



# Using The Great Give In New Ways for Special Events and Campaigns



# Agenda

- The Great Give Updates
- Online Gala Case Study - Upaya
- Online Fundraising Ideas
- Integrating The Great Give

# How The Great Give has Changed

- Giving is open April 6 through May 31
- Donations go straight to organizations, not The Community Foundation
- Bonus hours instead of “prizes” - less competitive
- Prizes on P2P and matches are calculated on gifts through May 6 at 8:00 p.m.
- Mobile wallet enabled
- #GivingTuesday is May 5

# Upaya Gala Online



# Upaya Gala Online

## **Became a four day event – emails daily at noon**

Day One – welcome to gala; format; auction opens; sent to registered guests and whole donor base

Day Two – Black tie welcome speeches; intro of live auction

Day Three – Live auction – 24 hours (noon to noon)

Day Four – Mission moment; paddle raise; close online auction

# Upaya Gala Online

Things to remember:

- Integrate into your website
- Build in sponsor recognition
- Update daily – give donors a reason to come back
- Plan for the lull, and have something to bring back momentum
- Announcements when you hit milestones

# 8 Learnings from Upaya's Virtual Gala

## 1. Be Decisive.

- Communicate to stakeholders clearly and quickly.
- Communicate with vendors clearly and quickly, and create solutions.

## 2. Be Fun!

- This has to be than simply an online fundraiser.
- Replicate the program through a series of videos
- Put the auction online, eBay style; auctioneer filmed introductions to each item
- Speakers dressed as they would for the Gala

# 8 Learnings from Upaya's Virtual Gala

## 3. Communicate Often to Your Community.

- Establish a pattern emailing all Gala guests
- Include updates on the campaign but also something new and interesting each day: key videos, announcement of the match, opening the online auction...

## 4. Don't Forget to Call.

- Crucial to have board members and team members calling key donors and making sure you can count on their support



# 8 Learnings from Upaya's Virtual Gala

## 5. Stay Organized Internally.

- Small team focused on the event
- Daily call to recap, set daily plan, share info, answer questions
- Project management tool to communicate during each day (Trello)

## 6. Anticipate the Rhythm of the Campaign.

- Hold back some gifts and matches to announce at lulls (at the very beginning, on the second to last day, and on the last day).

# 8 Learnings from Upaya's Virtual Gala

## 7. Count on Your Network.

- This is about relationships
- Table captains/P2P critical to success

## 8. Don't forget your vendors.

- All businesses are hurting – how can a partnership help?

# Other Online Fundraisers



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# Other Online Fundraisers



# Other Online Fundraisers



# Other Online Fundraisers

- Auction software

  - GiveSmart

  - OneCause

  - GreaterGiving

- Walks/Rides

  - Registration gets shirt; donors per step; everyone wears shirt in his/her own neighborhood on a given day/time

- Keynote Speaker

  - Still gives speech; charge; private VIP chats

# Other Online Fundraisers

## Zoom Parties

- Dance marathon – host plays music; judge stamina or creativity
- Cooking class, Birdhouse build
  - charge for class; one week to create meal; submit pictures to win



# Other Resources

- Nonprofit Toolkit on The Great Give - videos, downloadable graphics
- REDROCK Branding - Apr 8, 2020 12:00 PM Register in advance for this meeting:

<https://zoom.us/meeting/register/vJEqd-yrqjMvi6YKPjHDFy8iGVStTMydsA>

- Mosaic Marketing
  - Teach you how to run a virtual meeting
  - Run a meeting for you
  - Help you create your virtual event
  - Video Back Drops to look professional



Learn More 203-483-4598 ext 308





# Integrating The Great Give Platform Suggestions



# Public Message Field

Thank you for supporting The Great Give® 2020!

Step 1 of 3



The Community Foundation for  
Greater New Haven

Choose an amount to give:

Name to Display (Optional):

- I am a new donor to this organization. ⓘ
- Please do not display a name publicly.
- Please do not display the donation amount publicly.
- Hide my name from this organization and the public. ⓘ
- Make this a recurring gift.
- Make this donation in honor of or in memory of someone.



[Add a public message to this donation](#)

[Remove this donation](#)

# Public Message Field

Thank you for supporting The Great Give® 2020!

Step 1 of 3



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Greater New Haven**

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- Make this donation in honor of or in memory of someone.







