

# Final Steps to Success

## THE EXTRA<sup>™</sup> ORDINARY GIVE



November 16, 2018



# THE EXTRA<sup>TM</sup> ORDINARY GIVE Giving Day Updates



- Prizes
- Tagboard - **#ExtraGive** and **#IGIVEEXTRA**
- Remember to submit your event at [ExtraGive.org](https://ExtraGive.org) → Events
- Sponsor thanks and logo use

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 Extra Give 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

Organizations with goals for their campaign raised 200% more than those who didn't!

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

- On your Extraordinary Give 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!**

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

Organizations using P2P fundraisers raised 300% more than those who didn't!



- Plan your online communications ahead of Extraordinary Give
  - 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 Extraordinary Give Nonprofit Toolkit for the perfect plan!

# Is your Extraordinary Give Team ready?

- Gather your team before Extraordinary Give 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 Extraordinary Give 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 Extraordinary Give 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 Extraordinary Give 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!

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## Is your big day BIG enough?



- Assign day-of roles for your Extraordinary Give 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 Extraordinary Give?

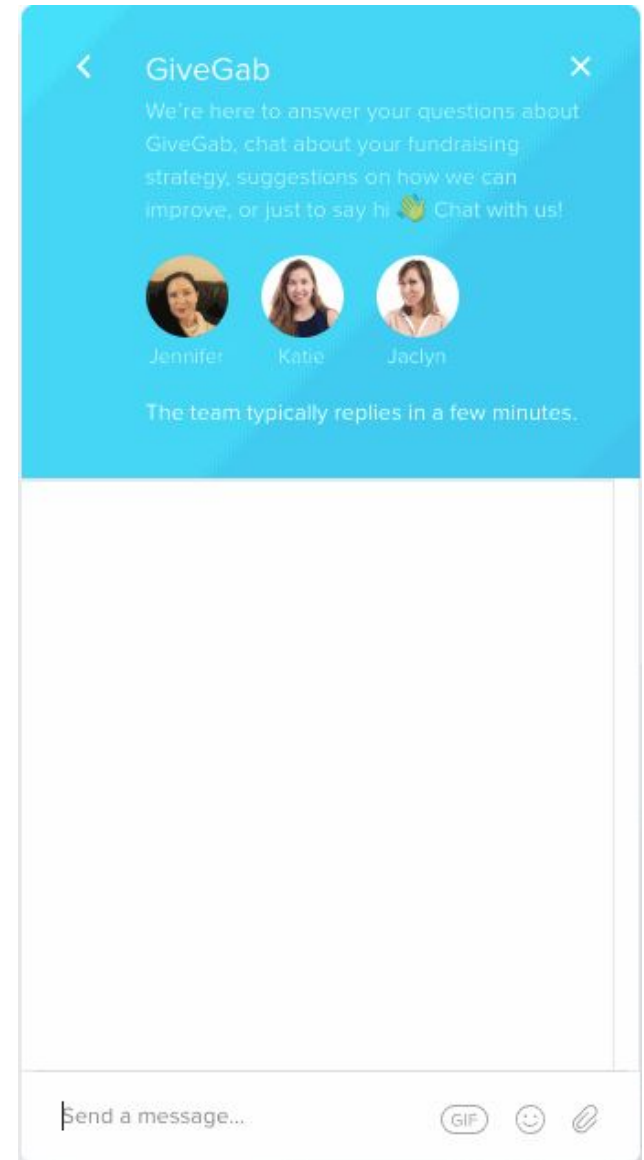
- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
  - This doesn't have to happen right away!

# THE EXTRA<sup>TM</sup> ORDINARY GIVE Your Nonprofit Resources



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

- Visit Our Help Center  
<https://support.givegab.com/>
- Send us an email at  
ExtraGiveInfo@lancfound.org
- Chat with GiveGab's Customer  
Success Team whenever you have  
questions or need a hand
  - Look for the little blue chat bubble!



# THE EXTRA<sup>TM</sup> ORDINARY GIVE Your Next Steps



- Like and Follow Extraordinary Give on Social Media!
  - Remember to use **#ExtraGive** and **#IGiveExtra!**
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the CBO Toolkit at [ExtraGive.org](https://ExtraGive.org)
- Remember that your donor list is accessible from your profile page!





# Questions?

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