

Final Steps to Success

Avenues  for Hope

Housing Challenge

December 12, 2018 - December 31, 2018

Giving Campaign Updates

- 35 Days until Launch!
- 55 Participating Nonprofits and Schools
- 35 Generous Sponsors
- Prizes
- Admin Dashboard
- Home Partnership Foundation Match
- Tagboard

Participating Organizations

NORTH:

Bonner Community Housing Agency
 Bonner County Homeless Task Force
 Boundary County School District
 Family Promise of Lewis Clark Valley
 Family Promise of North Idaho
 Family Promise of the Palouse
 Habitat for Humanity of North Idaho
 Hope On The Homefront/Coeur d'Alene
 School District
 Moscow Affordable Housing Trust
 Safe Passage
 Salmon School District 291
 Sojourners' Alliance
 St Vincent de Paul of North Idaho
 The Guardians Foundation
 Union Gospel Mission

SOUTHEAST:

Aid For Friends
 American Falls School District 381
 Bingham Crisis Center
 CLUB, Inc.
 Community Resource Center of Teton
 Valley
 Family Services Alliance of SE Idaho
 Gateway Habitat for Humanity
 Pocatello
 Habitat For Humanity of the Magic
 Valley
 Idaho Falls Rescue Mission
 Minidoka School District 331
 NeighborWorks Pocatello
 Southeastern Idaho Community
 Action Agency
 South Central Community Action
 Partnership
 The Mahoney House
 Twin Falls Optimist Youth House
 Voices Against Violence

SOUTHWEST:

Advocates Against Family Violence
 Astegos
 Boise Public Schools Foundation
 Boise Rescue Mission Ministries
 CATCH
 Corpus Christi House
 First Story
 Good Samaritan Home
 Home Partnership Foundation
 Hope House
 Idaho Youth Ranch
 International Rescue Committee in Boise
 LEAP Charities
 Nampa School District McKinney Vento
 Program
 NeighborWorks Boise
 NWRECC Stepping Stones
 Shepherd's Home
 Society of St Vincent de Paul, SW Idaho
 Council
 The Community Builder
 The House Next Door
 The Jesse Tree of Idaho
 The Salvation Army Nampa
 Trinity New Hope
 Women's and Children's Alliance





Generously Sponsored by:

PLATINUM: Idaho Housing and Finance Association, Wells Fargo

GOLD: Academy Mortgage, - KeyBank, - Mountain West Bank, - Stifel

SILVER: Barclays, - Boise Housing Corporation, - First Interstate Bank, - Magellan Health, - New Beginnings Housing, - Northwest Integrity Housing, - Thomas Development, - Wright Brothers

BRONZE: Bank of Commerce, - Citizens Community Bank, - Eide Bailly LLP, - Evergreen Home Loans, - Fairway Independent Mortgage Corporation, - Federal Home Loan Bank of Des Moines, - George K. Baum & Company, - Guild Mortgage Company, - Icon Credit Union, - Idaho Independent Bank, - Idaho Mortgage Lenders Association, - John Hale Family Trust, - Landmark Promotions, - P1FCU, - Skinner Fawcett LLP, - Teton Valley Real Estate Management, - Teton Valley Realty, - The Pacific Companies, TitleOne, - Valbridge Property Advisors

Grand Prizes

*Each nonprofit organization is only eligible for one prize in each category of Most Donors and Most Money Raised in either the statewide or regional leaderboards from unique gifts received online or offline during the campaign. **Unique donors are identified solely by email address.***

Statewide Leaderboard for Most Donors and Most Raised

First Place: \$5,000 each

Second Place: \$4,000 each

Third Place: \$3,000 each

Regional - North, Southwest and Southeast for Most Donors and Most Raised

First Place: \$3,000 each

Second Place: \$2,000 each

Third Place: \$1,000 each



Challenge Prizes

Each nonprofit organization is only eligible for one of each Challenge Prize from unique gifts received online. Offline gifts will not be counted towards these prizes (except Surpass the Past.) “Surprise Prizes” may be added at any time.


