

Peer-to-Peer Fundraising + Matching Gifts for KY Gives Day 2023



Meet the Team



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Network



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Manager

Sponsors

Anthem



**Aetna Better Health[®]
of Kentucky**

Media Partners



Regional Partner



Let's Do Some Good Today!

Submit Your Questions!

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

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



Chat Box

To: ✓ All panelists
Type: All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously Send

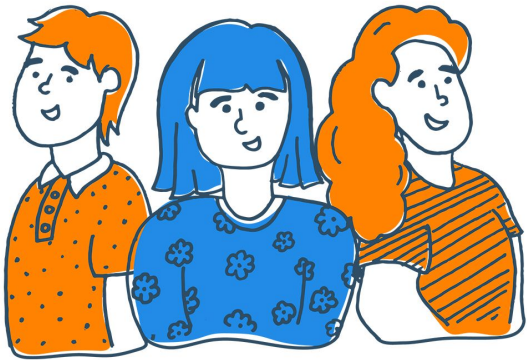
Agenda



- **KY Gives Updates & Reminders**
- **Matches & Challenges**
- **Peer-to-Peer Fundraisers**
- **Q&A**

KY Gives Day Updates and Reminders

kygives.org | May 9th 2023, 12:00AM - 11:59PM



- Start using #KYGives23 to promote your participation
- Prize incentives
- Donations open on May 1 and close on May 10

Matches & Challenges



Matches

- Matching gifts allow donations to be doubled on a 1:1, 2:1, or 3:1 ratio



Ann's Coffee Cafe: Giving Day Match

Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to \$1,000!

\$1,000 MATCH

\$125 REMAINING

Challenges

- Challenges allow funds to be added to the organization's total once a goal is reached
 - Goals can be a **Donor Count, Dollar Amount, or Gift Amount**

Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



115 more donors unlocks **\$5,000!**

Lizzy's Pet Supply: Let's boost Logan's Pups!

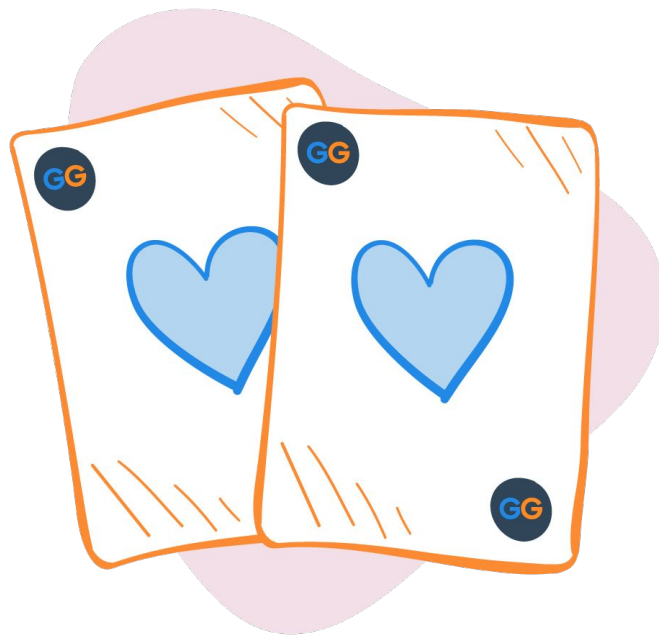
When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



\$21,298.13 more unlocks **\$10,000!**

Benefits of Matches & Challenges

- Incentivises donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 9.7 x more than organizations without a match

