

Final Steps to Success



2/28/19

Bank of America



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Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Add Engaging Visuals
5. Empower Ambassadors
6. Prepare Communications
7. Rally Your Team
8. Review Your Campaign
9. Plan The Big Day
10. Create A Stewardship Plan



Do you have defined goals?

Your Fairfield County's Giving Day goals can go beyond dollars raised:

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



Is your story authentic?

- Focus on a specific person, program, initiative, etc.
 - How do donors make these stories possible?
- Include photos, graphics, and key statistics
- Make sure your story reflects your initial goals
- Keep it consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!



Are your calls to action clear?

- Include a link to your Fairfield County's Giving Day profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference on Fairfield County's Giving Day
- Cater your calls to action to different goals and audiences
 - Fundraise! Donate! Volunteer! Join! Subscribe!



Are you featuring visual content?

- On your Fairfield County's Giving Day Profile...
 - Cover Photo & Logo
 - Donation Levels
 - Story Photos or Infographics
 - Embedded Video
- Across your digital platforms...
 - On your website and Social Accounts
- In Your Communications...
 - Emails & Social Media Posts

**Visuals help tell
your story and
increase online
engagement!**



Are your ambassadors prepared?

- Identify your Fairfield County's Giving Day Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Fairfield County's Giving Day Nonprofit Toolkit!
- Communicate your goals and campaign game plan
 - Break down tasks into manageable responsibilities



Do you have a communications plan?

- Plan your online communications ahead of Fairfield County's Giving Day
 - Announcement/Save The Date
 - Campaign Countdown
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
- Customize the templates, guides, and graphics in your Fairfield County's Giving Day Nonprofit Toolkit for the perfect plan!
 - Day-Of Updates
 - Organization Website
 - Supporter Gratitude
 - Ambassador Sharing



Is your big day **BIG** enough?

- Assign day-of roles for your Fairfield County's Giving Day team
 - Play to your team strengths and capacity!
- Mix in pre-scheduled communications with live updates
- Share any in-person opportunities with supporters
 - Don't forget to take pictures and videos to share online!
- Have fun with your team and your supporters!



How will you thank your supporters after Giving Day?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
 - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!



Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Fairfield County's Giving Day Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

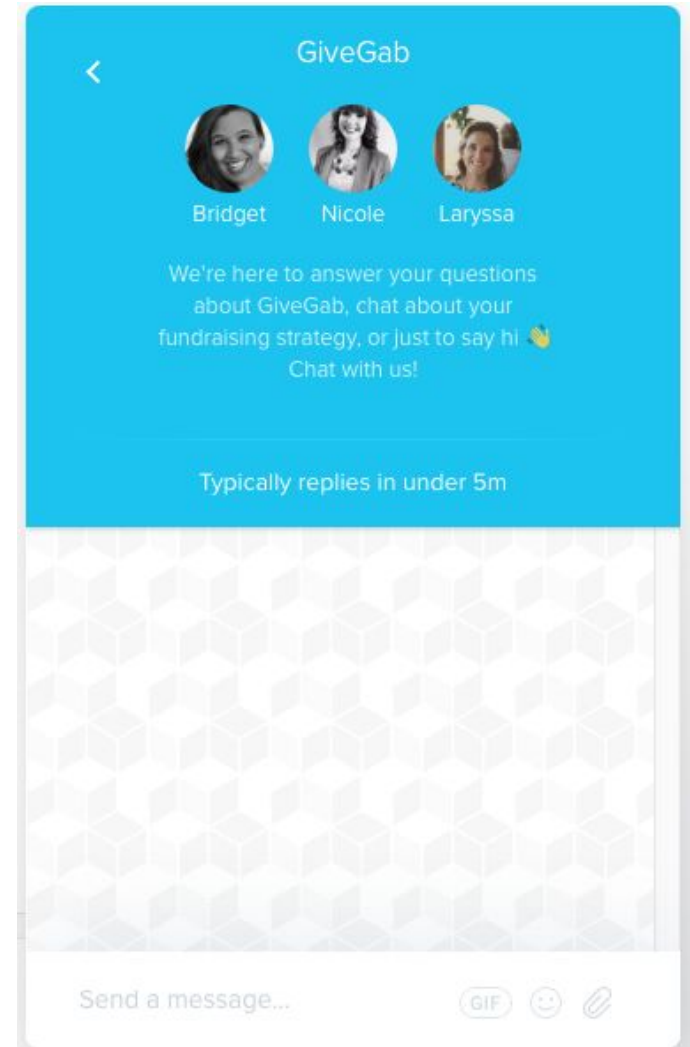
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



Why I give Video Contest



Questions?



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