

# Steps to Success

April 12, 2022



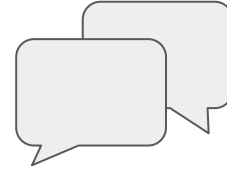
# Submit Your Questions!



## Chat Box

To:  All panelists

Type: All panelists and attendees



## Q&A

Please input your question

Send Anonymously

Send

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

# Agenda

- 209Gives Updates & Reminders
- Building Buzz for your Organization
- Your Checklist for Success
- Peer-to-peer fundraising
- Matches & Challenges
- Your Nonprofit Resources
- Next Steps
- Q&A

# 209Gives Updates & Reminders

- [www.209gives.org](http://www.209gives.org) | April 12th, 2022
- New Matching opportunities
- Tagboard - Use the hashtag: #209Gives
- Complete your 209Gives profile!
- New Profile designs
  - Mobile friendly and refreshed

# Past Giving Day Stats

- 209Gives 2021 - Total: \$239,609.73
- On average organizations had a total of \$18.71 deducted in Credit Card and transaction fees
- Peer-to-peer fundraising
  - Average amount raised by organizations with P2P = \$12,283.89
  - Average amount raised by organizations without P2P = \$2,061.08
- Matches & Challenges
  - Average amount raised by organizations with matches/challenges = \$10,541
  - Average amount raised by organizations without matches/challenges = \$1,045

# Building Buzz to Succeed

- Take Advantage of Social Media
  - Ramp up posts as you get closer to 209Gives
  - Find the social approach that's right for your organization
- Share Visuals for Enhanced Engagement
  - Photos, videos, albums, live streams, etc.
- Consider Paid Promotional “Boosts”
  - Expand your reach through targeted posts
- Include calls to action and opportunities for specific asks
- Be precise in your asks

# Popular Social Media Platforms



## Facebook

- The #1 Social Network



## Twitter

- “Micro-Blogging” Network



## Instagram

- Photo Hosting and Sharing



## YouTube

- Video Hosting and Sharing



## Snapchat

- Live Photo and Video Sharing

Your social media strategy should focus on quality over quantity!







# Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



# Are you donation ready?

- Check your verification status on your admin dashboard

	<b>Donation Status: Unverified</b> Please verify your organization's information <a href="#">here</a> to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? <a href="#">Chat with us!</a>
	<b>Donation Status: Pending</b> We are reviewing your submission. This could take up to 48 hours. Please sit tight!
	<b>Donation Status: Pending</b> Additional information is required to verify your organization to accept donations. Please <a href="#">Contact Us</a> if you have any questions. You can see your currently entered information <a href="#">here</a> .
	<b>Donation Status: Incomplete</b> Please provide your organization's information and verify you can collect donations in your state <a href="#">here</a> .
	<b>Donation Status: Verified</b> Hooray! Your organization has been verified to accept donations on GiveGab.
	<b>Donation Status: Pending</b> Your organization is pending re-verification but can still accept donations. Are you a religious entity, government agency, or subsidiary of a national organization? Please <a href="#">Contact Us!</a>

# 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?
- Add P2P Fundraisers
- Matches/Challenges

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

# Matches & Challenges



# Understanding Matches

- **What is a Match?**

- Every online gift received will generate a corresponding offline gift to your organization from this pledged match; thereby increasing your totals by twice the amount of the online gift.

- **What you need to know about Matches:**

- Always a 1:1 ratio
- Effective in displaying immediate dollar impact and progress, great for larger pledged donations
- Set a cap for max amount that can be matched per gift
- Set a date/time if applicable (*and double check the dates you set!*)

# Understanding Challenges

- **What is a Challenge?**

- Your nonprofit receives the pledged donation upon achieving the goal that's been set. The amount pledged becomes “unlocked”

- **What you need to know about Challenges:**

- Can go beyond a 1:1 ratio! Get creative with the funds you've received
- Effective in rallying a team behind a common goal, and leveraging smaller pledged gifts
- Set a date/time (*and double check the dates you set!*)

# Potential Match or Challenge Sponsors

- Board Members
- Existing Donors
- Local Businesses
- Corporations
- Community Leaders
- Past match sponsors

**Pro tip: have a group of donors pool their funds for a match!**

# Best Practices

- Time your match or challenge with a particular prize
- Keep “automatching” enabled - set it and forget it!
- Begin building your relationships with matching donors
  - *Don't have one secured in time?* Ask a committed donor to use their gift as a match instead, and explain the measurable impact it can have.
  - *Don't have just one donor?* Ask a pool of donors to commit to smaller amounts.
- Reach out to GiveGab's support team to review

# Remember, matches don't work alone!

- Ensure your match(es) are front and center on your campaign
- Communicate impact in a measurable way
- Promote the match through all marketing mediums, leading up to and on the day
  - Create a story around the match and communicate progress throughout the day
- Make the matching sponsor feel like a hero



# Setting up a Mach

**Logo**

Tip: Disable adblockers on this page for the best logo uploading experience.

