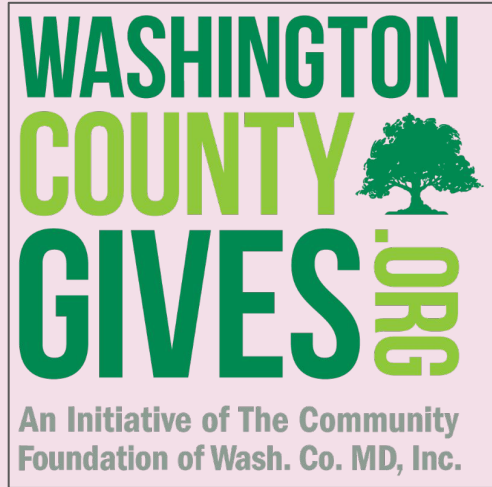


Washington County Gives 201

May 9, 2023



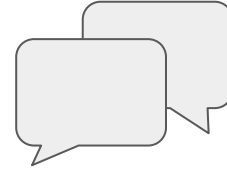
Submit Your Questions!



Chat Box

To: All panelists

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Send

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

Meet the Team



Cianne

Associate
Project
Manager



Mackenzie

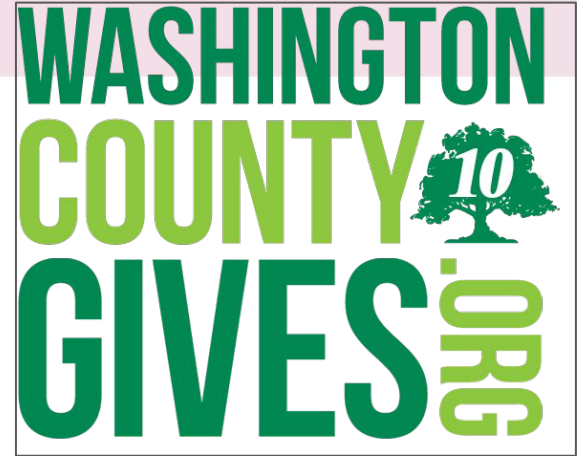
Associate
Project
Manager

Agenda

- Washington County Gives updates & reminders
- Peer-to-peer fundraising
- Engaging your board & donors
- Your checklist for success
- Your nonprofit resources
- Next steps
- Q&A

Washington County Gives Overview

- washingtoncountygives.org
- Washington County Gives will take place on May 9, 2023
- Any IRS recognized nonprofit serving the Washington County, Maryland area



Updates and Reminders

- Donations will open at midnight on May 9, 2023
- Tint - Use the hashtag: #WashingtonCountyGives
- Complete your Washington County Gives profile!
- New profile designs
 - Mobile-friendly and refreshed

Who is GiveGab?



GiveGab

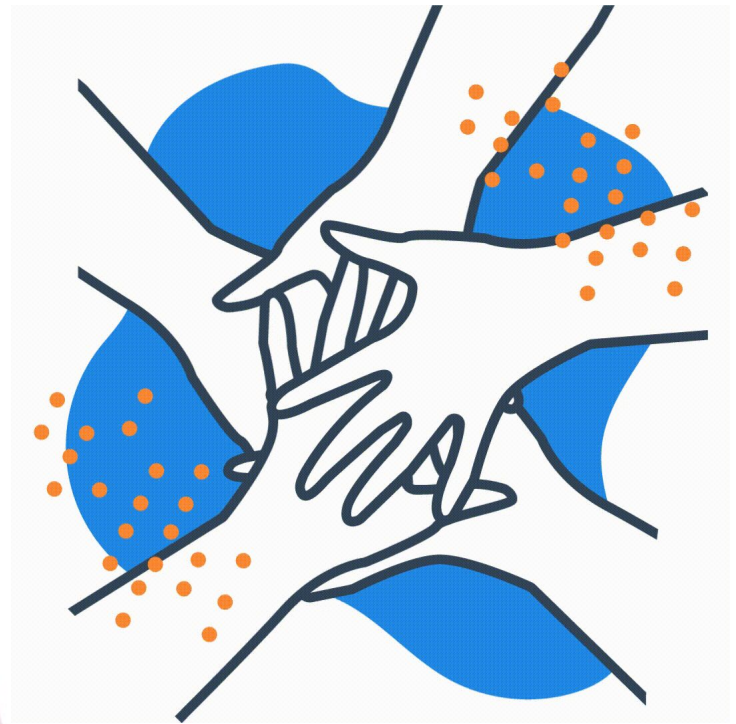
GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Host a secure, reliable and transparent platform for [DoG]
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

