

# Creating The Perfect Profile & Telling Your Story



# Zoom Etiquette

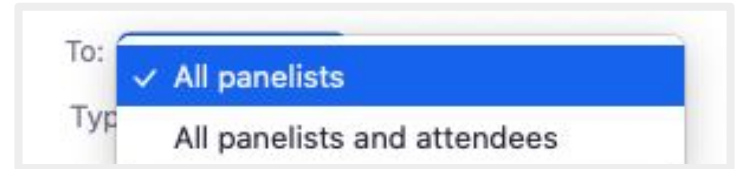
This is being recorded. The recording will be available on the /trainings page by **September 8.**

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



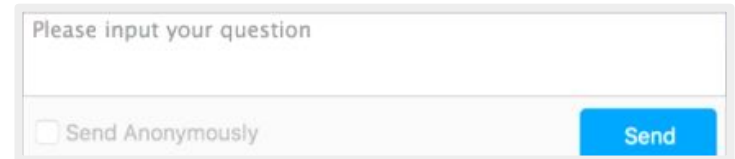
## Chat Box



To:  All panelists  
Type: All panelists and attendees



## Q&A



Please input your question

Send Anonymously

# Agenda



- **Creating the Perfect Profile**
  - **Your Perfect Profile Checklist**

Storytelling

- **Questions?**

# Creating the Perfect Profile

# Perfect Profile Checklist

- Logo
- Cover photo
- Authentic, up-to-date story
- Goals displayed prominently
- Clear calls to action
- Additional visual content featured (photos & videos)
- Donation levels with images & descriptions



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers



# Visual Content & Donation Levels

# Visual Content

**Returning participant? Refresh your images if you copied them from last year!**

- Let images tell a story about your work
- Don't have any good quality images? Ask your staff, volunteers, and supporters to submit theirs!
- Use stock images for donation levels



# Suggested Donation Amounts

**Help donors understand the impact of their gift by suggesting a donation amount!**

1. Identify 3 - 4 dollar amounts to suggest
2. Determine what each amount can support
3. Add an image & short description for each



**\$25**

*Purchases 10 Books*



**\$50**

*Sponsors one membership in a computer literacy course*



**\$100**

*Purchases 5 new keyboards for community computer use*

# Storytelling

# The Significance of Storytelling

**Storytelling helps donors connect to your organization!**

- Provokes active listening and participation
- Lays the foundation of your organization's "big picture"
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Even more significant in the digital era!

# Curating Your Story

## Who inspires your stories?

- Beneficiaries
- Volunteers
- Donors
- Staff
- Community Members

## Themes to Think About:

- Your Founding
- Your Focus
- Your Impact
- Your People
- Your Strengths
- Your Future

# Story Writing Prompts

## **Focus Story: Not a mission statement, but a story built around your mission**

- What services do you provide (who is being helped)?
- How are services delivered (how do you help them)?
- What are the outcomes of these services?

## **People Story: Told from the perspective of a current employee, volunteer, or supporter**

- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?

# Story Writing Prompts

## **Impact Story: Before-and-after tales of beneficiaries who have felt the direct impact of your organization and its mission**

- Tell us about your life before you worked with our organization
- What led you to reach out to our organization?
- How was our organization able to help you?
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us? What are you looking forward to in your future?

# Asset Checklist

## Images

- 5-10 Photos of your mission in action
- Stock Photos that encapsulate your mission

## Videos

- Host on YouTube or Vimeo for easy sharing
- Thank You Video

## Infographics

- Highlight donor impact & data
- Testimonials

# Formatting Your Story

Tell Your Story



- **Change Font Typeface**
- **Header Text Formatting**
- **Text Color & Size**
- **Paragraph Text Formatting**
- **Content Alignment**
- **Add Bulleted or Numbered Lists**
- **Upload Images**
- **Add Hyperlinks**
- **Insert Tables**
- **Insert Horizontal Lines**
- **View in Fullscreen**
- **Edit in HTML**
- **Undo/Redo last action**
- **Click to see more/hide more**



# Sample Strategies

# Monetary Goal Strategies

- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit peer-to-peer fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted

The screenshot shows a fundraising page for 'PAWNEE GIVES' titled 'Logan's Pups'. The page features a large image of a dog's face at the top. Below the image, there are social media icons (Facebook, Twitter, Instagram) and a small profile picture of a dog. The page title 'Logan's Pups' is centered, with 'DONATE' and 'FUNDRAISE' buttons below it. A progress bar indicates that 30% of the goal has been reached, with '\$995 Raised', '\$10,000 Goal', and '6 Donors' displayed. Below the progress bar, there are four donation options with images of dogs and descriptions of how the funds will be used:

Amount	Description
\$25	Provides one week of food for a senior pup
\$50	Provides a super soft bed for a loving senior pup
\$100	Helps a family foster one of our amazing senior pups
\$500	Provides life changing surgery to a senior pup in need

Below the donation options, there is a button labeled 'CHOOSE YOUR OWN AMOUNT'. At the bottom of the page, there are navigation links: 'Our Story', 'Matches', 'Fundraising Campaigns', 'Top Fundraisers', and 'Recent Donors'. A chat icon is visible in the bottom right corner.

# Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal



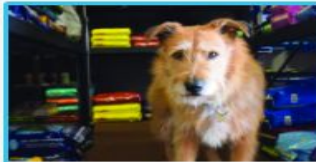
**\$5**

One bag of bones for our senior pups!



**\$10**

One blanket to keep our pups cozy.



**\$15**

One case of yummy food to feed our pups!



**\$20**

One water fountain to keep our pups hydrated!



**\$25**

One shot to keep our pups disease free!

# New Donor Goal Strategies

- Recruit peer-to-peer fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend



## New Here?

**First time donors receive a free Logan's Pups t-shirt when they make a contribution on Giving Day!**

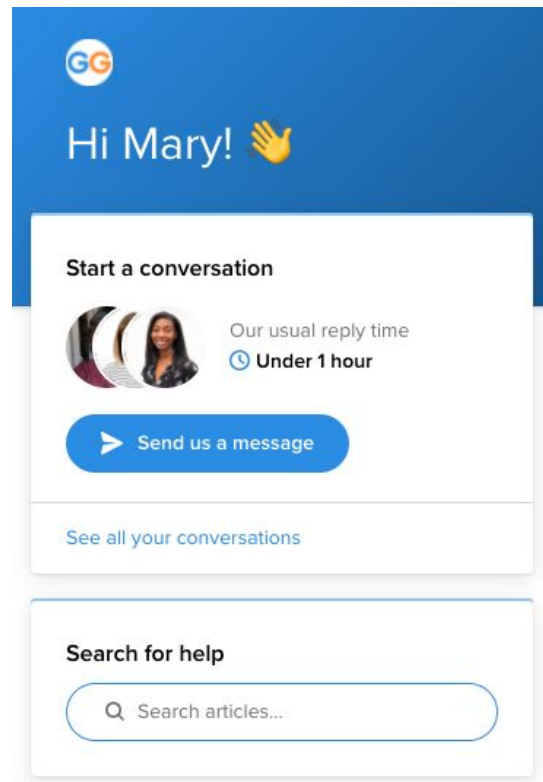
**Join the Logan's Pups Family Today**


# Key Takeaways

- Storytelling is a key part of your Giving Day participation.
- Stories that donors can personally relate to will be more impactful than facts & figures
- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success.
- Communicate your goals regularly and keep supporters updated.
- Incorporate goals into your storytelling and use your profile to help donors visualize the impact their gift can have

# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

# Questions?

# Thank you!

September 21, 2023

