



NEPA 
GIVES

5 YEARS OF GIVING

Building Board Support
March 19th

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!*

average
donors per
organization:

24

including

8

New
donors

Since 2020

16,500+
participating donors

\$4.1 M
dollars raised

approximately
245/yr
participating organizations

100+/yr
prizes and incentives awarded

single
LARGEST
day of philanthropy in NEPA

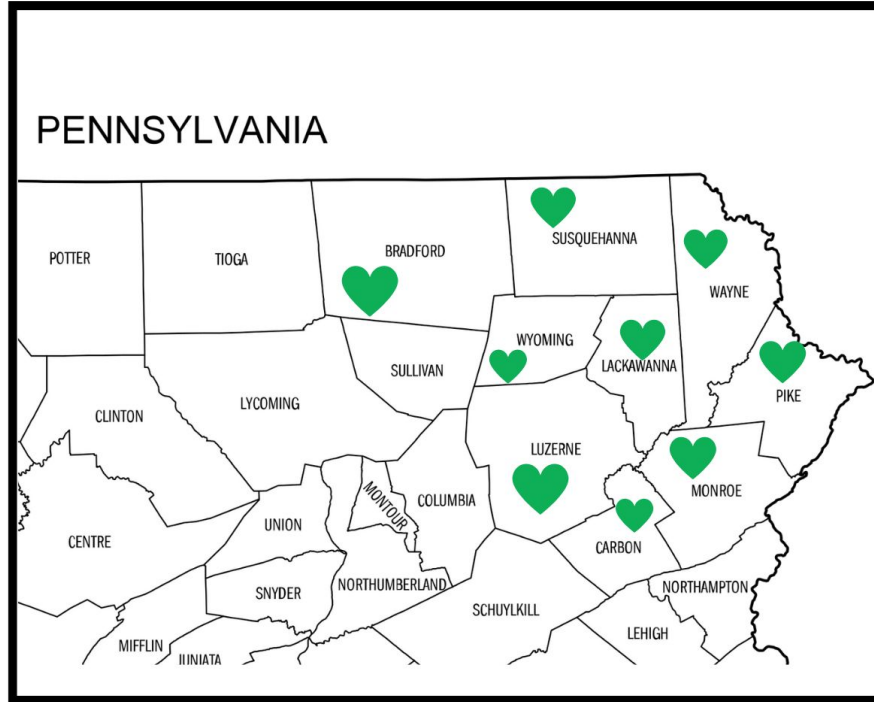
NEPA Gives Partners



NEPA Gives Reach



Participating
NEPA 
GIVES
Counties



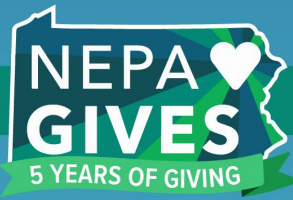
Lackawanna
Luzerne
Monroe
Carbon
Wayne
Pike
Susquehanna
Wyoming
Bradford

Organizations with engaged board members raise approx. **2-3 times** more than those that don't.

It can also pave the way towards a stronger relationship with your organization's board members.

So how can you get your board excited for NEPA Gives?





Help US
Help OTHERS

June 6–7, 2024 | 7pm–7pm



What we'll go over:

- Getting your board on board
- Setting expectations
- Board Engagement Opportunities
- Phases of YOUR Giving Day





