

# Secret to S2A Success

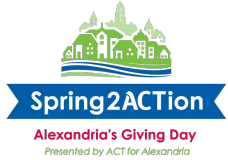


**Spring 2 ACTION**

**Alexandria's Giving Day**

*Presented by ACT for Alexandria*

April 10, 2018



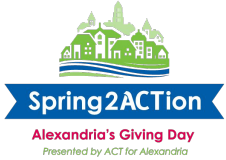
# Agenda

- Welcome & Introductions
- Prizes!
- 2018 Nonprofit Stats
- New Features for 2019
- Your Board and Spring2ACTion
- Free Agent Fundraising Best Practices and Demo
- Matches and Challenges
- Goal Setting
- Upcoming Dates



# Let's Get to Know Each Other

- Name
- Organization
- What is your favorite Alexandria business?



# Spring2ACTion 2019 Sponsors

Brought to you by



Leaderboard Sponsors



ACTion Hero

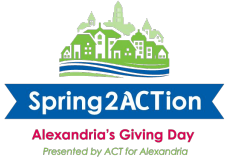


Prize Pool Sponsors



Community Sponsors





# Prizes for Spring2ACTion

- Prizes Awarded for 1st - 5th Place on Leaderboards for Most Dollars, Most Donors, and Free Agent Fundraisers
- Power Hours - Awarded for most dollars and most donors during 11am - noon, 3-4pm, 7-8pm, and 10-11pm
- Early Bird Prizes - Awarded for most dollars and most donors from March 27 - April 9 and Midnight - 8am on April 10
- ACTion Hero Prizes - Randomly drawn hourly prizes from 10am - 10pm

*\*There is NO deadline to register your Free Agent Fundraisers to be eligible for the FAF Leaderboard!*

# 2018 Nonprofit Stats



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# 2018 Nonprofit Stats

\$11,288	\$10,296	\$5,820.81
Total Raised	Total Raised Online	Total Raised Offline

75	\$90.71	\$1,375.65
Total Donors	Average Online Gift	Average Offline Gift

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7	\$4,856	\$693
Total FAF*	Funds Raised	Per FAF

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2	\$6,503.68	\$6,139	94%
# Matches*	Matching Dollars	Amount Matched	Percent Matched

\*Of those organizations that had a FAF or match

# New Features



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# New Giving Day Features

- Donation Form
  - New Donor Question
  - In Honor of/In Memory of Gifts



**Donate to more than one organization**  
Step 1 of 2

**Choose an amount to give:**

**Name to Display (Optional):**

I am a new donor to this organization.

