

Getting Ready For



CELEBRATING 5 YEARS OF **BIG** IMPACT

February 23 & 24, 2022

Today's Agenda

Provide basics of Giving Day 2022

- We will review:
 - Give BIG Green Bay background & basics
 - Media strategy
 - Roles and responsibilities
 - Program calendar
 - GiveGab – Your Give BIG Green Bay platform
- Q & A



Greater Green Bay
Community Foundation

good grows here™

GREEN BAY PACKERS
GIVEBACK 

What is a Giving Day?

A way to.....

- Build community.
- Highlight the important role nonprofits play in our community.
- Allow everyone to be a philanthropist.
- Provide tools and build important new channels of support.



Does it work?

Yes, it does!

- Over \$5.5M in 4 years
- In 2021:
 - Raised \$2,086,764 across 45 nonprofits
 - Gifts ranged from \$10 to \$50,000
 - Gifts averaged approximately \$125
 - 4,854 unique donors made 8,517 gifts
 - 43% self reported as new donors



What should we expect?

It is.....	It is not.....
An exciting and unifying community effort.	A quick fundraising fix in exchange for participation.
An opportunity to discover and engage new donors.	Something requiring little to no marketing support.
A way to convert current donor base to online.	A social media strategy in and of itself.



Giving Days are about...

Motivated Action.

Our Commitment

Leadership. Tools. Funding.



Keys to Success

1. Select a goal that is achievable and appropriate for your organization.
2. Have a strategy and develop a message.
3. Involve your Board of Directors and networks.
4. **Have Fun!**



New This Year:

Business fundraisers:

We're piloting a business engagement program called The Business Boost.

Extend the match:

Donors will have the opportunity to donate to the matching funds to benefit all the participating nonprofits..

Fundholder access:

Foundation fundholders will be able to donate through the platform and so you will have more comprehensive donor information.



The Match

- Green Bay Packers Match - \$250,000
- Proportionate Allocation - Result Dependent
- Cap Potential - Result Dependent
- Incentives
 - Most donors & most dollars - \$5,000 & \$2,500 for each size category
 - Additional matching funds - TBD
 - Extend the match - Donors will have the opportunity to donate to the match pool.



The Match

- Donor information Real time
- Reconciliation Two weeks
- Donor contributions & incentives Within 60 days
- Packers match (separate check) Within 60 days



Timeline

JAN 12	Nonprofit training <i>2 sessions – 8am and 3pm online</i>
JAN 13	Announcement of participating nonprofits
JAN 27	Nonprofit training - Final steps for success <i>10:00am online</i>
JAN/FEB	Open discussion sessions for NPOs – potential previous participant Q&A
FEB 1	Last day to edit online profiles
FEB 4	Last day to record radio promo with Midwest Communications
FEB 9 - 22 (2 WEEKS)	Countdown to Give BIG – Media Campaign
FEB 23 & 24 (noon – noon)	GIVE BIG GREEN BAY
FEB 25	Thank You
Week of FEB 28	Nonprofit follow up and survey

Nonprofit Responsibilities

- Update your profile on giveBIGgreenbay.org - logo and mission
- Ensure we have the right contact person & information for your organization
- Add the giveBIGgreenbay.org link to the landing page of your website
- Focus the majority of your overall marketing efforts on Give BIG Green Bay 2 weeks prior to the event
- Broadcast Give BIG Green Bay across all your communication vehicles
- Engage your board of directors and networks
- Be a spokesperson on behalf of all nonprofits participating in Give BIG Green Bay in interviews with media outlets
- Complete the survey at the end of Give BIG Green Bay



Communications Plan

Give BIG Green Bay Communications Strategy

- Radio - Midwest Communications
- Print - Green Bay Press-Gazette
- TV - NBC 26
- Social media - GGBCF & Green Bay Packers
- Billboards - Jones Outdoor



