GiveGab®

Leveraging Your Giving Day

COMMUNITY FOUNDATION OF LOUISVILLE

GIVE FOR GOOD LOUISVILLE™
COMMUNITY FOUNDATION OF LOUISVILLE

Submit Your Questions!

Chat Box

Q&A

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

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Your GiveGab Team

Natalie Siedhof

Project Coordinator

Laryssa Hebert

Senior Project Manager

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Agenda

- Give For Good Louisville Overview
- Goal Setting
- Building a Goal Oriented Profile
- What's New in 2020
- Next Steps and Questions

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Give For Good Louisville Overview

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Giving Day Overview

- **giveforgoodlouisville.org** | September 17, 2020
- Only IRS approved 501(c)(3) public charities located in*:
  - Kentucky: Jefferson, Oldham, Shelby, Spencer, Bullitt Counties
  - Indiana: Clark, Floyd, Harrison Counties
- Must be verified to accept tax deductible donations and in compliance with state charitable solicitation requirements
- Every nonprofit conducts their own unique campaign
- Giving takes place online during the giving day
  - Community Foundation of Louisville fundholders may give through their fund between August 3 & September 13
- Over $275,000 offered through the Prize Pool

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Goal Setting

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Why is goal setting important?

- Paints a clear picture of what you are looking to achieve through Give For Good Louisville
- Takes the guessing out of it! Creates clear expectations for those you are looking to engage for the giving day, which will help influence their decisions.
- The power of suggestion - using a chosen metric in your storytelling can help influence a donor's decisions
- Donors are more likely to give if they see that you are close to achieving your goal*

*Carnegie Mellon study on Tangibility & Generosity

Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

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Brainstorm: 2020 Give For Good Lou Goals

Take a moment to identify what type of goal aligns with your organization's current needs.

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Creating an Engaging Profile

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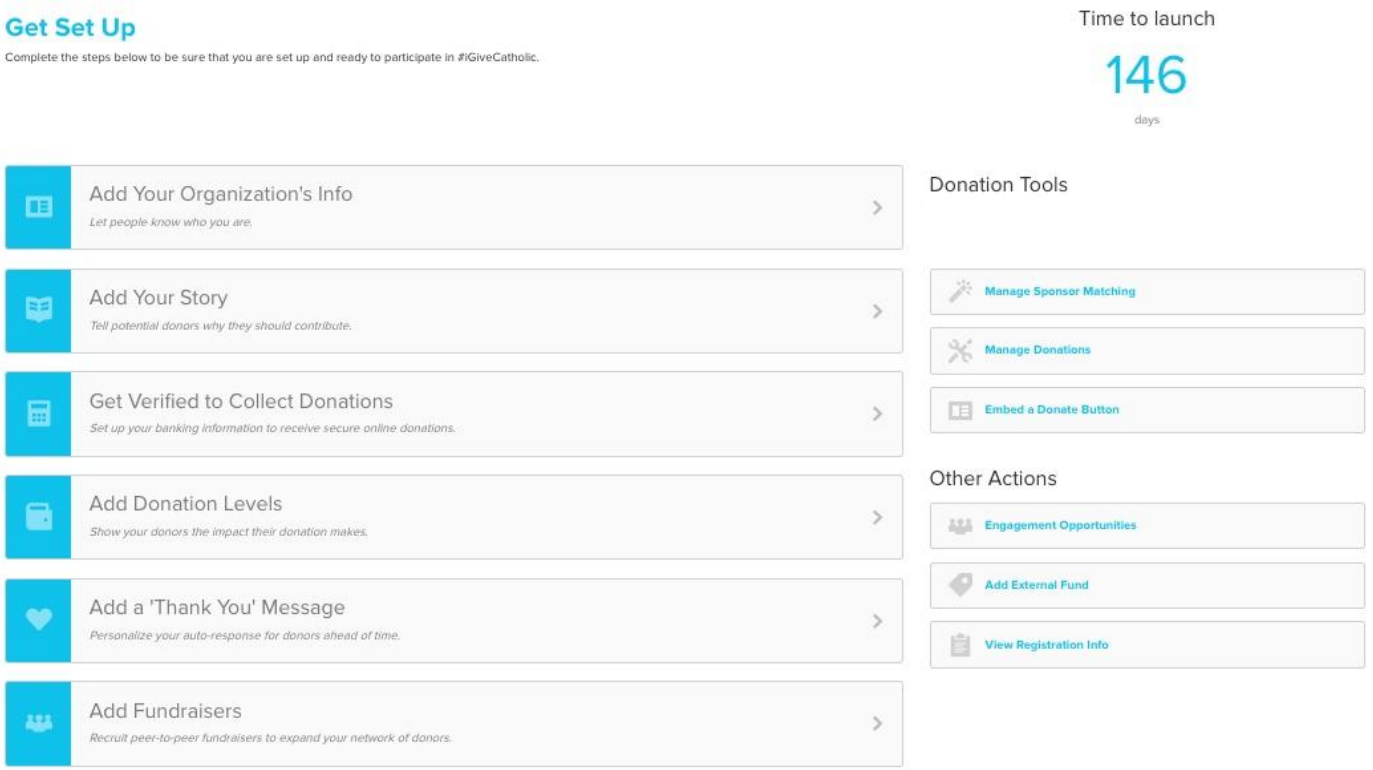
Your Preparation Checklist



