



Final Steps to Success

GIVE

LOCAL

757!™

May 12, 2020

Agenda

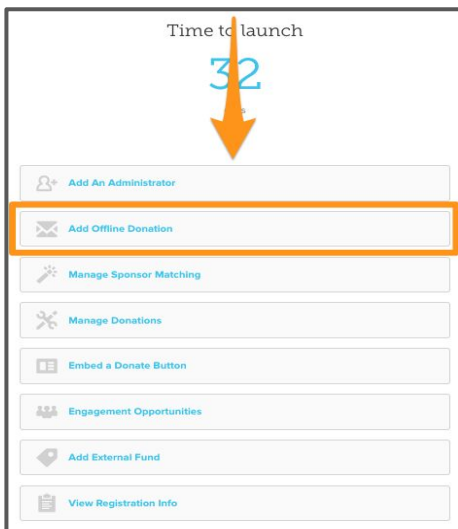
- Updates & Reminders
- Your Checklist for Success
- After Give Local 757!
- What's Next?
- Q&A / Demo

Updates & Reminders









- **Donations Opened:** April 15
- **Donations Close:** May 12 at 11:59:59 PM
- [Preview Site](#)
- Prizes and leaderboards!
 - *Brand New Prize!*
- Tagboard
- [Network Leaders](#)

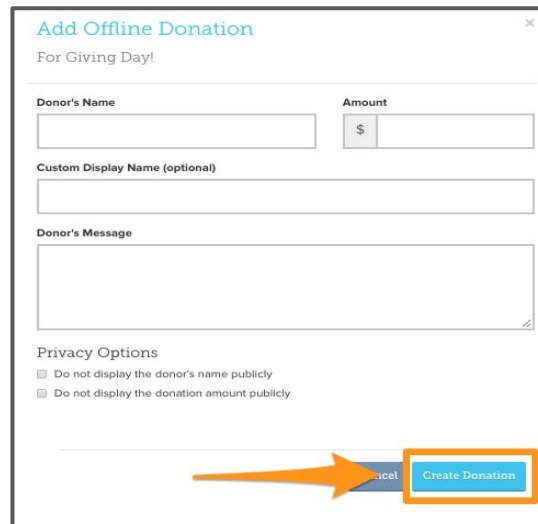
Reminders: Adding Cash/Check Gifts

- Add cash/check donations as offline gifts, and even send a receipt!
- Note: Offline donations **are** included in leaderboards! (Check Prize Page to see if they are included in Prizes)



Time to launch
32

-  Add An Administrator
-  **Add Offline Donation**
-  Manage Sponsor Matching
-  Manage Donations
-  Embed a Donate Button
-  Engagement Opportunities
-  Add External Fund
-  View Registration Info



Add Offline Donation

For Giving Day!

Donor's Name Amount

Custom Display Name (optional)

Donor's Message

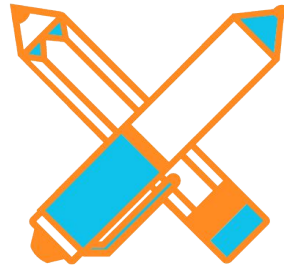
Privacy Options

- Do not display the donor's name publicly
- Do not display the donation amount publicly

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications

Perfecting Your Profile



Finding Your Give Local 757! Dashboard

The screenshot shows the Admin Dashboard for Peninsula Community Foundation. The left sidebar contains navigation options: Home, Fundraising Campaigns, Events, Giving Days (highlighted with an orange box), Reports, and Manage Organization. The main content area is titled 'Admin Dashboard' and 'Giving Days'. It displays a 'Give Local 757' event card for May 12, 2020, with an orange arrow pointing to it. The current plan is 'Basic'. The footer shows 'Viewing Dashboard for Peninsula Community Found...' and a notification icon with a red '1'.