Events

- **Jan 13th** at 11:00am - Virtual kick off/ Video announcement
- **Jan 27th** at 10:00am - Final Steps to success webinar
- **Week of Feb 14th** - Current Young Professionals information sessions
- **Feb 17th 5-8pm** - Current Young Professionals After 5 Event
Lambeau Field, Festival Foods MVP deck
more details to come
- Wrap-up celebration - TBD



Quick Guide To 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



Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for Give BIG Green Bay
 - Load Testing
 - Cloud Services
 - Backup Plans
- Complete Transparency with Nonprofits and Donors



Transparent Pricing

3% Platform Fee

+

2.5% Credit Card Fee
+ \$.30 per transaction

=

5.5% + \$0.30

- No registration cost or subscription required to participate
- Donors ALWAYS have the option to cover all fees on behalf of your organization
- 92.9% of gifts had fees covered

Simple Donation Processing

Donating To
Logan's Pups
Step 2 of 2

Please Confirm

Email:	bridget.cafaro@givegab.com
Card Number:	**** * 4242
Donation Amount:	\$100.00
GiveGab Platform Fee:	\$2.00
Credit Card Processing Fee:	\$2.60

[What's with these fees?](#)



I'll cover the fees to save the organization from having to pay them

Make this a monthly gift.

Total: \$104.60

[BACK](#) [SUBMIT](#)


Securely processed with:

 SSL  256 Bit Encryption

- All major credit cards accepted
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf
 - Last year, 92.9% of gifts had fees covered!!

Give, Give, and Give Again!

Donate to more than one organization
Step 1 of 3



Double Dog Dare Rescue

Choose an amount to give:

\$

Name to Display (Optional):

- Please do not display a name publicly.
- Please do not display the donation amount publicly.
- Make this a recurring gift.
- Make this donation in honor of or in memory of someone.

Add a Public Message to this Donation

[Remove this donation](#)

Choose an amount to give:

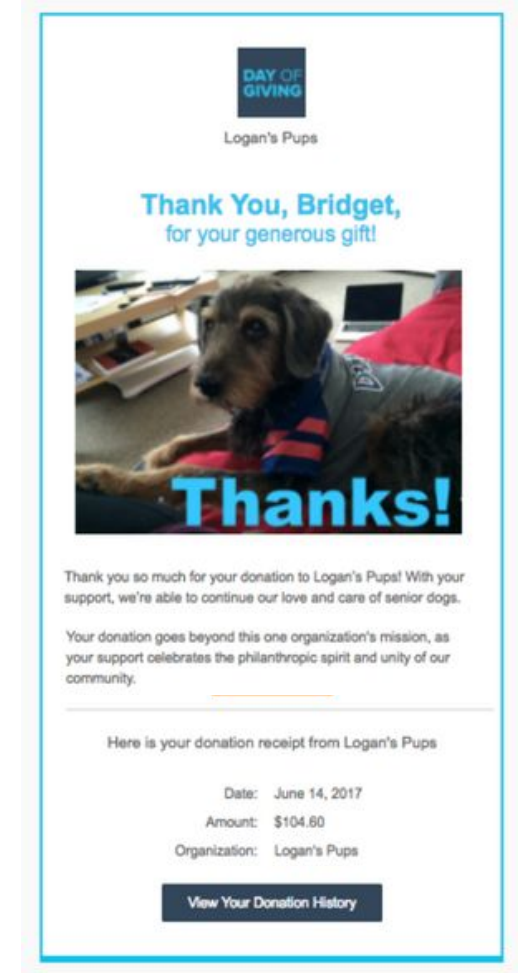
\$

GiveGab's Gift Basket feature and multi-give donation form makes it quick and convenient for donors to support as many causes in their community as they like!



