Final Steps to Success

GIVE LOCAL
AUGUST 21-22, 2020
Greater Waterbury and Litchfield Hills

Connecticut Community Foundation
givelocalCCF.org
Agenda

- Fundraising during COVID-19
- Your Checklist for Success
- After Give Local
- Your Nonprofit Resources
- Next Steps
- Q&A
Give Local and COVID-19

- No anticipated changes to our April 21-22 scheduled campaign
- Opportunity for organizations to recoup lost revenue due to the outbreak

Nonprofits are facing unprecedented challenges...but we’re all in this together!
Strategies during COVID-19

Acknowledge that it’s a difficult time
- Don’t be tone deaf to what is happening in the world

Be honest about the needs of your organization
- Describe specific challenges in your profile to help donors understand that their support is particularly needed
- Focus on what you are doing right now

Make donors feel like a local hero
- Everyone can play a part
Strategies for an Impactful Giving Day During COVID-19

Friday, March 27 at 12 Noon ET

Join nonprofits participating in spring Giving Days across the country during this live webinar presented by GiveGab. In light of event cancellations and increasing mandates to mitigate the potential spread of COVID-19, we understand the new challenges and implications giving day participants are experiencing. Now more than ever, it's vital to be able to connect with your supporters amidst these rapid changes and continue providing services to your community. Topics will include how you can leverage social media, utilize fundraising tools, and continue to engage your community at this crucial time.

REGISTER: [https://www.givelocalccf.org/info/trainings](https://www.givelocalccf.org/info/trainings)
Updates & Reminders

- Registration closes on **April 6**
- Donations open between 7 AM on April 21 - 7 PM on April 22
- Minimum donation amount is $10.00
- Prizes have been posted
- Tagboard
  - use #GiveLocalGWLH on social media posts
- Matching Gift paperwork is due **April 7**
Your Success Checklist

☑ The Perfect Profile
☑ Plan for Prizes
☑ Matches/Challenges
☑ Ambassadors/P2P Fundraisers
☑ 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?

- Do you have matches and challenges?
- Have you added Peer-to-Peer Fundraisers?
Telling Your Story

- **Rethink your profile. Ask yourself:**
  - Why are these funds so critical?
  - How have your organizations goals changed?
  - What vital service do you provide to your community in this time of need?

- **Utilizing donation levels to convey your message:**
  - What programs, services or offerings are relevant now?
    - Meals for students out of school
    - Virtual offerings of music lessons, online memberships, health services, etc.
  - Be descriptive about the tangible impact
  - Photos! Photos! Photos!
House of Hope started in 2010 when the founder adopted a two legged Chihuahua named Grace. Found in a field by the dog warden and after being examined by a veterinarian, it was deemed Grace was born without her front legs and was probably thrown away by a breeder. She never stopped being happy, however, and was always has a smile on her face to this day.

House of Hope raises funds for dogs in wheelchairs, veterinarian care, medicines, vaccines and much more. Your donation will help to care for these less fortunate dogs!
$40,000 in cash prizes is available throughout the live event!

What’s new with prizes?
● With only a handful of exceptions, prizes are mainly unrestricted, meaning that all participating organizations are eligible to win them. There will be fewer prizes based on location and issue area.
● We’ve added 2nd place runner up prizes in our grand prize categories and a few other categories.
● There are new prizes to entice Peer-to-Peer users
● We’ve added a handful of donor choice prizes as well

View the complete list: https://www.givelocalccf.org/prizes
Prizes

Guidelines

● Eligible to win one of each prize type
  ○ Double Down
  ○ Unique Donor
  ○ Golden Ticket
  ○ Grand Prize
  ○ Power Hour
  ○ Post Event

● Unique Donor = one individual. Give Gab’s prize module will generate the winners and then staff will review organization donor list to verify that all donors are “unique”.

● In the event of a tie, the winner will be chosen randomly.

● All decisions are final.

● Prize winners will be posted to the Give Local prize page.
Matches/Challenges Refresher

- Matching Gifts are pledged donations from generous donors that enhance the giving day experience.
- GiveGab’s online matching tool helps donors multiply their impact, no matter the donation size!
  - **1:1 Match:** Each time an eligible gift is made, a corresponding offline gift is added to your totals.
  - **Challenge:** When a threshold or goal is met, the whole pledged donation amount will be added to your totals.
Do you have matches and challenges?

Matches and Challenges Form

All Matching Funds paperwork and profile updates must be completed by 5 p.m. on Tuesday, April 7.

