I Live Here I Give Here Workshop
Check-in!

WIFI: ACC Guest
Facebook: I Live Here I Give Here
Twitter: @ILH_IGH
Instagram: @amplifyatx
#AmplifyATX #ILiveHereIGiveHere
Thank you to our training underwriter
Thank you to our training partner!
Thank you to our Impact Leaders!

[Logos of various companies]
We’re a coalition of generous Austinites who want to make our mark, our way on the city we love!

LET’S BE THE MOST GENEROUS COMMUNITY IN THE COUNTRY.

Are you ready?
“I am so fortunate to have chosen a career that prioritizes improving the community in which I live and work. But to now lead an organization whose vision is to make Austin the most generous community in the nation is the opportunity of a lifetime.”

COURTNEY MANUEL
EXECUTIVE DIRECTOR
Today’s Agenda

Amplify Austin Day Campaign Overview

Storytelling: Learn the Keys to Building an Engaged Audience

On the Subject of Gratitude

Engaging Your Community with GiveGab

Office Hours
Amplify Austin Day Campaign Overview
$10.3M for 700 local organizations through 62,115 donations

2,814 people raised over $2.6M for their favorite causes

$1.1M raised by employees of 85 local businesses

$45M raised over 6 Amplify Austin Days
AmplifyATX Prize Structure

Traditional Prizes
- 4 Grand Prizes - $5,000 to high performing nonprofit
- 24 Hourly Prizes - $1,000 to high performing nonprofit
- 24 Golden Tickets - $100 added to a donor’s gift

Matching Dollars Available
- I Live Here I Give Here Fund
- Category Matching
- Business Fundraiser Matching
Austin Monthly Partnership

The I Live Here I Give Here Magazine

The I Live Here I Give Here Magazine will help connect generous Austinites with giving back to the city they love.

- Publication alongside February Austin Monthly Magazine
- 22,000 mailed copies + digital flipbook
- Editorial tells stories of individuals, companies and nonprofits coming together to give in Austin
- Nonprofit profiles give a snapshot view of mission, service and leadership
AmplifyATX Opportunities

St. David’s Foundation Matching
$1.3 Million in matching funds for 60+ nonprofit grant partners

Shield-Ayres Category Matching
$10,000 in matching funds for Basic Needs organizations

Amplify Assembly with Austin Public
Small nonprofits can apply for Mission Control access and Amplify Austin Day live streaming at Austin Public

Oskar Blues Amplify Arts & Culture
Live music and great beer, celebrating Austin’s arts & culture nonprofits on Amplify Austin Day
Storytelling: Learn the Keys to Building an Engaged Audience

Moderator: Catherine Lucchesi, I Live Here I Give Here
Director of Communications and Programming

Panelists:
Will Bowling, EASTside Magazine
Laura Furr, Lollipop Social and Austin Pets Alive!
Rachel Holtin, Austin Foodstagram
Trey Hicks, Giant Noise PR
We have a story to tell of community, inspiration, love, and how we are helping make our community a better place for all.
How do we make sure our story is heard?
3 keys to an engaging marketing strategy:

Power of Storytelling
Finding Your Audience, Finding Your Voice
Building A Community
Will Bowling, EASTside Magazine

Publisher and Creative Director
Lifestyle and entertainment magazine that delivers passionate and creative coverage of the community in which it’s published
Laura Furr, Austin Pets Alive! Lollipop Social

Founder/CEO Lollipop Social

Creates, strategize & manages marketing and social media efforts for a variety of local clients including Austin Pets Alive!
Experienced publicist and media relations professional with a strong background in festivals and events
Rachel Holtin, @AustinFoodstagram

Founder of @AustinFoodstagram
Food, style and travel blog with over 83,000 followers
Power of Storytelling: Discussion
Power of Storytelling

“The most effective way to market your brand according to neuroscientists”

“Personal and emotional content activates more of the brain creating long-term resonance”

“The amount of oxytocin released in someone’s brain directly correlates with the amount of money we will donate”

“When the content is engaging on an emotional level people do not get sick of it - do not fear using a consistent message, but use different creative for different platforms.”
Finding Your Voice, Finding Your Audience: Discussion
Finding Your Voice, Finding Your Audience

“Make sure that universal yet specific to your organization story of one your driving force behind all content.”