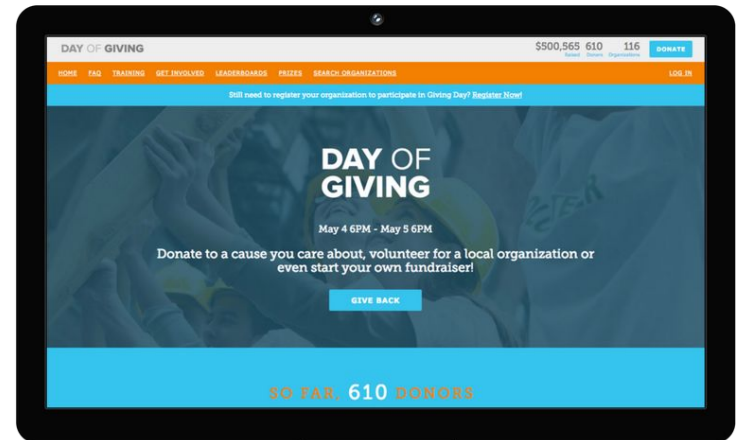
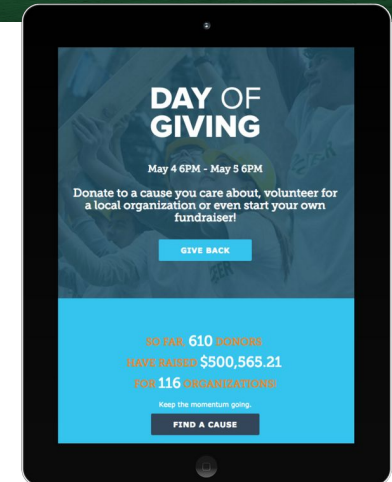
Instantaneous Donor Delight

- Customizable Thank You Emails
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Social Share links for more online engagement
- Option to encourage donors to fundraise



Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your Give BIG Green Bay profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device



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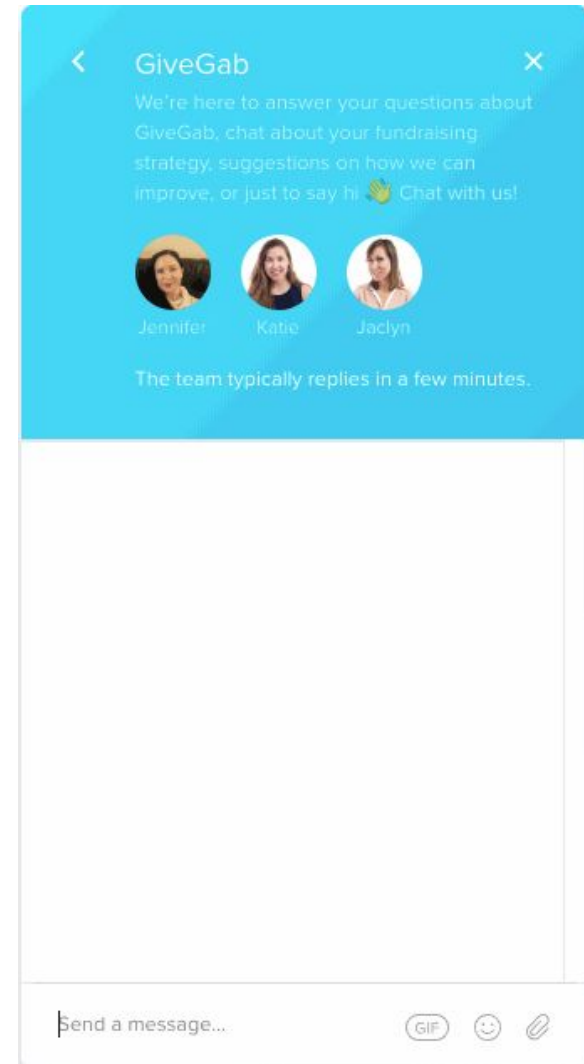
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GIVE BACK 

Support Team

- Visit Our Help Center
<https://support.givegab.com/>
- Send us an email at
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!