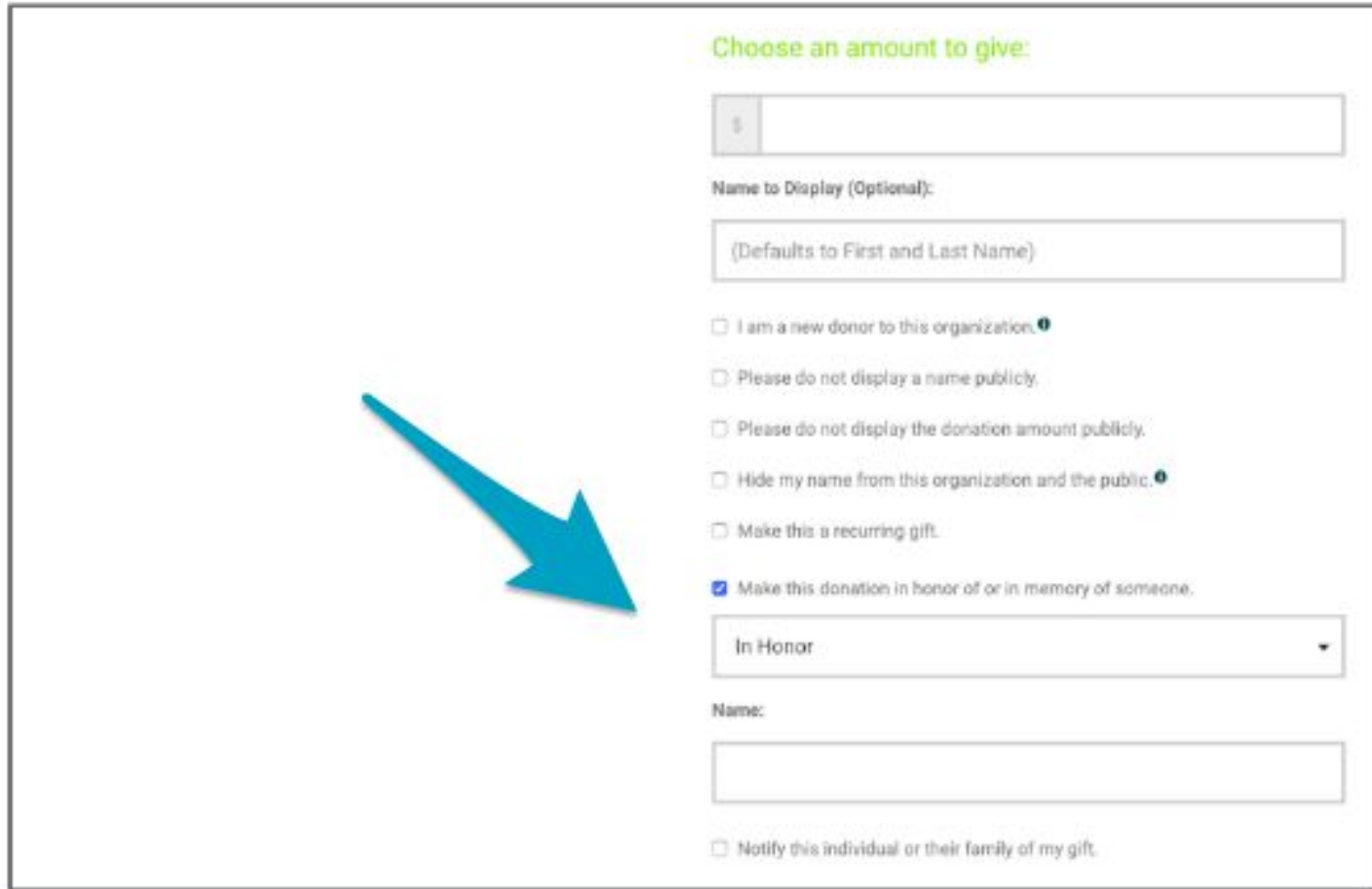
Please do not display a name publicly.

Please do not display the donation amount publicly.

Make this a recurring gift.

Make this donation in honor of or in memory of someone.

# New Giving Day Features



**Choose an amount to give:**

\$

Name to Display (Optional):

I am a new donor to this organization. ⓘ

Please do not display a name publicly.

Please do not display the donation amount publicly.

Hide my name from this organization and the public. ⓘ

Make this a recurring gift.

Make this donation in honor of or in memory of someone.

Name:

Notify this individual or their family of my gift.

# New Giving Day Features

- Updates for recurring gift options
  - Monthly or quarterly
    - “Until I cancel it”
    - “Until a set date” with a specified calendar date
    - “Until a set balance” with a maximum donation amount

Please do not display the donation amount publicly.

Make this a recurring gift.

Monthly ▼

Until a set date ▼

 Select a date


[Add a Message to this Donation](#)



# New Giving Day Features

- Donation Widget
  - Customize, brand, and embed a “Donate” button for Spring2ACTion on your own website!
  - Donors will have the same seamless donation flow as they would visiting your profile on Spring2ACTion.org
  - Ties in your profile’s branding as well as the overall branding for Spring2ACTion.

# New Giving Day Features



Logan's Pups

- Overview
- Fundraising
  - > Donations
  - > Donation Form
  - > Embeddable Donation Form
  - > Campaigns
  - > Events
  - > Sponsor Matching
  - > Giving Days
- Volunteering



## Giving Day

January 29, 2019

### Get Set Up

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







- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >



Time to launch

6

days

-  Add An Administrator
-  Manage Sponsor Matching
-  Manage Donations
-  **Embed a Donate Button**
-  Add External Fund
-  View Registration Info

# New Giving Day Features

## Donation Button Settings

Add a GiveGab donation button to your website

**Step One:** Choose button text

**Step Two:** Choose button color

**Step Three:** Copy and paste this code into your website

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script>  
<button class="givegab-button" data-campaign-id="795" data-  
host="https://staging.givegab.com" data-org-id="2831" style="background-color:  
#8CC640;">Donate Now</button>
```

Copy to Clipboard

## Donation Button Preview

Click this button to preview your donation form.

**Note:** Donations made through this preview form are real donations. Your credit card will be charged.

# New Giving Day Features

### Configure Your Donation

**Step One:** Add a GiveGab donation button to your website.

**Step Two:** Choose the text.

**Step Three:** Choose the color.


**Donation Button Preview**


Click this button to preview your donation form.

**Note:** Donations made through this preview form are not recorded.

**Step Four:** Copy and paste this code into your website.

