GiveGab®

Final Steps to Success

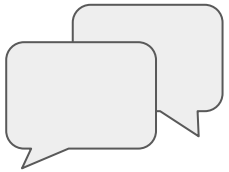
GIVE GROW

IOWA 4-H

October 6, 2020

Submit Your Questions!

Chat Box



Q&A

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

GiveGab®

Your GiveGab Team

Nickie Fredenburg

Project Coordinator

Laurel Maley

Project Coordinator

GiveGab®

Agenda

- Give.Grow.Iowa 4-H Updates & Reminders
- Your Checklist for Success
- After Give.Grow.Iowa 4-H
- Your Resources
- Next Steps
- Q&A

Updates & Reminders

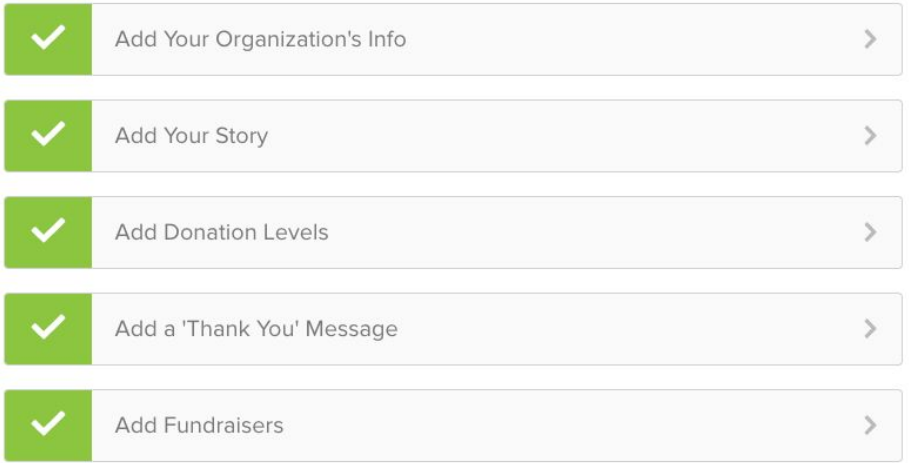
- **iowa4hgivingday.org** | October 6th 12AM - 12AM CT
- Donations Open October 6th at 12AM / Close October 7th at 12AM *(Subject to change)*
- Registration closes **September 9th**
- Challenges/Matches
- Tagboard

Your Success Checklist

- ☑ The Perfect Profile
- ☑ Matches/Challenges
- ☑ Engage Ambassadors
- ☑ Prepare Communications

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?
- P2P Fundraisers
- Matches/Challenges



Fremont County 4-H

DONATE FUNDRAISE

Making the best better!

Causes: **Youth, Education**

$5	$35	$60	$100
Just $5 will cover the annual enrollment fee for a Clover Kids member!	A donation of $35 will cover the annual enrollment fee for a 4-H member.	Your generosity will pay for local camping experiences for up to 3 youth.	Send a 4-H member to a state or regional camp with a $100 scholarship!

CHOOSE YOUR OWN AMOUNT

Fundraising Champions

Kathryn Ebling $5.00

Cristina Bryan $0.00

Fremont County 4-H has a rich history of impacting the lives of young people by helping them develop life skills, providing opportunities to explore and foster their passions, honing leadership and communication skills, and encouraging citizenship.

Located in the southwest corner of Iowa, Fremont County is bordered by Nebraska and Missouri. Best known for its unique Loess Hills, it features an agricultural community devastated by recent flooding. With a current population of just 7,000, stakeholders are committed to reversing declining population, maintaining local businesses, and providing quality education to the county's 1,200 students. Youth organizations, like 4-H, are crucial to influencing young people to invest in, and return to, the communities that shape and support them.

Through Give. Grow. Iowa 4-H, Fremont County hopes to raise awareness about its 4-H organization, recruit volunteers, increase enrollment, and raise money for continued programming.

DONATE

Poweshiek County 4-H

DONATE FUNDRAISE

$1,265 Raised 10 Donors

$10 Helps cover supply costs for special interest clubs, like Nature Club	$25 Covers the cost for a youth to attend a local camp or workshop	$50 Helps cover the enrollment fee for 4-H and afterschool Clover Kids	$100 Covers the cost for youth to attend the State 4-H Conference

CHOOSE YOUR OWN AMOUNT

Double your impact

Thanks to Glenn & Ginger Sterk

Gifts to **Poweshiek Co.** will be matched up to **$1,000!**

Don't miss your chance - donate TODAY!

Matches

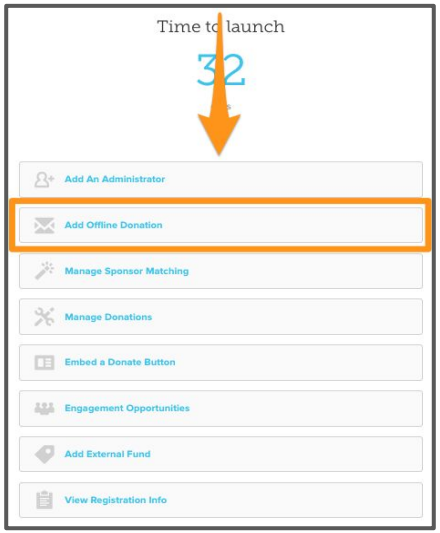
Glenn & Ginger Sterk: Poweshiek Co. Sterk Match

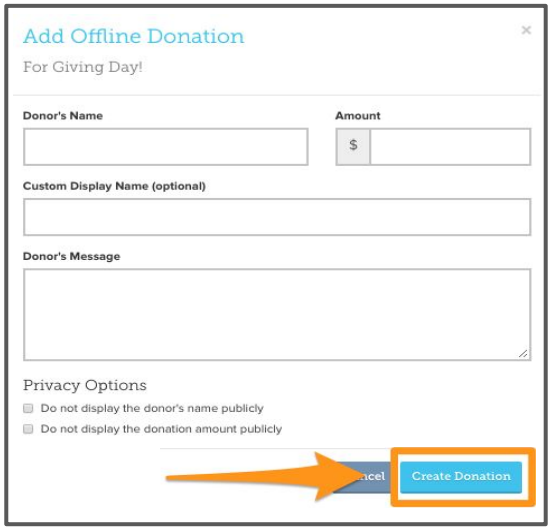
Glenn and Ginger Sterk will match gifts

GiveGab®

Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- Offline donations are included in challenges and leaderboards

