

Final Steps for Success for



Give Local Lancaster
May 7, 2019

GIVE LOCAL LANCASTER! **Agenda**

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- Reminders for Give Local Lancaster
- Your Give Local Lancaster Success Checklist
- Next Steps
- Questions

GIVE LOCAL LANCASTER! **Reminders**


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- Give Local Lancaster is **May 7, 2019**
- Donations open early **April 23** to **May 5**
- Profiles must be completed by **April 20**
- You must be verified by **April 15**

GIVE LOCAL LANCASTER! Reporting

Powered by the J. Marion Sims Foundation

- Immediate and continual access to donor reports
- Can download as a .CSV for full data



Logan's Pups

- Overview
- Fundraising
- Donations**
- Embeddable Donation Form
- Campaigns
- Events
- Sponsor Matching
- Giving Days
- Volunteering
- Engagement
- More

Donations

Online Donations

Offline Donations

Total Paid Out: \$83,911.08

Total Pending: \$12,552.90

Important Time Zone Notice

As of May 12, 2017, dates and times on this page are displayed in UTC to assist with bank statement reconciliation processes. If you export your donations from this page, dates and times in that file will appear in UTC as well.

Prior to this update, dates and times were shown in Eastern Time.

[Learn More](#)

Search by name or email

All Campaigns

Start

End

Clear Dates

Search







Id	Donation Date (UTC)	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Donor Covered Fees?	Payout Amount	Payout Date (UTC)	Donor	Display Name	Email	Receipt	Wishes to be Anonymous?	Recurring Donation?	Campaign	Donation Level	Day of Giving	Referral Source
6255	4/12/2018	\$200.00	\$200.00	\$4.70	\$4.00	No	\$191.30	Pending	Rebekah Casad	tawihiv	rebekah@givegab.com		No	No	Giving Day	Provides vet care and ...	Giving Day	staging.giveg
6251	4/11/2018	\$67.00	\$67.00	\$1.77	\$1.34	No	\$63.89	Pending	pebarti rubgove	tawihiv	kiic@ijisikor.cm		No	No	Giving Day		Giving Day	github.com
6247	4/11/2018	\$25.00	\$26.38	\$0.88	\$0.50	Yes	\$25.00	Pending	Merlin Komenda	tawihiv	merlin.komenda@givegab.com		No	No	Giving Day		Giving Day	staging.giveg
6245	4/11/2018	\$50.00	\$50.00	\$1.40	\$1.00	No	\$47.60	Pending	Bob Doe	tawihiv	test@test.com		No	No	It's A Dogs		Giving Day	staging.giveg









Add Offline Donations

- For cash or check gifts before or during May 7

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Local Lancaster.

-  Add Your Organization's Info >
-  Add Your Story >
-  Get Verified to Collect Donations >
-  Add Donation Levels >
Show your donors the impact their donation makes.
-  Add a 'Thank You' Message >
Personalize your auto-response for donors ahead of time.
-  Add Fundraisers >
Recruit peer-to-peer fundraisers to expand your network of donors.

-  Add An Administrator
-  **Add Offline Donation**
-  Manage Sponsor Matching
-  Manage Donations
-  Embed a Donate Button
-  Engagement Opportunities
-  Add External Fund
-  View Registration Info

Add Offline Donations

Add Offline Donation ×

For Giving Day!

Donor's Name	Amount
<input type="text"/>	<input type="text" value="\$"/>

Custom Display Name (optional)

Donor's Message

Privacy Options

- Do not display the donor's name publicly
- Do not display the donation amount publicly

Receipt Email

Email a receipt to

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 Local Lancaster 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 Give Local Lancaster profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference on May 7
- Cater your calls to action to different goals and audiences
 - Fundraise! Donate! Volunteer! Join! Subscribe!

GIVE LOCAL **LANCASTER!** **Call to Action**

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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 Give Local Lancaster 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