Unique donors are identified solely by email address.

- **Early Birds:** \$300 to each nonprofit that receives at least 12 gifts between 8 am-12 noon any weekday.
- **Early Birds + Bonus:** Double your prize by getting 12 gifts by 12 noon on 12/12 (Day 1).
- **Weekend Warriors:** \$300 to each nonprofit that receives at least 12 gifts during a single weekend.
- **Domestic Dozen:** \$300 to each nonprofit that receives donations from 12 or more U.S. states.
- **Surpass the Past:** \$500 to each nonprofit that receives more gifts in 2018 than they did in 2017. New and returning organizations must have a minimum of 10 gifts to qualify, online and offline gifts count.
- **Random Daily Drawings:** One donor will have \$100 added to their donation every weekday of the campaign. A random drawing will be held each weekday around noon from donations made during the previous 24-hour period or weekends on Mondays.

Visit <https://www.avenuesforhope.org/prizes> to see details and winners throughout the campaign.


Admin Dashboard

Get very familiar with this page!




Dashboard Newsfeed Discover

You



Home Partnership Foundation

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



Avenues for Hope

December 12, 2018

Time to launch

36

days

Get Set Up

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

- ✓

Add Your Organization's Info

>
- ✓

Add Your Story

>
- ✓


Get Verified to Collect Donations

>
- ✓

Add Donation Levels

>
- ✓

Add a 'Thank You' Message

>
- 

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

>



Get Prepared

Simply registering is not enough to be successful during Avenues for Hope. Use the resources below to learn the best practices or get help!

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

Share Your Page

<https://www.avenuesforhope.org/organizations/home-partne>


Viewing Dashboard for Home Partnership Foundation ★

Adding your Home Partnership Match (1 of 2)



Your page administrator needs to manually add this match before the campaign begins in order to qualify for these funds. No exceptions will be made.



Logo	Sponsor Name
	<input type="text" value="Home Partnership Foundation"/>
<input type="button" value="Select Image"/>	
<input type="button" value="Remove"/>	URL (optional)
<small>Tip: Disable adblockers on this page for the best logo uploading experience.</small>	<input type="text" value="www.HomePartnershipFoundation.org"/>
	Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)
	<input type="checkbox"/> Keep Sponsor Anonymous
<hr/>	
Match Name	
	<input type="text" value="Pave the Way Match"/>

Adding your Home Partnership Match (2 of 2)

Description

The Home Partnership Foundation will provide a \$1 for \$1 match for gifts totaling \$3,000 for each participating organization.

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):

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (You can always edit them later if needed.)

