



# The Great Give Boot Camp 2021 Day 2



A 36-hour, online-giving event  
to support local nonprofits



# Agenda

- Maximizing and Marketing Your Profile
- Your Board and The Great Give
- Retaining New Donors & Donor Stewardship
- How Data Will Get to You
- How Funds Will Get to You



# Marketing Your Profile for The Great Give



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# The Importance of Storytelling

- Goes beyond what your mission aims to achieve
- Breaks down your impact into digestible “bites”
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Makes donating like buying a virtual feeling

# Telling a Captivating Story

- Authentic, emotional, and easy to understand
- Centered on people - supported by data
  - Highlight a specific impact in dollars and cents
- Connect to the communities you serve
- Makes readers feel like they can make a difference!
- Consistent throughout all of your channels
- COPE - Create Once, Post Everywhere
- Spell it out & keep it simple!

# How to Make an Inspiring Ask

Focus on three statements:

- Belief Statement: “We believe that...”
- You Statement: “You can help us...”
- Opportunity Statement: “Are you with us?” or “Will you join us?”

# Let Your Goal Drive Your Campaign!

- Leverage testimonials from those who have benefited from your organization
- Spell out the impact of their gift through donation levels
  - Add pictures, descriptions, and real dollar figures
- Illustrate how donor support made a positive impact for their community



**\$18.43**

Provides microchip  
procedure and  
implant for one dog



**\$35.19**

Provides comfortable  
bedding and toys for  
two dogs



**\$72.50**

Provides food for  
three dogs for a  
month



**\$112.85**

Provides flea and tick  
treatment for four  
dogs

# Before You Start Your Profile

1. Define Your Goals
  - a. What will your donors and supporter need to do to help you be successful according to your giving day goals?
  - b. What do you want people to feel when they view your profile?
  - c. What do you want the main call to action to be?
2. Gather Your Assets
  - a. Do you have several photos, graphics, or videos ready?
3. What is your giving day story?
  - a. What do your supporters need to know about your organization?





# Let's go to make a profile!



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**Break - 10 minutes**



The Community Foundation  
*for* Greater New Haven

**GiveGab®**  
Nonprofit Giving Platform



# Your Board and The Great Give



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# The Power of an Engaged Board

- Organizations with an engaged board raised 2-3 times more dollars on their giving day than those without
- The most engaged boards attended planning meetings, sponsored a matching fund, or were Peer-to-Peer fundraisers
- Invite your board members to help promote your day, update them on progress, and ask for help!

# Engaging Opportunities

## Peer to Peer Fundraising

- Recruit your board members to create their own peer-to-peer fundraising pages tied to your The Great Give profile

## Get Social

- Encourage all board members to swap out their cover photos for a giving day graphic from your Nonprofit Toolkit

# Engaging Opportunities

## **Network**

- Encourage your board members to reach out to any prominent community members or business owners, to secure sponsors, create matching funds or other promotional opportunities

## **Create a Match / Challenge**

- Encourage your board members to contribute financially through a sponsored matching donation

# Setting Expectations

As you develop your giving day campaign strategy:

- Determine where your board members can help the most
- Make it clear what role they'll play in your overall strategy
- Create an even playing field for all your board members to actively participate and assist you in the process

# Getting Your Board on Board

## Before The Great Give®

- Invite your board members to a giving day kickoff
- Provide regular updates at your monthly board meetings
- Share any helpful resources with them (like the downloadable graphics!)
- Prepare them to be P2P fundraisers
- Continually emphasize the importance of their participation



# Getting Your Board on Board

## During The Great Give®

- Encourage your board members to share socially
- Send your board emails with specific calls to action
- Update them on any prizes or matches on the horizon
- Share your progress throughout the event
- Motivate board members to join you for an in person event

# Getting Your Board on Board

## After The Great Give®

- Thank your board members for their help and hard work
- Share insights to your campaign success
- Host a debrief to break down what you've learned
- Ask your board to personally thank your donors
- Celebrate your team and a job well done

# Key Takeaways

- Every nonprofit board is different, and so are the ways in which they can participate and help you reach your goals
- Educating your board about the importance of the giving day early on can make a big difference in your success
- Providing clear calls to action and steps for success can motivate your board members to actively participate
- Board involvement and buy-in is crucial to your success!



# Donor Stewardship Guide



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# What is Stewardship?

Think of something that you regularly give time or money to

- This could be a company, organization, activity, or membership
- Why do you continue to support this institution? What makes it important to you?
- How do the owners, organizers or leading members foster their relationship with you?
- How do they woo you?

