Final Steps to Success For

.StriveTogether®

Every child. Cradle to career.

GIVING DAY
DECEMBER 3, 2019
Agenda

- StriveTogether Giving Day Updates & Reminders
- Your Checklist for Success
- After StriveTogether Giving Day
- Your Network Member Resources
- Next Steps
- Q&A
Updates & Reminders

● Site is open for registration so please be sure to register by going to makeitpossible.strivetogether.org and click the large Register button in the middle of the site

● The giving day will take place December 3rd from 12 AM to 11:59 PM (donations will technically open at 12AM ET and stay open until 3AM ET for West Coast donors)

● Participation was a "light lift" for Communication and Development managers at Catholic Charities Southwestern Ohio last year.

● Raised $40,000 during 24-hour campaign. Archdiocese ministries in total raised $250,000.
Your Success Checklist

☑ Ready for Donations?
☑ The Perfect Profile
☑ Matches/Challenges
☑ Engage Ambassadors
☑ Prepare Communications
Are you donation ready?

- Check your verification status on your admin dashboard

**Status: Unverified**

⚠️ Please verify your organization’s information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#)

**Status: Pending**

⚠️ Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.

**Status: Incomplete**

⚠️ Please provide your organization’s information and verify you can collect donations in your state to be able to collect donations on GiveGab.

**Status: Verified**

✅ Hooray! Your organization has been verified to accept donations on GiveGab.
Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- [dependent on partner requests] Note: Offline donations are not included in prizes and leaderboards.
Is your profile completed?

- 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?
  - Added Peer to Peer Fundraising?
Is your profile completed?
Do you have matches/challenges?

- Identify your match/challenge sponsors
  - From 2018 #GivingTuesday giving days, organizations that featured matches and/or challenges raised 8.13 times more!

- Promote your match/challenge opportunities
Do you have matches?
Do you have challenges?
Who are your P2P fundraisers?

- Expand your organization’s reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P
How to Add P2P Fundraisers

Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.

No fundraisers found.

- Allow New Fundraisers to Sign Up

**Set Fundraisers' Story**

I support this organization’s mission and I want it to have a greater impact on the community.

Each fundraiser may customize his or her story and goal by logging into GiveGab.
How to Add P2P Fundraisers
How do P2Ps Setup Profiles

Tell Your Story
Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal.

Make a Donation
Make the first donation to show your commitment.

Reach Out
Send emails to friends and family and ask for support.

Share Socially
Share to Facebook and Twitter.

Give Thanks
Email your donors and say "Thanks!"

Progress

$0 Raised of $500 Goal
52 Days Left
0 Donors
0 Emails Sent

Share Your Fundraiser!
https://www.fpgives.org/p2p/94460/can

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.

https://www.giveforgoodlouisville.org/p2p/98865/annette-and-richard-mania
P2P Resources

- Resources for you in Network Member Toolkit
  - https://makeitpossible.strivetogther.org/info/peer-to-peer-fundraising

- Resources for your fundraisers in the Resources Toolkit
  - https://makeitpossible.strivetogther.org/info/fundraisers-toolkit
Are your communications ready?

- Your Network Member Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content
Do you have a communications plan?

● Plan your online communications ahead of the giving day
  ○ Announcement/Save The Date
  ○ Campaign Countdown
  ○ Day-Of Updates
  ○ Supporter Gratitude

● Utilize multiple online channels for the best engagement
  ○ Social Media
  ○ Email Communications
  ○ Organization Website
  ○ Ambassador Sharing

● Customize the templates, guides, and graphics in your Network Member Toolkit for the perfect plan!
After StriveTogether Giving Day

- Donation Reports
- Payout Timeline
- Donor Stewardship
How will you get your donor data?