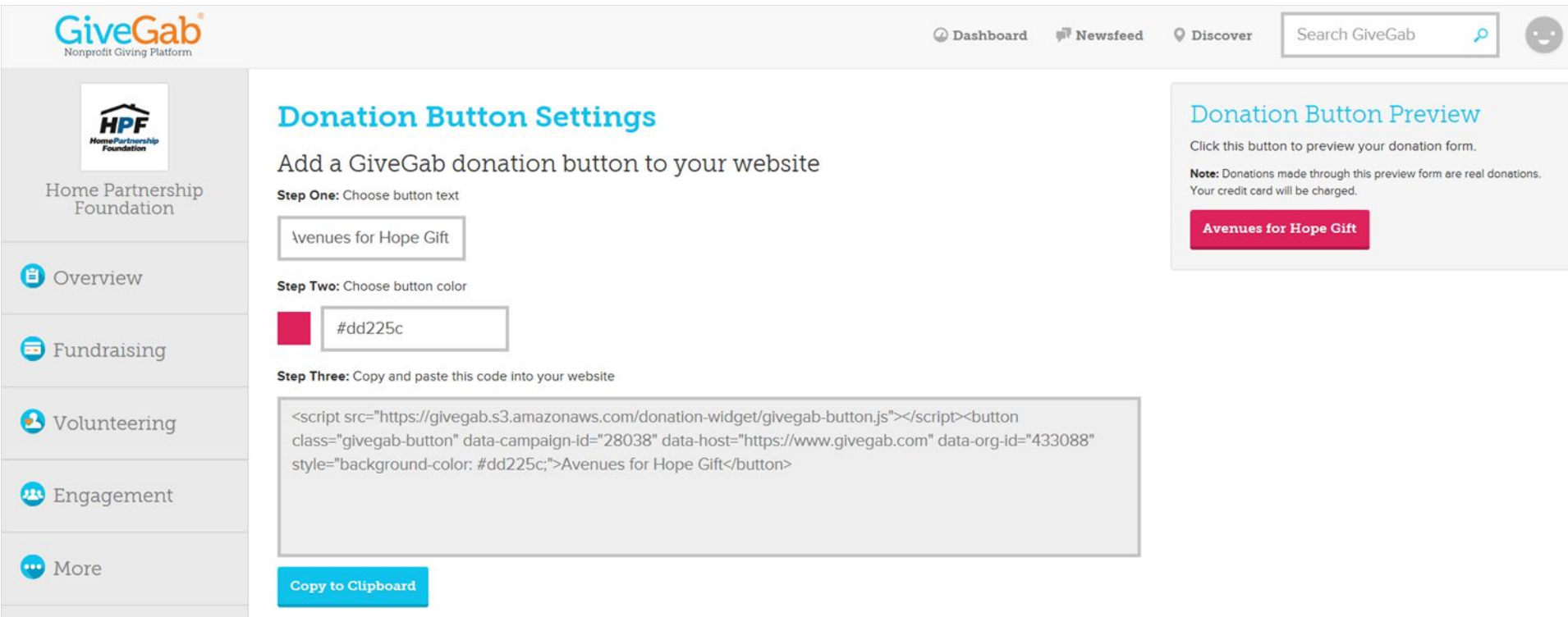
How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

Embeddable Donation Form

Customize the “Button Text”, pick a button color, copy the code to your website.



The screenshot shows the GiveGab interface for setting up a donation button. The top navigation bar includes 'Dashboard', 'Newsfeed', 'Discover', and a search box. The left sidebar lists navigation options: Overview, Fundraising, Volunteering, Engagement, and More. The main content area is titled 'Donation Button Settings' and includes the following steps:


- Step One:** Choose button text. A text input field contains 'Avenues for Hope Gift'.
- Step Two:** Choose button color. A color picker shows a red color with the hex code '#dd225c'.
- Step Three:** Copy and paste this code into your website. A code block contains the following HTML/JavaScript code:

