

The SpringShare Final Steps to Success



BROUGHT TO YOU BY
MAINESHARE

May 18, 2018
12:00 AM - 11:59 PM



BROUGHT TO YOU BY
MAINESHARE

The SpringShare Updates

- Key Dates:
 - Donations open - May 1
 - Registration closes - May 7
 - The SpringShare - May 18, 12:00 am - 12:00 am
- Events - more information coming soon
- Prizes - 3-5 randomly drawn Golden Tickets, of \$100-150
- Tagboard
 - Be sure to use #TheSpringShare and #MaineShare hashtags!
 - Use The SpringShare downloadable graphics in the Toolkit
 - New Facebook security - please share on official accounts



BROUGHT TO YOU BY
MAINESHARE

The SpringShare Sponsors

MaineShare

Power Hour Sponsor



Golden Ticket Sponsors



Venue Sponsors



In Kind Sponsors





BROUGHT TO YOU BY
MAINESHARE

Tagboard



Joiner History Room
a day ago

Let's show everyone that DeKalb County is full of generosity! On May 3, help us celebrate [#GiveDeKalbCounty](#) and continue the Joiner History Room's mission of safeguarding our heritage represented by the historical documents in the collection.

Like Comment Share



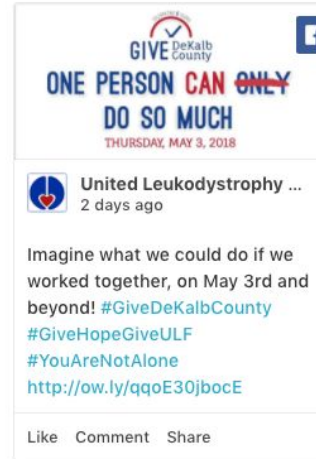
I WILL GIVE

#GiveDeKalbCounty

Give DeKalb County
2 days ago

The individual support that we receive year after year for [#GiveDeKalbCounty](#) is incredible! We are so thankful for the generosity of [#CommunityPartners](#) like Paul Callighan. THANK YOU for your donation to the bonus pool and for your support of the local ...

Like Comment Share




GIVE DeKalb County

ONE PERSON CAN ONLY DO SO MUCH
THURSDAY, MAY 3, 2018

United Leukodystrophy ...
2 days ago

Imagine what we could do if we worked together, on May 3rd and beyond! [#GiveDeKalbCounty](#) [#GiveHopeGiveULF](#) [#YouAreNotAlone](#)
<http://ow.ly/qqoE30jbcE>

Like Comment Share



GIVE DeKalb County

ONE PERSON CAN ONLY DO SO MUCH
THURSDAY, MAY 3, 2018

ULF
@UlfUnited

Imagine what we could do if we worked together, on May 3rd and beyond! [#GiveDeKalbCounty](#) [#GiveHopeGiveULF](#) [#YouAreNotAlone](#)
ow.ly/qqoE30jbcE
pic.twitter.com/G2pMnulikc

4 Apr 12:01pm



CELEBRATING 5 YEARS!

GIVE DeKalb County
MAY 3, 2018

CASA DeKalb County, Inc.
3 days ago

[Give DeKalb County](#) is one month away! Join us on May 3rd to support CASA and give hope to abused and neglected children in DeKalb County.
[#GiveDeKalbCounty](#)

Like Comment Share



CELEBRATING 5 YEARS!

GIVE DeKalb County
MAY 3, 2018

CASA DeKalb County
@CASADeKalb

Like Comment Share



Kishwaukee_Spec_Rec
@Kish_Spec_Rec

Help support Kishwaukee SRA in this annual Give DeKalb County Day May 3! [#GiveDeKalbCounty](#)
facebook.com/kishsra/posts/...

3 Apr 7:48pm



SAVE THE DATE!

GIVE DeKalb County
MAY 3, 2018

Sycamore Education Fou...
3 days ago

May 3 will be a historic day for everyone in DeKalb County to GIVE BIG! You can learn more about Give DeKalb County and support our SEF campaign at <https://www.givedekalbcounty.org/organizations/sycamore-education-foundation>.
[#GiveDeKalbCounty](#)

Like Comment Share



SAVE THE DATE!

4 hours of giving on May 3

Give DeKalb County
3 days ago

One month and counting until [#GiveDeKalbCounty](#) May 3!



BROUGHT TO YOU BY
MAINESHARE

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



BROUGHT TO YOU BY
MAINESHARE

Do you have defined goals?

