Final Steps to Success for Idaho Gives

May 1 - 4
Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by April 7.

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

Introduce yourself! Name, location, and organization.
Agenda

- Idaho Gives Updates & Reminders
- Your Checklist for Success
- After Idaho Gives
- Next Steps
- Q&A
Idaho Gives Updates and Reminders

Idahogives.org | May 1 - 4

- Donations open April 19
- Donations close May 5 at 12:00 AM
- Prizes
- Social Media Feed - use #idahogives
- Submit and find local Idaho Gives events on the Events page
- 2023 shirt sales are now open!
Your Success Checklist

- Ready for Donations?
- The Perfect Profile
- Gamify with Matches & Challenges
- Engage Ambassadors
- Prepare Communications
Are you able to accept donations?

- Add Your Organization’s Info
- Add Your Story
- Get Verified to Collect Donations

**Status: Verified**
Hooray! Your organization has been verified to accept donations on GiveGab.

- Confirmed state fundraising compliance
- Bank account and organization information verified
Will you have cash or check gifts?

- Add cash and check donations to your Idaho Gives totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included
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?
Have you secured a matching gift?

Why?
- In 2022, organizations who set up a Match or Challenge for Idaho Gives raised on average 5x more

- Strategize
  - Set up your match in a way that draws donor attention
  - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training
Your Matching To-Do List

- Identify sponsors to ask
- Secure commitment
- Add Matches and Challenges to your Idaho Gives profile
- Verify your match setup with GiveGab support
- Curate communications to highlight your match
What’s New for 2023?
Give a Little More

Allows returning donors to review their gifts from 2022 and prompts them to Give a Little More!

This is purely optional! Donors do not need to sign in or create an account to make a gift.
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
Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the [Idaho Gives Fundraiser Guide](#)
- Communicate your organization’s goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile
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
Post-Idaho Gives Success
How will you get your donations?

- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
  - Your report will contain payout dates to help you determine when gifts were deposited
- Deposits will appear on your account from “Stripe”
- Reference your new Financials report to reconcile deposits!
Finding Your Donor Data

Admin Dashboard

Recent Donations

<table>
<thead>
<tr>
<th>Date</th>
<th>Donor Name</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/24/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>9/10/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>9/2/2020</td>
<td>Kyle Cundy</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>8/12/2020</td>
<td>Board of Giving Theatre</td>
<td>$100.00</td>
</tr>
<tr>
<td>8/12/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>6/3/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>3/27/2020</td>
<td>Bridget Cefaro</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>1/16/2019</td>
<td>McKenna Prize</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>9/27/2018</td>
<td>Josse Saidana</td>
<td>$9,999.00</td>
</tr>
<tr>
<td>6/20/2018</td>
<td>Rebekah Casad</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

View All Donations
Filtering Your Data

Donations

Search by name or email

All Giving Days & Community Giving
All Campaigns
Any Donation Type

Start
End

Actions
Donation ID
Date
Donor
Intended Donation

6554
11/22/2021 12:42PM katrina@gmail.com
$100.00
Exporting Your Donor Data

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/10/2021</td>
<td>$5.00</td>
<td>Laryssa Hebert</td>
<td><a href="mailto:laryssa.hebert@giveGab.com">laryssa.hebert@giveGab.com</a></td>
</tr>
<tr>
<td>2/2/2021</td>
<td>$25.00</td>
<td>Jonathan Nay</td>
<td><a href="mailto:jon.nay11@giveGab.com">jon.nay11@giveGab.com</a></td>
</tr>
<tr>
<td>2/2/2021</td>
<td>$25.00</td>
<td>Jonathan Nay</td>
<td><a href="mailto:jon.nay1@giveGab.com">jon.nay1@giveGab.com</a></td>
</tr>
</tbody>
</table>

**Export CSV**  **Edit Bank Account Info**
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 include what you were able to achieve as a result
- Review your donor data and 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, but 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
- Idaho Gives 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
- Secure potential matches
- Develop a stewardship plan for your donors
Final Checklist

- Complete your profile by April 19th
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Idaho Gives on Social Media and use #idahogives in your posts
- 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?

Idaho Gives

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