

# Final Steps to Success For #BrooklynGives



**#BROOKLYN  
GIVES**

Powered by  
Brooklyn Community Foundation

October 17th, 2018



# Agenda

- #BrooklynGives Basics & Updates
- What's so great about #GivingTuesday?
- Why #BrooklynGives?
- Your #BrooklynGives Success Checklist
- Peer-to-Peer Fundraising Review
- Your Next Steps
- Questions



# #BrooklynGives Basics

- [www.BrooklynGives.org](http://www.BrooklynGives.org)
- GIVING TUESDAY: November 27, 2018 - 12:00 a.m. - 11:59 p.m.
- 2017: 20 Nonprofits raised \$365K from 1,175 donors
- 2018: Any IRS recognized nonprofit serving Brooklyn can participate
- Our Goal: \$1 Million in 24 hours
- Every nonprofit conducts their own unique campaign
- Nonprofit trainings, tools, templates, and guides to optimize efforts
- \$100,000 match for Spark Prize finalists



# #BrooklynGives Updates

- Prizes: Two \$1,000 Sponsored “Happy Hour” Prizes so far
- Congrats to Our Spark Prize Finalists!
- Social Media Tagboard
- Campaign Visibility and Marketing
- Mark Your Calendars: Morning Kickoff Event at National Grid Auditorium



# What's so great about #GivingTuesday?

#GivingTuesday overtook December 31 as the biggest donation day of the year in 2016!

- Nearly \$300 million raised online on #GivingTuesday 2017
- “Happy natural disaster”: Huge spike in giving, followed by no drop off
- Busts the donor fatigue myth by tapping into different motivations - giving not fundraising
- Donors more likely to discover and support a new nonprofit and give to multiple nonprofits
- Tell your own unique story through your branded campaign
- Powered by social media and collaborative action
- Activates the power of peer-to-peer fundraising



# Why #BrooklynGives?

- Branded campaigns allow you to tell your own unique story, while harnessing the power of collective action
- Multi-give and gift baskets allow donors to easily search for, discover and give to new nonprofits, and multiple organizations
- Leverages the power of social media to multiply your outreach
- Activates the power of peer-to-peer fundraising as an extension of your campaign
- Jumpstarts the stewardship process with immediate donor gratitude
- Prizes and matches make the day engaging and fun for donors
- Option for donors to cover fees and secure ACH deposits mean you get more donations, faster!





# Proven Strategies for an Effective Campaign

- Have a (reasonable) goal
  - Organizations with a goal raised 200% more!
- Leverage your supporters as peer-to-peer fundraisers
  - Organizations with peer-to-peer fundraisers raised 300%+ more!
- Secure matches and challenges and use them strategically throughout the day
  - Organizations with matches raised 400%+ more!
- Create a compelling story and share it widely (and creatively)



# 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 Big Day
10. Create A Stewardship Plan





# Do you have defined goals?

**Your #BrooklynGives goals can go beyond dollars raised:**

- Monetary Amount
- Donor Number
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Secure Match Sponsors
- Win Prizes

**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?
- 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 #BrooklynGives profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference on #BrooklynGives
- Cater your calls to action to different goals and audiences
  - Fundraise! Donate! Volunteer! Join! Subscribe!



# Are you featuring visual content?

- On your #BrooklynGives Profile...
  - Cover Photo & Logo
  - Donation Levels
  - Story Photos or Infographics
  - 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 #BrooklynGives Ambassadors
  - Social Ambassadors
  - Board Members
  - P2P Fundraisers
  - Internal Support
- Arm them with key messaging and shareable content
  - Sample posts and graphics in your #BrooklynGives Nonprofit Toolkit!
- Communicate your goals and campaign game plan
  - Break down tasks into manageable responsibilities

**Organizations using P2P fundraisers raised 300% more than those who didn't!**



# Do you have a communications plan?

- Plan your online communications ahead of #BrooklynGives
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of 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 #BrooklynGives Nonprofit Toolkit for the perfect plan!



