GiveGab®

Peer-to-Peer Fundraising & Matching Gifts for 401Gives

401 GIVES

APRIL 1, 2021

Meet GiveGab!

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GiveGab

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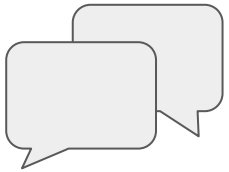
Submit Your Questions!

Chat Box



Q&A

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

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What will you learn today?

- New enhancements to the GiveGab platform
- How to access the P2P tool, invite and manage fundraisers
- Basic strategies for stewarding and engaging your committed fundraisers
- What Matches are and what you can do right now to start securing
- Leveraging GiveGab's Matching Tool based on your strategy
- The impact of these strategies on your campaign

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What's New for 2021

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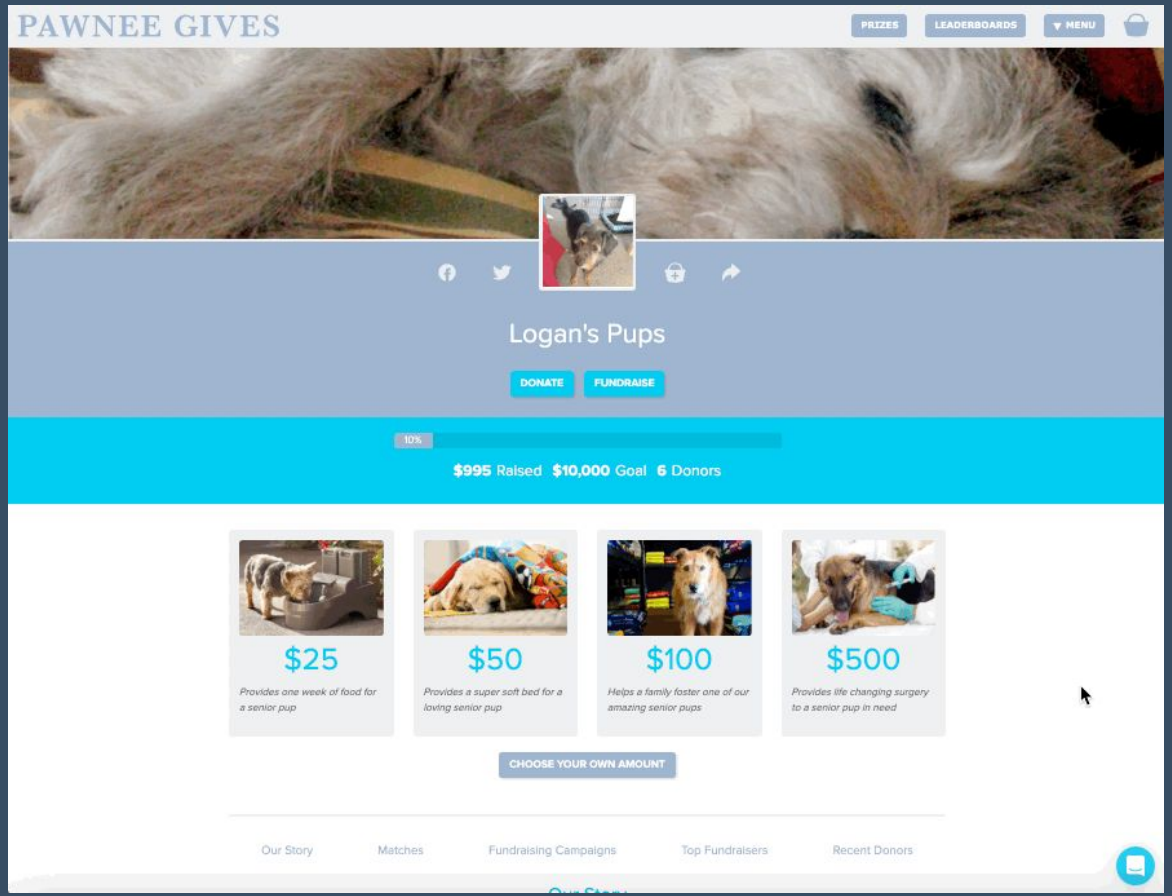
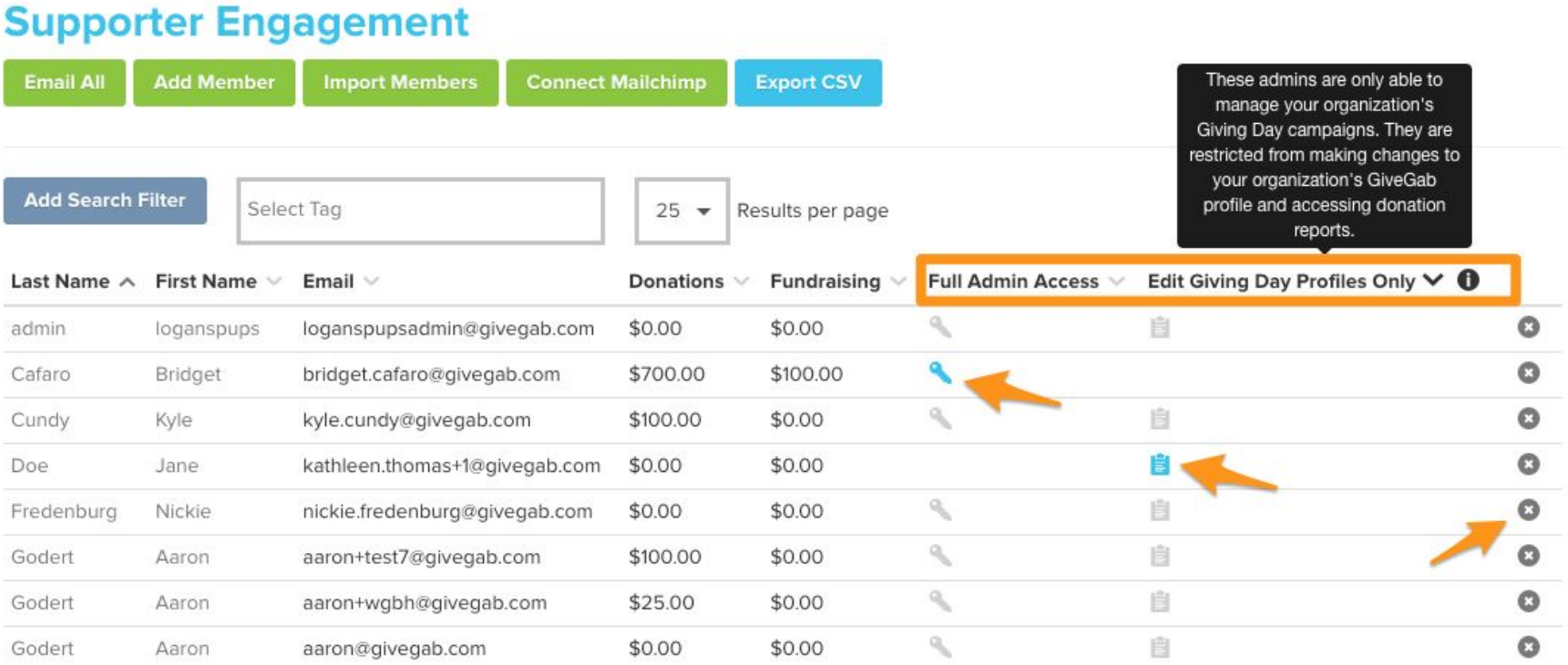
New Profile Design