Past Giving Day Stats

- Washington County Gives 2022 - Total: \$513,569.14
- On average, the cost of fundraising for an organization was \$1.70 for every \$100 raised
- Peer-to-peer fundraising
 - Average amount raised by organizations with P2P = \$13,925.38
 - Average amount raised by organizations without P2P = \$4,209.36

Peer-to-Peer Fundraising





What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization's behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign
- Multiply your followers - and influence - on social media

Peer-to-Peer Fundraising



Andy Dwyer is a fundraiser for
Pawnee SPCA

[DONATE](#)

0%

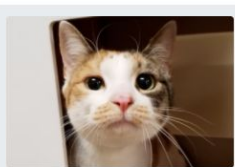
\$0 Raised **\$500** Goal **0** Donors

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



\$20

Provides 35 Pounds of Dog Food



\$50

Covers the Cost of Spaying One Cat



\$75

Provides Rabies Vaccines to 10 Animals

Benefits of Peer-to-Peer Fundraising?

- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event!

Engaging Potential P2P Fundraisers

Find your existing passionate supporters with big voices and strong personal connections to your cause:

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (who have recently made a gift)
- Staff Members
- Friends & Family

The logo consists of the letters 'G' and 'G' in a bold, sans-serif font. The first 'G' is blue and the second 'G' is orange. They are positioned in the top-left corner of a light gray rectangular area.

Getting Your Fundraisers on Board

Start Early

- Educate your fundraisers about Washington County Gives as early as you can
- Gauge involvement to better understand how your fundraisers like to engage

Be Clear

- Share your goals for the day and how they can help you reach them
- Set expectations for your fundraisers so they know what to do

Make it Easy


- Provide a guide or sample content for your fundraisers to use
- Set up a time to meet with them before the day to boost their confidence

Motivate Your Fundraisers





Set up your fundraisers for success!

- Create a quick guide with everything they need to know
- Set them up with social media and email templates
- Share Washington County Gives graphics with them
- Check in with them before and on the day
- Encourage them to share their personal stories
- Spark friendly competition between your fundraisers

Setting Up Your Fundraisers

 Add Fundraisers ▼

Search Fundraisers

 Download   

Fundraiser ▼ P2P Campaign Name Donors ▼ Amount Raised ▼ Goal ▼ Email Phone Actions

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.

Set Fundraisers' Goal

\$ 500 .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.



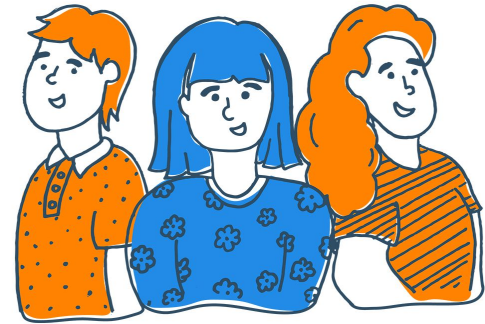
Community Foundation of Washington County MD

GiveGab

DONATE

FUNDRAISE

Engaging Your Board



The Benefits of an Engaged Board

- Organizations with an engaged board raised 2-3 times more dollars on their giving day than those without
- The most engaged boards attended planning meetings or acted as an ambassador

Communicating Your Goals

- **Establish clear goals for your organization ahead of the Giving Day**
 - Determine which goals are internal vs. external
- **Include your board members in your goal setting**
 - How can they help you reach these goals?
- **Revisit these goals at your regular board meetings**
 - What strategies are you utilizing?
 - What should your board be aware of?

