

Final Steps to Success

November 28, 2023

**THE BIG
GIVE**

Presented by



FIRST HORIZON.

GiveGab is becoming  **Bonterra.**

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by 5pm on October 5th.

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

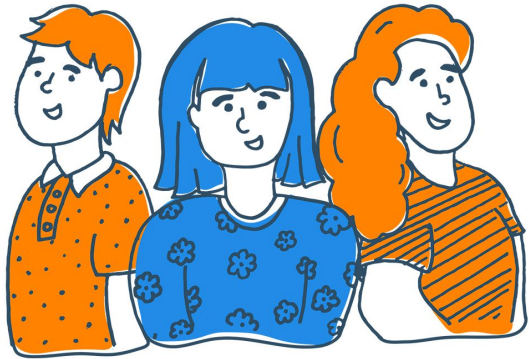
Send Anonymously

Agenda



- **The Big Give Updates & Reminders**
- **Your Checklist for Success**
- **After The Big Give**
 - **Support**
 - **Q&A**

The Big Give Updates and Reminders



- www.biggiveknox.org
- November 28 (12AM-12AM)
- Donations open early November 21 (12AM ET) and close on December 4 (11:59PM ET)
- Prizes - more to come
- Social Media Feed
 - #BigGiveKnox

If this is your first time participating in the Big Give Knoxville, please feel free to reach out to United Way of Greater Knoxville at marketing@unitedwayknox.org for assistance with the registration process.

Lily Hubbs is your United Way representative and you can also reach out to her at hubbsl@unitedwayknox.org.

Additionally, we have a lot of great resources to help you learn how to register located in the Nonprofit Toolkit on biggiveknox.org.

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Are you able to accept donations?

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations ▾
 - Status: Verified**
 - Hooray! Your organization has been verified to accept donations on GiveGab.
 - ✓ Confirmed state fundraising compliance
 - ✓ Bank account and organization information verified

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?



Is your profile complete?

The screenshot shows a fundraising page for United Way of Greater Knoxville. At the top, there is a banner with the text "FOR CHANGE" in large orange letters and a background image of people. Below the banner is an orange navigation bar with the text "United Way of Greater Knoxville" and buttons for "DONATE" and "FUNDRAISE".

Three donation level cards are displayed:

- \$20**: Provides 3 hot meals.
- \$50**: Provides a book for 50 children.
- \$135**: Provides a family with rent or utility assistance.



Below the donation levels is a section titled "Our Story" featuring a video player with a red play button. The video player shows a collage of five people's faces.

At the bottom, there is a small text block describing the organization's mission and impact.

FOR
CHANGE

United Way of Greater Knoxville

DONATE FUNDRAISE

 <p>\$20 Provides 3 HOT MEALS</p>	 <p>\$50 Provides a book for 50 CHILDREN</p>	 <p>\$100 Provides 1 FAMILY with rent or utility assistance</p>
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CHOOSE YOUR OWN AMOUNT

Our Story



United Way of Greater Knoxville acts in solidarity with our region's people, businesses, nonprofits, and civic leaders to create a more equitable Knoxville - a community where our neighbors have stable housing, financial security, quality early care and education, access to food, and more.

For the past 100 years, UWGK has mobilized the caring power of our community to improve lives and make a difference in Knoxville. We have spent a century listening to the community and offering a hand up to our neighbors in need.

As our community grows and changes, though, our organization must change, too. Knoxville is facing complex problems: homelessness, financial instability, lack of affordable childcare, food insecurity, and more. UWGK brings people, organizations, and resources together to solve these complex problems and lift up lives.

Donation levels

Optional video

Cover photo and logo

Nonprofit story

Will you have cash or check gifts?