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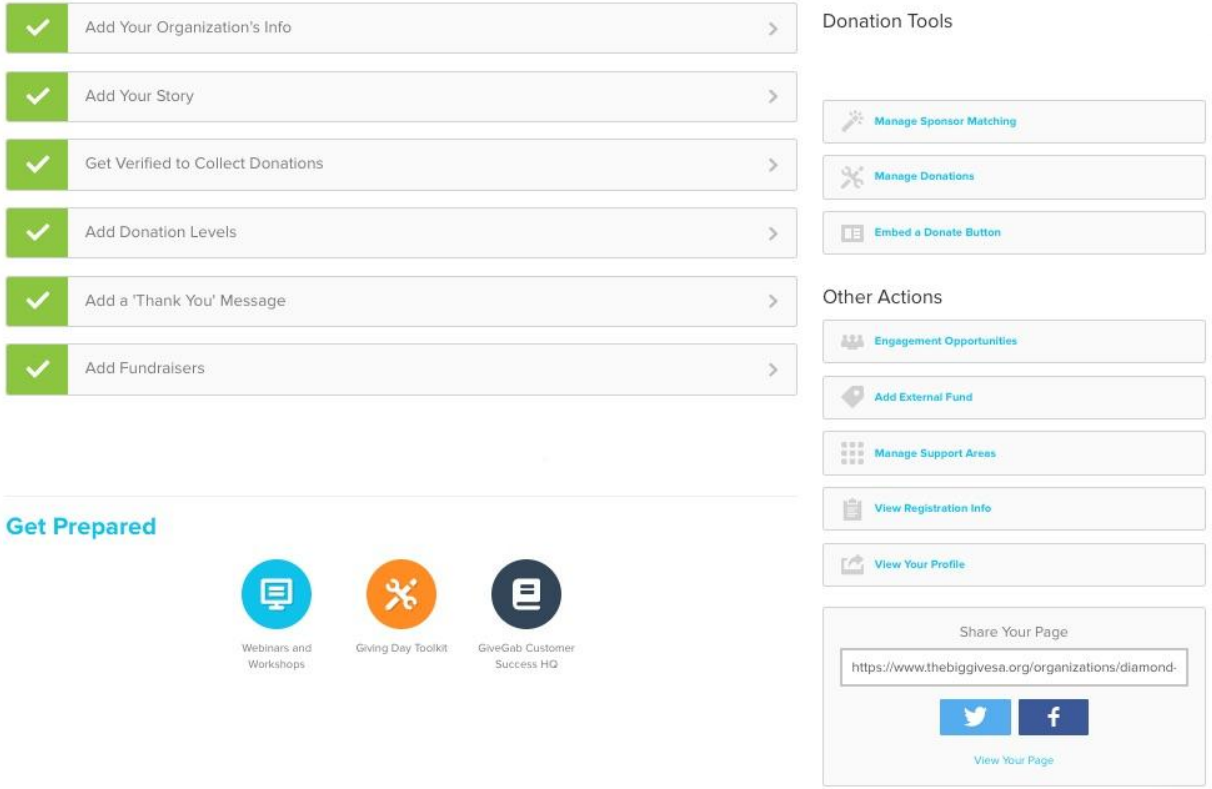
Your Preparation Checklist



