

Fundraising Strategies

For P2P Fundraisers, Board Members,
and Business Fundraisers

May 5, 2023



Meet the Team



Kelsey

Project
Director



Cianne

Associate
Project
Manager

Zoom Etiquette

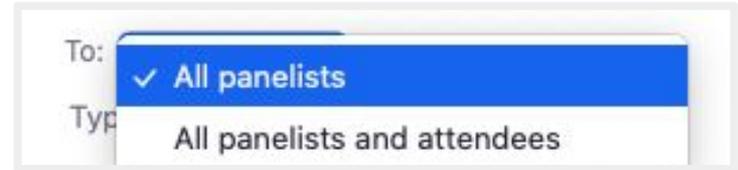
This is being recorded. The recording will be available on the /trainings page by **March 17, 2023.**

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

Introduce yourself! Name, location, organization.



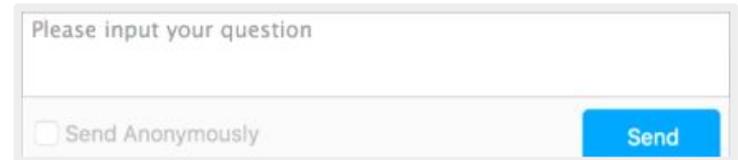
Chat Box



To: All panelists
Type: All panelists and attendees



Q&A



Please input your question

Send Anonymously



Have You Been A Fundraiser Before?

If so, what's been your biggest challenge?

Agenda



- **Fundraising basics**
- **Fundraising strategies and best practices**
- **Empowering and engaging your fundraisers**
- **Using GiveGab's Fundraising Tool**
- **Resources available to your organization**



How To Get Involved?

Become A Fundraiser



Peer-to-Peer

- Fundraise for your favorite organization
- All your dollars raised support that organization



Free Agent Fundraiser

- Support Give Local York
- The donor chooses which organization they want to support!



Business Fundraiser

- Support Give Local York
- Highlight your corporate philanthropy
- Employees which organization they want to support!

How to Resources



Peer-to-Peer



Free Agent Fundraiser

- [Fundraising Guide](#)
- [How do I customize my Peer-to-Peer Fundraising page?](#)
- [Social Media Communication Guide](#)
- [Email Communication Guide](#)



Business Fundraiser

- [Business Toolkit](#)
- [Give Local York Downloads](#)
- [Email Marketing](#)
- [Social Media Content](#)

Why is it so effective?

- Multiplies the reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases social media presence
- Establishes another avenue for engagement

Did you know?

