



The **COMMUNITY** Foundation *for* Greater New Haven

The Great Give First Timers

April 2023

What We'll Cover

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



Completing your profile



Five Key Elements

Logo

Giving levels

Story

The screenshot shows the top portion of the Boys & Girls Village website. At the top is a cover photo of a family. Below it is a gold navigation bar with the organization's logo, social media icons, and 'DONATE' and 'FUNDRAISE' buttons. The main content area features four giving level cards: \$25 (art supplies), \$50 (dining table), \$100 (bedding), and \$250 (comfort packs), plus a 'CHOOSE YOUR OWN AMOUNT' button. Below this is an 'Our Story' section with a video player showing the organization's logo and a text block about family reunification.

Cover photo

Video/Picture

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 duration

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

