



The Great Give Boot Camp 2022 Day 2



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



Agenda

- Your Board and The Great Give
- Retaining New Donors & Donor Stewardship
- How Data Will Get to You
- Community Foundation Details
- How Funds Will Get to You



Your Board and The Great Give



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



THE
great | Give
MAY 4-5, 2022

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The **COMMUNITY** Foundation
for Greater New Haven



Break - 5 minutes



The Community Foundation
for Greater New Haven

GiveGab[®]
Nonprofit Giving Platform



Community Foundation Details



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Marketing Efforts

Investing staff time and financial resources:

Print

Newspapers

Community

Direct Mail

Air Waves

Radio

TV

Digital

Virtual Ads

Email & Social

Media Blasts

Prize Details

Competitive:

- You've Got Friends P2P - 5 GNH prizes; 2 Valley prizes
- Greatest number of P2P fundraisers each raising \$200 from more than two people

Random draws (based on entry):

- Early Bird - Tue, May 4, 8:00-9:00 a.m. - 4 GNH prizes, 1 Valley
- Early Bird - Wed, May 5, 8:00-9:00 a.m. - 4 GNH prizes, 1 Valley

Happy Hours (2x2), Lunch Hours (2x2), Insomnia - range \$1K - \$2K

Midnight Snack

- \$500 (closest to midnight)

Golden Tickets

GiveGab ● 7 @ \$500 random picks

Match Details

ALL ORGANIZATIONS:

- **\$100,000 Match Pool from The Community Foundation**
(prorated based on the number of unique donors)
- **\$20,000 Match Pool from the Valley Community Foundation**
(prorated based on the number of unique donors who live or work in the Valley)

All gifts received from 8:00 a.m. on April 25 (giving opens) to 8:00 p.m. on May 5

Unique donor is one person with a unique name, address and email
(Donor name, not display name)

Match Details

SPONSORED MATCHES:

- **Bank of America Raise the Curtain Power Hour** - \$10,000 for visual and performing arts orgs based on number of unique donors between 8:00 and 9:00 p.m. May 4. Post a performance, tour, video during the hour.
- **NewAlliance Foundation** - \$10,000 for Literacy organizations
- **Progreso Latino Fund** - \$10,000 for Latino/a/x-led and serving organizations
- **Konopacke Fund** - \$10,000 for orgs that give shelter to animals
- **KeyBank Foundation** - \$7,500 for organizations that are part of the Girls of Color Mentoring Network
- **Liberty Bank** - 9:00 a.m. - 10:00 a.m. May 5 (\$2,000 for GNH Housing and Shelter; \$1,000 for Valley Basic Needs)
- **Sponsored Prizes: Guilford Foundation** - \$500 to each of two Guilford-based organizations with 30 or more Guilford donors

How Funds Get to You

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



Thank you for attending Boot Camp 2022



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The **COMMUNITY** Foundation
for Greater New Haven



VALLEY COMMUNITY
FOUNDATION