Give For Good Louisville: Final Steps to Success
• Special Guests: Kale & Flax
• Your Success Checklist
• Support Tools
• Questions
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. Plan the Big Day
7. 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
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!
Be transparent about your needs.

Times are tough enough for a child who has been removed from their family because of parental abuse or neglect. And foster care is nothing we would wish on any child. But the invisible, stealthy, silent enemy that is COVID-19 has thrown all of this dysfunction into even more chaos.

More and more, child welfare departments are starting to limit in-person emergency visits to only the most severe cases. Thus, welfare check-ups are going down just when the potential for child abuse is rising. For social workers, the potential toll is physical as well as emotional. The national shortage of gloves, masks, and safety gear is impacting foster care, as caseworkers worry about visiting homes without any protection. The court’s mandated visits between biological families and children are stopped because of the pandemic. And shutdowns at family courts are burdening all parties—children and families, judges, court professionals, foster families—and the result will be even longer stays in foster care for children who have already experienced unthinkable adverse life experiences.

The closing of schools has been a disaster for abused children. Teachers are the primary reporters of suspicious bruises or behavior suggesting child abuse. But now those protective eyes and ears are not on children who may be being seriously hurt at home. There is a rise in admissions to hospitals of children injured by family members, and it is not surprising. Sadly, history has shown us that child abuse increases when there is heightened family stress such as that now being brought on by the Coronavirus pandemic.
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.
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.

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!
    - Make sure your P2P fundraisers know their roles!
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.
HEATHER BENSON
DIRECTOR OF PHILANTHROPY
WHAS Crusade for Children
520 W. Chestnut St., Louisville, KY 40202

SEPTEMBER 12, 2019
GIVE FOR GOOD LOUISVILLE
COMMUNITY FOUNDATION OF LOUISVILLE
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!
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 big day BIG enough?

- Host a digital event! Share any opportunities with supporters ahead of time and on the day
- Secure a match
- Strategize around the Prize Pool
- Engage P2P fundraisers
- Maximize Give For Good Louisville as a major fundraiser
- Have fun with your team and your supporters!
**Blessing Box Foundation Inc**

The Blessing Box Foundation stocks three public pantries in Bakersfield and has been called upon to deliver emergency food bags during the Covid crisis to those who cannot travel to pick up food by other means. You can help fill this need during #GiveBigKern! Find out more at: https://www.givebigkern.org/organizations/blessing-box-foundation

**All Seated in a Barn**

May 1 tickets are going on sale today! Come by and see us on Bakersfield & California or head over to the link in our Instagram bio to donate! You can also visit: GiveBigKern.org and type in All Seated in a Barn to donate. 🎟️❤️

**Bakersfield Pregnancy Center Partners**

April 26

Why GIVE BIG to the Bakersfield Pregnancy Center during Covid 19?

"It is important to give so we can give back to our community." - Kelly

Our community is the woman with an unplanned pregnancy. The young mom without diapers and wipes for her newborn baby. The worried couple that just lost their jobs and are expecting. This is the community we serve and the community that you give so generously to. See More
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!
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

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...
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. Plan the Big Day
7. Create a Stewardship Plan
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
  
  o Look for the little blue chat bubble on
  
  [www.giveforgoodlouisville.org](http://www.giveforgoodlouisville.org)

- Email the Give For Good team
  
  o [info@giveforgoodlouisville.org](mailto:info@giveforgoodlouisville.org)
QUESTIONS?
Good has no limits

September 17, 2020