Final Steps to Success
Agenda

- Roanoke Valley Gives Updates & Reminders
- Your Checklist for Success
- After Roanoke Valley Gives
- Your Nonprofit Resources
- Next Steps
- Q&A
● Has your organization set a fundraising goal for Roanoke Valley Gives?

● Join the Community Foundation Mailing List - cfwesternva.org

● Social Media Reminders - Share, Like, Follow
  https://www.facebook.com/cfwesternva/
  https://twitter.com/cfwesternva
  https://www.instagram.com/cfwesternva/

● Early giving starts March 9, 2020 - Donate @ rvgives.org

● Roanoke Valley Gives Awards Luncheon - March 25th, Fitzpatrick Hall

● Incentive Prizes - Will be paid out the week of April 20, 2020
100% Board Giving Challenge

- Every current board member of your nonprofit must donate to your organization’s Roanoke Valley Gives profile page between March 9, 2020 and March 18, 2020.

- The list of board members that have donated MUST be self reported by the organization.

- A completed list MUST be emailed to beth@cfwesternva.org for the Foundation’s verification process NO LATER THAN 4:00PM on March 19, 2020.

- One winner will be randomly selected and announced at the RVG Awards Luncheon. A representative from your organization MUST be present to receive the award.
The organization that receives an online, verified donation from the furthest location from Roanoke, VA. Addresses must be verified and recognizable in Google. All measurements will be taken from the donor’s mailing address to Roanoke, VA via GiveGab software. (All eligible donations MUST be made via rvgives.org)

GiveGab uses Google Geocoding based on donor **mailing address** to determine distance location from Roanoke, VA.

If a donor uses an address that Google does not recognize, our reporting won’t get an accurate read on distance and that donation will not be eligible for the prize.
Your Success Checklist

☑ Ready for Donations?
☑ The Perfect Profile
☑ Matches/Challenges
☑ Engage Ambassadors
☑ Prepare Communications
Are you donation ready?

- Check your verification status on your admin dashboard

- **Status: Unverified**
  Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us](#).

- **Status: Pending**
  Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.

- **Status: Incomplete**
  Please provide your organization's information and verify you can collect donations in your state to be able to collect donations on GiveGab.

- **Status: Verified**
  Hooray! Your organization has been verified to accept donations on GiveGab.
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?
  - Highlighted donation levels?

- Add Your Organization's Info
- Add Your Story
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers
Is your profile completed?

Roanoke Catholic School
Blending learning with faith and faith with daily life.
Causes: Education, Religion, Youth

$25
Tuition Assistance so RCS is affordable to all who desire our environment.

$50
Tuition Assistance so RCS is affordable to all who desire our environment.

$100
Tuition Assistance so RCS is affordable to all who desire our environment.

$250
Tuition Assistance so RCS is affordable to all who desire our environment.

$500
Tuition Assistance so RCS is affordable to all who desire our environment.

GiveGab®
Do you have matches/challenges?

- Identify your match/challenge sponsors
  - From 2018 #GivingTuesday giving days, organizations that featured matches and/or challenges raised 8.13 times more!

- Promote your match/challenge opportunities

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

Note: All times are assumed to be in Eastern Time.
Do you have matches?

<table>
<thead>
<tr>
<th>Logo</th>
<th>Sponsor Name</th>
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<th>URL (optional)</th>
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Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

- [ ] Keep Sponsor Anonymous

<table>
<thead>
<tr>
<th>Match Name</th>
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<table>
<thead>
<tr>
<th>Description</th>
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<tr>
<th>Total Matching Funds Available</th>
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<tr>
<th>Maximum Match per Individual Donation</th>
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Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time. Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper time.

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<tr>
<th>Donation Matching Start Time (Eastern)</th>
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<tr>
<th>Donation Matching End Time (Eastern)</th>
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</table>

- [ ] Enable Auto Matching

We will automatically generate a matching offline donation for each online donation that comes in online between the above dates if provided, until the funds are depleted. You can always edit them later if needed. Note: These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

<table>
<thead>
<tr>
<th>Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.</th>
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</thead>
<tbody>
<tr>
<td>[ ] Archived</td>
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</tbody>
</table>

[Save] [Cancel]
Do you have challenges?

Select Image  Remove

Tip: Disable adblockers on this page for the best logo upscaling experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation lists and match announcements. (Optional)
- [ ] Keep Sponsor Anonymous

Challenge Name

Description (optional)

Challenge Type
- Dollar Challenge

Challenge Goal
- how many dollars or donors are needed to complete this challenge?

Challenge Amount
- $ _______ 00

Select the time period applicable for this challenge

Please note that times are in Eastern Time.
- Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

[ ] Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Save  Cancel
Who are your P2P fundraisers?

- Expand your organization’s reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P
Do you have a communications plan?

● Plan your online communications ahead of Roanoke Valley Gives
  ○ 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

● Customize the templates, guides, and graphics in your Roanoke Valley Gives Nonprofit Toolkit for the perfect plan!
After Roanoke Valley Gives

- Donation Reports
- Payout Timeline
- Donor Stewardship
How will you get your donor data?
How will you get your donor data?
How will you get your donor data?

<table>
<thead>
<tr>
<th>ID</th>
<th>Date/Time</th>
<th>Amount 1</th>
<th>Amount 2</th>
<th>Amount 3</th>
<th>Amount 4</th>
<th>Amount 5</th>
<th>Amount 6</th>
<th>Amount 7</th>
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<th>Amount 12</th>
<th>Amount 13</th>
<th>Amount 14</th>
<th>Amount 15</th>
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[Export CSV]  [Edit Bank Account Info]
How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the Roanoke Valley Gives.

It is important to make sure you are able to receive donations before Roanoke Valley Gives so donations make it to your account.
How will thank your donors?

● Pre-schedule general messaging to all supporters
  ○ Social media posts and overall success update
  ○ Giving Day thank you email to your organization’s email list

● Follow up with donors for more personal stewardship
  ○ Access their contact information in your GiveGab Dashboard

● Highlight impact of donor funded projects
  ○ This doesn’t have to happen right away!
Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Roanoke Valley Gives Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
We’re Here For You!

- Visit Our Help Center
  https://support.givegab.com/
- Send us an email at
  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!
Your Next Steps

● Like and Follow Roanoke Valley Gives on Social Media!
  ○ Don’t forget to use #rvgives20, #givewhereyoulive and #rvgives

● Check your inbox for important emails and newsletters

● Watch on-demand training course videos

● Check out the Nonprofit Toolkit