

Final Steps to Success

5/1/2024



Meet the Team



Wilber Aguilar

Giving Day
Coordinator

Meet the Team



Claire Ripley

Associate

Project

Manager



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Associate

Project

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Submit Your Questions!

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

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

Introduce yourself! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

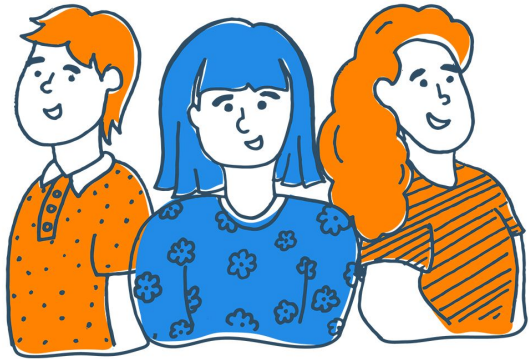
Send Anonymously

Agenda



- **Giving Day 2024 Updates & Reminders**
- **Your Checklist for Success**
- **After Giving Day 2024**
 - **Next Steps**
 - **Q&A**

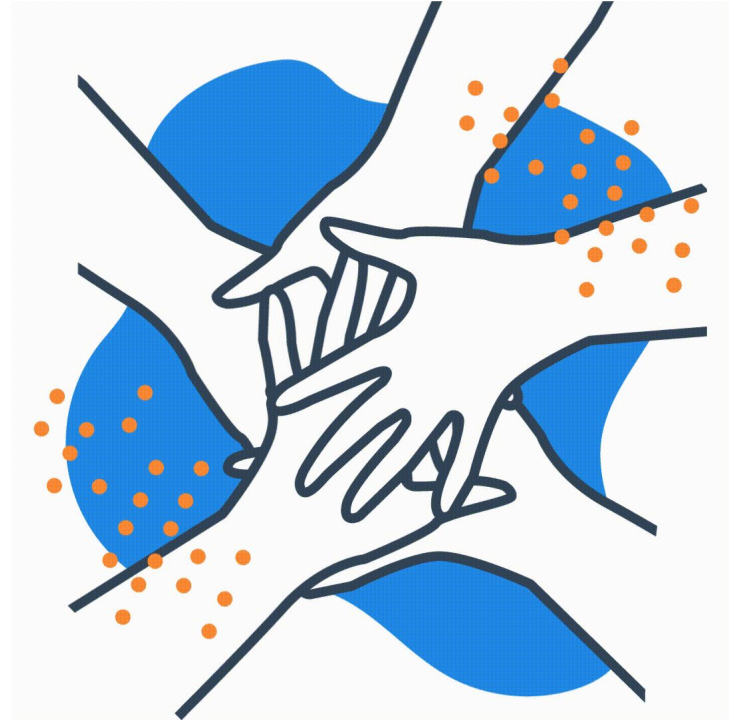
Giving Day Updates and Reminders



- www.givingday2024.com
- May 1, 12PM ET -
- May 2, 12PM ET
- Donation open May 1 12PM ET
- Donation close May 8 5PM ET
- Prizes
- Social Media Feed
- Reminder: Centrally Routed

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Is Your Profile Complete?

Have you:

- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?



Will You Have Cash/Check Donations?

- Add cash and check donations to your Giving Day totals
- 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

Donation Tools



Add Offline Donation



Manage Sponsor Matching

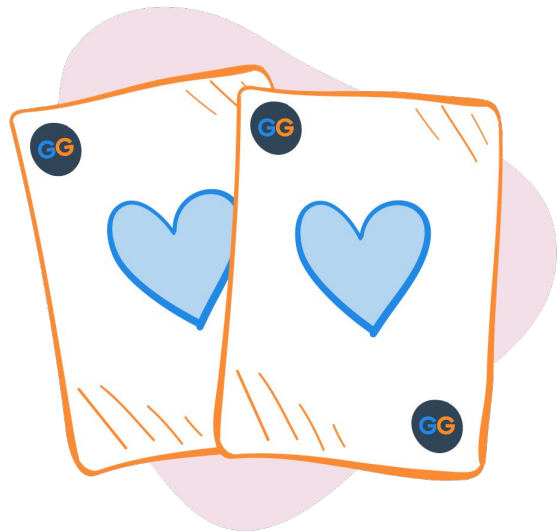


Manage Donations



Embed a Donate Button

Have You Secured a Matching Gift?



- **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
- ✓ Secure commitment
- ✓ Add Matches and Challenges your Giving Day profile
- ✓ Verify your match setup with chat support
- ✓ Curate communications to highlight your match

What's New for 2024?

Centrally Routed

All this means is you do not have to upload any banking information to your Giving Day 2024 dashboard, as all funds will funnel into the host's account and will be divided up after donation close.

Do You Have Fundraisers?

- **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



Setting Up Your Fundraisers For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the **Giving Day [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 profile

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 Day Nonprofit Toolkit



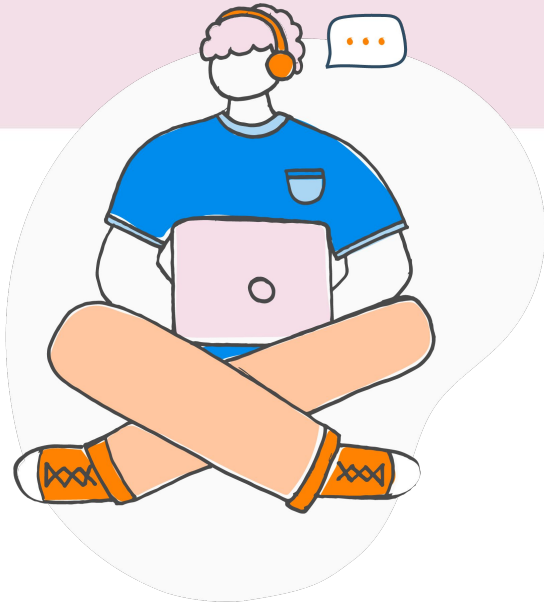
How Will You Communicate?



