Final Steps to Success

Wednesday, May 18, 2022
Submit Your Questions!

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

Merlin
Project Manager

Amanda
Associate Project Manager
HV Gives Sponsor
HV Gives Prizes

- A prize comprised of proceeds from Healey Brothers’ May 1 through May 18, 2022, all car sales (new and used) throughout all of our 8 locations will be awarded to the participating nonprofit that receives the donation closest to 4:50 p.m. on May 18.

- A second prize comprised of proceeds from Healey Brothers’ May 18 through May 31, 2022, all car sales (new and used) throughout all of our 8 locations will be awarded to the participating nonprofit randomly selected from those submitted by party goers.
HV Gives Celebration

Join us from 4:00 to 7:00 p.m. on May 18 at Billy Joe’s Ribworks at 26 Front St. in Newburgh. There will be appetizers and a cash bar with HV Gives beer on tap!
Agenda

- HV Gives Updates & Reminders
- Your Checklist for Success
- After HV Gives
- Your Nonprofit Resources
- Next Steps
- Q&A
HV Gives Updates and Reminders

- HVGives.org | May 18, 2022 12AM - 11:59PM
- Donations Open: May 1, 2022 at 12:00 am
- Donation Close: May 31, 2022 at 12:00 am
- Prizes
- Social Media Aggregator!
YoY HV Gives

- 2016 - Total: $143K - 2021 - Total: $665K

2021 Stats

- Total donors: 4,180
- Online Donors: 4,004
- 87.7% of fees covered
- Average donation amount: $120.48
- Average raised per organization: $3,412.34
  - Average raised with P2P Fundraisers: $8,749.67
  - Average raised with matches: $14,185.80
- Number of self-identified new donors: 1,596
Your Success Checklist

- Ready for Donations?
- The Perfect Profile
- Matches/Challenges
- Engage Ambassadors
- Prepare Communications
## Are you donation ready?

- Check your verification status on your admin dashboard

<table>
<thead>
<tr>
<th>Donation Status</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unverified</strong></td>
<td>Please verify your organization's information <a href="#">here</a> to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? <a href="#">Chat with us</a>!</td>
</tr>
<tr>
<td><strong>Pending</strong></td>
<td>We are reviewing your submission. This could take up to 48 hours. Please sit tight!</td>
</tr>
<tr>
<td><strong>Pending</strong></td>
<td>Additional information is required to verify your organization to accept donations. Please <a href="#">Contact Us</a> if you have any questions. You can see your currently-entered information <a href="#">here</a>.</td>
</tr>
<tr>
<td><strong>Incomplete</strong></td>
<td>Please provide your organization's information and verify you can collect donations in your state <a href="#">here</a>.</td>
</tr>
<tr>
<td><strong>Verified</strong></td>
<td>Hooray! Your organization has been verified to accept donations on GiveGab.</td>
</tr>
<tr>
<td><strong>Pending</strong></td>
<td>Your organization is pending re-verification but can still accept donations. Are you a religious entity, government agency, or subsidiary of a national organization? Please <a href="#">Contact Us</a>.</td>
</tr>
</tbody>
</table>
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?

- Also consider inviting P2P and/or adding a Match or Challenge
Matches & Challenges
Have you secured a match?

- Identify your match/challenge sponsors
  - Organizations that featured matches and/or challenges raised 5.4X more
- Set up creative matches to draw donor attention
- Strategize with your team to make the most of your matches
  - Set up time slots for your matches
  - Credit the sponsors and send social media blasts
Do you have matches?

<table>
<thead>
<tr>
<th>Logo</th>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Tip:** Click links in boxes on this page for the best logo-uploading experience.

**URL (optional):**

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements.

- [ ] Keep Sponsor Anonymous

**Match Name**

**Description**

**Total Matching Funds Available**

**Maximum Match per Individual Donation**

**Does this match only apply to donations made within a certain time period? (optional):**

**Please note that times are in Eastern Time.**

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper time.

- [ ] Enable Auto Matching

**How it Works:** Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than this value, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

- [ ] Archived

**Save** **Cancel**
Do you have challenges?
● Matches & Challenges can help you raise 5.8 more
● Matches & Challenges help get more donors excited
● Harness repeat donors to make a greater impact for your organization
● Give visibility to business sponsors via matches & Challenges
● Matches & Challenges of all sizes make an amazing impact on your organization
Peer-to-Peer Fundraising
What is Peer-to-Peer Fundraising (P2P)?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Giving Day profile.

