

Final Steps to Success

GIVE  GROW

IOWA 4-H

October 8, 2019

Agenda

- Give. Grow. Iowa 4-H Updates & Reminders
- Your Success Checklist
- County Resources
- Your Next Steps

Updates & Reminders

- <https://www.iowa4hgivingday.org/>
- Giving Day is October 8th, 2019 - midnight to midnight
- Be on the lookout for early donation period
- Minimum donation is \$5.00
 - If you have donation levels on your profile, make sure your lowest level is at least \$5
- Peer to Peer Fundraising
- Matches/Challenges

Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Add Engaging Visuals
5. Empower Ambassadors
6. Prepare Communications
7. Rally Your Team
8. Review Your Campaign
9. Plan The Big Day
10. Create A Stewardship Plan

Do you have defined goals?

Your Give. Grow. Iowa 4-H goals can go beyond dollars raised:

- Donor goal
- Engagement/volunteerism
- Spreading Program/County awareness

Is your story authentic?

- Focus on a specific person, program, initiative, etc.
 - How do donors make these stories possible?
- Include photos, graphics, and key statistics
- Make sure your story reflects your initial goals
- Keep it consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!

Are your calls to action clear?

- Include a link to your Give. Grow. Iowa 4-H profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference on Give. Grow. Iowa 4-H
- Cater your calls to action to different goals and audiences
 - Fundraise! Donate! Volunteer! Join! Subscribe!

Are you featuring visual content?







- On your Give. Grow. Iowa 4-H Profile...
 - Cover Photo & Logo
 - Donation Levels
 - Story Photos or Infographics
 - Embedded Video
- Across your digital platforms...
 - On your website and Social Accounts
- In Your Communications...
 - Emails & Social Media Posts

**Visuals help tell
your story and
increase online
engagement!**

Is your Profile Completed?

- Have you:

- Added a cover photo?
- Shared an authentic story?
 - Set goals?
 - Included clear calls to action?
 - Featured visual content?
- Highlighted donation levels?
- Created a 'thank you' message?
- Included fundraisers?

	Add Your Organization's Info	>
	Add Your Story	>
	Get Verified to Collect Donations	>
	Add Donation Levels	>
	Add a 'Thank You' Message	>
	Add Fundraisers	>



Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: **Animals**, **Seniors**

[Manage this on GiveGab](#)

DONATE



0%

\$0 Raised \$5,000 Goal 0 Donors



\$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

Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

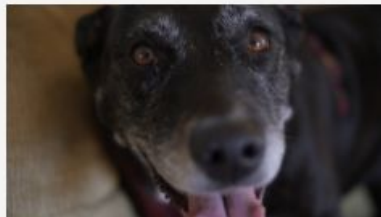
To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

DONATE



Matches

Board of Trustees: #NVBigGive Match

On 3/22 our generous board of trustees will **DOUBLE** all donations made to our organization during Nevada's big Give 2018!

\$5,000 MATCH

\$5,000 REMAINING

Fundraising Champions

[Bridget Cafaro](#) **\$0.00**

[Alyssa Ravenelle](#) **\$0.00**

Are your ambassadors prepared?

- Identify your Give. Grow. Iowa 4-H Ambassadors
 - Social Ambassadors
 - Council Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Give. Grow. Iowa 4-H County Toolkit!
- Communicate your goals and campaign game plan
 - Break down tasks into manageable responsibilities

Do you have a communications plan?

- Plan your online communications ahead of Give. Grow.

Iowa 4-H

- Announcements
 - Campaign Countdown
 - Day-Of Updates
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
 - Organization Website
 - Ambassador Sharing
 - Customize the templates, guides, and graphics in your Give. Grow. Iowa 4-H County Toolkit for the perfect plan!

Is your Give. Grow. Iowa 4-H Team ready?

- Gather your team before Give. Grow. Iowa 4-H or send a campaign specific email with helpful tools and updates
 - What are your goals? How can they help you achieve them?
 - Where can they find crucial campaign resources?
 - What are the roles that your Give. Grow. Iowa 4-H team will play?
- Play to your team's strengths and capacity
- Make it fun for everyone involved (And say thanks!)

Are you campaign confident?

- Review your game plan and Give. Grow. Iowa 4-H profile
 - Is your profile complete? Does it reflect your goals and mission?
 - Are your communications ready? Are they clear and concise?
- Are you promoting your Give. Grow. Iowa 4-H profile consistently across all of your digital platforms?
- Try going through the process as if you were a donor, from the first point of access to donation success!