Tiered Admin Access



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Updated Training Suite

Giving Day Training Videos

- Creating the Perfect Profile
- Telling Your Story
- Goal Setting Strategies
- Engage Your Board
- Peer-to-Peer Fundraising
- Social Media Strategies
- Matches & Challenges
- Stewarding Your Giving Day Donors

Giving Day Training Videos

Creating the Perfect Profile

Learn how to complete all of the components of your profile to create an engaging experience for your supporters.

WATCH VIDEO DOWNLOAD SLIDES

Looking for more information to help you craft your perfect profile? Check out the resources below!

How to Log In to Edit Your Giving Day Profile

How to Copy Your Giving Day Profile From a Previous Giving Day

Giving Day Profile Cheat Sheet

Giving Day Profile Best Practices

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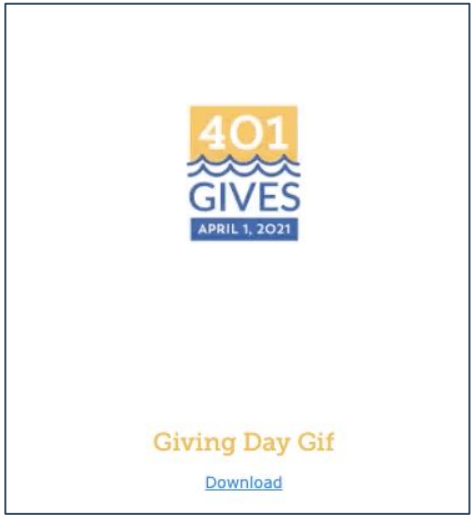
More Downloadable Graphics



New digital marketing materials, like Zoom backgrounds, GIFs and more!

Promote your participation in 401Gives throughout your virtual communications.

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Expand Your Reach with Peer-to-Peer Fundraising

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What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your 401Gives profile.

P2P Fundraisers will...

- Expand your network and foster make new connections
- Help you steward existing supporters
- Can help you raise almost **2.4x*** than you would without!
    - On average, agencies who used the tool raised **$5,898.79** vs **$2,500.88** for agencies who did not

*401Gives 2020 data

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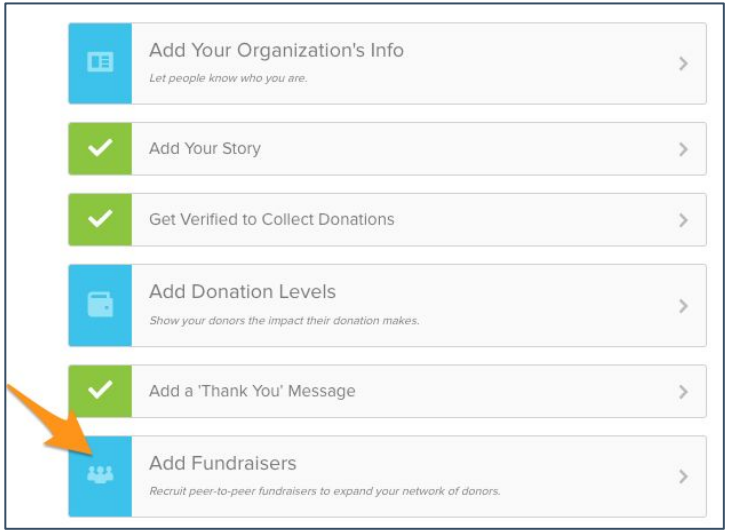
How does it work?

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



Recommended Training video:
[Peer-to-Peer Fundraising]

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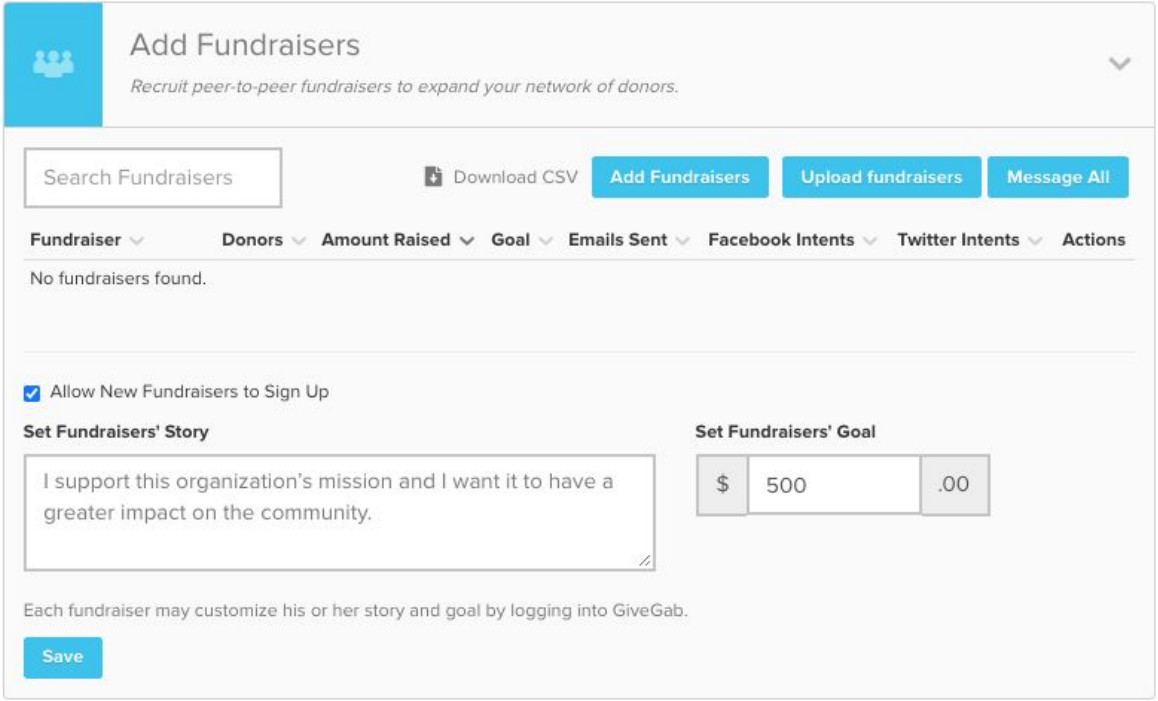
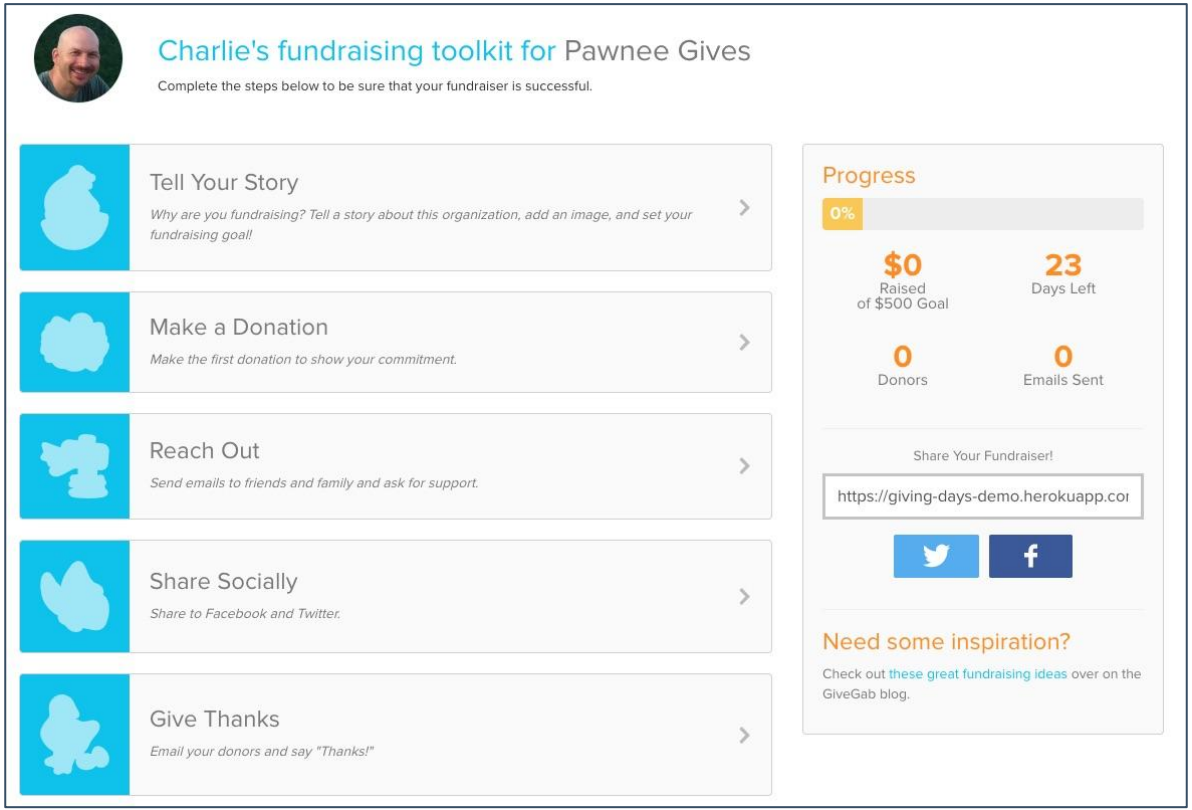
P2P Best Practices

- Who should you ask?
- Have returning P2P's? Host a debrief and reflect on last year's success
- Host a virtual onboarding session, and make it fun!
    - Set a benchmark goal for fundraisers, and provide next steps/clear action items for how they can achieve this
    - Encourage storytelling and engaging an audience with their personal connection.
    - Provide them with the P2P Resources available on 401Gives, and show them how to share their unique profile link!

