



Final Steps to Success



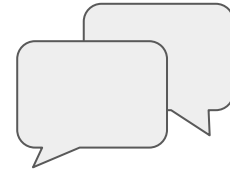
Submit Your Questions!



Chat Box

To: All panelists

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Send

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

Agenda

- Give BIG Green Bay Updates & Reminders
- Your Checklist for Success
- After Give BIG Green Bay
- Your Nonprofit Resources
- Next Steps
- GiveGab Q&A
- Impactful Social Media Strategies

Updates & Reminders

- **GiveBigGreenBay.Org** | February 23 - 24, Noon to Noon (CT)
- TINT - Social Media Aggregator

Your Success Checklist





- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ 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?


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 >

Is your profile completed?

PAWNEE GIVES PRIZES LEADERBOARDS ▼ MENU 





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](#)

[Our Story](#) [Matches](#) [Fundraising Campaigns](#) [Top Fundraisers](#) [Recent Donors](#)



Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- The training page has the tools to make your P2P fundraisers shine
- Everyone can be a fundraiser
 - Supporters, board members, friends and family, and even yourself

Organizations with P2P raise 3.4 x more than organizations without P2P

Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P

4 Steps to Fundraising Success



- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun

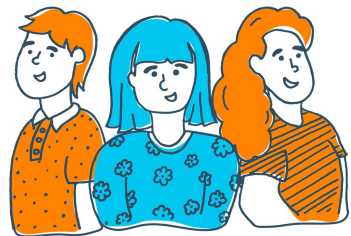


Identify Potential Fundraisers

Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise



Steward Your Fundraisers

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?

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 Nonprofit Toolkit for the perfect plan!

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
 - Create QR codes of your profile
 - Shareable visual content

Media Overview

- Midwest Communications
 - PSA recording - Two week countdown
 - “Day Of” broadcasting
- NBC26:
 - PSA airing two week prior
 - “Day of” broadcasting”
- Local stations:
 - Press Release

Social Media Strategy Tips

- Share your profile
- Put donations into context.
 - “Your \$10 donation will help accomplish (xyz)”
- Tell Your Story
- Engage in other participating nonprofit’s social activity
- Refer to your nonprofit tool kit
- HAVE FUN!

Follow Greater Green Bay Community Foundation and “attend” the Give BIG Green Bay Facebook event.

Upcoming Events

- Sign distribution
- Follow up training - February 10th, 12:00 PM
- Current Young Professionals
 - Virtual Mini Sessions: February 14 - 17
 - After 5: February 17, 5:00 PM - 8:00 PM
- Give BIG Green Bay Wrap-up Celebration
 - Thursday, Feb, 24 at 3:00pm, Lambeau Field, Legends Room

Your events

- Give BIG Green Bay Awareness Events
 - Engage people with your mission and raise awareness of your work in the community
 - Refer to Nonprofit FAQ on GiveGab for guidelines
 - Nonprofit Event List to Media - February 21

After Give BIG Green Bay

- Donation Reports
- Payout Timeline
- Donor Stewardship

How will you get your donor data?

The screenshot shows the GiveGab Admin Dashboard for the organization "Logan's Pups". The dashboard is divided into several sections:

- Header:** Includes the GiveGab logo (Nonprofit Giving Platform), navigation links for Home and Support, and a user profile icon.
- Left Sidebar:** A navigation menu with icons and labels for Home, Fundraising Campaigns, Events, Giving Days, Reports, and Manage Organization.
- Admin Dashboard:** The main content area, titled "Admin Dashboard" for "Logan's Pups". It shows the current plan as "Engage".
- Giving Days:** A section titled "Giving Days" featuring a "DAY OF GIVING" event on November 13, 2019. A link "View All Giving Days" is provided below.
- Fundraising Campaigns:** A section titled "Fundraising Campaigns" featuring a campaign "It's A Dogs World" from December 11, 2017, with "\$20,467.22 Raised". Action buttons for "View", "Manage", and "Edit" are present. A link "View All Campaigns" is provided below.
- Fundraising Events:** A section titled "Fundraising Events" featuring a "2018 Summer Gala" event. Action buttons for "View", "Manage", and "Edit" are present.
- Footer:** A dark blue bar at the bottom showing "Viewing Dashboard for Logan's Pups" with a star icon and a chat bubble icon.

