Engaging Your Community

GiveGab®

NH GIVES

June 9 - 10, 2020
Agenda

- NH Gives Updates & Reminders
- Multiplying Impact with Matching Gifts
- Engaging Your Ambassadors
- Your Nonprofit Resources
- After NH Gives
- Next Steps
- Q&A
Updates & Reminders

- Donations open **June 8th** at 12 AM and close **June 13th** at 12 am
- Prizes announced today
- Tagboard
- Registration deadline: **June 1st**
Multiplying Impact with Matching Gifts
Matches & Challenges Review: NH Gives 2019

- Only 12% of organizations featured a match/challenge
- $90,195.40 raised in donations through matching/challenge dollars alone
- Organizations with matches/challenges raised 5.8 times more than those without
Matches & Challenges: NH Gives 2020

A dedicated matches page will be live during the donation period!
Understanding Matches in GiveGab

- **What is a Match?**
  - Every online gift received will generate a corresponding offline gift to your organization from this pledged match; thereby increasing your totals by twice the amount of the online gift.

- **What you need to know about Matches:**
  - Always a 1:1 ratio
  - Effective in displaying immediate dollar impact and progress, great for larger pledged donations
  - Set a cap for max amount that can be matched per gift
  - Set a date/time if applicable (*and double check the dates you set!*)

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Understanding Challenges in GiveGab

● **What is a Challenge?**
  ○ Your nonprofit receives the pledged donation upon achieving the goal that’s been set. The amount pledged becomes “unlocked”

● **What you need to know about Challenges:**
  ○ Can go beyond a 1:1 ratio! Get creative with the funds you’ve received
  ○ Effective in rallying a team behind a common goal, and leveraging smaller pledged gifts
  ○ Set a date/time (*and double check the dates you set!*)

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Matches & Challenges
Setup: Demo
$25
Provides one week of food for a senior pup

$50
Provides a super soft bed for a loving senior pup

$100
Covers cost of rescuing a senior pup from a kill shelter

$500
Provides life changing surgery to a senior pup in need

Choose your own amount

More Than Just A Shelter

At Logan’s Pups we offer more than just a home to dogs in need, we’re in the business of turning lives around. Each

Matches
Debbie’s Pet Supply: Giving Tuesday Match!
Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie’s Pet Supply!

$5,000 MATCH $4,850 REMAINING

Fundraising Champions
Laryssa Hebert $500.00
Potential Match or Challenge Sponsors

- Board Members
- Existing Donors
- Local Businesses
- Corporations
- Community Leaders
- Past match sponsors

Pro tip: have a group of donors pool their funds for a match!
Best Practices

- Time your match or challenge with a particular prize
- Keep “automatching” enabled - set it and forget it!
- Begin building your relationships with matching donors
  - Don’t have one secured in time? Ask a committed donor to use their gift as a match instead, and explain the measurable impact it can have.
  - Don’t have just one donor? Ask a pool of donors to commit to smaller amounts.
- Reach out to GiveGab’s support team to review
Remember, matches don’t work alone!

- Ensure your match(es) are front and center on your campaign
- Communicate impact in a measurable way
- Promote the match through all marketing mediums, leading up to and on the day
  - Create a story around the match and communicate progress throughout the day
- Make the matching sponsor feel like a hero
Engaging Your Ambassadors
Are Your Ambassadors Ready?

● Now more than ever, ambassadors are key in your fundraising strategy
● Create incentives, use this opportunity to ask a variety of individuals to join you for NH Gives!
● Ambassadors can be involved in many capacities
  ○ Sharing your posts, writing testimonials, spreading the word
● Take it to the next level with Peer-to-Peer Fundraising!
Peer-to-Peer Fundraising Review: NH Gives 2019

- 50 organizations raised $94,892.23 through peer-to-peer fundraising last year. *Let’s see this surpassed in 2020!*
  - 17% of all donations received during NH Gives came through p2p fundraising campaigns
- 1,179 donors gave through p2p fundraising
- Orgs with p2p raised 13% more than those without
How does it work?

- Fundraisers can add themselves, or you can make it invitation-only. See *the last tab in your giving day dashboard*!
- Allow anyone to sign up, or add fundraisers exclusively.
- Each fundraising page has its own unique link for sharing.
- Their totals roll up into your totals!
- *Do your P2P’s need help?* Admins can establish default settings, even create and manage pages on their behalf!

**Recommended training:**
*Peer-to-Peer Fundraising*
Managing P2Ps in Your Dashboard

- Create and manage P2P profiles
- Set a goal and story for each fundraiser’s page that they can customize
- Message fundraisers
- Download a CSV
- Allow new fundraisers to sign up
- Track fundraiser progress & social shares
Who to Ask

Find your existing passionate supporters with big voices and strong personal connections to your cause:

- Board Members
- Volunteers
- Lower Capacity Donors
- Young People
- People impacted by your work
- Major Donors (who have recently made a gift)
- Staff Members
- Friends & Family
- Previous fundraisers
P2P Best Practices

- Host a virtual onboarding session
- Set a benchmark goal for fundraisers
- Encourage storytelling and engaging an audience with their personal connection
- Make it easy by providing resources
- Show them how to share their unique link out so donations count towards their page and yours
- Make them feel like heroes
- Sign yourself up as a p2p so you understand the process
Tools for Success in the Nonprofit Toolkit

For Nonprofits

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers

For Fundraisers

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page
Your Nonprofit Resources
Overview of Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- NH Gives Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
Navigating the Nonprofit Toolkit

Nonprofit Toolkit
Getting Ready  Build your Team  Spread the Word

Training Titan Sponsor

Past! Remember to Register Your Organization to Participate by June 1st!

1. Getting Ready
Nonprofit Toolkit: Demo
COVID-19 Resources

- Recorded webinar: Strategies for an Impactful Giving Day during COVID-19
- Tips & Ideas for
  - Social media and email outreach
  - Virtual events
  - P2P fundraising
  - Stewardship
- Links to external resources
After NH Gives
How will you get your donor data?

Admin Dashboard

Giving Days

Giving Day!
November 13, 2019

View All Giving Days

Fundraising Campaigns

It's A Dogs World
December 11, 2017
$20,467.22 Raised

View All Campaigns

Fundraising Events

2018 Summer Gala

Viewing Dashboard for Logan's Pups
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Export CSV
Edit Bank Account Info

Viewing Dashboard for Logan’s Pups
How will you get your donations?

- Donations will be transferred to your bank account on a rolling basis 5-7 days after they are made.

Ensure you are verified to receive donations before NH Gives and that your bank info is up to date!

Status: Verified
Hooray! Your organization has been verified to accept donations on GiveGab.
How will you thank your donors?

- Start your stewardship process immediately after NH Gives
  - Reminder: Donors receive automated thank you/tax receipt email
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - 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
  - Curate a progress message to send 6 months later
Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Our Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - 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!
Your Next Steps

● Like and Follow NH Gives on Social Media!
  ○ Don’t forget to use #NHGives!
● Check your inbox for important emails
● Watch on-demand training course videos
● Check out the Nonprofit Toolkit
● Start spreading the word!
Questions?

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