- You have the ability to upload offline donations during donation window from November 21 - December 4
- Add cash and check donations to your Big Give totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included

Donation Tools



Add Offline Donation



Manage Sponsor Matching

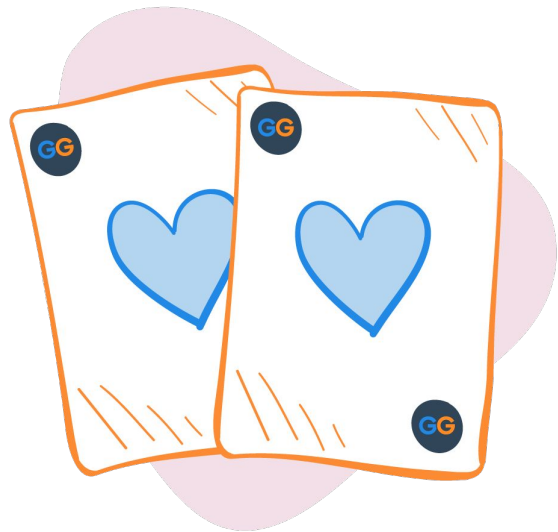


Manage Donations



Embed a Donate Button

Have you secured a matching gift?



- **Why?**
 - Organizations who set up a Match or Challenge raise more
- 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/or Challenges your Big Give Knox profile
- ✓ Verify your match setup with GiveGab 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 to host their very own fundraising page
- Anyone can be an ambassador or 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 your Peer-to-Peer Fundraisers
- Walk them through the **Big Give Knoxville Fundraiser Guide**
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out - we have tons of templated materials for fundraisers to share!
- 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 Big Give Knox Nonprofit Toolkit available on biggiveknox.org.



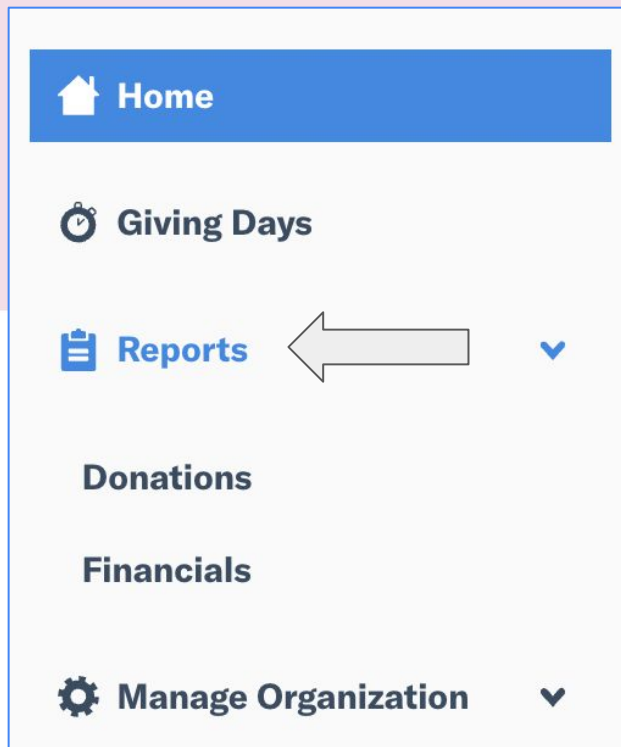
How will you communicate?



