Final Steps to Success

2022 GIVING CHALLENGE
Be The One

Presented by the Community Foundation of Sarasota County
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

- 2022 Giving Challenge Updates & Reminders
- Your Checklist for Success
- Your Nonprofit Resources
- After the 2022 Giving Challenge
- Next Steps
- Q&A

This webinar & slides will be posted on www.GivingChallenge.org (Webinars & Trainings page)
Updates & Reminders

- Donations open April 26, 12:00 pm - April 27, 12:00 pm
- Prizes
- Tint - Social Media Aggregator
- Leaderboards
Your Success Checklist

☑ The Perfect Profile
☑ Share your Link
☑ Goals for the Day
☑ Matches/Challenges
☑ Engage Ambassadors with P2P Fundraisers
☑ Prepare Communications
☑ Nonprofit Resources
Is your profile completed?

For Your 2022 Giving Challenge Profile Have You:

- Added your logo and a cover photo?
- Selected your causes?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited Peer-to-Peer fundraisers?
Is your profile completed?
Is your profile completed?
Thank You Email Complete?

- Add your own message
- Include a photo or video
- Sent immediately to your donor’s email when they make a gift

Pro Tip:
The “Thank You” message can support either a YouTube/Vimeo video or a photo image. Choose the feature that works best for your donors!

For more, read this GiveGab Thank You Message support article.
Do you have matches/challenges?

● Identify your match/challenge sponsors
  ○ 1:1 Match: Each online donation will be matched dollar for dollar
  ○ Challenge: Funds will be added to your organization’s total once a set goal is achieved.

● Promote your match/challenge opportunities

● Reminder: Matching funds do not count towards the Leaderboard or are not eligible for prizes or The Patterson Foundation Match, but are still important to your overall day.

For more, see Leveraging Matches & Challenges for the 2022 Giving Challenge Webinar recording & Slides, located on www.GivingChallenge.org Webinars & Trainings page.
Do you have matches?
Do you have challenges?

Please note that times are in Eastern Time.

A Donor Challenge is fulfilled and an offline donation is recorded when a certain amount is reached. A Donor Challenge is fulfilled and an offline donation is recorded when a certain number of unique donors have given.

Please make sure you convert your local time to ensure your matches are distributed at the proper time.

Select the time period applicable for this challenge.
**Match/Challenges On Site**

**Donation Matches and Challenges**

- **Victoria Fiordalis: Test Match**
  - Manatee County Public Library Foundation
  - Match

  - **$1,000 MATCH**
  - **$1,000 REMAINING**

- **Victoria Fiordalis: Test Challenge**
  - Project Pride SRQ Inc.
  - Help us reach 50 donors so we can unlock $500!

  - **50 more donors unlocks $500**
Who are your P2P fundraisers?

- Expand your organization’s reach—Contact your supporters, board members, volunteers and staff.
- P2P have their own fundraising page. Be sure to provide them with key messages about your organization.
- Every dollar they raise goes towards your totals!

Organizations with P2P in 2020 raised 2.6 x more than organizations without P2P

For more, see Leveraging Peer-to-Peer Fundraising Training Webinar recording & Slides located on www.GivingChallenge.org Webinars & Trainings page
Peer-to-Peer Fundraising

- Each individual creates their own fundraising page and every dollar they raise goes towards your organization’s totals!
- Use your supporters, board members, volunteers and staff to expand your organization’s reach
- Admins can easily create and manage pages for them if needed!
Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing
- Your 2022 Giving Challenge Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content

Social Media Tips & Tricks
Sample Emails & Communications Milestones
Graphics & Downloads
The Patterson Foundation will provide a 1:1 match for donations up to $100 per unique donor, per nonprofit organization.
   ○ Reference FAQs page on the Giving Challenge website

Promoting The Patterson Foundation’s Support & Opportunity
   ○ 2022 Giving Challenge-specific logo & acknowledgement guide
   ○ TPF Resources available on Giving Challenge website
     ■ https://www.givingchallenge.org/info/the-patterson-foundation
   ○ Follow & tag The Patterson Foundation on social media:
     ■ Facebook: @ThePattersonFoundation
     ■ Twitter: @ThePattersonFdn
     ■ Instagram: @ThePattersonFdn
Do you have a communications plan?