[Remove this donation](#)

# Custom Donation Levels


✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<p><b>\$18.43</b></p> <p>Provides microchip procedure and implant for one dog</p> <p><a href="#">Edit</a> <a href="#">Remove</a></p>
	<p><b>\$35.19</b></p> <p>Provides comfortable bedding and toys for two dogs</p> <p><a href="#">Edit</a> <a href="#">Remove</a></p>
	<p><b>\$72.50</b></p> <p>Provides food for three dogs for a month</p> <p><a href="#">Edit</a> <a href="#">Remove</a></p>
	<p><b>\$112.85</b></p> <p>Provides flea and tick treatment for four dogs</p> <p><a href="#">Edit</a> <a href="#">Remove</a></p>





[Add Donation Level](#)

# Custom Donation Levels







**Double Dog Dare Rescue**

Causes: **Animals, Education, Health and Wellness**

**DONATE** **FUNDRAISE**    

99%

**\$99,011** Raised **\$100,000** Goal **95** Donors

 <b>\$18.43</b> Provides microchip procedure and implant for one dog	 <b>\$35.19</b> Provides comfortable bedding and toys for two dogs	 <b>\$72.50</b> Provides food for three dogs for a month	 <b>\$112.85</b> Provides flea and tick treatment for four dogs
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**CHOOSE YOUR OWN AMOUNT**

# Setting Up Your Fundraisers








## The Great Give® 2020

May 5, 2020

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in The Great Give® 2020.

-  Add Your Organization's Info  
*Let people know who you are.*
-  Add Your Story
-  Add Donation Levels
-  Add a 'Thank You' Message
-  **Add Fundraisers**  
*Recruit peer-to-peer fundraisers to expand your network of donors.*

Reset Profile

#### Participation Approval Status

Approved

Welcome to The Great Give®!

#### Time to launch

90

days

#### Donation Tools

 Manage Sponsor Matching

 Manage Donations

 Embed a Donate Button


#### Other Actions

 Engagement Opportunities

 Add External Fund


 Manage Support Areas

# Setting Up Your Fundraisers



## Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

 Download CSV

**Fundraiser** ▾      **Donors** ▾      **Amount Raised** ▾      **Goal** ▾      **Actions**

No fundraisers found.

Allow New Fundraisers to Sign Up

**Set Fundraisers' Story**

I support this organization's mission and I want it to have a greater impact on the community.