**Sponsor Name**

**URL (optional)**

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

**Match Name**

**Description**

**Total Matching Funds Available**

**Maximum Match per Individual Donation**

Does this match only apply to donations made within a certain time period? *(optional)*

**Please note that times are in Eastern Time.**  
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

**Donation Matching Start Time (Eastern)**

**Donation Matching End Time (Eastern)**

**Enable Auto Matching**

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

# Setting up a Challenge

**Logo**

Tip: Disable adblockers on this page for the best logo uploading experience.

**Sponsor Name**

**URL (optional)**

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

**Challenge Name**

**Description (optional)**

**Challenge Type**

**Challenge Goal**

How many dollars or donors are needed to complete this challenge?

**Challenge Amount**

\$  .00

How much money is awarded when this challenge is completed?

**A Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.

**Select the time period applicable for this challenge**

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

**Start Time (Eastern)**

**End Time (Eastern)**

Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

# Peer-to-Peer Fundraising



# What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization's behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign
- Multiply your followers - and influence - on social media

# Benefits of P2P Fundraising

- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event!

# Engaging Potential P2P Fundraisers

**Find your existing passionate supporters with big voices and strong personal connections to your cause:**

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (who have recently made a gift)
- Staff Members
- Friends & Family

The logo consists of the letters 'G' and 'G' in a bold, sans-serif font. The first 'G' is blue and the second 'G' is orange.

# Getting Your Fundraisers on Board

## Start Early

- Educate your fundraisers about 209Gives as early as you can
- Gauge involvement to better understand how your fundraisers like to engage


## Be Clear

- Share your goals for the day and how they can help you reach them
- Set expectations for your fundraisers so they know what to do





## Make it Easy

- Provide a guide or sample content for your fundraisers to use
- Set up a time to meet with them before the day to boost their confidence

# Setting Up Your Fundraisers

 Add Fundraisers ▼

Search Fundraisers

 Download   

Fundraiser ▼ P2P Campaign Name Donors ▼ Amount Raised ▼ Goal ▼ Email Phone Actions

No fundraisers found.

Allow New Fundraisers to Sign Up


**Set Fundraisers' Story**

I support this organization's mission and I want it to have a greater impact on the community.

**Set Fundraisers' Goal**

\$ 500 .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.



YMCA of San Joaquin County

DONATE

FUNDRAISE



# Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing
- Your 209Gives Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Create QR codes of your profile
  - Shareable visual content

# Do you have a communications plan?

- Plan your online communications ahead of 209Gives
  - Announcement/Save The Date
  - Campaign Countdown
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
- Customize the templates, guides, and graphics in your 209Gives Nonprofit Toolkit for the perfect plan!

# After 209Gives

- Donation Reports
- Payout Timeline - Payouts are issued after 5 business days
- Donor Stewardship
- GiveGab beyond 209Gives

# How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after 209Gives
  - Your report will contain payout dates to help you determine when gifts were deposited. You'll also see a Payout ID column in your report, gifts in the same deposit will have the same payout ID.

It is important to make sure you are able to receive donations before 209Gives so donations make it to your account

# How will you thank your donors?

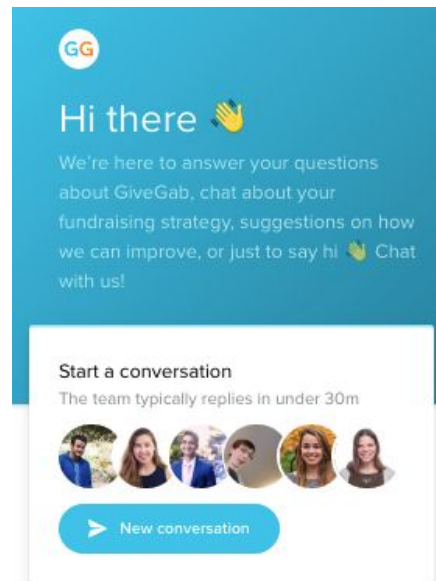
- Start your stewardship process immediately after **209Gives**
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away, curate a progress message to send in June/July
- Watch the [available training](#) on Donor Stewardship!

# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- 209Gives Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team



# Your Next Steps

## What to work on over the next few weeks:

- Follow 209Gives on Social Media and use #209Gives
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



# Questions?



*April 12, 2022*