



IDAHO NONPROFIT CENTER

# Expanding Your Reach for Idaho Gives

GiveGab is becoming  Bonterra.

# Have You Used These Strategies Before?

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

**If so, what's been your biggest challenge?**

# Submit Your Questions!



## Chat Box

To: ☒ All panelists  
Type: All panelists and attendees

## Q&A



Please input your question

☐ Send Anonymously

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

# Your Idaho Gives Team



**Jennifer**

***Project Manager***



**Merlin**

***Senior Project  
Manager***



**Betsy**

***Programs &  
Membership  
Coordinator***

# 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

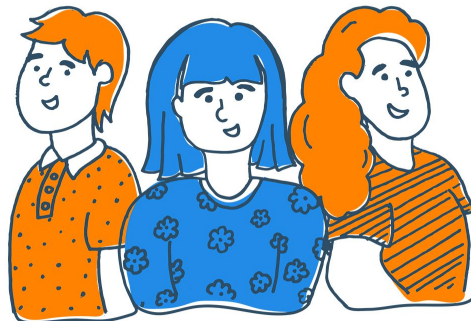




# Make it Compelling

**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

GiveGab is becoming  Bonterra.

# 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

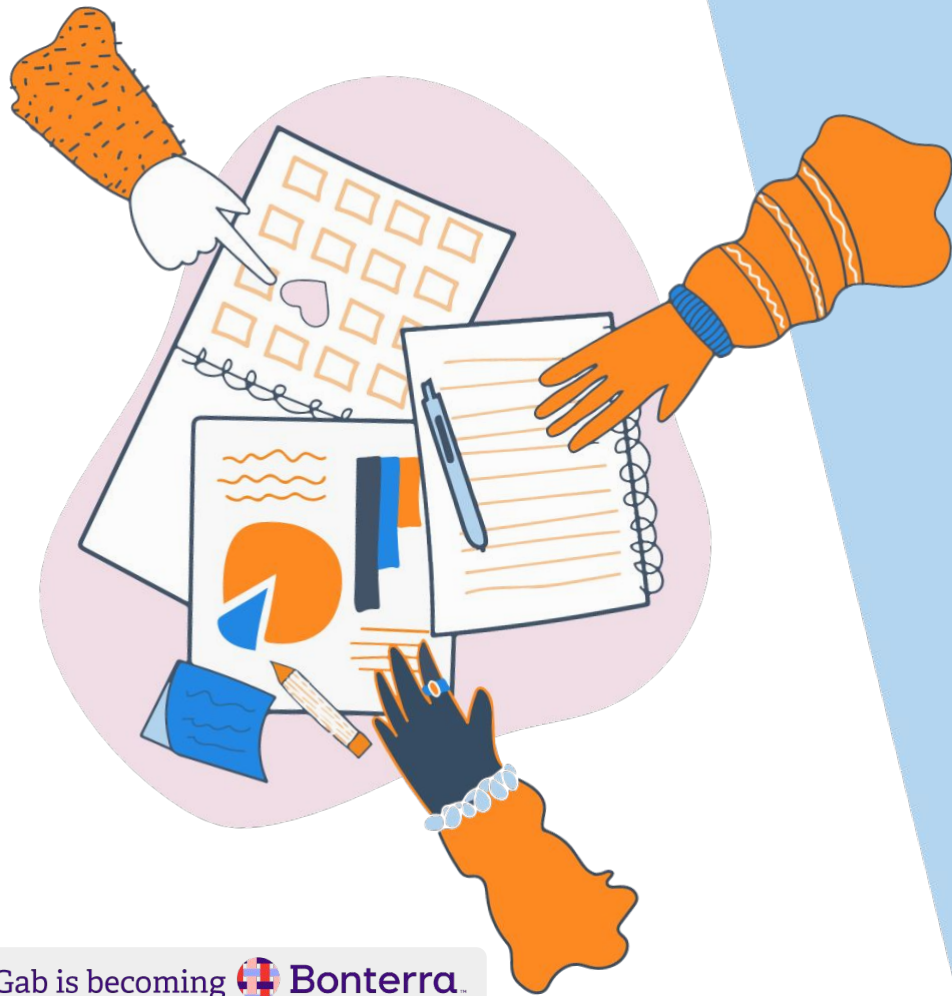