Your The SpringShare goals can go beyond dollars raised:

- Monetary Amount
- Donors
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Prizes or Matches



BROUGHT TO YOU BY
MAINESHARE

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!



BROUGHT TO YOU BY
MAINESHARE

Are your calls to action clear?

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



BROUGHT TO YOU BY
MAINESHARE

Are you featuring visual content?

- On your The SpringShare 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!**



BROUGHT TO YOU BY
MAINESHARE

Are your ambassadors prepared?

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



BROUGHT TO YOU BY
MAINESHARE

Do you have a communications plan?

- Plan your online communications ahead of The SpringShare
 - 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 The SpringShare Nonprofit Toolkit for the perfect plan!



BROUGHT TO YOU BY
MAINESHARE

Is your The SpringShare Team ready?

- Gather your team before The SpringShare 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 The SpringShare team will play?
- Play to your team's strengths and capacity
- Make it fun for everyone involved (And say thanks!)



BROUGHT TO YOU BY
MAINESHARE

Are you campaign confident?

- Review your game plan and The SpringShare 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 The SpringShare profile consistently across all of your digital platforms? (COPE)
- Try going through the process as if you were a donor, from the first point of access to donation success!



BROUGHT TO YOU BY
MAINESHARE

Is your big day **BIG** enough?

- Assign day-of roles for your The SpringShare 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!



BROUGHT TO YOU BY
MAINESHARE

How will you thank your supporters?

- 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!



BROUGHT TO YOU BY
MAINESHARE

Your Nonprofit Resources

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



BROUGHT TO YOU BY
MAINESHARE

We're Here For You!

- Visit Our Help Center

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

- Send us an email at

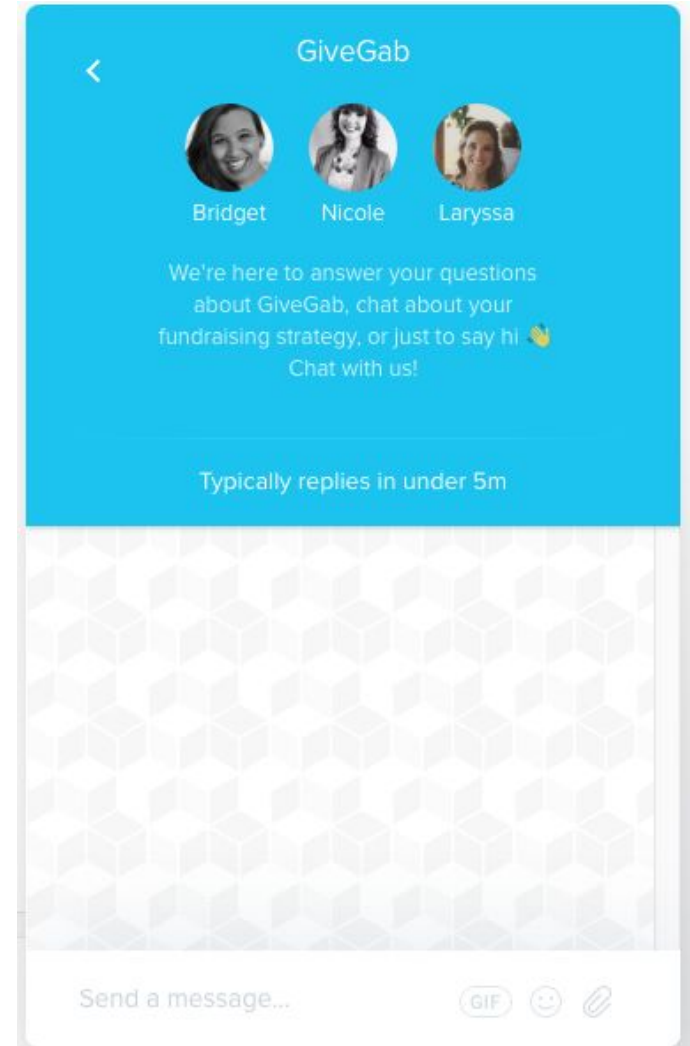
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!





BROUGHT TO YOU BY
MAINESHARE

Your Next Steps

- Complete your The SpringShare profile by May 1
 - No need to enter bank account information!
- Like and Follow The SpringShare on Social Media!
 - Don't forget to use #TheSpringShare AND #MaineShare hashtags!
- Continue to check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

Questions?



BROUGHT TO YOU BY
MAINESHARE

May 18, 2018
12:00 AM - 11:59 PM