



GIVE FOR GOOD LOUISVILLETM

COMMUNITY FOUNDATION OF LOUISVILLE





Final Steps to Success

Agenda

- Giving Day Updates
- Giving Day Prizes
- Your Success Checklist
- Support Tools
- Questions





Giving Day Updates

Giving Day Updates

- Give For Good Louisville LIVE!
 - Interactive livestreaming experience
 - Limited spots release Tuesday, August 27 at 10AM
- Social Media
 - #GiveForGoodLou
- Check your inbox for important emails from info@giveforgoodlouisville.org





Giving Day Prizes

Prize Pool

+\$312,000

*all prizes are subject to change by the Community Foundation of Louisville



Prizes

- Bonus Pool (currently \$120,000)

Tier #1	Secure 30 unique gifts	equal split of \$40,000
Tier #2	Secure 60 unique gifts	equal split of \$40,000
Tier #3	Secure 90 unique gifts	equal split of \$40,000



Prizes

- Strategic Prizes - \$1,000 each
 - Early Bird
 - Up All Night
 - Morning Rush
 - Mid-Morning Break For It
 - Afternoon Drive
 - Evening Break For It
 - Late Night Push
 - Far & Wide
 - Louisville's Greatest Day
 - Social Media Star
 - P2P Powerhouse
 - Match Maker

*all prizes are subject to change by the Community Foundation of Louisville



Prizes

- Delta Dental Golden Tickets
 - Randomly selected \$1,000 boosts
 - 24: 1 per hour
- Match Minutes
 - Pre-set minutes with a dollar-for-dollar match
 - Match minutes will be distributed on a first come, first served basis according to the corresponding timestamp on gift transactions
 - Full details released on August 30.



Prizes

- Grand Prizes
 - Most dollars raised
 - Most unique donations

	Micro Nonprofits (under \$49K)	Small Nonprofits (\$50K - \$250K)	Medium Nonprofits (\$251K - \$1.5M)	Large Nonprofits (over \$1.5M)
First Place	\$3,000	\$3,000	\$3,000	\$3,000
Second Place	\$2,000	\$2,000	\$2,000	\$2,000
Third Place	\$1,000	\$1,000	\$1,000	\$1,000

**Grand prizes are awarded to organizations based on their size in both categories*



Prizes

- Southern Indiana Proportionate Match Pools

CLARK, FLOYD, & HARRISON COUNTIES MATCH POOL - \$10,000



Samtec is offering a \$10,000 proportionate match to organizations based in Clark, Floyd, and Harrison counties.

CLARK & FLOYD COUNTIES MATCH POOL - \$30,000



The Community Foundation of Southern Indiana is offering a \$20,000 proportionate match for Southern Indiana-based participating nonprofits based in Clark and Floyd counties.



The Bales Foundation is offering a \$10,000 proportionate match to organizations based in Clark and Floyd counties.

FLOYD COUNTY MATCH POOL - \$25,000



Horseshoe Foundation is offering a \$25,000 proportionate match to organizations based in Floyd county.





Your Success Checklist

Your Success Checklist

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



Do you have defined goals?

Your **Give For Good Louisville** 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





Fundraising Champions

[Carol Nord](#) \$0.00

[Stephen Corzine](#) \$0.00

[Torrence Williams](#) \$0.00

[Ben Weyman](#) \$0.00

[Jeri Johnson](#) \$0.00

[See More Champions](#)

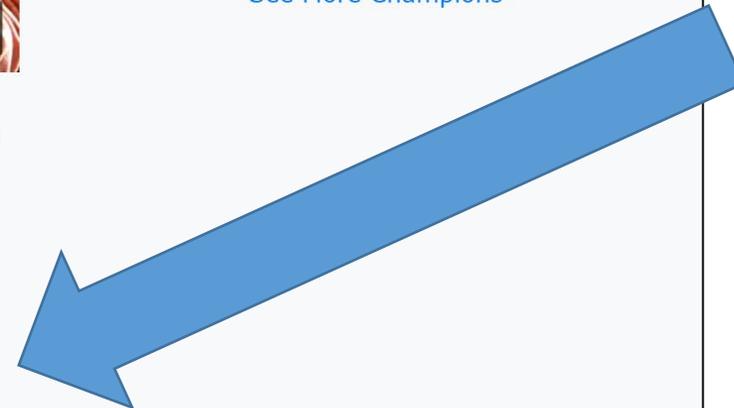
Nativity Academy at Saint Boniface is an independent, faith-based middle school that transforms the lives of students who have a commitment to achievement and whose families demonstrate financial need. Nativity Academy serves students from families throughout the Louisville community that fall at, or below, the federal poverty level and provides these students with a tuition-free education.