Is your big day **BIG** enough?

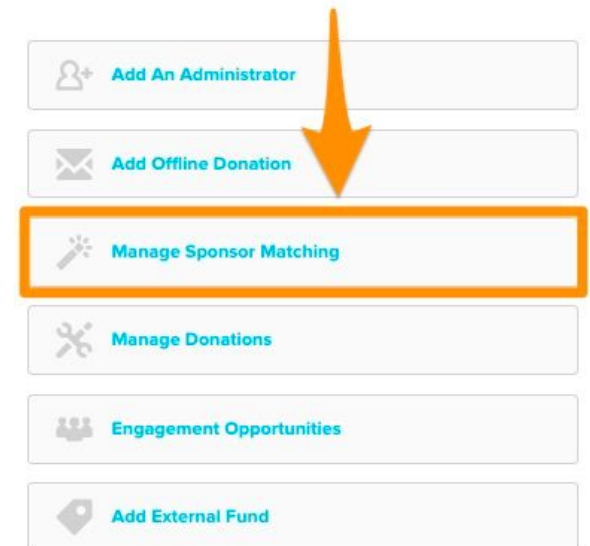
- Assign day-of roles for your Give. Grow. Iowa 4-H team
 - Play to your team strengths and capacity!
- Mix in pre-scheduled communications with live updates
- Share any in-person opportunities with supporters
 - Don't forget to take pictures and videos to share online!
- Have fun with your team and your supporters!

How will you thank your supporters after Give. Grow. Iowa 4-H

- Pre-schedule general 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 donors for more personal stewardship
 - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!

Do you Have Matches/Challenges?

- Promotional tool to help motivate donors as their gift will have a greater impact
- Identify your match/challenge sponsors
 - From 2018 #GivingTuesday giving days, nonprofits that featured matches and/or challenges raised 8.13 times more!
- Matches
 - A pool of funds donated from a business or donor used to double the amount raised by your organization.
- Challenges
 - A pool of funds that can be “unlocked” by meeting a specific dollar or donor goal.












Do you have cash/check gifts?

- Add cash/check donations as offline gifts

Time to launch

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-  Add An Administrator
-  Add Offline Donation
-  Manage Sponsor Matching
-  Manage Donations
-  Embed a Donate Button
-  Engagement Opportunities
-  Add External Fund
-  View Registration Info

Add Offline Donation ×

For Giving Day!

Donor's Name **Amount**

Custom Display Name (optional)

Donor's Message

Privacy Options

- Do not display the donor's name publicly
- Do not display the donation amount publicly

Your County Resources

- The 4-H Toolkit has everything you need to plan, prepare, and promote Give. Grow. Iowa 4-H and reach your goals!
 - Customizable Templates
 - Communication Timelines
 - Give. Grow. Iowa 4-H Graphics
 - Helpful resources for your volunteers and fundraisers
- Even more training videos for Matches/Challenges and Give. Grow. Iowa 4-H strategy



Training Sessions

[View](#)



Getting Started Guide

[Download \(PDF\)](#)



Helpful Support Articles

[View](#)



Give. Grow. Iowa 4-H Planning Guide

[View](#)



Communications Timeline

[View](#)



The Ultimate Guide to Giving Day Success

[Download \(eBook\)](#)



Peer-to-Peer Fundraisers

[View](#)



Peer-to-Peer Email Templates

[View](#)



Giving Day Blog Articles

[View](#)

We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

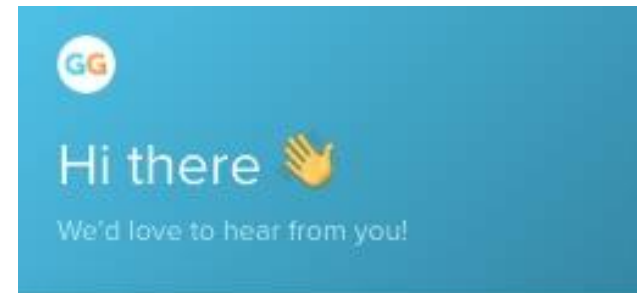
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



Leave us a message

The team typically replies in under 20m



 New message

Find an answer yourself

Search for articles...



Your Next Steps

- Like and Follow Give. Grow. Iowa 4-H on Social Media!
 - Don't forget to use **#GrowIowa4h!**
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the County Toolkit
- Have fun!

Questions?

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