Engaging Your Board

Tips and tricks to get your board members involved in your Giving Day success

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Getting Your Board On Board

- Organizations with an engaged board raised **2-3 times more dollars** on their giving day than those without.

- The most engaged boards attended planning meetings, sponsored a matching fund, or were p2p fundraisers.

- Including your board members in your Giving Day planning can have a greater impact on your Giving Day Success.
Setting Expectations

- As you develop your Giving Day campaign strategy, determine where your board members can help the most.
- Make it clear at the beginning of the planning process what role they’ll play in your overall Giving Day strategy.
- Create an even playing field for all your board members to actively participate and assist you in the process.

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Putting the FUN in FUNdaising

● Share the opportunities online Giving Days can provide
  ○ Potential new donors, wider demographics, online exposure, educational resources, improved donor analytics, potential prizes or matching dollars

● Encourage your board to share personal stories about what first connected them to their cause and why they give

● Send out a weekly or bi-weekly email series with important updates and clear steps to get involved
Your Board and Your Giving Day

Before Your Giving Day...

- Invite your board members to a Giving Day kickoff
- Provide regular updates at your monthly board meetings
- Share any helpful resources with them (like graphics!)
- Prepare them to be P2P fundraisers or social ambassadors
- Continually emphasize the importance of their participation
Your Board and Your Giving Day

During Your Giving Day…

- Encourage your board members to share socially
- Send your board emails with specific calls to action
- Update them on any prizes or matches on the horizon
- Share your progress throughout the event
- Motivate board members to join you for an in person event
Your Board and Your Giving Day

After Your Giving Day...

- Thank your board members for their help and hard work
- Share insights to your campaign success
- Host a debrief to break down what you’ve learned
- Ask your board to personally thank your Giving Day donors
- Celebrate your team and a job well done
Engaging Opportunities
Peer-to-Peer Fundraising

● Recruit your board members to create their own peer-to-peer fundraising pages tied to your Giving Day profile

● Encourage them to share their personal connection to your cause with their own network

● Stimulate friendly competition with incentive for your top fundraiser
Local Partnerships

- Encourage your board members to reach out to any prominent community members or business owners
- Leverage their connections to secure donations, matching funds, or promotional opportunities
- Provide cross-incentive to supporting partners and community members
Sponsored Match

- Encourage your board members to contribute financially through a sponsored matching donation.
- Funds can be utilized to motivate donors to have a greater impact on the day.
- Feature the matching opportunity right on your Giving Day profile for donors to automatically see their match.
Donor Stewardship

- Enlist your board members to help you thank and acknowledge your donors.
- Have them make calls to your larger donors personally thanking them for their contribution to your cause.
- At your next board meeting, take the time to have your board members write a few hand-written notes to donors.
Social Ambassadors

- Leverage your board member’s social network and encourage them to like and share your content, as well as post their own.
- Encourage all board members to swap out their cover photos for a Giving Day graphic from your Nonprofit Toolkit.
Key Takeaways

● Every nonprofit board is different, and so are the ways in which they can participate and help you reach your goals.

● Educating your board about the importance of the Giving Day early on can make a big difference in your success.

● Providing clear calls to action and steps for success can motivate your board members to actively participate.
Board Support Toolkit

- Sample Calling Scripts
- Social Media Guides
- Email Templates
- Shareable Graphics
- Helpful Blogs
- Best Practices
We’re Here For You!

- Visit Our Help Center
  
  [https://support.givegab.com/](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

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