

10 Final Steps to Success





Kentucky Gives Day Updates

- 175 nonprofit organizations registered to participate!
- \$5000 in prizes from KNN
 - Regional prizes also available from Central Kentucky Community Foundation and Horizon Funds of Northern Kentucky
- Tagboard
 - Be sure to use #KYGives18 hashtag in all your social media posts!
 - New Facebook security - please share on official accounts



Kentucky Gives Day Donations

- The Kentucky Gives Day site is live/accepting donations on May 1.
- Donations are 100% tax deductible.
- Donations will not be refunded. Contributions may only be made via credit or debit card. Checks are not accepted online and cannot count toward prizes.
- The minimum donation on www.kygives.org is \$5.00. There is no maximum donation for Kentucky Gives Day.



Kentucky Gives Day Prizes

- Prizes
 - Kentucky Gives Day prizes will be calculated by gifts received from 12:00 am through 11:59 pm Eastern Daylight Time, May 22, 2018.
 - Prizes will be tracked and listed throughout the day on kygives.org
 - Regardless of listing or announcements made on the day, all prizes are subject to verification after the event concludes and may be reversed up to 30 days after the event.

Kentucky Gives Day Prizes

- Prizes

- A prize calculated by counting the number of unique donors to an organization over a period of time defines a unique or distinct donor as a single individual or entity that made his/her donation online via the kygives.org website and is identified via a unique email address.
- For purposes of awarding prizes, multiple donations from one donor to the same nonprofit will count as one gift (and thus he/she/it will count as one unique donor).



Kentucky Gives Day Prizes

- Prizes
 - Nonprofits may not win more than one prize in the Leaderboard or Golden Ticket category, but can win one prize in each category and are also eligible for all prizes in the special prize category.

Kentucky Gives Day Prizes

- Prizes
 - Nonprofits are limited to one KNN Leaderboard prize. If an organization qualifies for a prize on each of the two Leaderboards, they will receive the larger of the two prize amounts and the next qualifying organization will move up. A nonprofit eligible for a regional Leaderboard(s) is also eligible for a KNN Leaderboard prize.



Kentucky Gives Day Prizes

- Prizes
 - Nonprofits are limited to one Golden Ticket prize. Golden Tickets are based on budget size and will use the budget size information provided by the organization at the time of registration and confirmed via KNN membership records and/or IRS Form 990 information.



Kentucky Gives Day Prizes

- Prizes
 - Dollars raised prior to May 22 (May 1-May 21) and offline donations (checks entered by you) will show in your organization's overall total dollars raised and the Kentucky Gives Day totals, however ONLY ONLINE GIFTS VIA CREDIT CARD FROM 12:00AM - 11:59PM EST ON MAY 22 WILL COUNT TOWARD PRIZES.
 - Prizes will be mailed prior to June 30, 2018.

Kentucky Gives Day Prizes

- Prizes
 - While offline donations are permitted, Kentucky Gives Day is an ONLINE giving event and prizes are awarded to recognize this unique aspect of the event.
 - Any participating organization found to accept checks from donors and enter them online with their organization's credit card (or any similar actions), will be prohibited from receiving prizes – such actions violate the spirit of Kentucky Gives Day.

Kentucky Gives Day Prizes

KNN Prizes	
Leaderboards	Amount
Most Dollars Raised - 1st place	\$1,500
Most Dollars Raised - 2nd place	\$1,000
Most Dollars Raised - 3rd place	\$750
Most Unique Donors - 1st place	\$500
Most Unique Donors - 2nd place	\$250
Most Unique Donors - 3rd place	\$100
Golden Tickets	Amount
Morning Power Hour - 10-11 am (Large Orgs - budgets of \$250k +)	\$100
Morning Power Hour - 10-11 am (Small Orgs - budgets less than \$250k)	\$100
Happy Hour Power Hour - 4-5 pm (Large Orgs - budgets of \$250k +)	\$100
Happy Hour Power Hour - 4-5 pm (Small Orgs - budgets less than \$250k)	\$100
Night Owl Power Hour - 9-10 pm (Large Orgs - budgets of \$250k +)	\$100
Night Owl Power Hour - 9-10 pm (Small Orgs - budgets less than \$250k)	\$100
Special Prizes	Amount
P2P Fundraising Champion Award - 1st place	\$200
P2P Fundraising Champion Award - 2nd place	\$100
TOTAL	\$5,000



Kentucky Gives Day Prizes



Let's Do Some Good Today!