- 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 profile

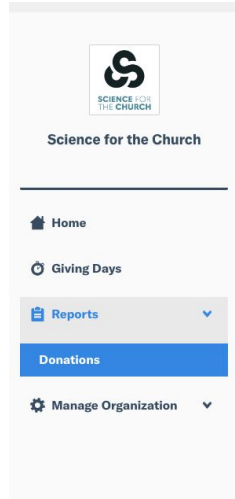
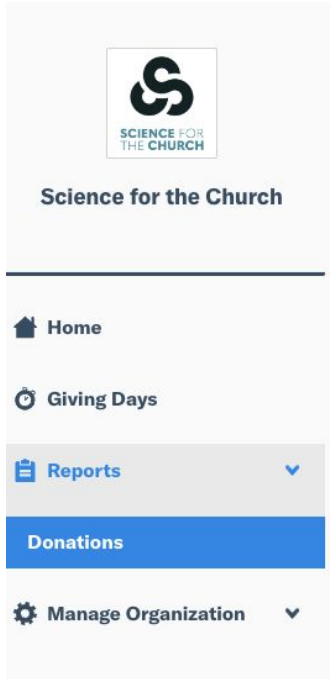
Post-Giving Day Success

How Will You Get Your Donations?



- Donations will be deposited from the host organization (The Focus Group) after the day

Finding Your Donor Data



Donations

i 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 donor name or email:

Filter by Giving Day or Site:

Filter by Campaign:


Filter by Donation Type:

📅 Start Date **✕** **📅** End Date **✕**

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Payout ID	Display N
	7994213	4/1/2024 1:11PM	SITE TESTING cripley@givegab.com	\$5.00	\$5.57	\$0.44	\$0.13	Yes	\$5.00	Pending		

📄 Export CSV [Edit Bank Account Info](#)

Filtering Your Data



Pawnee Public Library

Home

Pawnee Gives (Support)

Reports ▾

Donations

Manage Organization ▾










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](#)


▾ ▾ ▾


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

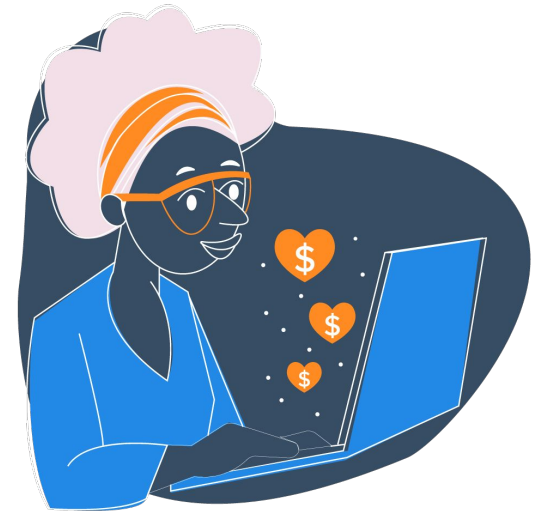
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 [Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for **Pawnee Public Library** 

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 [available training](#) on Donor Stewardship!



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



'Thank You' Resources

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



Next Steps

Key Takeaways

- Make sure your profile 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
- Develop a stewardship plan for your donors

Final Checklist

- Complete your profile by April 25
- Ensure you are verified to collect donations
- Keep an eye out for important emails!
- Follow Giving Day on Social Media and use #GivingDay2024 Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



How We Support You

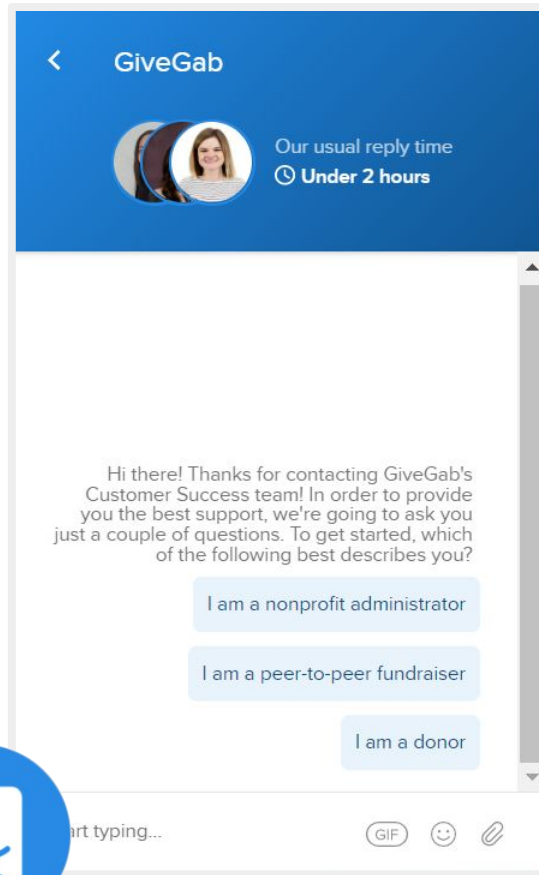
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at

CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?

