Final Steps to Success

Live Webinar
March 5, 2024

Presented by the
Community Foundation of Sarasota County

NOON to NOON April 9-10, 2024

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Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **March 11.**

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

Introduce yourself! Name, location, organization in the chat

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2024 GIVING CHALLENGE

Agenda

- Giving Challenge Updates & Reminders
- Your Checklist for Success
- Your Nonprofit Resources
- After the 2024 Giving Challenge
- Next Steps
- Q&A

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2024 GIVING CHALLENGE

Giving Challenge Updates and Reminders

- **GivingChallenge.org |** April 9-10
- Donations open April 9, 12:00pm
- Donations close April 10, 12:00pm
- Prizes
- Leaderboards
- Social Media Feed
- Pop-Up Giving Stations
- Remaining Nonprofit Trainings

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2024 GIVING CHALLENGE

Your Success Checklist

- ☑️ The Perfect donation page
- ☑️ Share your Link
- ☑️ Goals for the Day
- ☑️ Matches/Challenges
- ☑️ Engage your P2P Fundraisers
- ☑️ Prepare Communications
- ☑️ Nonprofit Resources

2024 GIVING CHALLENGE

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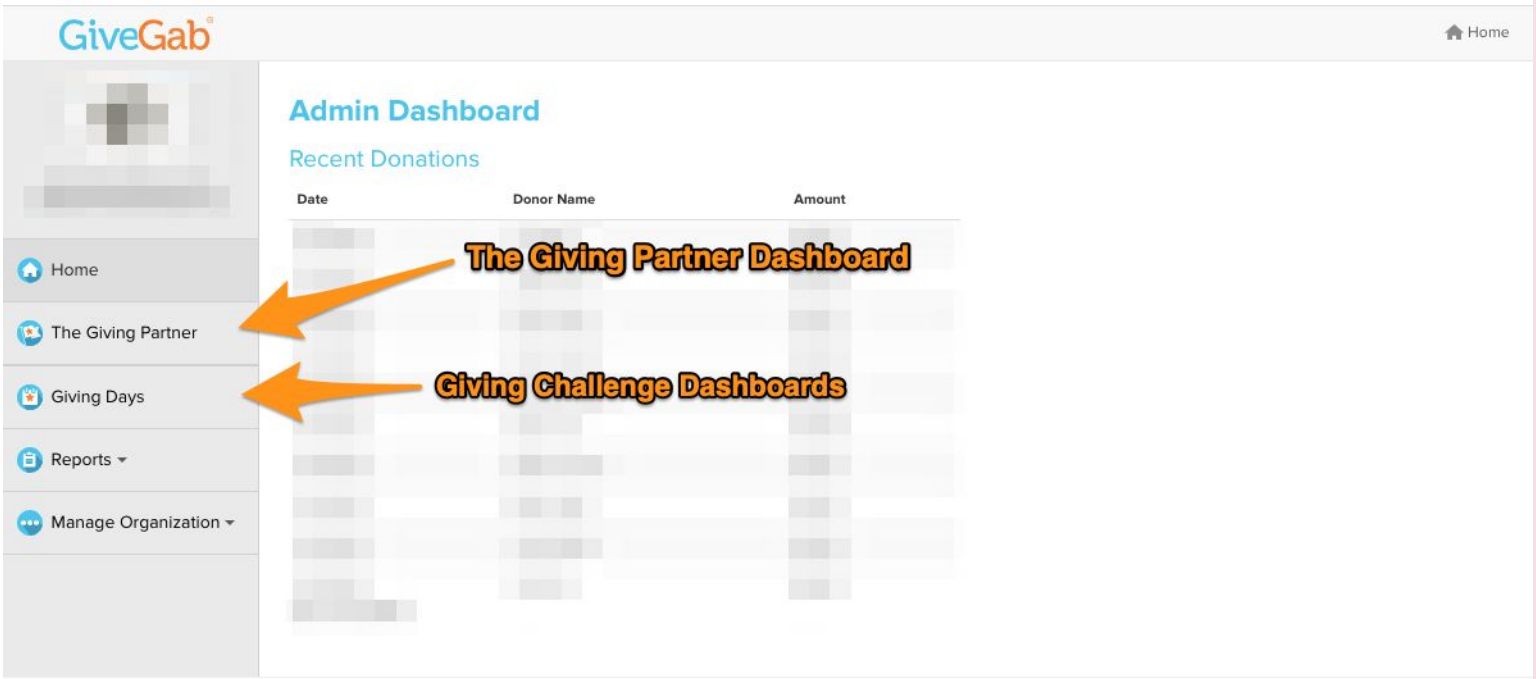
GiveGab
Home
Admin Dashboard
Recent Donations
Date
Donor Name
Amount
Home
The Giving Partner
Giving Days
Reports
Manage Organization
The Giving Partner Dashboard
Giving Challenge Dashboards

Is Your Donation Page Complete?

