

GiveGab®

# Final Steps to Success



GREEN BAY PACKERS  
GIVEBACK 

 Greater Green Bay  
Community Foundation

# Agenda

- Give BIG Green Bay Reminders
- Your Checklist for Success
- After Give BIG Green Bay
- Your Nonprofit Resources
- Next Steps
- Q&A

# Updates & Reminders

- February 18, 12 pm - February 19, 12 pm
- Incentives
- Tagboard

# Your Success Checklist

- ☑ Ready for Donations?
- ☑ The Perfect Profile
- ☑ Set a measurable goal
- ☑ Engage Ambassadors
- ☑ Prepare Communications

# 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?

✓	Add Your Organization's Info	>
✓	Add Your Story	>
✓	Add Donation Levels	>
✓	Add a 'Thank You' Message	>



## Happy Nonprofit

Causes: **Arts and Culture**

DONATE



**\$25**

What will you do with \$25 dollars, how can it help



**\$50**

How many \$50 donation would you need to reach your org's goal



**\$100**

How will \$100 donations make an impact

CHOOSE YOUR OWN AMOUNT



### Our Mission

Lorem Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore maana aliqua. Ut enim ad

# Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing
- Your Give BIG Green Bay Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content

# Do you have a communications plan?

- Plan your online communications ahead of Give BIG Green Bay
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Customize the templates, guides, and graphics in your Give BIG Green Bay Nonprofit Toolkit for the perfect plan!



# After Give BIG Green Bay

- Donation Reports
- Payout timeline
- Donor Stewardship
- Impact reports

# How will you get your donor data?



Logan's Pups

- [Home](#)
- [Fundraising Campaigns](#)
- [Events](#)
- [Giving Days](#)
- [Reports](#)
- [Manage Organization](#)

## Admin Dashboard

Current Plan  
Engage

### Giving Days

**DAY OF GIVING** Giving Day!  
November 13, 2019

[View All Giving Days](#)

### Fundraising Campaigns



It's A Dogs World  
December 11, 2017 \$ \$20,467.22 Raised

[View](#) [Manage](#) [Edit](#)

[View All Campaigns](#)

### Fundraising Events



2018 Summer Gala

[View](#) [Manage](#) [Edit](#)

Viewing Dashboard for [Logan's Pups](#) 



# How will you get your donor data?



Logan's Pups

## Donations

Total Paid Out: \$240,804.74

Total Pending: \$6,164.39

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)

Search by name or email

More filters

All Giving Days

All Campaigns

Any Donation Type

Start End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca , New York 1485 United States
	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca , New York 1485 United States
	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca , New York 1485 United States
	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for Logan's Pups

# How will you get your donor data?

✕	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✕	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✕	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✕	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✕	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✕	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A



< > Page 1 of 71  
[📄 Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for Logan's Pups ★



# How will you get your donations?

- Donor Contributions & bonus incentives
  - Check from GGBCF - Within 60 days
- Green Bay Packers Foundation match dollars
  - Check from Green Bay Packers Foundation - Within 60 days

# How will thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
  - This doesn't have to happen right away!
  - Reminder that that impact reports are due to GGBCF by 9/1/20

# How will you thank your donors?

- Start your stewardship process immediately after Give BIG Green Bay
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away, curate a progress message to send in June/July
- Watch the [available training](#) on Donor Stewardship!

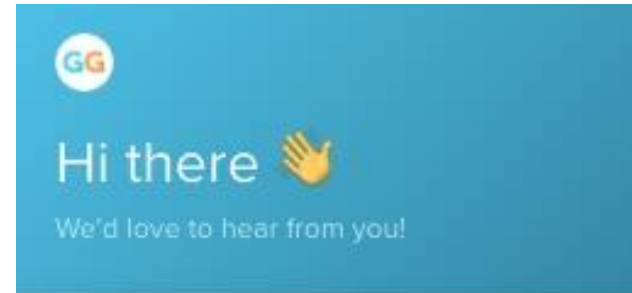
# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Give BIG Green Bay Downloadable Graphics
- On-Demand Training Course Videos
- Blog Articles and How-To Videos from GiveGab



# We're Here For You!

- Visit Our Help Center  
<https://support.givegab.com/>
- Send us an email at  
[CustomerSuccess@givegab.com](mailto: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!



Leave us a message

The team typically replies in under 20m



 New message

Find an answer yourself

Search for articles...



# Your Next Steps

- Like and Follow Give BIG Green Bay on Social Media!
  - Don't forget to use #givebiggb
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Share your plans with GGBCF

GiveGab®

# Questions?



GREEN BAY PACKERS  
GIVEBACK 



Greater Green Bay  
Community Foundation