Peninsula Community Foundation

Peninsula Community Foundation

Home

Fundraising Campaigns

Events

Giving Days

Reports

Manage Organization ▾

Admin Dashboard

Current Plan
Basic

Giving Days

GIVE LOCAL 757! Give Local 757
May 12, 2020

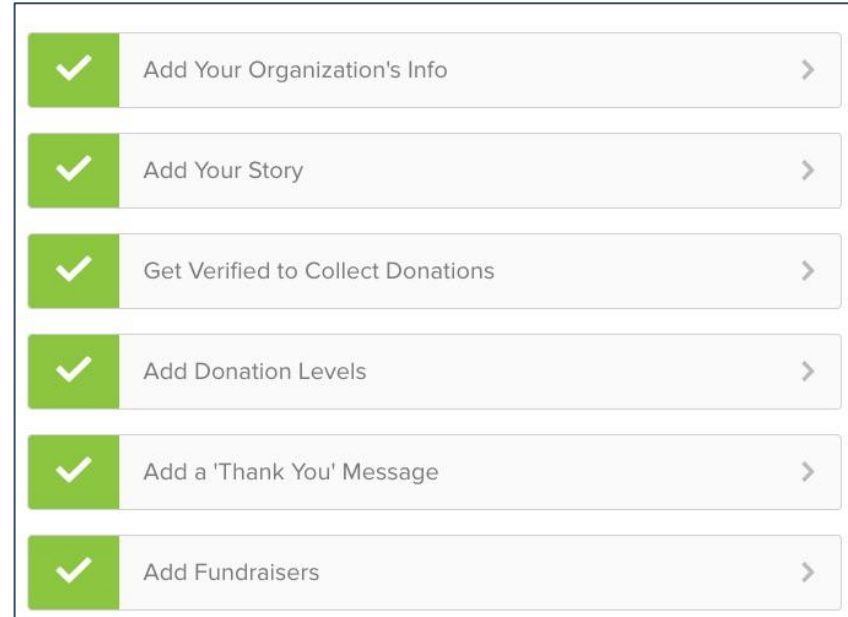
View All Giving Days

Viewing Dashboard for Peninsula Community Found... ★

Is your profile completed?

Have you:

- Added your logo and a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
 - **Pro Tip:** Add your Channel 13 submission, or even add a YouTube Live stream link right to your profile!
- Highlighted donation levels?



Serve the City Peninsula

serve the city

Serve the City Peninsula

#KindnessStartsWithMe

DONATE **FUNDRAISE**

\$20
Be a Difference Maker! Small donations add up to make a big difference.

\$50
Be a BINGO Buddy! Provide prizes for BINGO at a senior center.

\$100
Be a Painter's Helper! Help maintain homes of the elderly & disabled.

\$250
Be a Porch Fixer! Make a porch or deck safe for the elderly & disabled.

CHOOSE YOUR OWN AMOUNT

Recent Donors
There are no donors to display yet.

BE THE FIRST!

Kindness Has Not Been Cancelled!
All over the world meetings are cancelled. Events are cancelled. Trips are cancelled. But a virus, even a pandemic, cannot cancel the most important stuff of life. Kindness is open for business and the shelves are stocked floor to ceiling in abundant supply. Kindness will not be cancelled.

- Cover Photo
- Logo
- Tagline/Hashtag (brand creation!)
- Visual and specific donation levels
- Video
- Current and relevant story

Multiplying Impact with Matching Gifts



Understanding Matches in GiveGab

- **What is a Match?**
 - Every online gift received will 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 per gift
 - Set a date/time if applicable (*and double check the dates you set!*)

Understanding Challenges in GiveGab

- **What is a Challenge?**

- Your nonprofit receives the pledged donation 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!*)

Matches & Challenges

Setup: [Demo](#)

Best Practices

- Time your match or challenge with a particular prize
- 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.
 - *Don't have just one donor?* Ask a pool of donors to commit to smaller amounts.
- Reach out to GiveGab's support team to review

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

Engaging Your Ambassadors



Are Your Ambassadors Ready?