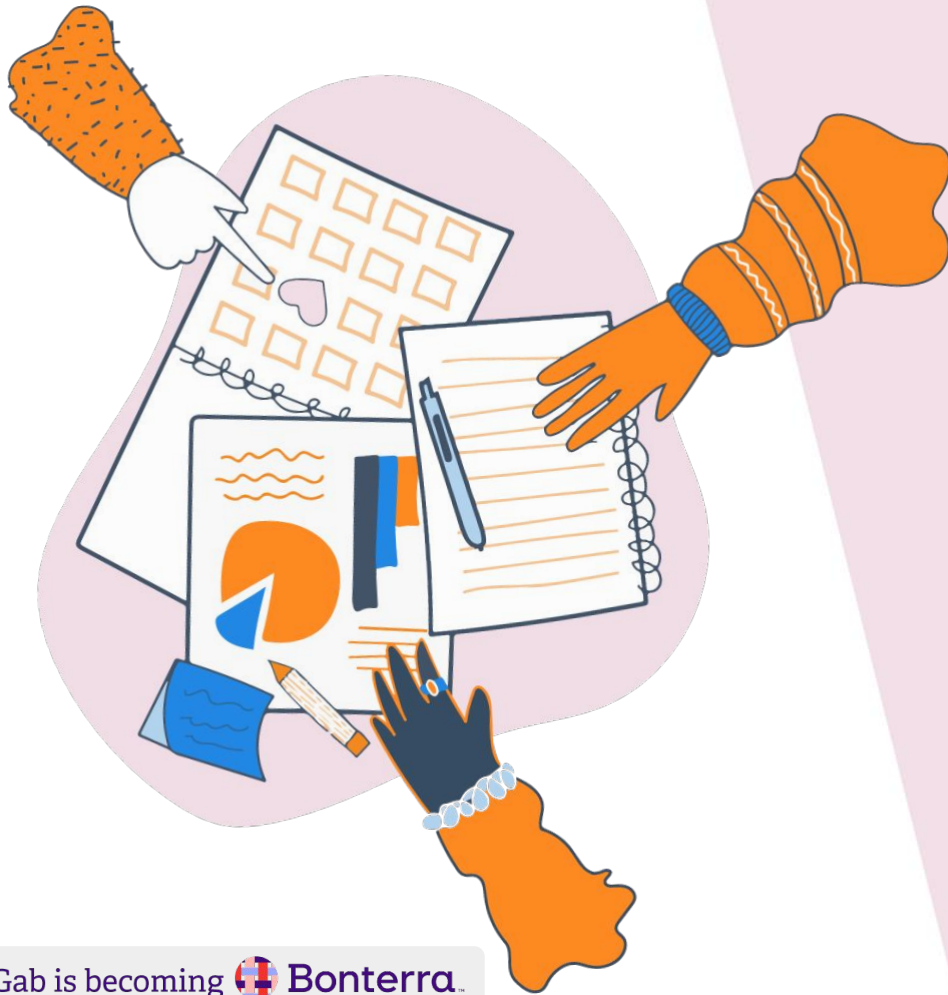


Potential Sponsors



- Board Members
- Major Donors
- Local Businesses
- Corporations
- Community Members

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.



Motivating Matches

Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

Morning Match!

All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!



Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

Social Superstars Match!

For every like this post receives, our generous board of trustees will donate \$1 up to \$1,000! Like and share today only and help us make a difference!



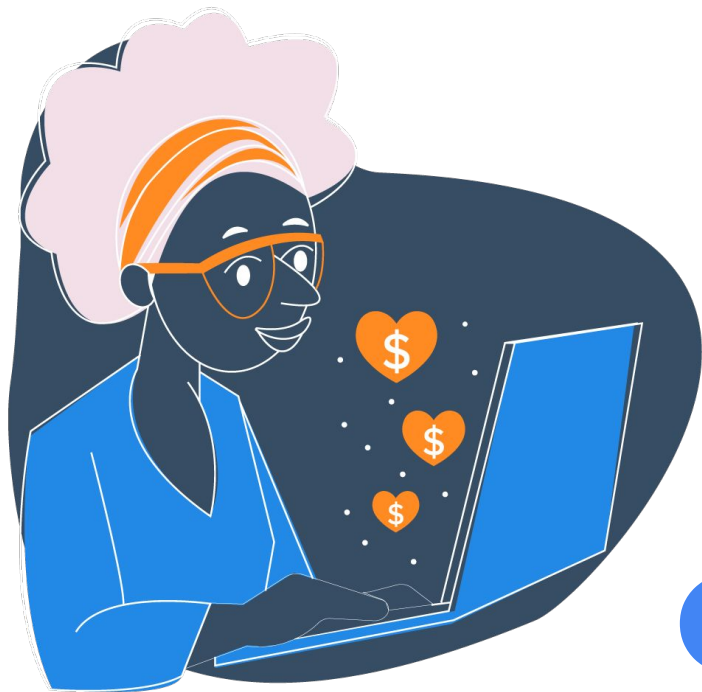
New Donor Match



- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day

Fresh Faces Match!

Have you been waiting for the perfect opportunity to make your first donation to Logan's Pups? Now's your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie's Pet Supply!



Adding a Matching Opportunity to your Giving Day

Your Giving Day Dashboard

From your Giving Day Dashboard on GiveGab, click “Manage Matches and Challenges”

