Creating The Perfect Giving Day Profile

How to develop an engaging and eye catching profile to share with your supporters
Submit Your Questions!

Chat Box

Q&A

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

Kelsey
Project Director

Vanessa
Director of Custom Projects
Agenda

- The Big Share Updates & Reminders
- Your Checklist for Success
- Your Nonprofit Resources
- Next Steps
- Q&A
1. Define Your Goals
   a. How will your donors and supporters need to do to help you be successful according to your giving day goals?
   b. What do you want people to feel when they view your profile?
   c. What do you want the main call to action to be?

2. Gather Your Assets
   a. Do you have several photos, graphics, or videos ready?

3. What is your giving day story?
   a. What do your organizations need to know about your organization?
Your Giving Day Dashboard

Giving Day!
November 13, 2019

Participation Approval Status
Pending
You are pending.

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day:

- Please provide documents as requested by Giving Day.

Add Your Organization’s Info
Let people know who you are.

Add Your Story
Tell potential donors why they should contribute.

Get Verified to Collect Donations
Set up your banking information to receive secure online donations.

Add Donation Levels
Show your donors the impact their donation makes.

Add a ‘Thank You’ Message
Personalize your auto-response for donors ahead of time.

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

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile

Share Your Page

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.
The Basics

- **Logo**
  - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand.

- **Tagline**
  - A quick one sentence overview of your organization or giving day campaign.

- **Website**
  - Add your website so donors will be able to learn more about your organization.

- **Causes**
  - Select up to 3 causes to help donors find causes they're interested in.
Tell Your Giving Day Story

- **Cover Photo**
  - 1500 x 500px
  - Front & Center

- **Monetary Goal**
  - Optional, but encouraged!
  - Enables a real-time progress bar on your profile
Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
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**Pro Tip:** Use the formatting tools in the editor to highlight the most important elements of your story
Insert Video/Live Stream

Video Url

Paste Youtube or Vimeo Link Here

Vimeo links must be in the following format: https://vimeo.com/123456.

$10
Advocate

$25
Supporter

$50
Defender

$100
Champion

$250
Change-Maker

Embed a pre-recorded video or you can live stream right from your profile!
Highlight Impact for Your Donors

- Customize Amounts
- Create Unique Descriptions
- Add Photos
- Unlimited Levels
  - 3-4 is the sweet spot!

On the day, donors can still customize their donation amount beyond the levels you’ve suggested!
Pro Tip: Have the mid-range donation level be what your median gift amount is
Personal Gratitude

● Write your own custom ‘Thank You’ message
● Add your own video or photo
● Sent immediately to your donor’s email when they make a gift
Your “Thank You” Email

- Sent immediately to donor
- Custom Content + Your Giving Day Branding
- Comes from whoever you set as the contact person for your organization
- Doubles as a donor’s receipt - can be submitted for tax reporting efforts

Isaiah,

Thank you so much for participating in Giving Day! This is the donation form thank you.

Sincerely,

GiveGab
Review Your Perfect Profile

**Giving Day!**
November 13, 2019

**Participation Approval Status**
Approved
You're approved!

**Get Set Up**
Complete the steps below to be sure that you are set up and ready to participate in Giving Day!

<table>
<thead>
<tr>
<th>Task</th>
<th>Status</th>
</tr>
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<tbody>
<tr>
<td>Add Your Organization's Info</td>
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</tr>
<tr>
<td>Add Fundraisers</td>
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</tr>
</tbody>
</table>

**Get Prepared**
Simply registering is not enough to be successful during Giving Day! Use the resources below to learn the best practices or get help!

- Webinars and Workshops
- Giving Day Toolkit
- GiveGab Customer Success Hub

**Time to launch**
110 days

**Share Your Page**
https://blog.staging.givegab.com/organizations/fooger

- Twitter
- Facebook
- LinkedIn
Marketing Strategies
Communication Planning

- What communication strategies have worked in the past?
- What mediums are going to be most effective in getting the word out?
- What is the impression you want your supporters to have?
- How will you make the day fun and engaging for both your team and your supporters?
- Check out other giving days to gather inspiration!
Email Marketing

● Email is a great way to share info with supporters directly and immediately
  ○ If you think you’re emailing them too much, it’s probably just enough!

● Develop an email timeline leading up to the day and pre-schedule
  ○ Don’t be afraid to throw in some ad hoc emails during the day!

