Final Steps for Giving Tuesday 2022

November 29, 2022

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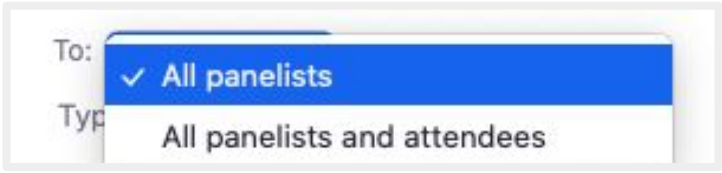
Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **October 20.**

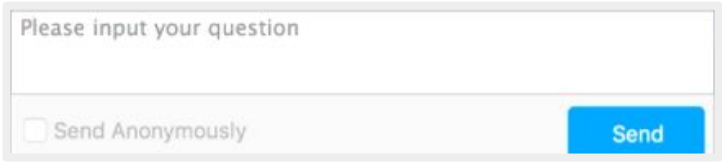
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.

Chat Box



Q&A



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Meet the Team

Erik Ader

Associate Project Manager

Danielle Hunter

Project Manager

Rorey Freeman

Associate Project Manager

Kaitie Branton

Associate Project Manager

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Agenda

- Giving Tuesday Overview
- Registering/Creating your Profile
- Your Checklist for Success
- After Giving Tuesday
- Next Steps
- Q&A

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Giving Tuesday Overview

give731.org | www.rccgivingtuesday.org | 1burkegives.org

November 29th 12:00AM - 11:59PM

- There's still time to register!
  - Registration is open for Rutherford and Cannon Counties until October 28
  - Registration is open for 1BurkeGives until November 8
  - Registration is open for 731 until November 10
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + UWWT/UWRCC/1Burke Efforts = Exponential visibility

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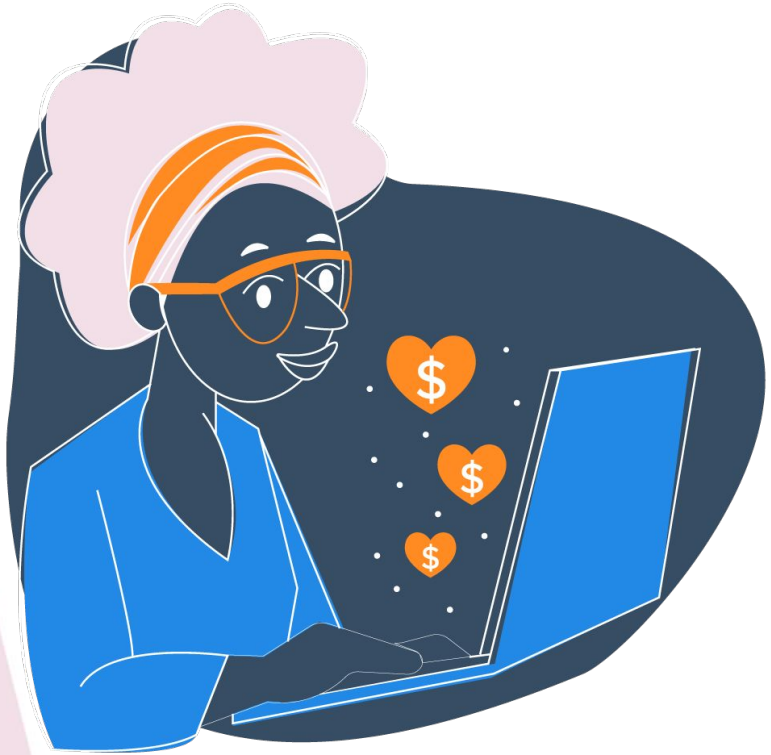
Registering and Completing your Profile for Giving Tuesday



