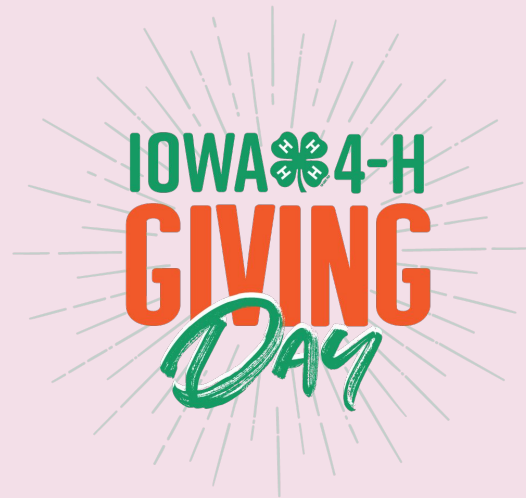


Final Steps to Success

October 4-5, 2022



GiveGab is becoming  Bonterra.

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by end of the week.

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

Introduce yourself! Name, location, County Endowment.



Chat Box

To: ✓ All panelists
Type: All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously Send

Meet the Team



Cianne

Associate Project
Manager



Nickie

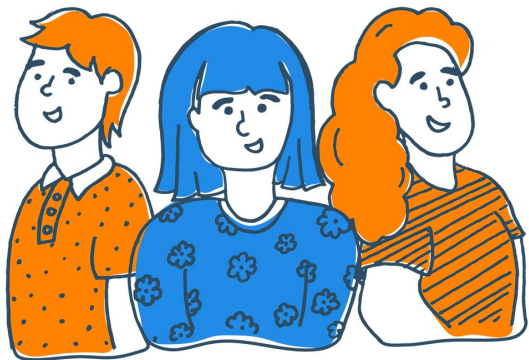
Growth Manager

Agenda



- Iowa 4-H Updates & Reminders
- Your Checklist for Success
- After Iowa 4-H Giving Day
- Next Steps
- Q&A

Iowa 4-H Giving Day Updates and Reminders



- **iowa4hgivingday.org** | October 4-5
- Prizes
- Social Media Feed
- Foundation Updates and Calendar of Reminders
- Earned Media

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Will you have cash or check gifts?

- Add cash and check donations to your Iowa 4-H Giving Day 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

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Is your profile complete?

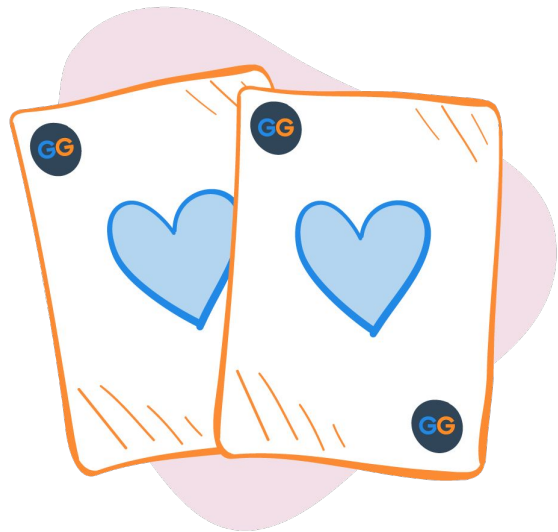
Have you:

- 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?

✓	Add Your Organization's Info
✓	Add Your Story
✓	Add Donation Levels
✓	Add a 'Thank You' Message
✓	Add Fundraisers

Is your profile complete?

Have you secured a matching gift?



- **Why?**
 - County Endowments who set up a Match or Challenge on average raise on average **3.4x** 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 your Iowa 4-H Giving Day profile
- ✓ Verify your match setup with GiveGab support
- ✓ Curate communications to highlight your match

Do you have ambassadors?

- **Expand your County Endowment'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



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 Iowa 4-H Giving Day Nonprofit Toolkit



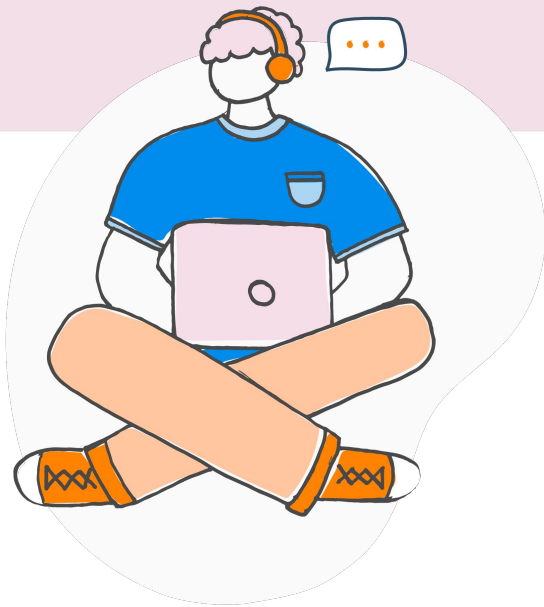
How will you communicate?



