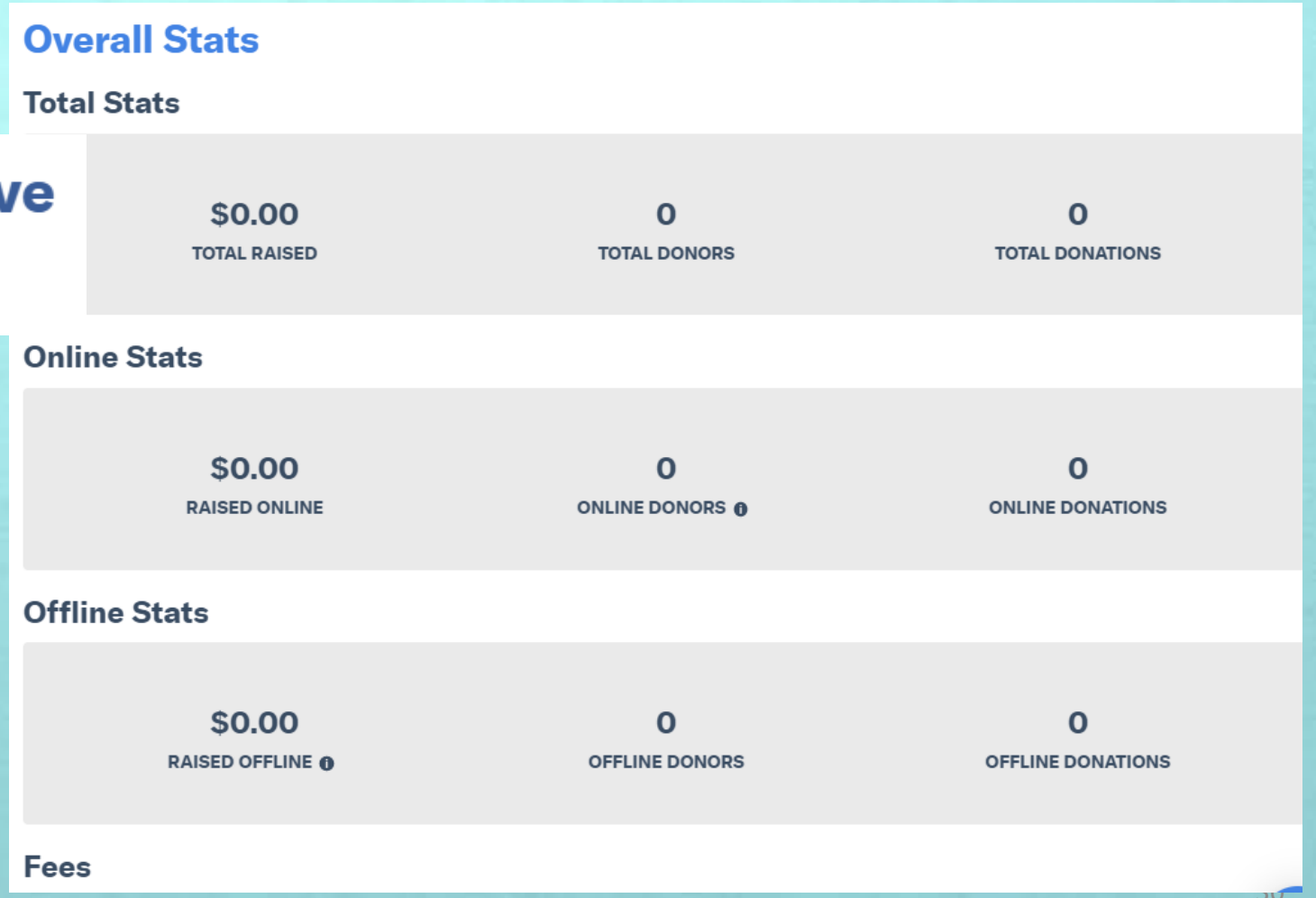


Viewing Analytics







Thanking Donors

- It is important to thank your donors
  - Monitor your donations in real time
  - Thank-you e-mails can be sent from the system as gifts are made
  - Pick up the phone and call donors – especially ones who make large gifts
  - Follow up after FABG with a note/letter/phone call
- Use “thank you” card and stewardship templates in the Nonprofit Toolkit!

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Important Dates

NOW – Encourage donors/supporters to create a Fundraising Page for your Nonprofit, and promote them!

NOW – Secure matching gifts, enter into your dashboard, and promote them!

April 26 – Deadline to build/update profile pages

May 1 – Early giving begins

May 7 – Fremont Area Big Give!

May 22 – Funds deposited (10 business days after Big Give)

Special Offer from Midland U

The Midland University Social Media for Organizations class will be starting their final projects for the academic year and would like to work with nonprofits! Students will:

- Complete a Social Media Audit
- Help build a strategy
- Create content based on the strategy
- Create a how-to guide to help you understand the things they did

Questions?

Don’t hesitate to contact us:

- Call 402-721-4252
- Email info@facfoundation.org

We’re here to help!