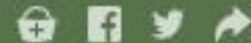
Community GroundWorks

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

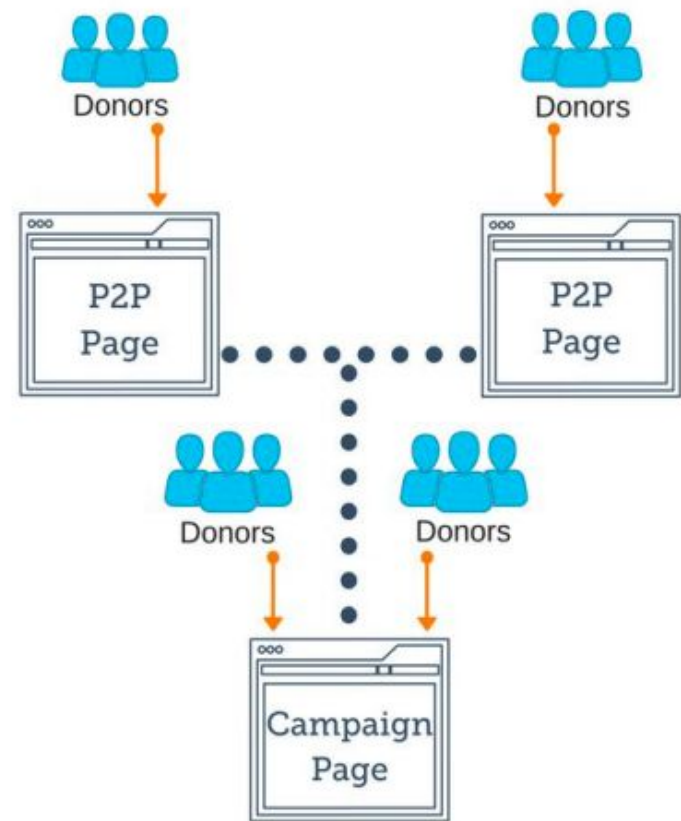
Provides a family with an entire season's worth of produce

Are your ambassadors prepared?

- Identify your Give Local Lancaster Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Give Local Lancaster 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 Give Local Lancaster 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

Set Fundraisers' Goal

\$

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 Give Local Lancaster
 - 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 Local Lancaster Nonprofit Toolkit for the perfect plan!



Is your Give Local Lancaster Team ready?

- Gather your team before Give Local Lancaster 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 Local Lancaster 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 Give Local Lancaster 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 Local Lancaster 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 after Give Local Lancaster?

- 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!

GIVE LOCAL LANCASTER! We're Here For You!

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- Visit Our Help Center

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

- Send us an email at

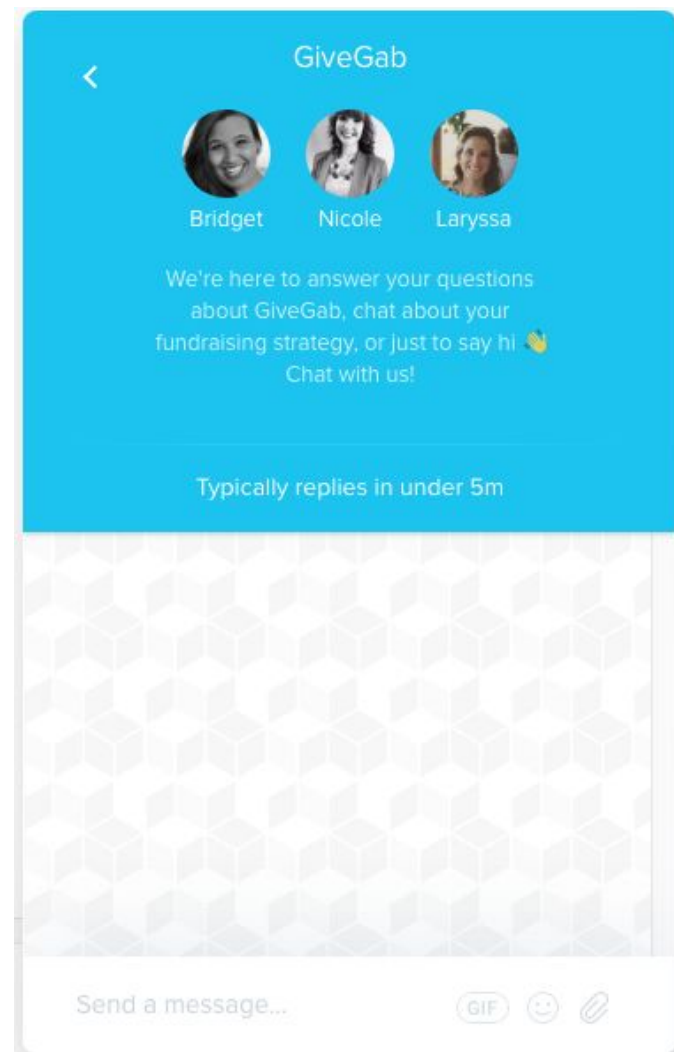
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Give Local Lancaster Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

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Your Next Steps

- Like and Follow Give Local Lancaster on Social Media!
 - Don't forget to use #GiveLocalLancaster2019!
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

Questions?



GIVE LOCAL
LANCASTER!

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