

Final Steps to Success for Give Local Midland

May 7, 2024



Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **the end of the week.**

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

Introduce yourself! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Meet the Team



Nickie

Senior Project Manager



Victoria

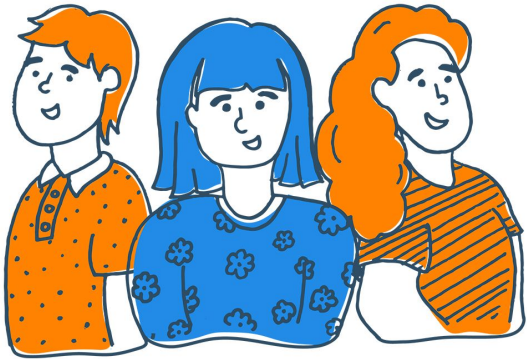
Project Manager

Agenda



- Give Local Midland Updates & Reminders
- Your Checklist for Success
- After Give Local Midland
 - Next Steps
 - Q&A

Give Local Midland Updates and Reminders



- **Givelocalmidland.org** | May 7 12am-11:59PM
- Prizes
- Social Media Feed - use hashtag **#GiveLocalMidland**
- Downloadable graphics, templates, & other resources

Your Success Checklist

- ✓ **The Perfect Profile**
- ✓ **Gamify with Matches & Challenges**
- ✓ **Engage Ambassadors**
- ✓ **Prepare Communications**



Is your profile complete?

Have you:

- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?





Logan's Pups

DONATE

FUNDRAISE

10%

\$995 Raised \$10,000 Goal 6 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



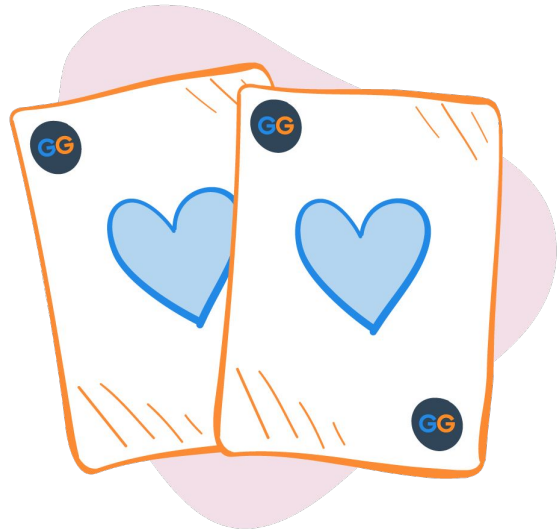
\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



Have you secured a matching gift?



- **Why?**
 - Organizations who set up a Match or Challenge for Give Local Midland in the past raised on average **3X** more
- **Strategize**
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges your Give Local Midland profile
- ✓ Verify your match setup with chat support
- ✓ Curate communications to highlight your match

Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor

Matches Challenges





+ Add Match

Board of Directors Match

Sponsored by **Sample Food Bank's Board**

Total Amount	Amount Remaining	✓ Auto-Matching Enabled
\$5,000.00	\$850.00	

Sample Food Bank's Board has so generously donated \$...

 Edit  Archive  Remove  Deplete Match

Matches & Challenges

Resources



[What are Matches and Challenges?](#)

[How do I add a Matching Opportunity to my Giving Day profile?](#)

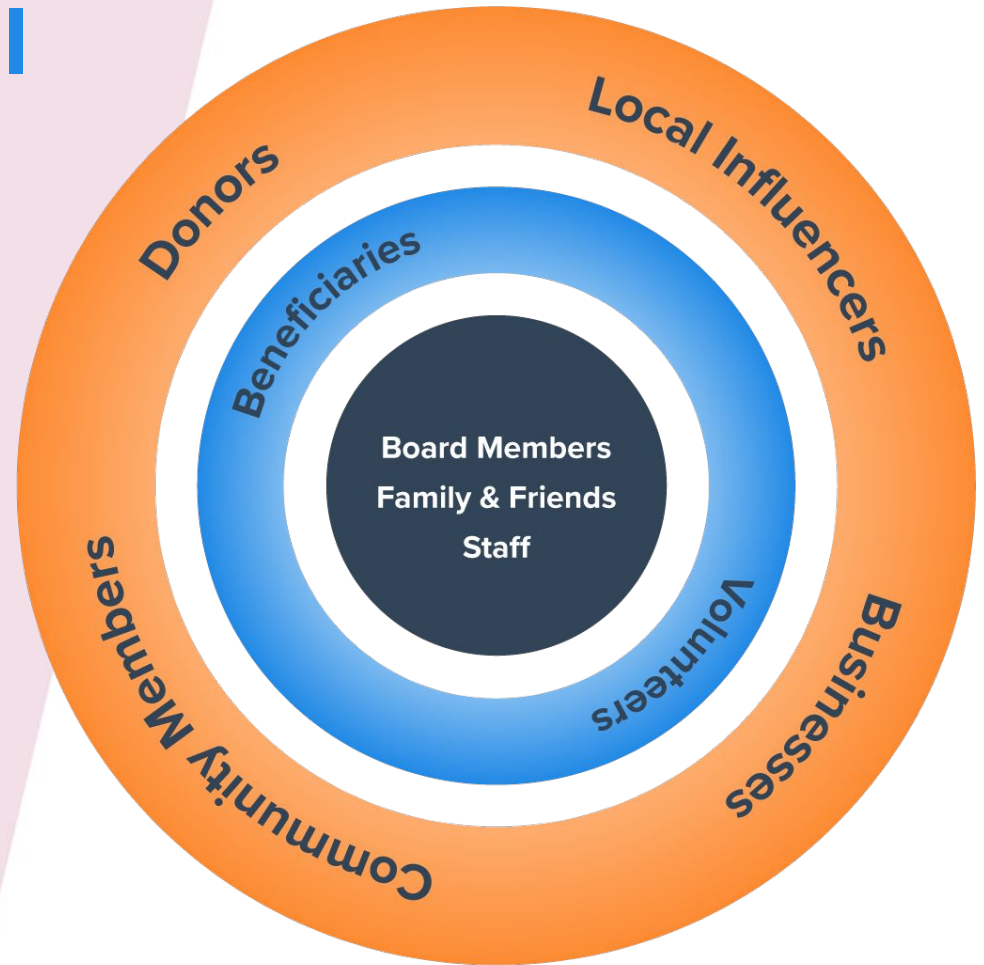
[How do I add a Challenge to my Giving Day profile?](#)

