

# How are we going to get this done?

*How to utilize goal setting strategies and matches/challenges to leverage virtual engagement and to enhance your Giving Day success.*



# Submit Your Questions



**Chat Box**

To:  All panelists  
Type:  All panelists and attendees



**Q&A**

Please input your question

Send Anonymously

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

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

# Meet the GiveGab Team



**Cianne Maloney**

Project Manager



**Danielle Hunter**

Project Manager

# Questions to Ask Before Give Local York 2024



- What were we able to achieve in previous years?
- Do we have a campaign or event around this time of year?
- What are our most crucial needs at this time?
- What will help to improve long term sustainability?

# Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

# Setting Your Goals



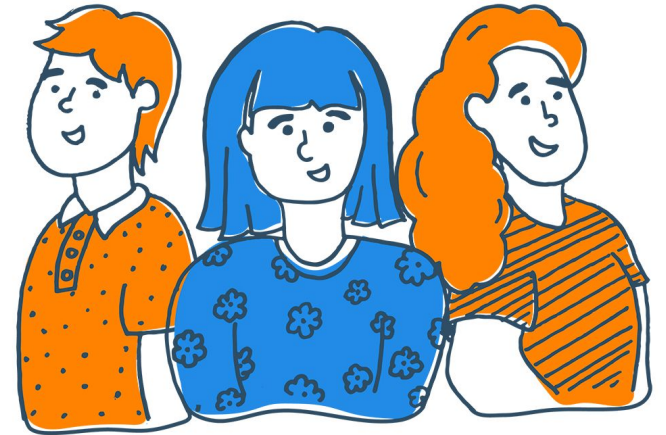
- Narrow in on 1-3 specific goals. This creates a strategy that's easy for your organization to execute, and for your supporters to rally behind
- Determine which goals are internal vs. external
  - **Internal:** Become more familiar with online fundraising tools, strengthen relationships with board members
  - **External:** Raise \$5,000 for new supplies, secure at least \$1,000 in matching funds prior to the day.
- Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!

# Who Should Know About Your Goals

- Why do you want to clue them in?
  - **Internally:** Board Members, Staff, Steering Committees
  - **Externally:** Major/Recurring Donors, Matching Sponsors, Fundraisers, Donors and other supporters
- This distinction is important, as you may need to curate different “asks” for these individuals as a result of the goal(s) you set.

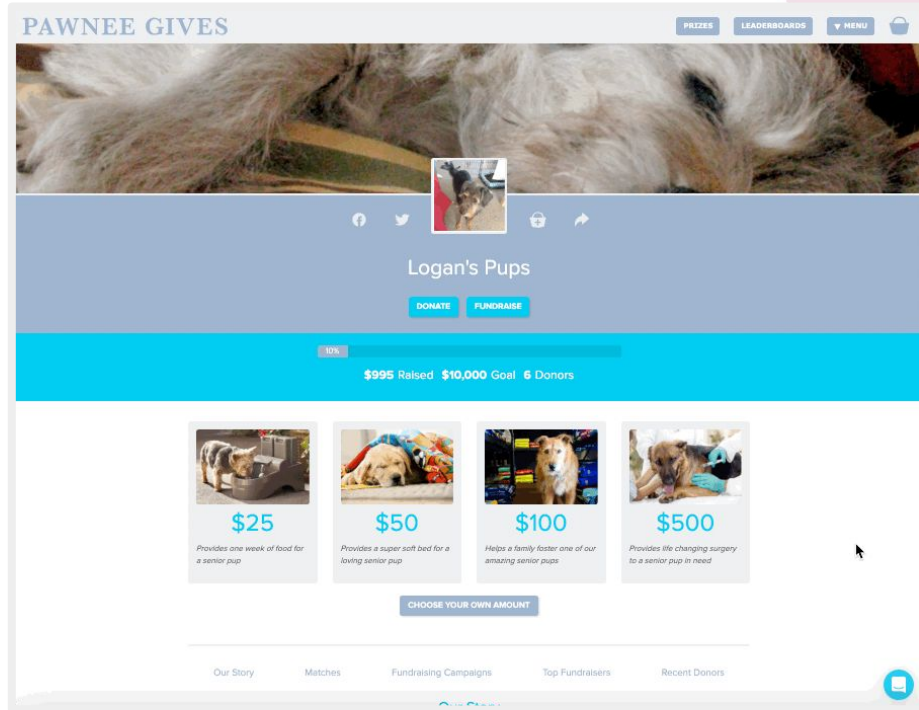


# Sample Goal Strategies





# Monetary Goal Strategies



- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Collect stories from those who would be directly impacted

### Set a Goal

Display Goal on Profile

\$ 720

# Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal



**\$5**

One bag of bones for our senior pups!



**\$10**

One blanket to keep our pups cozy.



**\$15**

One case of yummy food to feed our pups!



**\$20**

One water fountain to keep our pups hydrated!



**\$25**

One shot to keep our pups disease free!

# New Donor Goal Strategies

- Recruit peer-to-peer fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend




# Leverage Support Areas


- Display a sub-profile under your organization to highlight an area of support
- The support area will feature its own profile under your organization
  - All funds raised by this support area will roll into your organization's totals!

### Fundraising Campaigns


Clayton J. Karambelas Memorial Scholarship Fund

[DONATE](#)

Colin R. MacLean Memorial Scholarship Fund

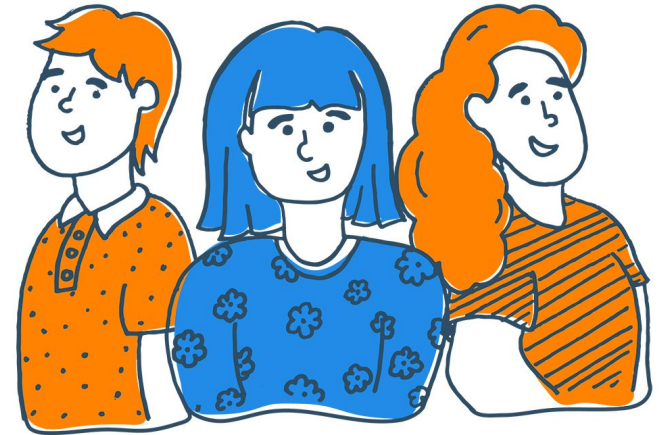
[DONATE](#)

Gary A. Michak Memorial Scholarship

[DONATE](#)

[See More](#)

# Matches and Challenges



# The Basics



## What is a matching gift?

- 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

Matches allow donations to be matched dollar for dollar on a 1:1, 2:1, or 3:1 ratio

## Debbie's Pet Supply: Giving Tuesday Match!

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

**\$50 MATCH**

**\$50 REMAINING**

# Challenges

Challenges allow funds to be added to your organization's total once a goal is reached

Goal can be a **Donor Count, Donation 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!

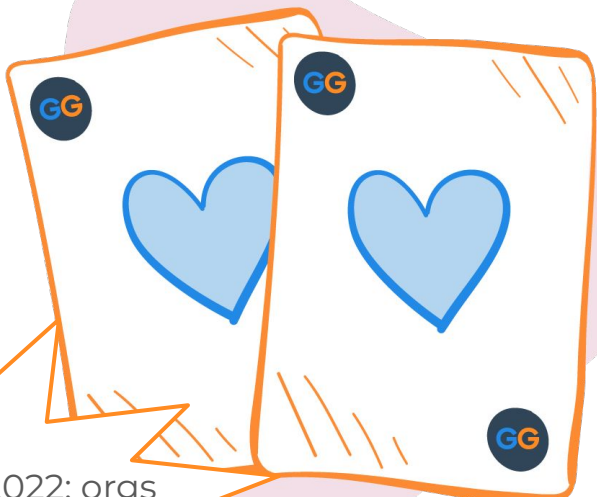


**\$21,298.13** more unlocks **\$10,000!**



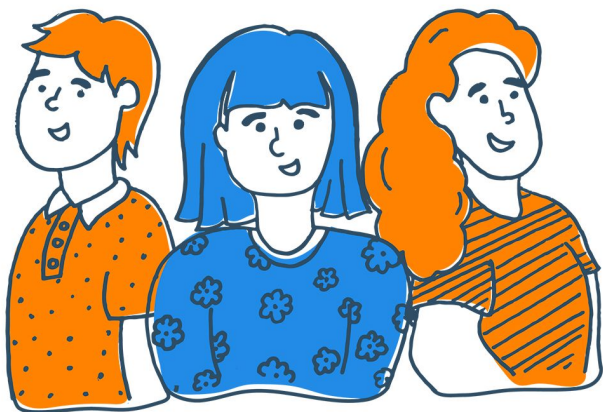
# Benefits of Matches & Challenges

- Incentivizes 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 **4.5 x more** than organizations without a match



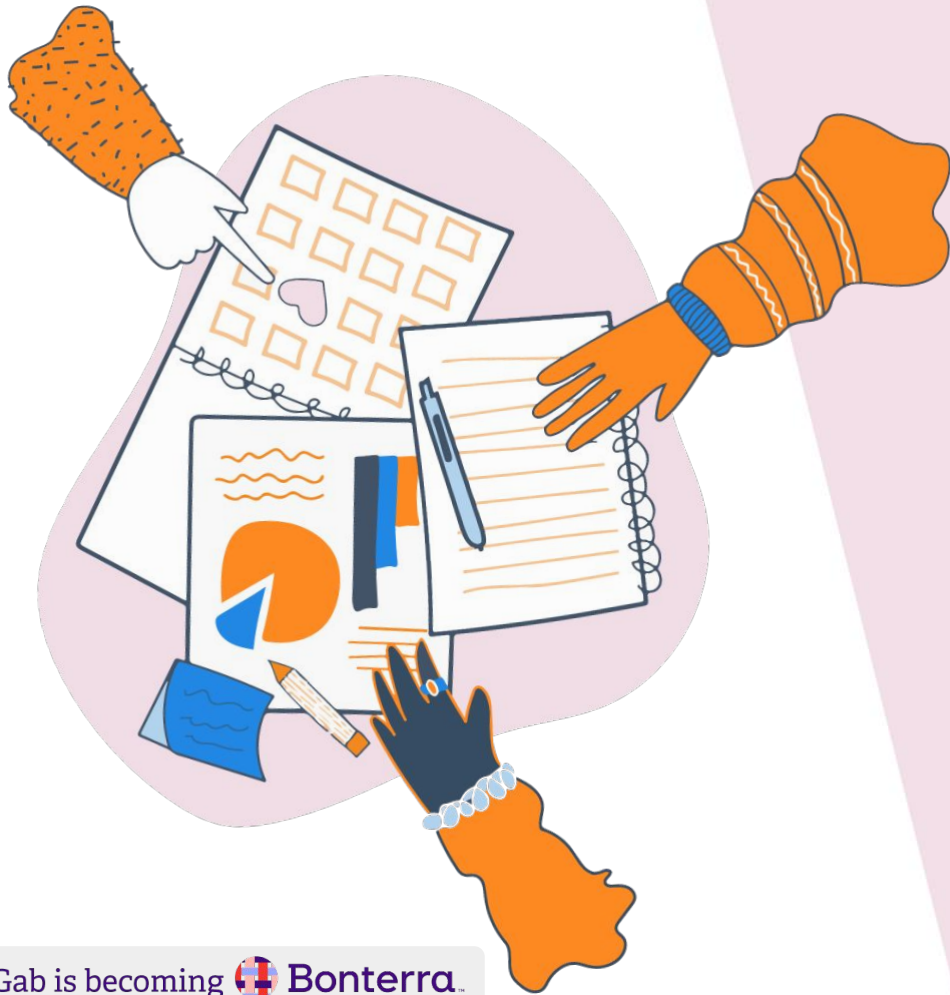
Give Local York 2022: orgs with matches raised **5X MORE** than those without!

# 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!



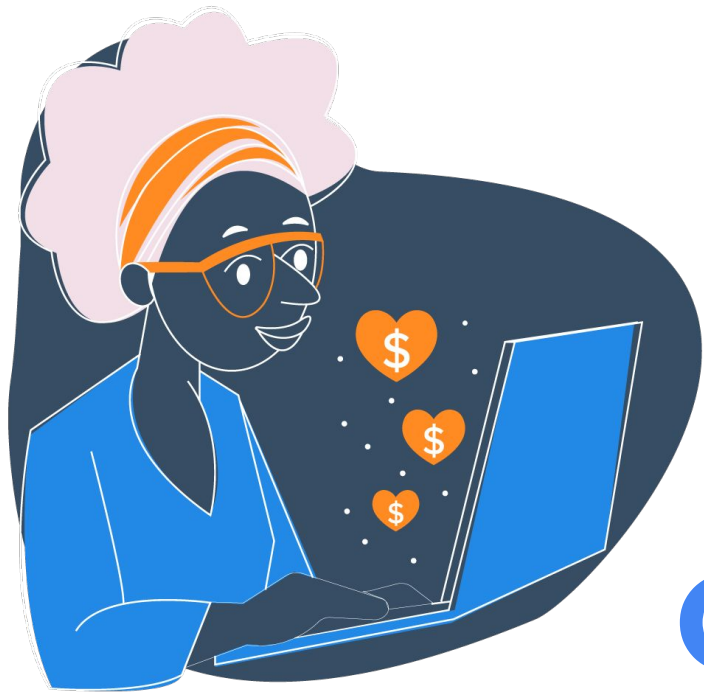
# New Donor Match



- 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, click “Manage Matches and Challenges”

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ♥ Add a 'Thank You' Message >
- 👤 Add Fundraisers >

#### Reset Profile

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

#### Donation Tools

🔗 Manage Matches and Challenges

📄 Manage Donations

📄 Embed a Donate Button

#### Other Actions

📄 Engagement Opportunities

📄 Add External Fund

📄 View Registration Info





# Add a Match

Click the “Add Match” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

**+ Add Match**

# Enter Match Information

## Match Details

### Match Name

Giving Tuesday Match!

### Description

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

### Total Matching Funds Available ⓘ

\$ 50.00

### Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

### Image

 match\_commitment\_image\_9939217026\_img

Select Image

Remove

**Tip:** Disable adblockers on this page for the best image uploading experience.

- Match Name
- Match Description
- Matching Funds Available
- Matching Ratio
- Image (optional)

# Enter Sponsor Information

## Sponsor Donor Details

### Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

### Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

# Customize Your Match

## Match Criteria

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

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Maximum Match per Individual Donation

\$

Enable Auto Matching ⓘ

## Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Maximum Match per Donation
- Auto Matching
  - Enables donation matching to eligible online gifts in real time

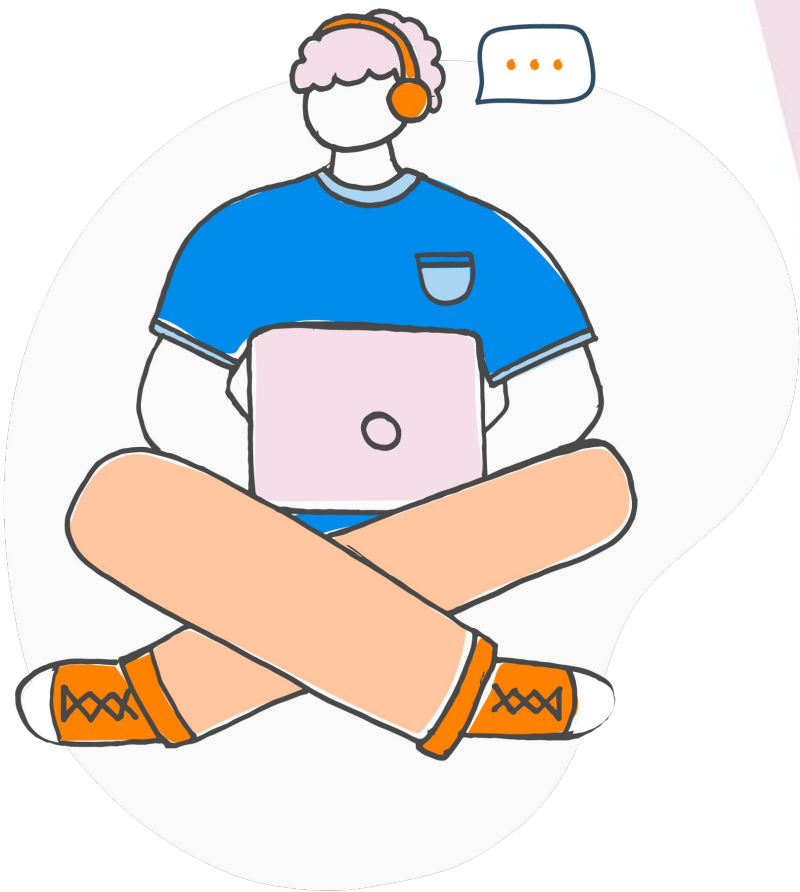
# View Your Match

## Debbie's Pet Supply: Giving Tuesday Match!

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

**\$50** MATCH

**\$50** REMAINING



# 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!



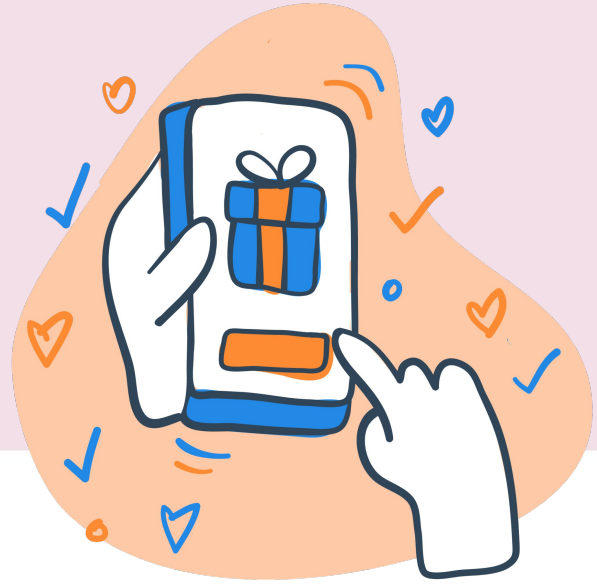
## Example:

- 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

# Your Giving Day Dashboard

From your Giving Day Dashboard, click “Manage Matches and Challenges”

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ♥ Add a 'Thank You' Message >
- 👤 Add Fundraisers >

#### Reset Profile

ⓘ Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

#### Donation Tools

- 🔗 Manage Matches and Challenges
- 📄 Manage Donations
- 🖨️ Embed a Donate Button

#### Other Actions

- 📌 Engagement Opportunities
- 🔗 Add External Fund
- 📄 View Registration Info



# Add a Challenge

Click the “Add Challenge” button to create a new matching opportunity to feature right on your Giving Day profile.

Matches

Challenges

**+ Add Challenge**

# Enter Challenge Information

- Challenge Name
- Challenge Description
- Challenge Unlock Amount
- Image (optional)

## Challenge Details

### Challenge Name

Giving Tuesday Challenge!

### Description

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!

### Challenge Unlock Amount ?

\$ 50

### Image



Select Image

Remove

**Tip:** Disable adblockers on this page for the best image uploading experience.

# Enter Sponsor Information

## Sponsor Donor Details

### Sponsor Donor Name

Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.

Display Sponsor Donor Name Publicly

### Sponsor Business URL (optional)

- Sponsor Name
- Sponsor URL (optional)
- Or keep your sponsor anonymous

# Customize Your Challenge

## Set Challenge Details

- Start Time
- End Time
- Challenge Type
  - Dollar
  - Donor
  - Donation
- Challenge Goal

### Challenge Criteria

Select the time period applicable for this challenge

**Time Zone**

Eastern Time

**Start Time (US/Eastern Time)**

**End Time (US/Eastern Time)**

**Challenge Type**

Donor Challenge

**Challenge Goal**

10

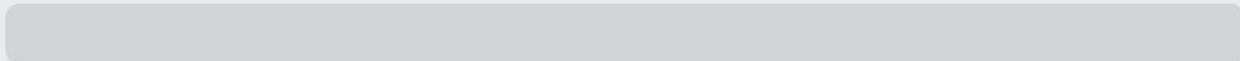
A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

Archive ?

# View Your Challenge

## Debbie's Pet Supply: Giving Tuesday Challenge!

When we reach 10 donors, \$50 will be unlocked thanks to a generous donation from our friends at Debbie's Pet Supply!