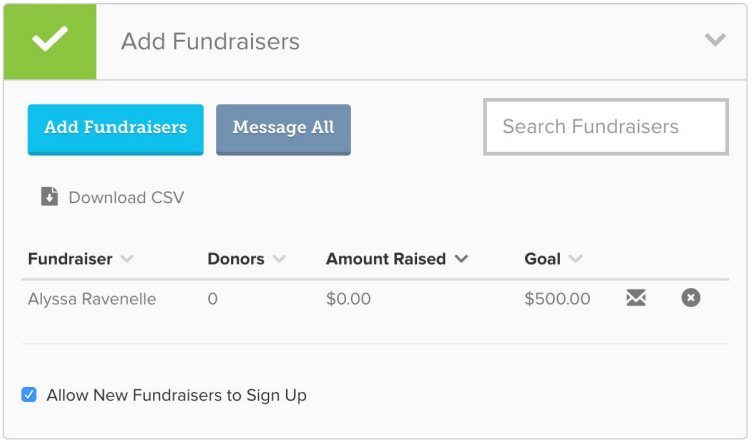




GiveGab®

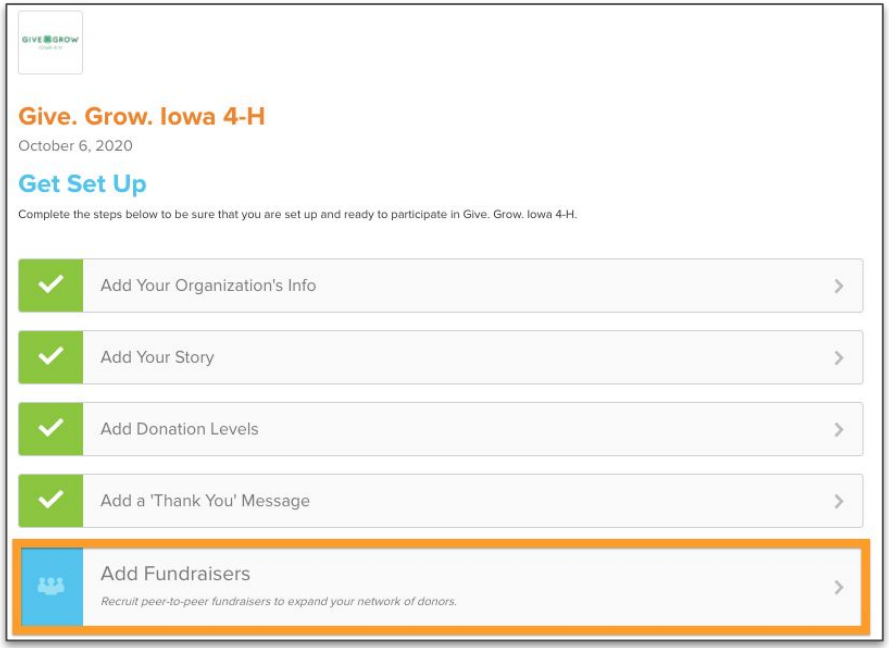
Peer-to-Peer Fundraising

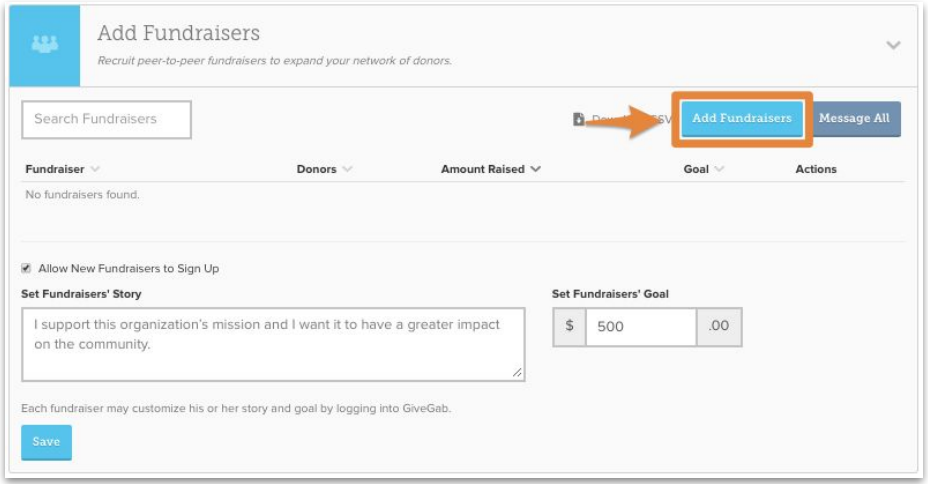
- Use your supporters, council members, volunteers and staff to expand your organization's reach
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization's totals!
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!