How will you get your donor data?

The screenshot shows the GiveGab dashboard for 'Logan's Pups'. The 'Donations' section displays a total paid out of \$240,804.74 and a total pending of \$6,164.39. A search bar and filter options are visible, with annotations '1' and '2' pointing to the 'More filters' button and the 'All Campaigns' dropdown menu, respectively. A table of donations is shown below, with columns for Actions, Donation ID, Date, Donor, Intended Donation, Amount Charged, Bank Fees, Platform Fees, Covered Fees?, Payout Amount, Payout Date, Display Name, and Donor Address.

GiveGab
Nonprofit Giving Platform

Home Support

Donations

Total Paid Out: \$240,804.74 Total Pending: \$6,164.39

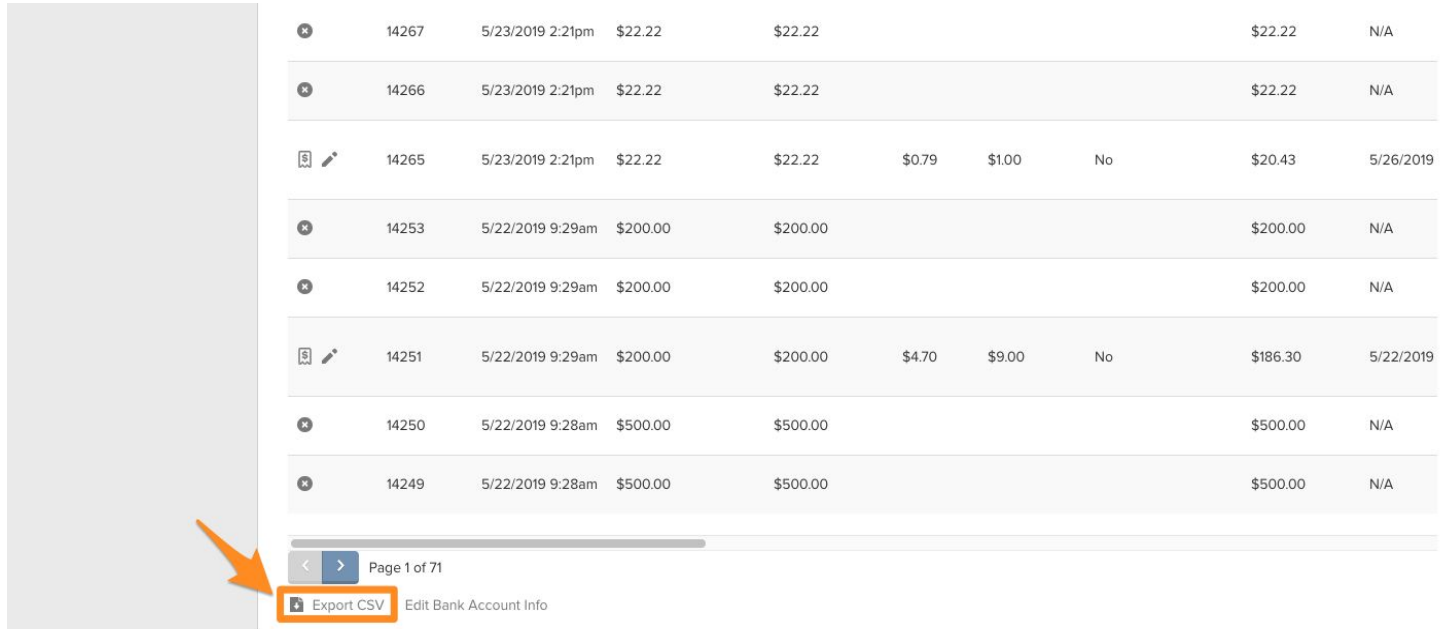
Search by name or email **+ More filters**

All Giving Days **All Campaigns** Any Donation Type

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?



The screenshot shows a table of donor transactions. An orange arrow points to the 'Export CSV' button at the bottom left of the table area.

✖	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

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[Export CSV](#) [Edit Bank Account Info](#)



How will you get your donations?

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

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
- Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Our Our Blog
 - <https://www.givegab.com/blog/>
- Send us an Email
 - 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!**



Your Next Steps

- Like and Follow Greater Green Bay Community Foundation 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



Questions?