Getting your board on board

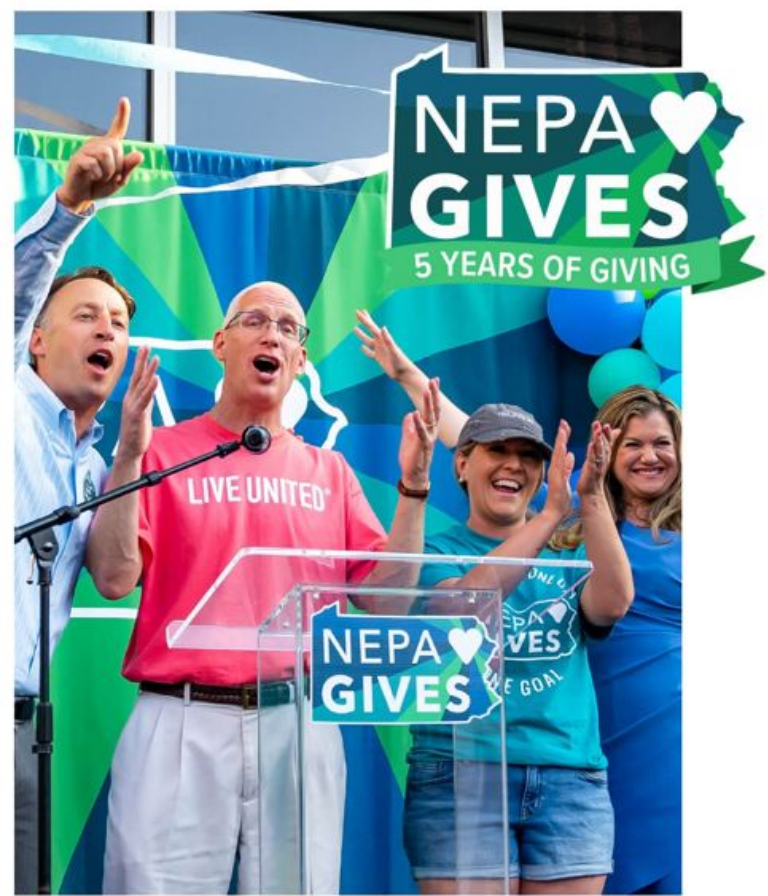
- Include board members in your Giving Day planning
 - Have a NEPA Gives kick off at your next board meeting
 - Include your board in developing your NEPA Gives goals
 - Share regular updates throughout the planning process
- Provide clear opportunities and steps to help raise more and expand your reach to board members
 - Strategize who to ask for help with Engagement Opportunities



Setting Expectations



- As your team is developing your Giving Day strategy determine where your board members can help the most
- Communicate the clear role(s) you want your board to play from the beginning
- Create an even playing field for all your board members to actively participate and assist you



June 6–7, 2024 | 7pm–7pm

Remember to:

Put the **FUN** in **FUN**draising

Have your Board:

- Share what NEPA Gives can do for your org.
 - * New Donors
 - * Donor analytics
 - * Networking opportunities
- Have Board members share their “WHY”?
- Send out regular communications with important updates

HAVE FUN! Make it a competition





Board Engagement
Opportunities





Including:

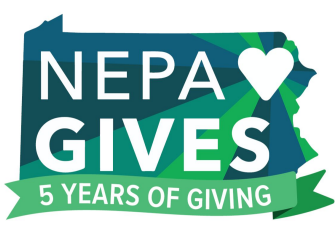
1. Peer to Peer Fundraising
2. Local Partnerships
3. Sponsored Matches
4. Donor Stewardship
5. Social Ambassadors



Peer to Peer Fundraising



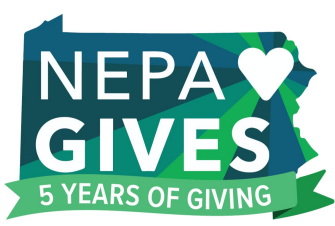
- Recruit your board members to create their own peer-to-peer fundraising pages tied to your organization
- Encourage them to share their personal connection to your cause with their network
- Stimulate friendly competition with incentives for our top fundraiser



Local Partnerships



- Encourage your board members to reach out to any prominent community members or business owners they know
- Leverage their connections to secure donations, matching funds or promotional opportunities
- Provide cross-incentive/promotion to supporting partners and community members



Sponsored Match



- Encourage board members to contribute financially through a sponsored matching donation
- Funds can be utilized to motivate donors to have a greater impact on the date
- Feature the matching opportunity right on your profile

Matches

Board of Trustees: Giving Tuesday Match!