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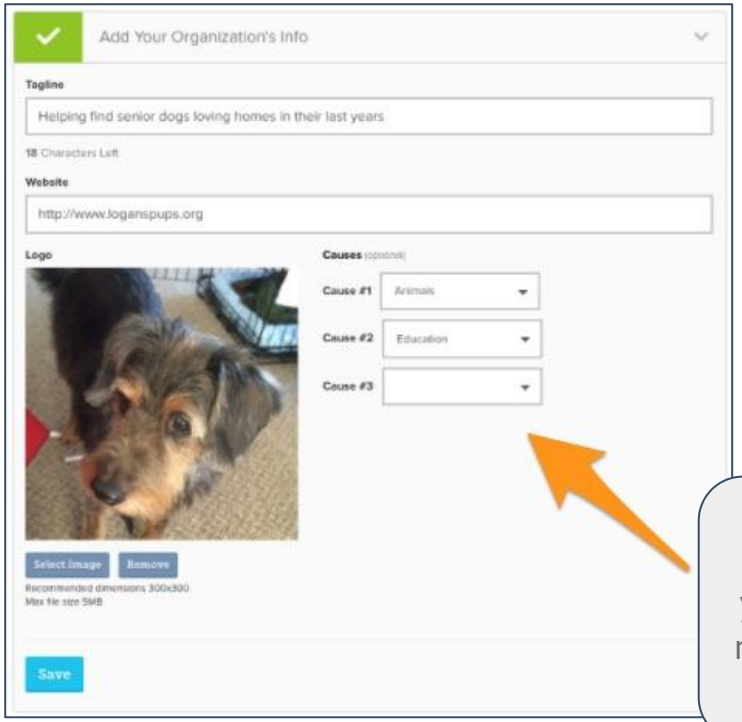
Add Your Organization's Info

- Logo
- Tagline
- Causes



Pro Tip:
Adding causes to your profile can help new donors find your organization!

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Telling Your Story

Cover Photo

Select Image | Remove

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

Set a Goal (optional)

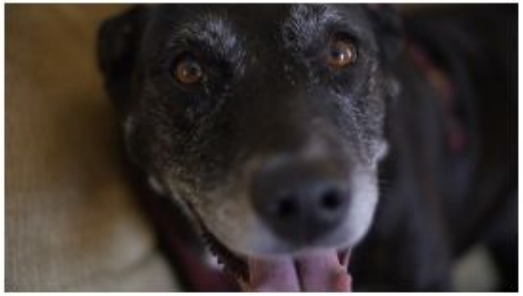
☑ Display Goal on Profile

$ 5000 .00

Formatting ▾ | B I U | ≡ ▾ | ☰ ☰ | 🖼 🔗 ▦ ▾ — | ⛶ </>

Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups. Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.



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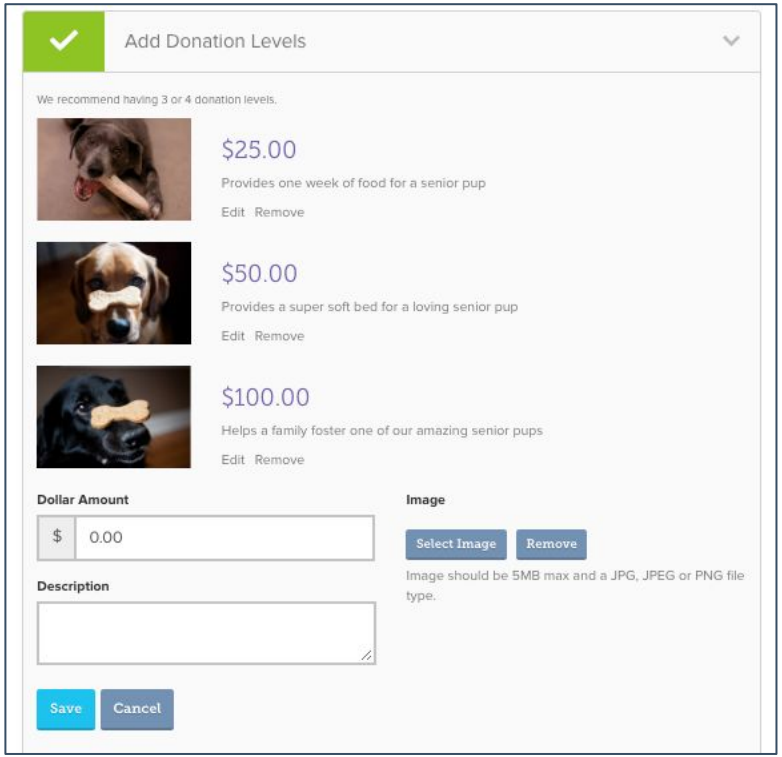
Highlighting Impact



- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels

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Highlighting Impact

Tier 1	Tier 2	Tier 3	Tier 4	Average
<$49k	$50-$250k	$251k-$1.5m	>$1.5m	

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Goal Setting in GiveGab: Storytelling

Your profile: Let's make sure your profile is strategic, and embodies what your organization wants to achieve.

