GiveGab
Peer-to-Peer Fundraising & Matching Gifts for The Big Share

THE BIG SHARE
COMMUNITY SHARES OF WISCONSIN
Meet GiveGab!

Kelsey Rossbach
Project Director, GiveGab
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.
What will you learn today?

- New enhancements to the GiveGab platform
- How to access the P2P tool, invite and manage fundraisers
- Basic strategies for stewarding and engaging your committed fundraisers
- What Matches are and what you can do right now to start securing
- Leveraging GiveGab’s Matching Tool based on your strategy
- The impact of these strategies on your campaign
What’s New for 2021
## Supporter Engagement

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Email</th>
<th>Donations</th>
<th>Fundraising</th>
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<tbody>
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*These admins are only able to manage your organization’s Giving Day campaigns. They are restricted from making changes to your organization’s GiveGab profile and accessing donation reports.*
Giving Day Training Videos

- Creating the Perfect Profile
- Telling Your Story
- Goal Setting Strategies
- Engage Your Board
- Peer-to-Peer Fundraising
- Social Media Strategies
- Matches & Challenges
- Stewarding Your Giving Day Donors

Giving Day Training Videos

Creating the Perfect Profile

Learn how to complete all of the components of your profile to create an engaging experience for your supporters.

[Watch Video] [Download Slides]

Looking for more information to help you craft your perfect profile? Check out the resources below!

- How to Log In to Edit Your Giving Day Profile
- How to Copy Your Giving Day Profile From a Previous Giving Day
- Giving Day Profile Cheat Sheet
- Giving Day Profile Best Practices
New digital marketing materials, like Zoom backgrounds, GIFs and more! Promote your participation in The Big Share throughout your virtual communications.
Expand Your Reach with Peer-to-Peer Fundraising
Impact of Peer-to-Peer Fundraising

During The Big Share 2020...

On average, agencies who used the tool raised $10,322.04 vs $5,219.68 for agencies who did not.

Organizations with peer to peer fundraisers see on average 4 new donors for each engaged fundraiser!
What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your The Big Share profile.

**P2P Fundraisers will...**
- Expand your network and foster make new connections
- Help you steward existing supporters
- Can help you raise over $2x$ than you would without!

*The Big Share 2020 data*
How does it work?

- Fundraisers can invite themselves, or you can make it invitation-only. See *the last tab in your giving day dashboard!*
- Allow anyone to sign up, or invite fundraisers exclusively
- Each fundraising page has its own unique link for sharing
- Their totals roll up into your totals!
- *Do your P2P’s need help?* Admins can establish default settings, even create and manage pages on their behalf!

**Recommended Training video:**
Peer-to-Peer Fundraising
Adding Fundraisers
Give Local Greater Waterbury and Litchfield Hills
April 21, 2020

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Give Local Greater Waterbury and Litchfield Hills.

- Add Your Organization's Info
- Add Your Story
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
# Setting Up Your Fundraisers

## Add Fundraisers

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

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Actions</th>
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</thead>
<tbody>
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</tbody>
</table>

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
- $0.00

Each fundraiser may customize their story and goal by logging into GiveGab.

Save
Setting Up Your Fundraisers
Setting Up Your Fundraisers

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network.

Search Fundraisers

Fundraiser

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

Save

Add Fundraisers

First Name: Katrina

Last Name: Grein

Email: katrina@givegab.com

+ New Fundraiser

Cancel

Next: Compose Your Message
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Katrina Orein
Subject:
Message

Back  Send
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Katrine Grein

Subject:

Let’s make a difference together!

Message:

Please join me in fundraising on our behalf for Day of Giving!
Sign Me Up!
Thanks for signing up to be a fundraiser! You can manage your profile on GiveGab. We've sent you an email with more details.

Be sure to share the link below with potential supporters.

https://www.thebigshare.org/p2p/175748/kelsey-rossbach-20

Tell Your Story

Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal.

Make a Donation

Make the first donation to show your commitment.

Reach Out

Send emails to friends and family and ask for support.

Share Socially

Share to Facebook and Twitter.

Give Thanks

Email your donors and say "thanks!"

Progress

1%

$5 Raised of $500 Goal

719 Days Left

1 Donor

0 Emails Sent

Share Your Fundraiser!

https://givegreater.cfgnh.org/p2p/175748

Need some inspiration?

Check out these great fundraising ideas over on the GiveGab blog.
Peer-to-Peer
Best Practices
P2P Best Practices

● Who should you ask?

● Have returning P2P’s? Host a debrief and reflect on last year’s success

● Host a virtual onboarding session, and make it fun!
  ○ Set a benchmark goal for fundraisers, and provide next steps/clear action items for how they can achieve this
  ○ Encourage storytelling and engaging an audience with their personal connection.
  ○ Provide them with the P2P Resources available on The Big Share, and show them how to share their unique profile link!
P2P Best Practices (continued)

### Add Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Emails Sent</th>
<th>Facebook Intents</th>
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</table>

- **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.

Save
P2P Best Practices (continued)

Charlie's fundraising toolkit for Pawnee Gives
Complete the steps below to be sure that your fundraiser is successful.

Tell Your Story
Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal.

Make a Donation
Make the first donation to show your commitment.

Reach Out
Send emails to friends and family and ask for support.

Share Socially
Share to Facebook and Twitter.

Give Thanks
Email your donors and say “Thanks!”