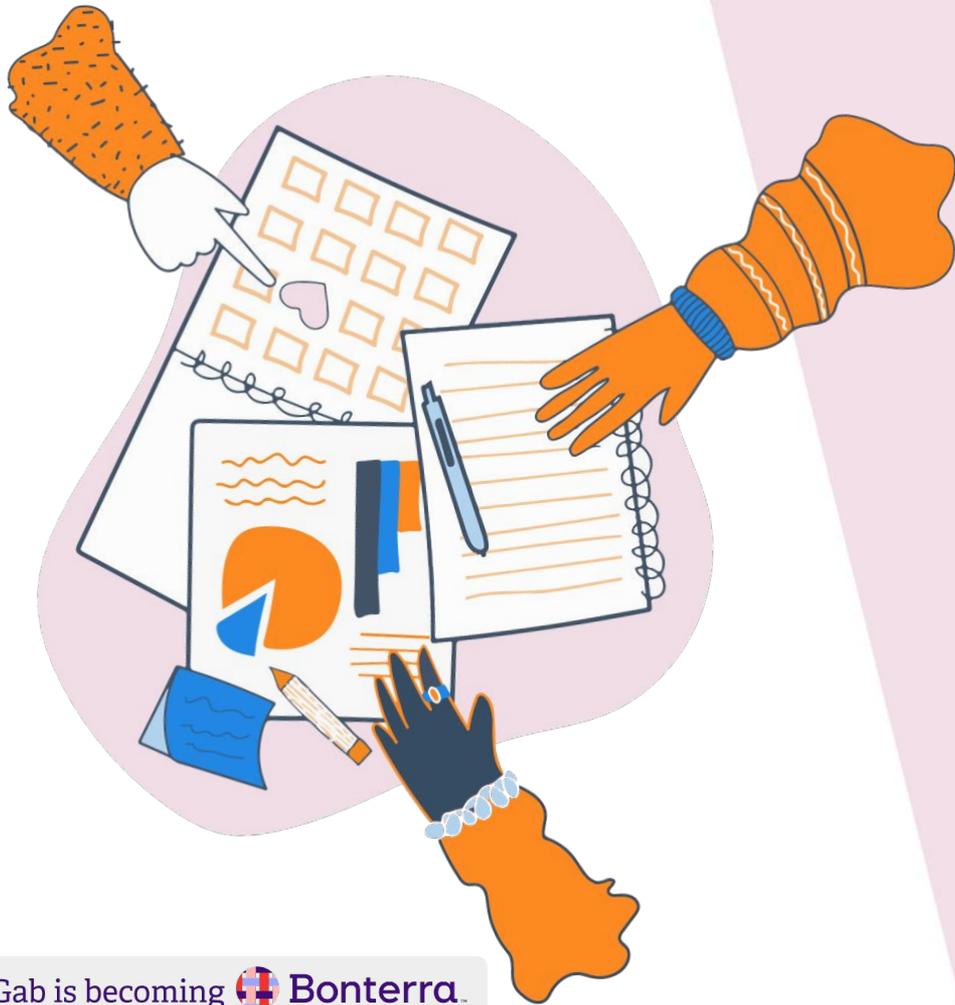
Last year, 412 Fundraisers raised \$332,896.03 on Give Local York.

Did you know?