The **2019 Give for Good campaign goal** is to raise **\$15,000** to be used for the purchase of **classroom technology** to include **stand to learn desks**, **noise reduction headphones**, **bouncy bands for desk legs** and **specialized classroom light filters**, all of which will enhance the educational experience for Nativity Academy students.

[DONATE](#)

Share your goals on your Give For Good Louisville Profile to incentivize donors

(Define your goals after capturing your audience with your story.)



Are you campaign confident?

- Review your game plan and [Give For Good Louisville](#) profile
 - Is your profile complete?
 - Does it reflect your goals and mission?
 - Are your communications ready?
 - Are they clear and concise?
- Try going through the process as if you were a donor
- Are you promoting your [Give For Good Louisville](#) profile consistently across all of your digital platforms?



RESTORING INDIVIDUALS FAMILIES COMMUNITY



The Prisoners Hope
Making a difference - one life at a time
Causes: Religion, Youth, Social Justice

[DONATE](#) [FUNDRAISE](#)



\$25
Personal needs items

**DOUBLE
YOUR
IMPACT**

\$50
Bus passes, child backpacks, supplies (\$for\$ match)



\$100
Transportation for family prison visits



\$250
Family food, clothing, shelter



\$500
Job placement and transitional housing

[CHOOSE YOUR OWN AMOUNT](#)



Changing the Statistics One Life at a Time
The Prisoners Hope is a faith-based ministry that serves incarcerated men, women and families. We are redefining re-entry by providing mentoring, education, family support, and practical assistance before incarceration, during incarceration and after release.

Simply put, without an investment in a person's path to re-entry, they will be faced with a background that limits employment opportunities, a lack of good decision making skills and many other deficits. Without these supports, it is not surprising that within 3 years, 50% of inmates quickly return to the behaviors that led them to prison—drugs, isolation, homelessness and crime. The goal of The Prisoners Hope is to enter their lives early and help them break that cycle. We do this by preparing prisoners to re-enter our communities equipped to lead responsible, productive, drug-free lives. For each life spared, we also save thousands of tax dollars; dollars that could be better invested restoring broken lives to walk a different path and make positive choices going forward.

We want to emphasize that we are different from many other ministries in that we also walk alongside the families - the spouse left behind, the children traumatized by the loss of parental contact, the financial pressures that accompany the losing of a breadwinner. Our counselling and support initiatives address these needs: as we work to transform lives and bring hope for a brighter future. Your help in these areas can restore hope and make communities stronger and safer. We hope you will join us in this cause.

[DONATE](#)

Matches

1-1-2 Multiple sponsors: \$5,000 Match Pool
Generous sponsors who believe in our mission have provided matching funds that will ensure that every \$50 donation will be matched dollar for dollar, till we reach our goal of \$5,000. Grow your impact!

\$5,000 MATCH **\$5,000 REMAINING**

Fundraising Champions

[Darryll Davis](#) \$0.00

[Darlene Eisert](#) \$0.00

[Karl Neutz](#) \$0.00

[Jon Walker](#) \$0.00

[Jodi Thompson](#) \$0.00

[See More Champions](#)

Volunteer Opportunities
[An Exciting Opportunity to be a Ministry Volunteer](#)
Ongoing



Is your story authentic?

Craft a unique story for your [Give For Good Louisville](#) donation page and share these stories in your communication efforts

- 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!



Meet Millie



At six weeks old, Millie suffered from six breaks in her legs, a large skull fracture, internal bleeding, as well as damage to her intestines, spleen, pancreas and liver. Her diagnosis was “near fatality from physical abuse.” After being discharged from the hospital, Millie was placed with the Ferguson family, who received their training from St. Joe’s Therapeutic Foster Care and Adoption program. Her foster mother, Erin, was a certified nurse and looked after medically fragile children. Millie’s injuries were so severe that doctors told the Ferguson family to expect more stomach surgeries, limited walking abilities, and cognitive delays. Now, at almost 3 years old, Millie’s doctors describe her as “a living miracle.” Thanks to the care provided by St. Joe’s and the Ferguson family, Millie has no physical or cognitive delays to report. She officially became a Ferguson on November 30th, 2017 and is full of life!

