

# Thanking Donors & Last Minute Tips

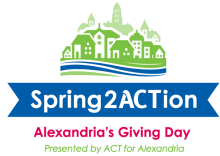


**Spring 2 ACTION**

**Alexandria's Giving Day**

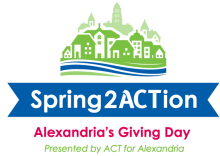
*Presented by ACT for Alexandria*

**April 10, 2018**



# Agenda

- Welcome & Introductions
- Donor Stewardship Panel
- Final Reminders
  - Early Giving: April 11 - April 24
  - Prizes
  - Tagboard
  - Matches and Challenges
  - Events



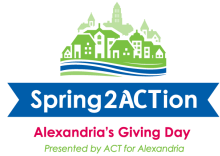
# Early Prizes for Spring2ACTion

- Early Bird Prizes - Awarded for most dollars and most donors from April 11 - April 24 and Midnight - 8am on April 25
- Early Giving Good.Works.Wednesday. at Penny Post and Red Barn Mercantile - Awarded for the most cumulative customer sales / mentions at Penny Post and Red Barn Mercantile on Wednesdays, April 11 & April 18
- Early Giving Facebook Social Sharer - \$250 will be awarded to the nonprofit with the Facebook post (must include the hashtag #Spring2ACTion) with the most likes during Early Giving – April 11 - 24.



# Prizes for Spring2ACTion

- Prizes Awarded for 1st - 5th Place on Leaderboards for Most Dollars, Most Donors, Free Agent Fundraisers\* (most donors) & Spring4ART (most donors)
- Power Hours - Awarded for most dollars and most donors during 11am - noon, 3-4pm, 7-8pm, and 10-11pm
- Good.Works.Wednesday. at Penny Post and Red Barn Mercantile Prizes - \$500 awarded for the most cumulative customer sales / mentions at Penny Post and Red Barn Mercantile on April 25. Prizes awarded online and count toward leaderboard prizes!
- *There is NO deadline to register your Free Agent Fundraisers to be eligible for the FAF Leaderboard!*



# Prizes for Spring2ACTion


- ACTION Hero Prizes - Randomly drawn hourly prizes from 10am - 10pm
- Eating for Good - \$500 will be awarded to the nonprofit with the most cumulative sales/mentions at Holy Cow Burgers, Pork Barrel BBQ & Sweet Fire Donna's on April 25
- #Spring2ACTion Social Sharer - \$250 will be awarded to the nonprofit with the Facebook post (must include #Spring2ACTion) with the most likes on April 25.



# Tagboard

Network LATEST POWERED BY #tagboard

**yokidorg** about 21 hours ago




[Saturday, April 21 = the #YoKid Move Challenge] Stay tuned for information on how to join the challenge! . Local Alexandria Fitness Studios will compete - prizes and bragging rights for the winning studio. . Happening the weekend before #Spring2Action, Alexandria's Giving Day. . Competing studios announced next week - stay tuned for details ... [YoKid.org](#)

**DreamProject-VA** @DreamProjectVA

We are so excited to be part of @Spring2Action giving day on April 25! Check out our page here:  
[spring2action.org/organizations/](http://spring2action.org/organizations/) ...  
 #sharethis #savedaca  
 #dreamers #DreamProject  
 #DPSuccess  
 #immigrantsarewelcomehere  
 #spring2action

23 Mar 3:06pm

**Spring2Action** #YoKidMoveChallenge April 21st



**YoKid...Stretch Your Li...** a day ago


[Saturday, April 21 = the #YoKid Move Challenge] Stay tuned for information on how to join the challenge!

Local Alexandria Fitness Studios will compete - prizes and bragging rights for the winning studio.

Happening the weekend before #Spring2Action, ...


Like Comment Share

**yokidorg** 2 days ago



We are looking forward to #spring2Action next month! How can you make an impact with your donation to YoKid? \* Help create and sustain yoga and wellness programs in schools. \* Support the continuing education and training for youth teachers. \* Create programs on mindfulness to help young people cope with everyday life. \* You know the benefits of moving, you donation helps our youth received these same benefits. #YoKid #Spring2Action 🙌


**Alexandria Housing De...** @AHDCHousing



Happy #snowday #alexandriava! Since it is still technically spring time, and we're 5 weeks out from ALX's #Spring2Action, we thought we'd go ahead and share this with you anyway. It's going to get warmer, and when it does, our #communitygardens will be growing.  
[pic.twitter.com/NWB4dutuCn](http://pic.twitter.com/NWB4dutuCn)

21 Mar 12:47pm

**YoKid...Stretch Your Li...** 2 days ago



Spring2Action is in just over one month - How does your donation to YoKid impact the community?  
 \* Help create and sustain yoga and wellness programs in schools.  
 \* Support the continuing education and training for youth teachers.  
 \* Create programs on ...


