

Final Steps to Success

January 26, 2023



Submit Your Questions!

This is being recorded. The recording will be available on the /trainings of the Nonprofit Toolkit.

If you have questions or comments throughout our training, please write in the meeting Chat.



Chat Box
Q&A

Agenda



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

Updates and Reminders

- Selfie signs, yard signs & window clings
- PSA recordings
- Optional virtual peer group session- 2/2 at 11am
- Prizes
- Social Media Feed - TINT



Your Success Checklist

- ✓ **The Perfect Profile**
- ✓ **Engage Ambassadors**
- ✓ **Prepare Communications**



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?



Is your profile completed?

The screenshot shows a fundraising profile for 'Logan's Pups' under the banner 'PAWNEE GIVES'. The profile features a large image of a dog's face and a smaller profile picture. It includes social media icons for Facebook, Twitter, and LinkedIn, along with a share icon. The name 'Logan's Pups' is displayed above 'DONATE' and 'FUNDRAISE' buttons. A progress bar indicates that 10% of the \$10,000 goal has been reached, with \$995 raised and 6 donors. Below the progress bar are four donation options with images and descriptions:

- \$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

A 'CHOOSE YOUR OWN AMOUNT' button is located below these options. At the bottom of the page, there is a navigation menu with links for 'Our Story', 'Matches', 'Fundraising Campaigns', 'Top Fundraisers', and 'Recent Donors', and a chat icon.

Do you have ambassadors?

- 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 an ambassador or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your profile. Their totals roll up into your totals!

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization

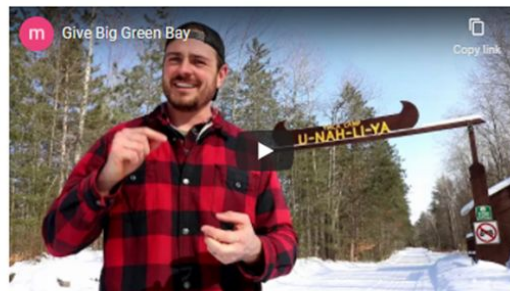
Example:

Maxwell A. is a fundraiser for
Greater Green Bay YMCA, Inc.

DONATE

42%

\$12,524 Raised \$30,000 Goal 43 Donors



Howdy Folks!

Thanks for taking the time to help out camp's charitable work.

Whether it's a romping Father Son weekend or an exciting adventure trip in the boundary waters, the programs at YMCA Camp U-Nah-Li-Ya have been changing the lives of children since 1937. The YMCA camping experience uses exciting outdoor experience to empower youth with resilience, leadership, environmental awareness and compassion. We stand by the core values of caring, honesty, respect and responsibility and believe that all children, regardless of economic background, should have the opportunity to come to camp. That's where you come in, your donations to camp help provide financial assistance to campers from all walks of life. We use the donations to camp to overcome any barrier a family might have; financial, transportation, language, equipment, etc.

The fundraising goal this year is \$127,000 and we hope that Give Big Green Bay can knock out a big chunk of that need. Please consider a donation to camp today!

