

# Final Steps for Success



May 2, 6pm - May 3, 6pm



# Agenda

- Reminders for Flathead Gives
- Your Flathead Gives Success Checklist
- Next Steps
- Questions



# Reminders

- Flathead Gives is **May 2, 6pm to May 3, 6pm**
- Donations open early **April 16**
- Profiles must be completed by **April 12**
- You must be verified by **April 5**
- Please fill out the Kalispell Center Mall contract ASAP



# Community Partners

## Whistling Andy's Flathead Gives Cocktails April 1st - April 30th

Each of these featured four drinks will sell for \$7, and Whistling Andy will donate \$1 of everyone sold! Proceeds will be shared equally with participating non profits.

### Sweet Traditions

April 1st – April 30th

Fresh baked and made to order desserts, scones, truffles and cake pops. 10% of all Sweet Traditions sales (private orders and events) will be shared equally with participating nonprofits.

A little bite of bliss

## Flathead Gives Fridays at Sacred Waters Brewing Co

Have a pint at [Sacred Waters Brewing Co](#) on Friday April 19th, April 26th, May 3rd, 10th, and 17th, between 5 and 8 pm, and proceeds will go to Flathead Gives. Sacred Water's goal is \$2,000, proceeds will be shared equally with participating nonprofits. **Pints + You = Flathead Gives**





# Community Partners

FUNdraiser Scrabble Tournament, April 16th- May 17th

\$10 per Game

Have the Highest Score and be the Flathead Gives Scrabble Champion.

50% benefits NAMI Flathead and 50% benefits the Scrabble Champion's Favorite Charity.

Choose Your Playing Time by emailing Loweryeileen96@gmail.com or if time slots are available, you can sign up at the tournament at NAMI Flathead table.

This event is sponsored by V Marie Solutions and NAMI Flathead

## biasbrewing Celebrates Flathead Gives

Please join biasbrewing "Friends with Benefits" Beer Club any day of the year and support Flathead Gives.

\$5 from every beer club membership and \$.50 cents from every Nitro Cold Brew coffee is donated to Flathead Gives participating organizations.

biasbrewing has been donating these funds since opening on June 6, 2018

## LulaRoe Match with Cheryl Luke and Jennifer Crosswhite, May 2nd - 3rd

For every Lularoe item sold from Thursday, May 2nd to Friday, May 3rd, Cheryl Luke and Jennifer Crosswhite will donate \$3.00. Once we hit \$100 in sales Lularoe will match us! Let's enjoy stylish, comfy clothes and give back to our community!





# 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 Flathead Gives 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!



# Wisconsin Alliance for Women's Health

DONATE

FUNDRAISE



Our Health. Our Lives. Our Future.

Causes: **Women's Issues, Health and Wellness, Community Advocacy**

0%

\$0 Raised \$15,000 Goal 0 Donors



## Fundraising Champions

[Amy Olejniczak](#) \$0.00

[Melody Bockenfeld](#) \$0.00

[Ann McCall](#) \$0.00

[Adrian Jones](#) \$0.00

[Amberlea childs](#) \$0.00

[See More Champions](#)

## Recent Donors

There are no donors to display yet.

**BE THE FIRST!**

More than ever, women are being drawn together to resist the escalating policy threats to our health, safety and economic security. We're being called to persist and advance a proactive and positive policy vision that puts the needs of women and girls before politics.

The Wisconsin Alliance for Women's Health believes that policy decisions should happen WITH women rather than TO them and we work every day to inform, involve and inspire individuals to be effective advocates for positive change.

To mark our 15th year of working to raise Wisconsin women's voices, we are aiming to raise \$15,000 for the 2019 Big Share!



# Are your calls to action clear?

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



# 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



# Clear Call to Actions

## **Wisconsin Women's Network advances the status of women and girls in Wisconsin.**

Strengthening Wisconsin women's voices while working together on issues that promote equity and justice for women and their families through communication, education, advocacy, and connections.

