Final Steps for 401Gives
Agenda

- 3-Week Success Checklist
- Key Features to Highlight
- Peer-to-Peer Fundraising
- Leveraging Matching Gifts
- Q&A / Demo
Your Success Checklist

1. Ensure you are verified to collect donations for 401Gives

- 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
- Add Donation Levels
- Add a 'Thank You' Message

Pro Tip: The sooner the better! You’ll have more time you’ll have to focus on the fun stuff: fundraising tools, communications, and how you’ll celebrate on April 1!
2. Complete your giving day profile by March 13 to begin sharing in advance of March 25

3. Create a communications plan across all mediums and plan your content

4. Engage your Board Members and Peer-to-Peer Fundraisers now!
Key Features for Success
In-Depth Donation Reports

Donations

Search by name or email

More filters

Actions | Donation ID | Date | Donor | Intended Donation | Amount Charged | Bank Fees | Platform Fees

Start | End

Viewing Dashboard for: Thrive Youth Center
GiveGab’s Mobile Wallet

- For many giving days, over 50% donations come in through a mobile device!
- 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!
Do you have cash/check gifts?

Donations via cash and check *that are not intended for a match* can be added to your 401Gives profile through your dashboard!
Expand Your Reach with Peer-to-Peer Fundraising
Peer-to-Peer Refresher

Ask your passionate supporters to create and host their own fundraising page right within your 401Gives profile!

P2P Fundraisers can...

- Expand your network and foster new connections
- Reinforce stewardship for existing supporters
- Help you raise over 3.4x more

P2P Fundraisers will...

- Have a unique profile and link to share
- Their donations will roll up into your totals
P2P Best Practices

- Who should you ask?
- Host an onboarding session
- 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
- As an admin, can even edit/manage their profiles if need be!

See Jenn's page here!
Add Fundraisers

Search Fundraisers

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<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Emails Sent</th>
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</table>

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

I support this organization’s mission and I want it to have a greater impact on the community.

Set Fundraisers' Goal

$ 500 .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save
P2P Best Practices (continued)

Charlie's fundraising toolkit for Pawnee Gives

Complete the steps below to be sure that your fundraiser is successful.

Tell Your Story
Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal.

Make a Donation
Make the first donation to show your commitment.

Reach Out
Send emails to friends and family and ask for support.

Share Socially
Share on Facebook and Twitter.

Give Thanks
Email your donors and say “Thanks!”

Progress
- 0% Complete
- $0 Raised of $500 Goal
- 23 Days Left
- 0 Donors
- 0 Emails Sent

Share Your Fundraiser
https://giving-days-demo.herokuapp.com

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
Peer-to-Peer Search

- 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
Multiply Impact with Matches & Challenges
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.
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
- Set a date/time if applicable (and double check the dates you set!)
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!
Understanding Challenges

● 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

Rudy's Pet Supply: Puppy Power

All gifts, no matter how small, will do mighty things for Cadi's Canines! $300 will unlock an additional $1,000 thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.

$300 more unlocks $1,000!

✓ $300 will unlock $1,000

Rudy's Pet Supply: Puppy Power

All gifts, no matter how small, will do mighty things for Cadi's Canines! If we receive 25 unique donors during The Great Give®, an additional $1,000 will be unlocked thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.

25 more donors unlocks $1,000!

✓ 25 unique donors will unlock $1,000
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