# Idaho Gives' 2022 Peer-to-Peer Stats

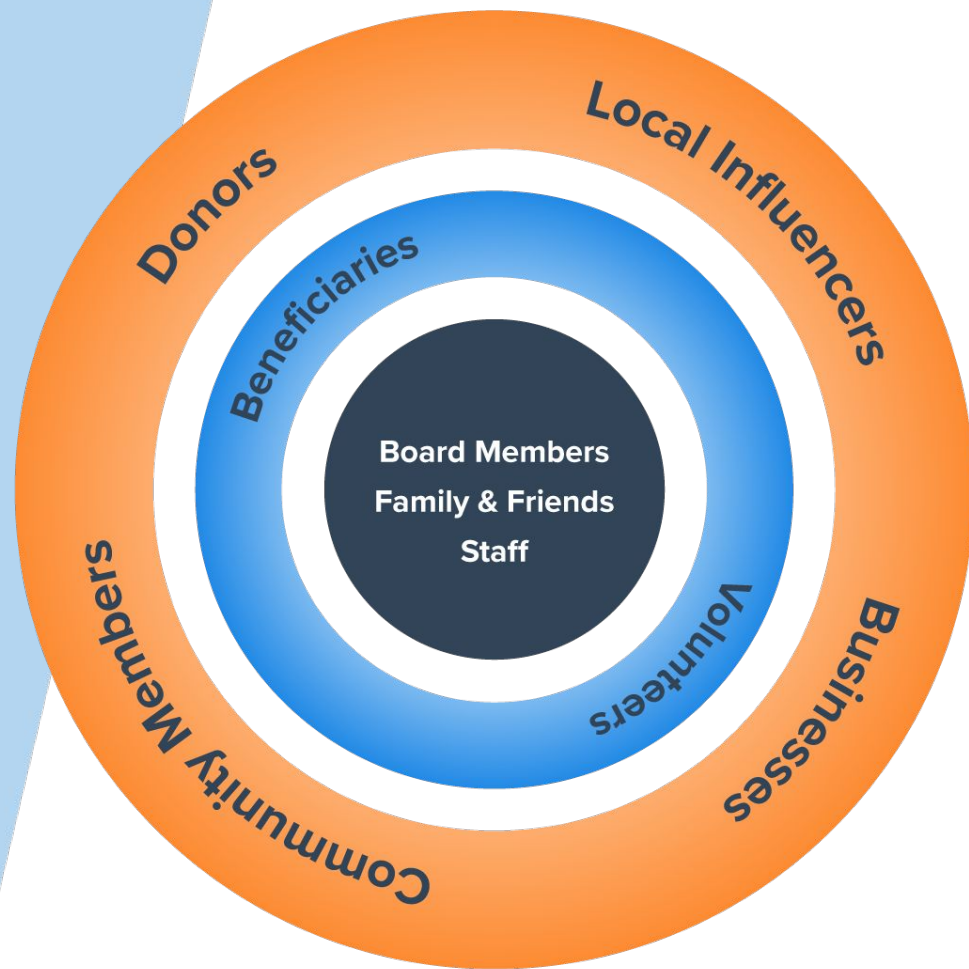
- 106 organizations used P2P
  - Total raised through P2P feature: **\$172,119**
  - Total donors that came through P2P feature: **1,379**
  - Total number of P2P who raised money: **347**
  - Average # of P2P per organization: **3 - 4**
- Average amount raised by organizations with P2P = **\$10,325**
- Average amount raised by organizations without P2P = **\$4,819**

**On average, organizations that used P2P raised 2x more!**



# Strategize and Plan

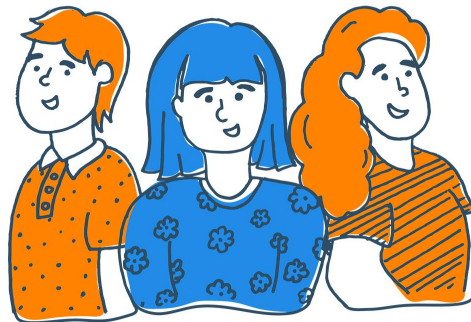
# Identify Potential Fundraisers



# 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





# 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





 Add Fundraisers 

 Download CSV

Add Fundraisers

Upload Fundraisers

Message All

Fundraiser 	Fundraiser Display Name	Donors 	Amount Raised 	Goal 	Email	Phone	Actions
No fundraisers found.							

