



**NEPA
Gives

What
next?**



Thank you!!!

Outcomes & Results

\$1,116,221

Raised

5,158

Donors

212

Organizations

What will we cover ?

- How to access your donation reports
- How to maximize your data through donor segmentation
- Tips and best practices for gift acknowledgements
- Forecasting and Planning for 2023



How will you 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!



Developing your strategy

- Determine your donor segments
 - Giving Levels
 - Entry Point
 - Giving History
- Create a realistic strategy to thank all of your donors appropriately based on their segment
- Thank you goal
 - Board members
 - Volunteers
 - Peer-to-Peer Fundraisers



Maximizing your data

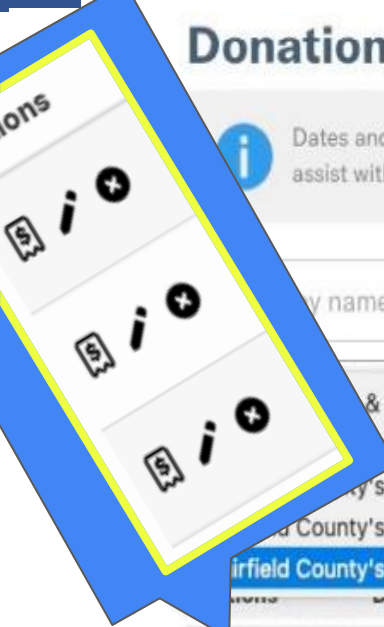
- Who increased their giving from year to year?
- Who was new to your organization through this year's giving day?
 - Did they become from Peer-to-Peer fundraisers?
- Who were your most successful P2P fundraisers?
- Who left a personal comment?
- Who helped you win a prize?



Donations



Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)



Search by name or email

Local & Community Giving Sites

Giving Day (2022)

County's Giving Day (2021)

County's Giving Day (2020)

Irfield County's Giving Day (2019)

All Campaigns

End

Any Donation Type

Any Donation Type

Online Donations

Online - Credit Card

Online - Mobile Pay

Online - PayPal

Online - Venmo

Online - Bank Account

Online - eCard

Offline Donations

Offline - Donor Advised Funds

Offline - Matches & Challenges

Offline - Giving Day Prizes

Event Registrations

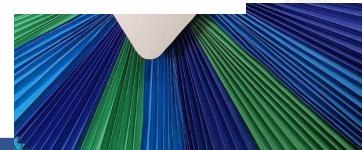
	Intended Donation	Am			
3673413	2/25/2021 11:36PM	Rocecfg Carmody testemail+user1390797@localhost.com	\$50.00	\$53	
3672376	2/25/2021 10:26PM	Lpskbml Gerami testemail+user3253007@localhost.com	\$25.00	\$26	
ro Hovermale email+user3251759@localhost.com	\$50.00	\$53.48	\$1.48	\$2.00	Yes

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Export CSV

Edit Bank Account Info



Accessing your data

- **Donor contact:** First and Last Name - Email - Address - Phone
- **Donation:** Intended Donation - Fees Covered - Total Payout - Donation type
- **Retention:** Anonymous - New Donor – Referral Source
- **Cause Areas:** Campaign
- **Peer to Peer:** Fundraiser



The importance of segmenting

- Crucial component of effective donor stewardship
- Allows for personalized customization
- Ability to allocate time and resources to donors with the most potential for growth within your organization
- Helps you reach your internal goals quickly and easily



General Acknowledgement Tips

Always be cognizant of how donor names are displayed and spelled

- If possible, personalize your acknowledgements!

Example: “Hi Bridget,” vs. “Dear Friend,”

- Highlight the impact of the donor’s contribution

Example: “With the dollars raised we have helped 50 people in need”

- Include additional opportunities to get involved

Example: “Join us on Sunday for our Summer BBQ Jamboree”



Segmenting Example



Tips and Highlights

- Create a strategy for acknowledging donors to build stronger relationships
- Take advantage of the reporting tools available in your dashboard (all year round!)
- Highlighting the donor's impact allows the donor to appreciate the value of their contribution
- Provide more opportunities for them to get involved There is no such thing as too much gratitude!



Save the Date!

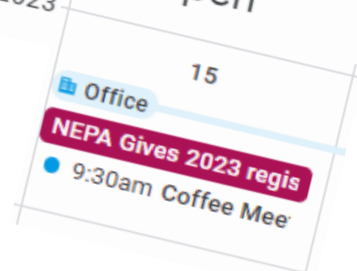
June 2, 2023

- ❖ Complete the 2022 NEPA Gives survey
- ❖ Invite others to sign up for our mailing list - frank@safdn.org
- ❖ 2023: In-person kick off and registration date networking opportunities
- ❖ Nonprofit Hub expansion!!!!

Email us your ideas and thoughts

Vivian Williams vw@safdn.org

NEPA Gives registration open
Wednesday, February 15, 2023



**GIVE GATHERING
CELEBRATION**