Because of your gifts to St. Joseph Children’s Home, Millie was given the support she needed to not only survive but to THRIVE.

**Make a
connection with
your donors**

Our Mission: Giving Children a Home

The mission of St. Joseph Children's Home is "Giving Children a Home." Since 1849, St. Joe's has provided a loving home to Louisville's most vulnerable children – first orphans, and in later years those children removed from their homes due to neglect, abuse, domestic violence or substance abuse. Throughout our history, St. Joe's has served over 75,000 children who have been denied their innocence and childhood years, and for many, the basic needs of life.

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Because of your gifts to St. Joseph Children's Home, Millie was given the support she needed to not only survive but to THRIVE.

How can you help?

Help create more homes for children like Millie by making a gift to St. Joseph Children's Home on September 13.



State your mission



Tell your authentic story



Remind people why they should GIVE



Create a clear action

Are your calls to action clear?

- Include a link to your [Give For Good Louisville](#) profile in all of your communications for easy donor access
 - Double check your links
- Make it clear how your potential donors can help you make a difference on [Give For Good Louisville](#)
- Cater your calls to action to different goals and audiences
 - Fundraise! Donate! Volunteer!





Pillar is 🥳 feeling excited in Louisville, Kentucky.

Yesterday at 10:00 AM · 🌐



In just a few weeks, **Pillar** will be participating in [#GiveForGoodLou](#). You can help by sharing our donation link below OR you can create your own fundraising page. By adding a personal message you can tell your story about why it's important to support our organization.

Be a PILLAR OF SUPPORT on SEPTEMBER 12!

<https://www.giveforgoodlouisville.org/or.../pillar-support-org>

[#pillarsupportky](#) [#pillarofsupport](#) [#gettingtoknowthegood](#) [#beaforceforgood](#)
[#community](#) [#inclusion](#)



[GIVEFORGOODLOUISVILLE.ORG](https://www.giveforgoodlouisville.org)

**Support Pillar (formerly Apple Patch Community, Inc.) in
#GiveForGoodLou!**



You and 10 others

9 Shares



WILL YOU HELP
US REACH OUR
\$25,000 GOAL?

GIVE FOR GOOD LOUISVILLE

9/12/2019

www.giveforgoodlouisville.org

FUNDING THROUGH THIS INITIATIVE
DIRECTLY IMPACTS IMMIGRANTS,
REFUGEES AND UNDERSERVED
POPULATIONS IN OUR COMMUNITY.

WE ARE ABLE TO OFFER OUR SERVICES
FREE OF CHARGE TO THOSE WHO NEED
THEM BECAUSE OF CONTRIBUTIONS
LIKE YOURS





Save the Date
SEPTEMBER 12, 2019



Support Kosair Charities on Sept. 12

On September 12, make trick or treating possible for hundreds of children with special needs by making a donation during [Give for Good Louisville](#), our community's biggest day of giving.

All funds donated to Kosair Charities on Sept. 12 will support Kosair Kids Night at the Zoo, a Halloween event specifically for children with special needs and their families. Help hundreds of kids see their potential, instead of their obstacles, during a safe, stress-free Halloween experience like no other.

Our request is simple: Mark your calendar for Sept. 12, make your donation of any amount, and share with friends and family. Thank you in advance for your generosity and support.

HEATHER BENSON

DIRECTOR OF PHILANTHROPY

WHAS Crusade for Children

520 W. Chestnut St., Louisville, KY 40202

Phone: 502.582.7528 | **Cell:** 502.777.7981 | heather@whascrusade.org



SEPTEMBER 12, 2019



Visit whascrusade.org for more information



\$10

**Pays for batteries and
supplies for a child's
hearing aids**



Heuser Hearing & Language Acad...
about 22 hours ago



Did you know for just \$10 you can help pay for batteries for a child's hearing aid?

Please consider donating to help all of our amazing patients, students, & families on September 13th for #GiveForGoodLou!

Like, comment, and share on Facebook

Are you featuring visual content?