Customizing Your Profile

- Each participating nonprofit will have its own profile through Give BIG Green Bay
- If you have any questions, reach out to GiveGab's Customer Success team
- Access your admin dashboard by visiting giveBIGgreenbay.org and select "Log In" from the navigation menu



Copying Your Profile



Give BIG Green Bay (2019)

Copy This Profile

Create a New Profile



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Your Preparation Checklist


Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give BIG Green Bay.


 **Add Your Organization's Info** >
Let people know who you are.

 **Add Your Story** >
Tell potential donors why they should contribute.

 **Add Donation Levels** >
Show your donors the impact their donation makes.

 **Add a 'Thank You' Message** >
Personalize your auto-response for donors ahead of time.

 [View Registration Info](#)

 [Preview Your Profile](#)



Your Preparation Checklist

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give BIG Green Bay.

 Add Your Organization's Info 

 Add Your Story 

 Add Donation Levels 

 Add a 'Thank You' Message 

 [View Registration Info](#)

 [Preview Your Profile](#)



The Basics

- **Logo**
 - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand
- **Website**
 - Add your website so donors will be able to learn more about your organization
- **Causes**
 - Select up to 3 causes to help donors find causes they're interested in.

✓ Add Your Organization's Info

Tagline

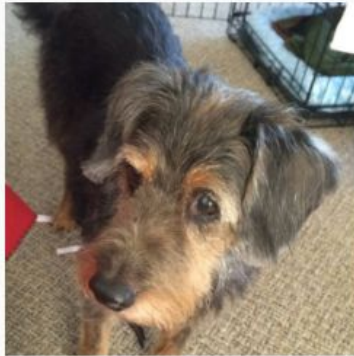
Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.loganspups.org

Logo



Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Select Image Remove

Recommended dimensions 300x300
Max file size 5MB

Save

Telling Your Story

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Set a Goal (optional)

Display Goal on Profile

\$

5000

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Formatting ▾

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Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups. Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.




Success Tips!

- While it won't populate on your profile, you can also have other goals:
 - Donor amount
 - New donors
 - Repeat/ recurring donors
 - Board engagement
 - Etc.
- Focus your story on a specific person, program, or initiative
- Include photos, graphics, visual content


Highlighting Impact

✓ Add Donation Levels


We recommend having 3 or 4 donation levels.



\$25.00
Provides one week of food for a senior pup
[Edit](#) [Remove](#)



\$50.00
Provides a super soft bed for a loving senior pup
[Edit](#) [Remove](#)



\$100.00
Helps a family foster one of our amazing senior pups
[Edit](#) [Remove](#)

Dollar Amount

\$

Description

[Save](#) [Cancel](#)

Image

[Select Image](#) [Remove](#)

Image should be 5MB max and a JPG, JPEG or PNG file type.

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor's email when they make a gift
- Comes directly from your organization's contact

Success Tip!

- Follow up with donors for more personal stewardship
 - You always have access to your donor data

✓ Add a 'Thank You' Message


Please provide a "thank you" message, as well as an image or video link (or both!)

Thank You Message

Thank you so much for your donation to Logan's Pups! With your support, we're able to continue our love and care of senior dogs.

Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



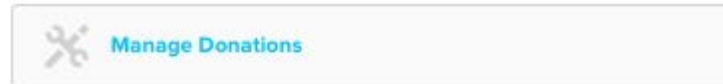
Select Image Remove

Recommended dimensions 800x600
Max file size 5MB

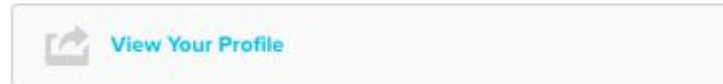
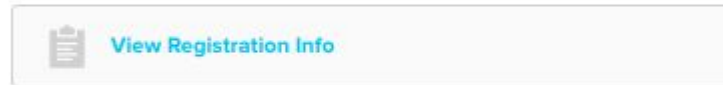
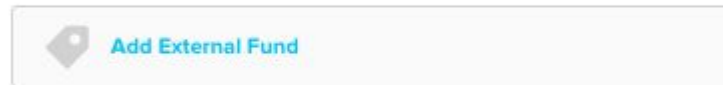
Save