Donation Tools



Add Offline Donation



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



Help Center

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile



Mobilize Integration

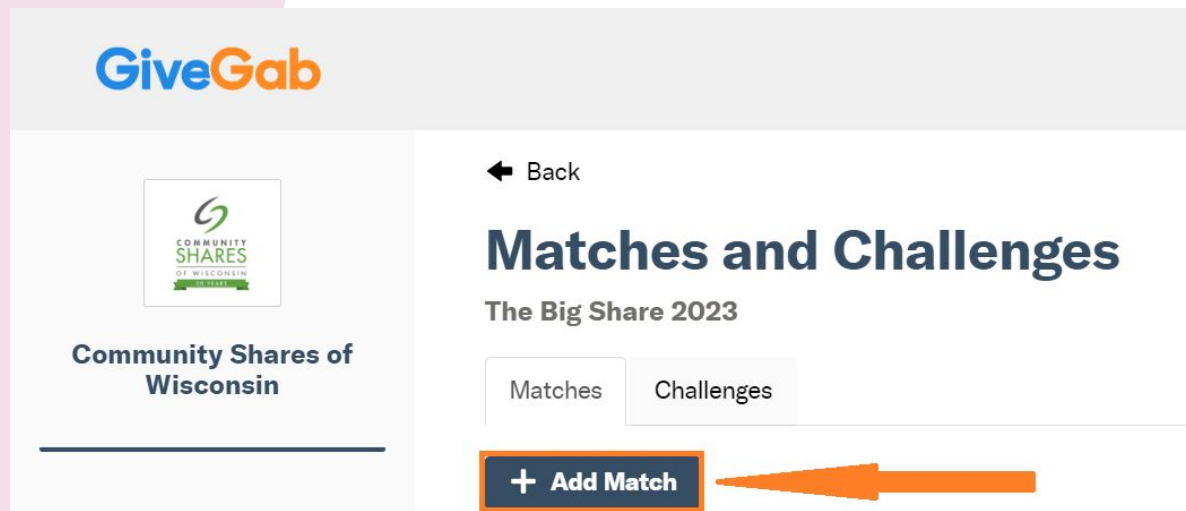
Share Your Page

<https://www.thebigshare.org/organizations/community-shares>



Organization Sponsor Matching

Click the button above to create a new matching opportunity to feature right on your Giving Day profile.



The screenshot shows the GiveGab interface. At the top is the GiveGab logo. Below it, on the left, is a card for 'Community Shares of Wisconsin' featuring their logo. On the right, there's a section titled 'Matches and Challenges' for 'The Big Share 2023'. It has two tabs: 'Matches' and 'Challenges'. Below the 'Matches' tab is a dark blue button with a white plus sign and the text '+ Add Match'. An orange arrow points to this button from the right.

GiveGab

Community Shares of Wisconsin

← Back

Matches and Challenges

The Big Share 2023

Matches Challenges

+ Add Match

Enter Match Information

Logo

Select Image

Remove

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

Sponsor Name

Debby's Pet Supply

URL (optional)

www.debbypetsupply.com

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

Highlight Matching Sponsor

- Sponsor Name
- Sponsor's Website
- Sponsor's Logo
- Or keep your sponsor anonymous

Customize Your Match

Match Name	
<input type="text" value="Giving Tuesday Match!"/>	
Description	
<input type="text" value="Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!"/>	
Total Matching Funds Available	Maximum Match per Individual Donation
<input type="text" value="5000"/>	<input type="text"/>

Update Match Details

- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor

Customize Your Match

Match Criteria

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

Time Zone

Central Time

⚠ Time zone changed!

Please make sure the times below are correct for the selected time zone: **US/Central Time**

Start Time (US/Central Time)

End Time (US/Central Time)

Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)