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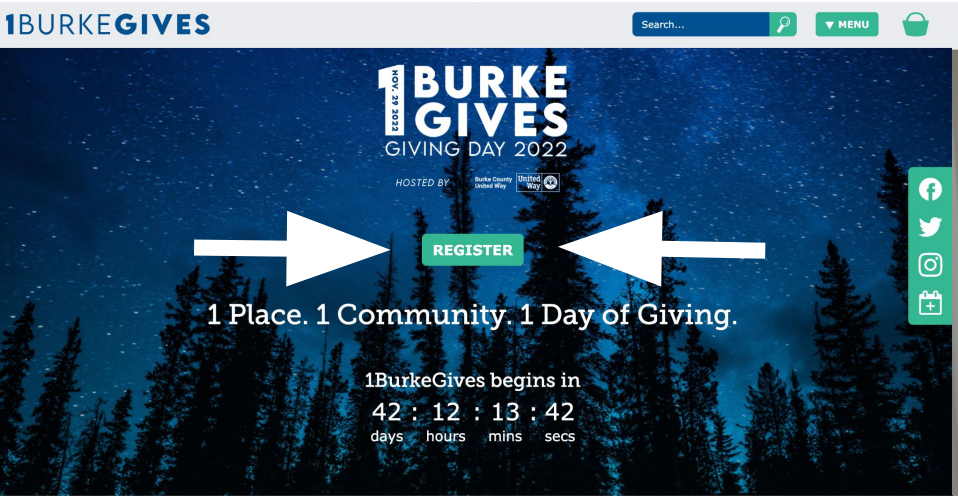

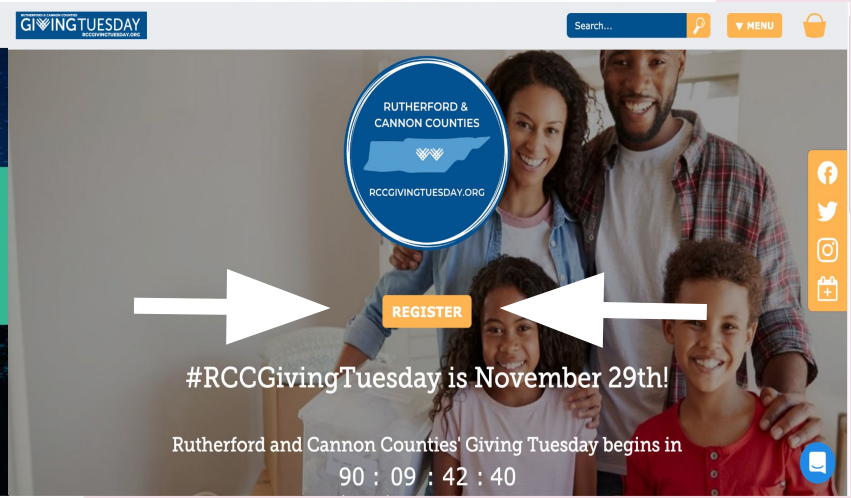

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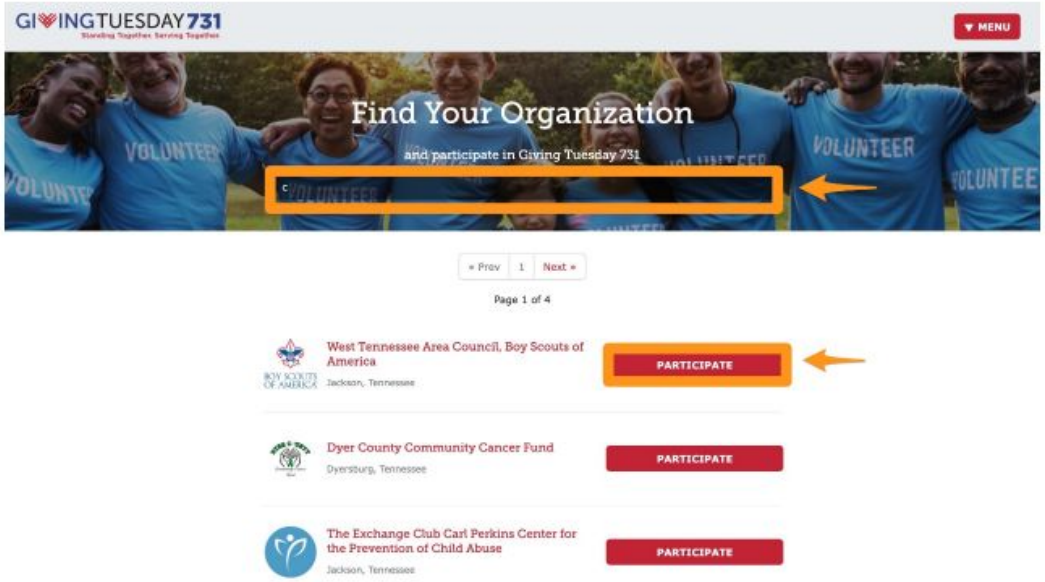

*If your organization does **not** appear in the search results, **don't fret**! Just click the "**Add My Organization**" button to get set up and continue with the registration process.*

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GIVINGTUESDAY731
Standing Together. Serving Together.