- 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

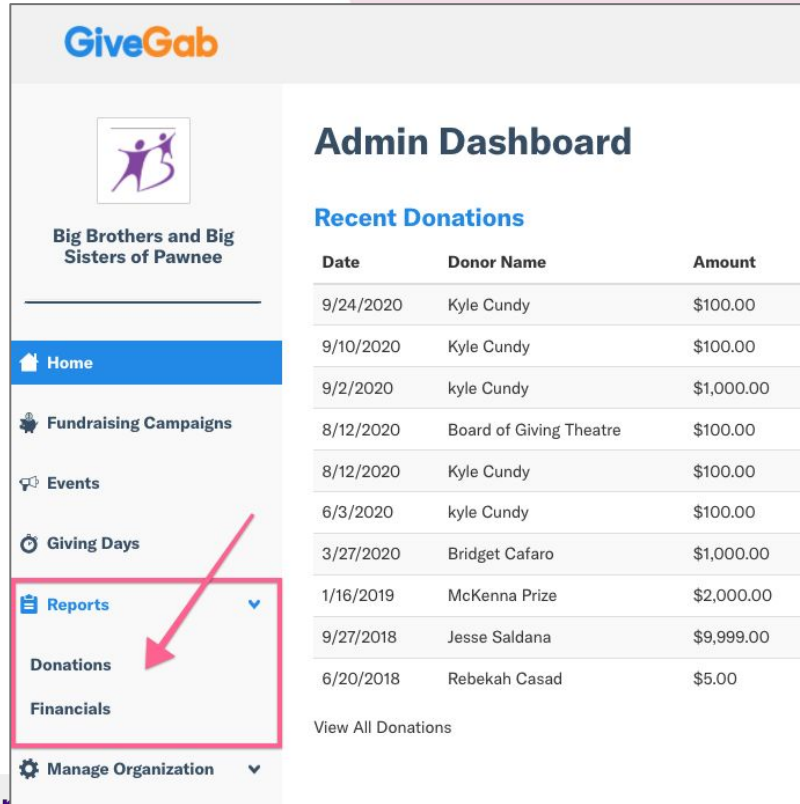
Post-Giving Day Success

How will you get your donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
- Reference your **new** Financials report to reconcile deposits!

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](#)


GiveGab is becoming  Bontena.


Filtering Your Data




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾




Donations

 Manage Organization ▾










Donations



 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](#)


▾ ▾ ▾


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

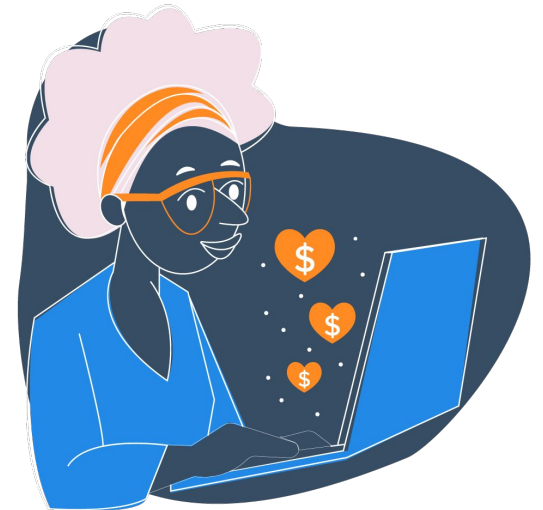
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 [Export CSV](#) [Edit Bank Account Info](#)

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 available in the Trainings tab on biggiveknox.org



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 GiveGab 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

- Go to the Nonprofit Toolkit on biggiveknox.org
- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Big Give Knox Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

4. Give Thanks



Stewardship
Email
Templates

[View](#)



Sample
Stewardship
Social Media
Posts

[View](#)



Stewardship
Tips

[View](#)

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 fundraisers
- Secure sponsored matches
- Develop a stewardship plan for your donors

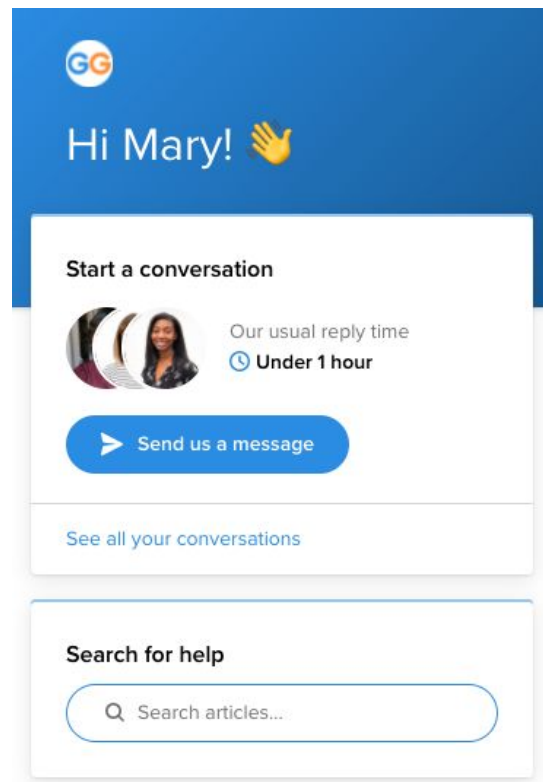
Final Checklist

- Complete your profile by November 21st when early donations open
- Ensure you are verified to collect donations in GiveGab as soon as possible
- Keep an eye out for important emails!
- Follow United Way of Greater Knoxville on Social Media and use #BigGiveKnox Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



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?

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