1. Complete this document if your organization has secured outside matching funds or challenges that will be used to provide added incentive during Give Local. Please complete one form for each donor that will be providing a match.
2. Attach proof (via letter or email from your donor) to substantiate your matching funds.
3. Add the match or challenge to your GiveGab profile by April 7. Detailed instructions are available here.

Gift Information

- Amount __________________________
- Type
  - □ Online gift will be made during Give Local via credit card or ACH (preferred)
  - □ Check (payable to your organization)
  - □ Offline Gift ($5K minimum, check payable to CCF and due 4/15/2020)
  - □ Donor Advised Fund transfer (grant request form due 4/15/2020)

Please describe any conditions for receiving the funds

(Common examples: “This $xx will be given once my organization raises $xx during Give Local”. Or, “This $xx will be given when my organization receives gifts from xx different donors during Give Local”.

Organization Name __________________________
Organization Contact __________________________

Donor Information

- Name __________________________
- Address __________________________
- Email Address __________________________

Please return by 4/7/2020 to: Connecticut Community Foundation, Fax: 203-756-3054, or email to givelocal@conncf.org. Contact Tricia Painter at 203-753-1315 x.130 with any questions.

Please complete a form for each match/challenge gift you anticipate. This form is available at https://www.givelocalccf.org/info/nonprofit-toolkit
Offline Gifts Policy

- Checks valued at $5,000 or higher will be accepted
- Made payable to Connecticut Community Foundation and must be received by April 15th
- Bonus funds will be added to offline gifts.
- Donors with donor advised funds at the Foundation may make offline gifts in any amount during Give Local.
- Please communicate with the Foundation if you expect offline gifts.

If you have a donor that would like to make a distribution from their IRA via Give Local, this is possible! Please allow enough time for processing (we recommend the donor requests the check no later than March 20)
Peer-to-Peer Fundraising Refresher

- Ask supporters, board members, volunteers and staff to expand your organization’s reach.
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!
Matching/P2P Tools for Success

● View additional resources on the trainings page.
● Check out GiveGab’s support center and blog for tips, tricks, and best practices.
● Check out the P2P resources within the Nonprofit Toolkit
● Share the Fundraiser's Guide with your Peer-to-Peer Fundraisers
Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing

- Your Give Local Nonprofit 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 Give Local
  ○ 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 Give Local Nonprofit Toolkit for the perfect plan!
After Give Local

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

Donations

Total Paid Out: $240,804.74

Total Pending: $6,164.39

Search by name or email

More filters

All Campaigns

Start

End

Actions  Donation ID  Date  Donor  Intended Donation  Amount Charged  Bank Fees  Platform Fees  Covered Fees?  Payout Amount  Payout Date  Display Name  Donor Address

15052  7/10/2019 9:50pm  Australia Match Test  $25.00  $25.00  $25.00  N/A

15061  7/10/2019 9:38am  test  denis.tonazzi@give.gab.com  $100.00  $100.00  $100.00  N/A  hello

15059  7/10/2019 2:55pm  Kerin Etsali  kerinc.etals@give.gab.com  $150.00  $156.75  $3.75  $3.00  Yes  $150.00  Pending  401 State St  Ithaca, New York 1485 United States

15058  7/10/2019 2:44pm  Australia Match Test  $100.00  $100.00  $100.00  N/A

15057  7/10/2019 2:44pm  Denis Tomazzi  denis.tomazzi@give.gab.com  $100.00  $100.00  $2.50  $2.00  No  $95.50  Pending  213 N Cayuga St  Ithaca, New York 14848 United States

15052  7/10/2019 2:03pm  campaign match  $5.00  $5.00  $5.00  N/A
How will you get your donor data?
Give Local Disbursement

- All payments will funnel from Connecticut Community Foundation as in prior years.
- Organizations can expect to receive a check including net donations, prizes and bonus percentage in late May/early June.
How will thank your donors?

- Pre-schedule general 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 donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
  - This doesn’t have to happen right away!
- Do not include tax deductibility language - the Foundation automatically provides this to all donors
- Watch the available training on Donor Stewardship!
Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Give Local 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!

- **Contact Tricia at Connecticut Community Foundation**
  - 203.753.1315 x130
  - tpoirier@conncf.org

- **Contact GiveGab**
  - Help Center: [https://support.givegab.com/](https://support.givegab.com/)
  - Email: CustomerSuccess@givegab.com
  - Chat with GiveGab’s Customer Success team via the blue bubble
Your Next Steps

- Register to participate by April 6
- Like and follow Connecticut Community Foundation on Social Media! (Don’t forget to use #giveLocalGWLH)
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
Questions?