

Final Steps for:

SPRING IT  N

GIVE WHERE YOU LIVE

March 20-21, 6pm-6pm



Agenda

- Reminders for Spring It On
- Your Spring It On Success Checklist
 - Focus on Peer-to-Peer Fundraising, Matching, and Board Engagement
- Review of Spring It On Resources
- Next Steps
- Q & A



Reminders

- Spring It On begins **March 20 at 6 pm** and ends **March 21 at 6 pm**
- Donations opened on **March 4** and close on **March 31**
- Ensure your organization is verified to collect donations
- Online and Offline donations will contribute to Spring It On totals to reflect total impact of the day
- Start sharing your organization's unique profile link with donors and supporters



Your Spring It On Checklist

1. Define Your Goals
2. Tell Authentic Stories & Using Engaging Visuals
3. Identify Calls-to-Action
4. Empower Ambassadors & P2P Fundraisers
5. Engage Your Board
6. Matches & Challenges
7. Plan The Big Day
8. Prepare Communications
9. Resources Review



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 goals
- Keep the content consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!



Are you featuring visual content?

- Visuals help connect donors to your story and in turn, increase online engagement
 - “When someone hears information, they’re likely to retain 10% of it 3 days later. However, if a relevant image is paired with the same information, people retained 65% of the information three days later.” (John Medina, Brain Rules)
- On your Spring It On Profile...
 - Cover Photo & Logo
 - Donation Levels
- Across your digital platforms & communications...
 - On your website and Social Accounts
 - Story Photos or Infographics
 - Emails & Social Media Posts
 - Embedded Video



Are your calls to action clear?

- Include a link to your Spring It On profile in all communications for easy donor access
 - Add your profile link to your signature, as well as the Spring It On on logo (Find graphics right on your Spring It On resources page)
- 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 your ambassadors prepared?

- Identifying Spring It On 'Ambassadors' - who will help you promote the day?
 - Social Ambassadors
 - Board Members
 - Peer-to-Peer Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Spring It On Marketing Toolkit!
- Communicate your goals and campaign game plan
- Are some of your ambassadors candidates for **Peer-to-Peer Fundraising**? Let's take a few minutes to review this feature...



Why should you use Peer-to-Peer Fundraising?

Agencies with P2P Fundraisers raised on average **4x more donations** and **60% more donors**.

It's also a great way to engage with your existing supporters and get them involved with your organization.

You're giving your followers a sense of ownership in the day and enhancing their emotional connection to your cause.



Identifying Potential P2P Fundraisers

Passionate supporters are already on your doorstep:

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

Pro Tip: Be selective! Committed supporters are your most effective fundraisers.



Getting Your Fundraisers Started

- Create fundraising pages for individuals that want assistance
- Establish clear goals and check in with your fundraisers
- Incentivize fundraisers and create friendly competition
- Help them understand that making an “ask” doesn’t have to be intimidating!
 - Sharing their stories, asking donors to engage, and thanking them, goes a long way!



Tip: Download the [Spring It On P2P Playbook](#) for your Fundraisers! It'll teach them everything they need to know to be successful.



Empowering Your Fundraisers

Set your fundraisers up for success!

- Direct them to social media and email templates
- Share Spring It On graphics with them
- Check in with them before and on the day
- Encourage them to share their personal stories
- Spark friendly competition between your fundraisers
- Sharing the important work of your organization and thanking donors can have a lasting impact



Help all of your Ambassadors share their stories!

Motivate your ambassadors by asking them to think about these critical questions:

- What made you decide to make your first gift?
- What do you wish everyone knew about our organization?
- 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 our mission, is there a moment that stands out to you where you truly felt your impact?

Now that you've got your ambassadors ready, let's talk about your board...