P2P Best Practices (continued)



P2P Best Practices (continued)



Multiply Impact with Matching Gifts

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Basics of Matches & Challenges

- A **pledged gift** that requires a condition be met in order to receive the funds
- Motivates Giving Day donors to make a greater impact with their donation
- Promotional bonus for your sponsoring donor: add a logo and website!
- Stimulate donor activity during non-peak hours
- GiveGab records the match or challenge 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.*

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Impact of Matches & Challenges

During 401Gives 2020...

Organizations with matching funds raised on average almost **3.17x** than those without (**$9,128.17** vs. **$2,882.59**)

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What can you do right now?

- Identify potential matching donors (a sponsor, existing committed donor, pool of donors, board members, etc)
- Reach out, explain your organization's goal, the impact the gift has, and what you need from them.
  - *Ex. We raised $10,000 last year, and have a $20,000 goal this year to repair our roof. Will you contribute to our $10,000 match/challenge gift to be released if we raise $10k again?*
  - *Ex. Matches helped organizations raise 3x's more. Last year, we raised $5,000. Your gift could help us reach $15,000 toward X services.*
- If unsuccessful, come up with a plan to keep them involved year-round and steward them next year!

Using GiveGab's Matching Tool

GiveGab's Online Matching Tool has 2 variations, which we'll dive into on the next slides:

1. Dollar-for-Dollar Match
2. 'Challenges'

Understanding Matches in GiveGab

- **What is a ‘Match’ in GiveGab?**
  - Every online donation received generates a corresponding offline gift to your organization from this pledged match; thereby increasing your totals by twice the amount of the online donation.
- **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!*)
  - Each matched gift will appear in your report as a single donation

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Match

- 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 [this] 401Gives prize!

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Understanding Challenges in GiveGab

- **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!*)
  - The full challenge amount will appear in your donation report once released

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Donor & Dollar Challenges

✓ $300 will unlock $1,000

✓ 25 unique donors will unlock $1,000

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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

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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!
- Make the matching sponsor feel like a hero

Next Steps

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Reminders

- Check out the COVID-19 Resource Toolkit
  - Watch GiveGab's available trainings, new this year!
- Register for 401Gives by March 15
- Follow 401Gives on Social Media!
  - Use #401Gives hashtag
- Watch your inbox for important emails

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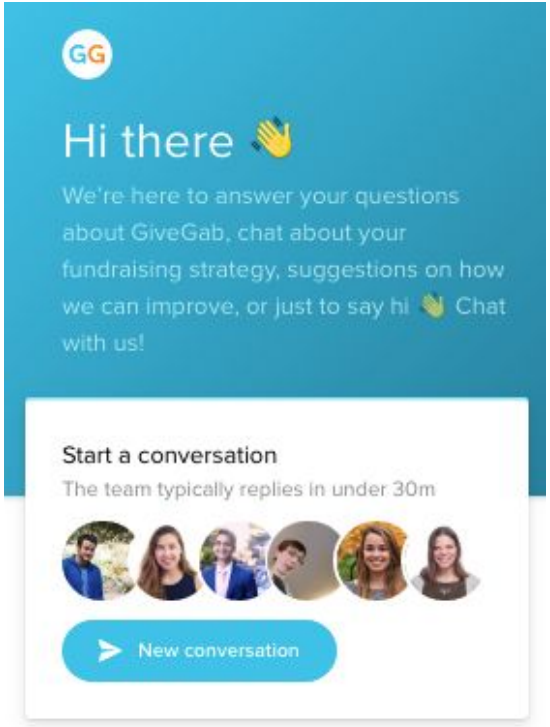
Giving Day Support & Resources

- 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!
  - **Look for the little blue chat bubble!**



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Thank You! Questions?

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