Final Steps to Success

GIVE LOCAL 757™

10th ANNIVERSARY

APRIL 25 - 26, 2023
10 AM - 10 AM

GiveGab
Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by March 24.

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

Introduce yourself! Name, location, organization.
Agenda

- Give Local 757! Updates & Reminders
- Your Checklist for Success
- After Give Local 757!
- 2023 Prize Pool Review
- Next Steps & Q&A
Give Local 757! Updates and Reminders

- GiveLocal757.org | April 25, 10 AM - April 26, 10 AM
- Prizes
- Channel 13
- Offline Donations
- Social media feed
- Be on the lookout for emails & Give Local 757 Nonprofits Facebook Group posts!
Your Success Checklist

☑ Ready for Donations?
☑ The Perfect Profile
☑ Gamify with Matches & Challenges
☑ Engage Ambassadors
☑ Prepare Communications
Are you able to accept donations?

- Add Your Organization’s Info
- Add Your Story
- Get Verified to Collect Donations

Status: Verified
Hooray! Your organization has been verified to accept donations on GiveGab.
- Confirmed state fundraising compliance
- Bank account and organization information verified
Will you have cash or check gifts?

- Add cash and check donations to your Give Local 757! totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included
Is your profile complete?

Have you:

- Added your logo and a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?
Is your profile complete?
Have you secured a match yet?

- **Why?**
  - Organizations who set up a Match or Challenge for Give Local 757! 2021 raised on average 3.8x's more
- **Strategize**
  - Set up your match in a way that draws donor attention
  - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training
Your Matching To-Do List

- Identify sponsors to ask
- Secure commitment
- Add Matches and Challenges to your Give Local 757! profile
- Verify your match setup with GiveGab support
- Curate communications to highlight your match
Do you have ambassadors?

- **Expand your organization’s reach** by asking individuals to share out your page

- **Go one step further**, and ask them host their very own fundraising page (Peer-to-Peer)
  - **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video, and use the Peer-to-Peer Fundraising toolkit for a step-by-step guide!

- **Anyone** can make an impact as an ambassador or fundraiser
Setting Ambassadors Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through their very own Give Local 757! Toolkit
- Communicate your organization’s goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile
Do you have a communications plan?

- Plan your online communications ahead of the day
  - Timeline
  - Content
    - Announcement/Save the Date
    - Campaign Countdown
    - Tell a story in parts over the next 6 weeks
- Customize the templates available in your Give Local 757! Nonprofit Toolkit
How will you communicate?

- Utilize multiple online channels
  - Social Media
  - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes of your profile

GiveGab
Post-Give Local 757! Success
Review Key Analytics

Here you will find strategic information about how your donors gave, as well as year-over-year comparisons!
How will you get your donations?

- Donations will be transferred on a 5-7 business day rolling basis
- Deposits will appear on your account from “Stripe”
- Reference your Financials report to reconcile deposits!
Finding Your Donor Data

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Give Local 757!

- Add Your Organization's Info
- Add Your Story
Filtering Your Data

### Donations

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.

#### Search by name or email

- **All Giving Days & Community Give**
- **All Campaigns**
- **Any Donation Type**

#### Donations Table

<table>
<thead>
<tr>
<th>Actions</th>
<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>6554</td>
<td>11/22/2021</td>
<td>katrina grein</td>
<td>$100.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12:42PM</td>
<td><a href="mailto:katrina@givegab.com">katrina@givegab.com</a></td>
<td></td>
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</tbody>
</table>
## Exporting Your Donor Data

<table>
<thead>
<tr>
<th>Donor ID</th>
<th>Date</th>
<th>Name</th>
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<th>Amount</th>
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</thead>
<tbody>
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<td>Laryssa Habert</td>
<td><a href="mailto:laryssa.habert@givegab.com">laryssa.habert@givegab.com</a></td>
<td>$5.00</td>
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<td>Jonathan Nay</td>
<td><a href="mailto:jon.nay1@givegab.com">jon.nay1@givegab.com</a></td>
<td>$25.00</td>
</tr>
</tbody>
</table>

- **Export CSV**
- **Edit Bank Account Info**

GiveGab

[Dashboard for Pawnee Public Library]
How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the available training on Donor Stewardship!
How will you thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Thank You email to your organization’s email list

- Follow up with individual donors
  - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!