Last year, organizations with P2P raised an average of **\$19,935.53**

VS

Organizations without P2P raised an average of **\$8,277.84**



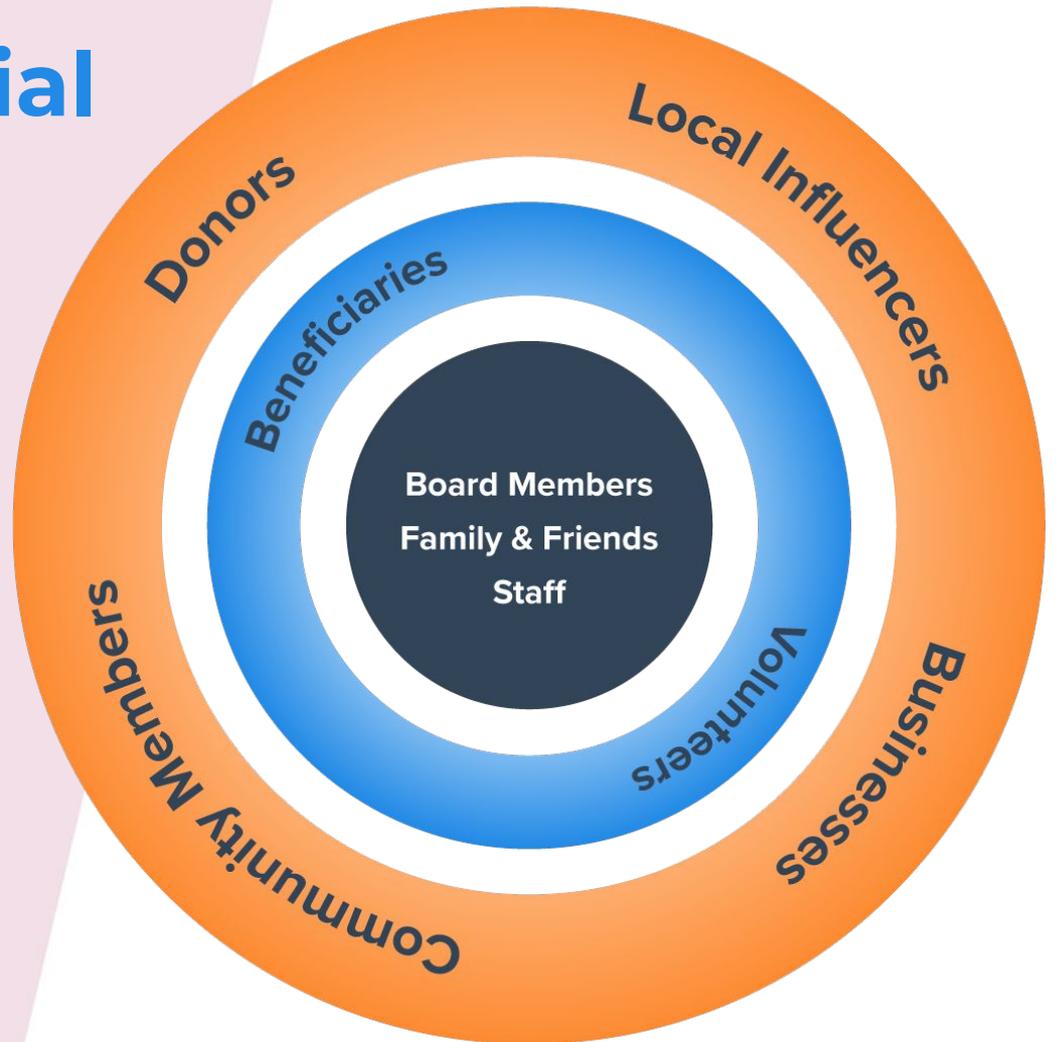
Strategize and Plan

4 Steps to Fundraising Success

- 1 Get excited, make a plan, and have fun
- 2 Remember that storytelling is vital, and can replace a direct “ask”
- 3 Share updates along the way
- 4 Thank your donors



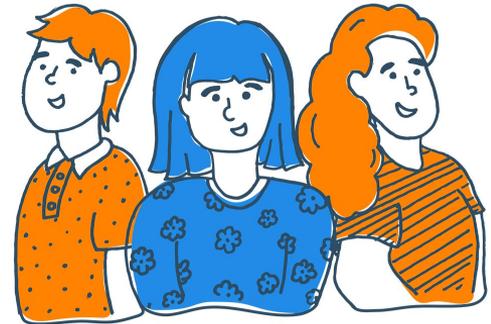
Identify Potential Fundraisers



Tell Your Fundraising Story

Share your personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] the organization?



Share updates along the way

- Create friendly competition
- Pair it with an event
- Leverage templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what would I want to know if I was the donor?



Steward Your Donors



- Make a plan to thank your donors
 - Email
 - Phone Call
 - Post Card
- Help build a connection between the donor and the organization you are supporting
- Ensure your donors feel seen and appreciated for their contribution