```
<script src="https://givegab.s3.amazonaws.com/givegab.js" id="33645" data-host="https://www.givegab.com"></script>
<button>Donate Now</button>
```





## ACT for Alexandria

\$50

\$100

\$250

\$500

OR

\$
Choose your own amount

**Make this a recurring gift.** ⓘ

Securely processed with:

SSL

256 Bit Encryption

reCAPTCHA

Google Privacy Policy and Terms of Service apply. Learn more about how your information is used following a donation [here](#).

# Your Board and S2A

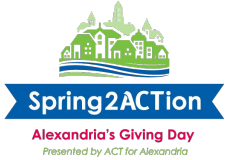


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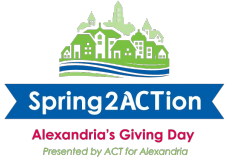
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# The Power of an Engaged Board

- 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 acted as an ambassador



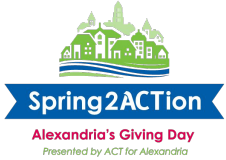
# Opportunities for Engagement

- Take 20-30 minutes at your next board meeting to introduce the event
  - What is it? When is it? Who is hosting it? Why does your organization benefit from participating? What community is being served?
- Determine your needs, and how your board can help:
  - Soliciting sponsors and community engagement
  - Spreading the word about the Giving Day
  - Planning and marketing any Giving Day specific events
  - Stewarding Giving Day Donors
- Set clear expectations and leverage their strengths



# Why are Board Members Great FAF?

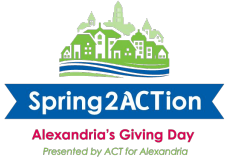
- They are already engaged with your organization
- They know your mission very well and can speak to it confidently
- They have great stories to tell
- Large peer networks and influence in the community
- Competition and incentives



# Getting Your Board On Board

## 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



# Getting Your Board On Board

## 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

# Free Agent Fundraising



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# What is Free Agent Fundraising?

Free Agent Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause to fundraise on your organization's behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign

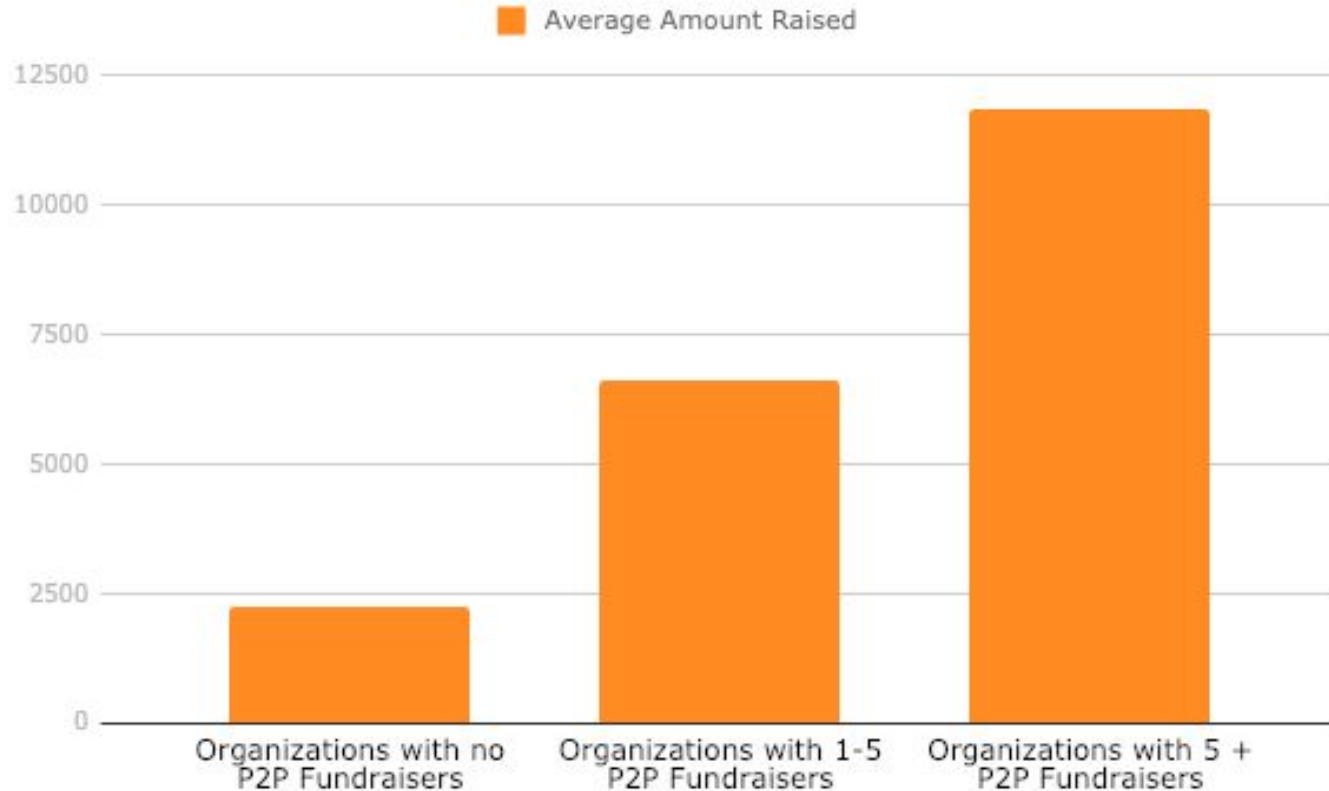


