

Final Steps for Success

NH GIVES

June 6 at 6pm - June 7 at 6pm

NH GIVES Giving Day Updates

- Prizes
- Tagboard
- Facebook Frames
- Unselfie Challenge



NH GIVES Unselfie Challenge

When people participate in the Unselfie Challenge:

- All of their friends see the photo.
- Maybe some of them click through to your page, maybe a few of them donate. For the rest, it's one time where they associate your organization with someone they know. You've planted a seed.
- You've engaged your supporters without asking for money to do something fun and easy. It increases their investment in your success on NH Gives.

Take the
NH GIVES
Unselfie Challenge
to support your favorite organization

1. Make a sign telling people how or why you're supporting your favorite organization
2. Take a selfie with the sign and share it on Facebook, Twitter or Instagram
3. Tag the picture with **#nhgives** and **#unselfie** and the hashtag of the organization you are supporting

Download a customizable sign at
NHNonprofits.org/unselfie

Governor Sununu kicks off Unselfie Challenge

NH GIVES 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

NH GIVES Do you have defined goals?

Your NH 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

NH GIVES 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!

NH GIVES **Are your calls to action clear?**

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

NH GIVES Are you featuring visual content?

- On your NH Gives 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!**

NH GIVES Are your ambassadors prepared?

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

NH GIVES Do you have a communications plan?

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

NH GIVES

Is your NH Gives Team ready?

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

NH GIVES Are you campaign confident?

- Review your game plan and NH Gives 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 NH Gives 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!

NH GIVES Is your big day BIG enough?

- Assign day-of roles for your NH Gives 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 NH 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 their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!

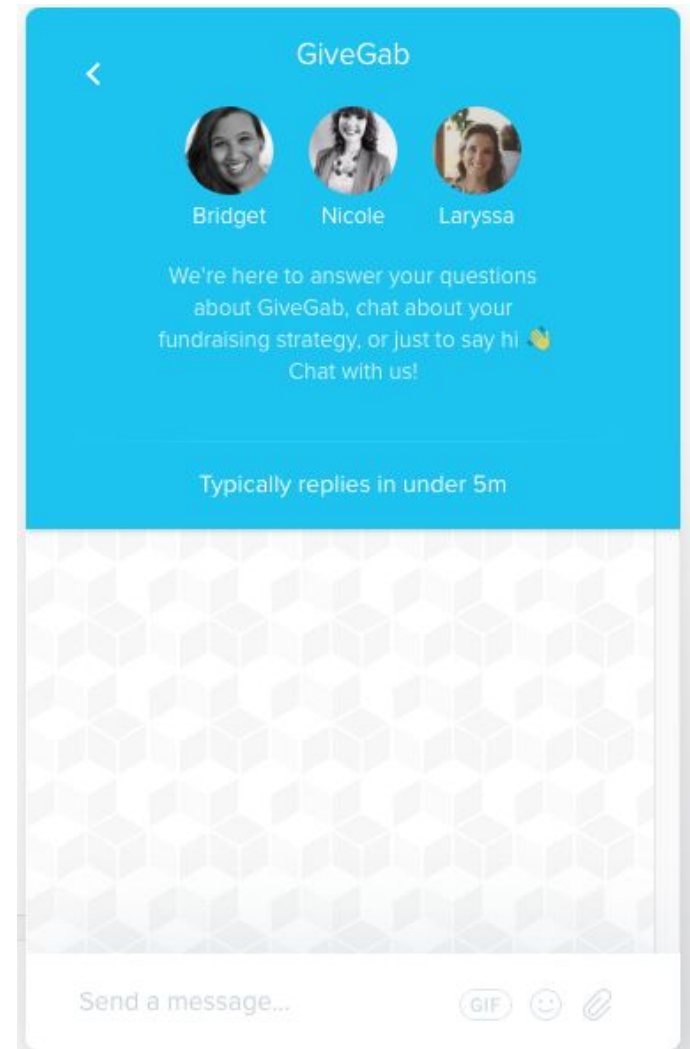
Your Nonprofit Resources

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

 <p>Training Sessions Sign Up</p>	 <p>Getting Started Guide Download (PDF)</p>	 <p>Helpful Support Articles View</p>
 <p>NH Gives Planning Guide View</p>	 <p>Communications Timeline View</p>	 <p>The Ultimate Guide to Giving Day Success Download (eBook)</p>
 <p>Building Board Support View</p>	 <p>Peer-to-Peer Fundraisers View</p>	 <p>Giving Day Blog Articles View</p>
 <p>Email Marketing Templates View</p>	 <p>Social Media Tips View</p>	 <p>Download NH Gives Graphics View Downloads</p>

NH GIVES 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!



NH GIVES Your Next Steps

- Like and Follow NH Gives on Social Media!
 - Don't forget to use #NHGives!
- Use Facebook Frames and Unselfie Challenge
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



Questions?

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