GiveGab®

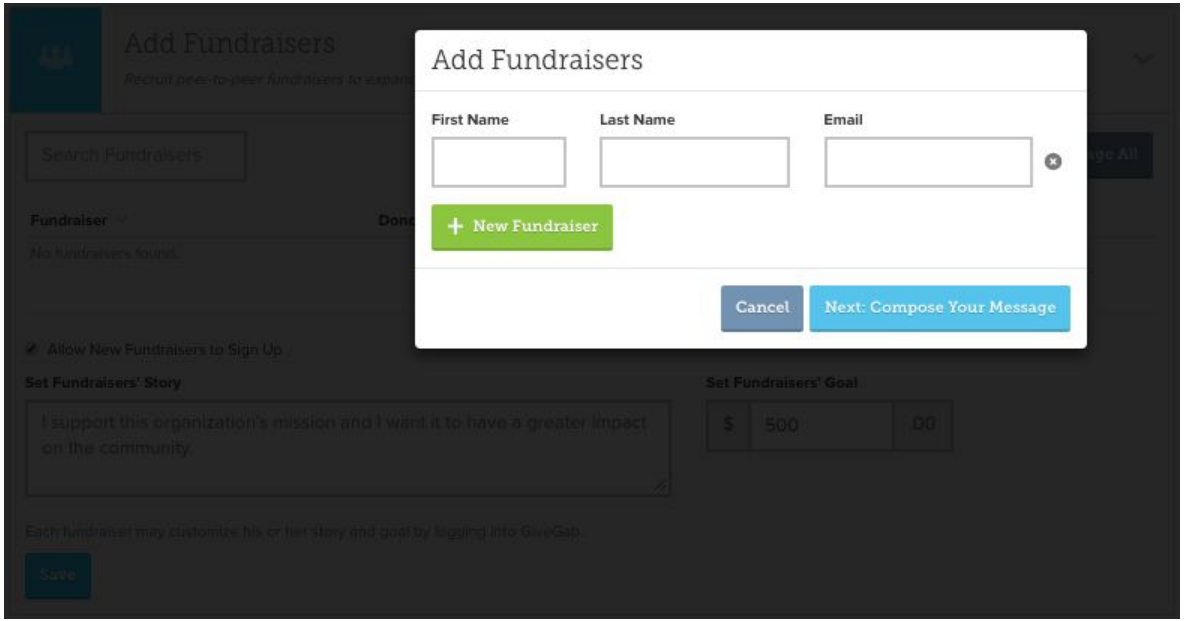
Adding P2P Fundraisers





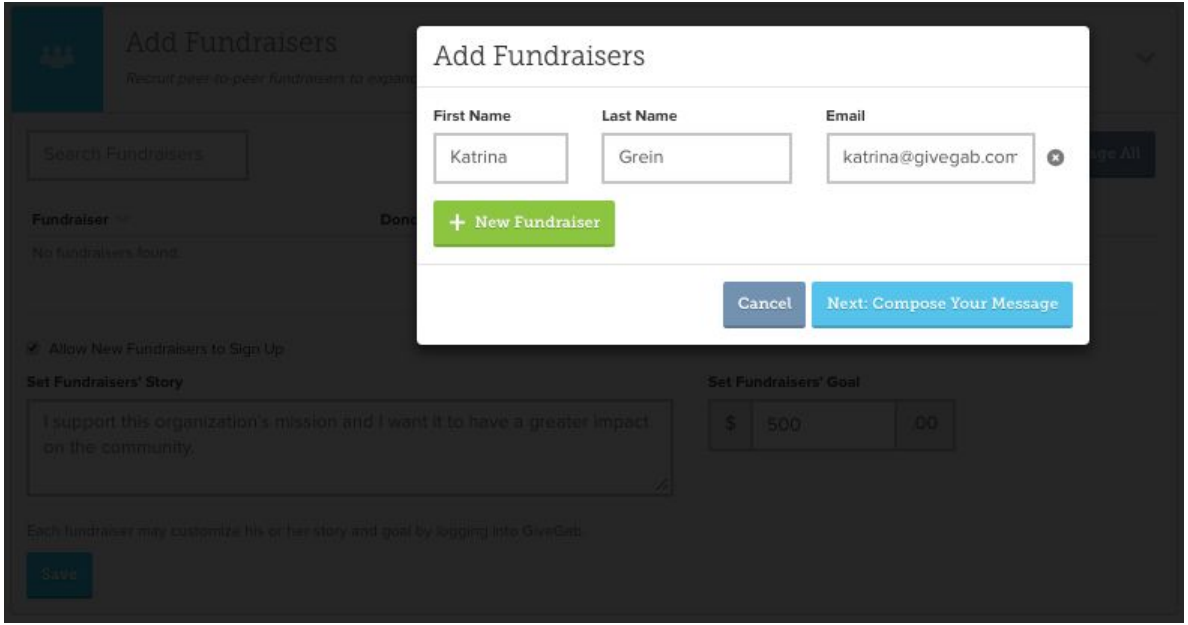
GiveGab®

Setting Up Your Fundraisers



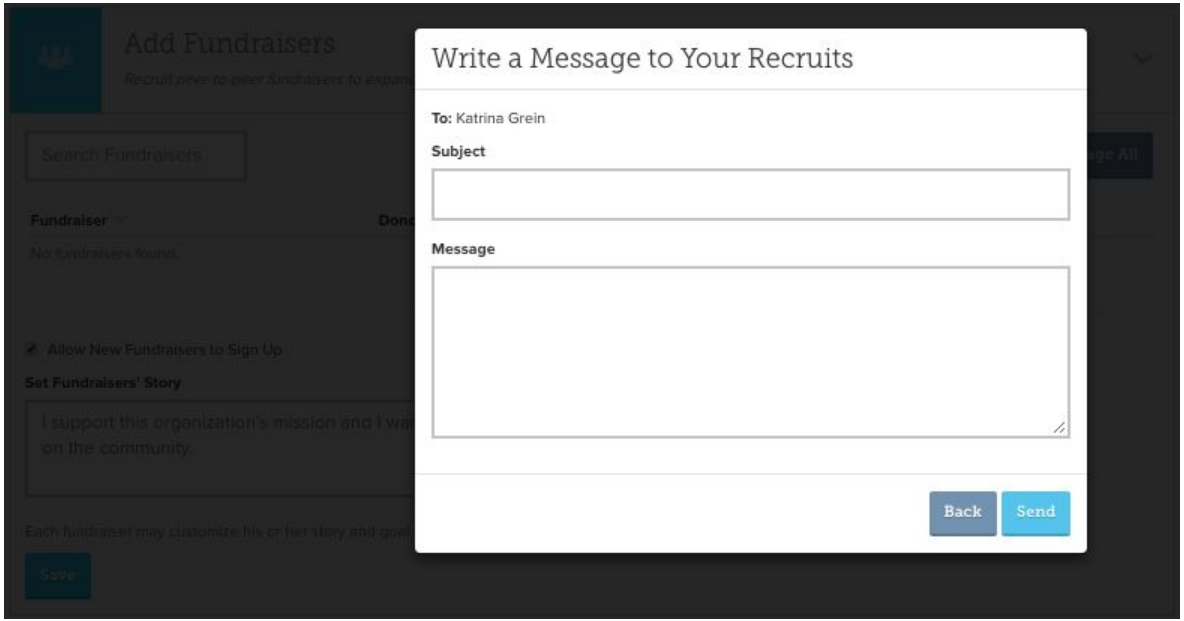
GiveGab®

Setting Up Your Fundraisers



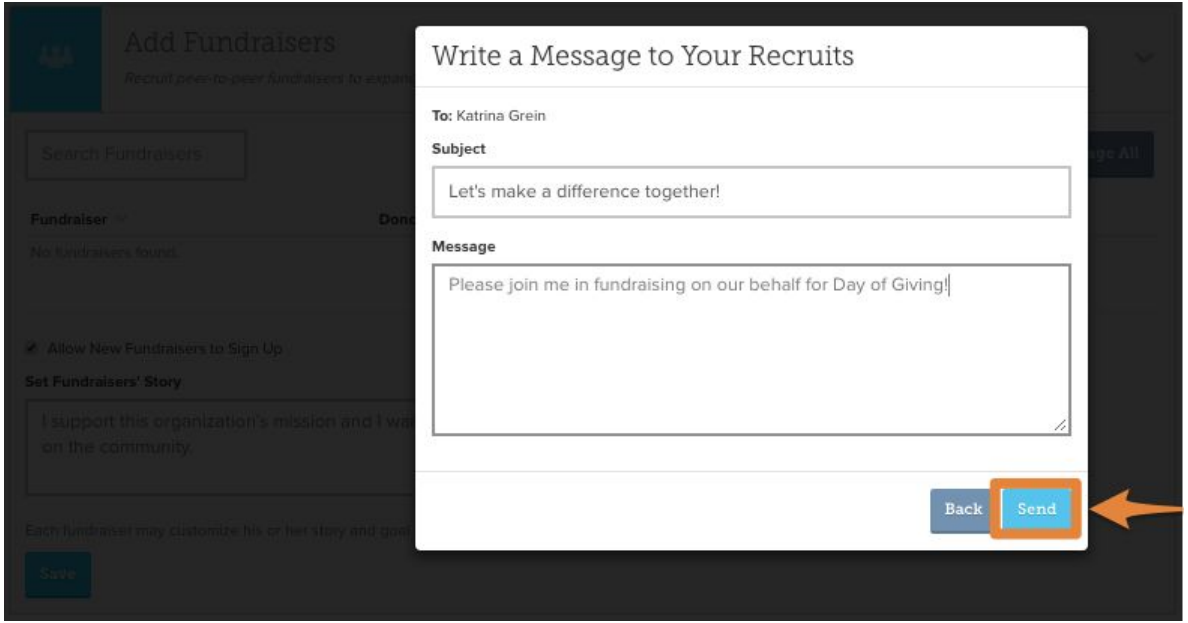
GiveGab®

Setting Up Your Fundraisers



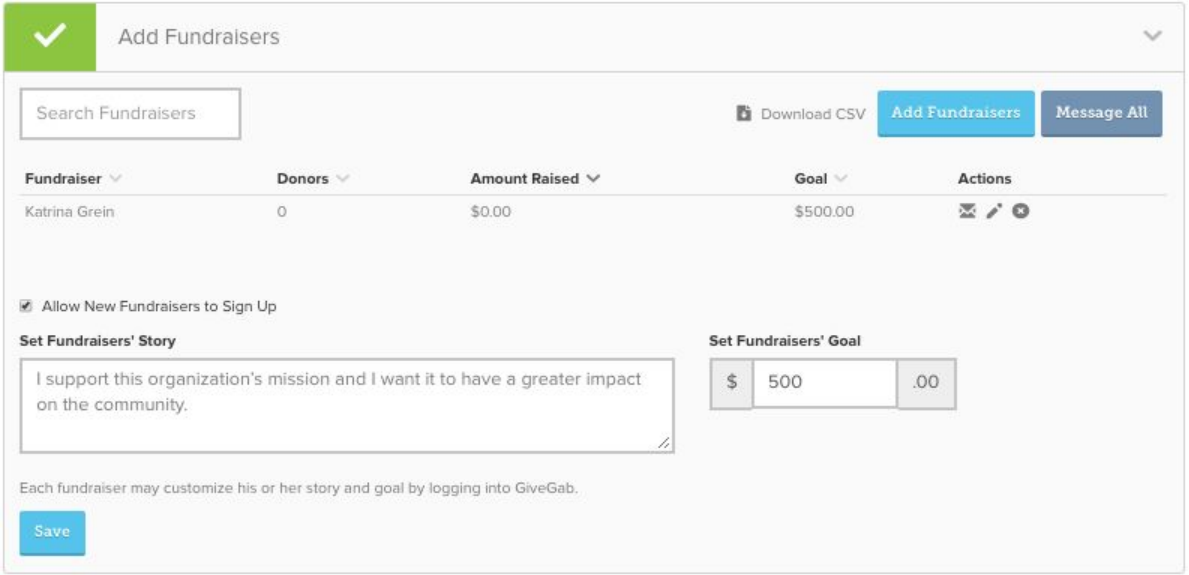
GiveGab®

Setting Up Your Fundraisers



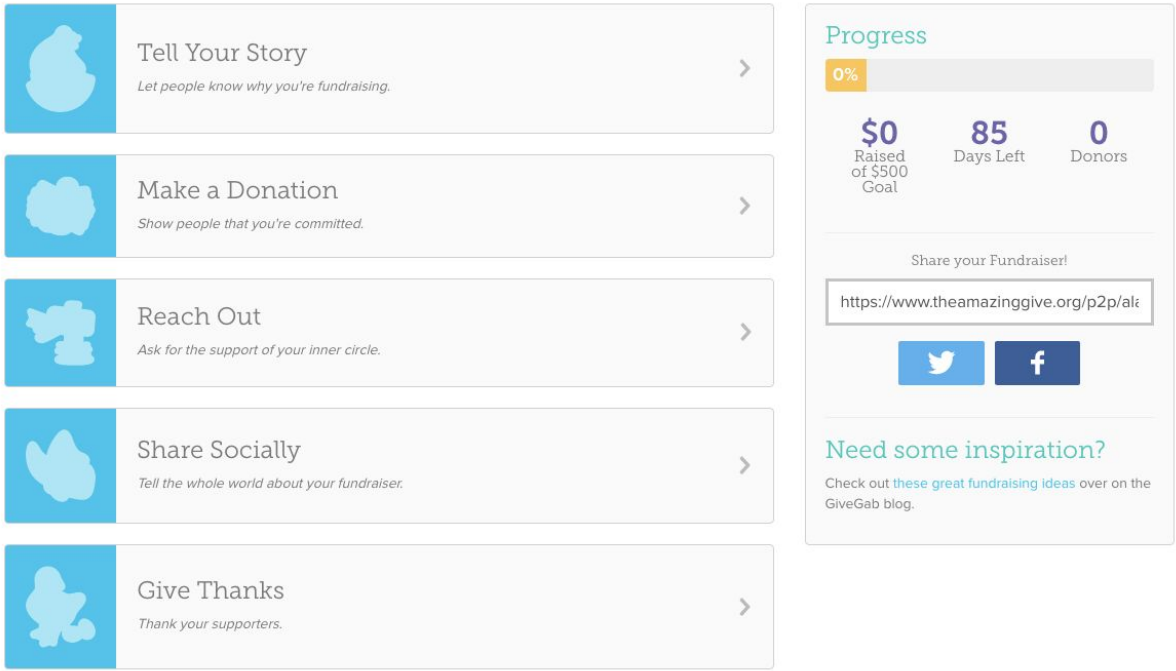
