Expanding Your Reach for Idaho Gives
Have You Used These Strategies Before?

- Matches
- Challenges
- Peer-to-Peer (P2P) Fundraising

If so, what’s been your biggest challenge?
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Your Idaho Gives Team

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Expanding Your Reach for Idaho Gives 2023 by...

- Creating matches and challenges
- Utilizing Peer-to-Peer (P2P) Fundraising
- Engaging your Board

...will help your organization...

- Attract new donors
- Increase your total amount raised
- Tell new impact stories from different perspectives
- Raise awareness of the awesome work you do!
Getting your Board “On Board”
Rally Your Board Members

Reach out to existing board members to see who is willing to:

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser
4 Steps to Fundraising Success

1. Encourage board members to use their loudest voices
2. Communicate that storytelling is vital, and can replace a direct “ask”
3. Steward your fundraisers
4. Make it fun
Make it Compelling

What is your Board Member’s personal connection to your organization or Idaho Gives?

- What made them decide to get involved?
- What do you wish everyone knew about your organization?
- What is their favorite program or service and why?
- How does the organization they serve make Idaho a better place?
Make It Fun & Easy!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media (our Guide to Building Board Support has lots of templates that they can customize)
- Ask yourself, what experience would you want to have as a board member?
Beaming Board Prize

Organizations with 100% board giving are entered into a $1,000 prize. Learn more on the prize page.
Set Your Board Members Up for Success

Start Early
- Educate your board member
- Understand their capacity for this ask

Be Clear
- Be transparent with your goals
- Set expectations for your board members

Make It Easy
- Provide the content they need: Graphics, sample emails, etc.
- Take time to check-in
P2P Fundraising
What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Idaho Gives 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
A sample P2P profile page

- Your nonprofit’s main photo, logo, donation levels, and story are pulled over
- The fundraiser can add their own picture or video as well as their personal story
- Donations made on any of your fundraisers’ pages roll up to your nonprofit’s main page and stats
Idaho Gives’ 2022 Peer-to-Peer Stats

- 106 organizations used P2P
  - Total raised through P2P feature: $172,119
  - Total donors that came through P2P feature: 1,379
  - Total number of P2P who raised money: 347
  - Average # of P2P per organization: 3 - 4

- Average amount raised by organizations with P2P = $10,325
- Average amount raised by organizations without P2P = $4,819

On average, organizations that used P2P raised 2x more!
Strategize and Plan
Identify Potential Fundraisers

- Board Members
- Family & Friends
- Staff
- Volunteers
- Businesses
- Community Members
- Beneficiaries
- Donors
- Local Influencers
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
Set Your Fundraisers Up For Success

- **Start Early**
  - Educate your fundraisers
  - Understand their capacity for this ask

- **Be Clear**
  - Be transparent with your goals
  - Set expectations for your fundraisers

- **Make It Easy**
  - Provide the content they need
  - Take time to check-in

GiveGab is becoming Bonterra.
How to add and manage fundraisers on the platform
Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Set a default story and goal for your P2P Fundraisers

Make fundraising invite-only, or open to anyone interested.
Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”
Demo

Invite one or multiple fundraisers at once. You will need first name, last name, and email address.
Timeline for P2P Recruitment

**Now**
- Review fundraising toolkits
- Brainstorm internally
- Set goals

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

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

**Week Of After Idaho Gives**
- Check In
  - Send encouraging messages
  - Update P2Ps on progress

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

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P2P Pals Prize

All organizations with a Peer-to-Peer fundraiser that has collected two or more unique online donations totaling $250 or more are entered into a $1,000 prize. Learn more on the prize page.
Key Takeaways

- On average, P2P Fundraising helped organizations raise 2x more during Idaho Gives
- 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! Start small this year and grow it in the future!
Matches & Challenges
The Basics

What is a matching gift?

- An additional donation pledged for each donation that is made to your giving day campaign
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities
Benefits of Matches & Challenges

- Incentivizes donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 4.5x more than organizations without a match
Matches

Matching gifts allow donations to be increased by a set ratio

NEW THIS YEAR! GiveGab also supports 2:1 and 3:1 matches!

Ann's Coffee Cafe: Giving Day Match
Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to $1,000!

$1,000 MATCH  $125 REMAINING

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Challenges

- Challenges allow funds to be added to the organization’s total once a goal is reached
  - Goals can be a Donor Count or Dollar Amount

**Wag: Happy Pups Challenge**
Help us unlock an extra $5,000 to Logan's Pups with your donation!

115 more donors unlocks $5,000!

**Lizzy's Pet Supply: Let's boost Logan's Pups!**
When Logan's Pups reaches its goal of $100,000, Lizzy's Pet Supply will give an extra $10,000!

$21,298.13 more unlocks $10,000!
Potential Match Sponsors

- Board Members (individually or collectively)
- Major Donors
- Local Businesses
- Corporations
- Community Members

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.
Motivating Matches
Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

Morning Match!

All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie’s Pet Supply!
Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

**Social Superstars Match!**
For every like this post receives, our generous board of trustees will donate $1 up to $1,000! Like and share today only and help us make a difference!
New Donor Match

- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day

**Fresh Faces Match!**

Have you been waiting for the perfect opportunity to make your first donation to Logan's Pups? Now's your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie's Pet Supply!
Creative Challenges
Dollar vs Donor Challenges

- Dollar-based Challenges unlock funds once a dollars raised milestone is met.
- Donor-based Challenges unlock the pledged funds once a donor milestone is met.

*Excite your supporters!*
Motivate your donors and supporters to reach the challenge goal so that their support can go even further.
Get Local Businesses Involved!

