Creative Engagement

Out of the box ideas to excite and engage supporters on your Giving Day!
Thinking Outside The Box

- Don’t be afraid to try new things on your Giving Day
- Find creative solutions to help you reach your existing goals
- Take the Giving Day offline to engage in person
- Use your Giving Day as an opportunity to celebrate the work you do by having fun with your supporters
Spark Of Creation

Ask yourself these questions to inspire creativity!

- Is there a common theme in your storytelling?
- How do your donors generally prefer to be engaged with?
- Is there an existing opportunity you can utilize?
- What will make your supporters proud and excited to be a part of the Giving Day with you?
Strategies For Success

- Think about your overall Giving Day goals
  - What will help you achieve them most effectively?

- Think about your supporters
  - What will interest them and excite them?

- Think about your capacity
  - What will bring you the best return on investment?
Creative Storytelling
Go Live!

Live your mission on the big day!

- Utilize Social Media tools like Facebook, Twitter, Instagram, Snapchat, and Youtube to share live videos during your Giving Day
- Show supporters a behind the scenes look at your mission in action
  - Give a tour of your space
  - Interview your beneficiaries
  - Document your volunteers in action
  - Show off an in-person event
  - Announce a prize or match
  - Have a live tree-lighting near the holidays
Tell a “24-Hour Story”

Badass Brooklyn Animal Rescue
Brooklyn, NY
#GivingTuesday 2015

● Lived their mission on #GivingTuesday
● Drove from New York to Georgia to rescue animals from a kill shelter
● Shared their journey on social media throughout the day
● Encouraged supporters to donate or adopt one of the rescued dogs
Tell a “24-Hour Story”

Stop Children’s Cancer
Gainesville, Florida
The Amazing Give 2017

- Broke down an 873 day story into several “bites” throughout the day
- Utilized Facebook to share their stories and encourage others to check back throughout the day
- Told the story of someone positively affected by their organization from beginning to end
Create Your Own Campaign #Hashtag

Children’s Book Bank
Portland, Oregon
#OregoniansGive 2015

- Created the unique hashtag #InspireJasper to encourage sharing their story
- Motivated others to use the hashtag and promote their connection to the organization on the day
**Columbia Land Trust**
Portland, OR
#OregoniansGive 2015

- Created the persona #NatureGlenn for supporters to follow on social media on the day.
- Provided a reason for supporters to continue to check back on social media throughout the event to see where #NatureGlenn would turn up next.
Creative Challenges
Friendly Competition

Alcohol & Drug Council of Tompkins County
Ithaca, NY
Giving is Gorges 2016

- Recruited board members to create personal fundraising pages
- Provided incentive for the top fundraiser in the form of free goodies
- Motivated fundraisers throughout the event to see who would come out on top
Community rallied around 5-year old peer-to-peer fundraiser, Josiah.

His passion for helping people find a home inspired many.

His fundraising page was shared by friends, family, and community members to share his good will.

Campaign to raise money for Kern nonprofits benefits from kindness — even from a 5-year-old.
Creating Incentives

- Utilizes donations as a unique “entry” for a specific competition
- Creates incentive for each donation made during the event
- Motivates donors of any capacity to have an equal impact on the outcome of the event
- Easily determine the results through your donation report download - which updates in real time!
Social Media Motivation

- Develop your own social media challenge to encourage online engagement for the event.
- Ask donors to engage by using a consistent hashtag you can easily track on social media:
  - #WhyIGive
  - #MyGivingStory
  - #WhyPhilanthropyMatters
- Or tie it to your organization’s story--like #InspireJasper!
Utilize Your Giving Day #Hashtag

- Don’t forget to use your Giving Day #Hashtag on Facebook, Twitter, Instagram, Pinterest, and Google to be featured on the official Giving Day tagboard on the website.
Creative Matches

Social Engagement Match

- Offer incentives for liking and sharing your content on social media

New Donor Match

- Motivate new donors with extra support for each new donor you acquire during the event

Board Engagement Match

- Encourage all of your board members to support you by offering a special incentive if each board member gives
Creative Community
Engaging Your Business Community

Promotions

- Ask to display posters or handouts in their place of business for customers to see
- Utilize your Giving Day donation receipt emails as a way to unlock special deals
- Host a fundraising night at a local franchise where a portion of all profits during a certain time will be donated to your cause
- Ask them to be a social media ambassador and share your cause with their followers
Engaging Your Business Community

Partnerships

- Sponsor a match for donors or their employees to donate
- Provide discounted space, goods, or services for an event being held to celebrate the Giving Day
- In exchange for their support offer to add their logo and website link to your Giving Day profile and social media posts promoting the day
Host a Volunteer Opportunity!

- Highlights the spirit of your cause and your volunteers by offering opportunities to get involved and volunteer on the Giving Day.
- Provides an opportunity to take photos and videos to share on social media for those that can’t make it in person.
- Creates something tangible for your supporters to see on the day that makes them feel you are making a difference.
In Person Engagement

Take The Giving Day Offline!

- Hosting an in-person event can be a great way to acknowledge your supporters’ generosity and celebrate your success with everyone
  - Coffee Meet & Greet
  - Success Happy Hour
  - All-Day Donor Lounge
  - Thank You Celebration
  - Power Hour Party

- Collaborate with other nonprofits!
Anyone Can Make A Difference!

- Seek opportunities to engage with your community and supporters
- Find what works for you, your organization, and your supporters
- Start as early as you can to make planning a breeze
- Have fun and celebrate your success!
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!
Thank You!

Have questions? Email us at customersuccess@givegab.com