GiveGab®

Setting Up Your Fundraisers



GiveGab®

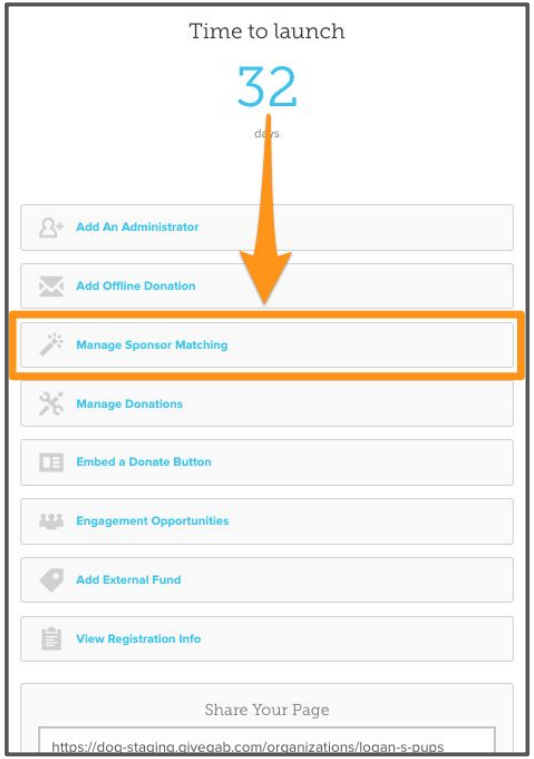
Your Fundraiser's Toolkit



GiveGab®

Highlight Sponsor Matches!

- 1:1 Match: each online donation will be matched dollar for dollar
- Challenge: Funds will be added to your organization's total once a set goal is achieved.
- Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!
- *Watch GiveGab's Matching Training video*