Opportunities for Engagement

- **Take 20-30 minutes at your next board meeting to introduce the event**
 - What is it? When is it? Who is hosting it? Why does your organization benefit from participating? What community is being served?
- **Determine your needs, and how your board can help:**
 - Soliciting sponsors and community engagement
 - Spreading the word about the Giving Day
 - Planning and marketing any Giving Day specific events
 - Stewarding Giving Day Donors
- **Set clear expectations and leverage their strengths**

Engaging Your Board

After Your Giving Day...

- Thank your board members for their help and hard work
- Share insights to your campaign success
- Host a debrief to break down what you've learned
- Ask your board to personally thank your Giving Day donors
- Celebrate your team and a job well done

The Giving Day and Beyond



Engaging Your Donors - Virtual Events



Get creative and go live on Facebook, YouTube, or other platforms leading up to and on the Giving Day

- AMA, “Ask Me Anything” with a staff member or ED
- Volunteer, Member, Board or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday” or “Fundraising Friday”)
- Tours of your workspace
- Testimonials

Be Active on Social Media

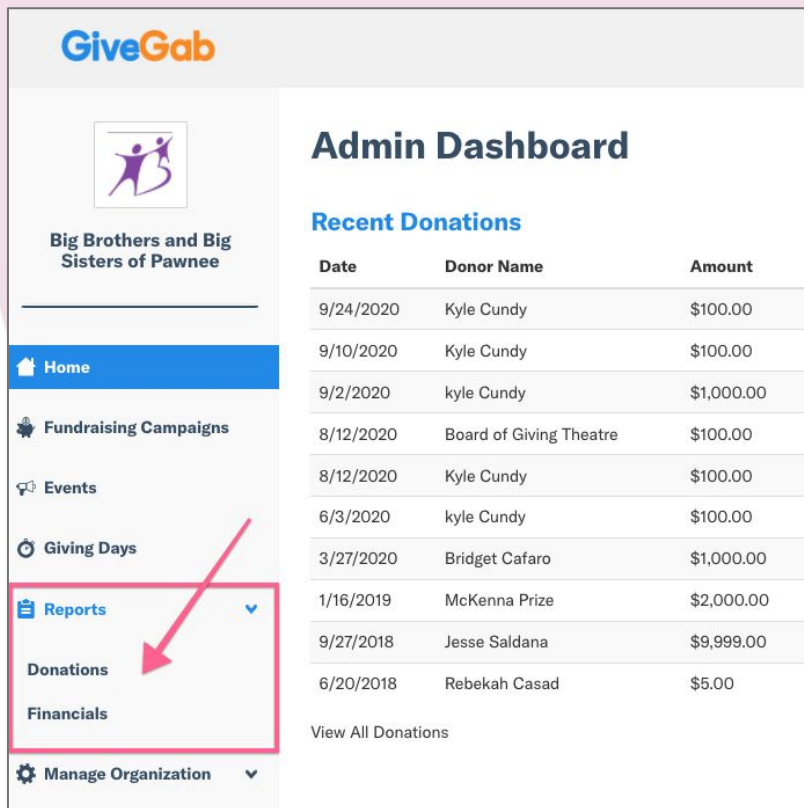
- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just Giving Day announcements or donation solicitations
- Use visual content whenever possible



After Washington County Gives

- Donation reports
- All donations will be disbursed no later than June 30th, via check
- Donor stewardship
- GiveGab beyond Washington County Gives

How will you get your donor data?



