

Boost your ExtraGive Campaign with Fundraising Champions

November 17, 2023



Meet the GiveGab/Bonterra Team



Amanda Ader

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Meet the ExtraGive Team



Kim Shorter



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Val Schade

Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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



Have You Used Fundraising Champion Fundraising Before?

If so, what's been your biggest challenge?

Agenda



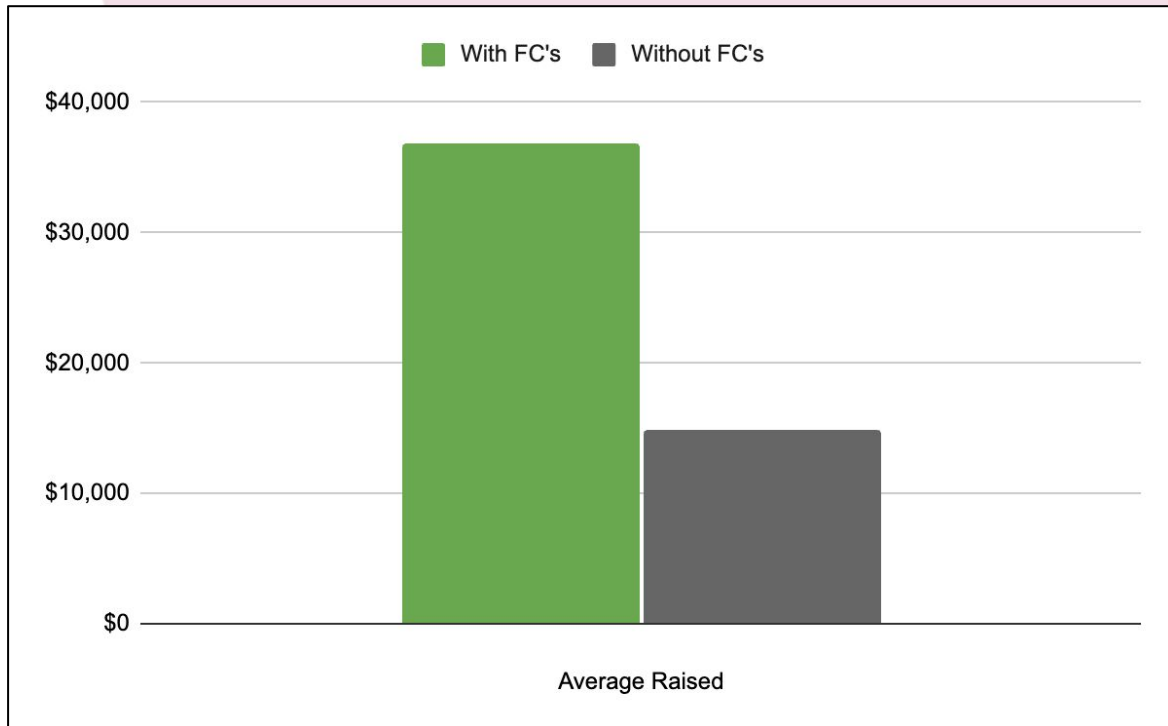
- **Fundraising Champion (FC) basics**
- **FC Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using GiveGab's Fundraising Tool**
- **Resources available to your organization**

What is P2P Fundraising?

Peer-to-Peer Fundraising (AKA Fundraising Champions) allows your most passionate supporters to create and host their own fundraising page right within your ExtraGive profile. Their totals roll up into your totals!