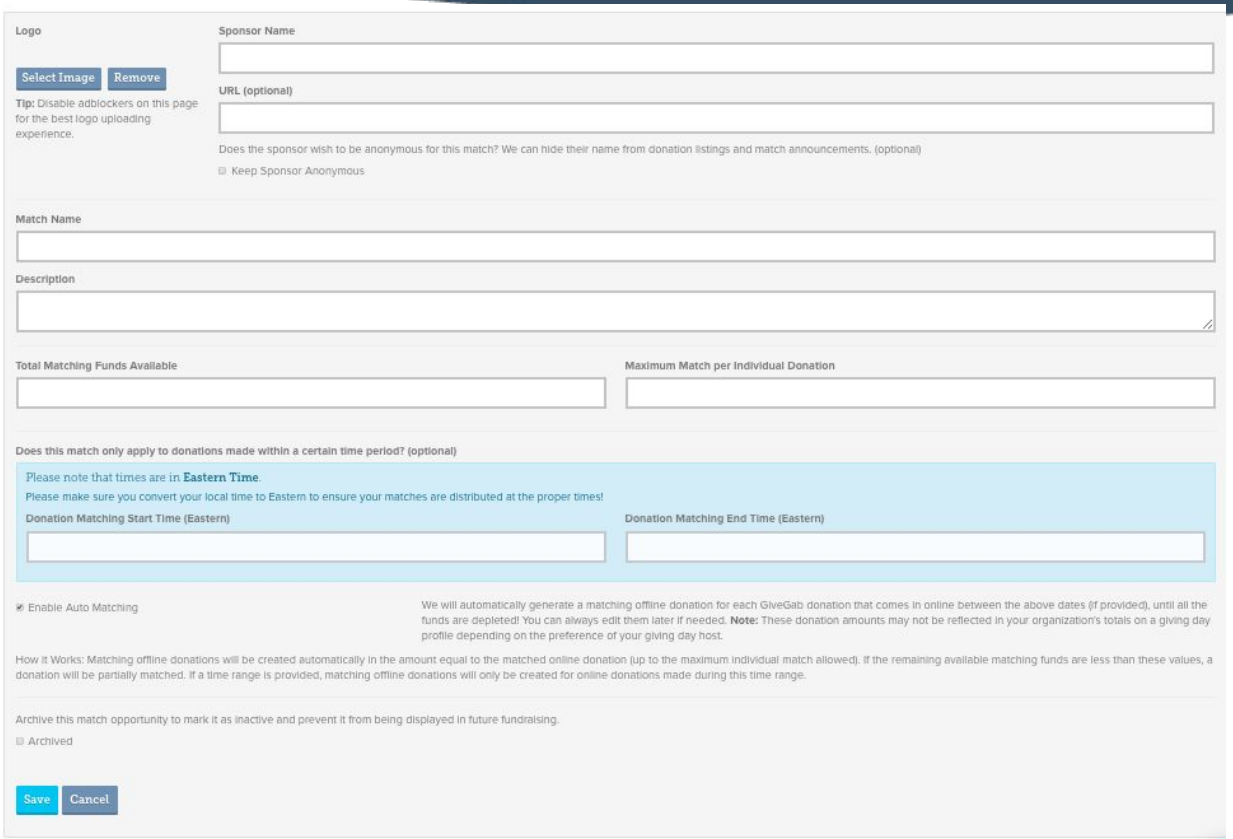


GiveGab®

Match/Challenge Resources

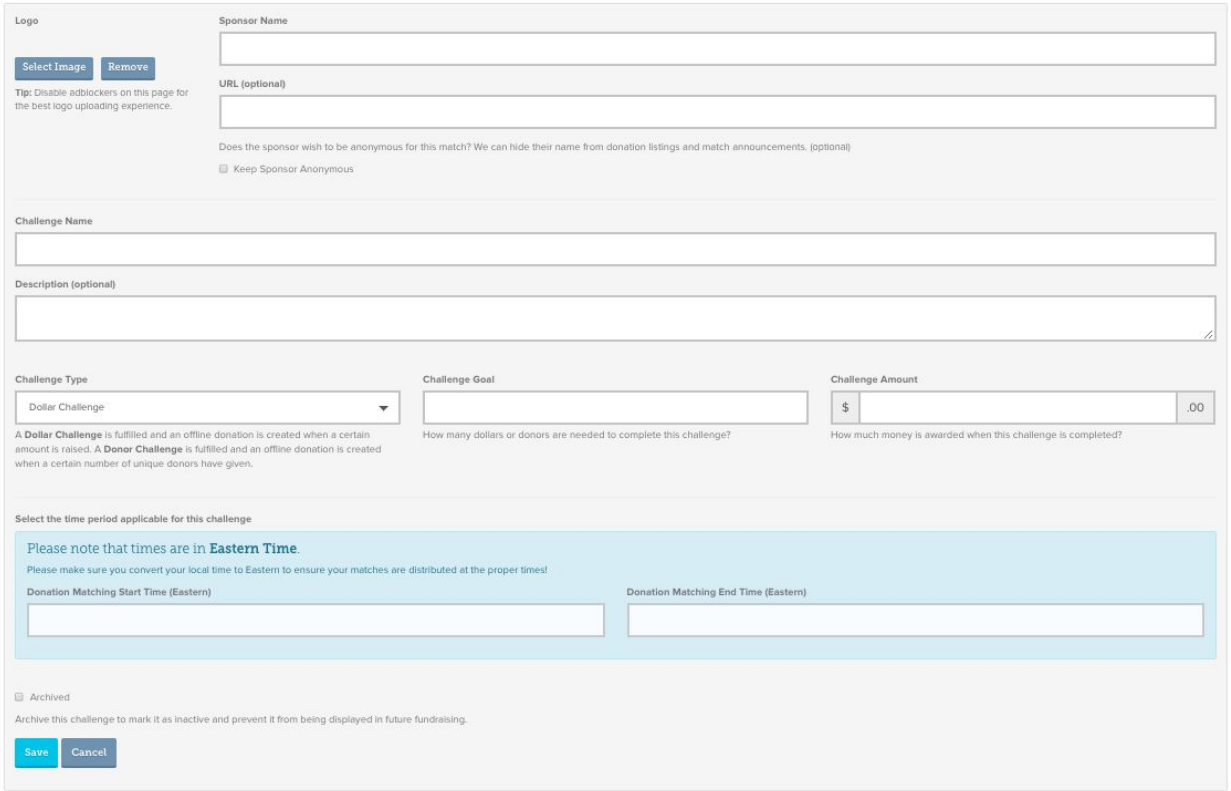
- Still time to ask and secure a matching gift!
- Ideas to ask for matching funds:
  - Extension Councils (can each member commit to a certain dollar amount?)
  - Local Co-Ops (Grain, Electrical)
    - NEW, Mid-Iowa, Heartland, Midland Power, PRO
  - Typical County Fair sponsors (No fair this year? Ask those who normally give to turn their donation into a matching gift)
  - Local banks & businesses

Do you have matches?



GiveGab®

Do you have challenges?



GiveGab®

Do you have a communications plan?

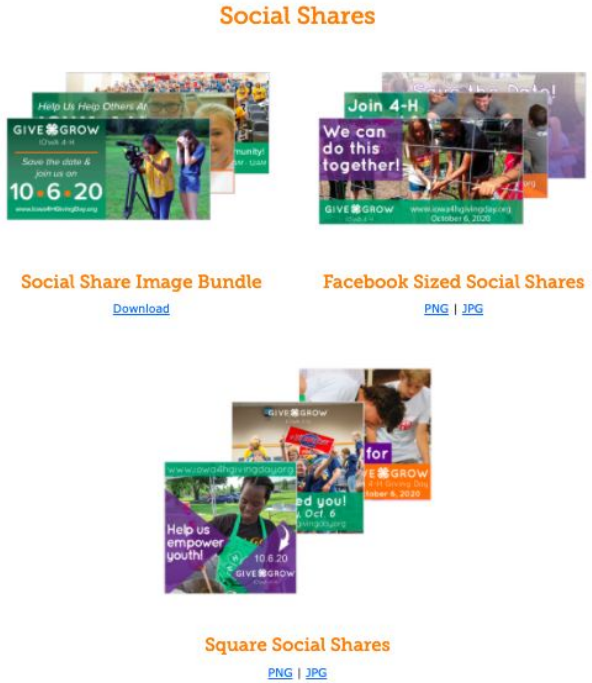
- Plan your online communications ahead of Give.Grow.Iowa 4-H
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing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

GiveGab®

Social Media

- **What to post**
  - Graphics created by Foundation (Found on County Toolkit page or via Facebook)