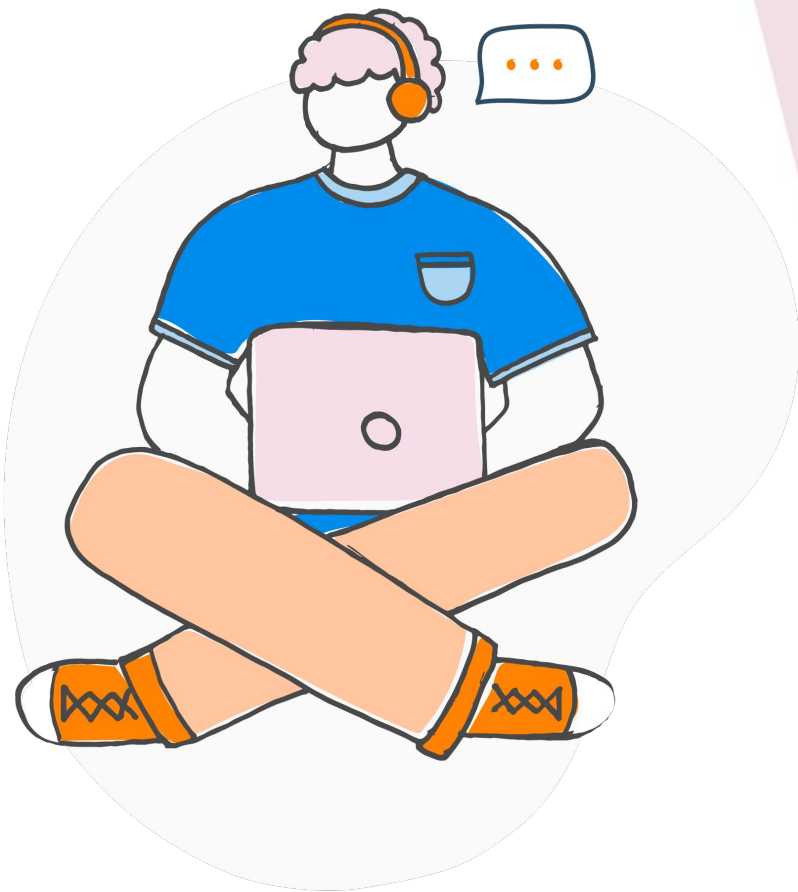
Deplete Your Match

The screenshot shows the GiveGab interface. At the top, the GiveGab logo is on the left, and navigation links for Home, Support, and a user profile (Noelle) are on the right. A left sidebar contains a 'Kitty Corner' header with a cat icon, and menu items for Home, Giving Days, Reports, and Manage Organization. The main content area is titled 'Matches and Challenges' with a 'Back' link and the subtitle 'Pawsitive Change Day'. Below this are three buttons: '+ Add Match Commitment', '+ Add Challenge', and 'Manage Donations'. A note states: 'Note: All times are assumed to be in Eastern Time.' The main match card features a photo of a golden retriever puppy. To the right of the photo, it says 'Double your dollar!' and 'Sponsored by Logan's Pups'. Below this, a table shows: Total Amount (\$1,000.00), Amount Remaining (\$1,000.00), and Per Donation Cap (\$50.00). A green checkmark indicates 'Auto-Matching Enabled'. At the bottom of the card are three buttons: 'Edit', 'Remove', and 'Deplete Match'. An orange arrow points to the 'Deplete Match' button. The footer of the dashboard shows 'Viewing Dashboard for Kitty Corner' with a star icon.

Total Amount	Amount Remaining	Per Donation Cap	Auto-Matching
\$1,000.00	\$1,000.00	\$50.00	Enabled

If you add a matching opportunity prior to May 9, KNN will reach out to tell you how to deplete your matches by 11pm ET on May 9 – or the KNN team will do it for you before midnight – so it is counted toward KY Gives Day totals!

If your match is NOT unrestricted (meaning you will not get the match money if you do not get enough donations), you will have the option to opt out so that the KNN team will not deplete your match.



Creative Challenges

Dollar vs Donor vs Gift Challenges

- Dollar based Challenges unlock funds once a dollars raised milestone is met
- Donor based Challenges unlock the pledged funds once a donor milestone is met
- Gift based Challenges unlock funds once a gift milestone is met

Excite your supporters!

Motivate your donors and supporters to reach the challenge goal so that their support can go even further.



Get Local Businesses Involved!



Example:

- The SPCA has a \$3,000 fundraising goal for their campaign
- PetSmart agrees to contribute \$1,000 if the SPCA reaches their \$3,000 goal
- As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a **Dollar Challenge**

Create Donor Challenges

- Alternately, you could set up a Donor Challenge
- Sponsored funds are released when a donor milestone is met, rather than dollar milestone
- Example: PetSmart agrees to give \$1,000 to the SPCA once 100 unique donors have made their gift



Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. GiveGab does not collect the matching or challenging funds from your sponsor on your behalf. GiveGab simply reports the amount raised.



Adding a Challenge to Your Giving Day

Your Giving Day Dashboard

From your Giving Day Dashboard on GiveGab, click “Manage Matches and Challenges”

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Add Offline Donation



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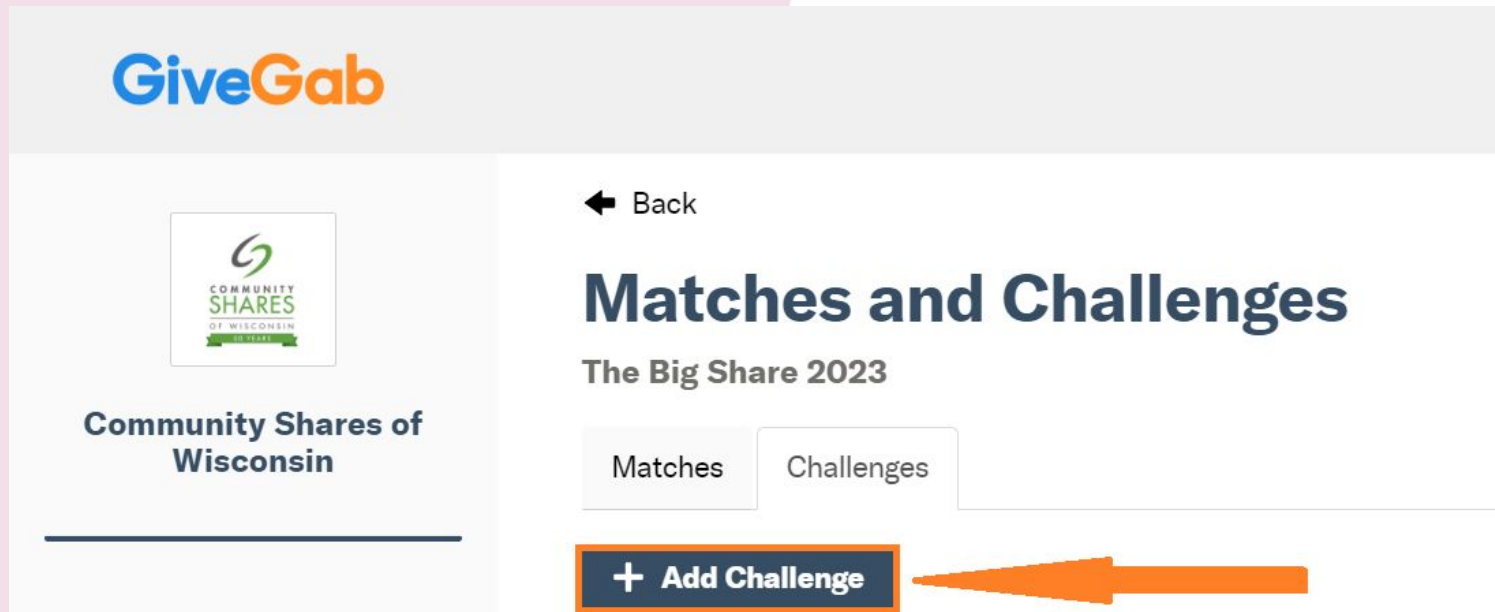
Share Your Page

