



# Final Steps for Missoula Gives

**May 2 at 5pm - May 3 at 8pm**



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# Agenda

- Reminders for Missoula Gives
- Your Missoula Gives Steps to Success
  - Peer-to-Peer Fundraising, Matching, and Board Engagement
- Review of Missoula Gives Resources
- Next Steps
- Q & A / Demo



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# Reminders

- Missoula Gives begins **May 2 at 5pm** and ends **May 3 at 8pm**
- Donations open **April 24 at 12 am**
- Ensure your organization is verified to collect donations
- Online and offline (cash/check) donations will contribute to Missoula Gives totals to reflect total impact of the day
  - Unsure how to add offline gifts? Ask the bubble!
- In-Person “[Elevate Your Nonprofit Passion](#)” workshop coming up on April 18 or 25th!
- Goal: Watch at least 2-3 videos from the available pre-recorded trainings series



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# Your Missoula Gives Steps to Success

1. Define Your Goals
2. Tell Authentic Stories & Use Engaging Visuals
3. Identify Calls-to-Action
4. Empower Ambassadors & P2P Fundraisers
5. Engage Your Board
6. Matches & Challenges
7. Plan The Big Day
8. Prepare Communications
9. Resources Review



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# Do you have defined goals?

Your Missoula Gives 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



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# 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 the content consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!



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# Are you featuring visual content?

- Visuals help connect donors to your story and in turn, increase online engagement
  - “When someone hears information, they’re likely to retain 10% of it 3 days later. However, if a relevant image is paired with the same information, people retained 65% of the information three days later.” (John Medina, Brain Rules)
- On your Missoula Gives Profile...
  - Cover Photo & Logo
  - Donation Levels
- Across your digital platforms & communications...
  - On your website and Social Accounts
  - Story Photos or Infographics
  - Emails & Social Media Posts
  - Embedded Video



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# Are your calls to action clear?

- Include a link to your Missoula Gives profile in all communications for easy donor access
  - Add your profile link to your signature, as well as the Missoula Gives logo (Find graphics right on your Missoula Gives resources page)
- Make it clear how your potential donors can help you make a difference on Missoula Gives
- Cater your calls to action to different goals and audiences
  - Fundraise! Donate! Volunteer! Join! Subscribe!



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# Are your ambassadors prepared?

- Identifying Missoula Gives 'Ambassadors' - who will help you promote the day?
  - Social Ambassadors
  - Board Members
  - Peer-to-Peer Fundraisers
  - Internal Support
- Arm them with key messaging and shareable content
  - Sample posts and graphics in your Missoula Gives Marketing Toolkit!
- Communicate your goals and campaign game plan
- Are some of your ambassadors candidates for **Peer-to-Peer Fundraising**? Let's take a few minutes to review this feature...



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# Why should you use Peer-to-Peer Fundraising?

Agencies with P2P Fundraisers raised on average **4x more donations** and **60% more donors**.

It's also a great way to engage with your existing supporters and get them involved with your organization.

You're giving your followers a sense of ownership in the day and enhancing their emotional connection to your cause.



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# Identifying Potential P2P Fundraisers

Passionate supporters are already on your doorstep:

- Board Members or Volunteers
- Lower Capacity Donors or Major Donors (who have recently made a gift)
- Staff Members
- Friends & Family

**Pro Tip:** Be selective! Committed supporters are your most effective fundraisers.



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# Getting Your Fundraisers Started

- Create fundraising pages for individuals that want assistance
- Establish clear goals and check in with your fundraisers
- Incentivize fundraisers, create friendly competition
- Help them understand that making an “ask” doesn’t have to be intimidating!
  - Sharing their stories, asking donors to engage, and thanking them, goes a long way!



*Tip:* Download the [Missoula Gives P2P Playbook](#) for your Fundraisers! It'll teach them everything they need to know to be successful.



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# Empowering Your Fundraisers

Set your fundraisers up for success!

- Direct them to social media and email templates
- Share Missoula Gives graphics with them
- Check in with them before and on the day
- Encourage them to share their personal stories
- Spark friendly competition between your fundraisers
- Sharing the important work of your organization and thanking donors can have a lasting impact



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# Help all types of Ambassadors share their stories!

Motivate your ambassadors by asking them to think about these critical questions:

- What made you decide to make your first gift?
- What do you wish everyone knew about our organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service to donate to?
- How do you feel after making a gift to our organization?
- Since you've been supporting our mission, is there a moment that stands out to you where you truly felt your impact?

Now that you've got your ambassadors ready, let's talk about your board...



