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The Great Give Boot Camp 2022

Day 1

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Poll #1

What do you hope to learn at Boot Camp?

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Poll #2

How long has your organization been with The Great Give?

Agenda

- Key Information about GiveGab

- The Great Give Review

- 8 Week Communication Plan

- Marketing Your Profile

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Who is GiveGab?

GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Host a secure, reliable and transparent platform for The Great Give

- Create the ultimate donor experience

- Provide a dedicated support team

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Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing

- Direct deposit funds within 5-7 business days

- Your banking information is reviewed by Stripe

- Donor credit card information is not revealed or saved in GiveGab

- All participating organizations verified as IRS and state-recognized nonprofits

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stripe GUIDESTAR IRS

Simple Donation Processing

- All major credit cards accepted
- Log right into your bank using the Plaid/ACH payment
- Mobile payment options (Apple Pay, Google Pay, Microsoft Pay) available for participating devices
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

VISA

4242 4242 4242 4242

KATRINA GREIN 01/20

Transparent Pricing

Credit Card:

2% Platform Fee
+
$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
4.5% + $0.30

ACH:

2% Platform Fee
+
$3.00 flat bank fee
=
2% + $3.00

**$100 minimum

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Who is GiveGab: Transparent Pricing

Confirm Your Gift
Step 3 of 3

Orca Conservancy	Gift: **$25.00**
Email:	generousdonor@givegab.com
Fees:	$2.02

What's with these fees?

✔ I'll cover the fees to save the organizations from having to pay them

Total:	$27.02

- Donors can cover all fees on behalf of your organization, with more info right in the donation form

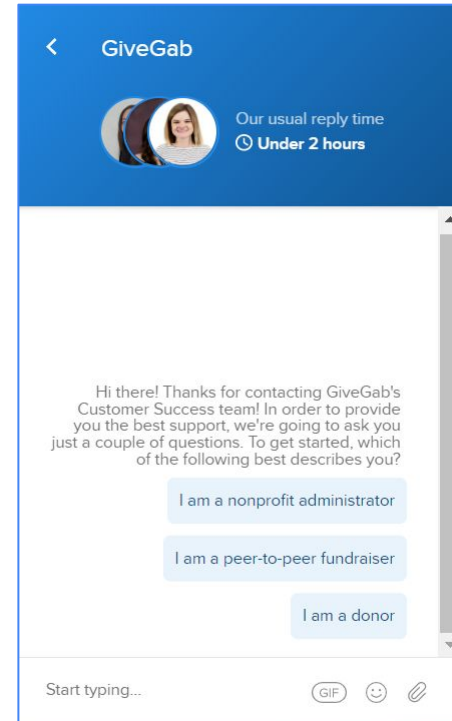- 73.5% of total fees were covered during The Great Give 2021!!

Who is GiveGab: Mobile Responsive

- On average 61% of all emails are opened on a mobile device

- Your The Great Give profile is completely mobile responsive on every page

- Donors can give easily on any internet enabled device
  - The Great Give 2021:
    - Desktop - *58.46%
    - Mobile - *39.27%
    - Tablet - *2.28%
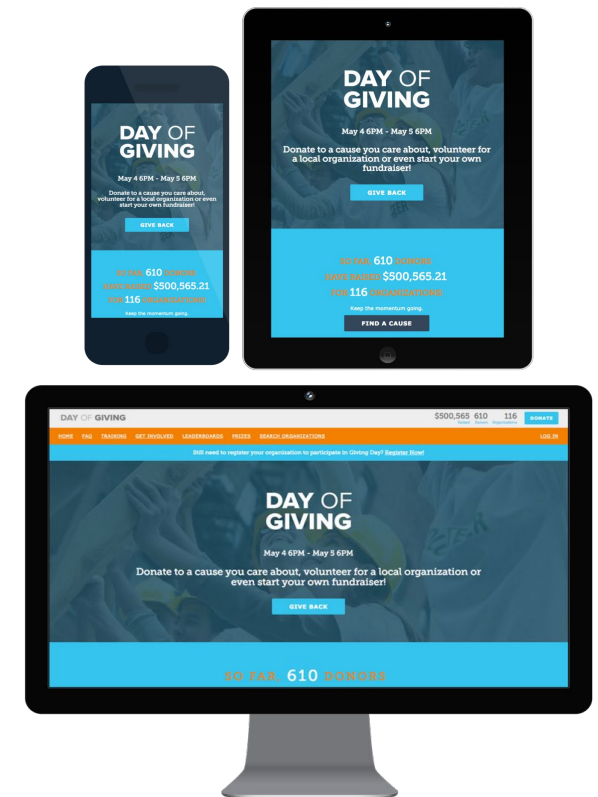
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How We Support You

- 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

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Our usual reply time
🕐 Under 2 hours

Hi there! Thanks for contacting GiveGab's Customer Success team! In order to provide you the best support, we're going to ask you just a couple of questions. To get started, which of the following best describes you?