Like Comment Share

**SCAN of Northern VA** @SCANofNOVA

On the First Day of Spring: Get Ready to #Spring2Action for SCAN on April 25th! - [mailchi.mp/scanva/5p4u303...](http://mailchi.mp/scanva/5p4u303...)

20 Mar 2:41pm

**Alexandria Housing De...** @AHDCHousing




They say it's springtime, but looking out the window at Alexandria Housing Development Corporation tells a slightly different story. Looking forward to some good #communitygarden opportunities at our #affordablehousing communities very soon!

(PS - ...)

Like Comment Share

**SCAN of Northern Virgi...**



They say it's springtime, but looking out the window at @AHDCHousing tells a slightly




# Matching and Challenges


- Add your matches and challenges from board members and sponsors to your profile!
- Matches are a 1:1 match, based on dollar amounts
  - If I donate \$5, the organization gets \$5
- Challenges can be based on a donor or a dollar goal
  - If we reach 50 donors, we'll receive \$500
  - If we raise \$500, we'll receive \$500
- *Matches will be calculated into your total raised on organization page, but that additional match \$ is not eligible for prizes. Offline donations are not eligible for match.*

# Matching and Challenges

**Northern Virginia Family Service**  
Investing in Families, Strengthening Communities  
Causes: **Poverty and Hunger, Education, Women's Issues**  
[Manage this on GiveGab](#) \$0 Raised 0 Donors



**\$25**  
Ignite a child's love of reading with 5 new books




**\$50**  
Buys 1 portable crib, keeping baby closer to mom

**\$100**  
Pays for 1 child's developmental assessment

**\$250**  
Pays for the materials in our 3-year curriculum for parents

CHOOSE YOUR OWN AMOUNT

**Because of NVFS: Glenda's Story**



We believe every child deserves to have available the tools they need to build a healthy, successful life. And we believe that every parent or caregiver deserves the support and resources necessary to provide those tools.

NVFS' Healthy Families Alexandria provides services to promote healthy child development and prevent child abuse and neglect. This program works with families with children pre-birth to age 3. Healthy Families is affiliated with Healthy Families America, an initiative of Prevent Child Abuse America.

DONATE

### Matches

**Alexandria Cares for the Uninsured Fund : Healthy Families Alexandria 2018**

**\$500 MATCH** **\$500 REMAINING**

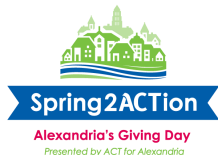
**Mason Hirst Foundation: Healthy Families Alexandria 2018**

**\$7,000 MATCH** **\$7,000 REMAINING**

**Bruhn-Morris Family Foundation: Healthy Families Alexandria 2018**

**\$2,500 MATCH** **\$2,500 REMAINING**





# Events – let us know!

## Your Spring2ACTION Events

Spring2ACTION, Alexandria's Giving Day, benefits our nonprofit community! Find out what's happening in our community and ways you can support Spring2ACTION. We will update the events every Friday starting in March. Stay tuned for more information!

[ADD YOUR EVENT](#)

## Upcoming Events and Promotions

### Film Screening "Charlottesville: Our Streets"

Hosted by [Alexandria Film Festival](#)

Sunday, April 8

2:00 PM

*Charles Beatley Library, 5005 Duke Street*

The Alexandria Film Festival is hosting a screening of the documentary "Charlottesville: Our Streets" chronicling the August 2017 riots. You-are-there footage sold out this film at the Virginia Film Festival. Q&A w/ filmmaker after. Free event!

### Alexandria Police Youth Camp

Hosted by [Vintage Mirage](#)

Wednesday, April 25

11:00 AM - 6:00 PM

*117 South Columbus Street*

Vintage Mirage will donate 10% of sales on April 25th to Alexandria Police Youth Camp.

### Spring2ACTION at Periwinkle

Hosted by [Periwinkle](#)

Wednesday, April 25

11:00 AM - 7:00 PM

*111 South Columbus Street*

Periwinkle will be donating 20% of sales on April 25th.