<https://www.thebigshare.org/organizations/community-shares>



Adding a Challenge

- Click the button above to create a new challenge opportunity to feature right on your Giving Day profile



The screenshot shows the GiveGab interface. At the top is the GiveGab logo. Below it, on the left, is the profile for 'Community Shares of Wisconsin' with its logo and name. On the right, the section is titled 'Matches and Challenges' with a subtitle 'The Big Share 2023'. There are two tabs: 'Matches' and 'Challenges'. Below the tabs is a button labeled '+ Add Challenge' with an orange arrow pointing to it from the right.

Enter Challenge Information

Logo

Select Image

Remove

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

Dollar Challenge

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.

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?

Customize Your Challenge

Set Challenge Details

- Start Time (Eastern)
- End Time (Eastern)

Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Central Time

 **Time zone changed!**

Please make sure the times below are correct for the selected time zone: **US/Central Time**

Start Time (US/Central Time)

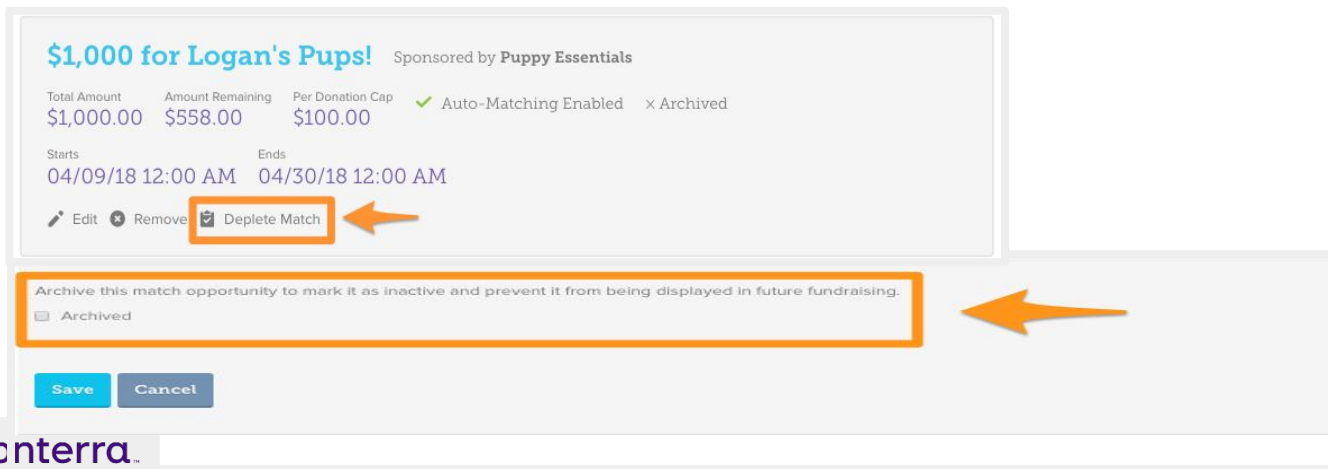


End Time (US/Central Time)



Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor



The screenshot shows the 'Match Editor' interface for a match titled '\$1,000 for Logan's Pups!' sponsored by 'Puppy Essentials'. The match details include a total amount of \$1,000.00, an amount remaining of \$558.00, and a per donation cap of \$100.00. It also shows the match is active (green checkmark) and has auto-matching enabled. The match starts on 04/09/18 at 12:00 AM and ends on 04/30/18 at 12:00 AM. At the bottom of the match details, there are three buttons: 'Edit', 'Remove', and 'Deplete Match'. The 'Deplete Match' button is highlighted with an orange box and an orange arrow points to it. Below the match details, there is a section titled 'Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.' with an 'Archived' checkbox. This section is also highlighted with an orange box and an orange arrow points to it. At the bottom of the form, there are 'Save' and 'Cancel' buttons.