Set Yourself Up For Success



Start Early

- Understand the organizational goals
- Gather your resources
- Create a plan



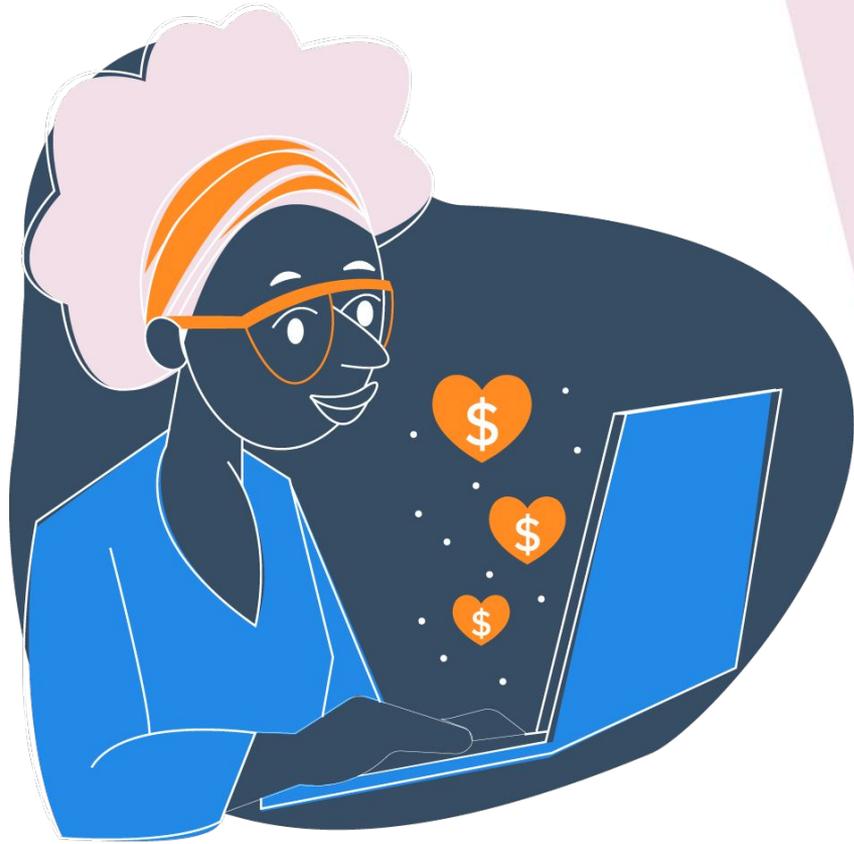
Be Clear

- Share your goals with the organization
- Outline your plan of work



Make It Easy

- Leverage existing content from the organization and Give Local York site



Importance of Virtual Engagement

Why is this important?

- Online engagement is at an all-time high
- Create sense of community & belonging
- Reach more supporters where they are
- Allows for instant engagement and sharing
- Grow your team's social media and marketing skills

Visual Content: The Facts

40x more likely to get shared on social media than other types of content

People remember **80%** of visual information vs. 30% of read information

In a persuasive speech to an audience, **67%** of the audience were persuaded with visuals versus 50% without

29% of people consider social media to be the communication tool that most inspires giving

87% of donors who first donate from a social referral source make their second donation from a social referral source

Visual Content: Example

What's more memorable, and easier to understand when driving?

While driving down this road, there is a chance that one or more rocks of varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so you are cautious of this particular type of hazard.

OR





Highlighting Visual Content

Highlight Visual Content

Why the Orcas?

Orca Conservancy collaborates with some of the world's top research institutions and environmental groups to address the most critical issues now facing wild orcas. The organization's urgent attention is on the endangered Southern Resident killer whales of Puget Sound. Puget Sound has the largest concentration of Orcas, making it a popular hunting ground for international whaling. Together, we can raise funds to end this and save these magnificent creatures.



DONATE

- Use an up-to-date logo
- Include relevant, visually-engaging photos
- Use the Giving Day logo or other [shareable graphics](#) in all social media posts and emails
- Create a short video or a video series that tells a story over several “episodes”

Creating a Video Series



- Weekly videos encourage consistent engagement
- Keep the videos short to keep the viewer's attention
- Consider some points on what to model the videos around
 - Why did you get involved?
 - Did you know?
 - What is your favorite program or service and why?
 - How do you feel after [working at, volunteering at, giving to] the organization?