☒ Allow New Fundraisers to Sign Up

**Set Fundraisers' Story**

**Set Fundraisers' Goal**

\$

.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

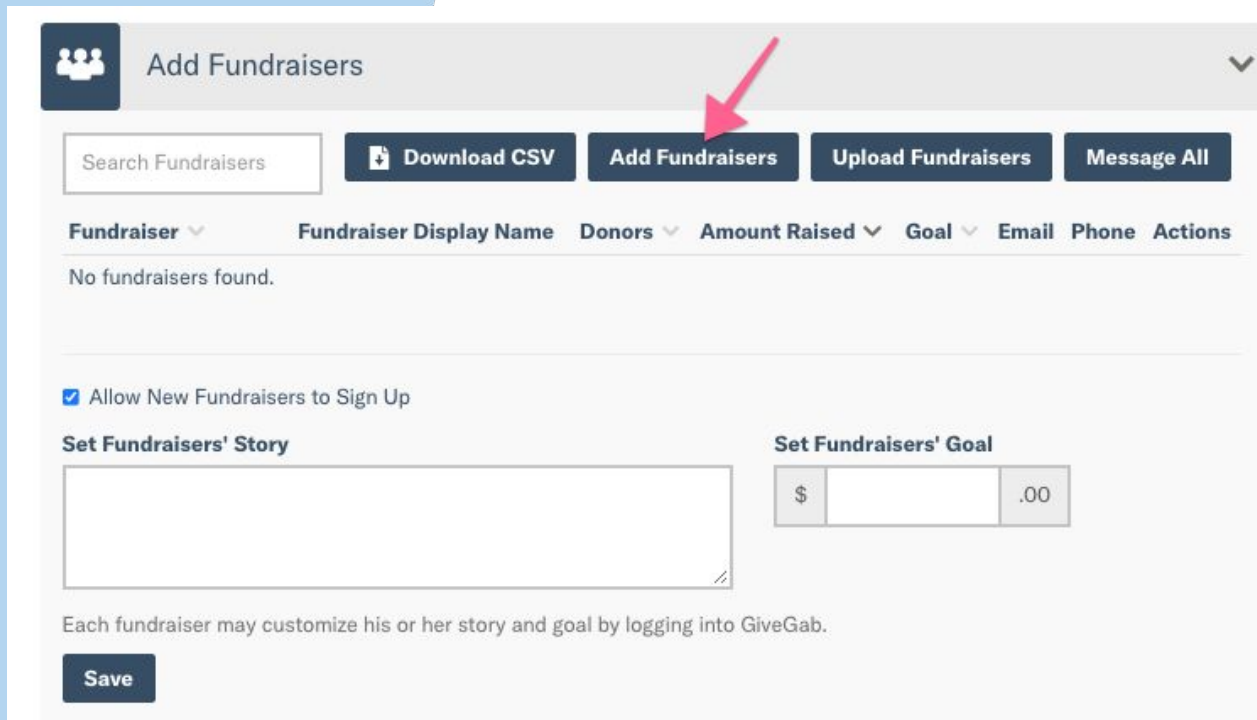
Save



# Demo

Navigate to your  
Fundraisers Tab in your  
Giving Day Dashboard.