- Donation levels
- "Story" section
- Leveraging the monetary goal feature (dynamic, and can be adjusted throughout the day to communicate updates!)

Goal Setting in GiveGab: Storytelling

- **Donor Goal:** Create donation levels in lower amounts to encourage lower capacity donors.
- **Monetary Goal:** Make it clear what the funds raised will help you achieve and set donation levels that will help you get there.

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Brainstorm: Goal Setting with Donation Levels

Using the 2019 average gift data for your organization's size category, identify 3 - 4 donation levels with the average gift size as the mid-range option.

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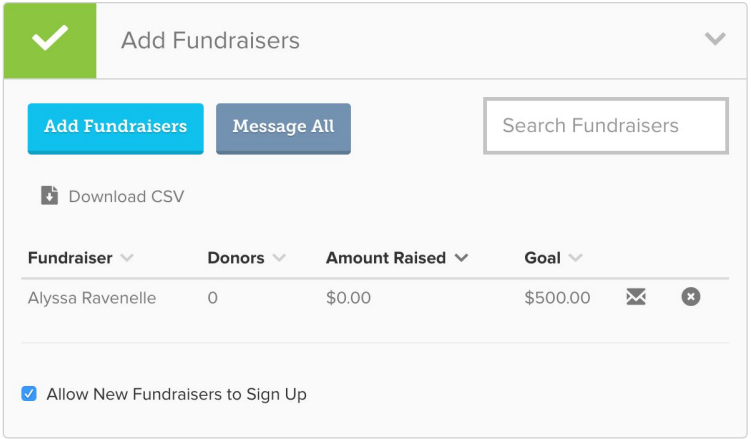
Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization's reach
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization's totals!
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!



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2019 P2P Fundraising Stats

Signed Up	VS	Engaged
1,719 P2P		**837** P2P
205 NPOs		**188** NPOs

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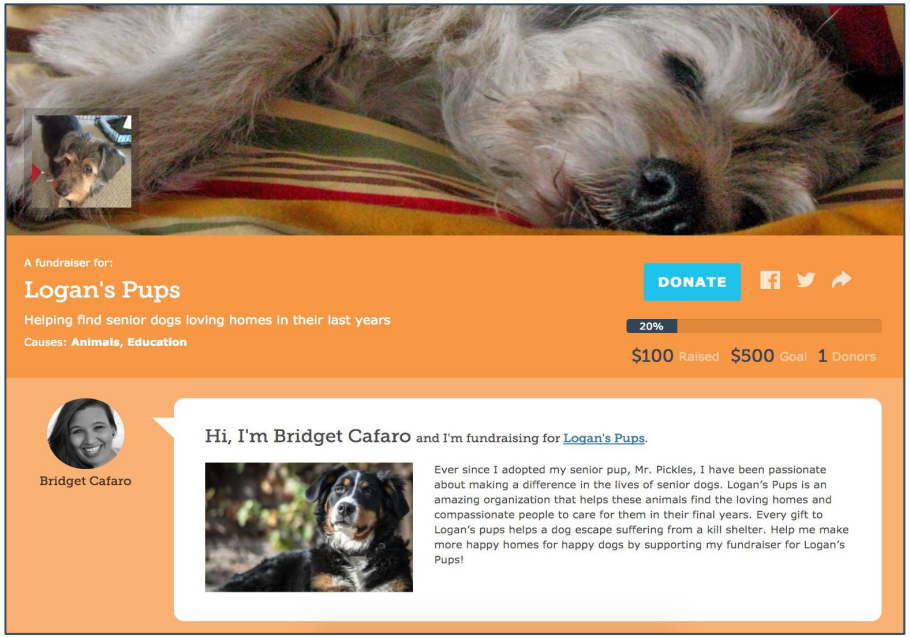
Goal Setting in GiveGab: P2P

Peer-to-Peer Fundraising

- What portion of your goal(s) are they helping you reach?
    - Ex. Of your $5,000 goal for the giving day, how much are you hoping they will achieve?
- Peer-to-Peer Fundraisers can even set their own goal on their ‘P2P’ profile (or you, as an admin, can set them!)

Goal Setting in GiveGab: P2P



- **Donor Goal:** Include the donor goal for individuals peer-to-peer fundraisers in the default P2P story, and/or encourage your P2P's to include it in theirs.
- **Monetary Goal:** Be strategic when setting the default P2P dollar goal - what portion of your overall goal can they reasonably help you achieve?