Impact on ExtraGive 2022

- **32%** of CBOs used Fundraising Champions (146 CBO's)
- **820** Fundraising Champions raised funds
- **\$643,891** raised through Fundraising Champions
 - Accounted for **6%** of all donations

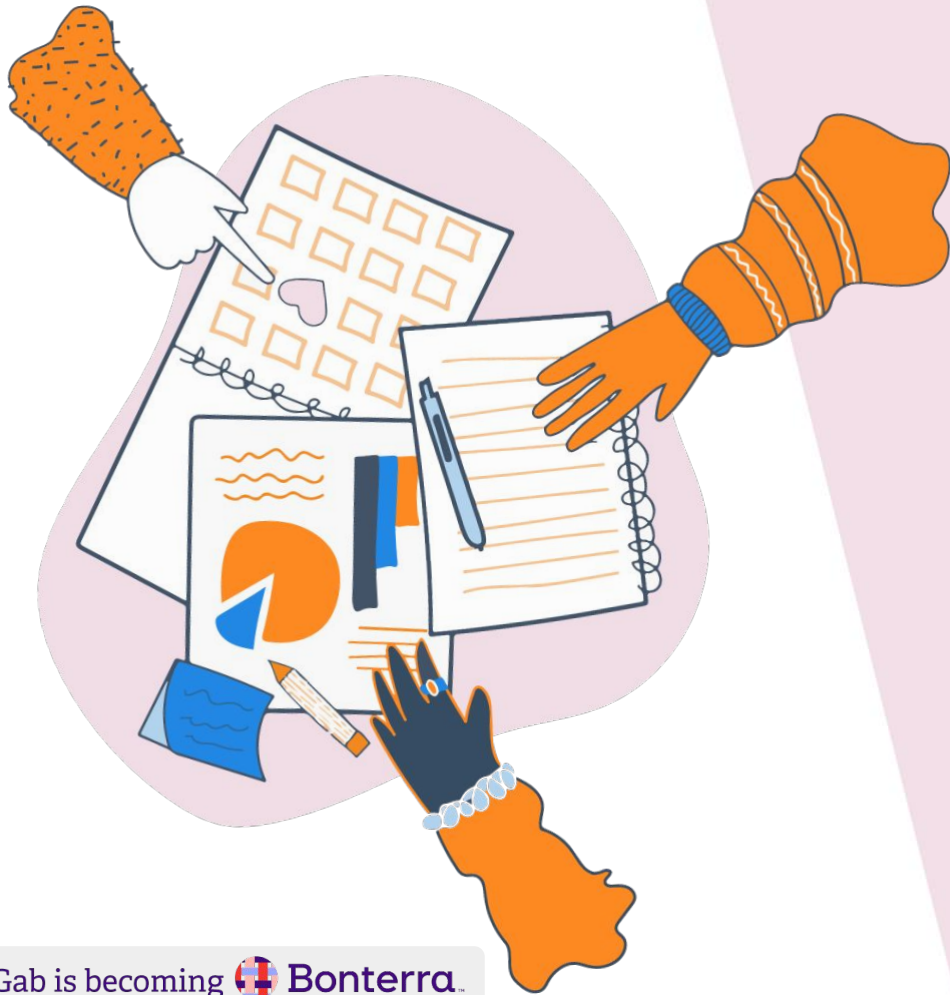


Average Raised by CBOs With and Without Fundraising Champions

Raise ~ **2.5x more** with Fundraising Champion fundraising!

