

Final Steps to Success



Wednesday, June 12th

12AM-11:59PM



Final Steps

- Giving is Gorges is **June 12th from 12AM to 11:59PM**
- Ensure your organization is verified to collect donations
- Online and Offline donations will contribute to Giving is Gorges totals to reflect total impact of the day
- Start sharing your organization's unique profile link with donors and supporters
- 10 Steps to success



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



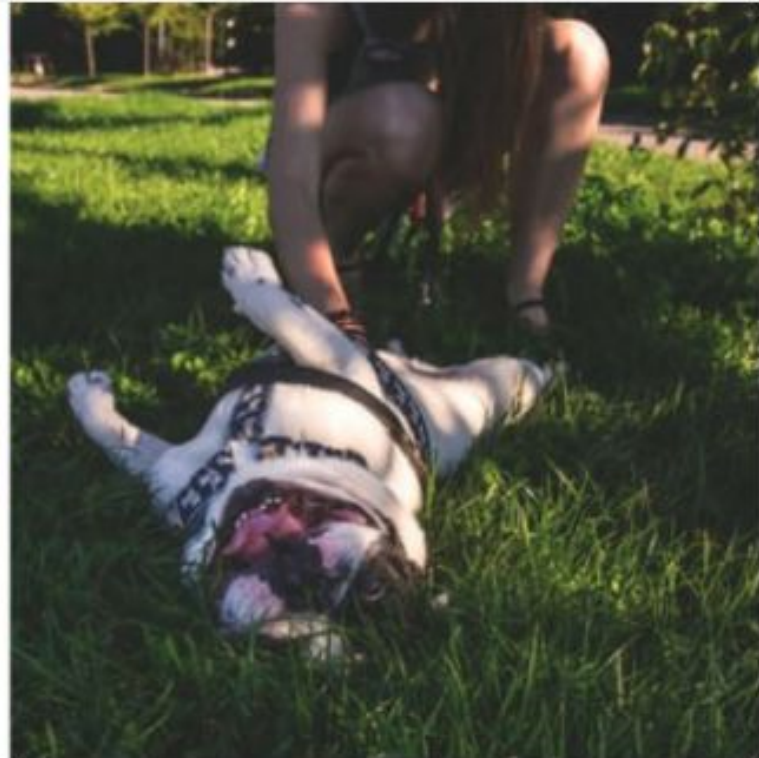
Do you have defined goals?

Your **Giving is Gorges** 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

How can you help?

We are creating a second sanctuary to help house 20 more senior pup friends. **Help us welcome these pups**, who have been through so much, to Logan's Pups Sanctuary. All told, we expect to add at least \$5,000 to our annual expenditure, but right now, **we are looking for \$900** to help offset our costs in transporting the dogs to the sanctuary, pay for their initial veterinary exams, and buy their first month's worth of food and supplemental materials. Thank you in advance for your generosity toward these courageous and experienced animals, who have maintained their compassion for others despite the challenges they have endured.





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!

Meet Emily



Emily had just graduated from college and was moving to a new city to start her first ever full time job. Her whole life she was only ever a few minutes away from home, but her dream job was taking her across the country for the very first time. Emily was nervous about starting her career in a place she had never been before, and afraid that she might be lonely without any friends or family nearby. However when Emily arrived at her new job she met Cady, one of our long time volunteers at Logan's Pups. When Emily mentioned she was looking to adopt a dog in need, Cady immediately recommended that she check out Logan's Pups.

Friends Furrever, Thanks to Logan's Pups

When Emily first arrived at the Logan's Pups Sanctuary she wasn't sure what to expect. Was adopting an older dog a good idea? Would she be able to care for it if it got sick? All of her worries washed away when she met Buster. As soon as Buster curled up into Emily's nap, she knew that she wanted to do everything that she could to make this dog the happiest pup in the world. Emily felt inspired by the idea of caring for an animal who really need her, and whose golden years she could make the happiest yet. In June of 2015 they left the sanctuary together, and have been furrever friends ever since.

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Are your calls to action clear?

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



We need your help to continue making these dreams come true for other senior pups. Volunteer at Logan's Pups Sanctuary to help these dogs find their happily ever after. We have many different opportunities available to volunteers of all ages. So what are you waiting for?

Volunteer today!



Are you featuring visual content?

- On your **Giving is Gorges** 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!**

Social Shares



Social Share Image Bundle

[Download](#)



I Will Give Social Share Image

[Download](#)



I Gave Badge

| [JPG](#)



Snapchat Filter

Fill out the [Snapchat Geofilter form](#) (you will have to create an account with Snapchat) and Submit!

Snapchat will reply back with whether your Geofilter was approved or not. If you need any assistance with the Snapchat Geofilter form, you can head to [Snapchat's support center](#).

[Download](#)

Custom Content



Customizable Profile Photo

[Download](#)



Customizable Cover Photo

[Download](#)

Cover Photos



Cover Photo 1

[Twitter](#) | [Facebook](#)



Cover Photo 2

[Twitter](#) | [Facebook](#)

DOWNLOADABLE GOODIES from the NONPROFIT TOOLKIT

<https://www.givingisgorges.org/info/downloads>



Are your ambassadors prepared?

- Identify your [Giving is Gorges](#) Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your [Giving is Gorges](#) Nonprofit Toolkit!
- Communicate your goals and campaign game plan
 - Break down tasks into manageable responsibilities



Giving is Gorges 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

[View](#)



Do you have a communications plan?

- Plan your online communications ahead of [Giving is Gorges](#)
 - 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 Giving is Gorges Nonprofit Toolkit for the perfect plan!



Is your Giving is Gorges Team ready?

- Gather your team before [Giving is Gorges](#) 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 [Giving is Gorges](#) 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 [Giving is Gorges](#) 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 [Giving is Gorges](#) 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 success!



Is your big day **BIG** enough?

- Assign day-of roles for your **Giving is Gorges** team
 - Play to your team strengths and capacity!
- Mix in pre-scheduled communications with live updates throughout the day
- Share any in-person opportunities with supporters ahead of time and on the day
 - Don't forget to take pictures and videos to share online with those that can't attend!
- Have fun with your team and your supporters!



How will you thank your supporters after Giving is Gorges

- 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
- Giving is Gorges Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members
- Toolkit for P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
- Plus much more!



We're Here For You!

- Visit Our Help Center

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

- Send us an email at

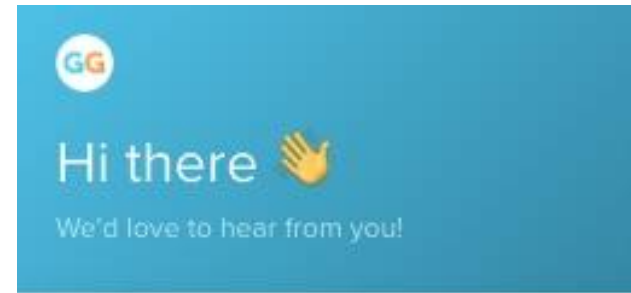
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



Leave us a message

The team typically replies in under 20m



Find an answer yourself





Your Next Steps

- Like and Follow [Giving is Gorges](#) on Social Media!
 - Don't forget to use [#GivingisGorges](#)
- Check your inbox for important emails
- Complete your [Giving is Gorges](#) Profile
- Check out the Nonprofit Toolkit Resources
- Share your [Giving is Gorges](#) Events
- Spread the word about [Giving is Gorges](#)

Questions?