Example:

- The SPCA has a $3,000 fundraising goal for their campaign
- PetSmart agrees to contribute $1,000 if the SPCA reaches their $3,000 goal
- As soon as the SPCA reaches their goal, PetSmart’s $1,000 donation is released to their total funds raised
- This is a Dollar Challenge
Create Donor Challenges

- Alternately, you could set up a Donor Challenge
- Sponsored funds are released when a donor milestone is met, rather than dollar milestone
- Example: PetSmart agrees to give $1,000 to the SPCA once 100 unique donors have made their gift

**Note:** Your nonprofit is responsible for gaining and receiving funds from the sponsor. GiveGab does not collect the matching or challenging funds from your sponsor on your behalf. GiveGab simply reports the amount raised.

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Adding Matches & Challenges to your Giving Day
From your Giving Day Dashboard on GiveGab, click the “Manage Matches & Challenges” option under the Donation Tools heading.
Adding a Match or Challenge

Click the + Add Match or + Add Challenge button to create a new matching opportunity to feature right on your Giving Day profile.
Customize Your Match

**Match Details**

- **Match Name**
- **Description**
- **Total Matching Funds Available**
- **Matching Ratio**
  - 1:1 example: $10 donation is matched by $10
  - 2:1 example: $10 donation is matched by $20
  - 3:1 example: $10 donation is matched by $30

Tip: Disable adblockers on this page for the best image uploading experience.

Update Match Details
- Match Name
- Match Description
- Total Matching Funds
- Matching Ratio
- Match Image

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Enter Match Information

Sponsor Donor Details

Sponsor Donor Name
Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Sponsor Business URL (optional)

Highlight Sponsor Donor Details
- Sponsor Donor Name
- Sponsor’s Website
Or keep your sponsor anonymous
Customize Your Match

**Match Criteria**

- Does this match only apply to donations made within a certain time period? (optional)
  - Time Zone: Eastern Time

**Start Time (US/Eastern Time)**

**End Time (US/Eastern Time)**

**Maximum Match per Individual Donation**

- $  

- Enable Auto Matching
- Archive

**Update Match Parameters**

- Match Start Time (optional)
- Match End Time (optional)
- Maximum Match per Individual Donation
- Auto Matching
View Your Match

Within your Idaho Gives dashboard:

Matches and Challenges
Idaho Gives

<table>
<thead>
<tr>
<th>Matches</th>
<th>Challenges</th>
</tr>
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</table>

+ Add Match

Board of Directors Match
Sponsored by Sample Food Bank's Board

- Total Amount: $5,000.00
- Amount Remaining: $5,000.00
- Per Donation Cap: $250.00
- Auto-Matching Enabled

Sample Food Bank's Board has generously donated $5,000 to be matched dollar-for-dollar during Idaho Gives!

$5,000 MATCH
$5,000 REMAINING

On your Idaho Gives profile page:

Matches

Sample Food Bank's Board: Board of Directors Match

See More Matches
Enter Challenge Information

- **Challenge Details**
  - Challenge Name
  - Description
  - Challenge Unlock Amount

- **Sponsor Donor Details**
  - Sponsor Donor Name
  - Sponsor Business URL (optional)

- **Challenge Criteria**
  - Select the time period applicable for this challenge
    - Time Zone: Eastern Time
  - Start Time (US/Eastern Time)
  - End Time (US/Eastern Time)

- **Challenge Type**
  - Dollar Challenge

- **Challenge Goal**
  - How many dollars are needed to complete this challenge?

Note the three different challenge types defined within the orange box.
View Your Challenge

Within your Idaho Gives dashboard:

Matches and Challenges
Idaho Gives

<table>
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**60 donations in 60 minutes!** Sponsored by Acme Corporation

- Displayed Anonymously
- Challenge Amount: $6,000.00
- Goal: 60 Donations

- Starts: 5/1/2023 5:00pm
- Ends: 5/1/2023 6:00pm

If we receive 60 donations between 3:00 pm - 4:00 PM on May 1, we'll unlock a $6,000 donation from our friends at Acme Corporation!

- Edit
- Archive
- Remove

On your Idaho Gives profile page:

Acme Corporation: 60 donations in 60 minutes!

Your Org name

If we receive 60 donations between 3:00 pm - 4:00 PM on May 1, we'll unlock a $6,000 donation from our friends at Acme Corporation!

60 more donations unlocks $6,000

VIEW PROFILE  DONATE
Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters.

- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match.”

- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor.
Mega Match Prize

Organizations that secure and meet a match of $1,000 or more are entered into a $1,000 prize. Learn more on the prize page.
Takeaways & Resources
Resource Toolkits

Include:

- Tips and tricks
- Sample communications
- Social media templates
- Donor stewardship email templates
Nonprofit Tools for Success

Tools for Nonprofits

- Check out the Peer-to-Peer Fundraisers section of the Nonprofit Toolkit
- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers
P2P Fundraiser Tools for Success

Resource Toolkits
Find all the info specific to your needs in one of our helpful toolkits below!

- Nonprofit Toolkit
  - Explore
- P2P Fundraisers Toolkit
  - Explore
- Business Members Toolkit
  - Explore

Tools for Fundraisers

- P2P Fundraisers Toolkit within the Resource Toolkits page
  - How to sign up
  - Resources & support articles
  - Communication guides & templates
  - Link to downloads page

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Giving Day Support & Resources

Visit our Help Center

Check out Our Blog

Send us an email at CustomerSuccess@GiveGab.com

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

Idaho Gives

IDAHO NONPROFIT CENTER

May 1 - 4