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Brainstorm: Goal Setting with P2P

1. Identify 5 supporters that would be engaged peer-to-peer fundraisers.
2. How much of your overall goal can these individual supporters help you reach?

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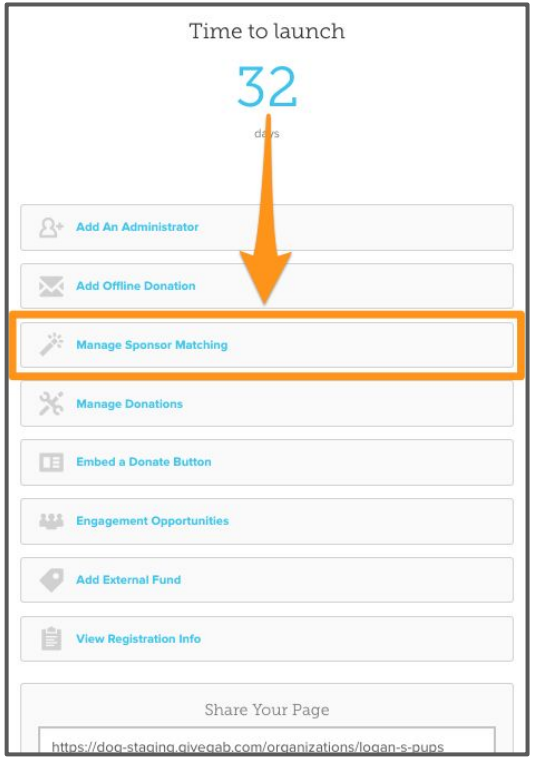
Highlight Sponsor Matches!

- 1:1 Match: each online donation will be matched dollar for dollar
- Challenge: Funds will be added to your organization's total once a set goal is achieved.
- Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!
- *Watch GiveGab's Matching Training video*



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Goal Setting in GiveGab: Fundraising Tools

These features can help ‘move the needle’ and further communicate your goals.

Matches and Challenges:

- To start, work backwards from your goal:
  - Ex. You’d like to raise $5,000 - how much of that would you like to be from a matching gift?
- This can help form your ask when stewarding potential matching sponsors!

Goal Setting in GiveGab: Fundraising Tools

Dollar Goal: Use matching funds to incentivize larger gifts.

Donor Goal: Create a challenge to drive donor activity.

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Brainstorm: Goal Setting with Matches/Challenges

How can your organization utilize matches/challenges to meet your 2020 giving day goals?

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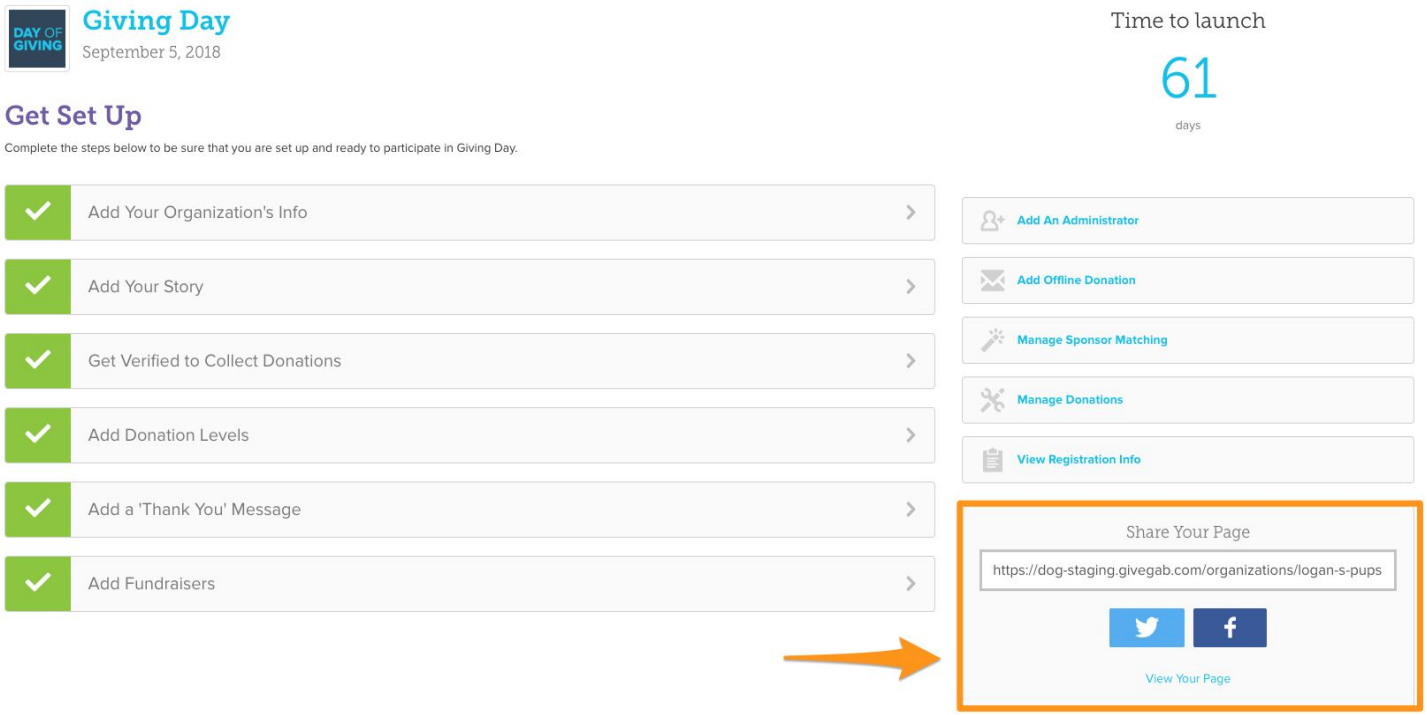
Viewing & Sharing Your Profile



