

Final Steps to Success for

THE EXTRA[™] ORDINARY GIVE



November 22, 2019



- Prizes
- Use the hashtags - **#IGIVEEXTRA** and **#ExtraGive**
 - igiveextra.com
- Remember to submit your event at ExtraGive.org → Events
- Sponsor thanks and logo use
- Accessing your giving link to your page

THE EXTRATM ORDINARY GIVE Your Success Checklist



1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Add Engaging Visuals
5. Empower Ambassadors
6. Prepare Communications
7. Rally Your Team
8. Review Your Campaign
9. Plan The Big Day
10. Create A Stewardship Plan

Do you have defined goals?

Your Extra Give goals can go beyond dollars raised:

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

Organizations with goals for their campaign raised 200% more than those who didn't!

THE EXTRA ORDINARY GIVE *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!

- Include a link to your Extraordinary Give profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference on Extraordinary Give
- Cater your calls to action to different goals and audiences
 - Fundraise! Donate! Volunteer! Join! Subscribe!

- Ensure you are sharing out the **correct link** for ExtraGive

✓ Add Your Organization's Info >

✓ Add Your Story >

✓ Add Donation Levels >

✓ Add a 'Thank You' Message >

✓ Add Fundraisers >

Reset Profile

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.

Get Prepared

Webinars and Workshops

Giving Day Toolkit

GiveGab Customer

Donation Tools

Manage Sponsor Matching

Manage Donations

Other Actions

Engagement Opportunities

Add External Fund

Manage Support Areas

View Registration Info

View Your Profile

Share Your Page

<https://www.extragive.org/organizations/lancaster-county-c>

Twitter Facebook

View Your Page

Only gifts made through your ExtraGive profile will count towards your totals, prizes, and the stretch pool!

- On your Extraordinary Give Profile...
 - Cover Photo & Logo
 - Story Photos or Infographics
 - Donation Levels
 - Embedded Video
- Across your digital platforms...
 - On your website and Social Accounts
- In Your Communications...
 - Emails & Social Media Posts

**Visuals help tell
your story and
increase online
engagement!**

- Identify your Extraordinary Give Ambassadors
 - Social Ambassadors
 - Board Members
 - Fundraising Champions
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Extraordinary Give CBO Toolkit!
- Communicate your goals and campaign game plan
 - Break down tasks into manageable responsibilities

Organizations using fundraising champions raised 300% more than those who didn't!

- Plan your online communications ahead of Extraordinary Give
 - 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 Extraordinary Give Toolkit for the perfect plan!

Is your Extraordinary Give Team ready?

- Gather your team before Extraordinary Give or send a campaign specific email with helpful tools and updates
 - What are your goals? How can they help you achieve them?
 - Where can they find crucial campaign resources?
 - What are the roles that your Extraordinary Give team will play?
- Play to your team's strengths and capacity
- Make it fun for everyone involved (And say thanks!)

- Review your game plan and Extraordinary Give profile
 - Is your profile complete? Does it reflect your goals and mission?
 - Are your communications ready? Are they clear and concise?
- Are you promoting your Extraordinary Give page consistently across all of your digital platforms?
- Try going through the process as if you were a donor, from the first point of access to donation success!

- Ensure you are sharing out the **correct link** for ExtraGive

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Donation Tools

- Manage Sponsor Matching
- Manage Donations

Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

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<https://www.extragive.org/organizations/lancaster-county-c>

Twitter Facebook


View Your Page

Only gifts made through your ExtraGive profile will count towards your totals, prizes, and the stretch pool!

- Assign day-of roles for your Extraordinary Give team
 - Play to your team strengths and capacity!
- Mix in pre-scheduled communications with live updates
- Share any in-person opportunities with supporters
 - Don't forget to take pictures and videos to share online!
- Have fun with your team and your supporters!

How will you thank your supporters after Extraordinary Give?

- 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!