\$1,000 for Logan's Pups! Sponsored by **Puppy Essentials**

Total Amount: \$1,000.00 Amount Remaining: \$558.00 Per Donation Cap: \$100.00 ☒ Auto-Matching Enabled ☐ Archived

Starts: 04/09/18 12:00 AM Ends: 04/30/18 12:00 AM

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

☐ Archived

Peer-to-Peer Fundraising

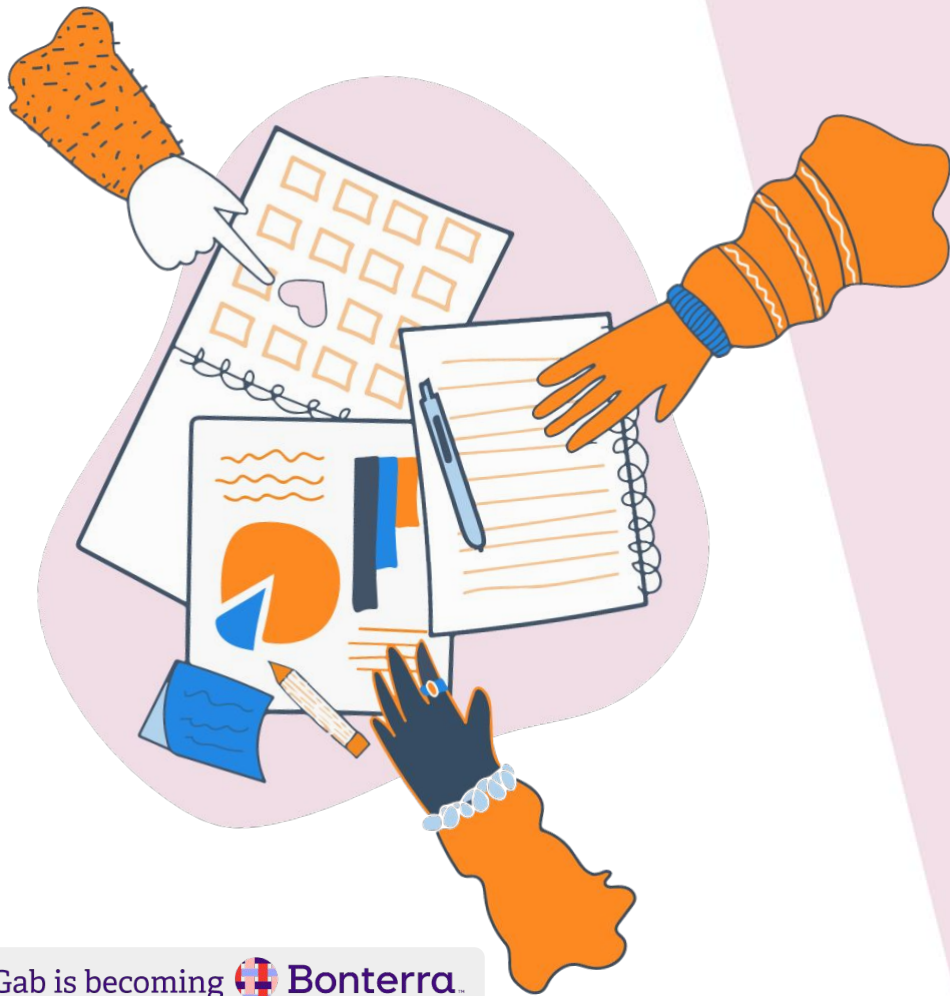
Impact on KY Gives Day 2022

- 50 organizations and 18% of orgs leveraged P2P
 - Total raised through P2P feature: \$49,764
 - Total donors that came through P2P feature: 533
 - Average # of P2P per organization: 3
 - Accounts for 11% of all online donations received during KY Gives Day
- Average amount raised by organizations with P2P = \$5,484
- Average amount raised by organizations without P2P = \$2,286

