The Great Give Boot Camp 2023
Day 2
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
Getting your Board on 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 Giving Day 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:** 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 Giving Day strategy
- Create an even playing field for all your board members to actively participate and assist you in the process
Your Board and Your Giving Day

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
Your Board and Your Giving Day

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
- Ask your board members to join you for an in-person event
Your Board and Your Giving Day

After The Great Give

- Thank your board members for their help and hard work
- Host a debrief to review what you’ve learned, and strategize for next year
- Ask your board to personally thank your Giving Day donors
- Celebrate your successes 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
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
Before The Day
Your Giving Day Dashboard

1. **Add Your Organization’s Info**
   
   Let people know who you are.

2. **Add Your Story**
   
   Tell potential donors why they should contribute.

3. **Get Verified to Collect Donations**
   
   Set up your banking information to receive secure online donations.

4. **Add Donation Levels**
   
   Show your donors the impact their donation makes.

5. **Add a 'Thank You' Message**
   
   Personalize your auto-response for donors ahead of time.

6. **Add Fundraisers**
   
   Recruit peer-to-peer fundraisers to expand your network of donors.
Instant Gratitude

- Write a personal message to be included in your thank you email to everyone that supports your organization on the Giving Day
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift during the Giving Day
Thank You Email Preview

- Your own custom content alongside your Giving Day’s branding
- Includes a link to your organization’s website
- Email come from your organization’s contact person
- Includes specific donation information to act as a receipt
After The Day
### Donations

**Total Paid Out:** $323,317.07  
**Total Pending:** $33,623.90

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More]

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Your Giving Day Donation Report

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### Donations

**Total Paid Out:** $323,517.07  
**Total Pending:** $33,623.90

Pro Tip: Download a CSV file of your complete donation report for more information
Maximizing Your Data

- Who increased their giving from year to year?

- Who was new to your organization through this year’s giving day? Did they come from Peer-to-Peer fundraisers?

- Who were your most successful P2P fundraisers?

- Who left a personal comment?

- Who chose to donate to a specific campaign?

- Who helped you win a prize?
Segmenting Acknowledgements

- Every donor is important, but not necessarily equal
- Determine your donor segments
  - Giving Levels
  - Entry Point
  - Giving History
- Create a realistic strategy to thank all of your donors appropriately based on their segment
The Importance of Segmenting

- Crucial component of effective donor stewardship
- Allows for personalized customization
- Ability to allocate time and resources to donors with the most potential for growth within your organization
- Helps you reach your internal goals quickly and easily
Segmenting Example

$1-$99
48 Donors
- Thank You Email
- Personal Letter

$100-$499
31 Donors
- Thank You Email
- Personal Letter

$500-$999
15 Donors
- Thank You Email
- Online Acknowledgement
- Public Acknowledgement

$1000 +
6 Donors
- Thank You Email
- Personal Letter
- Online Acknowledgement

The larger the gift the more personal the acknowledgement!
General Acknowledgement Tips

- If possible, personalize your acknowledgements!

- Highlight the impact of the donor’s contribution
  - *Example:* “With the dollars raised we have helped 50 people in need”

- Include additional opportunities to get involved
  - *Example:* “Join us on Sunday for our Summer BBQ Jamboree”

- If publicly acknowledging any donors, be cognizant of how their names are displayed
Creative Thank You Ideas

1. Thank You Video
2. Naming Opportunity
3. Appreciation Party
4. Donor Spotlight
5. Handwritten Note
6. Behind The Scenes Look
7. Future Discount
8. Milestone Recognition
9. Public Display
10. Giving Level Perks
Key Takeaways

- Create a strategy for acknowledging donors to build stronger relationships
- Take advantage of the reporting tools available in your dashboard (all year round!)
- Highlight the donor’s impact allows the donor to appreciate the value of their contribution
- Provide more opportunities for them to get involved

*There is no such thing as too much gratitude!*
Break - 5 minutes
Community Foundation Details

THE great Give
MAY 3-4, 2023
A 36-hour, online-giving event to support local nonprofits

The COMMUNITY Foundation for Greater New Haven
Yale Community Foundation
Investing staff time and financial resources:

**Print**
- Newspapers

**Air Waves**
- Radio
- TV

**Community**
- Direct Mail

**Digital**
- Virtual Ads
- Email & Social Media Blasts
Prize Details

Competitive:
- **You’ve Got Friends P2P** - 4 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** - both days, 8:00-9:00 a.m. - 3 GNH prizes, 1 Valley, 1 Black Futures Fund
- **Lunch Hours** - both days, 12:00-2:00 p.m., GNH, Valley, BFF
- **Happy Hours** - both days, 5:00-7:00 p.m., GNH, Valley, BFF
- **Insomnia** - 2:00-4:00 a.m.

Midnight Snack
- **$500 (closest to midnight)**

Golden Tickets
- **6 @ $500 random picks**
- **May the Fourth Be With You** - $1,000 - 10:00-11:00 a.m.
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 28 (giving opens) to 8:00 p.m. on May 4

Unique donor is one person with a unique name, address and email (Donor name, not display name)
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 3. Post a performance, tour, video to watch during the hour.
- **NewAlliance Foundation** - $10,000 for Literacy organizations
- **Progreso Latino Fund** - $10,000 for Latine-led/serving organizations
- **Konopacke Fund** - $10,000 for nonprofits that give shelter to animals

Sponsored Prizes:

- **Guilford Foundation** - $500 to each of two Guilford-based organizations with 25 or more Guilford donors
- **Branford Community Foundation** - $500 to each of two Guilford-based organizations with 25 or more Branford donors
- **Arvinas** - TBD $5,000
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 2023