Final Steps to Success

GIVE MORE 24!

COMMUNITY FOUNDATION SOUTHWEST WASHINGTON

GENEROSITY RISING

GiveGab is becoming Bonterra.

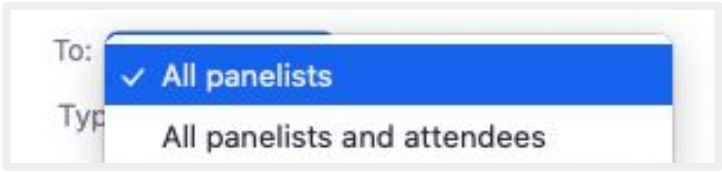
Submit Your Questions!

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

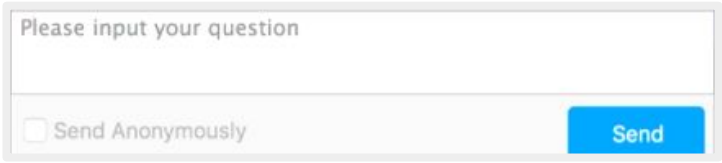
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.

Chat Box



Q&A



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Agenda

- Give More 24! Updates & Reminders
- Your Checklist for Success
- After Give More 24!
- Next Steps
- Q&A

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Give More 24! Updates and Reminders

- Donations Open September 12
- Social Media Feed
- Prizes
- Profile completion deadline: September 1

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Your Success Checklist

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

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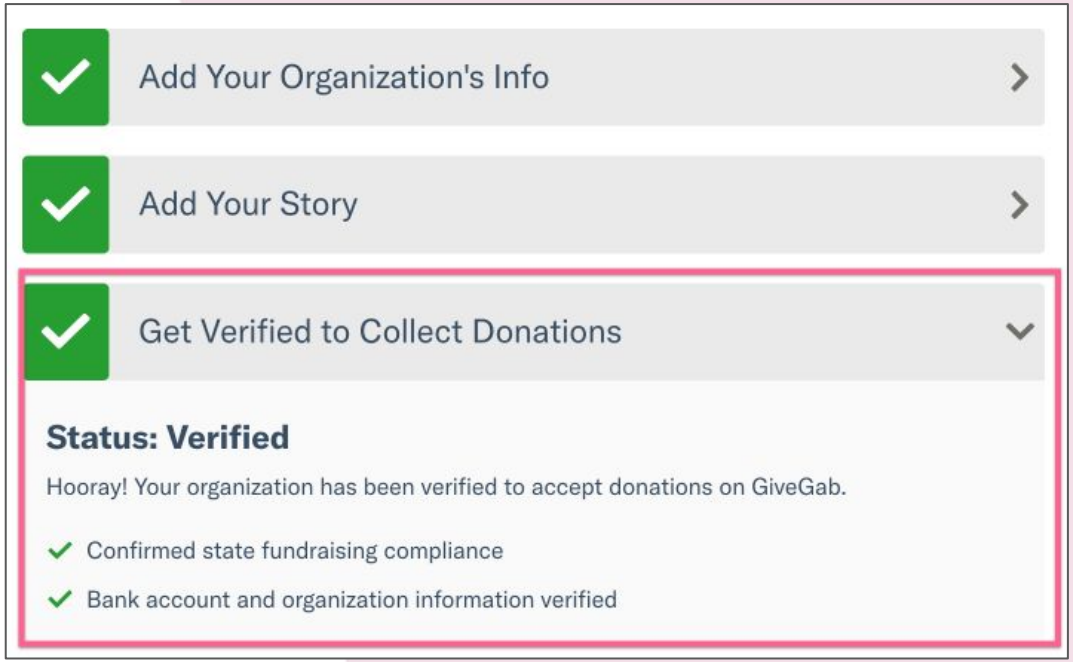
Are you able to accept donations?



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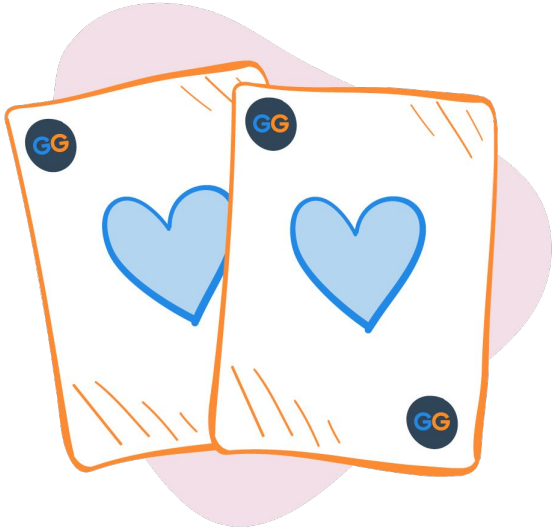
Is your profile complete?

