

Final Steps to Success 2024

GIVE

LOCAL

757!™

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **March 15**.

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 Send

Agenda



**BE THE
FUNDRAISING
HERO OF YOUR
ORGANIZATION!**

- Give Local 757! Updates & Reminders
- Your Checklist for Success
- After Give Local 757!
- Next Steps & Q&A

Give Local 757! Updates and Reminders



- **GiveLocal757.org | April 23, 12 AM - 12 AM**
- Prizes are live on the site
- Offline Donations
- Be on the lookout for emails from Bonterra & 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

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

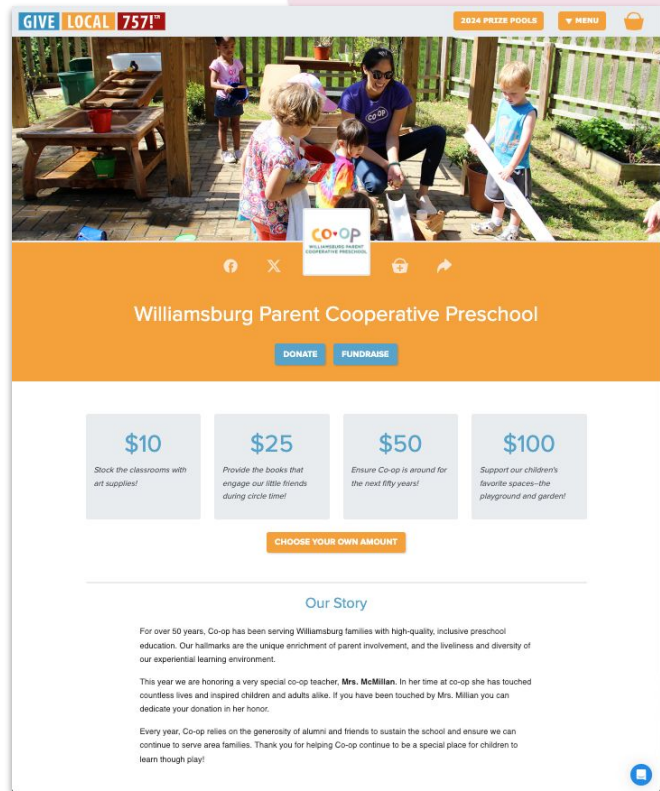
Is your profile complete?

Have you:

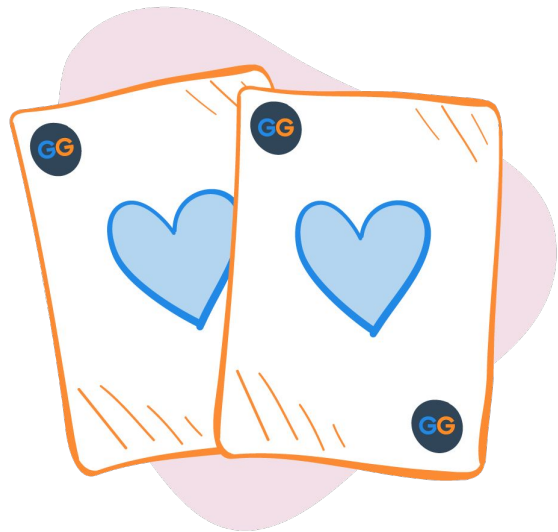
- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?



Is your profile complete?



Have you secured a match yet?



- **Why?**
 - Organizations who set up a Match or Challenge for Give Local 757! 2023 raised on average **6x'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 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: 6 weeks out
 - 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 for your profile

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!

Analytics for Give Local 757!

