

Final Steps to Success



May 1, 2018



Giving Day Updates

- Prizes
- Tagboard
- Refer to the “Give Big Kern Upcoming Events” page on GiveBigKern.org.
- Be as VISIBLE as you can be: Attendance at Give Big Kern events increases your agency’s visibility.



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



Are you featuring visual content?

- On your Give Big Kern 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 Give Big Kern Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your Give Big Kern 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 Give Big Kern
 - 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 Big Kern Nonprofit Toolkit for the perfect plan!



Is your Give Big Kern Team ready?

- Gather your team before Give Big Kern 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 Big Kern 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 Big Kern 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 Big Kern 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 Give Big Kern 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 Give Big Kern?

- 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
- Give Big Kern 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

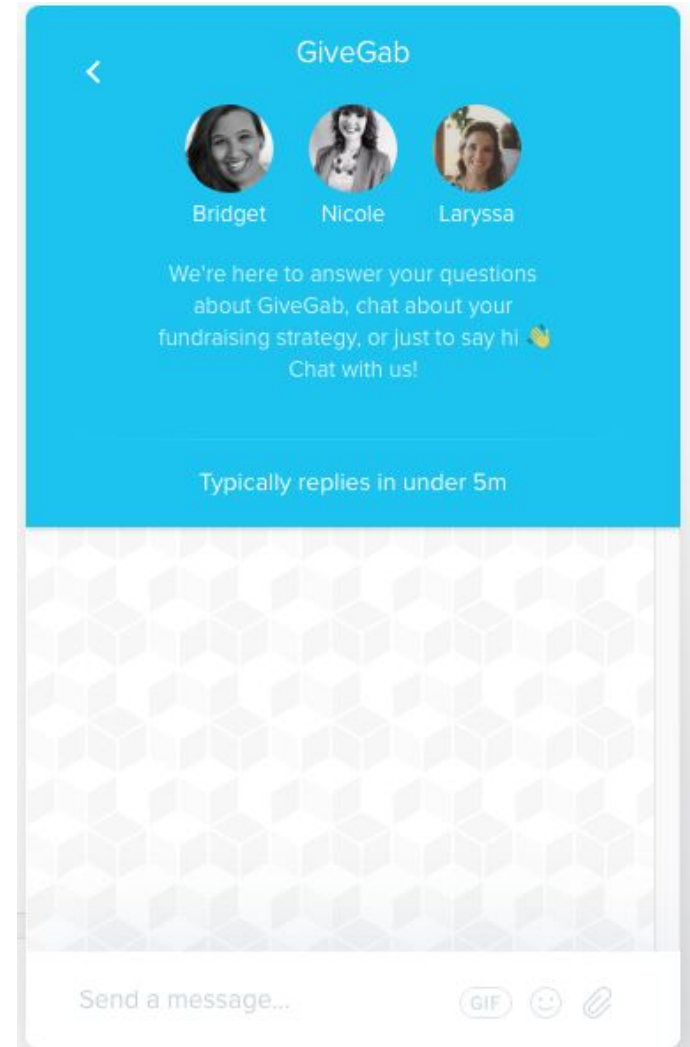
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!





Your Next Steps

- Like and Follow Give Big Kern on Social Media!
 - Don't forget to use #GiveBigKern!
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Learn from other agencies. Check out donation pages
- Continue to update your page and feel free to reach out with any questions.

Questions?



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