# Why is FAF Effective?

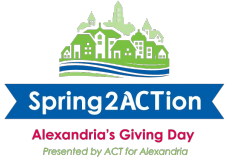
- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event



# Free Agent Impact



On Spring2ACTION, organizations with any number of FAF raised \$13,589.  
Without, average raised was \$3,450.



# Your Free Agent Fundraisers

Find your existing passionate supporters with big voices and strong personal connections to your cause!

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (who have recently made a gift)
- Staff Members
- Friends & Family



# Motivating Your Fundraisers

Set your fundraisers up for success!

- **Create** a quick guide with everything they need to know
- Set them up with **social media** and email templates
- **Share** your Giving Day graphics with them
- **Check-in** with them before and on the day
- Encourage them to share their **personal story**



# Starting a Friendly Competition

## Spark friendly competition between your fundraisers

- Your organization's profile page comes with a built-in FAF leaderboard based on dollars raised!
- Offer a prize for the most raised, the most donors, or even just participating
- Offer a challenge to your fundraisers to raise a certain amount of money and then your Executive Director gets a pie in the face, shaves their head, dresses up in a costume, etc.

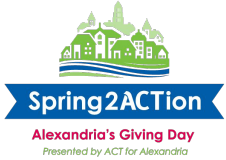
# Matches and Challenges



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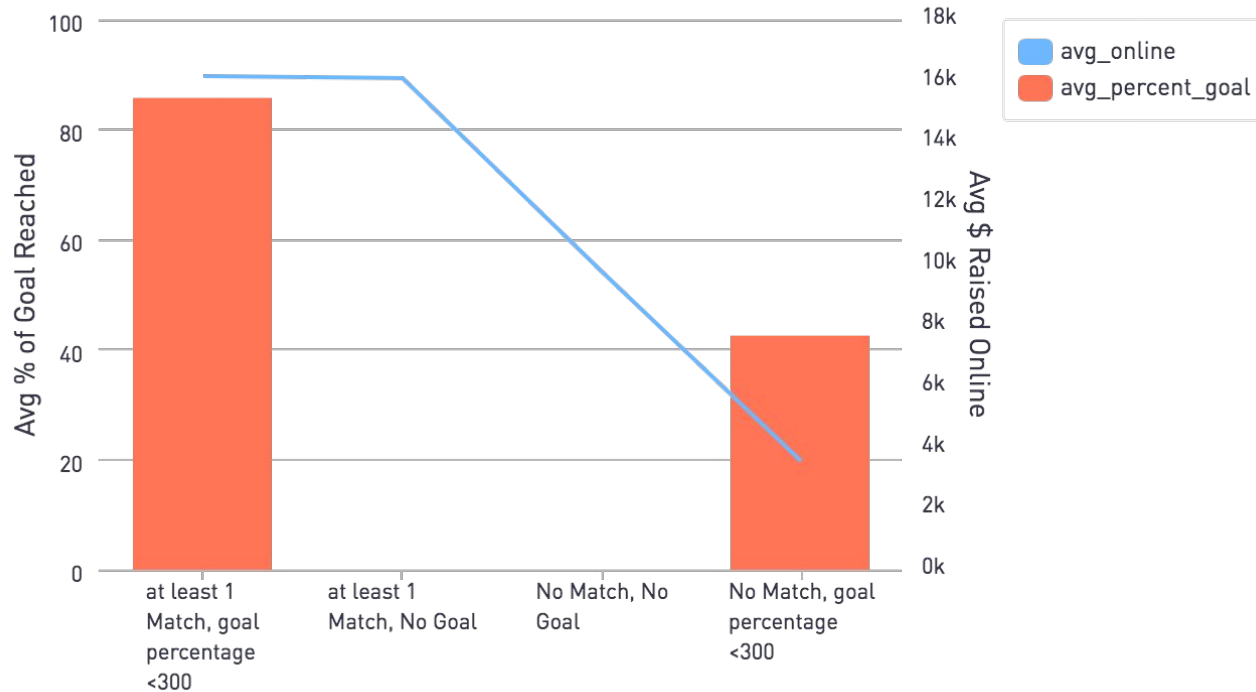
# Matching Basics

A matching or challenge gift is a pledged donation that's contributed to your organization in a way to motivate donor participation and engagement.

- Board members, existing donors, local business & corporations, community members are great examples of match donors
- Gamifies your giving day and motivates donors because of the multiplied impact
- Organizations with matching funds raise **4.5x more** on average than those without
- Steward potential matching donors and begin building those relationships
- Another opportunity to highlight existing donors and sponsors

# Matching Impact

Match impact on online \$ raised plot



On Spring2ACTion, organizations with any amount of match dollars raised \$13,521. Without, average raised was \$3,984.