“Visual content is king. Think in storyboards - we believe what we see, not what we hear”

“Start with your existing champions”

Marketing is much more about the audience than the teller. Do you know your audience?
Building A Community: Discussion
Building A Community

“Align your brand with your target audience’s core values. It’s simple: People like brands they can relate to.”

“Using a single ad platform attributed to a 57% long term recall, but running within two platforms increased that same recall to 95%.”

“When the content is engaging on an emotional level people do not get sick of it - do not fear using a consistent message, but use different creative for different platforms.”
QUESTIONS FOR THE PANELISTS

10 MINUTES
STORYTELLING ACTIVITY & TABLE DISCUSSION

10 MINUTES
Power of Storytelling: Activity

Try to write a story where the main character is someone who you serve or represents who you serve so that the resolution is your mission.

Setting - Rising Action - Climax - Falling Action - Resolution (Your Mission)

Example: Susie lives in Austin in an apartment building with her three family members, she works inside all day. One day Susie decides to take a walk to the nearest park. She finds out that her closest park is on the other side of I-35.
SHARE IDEAS

10 MINUTES
Lunch Break

We’ll return to programming at 1:00 PM
On the Subject of Gratitude

**Moderator:** Christine Herlin, I Live Here I Give Here
Manager of Nonprofit Relations

**Guest Speaker:** Lemuel Williams, Adaptus LLC

**Panelists:**
Soledad Fernandez-Whitechurch, Todos Juntos Learning Center
Rachael Garbowski, Big Medium
Nicole Genovese, Ronald McDonald House Charities of Central Texas
“I WAS TAUGHT TO SERVE AND THEN LEARNED FROM OTHERS WHO HAVE DONE IT FOR MANY YEARS, SO I CAN FORMULATE MY OWN DEFINITION OF WHAT SERVICE MEANS TO ME, AND BE ABLE TO COMMUNICATE MY CIVIC SERVICE TO THE COMMUNITY I CALL HOME.”

— LEMUEL WILLIAMS
The Donor Retention Problem

Over half of all first-time givers will not give a second gift.

- 5% thought charity did not need them
- 8% no information on how money was used
- 9% no memory of supporting
- 13% were never thanked for donating
- 18% poor service or communication
- 36% felt others were more deserving
“We live in a time where the sharing of human experience is utterly important. And if we can demystify our differences and tell stories to show more harmony and union, and how we are more the same than different, then I hope we can make a change in our world.”

Celeste Quesada
“Giving is the rent we pay for our time on Earth. And the culture of giving that we build must be all-encompassing.”

TAM REED HAWKINS
“Giving is a declaration...
This is me saying:
I value you.
I value what you do to inspire me, I value what you do to take care of me, and I value you as part of this community.”

MARIION MARTIN
THE BIG GIVE NONPROFIT AWARDS

Meet Your Panel

Pay to the order of: Todos Juntos Learning Center $2,500.00

AMOUNT: Two thousand, five hundred dollars

MEMO: K Friese & Associates Nonprofit Award

DATE: September 7, 2018
Case Study: Ronald McDonald House Charities of Central Texas

What they do:

- Donor research
- Donor welcome program
- Handwritten notes and personal touches
- Social media shout outs
- Clear impact reporting
- Volunteer opportunities & tours
- Create a culture of gratitude in the office
- Launched the Red Balloon Squad
Case Study: Ronald McDonald House Charities of Central Texas

Why we love it:

- Clear plan for new, recurring, returning and major donors with special touchpoints for each group
- Timely gratitude
- Full staff rallies in donor stewardship
- Celebration of the giver - the hero - and their board, staff and committees
- Connecting donor to mission through impact reporting and time on site
- Balloon surprises are simply delightful
Case Study: Todos Juntos Learning Center

What they do:

- Center tours to all donors
- Host Spanish Saturdays
- Create relationships & friendships
- Birthday videos featuring students
- Handmade mail & handprint art
- Phone calls
- Free events
- Newsletters & social media
- Use both Spanish and English words in communications
Case Study: Todos Juntos Learning Center

Why we love it:

- Consider all donors as an essential part of achieving mission
- Genuine and personal
- Building a community, feels like part of a family
- Communicate impact through consistent updates
- Invite donors to walk in the shoes of students through Spanish Saturdays and other pieces
- Share the gratitude of their students, families, teachers and board
Case Study: Big Medium

What they do:

- Phone calls
- Unexpected snail mail
- Event invitations
- Hand painted thank you notes
- Personal notes or doodles
- New donor welcome packet
- Unique opportunities to donors that vary on the program they are supporting
- Document the process of making thank yous on social media
- Share impact through storytelling
Case Study: Big Medium

Why we love it:

● Centered around gratitude and authenticity
● Connect with supporters and build a relationship
● Connect all communications to art in some way
● Create playful “FOMO” -- fear of missing out
● Events bring supporters into the Big Medium family
● Shine a spotlight on the people who are their biggest fans to encourage you to be a part of it
● Storytelling brings the mission home and thanks the donor, who makes it all possible
Gratitude:

noun
The quality of being thankful;
Readiness to show appreciation for
And to return kindness.
Showing Appreciation for Kindness

Acknowledge

- Be timely
- Segment communications

Communicate Impact

- 60% of Amplify Austin Day donors said that to inspire their support, nonprofits could communicate how their donation made a difference
- Use social media and create engaging, shareable content
- Use storytelling and visuals to conceptualize
Returning Kindness

Honor

● Make the giver the hero
● Ask questions
● Personalize

Bring Delight

● Find a way to surprise your giver
● Tie in your mission to a special thank you
● Share genuine gratitude and your own joy in the mission you serve
What gratitude looks like on Amplify Austin Day

Who’s on your thank you list:

- Staff
- Volunteers
- Board of Directors
- Donors
- First-time donors
- Recurring donors
- Fundraisers
- Advocates
- Corporate sponsors or matchers
What gratitude looks like on Amplify Austin Day

For Staff, Volunteers & Fundraisers:

- Social media shout outs
- Encouragement and check-ins
- Watch parties and awards for high performers
- Tools to help them thank their supporters too!

For Donors:

- Social media shout outs
- Timely phone calls
- Handmade mail
- Tour or coffee with your team
- Special event invitation
What gratitude looks like on Amplify Austin Day

For Board Members:

- Ask for their input or help
- Social media shout outs
- Recognition at board meeting
- In-person thank you and handwritten mail
- Reporting successes

For Corporate:

- Social media shout outs
- Marketing reporting
- Volunteer days for their staff
- “Surprise” visit to the office to bring joy to their team
Create a gratitude plan to steward a specific group before, during and after Amplify Austin Day. Focus on donors, fundraisers, staff, board, corporate or volunteers.

20 MINUTES
SHARE IDEAS

15 MINUTES
Quick Break!

We’ll return to programming at 3:00 PM
Engaging Your Community on GiveGab

Speakers: Casey Keller, Jesse Saldana and Katie Thomas
Amplify Austin Day Training
Your Amplify Austin Experts

Casey - VP of Customer Success

Jesse - Senior Director of Product

Katie - Customer Success Champion
Agenda

- Amplify Austin Day Checklist
- Sharing your AmplifyATX.org profile
- Matches and Challenges
- Community Engagement Capabilities
- Peer to Peer Fundraising
- Tools & Resources
  - Training & Toolkit pages
  - Customer Success Team
- Office Hours
Amplify Austin Day Checklist!
Add Your Organization’s Info

● Logo
  ○ As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand

● Tagline
  ○ A quick one sentence overview of your organization or giving day campaign

● Website
  ○ Add your website so donors will be able to learn more about your organization
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 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
Get Verified to Collect Donations

State Charitable Solicitation Compliance

☐ I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation will be required to collect donations on GiveGab starting January 1, 2018. Learn more about state charitable solicitation compliance.

Save

Organization Information

Business Name

This should match the legal business name you have registered with the IRS.

EIN/Tax ID

Don’t have your EIN? Search here.

Mailing Address

City

State

Postal Code

Email

Organization Representative

First and Last Name

Last 4 Digits of Organization Rep’s SSN

Organization Rep’s Date of Birth

Month

Day

Year

Bank Information

Routing Number

Checking Account Number

Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.
Add Donation Levels

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels
Add A Thank You Message

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes directly from your organization’s contact
Sharing your AmplifyATX.org Profile
# Viewing & Sharing Your Profile