Viewing & Sharing Your Profile

Donation Tools






Other Actions



Share Your Page

<https://giving-days-preprod.herokuapp.com/organize>

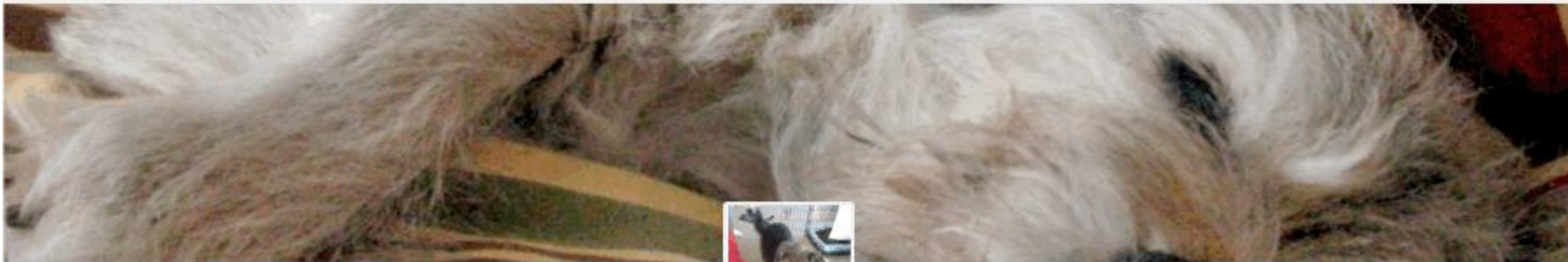
 [View Your Page](#)

Share Your Page

<https://giving-days-preprod.herokuapp.com/organize>



[View Your Page](#)



Logan's Pups

[DONATE](#)[FUNDRAISE](#)

10%

\$995 Raised **\$10,000** Goal **6** Donors



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Helps a family foster one of our amazing senior pups



\$500

Provides life changing surgery to a senior pup in need

[CHOOSE YOUR OWN AMOUNT](#)

Fundraisers

- Expand your reach and invite supporters, board members, volunteers, and staff
- Each individual creates their own fundraising page. Every dollar they raise is included in your organization's overall totals!
- Admins can easily create and manage pages for them if needed
- Invite fundraisers or allow open-signups through your profile page

✓ Add Fundraisers

Add Fundraisers Message All Search Fundraisers

Download CSV

Fundraiser	Donors	Amount Raised	Goal
Alyssa Ravenelle	0	\$0.00	\$500.00

Allow New Fundraisers to Sign Up

Pro Tip:
P2P Fundraisers can make a **BIG** impact! On average, organizations with P2P raise 3.4x more than those without P2P!



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Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Creates social pressure
- Increases your social media presence
- Establishes another avenue for engagement with your organization



Make it Fun!

- 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 fundraiser?



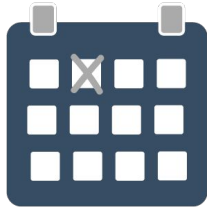
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Set Your Fundraisers Up for Success

Start Early:

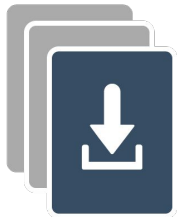


- Educate your fundraisers
- Understand their capacity for this ask



Be Clear:

- Educate your fundraisers
- Understand their capacity for this ask



Make it Easy:

- Educate your fundraisers
- Understand their capacity for this ask



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Invite Fundraisers

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers Download CSV Add Fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	Emails Sent	Facebook Intents	Twitter Intents	Actions
No fundraisers found.							

Allow New Fundraisers to Sign Up

Set Fundraisers' Story Set Fundraisers' Goal

I support this organization's mission and I want it to have a greater impact on the community.