*More to come as we get closer!



Social Media

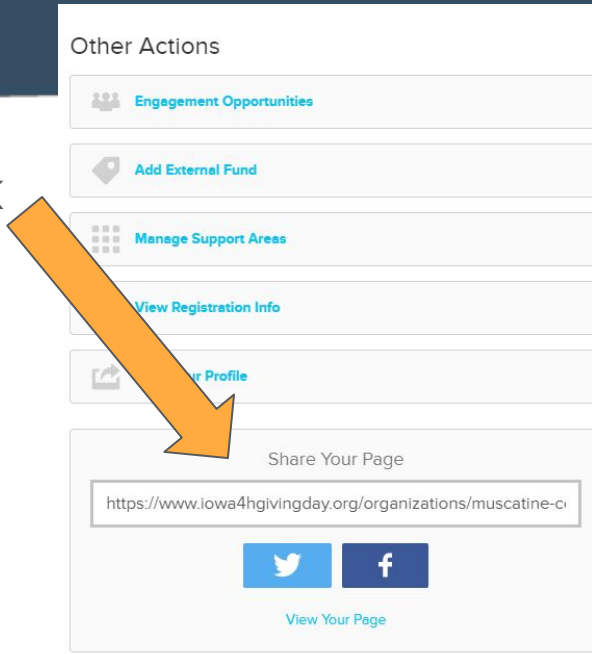
- **What to post**
  - Short videos from youth (why 4-H is important to them)
    - Or reshare videos from Foundation
  - Videos of programming (if applicable)
  - Local, county specific photos or program stories

Social Media

- **When to post**
  - 1-2 times/week (Now-September 25)
  - 3-4 times/week (September 27 - October 3)
  - At least 1/day (October 4-5) *Build Energy*
  - Day of - share Foundation challenge posts, reshare photos or memories from alumni in your county, *Lots of Energy*

Special Notes

- Share your Give. Grow. Iowa profile page link
- Engage volunteers, parents & Extension Councils to also share with their networks
- *Add to your National 4-H Week activity calendar!*
- Melanie can help create graphics or other materials to spread the word via newsletters, Farm Bureau ads, etc. Just ask!