▼ MENU

Nonprofit Toolkit

Getting Started | Next Steps | Spread the Word | Give Thanks

Psst! Remember to Register Your Organization to Participate by **November 10!**

1. Getting Started

Register!

Find out how to register here!

Training Sessions

Sign Up

Key Dates

View

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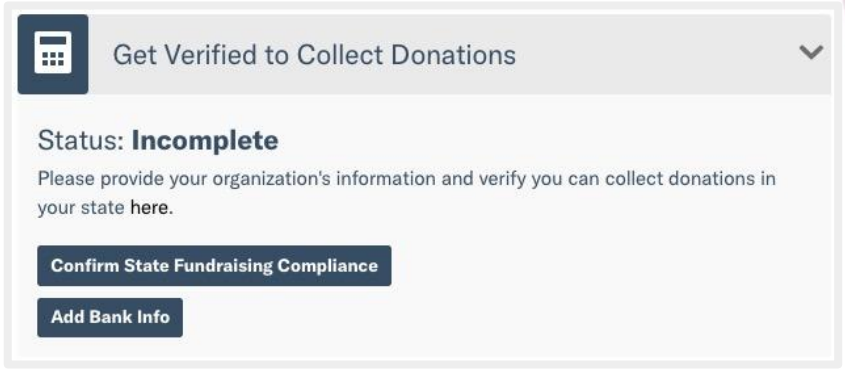
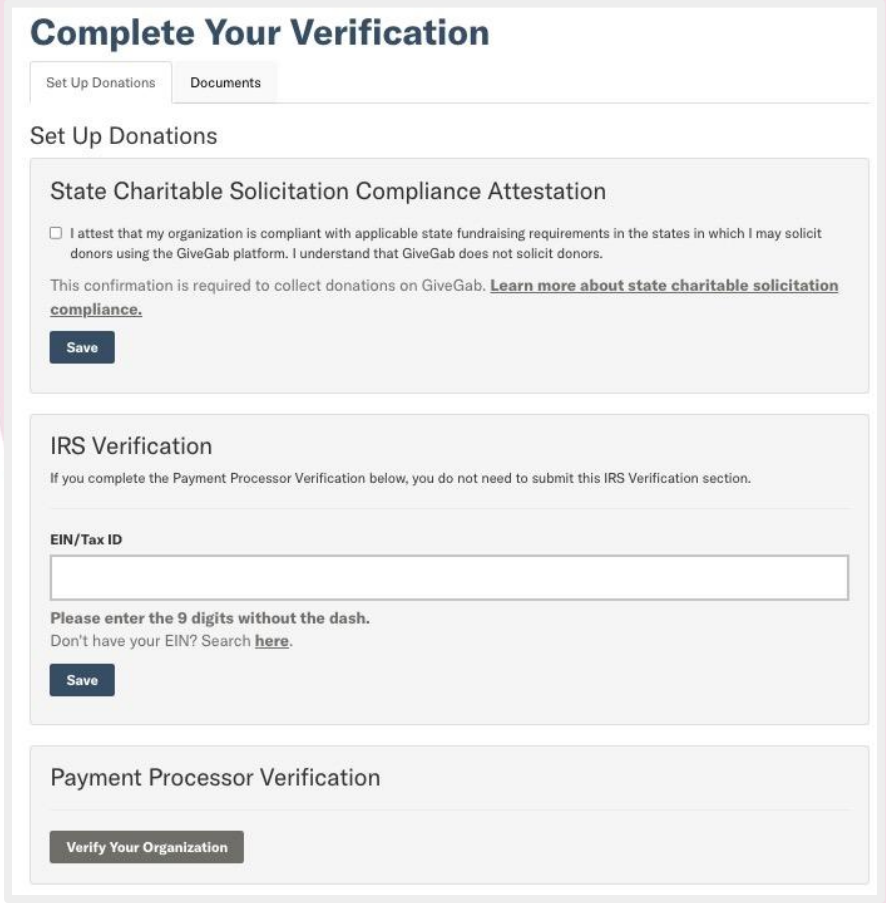
Get Verified on GiveGab