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 your fundraisers?

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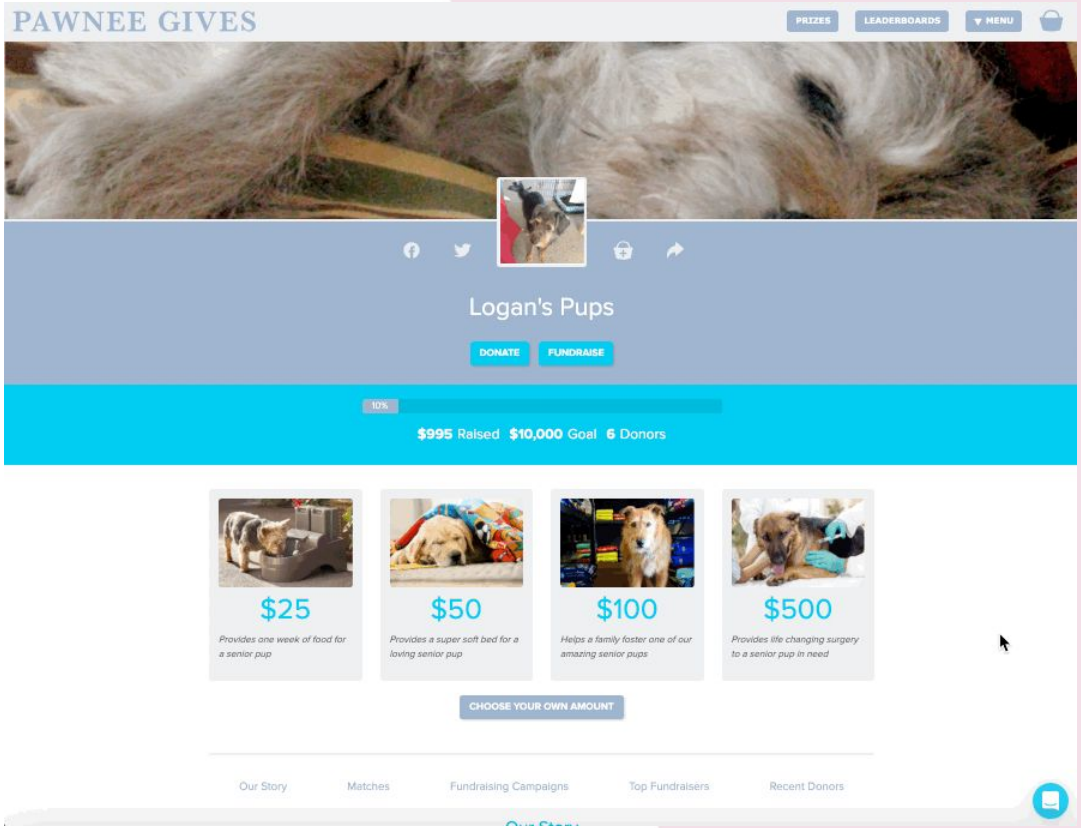
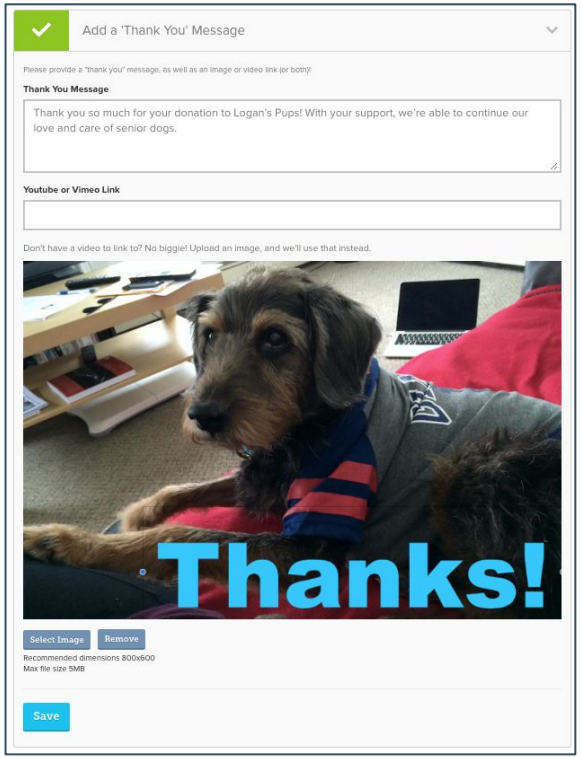
Is Your Donation Page Complete?