Social Media Strategies and Tools

Be Active on Social Media

- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just Giving Day announcements or donation solicitations
- Use visual content whenever possible



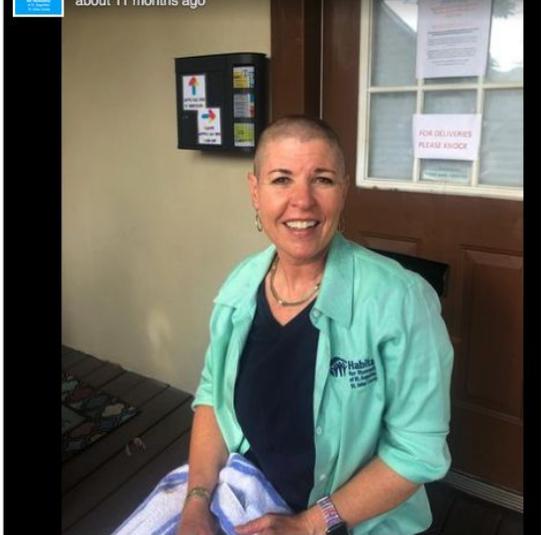
Engaging Post Example

 **Habitat for Humanity St. Augustine/St. Johns County** 
about 11 months ago

This is Beth, our Program Manager. If you have volunteered at Habitat, on our construction site, you have probably had the chance to meet her. Beth has committed to SHAVING her head if we meet our goal of \$5,000 at St. Augustine Giving Day on May 6th, 2020!! To give you some incentive, we have compiled what we think Beth may look like with a shaved head (scroll to the right) 😊 #sorrynotsorry Beth!! St. Augustine Giving Day is an online, one day event, so you can participate... [See More](#)



about 11 months ago



Thank you everyone for your support on St. Augustine Giving Day! We raised a total of \$6,070.00 for affordable housing!! As promised, Beth shaved her head for exceeding our goal and it turns out we are digging th new look! Big thank you to @staug_gives for putting on this amazing even! We'll see you again in the top 10 next year! #stauggives #staugustinegivingday #affordablehousing #karenwillshaveherheadnexty

Engaging Post Example

 Haven to Home Canine Rescue is at Haven to Home Canine Rescue. March 9 at 4:14 PM · 🌐

In November 2022, Haven to Home was contacted by a Kentucky Rescue Partner asking if we could help Zelda--a very emaciated German Shepherd--rescued from severe neglect and abuse. Kentucky kept Zelda for three weeks in hopes that her health would improve before transporting to a foster in PA. Zelda began to gain weight and regain her health in her foster home.

Three weeks after arriving in PA, Zelda surprised us with five beautiful babies. Zelda's puppies have since gone to... [See more](#)



**Zelda...
Waiting
for her
Second
Chance**



End Domestic Abuse Wisconsin is 🙏 asking for donations.

March 3 at 2:45 PM · 🌐

On Tuesday, March 7, join us for [Community Shares of Wisconsin's #CSWBigShare](#) to learn about our work & support survivors statewide! Donate early at bit.ly/TBSEndAbuse 💜

A little bit about us: End Abuse was founded in 1978. Since then, we've served as a central point of contact for domestic violence (DV) victims and survivors, advocates directly supporting survivors, DV service providers, and other health, social service, law enforcement, and criminal legal system profession... [See more](#)

we can all help
End Abuse

honoring **45 years** of serving Wisconsin
survivors & advocates



Donate Early:
bit.ly/TBSEndAbuse

Engaging Post Example

 **Literacy Green Bay** is at **Daily Buzz Espresso Bar.**
February 22 at 9:41 AM · Green Bay, WI · 🌐

We're at The Daily Buzz!! Stop down before 10 and ask about Give BIG Green Bay and I'll buy you a coffee! #giveBIGgb
Donations are accepted until noon today!
<https://www.givebiggreenbay.org/organi.../literacy-green-bay>



Chrysalis · Follow

March 23, 2022 · 🌐

T-minus ONE DAY until #TheFutureisWorking! In celebration, we are opening our donation page at noon today! Get your donation in now and it will be matched by our partners, the Sun Family Foundation and Thermal-Vac Technology. Thank you for helping us provide our clients with the key resources and support during every phase of their job search:
<https://tinyurl.com/2p99pxpb> #FutureWorkOC #GivingDay #ChangeLives