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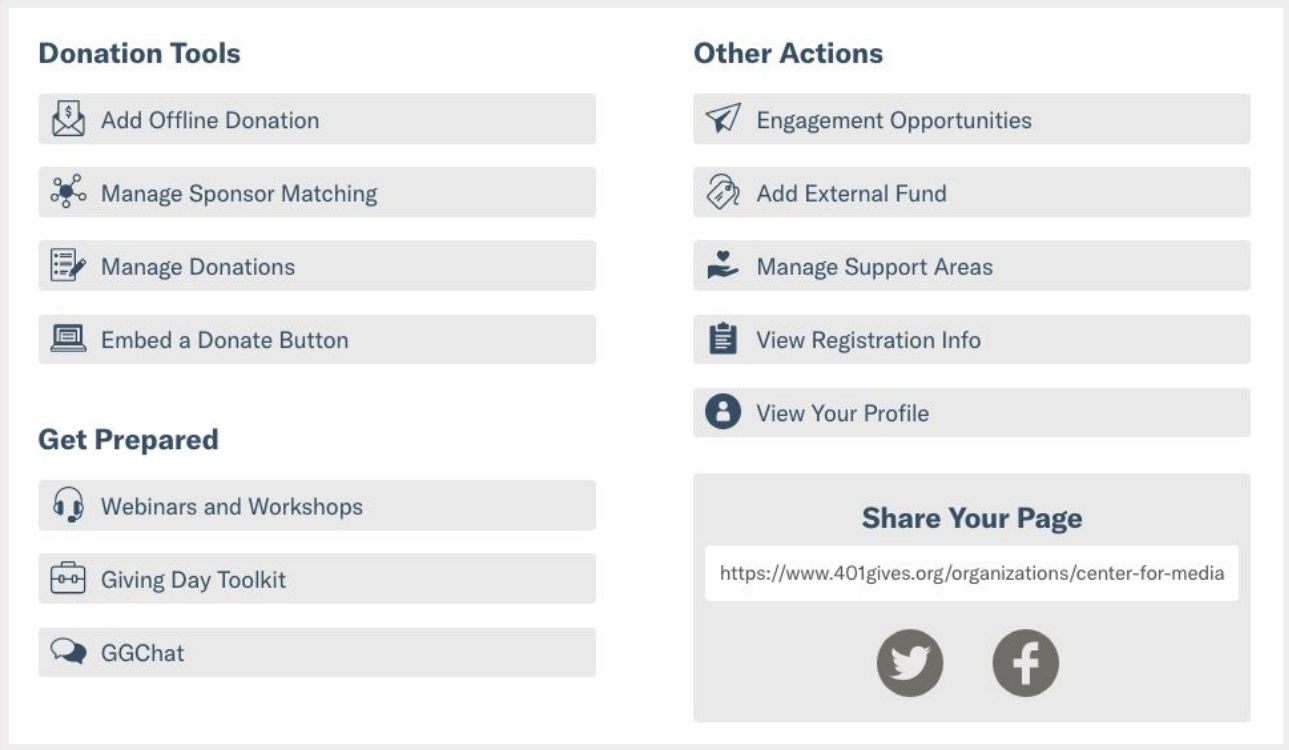
Is your profile complete?

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?

Key Dashboard Tools



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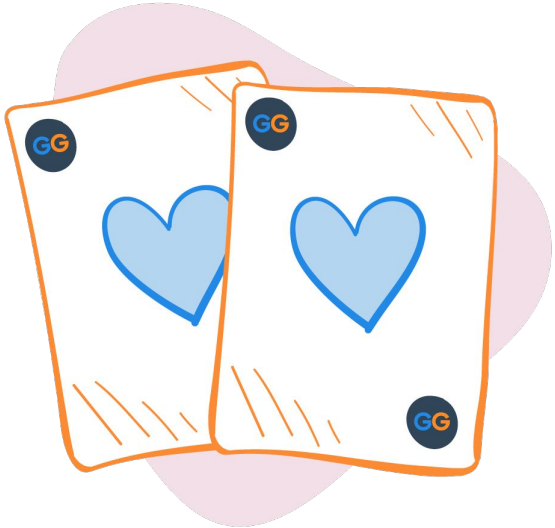
Will you have cash or check gifts?

- Add cash and check donations to your Giving Tuesday 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

Have you secured a matching gift?