- On your Give For Good Louisville profile...
 - Cover Photo & Logo
 - Donation Levels
 - Story Photos or Infographics
 - Embedded Video
- Across digital platforms...
 - Your Website
 - Social Media Accounts
- In your communications
 - Emails & Social Media Posts

Visuals help tell your story and increase online engagement!



Downloads

Cover Photos



Cover Photo 1

[Facebook](#) | [Twitter](#)



Cover Photo 2

[Facebook](#) | [Twitter](#)

Logos



Logo Bundle

[Download](#)

Social Shares



Social Share Image Bundle

[Download](#)



I Gave Badge

[PNG](#) | [JPG](#)

Do you have a communications plan?

- Plan your online communications ahead of [Give For Good Louisville](#)
 - Announcements/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 Give For Good Nonprofit Toolkit for the perfect plan!



Subject: Help Us Make History | Give For Good Louisville

[Salutation],

Have you dreamed of making history? Of course, we all have. And now we have a chance to be a part of Louisville's biggest day of giving - an opportunity to unite our community around causes in which we truly believe, and help nonprofit organizations connect to the larger community.

We need your help! Please join our campaign and help us reach our goal of \$xxxx and xxx donors! We need you to tell your friends and family members about the important work we do and ask them to join us in helping to make a difference.

Get ready to give! On Sept. 12, starting at 12AM on September 12, visit www.GiveForGoodLouisville.org and make a donation to us and/or to any of the great participating nonprofit organizations. You will have 24 hours to make your donation, and all giving will end at 11:59PM on September 12.



Questions? If you have any questions or would like more information, let us know. [Add your contact information].

Thank you in advance for your generosity to our organization!

One Day Before
Major Objective: **Get the Word Out**

Checklist:

Task	Owner	Notes	Status
Plan Send a quick reminder to your staff of what their role is. Go over the schedule for the day. And remember to have fun!			
Promote Post a "Tomorrow's the Big Day" post and use the Giving Day hashtag.			
Engage Send out a "Tomorrow's the Big Day" email. Remind donors and your board how they can give, why it's important they give on this date, and how it will benefit your organization. Include a link to your Giving Day profile!		Remind your board of what their role is as well.	

Notes:

The Big Day!!
Major Objective: **Hit Your Goals**

Communication Plan | Page 8

Beginning of Day Checklist:

Task	Owner	Notes	Status
Plan • Gather "Giving Day" provisions to get everyone excited about the day and set up your Giving Day Command Post. Bring in donuts and coffee in the morning, arrange for lunch for everyone, encourage people to take breaks during the day, etc. • Keep a tally in a visible place in your Giving Day Command Post about the progress you're making throughout the day.		Share inspiring stories and comments from donors and benefactors. This could even spark some great social media content!	
Promote Have a special blog or newsletter edition story around your Giving Day participation. Include ways people can help spread the word and a link to your profile.			
Promote Update your social media profiles with Giving Day branding that incorporates "Today" messaging and add "Today" messaging on your website.			
Promote Send a celebratory email announcing the day has begun to P2P fundraisers, donors, members, and staff.			

Subject: Today's the Day | Put Your Giving Shoes On

[Salutation],

Give For Good Louisville is TODAY, and we are asking you to join us in our efforts to make this the most awesome day of giving Louisville has ever seen!

We are writing to ask you to take five minutes to give to [name of organization - make hyperlink to your Give For Good Louisville page]. After that, you can give to other nonprofits that do work that you support or just kick back and watch how high the giving can go at www.GiveForGoodLouisville.org!

Your donation of any amount will help [give specific examples, or insert a sliding scale of what \$25, \$50, \$100 etc can do].

Here's how you can make a HUGE difference today:

- Make a donation (link to your Give For Good Louisville page!)
- Spread the word. Text a friend. Forward this email. Post on Facebook, Twitter, and Instagram using the hashtag #GiveForGoodLou. Oh, and you can also just tell someone in person - that works, too.

Is your Give For Good Louisville Team ready?

- Gather your team before Give For Good Louisville 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 Give For Good Louisville team will play?
- Play to your team's strengths and capacity
- Make it fun for everyone involved (And say thanks!)





The Ringleader

The Ringleader will lead the entire team toward a common goal before and throughout the Giving Day.

The FUN-draiser

The FUN-draiser will help the Tech Master, Champion Cheerleader, and Communication Guru tell the story of your organization.

The Tech Master

The Tech Master will help manage your Giving Day profile page and assist the FUN-draiser in telling your story.