## **You are Wisconsin Women's Network!**

### **1. Make your voice heard!**

Now is a critical time to maintain and build momentum, fighting injustice with education, information, and action. The Wisconsin Women's Network is dedicated to actively improving the lives of women and girls in Wisconsin and **your voice and gift helps amplify that change.**

### **2. Invest in making a real difference!**

We focus every penny we spend on programs that **make a direct difference.** Through our mentorship program, our policy institute, and our networking and educational events, **your support informs, educates, and transforms our communities.**

### **3. Ensure you're part of the change! #IamWWN**

Now is our time! You choosing to be a part of the change is an important part in helping our communities. **You are the Wisconsin Women's Network** and your donation will make a difference in [the programs](#) WWN is able to provide.

Want to make sure your donation goes even farther? [Donate](#) during our power hour (12-1 pm) and **your contribution will be matched, up to \$500!**



# Are you featuring visual content?

- On your Flathead Gives 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!**

# Custom Donation Levels



## Community GroundWorks

Growing food. Growing minds. Together.

Causes: **Poverty and Hunger, Environment, Health and Wellness**

DONATE

FUNDRAISE



0%

\$0 Raised \$8,000 Goal 0 Donors



**\$14**

Provides local, organic produce to a family for one week



**\$28**

Provides produce to two families for a week



**\$56**

Provides produce to one family for a month



**\$480**

Provides a family with an entire season's worth of produce

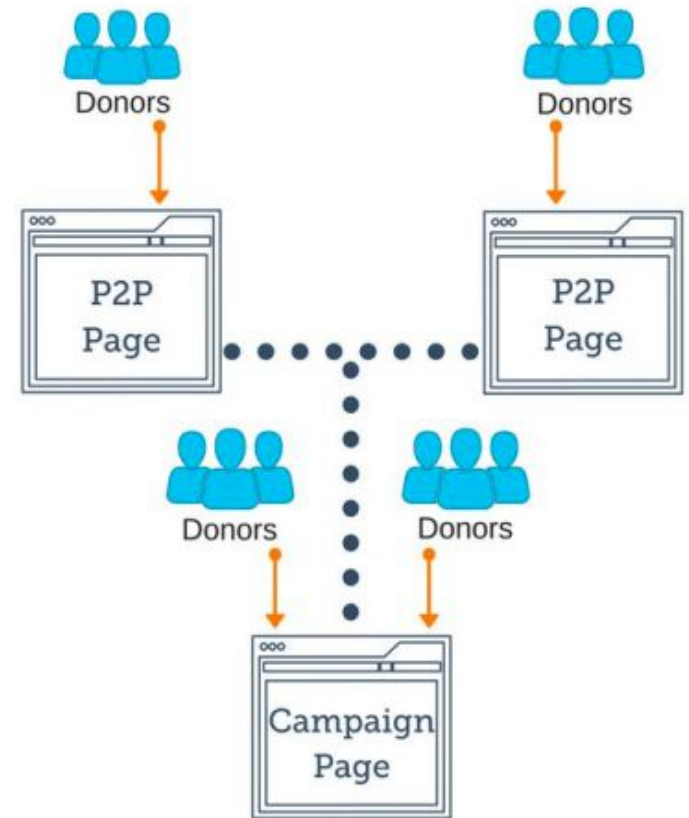


# Are your ambassadors prepared?

- Identify your Flathead Gives Ambassadors
  - Social Ambassadors
  - Board Members
  - P2P Fundraisers
  - Internal Support
- Arm them with key messaging and shareable content
  - Sample posts and graphics in your Flathead Gives Nonprofit Toolkit!
- Communicate your goals and campaign game plan
  - Break down tasks into manageable responsibilities

# What is Peer to Peer Fundraising?

- A way to leverage your passionate supporters to rally behind your cause to fundraise on your organization's behalf
- An opportunity to share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- A low cost, low effort way to extend your campaign by creating personal fundraising pages for your supporters







# Peer to Peer Fundraising Basics

- Use your supporters, board members, and volunteers to expand your organization's reach
- Each fundraiser has their own fundraising page and every dollar they raise goes toward your organization's totals!
- On average, each fundraiser brings in 4 new donors
- Organizations with fundraisers raise on average 3.4 x more than organizations without fundraisers
- Your Nonprofit Toolkit contains Peer to Peer Fundraising resources for you and your fundraisers



