



The Great Give Boot Camp 2024 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

Key Dates to remember

- Profiles visible to the public - March 18
- Last day to complete registration and banking info to be eligible for TCF/VCF DAF - April 15
- Advanced credit card/ACH giving begins - April 26 (all gifts count toward matches)
- Leaderboard freezes; match/prize eligibility ends - 8:00 p.m. May 2
- Post-giving ends - 8:00 a.m. May 6
- Match/Prize money goes out - May 24

Give A Little More



- Provides returning donors with ability to see which organizations they gave to last year, and encourages an easy increase in support by 10%, 20%, 30%, or a custom amount

Give Again!

Returning donors, please use the button below to see your donations from last year and make it easy to give again.

[GIVE AGAIN](#)

Give A Little More

 Add a 'Give Again' Message 

Please provide a message to donors using the "Give a Little More" feature, as well as an image or video link!

Give Again Message (250 characters max)

Create Thanks Video

Don't want to record a video? No biggie! Add a link below or upload an image, and we'll use that instead.

YouTube or Vimeo Link

Enter the **iframe embeddable version** of the video URL, e.g. "https://www.youtube.com/embed/abc123", "https://www.facebook.com/video/embed?video_id=123456789." Supported platforms include but are not limited to YouTube, Vimeo, Facebook, and Twitch.

- In your dashboard, you'll find a specific section to add a GALM thank you message to further personalize your donor stewardship.



Your Board and The Great Give



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



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

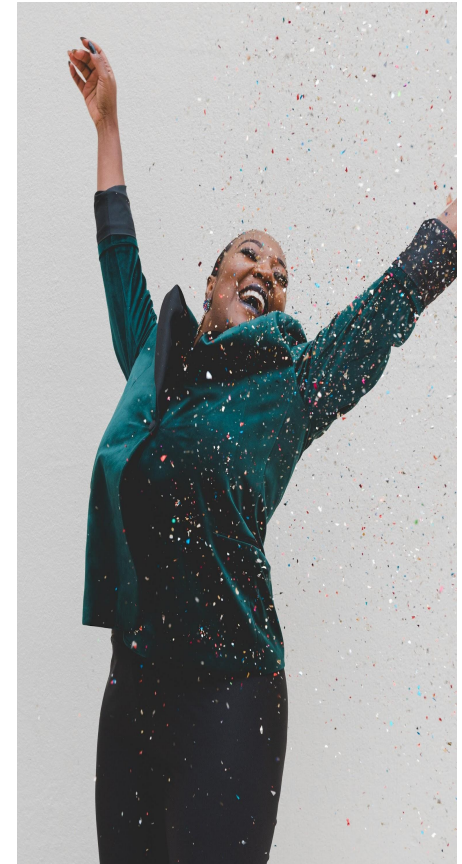
- Encourage your Board Members to share socially
- Send your board emails with specific calls to action
- Update them on any prizes or matches on the horizon
- Share your progress throughout the event
- Ask your board members to join you for an in person event



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



A 36-hour, online-giving event
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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

-  **Add Your Organization's Info** >
Let people know who you are.
-  **Add Your Story** >
Tell potential donors why they should contribute.
-  **Get Verified to Collect Donations** >
Set up your banking information to receive secure online donations.
-  **Add Donation Levels** >
Show your donors the impact their donation makes.
-  **Add a 'Thank You' Message** > 
Personalize your auto-response for donors ahead of time.
-  **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

✓ Add a 'Thank You' Message


Please provide a 'Thank you' message, as well as an image or video link (or both)

Thank You Message

Thank you so much for your donation to Logan's Pups! With your support, we're able to continue our love and care of senior dogs.

Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

Recommended dimensions 800x600
Max file size 5MB

Save

Instant Gratitude

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

DAY OF GIVING

Isaiah,

Thank you so much for participating in Giving Day! This is the donation form thank you.

