Getting your Board

“On Board”
Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page later this week.

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

Introduce yourself! Name, location, organization.
Your GiveGab Team

Jennifer
Project Manager

Nickie
Growth Manager
Agenda

- Setting Expectations
- Before the Giving Day
- Tools for Engagement
- During the Giving Day
- After the Giving Day
- Helpful Resources
- Q & A
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
Including 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-to-Peer Fundraisers
Funding or Soliciting Matches

Typically a 1:1 Match
- New this year, GiveGab can also support 2:1 and 3:1 matches!
- Each time an eligible gift is made, a corresponding offline gift is added to your totals

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

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

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

- 400 DONORS - $10,000
  - Don and Carolyn Yackman

- 600 DONORS - $10,000
  - Janet and Taylor Randall

- 800 DONORS - $10,000
  - Jill Grammer-Williams

- 1,000 DONORS - $100,000
  - Kem and Carolyn Gardner
Peer to Peer Fundraisers

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!
Peer-to-Peer Fundraisers

Missoula Gives 2022 Stats

- 49 organizations (26%) used P2P
- Total raised through P2P feature: $114,208
- Total donors that came through P2P feature: 914
- Total number of P2P who raised money: 197 (out of 437)
- Average # of P2P per organization: 8
- Accounts for 8.9% of all donations during Missoula Gives
- Orgs with P2P fundraisers raised on average 3-4x more
- Average amount raised by organizations with P2P = $12,384
- Average amount raised by organizations without P2P = $4,816
Preparing Your Board for P2P

**Start Early**
- Educate your fundraisers
- Understand their capacity for this ask

**Be Clear**
- Be transparent with your goals
- Set expectations for your fundraisers

**Make It Easy**
- Provide the content they need
- Take time to check-in
Become 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
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
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!
Key Takeaways

- Make sure you set an expectation of your board’s participation
- Provide several straightforward easy opportunities for them to engage
- Set your board members up as Peer-to-Peer fundraisers
- Provide your board with regular updates about fundraising goals, and progress
- Celebrate your success with your board!
We’re Here For You!

● Visit Our Help Center
  ○ https://support.givegab.com/

● Check out our Blog
  ○ https://www.givegab.com/blog

● Send us an email at
  ○ CustomerSuccess@givegab.com

● Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand