

*NEPA Gives 101*

# Welcome to NEPA GIVES 2024

## Introductions

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For every  
\$100 donated,

NPOs took home  
**\$97.64**



**\$5,263**

average raised per  
organization

NEPA  
GIVES



Average goal  
amount:

**\$8,344.50**

*38% organizations  
met their goal!*

**24**

average donors per  
organization

with **8**

New  
donors

Since 2020

**16,500+**  
participating donors

**\$4.1 M**  
dollars raised

approximately  
**245/yr**  
participating organizations

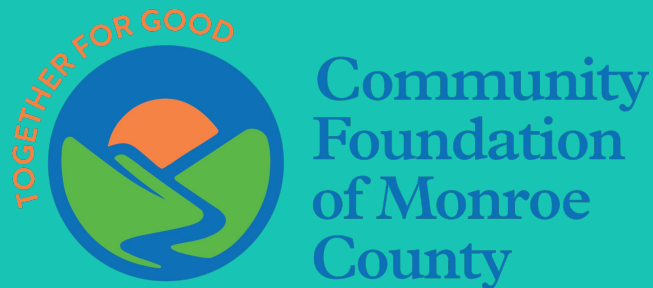
**100+/y**  
prizes and incentives awarded

single  
**LARGEST**  
day of philanthropy in NEPA

# NEPA Gives Partners



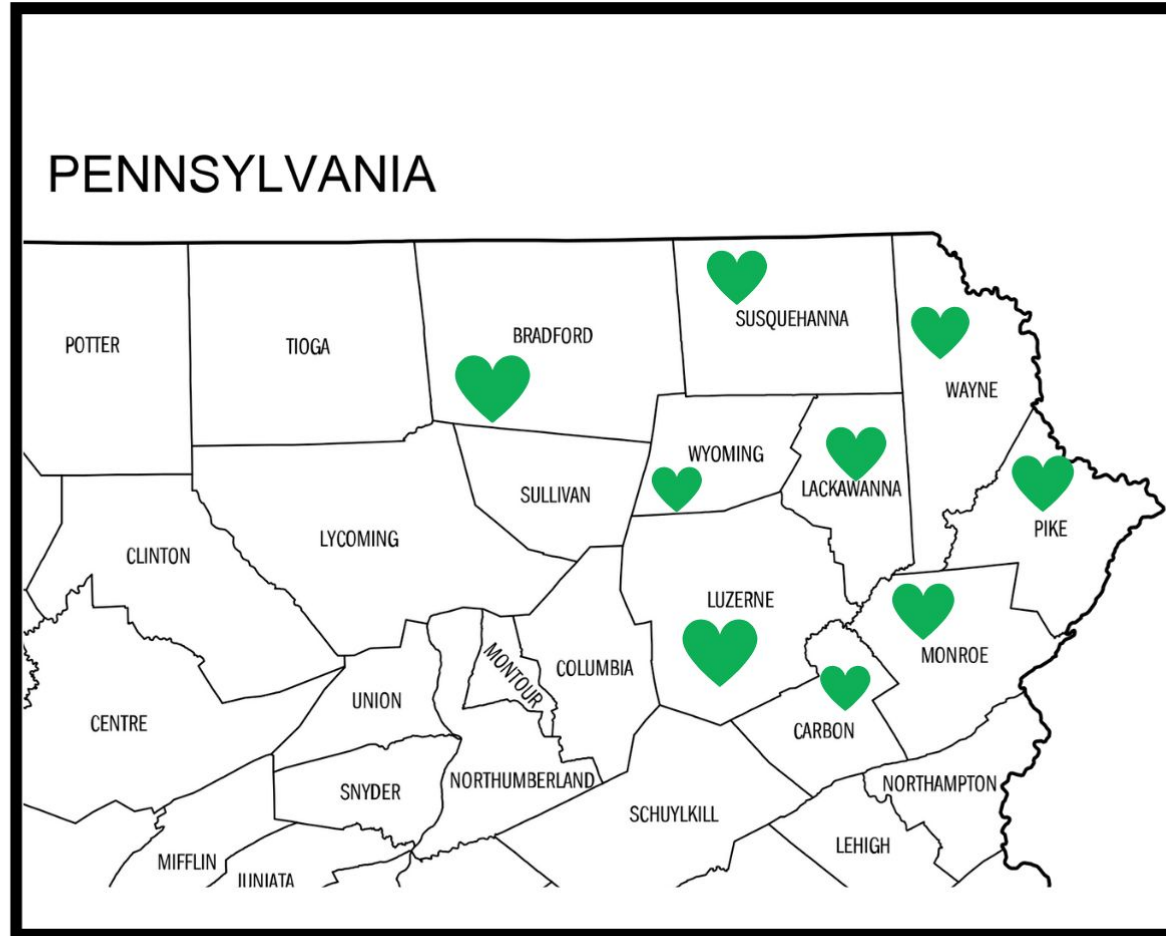
*Here for good.™*



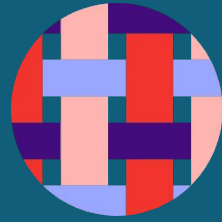
# NEPA Gives Reach



Participating  
NEPA   
GIVES  
Counties



Lackawanna  
Luzerne  
Monroe  
Carbon  
Wayne  
Pike  
Susquehanna  
Wyoming  
Bradford



# Bonterra™



## Safe, secure, and reliable platform

- Partnered with Stripe - PCI Level 1 payment processor for donation processing and direct deposit of funds
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for [DoG] website
- Complete transparency with nonprofits and donors

## Ultimate donor experience

## Mobile responsiveness

## Easy-to-use donation form

## Immediate “Thank you” donation letter

## Dedicated platform support team



# Benefits for Nonprofits

- Grow exposure
- Amplify impact
- Energize your current supporters
- Motivate major donors to offer incentive fund
- Leverage technology, online resources and trainings
- Strong messaging through collaboration



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0  
2  
3





# Toolkit & Session Overview

Strategy Checklist



Building your Strategic Action Plan

Metric Tracking



Planning Timeline



JUNE 6-7, 2024

**NONPROFIT  
TOOLKIT**

[NEPAGIVES.ORG](http://NEPAGIVES.ORG)



# **Overall Strategy**

**Strategy Checklist**

**Building your  
Strategic Action Plan**

**Metric Tracking**

## Questions to Ask Yourself...

- What were we able to achieve in previous years?
- Do we have a campaign or event around this time of year?
- What are our most crucial needs at this time?
- What will help to improve long term sustainability?

# Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches



**2 - 3 X more**

than the average raised per  
organization

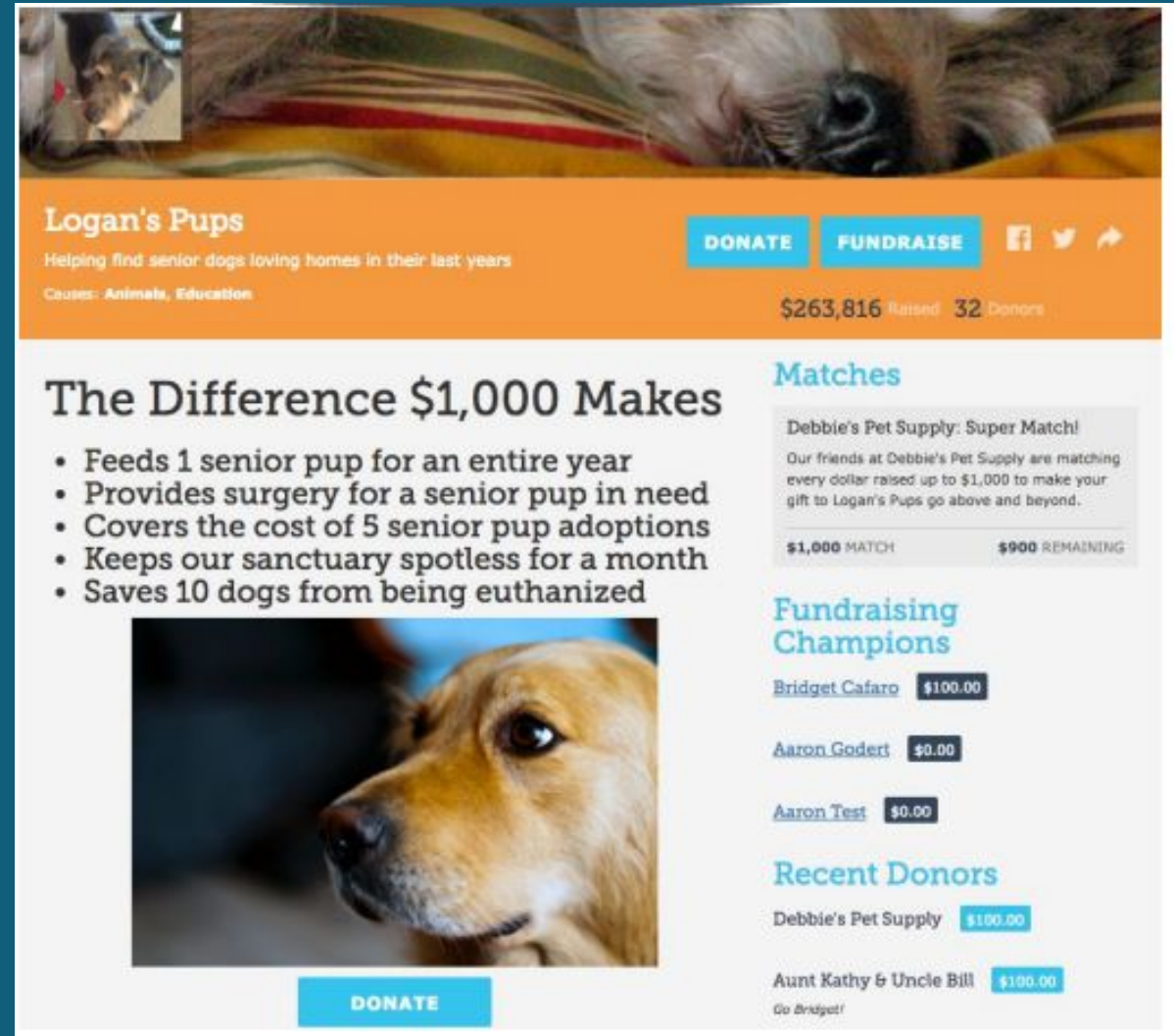


# Setting Your Goals

- Narrow in on 1-3 specific goals. This creates a strategy that's easy for your organization to execute, and for your supporters to rally behind.
- Determine which goals are internal vs external
  - *Internal:* Become more familiar with online fundraising tools, strengthen relationships with board members
  - *External:* Raise \$5,000 for new supplies, secure at least \$1,000 in matching funds prior to the day
- Stretch goals are great to have in your back pocket should you reach an external goal before the day is over

# Monetary Goal Strategies

- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit peer-to-peer fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted.




**Logan's Pups**  
Helping find senior dogs loving homes in their last years  
Causes: [Animals](#), [Education](#)

**DONATE** **FUNDRAISE** [f](#) [t](#) [➔](#)

\$263,816 Raised 32 Donors

### The Difference \$1,000 Makes

- Feeds 1 senior pup for an entire year
- Provides surgery for a senior pup in need
- Covers the cost of 5 senior pup adoptions
- Keeps our sanctuary spotless for a month
- Saves 10 dogs from being euthanized



**DONATE**

### Matches

**Debbie's Pet Supply: Super Match!**  
Our friends at Debbie's Pet Supply are matching every dollar raised up to \$1,000 to make your gift to Logan's Pups go above and beyond.

**\$1,000 MATCH** **\$900 REMAINING**

### Fundraising Champions

[Bridget Cafaro](#) **\$100.00**

[Aaron Godert](#) **\$0.00**

[Aaron Test](#) **\$0.00**

### Recent Donors

[Debbie's Pet Supply](#) **\$100.00**

[Aunt Kathy & Uncle Bill](#) **\$100.00**  
*Go Bridget!*

# Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal

			
<b>\$10</b> One blanket to keep our pups cozy.	<b>\$15</b> One case of yummy food to feed our pups!	<b>\$20</b> One water fountain to keep our pups hydrated!	<b>\$25</b> One shot to keep our pups disease free!

# Examples

- \$5,000 raised on Giving Day will provide a year's worth of healthy lunches for every low income student at Middletown Elementary School.
- Support from 100 donors on Giving Day will unlock an additional \$10,000 from our board of trustees.
- On our Giving Day, we can win an extra \$5,000 and feed every animal in the shelter for a week, by having the most donors from 12am - 11:59pm.



# New and Returning Strategy tips

- Recruit peer-to-peer fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend



**Plan out a total of**  
**10- 15 hours**



## Reminders for next steps....

- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success
- Keep your goals in mind when developing your Giving Day profile and communications plan
- Stay consistent with your goals from beginning to end so your donors can truly comprehend their impact

## BUILDING YOUR STRATEGIC ACTION PLAN

Use this template to outline your ideas, set goals and create your action plan.

Your Organization's Mission

What challenges is your organization facing?

What motivates your donors?

Whose support are you working to earn and what do they value most?

How will this campaign respond to both your organization's challenges and your donor's motivation?

How will a donation contribute to supporting your organizations challenges?

## METRIC TRACKING

	Facebook Followers	Twitter Followers	Email Subscribers	Mailing Addresses	Phone Numbers
Current					
New					

Donors Giving Under \$100	Donors Giving Between \$100 - \$1,000	Donors Giving Above \$1,000

Metric	Goal	Priority Level	Metric	Goal	Priority Level
Dollars Raised (\$)			Unique Donors (#)		
Board Participation (%)			Returning Donors (#)		
Matching Gift			New Donors (#)		
Increased Gift (#)			Social Media Impressions		
			Matching Gifts Earned (%)		

Based on the metric goals above, write out meaningful, measurable goals for your campaign team, and for your Board.

Internal Goal	
External Goal	



# Discussion and Questions





**Telling  
your  
story**

# Why Storytelling?

- Build a connection with donors
- Engage supporters old and new
- Motivate donors to give (more)
- Brings facts and services to life!
- Empowers supporters to be part of the story

*68% are motivated to donate based on a organizations story*



# Developing your Story Idea

Things to keep in mind when developing your “story line”

**This is larger than just your individual campaign story:**  
When your donors give, they become part of your story.

**Be clear on your messaging goal**

**Your story is not a bunch of words on a page**

It's a collage of words, images, and  
design elements

Make it visual



# Finding your Story

## Founding Story

Share an interesting or inspiring story on how you started.

## Focus Story

The core challenges your organization faces

## People Story (Client, Volunteer, Staff, Board)

Give supporters an opportunity to personally connect with your cause, you can give an in-depth look at someone who has benefitted from your work.

Provide an inside look at what it's like to work with your organization. Tell everyday stories and anecdotes that show the impact their support is making.

## Future Story

What your work will lead, achieve or accomplish





# The Power of Donation Tiers

*How can you influence their donations once they've already decided to donate?*

**Tell A Quick & Compelling Story through customizing your tiers**

*The Donation Tiers can tell a quick, compelling story about the campaign and why an individual should give a donation, which gives you an opportunity to upsell them. If you can tie the donation amount back to something specific then you could upsell a potential donor.*



**\$12**

*Provides a child a 1 month membership*



**\$90**

*Provides an 8 week swim lesson for a child.*



**\$160**

*Provides a week of summer camp for a child.*



**\$450**

*Provides a 6 month family membership for a family in need.*



**\$500**

*Provides 2 months of support for our A-TEAM (Autism Support Group)*

If you tell me what you want me to donate, that's a quick and easy decision!

# Tell Your Story Resources

[GiveGab Storytelling Template](#)

[Telling your story](#)

[Turning Your Donors into Heroes of Your Nonprofit Story](#)

[Storytelling with your profile](#)

[Getting started with Instagram](#)

[Giving day Instagram tips](#)





# Discussion & Questions



**Peer to  
Peer**

# What is Peer-to-Peer Fundraising?

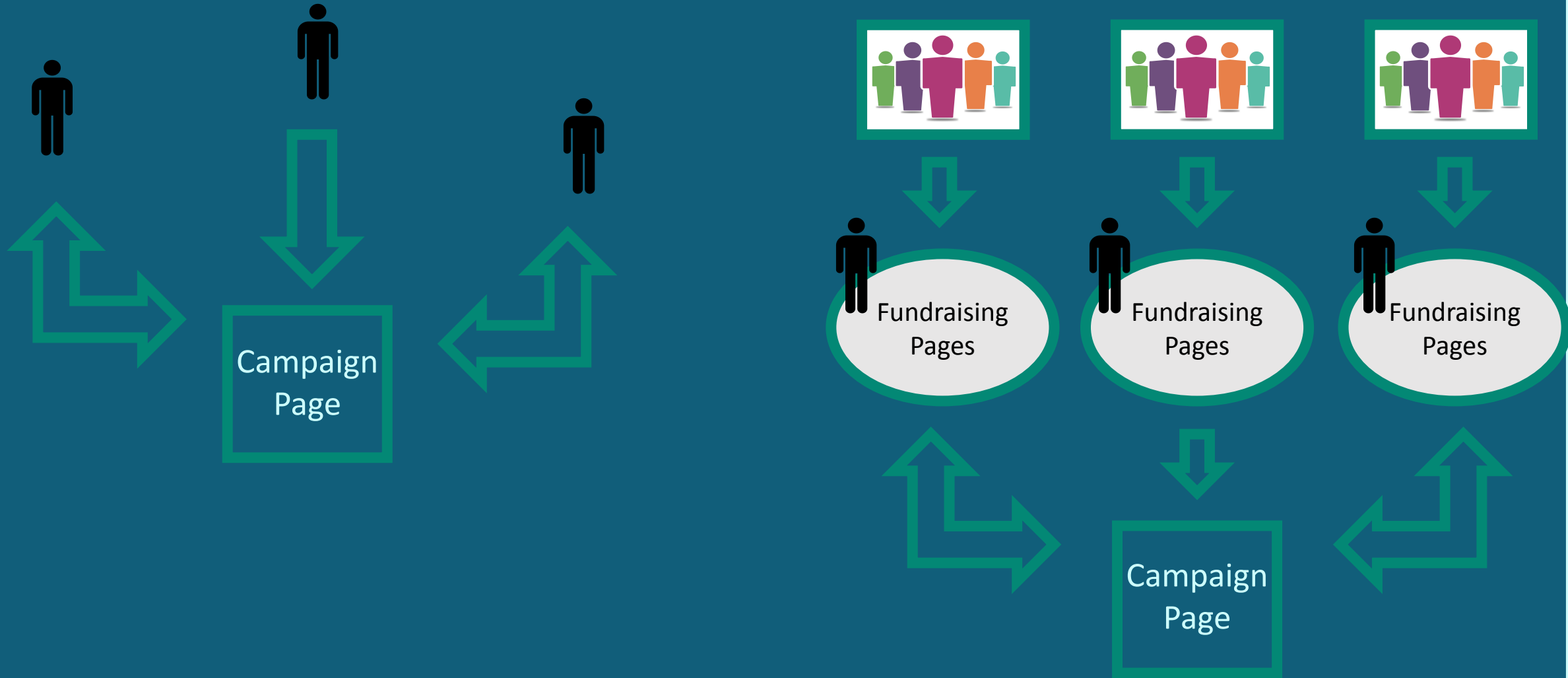
Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your NEPA Gives profile.

## **P2P Fundraisers will...**

- Expand your network and foster make new connections
- Help you steward existing supporters
- Can help you raise over **2x** than you would without!

The logo consists of two 'G' characters. The first 'G' is blue and the second 'G' is orange. They are positioned in the top-left corner of a white rectangular area.

# The Power of Peer to Peer (P2P) Fundraising





**Social Media  
&  
Engagement**

# Social Media

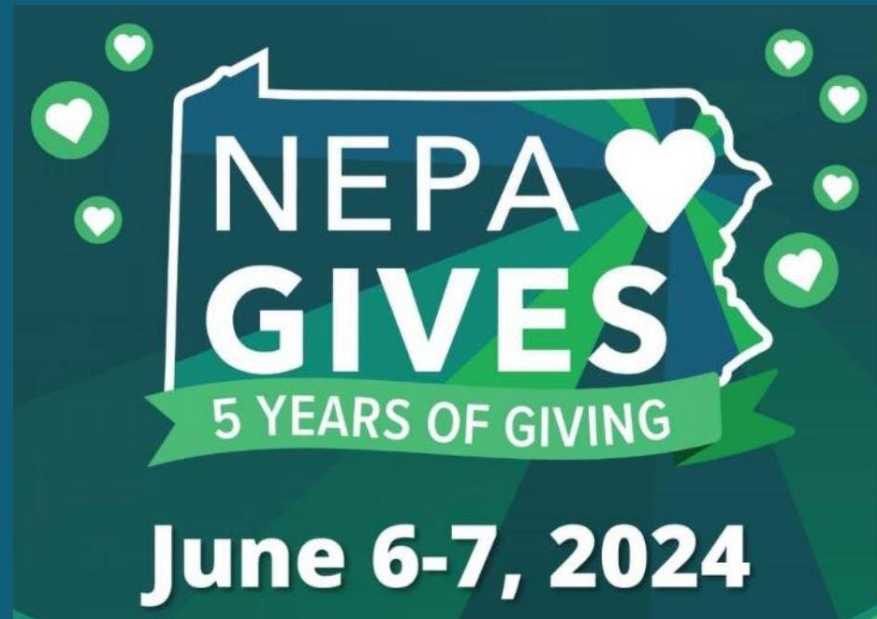
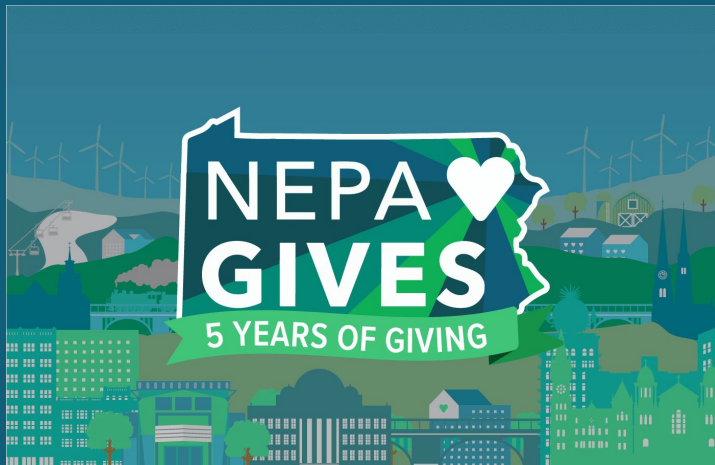
- Utilize various social media platforms, i.e. Facebook/Twitter/Instagram
- Post often and consistently, with posts becoming more frequent as the date gets closer!
- Use consistent branding- when looking at NEPA Gives on Facebook, all of our posts look similar so people recognize the content. Try to take this same approach!
  - However, you do not want to be posting the same information over and over, so while you want your branding to be the same, post different types of content, i.e. photos, videos, text!



