



Nonprofit Giving Platform

Gamifying Your Giving Day

How to build off the momentum of your Giving Day to
motivate and excite your supporters



What is Gamifying?

- Uses game-like strategies to motivate and engage potential donors to take action and help you reach your goals
- Takes the enjoyable parts of game play like incentivization and competition and translates it into fundraising
- Generates excitement for your organization's Giving Day campaign and subsequent goals



Benefits of Gamifying

- De-stigmatizes fundraising as an uncomfortable and non-social way of spreading awareness for your cause
- Motivates supporters to actively participate in helping you achieve your organization's overarching goals
- Creates an engaging and interactive experience for donors
- Allows your supporters to have fun with you



Giving Day Gamification

- 24-Hour event provides a powerful sense of urgency
- Giving Day leaderboards for donors and dollars raised
- Organizational progress bars on your profile
- Peer-to-Peer fundraiser leaderboards on your profile
- Social sharing and engagement
- Giving Day prizes and matching incentives



Gamification Best Practices

- Determine your Giving Day goals before any challenges
- Align challenges to help you reach your goals
- Include specific clear calls to action in any promotions
- Create realistic and measurable opportunities
- Arm ambassadors with key messaging and goals
- Highlight any sponsors making the challenge possible

Creative Challenges



Giving Day Match

- Increase the impact of every donation with a sponsored matching incentive
- Set a specific time frame and rules to motivate potential donors and create a sense of urgency during the Giving Day
- Promote your match heavily leading up to the Giving Day so all of your supporters know how to increase their impact
- Make it clear what the unlocked matching gift will help your organization achieve

Matches

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!

\$5,000 MATCH

\$2,684 REMAINING

Recent Donors

Debbie's Pet Supply **\$370.00**

Bridget Cafaro **\$370.00**

Debbie's Pet Supply **\$600.00**

Katrina Grein **\$600.00**

Debbie's Pet Supply

[See More Donations](#)



Peer-to-Peer Competition

- Peer-to-Peer fundraisers rally behind your cause to fundraise on your behalf through their own personal fundraisers
- Fundraisers listed on your Giving Day profile in the order of how much they raise
- Engage in friendly competition amongst your fundraisers for the top spot
- Motivate your fundraisers by offering an incentive for the champion that raises the most for your cause during the Giving Day



Fundraising Champions

Laryssa Hebert **\$500.00**

Bridget Cafaro **\$100.00**

Aaron Godert **\$65.00**



Unlocked Incentives

- Promote organizational incentives if your supporters are able to help you reach a specific goal or milestone on the Giving Day
- For each specific goal your supporters help you achieve, unlock pledged matching donations or in kind gifts
- Include clear calls to action on your profile and in your promotions so your supporters know how they can help you unlock additional support

You're the KEY! Help us **UNLOCK** crucial support by making a gift to Logan's Pups on #GivingTuesday!



November 28 is a pretty exciting day for Logan's Pups! On Giving Tuesday, YOU have the power to help US in more ways than ever before by giving back during our "Unlock The Love" challenge. On Giving Tuesday on November 28,

you can help Logan's Pups save even more lives by helping us reach our super special goals. For each challenge we complete throughout the event, our generous sponsors have offered to provide additional gifts to our organization as a way to thank all of the generous donors for joining them in support of our mission. Give back on November 28 and YOU can help US and ALL of our four legged friends at Logan's Pups UNLOCK THE LOVE!

~Unlock The Love Challenges~

- Debbie's Pet Supply: 25 Donors by 9am = a weeks worth of dog food donated to Logan's Pups
- Community Bank of NY: 50 Donors by 12pm = 50 vaccines for our sanctuary pups
- Willow Craft Supply: Raise \$1,000 online = 12 new dog beds for our senior pups

[DONATE](#)



Social Stimulation

- Throughout the Giving Day share regular progress updates on social media with a continued time based sense of urgency
- Break communication norms to update your supporters of upcoming prize incentives or matching funds during the Giving Day
- Have fun throughout the day and celebrate from Midnight - Midnight!





Beyond The Basics

- Goal Setting Strategies
- Matching Challenges
- Spreading The Word
- Social Media Strategies

Check out these, and other Giving Day Training Videos for more information on how to take your Giving Day campaign to the next level!



We're Here For You!

- Visit Our Help Center

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

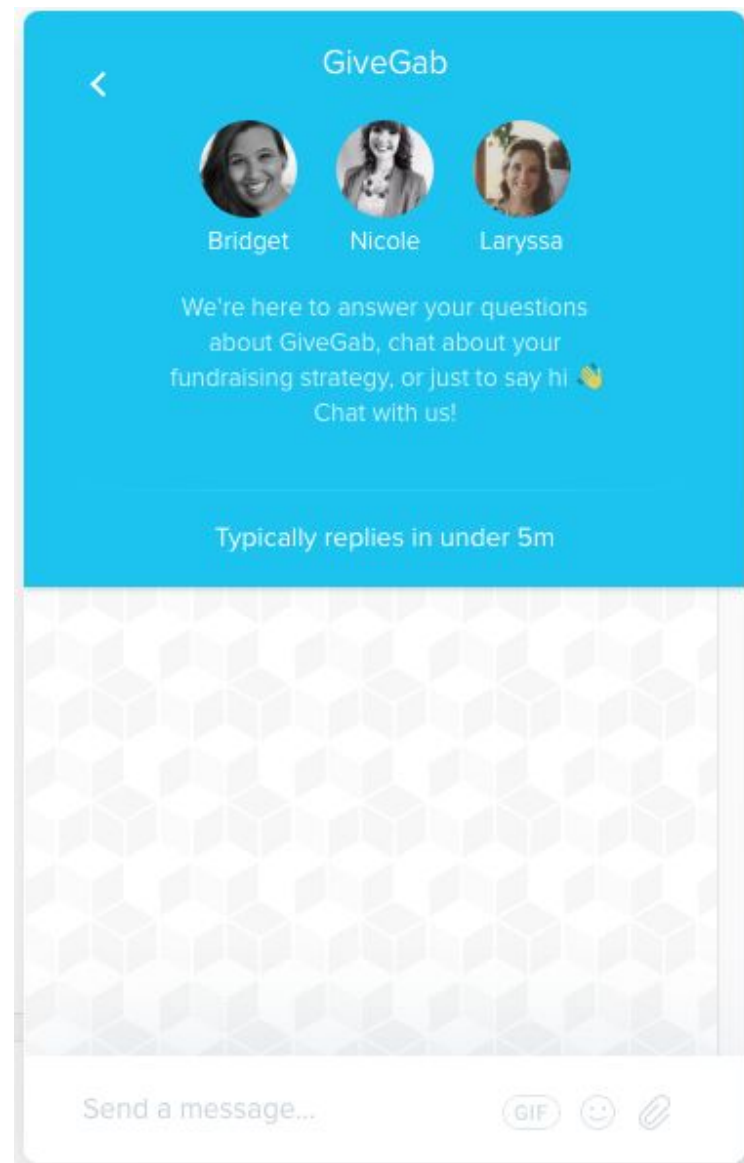
- Send us an email at

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