The Champion Cheerleader

The Champion Cheerleader will find a group of passionate supporters (volunteers, board members, staff, donors) that will help spread the word as Fundraising Champions (also known as P2P fundraisers).

The Communication Guru

The Communication Guru will determine the best methods of communicating out about the campaign – email, social media, direct mail, events, and others.

Are your ambassadors prepared?

- Identify your [Give For Good Louisville](#) Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your [Give For Good Louisville](#) nonprofit toolkit
- Communicate your goals and campaign game plan
 - Break down tasks into manageable responsibilities





Training Sessions
[Sign Up](#)



Getting Started
Guide
[Download \(PDF\)](#)



Helpful Support
Articles
[View](#)



Give For Good
Louisville
Planning Guide
[View](#)



Communications
Timeline
[View](#)



The Ultimate
Guide to Giving
Day Success
Download
(eBook)



Building Board
Support
[View](#)



Peer-to-Peer
Fundraisers
[View](#)



Giving Day Blog
Articles
[View](#)



Email Marketing
Templates
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Social Media Tips
[View](#)



Download Give
For Good
Louisville
Graphics
[View Downloads](#)

Train

Promote



Give For Good
Louisville
Matches
[View](#)

Prepare & Plan

Is your big day BIG enough?

- Host an event! Share any in-person opportunities with supporters ahead of time and on the day
 - Don't forget to take pictures and videos to share online with those that can't attend!
- Maximize Give For Good Louisville as a major fundraiser
- Have fun with your team and your supporters!





9pm Update & Relaxing with watercolors at Drepung...

207 views · September 14, 2017



Quick Update from the War Room: Golden Ticket, Break...

1K views · September 14, 2017



Just a few hours left to #GiveForGoodLou and we are...

799 views · September 14, 2017



Live at the Marketplace Restaurant for the Americana...

329 views · September 14, 2017



1 - 2 - 3 MILLION...and 2 new prizes! Keep it going and...

97 views · September 14, 2017



1 - 2 - 3 MILLION!!! #GiveForGoodLou is getting...

234 views · September 14, 2017



Smoketown Neighborhood Celebration and the...

615 views · September 14, 2017



Live celebrating #GiveForGoodLou with...

996 views · September 14, 2017

How will you thank your donors after Give For Good Louisville?

- 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!





Wellspring Ky
22 days ago

Waldo will definitely have sweet dreams tonight thanks to the 113 Wellspring donors who contributed nearly \$18,000 in less than 24-hours to help people with serious mental illnesses build healthy and hopeful lives here in Louisville! Thanks to ...



Speed Art Museum
@SpeedArtMuseum

A MILLION thanks to those who donated to the Speed for [#GiveforGoodLou](#)! We're beyond grateful for you, and to be a part of this community ❤️
pic.twitter.com/stt2gydYAc

14 Sep 1:09pm



Dare to Care Food Bank
18 days ago

Thank you to everyone who participated in [#GiveForGoodLou](#) last week! We are thrilled to announce that we raised \$77,883, which was well above our goal!! That is enough money to help Dare to Care provide 233,649 meals to hungry members of our ...

Haiti 323 Project
October 18, 2017

On September 14, we participated in Louisville's Largest Giving Day, "GiveForGoodLouisville." We were beyond blessed to raise an amazing \$2,635 in a single day!
In addition to these donations, we qualified for (4) bonus pools, which were calculated based on a combination of dollars raised and number of unique donations. We received those bonus pool checks this week, and the results were beyond our expectations!
We received an additional \$625.15 from the Community Foundation of Southern Indiana and \$1,399.40 from the Community Foundation of Louisville!
This brought our total raised during "GiveForGoodLouisville" to... \$4,659.58!
Thank you, thank you, thank you!
We are so grateful to everyone who participated in this exciting day of giving, and for the Community Foundations for sponsoring this event. With your help, we raised far more than we ever imagined for our students.
The Lord has been so good to us, not just on this day, but every day. "Bondye bon fout tan" (God is good all the time)

Final Total...

