Final Steps + Matching Gifts for The Big Share 2023

Tuesday, March 7
Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by tomorrow afternoon.

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

- The Big Share Updates & Reminders
- Your Checklist for Success
- After The Big Share
- Next Steps
- Q&A
The Big Share Updates and Reminders

- thebigshare.org | Tuesday, March 7
- Donations open February 1
- The Big Share has officially been announced publicly! Start posting about your participation using the #CSWbigshare hashtag
- TikTok training with Bria at 12pm CT this Thursday 1/19
Your Success Checklist

☑ Ready for Donations?
☑ The Perfect Profile
☑ Gamify with Matches & Challenges
☑ Engage Ambassadors
☑ Prepare Communications
Will you have cash or check gifts?

- Add cash and check donations to your Big Share totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included
Is your profile complete?

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?
- Invited your fundraisers?
Give a Little More

Thank you for your continued participation in Giving is Gorges. Below are the funds you have supported in the past and who are participating in this year’s giving day. Please consider giving a little more during this year’s Giving is Gorges!

Habitat for Humanity of Tompkins and Cortland Counties

$22
Previous gift amount: $20.00

+10% +20% +30%

SPCA of Tompkins County

$110
Previous gift amount: $100.00

Your giving saves lives. General donations go to the daily life-saving efforts of GHS and further our mission of protecting and caring for homeless animals. Your generosity allows us to continue our life saving work and support community programs.

Ithaca Generator

GiveGab is becoming Bonterra.
Matches & Challenges

- **Why?**
  - Organizations who set up a Match or Challenge for The Big Share 2022 raised on average 6.6x more
  - An additional donation pledged for each donation that is made to your giving day campaign
  - Time-based to create a sense of urgency
  - Promotional tool to incentivize donors of all capacities
Matches

- Matching gifts allow donations to be doubled on a 1:1 ratio

Ann's Coffee Cafe: Giving Day Match

Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to $1,000!

$1,000 MATCH  $125 REMAINING
Challenges

- Challenges allow funds to be added to the organization’s total once a goal is reached
  - Goals can be a **Donor Count or Dollar Amount**

**Wag: Happy Pups Challenge**
Help us unlock an extra $5,000 to Logan’s Pups with your donation!

115 more donors unlocks $5,000!

**Lizzy’s Pet Supply: Let’s boost Logan’s Pups!**
When Logan’s Pups reaches its goal of $100,000, Lizzy’s Pet Supply will give an extra $10,000!

$21,298.13 more unlocks $10,000!
Benefits of Matches & Challenges

- Incentivises donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 6.6 x more than organizations without a match
Potential Sponsors

- Board Members
- Major Donors
- Local Businesses
- Corporations
- Community Members

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.
Motivating Matches
Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

**Morning Match!**
All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie’s Pet Supply!
Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

**Social Superstars Match!**
For every like this post receives, our generous board of trustees will donate $1 up to $1,000! Like and share today only and help us make a difference!
New Donor Match

- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day

**Fresh Faces Match!**
Have you been waiting for the perfect opportunity to make your first donation to Logan’s Pups? Now’s your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie’s Pet Supply!
Adding a Matching Opportunity to your Giving Day
Your Giving Day Dashboard

From your Giving Day Dashboard on GiveGab, click “Manage Matches and Challenges”
Organization Sponsor Matching

Click the button above to create a new matching opportunity to feature right on your Giving Day profile.
Enter Match Information

Highlight Matching Sponsor
- Sponsor Name
- Sponsor’s Website
- Sponsor’s Logo
- Or keep your sponsor anonymous
Customize Your Match

Update Match Details
- Match Name
- Match Description
- Matching Funds Available
- Maximum Match per Individual Donation
Customize Your Match

Match Criteria

Does this match only apply to donations made within a certain time period? (optional)

Time Zone

- Central Time

⚠️ Time zone changed!
Please make sure the times below are correct for the selected time zone: US/Central Time

Start Time (US/Central Time)  End Time (US/Central Time)

Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
Creative Challenges
Dollar vs Donor Challenges

- Dollar based Challenges unlock funds once a dollars raised milestone is met
- Donor based Challenges unlock the pledged funds once a donor milestone is met

Excite your supporters!
Motivate your donors and supporters to reach the challenge goal so that their support can go even further.
Get Local Businesses Involved!