Progress
0%

$0 Raised of $500 Goal
23 Days Left
0 Donors
0 Emails Sent

Share Your fundraiser:
https://giving-days-demo.herokuapp.com

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
P2P Resources

- **P2P Toolkit** - For Nonprofits
- **P2P Fundraisers Guide** - For P2P Fundraisers
- **Email Templates** - Both Nonprofits and P2P Fundraisers
- Support Articles - [Visit the Help Center](#)
  - [Broaden Your Organization's Reach with Peer-to-Peer Fundraising](#)
  - [What is Peer-to-Peer Fundraising?](#)
  - [Best Practices for Peer-to-Peer Fundraising](#)
Multiply Impact with Matching Gifts
Basics of Matches & Challenges

- A **pledged gift** that requires a condition be met in order to receive the funds
- Motivates Giving Day donors to make a greater impact with their donation
- Promotional bonus for your sponsoring donor: add a logo and website!
- Stimulate donor activity during non-peak hours
- GiveGab records the match or challenge as an offline donation. The physical funds must be collected outside of GiveGab, usually directly from the sponsor.
  - **Note:** *Don’t use the cash/check tool we previously mentioned! This will duplicate the gift.*
During The Big Share 2020...

Organizations with matching funds raised on average almost 5.7x than those without ($12,642.69 vs. $2,210.12)
What can you do right now?

- Identify potential matching donors (a sponsor, existing committed donor, pool of donors, board members, etc)
- Reach out, explain your organization’s goal, the impact the gift has, and what you need from them.
  - *Ex. We raised $10,000 last year, and have a $20,000 goal this year to repair our roof. Will you contribute to our $10,000 match/challenge gift to be released if we raise $10k again?*
  - *Ex. Matches helped organizations raise 3x’s more. Last year, we raised $5,000. Your gift could help us reach $15,000 toward X services.*
- If unsuccessful, come up with a plan to keep them involved year-round and steward them next year!
Using GiveGab’s Matching Tool

GiveGab’s Online Matching Tool has 2 variations, which we’ll dive into on the next slides:

1. Dollar-for-Dollar Match
2. ‘Challenges’
Understanding Matches in GiveGab

● What is a ‘Match’ in GiveGab?
  ○ Every online donation received generates a corresponding offline gift to your organization from this pledged match; thereby increasing your totals by twice the amount of the online donation.

● What you need to know about Matches:
  ○ Always a 1:1 ratio
  ○ Effective in displaying immediate dollar impact and progress, great for larger pledged donations
  ○ Set a cap for max amount that can be matched
  ○ Set a date/time if applicable (and double check the dates you set!)
  ○ Each matched gift will appear in your report as a single donation
● All donations made from 6am to 8am will be DOUBLED thanks to our generous sponsor, Rudy’s Pet Supply!

● Each gift will also help us work towards [this] The Big Share prize!

Rudy’s Pet Supply: Puppy Power Hour

DOUBLE your impact by making a gift during the 6am-8am power hour. Rudy’s Pet Supply will match all gifts, up to $20

$300 MATCH $300 REMAINING
Understanding Challenges in GiveGab

● What is a Challenge?
  ○ Your nonprofit receives the pledged match upon achieving the goal that’s been set. The amount pledged becomes “unlocked”

● What you need to know about Challenges:
  ○ Can go beyond a 1:1 ratio! Get creative with the funds you’ve received
  ○ Effective in rallying a team behind a common goal, and leveraging smaller pledged gifts
  ○ Set a date/time (and double check the dates you set!)
  ○ The full challenge amount will appear in your donation report once released
Rudy's Pet Supply: Puppy Power
All gifts, no matter how small, will do mighty things for Cadi’s Canines! $300 will unlock an additional $1,000 thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.

$300 more unlocks $1,000!

Rudy's Pet Supply: Puppy Power
All gifts, no matter how small, will do mighty things for Cadi’s Canines! If we receive 25 unique donors during The Great Give®, an additional $1,000 will be unlocked thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.

25 more donors unlocks $1,000!

✓ $300 will unlock $1,000

✓ 25 unique donors will unlock $1,000
Best Practices

● Time your match or challenge with a particular prize
  ○ Check your start/end time, and select the correct date
● Keep “automatching” enabled - set it and forget it!
● Begin building your relationships with matching donors
  ○ Don’t have one secured in time? Ask a committed donor to use their gift as a match instead, and explain the measurable impact it can have.
● Reach out to GiveGab’s support team to review

Watch GiveGab’s Training video on Matches & Challenges!
Remember, matches don’t work alone!

- Ensure your match(es) are front and center on your campaign
- Communicate impact in a measurable way
- Promote the match through all marketing mediums, leading up to and on the day
  - Create a story around the match and communicate progress throughout!
- Make the matching sponsor feel like a hero
Next Steps
Reminders

- Start Recruiting P2P Fundraisers!
- Attribute Offline Donations
- Follow The Big Share on Social Media!
  - Use #The Big Share hashtag
- Watch your inbox for important emails
Giving Day Support & Resources

- Visit Our Help Center
  - [https://support.givegab.com/](https://support.givegab.com/)
- Check Our Our Blog
  - [https://www.givegab.com/blog/](https://www.givegab.com/blog/)
- Send us an Email
  - 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! Questions?

THE BIG SHARE
COMMUNITY SHARES OF WISCONSIN