\$4,659.58



3 Comments 4 Shares



Order +

View 1 more comment

Your Success Checklist

1. Define Your Goals
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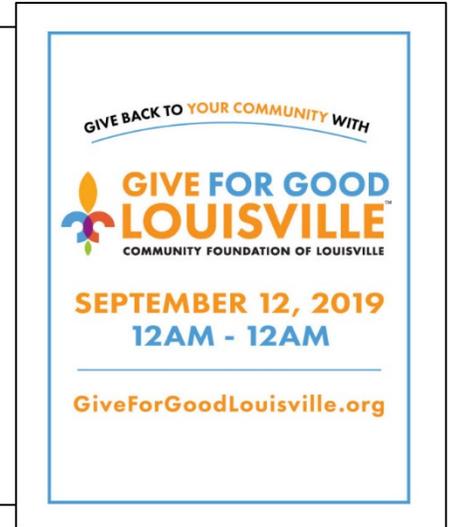




Nonprofit Resources

Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Give For Good Louisville Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members
- Toolkit for P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
- Plus much more!



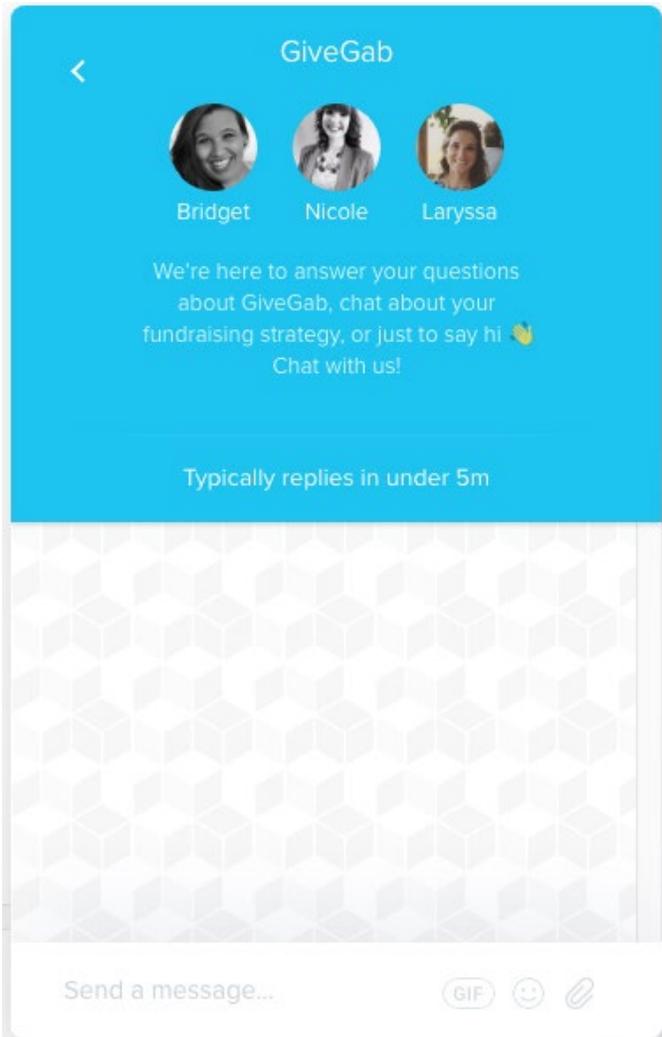
 Creative Engagement Out of the box ideas to excite and engage supporters on your Giving Day! www.GiveGab.com	 Social Media Strategies Everything you need to know about the most popular social media platforms and how to leverage them for stronger engagement with your supporters. www.GiveGab.com
Creative Engagement Ideas - 15 Min Give For Good Louisville is the perfect opportunity to engage your supporters both online and off! We'll share nonprofit best practices and creative ways to engage and excite your supporters and your community on Give For Good Louisville.	Social Media Strategies - 30 Min Social media is a great way to engage with your supporters and get them excited about Give For Good Louisville! We'll cover the basics of several popular social media platforms, and how to best leverage them to reach your goals on Give For Good Louisville.
WATCH VIDEO DOWNLOAD SLIDES	WATCH VIDEO DOWNLOAD SLIDES





We Are Here For You

Contact Our Support Team



- Visit Our Help Center
<https://support.givegab.com/>
- Live Chat with GiveGab's Customer Success Team
 - Look for the little blue chat bubble on www.giveforgoodlouisville.org!
- Email the Give For Good team
 - info@giveforgoodlouisville.org





QUESTIONS?



GIVE FOR GOOD LOUISVILLETM

COMMUNITY FOUNDATION OF LOUISVILLE

