GiveGab®

Final Steps to Success

March 11th - 12th

RAISE THE FCFP REGION®
Thank You Sponsors
Thank You Sponsors

SUBARU

TOYOTA

Pennsylvania Skill
By Miele Manufacturing

UPMC
LIFE CHANGING MEDICINE
Thank You Sponsors

backyard Broadcasting

16 WNEP

Sunbury Broadcasting
Agenda

- Raise the Region Updates & Reminders
- Your Checklist for Success
- After Raise the Region
- Your Nonprofit Resources
- 2020 Prizes
- Next Steps
- Q&A
Updates & Reminders

- Donation Open: March 11th at 6:00pm
- Donations Close: March 12th at 11:59pm
- Prizes
- Tagboard
Your Success Checklist

☑ Approved
  ○ EIN Verified
  ○ State Attestation Box Checked
  ○ FCFP Approved

☑ The Perfect Profile

☑ Matches/Challenges

☑ 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?
Is your profile completed?

Hughesville Area Public Library

Your library brings you the WORLD

Hughesville Area Public Library

Donate Fundraise

Northcentral Pennsylvania Conservancy

Donate Fundraise

For the past 30 years, Northcentral Pennsylvania Conservancy (NPC) has proudly served as your regional land trust, helping to conserve the wild and wonderful places that make northercentral Pennsylvania so special.

NPC is devoted to the sustainable conservation of the rural landscape and waters of our region for the enjoyment and well-being of present and future generations. We achieve this through the understanding that working forests provide resources, jobs, and recreation for families. Farms produce local food for the communities they surround and beyond. Water resources are valued and protected, while the development and growth in the region are balanced with conservation.
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
Are your communications ready?

- Create a Timeline,
- Have suggested content prepared,
- Leverage the Nonprofit toolkit
- Think about your marketing strategies
- Your 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 time
  - 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 Raise the Region Nonprofit Toolkit for the perfect plan!
After Raise the Region

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

**Admin Dashboard**

**Giving Days**

- **Giving Day!**  
  November 13, 2019

View All Giving Days

**Fundraising Campaigns**

- **It's A Dogs World**  
  December 11, 2017  $ 20,467.22 Raised

View All Campaigns

**Fundraising Events**

- **2018 Summer Gala**  
  View All Events
How will you get your donor data?

**Donations**

Total Paid Out: $240,804.74

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](#)

Search by name or email

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[Export CSV]

Viewing Dashboard for [Logan's Pups]
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!
- Watch the available training on Donor Stewardship!
How will thank your donors?

- Start your stewardship process immediately after Raise the Region
- 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 June/July
2020 Prize Structure

GRAND PRIZES

• **Blaise Alexander Family Dealerships Grand Prize – $5,000**
  ○ The nonprofit with the most unique donors during Raise the Region.
  ○ (Large category nonprofit will receive $5,000. Small category nonprofit will receive $5,000).

• **Blaise Alexander Family Dealerships 2nd Prize – $2,000**
  ○ The nonprofit with the 2nd most unique donors during Raise the Region.
  ○ (Large category nonprofit will receive $2,000. Small category nonprofit will receive $2,000).

• **Blaise Alexander Family Dealerships 3rd Prize – $1,000**
  ○ The nonprofit with the 3rd most unique donors during Raise the Region.
  ○ (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).
2020 Prize Structure

- **Larson Design Group Participation Prize** – to kickoff Raise the Region 2020, two nonprofits will be randomly selected to receive a $1,000 prize.

- **FCFP Kickoff Event Prize** – 2 random attendees at the kickoff event will be drawn. Each lucky ticket holder will choose a nonprofit to receive a $1,000 prize.

- **UPMC’s 50/50 Challenge** – the first nonprofit with 50 unique donors to give $50 or more. $1,000 to the large and $1,000 to the small org.

- **Toyota’s Fast Start Prize** – the nonprofit with the most money between 6:00 pm and 7:00 pm on March 11th will receive $1,000.
2020 Prize Structure

UPMC Prime Time Prize - the nonprofit that raises the most money between 8:00 pm and 10:00 pm on March 11th (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).

PA Skill by Miele Manufacturing Skillful Giving Prize - the nonprofit that has the most $100 gifts between 10PM and midnight (Large nonprofit will receive $1,000. Small nonprofit will receive $1,000).

Toyota’s Sleep Walker Prize - the nonprofit that raises the most money from midnight to 5AM will receive $1,000.
2020 Prize Structure

- **UPMC’s Rise & Shine Prize** - the nonprofit with the most money between 6:00 am and 9:00 am on March 12th (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).

- **Subaru’s Mid-Day Prize** - the nonprofit with the most $50 gifts between 11:00 am and 2:00 pm on March 12th (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).
**2020 Prize Structure**

- **Larson Design Group Powerful Communities Prizes** - Every participating nonprofit that has at least 5 gifts by noon on March 12th will be entered to win from the Powerful Communities Prizes. Random prizes will be drawn at 2PM and 4PM. 2 nonprofit organizations (one large and one small) will be randomly selected to receive an additional $1,000.

- **PA Skill my Miele Manufacturing Afternoon Drive** – the nonprofit that has the most unique donors between 2:00 pm and 5:00 p.m. on March 12th. (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).
2020 Prize Structure

- **Toyota’s Largest Gift** - the nonprofit that sees the largest gift from 6:00 pm and 7:00 pm on March 12th (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).

- **Minute Match, presented by Larson Design Group, UPMC, FCFP, PA Skill, Subaru and Toyota** - At 7:16 PM on March 12th gifts of $100 will be matched dollar for dollar for one minute or until the total match funds of $10,000 has been allocated. (Multi-gift transactions to the same nonprofit will only receive match dollars for one gift.)
2020 Prize Structure

- **Subaru’s White Flag Prize** – the nonprofit that raises the most money between 8:00 pm and 10:00 pm on March 12th (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).

- **UPMC’s Checkered Flag Prize** – the nonprofit that receives the most gifts (not unique donors) between 10:00 pm and 11:59 pm on March 12th. (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).
2020 Prize Structure

● **UPMC’s 100 Reasons to Give Prize** – On March 12th from 8:00 pm to midnight, every gift of $100 or more given to a nonprofit will be entered in a random drawing to award the recipient nonprofit an additional $1,000 prize.

● **UPMC’s New Participant Award** - $1,000 will be awarded to the nonprofit that is participating for the first time in Raise the Region and achieves the most unique donors (*not eligible, if nonprofit wins a grand prize with the same criteria*)
2020 Prize Structure

- **Larson Design Group’s Growth Prize** - Awarded to the nonprofit with the largest percentage of growth of online dollars raised in 2019 vs. 2020 (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).

- **PA Skill’s Go Getter Prize** - The fundraiser who raises the most money on their individual fundraising, peer to peer page will win their nonprofit a prize (Large category nonprofit will receive $1,000. Small category nonprofit will receive $1,000).
2020 Prize Structure

- **PA Skill Best Design Prize** – Awarded to the nonprofit that has been selected by a committee to determine the best profile page. (Large category nonprofit will receive $500. Small category nonprofit will receive $500). - Profile should be completed by Monday March 9th at noon for judging.

- Subaru County Prizes - Each county will have a random drawing for $1,000 based on nonprofit’s address.
Kickoff Event

MARCH 11th

Invitations were send to 2019 Raise the Region Donors
Leckey Live!

Register to join us - RaisetheRegion.org under Nonprofit Events
Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Raise the Region 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

- Like and Follow Raise the Region on Social Media!
  - Don’t forget to use #RaisetheRegion
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
Questions?

March 11th - 12th