

# Getting Ready For



February 21 - 22, 2024  
Noon to Noon

# Today's Agenda

## Provide an overview of the campaign:

- Give BIG Green Bay background & basics
- Program calendar
- Roles and responsibilities
- Media strategy
- Event overview
- GiveGab – Your Give BIG Green Bay platform
- Q & A



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# 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 new channels of support.



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# Does it work?

Yes, it does!

- Over \$10.4M in 6 years
- In 2023:
  - Raised \$2,473,723 across 45 nonprofits
  - Gifts averaged approximately \$126.43
  - 3,828 unique donors made 6,795 gifts
  - 42% self reported as new donors



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# What should we expect?

## It is...

An exciting and unifying community effort.

An opportunity to discover and engage new donors.

A way to convert current donor base to online.

## It is not...

A quick fundraising fix in exchange for participation.

Something requiring little to no marketing support.

A social media strategy in and of itself.



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# Keys to Success

- Select a goal that is achievable and appropriate for your organization
- Have a strategy and develop a message
- Involve your Board of Directors and networks
- **Have FUN!**



# The Match

## Green Bay Packers Establishing Match

\$250,000

## Most Unique Donors Bonus

\$5,000 per size category

## Additional Match Pool Contributions

\$232,500

## Fund the Match

Anyone can contribute to the match pool during the event



# The Match

Total Match and Incentives \$500,000+

Match distribution:

- Proportionate Allocation Results Dependent
- Cap Potential Results Dependent
- Organizational matches Results Dependent



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# The Match

## Information and Allocation:

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



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# Timeline

OCT 1, 2023	Nonprofit application opens
OCT 31, 2023	Nonprofit application closes
DECEMBER	Business Boost outreach to local companies
JAN 3, 2024	Notification of cohort - acceptance & denial letters sent <i>embargoed until public announcement</i>
JAN 10	NPO Training: Getting Ready for Give BIG Green Bay <i>8am or 3pm</i>
JAN 18	Public announcement of participating nonprofits at Lambeau <i>11:00am</i>
JAN 24	NPO Training: Final Steps to Success <i>10:00-11:30am</i>
FEB 5-16	Fundholder early access to pre-set donations <i>Portal closes on Feb 16</i>
FEB 6	Work sessions for NPOS – Peer groups
JAN 31	Last day to record radio promos with Midwest Communications
FEB 9	Last day to register to participate in the Business Boost
FEB 6 - 20 (2 WEEKS)	Countdown to Give BIG – Media Campaign
FEB 21 & 22 (noon – noon)	<b>GIVE BIG GREEN BAY</b>
FEB 23	Thank You
Week of FEB 26	Nonprofit follow up and survey

# Nonprofit Responsibilities

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



# Engagement & Promotion

## The Business Boost - Employee Engagement

An opportunity for local businesses to engage employees and highlight their commitment to our community.

## Online Merch Store - Fresh Prints of Green Bay

All orders are on demand. To ensure you receive your order by Feb 21, place orders by Feb 5. Free local pickup available.

## Promotional Tools

Stickers and promo signs are available



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# Media 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



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# Events

**Jan 18, 11:00am**

Public Announcement / Press conference at Lambeau Atrium

**Jan 24, 10:00am**

Virtual or in-person - Final Steps to Success webinar

**Feb. 6, 10am**

Peer group virtual session

**Feb 8, 5 - 8pm**

Current Young Professionals After 5 Event - Lambeau Field

**Feb 21**

Kickoff tailgate - More details coming!



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# Who is GiveGab?



# Who is GiveGab?

**GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!**

- Host a secure, reliable and transparent platform for Give BIG Green Bay
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!