The Power of an Engaged Board

- Including your board members in your Giving Day planning can have a greater impact on your Giving Day Success
 - Being included leads to being involved!
- Organizations with an engaged board **raise 2-3 times more dollars** on their giving day than those without (Based on GiveGab #GivingTuesday Data)
- Boards who attended planning meetings or were peer-to-peer fundraisers showed the most engagement



Setting Clear Expectations

- As you develop your Spring It On campaign strategy, determine where your board members can help your organization the most
- Make it clear at the beginning of the planning process what role they'll play in your overall Spring It On strategy on the Giving Day
- Create an even playing field for all your board members to actively participate and assist you in the process in a way that works best for your team
- Communicate the importance of fundraising and how fundraising directly impacts your mission

Before and During Spring It On:

- **Encourage them to share socially!**
Leverage your board member's social network and encourage them to like and share your content, as well as post their own.
- **Make it simple for them to take action.** Send your board emails with specific calls to action: "Donate", "Share", etc. In all of your communications.





Engaging Your Board (continued)

Before and During Spring It On:

- **Share your progress regularly** throughout the donation period and giving day. This can be a great stewardship tool, as well. After all, you couldn't have done it without them!
- **Quick and easy marketing.** Encourage all board members to swap out their cover photos with Spring It On graphic from the Nonprofit Toolkit. Ask them to add a link to your profile in their email signature.



Engaging Your Board (continued)

After Spring It On:

- Ask your board to personally thank your Spring It On donors
- Steward Your Board
 - Thank your board members for their help and hard work
 - Celebrate your team and a job well done
- Share insights to your campaign success
- Host a debrief to break down what you've learned
 - This will make preparing for Spring It On 2020 a breeze!



What is a Matching Gift?

- A pledged donation that can be used as a way to multiply gifts that are coming in throughout the giving day
- Promotional tool used to motivate potential donors to make a greater impact with their donation
- Board members, existing donors, local business & corporations, community members are great examples of match donors
- Matching dollars are automatically add to your totals as eligible donations roll in



Why should you leverage matching dollars?

Organizations who used matches during a giving day raised 4.5x more than those who did not.

- You can highlight the featured donor or business providing the match, and continue to steward that relationship
- Motivates others to give more or more often when they see their dollars going further
- Creative way to leverage larger donations that you might have already been expecting
- Can create a sense of equity amongst donors and have them feel like any donation size has a larger impact!



Matching Best Practices: Finding Potential Sponsors

- Board Members
- Existing Donors
- Local Businesses
- Corporations
- Community Leaders
- Devoted Staff

Educate your sponsors on the benefits their gift can provide, and how their contribution is stretched for greater overall impact.

Don't have single large sponsors? Think about asking a segment of your donors to contribute to a pool to be used for matching!



How can I use matching dollars during the Spring It On?

Depending on the amount of money you have available, you may want to approach this opportunity differently to make the most of the gift.

1:1 Matching

- Each time an eligible online gift is made, a corresponding amount will be added to your totals until the match is met
- Donors can see the match progress in real time, and see their impact doubled in your organization's totals!



How can I use matching dollars during the Spring It On?

Challenges

The "Challenge" feature on the GiveGab platform allows you to set a goal that, once reached, unlocks a donation of a predetermined amount from your sponsor.

- Ability to set a donor goal or dollar goal
- Challenges are a great opportunity to leverage a smaller gift that isn't as effective with a "dollar-for-dollar" setup
- You can also split up a large matching gift into multiple challenges throughout the day.
- Can help you reach other internal goals for the day by incentivizing engagement and higher activity on the day



Adding a Match or Challenge to your Spring It On profile

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

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

Share Your Page

<https://dog-staging.givegab.com/org/>

[View Your Page](#)

From your Giving Day Dashboard on GiveGab, click **“Manage Sponsor Matching”**



Do you have a Day-Of plan?

- Plan your online communications ahead of Spring It On:
 - Save The Dates
 - Campaign Countdowns
 - Day-Of Progress Updates
 - Supporter Gratitude
- Mix some pre-scheduled communications with live event updates
- Utilize multiple online channels for the best engagement
- Work from the templates & graphics in your [Spring It On Toolkit!](#)
- Share any in-person opportunities with supporters
 - Don't forget to take pictures and videos to share online!