# Is your #BrooklynGives Team ready?

- Gather your team before #BrooklynGives 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 #BrooklynGives 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 #BrooklynGives 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 #BrooklynGives 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 big day BIG enough?

- Assign day-of roles for your #BrooklynGives team
  - Play to your team strengths and capacity!
- Mix in pre-scheduled communications with live updates
- Share any in-person opportunities with supporters
  - Don't forget to take pictures and videos to share online!
- Have fun with your team and your supporters!



# How will you thank your supporters after #BrooklynGives?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day 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!



# Peer-to-Peer Fundraising Review: Benefits

- Expands your reach to a new network of donors
  - Average of 4 new donors per P2P fundraiser
  - Donors are giving because they know the fundraiser, not necessarily to further the cause (yet!)
- Increases the average number of donations to your campaign
- Provides a new opportunity to engage with existing supporters
- Builds trust with your potential supporters by highlighting your strong connections with passionate evangelizers
- Organizations with P2P fundraisers raise 3x more than those that don't on a giving day



# Peer-to-Peer Fundraising Review: Adding Fundraisers



## Get Set Up

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

- ✓ 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.*



Search Fundraisers Download CSV [Add Fundraisers](#) [Message All](#)

Fundraiser ▾ Donors ▾ Amount Raised ▾ Goal ▾ Actions

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](#)



# Peer-to-Peer Fundraising Review: Adding Fundraisers

## Add Fundraisers

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

Download CSV Add Fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	Actions
No fundraisers found.				

Allow New Fundraisers to Sign Up

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\$	500	.00
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Save



# Peer-to-Peer Fundraising Review: Adding Fundraisers

## Add Fundraisers

<b>First Name</b>	<b>Last Name</b>	<b>Email</b>
<input type="text" value="Amy"/>	<input type="text" value="G"/>	<input type="text" value="amy@givegab.com"/> ✕

<b>First Name</b>	<b>Last Name</b>	<b>Email</b>
<input type="text"/>	<input type="text"/>	<input type="text"/> ✕

+ New Fundraiser

[Cancel](#) [Next: Compose Your Message](#)



## Write a Message to Your Recruits

To: Amy G

Subject

Message

[Back](#) [Send](#)





# Peer-to-Peer Fundraising Review: Adding Fundraisers

#BROOKLYNGIVES ▼ MENU

**Brooklyn Community Foundation**  
We Spark Change  
Causes: **Community Advocacy, Social Justice, Youth**

**DONATE** **FUNDRAISE**

\$0 Raised 0 Donors

This Giving Tuesday, support Brooklyn's nonprofit community where it is needed most with a donation to Brooklyn Community Foundation.




# Peer-to-Peer Fundraising Review: Managing Fundraisers

Thanks for signing up to be a fundraiser! You can manage your fundraiser [on GiveGab](#). We've sent you an email with more details.




Be sure to share the link below with potential supporters.

<https://www.brooklyngives.org/p2p/53292/amy-gergely>


**MANAGE FUNDRAISER**



A fundraiser for:  
**Brooklyn Community Foundation**  
We Spark Change  
Causes: [Community Advocacy](#), [Social Justice](#), [Youth](#)  
Manage this on GiveGab

**DONATE**   

0%  
\$0 Raised \$500 Goal 0 Donors

  
Amy Gergely

Hi, I'm Amy Gergely and I'm fundraising for [Brooklyn Community Foundation](#).

This Giving Tuesday, support Brooklyn's nonprofit community where it is needed most with a donation to Brooklyn Community Foundation.

Your #BrooklynGives donation will help support more than \$5 million a year in grants to nonprofits across the borough taking on the most pressing needs of our communities—from immigrant rights to youth-led movements—all while strengthening the capacity and investing in the future of our nonprofit sector.

**DONATE**








# Peer-to-Peer Fundraising Review: Managing Fundraisers



## Amy's fundraising toolkit for #BrooklynGives

Complete the steps below to be sure that your fundraiser is successful.