I am a nonprofit administrator

I am a peer-to-peer fundraiser

I am a donor

Start typing...

Look for the little blue chat bubble!

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Review: The Great Give 2019 & 2021

Outcomes & Results

	2019	2021
Total dollars raised	$1,869,640.93	$3,498,477.75
Unique donors	12,676	15,770
Total gifts	18,813	25,823
Participating Organizations	406	448
% of fees covered	68.5%	73.5%
% of gifts had covered fees	69.0%	74.2%
Realization rate (how much each organization took home on average)	98.59%	98.78%

Review: The Great Give 2019 & 2021

Donor Engagement

	2019	2021
Average online donation (intended)	$62.57	$90.18
Average donor count per organization	32	36
Average new donor count per organization	15	16
Total mobile wallet transactions	N/A	2338

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Review: The Great Give 2019 & 2021

Key Feature: Peer-to-Peer Fundraisers

	2019	2021
Number of p2p's who successfully raised funds	337	974
Number of organizations who were impacted	61	122
Total funds attributed to p2p efforts	$171,612.25	$531,576.18
Total donors attributed to p2p efforts	3,187	6,018
Average raised by each p2p	$509.24	$545.77
Average dollars raised by orgs with p2p	$12,430.38	$15,819.11
Average dollars raised by orgs without p2p	$2,917.38	$4,745.73

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Poll #3

How did you do last year?

8 Week Communication Plan

THE
great Give
MAY 4-5, 2022
A 36-hour, online-giving event
to support local nonprofits

The COMMUNITY Foundation
for Greater New Haven

VALLEY COMMUNITY
FOUNDATION

Successful Plan Components

What should we consider when constructing our 8 week plan?

- The Great Give 2022 Goal

- Giving Day Team / Roles

- Asset Inventory

- Communication Plan

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Determine Your Goal

Dynamic Profile Goals (Dollar)

	2019	2021
Organizations who featured a dynamic goal	20%	21%
Organizations who reached their dynamic goal	46%	39%
Average organization goal	$13,903.05	$16,755.21

Recommended Training: *Goal Setting Strategies*

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Determine Your Goal

What are you trying to achieve through your campaign efforts with The Great Give?

- ○ Money raised for a *specific* project

- ○ New donors

- ○ Exposure (new followers on social media)

- ○ Engagement from existing supports (P2P!)

- ○ Gather testimonials

- ○ Highlight impact on the community

- ○ Spotlight supporter contributions and stories

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Recommended Training: *Goal Setting Strategies*

Giving Day Team / Roles

- Running a successful campaign doesn't have to fall on just one person at your organization

  - Team Leader

  - Tech

  - Supporter Management

  - Communications

Asset Inventory

Asset Inventory

- Looking beyond your giving day team
  - Board Members
  - Volunteers
  - Donors
- Nonprofit toolkit
  - Email marketing
  - Social media posts
  - Giving day graphics
  - Peer to Peer fundraising resources
  - Planning guides
- Existing materials
  - Compelling images, donor stories, videos

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Preparing Your Outreach Strategy

- Consider your goal, team strengths, and what assets you have at your disposal

- Create consistent SHAREABLE content

- Clear AND diverse calls to action every time

- Send out a call for Giving Day Ambassadors

- Determine your target segment

- Use a multi-channel outreach strategy

  - Email
  - Social Media (Facebook, Twitter, Instagram, etc)
  - Direct Mail
  - Phone

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Recommended Training: *Spreading the Word*

Sample Communications Timeline

Nonprofit Toolkit: *Communication Guide*

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Email Marketing

- Email is a great way to share information with your supporters directly and immediately
- Develop an email timeline leading up to the day
  - Schedule messages in advance with mailchimp, constant contact, etc.
- Chance to include multiple calls to action:
  - Link to your The Great Give Profile
  - Ways to Get Involved
  - Shareable Graphics
- Use your personal email signature as a CTA

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Email Scheduling Tips

- Tuesday & Thursday are the best days to send emails for better engagement
- Late mornings and early afternoons are the best times to send emails
- Improving your email formatting can increase your click through rate
  - Photos
  - Buttons
  - HTML edited

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Social Media

Facebook

Twitter

Instagram

YouTube

Snapchat

Your social media strategy should focus on quality over quantity!

