The COMMUNITY Foundation for Greater New Haven

The Great Give First Timers
What We’ll Cover

- Completing your profile
- Setting goals
- Engaging volunteers
- Outreach – who and how
- Donor stewardship
Completing your profile
Five Key Elements

- Logo
- Cover photo
- Giving levels
- Video/Picture
- Story
Setting goals
Goals

• Dollars
• Donors
• Fundraisers (Peer to Peer)
Inspiring techniques to reach goals

- Peer to Peer fundraisers
- Matches
- Challenges
Peer to Peer Fundraisers

• Individuals, teams, classes, sections……
• Incentives at thresholds
• Prize for most raised
Matches

- Dollar for dollar
- Regular donor/sponsor
- Board member(s)
- Time sensitive or full campaign
Challenges

• Regular donors/sponsors/Board members
• Kicks in when you reach a threshold
Engaging volunteers
Power in Numbers

- Board members
- Parents
- Teens
- Clients
- Staff
Outreach
Develop your mailing list

• Participants
• Vendors
• Neighbors
• Board members lists
Develop a plan

• What platform(s)
• How often
• Create urgency
• Use the right link
Donor Stewardship
Thank promptly

• Write tax receipt in dashboard
• Send second email, call, Board call
• Social media shout out
Thank often

- Stewardship is year-round
- Invite to events, “insider access”
- Send newsletters
- Let them know how money is spent
- Let them know impact of THEIR gift
Questions?
Wrap Up

- Profile Updates
- Set Goals
- Engage Volunteers
- Plan Outreach strategy
- Say thank you all year