

Final Steps to Success



November 27th, 2018



Giving Day Updates

- Prizes
- Volunteer Opportunities and Tracking
- Tagboard
 - Make sure to use #GiveBigDFW
- Become Donatable
- Complete Your Profile



Profile Readiness!



Time to launch

85

days

Get Set Up

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

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

Reset Profile

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.

[Add An Administrator](#)

[Add Offline Donation](#)

[Manage Sponsor Matching](#)

[Manage Donations](#)

[View Registration Info](#)

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups>



[View Your Page](#)



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 #GiveBigDFW 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!



The Power of Storytelling

Storytelling goes beyond statistics and bullet points, and empowers donors to join you in making your vision a reality.

- Evokes active listening and participation
- Lays the foundation of your organization's "big picture"
- Encourages supporters to be a part of the story
- Becoming even more significant in the digital era





Are your calls to action clear?

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



A Call to Action

A Call To Action (C.T.A) is intended to entice the reader, listener, or viewer to take a specific action that will ultimately help your organization reach its goals and make your supporters feel satisfied with their engagement.

- **Make A Difference Today** → Link to your donation form
- **Share Your Personal Story** → Link to create a P2P fundraising page
- **Join Us This Thursday** → Link to volunteer or event sign up
- **Learn More About Our Programs** → Link to your website
- **Sign Up Today** → Link to your newsletter subscription
- **Help Five People At Once** → Link to donation form at corresponding amount
- **Let Us Know You'll Be There** → Link to RSVP form



Are you featuring visual content?

- On your #GiveBigDFW 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

WE EMPOWER NEIGHBORS TO INVEST IN ONE ANOTHER TO HELP THE DENTON COUNTY COMMUNITY THRIVE. WORKING TOGETHER, WE IDENTIFY NEEDS, IMPLEMENT IDEAS, AND IMPROVE LIVES.



Donations like yours help us serve over
80,000 PEOPLE
in Denton County



Visualizing Donor Impact

Please Select a Giving Level

\$5

\$10

\$25

\$50

\$100

VS.



\$20

Provides 3 healthy meals for an isolated and homebound senior



\$50

Provides 2 sets of school supplies to help children succeed in school



\$100

Provides 30 hours of job search assistance for an unemployed veteran



\$200

Provides 12 months of diabetes screening and nutrition education

CHOOSE YOUR OWN AMOUNT



Are your ambassadors prepared?

- Identify your #GiveBigDFW Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your #GiveBigDFW 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 #GiveBigDFW
 - 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 #GiveBigDFW Nonprofit Toolkit for the perfect plan!



Is your #GiveBigDFW Team ready?

- Gather your team before #GiveBigDFW 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 #GiveBigDFW 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 #GiveBigDFW 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 #GiveBigDFW 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 #GiveBigDFW 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 #GiveBigDFW

- 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
- #GiveBigDFW Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



Volunteer Opportunities

- Check out the volunteer page on GiveBigDFW.org
 - Create volunteer hours
 - Volunteers can log their hours
- #GiveBigDFW is partnering with VOLY.org
 - Matching volunteers with local nonprofits in the spirit of giving
- Don't forget to have your volunteer log their hours



We're Here For You!

- Visit Our Help Center

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

- Send us an email at

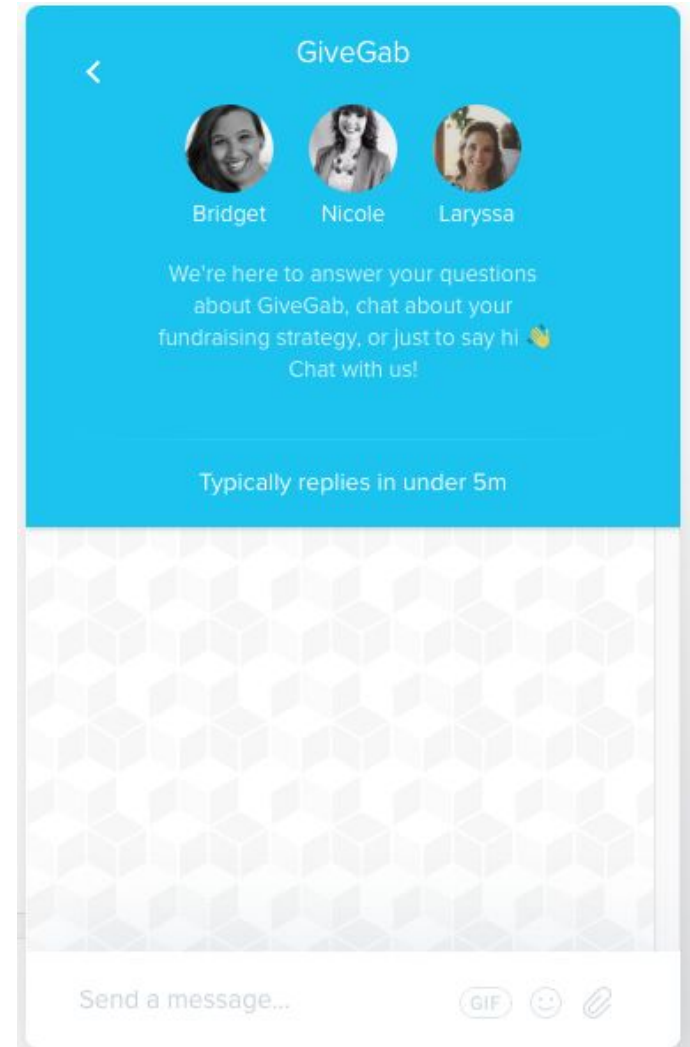
CustomerSuccess@givegab.com

- 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

- Become Donatable
- Complete Your Profile
- Like and Follow #GiveBigDFW on Social Media!
 - Don't forget to use #GiveBigDFW
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

Questions?



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