## Get Set Up

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

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Please provide documents as requested by Amplify Austin Day.</td>
</tr>
<tr>
<td>✔️</td>
<td>Add Your Organization's Info</td>
</tr>
<tr>
<td>✔️</td>
<td>Add Your Story</td>
</tr>
<tr>
<td>✔️</td>
<td>Get Verified to Collect Donations</td>
</tr>
<tr>
<td>✔️</td>
<td>Add Donation Levels&lt;br&gt;Show your donors the impact their donation makes.</td>
</tr>
<tr>
<td>✔️</td>
<td>Add a 'Thank You' Message</td>
</tr>
<tr>
<td>✔️</td>
<td>Add Fundraisers</td>
</tr>
</tbody>
</table>

**Share Your Page**

https://www.amplifyatx.org/organizations/i-live-here-i-give-here

**View Your Page**

---
Donation Widget

- Embed a donation widget directly to your own website to direct donations to your Amplify Austin campaign
- Customize the color and text on the donation button to personalize this call to action
- Donors can give to your Amplify Austin Campaign without leaving your website.

Donation Button Settings

Add a GiveGab donation button to your website

Step One: Choose button text
Donate Now

Step Two: Choose button color
#BCC640

Step Three: Copy and paste this code into your website

```html
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script>
<button class="givegab-button" data-campaign-id="30056" data-host="https://www.givegab.com" data-org-id="455086" style="background-color: #BCC640;">Donate Now</button>

Copy to Clipboard
```
I Live Here I Give Here

Dollars Raised: $2,080
Goal: $10,000
21%

$10  $25  $50  $100

OR

$ Choose your own amount

Make this a recurring gift.

Next

Securely processed with
SSL  256 Bit Encryption

Learn more about how your information is used following a donation here.
Best Practices on Sharing Your Page

- Be sure you are sharing your AmplifyATX.org profile
- Add the donation widget to your website for a seamless donation flow
- Have your page customized before you share your link
- Include the link in your normal communications leading up to the day such as your newsletters and your email signature
Adding Engagement Opportunities

Amplify Austin Day
February 28, 2019

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Amplify Austin Day.

- Please provide documents as requested by Amplify Austin Day.
- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
  *Show your donors the impact their donation makes.*
- Add a 'Thank You' Message
- Add Fundraisers

Time to launch: 37 days

Share Your Page
https://www.amplifyatx.org/organizations/I-live-here-i-gi

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.
Adding Engagement Opportunities

### Overview

**Name**

Provide a unique name for your opportunity.

**Description**

Describe your opportunity in detail. What will volunteers be expected to do? What will their experience be like?

**Image**

Select an image that represents your opportunity. Images should be 5MB max and in JPG, PNG, or PDF file types. Recommended dimensions: 800 x 600.

### Date

- **Ongoing Opportunity**
- **One Time**
- **Date Range**

### Application process

- **Application Process**

**Family Friendly**

- Parents and children are invited and encouraged to get involved.

### Contact Information

**Name**

Lindsay

**Email**

operations@liveheregivehere.org

To ensure email delivery, we recommend using a Yahoo! or AOL email address.

**Phone Number**


Adding Engagement Opportunities

● Engagement opportunities will appear to donors directly on your Amplify Austin profile!

● Keep this section updated!
  ○ People use the site year-round to search for causes + ILHIGH uses that information to connect nonprofits to opportunities
Matches & Challenges
Setting Up Matching Opportunities

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations.

+ Add Match Commitment  + Add Challenge  Manage Donations

Logo

Select Image

Remove

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times.

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Share Your Page

https://www.amplifyatx.org/organizations/i-live-here-i-give-her

View Your Page
Sponsor Matching

- A great way to motivate donors to give more by making donations more impactful
- More than one match can run concurrently
- More funds raised on average - 4.5x more than fundraising campaigns without matches
Cargill Cares Match
Sponsored by Cargill Lansing

Total Amount: $500.00
Amount Remaining: $0.00
Auto-Matching Disabled

Starts: 05/31/18 12:00 AM
Ends: 06/02/18 08:00 AM

Cargill (Lansing, NY) has teamed up once again to lend...

Cargill Lansing: Cargill Cares Match

Cargill (Lansing, NY) has teamed up once again to lend their support of the Food Bank during Giving is Gorges! Their commitment to helping kids in their communities is strong and they want others to help on June 1st!

