Final Steps with GiveGab for #HudsonGives 2020

May 14
12:00AM - 11:59PM

Agenda

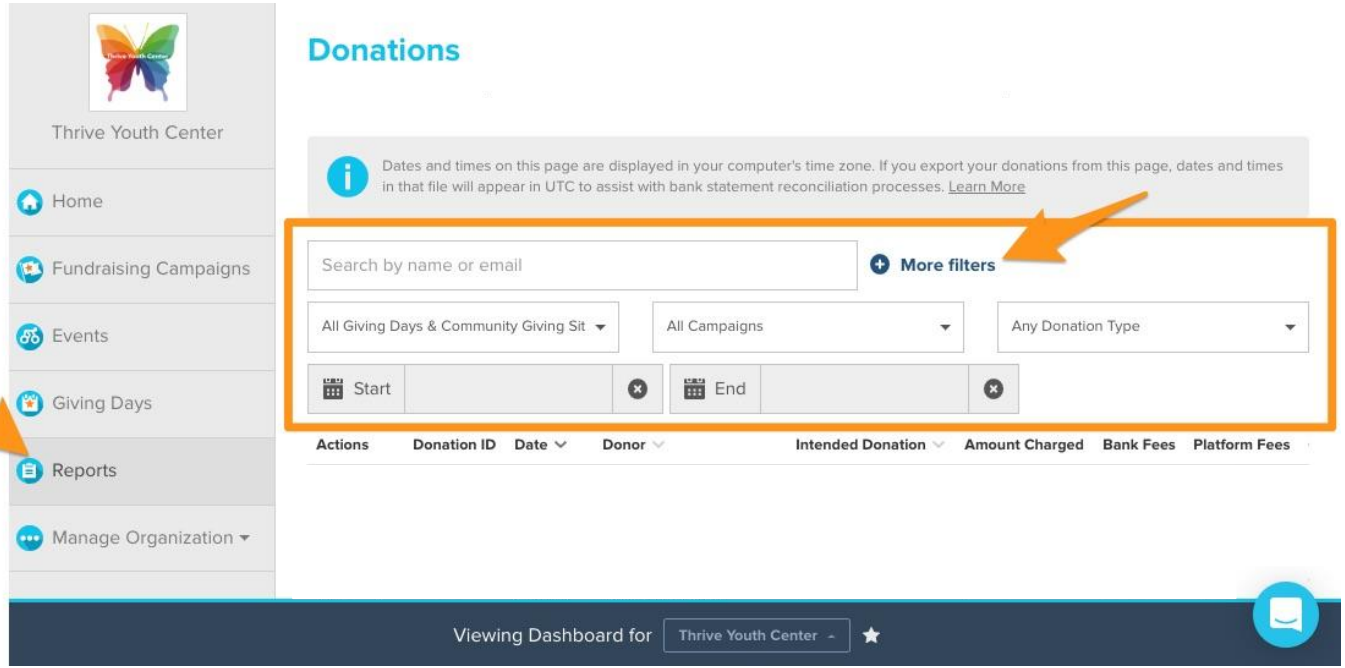
- What's New for #HudsonGives 2020?
- Peer-to-Peer Fundraising
- Matching Gifts
- Key Takeaways
- Q&A / Demo