# What is Donor Stewardship?

- A specific type of donor relations
- Begins once the very first gift is given
- Allows organizations to cultivate long-lasting relationships with donors

# Why is Donor Stewardship Important

- Cultivating relationships with donors creates happiness and loyalty, which will increase the likelihood of seeing repeat donors
- Recurring support does not just come in the form of donations
  - Volunteer opportunities
  - Committee members
  - Board members
  - Testimonials and social media outreach

# Why is Donor Stewardship Important

- Cost-effective fundraising strategy
  - On average, it costs 3x more to acquire new donors than it does to steward existing donors
  - 81% of first-time donors do not turn into repeat donors
  - 63% of repeat donors remain repeat and recurring donors
- Long term relationships are more effective and can help you to better strategize and maintain your annual fundraising plan



# Defining your Organization's Strategy

- Revisit or define your goals
  - How can stewardship help with your strategies and planning?
- Set a budget
  - What funds can you allocate to personal snail mail stewardship materials?
- Define your communication plan
  - How often can you reach out?
- Not all donors are treated equally
  - Create separate plans for large, medium, and smaller-scale donors

# Before The Great Give

- Write a personal message to be included in your thank you email to everyone that supports your organization during The Great Give
- Add your own photo or video
- Sent immediately to your donor's email when they make a gift during The Great Give

# Successful Stewardship Strategies

Don't ignore small or first-time donors!

- Ask what inspired them to make their gift
- Discover their connection to your cause and use this information to steward them again and again
- Create personalized opportunities for them to maintain involvement with your organization
- Email is an easy, fast, and effective way to steward donors who don't warrant major gift prospecting right away.

# Successful Stewardship Strategies

- Provide an opportunity for donors to be involved in something that sparks passion
  - Invite them to be a part of your mission with specific calls to action
  - Use your Newsletter to offer opportunities to get involved
  - Learn what interests individual donors and work on developing a targeted stewardship plan specific to their values

# Successful Stewardship Strategies

Offer regular opportunities for donor delight!

- Not every communication should be an ask. Instead, take time to thank them and offer them information about your organization unconnected to your fundraising needs.
- Make your relationship special by sending birthday and holiday cards
- Build donor delight into your social media strategies by featuring supporter spotlights

# Successful Stewardship Strategies

## Examples of delight

- Supporter picnic
- Handwritten thank you cards
- Invite donors to serve on committees
- Publicly acknowledge your donors on social media or in your newsletter
- Send donors updates on specific projects their donations helped to fund
- Brunches or Luncheons for donors
- Round tables for donors to present ideas to your board or other decision-making committees

# Roles and Responsibilities

- Designate someone to be responsible for carrying out the overall stewardship strategy for your organization
- Engage you Board!
  - Put board members in charge of leveraging their connections to acquire new donors
  - Assign them the task of thanking and stewarding donors
  - Leverage the strengths your board has in the community that make them an asset to your organization

# How Donor Data Gets to You

- Accessing your donor reports
- “Online” and “Offline”
- Resend receipts
- Download data for trends and comparisons
- Keep you administrators up to date



# Utilize Donor Data

- Organize your donor database
- Determine how best to measure your results
  - Think about metrics in relation to your goals
  - Surveys, website usage statistics, donor tracking
- Schedule periodic retrospectives
  - Adjust and adapt these debrief strategies to fit your initiatives and goals

# Acknowledge Your Donors

- Send timely thank yous, regardless of the size of the gift
  - Provide receipts that contain all information needed for tax purposes (but not for TGG)
  - Add a personal touch to your receipt
- Make donors feel important
- Have those who directly benefited from the gift also thank the donor
- Be consistent!

# Communicate Impact

- Reassure donors that their gift is being invested in ways that are in line to your mission and their expectations
- Demonstrate concretely how their funds will be used
- Communicate your goals and objectives with your donors and how their contribution will help you meet these goals

# Re-Cultivation

- Take time between this gift and your next ask
- In between asks, get donors involved in your mission and objectives
- Ask donors for feedback about your organization and input on your strategy and objectives
- Leverage your donor database

# Utilizing GiveGab for Donor Stewardship

- Instantaneous Thank you for Donor Delight
- Peer-to-Peer Toolkit allows Fundraising Champions to participate in Stewardship with ease
- Automatically collect addresses and phone numbers, so you can add personal thank yous over the mail after The Great Give®

# How Funds Get to You

- Two sets of banking information
- Credit card/ACH gifts directly to you through Stripe
- Donor Advised grants form TCF/VCF
- Challenges and Match **you** raise
- Matches and Prizes from The Community Foundation



# Thank you for attending Boot Camp 2021



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