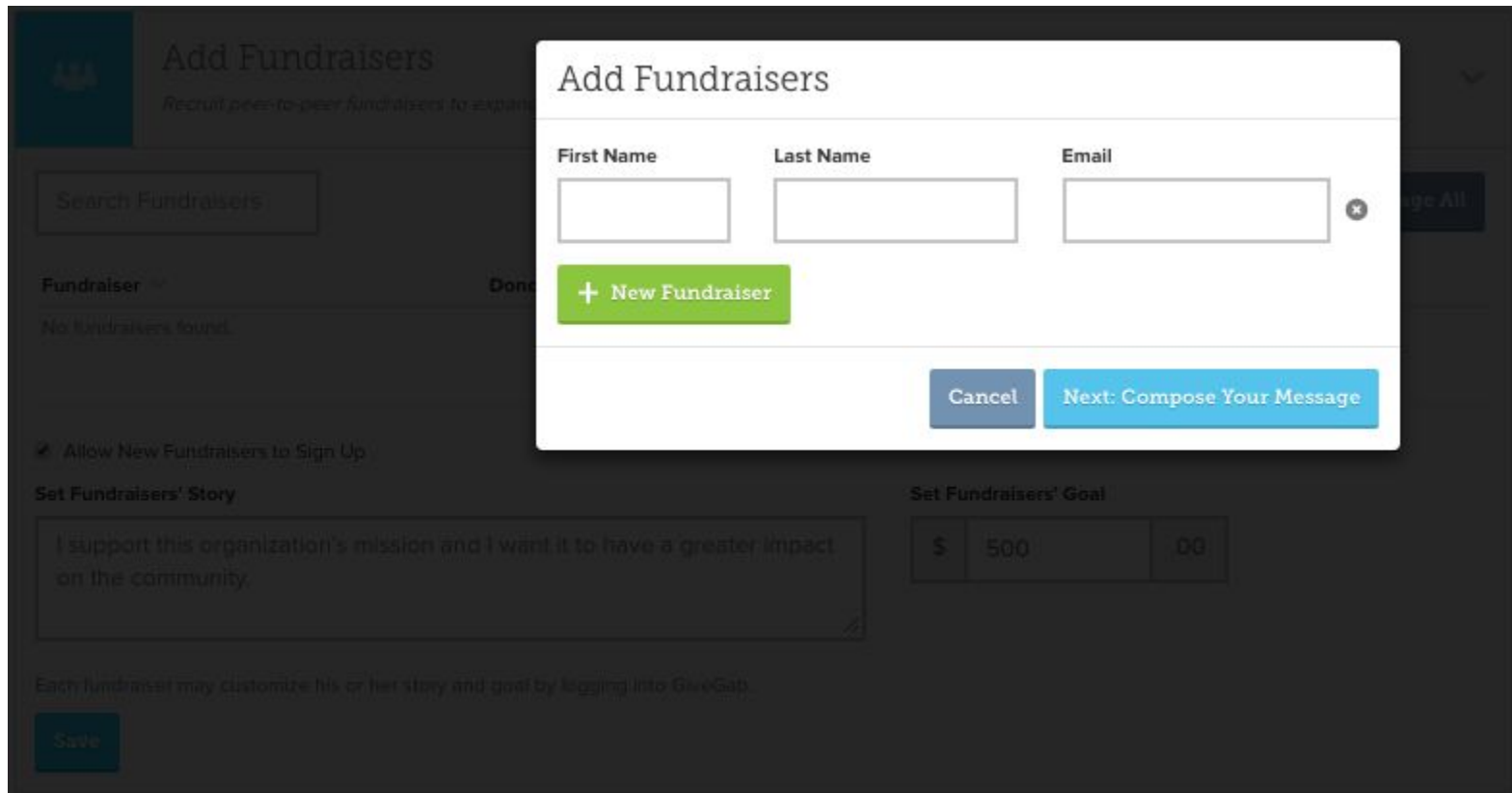
**Set Fundraisers' Goal**

\$	500	.00
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Each fundraiser may customize his or her story and goal by logging into GiveGab.



# Setting Up Your Fundraisers



The image shows a screenshot of the GiveGab website's 'Add Fundraisers' page. A modal window is open in the center, titled 'Add Fundraisers'. The modal contains three input fields: 'First Name', 'Last Name', and 'Email'. Below these fields is a green button with a plus sign and the text '+ New Fundraiser'. At the bottom of the modal are two buttons: 'Cancel' and 'Next: Compose Your Message'. The background page is dimmed and shows the 'Add Fundraisers' header, a search bar, a 'Fundraiser' section with 'No fundraisers found', a checkbox for 'Allow New Fundraisers to Sign Up', a 'Set Fundraisers' Story' section with a text area containing 'I support this organization's mission and I want it to have a greater impact on the community', and a 'Set Fundraisers' Goal' section with a goal of '\$ 500.00'. A 'Save' button is visible at the bottom left of the background page.

# Setting Up Your Fundraisers

The screenshot displays the 'Add Fundraisers' interface on the GiveGab platform. A modal window is open, allowing the user to add a new fundraiser. The modal contains the following fields and buttons:

- First Name:** Katrina
- Last Name:** Grein
- Email:** katrina@givegab.com
- Buttons:** '+ New Fundraiser' (green), 'Cancel' (blue), and 'Next: Compose Your Message' (blue).

The background interface shows the 'Add Fundraisers' section with a search bar, a 'Fundraiser' dropdown, and a 'Set Fundraisers' Story' text area. The goal is set to '\$ 500.00'.

