



Momentum: Use What You've Got

#GreatGive424 training on marketing and events

Momentum: Use What You've Got!

Great Give certainly requires some special attention. However, your organization may already have a lot of the tools in place to give your campaign a good boost. Today we will talk about how to leverage special events, matching pools and other resources to strengthen your campaign.

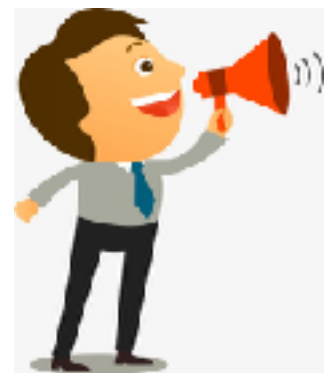


- Do you have special events happening between now and Great Give on 4/24? **Here are some ways you can kill two birds with one event!**
 - Have your sponsors pay online during Great Give
 - Ask your donors if you can process their payments during Great Give
 - Be sure to ASK - don't wait to process payments and surprise donors, that never ends well!
 - Be sure to promote Great Give in your program, on tables, in your thank you communications, in your gift bags, etc. You have an audience, take advantage of it!
 - Use donor dollars raised from an event as a match pool to incentivize Great Give donations
 - *Suggestions from participants?*



Leverage Social Media & Marketing

- Use your existing marketing channels to start building up your Great Give campaign. Here's how:
 - Start promoting your participation NOW - the earlier the better, the more you use #GreatGive424, the more the host partners will see and share! Create a short video and blast it out
 - Tell people how their gifts will help
 - Include your participation in any mailings or emails sent to your donor base, even if it's just the PS!
 - Check out the training being held by Nonprofits First on 3/21 for a deeper dive on building your campaign out.
 - Let your board, volunteers and donors know how they can help you NOW!
 - Send emails and newsletters
 - Make specific asks - give them jobs!
 - Pick a project, select amounts needed and how they will help
 - Finalize your profile and start sharing



Take Advantage of the GiveGab Tools

- Have you spent time exploring GreatGiveFlorida.org? Everything you need and more is at your fingertips!
 - On the workshops tab there are tutorials on how you can:
 - Gamify the Great Give
 - Use images and video, create compelling content (plus tons of graphics!)
 - Social Media tips
 - Utilizing the peer-to-peer fundraising feature

Next webinar and open house coming soon!

GiveGab



#GreatGive424

Let's chat! Time for Q&A...

- Ask questions in the chat box and we will type answers here to be shared online after!