Their fundraising totals roll up into your totals!
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](#)
- Invite one or multiple fundraisers at once. You will need first name, last name, and email address.
- After you’ve sent invitations, use these tools to help manage and assist your fundraisers!
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
Timeline for P2P Recruitment

- **Early April**
  - Prepare Invite & onboard P2Ps
  - Communicate goals
  - Share resources

- **Late April**
  - Coordinate Provide templated materials
  - Host office hours for questions
  - P2Ps complete profiles

- **Day Of**
  - Check In Send encouraging messages
  - Update P2Ps on progress

- **After the Day**
  - Follow Up Thank your P2Ps
  - Plan post-event touch points
  - Collect feedback, host debrief

 Additionally:
- Review fundraising toolkits
- Brainstorm internally
- Set goals
- P2P Fundraising can help you raise 4.8 more
- Fundraisers increase your organization’s reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before HV Gives. Start small this year and grow it in the future!
Data Management
How will you get your donor data?
How will you get your donor data?
## How will you get your donor data?

<table>
<thead>
<tr>
<th>ID</th>
<th>Date/Time</th>
<th>Donor Name</th>
<th>Amount Donated</th>
<th>Other Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>5945</td>
<td>6/23/2021 2:33PM</td>
<td>Ann Casad</td>
<td>$246.00</td>
<td>$246.00</td>
</tr>
<tr>
<td>5937</td>
<td>6/23/2021 2:33PM</td>
<td>Richard Mifflin</td>
<td>$377.00</td>
<td>$377.00</td>
</tr>
<tr>
<td>5932</td>
<td>6/23/2021 2:33PM</td>
<td>Jamey Halpit</td>
<td>$157.00</td>
<td>$157.00</td>
</tr>
<tr>
<td>5921</td>
<td>6/23/2021 2:33PM</td>
<td>Barbara Robertson</td>
<td>$108.00</td>
<td>$108.00</td>
</tr>
<tr>
<td>5916</td>
<td>6/23/2021 2:33PM</td>
<td>Raymond Jameson</td>
<td>$422.00</td>
<td>$422.00</td>
</tr>
<tr>
<td>5915</td>
<td>6/23/2021 2:33PM</td>
<td>Julia Flan</td>
<td>$162.00</td>
<td>$162.00</td>
</tr>
<tr>
<td>5900</td>
<td>6/23/2021 2:33PM</td>
<td>Terry Johnson</td>
<td>$480.00</td>
<td>$480.00</td>
</tr>
<tr>
<td>5896</td>
<td>6/23/2021 2:33PM</td>
<td>Charlotte Levinson</td>
<td>$262.00</td>
<td>$262.00</td>
</tr>
<tr>
<td>5894</td>
<td>6/23/2021 2:33PM</td>
<td>Jerry Apple</td>
<td>$40.00</td>
<td>$40.00</td>
</tr>
<tr>
<td>5888</td>
<td>6/23/2021 2:33PM</td>
<td>Diana Jo</td>
<td>$103.00</td>
<td>$103.00</td>
</tr>
</tbody>
</table>
How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the HV Gives.
  - Your report will contain payout dates to help you determine when gifts were deposited. You’ll also see a Payout ID column in your report, gifts in the same deposit will have the same payout ID.

It is important to make sure you are able to receive donations before HV Gives so donations make it to your account.
How will you thank your donors?

- Start your stewardship process immediately after HV Gives
- 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!
Where do you go from here?
# Key Dashboard Tools

## Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

## Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

## Get Prepared
- Webinars and Workshops
- Giving Day Toolkit
- GGChat

## Share Your Page
https://www.401gives.org/organizations/center-for-media
Share Your Profile

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

GiveGab

Other Actions

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Share Your Page

https://giving-days-preprod.herokuapp.com/organizations/lu
Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your HGD needs.

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

Look for the little blue chat bubble!
Your Next Steps

What to work on over the next 4 weeks:

● Follow HV Gives on Social Media and use the #HVGives
● Check your inbox for important emails
● Watch on-demand training course videos
● Check out the Nonprofit Toolkit
Questions?

Wednesday, May 18, 2022