GiveGab®

What's New for 2020

GiveGab®

Enhanced Donation Reports



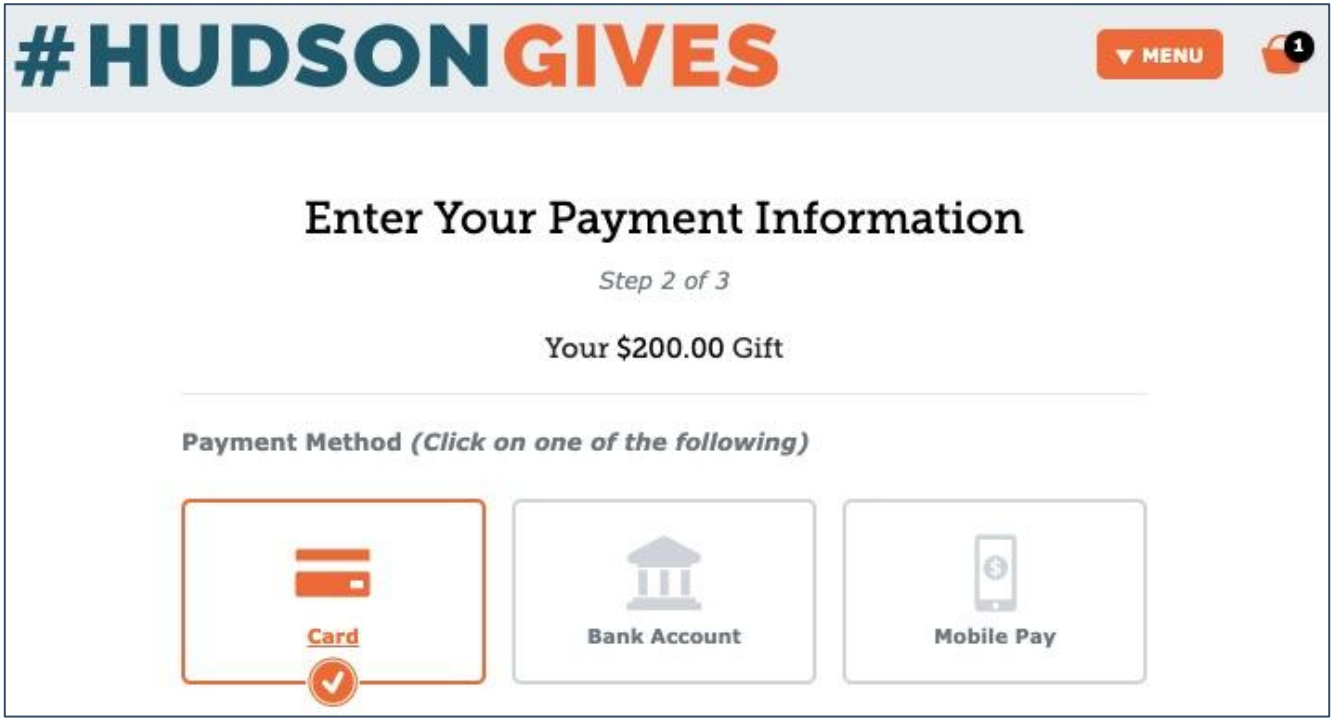
GiveGab®

New Peer-to-Peer Fundraiser Index

- Donors can easily find the fundraisers they're looking to support
- When the giving day goes "live", tracks their progress within each individual tile
- Acts like a leaderboard

GiveGab®

Payment Method Options



GiveGab®

GiveGab's Mobile Wallet

- Over 66% of online donations were made via mobile device during #HudsonGives 2019
- Donors can opt for a faster checkout experience
- Apple Pay, Google Pay, Microsoft Pay compatible
- Mailing address is still collected for maintaining accurate donor records!

GiveGab®

Expand Your Reach with Peer-to-Peer Fundraising

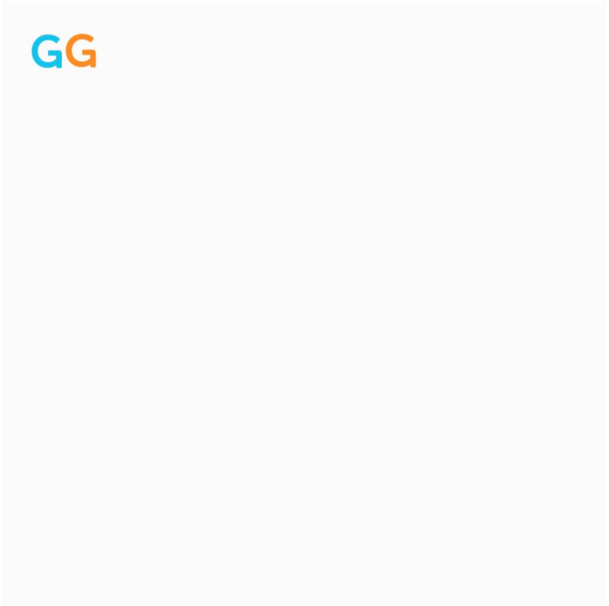
GiveGab®

What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your #HudsonGives profile.

P2P Fundraisers will...

- Expand your network and foster make new connections
- Help you steward existing supporters
- Can help you raise over **4.4x more** than you would without!

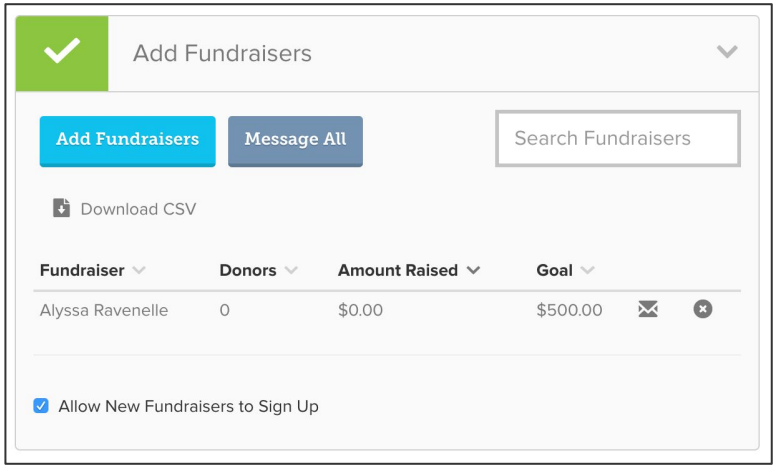


*Based on 2019 #HudsonGives data

GiveGab®

How does it work?