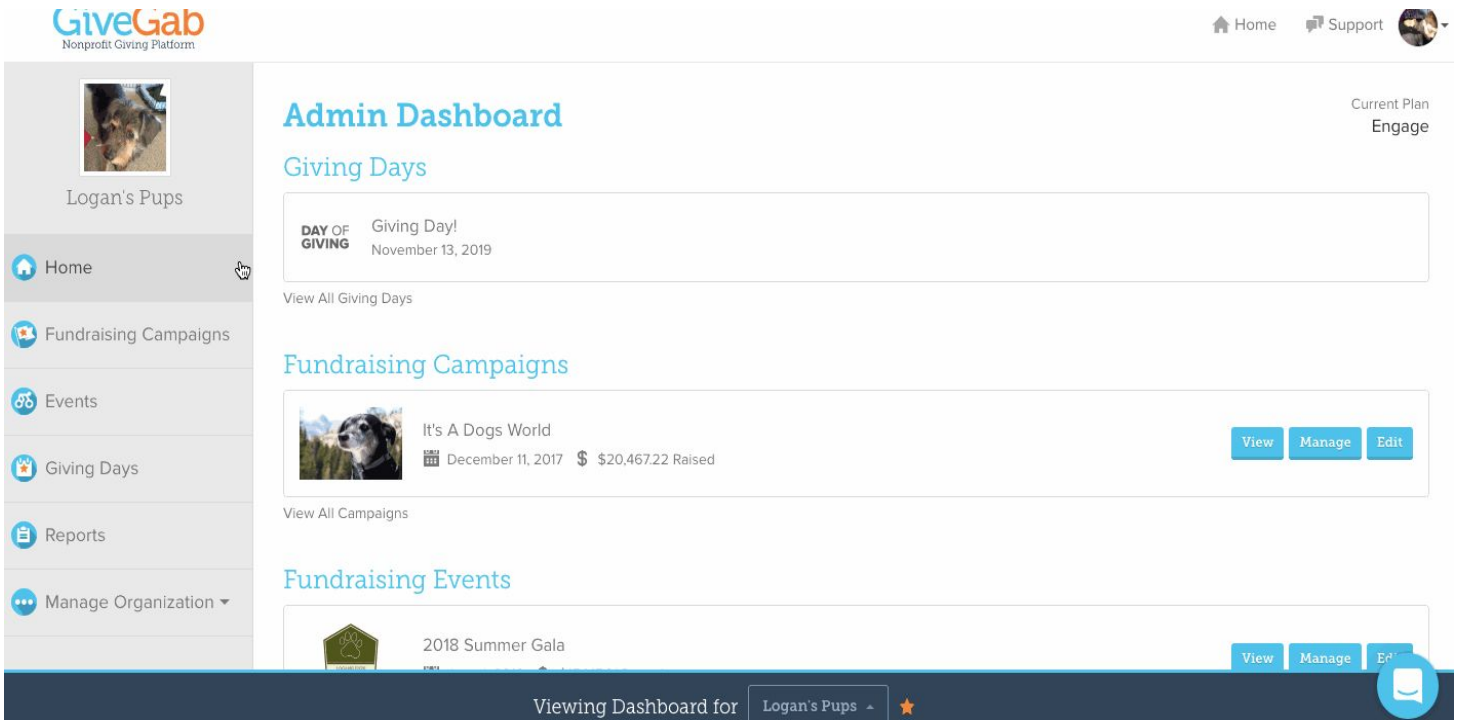


GiveGab®

After Give.Grow.Iowa 4-H

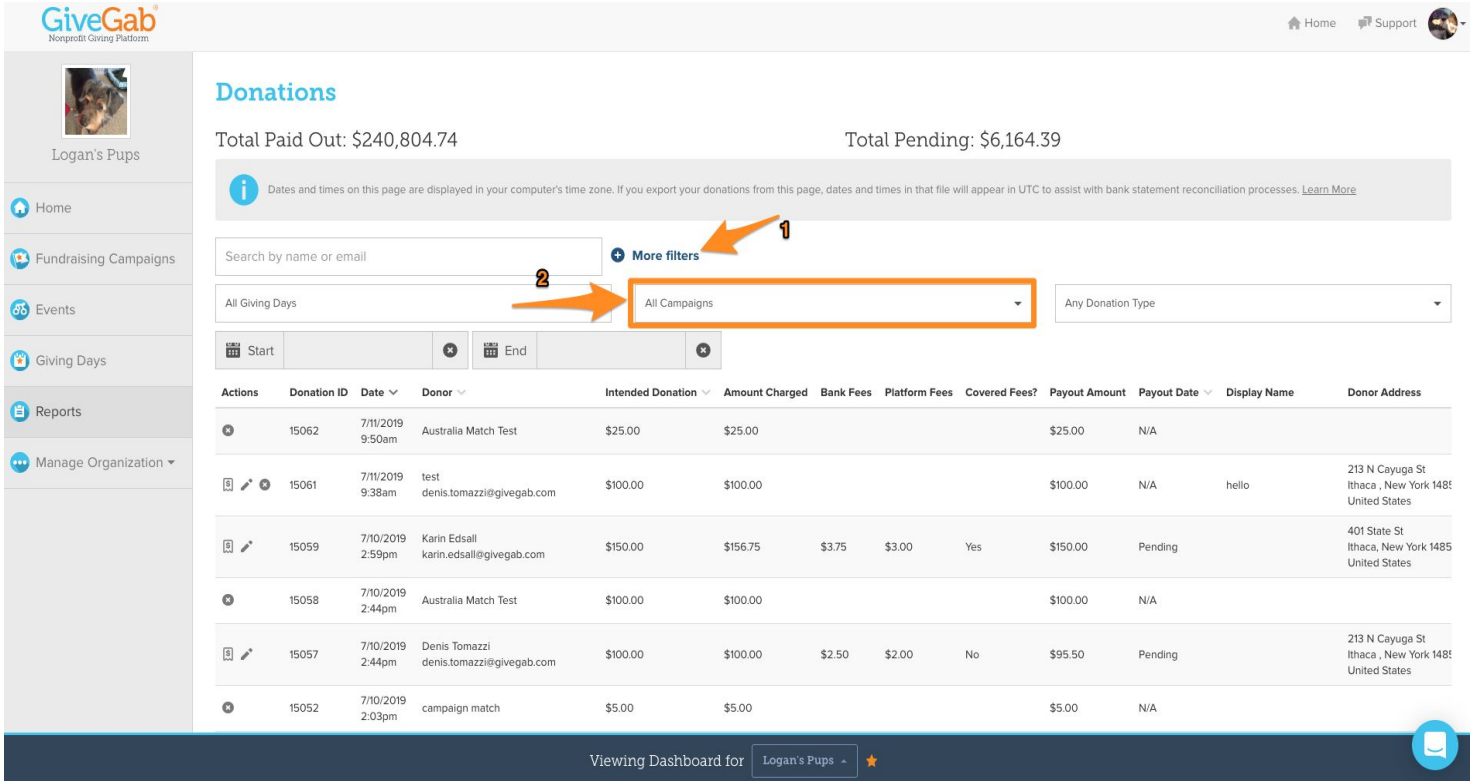
- Donation Reports
- Accessing funds
    - Money will go into your 4-H Foundation endowment fund; can withdraw as usual
- Donor Stewardship
- Post Giving Day survey

How will you get your donor data?