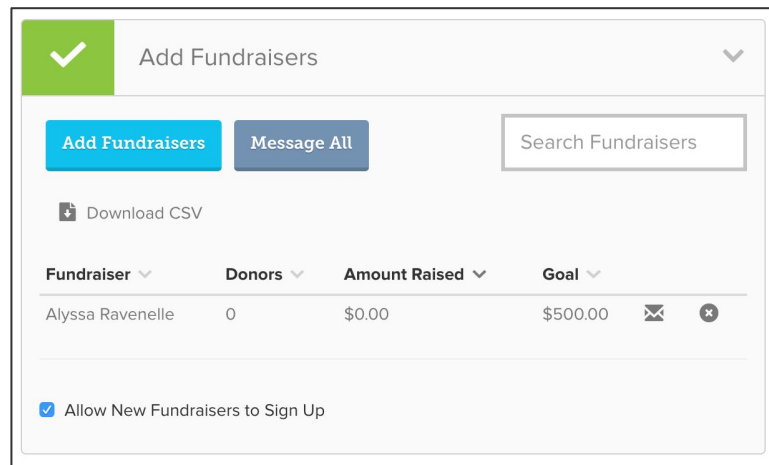
- Now more than ever, ambassadors are key in your fundraising strategy
- Create incentives, use this opportunity to ask a variety of individuals to join you for Give Local 757!
- Ambassadors can be involved in many capacities
- Take it to the next level with Peer-to-Peer Fundraising!

Peer-to-Peer Fundraising Review

- Your Give Local 757! Team strongly recommends that every organization employ this strategy, as it nearly guarantees a successful campaign!
- This was the most successful strategy in the past for organizations that took advantage.
- Nearly \$100,000 in donations came through peer-to-peer fundraising for 50 organizations last year. *Let's see this surpassed in 2020!*
- **Fundraising stats to highlight:**
 - In 2019, a boy raised \$5,000 - the most of any individual fundraiser. This went to an organization that provided services for his brother with Down Syndrome.
 - Vanguard Landing and DREF raised the most of any orgs: \$16k and \$13k, respectively

How does it work?

- Fundraisers can add themselves, or you can make it invitation-only. *See the last tab in your giving day dashboard!*
- Allow anyone to sign up, or add 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!



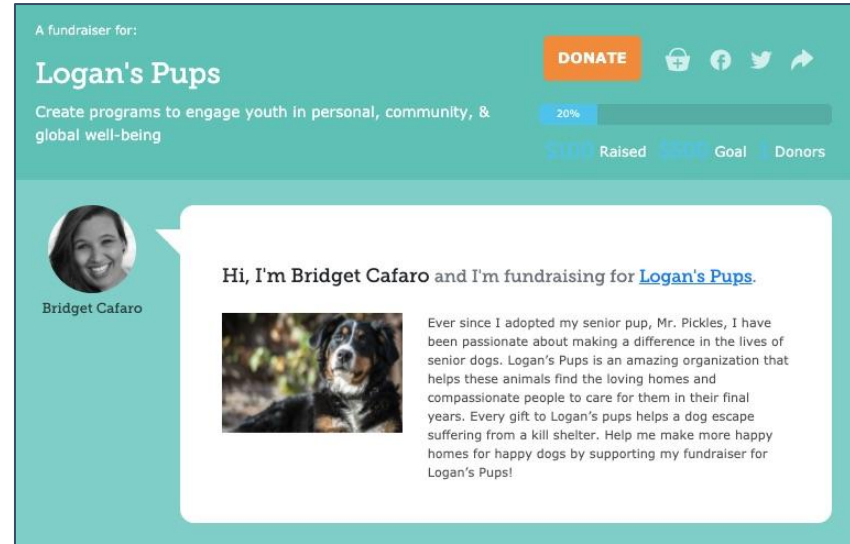
The screenshot shows a dashboard titled "Add Fundraisers" with a green checkmark icon in the top left. Below the title are two buttons: "Add Fundraisers" (blue) and "Message All" (grey). To the right is a search box labeled "Search Fundraisers". Below these is a "Download CSV" button with a plus icon. A table follows with columns: "Fundraiser", "Donors", "Amount Raised", and "Goal". The table contains one row for "Alyssa Ravenelle" with 0 donors, \$0.00 raised, and a \$500.00 goal. There are icons for email and delete at the end of the row. At the bottom, there is a checkbox labeled "Allow New Fundraisers to Sign Up" which is checked.

