

# Final Steps to Success for



November 27, 2018



# Agenda

- Big Give Houston Reminders
- Your Success Checklist
- Your Nonprofit Resources
- Next Steps
- Questions



# Big Give Houston Reminders

- Social Media Best Practices Leading Up to the BIG DAY
  - Engage your donors and boost messaging to your audience
  - Thursday, November 8; sign up at [BigGiveHouston.org](http://BigGiveHouston.org)
- \$20 minimum donation
  - Make sure your lowest level is at least \$20
- Prizes
  - \$5,000 available
  - Full list of prizes available at [BigGiveHouston.org/Prizes](http://BigGiveHouston.org/Prizes)
- Tagboard - #BigGiveHouston
  - Public posts from Instagram, Twitter, and Facebook (public pages only)



# How to Receive Your Donations

- Donations open for one day only - November 27!
  - You'll receive your donations typically within 24-48 hours!
- To receive donations, you must:
  - Add bank account information
  - Attest to state fundraising compliance
- If you don't enter your organization's information...
  - You can find an organization to act as a fiscal sponsor, or...
  - You will not be able to participate in Big Give Houston 2018
- GiveGab Customer Success
  - Blue Chat Bubble on BigGiveHouston.org
  - CustomerSuccess@GiveGab.com



# Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Add Engaging Visuals
5. Prepare Ambassadors
6. Empower Peer Fundraisers
7. Add Matches and Challenges
8. Plan Your Communications
9. Review Your Campaign
10. Create A Stewardship Plan



# Do you have defined goals?

Your Big Give Houston 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!





# Are your calls to action clear?

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





# Are you featuring visual content?

- On your Big Give Houston profile...
  - Cover photo and logo
  - Donation levels
  - Story photos or infographics
  - Embedded video
- Across your digital platforms...
  - On your website and social accounts
- In your communications...
  - Emails and social media posts
- Canva - free online design tool
  - Easy to use
  - Upload your own photos
  - Templated designs

**Visuals help tell  
your story and  
increase online  
engagement!**



# Are your ambassadors prepared?

- Identify your Big Give Houston Ambassadors
  - Social Ambassadors
  - P2P Fundraisers
  - Board Members
  - Internal Support
- Arm them with key messaging and shareable content
  - Where can they find crucial campaign resources?
  - Sample posts and graphics in your Big Give Houston Nonprofit Toolkit!
- Communicate your goals and campaign game plan
  - Break down tasks into manageable responsibilities
  - Play to your team's strengths and capacities
- Make it fun for everyone involved (and say thanks!)



# Did you identify your P2P Fundraisers?

- Leverage your passionate supporters to rally behind your cause and fundraise on your behalf
  - Board members
  - Volunteers
  - Staff members
  - Friends and family
  - Lower capacity donors
  - Major donors (who have recently made a gift)
- Set your P2P up for success
  - Share the Peer-to-Peer Fundraising Toolkit
- Organizations with P2P **get more!**
  - Raise 4 times more dollars raised on average
  - Receive 1.6 times more donors on average



# Are you highlighting your matches & challenges?

- Promotional tools to help motivate donors as their gift will have a greater impact
- Opportunity to highlight a business sponsor or major donor
- Organizations with matching funds **get more!**
  - Raise 4.5 times more dollars raised on average
  - Receive 3 times more donors on average



# Matches & Challenges

## Matches

Allow donations to be doubled on a 1:1 ratio and added to an organization's totals in real time



### Ann's Coffee Cafe: Giving Day Match

Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to \$1,000!

**\$1,000** MATCH

**\$125** REMAINING

## Challenges

Allow funds to be added to an organization's totals once a specific goal is reached, either dollar amount or donor count

### Lizzy's Pet Supply: Let's boost Logan's Pups!

When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



**\$21,298.13** more unlocks **\$10,000!**

### Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!

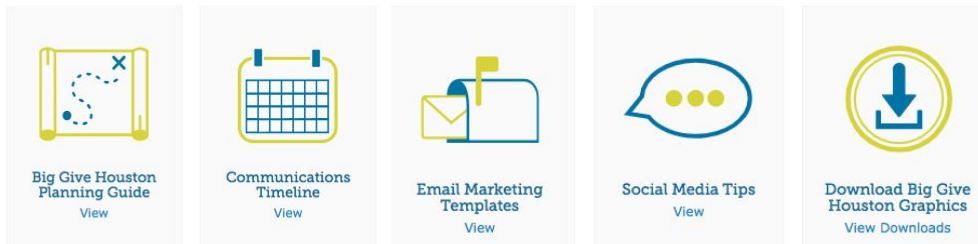


**115** more donors unlocks **\$5,000!**



# What is your communications plan?

- Plan your online communications ahead of Big Give Houston
  - 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





# Are you campaign confident?

- Review your game plan and Big Give Houston 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 Big Give Houston 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!





# How will you thank your supporters?

- Access your donation reports at any time!
  - Can download as a .CSV from your GiveGab Dashboard
- 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!



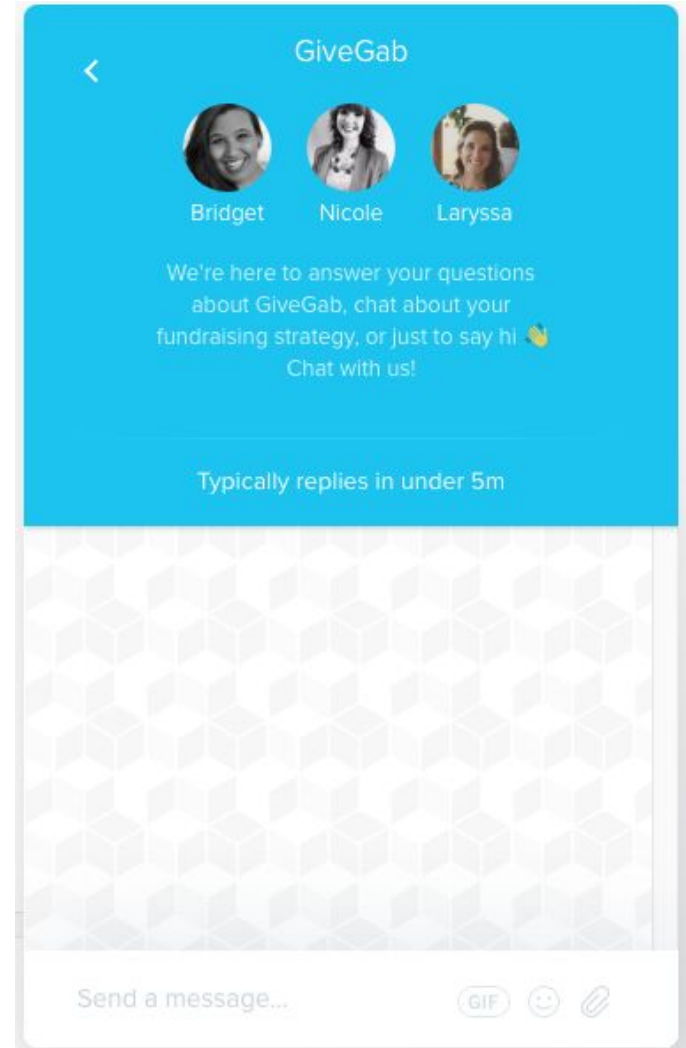
# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Big Give Houston Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
  - Especially for more information about matches and challenges!



# 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 Big Give Houston on Social Media!
  - Don't forget to use #BigGiveHouston!
- Enter your bank account information and attest to state fundraising compliance
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

# Questions?

**BIG GIVE  
HOUSTON**

November 27, 2018