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Social Media - Before The Great Give

- Include photos and interactive elements for increased engagement
- Add The Great Give logo to all of your promotional materials leading up to the giving day
- Swap out your cover photo and profile photos with giving day specific graphics in your Nonprofit Toolkit
- Ramp up posts as you get closer to The Great Give
- Share your giving day goal with your followers
- Include clear calls to action for your supporters
  - Don't forget to include the link to your giving day profile!

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Recommended Training: *Social Media Strategies*

Social Media - Before The Great Give

Use Hashtags to be a part of the conversation
- Include the hashtag #thegreatgive to be featured on the The Great Give Tagboard

Recommended Training: *Social Media Strategies*

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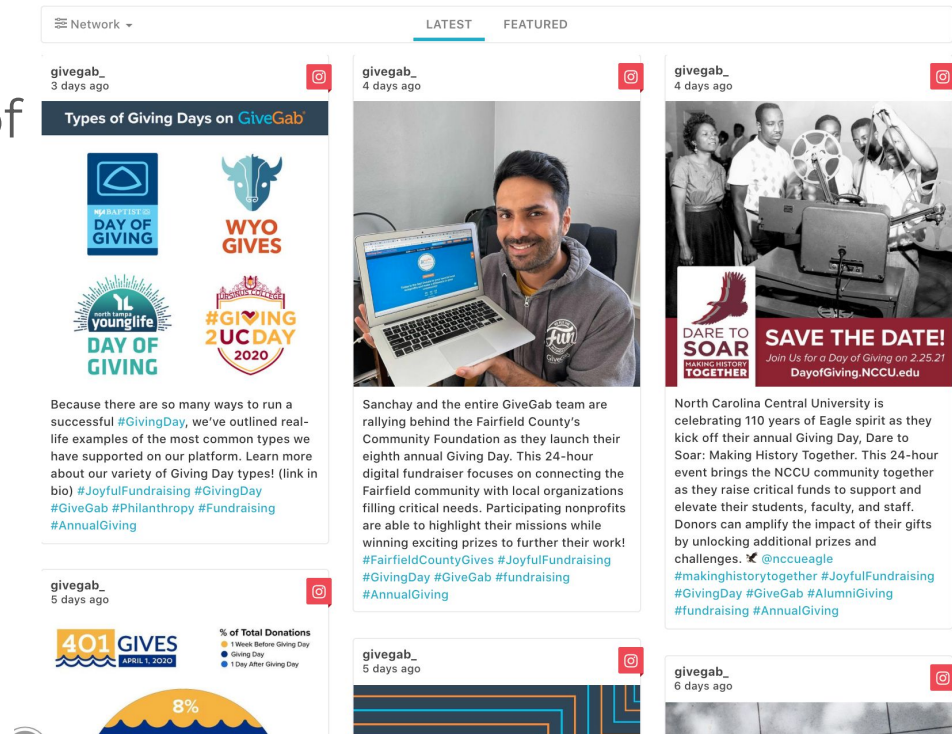
Social Media Scheduling Tips

- Best times and days to post on social media vary by platform

- Utilize social media analytics to determine when the key times to post are for your supporter base