Select “Add Fundraisers”



The screenshot shows the 'Add Fundraisers' section of a dashboard. At the top, there's a header with a group of people icon and the text 'Add Fundraisers'. Below this is a row of buttons: 'Search Fundraisers' (text input), 'Download CSV' (with a download icon), 'Add Fundraisers' (highlighted with a pink arrow), 'Upload Fundraisers', and 'Message All'. Below the buttons is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table, there's a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath, there are two sections: 'Set Fundraisers' Story' with a large text area, and 'Set Fundraisers' Goal' with a currency selector '\$' and a goal input field showing '.00'. At the bottom, there's a 'Save' button and a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

# Demo

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

### Add Fundraisers

**Fundraiser Display Name (optional)**

**First Name**

**Last Name**

**Email**  
 ✕

**Fundraiser Display Name (optional)**

**First Name**

**Last Name**

**Email**  
 ✕

+ New Fundraiser

Cancel

Next: Compose Your Message

# Timeline for P2P Recruitment



# 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

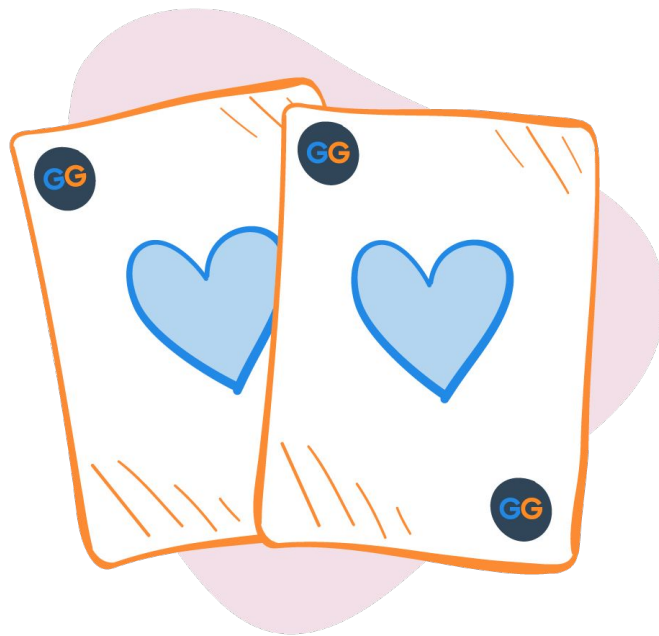


## What is a matching gift?

- 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 4.5 x more than organizations without a match





# Matches

Matching gifts allow donations to be increased by a set ratio



## 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

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

Donations will be multiplied by this amount when matched. Cannot be edited after matching donations have been made. **Pro tip:** use the description to let your donors know how their donations will be matched.

### 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

# 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!**

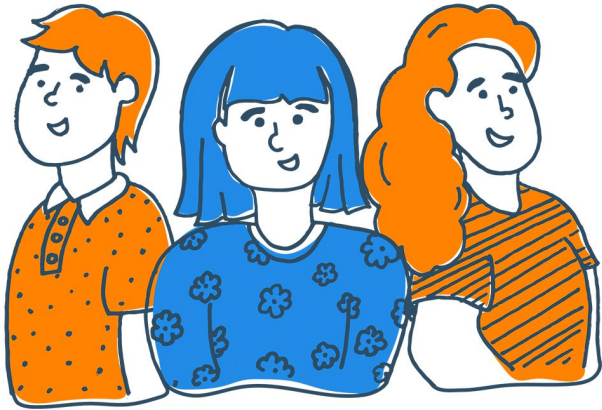
## Lizzy's Pet Supply: Let's boost Logan's Pups!

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!