Sincerely,

GiveGab



After The Day

Your Giving Day Donation Report

Donations

Total Paid Out: \$323,517.07

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](#)

Search by name or email

+ More filters

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date
	15863	9/23/2019 3:37pm	tst	\$25,000.00	\$25,000.00				\$25,000.00	N/A
	15834	9/20/2019 2:17pm	test	\$200.00	\$200.00				\$200.00	N/A
	15831	9/20/2019 2:17pm	Denis Tomazzi denis.tomazzi@givegab.com	\$200.00	\$200.00	\$1.20	\$4.00	No	\$194.80	Pending
	15821	9/20/2019 2:09pm	test	\$100.00	\$100.00				\$100.00	N/A
	15817	9/20/2019 2:09pm	Anonymous Donor anonymousdonor@givegab.com	\$100.00	\$100.00	\$2.28	\$2.00	No	\$95.72	Pending

Your Giving Day Donation Report

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[+ More filters](#)

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Pay
	16198	10/17/2019 3:50pm	Denis Tomazzi denis.tomazzi@givegab.com	\$125.00	\$125.00				\$125.00	N/A
	16191	10/17/2019 1:05pm	Jesse Saldana jesse.saldana+p2pp2p2p2@givegab.com	\$100.00	\$104.45	\$2.45	\$2.00	Yes	\$100.00	Pen
	16153	10/15/2019 12:39pm	Timmy Testzz tintimz@yahoo.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pen
	16152	10/15/2019 12:35pm	Tracy Testz timztestz@yahoo.com	\$55.00	\$55.00	\$1.51	\$110	No	\$52.39	Pen
	16128	10/11/2019 1:00pm	Denis Tomazzi denis.tomazzi@givegab.com	\$150.00	\$154.00	\$1.00	\$3.00	Yes	\$150.00	10/1

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



The larger the gift the more personal the acknowledgement!

General Acknowledgement Tips

- If possible, personalize your acknowledgements!
 - *Example:* “Hi Bridget,” vs. “Dear Friend,”
- 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!



THE
great Give
MAY 1-2, 2024
A 36-hour, online-giving event
to support local nonprofits



Break - 5 minutes



The Community Foundation
for Greater New Haven



Bonterra™



Community Foundation Details



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to support local nonprofits



Marketing Efforts

Investing staff time and financial resources:

Print/Online

Newspapers

Inner City

La Voz

Air Waves

Radio

TV

WTNH

Comcast

Community

Direct Mail

Digital

Virtual Ads

Email & Social

“Look Alikes”

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 three people

Random draws (based on entry):

- **Early Bird** - both days, 8:00-9:00 a.m. - 2 GNH prizes, 1 Black Futures Fund, 1 Valley for orgs with 20 gifts or more!
- **Lunch Hours** - both days, 12:00-2:00 p.m., GNH x 2, BFF
- **Happy Hours** - both days, 5:00-7:00 p.m., GNH x 2, BFF
- **Insomnia** - 2:00-4:00 a.m.

Closest to....

- **Midnight Snack** - \$500 (closest to midnight)
- **15@:15** - \$1,500 closest to 3:15 (am and pm - both days)

Golden Tickets

- 5 @ \$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 26 (giving opens) to 8:00 p.m. on May 2

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

Sponsor Match Details

SPONSORED MATCHES:

- **Bank of America** - Performing arts orgs
- **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
- **Tzedakah House** - \$5,000 for client nonprofits prorated by the number of unique donors 11:00 a.m.-12:00 p.m. on May 1

Sponsor Prize Details

SPONSORED PRIZES:

Valley Community Foundation 20th Anniversary Prize - \$2,000 to the Valley-based organization with the most unique donors by the 20th hour of The Great Give (4:00 a.m. on May 2)

Guilford Foundation - \$500 to each of two Guilford-based organizations with 25 or more Guilford donors

Branford Community Foundation - \$500 to each of two Branford-based organizations with 25 or more Branford donors

Jewish Foundation of Greater New Haven -

Housing Prize - \$1,800 to the organization working in housing and homelessness that gets the most unique donors between 10:00 a.m. and 11:00 a.m. on May 1

Food Insecurity Prize - \$1,800 to the organization working in food insecurity randomly drawn from those that receive gifts from at least 20 unique donors between 10:00 a.m. and 11:00 a.m. on May 2

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 2024

