

Final Steps to Success for WyoGives

July 12, 2023



**WYO
GIVES**

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by the end of the week.

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



Chat Box

The screenshot shows a Zoom chat box interface. It has a 'To:' label and a dropdown menu. The dropdown menu is open, showing two options: '✓ All panelists' (which is highlighted in blue) and 'All panelists and attendees'. Below the dropdown, there is a 'Type' label and a text input field.



Q&A

The screenshot shows a Zoom Q&A form. It has a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

Agenda



- **WyoGives Updates & Reminders**
- **Your Checklist for Success**
- **After WyoGives**
- **Next Steps**
- **Q&A**

WyoGives Updates and Reminders



- **WyoGives.org** | July 12, 2023
- Prizes - Watch for announcement
- Social Media Feed
- Matches (later in webinar)
- Numbers

Your Success Checklist

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



Are you able to accept donations?

✓

Add Your Organization's Info

>

✓

Add Your Story

>

✓

Get Verified to Collect Donations

✓

Status: Verified

Hooray! Your organization has been verified to accept donations on GiveGab.

✓

Confirmed state fundraising compliance

✓

Bank account and organization information verified

Will you have cash or check gifts?

- Add cash and check donations to your WyoGives 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

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

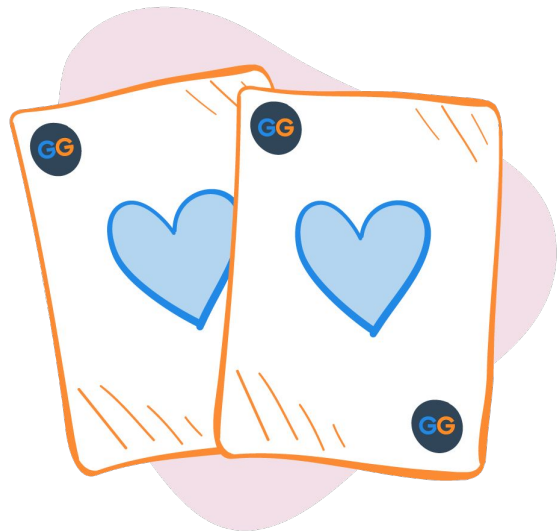
Is your profile complete?

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?



Have you secured a matching gift?



- **Why?**
 - Organizations who set up a Match or Challenge for WyoGives raised on average **2.4x** more
- 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

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges your WyoGives 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



Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the [WyoGives 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

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 WyoGives Nonprofit Toolkit



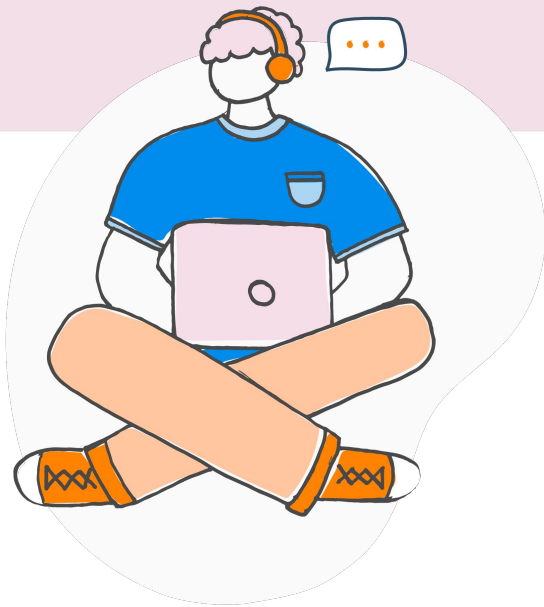
How will you communicate?



