

November 22, 2024

Boost your ExtraGive Campaign with Fundraising Champions



Meet the Team



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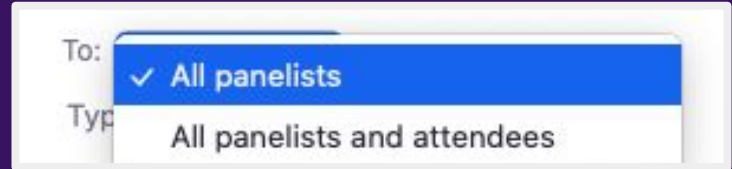
Chief Operating Officer

Submit Your Questions!

This presentation is being recorded. The recording will be available on the Trainings page by August 8.

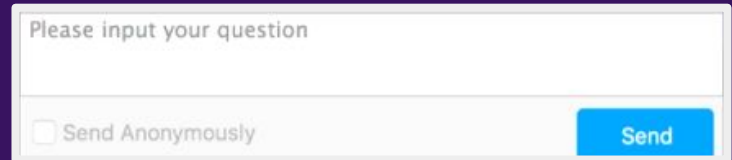
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Chat Box



To: All panelists
Type: All panelists and attendees

Q&A



Please input your question

Send Anonymously

Agenda

Fundraising Champion (FC) basics

FC Fundraising strategies and best practices

Empowering and Engaging your Fundraisers

Using Bonterra's Fundraising Tool

Resources available to your organization



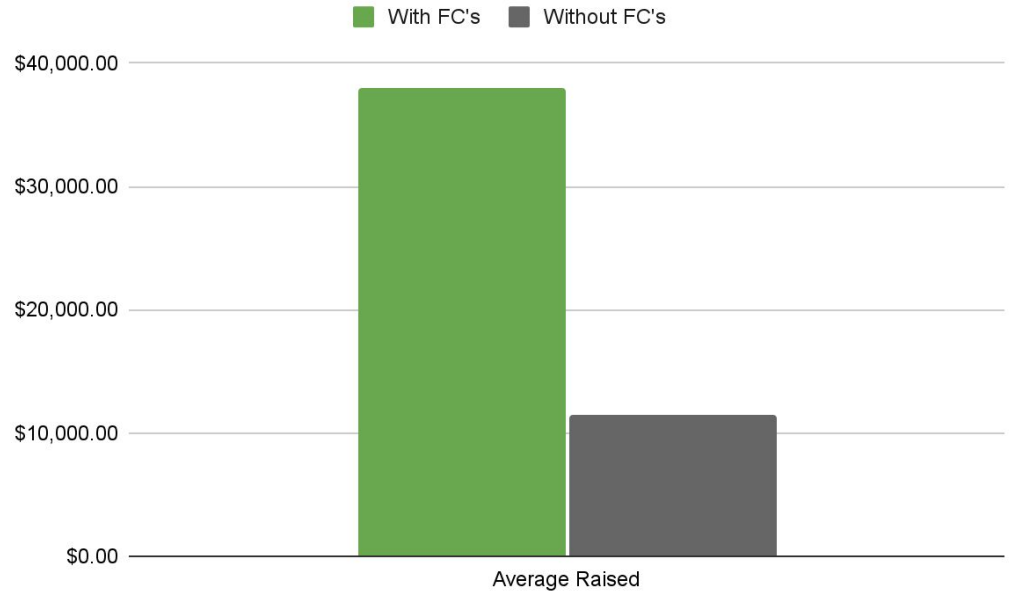
Fundraising Champion (FC) Basics

What is Peer-to-Peer (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 right up into your totals!

Impact on ExtraGive 2023

- **29%** of CBOs used Fundraising Champions (146 CBO's)
- **702** Fundraising Champions raised funds
- **\$608,621** raised through Fundraising Champions
 - Accounted for **7%** of all donations