- Fundraisers can invite themselves, or you can make it invitation-only. *See the last tab in your giving day dashboard!*
- Allow anyone to sign up, or invite fundraisers exclusively
- Each fundraising page has its own unique link for sharing
- Their totals roll up into your totals!
- *Do your P2P's need help?* Admins can establish default settings, even create and manage pages on their behalf!

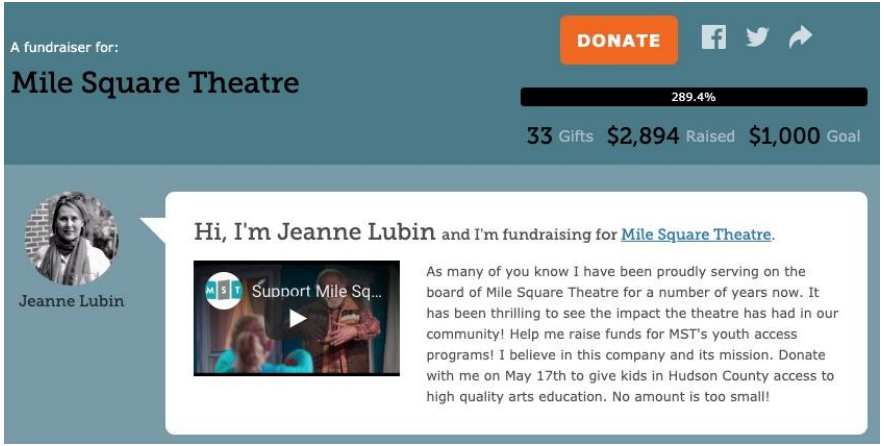


Recommended training:
Peer-to-Peer Fundraising

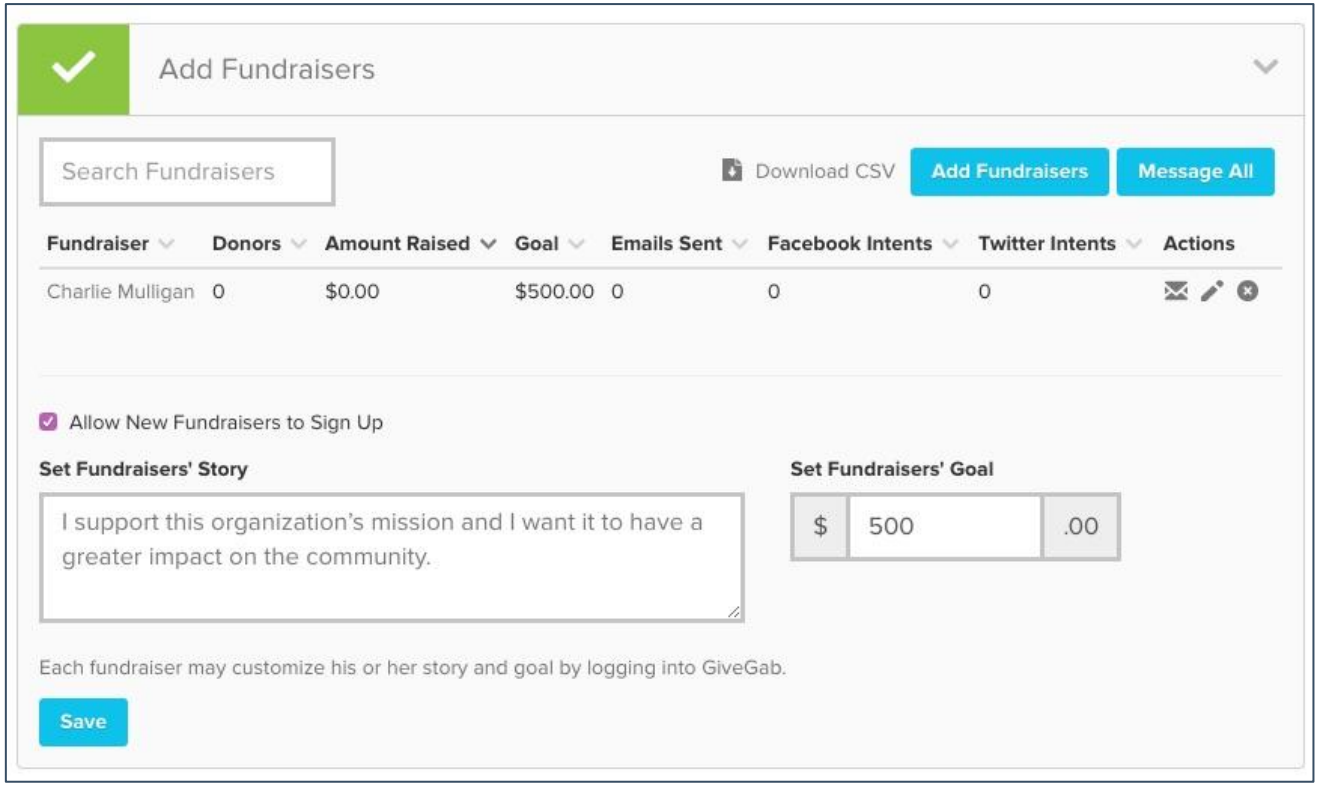
GiveGab®

P2P Best Practices

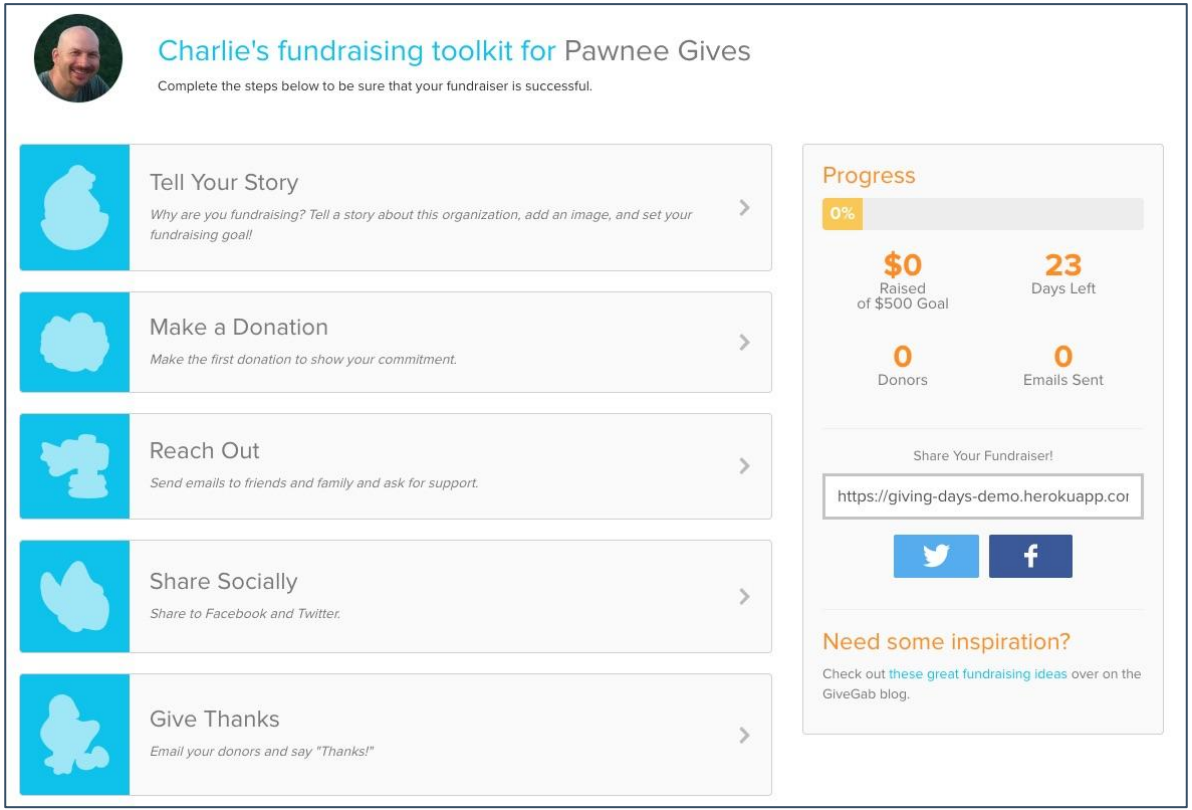
- Who should you ask?
- Host an onboarding session
- Returning P2P's? Host a debrief and reflect on last year's success
- Set a benchmark goal for fundraisers
- Encourage storytelling and engaging an audience with their personal connection
- Show them how to share their unique link out so donations count towards their page and yours



P2P Best Practices (continued)



P2P Best Practices (continued)



Multiply Impact with Matching Gifts

GiveGab®

Basics of Matches & Challenges

- A pledged donation by a sponsor, donor, or pool of donors, that requires a condition to be met in order to receive the funds
- Promotional tools used to motivate potential donors to make a greater impact with their donation. Add a logo and website!
- Opportunity to stimulate donors during non-peak hours
- Recorded in GiveGab as an offline donation. The physical funds must be collected outside of GiveGab, usually directly from the sponsor.
    - ***Note:*** *Don't use the cash/check tool we previously mentioned! This will duplicate the gift.*

GiveGab®

Impact of Matches & Challenges

During #HudsonGives 2019...