Check out the rest of our coalition:

[Bracken's Kitchen](#)

[CIELO Commu...](#) **See more**

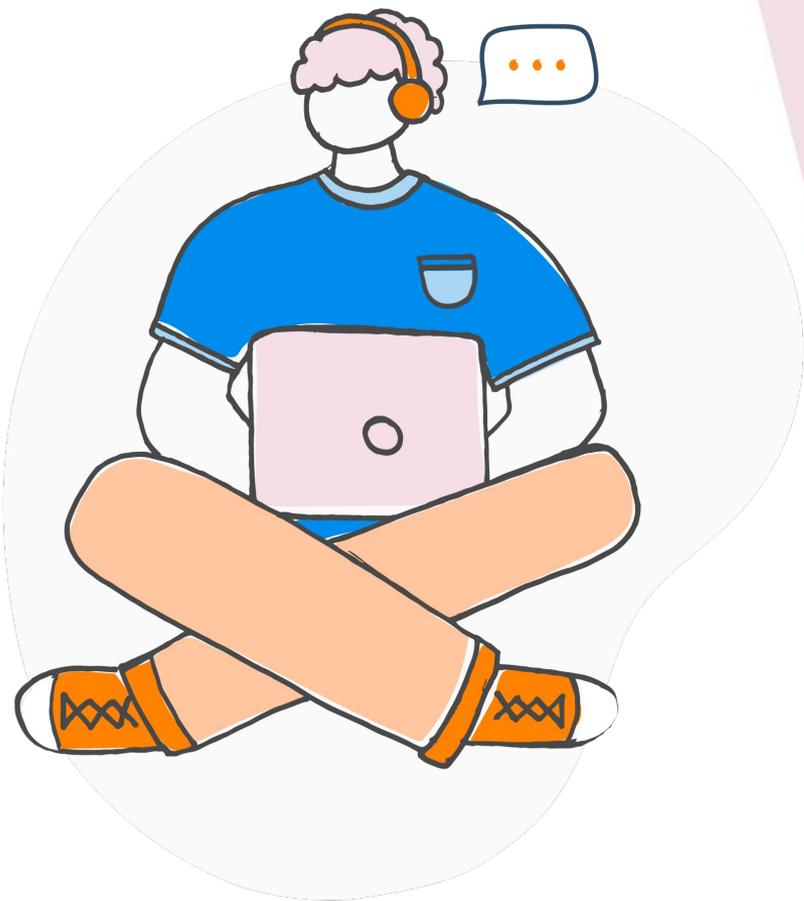


THE FUTURE IS
WORKING
A GIVING DAY TO DEVELOP A STRONGER
WORKFORCE FOR ORANGE COUNTY

CHRYSALIS
a nonprofit organization Changing Lives Through Jobs

24 HOURS | 14 ORGANIZATIONS | 1 CAUSE
MARCH 24

GiveGab is becoming  **Bonterra.**



Host Virtual Events

Choosing Your Event

Things To Consider

The type of event you organize will determine your call to action.

- Know your audience when choosing your event
 - How comfortable are they using a computer?
 - Will they have access to smartphones?
 - Will they enjoy a story telling contest? Or a Live Music Session?
- Timing - is your event happening before, on, or after Giving Day?
- Know which interactive tools you will use and how to use them
 - Organize a day of run-through/dress rehearsal
- Consider event follow up - think about what guests will expect after the event?