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Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: **Animals, Seniors**

Manage this on GiveGab

DONATE

0%

$0 Raised $5,000 Goal 0 Donors

$25

Provides one week of food for a senior pup

$50

Provides a super soft bed for a loving senior pup

$100

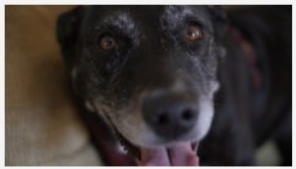
Helps a family foster one of our amazing senior pups

$500

Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.



To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

DONATE

Matches

Board of Trustees: #NVBigGive Match

On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's big Give 2018!

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

Fundraising Champions

Bridget Cafaro $0.00

Alyssa Ravenelle $0.00

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Additional Goal Setting Strategies

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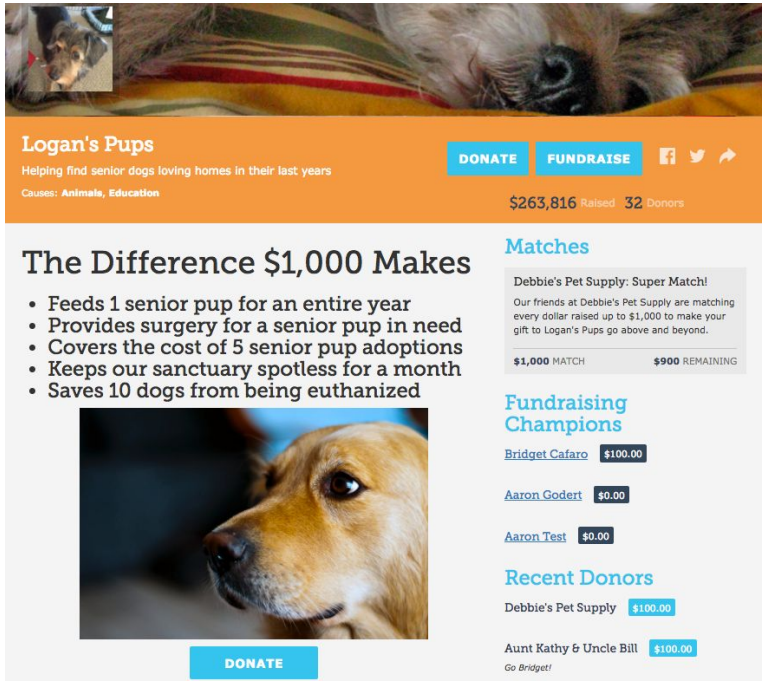
Monetary Goal Strategies

- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit peer-to-peer fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted



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New Donor Goal Strategies

- Recruit peer-to-peer fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend

Key Takeaways

- Set clear goals (internal and external) earlier on in the Give For Good Louisville process to help develop a focused strategy for success
- Keep your goal at the forefront when creating your Give For Good Louisville profile and communications plan
- Stay consistent with your goals and messaging from beginning to end

What's New in 2020?