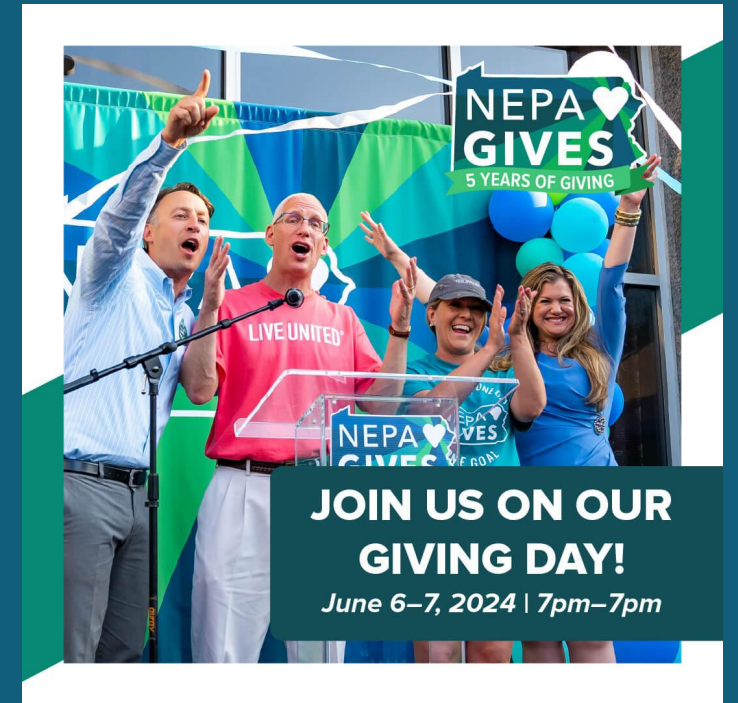
# Social Media

- Our strategy includes:
  - Frequent posts
  - Testimonials/Stories from participating nonprofits
    - Incorporate this into your strategy- talk to your clients/participants and ask them if they would be willing to share their experiences with your organization for social media
    - Reaching larger audiences- telling people why they should donate on NEPA Gives
      - Prizes add \$\$ to their donations
- You want to reach as many people as possible- if possible, boost your posts!

CANVA.COM  
IS A GREAT  
TOOL!!



Keep your graphics simple and nice to look at! Research has shown attention span is decreasing when it comes to social media. When writing your posts- get straight to the point and use “buzz words” when writing!



# Virtual Engagement

- KNOW YOUR AUDIENCE!
  - Figure out who your target audience is and how to reach them
  - Is Facebook the best way to reach your donors? How about Instagram?
- Create content that is going to make the biggest impression on your audience
  - If you are already utilizing Facebook- what types of post get the most engagements? How about Instagram?
- Incorporate NEPA Gives branding into your own branding- you can find graphics on [NEPAGives.org](http://NEPAGives.org)

# Helpful Messaging Tools (pages 10-13 Toolkit)

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PRINT  
MATERIALS  
AND  
GRAPHICS

[NEPAGives Graphics](#)

SOCIAL MEDIA

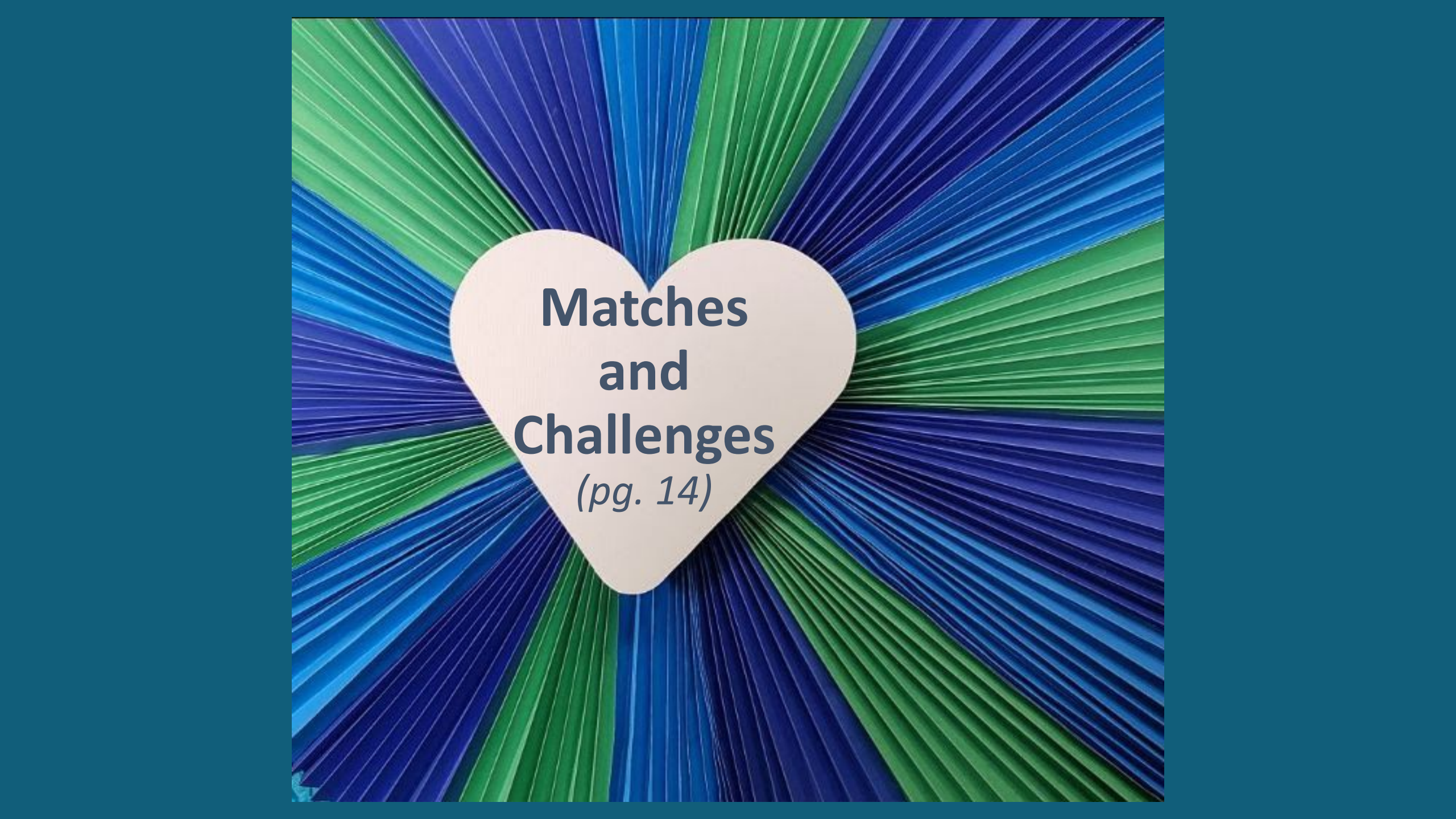
[Social Media tips and tricks](#)

