

#KYGives24

Final Check-in and Q&A



WWW.KYGIVES.ORG

THANK YOU



THANK YOU



Media partners



Regional partner



THE NUMBERS



- 12th annual KY Gives Day!
- 274 participating nonprofits
- 27 nonprofits eligible for prizes from our regional partner, Central KY Community Foundation
- 6 days since early giving has been open on kygives.org – The giving window is May 1 through May 8 to catch any early and late donations.
- \$40,185 donated so far
- 351 donors so far

DETAILS



- Giving window is already open (May 1-May 8)
- TOMORROW is officially KY Gives Day
 - Tuesday, May 7 from 12:00am-11:59pm ET
- Prizes and leaderboard placement will be determined based on gifts made ONLY on KY Gives Day (May 7)
- Free participation in KY Gives Day is a KNN Member Benefit - We appreciate you!

PRIZES



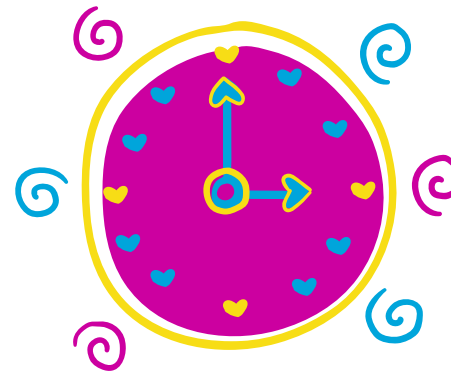
- **Golden Tickets** - Total of 11 throughout the day
 - Random donor selected during the time period - organization they donated to gets \$100 prize!



PRIZES



- **Power Hours** - 4 throughout the day
 - Organization with the most unique donors in this time frame gets \$250 prize
 - Two prizes each power hours: Small nonprofit + large nonprofit



PRIZES



- Peer-to-Peer Fundraising Prizes
 - 2 orgs with the most individual P2P fundraisers who secure online donations from at least 2 unique donors each on May 7- \$250



PRIZES



- Central Kentucky Community Foundation
 - 2 Power Hours - most dollars raised in time frame
 - Most dollars total (1st, 2nd, and 3rd place)
 - Most unique donors total (1 prize for org raising over \$20k, and 1 prize for org raising under \$20k)
 - First donation of the day
 - Last donation of the day



Let's Do Some Good Today!

PRIZES



REMEMBER:

Prizes are based on *May 7* ONLINE gifts only.

More prize info at

www.kygives.org/prizes

LEADERBOARDS



2 leaderboards will be visible tomorrow - both show online dollars & online donors, for May 7 only

- KY Gives Day leaderboard
 - On homepage: www.kygives.org
- Central KY Community Foundation leaderboard
 - On CKCF page: www.kygives.org/info/ckcf

OFFLINE DONATIONS



If you get any cash or check donations - or online donations outside of the KY Gives Day site - please enter those as OFFLINE DONATIONS so they are counted toward your organization's totals and show the true power of the giving day!

Quick and easy instructions:

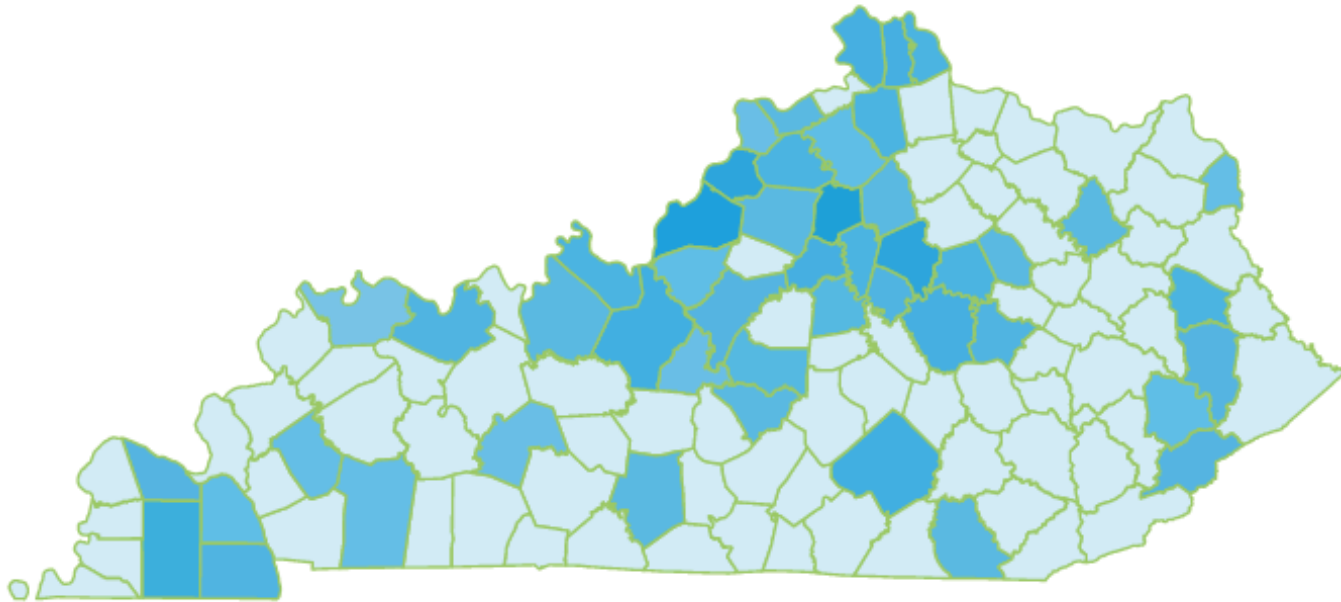
<https://support.givegab.com/en/articles/89228-how-do-i-add-an-offline-donation-to-my-giving-day-profile>

MATCH DEPLETION



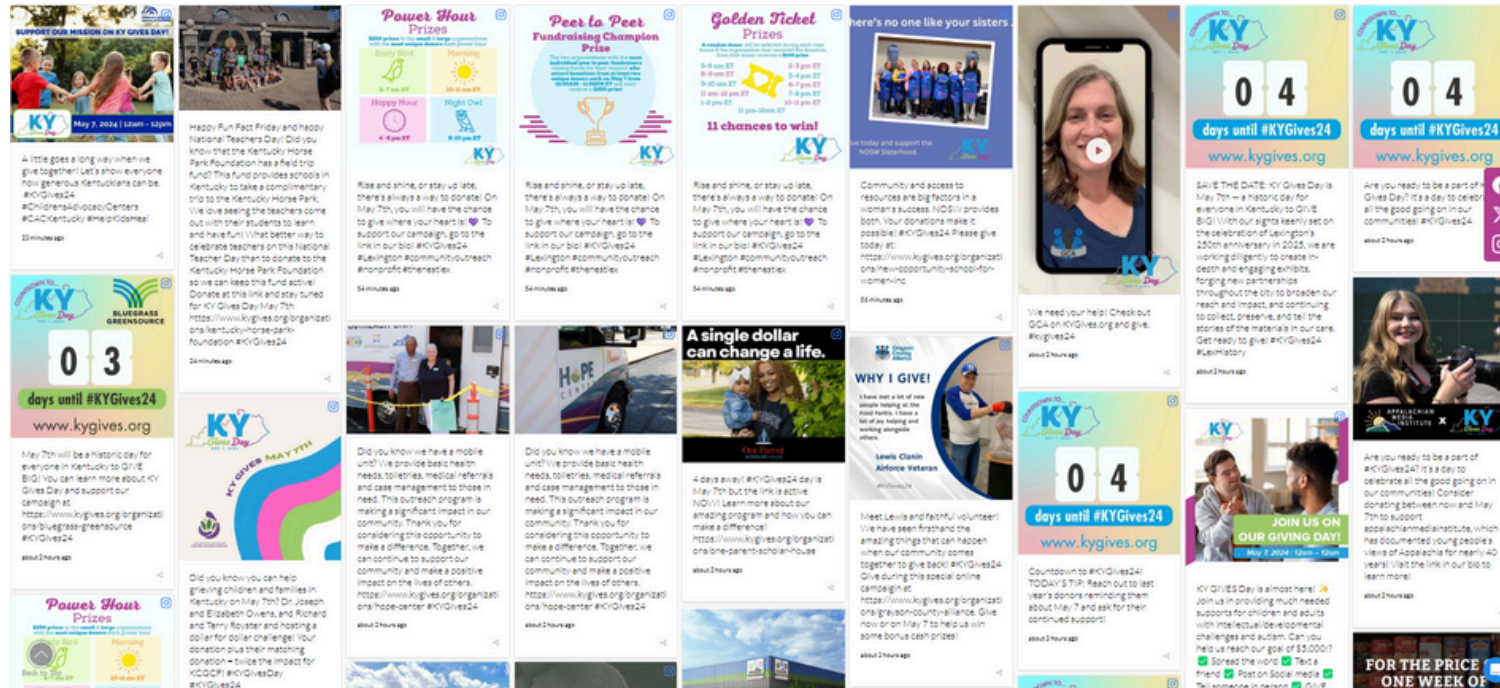
If you have a match or challenge, you should have heard from me directly to find out how you want your match counted at the end of the day tomorrow. If you haven't, please email me *ASAP* - laura@kynonprofits.org