General

Donor Insights

Year-Over-Year

Donor Insights

Average Donation Amount

\$686.21

AVG. DONATION AMOUNT
COMBINED

\$336.74

AVG. DONATION AMOUNT
ONLINE

\$1,490.00

AVG. DONATION AMOUNT
OFFLINE ⓘ

Average Donor Amount

\$686.21

AVG. AMOUNT PER DONOR
COMBINED

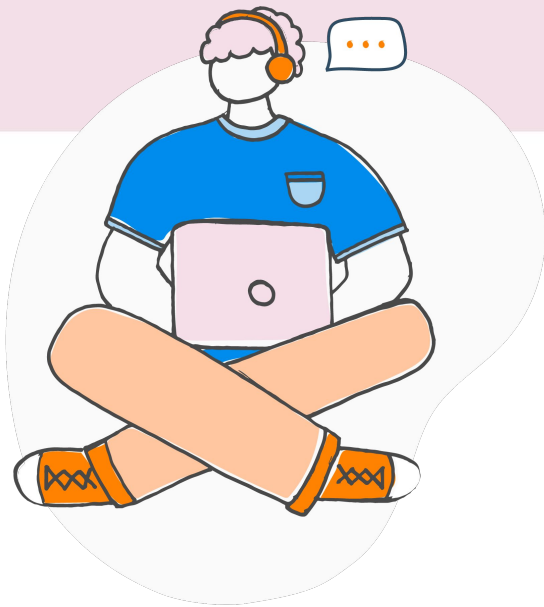
\$336.74

AVG. AMOUNT PER DONOR
ONLINE

\$1,490.00

AVG. AMOUNT PER DONOR
OFFLINE

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

Peninsula Community Foundation

GIVE LOCAL 757! May 10, 2022

\$0.00 Raised • 0 Donors • 0 Gifts


Analytics

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




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾

Donations

 Manage Organization ▾


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. [Learn More](#)


All Giving Days & Community Giv ▾


All Campaigns ▾




Any Donation Type ▾

 Start
















 End



Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

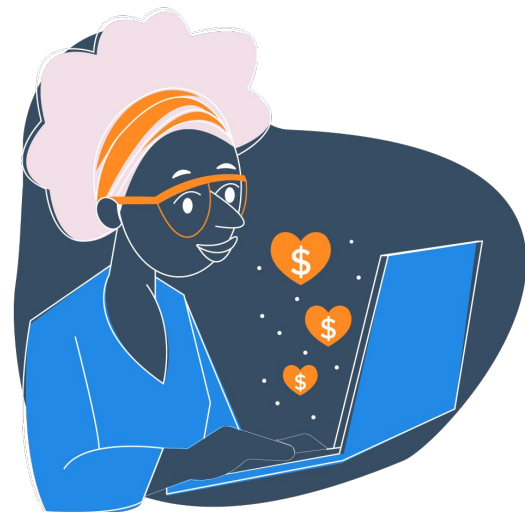
Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00
<div><div> </div>Page 2 of 2</div> <div> Export CSV Edit Bank Account Info</div>				

Viewing 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



Next Steps

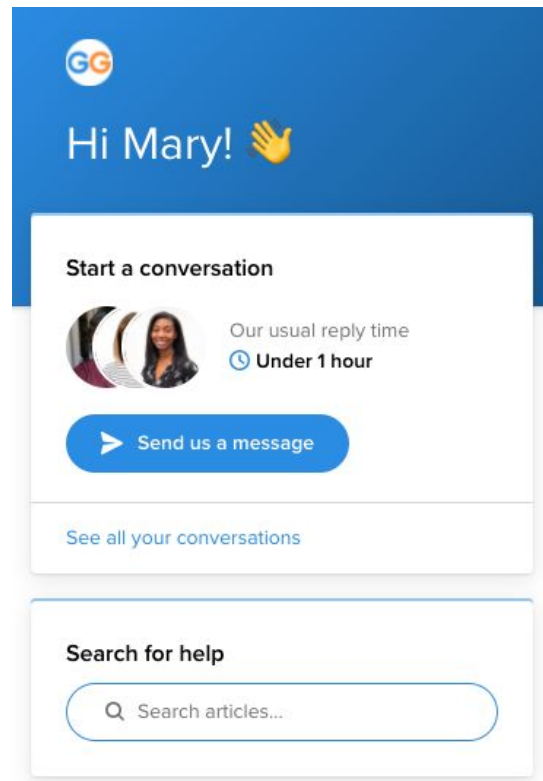
Final Checklist


- ❑ Complete your profile by April 1
- ❑ Identify Ambassadors and/or P2P 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. 

Questions?



April 23, 2024