Is your 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.

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Will You Have Cash/Check Donations?

- Add cash and check donations to your Giving Challenge totals
- This can only be done during the 24 hour donation window!
- 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
- As a reminder, offline donations are NOT eligible for the TPF match!

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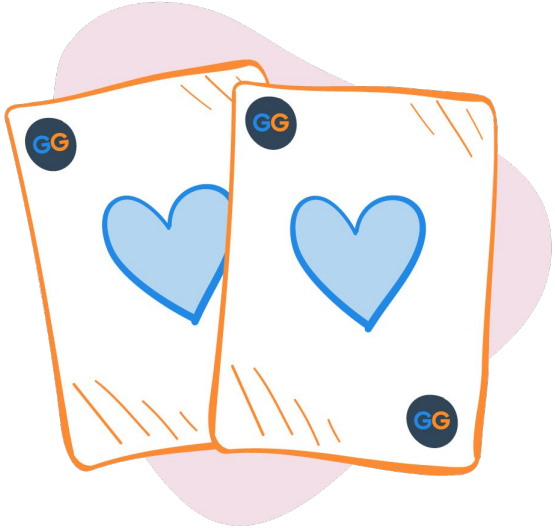
Do you have matches/challenges?



- **Why?**
  - Organizations with matching funds raise 4.5x more on average than organizations without a match
- 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
  - 1:1, 2:1, or 3:1 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
- ☑️ Secure commitment
- ☑️ Add Matches and Challenges your Giving Challenge dashboard
- ☑️ Verify your match setup with chat support
- ☑️ Curate communications to highlight your match

Reminder: Matching funds are not eligible for prizes or The Patterson Foundation Match, but are still important to your overall day.

Do You Have P2P Fundraisers?

- Peer-to-Peer, P2P, Champion Fundraiser, Fundraising Champion
- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video

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Setting Up Your P2P Fundraisers For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the **Giving Challenge Fundraiser Guide**
- 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 Giving Challenge P2P donation page

Do You Have a Communications Plan?

- Plan your online communications ahead of the day
  - How many posts and when?
  - What will your content look like? Examples below:
    - Announcement/Save the Date
    - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Giving Challenge Nonprofit Toolkit
- Social Media Strategies training recording (Jan. 2024)
- Communications Plan training recording (Feb. 2024)

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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 donation page

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The Patterson Foundation

- 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
  - 2024 Giving Challenge-specific logo & acknowledgement guide
  - TPF Resources available on Giving Challenge website
    - https://www.givingchallenge.org/info/the-patterson-foundation
    - Please spell out **The** Patterson Foundation in writing

- Follow & tag The Patterson Foundation on social media:
  - Facebook: @ThePattersonFoundation
  - X/Twitter: @ThePattersonFdn
  - Instagram: @ThePattersonFdn

THE PATTERSON FOUNDATION

Strengthening Nonprofits Through the 2024 Giving Challenge

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Post-Giving Challenge Success

- Post-Giving Challenge Prize Applications
  - Application links available online April 11
  - Deadline to submit: 5:00 PM ET Thursday, April 25
- Payout Timeline
- Donation Reports
- Donor Stewardship

Prizes

Prizes Awarded **After** the 2024 Giving Challenge:

- Review the prize opportunities page to ensure you're gathering the necessary information for your prize application(s)