[Nonprofit toolkit](#)

Social Media  
Taglines

KEY  
MESSAGING





**Matches  
and  
Challenges**  
*(pg. 14)*

# What are Matching Gifts?

- Matching gifts are pledged donations that come from generous donors that gamify the giving day experience.
- Two types
  - **1:1 Match:** Each time an eligible gift is made, a corresponding offline gift is added to your totals
  - **Challenge:** When a threshold or goal is met, the whole pledged donation amount will be added to your totals

# Benefits of Matches and Challenges

- Organizations with matching funds raise on average 4.5x more than organizations without a match
- Opportunity to highlight existing donors and sponsors
- Motivates potential donors to have a greater potential impact by donating when their gift is matched
- Easily feature active matches on your Giving Day profile

# Potential Match Sponsors

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.

\*Board Members \*Local Businesses

\*Corporations

\*Community Members \*Existing Donors





**Engage  
your  
board**

## Getting your Board on Board

- Organizations with an engaged board raised 2-3 times more dollars on NEPA Gives than those without.
- The most engaged boards attend planning meetings, sponsored matching fund, or were Peer-to-Peer fundraisers
- Invite your board members to help promote your day, update them on progress, and ask for help!

# Available Training Topics

Check out  
[NEPAGives.org](https://NEPAGives.org)  
for more  
training topics!

- Communicating your *Why*?
- Setting your Campaign Goal
- Matches & Challenges
- Peer to Peer Fundraising
- Engaging your Board
- Creative Engagement Ideas
- Social Media Strategies

# What's Next.....

## NEPA Gives Board Engagement Training

Tuesday, March 19, 2024

12:00 p.m. - 1:30 p.m. Luzerne Foundation

## NEPA Gives Social Media Training

Wednesday, April 17, 2024

8:30 a.m. - 10:00 a.m.