- Highlight impact of donor-funded projects with updates
  - What did these donors do for your organization as a result?
  - This outreach can happen a few weeks after
‘Thank You’ Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Give Local 757! Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
Prizes for Give Local 757!
New! Prizes for 2023 (40+)

- $10,000 10th Anniversary Match
- Bonus Hour Prizes
- Challenge Prizes
- New Grand Prizes
10th Anniversary Match Minute $10,000

#1: 10:10 AM
$5000 - Fundraisers ONLY Qualify
All donations made through fundraisers will be matched up to $100 until funds depleted.

#2: 10:10 PM
$5000 - ALL Donations Qualify
All donations made through fundraisers will be matched up to $100 until funds depleted.
BONUS HOUR (20)

BONUS HOUR PRIZES (10+ donations)
$800 (2) $400 Prizes Awarded for Each

Large Organizations (Operating Budgets $251K+)
Small Organizations (Operating Budgets $250K-)

For any prizes not awarded, the prize money will be added to the Match Minute Prize Pool.

- 1 - 2 pm
- 2 - 3 pm
- 4 - 6 pm
- 6 - 7 pm
- 7 - 8 pm
- 9 - 10 pm
- 11 pm - midnight
- 6 - 7 am
- 7 - 8 am
- 8 - 8:59 am
GOLDEN TICKET (1)

THE FINAL BONUS HOUR GOLDEN TICKET
9 am - 10 am on April 26
$1000

All donations made during this hour qualify for the drawing. One donation will be randomly picked from all the donations received during the final hour of the event. The more donations your organization has, the greater the odds of winning.
CHALLENGE PRIZES (2)

50/50 Challenge (11 AM - 1 PM)
$757
Awarded to the first organization who achieves (50) $50 Donations between these hours.

100% Board Challenge
$757
Get every member of your board to make a donation and receive an entry into a drawing to win.
CHALLENGE PRIZES (8)

Other Challenge Prizes
$800 (2) $400 Prizes Awarded for Each
Large Organizations (Operating Budgets $250K+)
Small Organizations (Operating Budgets $249K-)

For any prizes not awarded, the prize money will be added to the Match Minute Prize Pool.

- FUNdraiser Challenge
- New Donor Challenge
- Nifty 50 Challenge
- Tag You're It Challenge
NEWBIE REFERRAL CHALLENGE (1)

- The 12 Organizations who referred new nonprofits will compete for the $757 prize.
- The winner will be the organization who referred the new organization that achieves the highest number of unique donations.

1. Autism Society Tidewater Virginia
2. Communities In Schools of Hampton Roads
3. Dreams of Hope Foundation
4. Evelyn's Wildlife Refuge
5. Fort Monroe Foundation
6. Friends of Norfolk Animal Care Center
7. HNN (VA) Kappa Alpha Psi Achievement Foundation
8. I AM Enough retreat
9. Peninsula Agency on Aging
10. Portsmouth Service League
11. The 200+ Men Foundation
12. Youth Volunteer Corp of Hampton Roads
GRAND PRIZES

GRAND PRIZES (6) $1,000

#1: 1st Place Grand Prize - Highest number of unique donations

#2: FUNdraiser Grand Prize - Highest number of unique donations through fundraisers.

#3: Social Media Campaign Grand Prize - Entries must include Reel/TikTok, Match, P2P fundraisers, High Engagement.

$1000 for two winners for each prize

Large Organizations (Operating Budgets $250K+)

Small Organizations (Operating Budgets $249K-)
Next Steps
Final Checklist

- Complete your profile by April 1
- Create your list of ambassadors and/or peer-to-peer fundraisers
- Ask for a match
- Ensure you are verified in GiveGab
- Follow Give Local 757! on Social Media and use #GiveLocal757 Hashtag
  - Join Give Local 757! Nonprofit Facebook group
- Check out the Nonprofit Toolkit, including on-demand training videos!
How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - 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.