

# Final Steps to Success



March 20, 2018 - March 21, 2018



# 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 Spring it On 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



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



# Are you featuring visual content?

- On your Spring it On 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 Spring it On Ambassadors
  - Social Ambassadors
  - Board Members
  - P2P Fundraisers
  - Internal Support
- Arm them with key messaging and shareable content
  - Sample posts and graphics in your Spring it On 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 Spring it On
  - 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

[Spring it On Nonprofit Toolkit](#) for the perfect plan!





# Is your Spring it On Team ready?

- Gather your team before Spring it On 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 Spring it On 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 Spring it On 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 Spring it On 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 Spring it On 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 Spring it On

- 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!



# Your Nonprofit Resources

- [Customizable Email Templates and Guides](#)
- [Sample Social Media Posts and Best Practices](#)
- [Spring it On 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

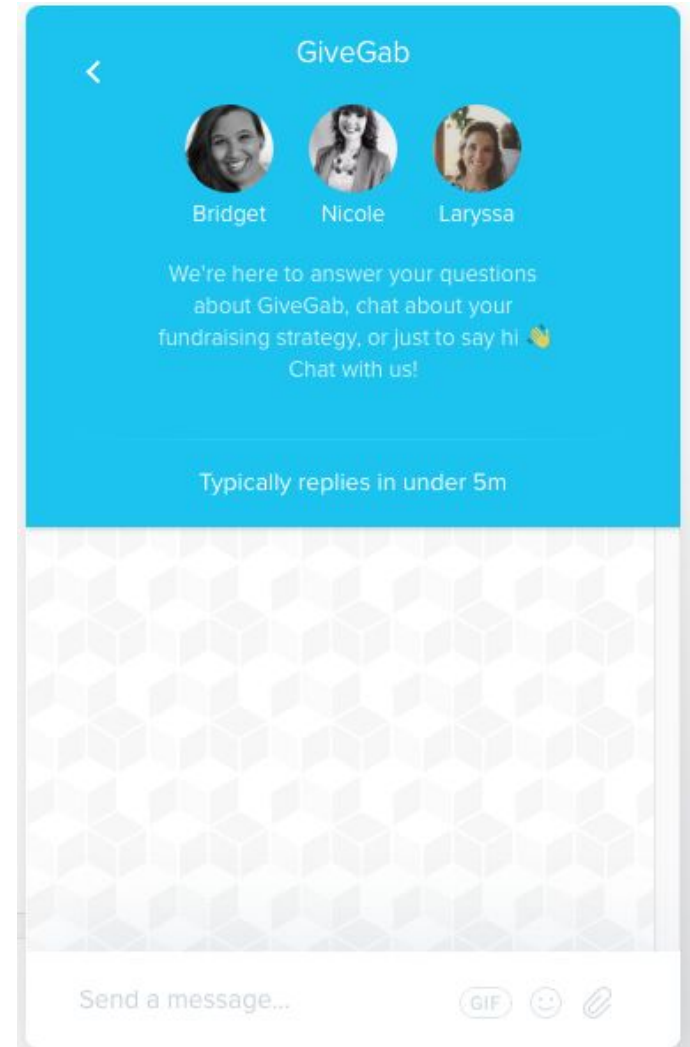
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!





# Your Next Steps

- Like and Follow Spring it On on Social Media!
  - Don't forget to use #SpringitOnWNY!
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
  - Resources, tools, templates, and downloadable graphics!

# Questions?



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