Central Kentucky Community Foundation Regional Prize Pool	
Contest	Prize
Most Dollars Raised - 1st place	\$250.00
Most Dollars Raised - 2nd place	\$150.00
Most Dollars Raised - 3rd place	\$100.00
Most Number of Unique Donors	\$100.00
Morning Coffee Break - 10-11 am EST (most dollars raised)	\$100.00
TOTAL	\$700.00

Kentucky Gives Day Prizes

Horizon Community Funds	
Contest	Prize
Most Dollars Raised - 1st place	\$250
Most Dollars Raised - 2nd place	\$150
Morning Coffee Break - 9-10 am EST (# most unique gifts)	\$50
Happy Hour - 5-6 pm EST (most \$ raised)	\$50
TOTAL	\$500

Kentucky Gives Day Team

Powered by Kentucky Nonprofit Network



Sponsored By



Regional Partners



Media Sponsors



Kentucky Gives Day Updates

- Tagboard

Network ▾ LATEST POWERED BY #tagboard

Life Learning Center
@LifeLearningCtr

We will be offering our program to local 2018 highschool grads this summer with our Summer Rise program as a way to encourage them to find a living wage career or enroll into secondary education. Consider participating in our #KYGIVES18 campaign to sponsor a young adults future.

24 Apr 2:45pm

KY Gives
@KYGives

our regional partner, @ckcf4people! #Nonprofits in their region are eligible for extra prize 🏆! #KYGIVES18 [twitter.com/ckcf4people/st...](https://twitter.com/ckcf4people/status/988888888888888888)

21 Apr 9:53am

Horizon Comm. Funds
@HorizonCFNKY

Speaking of #NKYIMPACT, there are only SIX days left to register for @KYGives Day 18! If you're a nonprofit, this is a great way to...

Central KY Community
@ckcf4people

Attention nonprofits! Today is the last day to register for #KYGIVES18. Register today to participate in the 24-hour online fundraising campaign. bit.ly/2pAG89G pic.twitter.com/OBUWIAHSpa

23 Apr 11:11am

KY Gives
@KYGives

The deadline is Monday, 4/23 at midnight! kygives.org #KYGIVES18 #nonprofit pic.twitter.com/gp5AhjfhZE

21 Apr 9:49am

Life Learning Center
@LifeLearningCtr

Have you heard of Kentucky

KY Gives
@KYGives

TODAY is the day - All #nonprofits interested in raising money for their mission during KY's statewide, 24-hour, online fundraising event must be registered by midnight. #KYGives18 kygives.org pic.twitter.com/w0GwE4ye6C

23 Apr 8:19am

KY Gives
@KYGives

#KYGIVES18 #nonprofit registration deadline: April 23. kygives.org pic.twitter.com/rYzhM53d0p

20 Apr 9:17am

radioeyelexington
8 days ago

KY Gives
@KYGives

Thanks to our regional partner, @HorizonCFNKY - #nonprofits in Boone, Kenton & Campbell counties are eligible for extra prize 🏆, but you have to register by midnight on Monday, 4/23! #KYGives18 pic.twitter.com/KsPYVEnK1E

21 Apr 9:58am

KSBCF
@KSBCF_

#KYGives18 Support nonprofits in our community by participating in Kentucky Gives Day! [kygives.org/organizations/...](https://kygives.org/organizations/) via @GiveGab

19 Apr 10:20am

GTSCCHAMBER
@GTSCCHAMBER

Reminder, #KYGIVES18 Registration Deadline: Monday, 4/23 kygives.org/register

10 Steps to Success

It's not too late to make a big difference with your
Kentucky Gives Day campaign!

1. Define Your Goals
2. Tell an Authentic Story
3. Add Engaging Visuals
4. Create Clear Calls to Action
5. Rally Your Team
6. Empower Ambassadors
7. Brand all Digital Channels
8. Solidify your Outreach Plan
9. Test the Donor Experience
10. Kick Off the Big day Right

1. Do you have defined goals?

You can define your goals beyond dollars:

- Number of Donors
- New Donors
- Young Donors
- Monthly/Recurring
- Social Followers
- Repeat Giving
- Volunteers
- Board Engagement

Givers

2. Is your story clear and compelling?

- Are you focusing on a specific program, project, or type of giving?
- Do you have a campaign tagline?
- Are you featuring an iconic story of a client, staff member, or volunteer?
- Are you supporting your story with data?
- Have you incorporated a matching challenge?
- Tie it all in with your annual appeal or specific fundraising challenge if applicable

3. Do you have compelling visual assets?

- Add the Kentucky Gives Day logo to your photos and promotions
- Images tied to your personal story
- Video
- Infographics
- Fun social share images for the day (staff, volunteers, partners, clients)

4. Do you have a clear call to action?

- Clearly define donor impact (You can...)
- Add subtext (Our campaigns have...)
- Visual calls to action
- Identify and share your core belief and opportunity statements
- Include your campaign link:
 - Emails
 - Social Media Posts
 - On your website

5. Is your team prepared?

- Break down tasks into manageable responsibilities
- Play to team strengths
- Set expectations with clear responsibilities and timing
- Share key campaign messages and weekly content
- Make it fun!

6. Have you identified your ambassadors?

- Identify followers, donors, clients, friends, board, volunteers, and staff with big voices
- Set clear expectations
- Arm them with key campaign messages and shareable content
- Explain any matches or challenges
- Make it fun!