| Fundraiser | Donors | Amount Raised | Goal |
|------------------|--------|---------------|----------|
| Alyssa Ravenelle | 0 | \$0.00 | \$500.00 |

***Recommended training:
Peer-to-Peer Fundraising***

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





A fundraiser for:


Logan's Pups

Create programs to engage youth in personal, community, & global well-being


DONATE   

20% 

\$1100 Raised **\$5000** Goal  Donors


Bridget Cafaro

Hi, I'm **Bridget Cafaro** and I'm fundraising for [Logan's Pups](#).



Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

Preparing Communications



Do you have a communications plan?

- Plan online communications ahead of Give Local 757!
 - Announcement/Save The Date
 - Campaign Countdown
 - Day-Of Updates
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
 - Organization Website
 - Ambassador Sharing
- Hyperlink your Give Local 757! Profile in your email signatures, and everywhere you can for passive marketing
- Consider pre-scheduling communications (apps like HootSuite)

Prepping Your Communications

- Outline a communications timeline for the next 3-4 weeks
- C.O.P.E. - Create Once, Post Everywhere!
- What's your campaign strategy? *Align this with your story!*
 - Tip: Create a chronological story for supporters to follow from now until your day
- Your Give Local 757! Nonprofit Toolkit is full of resources
 - Communication timelines
 - Sample content, emails, social media posts
 - Shareable visual content

Communication Strategy

In all of your communications...

- Focus on building relationships
- Grab attention, don't bury the lead
- Be transparent about WHY you need support
- Rally a team of ambassadors - this is key!
- Now, more than ever, make these donors feel like your hero

Reframing Your “Ask”

- Be sensitive, not timid
- Go beyond monetary donations
 - Offer alternatives for those who can't give: share, write a testimonial
- Each community is unique in their response to the current situation. *Look to your host organization for guidance!*

Now that your checklist is complete, what's next?



After Give Local 757!

- Give Local 757! Reports & Deposits
- Donor Stewardship
- *The giving doesn't stop!* Donations are open for your organizations on GiveGab year-round.



How will you get your donor data?

The screenshot shows the GiveGab Admin Dashboard for the organization "Logan's Pups". The dashboard is divided into several sections:

- Header:** Includes the GiveGab logo (Nonprofit Giving Platform), navigation links for Home and Support, and a user profile icon.
- Left Sidebar:** A navigation menu with icons and labels for Home, Fundraising Campaigns, Events, Giving Days, Reports, and Manage Organization.
- Admin Dashboard:** The main content area, titled "Admin Dashboard" for "Logan's Pups". It shows the "Current Plan" as "Engage".
- Giving Days:** A section titled "Giving Days" featuring a card for "DAY OF GIVING" on "November 13, 2019". A link "View All Giving Days" is provided below.
- Fundraising Campaigns:** A section titled "Fundraising Campaigns" featuring a card for "It's A Dogs World" on "December 11, 2017" with "\$ 20,467.22 Raised". Action buttons for "View", "Manage", and "Edit" are present. A link "View All Campaigns" is provided below.
- Fundraising Events:** A section titled "Fundraising Events" featuring a card for "2018 Summer Gala". Action buttons for "View", "Manage", and "Edit" are present.
- Footer:** A dark blue bar at the bottom with the text "Viewing Dashboard for Logan's Pups" and a star icon.