**10** more donors unlocks **\$50**



# 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”
- If you no longer wish to display your match or challenge, select “Archive”

## Giving Tuesday Match! Sponsored by Debbie's Pet Supply

**Total Amount**    **Amount Remaining**     Auto-Matching Enabled  
**\$50.00**    **\$50.00**

Your donations will be DOUBLED on #GivingTuesday tha...



Edit



Archive

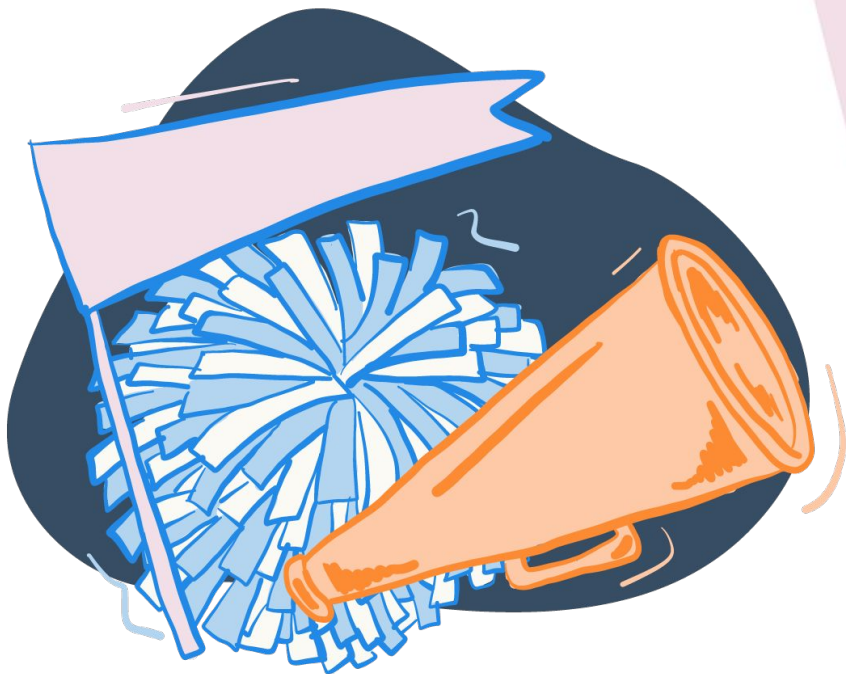


Remove



Deplete Match

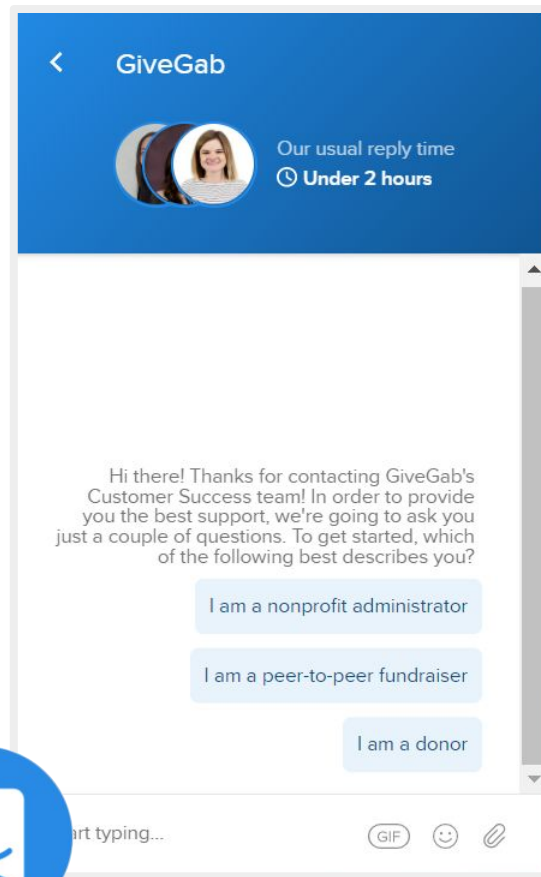
# Key Takeaways



- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success
- Stay consistent with your goals from beginning to end so your donors can truly comprehend their impact
- Utilize Matches and Challenges to engage your supporters

# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



# Questions?



# Helpful Articles

- [What is a Support Area?](#)
- [How do I Create A Support Area Under My Giving Day Profile?](#)
- [How do I add external fund numbers?](#)
- [What is an External Fund Number?](#)