GiveGab®
Creative Virtual Engagement Ideas
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Your GiveGab Team

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Agenda

- Importance of Virtual Engagement
- Highlighting Visual Content
- Telling Your Story
- Rallying Your Ambassadors
- Social Media Strategies
- Key Takeaways
Importance of Virtual Engagement
Importance of Virtual Engagement

- Online engagement is at an all time high
- Creates sense of community & belonging despite lack of in-person gatherings
- Potential to reach more supporters where they are physically and monetarily
  - Giving Day goals can go beyond dollars raised!
- Allows for instant engagement and sharing
- Opportunity to lean on or grow your team’s social media and marketing skills
Visual Content: The Facts

- Content with relevant images get **94% more views** than content without.
- Visual content is **40x more likely** to get shared on social media than other types of content.
- Facebook posts with images see **230% more** engagement than those without images.
- Tweets with embedded images receive **150% more** retweets.
- People remember **65%** of what they see visually after 3 days vs. **20%** of what they read and **10%** of what they hear.
Highlighting Visual Content
How to Incorporate Visual Content

- Use an up-to-date logo with the proper dimensions
- Include relevant, visually engaging photos in your profile
- Use the Giving Day logo or other shareable graphics in all social posts and emails
- Create a short video or a video series that tells a story over several “episodes”

Missoula Gives: 30-Second Ad Challenge

How You Can Help

We are creating a second sanctuary to help house 20 more senior pup friends. Help us welcome these pups, who have been through so much, to Logan’s Pups Sanctuary. All told, we expect to add at least $5,000 to our annual expenditure, but right now, we are looking for $900 to help offset our costs in transporting the dogs to the sanctuary, pay for their initial veterinary exams, and buy their first month’s worth of food and supplemental materials. Thank you in advance for your generosity toward these courageous and experienced animals, who have maintained their compassion for others despite the challenges they have endured.
Adding Visual Content to Your Profile

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 heart's 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.
Adding Visual Content to Your Profile

Meet Buster

In March of 2015, the rescue team at Logan’s Pups traveled to Georgia to rescue several older dogs who were scheduled to be euthanized. In that bundle of pups, there was a particularly special dog named Buster. Buster was a 10-year-old bulldog mix.

Note: Pasting text from outside of GiveGab into the text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please highlight all inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video Url

https://www.youtube.com/watch?v=HliboKia3AQ

Vimeo links must be in the following format: https://vimeo.com/123456.
Telling Your Story
Telling Your Story: Keeping it Relevant

Questions to ask when building your story

● What are your Giving Day goals and how can supporters help you reach them?
  ○ Include clear calls to action!
● What does your organization need now that Giving Day supporters can help with?
● What service(s) do you provide to your community?
● What testimonials or personal stories can you include to show your organization’s impact?
● How can you appeal to your donors and supporters
Badass Brooklyn Animal Rescue
Brooklyn, NY - #GivingTuesday

● Demonstrated their mission on #GivingTuesday
● Drove from New York to Georgia to rescue animals from a kill shelter
● Shared their journey on social media throughout the day
● Encouraged supporters to donate or adopt one of the rescued dogs
Stop Children’s Cancer
Gainesville, Florida - The Amazing Give

- Broke down a lengthy story into several “bites” throughout the day
- Utilized Facebook to share their stories and encourage others to check back throughout the day
- Told the story of someone positively affected by their organization from beginning to end
Tying Your Profile Together

- Connect your story with your suggested donation levels
- Add relevant images and video wherever possible
- Using social media or going live? Be sure to add the details to your story!
Rallying Your Ambassadors
Rallying Your Ambassadors

Reach out to existing supporters to see who is willing to

● Share your social media posts

● Write a testimonial or review for your story
  ○ Bonus points if they will record a video testimonial for social media!

● Volunteer their skills

● Share their own images

● Become a Peer-to-Peer Fundraiser
Making the Most of P2P Fundraising

● Get a group of dedicated supporters to fundraise on behalf of your organization
● Focus on quality over quantity
● Help fundraisers set goals for donations and online engagement
● Share the Fundraiser Guide with templated social media & email posts, and other strategy suggestions
P2P Social Media Strategies

- Share a personal connection or testimonial
- Communicate a dollar or donor goal and share progress updates throughout the day
- Use the Giving Day hashtag and shareable graphics
- Grab attention with a creative challenge
- Set goals for total number of posts before, during, & after the day
- Always say thank you!
Social Media Strategies
Be Active on Social Media

- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just Giving Day announcements or donation solicitations
- Use visual content whenever possible
Engaging Post Ideas

- Come up with a dare: When we reach 50 donors, our Executive Director will jump in the lake!
  - Add this to your Giving Day profile, and then live-stream when it happens
- Post a caption contest and announce the winner on the Giving Day
- Highlight a staff member, volunteer, or donor
Engaging Post Ideas

- Partner with a local shop or restaurant and host a giveaway
- Host a #TakeoverTuesday to show a day in the life at your organization
- Photo submission contest - use the “I Give Because Poster” from the Downloads page
  - Be sure to re-share the submissions on your page

[I Give Because Poster] (from GiveGab)

MISSOULA GIVES
I Give Because...

YELLOWSTONE VALLEY GIVES
I Give Because...

GIVE GREAT FALLS MONTANA
I Give Because...

GREATER BILLINGS GIVES
I Give Because...
Going Live

Get creative and go live on Facebook, YouTube, or other platforms leading up to and on the Giving Day

- AMA, “Ask Me Anything” with a staff member
- Volunteer, Member, Board, or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday” or “Fundraising Friday”)
- Tours of your workspace
- Testimonials
Virtual Events

Host a virtual event or competition to engage a wider audience

- Giving Day party/celebration
- Trivia or game show
- Costume contest
- Talent show
- Scavenger hunt

Talk about these events in your profile and thank you email as well as on social media, and have Peer-to-Peer Fundraisers help spread the word!
Key Takeaways
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● Use relevant photos & videos as much as possible in your profile & online communications
● Craft a captivating story to connect with your audience
● Ambassadors will help you reach new audiences
● Take this opportunity to increase your online presence and social media knowledge
● Get creative and have fun with it!
We’re Here For You!

- Visit Our Help Center
  - https://support.givegab.com/
- Check Our 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!
Questions?