

Final Steps to Success



May 3, 2018





Giving Day Updates

- Bonus Pool
- Yard Signs
 - Place in a high-traffic area
 - Return signs by 4:30 p.m. on May 8
- Capital Campaigns
 - Remember: Give DeKalb County is not intended for capital campaigns --
adjust your profile accordingly
- Tagboard

Tagboard



Joiner History Room
a day ago

Let's show everyone that DeKalb County is full of generosity! On May 3, help us celebrate [#GiveDeKalbCounty](#) and continue the Joiner History Room's mission of safeguarding our heritage represented by the historical documents in the collection.


Like Comment Share



Give DeKalb County
2 days ago

The individual support that we receive year after year for [#GiveDeKalbCounty](#) is incredible! We are so thankful for the generosity of [#CommunityPartners](#) like Paul Callighan. THANK YOU for your donation to the bonus pool and for your support of the local ...


Like Comment Share



United Leukodystrophy ...
2 days ago

Imagine what we could do if we worked together, on May 3rd and beyond! [#GiveDeKalbCounty](#) [#GiveHopeGiveULF](#) [#YouAreNotAlone](#) <http://ow.ly/qqoE30jbcE>

Like Comment Share



ULF
@UlfUnited

Imagine what we could do if we worked together, on May 3rd and beyond! [#GiveDeKalbCounty](#) [#GiveHopeGiveULF](#) [#YouAreNotAlone](#) ow.ly/qqoE30jbcE pic.twitter.com/G2pMnulicK

4 Apr 12:01pm



CASA DeKalb County, Inc.
3 days ago

[Give DeKalb County](#) is one month away! Join us on May 3rd to support CASA and give hope to abused and neglected children in DeKalb County. [#GiveDeKalbCounty](#)

Like Comment Share



CASA DeKalb County
@CASADeKalb

Like Comment Share



Kishwaukee_Spec_Rec
@Kish_Spec_Rec

Help support Kishwaukee SRA in this annual Give DeKalb County Day May 3! [#GiveDeKalbCounty](#) facebook.com/kishsra/posts/...

3 Apr 7:48pm



Give DeKalb County
3 days ago

One month and counting until [#GiveDeKalbCounty](#) May 3!



Sycamore Education Fou...
3 days ago

May 3 will be a historic day for everyone in DeKalb County to GIVE BIG! You can learn more about Give DeKalb County and support our SEF campaign at <https://www.givedekalbcounty.org/organizations/sycamore-education-foundation>. [#GiveDeKalbCounty](#)

Like Comment Share



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 Give DeKalb County 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



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



Is your Give DeKalb County Team ready?

- Gather your team before Give DeKalb County 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 Give DeKalb County team will play?
- Play to your team's strengths and capacity
- Make it fun for everyone involved (And say thanks!)

Are you featuring visual content?

- On your Give DeKalb County 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 Give DeKalb County Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Give DeKalb County 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 May 3
 - 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 Give DeKalb County Nonprofit Toolkit for the perfect plan!



Are you campaign confident?

- Review your game plan and Give DeKalb County 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 Give DeKalb County 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 Give DeKalb County 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 GDC

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



After the Giving Day

- Community Foundation will verify, reconcile, and process all donations
 - Given the volume of donations, this can take a little while
- Surveys will be sent to donors and nonprofits
 - Please complete the survey!
- Check distribution and wrap-up event will be scheduled
 - Short program, checks will be available, photo opportunity
 - Stay tuned for date and details
- Register for *Maximizing Donor Data: Tips and Strategies* on May 17
 - Presented by Dr. Alicia Schatteman



Your Next Steps

- Like and Follow Give DeKalb County on Social Media!
 - Don't forget to use #GiveDeKalbCounty!
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

We're Here For You!

- Visit Our Help Center

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

- Send us an email at

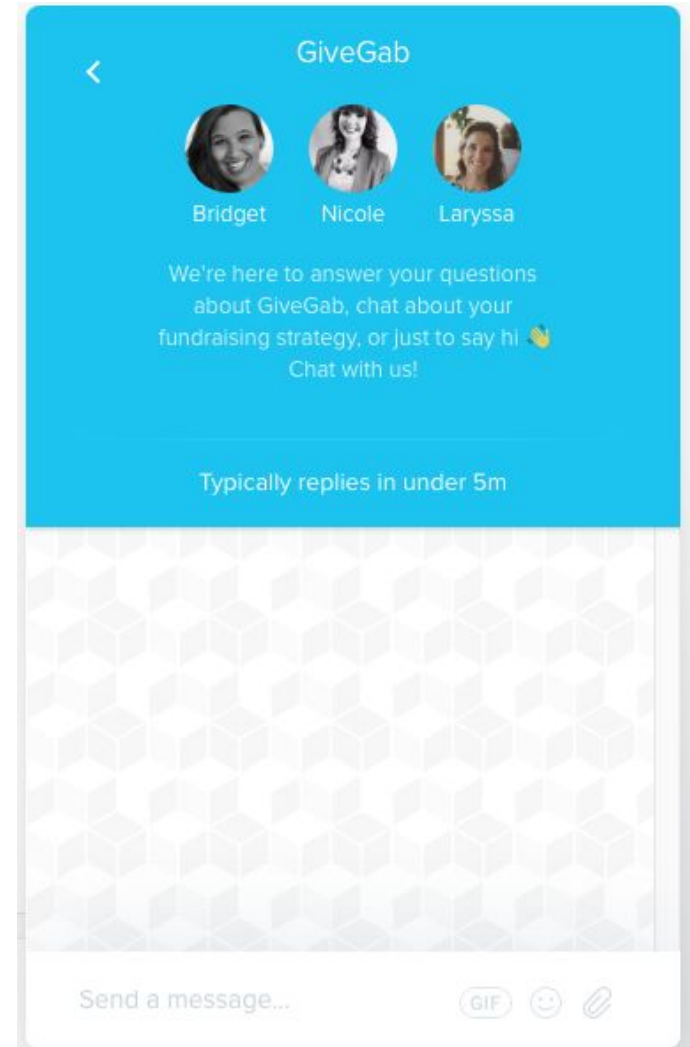
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



Questions?



May 3, 2018