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?

Have you secured a matching gift?



- Organizations who had a Match or Challenge for Give More 24! 2021 raised on average **7x more**
- Strategize
  - Set up your match in a way that draws donor attention
  - Credit the sponsors to cross-promote
- Start now! The deadline to add matching funds is September 8th
- **Pro Tip:** Watch the **P2P and Matches & Challenges training**

Your Matching To-Do List

- ☑️ Identify sponsors to ask
- ☑️ Secure match commitment
- ☑️ Add Matches and Challenges your Give More 24! profile by Sept. 8
- ☑️ Verify your match setup with GiveGab support
- ☑️ Curate communications to highlight your match

Note: Matching forms are not required this year!

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Do you have ambassadors?

- **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 an ambassador or a fundraiser
- **Pro Tip:** Watch the **Peer-to-Peer and Matches webinar**

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Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the **Give More 24! 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 Give More 24! Nonprofit Toolkit

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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

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Post-Give More 24! Success

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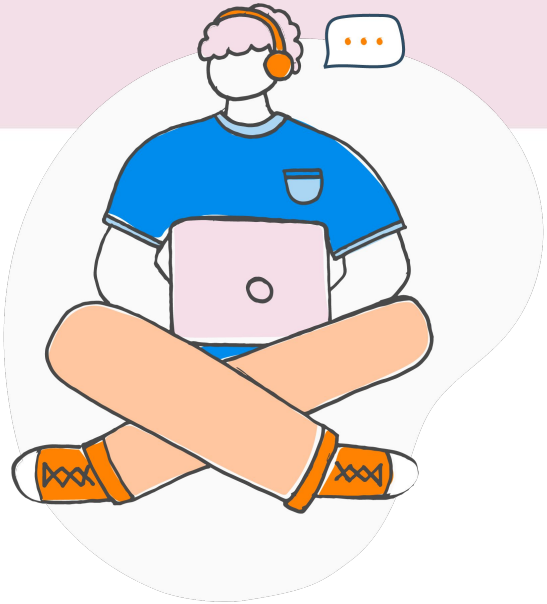
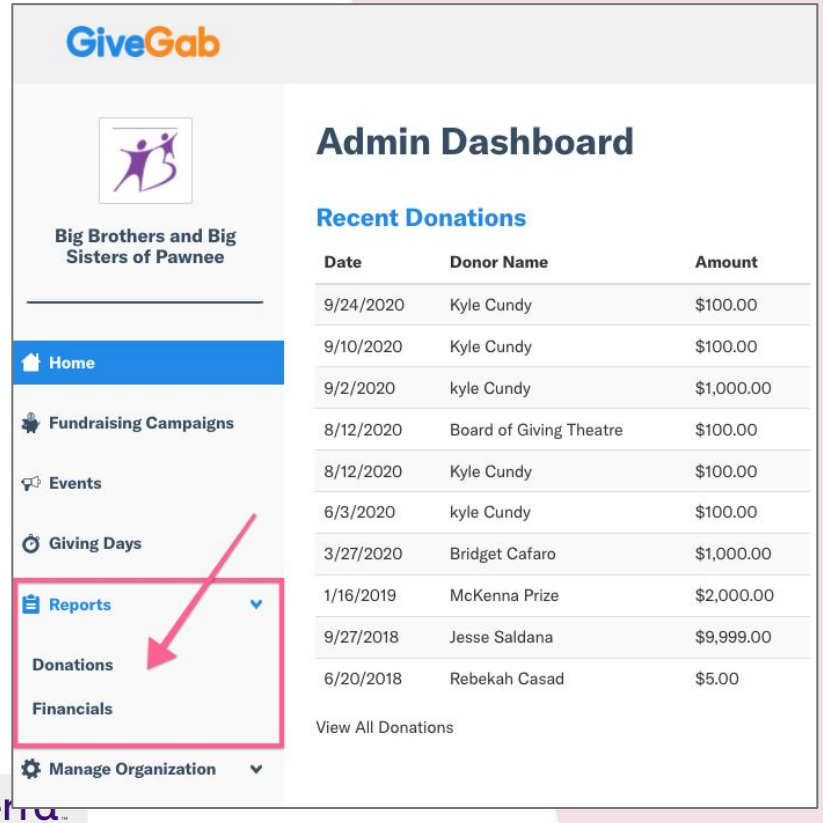
How will you get your donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
- Reference your **new** Financials report to reconcile deposits!