- **Why?**
  - Organizations who set up a Match or Challenge for Giving Tuesday with 731 and Rutherford and Cannon Counties raised on average **4x** more in 2021
- Strategize
  - Set up your match in a way that draws donor attention
  - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

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Your Matching To-Do List

- ☑️ Identify sponsors to ask
- ☑️ Secure commitment
- ☑️ Add Matches and Challenges to your Giving Tuesday profile
- ☑️ Verify your match setup with GiveGab support
- ☑️ Curate communications to highlight your match

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

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Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the **Giving Tuesday Fundraiser Guide**
- 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

How to Engage Your Supporters

- Utilize social media tools
- Get creative with your platforms!
- Share your goals for Giving Tuesday and continue to keep your supporters updated
- Share personal stories from your volunteers, staff, benefactors, etc
- Host a “Take Over” on social media
- Have clear Calls to Action for your supporters in your communications

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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
- Check out GiveGab's Giving Tuesday social media downloads here!
- **Pro Tip:** Create QR codes for your profile

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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 Giving Tuesday Nonprofit Toolkit

Building Board Support

- Leverage your board members and their passion for your cause!
- Have a Giving Tuesday kickoff at your next board meeting
- Provide your board members with clear opportunities and steps to help your organization reach your Giving Tuesday goals
- Leverage your board members as P2P Fundraisers
- Encourage your board members to support you on Giving Tuesday with matching funds, social sharing, and promotion of your participation

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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving Tuesday needs.

- Email Templates
- Communication Guide
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!

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Your Success Checklist

- ☑️ Registered?
- ☑️ Ready for Donations?
- ☑️ The Perfect Profile
- ☑️ Gamify with Matches & Challenges
- ☑️ Engage Ambassadors
- ☑️ Prepare Communications

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Post-Giving Tuesday Success

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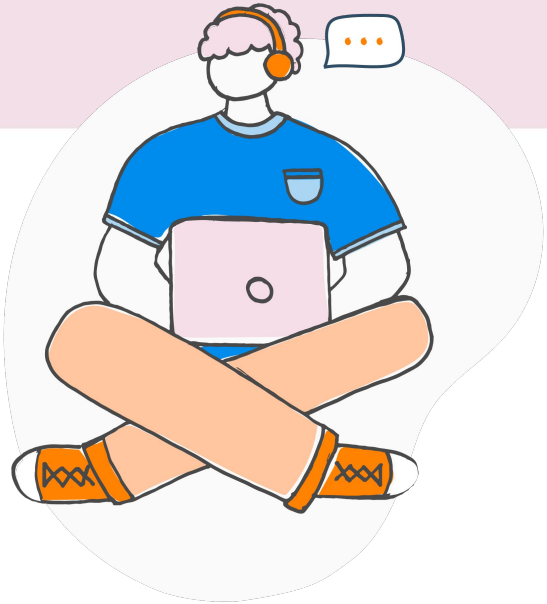
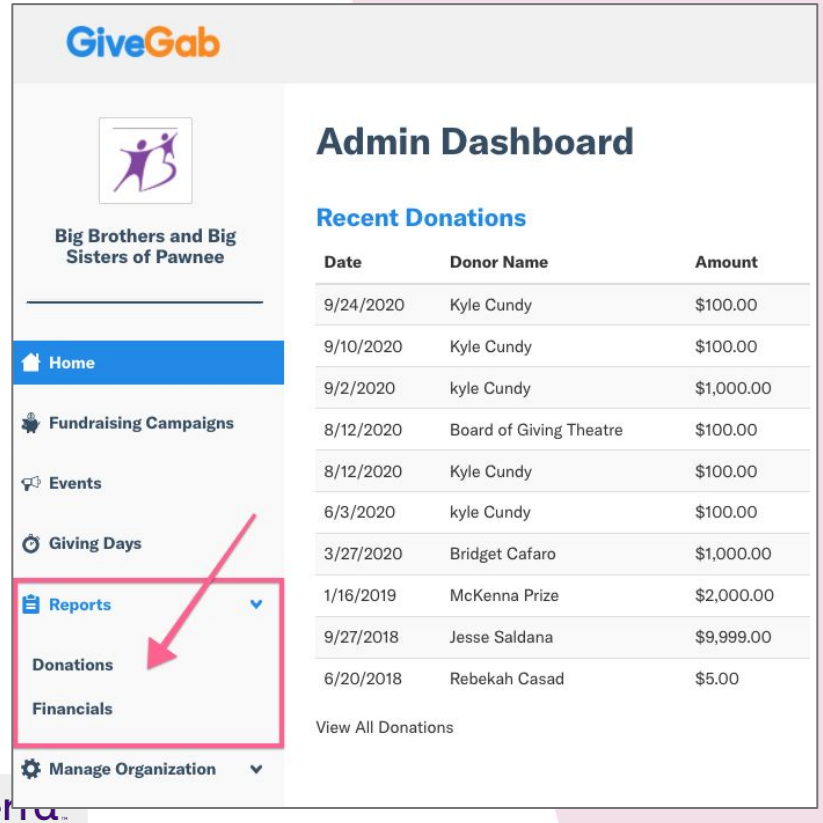
How will you get your donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
- Reference your **new** Financials report to reconcile deposits!