Do you have Ambassadors aka P2P Fundraisers?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be an champion or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Identify Potential Fundraisers



Setting Up For Success

- Set up a quick info session for Champions (Peer-to-Peer Fundraisers)
- Walk them through the [Give Local Midland Fundraiser Guide](#)
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk Champions Fundraisers through creating their profile

Do you have a communications plan?

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Give Local Midland Nonprofit Toolkit



How will you communicate?

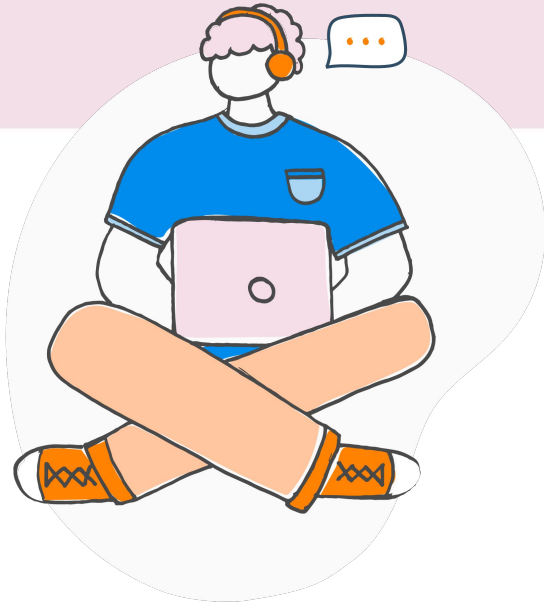


- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

Post-Give Local Midland Success



How will you get your donations?



- Donations will be deposited by the Midland Area Community Foundation
- Reports will be shared after the giving day!

How will you thank your donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Give Local Midland Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



Final Checklist

- Complete your profile by **April 30**
 - Full Admin access will be disabled on **5/1**
- Keep an eye out for important emails!
- Follow Give Local Midland on Social Media and use **#GiveLocalMidland** Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

How We Support You

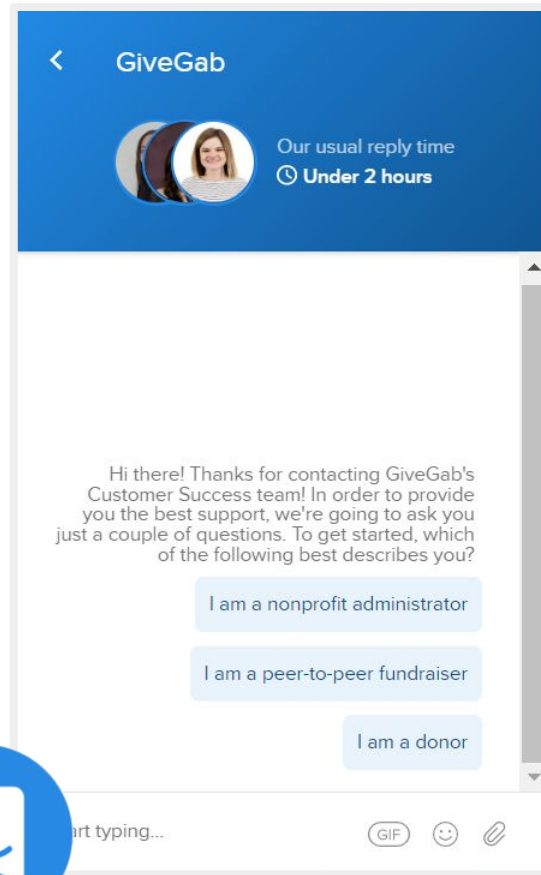
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at

CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?



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