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



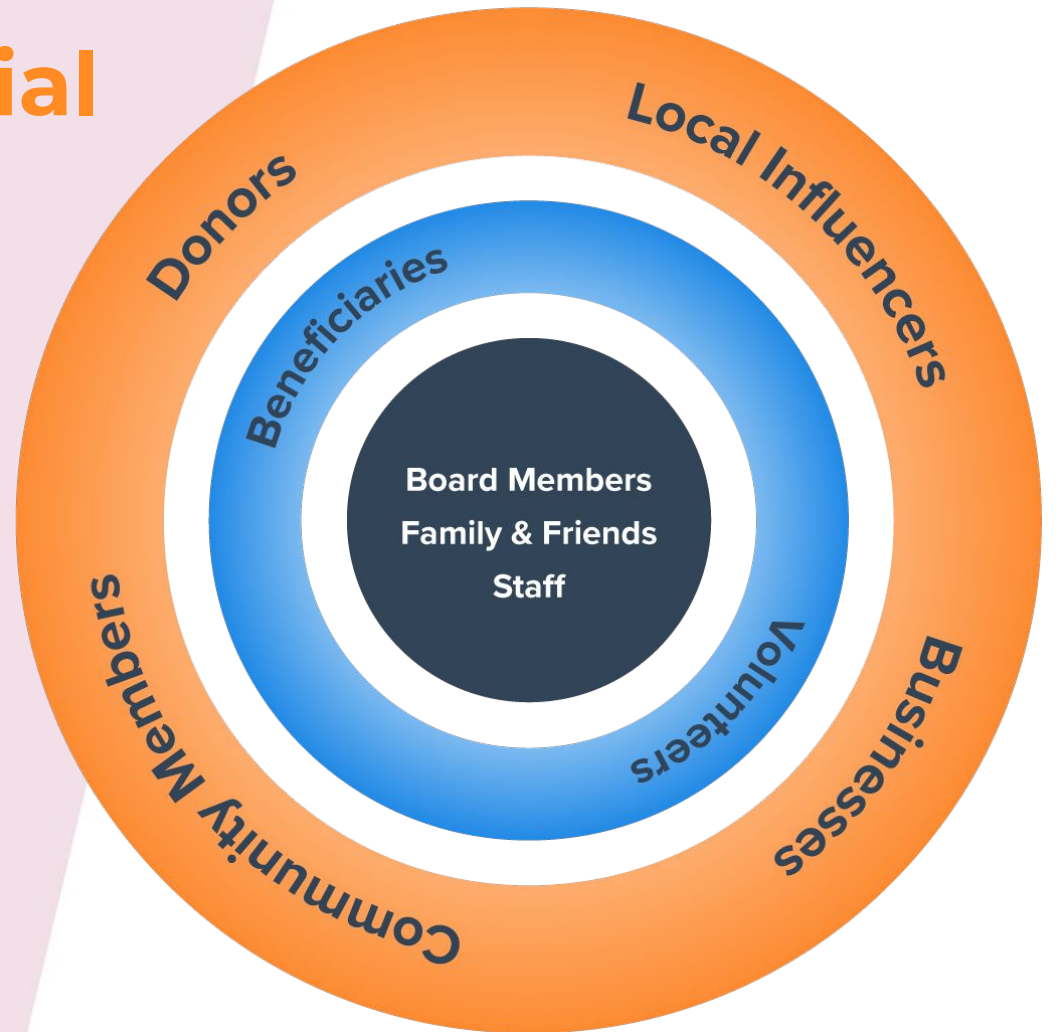
Strategize and Plan

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



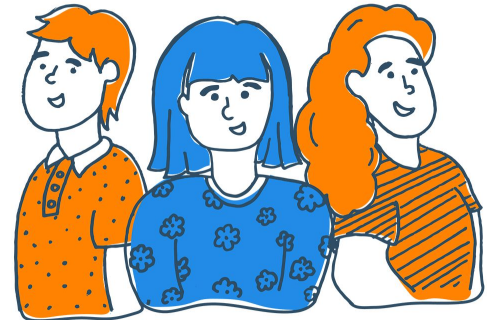
Identify Potential Fundraisers



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.