Finding Your Donor Data



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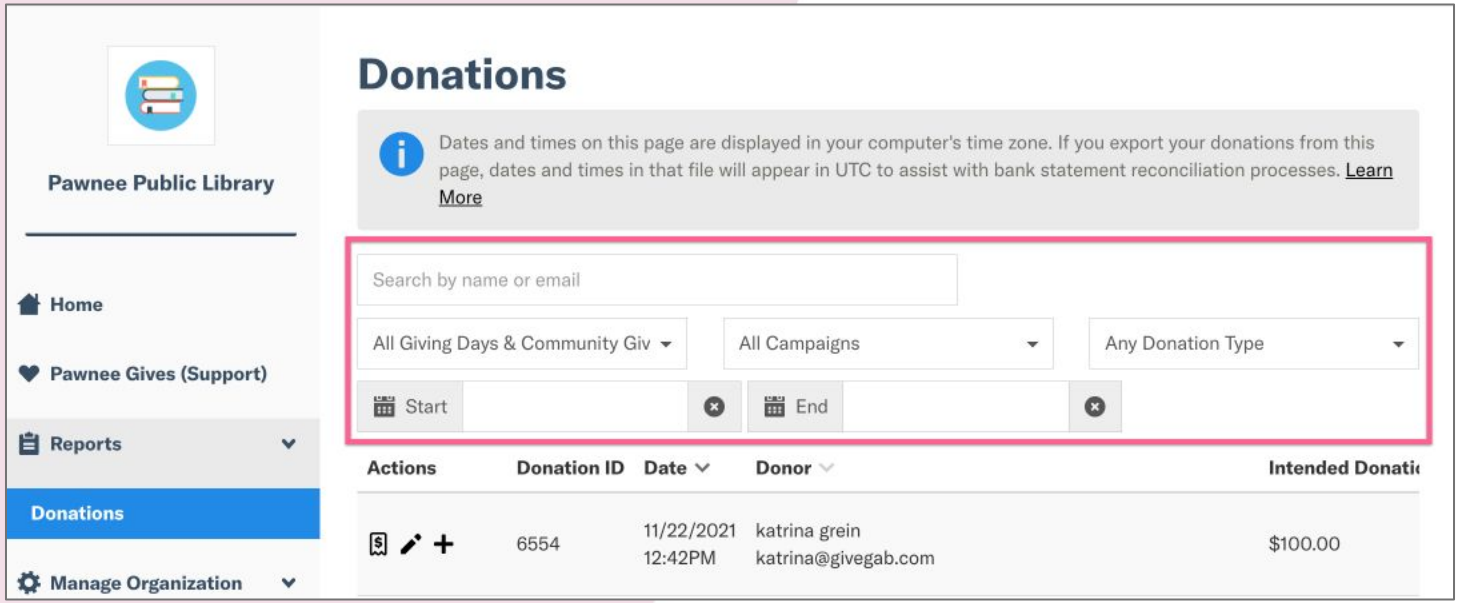
Filtering Your Data



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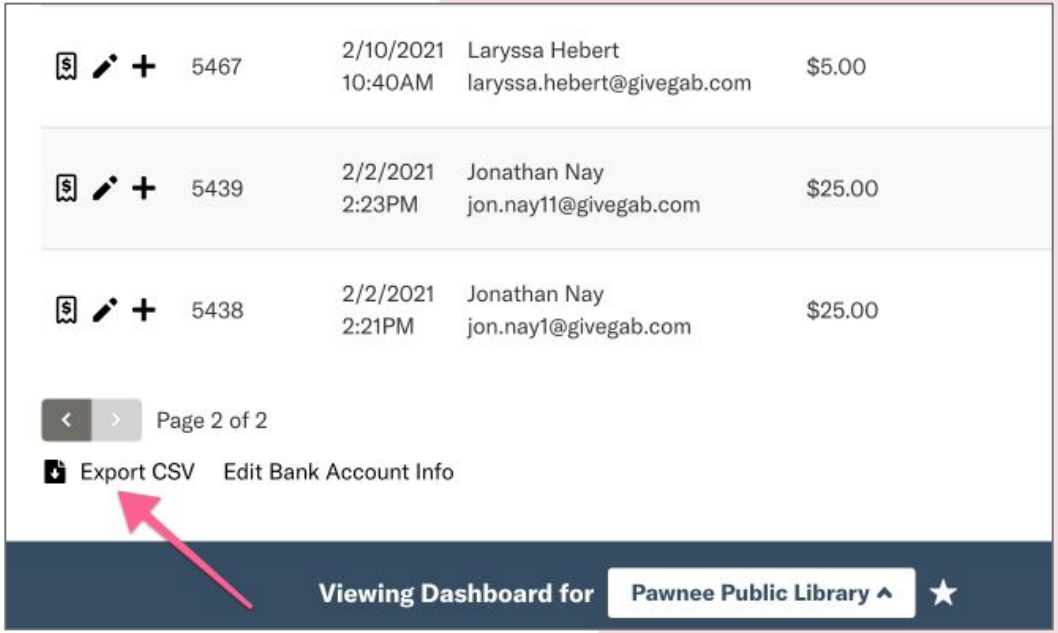
Exporting Your Donor Data