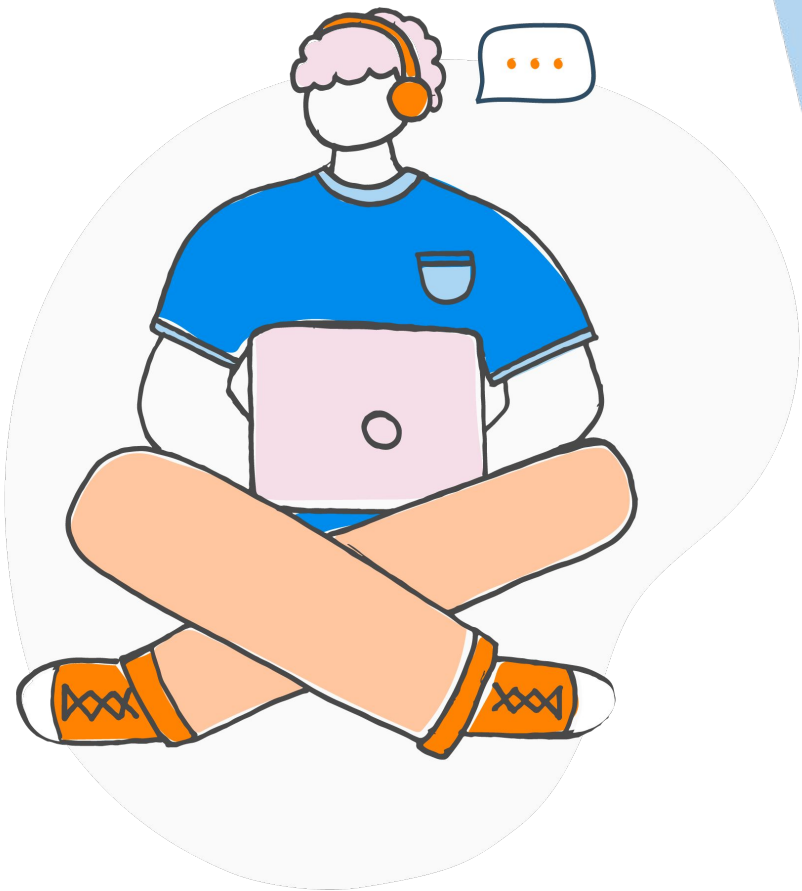
# New Donor Match



- 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!