Set a default story and goal for your Fundraising Champions

Make fundraising invite-only, or open to anyone interested

 Add Fundraisers ▼

Download CSV Add Fundraisers Upload Fundraisers Message All

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

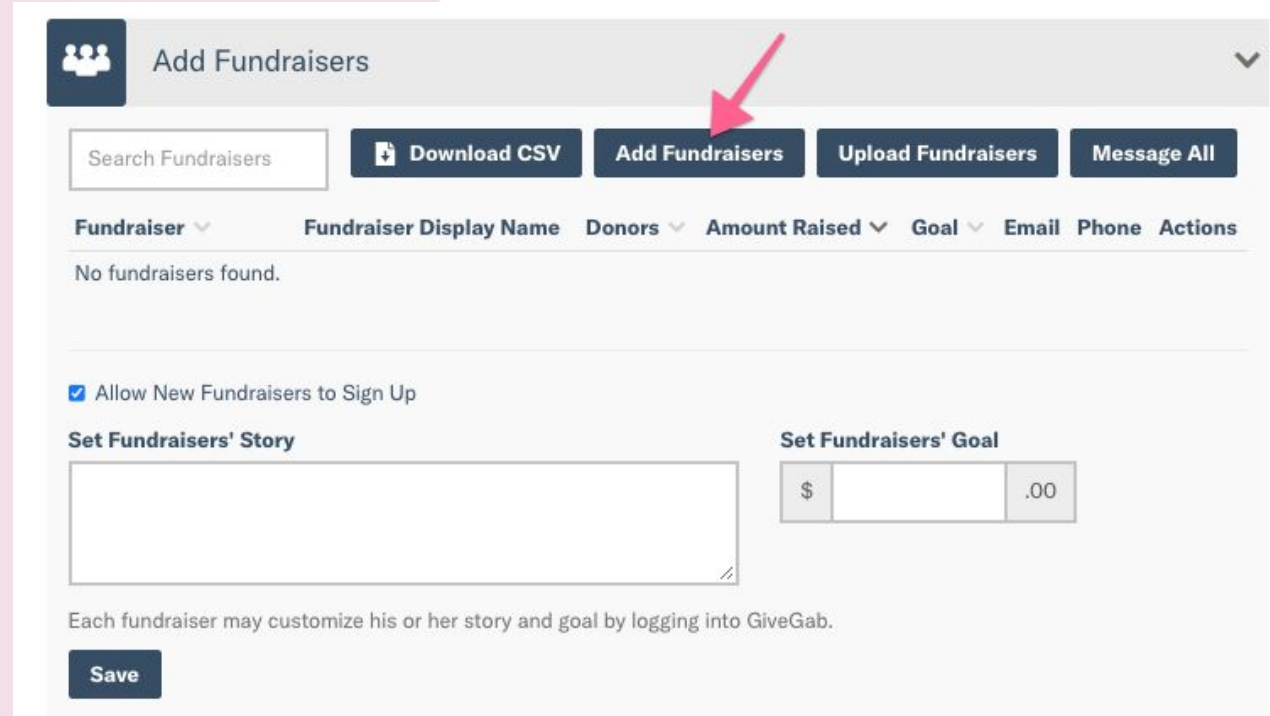
Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”



The screenshot shows the 'Add Fundraisers' interface. At the top, there is a header with a group of people icon and the text 'Add Fundraisers'. Below the header, there is a search bar labeled 'Search Fundraisers' and four buttons: 'Download CSV', 'Add Fundraisers' (highlighted with a red arrow), 'Upload Fundraisers', and 'Message All'. Below the buttons, there is a table header with columns: 'Fundraiser', 'Fundraiser Display Name', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table content shows 'No fundraisers found.'. Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Below that, there are two sections: 'Set Fundraisers' Story' with a text area, and 'Set Fundraisers' Goal' with a currency selector '\$' and a numeric input field showing '.00'. At the bottom, there is a 'Save' button and a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

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
<input type="text" value="Laryssa"/>	<input type="text" value="Hebert"/>	<input type="text" value="test@givegab.com"/> ✖

Fundraiser Display Name (optional)

First Name	Last Name	Email
<input type="text" value="Jane"/>	<input type="text" value="Doe"/>	<input type="text" value="test2@givegab.com"/> ✖

+ New Fundraiser

Cancel **Next: Compose Your Message**

Demo

Write a personalized message to your Invitees!

This will be sent alongside an email invite with instructions on how to set up their FC page.

Write a Message to Your Recruits

To: Laryssa Hebert

Subject

Message

Back **Send**

Demo

You can export a list of your Fundraisers, monitor their progress, and communicate with them individually or in bulk.

You can access the FC's dashboard if they need assistance with their profile!

✓ Add Fundraisers

Search Fundraisers Download CSV Add Fundraisers Upload Fundraisers Message All

Fundraiser	Fundraiser Display Name	Donors	Amount Raised	Goal	Email	Phone	Actions
Laryssa Hebert	Class of 1999	0	\$0.00	\$500.00	test@givegab.com		✉ ✎ +

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

Your Fundraiser's Dashboard



Noelle Butler's fundraising dashboard for Kitty Corner

Complete the steps below to be sure that your fundraiser is successful.



