

Final Steps to Success

October 8-9, 2024



Meet the Team



Cameron Navarro, LMSW

Onboarding Consultant



Cianne Maloney

Project Manager

Submit Your Questions!

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

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

Introduce yourself! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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 | Oct 8-9, noon-noon
- Donations Open 9/30 12A
- Donations Close 10/12 12A
- Prizes
- Social Media Feed

Your Success Checklist

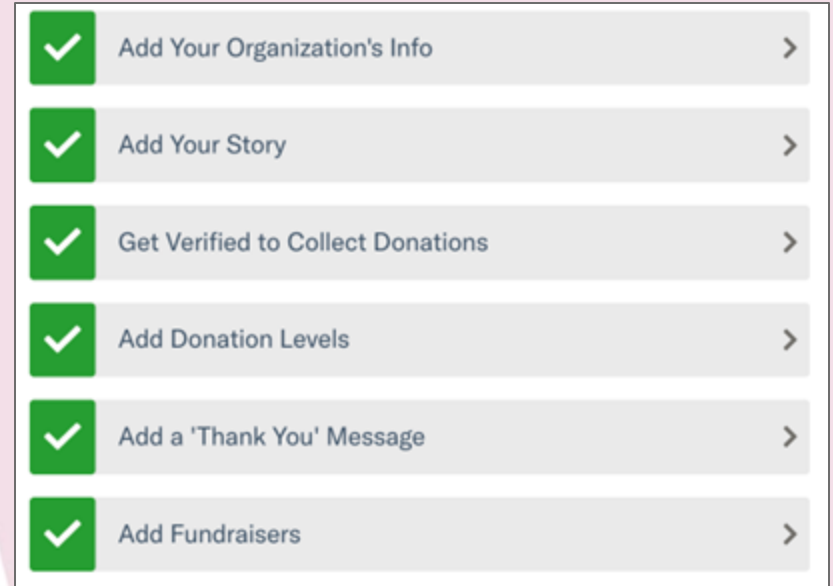
- ✓ **The Perfect Profile**
- ✓ **Gamify with Matches & Challenges**
- ✓ **Engage Ambassadors**
- ✓ **Prepare Communications**



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?



Will You Have Cash/Check Donations?

- If you will have cash or check donations, reach out to Emily to coordinate getting those recorded on your page and deposited into your endowment fund

Have You Secured a Matching Gift?



- **Why?**
 - Organizations with matching funds raise 4.5x more on average than organizations without a match
- 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 chat support
- ☑ Curate communications to highlight your match

Do You Have Fundraisers?

- **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 a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Setting Up Your Fundraisers For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the [Iowa 4-H Giving Day 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 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

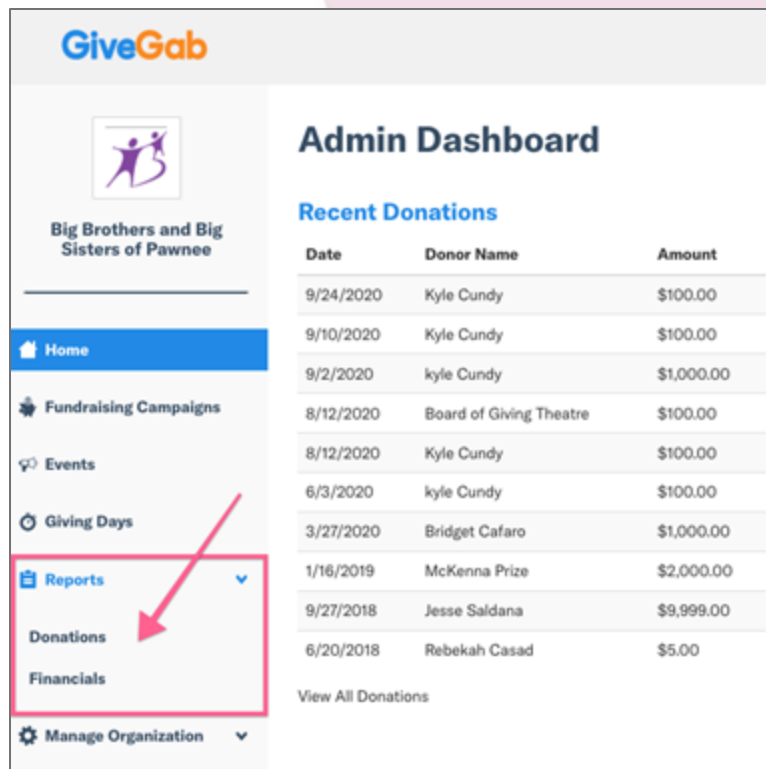
Post-Iowa 4-H Giving Day Success

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 Emily to arrange receiving those funds.

Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee

Admin Dashboard

Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)

Filtering Your Data

Pawnee Public Library

- Home
- Pawnee Gives (Support)
- Reports
- Donations**
- Manage Organization

Donations

i 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](#)

Search by name or email

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

< > Page 2 of 2

[Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for **Pawnee Public Library**

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 what you were able to achieve as a result
- Review your donor data, 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 Giving Day Dashboard, 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
- Iowa 4-H Giving Day Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- How-To Videos on the Iowa 4-H Giving Day Trainings page



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 ASAP
- Ensure you are verified to collect donations
- Keep an eye out for important emails!
- Follow Iowa 4-H Giving Day on Social Media and use #IA4HBeyondReady Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

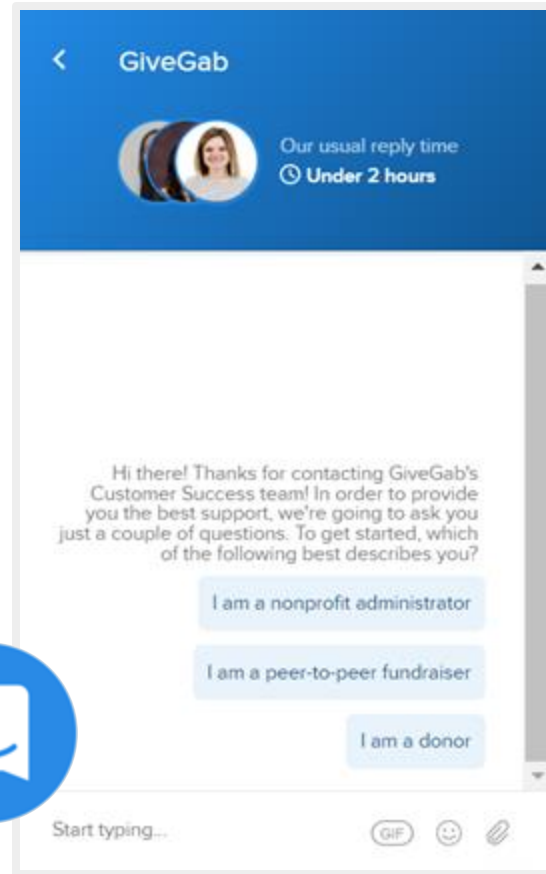


Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?



October 8-9, 2024