



# Final Steps to Success



*May 5, 2020*

# Agenda

- Give Local MOV Updates & Reminders
- Your Checklist for Success
- After Give Local MOV
- Your Nonprofit Resources
- Next Steps
- Q&A

# Updates & Reminders

- May 5 12 AM - 11:59 PM
- Prizes
- Tagboard
- Private Challenges

# Your Success Checklist

- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications

# Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- Note: Offline donations **are** included in leaderboards but **do not count for prizes**

Time to launch  
32

[Add An Administrator](#)

**[Add Offline Donation](#)**

[Manage Sponsor Matching](#)

[Manage Donations](#)

[Embed a Donate Button](#)

[Engagement Opportunities](#)

[Add External Fund](#)

[View Registration Info](#)

**Add Offline Donation** ×

For Giving Day!

**Donor's Name** **Amount**

\$

**Custom Display Name (optional)**

**Donor's Message**

**Privacy Options**

Do not display the donor's name publicly

Do not display the donation amount publicly

[Cancel](#) **Create Donation**

# Is your profile completed?

- Have you:

- Added your logo and a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Added P2P Fundraisers?

## Give Local MOV

May 5, 2020

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Local MOV.

- Add Your Organization's Info >
- Add Your Story >
- Add Donation Levels >
- Add a 'Thank You' Message >
- Add Fundraisers >

# Is your profile completed?



## FaithLink

Helping people

Causes: **Seniors, Health and Wellness, Poverty and Hunger**

DONATE



**\$25**

Buy's a tank of gas for the week, w/fees covered.



**\$50**

Will cover the cost of 2 volunteer background checks, w/fees covered.



**\$100**

If you cover the transaction fees your gift can become \$400.00 :)



**\$300**

Will cover the cost of one senior we serve for a year, w/fees covered.



**\$500**

Will purchase the produce for one pop-up market, w/fees covered.

# Is your profile completed?



2020 holds so many exciting opportunities for FaithLink. FaithLink began in 1996, for 24 years we have been serving our care receivers in the MOV with our 248 volunteers. We provide a variety of services to help our care receivers remain independent in their home. Our volunteers are not compensated in any way making FaithLink a true volunteer program. Our Senior Ride Link program is still going strong. Since its inception in June of 2018, we have served 261 people. In 2019 we continued the pop-up produce markets and senior food boxes. Each program has seen increased participation each year. One of the many stories we share is about how a simple act of kindness can mean so much to our care receivers. Pictured here you see our very own Julie taking Miss Charlotte into her doctor's appointment. Charlotte lives alone and really shouldn't be driving so Julie and our wonderful volunteer Jean make sure that Miss Charlotte gets to her appointments on time.

## Matches

### Private Challenge: 1:1 Match

The first \$8,000 in online donations will be matched 1:1 thanks to friends of FaithLink.

**\$8,000** MATCH

**\$8,000** REMAINING

## Fundraising Champions

[Melissa Ogden](#)

**\$0.00**

**DONATE**



# Do you have matches/challenges?

- Identify your match/challenge sponsors
  - On average, nonprofits with matches/challenges raise **4.3x more** than those without!
  - Gifts must be sent to PACF before **May 1st**
    - Sponsorship forms can be found on the GiveLocalMOV.org site
- Promote your match/challenge opportunities on your profile

## Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.



**Note:** All times are assumed to be in Eastern Time.

# Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P

# Are your communications ready?

Your Give Local MOV Nonprofit Toolkit is full of communication resources

- Suggested timelines
- Sample content
- Social media posts
- Shareable visual content


# Do you have a communications plan?

- Plan your online communications ahead of
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Customize the templates, guides, and graphics in your Give Local MOV Nonprofit Toolkit for the perfect plan!

# After Give Local MOV

- Donation Reports
- Receiving Give Local MOV Funds
  - 2 weeks after event
- Donor Stewardship
- GiveGab beyond Give Local MOV

# How will you get your donor data?

-   
Logan's Pups
- [Home](#)
- [Fundraising Campaigns](#)
- [Events](#)
- [Giving Days](#)
- [Reports](#)
- [Manage Organization](#)

## Admin Dashboard


Current Plan  
Engage

### Giving Days

<b>DAY OF GIVING</b>	Giving Day! November 13, 2019
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[View All Giving Days](#)

### Fundraising Campaigns

	<b>It's A Dogs World</b> December 11, 2017 \$ \$20,467.22 Raised	<a href="#">View</a> <a href="#">Manage</a> <a href="#">Edit</a>
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[View All Campaigns](#)

### Fundraising Events

	<b>2018 Summer Gala</b>	<a href="#">View</a> <a href="#">Manage</a> <a href="#">Edit</a>
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# How will you get your donor data?



Logan's Pups

## Donations

Total Paid Out: \$240,804.74

Total Pending: \$6,164.39

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)

Search by name or email

More filters

All Giving Days

All Campaigns

Any Donation Type

Start End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca , New York 1485 United States
	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca , New York 1485 United States
	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca , New York 1485 United States
	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for Logan's Pups

# How will you get your donor data?

✕	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✕	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✕	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✕	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✕	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✕	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A



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[📄 Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for Logan's Pups ⭐





# How will thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
  - This doesn't have to happen right away!

# How will thank your donors?

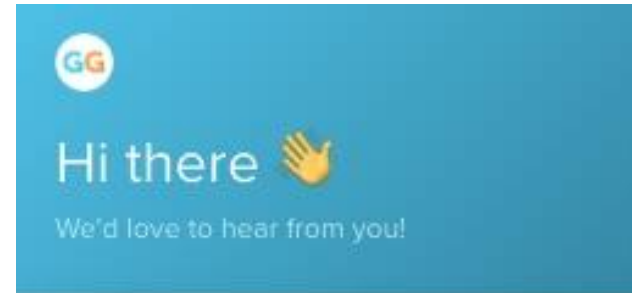
- Start your stewardship process immediately after Give Local MOV
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away, curate a progress message to send in June/July
- Watch the [available training](#) on Donor Stewardship!

# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Give Local MOV Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

# We're Here For You!

- Visit Our Help Center  
<https://support.givegab.com/>
- Send us an email at  
[CustomerSuccess@givegab.com](mailto: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!



Leave us a message

The team typically replies in under 20m



 New message

Find an answer yourself

Search for articles...



# Your Next Steps

- Like and Follow Give Local MOV on Social Media!
  - Don't forget to use #GiveLocalMOV !
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Add the official Give Local MOV 2020 Facebook event to your page and share, share, share!

GiveGab®

Questions?



*May 5, 2020*