



Final Steps to Success

December 3, 2019



Giving Day Updates & Agenda

- Organization Verification Overview
- Success Checklist
 - Best practices
 - Peer-to-peer fundraising
- Matches and Challenges
- Resources
- Next Steps
- Questions?

Verification Overview

Organization Information

Business Name

This should match the legal business name you have registered with the IRS.

EIN/Tax ID

Don't have your EIN? Search [here](#).

Mailing Address

City

State

Postal Code

Email

Organization Representative

First and Last Name

Last 4 Digits of Organization Rep's SSN

Organization Rep's Date of Birth

Month Day Year

Bank Information

Routing Number

Checking Account Number

Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.

State Charitable Solicitation Compliance

- I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation will be required to collect donations on GiveGab starting January 1, 2018. [Learn more about state charitable solicitation compliance.](#)

Save

THE BIG **GIVE** Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Empower Ambassadors
4. Prepare Communications
5. Review your campaign
6. Create A Stewardship Plan



Do you have defined goals?

Your Big Give Knox goals can go beyond dollars raised:

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

Is your story authentic?

- Focus on a specific person, program, initiative, etc.
 - How do donors make these stories possible?
- Include photos, graphics, and key statistics
- Make sure your story reflects your initial goals
- Keep it consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!

Are your ambassadors prepared?

- Identify your Big Give Knox Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Big Give Knox Nonprofit Toolkit!
- Communicate your goals and campaign game plan
 - Break down tasks into manageable responsibilities



Why should you use Peer-to-Peer Fundraising?

Agencies with P2P Fundraisers raised on average 4x more **donations** and **60% more donors**.

It's also a great way to engage with your existing supporters and get them involved with your organization.

You're giving your followers a sense of ownership in the day and enhancing their emotional connection to your cause.



Identifying Potential P2P Fundraisers

Passionate supporters are already on your doorstep:

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

Pro Tip: Be selective! Committed supporters are your most effective fundraisers.

Getting Your Fundraisers Started

- Create fundraising pages for individuals that want assistance
- Establish clear goals and check in with your fundraisers
- Incentivize fundraisers and create friendly competition
- Help them understand that making an “ask” doesn’t have to be intimidating!
 - Sharing their stories, asking donors to engage, and thanking them, goes a long way!

P2P is Easy!

- Log into your Admin Dashboard

The image shows a screenshot of the Big Give Knoxville website. The background features a cityscape with the Sunsphere tower. The website header includes the logo 'BIGGIVEKNOX' and a search bar. A navigation menu is open on the right side, listing options: HOME, FUNDRAISERS, FAQ, NONPROFIT TOOLKIT, RESOURCE TOOLKIT, TRAININGS, and LOG IN. A red arrow points to the 'LOG IN' button. Below the navigation menu are social media icons for Facebook, Twitter, Instagram, and a calendar icon. The main content area has a large orange 'APPLY NOW' button. Below the button, the text reads: 'Register now to take part in the Big Give Knoxville! December 3, 2019'. At the bottom, a countdown timer shows 'Big Give Knox Begins in 42 : 08 : 14 : 42' with labels 'days', 'hours', 'mins', and 'secs' below the numbers.

Your Big Give Knox Admin Dashboard



Big Give Knox

December 3, 2019







Participation Approval Status

Approved

Congratulations! Your application to participate in the Big Give Knox has been approved. Complete the steps below to be sure your organization is ready for December 3rd!

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Big Give Knox.

-  Add Your Organization's Info >
-  Add Your Story >
-  Get Verified to Collect Donations >
-  Add Donation Levels >
Show your donors the impact their donation makes.
-  Add a 'Thank You' Message >
-  Add Fundraisers >



Setting Up Your Fundraisers

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers Download CSV **Add Fundraisers** Message All

Fundraiser ▾ Donors ▾ Amount Raised ▾ Goal ▾ 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.

Save

Setting Up Your Fundraisers

Add Fundraisers

Search Fundraisers Download CSV Add Fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	Actions
Katrina Grein	0	\$0.00	\$500.00	  

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Save


Your Fundraiser's Toolkit

- 

Tell Your Story
Let people know why you're fundraising.
- 

Make a Donation
Show people that you're committed.
- 

Reach Out
Ask for the support of your inner circle.
- 

Share Socially
Tell the whole world about your fundraiser.
- 

Give Thanks
Thank your supporters.



Progress

0%

\$0 Raised of \$500 Goal	85 Days Left	0 Donors
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Share your Fundraiser!


<https://www.theamazinggive.org/p2p/al>

Need some inspiration?

Check out [these great fundraising ideas](#) over on the GiveGab blog.

Your Fundraiser's Toolkit



Tell Your Story

Let people know why you're fundraising.


Tell Your Story

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about providing senior dogs with the love and

Set A Goal

\$	500	^	.00
		v	

Your Story Image




Select Image Remove

Video Link (YouTube or Vimeo)

Save Changes

Your Fundraiser's Toolkit




Make a Donation

Show people that you're committed.


Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

[Donate](#)




Make a Donation

Show people that you're committed.

 You donated \$107.67 on 12/13/2016.

Your Fundraiser's Toolkit




Reach Out

Ask for the support of your inner circle.

▼

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

Send Email
Access Contacts



Reach Out

Ask for the support of your inner circle.

▼

Keep track of your potential supporters. Feel free to touch base with your contacts about recent campaign updates or to reach out again if they haven't contributed yet. See who has contributed in the Give Thanks section below.

Send Email
Access Contacts

Name	Email	Actions
Bridget	Bridget@givegab.com	Touch Base View Message

Support My Fundraiser on Our Giving Day!

Here's a template to get you started, though the more you can personalize it, the better!

Hi Laryssa,

I am thrilled to be supporting Logan's Pups by helping them fundraise on our community Giving Day on November 28!

