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
• **Bonus Pool (currently $120,000)**

<table>
<thead>
<tr>
<th>Tier  #</th>
<th>Secure Gifts</th>
<th>Split</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier #1</td>
<td>30 unique</td>
<td>equal split of $40,000</td>
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<tr>
<td></td>
<td>gifts</td>
<td></td>
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<tr>
<td>Tier #2</td>
<td>60 unique</td>
<td>equal split of $40,000</td>
</tr>
<tr>
<td></td>
<td>gifts</td>
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<tr>
<td>Tier #3</td>
<td>90 unique</td>
<td>equal split of $40,000</td>
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<td></td>
<td>gifts</td>
<td></td>
</tr>
</tbody>
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*all prizes are subject to change by the Community Foundation of Louisville*
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
  o Randomly selected $1,000 boosts
  o 24: 1 per hour

● Match Minutes
  o Pre-set minutes with a dollar-for-dollar match
    o Match minutes will be distributed on a first come, first served basis according to the corresponding timestamp on gift transactions
    o Full details released on August 30.

*all prizes are subject to change by the Community Foundation of Louisville
• Grand Prizes
  • Most dollars raised
  • Most unique donations

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

<table>
<thead>
<tr>
<th></th>
<th>Micro Nonprofits (under $49K)</th>
<th>Small Nonprofits ($50K - $250K)</th>
<th>Medium Nonprofits ($251K - $1.5M)</th>
<th>Large Nonprofits (over $1.5M)</th>
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</thead>
<tbody>
<tr>
<td>First Place</td>
<td>$3,000</td>
<td>$3,000</td>
<td>$3,000</td>
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</tr>
<tr>
<td>Second Place</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$2,000</td>
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</tr>
<tr>
<td>Third Place</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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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.

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

(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?
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.
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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.
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!
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
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
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.
SEPTEMBER 12, 2019

Visit whascrusade.org for more information
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!
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

GIVE FOR GOOD LOUISVILLE

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
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
- Customized 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!
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.

https://www.givegab.com/blog/5-essential-roles-giving-day-team/
Are your ambassadors prepared?

- **Identify your** Give For Good Louisville **Ambassadors**
  - Social Ambassadors
  - P2P Fundraisers
  - Board Members
  - 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
Train

Prepare & Plan

Promote
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!
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...

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...

Final Total...

$4,659.58

GIVE FOR GOOD LOUISVILLE

View 1 more comment
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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!
We Are Here For You
Contact Our Support Team

- Visit Our Help Center
  
  [https://support.givegab.com/](https://support.givegab.com/)

- Live Chat with GiveGab’s Customer Success Team
  - Look for the little blue chat bubble on
    
    [www.giveforgoodlouisville.org](http://www.giveforgoodlouisville.org)

- Email the Give For Good team
  - [info@giveforgoodlouisville.org](mailto:info@giveforgoodlouisville.org)
QUESTIONS?