Types of Virtual Events



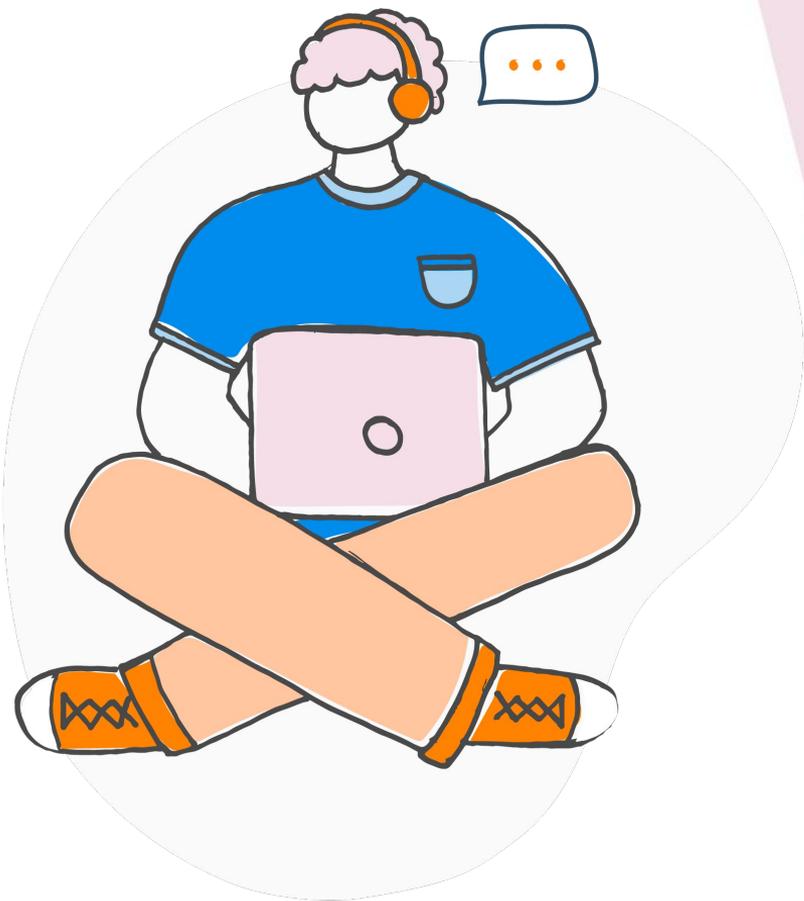
Get creative and go live on Facebook, YouTube, or other platforms leading up to and on the Giving Day

- AMA, “Ask Me Anything”
- Volunteer, Employee, Organization, Board or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday” or “Fundraising Friday”)
- Testimonials