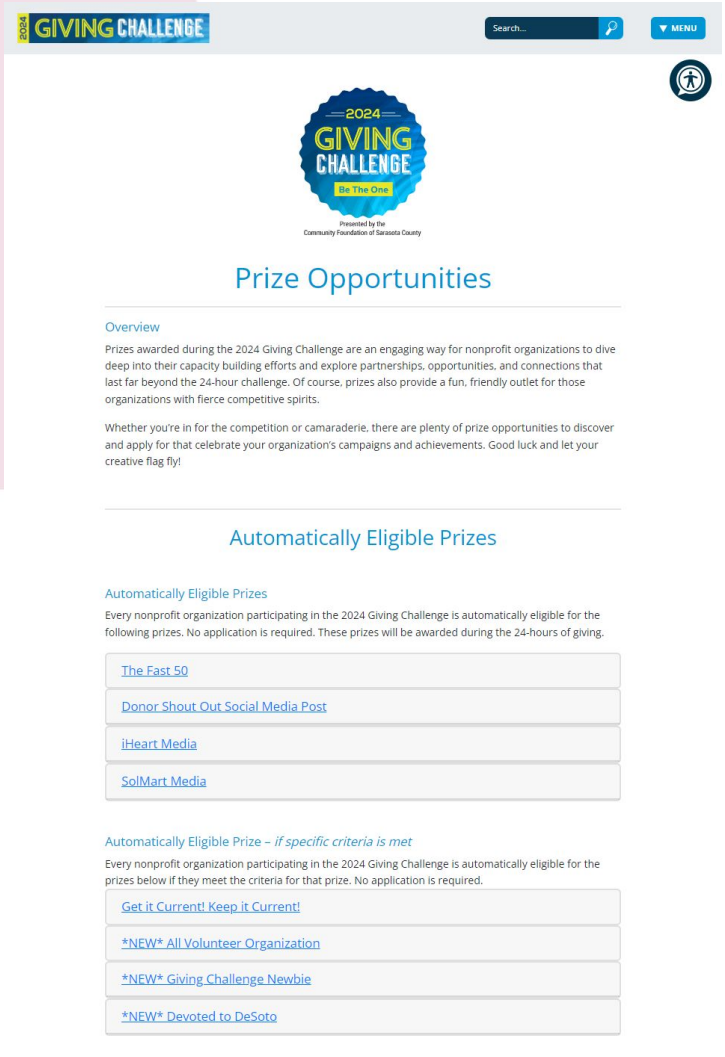
Prizes Awarded **During** the 2024 Giving Challenge:

- The Fast 50
- Donor Shout Out Social Media
- iHeart Radio
- SolMart Media

Size Categories:

- Small : under $80K
- Medium: $80K - $650K
- Large: greater than $650K

Prizes



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Giving Challenge Checks

The Community Foundation of Sarasota County will mail 2024 Giving Challenge checks to each nonprofit no later than ***July 1, 2024***.

Accompanying the check will be a reconciliation of the total amount including donations, prizes, match money and transaction fees.