Average Raised by CBOs With and Without Fundraising Champions

Raise ~ **3.3x 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

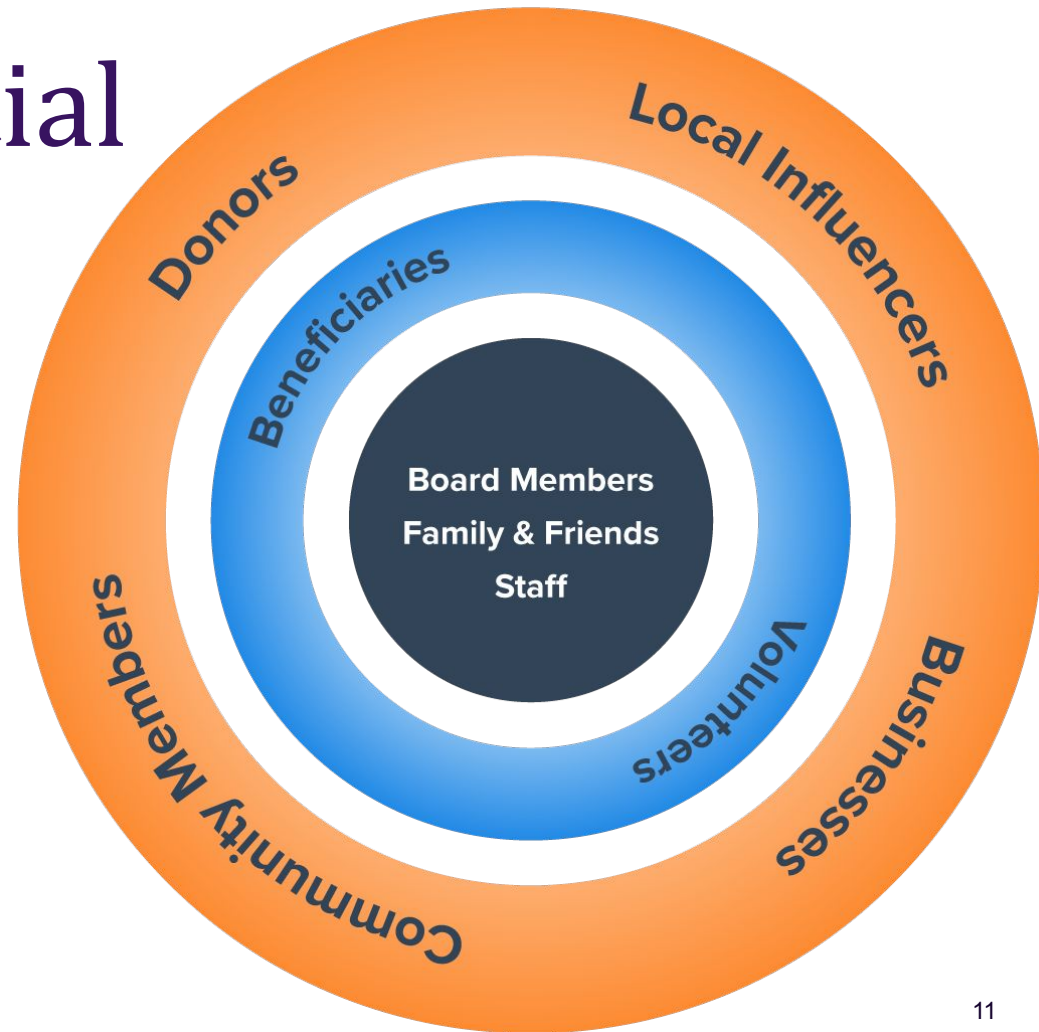
Strategize and Plan

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

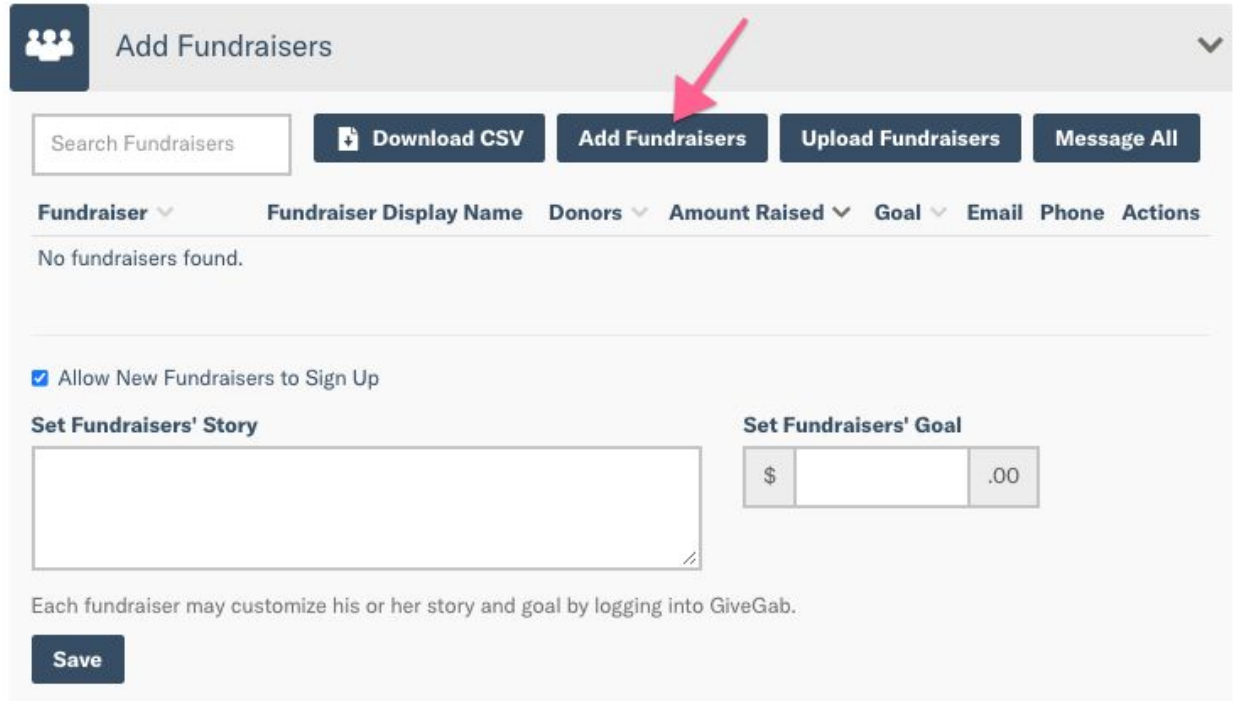
Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Demo

Navigate to your Fundraisers Tab in your Giving Day Dashboard.