# Two Ways to Engage Fundraisers

1. Recruit fundraisers and set up campaigns for them through your Flathead Gives dashboard
  - This is a great option for Board Members and Staff
  - You can add, message, and set goals for them right from your giving day dashboard!
2. Enable the option for fundraisers to sign up themselves to create a fundraising campaign
  - A Fundraise call to action will be added to your giving day profile page




# How to Set Up Fundraisers

✓ Add Fundraisers ▼

Search Fundraisers Download CSV Add Fundraisers Message All

Fundraiser ▼	Donors ▼	Amount Raised ▼	Goal ▼	Actions
Lesley Hill	0	\$0.00	\$500.00	✉ ✎ ✕
Terri Pilla	0	\$0.00	\$500.00	✉ ✎ ✕
Darla Highley	0	\$0.00	\$500.00	✉ ✎ ✕
Amanda Hampton	0	\$0.00	\$500.00	✉ ✎ ✕
Dort Bear	0	\$0.00	\$500.00	✉ ✎ ✕

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 Page



A fundraiser for:

## Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

DONATE



20%

\$100 Raised \$500 Goal 1 Donors



Bridget Cafaro

Hi, I'm **Bridget Cafaro** and I'm fundraising for [Logan's Pups](#).



Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!



# Do you have a communications plan?

- Plan your online communications ahead of Flathead Gives
  - 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 Flathead Gives Nonprofit Toolkit for the perfect plan!



# Is your Flathead Gives Team ready?

- Gather your team before Flathead Gives 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 Flathead Gives 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 Flathead Gives 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 Flathead Gives 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 Flathead Gives 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 Flathead Gives

- 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
- Flathead Gives 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

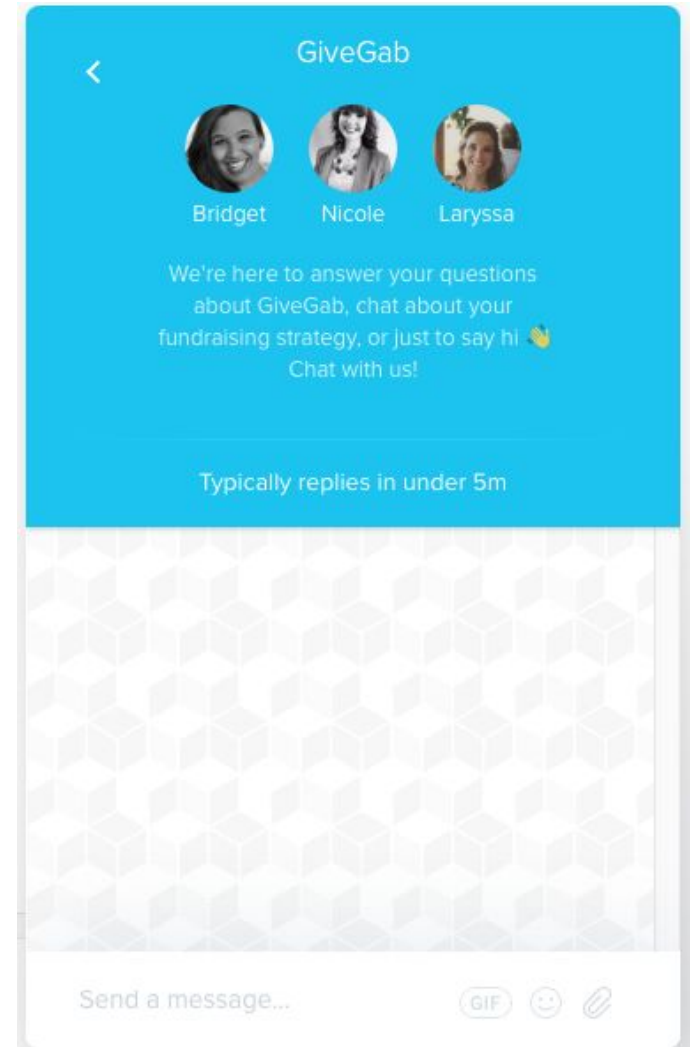
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- 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 Flathead Gives on Social Media!
  - Don't forget to use #FlatheadGives
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

# Questions



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