- C.O.P.E - Create once and post everywhere to better utilize your social media resources
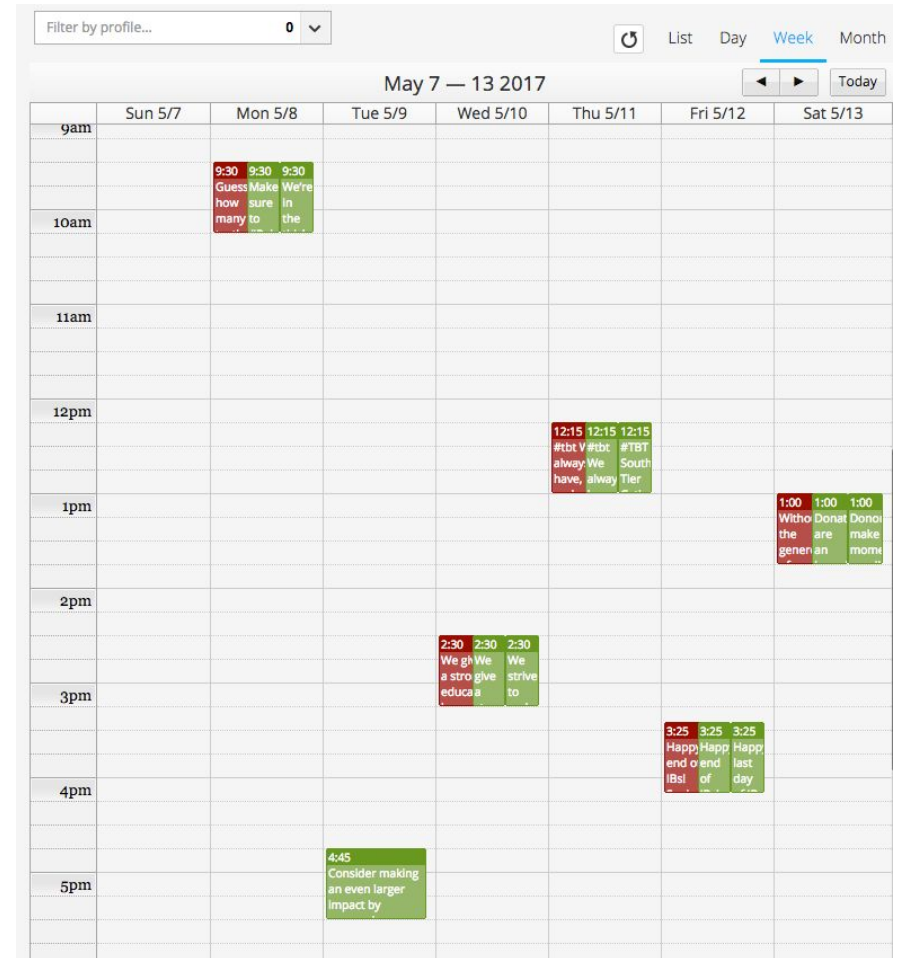

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Giving Day Engagement

Utilize and highlight dynamic GiveGab features to increase supporter engagement during The Great Give!

- Matches & Challenges
    - Small, segmented goals
- Peer to Peer Fundraising

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Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote The Great Give and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - The Great Give Graphics
  - Helpful resources for your board members, volunteers, and fundraisers

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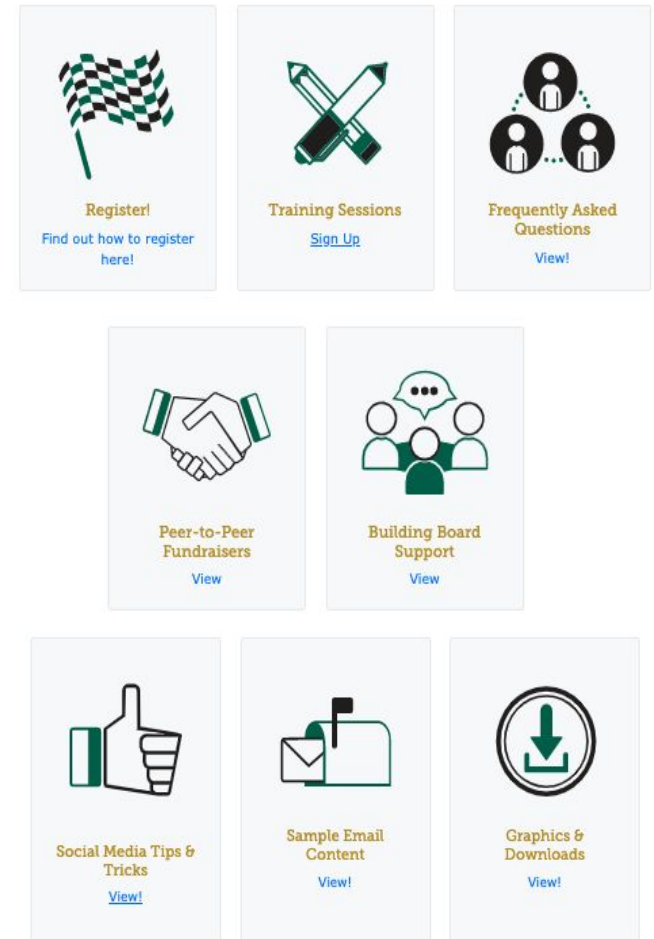
Key Takeaways

- Start planning NOW

- Drive your campaign from your goal

- Try something new!

  - Peer to Peer Fundraisers

  - Set up a challenge or match

  - Host an event

- Leverage your supporters

- Leverage resources available to you

  - The Community Foundation *for* Greater New Haven

  - GiveGab

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Break - 5 minutes

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

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Recommended Training: *Telling Your Story*

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!

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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

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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?

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