Finding Your Donor Data



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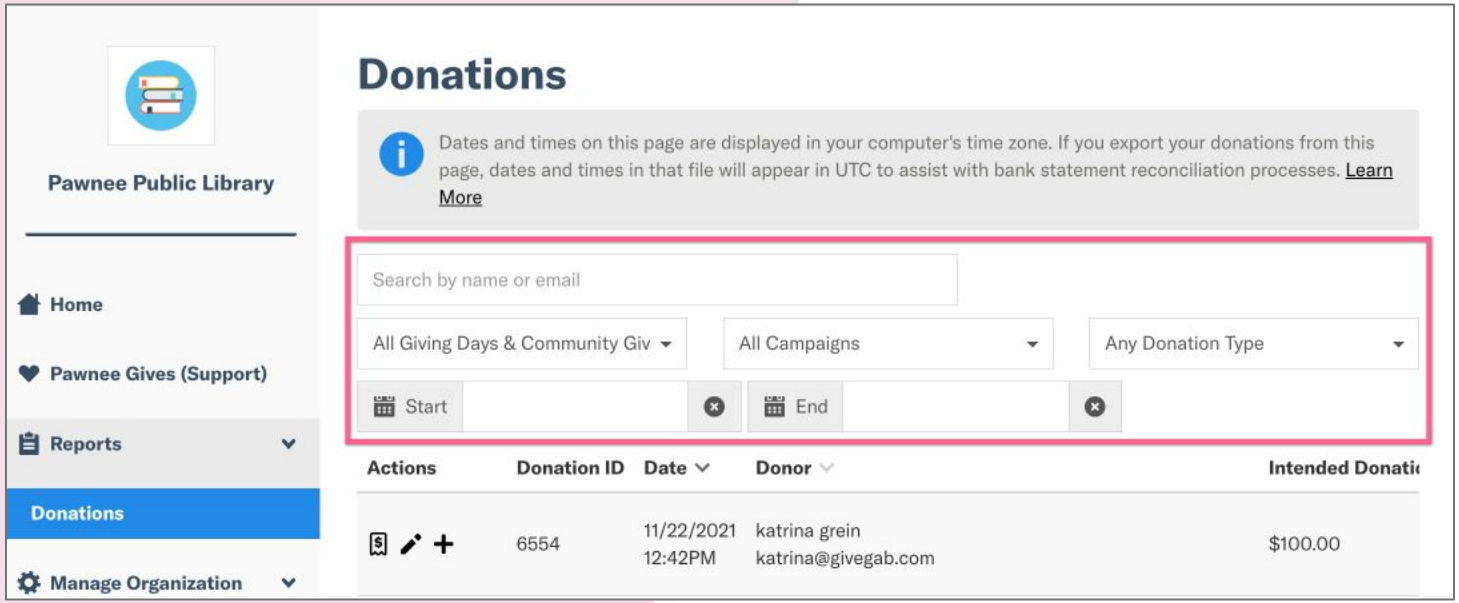
Filtering Your Data