Admin Dashboard

Giving Days

<table>
<thead>
<tr>
<th>Day of Giving</th>
<th>Giving Day!</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 13, 2019</td>
<td></td>
</tr>
</tbody>
</table>

View All Giving Days

Fundraising Campaigns

<table>
<thead>
<tr>
<th>Image</th>
<th>Campaign Name</th>
<th>Fundraising Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Image]</td>
<td>It's A Dogs World</td>
<td>December 11, 2017 $20,467.22 Raised</td>
</tr>
</tbody>
</table>

View All Campaigns

Fundraising Events

<table>
<thead>
<tr>
<th>Image</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Image]</td>
<td>2018 Summer Gala</td>
</tr>
</tbody>
</table>

Viewing Dashboard for Logan's Pups
### How will you get your donor data?

#### Donations

**Total Paid Out: $240,804.74**

<table>
<thead>
<tr>
<th>Actions</th>
<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
<th>Amount Charged</th>
<th>Bank Fees</th>
<th>Platform Fees</th>
<th>Covered Fees</th>
<th>Payout Amount</th>
<th>Payout Date</th>
<th>Display Name</th>
<th>Donor Address</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>15052</td>
<td>7/1/2019</td>
<td>Australia Match Test</td>
<td>$25.00</td>
<td>$25.00</td>
<td></td>
<td></td>
<td></td>
<td>$25.00</td>
<td>N/A</td>
<td></td>
<td>213 N Cayuga St Ithaca, New York 14850 United States</td>
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<tr>
<td></td>
<td>15061</td>
<td>7/1/2019</td>
<td>test <a href="mailto:denis.tomazzi@giveGab.com">denis.tomazzi@giveGab.com</a></td>
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<td>$100.00</td>
<td></td>
<td></td>
<td></td>
<td>$100.00</td>
<td>N/A</td>
<td>hello</td>
<td>401 Saita St Ithaca, New York 14850 United States</td>
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<tr>
<td></td>
<td>15059</td>
<td>7/1/2019</td>
<td>Kerri Email <a href="mailto:kerri.essentialgiving@gmail.com">kerri.essentialgiving@gmail.com</a></td>
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<td>$150.00</td>
<td>$3.75</td>
<td>$3.00</td>
<td>Yes</td>
<td>$150.00</td>
<td>Pending</td>
<td></td>
<td>213 N Cayuga St Ithaca, New York 14850 United States</td>
</tr>
<tr>
<td></td>
<td>15058</td>
<td>7/1/2019</td>
<td>Australia Match Test</td>
<td>$100.00</td>
<td>$100.00</td>
<td></td>
<td></td>
<td></td>
<td>$100.00</td>
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<td></td>
<td>213 N Cayuga St Ithaca, New York 14850 United States</td>
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<tr>
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<td>15057</td>
<td>7/1/2019</td>
<td>Denis Tomazzi <a href="mailto:denis.tomazzi@giveGab.com">denis.tomazzi@giveGab.com</a></td>
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<td></td>
<td>213 N Cayuga St Ithaca, New York 14850 United States</td>
</tr>
</tbody>
</table>

**Total Pending: $6,164.39**

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.
How will you get your donor data?

<table>
<thead>
<tr>
<th>ID</th>
<th>Date/Time</th>
<th>Amount 1</th>
<th>Amount 2</th>
<th>Amount 3</th>
<th>Comment</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>14267</td>
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<td>$22.22</td>
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</tr>
<tr>
<td>14266</td>
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<tr>
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<tr>
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<td>$500.00</td>
<td>$500.00</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Export CSV
Edit Bank Account Info

Viewing Dashboard for Logan's Pups
How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the giving day.

It is important to make sure you are able to receive donations before the giving day so donations make it to your account.
How will you thank your donors?

- Start your stewardship process immediately after the giving day
- Generate some post-giving day 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 more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
- Watch the available training on Donor Stewardship!
Your Network Member Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- StriveTogether Giving Day Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
We’re Here For You!

- Visit Our Help Center
  https://support.givegab.com/
- Send us an email at
  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!
Your Next Steps

- Register for the giving day by November 19th
- Complete your profile
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Network Member Toolkit
Questions?

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