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# The Power of an Engaged Board

- Including your board members in your Giving Day planning can have a greater impact on your Giving Day Success
  - Being included leads to being involved!
- Organizations with an engaged board **raise 2-3 times more dollars** on their giving day than those without (Based on GiveGab #GivingTuesday Data)
- Boards who attended planning meetings or were peer-to-peer fundraisers showed the most engagement
- Board Members can be involved in a number of ways and provide invaluable support - whatever their capacity may be.

*Pro Tip: Take advantage of the ["Building Board Support"](#) section of [MissoulaGives.org](https://MissoulaGives.org)*



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# Engaging Your Board

## Before and During Missoula Gives:

- **Encourage them to share socially!**  
Leverage your board member's social network and encourage them to like and share your content, as well as post their own.
- **Make it simple for them to take action.** Send your board emails with specific calls to action: "Donate", "Share", etc. In all of your communications.





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# Engaging Your Board (continued)

## Before and During Missoula Gives:

- Share your progress regularly throughout the donation period and giving day. This can be a great stewardship tool, as well. After all, you couldn't have done it without them!
- Quick and easy marketing. Encourage all board members to swap out their cover photos with Missoula Gives graphic from the Nonprofit Toolkit. Ask them to add a link to your profile in their email signature.



# Engaging Your Board (continued)

## After Missoula Gives:

- Ask your board to personally thank your Missoula Gives donors
- Steward Your Board
  - Thank your board members for their help and hard work
  - Celebrate your team and a job well done
- Share insights to your campaign success
- Host a debrief to break down what you've learned
  - This will make preparing for Missoula Gives 2020 a breeze!



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# Tips for Working With Your Board and Setting Clear Expectations

- As you develop your Missoula Gives campaign strategy, determine where your board members can help your organization the most
- Make it clear at the beginning of the planning process what role they'll play in your overall Missoula Gives strategy on the Giving Day
- Create an even playing field for all your board members to actively participate and assist you in the process in a way that works best for your team
- Communicate the importance of fundraising and how fundraising directly impacts your mission



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# What is a Matching Gift?

- A pledged donation that can be used as a way to multiply gifts that are coming in throughout the giving day
- Promotional tool used to motivate potential donors to make a greater impact with their donation
- Board members, existing donors, local business & corporations, community members are great examples of match donors
- Matching dollars are automatically add to your totals as eligible donations roll in



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# Why should you leverage matching dollars?

Organizations who used matches during a giving day raised 4.5x more than those who did not.

- You can highlight the featured donor or business providing the match, and continue to steward that relationship
- Motivates others to give more or more often when they see their dollars going further
- Creative way to leverage larger donations that you might have already been expecting
- Can create a sense of equity amongst donors and have them feel like any donation size has a larger impact!



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# Matching Best Practices: Finding Potential Sponsors

- Board Members
- Existing Donors
- Local Businesses
- Corporations
- Community Leaders
- Devoted Staff

**Educate your sponsors on the benefits their gift can provide, and how their contribution is stretched for greater overall impact.**

**Don't have single large sponsors? Think about asking a segment of your donors to contribute to a pool to be used for matching!**



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# How can I use matching dollars during the Missoula Gives?

Depending on the amount of money you have available, you may want to approach this opportunity differently to make the most of the gift.

## 1:1 Matching

- Each time an eligible online gift is made, a corresponding amount will be added to your totals until the match is met
- Donors can see the match progress in real time, and see their impact doubled in your organization's totals!



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# How can I use matching dollars during Missoula Gives?

## Challenges

The "Challenge" feature on the GiveGab platform allows you to set a goal that, once reached, unlocks a donation of a predetermined amount from your sponsor.

- Ability to set a donor goal or dollar goal
- Challenges are a great opportunity to leverage a smaller gift that isn't as effective with a "dollar-for-dollar" setup
- You can also split up a large matching gift into multiple challenges throughout the day.
- Can help you reach other internal goals for the day by incentivizing engagement and higher activity on the day



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# Adding a Match or Challenge to your Missoula Gives profile

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

- Add An Administrator
- Manage Sponsor Matching**
- Manage Donations
- Embed a Donate Button
- Add External Fund
- View Registration Info

Share Your Page

<https://dog-staging.givegab.com/orga>

[View Your Page](#)

From your Giving Day Dashboard on GiveGab, click **"Manage Sponsor Matching"**



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# Do you have a Day-Of plan?