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script><button class="givegab-button" data-campaign-id="28038" data-host="https://www.givegab.com" data-org-id="433088" style="background-color: #dd225c;">Avenues for Hope Gift</button>
```













A 'Copy to Clipboard' button is located below the code block. To the right, a 'Donation Button Preview' section shows a red button with the text 'Avenues for Hope Gift' and includes a note: 'Note: Donations made through this preview form are real donations. Your credit card will be charged.'

Tracking Your Donations

Can you add an example of how nonprofits can view the donations they've received.




Logan's Pups

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

Donations















Online Donations
Offline Donations


Total Paid Out: \$85,632.21
Total Pending: \$41,651.25

 Dates and times on this page are displayed in UTC to assist with bank statement reconciliation processes. If you export your donations from this page, dates and times in that file will appear in UTC as well. [Learn More](#)

All Campaigns ▾

[Clear Dates](#)

Id	Donation Date (UTC)	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Donor Covered Fees?	Payout Amount	Payout Date (UTC)	Donor	Display Name	Email	Receipt	Wishes to be Anonymous?	Recurring Donation?	Campaign	Fund Number	Donation Level	Day of Giving	Referral Source	Referral Medium	Referral Campaign	Edit
8887	11/7/2018	\$999.00	\$999.00	\$21.28	\$19.98	No	\$957.74	Pending	Jesse A. Saldana	Jesse A. Saldana	jesse.saldana@givegab.com		Yes	No	Giving Day			Giving Day	givegab-staging-pr-5920.herokuapp.com	referral		
8882	11/7/2018	\$99.00	\$99.00	\$2.38	\$1.98	No	\$94.64	Pending	Jesse A. Saldana	Jesse A. Saldana	jesse.saldana@givegab.com		No	No	Giving Day			Giving Day	givegab-staging-pr-5920.herokuapp.com	referral		
8852	11/6/2018	\$12.34	\$12.34	\$0.56	\$0.25	No	\$11.53	Pending	Denis Tomazzi	Denis Tomazzi	denis.tomazzi123@givegab.com		No	Yes	Giving Day			Giving Day	givegab-staging-pr-5923.herokuapp.com	referral		
8843	11/6/2018	\$25.00	\$25.00	\$0.85	\$0.50	No	\$23.65	Pending	Denis Tomazzi	Denis Tomazzi	denis.tomazzi@givegab.com		No	Yes	It's A Dogs World	5555		Giving Day	givegab-staging-pr-5923.herokuapp.com	referral		
8836	11/6/2018	\$100.00	\$100.00	\$2.40	\$2.00	No	\$95.60	11/7/2018	Merlin Komenda	Merlin Komenda	merlin@givegab.com		No	No	Giving Day			Giving Day	staging.givegab.com	referral		
8823	11/6/2018	\$100.00	\$100.00	\$2.40	\$2.00	No	\$95.60	11/7/2018	Jesse A. Saldana	Jesse A. Saldana	jesse.saldana@givegab.com		No	No	Giving Day			Giving Day	givegab-staging-pr-5920.herokuapp.com	referral		
8817	11/6/2018	\$22.32	\$22.32	\$1.01	\$0.64	No	\$20.58	Pending	Denis Tomazzi	Denis Tomazzi	denis.tomazzi123@givegab.com		No	Yes	Giving Day			Giving Day	givegab-staging-pr-5923.herokuapp.com	referral		

Viewing Dashboard for Logan's Pups 

Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Add Engaging Visuals
5. Empower Ambassadors
6. Prepare Communications
7. Rally Your Team
8. Review Your Campaign
9. Plan The Campaign
10. Create A Stewardship Plan

Do you have defined goals?

Your Avenues for Hope goals can go beyond dollars raised:

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

Organizations with goals for their campaign raised 200% more than those who didn't!

Is your story authentic?

- Focus on a specific person, program, initiative, etc.
 - How do donors make these stories possible?
 - Can share a new story every day
- Include photos, graphics, and key statistics