$500 MATCH
COMPLETED
Dollar Challenges

- Sponsor matching, with a twist
- Gift is only provided when the monetary goal is achieved
- Motivate individual donors to work together as a team and donate more to unlock a larger donation.
# Dollar Challenge Example

## Power Hour Donations!

<table>
<thead>
<tr>
<th>Challenge Amount</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>$750.00</td>
<td>$1000</td>
</tr>
</tbody>
</table>

**Starts**  
07/18/18 11:00 PM  
**Ends**  
07/19/18 12:00 AM  

It's time for a power hour! If we can get $1000 in donations between 11 pm and 12 am, I'll match an additional $750!

$1,000 more unlocks $750!
Donor Challenges

- Similar to the dollar challenge - the gift is only provided when a specific number of unique donors is achieved.
- It is best used if you’re aiming for a high donor goal.
- Donor challenges are incredibly helpful for getting the word out about your campaign or event as it can motivate donors to share the campaign or event with their friends and families!
Donor Challenge Example

100 Donor Challenge  Sponsored by Chris Allinger "the Challenger"

Challenge Amount  Goal
$100.00  100 Donors

Starts  Ends
05/28/18 12:00 AM  06/02/18 12:00 AM

I am challenging the Food Bank to get 100 people to make...

Chris Allinger "the Challenger": 100 Donor Challenge

I am challenging the Food Bank to get 100 people to make a donation during Giving is Gorges on June 1. If they accept this challenge and achieve it, I will make an extra donation to help address childhood hunger in Tompkins County!

$100 unlocked!
**Best Practice #1**

**Communication with Donors**

In your messages to supporters of your organization, mentioning challenges and matches can motivate donors to give more and give more often!

Specifically, the average fundraising campaign or event with matching or challenges will raise 4.5x more funds than the average campaign or event without matches or challenges.
Best Practice #1 (cont’d)
Communication with Donors

In your messages to your supporters, there are key things you can include to peak their attention and get them on board to donate.

**Things to include:**

- Make the sponsor known (unless they want to be anonymous)
- How imperative every donation is, large or small, they help meet the goal you’ve laid out
- Phrases like:
  - “Double your impact”
  - “Unlock $_____ for our organization”
  - “With Your Matching Dollars We Can Do ______!”
Best Practice #2
Creating a Sense of Urgency

The best way to get donors excited and enticed to donate is to put a time frame around when donations are matched.

By setting a time limit on matching, it can encourage extra donations. Potential donors that may not have been motivated to give before may be after they see they gifts could be doubled, but only for a limited time.
Best Practice #2 (cont’d)
Creating a Sense of Urgency

If you decide to do a limited-time match, one of the most important things to keep in mind is the time the match should be open for.

For example, if you’re doing a power hour match, you’ll want it to be later towards the night, but not too late. Commonly they’re held between 10pm and 2am in one hour intervals.

The ideal length of a limited-time match would be 1 to 3 hours long. This keeps donors interested, and encouraged to donate sooner rather than later.

Lastly, make sure to keep the time zones are accounted for! The times entered on the editor are for Eastern Standard Time.
Match Logistics

- Matches will show progress but will not attribute to totals raised.
- The Match is acquired and paid outside of the GiveGab platform.
- You can have more than one match.
- Donations count towards all active matches.
  - For example: If you had two matches running at the same time, a gift of $10 would deplete each match by $10.
- Each match can be scheduled to appear at specific times.
Peer to Peer Fundraising
Peer to Peer Fundraising

Peer-to-Peer Fundraising is an opportunity to enhance your organization’s...

- **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!
Engaging Potential P2P 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
Getting Your Fundraisers on Board

Start Early

- Educate your fundraisers about Amplify Austin Day as early as you can
- Gauge involvement to better understand how your fundraisers like to engage

Be Clear

- Share your goals for the day and how they can help you reach them
- Set expectations for your fundraisers so they know what to do

Make it Easy

- Provide a guide or sample content for your fundraisers to use
- Set up a time to meet with them before the day to boost their confidence
Motivate your Peer-to-Peer Fundraisers to share their stories by asking them these questions:

- What made you decide to make your first gift?
- What do you wish everyone knew about this cause?
- Why do you enjoy giving to our organization?
- What is your favorite program or service to donate to?
- How do you feel after making a gift to our organization?
- Since you’ve been supporting this cause, is there a moment that stands out to you where you truly felt your impact?
P2P Impact - Spring 2018 Giving Days

- P2P fundraisers have a huge impact on the success of campaigns that use them.
- On average, NPOs using P2P raised 330% more than NPOs not using P2P!!!
- Yet, only about 20% of participating NPOs leveraged P2P fundraisers for their campaigns.
Fundraiser Page Example

A fundraiser for: Logan’s Pups

Hi, I’m Rebekah Casad and I’m fundraising for Logan’s Pups. I support this organization’s mission and I want it to have a greater impact on the community.