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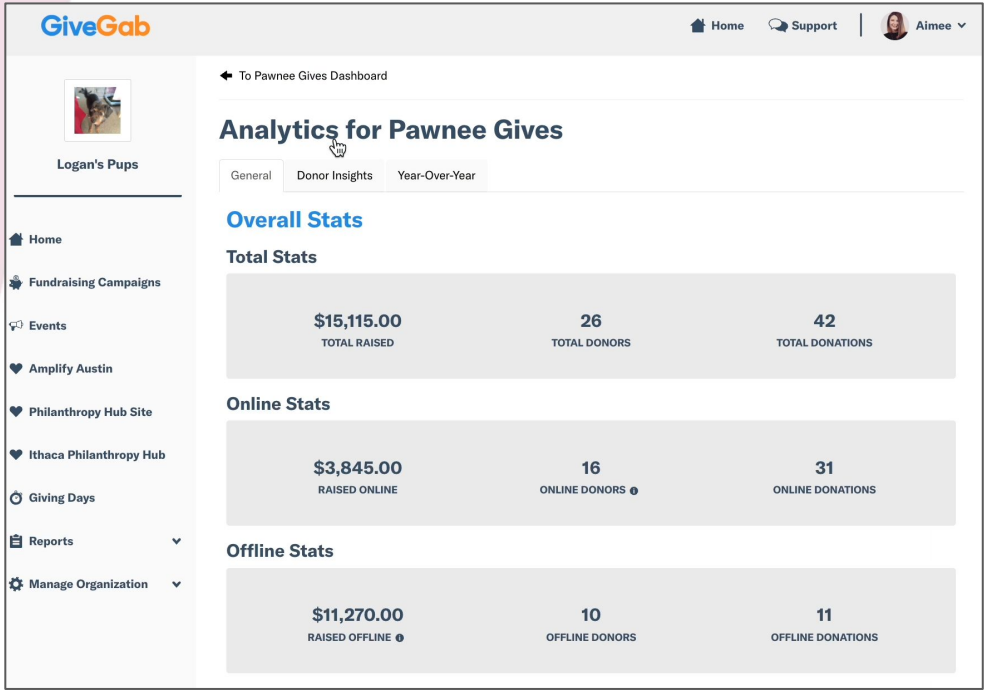
Giving Day Analytics

Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average gifts per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