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization





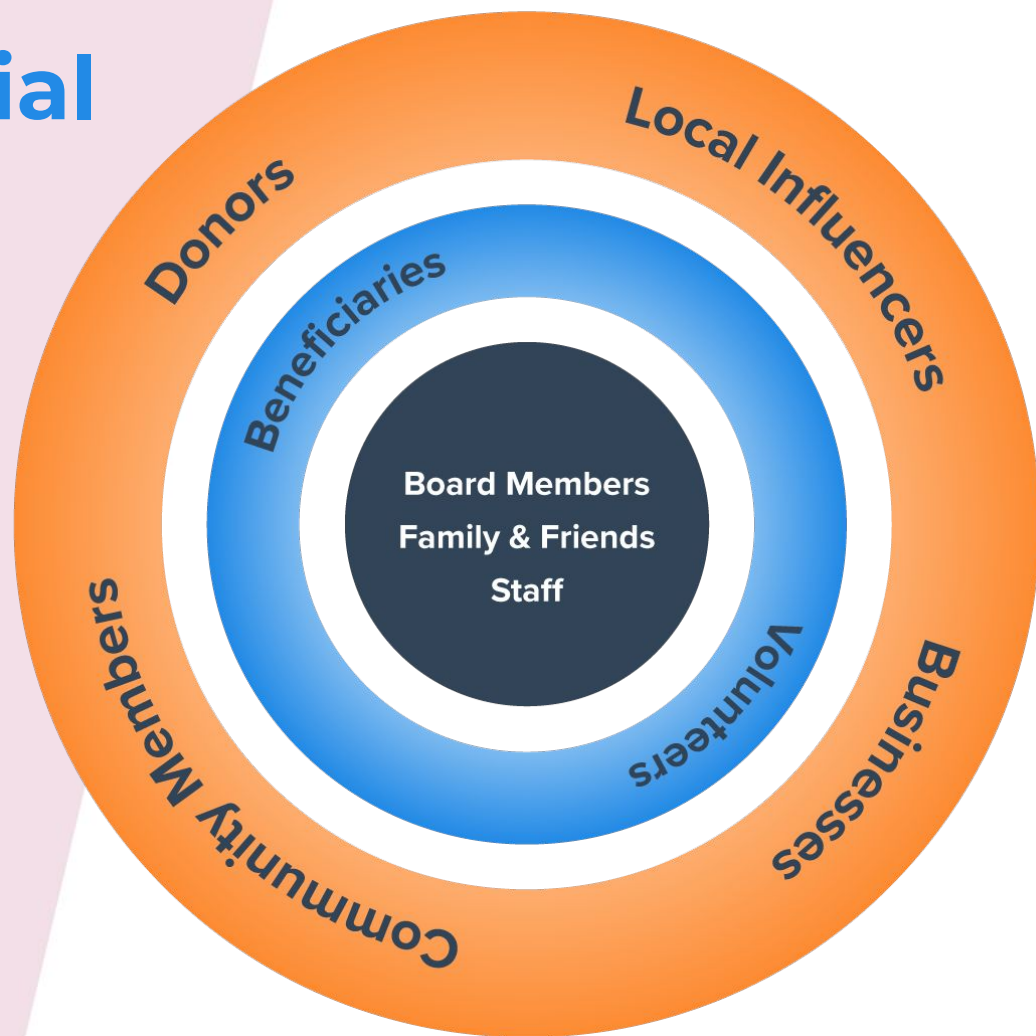
Strategize and Plan

4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



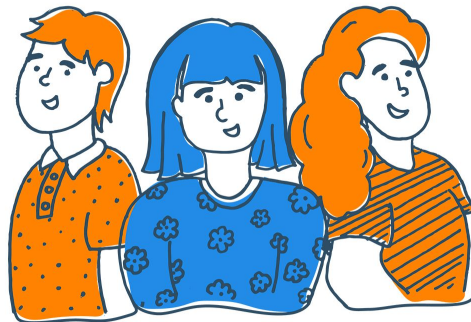
Identify Potential Fundraisers



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise

Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



Set Your Fundraisers Up For Success



Start Early

- Educate your fundraisers
- Understand their capacity for this ask



Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

- Provide the content they need
- Take time to check-in



Inviting Your Fundraisers

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

The screenshot shows the GiveGab dashboard for 'Community Shares of Wisconsin'. The top navigation bar includes the GiveGab logo, links for Home and Support, and a user profile for Kaitie. The left sidebar contains navigation options: Home, Giving Days (highlighted in blue), Reports, and Manage Organization. The main content area features a header for 'The Big Share 2023' on Tuesday, March 7, with a progress bar showing \$0.00 raised, 0 donors, and 0 gifts. Below this is a 'Get Set Up' section with a list of tasks to complete for participation, each with a checkmark icon and a right arrow.

GiveGab Home Support | Kaitie ▾

Community Shares of Wisconsin

Home

Giving Days

Reports ▾

Manage Organization ▾

The Big Share 2023 Tuesday, March 7

\$0.00 Raised • 0 Donors • 0 Gifts

Analytics

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in The Big Share 2023.



- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Add Donation Levels >
- ♥ Add a 'Thank You' Message >
- 👤 Add a 'Give Again' Message >
- 👤 Add Fundraisers >




Demo


Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested


Select “Add Fundraisers”


 Add Fundraisers 


 Download CSV  Upload Fundraisers 

Fundraiser 

Fundraiser Display Name

Donors 

Amount Raised 

Goal 

Email

Phone

Actions

No fundraisers found.

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$.00

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

Save

Demo

Invite one or multiple fundraisers at once. You will need first name, last name, and email address.

Add Fundraisers

Fundraiser Display Name (optional)

First Name

Last Name

Email
 ✕

Fundraiser Display Name (optional)