How will you get your donor data?

GiveGab
Nonprofit Giving Platform

Home Support

Donations

Total Paid Out: \$240,804.74 Total Pending: \$6,164.39

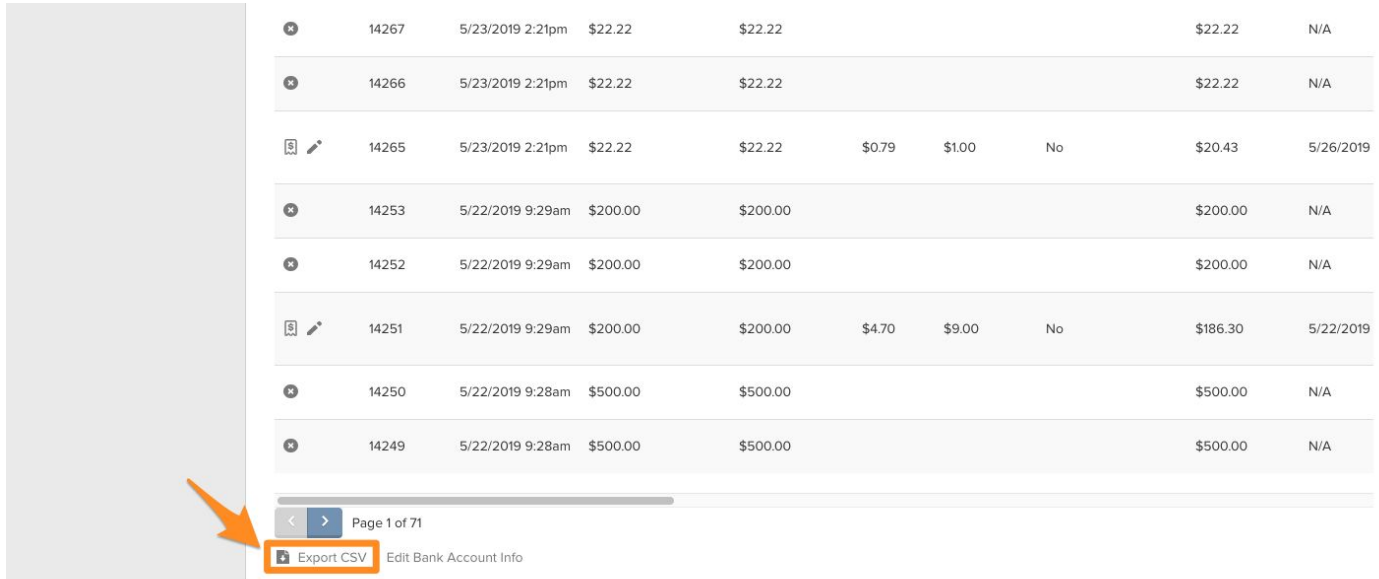
Search by name or email **More filters**

All Giving Days **All Campaigns** Any Donation Type

| Actions | Donation ID | Date | Donor | Intended Donation | Amount Charged | Bank Fees | Platform Fees | Covered Fees? | Payout Amount | Payout Date | Display Name | Donor Address |
|---------|-------------|------------------|---|-------------------|----------------|-----------|---------------|---------------|---------------|-------------|--------------|---|
| ⊕ | 15062 | 7/11/2019 9:50am | Australia Match Test | \$25.00 | \$25.00 | | | | \$25.00 | N/A | | |
| 🔍 ✎ | 15061 | 7/11/2019 9:38am | test denis.tomazzi@givegab.com | \$100.00 | \$100.00 | | | | \$100.00 | N/A | hello | 213 N Cayuga St Ithaca, New York 1485 United States |
| 🔍 ✎ | 15059 | 7/10/2019 2:59pm | Karin Edsall karin.edsall@givegab.com | \$150.00 | \$156.75 | \$3.75 | \$3.00 | Yes | \$150.00 | Pending | | 401 State St Ithaca, New York 1485 United States |
| ⊕ | 15058 | 7/10/2019 2:44pm | Australia Match Test | \$100.00 | \$100.00 | | | | \$100.00 | N/A | | |
| 🔍 ✎ | 15057 | 7/10/2019 2:44pm | Denis Tomazzi denis.tomazzi@givegab.com | \$100.00 | \$100.00 | \$2.50 | \$2.00 | No | \$95.50 | Pending | | 213 N Cayuga St Ithaca, New York 1485 United States |
| ⊕ | 15052 | 7/10/2019 2:03pm | campaign match | \$5.00 | \$5.00 | | | | \$5.00 | N/A | | |