- 
Logan's Pups
- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports
- Manage Organization

Admin Dashboard


Current Plan
Engage

Giving Days

DAY OF GIVING Giving Day!
November 13, 2019

[View All Giving Days](#)

Fundraising Campaigns

 It's A Dogs World
December 11, 2017 \$ \$20,467.22 Raised

[View](#) [Manage](#) [Edit](#)

[View All Campaigns](#)

Fundraising Events

 2018 Summer Gala

[View](#) [Manage](#) [Edit](#)



Logan's Pups

- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports
- Manage Organization

Donations

Total Paid Out: \$240,804.74

Total Pending: \$6,164.39

i 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](#)

Search by name or email

+ More filters

All Giving Days

All Campaigns

Any Donation Type

Start End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
✕	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
📄 ✎ ✕	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca, New York 1485 United States
📄 ✎	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca, New York 1485 United States
✕	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
📄 ✎	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca, New York 1485 United States
✕	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		



How will you get your donor data?

✕	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✕	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✕	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✕	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✕	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✕	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A



- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Extraordinary Give Downloadables
 - Click Promo Kit in the menu on extragive.org
- On-Demand Training Course Videos
- Resources for Board Members and Fundraising Champions
- Blog Articles and How-To Videos from GiveGab

- Visit Our Help Center

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

- Send us an email at

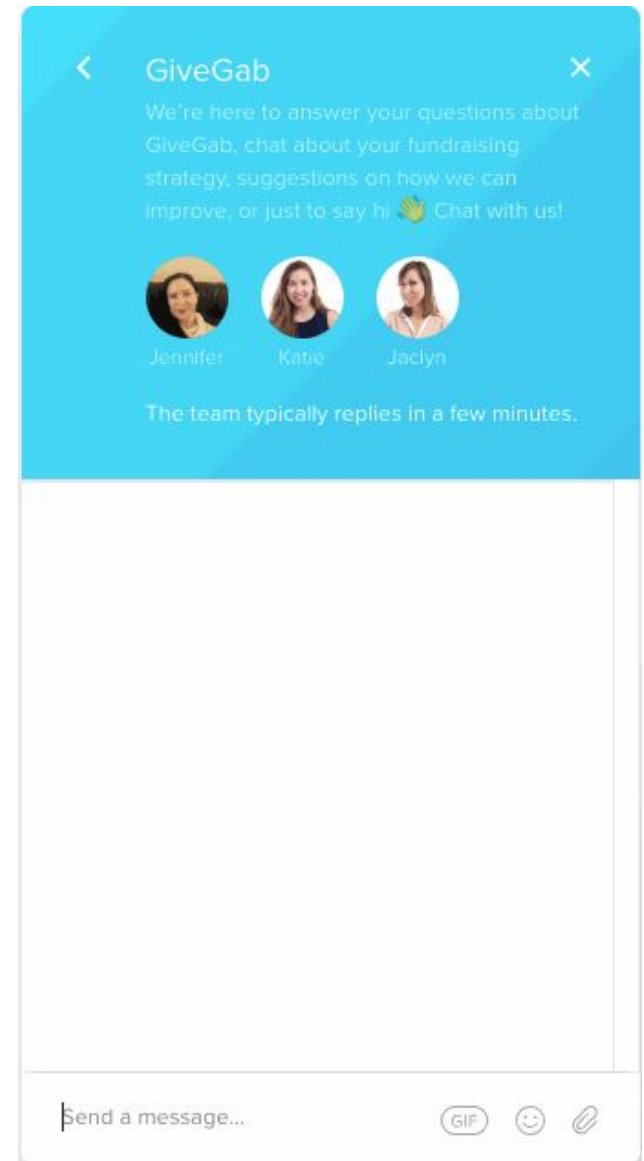
ExtraGiveInfo@lancfound.org

- Chat with GiveGab's Customer Success

Team whenever you have questions or need

a hand

- Look for the little blue chat bubble!



THE EXTRATM ORDINARY GIVE Your Next Steps



- Like and Follow Extraordinary Give on Social Media!
 - Remember to use **#ExtraGive** and **#IGiveExtra!**
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the CBO Toolkit at ExtraGive.org
- Remember that your donor list is accessible from your profile page!

THE EXTRA ORDINARY GIVE Reminder!



Logo Usage Guidelines



NO SPONSOR LOGOS



NO RODGERS or HIGH LOGOS



LOGOS! YAY!

Questions?



THE EXTRA ORDINARY GIVE



November 22, 2019