# Setting Up Your Fundraisers

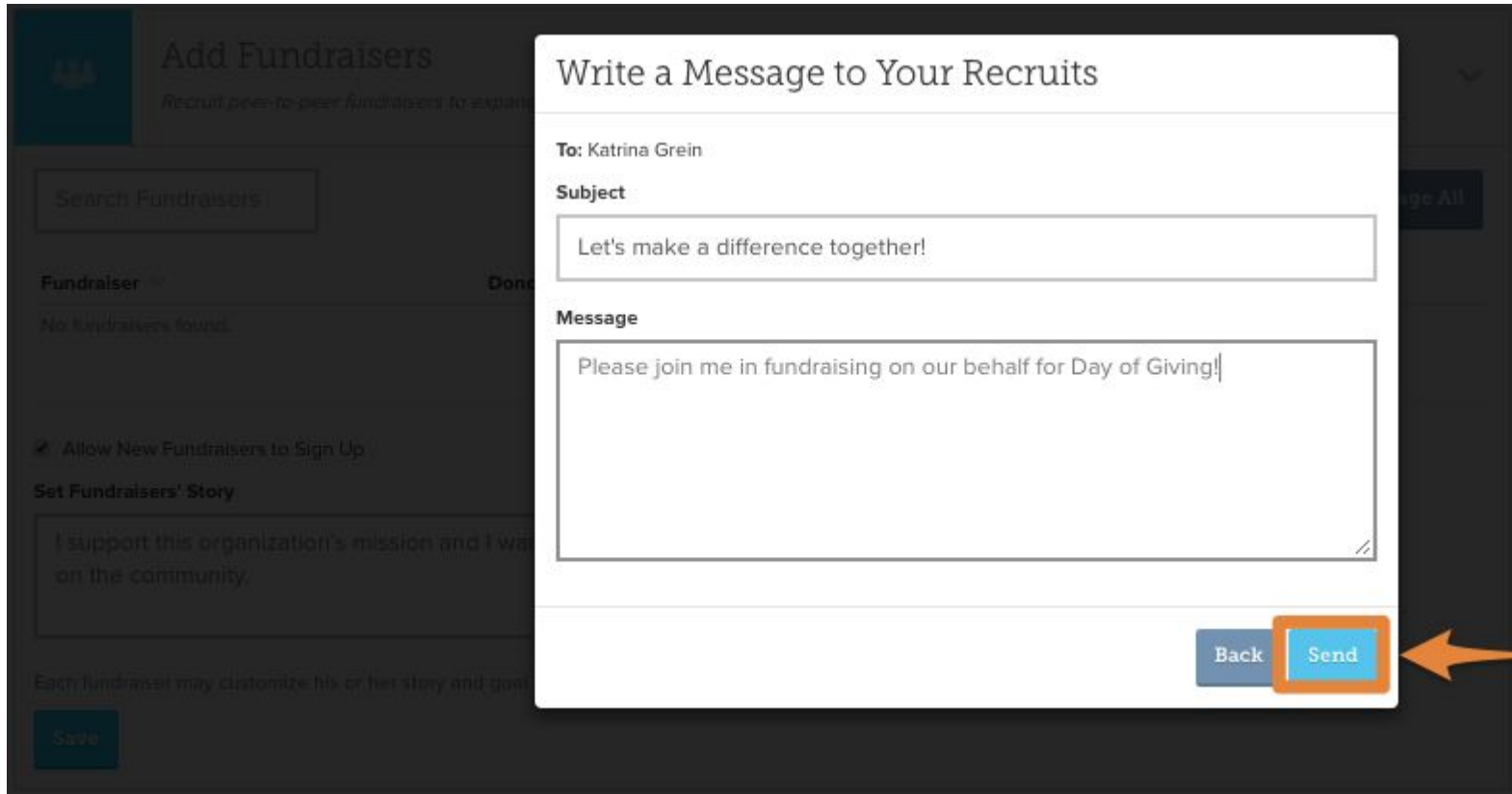
The image shows a screenshot of the GiveGab 'Add Fundraisers' interface. A modal window titled 'Write a Message to Your Recruits' is open in the foreground. The modal contains the following elements:

- Title:** Write a Message to Your Recruits
- To:** Katrina Grein
- Subject:** A text input field.
- Message:** A large text area for composing the message.
- Buttons:** 'Back' and 'Send' buttons at the bottom right.

The background interface is dimmed and includes the following visible elements:

- Section Header:** Add Fundraisers
- Subtext:** Recruit peer-to-peer fundraisers to expand...
- Search:** Search Fundraisers
- Section Header:** Fundraiser
- Status:** No fundraisers found.
- Checkbox:**  Allow New Fundraisers to Sign Up
- Section Header:** Set Fundraisers' Story
- Text:** I support this organization's mission and I want to help on the community.
- Text:** Each fundraiser may customize his or her story and goals.
- Button:** Save

# Setting Up Your Fundraisers




The image shows a screenshot of the GiveGab interface. In the background, there is a dark sidebar with the heading "Add Fundraisers" and a sub-heading "Recruit peers to peer fundraisers to expand...". Below this, there is a search bar labeled "Search Fundraisers" and a section titled "Fundraiser" with the text "No fundraisers found". There are also checkboxes for "Allow New Fundraisers to Sign Up" and a section for "Set Fundraisers' Story" with a text area containing "I support this organization's mission and I want to help on the community." At the bottom of the sidebar, there is a "Save" button.

In the foreground, a white dialog box titled "Write a Message to Your Recruits" is open. It contains the following fields:




- To:** Katrina Grein
- Subject:** A text input field containing "Let's make a difference together!"
- Message:** A larger text input field containing "Please join me in fundraising on our behalf for Day of Giving!"

At the bottom right of the dialog box, there are two buttons: a blue "Back" button and a light blue "Send" button. The "Send" button is highlighted with an orange border, and an orange arrow points to it from the right side of the image.