# How do I leverage matches in GiveGab?

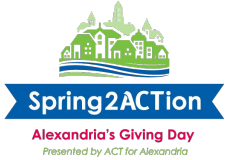
## 1:1 Match

- Each time an eligible donation is made, a corresponding offline gift of the same amount will be contributed to your totals
- Matches are based on the amount given by each donor, and you can set specific guidelines around your match to make it more impactful

## Matching “Challenge”

- A gift amount that's unlocked once a certain threshold is reached
- A challenge can be tailored to your goals by selecting either a donor or dollar-based limit





# Successful Match Strategies

- Tailor and time your match to encourage donations at crucial times on April 10
- Keep the details of your match as clear as possible
  - What goal do you need to reach? When is the match active? What is the gift to match ratio? What do donors need to do to have their gift matched?
- Brand and promote your match leading up to and on the day
  - **Example:** *Support Logan's Pups on 4/10 during the Double Dollar Dash! Every donation received on 4/10 will be matched, thanks to our sponsor.*

# Engaging Local Businesses



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# Host an Offline Event

- Host an event on April 10 or start as early as March 27 (for early giving)
- Identify a local business (restaurant, boutique, etc.) to partner with on an event
- Invite your donors and their friends
- Post your event on the S2A Calendar of Events
- Integrate Spring2ACTion into an existing event/activity

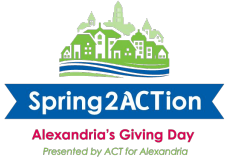
# Goal Setting



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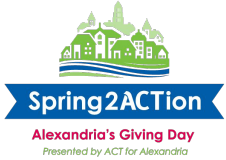
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# Preparing for Spring2ACTion

- What were we able to achieve in **previous years**?
- Do we have a **campaign or event** around this time of year?
- What are our most **crucial needs** at this time?
- What will help to improve long term **sustainability**?
- Is there a **budget** for Spring2ACTion? If so, how much?
- What would be our **ideal Giving Day scenario**?



# Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- FAF Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches



# Set S.M.A.R.T. Goals

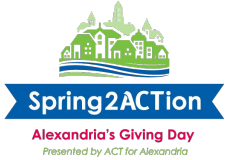
- **Specific**
  - What do you want to accomplish? Why is it important?
- **Measurable**
  - How much? How many? When will it be accomplished?
- **Achievable**
  - How realistic is it? How much time and money will it take?
- **Relevant**
  - Does it align with your needs? Is it the right time?
- **Time Bound**
  - When do you need to achieve it? What can you do now to achieve it?



# S.M.A.R.T. Examples

- During Spring2ACTion we would like to raise \$5,000 to provide a year's worth of healthy lunches for every low income student at Alexandria Elementary School.
- We need support from 100 individual donors on Spring2ACTion in order to unlock an additional \$10,000 from our board of trustees to break ground on our brand new outdoor theatre space in 2019.
- On Spring2ACTion, we can win an extra \$5,000 and feed every animal in the shelter for a week, by having the most donors from 12am - 11:59pm.
- If 50 new donors support our Spring2ACTion campaign we will unlock a \$3,000 grant from the Sweetums Foundation which will allow us to complete our renovation of the nature trail in Ramset Park.





# Upcoming Dates

**Month of February** - Mention ACT when you dine at Lena's or Vola's for 15% off!

**\*February 20** - Last day to be included on printed materials

**Month of March** - Yates Give Your Two Cents Beneficiary

**March 5** - Develop Your Customized Plan for Spring2ACTion Success

**March 8** - Deadline: Nonprofit Registration Closes\*

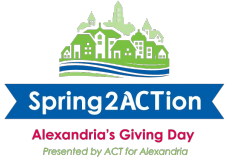
**March 19** - Last Chance Q&A and Materials Pick-Up & Final Steps to Success  
Webinar

**March 27 - April 9** - Early Giving for Spring2ACTion

**April 10** - Spring2ACTion – Alexandria's Giving Day!

**May 3** - Spring2ACTion Celebration

**May 7** - Harness Your Spring2ACTion Donors to Build a More Robust Fundraising Program



# We're Here For You!

- Visit Our Help Center

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

- Send us an email at

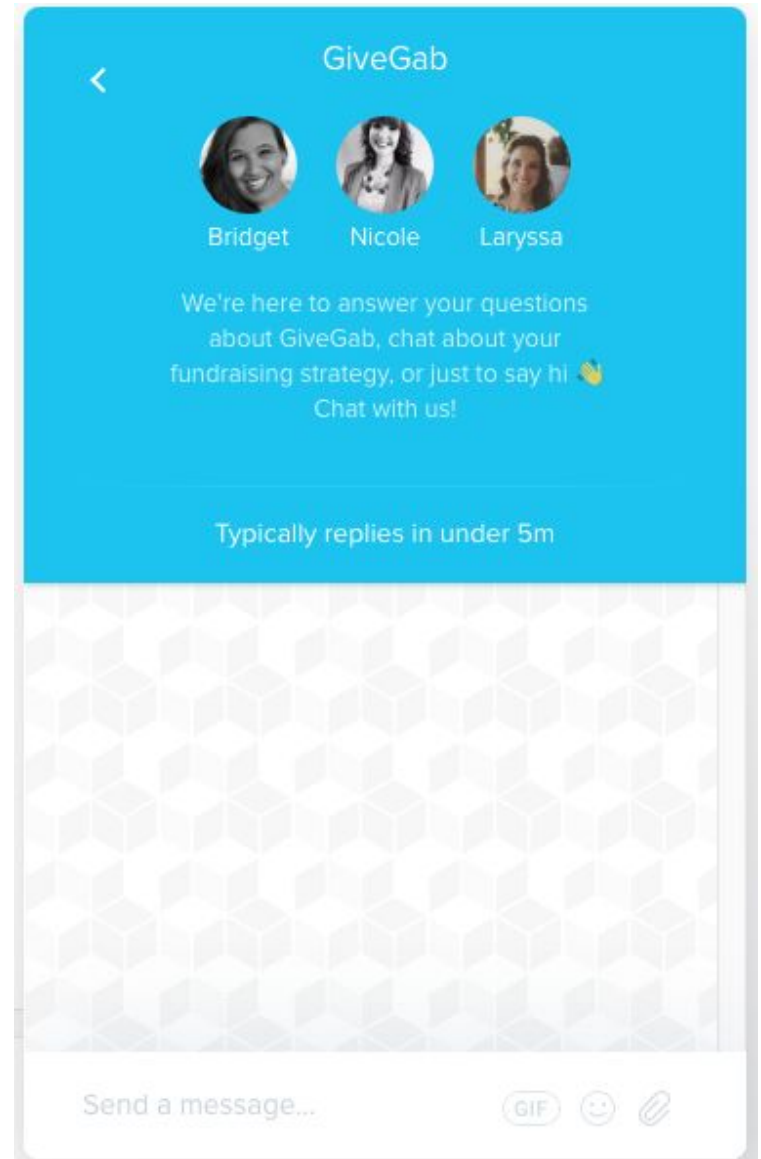
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



# Questions?



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