Pro Tip: *Pre-schedule some of your communications with apps like Buffer and Hootsuite!*



Is your Spring It On team ready?

If you don't already have an Spring It On 'day-of' team, assemble an internal task force to help you take on the day!

- Meet with your team, or send an email beforehand with helpful tools and updates, like:
 - What are your goals? How can they help you achieve them?
 - Where can they find crucial campaign resources?
 - Division of roles and what tasks those roles will take on
- Play to your team's strengths and capacity when assigning roles
- Make it fun for everyone involved (and say thanks!)



Stewarding Donors After the Day

- Start your stewardship process immediately 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!
- Watch the training on stewarding donors after the day



Your Giving Day Resources

Nonprofit Toolkit

- Customizable Email Templates
- Sample Social Media Posts and Best Practices
- Spring It On Graphics
- Short Training Course Videos
- Resources for Board Members and P2P Fundraisers



Spring It On
Planning Guide
[View](#)



Communications
Timeline
[View](#)



The Ultimate Guide
to Giving Day
Success
[Download \(eBook\)](#)



Building Board
Support
[View](#)



Peer-to-Peer
Fundraisers
[View](#)



Giving Day Blog
Articles
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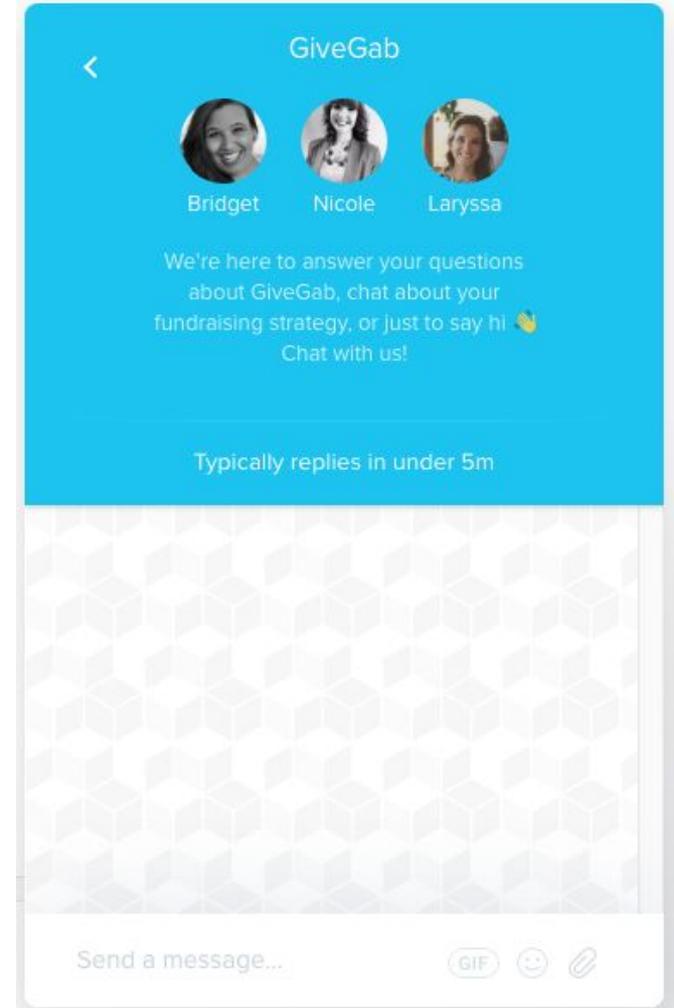
Your Next Steps

- Like and Follow Spring It On on Social Media
 - Don't forget to use the Spring It On hashtag: #SpringItOnWNY
- Check your inbox for important emails from Spring It On
- Watch on-demand training course videos and review your campaign
- Start sharing your profile and asking donors and supporters to save the date
- Set up the Spring It On embeddable donate button on your website!
- Add your Spring It On profile to your email signature.



What support is available?

- Visit Our Help Center:
<https://support.givegab.com/>
- Send us an email at:
info@springiton.org
- 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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