- 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

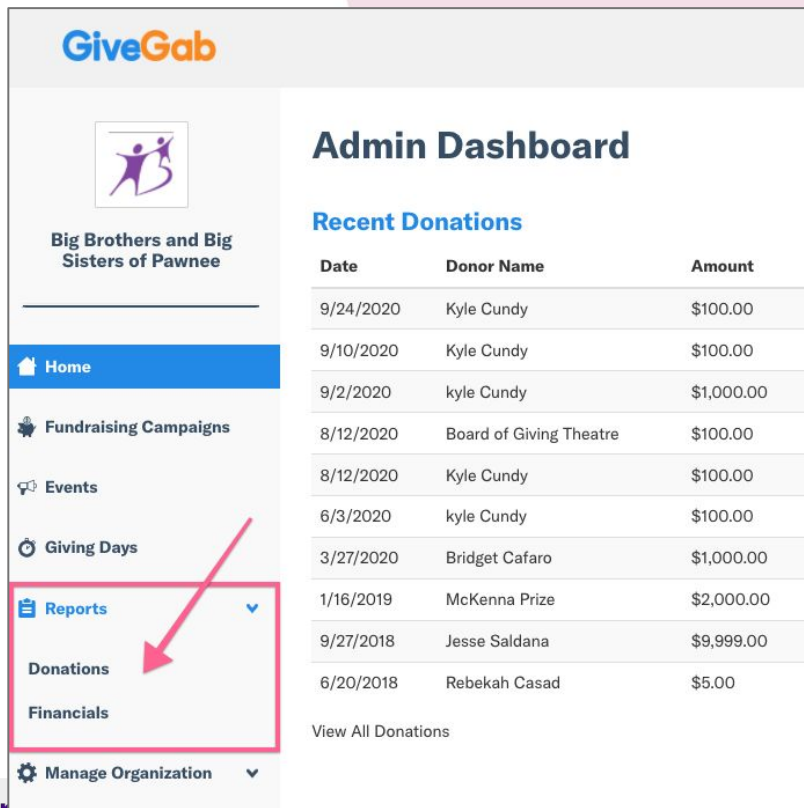
Post-WyoGives Success

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



GiveGab

Big Brothers and Big Sisters of Pawnee

Admin Dashboard

Recent Donations


Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)


Navigation Menu:


- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports** (highlighted)
- Donations
- Financials
- Manage Organization


Filtering Your Data




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾

Donations

 Manage Organization ▾


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](#)


All Giving Days & Community Giv ▾


All Campaigns ▾




Any Donation Type ▾

 Start
















 End



Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00
<div><div> </div>Page 2 of 2</div> <div> Export CSV Edit Bank Account Info</div>				

Viewing Dashboard for **Pawnee Public Library** 

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



HCF Match Reminders:

Hughes
Charitable
Foundation



- Separate process from WyoGives registration
- Must be based in one of the 22 counties listed
- Must have 501c3 status for at least two years AND existing programs and services that can be verified
- Must complete the HCF checklist/app by June 30th, which includes uploading most recent 990/990EZ. If your organization completes the 990N, must upload year-end financials.
- Go to WyoGives.org, click on Matching Partners.

HCF Match Reminders:

Hughes
Charitable
Foundation



- During the 24-hour period on July 12, 2023 online donations to qualifying organizations will be matched \$1 for \$1 until the \$1 million is reached.
- Maximum match amount per donor to an organization is \$1,000.
- Maximum total HCF matching funds based on county (\$15K or \$10K).
- Do not take offline donations (cash/checks) and use a credit card (corporate, employee, board member or other credit card) and make an online donation as a means of "getting around" the requirement of online donor donations. This is not in the spirit of WyoGives and creates an unfair environment with your fellow nonprofit organizations that are following the rules.

Other WNN administered Matches

- We are working with a partner for a smaller match applicable to all counties. Watch your email as this will be announced soon!
- Blue Cross Blue Shield of Wyoming employee matching.
- Jonah Bank of Wyoming employee matching.

Recruit a Match for your organization

- Keep in mind that you can always recruit a matching sponsor for your organization.
- The parameters are set between your organization and the sponsor.
- The sponsor pays you directly and you set up the match on your profile.

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

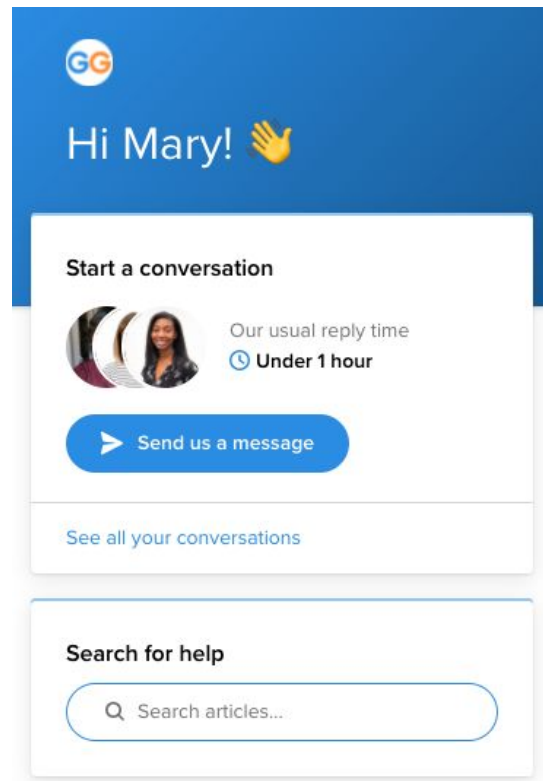
Final Checklist


- Complete your profile
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow WyoGives on Social Media and use #WyoGives Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit on WyoGives.org



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?



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