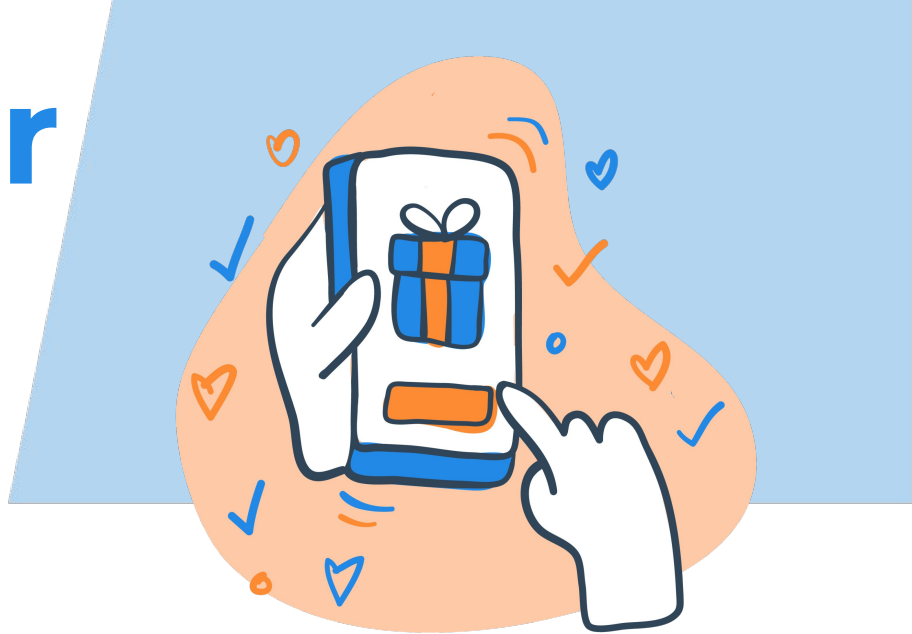


## Example:

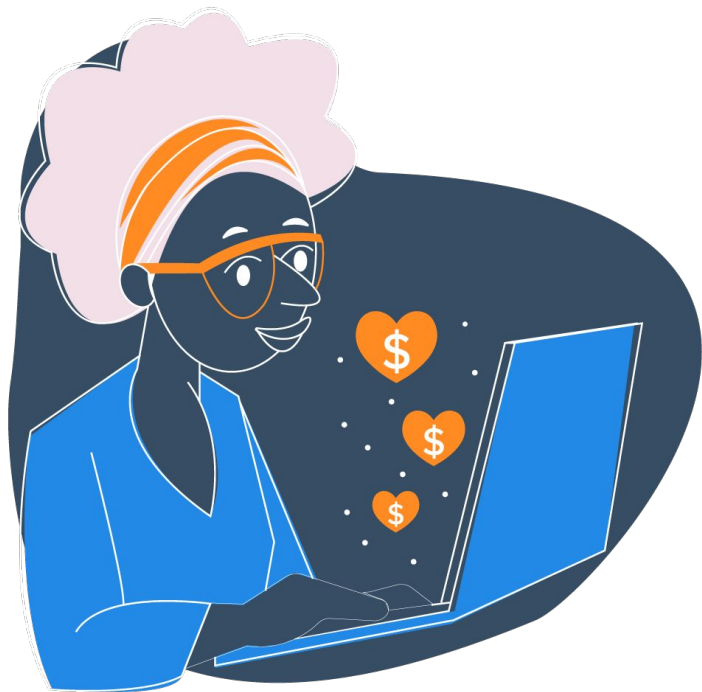
- The SPCA has a \$3,000 fundraising goal for their campaign
- PetSmart agrees to contribute \$1,000 if the SPCA reaches their \$3,000 goal
- As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a **Dollar Challenge**

# 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.



# Adding Matches & Challenges to your Giving Day

# Your Giving Day Dashboard

From your Giving Day Dashboard on GiveGab, click the “Manage Matches & Challenges” option under the Donation Tools heading



A screenshot of the Giving Day Dashboard interface. The top section contains a list of seven items, each with a green checkmark icon and a right-pointing arrow: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', 'Add a 'Thank You' Message', 'Add a 'Give Again' Message', and 'Add Fundraisers'. Below this list is a red button labeled 'Reset Profile'. Underneath the button is a small information icon followed by text: 'Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.' The bottom section is divided into two columns. The left column is titled 'Donation Tools' and contains four options: 'Add Offline Donation', 'Manage Matches and Challenges' (which is highlighted with an orange border), 'Manage Donations', and 'Embed a Donate Button'. The right column is titled 'Other Actions' and contains three options: 'Engagement Opportunities', 'Add External Fund', and 'Manage Support Areas'. At the bottom of the right column is an option labeled 'View Registration Info'.

# 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.



← Back

## Matches and Challenges

Idaho Gives

Matches

Challenges

+ Add Match

# 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

### Image

Select Image

Remove

**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

# 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.

☐ Display Sponsor Donor Name Publicly

### 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)

x

End Time (US/Eastern Time)

x

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

Matches

Challenges

+ Add Match

#### Board of Directors Match

Sponsored by **Sample Food Bank's Board**

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

Sample Food Bank's Board has so generously donated \$...

 Edit  Archive  Remove  Deplete Match

## On your Idaho Gives profile page:

### Matches

#### Sample Food Bank's Board: Board of Directors Match

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

\$5,000 MATCH

\$5,000 REMAINING


SEE MORE MATCHES

# Enter Challenge Information

## Challenge Details

Challenge Name

Description

Challenge Unlock Amount 

## 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.

☐ Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)


Image match\_commitment\_image\_11


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

## Challenge Criteria

Select the time period applicable for this challenge


Time Zone

Start Time (US/Eastern Time)  

End Time (US/Eastern Time)  

Challenge Type

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

☐ Archive 

Note the three different challenge types defined within the orange box

# View Your Challenge

Within your Idaho Gives dashboard:

## Matches and Challenges

Idaho Gives

Matches

Challenges

+ Add Challenge

**60 donations in 60 minutes!**

Sponsored by Acme Corporation

Displayed **Anonymously**

Challenge Amount

Goal

**\$6,000.00**

**60 Donations**

Starts

Ends

**5/1/2023 5:00pm**

**5/1/2023 6:00pm**

If we receive 60 donations between 3:00 pm - 4:00 PM...

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

Matches

Challenges

+ Add Match

## Board of Directors Match

Sponsored by **Sample Food Bank's Board**

Total Amount	Amount Remaining	✓ Auto-Matching Enabled
\$5,000.00	\$850.00	

Sample Food Bank's Board has so generously donated \$...