GiveGab

Big Brothers and Big Sisters of Pawnee

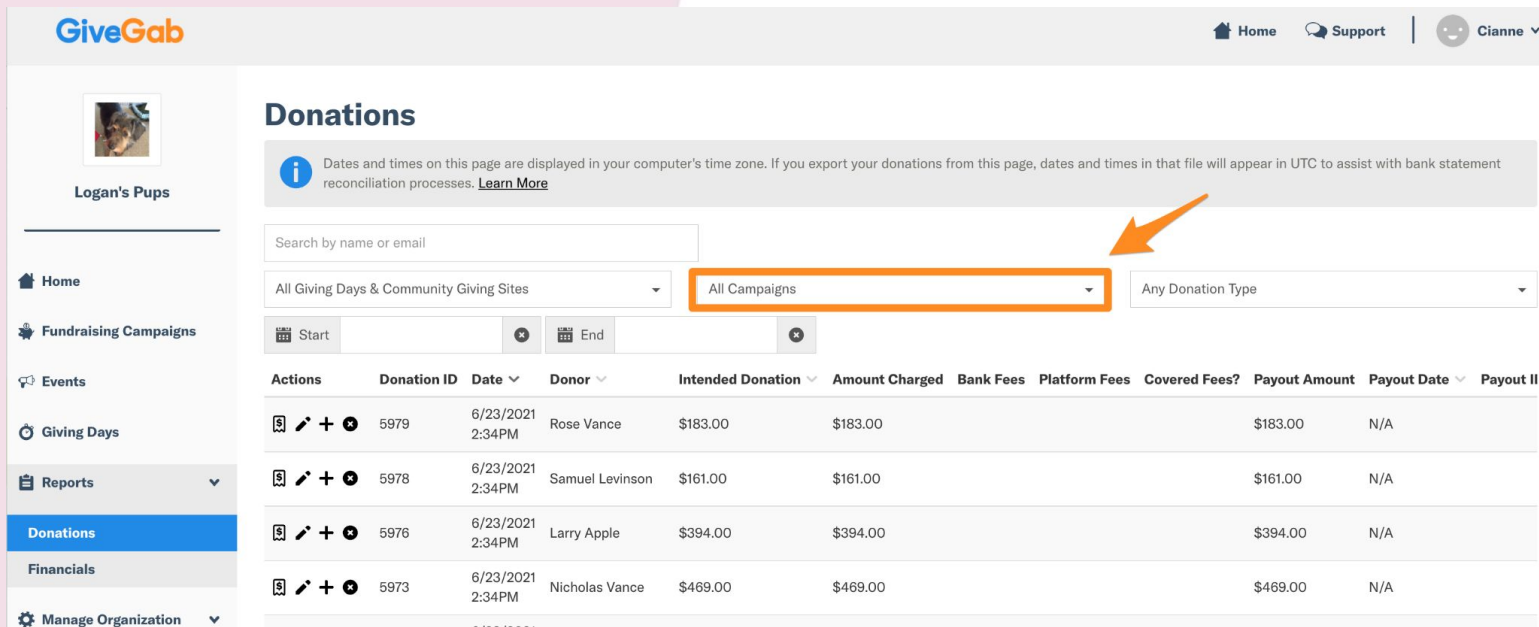
Admin Dashboard

Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)

How will you get your donor data?



GiveGab Home Support | Cianne

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 name or email


































All Giving Days & Community Giving Sites **All Campaigns** Any Donation Type

Start End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Payout II
	5979	6/23/2021 2:34PM	Rose Vance	\$183.00	\$183.00				\$183.00	N/A	
	5978	6/23/2021 2:34PM	Samuel Levinson	\$161.00	\$161.00				\$161.00	N/A	
	5976	6/23/2021 2:34PM	Larry Apple	\$394.00	\$394.00				\$394.00	N/A	
	5973	6/23/2021 2:34PM	Nicholas Vance	\$469.00	\$469.00				\$469.00	N/A	

Home Fundraising Campaigns Events Giving Days Reports Donations Financials Manage Organization

How will you get your donor data?

   	5945	6/23/2021 2:33PM	Ann Casad	\$246.00	\$246.00	\$246.00	N/A
   	5937	6/23/2021 2:33PM	Richard Mifflin	\$377.00	\$377.00	\$377.00	N/A
   	5932	6/23/2021 2:33PM	Jamey Halpit	\$157.00	\$157.00	\$157.00	N/A
   	5921	6/23/2021 2:33PM	Barbara Robertson	\$108.00	\$108.00	\$108.00	N/A
   	5916	6/23/2021 2:33PM	Raymond Jameson	\$422.00	\$422.00	\$422.00	N/A
   	5915	6/23/2021 2:33PM	Julia Flan	\$162.00	\$162.00	\$162.00	N/A
   	5900	6/23/2021 2:33PM	Terry Johnson	\$480.00	\$480.00	\$480.00	N/A
   	5896	6/23/2021 2:33PM	Charlotte Levinson	\$262.00	\$262.00	\$262.00	N/A
   	5894	6/23/2021 2:33PM	Jerry Apple	\$40.00	\$40.00	\$40.00	N/A
   	5886	6/23/2021 2:33PM	Diana Jo	\$103.00	\$103.00	\$103.00	N/A

 Export CSV

Edit Bank Account Info

Thanking Your Donors

- Begin your stewardship process immediately after Washington County Gives
- 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
 - This doesn't have to happen right away, curate a progress message to send in May/June
- Watch the [available training](#) on Donor Stewardship!