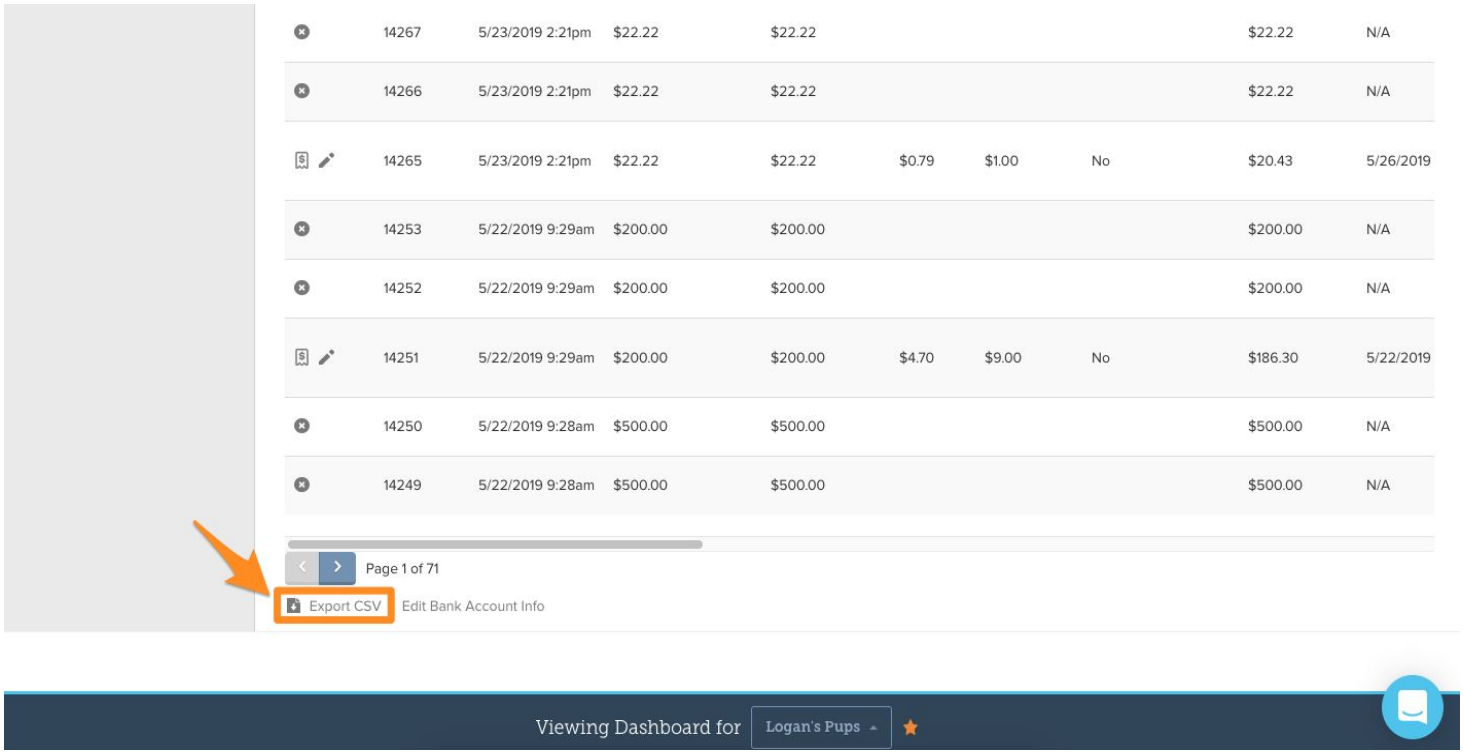


GiveGab®

How will you get your donor data?



How will you get your donor data?



GiveGab®

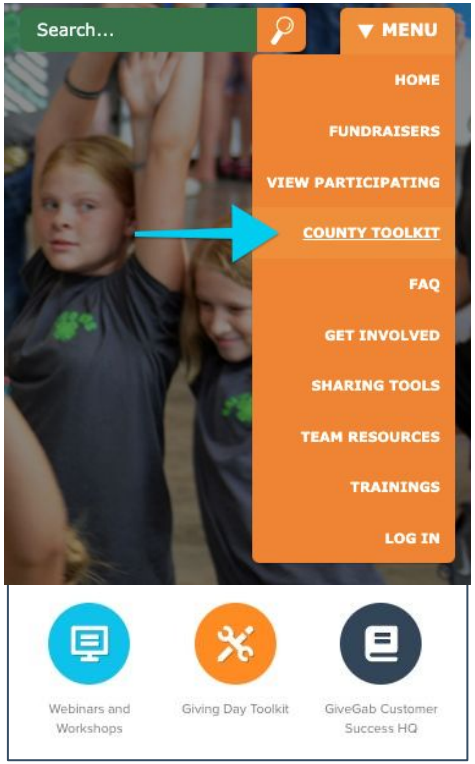
How will you thank your donors?

- Giving Day thank you email to your counties' email list
  - 4-H Foundation will send thank you to all those that participate in the Giving Day but you can send *personalized* thank you to your specific donors
  - Access contact information in your GiveGab Dashboard
- Social media posts and overall success update
- Highlight impact of donor funded projects
  - This doesn't have to happen right away!

GiveGab®

Your County Resources

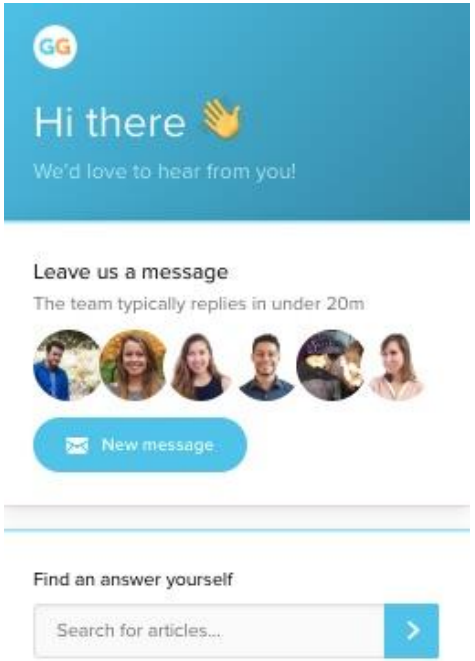
- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Give.Grow.Iowa 4-H Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Council Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



GiveGab®

Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Our Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - 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!**



Your Next Steps

- Finish your profiles / Share on Social Media
  - Use **#Growlowa4H**
- Watch your inbox for important emails
- Watch the Getting Ready webinar or any on demand training videos
- Explore the County Toolkit

GiveGab®

GiveGab®

Questions?

GIVE GROW

IOWA 4-H

October 6, 2020