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New Features

- Mobile payment options - Apple Pay, Microsoft Pay, Google Pay
- Clearer payment option displays
- Participation Approval Status
- Support areas

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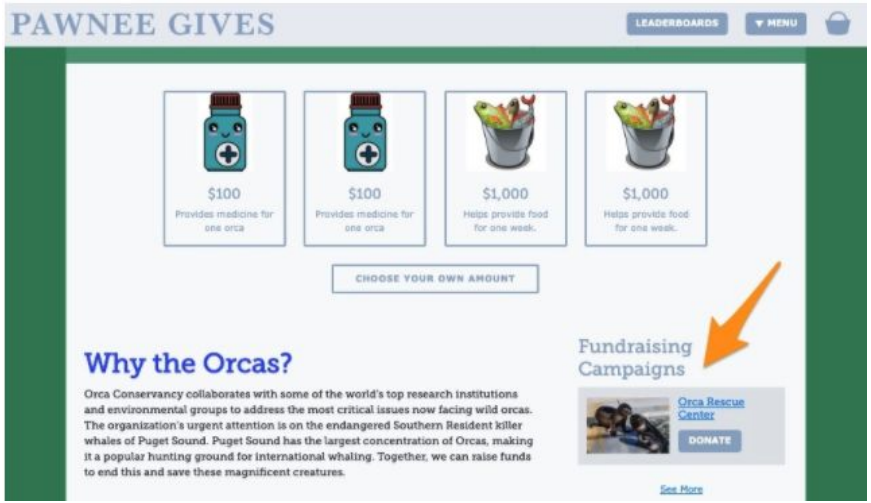
What is a Support Area?

- Highlight designated fundraising campaigns for donors to support
- Provides more profile flexibility
- Gives donors the opportunity to contribute to a specific area or need



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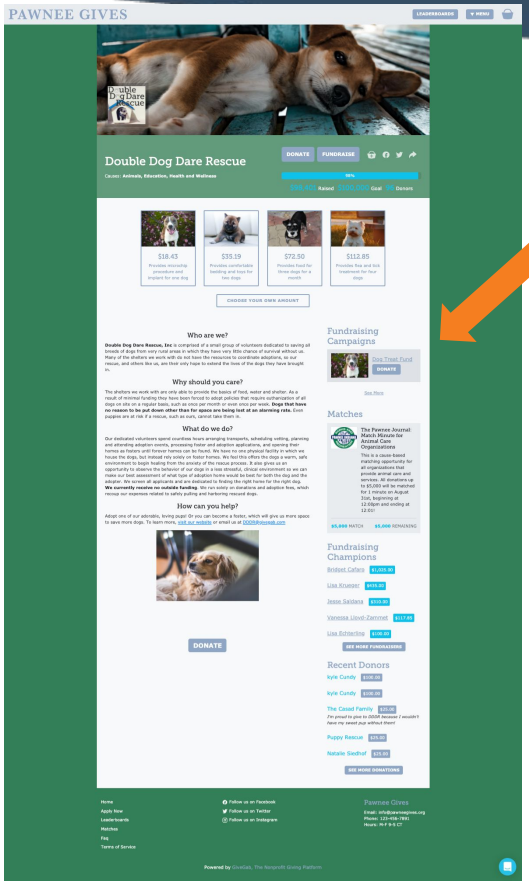
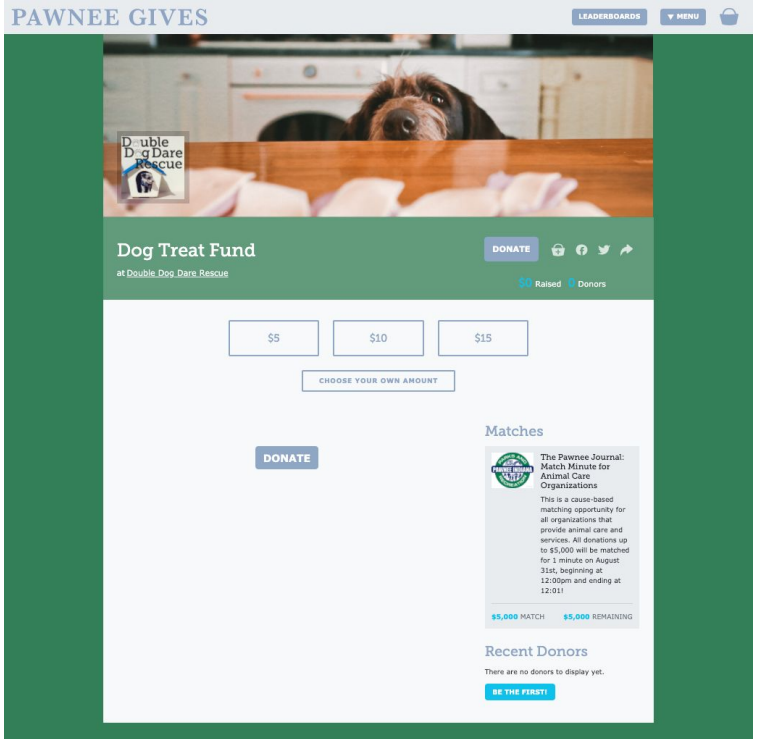
What is a Support Area?