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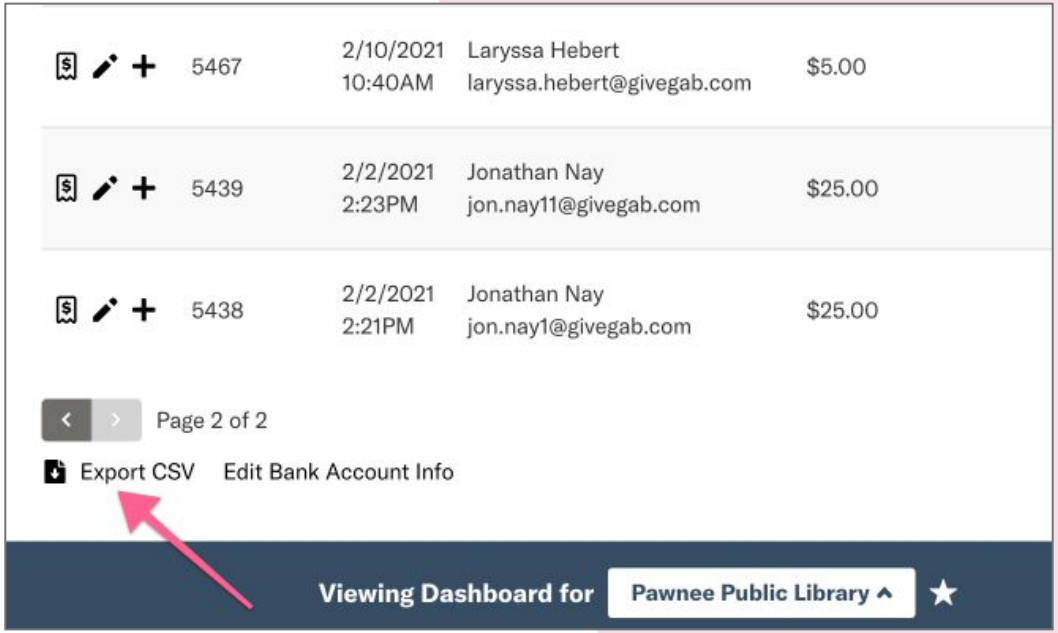
Exporting Your Donor Data



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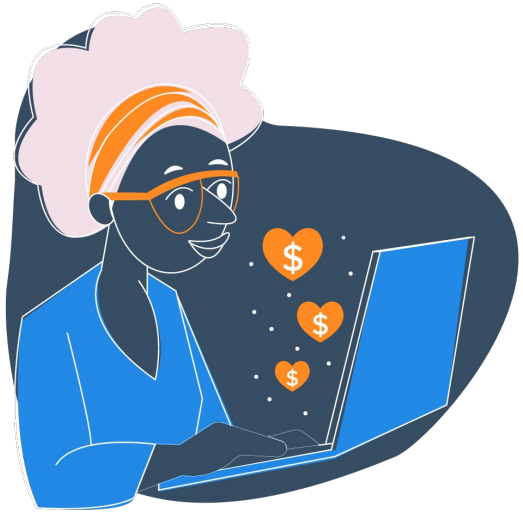
How will you thank your donors?

- 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!



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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
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

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Next Steps

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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

- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Giving Tuesday on Social Media and use #RCCGivingTuesday, #1burkegives #GivingTuesday731 Hashtags
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

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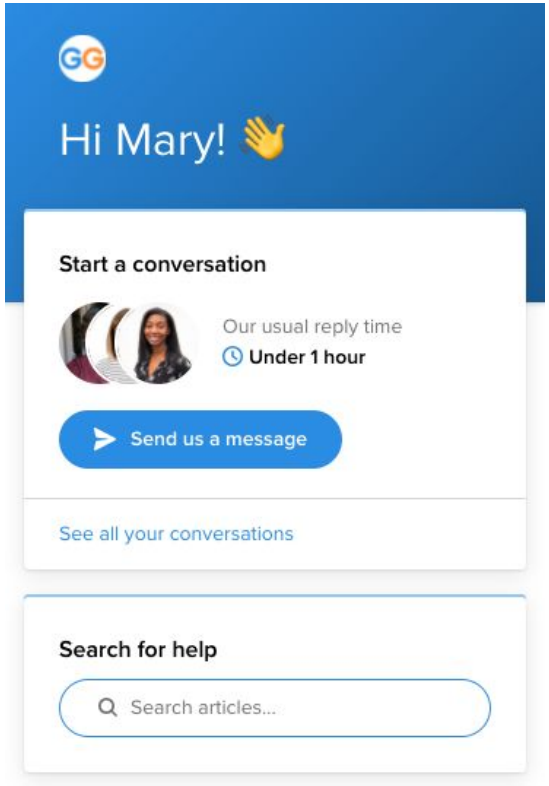
How We Support You

- 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.

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Questions?

November 29, 2022

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