- Plan your online communications ahead of Missoula Gives:
  - Save The Dates
  - Campaign Countdowns
  - Day-Of Progress Updates
  - Supporter Gratitude
- Mix some pre-scheduled communications with live event updates
- Utilize multiple online channels for the best engagement
- Work from the templates & graphics in your [Missoula Gives Toolkit!](#)
- Share any in-person opportunities with supporters
  - Remember, the Missoula Gives team is going to be hosting some great First Friday events. More info on the **MissoulaGives.org** soon for more details.
  - Don't forget to take pictures and videos to share online!

**Pro Tip:** *Pre-schedule some communications with apps like Buffer and Hootsuite!*



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# Is your Missoula Gives team ready?

If you don't already have a Missoula Gives 'day-of' team, assemble an internal task force to help you take on the day!

- Meet with your team, or send an email beforehand with helpful tools and updates, like:
  - What are your goals? How can they help you achieve them?
  - Where can they find crucial campaign resources?
  - Division of roles and what tasks those roles will take on
- Play to your team's strengths and capacity when assigning roles
- Make it fun for everyone involved (and say thanks!)



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# Stewarding Donors After the Day

- Start your stewardship process immediately after **Missoula Gives**
- 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 information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away!
- Watch the training on stewarding donors after the day



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# Your Giving Day Resources

## Nonprofit Toolkit

- Customizable Email Templates
- Sample Social Media Posts and Best Practices
- Missoula Gives Graphics
- Short Training Course Videos
- Resources for Board Members and P2P Fundraisers



Missoula Gives  
Planning Guide

[View](#)



Communications  
Timeline

[View](#)



The Ultimate Guide  
to Giving Day  
Success

[Download \(eBook\)](#)



Building Board  
Support

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Peer-to-Peer  
Fundraisers

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Giving Day Blog  
Articles

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# Your Next Steps

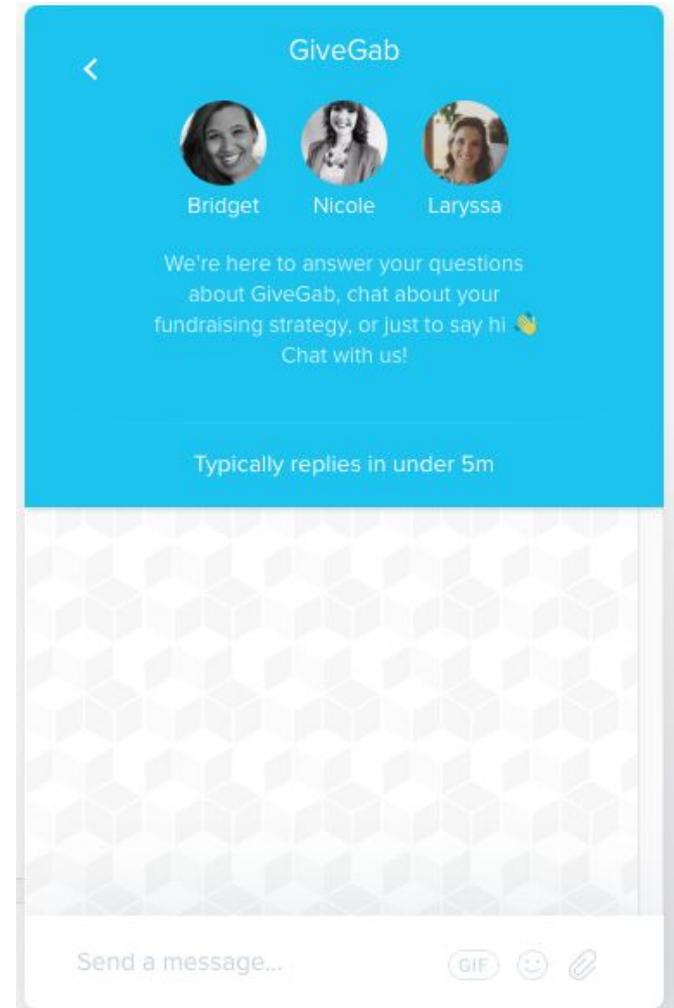
- Like and Follow Missoula Gives on Social Media via Missoula Community Foundation
  - Use the Missoula Gives hashtag: **#MissoulaGives**
- Check your inbox for important emails from Missoula Gives
- Sign Up for the in-person ["Elevate Your Nonprofit Passion"](#) workshop, watch on-demand training videos
- Review your campaign and start sharing your profile!
  - Ask donors and supporters to 'Save the Date', engage them with social media
- Use Missoula Gives graphics in upcoming communications



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# What support is available?

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





**Questions?**

**Missoula Gives  
May 2 at 5pm - May 3 at 8pm**