- Make sure your story reflects your initial goals
- Keep it consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!

Are your calls to action clear?

- Include a link to your Avenues for Hope profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference during Avenues for Hope
- Cater your calls to action to different goals and audiences
 - Fundraise! Donate! Volunteer! Join! Subscribe!

Are you featuring visual content?

- On your Avenues for Hope Profile...
 - Cover Photo & Logo
 - Story Photos or Infographics
 - Donation Levels
 - Embedded Video
- Across your digital platforms...
 - On your website and Social Accounts
- In Your Communications...
 - Emails & Social Media Posts

**Visuals help tell
your story and
increase online
engagement!**

Are your ambassadors prepared?

- Identify your Avenues for Hope Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Avenues for Hope Nonprofit Toolkit!
- Communicate your goals and campaign game plan
 - Break down tasks into manageable responsibilities

Do you have a communications plan?

- Plan your online communications ahead of Avenues for Hope
 - Announcement/Save The Date
 - Campaign Countdown
 - Daily Updates
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
 - Organization Website
 - Ambassador Sharing
- Customize the templates, guides, and graphics in your Avenues for Hope Nonprofit Toolkit for the perfect plan!

Is your Avenues for Hope Team ready?

- Gather your team before Avenues for Hope or send a campaign specific email with helpful tools and updates
 - What are your goals? How can they help you achieve them?
 - Where can they find crucial campaign resources?
 - What are the roles that your Avenues for Hope team will play?
- Play to your team's strengths and capacity
- Make it fun for everyone involved (And say thanks!)

Are you campaign confident?

- Review your game plan and Avenues for Hope profile
 - Is your profile complete? Does it reflect your goals and mission?
 - Are your communications ready? Are they clear and concise?
- Are you promoting your Avenues for Hope profile consistently across all of your digital platforms?
- Try going through the process as if you were a donor, from the first point of access to donation success!

Is your campaign BIG enough?

- Assign special roles for your Avenues for Hope team
 - Play to your team strengths and capacity!
- Mix in pre-scheduled communications with live updates
- How will you keep up the momentum during the campaign?
 - Consider daily updates and utilizing Facebook live when milestones are met
- Have fun with your team and your supporters!

How will you thank your supporters after the campaign?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Giving Campaign thank you email to your organization's email list
- Follow up with donors for more personal stewardship
 - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!

Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Avenues for Hope Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

We're Here For You!

- Visit Our Help Center

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

- Send us an email at

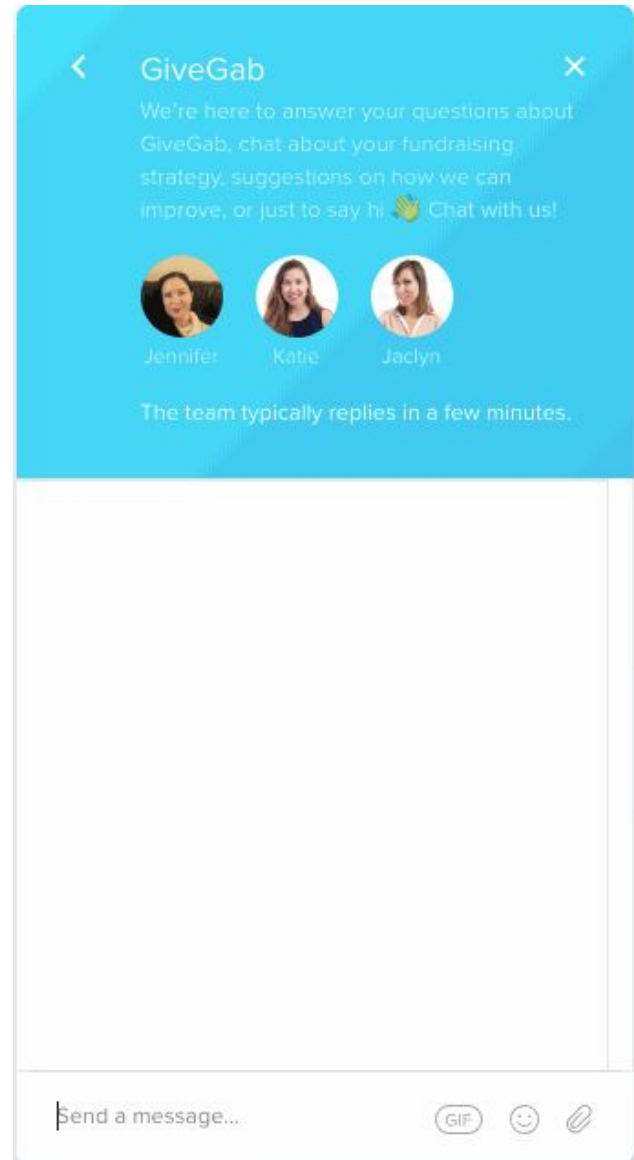
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



Your Next Steps

- Like the ***New*** “AvenuesforHope” Facebook page
 - Don’t forget to use **#AvenuesForHope** in all posts.
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Set up your Match!

Questions?

Avenues  for Hope

Housing Challenge

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