Your Success Checklist

- ✓ The Perfect Profile
- ✓ Engage Ambassadors
- ✓ Prepare Communications



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?

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

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 Washington County Gives Nonprofit Toolkit

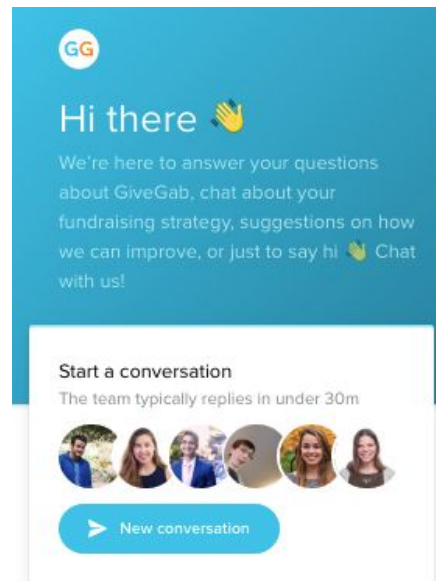


Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Washington County Gives Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

How We Support You

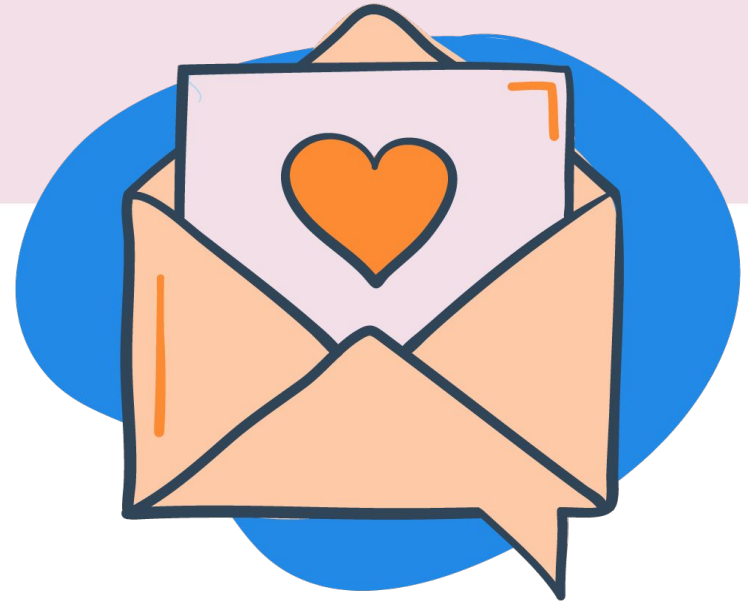
- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



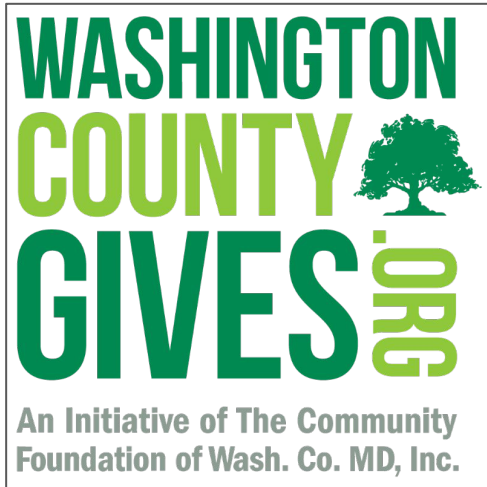
Your Next Steps

What to work on over the upcoming weeks:

- Follow Washington County Gives on Social Media and use #WashingtonCountyGives
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



Questions?



May 9, 2023