Tell Your Story



Make a Donation



Reach Out



Share Socially



Give Thanks

Progress

10%

\$50

Raised
of \$500 Goal

115

Days Left

1

Donor

0

Emails Sent

Share your fundraiser!

<https://giving-days-demo.herokuapp.com>,





Tell Your Story

Fundraiser Display Name

If you'd like your page name to be something other than your first and last name, enter that here.

Your Story Image



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Recommended dimensions: 1200x800.

Set A Goal

\$ 500



.00

Video Link (YouTube or Vimeo)

Your Phone Number

This will not be displayed publicly.

Tell Your Story

GT America ▾

Formatting ▾

A ▾

B

I

U



I support this organization's mission and I want it to have a greater impact on the community.



Make a Donation

Logan's Pups is not currently accepting donations.



Make a Donation

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



Reach Out

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](#)

Note: We recommend importing no more than 25 contacts at one time to prevent errors.

Name	Email	Emails Sent	Actions
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Here's a template to get you started, though the more you can personalize it, the better!

Hi,

I am thrilled to be supporting Kitty Corner by helping them fundraise for their campaign: Pawsitive Change Day (Support).

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

Thank you,
Noelle Butler

< Choose Your Address Book X

Yahoo Outlook.com Aol. AOL

Mac Contacts LinkedIn



Share Socially

Share Your Kitty Corner Page!





Give Thanks

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"/>	John Smith	\$10.00	<input checked="" type="checkbox"/> Thanked

Your donors are the greatest!

And you should tell them all about it

To: John Smith

Thanks for making an impact for Logan's Pups!

Dear friends,

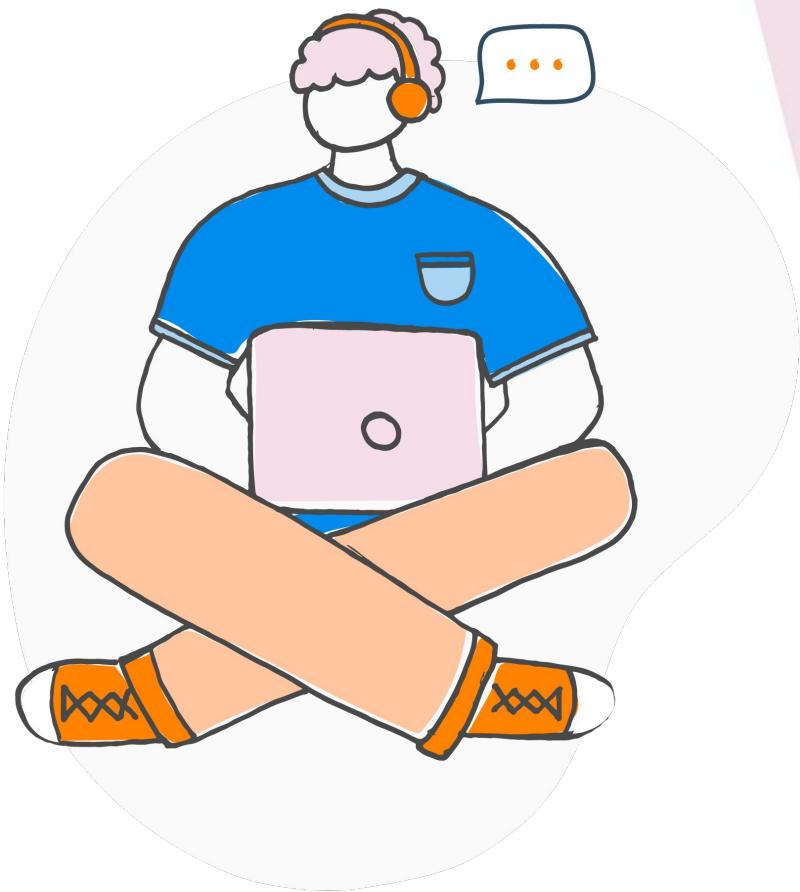
Thank you so much! I am truly grateful that you chose to contribute to my campaign. Thanks to your donation, I've raised 0% of my \$500 goal. Your support and encouragement is making a huge difference for Logan's Pups. I will keep you posted on the progress of my campaign. If you know anyone else that may be drawn to this cause, please share it!