Our generous Board of Trustees has offered to match every dollar raised up to \$5,000! Give today to make an exponential impact!

\$5,000 MATCH

\$4,850 REMAINING

Recent Donors

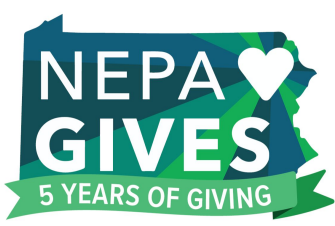
Board of Trustees **\$50.00**

Mr. & Mrs. Johnson **\$50.00**

Board of Trustees **\$100.00**

Bridget Cafaro **\$100.00**

For the pups!



Donor Stewardship



- Enlist your board to help you thank and acknowledge your donors
- Have them make calls to your larger donors personally thanking them for their contribution to your cause
- At your next board meeting take the time to have board members write a few handwritten note to donors.



Social Ambassadors



- Leverage your board members social network and encourage them to like and share your content, as well as post their own
- Encourage all board members to swop out the cover photos for a giving day graphic





Phases of YOUR Giving Day!

- Before
- During
- After





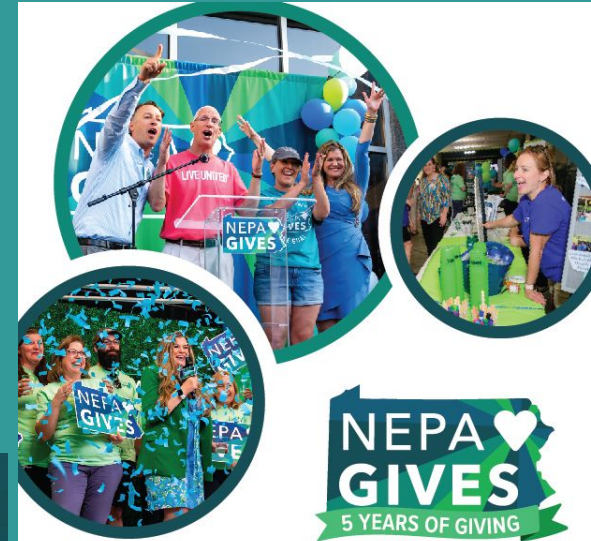
First - Build your board tool kit

What you may include

- Sample email scripts
- Social Media Guides
- Email Templates
- Shareable Graphics
- Helpful Blogs
- Best Practices -- 401 Gives



Cover picture



JOIN OUR GIVING DAY!

Support us and give back on June 6-7, 2024 | 7pm-7pm

For more information, go to NepaGives.org





Before YOUR Giving Day



- At your NEPA Gives board kick off
 - Share any helpful resources with them, such as graphics, Social media content, email verbiage
- Provide NEPA Gives updates at board and committee meetings leading up to June 6th
- Prepare them to be a P2P Fundraiser or social ambassador
- Emphasize how important their participation is meeting YOUR organization's goals



During YOUR Giving Day



- Ask your board members to share socially
 - Create posts for them to share, Give them specific times to share (or schedule)
- Send emails/texts with specific calls to action
- Provide regular and real time progress and updates
- Invite Board members to an in-person event!

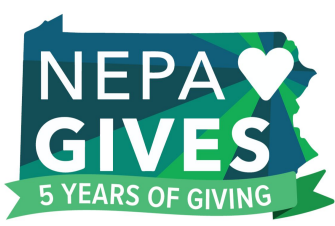


After YOUR Giving Day



- Thank your board members for their help & hard work
- Share insights to your campaign success
- Host a debrief to break down what you learned
- Ask your board to personally thank your donors

Celebrate your team and a job well done



Key Takeaways



- Every nonprofit board is different, and so are the ways in which they can participate and help reach your goal
- Educating your board about the importance of the NEPA Gives early, can make a big difference in your success
- Providing clear calls to action and steps for success can motivate your board members to actively participate.



Raise 2 - 3 X more

than the average raised per organization



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