

# Creating The Perfect Profile, Storytelling, & Goal Setting Strategies

# Your GiveGab Team



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# Submit Your Questions



**Chat Box**

To: ☒ All panelists  
Type: ☐ All panelists and attendees



**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

This webinar is being recorded and will be posted on the Giving Day Trainings Page.



# Agenda

- Perfect Profile Checklist
- Storytelling During the Giving Day
- Goal Setting Strategies & Examples
- Questions

# Creating the Perfect Profile



# Perfect Profile Checklist



- ☐ Logo and a cover photo
- ☐ Authentic, up-to-date story
- ☐ Goals displayed prominently
- ☐ Additional visual content featured (photos & videos)



## 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



# Visual Content & Donation Levels





# 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

# 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*

# Storytelling



# 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!

# 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

# 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?

# 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?

# Asset Checklist

## Images

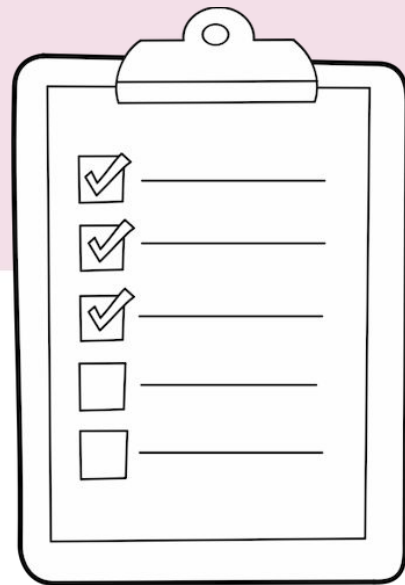
- 5-10 Photos of your mission in action
- Stock Photos that encapsulate your mission

## Videos

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

## Infographics

- Highlight donor impact & data
- Testimonials





# Goal Setting



# 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?

# 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

# 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.

# Setting Your Goals



Narrow in on 1-3 specific goals. This creates a strategy that's easy for your organization to execute, and for your supporters to rally behind

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.

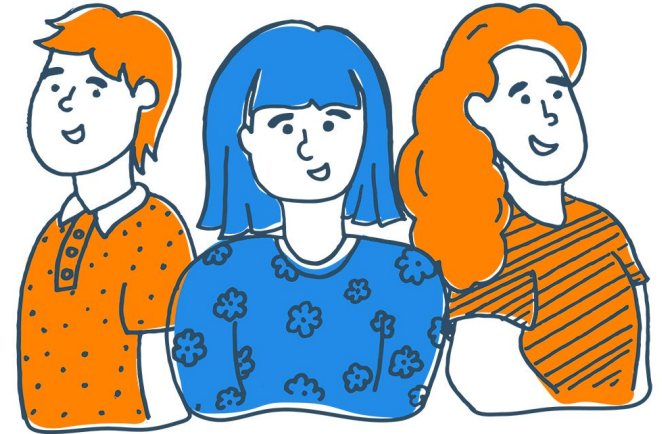
Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!

# Who Should Know About Your Goals

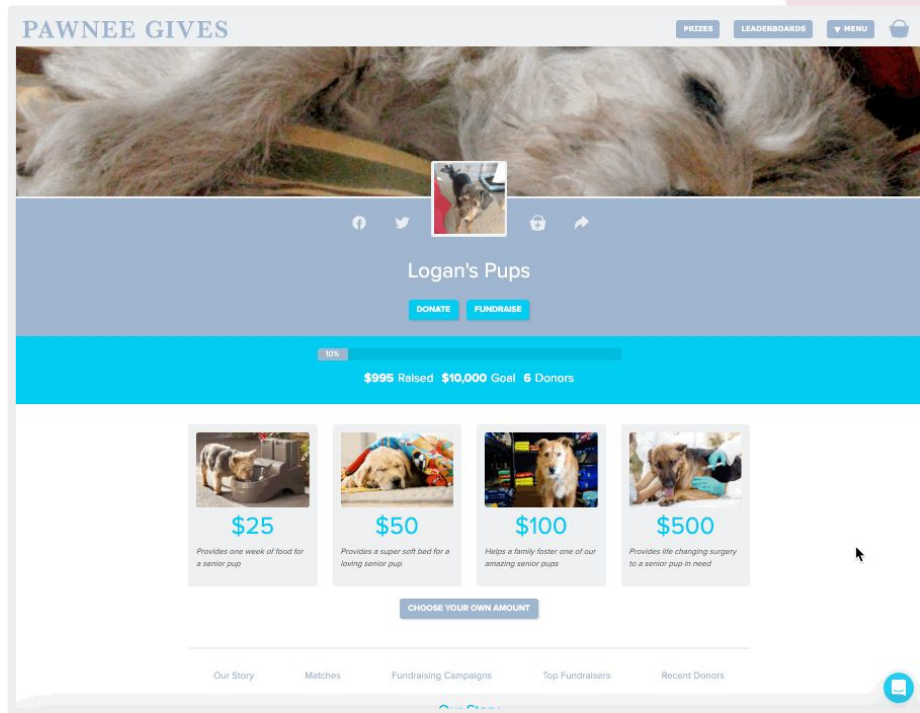
- Why do you want to clue them in?
  - **Internally:** Board Members, Staff, Steering Committees
  - **Externally:** Major/Recurring Donors, Matching Sponsors, Fundraisers, Donors and other supporters
- This distinction is important, as you may need to curate different “asks” for these individuals as a result of the goal(s) you set.



# Sample Strategies



# Monetary Goal Strategies

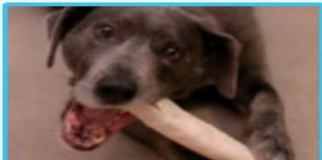


- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit peer-to-peer fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted



# 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



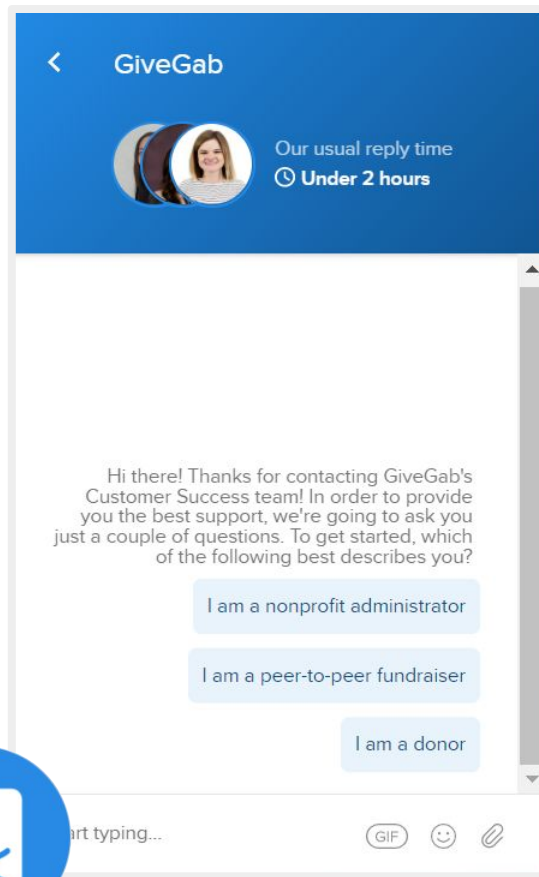
# Key Takeaways



- 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

# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [bonterratech.com/blog](https://bonterratech.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with our Customer Success Team
  - Look for the little blue chat bubble



# Questions?