- Plan your online communications ahead of the Giving Challenge
  - 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 2022 Giving Challenge Nonprofit Toolkit for the perfect plan!
Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Giving Challenge Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
- www.givingchallenge.org/info/nonprofit-toolkit
During the 24-hrs

- See donations coming in!
- Add offline donations
- Download donor data and reports in real time
- Send out social media blasts!
- Send out thank you emails!
- Cheer on and reach out to your P2P fundraisers
- Update people on your goals - even update your goal on your profile
Adding Offline Donations

- You can add cash and check gifts to your totals as offline donations
- Only available Noon to Noon April 26 - 27
- Not eligible for The Patterson Foundation Match

**Donation Tools**

- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button
Prizes

Prizes Awarded **After** the 2022 Giving Challenge:

- Review the [prize opportunities page](#) to ensure you’re gathering the necessary information for your prize application(s)

Prizes Awarded **During** the 2022 Giving Challenge:

- The Fast 50
- Donor Shout Out Tweet
- Donor Shout Out Facebook Post
- Donor Shout Out Instagram Post
Prize Opportunities

Overview
Prizes awarded during the 2022 Giving Challenge are an engaging way for nonprofit organizations to dive deep into their capacity building efforts and explore partnerships, opportunities, and connections that last far beyond the 24-hour challenge. Of course, prizes also provide a fun, friendly outlet for those organizations with fierce competitive spirits.

Whether you're in for the competition or comradeship, there are plenty of prize opportunities to discover and apply for that celebrate your organization's campaigns and achievements. Good luck and let your creative flag fly!
After the Giving Challenge

- **Post-Giving Challenge Prize Applications**
  - Application links emailed to Team Leads April 28
  - Deadline to submit: 5:00 PM ET Monday, May 9

- **Donation Reports**
- **Payout Timeline**
- **Donor Stewardship**
How will you get your donor data?
How will you get your donor data?
<table>
<thead>
<tr>
<th>ID</th>
<th>Date</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
<th>Gender</th>
<th>Zip Code</th>
<th>City</th>
<th>State</th>
<th>Total Donated</th>
</tr>
</thead>
<tbody>
<tr>
<td>14267</td>
<td>5/23/2019</td>
<td>$22.22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$22.22</td>
</tr>
<tr>
<td>14266</td>
<td>5/23/2019</td>
<td>$22.22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$22.22</td>
</tr>
<tr>
<td>14265</td>
<td>5/23/2019</td>
<td>$22.22</td>
<td></td>
<td></td>
<td></td>
<td>$0.79</td>
<td>$1.00</td>
<td>No</td>
<td>$20.43</td>
</tr>
<tr>
<td>14253</td>
<td>5/22/2019</td>
<td>$200.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$200.00</td>
</tr>
<tr>
<td>14252</td>
<td>5/22/2019</td>
<td>$200.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$200.00</td>
</tr>
<tr>
<td>14251</td>
<td>5/22/2019</td>
<td>$200.00</td>
<td></td>
<td></td>
<td></td>
<td>$4.70</td>
<td>$9.00</td>
<td>No</td>
<td>$188.30</td>
</tr>
<tr>
<td>14250</td>
<td>5/22/2019</td>
<td>$500.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$500.00</td>
</tr>
<tr>
<td>14249</td>
<td>5/22/2019</td>
<td>$500.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$500.00</td>
</tr>
</tbody>
</table>

How will you get your donor data?
The Community Foundation of Sarasota County will mail 2022 Giving Challenge checks to each nonprofit no later than July 1, 2022.

Accompanying the check will be a reconciliation of the total amount including donations, prizes, match money and transaction fees.
Start your stewardship process during the 2022 Giving Challenge!

Generate some day-of & post-giving day 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 more personal stewardship
  ○ Access information in your GiveGab Dashboard
  ○ Send out personal thank you notes or letters

Highlight impact of donor-funded projects because of Giving Challenge donations
  ○ This doesn’t have to happen right away, curate a progress message to send in a few months

Watch the available training on Donor Stewardship!

Remember, The Patterson Foundation! They are often the biggest donor for organizations
We’re Here For You!

● GiveGab Resources
  o Help Center: https://support.givegab.com/
  o Blog: https://www.givegab.com/blog/
  o Email: CustomerSuccess@givegab.com
  o Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
    ■ Look for the little blue chat bubble!

● Community Foundation Resources
  o Website: www.GivingChallenge.org
  o Email: GivingChallenge@CFSarasota.org
Your Next Steps

● Like and Follow Key People/Organizations on Social Media!
  ○ P2P Fundraisers, Partner Organizations, the Community Foundation, The Patterson Foundation

● Don’t forget to use #GivingChallenge2022 & #BeTheOne

● Check your inbox for important emails
  ○ GivingChallenge@CFSarasota.org
  ○ Notifications@GiveGab.com

● Watch on-demand training course videos

● Check out the 2022 Giving Challenge Nonprofit Toolkit

● Mark your calendar for April 26-27 if you haven’t already!
Questions?

Presented by the Community Foundation of Sarasota County