Creating The Perfect Profile, Storytelling, & Goal Setting Strategies

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Submit Your Questions!

Chat Box

To:
✓ All panelists
All panelists and attendees
Typ

Q&A

Please input your question

☐ Send Anonymously   Send

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

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Your GiveGab Team

Jennifer

Project Manager

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Project Manager

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Agenda

- Perfect Profile Checklist
- Storytelling During the Giving Day
- Goal Setting Strategies & Examples
- Questions
- Optional breakout room hosted by Yellowstone Valley Gives (all are invited!)

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Creating the Perfect Profile

Perfect Profile Checklist

- ❏ Logo and a cover photo

- ❏ Authentic, up-to-date story

- ❏ Goals displayed prominently

- ❏ Clear calls to action

- ❏ Additional visual content featured (photos & videos)

- ❏ Donation levels with images & descriptions

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Visual Content & Donation Levels

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Visual Content

Returning participant? Refresh your images if you copied them from last year!

- Let images tell a story about your work

- Don't have any good quality images? Ask your staff, volunteers, and supporters to submit theirs!

- Use stock images for donation levels

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Suggested Donation Amounts

Help donors understand the impact of their gift by suggesting a donation amount!

1. Identify 3 - 4 dollar amounts to suggest
2. Determine what each amount can support
3. Add an image & short description for each

$25

Purchases 10 Books

$50

Sponsors one membership in a computer literacy course

$100

Purchases 5 new keyboards for community computer use

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Storytelling

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The Significance of Storytelling

Storytelling helps donors connect to your organization!

- Provokes active listening and participation

- Lays the foundation of your organization's "big picture" or "why"

- Provides context and clear calls to action

- Empowers supporters to be a part of your story and mission

- Even more significant in the digital era!

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Curating Your Story

Who inspires your stories?

- Beneficiaries
- Volunteers
- Donors
- Staff
- Community Members

Themes to Think About:

- Your Founding
- Your Focus
- Your Impact
- Your People
- Your Strengths
- Your Future

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Story Writing Prompts

Focus Story: Not a mission statement, but a story built around your mission

- What services do you provide (who is being helped)?
- How are services delivered (how do you help them)?
- What are the outcomes of these services?

People Story: Told from the perspective of a current employee, volunteer, or supporter

- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?

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Story Writing Prompts

Impact Story: Before-and-after tales of beneficiaries who have felt the direct impact of your organization and its mission

- Tell us about your life before you worked with our organization
- What led you to reach out to our organization?
- How was our organization able to help you?
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us? What are you looking forward to in your future?

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Asset Checklist

Images

- 5-10 Photos of your mission in action
- Stock Photos that encapsulate your mission

Videos

- Host on YouTube or Vimeo for easy sharing
- Thank You Video

Infographics

- Highlight donor impact & data
- Testimonials

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Formatting Your Story

Tell Your Story

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- **Change Font Typeface**
- **Header Text Formatting**
- **Text Color & Size**
- **Paragraph Text Formatting**
- **Content Alignment**
- **Add Bulleted or Numbered Lists**

- **Upload Images**
- **Add Hyperlinks**
- **Insert Tables**
- **Insert Horizontal Lines**
- **View in Fullscreen**
- **Edit in HTML**
- **Undo/Redo last action**
- **Click to see more/hide more**

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Goal Setting

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Questions To Ask Before Your Giving Day

- What were we able to achieve in previous years?

- Do we have a campaign or event around this time of year?

- What are our most crucial needs at this time?

- What will help to improve long-term sustainability?

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Popular Giving Day Goals

- Monetary Amount

- Donor Amount

- New Donors

- Repeat Donors

- Recurring Donors

- Board Engagement

- P2P Engagement

- Volunteer Engagement

- Social Media Engagement

- Win Prizes or Matches

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Examples

- $5,000 raised during our Giving Day will provide a year's worth of healthy lunches for every low income student at Middletown Elementary School.

- Support from 100 donors on Giving Day will unlock an additional $10,000 from our board of trustees.

- On our Giving Day, we can win an extra $5,000 and feed every animal in the shelter for a week, by having the most donors from 12am - 11:59pm.

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Setting Your Goals

- Narrow down 1-3 specific goals to focus on

- Determine which goals are internal vs. external

  - Internal: Become more familiar with online fundraising tools, strengthen relationships with board members

  - External: Raise $5,000 for new supplies, secure at least $1,000 in matching funds prior to the day.

- Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!

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Who should know about your goals?

- Internally: Board Members, Staff, Steering Committees

- Externally: Major/Recurring Donors, Matching Sponsors, Fundraisers, Donors and other supporters

- This distinction is important, as you may need to curate different "asks" for these individuals as a result of the goal(s) you set.

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Where should you share your external goals?

- Everywhere you communicate with donors!

- Include your goals in the story section of your page

- Add goals to social media posts and provide updates throughout the Giving Day to keep donors engaged

- Share your goal ahead of time in your newsletter or email

- Create graphics to help visualize your goal, and use them in social media

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Sample Strategies

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Monetary Goal Strategies

- Make it clear what the funds raised will help you achieve

- Secure matching funds and motivate donors to make a greater impact with their gift

- Recruit peer-to-peer fundraisers to help you expand your reach to more donors

- Collect stories from those who would be directly impacted

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Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors

- Find significance in the number you chose for your goal and share it!

- Recruit peer-to-peer fundraisers to help you expand your reach

- Encourage social sharing amongst your supporters

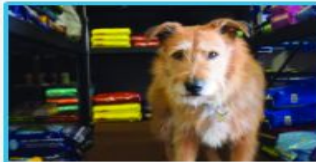- Motivate your supporters with an incentive for the donor that reaches your goal

$5
One bag of bones for our senior pups!

$10
One blanket to keep our pups cozy.

$15
One case of yummy food to feed our pups!

$20
One water fountain to keep our pups hydrated!

$25
One shot to keep our pups disease free!

New Donor Goal Strategies

- Recruit peer-to-peer fundraisers to help you expand your reach

- Highlight benefits of being a donor to your organization

- Share stories about your existing donors and why they give

- Use hashtags on social media to be heard in different conversations

- Ask each of your supporters to share your profile with friend

New Here?

First time donors receive a free Logan's Pups t-shirt when they make a contribution on Giving Day!

Join the Logan's Pups Family Today

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Key Takeaways

- Storytelling is a key part of your Giving Day participation.

- Stories that donors can personally relate to will be more impactful than facts & figures

- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success.

- Communicate your goals regularly and keep supporters updated.

- Incorporate goals into your storytelling and use your profile to help donors visualize the impact their gift can have

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We're Here For You!

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  - **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**

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Bridget Nicole Laryssa

We're here to answer your questions about GiveGab, chat about your fundraising strategy, or just to say hi 👋 Chat with us!

Typically replies in under 5m

Send a message...