Your Giving Day Basics

The 5 Essential Steps to Giving Day Success
Minimize Effort - Maximize Results

- Prioritize Crucial Tasks
- Utilize Time Available
- Allocate Resources Effectively
- Create Campaign Confidence
5 Essential Steps to Success

- Have you been verified to accept donations?
- Have you set specific and attainable goals?
- Have you highlighted your supporters impact?
- Have you customized your giving day profile?
- Have you spread the word about the event?
Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

1. **Add Your Organization's Info**
   - Let people know who you are.

2. **Add Your Story**
   - Tell potential donors why they should contribute.

3. **Add Bank Account Info**
   - Set up your banking information to receive secure online donations.

4. **Add Donation Levels**
   - Show your donors the impact their donation makes.

5. **Add a ‘Thank You’ Message**
   - Personalize your auto-response for donors ahead of time.

6. **Add Fundraisers**
   - Recruit peer-to-peer fundraisers to expand your network of donors.

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**Share Your Page**

www.givingday.org/education-for-all

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**More Actions**

- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
Add your bank account information to enable ACH direct deposit transfers to your organization every 24-48 hours after receiving a donation.
#1 - A Way To Give

- Can take up to 2-3 business days for your organization to be verified to accept donations
- Only verified tax deductible organizations are able to accept donations
- Only verified organizations will appear on the Giving Day site and be able to accept donations during the event
Once you are verified:

- Donate Button
- Fundraise Button
- Donation Levels
- Searchable
#2 - Something To Strive For

- What are you looking to accomplish on the Giving Day?
- What were you able to accomplish in previous years?
- What are your most crucial needs?
- What will help to improve your long term sustainability?

Answering these questions will help you create a strategy that’s easy for you to execute and easy for your supporters to understand!
#2 - Something To Strive For

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches
#2 - Something To Strive For

● Establish your goals early and always keep them in mind

● Design your messaging around encouraging your supporters to help you reach these goals

● Craft your Giving Day profile to reflect these goals

  ○ *Example:* If you have a goal of reaching a certain number of donors, instead of a specific monetary goal, don’t set your donations levels too high otherwise donors may be discouraged to give.
#3 - Communicating Value

- **Personalize Your Donation Levels**
  - Think outside the “$25, $50, $100” box
  - How much does an item you use cost?
  - How much does it cost to help one person?

- **Help Donors Visualize Their Impact**
  - Add photos or stock images to show what their donation “buys”

- **Tie Together Your Story & Donation Levels**
  - Make sure the goals of your story and donation levels are aligned
  - *Example:* If your story is focused on a specific program or project, have your donation levels reflect how much different elements of that project cost
#3 - Communicating Value

Adding Donation Levels

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

We recommend having 3 or 4 donation levels.

- **$25.00**
  Provides one week of food for a senior pup
  Edit | Remove

- **$50.00**
  Provides a super soft bed for a loving senior pup
  Edit | Remove

- **$100.00**
  Helps a family foster one of our amazing senior pups
  Edit | Remove

Dollar Amount

| $ | 0.00 |

Description

Image

Image should be 5MB max and a JPEG, JPEG or PNG file type.

Save | Cancel
#3 - Communicating Value

**Pro Tip:** Add unique descriptions for each amount to help donors visualize a tangible impact at your organization.
#4 - Your Mission In Action

- Focus on a specific person, community, or program
- Make it authentic and easy to understand
- Create clear calls to action so donors know how they can have a direct impact on your mission
- Highlight the “joy of giving” to your cause
- Make your donors feel like they can make a difference!
#4 - Your Mission In Action

**Add Your Organization's Info**

**Tagline**
Helping find senior dogs loving homes in their last years

19 Characters Left

**Website**
www.loganspups.org

**Logo**

**Causes (optional)**

**Cause #1** Animals

**Cause #2** Education

**Cause #3**

**Add Your Story**

**Cover Photo**

**Set a Goal (optional)**

Display Goal on Profile

$ 5000 .00

**Select Image**

Recommended dimensions 300x300
Max file size 5MB

**Tell Your Story**

Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her heart and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 90 younger dogs.

**Video URL**

Paste YouTube or Vimeo Link Here

**Save**
#4 - Your Mission In Action

- Add photos that capture the spirit of your organization’s mission in action
- Break up your story with different formatting styles so that donors can still scan the information and understand their potential impact
#5 - Sharing Your Story

- Determine which platforms you want to utilize
  - Email, Facebook, Twitter, YouTube, Direct Mail, etc.
  - Which platforms do your supporters engage with most?
- Develop a communications timeline
- Include a link to your Giving Day Profile in everything that you share leading up to and on the day.
#5 - Sharing Your Story

**Simple Email Strategies**

- 2 Emails before the day
  - Save the date and a week of reminder
- 3 Emails on the day
  - Beginning, middle, and the end.
- 1 Email after the day
  - Thank you

**Simple Social Media Strategies**

- **Before The Day**
  - 2-5 Facebook posts
  - 2-5 Twitter posts
- **On The Day**
  - 3-6 Facebook posts
  - 2-5 Twitter posts
- **After The Day**
  - 1 Facebook Thank You Post
  - 1 Twitter Thank You Post
  - 1 Thank You YouTube Video
- **Beyond The Day**
  - Share updates on what your organization was able to accomplish with the dollars raised on the day

Use the email and social media templates on your Giving Day site and schedule ahead of time using programs like MailChimp or Constant Contact for emails, and Buffer or HootSuite for social media posts.
Beyond The Basics

● Creating The Perfect Profile
● Telling Your Story
● Spreading The Word
● Goal Setting 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