- 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

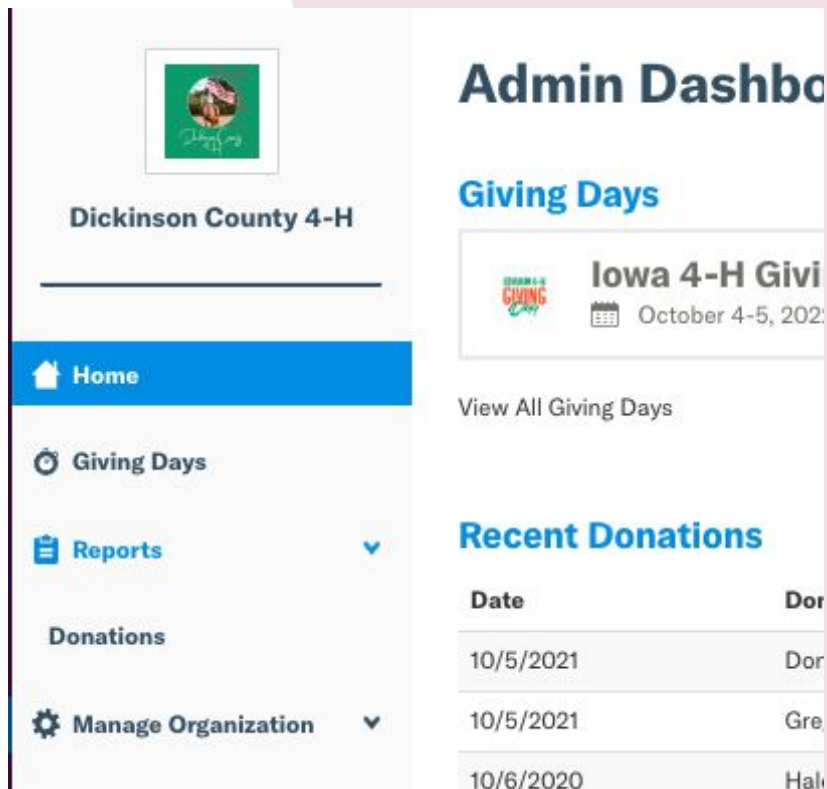
Post-Iowa 4-H Giving Day Success

How will you get your donations?



- The funds will be available in your endowment in December and can withdraw then through the standard process of accessing funds with the Foundation
- For counties without endowments, you can contact Grant to arrange receiving those funds.


Finding Your Donor Data




The screenshot displays the Admin Dashboard for Dickinson County 4-H. The left sidebar contains a navigation menu with the following items: Home (selected), Giving Days, Reports, Donations, and Manage Organization. The main content area is titled 'Admin Dashboard' and includes a 'Giving Days' section with a calendar icon and the text 'Iowa 4-H Giving Days October 4-5, 2021'. Below this is a 'Recent Donations' table.


Date	Donor
10/5/2021	Dor
10/5/2021	Gre
10/6/2020	Hal


Filtering Your Data




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾

Donations

 Manage Organization ▾


Donations


 Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


All Giving Days & Community Giv ▾


All Campaigns ▾




Any Donation Type ▾

 Start
















 End



Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00
<div><div> </div>Page 2 of 2</div> <div> Export CSV Edit Bank Account Info</div>				

Viewing Dashboard for **Pawnee Public Library** 

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 County Endowment's email list
- Follow up with individual donors
 - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your County Endowment 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
- Iowa 4-H Giving Day 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 County Endowment'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

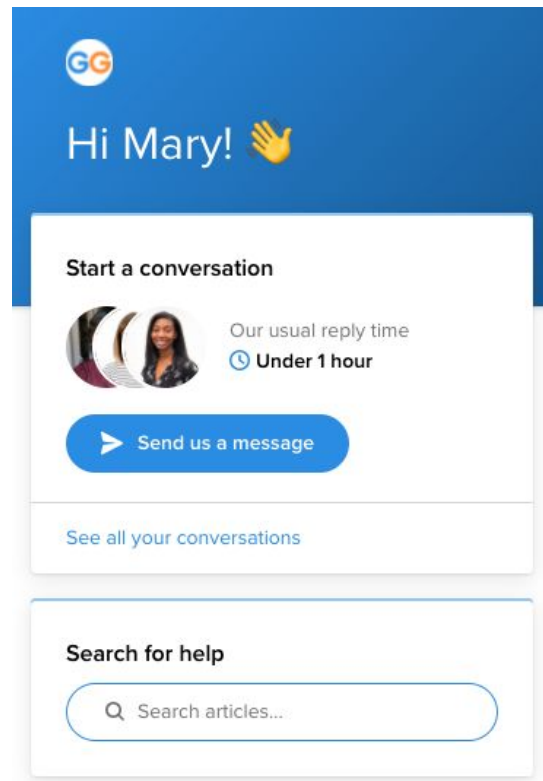
Final Checklist


- Complete your profile by September 23
- Keep an eye out for important emails!
- Follow Iowa 4-H Giving Day on Social Media and use #GrowIowa4H Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Have questions? Ask Grant!



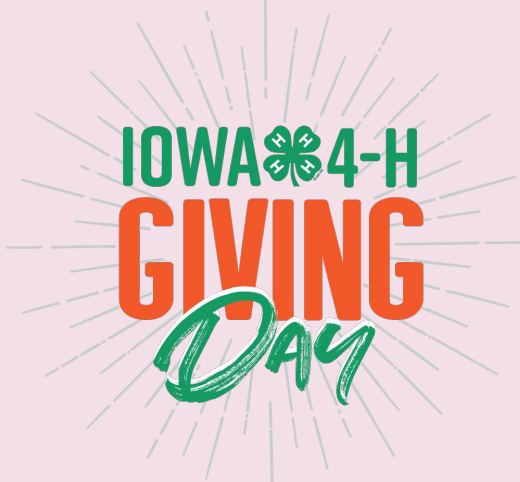
How We Support You

- 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?

The logo for Iowa 4-H Giving Day is centered on a light pink trapezoidal background. It features the text "IOWA 4-H" in green, with a green four-leaf clover replacing the space between "IOWA" and "4-H". Below this, the word "GIVING" is written in large, bold, orange capital letters. At the bottom, the word "DAY" is written in a green, cursive script. The entire text is surrounded by a burst of thin, grey lines radiating outwards.

IOWA 4-H
GIVING
DAY

October 4-5, 2022

GiveGab is becoming  Bonterra.