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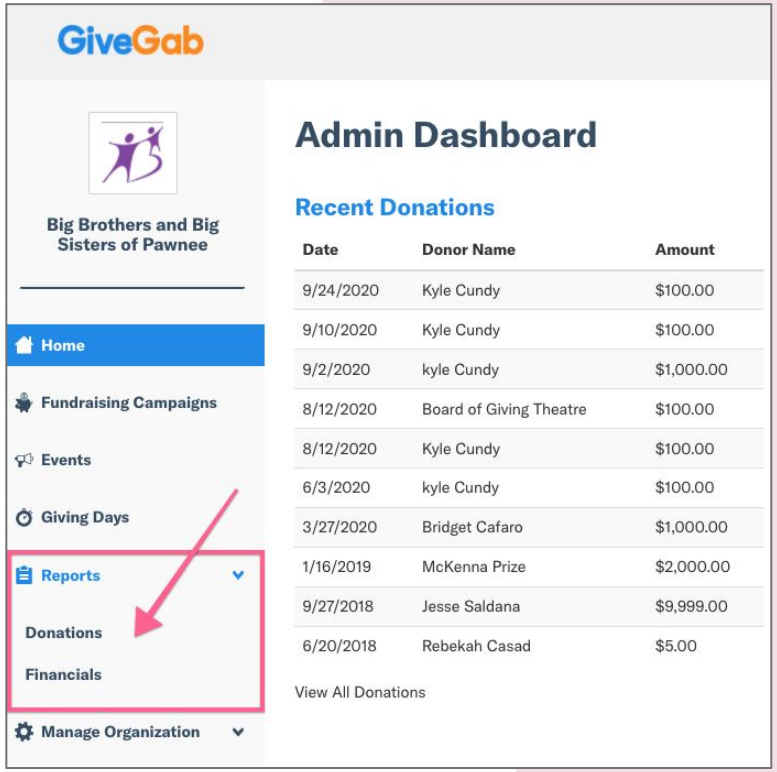
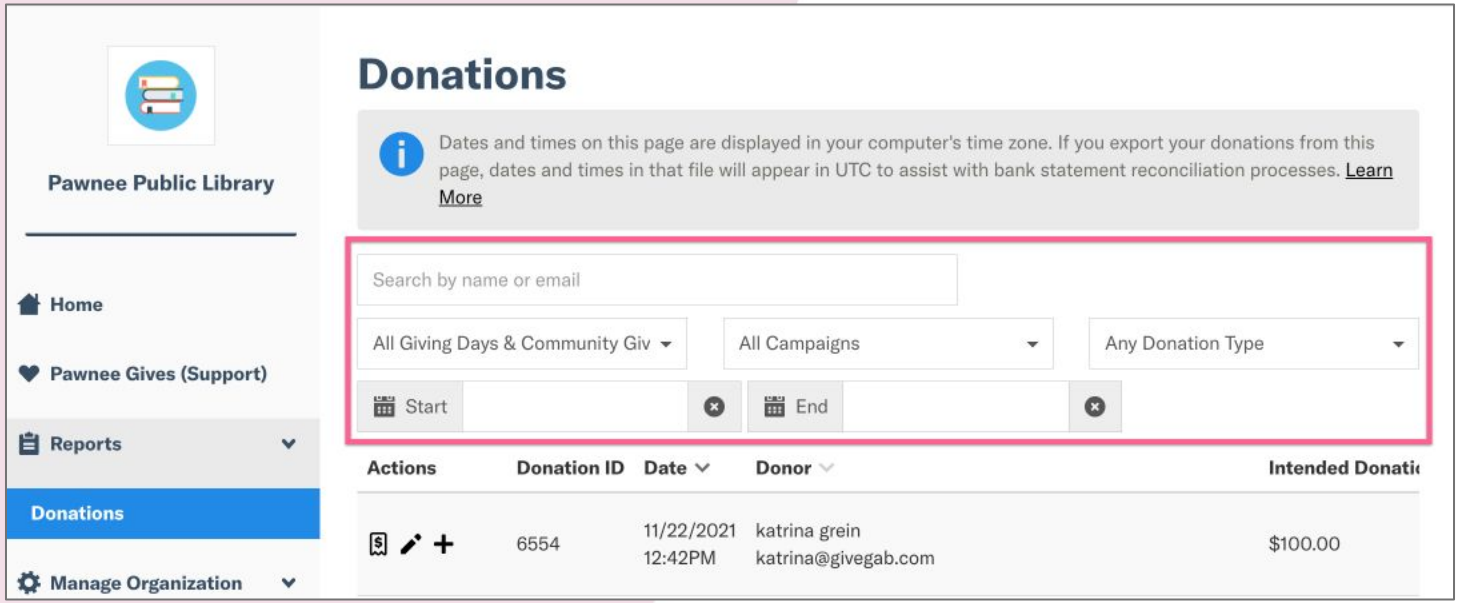
Finding Your Donor Data

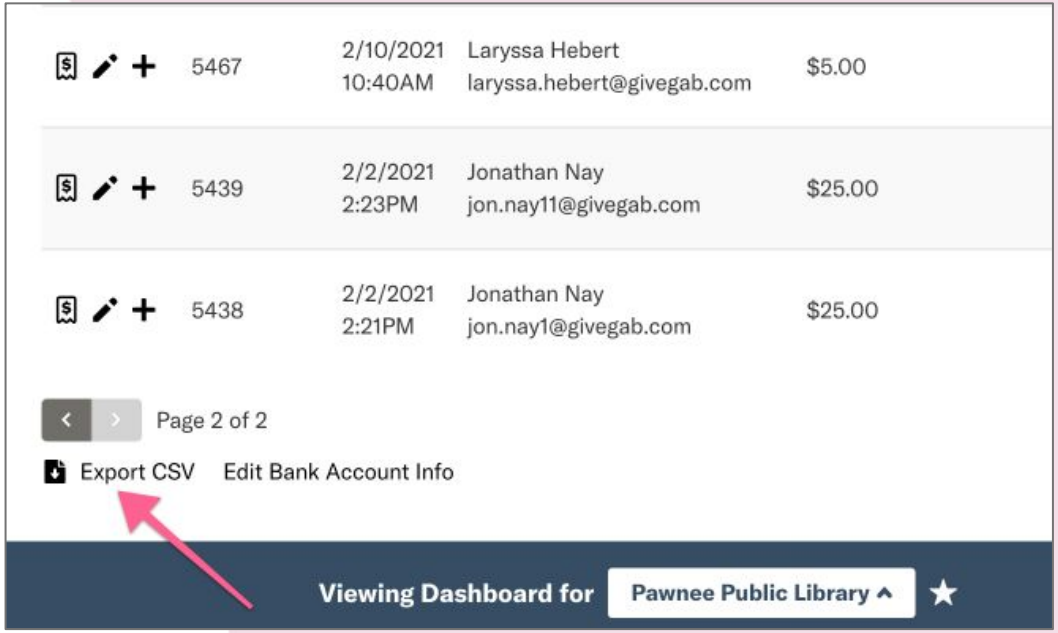


Filtering Your Data



Exporting Your Donor Data

Check out our "How to Read Your Donor Report" support article!