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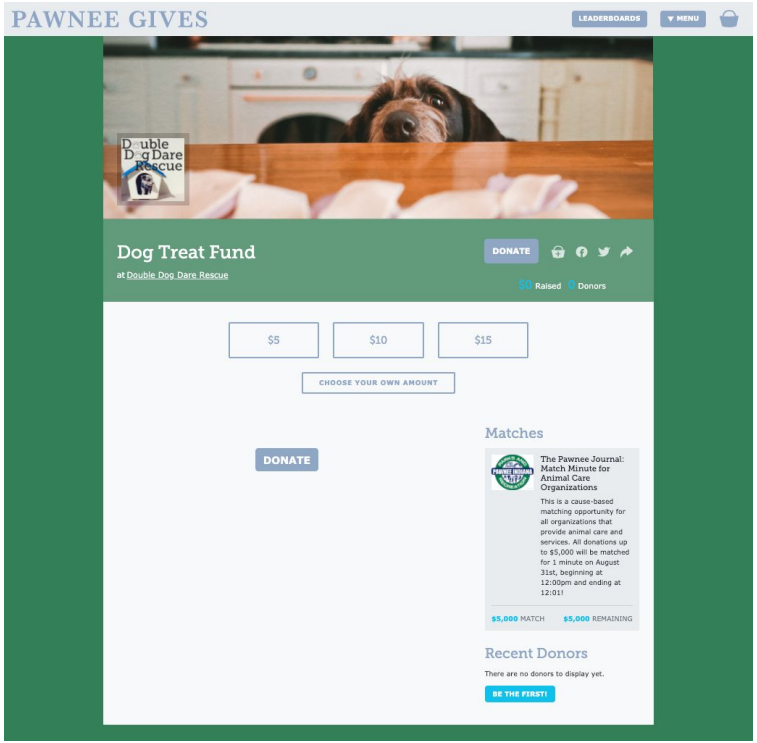
What is a Support Area?

Support Areas highlight their own unique:

- Cover Photo
- Name
- Goal
- Donation Levels
- Story
- Matches
- Fundraisers
- Donors



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Tell Me More

- Great for organizations that have a desire to highlight a specific program, project, or need and have a donor base that would utilize the opportunity to donate directly to them!
- Recommend no more than 2-5 support areas...keep it simple!
- Must be set up by **August 3**

Next Steps

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Tips, Tools, and Resources

The Nonprofit Toolkit has everything you need to reach your Give For Good Louisville goals!

- Customizable Templates
- Communication Timelines
- Give For Good Louisville Graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!

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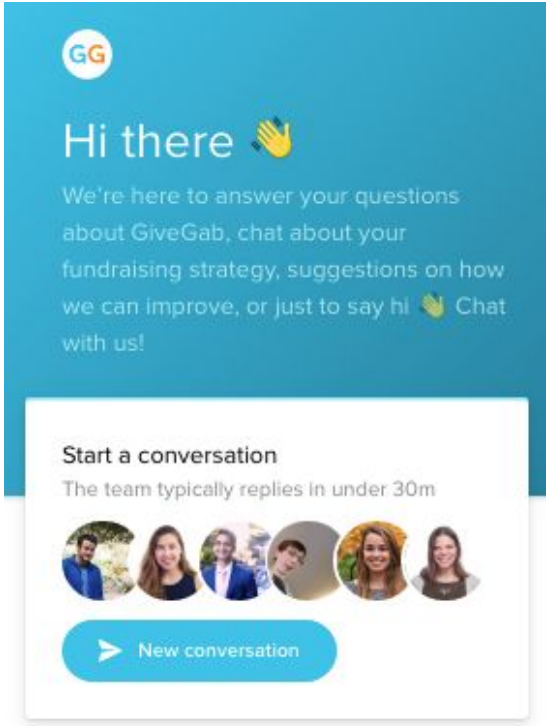
Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Out Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!
  - **Look for the little blue chat bubble!**



Your Next Steps

- Register for Give For Good Louisville by July 31
- Follow @cflouisville on Social Media!
    - Use #GiveForGoodLou
    - Join the Give For Good Louisville Nonprofit group on @cflouisville's Facebook page
- Watch your inbox for important emails from the Community Foundation team
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit

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Questions?