Location: TBA

Hosted by: Posture Interactive



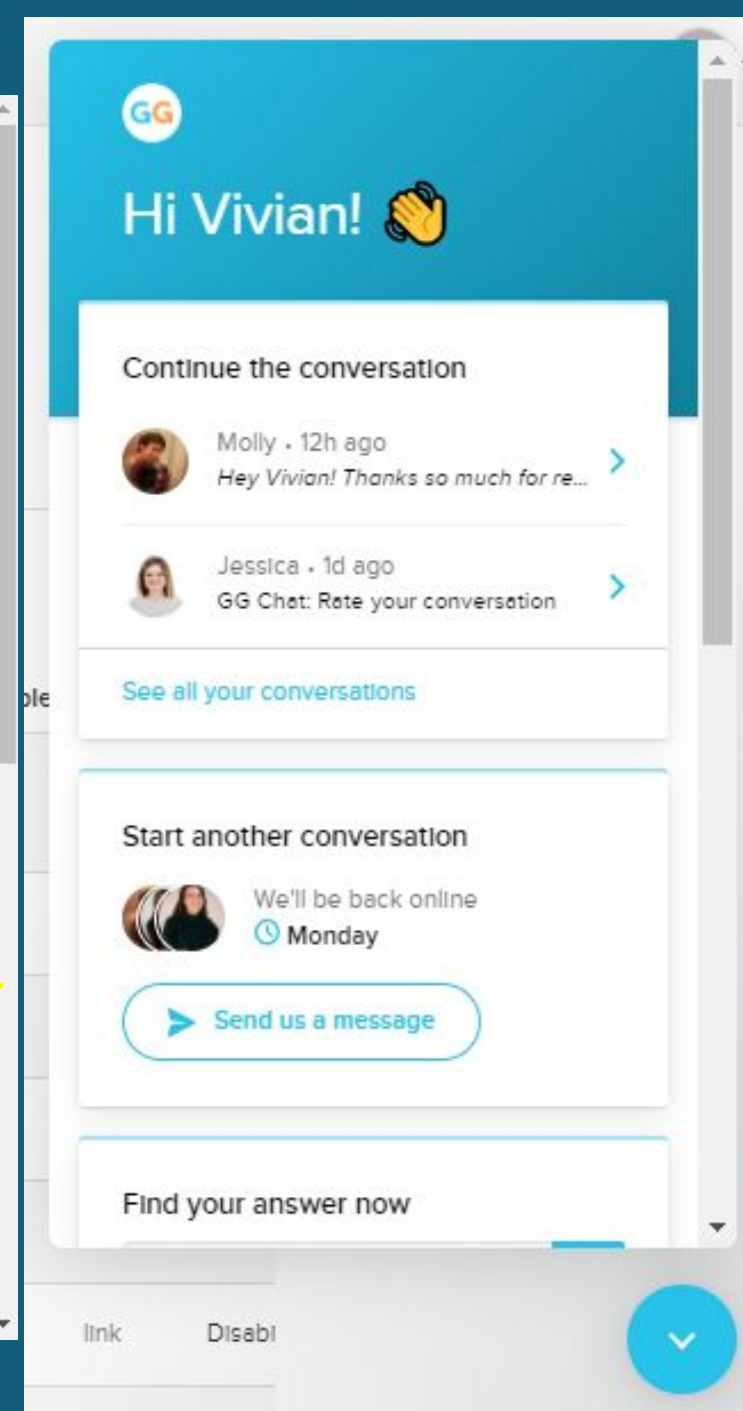
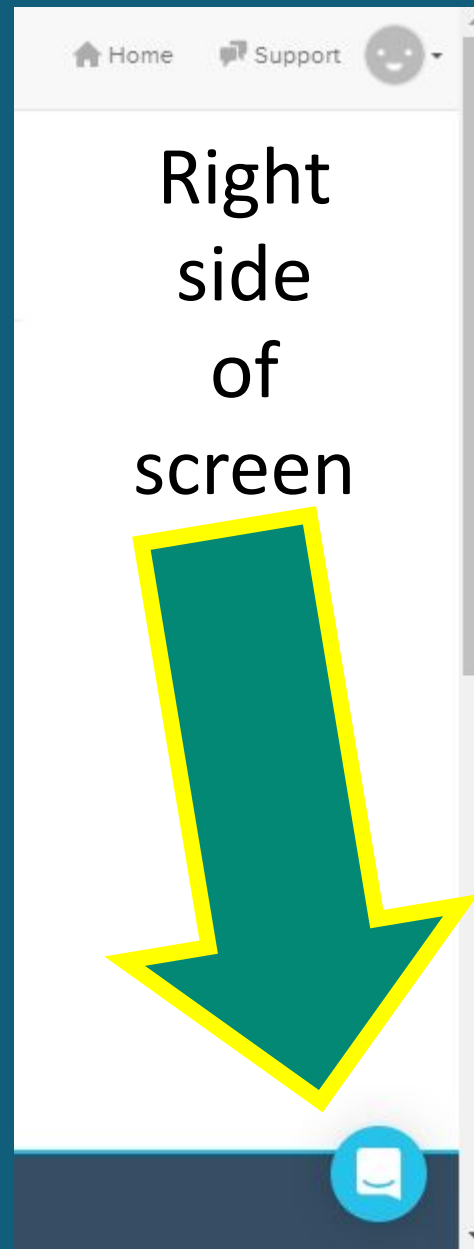


**We are not the experts!!**

Training Central

GiveGab®

Look for the little blue chat bubble!



# Need help or have a question?

NEPAGives website Questions:

Look for the little blue chat bubble!



HELP

General NEPAGives Questions:

[nepagives@safdn.org](mailto:nepagives@safdn.org)



# Celebrate with us!

Thursday, June 6th

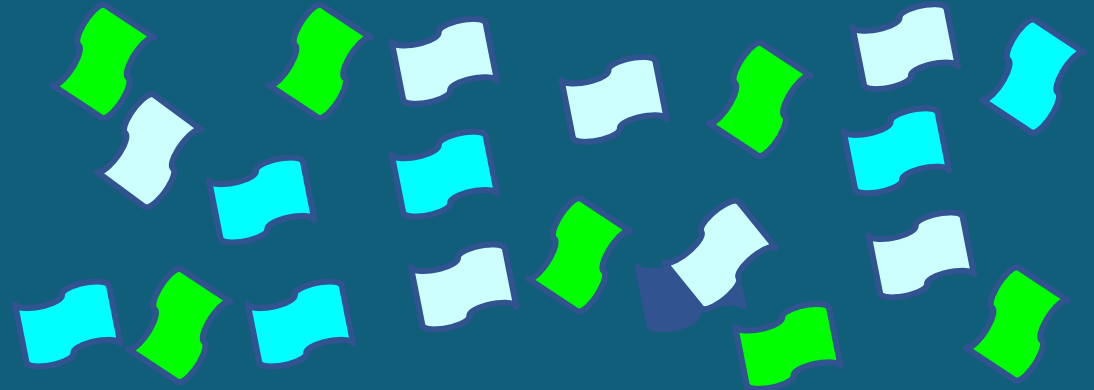
RailRiders Partnership – TBA

Friday, June 7th

Downtown Scranton

Opportunities at both events for  
all participating nonprofits....

Stay tuned!!!





# Questions