This cause means a lot to me because: Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

I hope you can consider supporting me in this endeavor by donating \$25, \$50 or even \$100. Every little bit counts.

Thank you,
Bridget

Your Fundraiser's Toolkit



Share Socially

Tell the whole world about your fundraiser.



After you've reached out to your inner circle, it's time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?

<https://www.givingday.org/logans-pups/bridget>



Have you done this?

Mark that you've done this step!

Scout's Honor

Your Fundraiser's Toolkit



Give Thanks

Thank your supporters.



No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

Thank Selected Donors

<input type="checkbox"/>	Name	Amount	Comment
<input type="checkbox"/>	Bridget Cafaro	\$100.00	<input checked="" type="checkbox"/> That's you!
<input type="checkbox"/>	Bridget Cafaro	\$10.00	<input type="checkbox"/> Mark as Thanked

Your Fundraiser's Page



A fundraiser for:

Logan's Pups

Help a senior dog with your donation!

Causes: **Animals, Education**

Manage this on GiveGab

DONATE



\$270 Raised \$500 Goal 3 Donors



Rebekah Casad

Hi, I'm Rebekah Casad and I'm fundraising for [Logan's Pups](#).
I support this organization's mission and I want it to have a greater impact on the community.



\$50

Provides a super soft bed for a loving senior pup



\$100

Provides food for a month for a senior pup



\$200

Provides vet care and essential vaccines for a senior pup



\$500

Feeds every dog in the sanctuary for a week

CHOOSE YOUR OWN AMOUNT



Do you have a communications plan?

- Plan your online communications ahead of Big Give Knox
 - Announcement/Save The Date
 - Campaign Countdown
 - Day-Of Updates
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
 - Organization Website
 - Ambassador Sharing
- Customize the templates, guides, and graphics in your Big Give Knox Nonprofit Toolkit for the perfect plan!



Thanking your supporters after Big Give Knox

- Pre-schedule general 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 donors for more personal stewardship
 - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!

Matching Basics

A matching or challenge gift is a pledged donation that's contributed to your organization in a way to motivate donor participation and engagement.

- Ask board members, or your entire board to sponsor a match that will encourage supporters to donate.
- Gamifies your giving day and motivates donors because of the multiplied impact
- Organizations with matching funds raise **4.5x more** on average than those without
- Steward potential matching donors and begin building those relationships
- Another opportunity to highlight existing donors and sponsors



How to leverage matches

1:1 Match

- Matches are based on the amount given by each donor, and you can set specific guidelines around your match to make it more impactful
- Each time an eligible donation is made, a corresponding offline gift of the same amount will be contributed to your totals

Matching “Challenge”

- A gift amount that’s goal based and unlocks once a certain threshold is reached
- A challenge can be tailored to your goals by selecting either a donor or dollar-based limit

THE BIG **GIVE** Your Nonprofit Resources

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

THE BIG GIVE We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

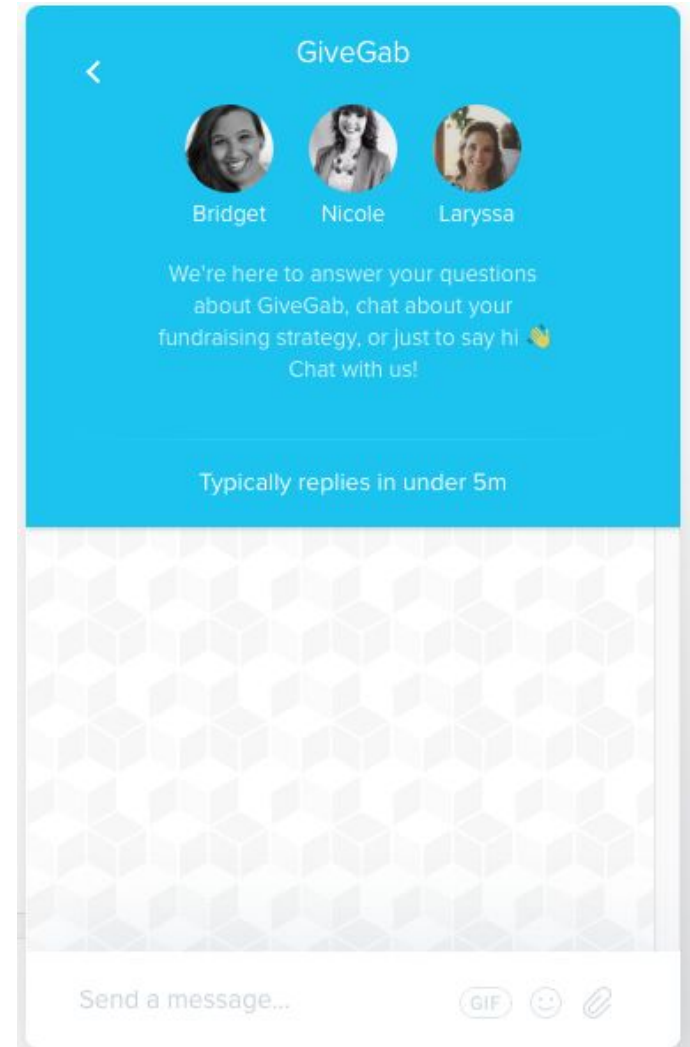
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



THE BIG **GIVE** Your Next Steps

- Like and Follow Big Give Knox on Social Media!
 - Don't forget to use #BigGiveKnox
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

The logo for 'The Big Give' features the words 'THE BIG' in a dark blue, sans-serif font. 'THE' is contained within a dark blue banner that has a pointed right edge. Below this, the word 'GIVE' is written in a large, bold, orange, sans-serif font.

**THE BIG
GIVE**

Questions?

December 3, 2019