Getting your Board
“On Board”

Tips, Tricks and tools to engage your board in your giving day campaign.
Welcome!
Your Giving Day Team Leaders

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

● Setting Expectations
● Before the Giving Day
● Tools for Engagement
● During the Giving Day
● After the Giving Day
● Helpful Resources
● Q & A
Things to Think About

- Organizations with an engaged board raised 2-3 times more dollars on their giving day than those without.
- The most engaged boards attended planning meetings, sponsored a matching fund, or were Peer-to-Peer fundraisers.
- Invite your board members to help promote your day, update them on progress, and ask for help!
Setting Expectations

Planning for your fundraising campaign.

➔ Include giving day participation as an expectation of your board members

As you develop your giving day campaign strategy:

➔ Determine where your board members can help the most
➔ Make it clear what role they’ll play in your overall Giving Day strategy
➔ Create an even playing field for all your board members to actively participate and assist you in the process
Before the Giving Day

How to include your board members:

- Have a Giving Day campaign kick-off at a board meeting
- Include them in goal setting where appropriate
- Share regular updates with them
- Share helpful resources with them
- Provide several clear and easy opportunities for them to engage
- Prepare them to be Peer 2 Peer Fundraisers

"Of course, things are looking up - - - from where we are, everything is up."
Tools for Board Engagement

- Matches
- Challenges
- P2P
- Social Media Ambassadors
- Networking
Matches

Typically a 1:1 Match:
- Each time an eligible gift is made, a corresponding offline gift is added to your totals

Where from?
- Existing or new supporters
- Local Businesses
- Founders
- Corporations
- Board of Directors

Orgs with matching funds raise on average 4.5x more
Challenges

When a threshold or goal is met, the whole pledged donation amount will be added to your totals.

**Meet the Challenge!**

If 1,500 listeners donate today, we will receive an extra $25K.

DONATE NOW

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**Challenge Grant Opportunities**

To help motivate us to get more donors, we will release new challenge grants:

- **400 Donors - $10,000**
  - Don and Carolyn Yacktman

- **600 Donors - $10,000**
  - Janet and Taylor Randall

- **800 Donors - $10,000**
  - Jill Grammer-Williams

- **1,000 Donors - $100,000**
  - Kem and Carolyn Gardner
Supporters can create a personal fundraising page as a spin-off to your giving day campaign profile/page. They can share their own unique profile link, and their donations get added to your totals!
● **49** organizations (37%) used P2P
  ○ Total raised through P2P feature: **$76,797.13**
  ○ Total donors that came through P2P feature: **853**
  ○ Total number of P2P who raised money: **193** (out of 371)
  ○ Average # of P2P per organization: **8**
  ○ Accounts for **9.5%** of all donations during Missoula Gives
  ○ Orgs with P2P fundraisers raised on average **3-4x** more

● Average amount raised by organizations with P2P = **$8,067.66**
● Average amount raised by organizations without P2P = **$4,854.41**

***P2P Participant numbers were down in 2020.***
Preparing Board Members for P2P

START EARLY → BE CLEAR → MAKE IT EASY

Leverage available training opportunities
Create personal fundraising pages for your supporters
Create clear goals and check in with your fundraisers
Motivate and empower them to share personal stories
Incentivize fundraisers and create friendly competition
Social Ambassadors

Social Media
- Share posts
- Board Social Media Guide
- Add Donor badge to profile pic
- Share personal stories of connection

Networking
- Outreach
- Community Partnerships
- Personal Letters
- P2P
During the Giving Day

● Encourage your Board Members to share socially
  ○ Check out the Board Social Media Guide
● Send your board emails with specific calls to action
● Update them on any prizes or matches on the horizon or campaign milestones
● Share your progress throughout the event
● Ask your board members to join you for a virtual event
After the Giving Day

- Thank your board members for their help and hard work
- Host a debrief to review what you’ve learned, and strategize for next year
- Ask your board to personally thank your Giving Day donors
- Celebrate your successes and a job well done!
Helpful Resources

GiveGab’s Blog & Support Center -
- Best practices, getting set up, Running your campaign, Donor Engagement, P2P and so much more....
  - 4 Ways to Instill A Culture of Philanthropy with your Board
  - Improving Nonprofit Board Involvement

Nonprofit Toolkit -
- Downloadable graphics
- Email and social post templates
- Communications timelines
- Board Engagement Section
Questions?
Recording and presentation slides will be made available on the trainings page of your giving day website.