First Name

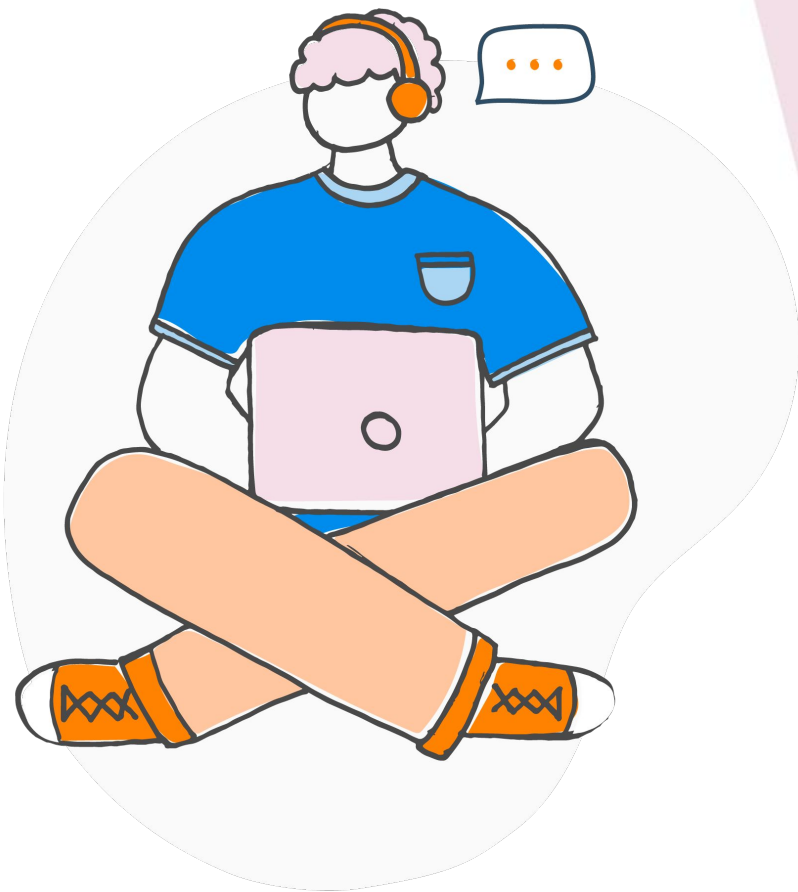
Last Name

Email
 ✕

+ New Fundraiser

Cancel

Next: Compose Your Message



Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



- P2P Fundraising can help you raise over 2x more
- Fundraisers increase your organization's reach
- Be strategic when selecting fundraisers
- Provide your fundraisers with resources to make it easy and fun
- There is plenty of time before KY Gives Day. Start small this year and grow it in the future!

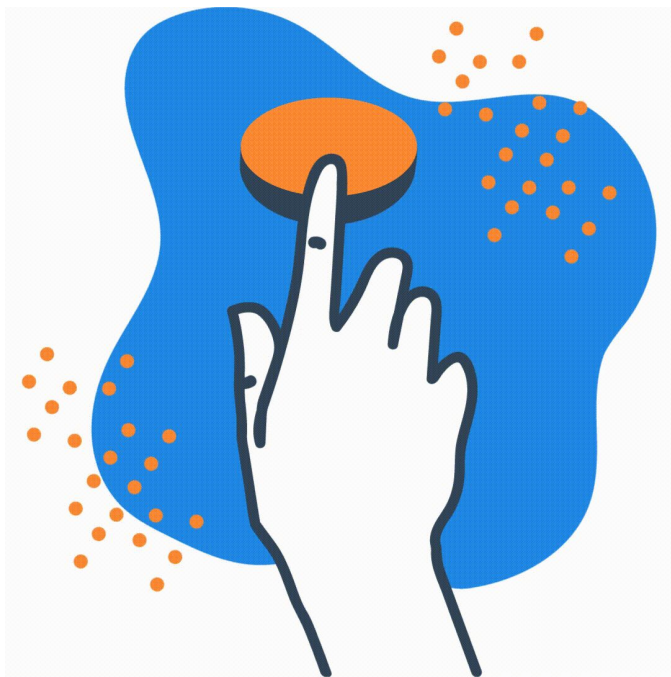
Tools for Success

Tools for Nonprofits

- Check out the [Nonprofit Toolkit](#)
 - How to identify and add fundraisers
 - Support articles & videos for engaging P2P fundraisers
 - Email templates for recruiting fundraisers



Tools for Success

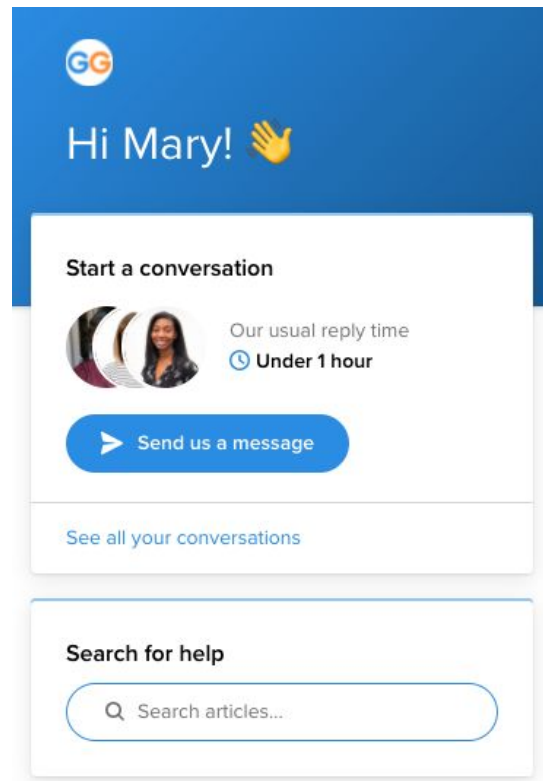



Tools for Fundraisers

- Check out the [Fundraiser Toolkit](#)
 - How to sign up
 - Resources & support articles
 - Communication guides & templates
 - Link to downloads page

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?



GiveGab is becoming  Bonterra.