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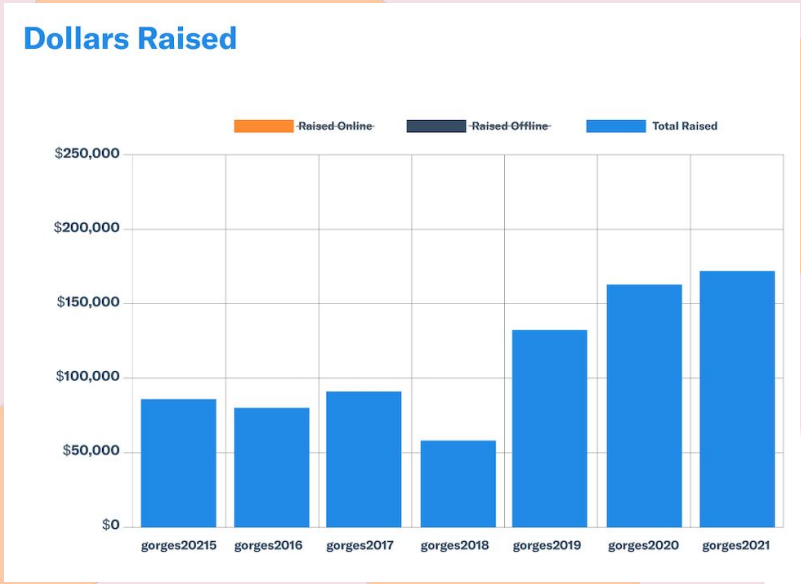
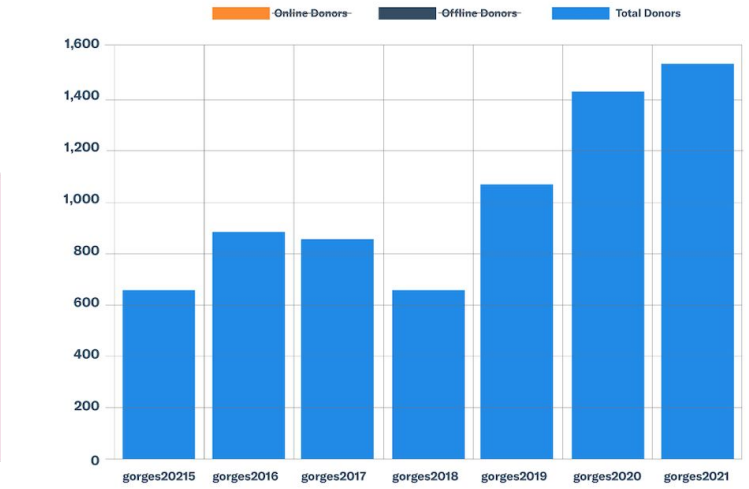
Year-over-Year Metrics

Dollars Raised



Donor Counts



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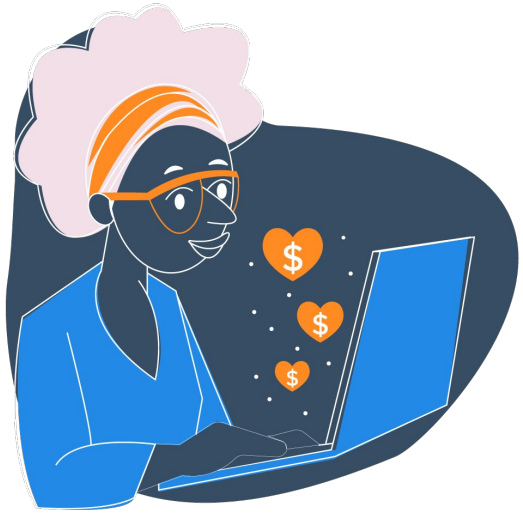
How will you thank your donors?

- 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!



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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 GiveGab 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
- Give More 24! Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

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Next Steps

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Key Takeaways

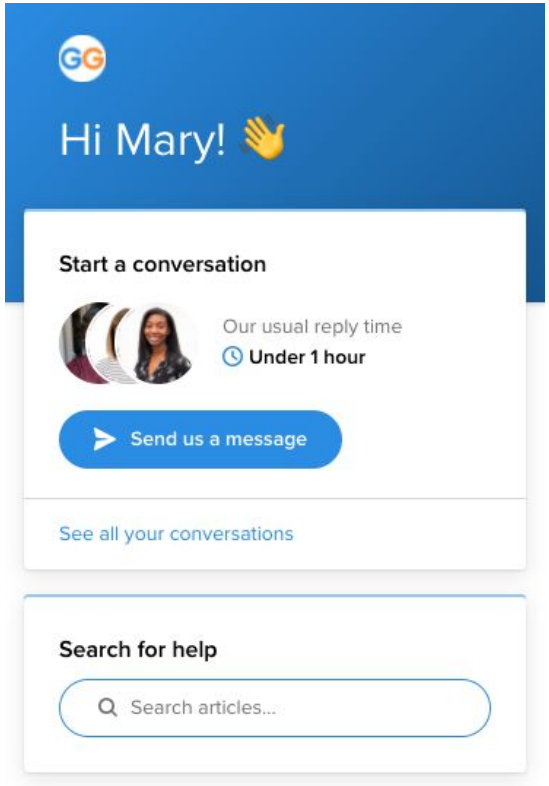
- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

Final Checklist

- Complete your profile by **September 1st**
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Use #GiveMore24 on social media
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.

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Questions?

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