### Alexandria Crew Boosters' Post Practice Pizza Party

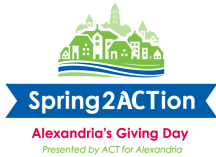
Hosted by [Alexandria Crew Boosters](#)

Wednesday, April 25

6:00 PM

*Dee Campbell Rowing Center, 1 Madison Street*

On the Day of Giving, Alexandria Crew Boosters will provide pizza to all rowers and their families immediately following practice at the Dee Campbell Rowing Center.



# What happens after Spring2ACTion?

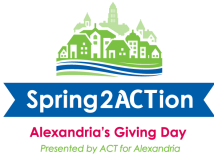
**Your Spring2ACTion Profile** - Your Spring2ACTion profile will 'live' on the Spring2ACTion site year round. If a donor wishes to donate after April 25, they will be directed to your GiveGab profile until next Spring2ACTion!

**Your GiveGab Profile** - Your GiveGab profile will live on the GiveGab site year round. Your GiveGab profile is where you can showcase fundraising campaigns, events, and volunteer opportunities outside of Spring2ACTion\*. You can also add a donation widget to your site\*!

**Your Donations** - You will be able to accept donations through your Spring2ACTion profile and your GiveGab profile year round!

**Your Donors** - You will be able to access your donor data year round through the GiveGab platform.

*\*these are premium GiveGab features and require a monthly subscription*



# GiveGab vs. Spring2ACTion

## Spring2ACTion - Giving Day Dashboard

**Spring2ACTION**  
April 25, 2018

Time to launch  
**50**  
days

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Spring2ACTION.

- Add Your Organization's Info**  
*Let people know who you are.*
- Add Your Story**  
*Tell potential donors why they should contribute.*

Share Your Page  
<https://www.spring2action.org/organizati...>  
View Your Page

## GiveGab - Admin Dashboard (beyond Spring2ACTION)

### Admin Dashboard Overview

**Spring2ACTION**  
You are participating in Spring2ACTION on April 25, 2018!

**Edit Profile**

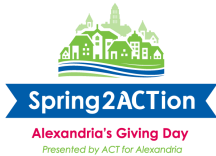
#### High Level Metrics

- Dollars Raised**  
Enter your banking info  
to begin accepting donations on GiveGab.
- Campaigns**  
Start a fundraising campaign  
to rally supporters and fund your mission.
- Events**  
Start a fundraising event  
to engage your community and promote your cause.

**Current Plan: Basic**  
Spring into Savings  
Upgrade to Launch or Engage in March and get 25% off PLUS 25% off for a friend!  
[Learn More](#)

#### Actions

[Add Administrator](#)



# Which link should I be sharing?

The screenshot shows the Spring2ACTION dashboard for ACT for Alexandria. The main content area is titled 'Get Set Up' and contains a checklist of tasks to be completed. The 'Share Your Page' section is highlighted with an orange box, and an orange arrow points to the URL: <https://www.spring2action.org/organizations/act-f>. Below the URL are social media sharing buttons for Twitter and Facebook, and a 'View Your Page' link. The 'More Actions' section includes links for 'Add An Administrator', 'Add Offline Donation', 'Manage Sponsor Matching', and 'Manage Donations'. A 'Time to launch' counter shows 20 days remaining.

ACT for Alexandria

Spring2ACTION  
April 25, 2018

Time to launch  
20 days

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Spring2ACTION.

- ✓ Add Your Organization's Info
- ✓ Add Your Story
- ✓ Confirm State Fundraising Compliance
- ✓ Add Bank Account Info
- ✓ Add Donation Levels
- ♥ Add a 'Thank You' Message  
*Personalize your auto-response for donors ahead of time.*
- Add Fundraisers  
*Recruit peer-to-peer fundraisers to expand your network of donors.*

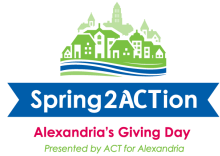
Share Your Page

<https://www.spring2action.org/organizations/act-f>

View Your Page

More Actions

- [Add An Administrator](#)
- [Add Offline Donation](#)
- [Manage Sponsor Matching](#)
- [Manage Donations](#)



# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Spring2ACTion Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and Free Agent Fundraisers
- Blog Articles and How-To Videos from GiveGab





# Your Next Steps

- Enter Events, Matching/Challenge Grants, Profile & Thank You information
- Like and Follow Spring2ACTion on Social Media!  
#Spring2ACTion
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Get ready for early giving and shopping on April 11
- Take advantage of newspaper promotions with Alexandria Gazette Packet & Alexandria Times

# Questions?



**Spring 2 ACTION**

**Alexandria's Giving Day**

*Presented by ACT for Alexandria*

**April 25, 2018**