Edit

Archive

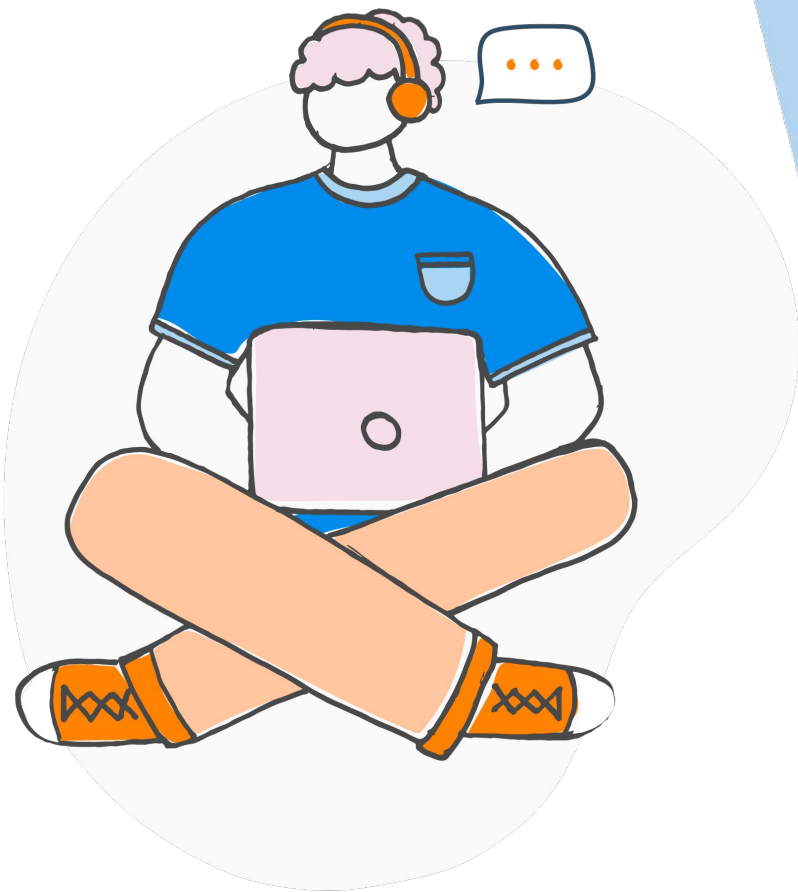
Remove

Deplete Match

# 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

## 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](#)



Board Member  
Toolkit

[Explore](#)



Donors Toolkit

[Explore](#)



Volunteer Toolkit

[Explore](#)



# 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

## 2. Next Steps



**Peer-to-Peer  
Fundraisers**

[View](#)

# 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

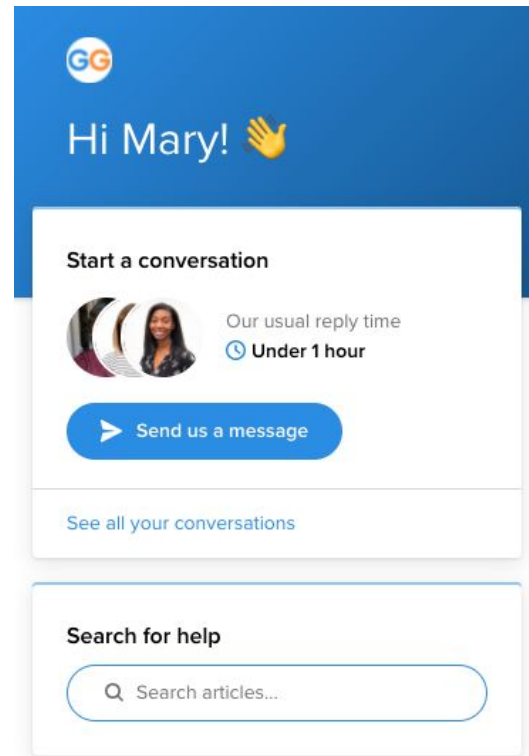
# Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at  
[CustomerSuccess@GiveGab.com](mailto:CustomerSuccess@GiveGab.com)

GiveGab is becoming  **Bonterra.**



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 NONPROFIT CENTER

*May 1 - 4*