Organizations with matching funds raised on average almost **7x more** than those without (**$8,009** vs. **$1,219**)

Let's see how we can increase in 2020!

GiveGab®

Understanding Matches in GiveGab

- **What is a Match?**
  - Every online gift received with generate a corresponding offline gift to your organization from this pledged match; thereby increasing your totals by twice the amount of the online gift.
- **What you need to know about Matches:**
  - Always a 1:1 ratio
  - Effective in displaying immediate dollar impact and progress, great for larger pledged donations
  - Set a cap for max amount that can be matched
  - Set a date/time if applicable (*and double check the dates you set!*)

GiveGab®

1:1 Match

- All donations made from 6am to 8am will be DOUBLED thanks to our generous sponsor, Rudy's Pet Supply!
- Each gift will also help us work towards the Big Give Rise and Shine prize!

GiveGab®

Understanding Challenges in GiveGab

- **What is a Challenge?**
  - Your nonprofit receives the pledged match upon achieving the goal that's been set. The amount pledged becomes "unlocked"
- **What you need to know about Challenges:**
  - Can go beyond a 1:1 ratio! Get creative with the funds you've received
  - Effective in rallying a team behind a common goal, and leveraging smaller pledged gifts
  - Set a date/time (*and double check the dates you set!*)

Donor & Dollar Challenges

✓ $300 will unlock $1,000

✓ 25 unique donors will unlock $1,000

GiveGab®

Best Practices

- Time your match or challenge with a particular prize
  - Check your start/end time, and select the correct date
- Keep “automatching” enabled - set it and forget it!
- Begin building your relationships with matching donors
  - Don’t have one secured in time? Ask a committed donor to use their gift as a match instead, and explain the measurable impact it can have.
- Reach out to GiveGab’s support team to review

GiveGab®

Remember, matches don’t work alone!

- Ensure your match(es) are front and center on your campaign
- Communicate impact in a measurable way
- Promote the match through all marketing mediums, leading up to and on the day
    - Create a story around the match and communicate progress throughout the day
- Make the matching sponsor feel like a hero

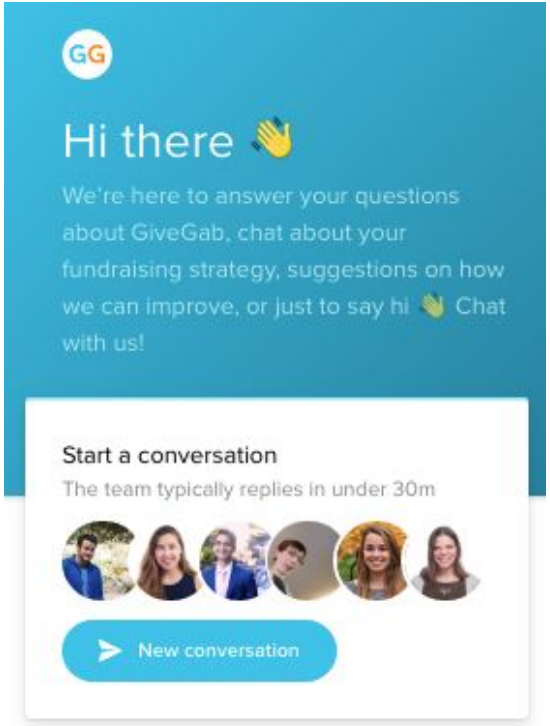
GiveGab®

Key Takeaways & Resources

GiveGab®

Giving Day Support & Resources

- 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 whenever you have questions or need a hand!
  - **Look for the little blue chat bubble!**



GiveGab

Your Next Steps

- Check out the COVID-19 Resource Toolkit
  - Watch GiveGab's training on *Strategies for An Impactful Giving Day During COVID-19*
- Register for #HudsonGives by April 24
- Follow #HudsonGives on Social Media!
  - Use #HudsonGives hashtag
- Watch your inbox for important emails

GiveGab®

Thank You!

May 14
12:00AM - 11:59PM