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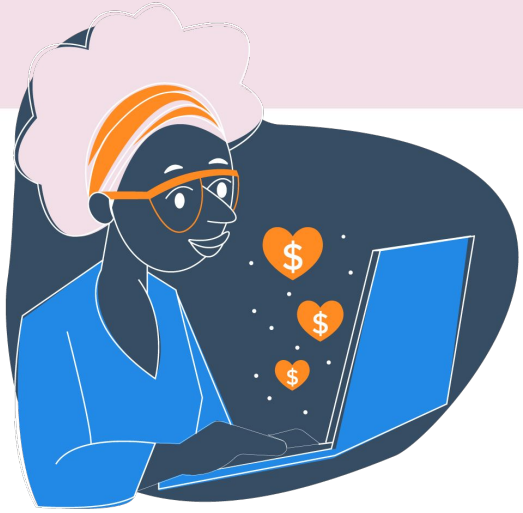
How Will You Thank Your Donors?

- 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 pre-recorded Donor Stewardship Training videos!
- Sign up for the **live April 16 Donor Stewardship webinar!**



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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 Giving Day 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
- Remember, The Patterson Foundation! They are often the biggest donor for organizations

‘Thank You’ Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Giving Challenge Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- How-To Videos on the Giving Challenge Trainings page

Key Takeaways

- Make sure your donation page reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches or challenges specific to your organization
- Develop a stewardship plan for your donors

Next Steps

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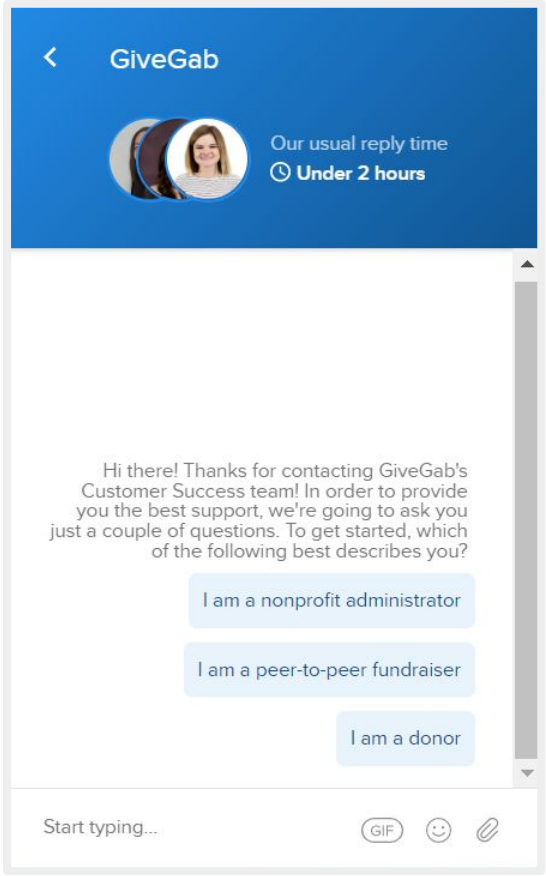
Final Checklist

- Submit you Pop-Up Giving Station by March 14 *(optional)*
- Complete your Giving Challenge donation page by **March 22**
- Keep an eye out for important emails!
  - GivingChallenge@CFSarasota.org
  - Notifications@GiveGab.com
- Like & Follow key people/organizations on Social Media
  - P2P Fundraisers, Partner Organizations, the Community Foundation, The Patterson Foundation
- Don't forget to use **#GivingChallenge2024** and **#BeTheOne**
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

How We Support You

- Community Foundation Resources
  - Website: www.GivingChallenge.org
  - Email: GivingChallenge@CFSarasota.org
- GiveGab Resources
  - Help Center: https://support.givegab.com/
  - Blog: https://www.givegab.com/blog/
  - 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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Questions?

2024 GIVING CHALLENGE

Be The One

Presented by the
Community Foundation of Sarasota County

NOON to NOON April 9-10, 2024

www.GivingChallenge.org

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