# Setting Up Your Fundraisers

 Add Fundraisers ▼

Download CSV Add Fundraisers Message All

Fundraiser ▼	Donors ▼	Amount Raised ▼	Goal ▼	Actions
Katrina Grein	0	\$0.00	\$500.00	  

Allow New Fundraisers to Sign Up






**Set Fundraisers' Story**

**Set Fundraisers' Goal**

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

# Fundraisers Toolkit

- **Tell Your Story** >  
*Let people know why you're fundraising.*
- **Make a Donation** >  
*Show people that you're committed.*
- **Reach Out** >  
*Ask for the support of your inner circle.*
- **Share Socially** >  
*Tell the whole world about your fundraiser.*
- **Give Thanks** >  
*Thank your supporters.*

## Progress

0%

**\$0**  
Raised  
of \$500  
Goal

**85**  
Days Left

**0**  
Donors

Share your Fundraiser!


<https://www.theamazinggive.org/p2p/alk>



## Need some inspiration?

Check out [these great fundraising ideas](#) over on the GiveGab blog.

# Fundraisers Toolkit



## Tell Your Story

*Let people know why you're fundraising.*


**Tell Your Story**

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about providing senior dogs with the love and

**Set A Goal**


\$ **500**

**Your Story Image**



**Video Link (YouTube or Vimeo)**

# Fundraisers Toolkit




## Make a Donation

*Show people that you're committed.*


Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

[Donate](#)



## Make a Donation

*Show people that you're committed.*

 You donated \$107.67 on 12/13/2016.



# Fundraisers Toolkit

Laryssa      laryssa@givegab.com

Support My Fundraiser on Our Giving Day!

Here's a template to get you started, though the more you can personalize it, the better!

Hi Laryssa,


I am thrilled to be supporting Logan's Pups by helping them fundraise on our community Giving Day on November 28!

This cause means a lot to me because: Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

I hope you can consider supporting me in this endeavor by donating \$25, \$50 or even \$100. Every little bit counts.

Thank you,  
Bridget

Cancel   Send




### Reach Out

*Ask for the support of your inner circle.*

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

[Send Email](#)   [Access Contacts](#)



### Reach Out

*Ask for the support of your inner circle.*

Keep track of your potential supporters. Feel free to touch base with your contacts about recent campaign updates or to reach out again if they haven't contributed yet. See who has contributed in the Give Thanks section below.

[Send Email](#)   [Access Contacts](#)

Name	Email	Actions
Bridget	Bridget@givegab.com	<a href="#">Touch Base</a> <a href="#">View Message</a>

# Fundraisers Toolkit



## Share Socially

*Tell the whole world about your fundraiser.*



After you've reached out to your inner circle, it's time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?

<https://www.givingday.org/logans-pups/bridget>



Have you done this?

Mark that you've done this step!

Scout's Honor

# Fundraisers Toolkit



## Give Thanks

*Thank your supporters.*




No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

### Thank Selected Donors

<input type="checkbox"/>	Name	Amount	Comment
<input type="checkbox"/>	Bridget Cafaro	\$100.00	<input checked="" type="checkbox"/> That's you!
<input type="checkbox"/>	Bridget Cafaro	\$10.00	<input type="button" value="Mark as Thanked"/>

# Fundraisers Toolkit






A fundraiser for:

## Logan's Pups

Help a senior dog with your donation!


Causes: [Animals](#), [Education](#)

Manage this on GiveGab

**DONATE**   

54%





\$270 Raised \$500 Goal 3 Donors



Rebekah Casad

Hi, I'm Rebekah Casad and I'm fundraising for [Logan's Pups](#).

I support this organization's mission and I want it to have a greater impact on the community.

 <p><b>\$50</b></p> <p>Provides a super soft bed for a loving senior pup</p>	 <p><b>\$100</b></p> <p>Provides food for a month for a senior pup</p>	 <p><b>\$200</b></p> <p>Provides vet care and essential vaccines for a senior pup</p>	 <p><b>\$500</b></p> <p>Feeds every dog in the sanctuary for a week</p>
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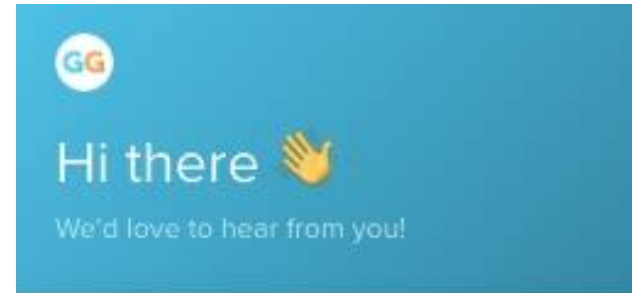
**CHOOSE YOUR OWN AMOUNT**

# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- The Great Give Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
- **New - COVID-19 Resources!**

# 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...





# Questions?