\$ 500 .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save



Invite Fundraisers

 **Add Fundraisers** ▼
Recruit peer-to-peer fundraisers to expand your network of donors.

Add Fundraisers

First Name	Last Name	Email
<input type="text" value="Rebekah"/>	<input type="text" value="Casad"/>	<input data-bbox="1085 688 1425 771" type="text" value="rebekah@givegab.co"/>

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)


Set Fundraisers' Story	Set Fundraisers' Goal
<input type="text" value="I support this organization's mission and I want it to have a greater impact on the community."/>	<input type="text" value="\$ 500 .00"/>

Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)



Invite Fundraisers

 Add Fundraisers ▼

Write a Message to Your Recruits

To: Rebekah Casad

Subject

Help me fundraise during giving day!

Message

Come create your own fundraising page to help our organization during the Giving Day!

[Back](#) [Send](#)

[Save](#)

Each fundraiser may customize his or her story and goal by logging into GiveGab.



Invite Fundraisers

✓ Add Fundraisers

Search Fundraisers Download CSV Add Fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	Emails Sent	Facebook Intents	Twitter Intents	Actions
Rebekah Casad	0	\$0.00	\$500.00	0	0	0	

Allow New Fundraisers to Sign Up

Set Fundraisers' Story **Set Fundraisers' Goal**

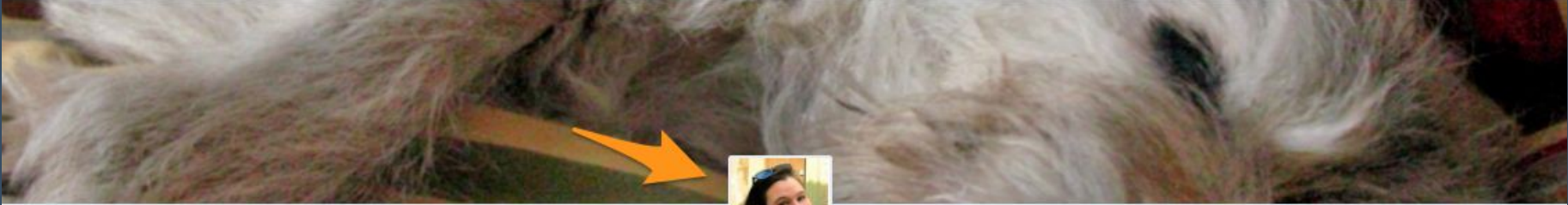
I support this organization's mission and I want it to have a greater impact on the community.

\$ 500 .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save





Bridget Cafaro's fundraiser for Logan's Pups

DONATE

20%

\$100 Raised \$500 Goal 1 Donors

6 Reasons To Adopt A Senior Dog | The Dodo Watch later Share

Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes the deserve and educate my friends and family about how amazing owning a senior dog can be!

\$25

Provides one week of food for a senior pup

\$50

Provides a super soft bed for a loving senior pup

\$100

Helps a family foster one of our amazing senior pups

\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote Give BIG Green Bay and reach your goals!
 - Training Videos
 - Support Articles
 - Resources for Board Members
 - Customizable Templates for Email and Social Media
 - Communication Timelines
 - Give BIG Green Bay Graphics
 - Helpful resources for your board members and volunteers



Peer-to-Peer
Fundraisers

[View](#)



Donor Engagement

[View](#)



Building Board
Support

[View](#)



Social Media Tips &
Tricks

[View](#)



Sample Email
Content &
Communications
Milestones

[View](#)



Graphics &
Downloads

[View](#)

Your Next Steps

- Set up your profile on the Give BIG Green Bay site
- Start planning your communications campaign
- Review the Nonprofit Toolkit at giveBIGgreenbay.com
- Follow @ggbcfoundation on social media
- Reach out with any questions
 - The blue chat bubble is your best friend for anything related to GiveGab
 - Media questions: amandaygay@ggbcf.org
 - General questions: anniedart@ggbcf.org or amberpaluch@ggbcf.org





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CELEBRATING 5 YEARS OF **BIG** IMPACT

Questions?