Thank you again,
Nickie Fredenburg

Cancel

Send Thanks





Takeaways & Resources

Timeline for FC Recruitment



Key Takeaways



- Fundraising Champion Fundraising can help you raise **~2.5x** 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 ExtraGive. Start small this year and grow it in the future!

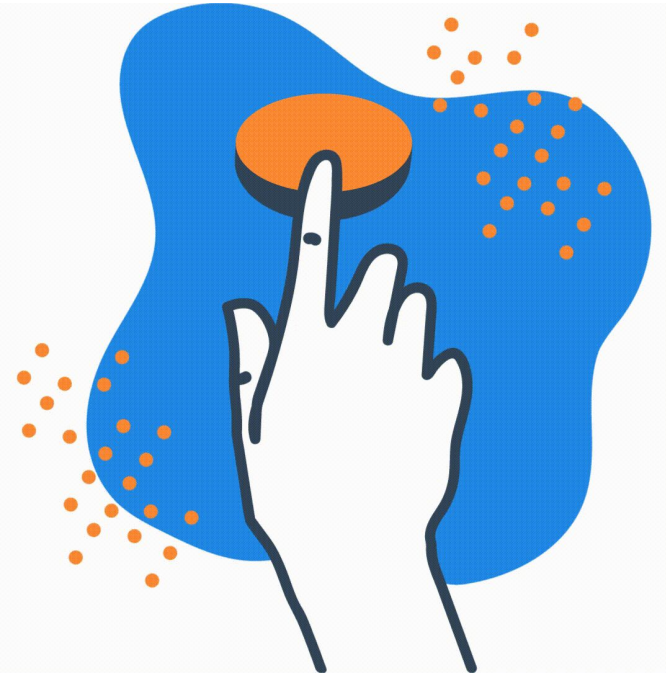
Tools for Success

Tools for CBO's

- How to identify and add fundraisers
- Support articles & videos for engaging Fundraising Champion fundraisers
- Email templates for recruiting fundraisers



Tools for Success



Tools for Fundraisers

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

ExtraGive Support & Resources

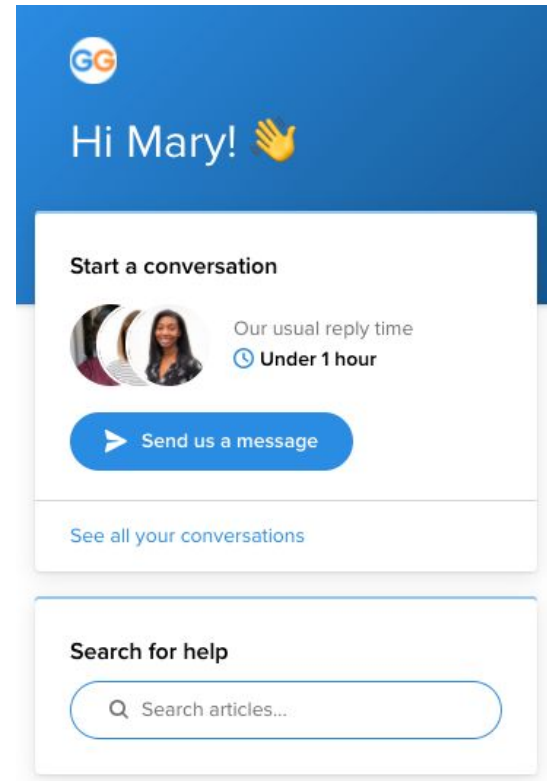
Visit our [Help Center](#)


Check out [Our Blog](#)

Send us an email at

Extragiveinfo@Lancfound.org

CustomerSuccess@GiveGab.com



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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