Example:

- The SPCA has a $3,000 fundraising goal for their campaign.
- PetSmart agrees to contribute $1,000 if the SPCA reaches their $3,000 goal.
- As soon as the SPCA reaches their goal, PetSmart's $1,000 donation is released to their total funds raised.
- This is a Dollar Challenge.
Create Donor Challenges

- Alternately, you could set up a Donor Challenge
- Sponsored funds are released when a donor milestone is met, rather than dollar milestone
- Example: PetSmart agrees to give $1,000 to the SPCA once 100 unique donors have made their gift

Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. GiveGab does not collect the matching or challenging funds from your sponsor on your behalf. GiveGab simply reports the amount raised.
Adding a Challenge to Your Giving Day
From your Giving Day Dashboard on GiveGab, click “Manage Matches and Challenges”
Adding a Challenge

- Click the button above to create a new challenge opportunity to feature right on your Giving Day profile.
Customize Your Challenge

Set Challenge Details
- Start Time (Eastern)
- End Time (Eastern)

Challenge Criteria

Select the time period applicable for this challenge

Time Zone
- Central Time

⚠️ Time zone changed!
Please make sure the times below are correct for the selected time zone: US/Central Time

Start Time (US/Central Time)

End Time (US/Central Time)
Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters.
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match.”
- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor.
Do you have ambassadors?

- **Expand your organization’s reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be an ambassador or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video
Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the **The Big Share Ambassador Toolkit**
- Communicate your organization’s goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile
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 Nonprofit Toolkit
How will you communicate?

- Utilize multiple online channels
  - Social Media
  - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile
Post-The Big Share Success
How will you get your donations?

- The Community Shares of Wisconsin will deposit funds raised during The Big Share in April.
Finding Your Donor Data

Admin Dashboard

Recent Donations

<table>
<thead>
<tr>
<th>Date</th>
<th>Donor Name</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/24/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>9/10/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>9/2/2020</td>
<td>Kyle Cundy</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>8/12/2020</td>
<td>Board of Giving Theatre</td>
<td>$100.00</td>
</tr>
<tr>
<td>8/12/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>6/3/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>3/27/2020</td>
<td>Bridget Cafaro</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>1/16/2019</td>
<td>McKenna Prize</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>9/27/2018</td>
<td>Jesse Saldana</td>
<td>$8,998.00</td>
</tr>
<tr>
<td>6/20/2018</td>
<td>Rebekah Casad</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

GiveGab is becoming Bonterra
### Donations

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 Giv**: Dropdown
- **All Campaigns**: Dropdown
- **Any Donation Type**: Dropdown

#### Actions

<table>
<thead>
<tr>
<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>6554</td>
<td>11/22/2021</td>
<td>katrina grein</td>
<td>$100.00</td>
</tr>
<tr>
<td></td>
<td>12:42PM</td>
<td><a href="mailto:katrina@givegab.com">katrina@givegab.com</a></td>
<td></td>
</tr>
</tbody>
</table>
## Exporting Your Donor Data

<table>
<thead>
<tr>
<th>ID</th>
<th>Date/Time</th>
<th>Name</th>
<th>Email</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5467</td>
<td>2/10/2021, 10:40AM</td>
<td>Laryssa Habert</td>
<td><a href="mailto:laryssa.habert@givegab.com">laryssa.habert@givegab.com</a></td>
<td>$5.00</td>
</tr>
<tr>
<td>5439</td>
<td>2/2/2021, 2:23PM</td>
<td>Jonathan Nay</td>
<td><a href="mailto:jon.nay1@givegab.com">jon.nay1@givegab.com</a></td>
<td>$25.00</td>
</tr>
<tr>
<td>5438</td>
<td>2/2/2021, 2:21PM</td>
<td>Jonathan Nay</td>
<td><a href="mailto:jon.nay1@givegab.com">jon.nay1@givegab.com</a></td>
<td>$25.00</td>
</tr>
</tbody>
</table>

- **Export CSV**
- **Edit Bank Account Info**

*Viewing Dashboard for Pawnee Public Library*
How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the available training on Donor Stewardship!
How will you thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Thank You email to your organization’s email list
- Follow up with individual donors
  - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
  - What did these donors do for your organization as a result?
  - This outreach can happen a few weeks after
‘Thank You’ Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- The Big Share Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
Next Steps
Key Takeaways

- Make sure your profile reflects your story and your organization’s voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors
Final Checklist

- Complete your profile by February 1
- Keep an eye out for important emails!
- Follow The Big Share on Social Media and use #CSWbigshare Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
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

Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.
Questions?

Tuesday, March 7