

Final Steps To Success

NEW YORK
GIVES DAY



#NYGIVESDAY

November 27, 2018



#NYGivesDay Updates

- Prizes
- Tagboard
 - Use #NYGivesDay on social media posts
 - Make sure your profile/posts are public



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 #NYGivesDay 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 initial goals
- Keep it consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!



The Power of Storytelling

Storytelling goes beyond statistics and bullet points, and empowers donors to join you in making your vision a reality.

- Evokes active listening and participation
- Lays the foundation of your organization's "big picture"
- Encourages supporters to be a part of the story
- Becoming even more significant in the digital era





Are your calls to action clear?

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



A Call to Action

A Call To Action (C.T.A) is intended to entice the reader, listener, or viewer to take a specific action that will ultimately help your organization reach its goals and make your supporters feel satisfied with their engagement.

- **Make A Difference Today** → Link to your donation form
- **Share Your Personal Story** → Link to create a P2P fundraising page
- **Join Us This Thursday** → Link to volunteer or event sign up
- **Learn More About Our Programs** → Link to your website
- **Sign Up Today** → Link to your newsletter subscription
- **Help Five People At Once** → Link to donation form at corresponding amount
- **Let Us Know You'll Be There** → Link to RSVP form



Are you featuring visual content?

- On your #NYGivesDay 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





Visualizing Donor Impact

Please Select a Giving Level

\$5

\$10

\$25

\$50

\$100

VS.

Please Select a Giving Level



\$5

Purchases one workbook for a participating student



\$10

Covers the cost of supplies for one student



\$25

Provides one hour of 1:1 training with a program mentor



\$50

Purchases headphones for five students



\$100

Covers the cost of transportation for an entire class of students



Are your ambassadors prepared?

- Identify your #NYGivesDay Ambassadors
 - Social Ambassadors
 - Board Members
 - P2P Fundraisers
 - Internal Support
- Arm them with key messaging and shareable content
 - Sample posts and graphics in your #NYGivesDay 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 #NYGivesDay
 - Announcement/Save The Date
 - Campaign Countdown
 - Day-Of Updates
 - Organization Website
 - Ambassador Sharing
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
- Customize the templates, guides, and graphics in your #NYGivesDay Nonprofit Toolkit for the perfect plan!



Is your #NYGivesDay Team ready?

- Gather your team before #NYGivesDay 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 #NYGivesDay 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 #NYGivesDay 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 #NYGivesDay 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 week BIG enough?

- Assign week-of roles for your #NYGivesDay 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 #NYGivesDay

- 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
- #NYGivesDay 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

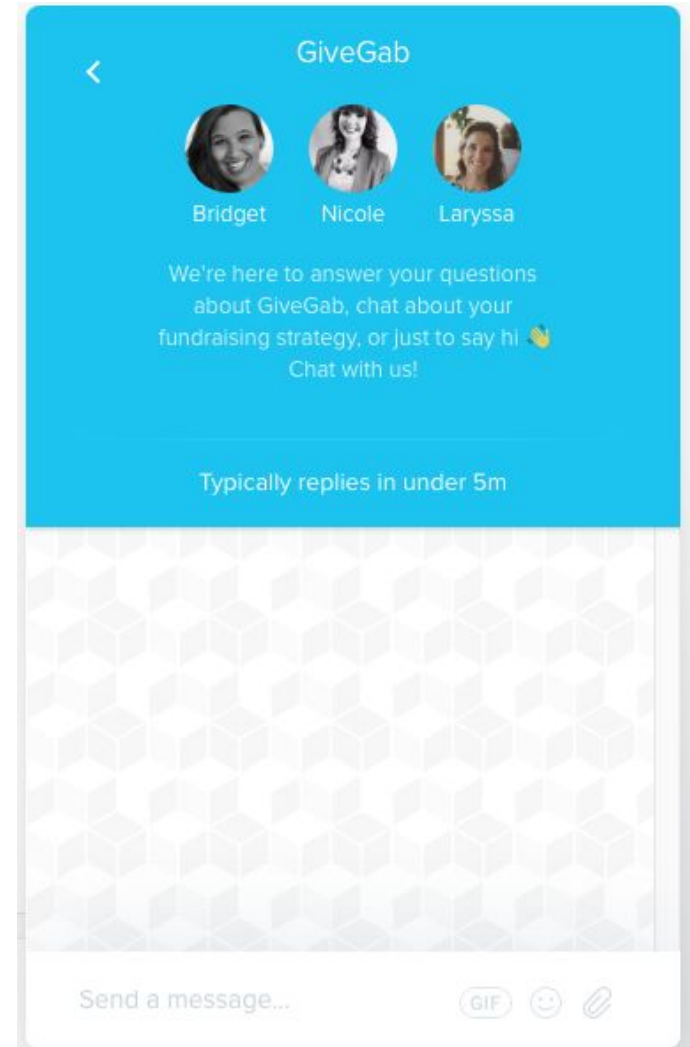
CustomerSuccess@givegab.com

- 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 #NYGivesDay on Social Media!
 - Don't forget to use #NYGivesDay!
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

Questions?



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