

Final Steps to Success



May 14, 2019



Kentucky Gives Day Updates

- 187 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 #KYGives19 hashtag in all your social media posts!
 - New Facebook security - Tagboard no longer pulls in data from Facebook



Kentucky Gives Day Donations

- The #KYGives19 site is live/accepting donations on May 1.
- Donations are 100% tax deductible.
- Any fees covered by donors are also part of their tax deductible donation.
- Donations will not be refunded. Contributions may only be made via credit or debit card or through an ACH checking account (new this year for a minimum donation of \$100). 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 14, 2019.
 - 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

- Prize Rules
 - 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 14 (May 1-May 13) 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 14 WILL COUNT TOWARD PRIZES.**
 - Prizes will be mailed prior to June 30, 2019.

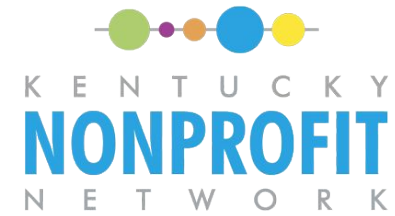


Kentucky Gives Day Prizes

- 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



| Central Kentucky Community Foundation Regional Prize Pool | |
|---|--------------|
| Contest | Prize |
| Most Dollars Raised - 1st place | \$250 |
| Most Dollars Raised - 2nd place | \$150 |
| Most Dollars Raised - 3rd place | \$100 |
| Most Number of Unique Donors | \$100 |
| Power Lunch - 12-1 pm EST (most dollars raised) | \$100 |
| TOTAL | \$700 |



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

Sponsors



Regional Partners





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



Are you featuring visual content?

- On your Kentucky Gives Day 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!**



Are your ambassadors prepared?

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



Do you have a communications plan?

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



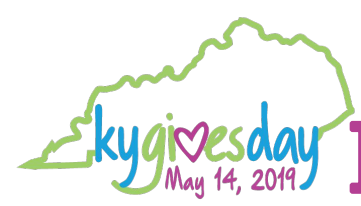
Is your Kentucky Gives Day Team ready?

- Gather your team before Kentucky Gives Day 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 Kentucky Gives Day 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 Kentucky Gives Day 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 Kentucky Gives Day 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 Kentucky Gives Day 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 Kentucky Gives Day

- 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
- Kentucky Gives Day 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

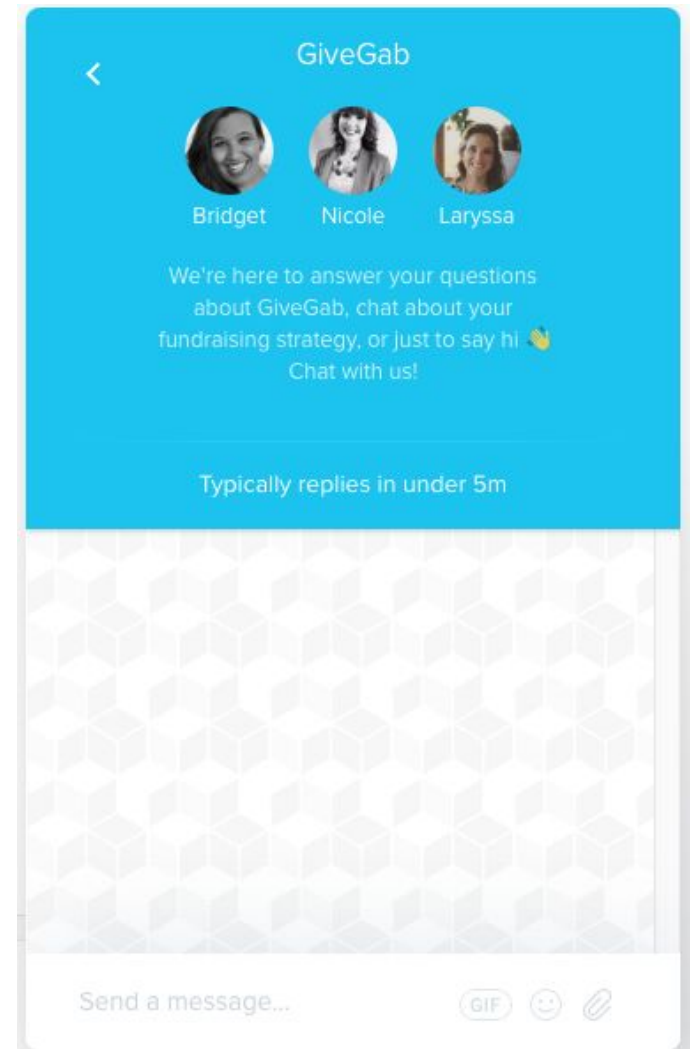
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!





- Like and Follow Kentucky Gives Day on Social Media!
 - Don't forget to use #KYGives19!
- **Check your inbox for important emails**
- Watch on-demand training course videos
- **USE THE TOOLS:** Visit the Nonprofit Toolkit and training pages for tips and templates to help you prepare & promote Kentucky Gives Day
- If needed, join us for the Final Stretch Q&A Call: Monday, May 13, 2:00 PM EST



Kentucky Gives Day Team

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Questions?



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