HEAT MAP



- Halfway down the home page
- Shows which Kentucky counties are represented by online donors
- We can't wait to see this map get more colorful tomorrow!

#KYGIVES24 SOCIAL MEDIA FEED



- On bottom of the home page at KYGives.org
- See Instagram posts from you and your fellow KY Gives Day participants
- Use the hashtag #KYGives24 for extra visibility!

WWW.KYGIVES.ORG

IF YOU'VE NOT ALREADY...



- ...draft an email to your board, encouraging them to reach out to their contacts.
 - Provide them with sample text they can copy/paste

Visit www.kygives.org/info/sample-board-email-templates

IF YOU'VE NOT ALREADY...



- ...check in with your Peer-to-Peer fundraisers! See what they need and share a few tips from the P2P toolkit

www.bonterratech.com/blog/peer-to-peer-fundraising

IF YOU'VE NOT ALREADY...



- ...use the hashtag on social media! Pre-schedule some posts, and post other updates throughout the day tomorrow!

#KYGives24

IF YOU'VE NOT ALREADY...



- ...think about your donor stewardship plan - how are you thanking your donors and staying in touch after tomorrow?

Visit www.kygives.org/info/donor-stewardship

NONPROFIT TOOLKIT



- Trainings, webinars
- Sample social media, emails
- Logo and other graphics
- P2P fundraising info
- Match info
- Board engagement tips
- and more!!

Visit www.kygives.org/info/nonprofit-toolkit

A LONG & EXCITING DAY!



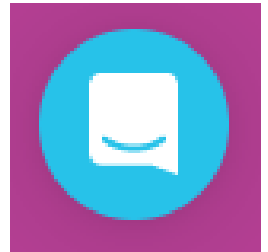
- Take breaks when you can.
- Celebrate the big and small gifts! Regardless of amounts or prizes, every gift makes a difference.
- Engage your team (staff, board, volunteers) when possible, to help you carry the load in social media, thanking donors, etc.
- Remember that KNN and GiveGab are here for you!

KY GIVES DAY CONTACTS



TECH ISSUES:

- Click the little blue chat bubble in the bottom right corner of kygives.org or givegab.com (8AM-4PM CST)
- Email customersuccess@givegab.com



OTHER ISSUES, OR IF GIVEGAB IS NOT AVAILABLE:

- Laura Whitaker, KNN Associate Director
laura@kynonprofits.org

THANK YOU



THANK YOU



Media partners



Regional partner



QUESTIONS? HOW ARE YOU FEELING?