Select “Add Fundraisers”



The screenshot shows a user interface for managing fundraisers. At the top, there is a header bar with a group of people icon and the text "Add Fundraisers". Below this is a navigation bar with several buttons: "Search Fundraisers", "Download CSV", "Add Fundraisers" (highlighted with a red arrow), "Upload Fundraisers", and "Message All".

Below the navigation bar 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 is a checkbox labeled "Allow New Fundraisers to Sign Up" which is checked. There are two sections for setting fundraiser details:

- Set Fundraisers' Story:** A large text area for entering the fundraiser's story.
- Set Fundraisers' Goal:** A numeric input field with a dollar sign on the left and ".00" on the right.

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








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 


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

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




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

Name or Nickname Email

Subject

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

[Cancel](#) [Send](#)

< Choose Your Address Book X

Yahoo Outlook.com 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



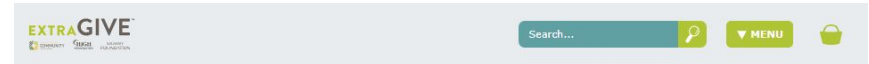
Key Takeaways

- Fundraising Champion Fundraising can help you raise **~3.3x** 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



Engaging Your Supporters to be Fundraising Champions

Fundraising Champion Training Video (coming soon!)

What is a Fundraising Champion?

A Fundraising Champion (often called a "Peer-to-Peer Fundraiser") is a supporter who rallies around your cause to fundraise on your behalf. These supporters create their own fundraising page as a spin off of your main ExtraGive profile. Your Fundraising Champions will share that page with their network to expand the reach of your cause and bring in new donors. These individuals are passionate about the work you do, and use their voice to make a difference!

Who are Your Potential Fundraisers?

Board Members
Volunteers
Dedicated Supporters
Lower Capacity Donors
Major Donors
Staff Members
Friends & Family

Tools for Success

Tools for Fundraisers

- How to sign up
- Resources & support articles
- Communication guides & templates
- Social Media downloads

What's Next?

Your Next Steps

- Follow ExtraGive on Social Media and use #ExtraGive
Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



Did you know?

You can create sub-campaigns within your ExtraGive profile!

- Inform donors on separate projects, funds, or campaigns within your organization
- All funds raised by support areas will roll up into your organization's totals
- Donation report will specify the support area to help with reconciliation post ExtraGive




How can you help?

Adopt one of our adorable, loving pups! Or you can become a foster, which will give us more space to save more dogs. To learn more, [visit our website](#) or email us at BDR@glvegab.com.


Fundraising Campaigns

Dog Shelter Renovation



DONATE

Senior Dog Center Renovation



DONATE

Creating Support Areas

Donation Tools

- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions

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

New Support Area ×

Title

Cancel **Save**

How We Support You

Visit Our Help Center

- support.givegab.com

Check Out Our Blog

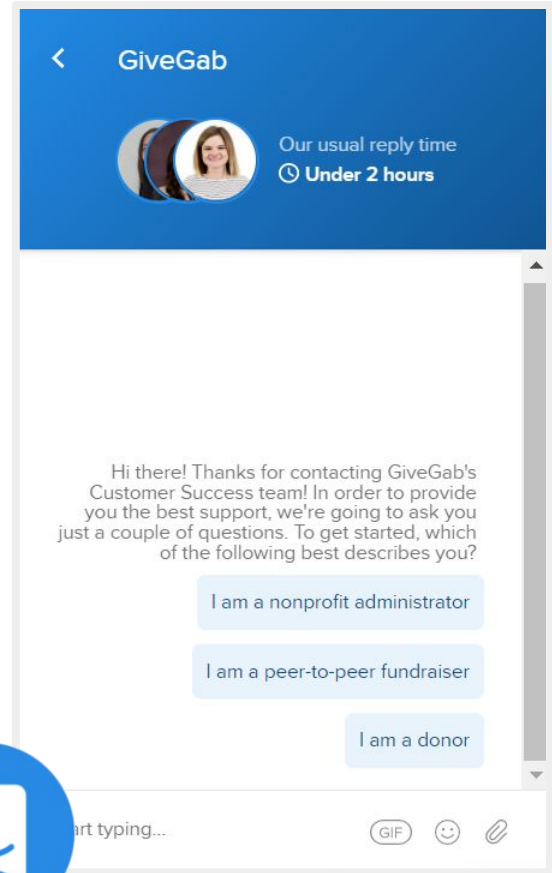
- bonterratech.com/blog

Send us an Email

- extragiveinfo@lancfound.org

Chat with our Customer Success Team

- Look for the little blue chat bubble



Questions?

GIVE EXTRA™



MURRY
FOUNDATION

November 22, 2024