● Chance to include multiple calls to action:
  ○ Always link to The Big Share Profile
  ○ How to like, follow, and share posts on social media
  ○ Ways to Get Involved
  ○ Shareable Graphics

● Use your personal and organization email signature as a CTA
Social Media & Online Giving

- **Mobile Responsive Giving**
  - Upwards of 25% of all online donations are made through a mobile device

- **Interactive Giving**
  - Donors feel more connected when you create more specific asks

- **Convenient Giving**
  - The ability to give quickly on any device motivates donors to commit

- **Storytelling**
  - Encourages supporters to be a part of the story
  - Becoming even more significant in the digital era
Social Media Basics

- Supporters can “Like” or “Follow” different organizations to easily stay connected to their social pages
- Supporters can engage with content shared by “Liking” or “Sharing” which widens your reach to their network
- Creates a curated “Newsfeed” that caters to their personal interests for more genuine engagement
Social Media

- Always include a clear CTA
- Create consistent shareable content (C.O.P.E.)
- Include photos and ask questions for increased engagement
- Add The Big Share logo to all promotional materials
- Swap out profile photos with The Big Share graphics from the toolkit
- Use Hashtags to be a part of the conversation
- Include the Hashtag #TheBigShare to be featured on the The Big Share Tagboard
# Social Media Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Features</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>The #1 Social Network</td>
</tr>
<tr>
<td>Twitter</td>
<td>“Micro-Blogging” Network</td>
</tr>
<tr>
<td>Instagram</td>
<td>Photo Hosting and Sharing</td>
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<tr>
<td>YouTube</td>
<td>Video Hosting and Sharing</td>
</tr>
<tr>
<td>Snapchat</td>
<td>Live Photo and Video Sharing</td>
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</tbody>
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Your social media strategy should focus on quality over quantity!
Real Life Storytelling Examples
Example 1 - Profile

Beyond Violence Inc.
Causes: Homelessness & Housing, Women's Issues, Community Advocacy

DONATE  FUNDRAISE
Example 1 - Email

- Subject Line: Raise the Region! 1 week away 😊!!
- Quick hook with a fun image!
- Clear Call To Action
Example 1 - Website

What is happening at Beyond Violence?

Mark your calendars for March 11 - 12. It will be a day for everyone to support our campaign at

https://www.raisetheregion.org/organizations/beyond-violence-inc

#RaisetheRegion
Example 2 - Profile

Music Memories Austin
Creating workshops for aging communities where music is magical medicine!

$50
Helps pay for the printing and organizing of 20 song books.

$100
Helps pay for the hours of rehearsal and research for each workshop.

$500
Supports multiple workshops at various facilities.

$1,000
Helps us to start a choir for those with Alzheimer's and their caregivers.
February 28, 2019

Dear Kelsey,

Thank you so much for your generous donation made on February 28th, 2019 of $50 to Music Memories Austin, a recognized 501(c)(3) nonprofit. Your loving gift will help provide specialized music workshops to those in Alzheimers, dementia, memory care, respite care, and retirement facilities throughout the Austin and surrounding areas.

We are especially moved that you live in New York and are supporting the joy of music to people who live thousands of miles away. The smiles, laughter, and voice that our friends in the various facilities share is a reminder that the heart knows no boundaries and your kindness reiterates the same message. Thank you!

Your contribution is tax deductible to the extent allowed by law. No goods or services were provided in exchange for your generous donation. Music Memories Austin has the following EIN: 83-1836034. We thank you for your support, generosity, and trust in our mission.

Sincerely,

Edie Elker and Susie Higley
A HUGE THANK YOU

Susie Higley <susie.higley@gmail.com>
to Katie, aimee.mcmanus, karin, casey, kelsey, katrina, aaron, jon.nay

Fri, Mar 1, 2019, 5:00 PM

It's coming down to the wire for Amplify Austin! Edie and I are completely in tears ... and in the best of ways. Thank you for raising so much money for Music Memories Austin! We are beyond grateful and awed by your generosity and kindness!!!

I finally figured out how to send this clip from a workshop at AGE of Austin ... we were singing "Oldies but Goodies" ... this precious woman was getting out of her wheel chair but there were no aides to help her so I kept singing and grabbed her before she almost fell ... and the director of the facility got this little snippet. It melted my heart! The sweet woman wouldn't let go of me for at least another song! Haha ... this is part of what we do ... and it all melts the heart. Thank you more than you know for all you all have done for us and those we serve!

Love,
Susie and Edie with Music Memories Austin
Today is the day! #giveBIGgb kicks off in about 4 hours. We are excited to be a part of this great effort to raise awareness of the work non-profits are doing in the community and raise some much-needed funds to do even more.
#FeedTheHungry #PaulsPantry

Support Paul's Pantry in #givebiggb! | Give BIG Green Bay
I’m ready to support Paul’s Pantry on February 18, 2020 during Give BIG Green Bay. Learn more about Paul’s Pantry and all the other organizations... greflect

givebiggreenbay.org
To quote the Greater Green Bay Community Foundation, "It was a BIG week"!! Thank you to everyone involved for making it such a memorable one!!
Key Takeaways

✅ Branded Logo
✅ Custom Cover Photo
✅ Unique Story
✅ Specific Giving Levels
✅ Clear Calls To Action
✅ Customized Thank You
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!
Thank You!

Have questions? Email us at customersuccess@givegab.com