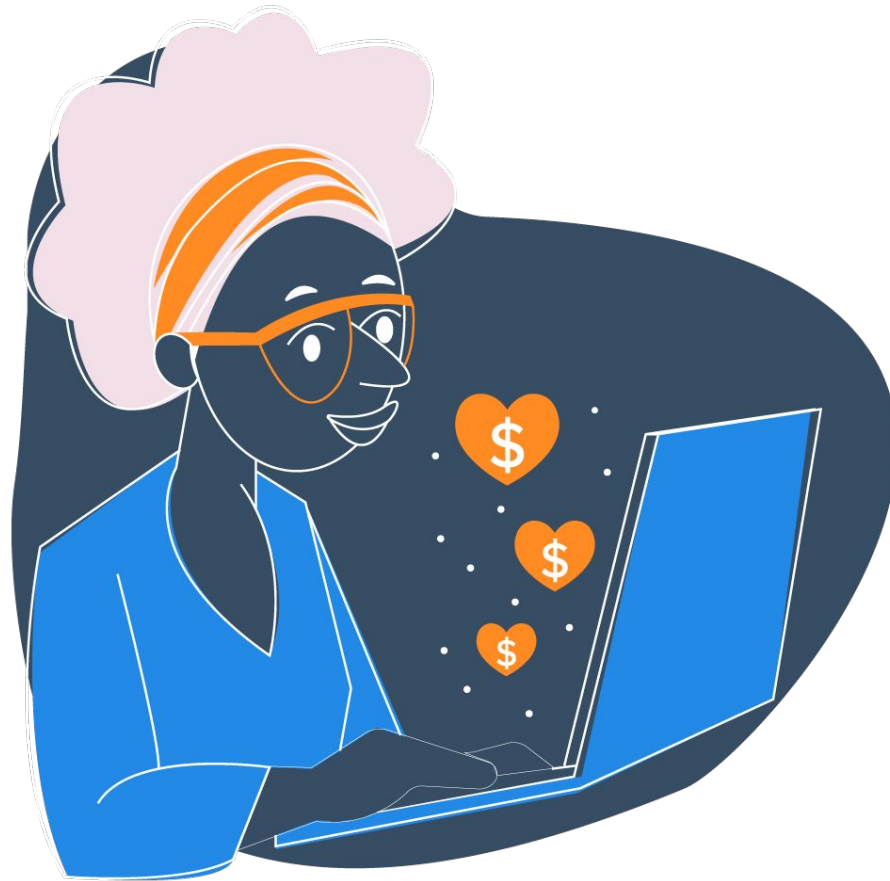
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# Completing Your Profile



# Returning?

## Copy Your Profile

- Don't forget to review and update your profile after!

### Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.



Give BIG Green Bay 2023 (2023)

[Copy This Profile](#)



Give BIG Green Bay (2021)

[Copy This Profile](#)



Give BIG Green Bay 2022 (2022)

[Copy This Profile](#)

[Create a New Profile](#)

# Your Giving Day Dashboard

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

# Basic Info

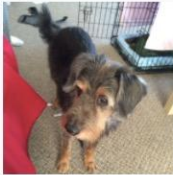
- Logo
- Website
- Causes

**Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!

✓ Add Your Organization's Info

Website

Logo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 300x300.

Causes (optional)

Cause #1

Animals

Cause #2

Cause #3


Save

# Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals

✓ Add Your Story

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1500x500.

Set a Goal

☒ Display Goal on Profile

\$

10000

.00

Tell Your Story

GT America

Formatting

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### Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

### Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video Url

Vimeo links must be in the following format: <https://vimeo.com/123456>.

Save





# Suggest Donation Levels

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels

**Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal

☒ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<b>\$25.00</b> Provides one week of food for a senior pup <a href="#">Edit</a> <a href="#">Remove</a>
	<b>\$50.00</b> Provides a super soft bed for a loving senior pup <a href="#">Edit</a> <a href="#">Remove</a>
	<b>\$100.00</b> Helps a family foster one of our amazing senior pups <a href="#">Edit</a> <a href="#">Remove</a>
	<b>\$500.00</b> Provides life changing surgery to a senior pup in need <a href="#">Edit</a> <a href="#">Remove</a>

Add Donation Level



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# Personalized Gratitude

- Add your own message
- Include a photo or video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly

☒ Add a 'Thank You' Message

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

**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.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

**Youtube or Vimeo Link**

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


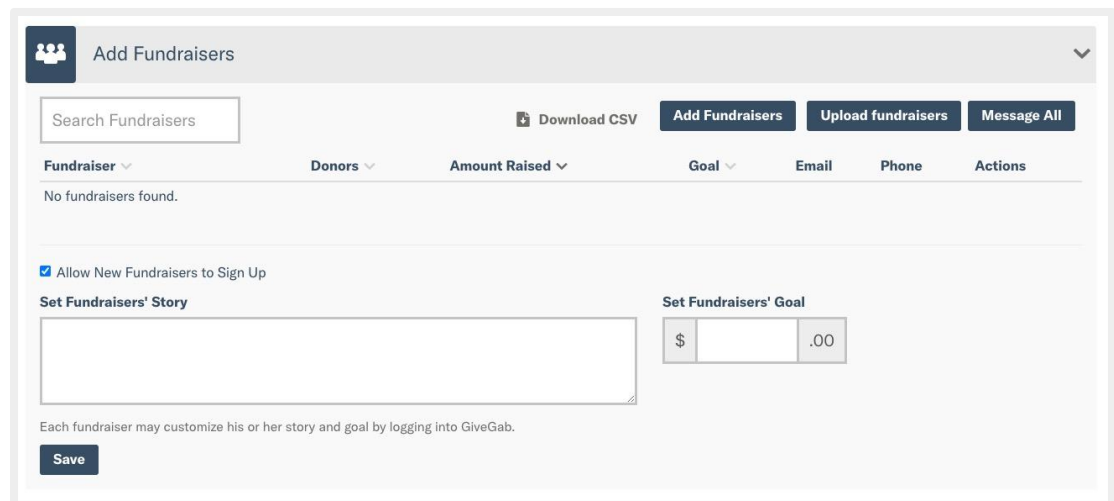


Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 800x600.

# Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages

- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video](#)



The screenshot shows the 'Add Fundraisers' interface. At the top, there's a header with a group icon and the text 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers' and a 'Download CSV' button. To the right are three buttons: 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. Below these is a table header with columns: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath is a section titled 'Set Fundraisers' Story' with a large text area. To the right of this is a section titled 'Set Fundraisers' Goal' with a currency selector '\$' and a numeric input field showing '.00'. At the bottom, there's a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.' and a 'Save' button.





Bridget Cafaro's fundraiser for  
Logan's Pups

DONATE

20%

\$100 Raised \$500 Goal 1 Donors



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 they 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



# Did you know?



Organizations who used P2P fundraising last year for Give BIG Green Bay raised on average 12.9x more than those who did not.

# Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

## Share Your Page

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



# What's Next?



# Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give BIG Green Bay needs

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies



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# Do you have a communications plan?

- Plan your online communications ahead of the day
  - Communication Themes:
    - We're in! Announcement
    - Save the Date
    - Campaign Countdown (multiple)
      - Tell your story
    - Give TODAY
    - Thank you



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# 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



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# Social Media Strategy Tips

- Share your unique profile URL
- Tell Your Story
- Photos, Videos, Graphics

**Pro Tip:** Canva.com

- Consider collaborating with other nonprofits
- Make it FUN with mini goals and planned celebrations
- Use the hashtag, **#giveBIGgb**



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





# Social Media Strategy Tips

## Past examples:

- [Racing Toward our Goal](#) (Family Services)
- “Grounded in Unity” collaborative [video](#) (Aspiro)
- Virtual Tours
- Video Testimonials with staff, board, clients/patrons, or local celebrities



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# Your Events

Consider hosting an in-person or virtual event

- Engage people with your mission
- Raise awareness of your work
- Collaborate with other nonprofits



# Your Events

Examples of events or promotions groups have done in the past:

- Documentary Screening (NAMI)
- Mobile Bike Repair around the city (GB Bicycle Collective)
- 24-hour running event (myTEAM Triumph)
- Donuts and Coffee (Ecumenical Partnership for Housing)
- Facebook Live Virtual Tour (Options for Independent Living)
- Pups & Pizza (Green Bay Area Humane Society)



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# Your Events

- Main guideline: No goods in exchange for donations
  - Refer to the [Nonprofit FAQs](#) for full guidelines
- Considering Inviting the Media
- Send event details to [erikaritchie@ggbcf.org](mailto:erikaritchie@ggbcf.org)



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# Questions?



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