Rebekah Casad

Donations:
- $50: Provides a super soft bed for a loving senior pup
- $100: Provides food for a month for a senior pup
- $200: Provides vet care and essential vaccines for a senior pup
- $500: Feeds every dog in the sanctuary for a week

Choose your own amount
Setting Up Your Fundraisers

**Amplify Austin Day**
February 28, 2019

**Get Set Up**
Complete the steps below to be sure that you are set up and ready to participate in Amplify Austin.

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

- **Add Your Story**

- **Get Verified to Collect Donations**

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

- **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.

**Time to launch**
107 days

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

**Share Your Page**
https://www.amplifyatx.org/organizations/i-live-here

**View Your Page**
Setting Up Your Fundraisers

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Actions</th>
</tr>
</thead>
</table>

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers’ Story

I support this organization’s mission and I want it to have a greater impact on the community.

Set Fundraisers’ Goal

$ 500 .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save
## Setting Up Your Fundraisers

### Add Fundraisers

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katrina</td>
<td>Grein</td>
<td><a href="mailto:katrina@givegab.com">katrina@givegab.com</a></td>
</tr>
</tbody>
</table>

**New Fundraiser**

**Set Fundraisers’ Goal**

- **Goal Amount**: $500
- **Current Amount**: $0

**Next: Compose Your Message**
Write a Message to Your Recruits

To: Katrina Grein

Subject

Let's make a difference together!

Message

Please join me in fundraising on our behalf for Day of Giving!
### Setting Up Your Fundraisers

Add Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katriina Grein</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td>✖</td>
</tr>
</tbody>
</table>

Enable New Fundraisers to Sign Up

Set Fundraisers' Story

I support this organization’s mission and I want it to have a greater impact on the community.

Set Fundraisers' Goal

| $ | 500 | 0.00 |

Each fundraiser may customize his or her story and goal by logging into GiveGab.
Your Fundraiser’s Toolkit

Tell Your Story
Let people know why you’re fundraising.

Make a Donation
Show people that you’re committed.

Reach Out
Ask for the support of your inner circle.

Share Socially
Tell the whole world about your fundraiser.

Give Thanks
Thank your supporters.

Progress
$0 Raised of $500 Goal
85 Days Left
0 Donors

Share your Fundraiser
https://www.theamazinggive.org/p2p/al

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote Amplify Austin and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - Downloadable Guides and Graphics
  - Case Studies
  - Helpful resources for your board members, volunteers, and fundraisers
Trainings & Learning Opportunities

- **Live Webinars**
  - Monthly webinars by the GiveGab Customer Success Team

- **Pre-Recorded Training Videos**
  - [https://www.amplifyatx.org/info/workshops](https://www.amplifyatx.org/info/workshops)

- **Support Articles**
  - [http://support.givegab.com/](http://support.givegab.com/)

- **Blog Articles**
  - [https://www.givegab.com/blog/](https://www.givegab.com/blog/)
GiveGab Customer Success Team

- Send us an Email
  - 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
What’s Next?
Tools

The Nonprofit Toolkit

- Graphics & Logos
- #ILiveHereIGiveHere Because
- Amplify Austin Posters
- Videos
- Best Practices & Tips
- Case Studies
- Webinars

Amplify Austin Day 2019

February 28 at 6 PM

AmplifyATX.org
Important Dates

Amplify Assembly Mixer - January 29th

ILHIGH Magazine Release Party - January 31st

New Nonprofit Member Meetup - February 1st

Marketing & Social Media 101 Meetup - February 8th

Profile Updates Complete - February 8th

Rallying Your Crowd Meetup - February 12th

Amplify Austin Day - February 28 - March 1

Post-AmplifyATX Brainstorm Meetup - April 24th
THANK YOU!
Amplify Austin

Stay for Office Hours!

GiveGab & I Live Here I Give Here will be here until 5PM to answer your questions!
Questions?

CHRISTINE HERLIN
Manager of Nonprofit & Customer Relations
Christine@ILiveHereIGiveHere.org
512-717-4197