Thank you can God Bless,

Maxwell Clark
Executive Director of YMCA Camp U-Nah-Li-Ya and YMCA Camp Wabanasi

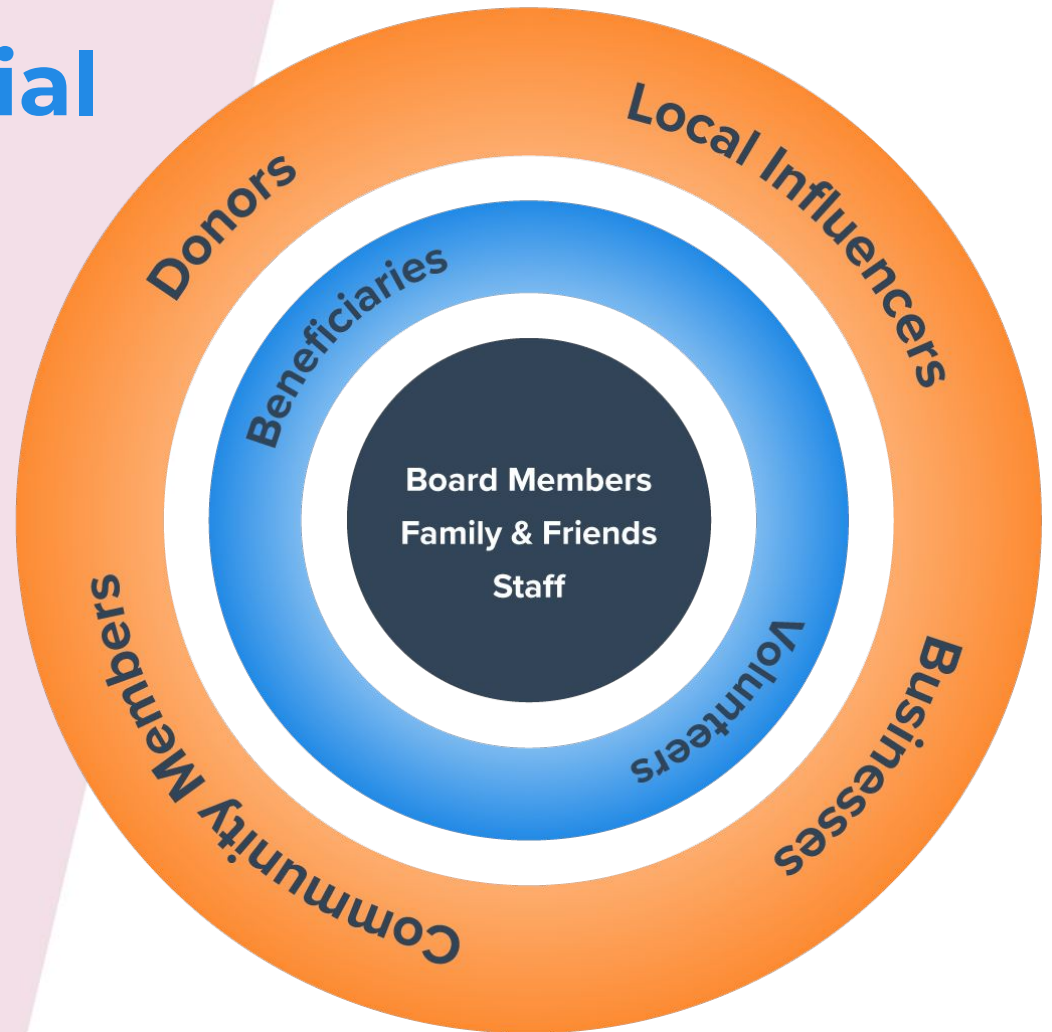
<https://youtu.be/lWty7kymOD8>

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**



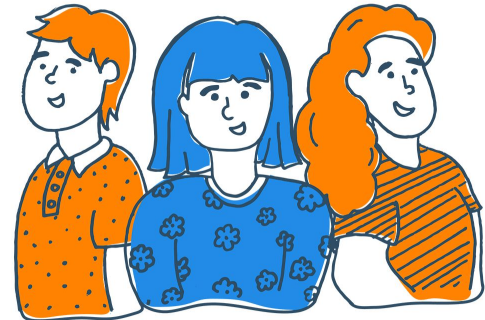
Identify Potential Fundraisers



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?



Steward Your Fundraisers



- 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

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 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 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

Social Media Strategy Tips

- Share your unique profile URL
- Tell Your Story
 - Photos, Videos, Graphics
 - Pro Tip: Canva.com
- Engage with other nonprofits' social media
- Set “mini goals” and plan celebrations
- Schedule what you can
- Use the hashtag, **#giveBIGgb**



*Follow @GGBCFoundation and share the
Give BIG Green Bay Facebook event.*

Social Media Strategy Tips

Examples of what groups have done in the past:

- “Racing Toward our Goal” (Family Services of Northeast Wisconsin)
- 24-hour live streamed event (Howe)
- Virtual Tour (Farmory)
- Video Testimonial (House of Hope/John Kuehn)



Upcoming Events

- **Virtual peer group work session - optional**
 - Thursday, February 2, 11:00 a.m. - 12:30 p.m.
- **Current Young Professionals After 5**
 - Thursday, February 16, 5:00 p.m. - 8:00 p.m.
- **Give BIG Green Bay “Countdown to Kickoff”: Johnsonville Tailgate Village**
 - Tuesday, Feb, 21 at 10:30 a.m. - 12:30 p.m.

Your events

- Consider hosting an event during the 24 hours:
 - Engage people with your mission
 - Raise awareness of your work
 - Collaborate with other nonprofits



Your events

Examples of events/promotions that groups have done in the past:

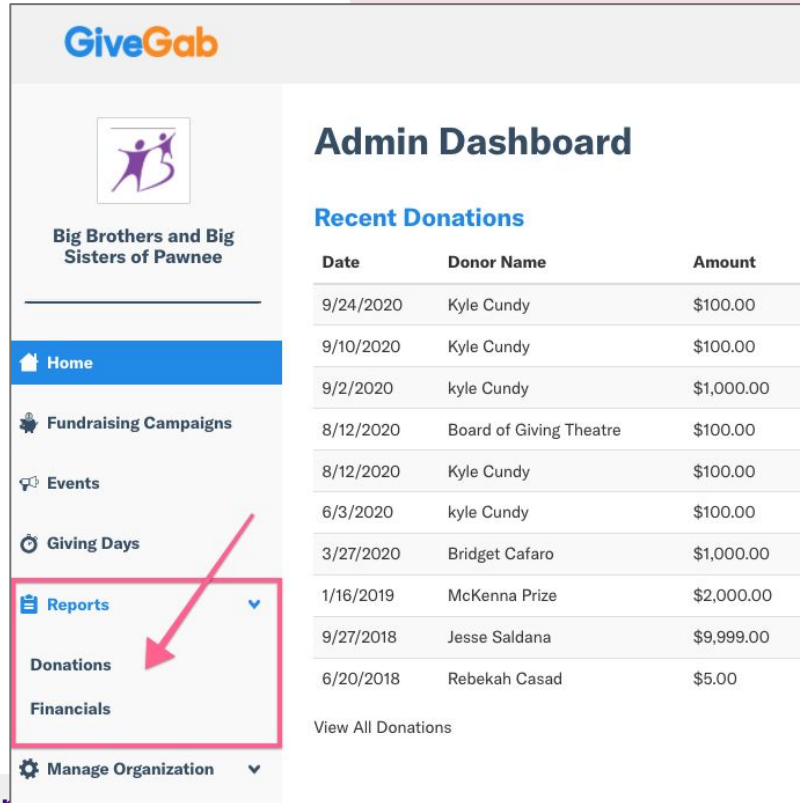
- Documentary Screening (NAMI)
- Mobile Bike Repair around the city (GB Bicycle Collective)
- Ice cream night out with face painting (Lovin the Skin I'm In)
- Dueling Pianos (Jackie Nitschke & YWCA)
- Donuts and Coffee (Ecumenical Partnership for Housing)
- Puppy Limo (Happily Ever After)

Your events

- No goods in Exchange for Donations
 - Refer to the Nonprofit Toolkit and FAQs for full guidelines
- Considering Inviting the Media
- Send event details to erikaritchie@ggbcf.org

Post-Give BIG Green Bay Success

Finding Your Donor Data



GiveGab


Big Brothers and Big Sisters of Pawnee

Admin Dashboard


Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00


[View All Donations](#)


GiveGab is becoming  Bontena.


Filtering Your Data




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾




Donations

 Manage Organization ▾










Donations



 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](#)


▾ ▾ ▾


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

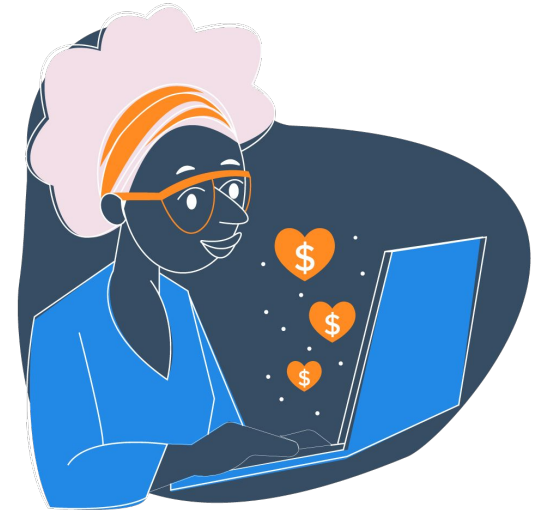
  Page 2 of 2

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

Viewing Dashboard for **Pawnee Public Library** 

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



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
- Develop a stewardship plan for your donors

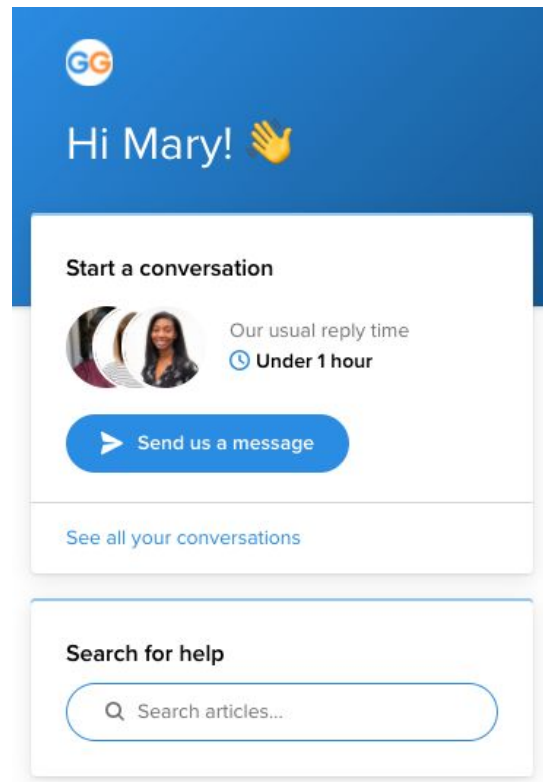
Final Checklist


- Complete your profile by February 1
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for weekly email updates
- Follow Give BIG Green Bay on Social Media and use **#GiveBigGB** Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Questions?