Viewing Dashboard for Logan's Pups

How will you get your donor data?



The screenshot shows a table of donor transactions. An orange arrow points to the 'Export CSV' button at the bottom left of the table area.

| | | | | | | | | | |
|-----|-------|------------------|----------|----------|--------|--------|----|----------|-----------|
| ✕ | 14267 | 5/23/2019 2:21pm | \$22.22 | \$22.22 | | | | \$22.22 | N/A |
| ✕ | 14266 | 5/23/2019 2:21pm | \$22.22 | \$22.22 | | | | \$22.22 | N/A |
| 📄 ✎ | 14265 | 5/23/2019 2:21pm | \$22.22 | \$22.22 | \$0.79 | \$1.00 | No | \$20.43 | 5/26/2019 |
| ✕ | 14253 | 5/22/2019 9:29am | \$200.00 | \$200.00 | | | | \$200.00 | N/A |
| ✕ | 14252 | 5/22/2019 9:29am | \$200.00 | \$200.00 | | | | \$200.00 | N/A |
| 📄 ✎ | 14251 | 5/22/2019 9:29am | \$200.00 | \$200.00 | \$4.70 | \$9.00 | No | \$186.30 | 5/22/2019 |
| ✕ | 14250 | 5/22/2019 9:28am | \$500.00 | \$500.00 | | | | \$500.00 | N/A |
| ✕ | 14249 | 5/22/2019 9:28am | \$500.00 | \$500.00 | | | | \$500.00 | N/A |

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[Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for Logan's Pups ⭐



How will you thank your donors?

- Start your stewardship process immediately after Give Local 757!
(Even during!)
- Generate post-giving day messaging to all supporters
 - Social media posts and overall success update
 - Giving Day thank you email to your organization's email list

*The way you get a first donation is to ask,
the way to get a second donation is the say thank you!*


How will you thank your donors?

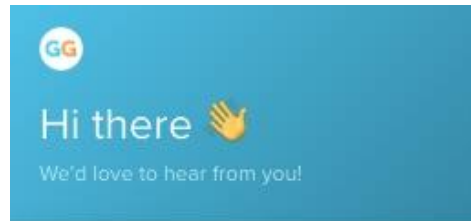
- Follow up with more personal outreach
 - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
 - This doesn't have to happen right away, curate a progress message to send in June/July
- Watch the [available training](#) on Donor Stewardship

What's Next After Give Local 757?

- Continue to use Give Local 757 for donations year round at the same fee!
- Update your profile to reflect current needs, other campaigns, volunteer and engagement opportunities, etc!
 - *Now more than ever, this could be critical!*
- Right after the giving day, donors will still be able to give through the same profile link.
- *More to come!*

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!



Leave us a message

The team typically replies in under 20m



Find an answer yourself

Your Next Steps

- Check out the COVID-19 Resources on your [NP Toolkit](#)
- Like and Follow Give Local 757 on Social Media!
 - Don't forget to use hashtag: #GiveLocal757
- Check your inbox for important emails
- Watch on-demand training course videos
- Start sending Save the Date communications
- *BREATHE and get excited for the giving day!*

GiveGab[®]

Thank You!

GIVE

LOCAL

757![™]

May 12, 2020