- **Tell Your Story**  
*Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal!*
- **Make a Donation**  
*Make the first donation to show your commitment.*
- **Reach Out**  
*Send emails to friends and family and ask for support.*
- **Share Socially**  
*Share to Facebook and Twitter.*
- **Give Thanks**  
*Email your donors and say "Thanks!"*

### Progress

0%

**\$0**  
Raised  
of \$500 Goal

**45**  
Days Left

**0**  
Donors

**0**  
Emails Sent

Share Your Fundraiser!

<https://www.brooklyngives.org/p2p/532>



### Need some inspiration?




Check out [these great fundraising ideas](#) over on the GiveGab blog.



# Peer-to-Peer Fundraising Review: Managing Fundraisers

Add Fundraisers ▼

Download CSV Add Fundraisers Message All

Fundraiser ▼	Donors ▼	Amount Raised ▼	Goal ▼	Actions
Amy Gergely	0	\$0.00	\$500.00	  

Allow New Fundraisers to Sign Up

**Set Fundraisers' Story**

**Set Fundraisers' Goal**

\$

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

Save





# Peer-to-Peer Fundraising Review: Resources

- Provide resources, then give them autonomy!
  - P2P Fundraiser's Toolkit + P2P Playbook





# More Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- #BrooklynGives 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/>

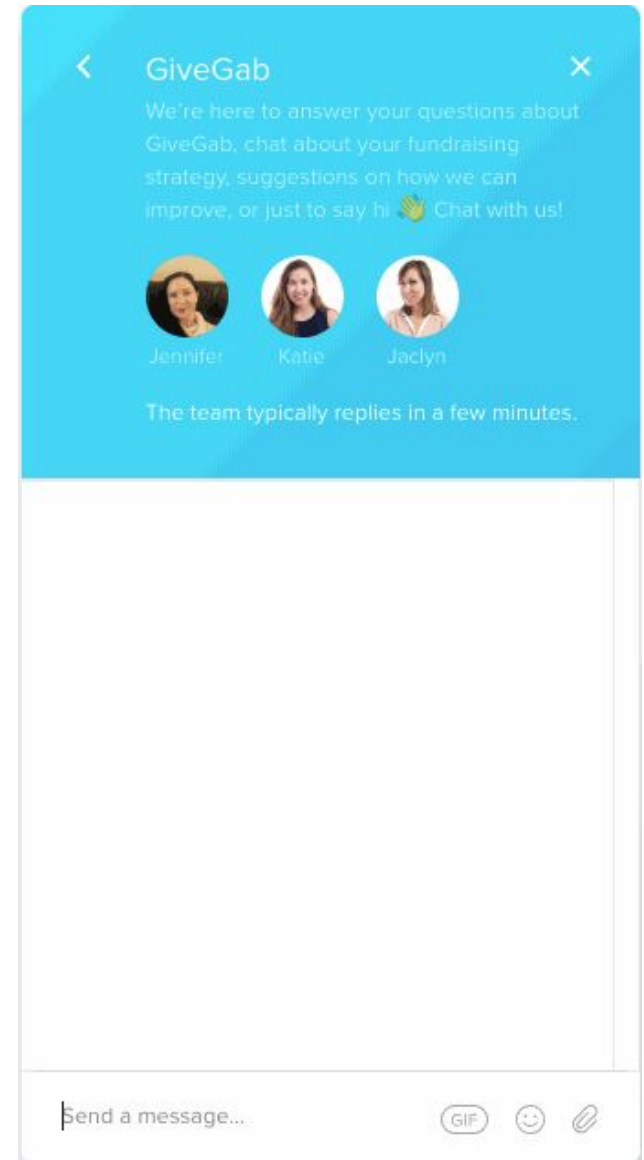
- Send us an email at

[CustomerSuccess@givegab.com](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!







# #BrooklynGives Timeline

- **October 18** - #BrooklynGives website turns “donor facing”
- **November 13** - Registration closes
- **November 14** - Nonprofit verification and state attestation deadline
- **November 15** - Donations open!
- **November 27** - #BrooklynGives!!!



# Your Next Steps

- Complete your #BrooklynGives profile and make sure you're verified to accept donations!
- Like and Follow #BrooklynGives on Social Media!
  - Don't forget to use **#BrooklynGives!**
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

# Questions?



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