7. Is your branding digitally fluid?

Consistent story and images through all channels of sharing:

- Website
- Email
- Social Channels
- Giving Page
- Update your staff email signatures
- Are your images & text mobile responsive?

8. Do you have an outreach plan?

Plan communications with board, staff, donors, prospects, and ambassadors

- Announcement
- Ramp Up Communications
- Expand Promotions
- Accelerate Communications
- Communications Countdown
- Last Minute Readiness
- The Big Day!

**Ensure that your
ambassadors have the
tools they need to be
successful**

**Plan for 90 Days of Follow
Up/Stewardship**

9. Have you tested your donor experience?

- Start with a test email and follow through the donor's giving experience
- Donate on multiple mediums
 - Computer
 - Tablet
 - Phone
- Be critical of your giving experience
- Identify and fix the pain points before Kentucky Gives Day

10. Is your big day BIG enough?

- Make Kentucky Gives Day a FUN day for your entire team
- Have a party room where people can gather
- Provide snacks to keep energy high
- Celebrate when you reach your goals
- Assign roles for your team
- Plan outreach across all channels
- Phone, Email, Text, Mail, Social Media
- Track and share your progress
- Host a kickoff or in person event to stir up excitement

The Big Takeaway

- Develop your **iconic story** that is authentic, emotional, and easy to understand.
- Make sure that your **story and brand** are consistent across all channels (C.O.P.E)
- Make it clear to your donors how they can **help you change lives** on Kentucky Gives Day, and easy for them to participate.
- Have fun!

We're Here For You!

- Visit Our Help Center

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

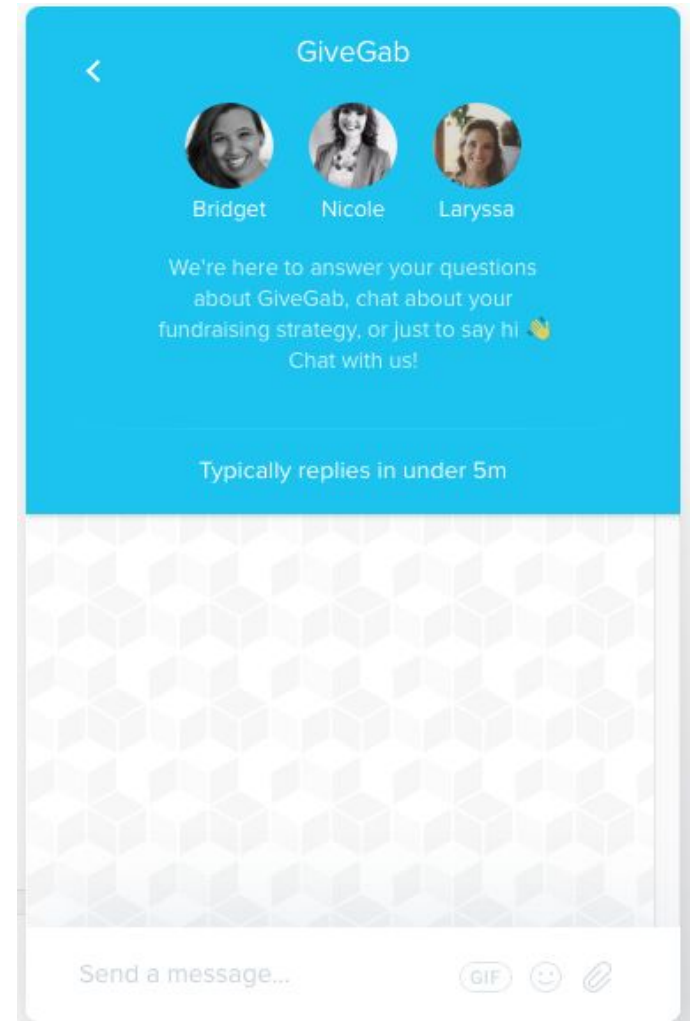
- Send us an email at

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!



Make Sure You're Ready!

- The Kentucky Gives Day site will **begin accepting donations on May 1!** There will be traffic on the site. Make sure your profile is ready.
 - Bank Account - **You must enter your bank account information to show up on the site and receive gifts**
 - Attorney General Registration - **You MUST appear on the AG's list by 5/1/18**



Make Sure You're Ready!

- **Remember:** funds raised from May 1 through May 21 and offline donations (checks entered by you) will appear in your total and the overall event total, but will **NOT** count toward any prizes on the Kentucky Gives Day leaderboards.



Your Next Steps

- Like/Follow Kentucky Gives Day on Facebook + Twitter
- Continue to watch your inbox for important emails
- Mark your calendar and register for the Kentucky Gives Day Final Stretch Q&A Call: Monday, May 21, 10:30 AM EDT
- USE THE TOOLS: Visit the Nonprofit Toolkit and training pages for tips and templates to help you prepare & promote Kentucky Gives Day
- Complete your Kentucky Gives Day Profile and be sure to enter your bank account information ASAP!

Questions?