Create and Plan for a Virtual Event

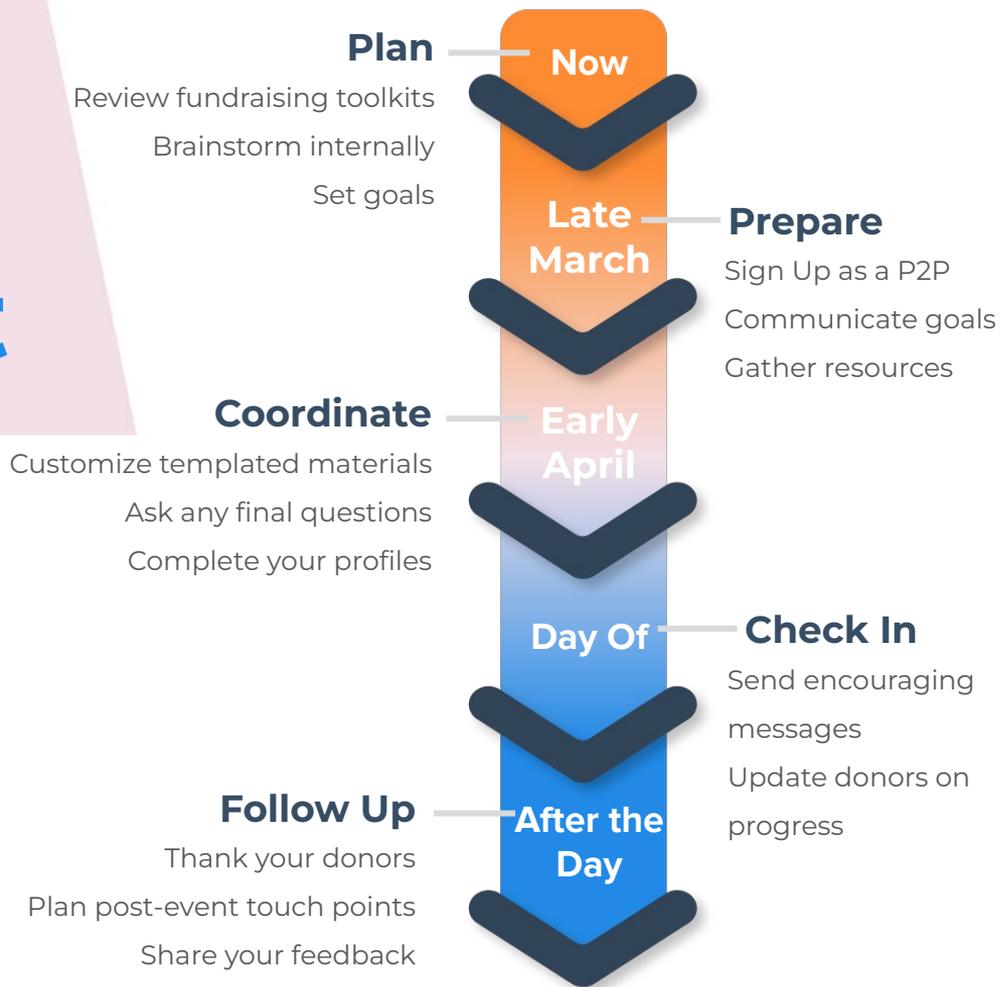
- **Step 1:** Identify your goals & audience
- **Step 2:** Choose the type of event you want
- **Step 3:** Create a call to action! Make it fun, make it competitive, have incentives!
- **Step 4:** Give specific roles to each member of your planning team
- **Step 5:** Promote your event!





Takeaways & Resources

Timeline for P2P Recruitment



Key Takeaways



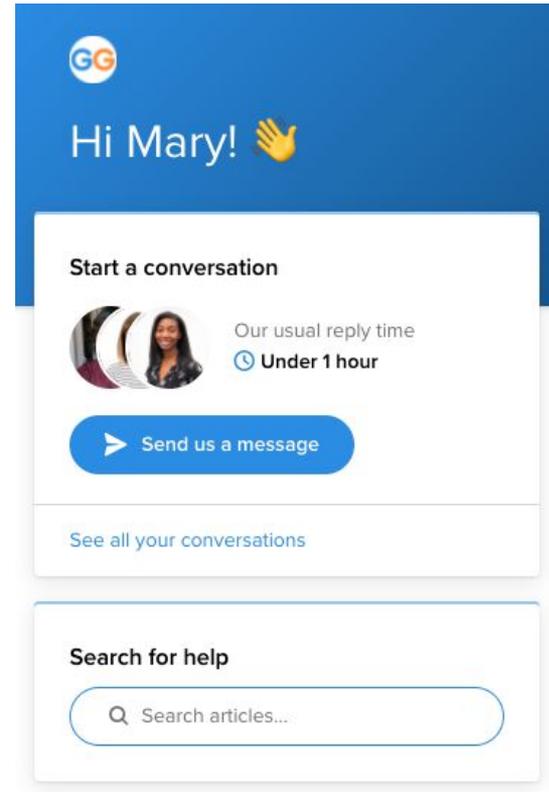
- P2P Fundraising can help an organization raise 3.6x more
- Fundraisers increase an organization's reach
- Set realistic goals, that align with your capacity and skill set
- Leverage the templated resources to make it easy and fun
- Use photos & videos as much as possible when posting
- There is plenty of time before Give Local York. Start small this year and grow it in the future!

Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com



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

Questions?



May 5, 2023