

Steps to Success for:



PALMETTO
GIVING DAY

GROWING GEORGETOWN COUNTY

May 7th, 12am-11:59pm

Agenda

- Your Palmetto Giving Day Success Checklist
 - Checklist
 - Peer-to-Peer Fundraising,
 - Matches & Challenges
- Review of Palmetto Giving Day Resources
- Next Steps
- Q & A

Your Palmetto Giving Day Checklist

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

Do you have defined goals?

Your Palmetto Giving Day 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 goals
- Keep the content consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!

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 Palmetto Giving Day 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

Are your calls to action clear?

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

Are your ambassadors prepared?

- Identifying Palmetto Giving Day ‘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 Palmetto Giving Day 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...

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.

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.

Getting Your Fundraisers Started

- Create fundraising pages for individuals that want assistance
- Establish clear goals and check in with your fundraisers
- Incentivize fundraisers and 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 [Palmetto Giving Day P2P Playbook](#) for your Fundraisers! It'll teach them everything they need to know to be successful.

Empowering Your Fundraisers

Set your fundraisers up for success!

- Direct them to social media and email templates
- Share Palmetto Giving Day 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

Help all of your 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...

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

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!

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!

How can I use matching dollars during the Palmetto Giving Day?

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!

How can I use Challenge dollars during the Palmetto Giving Day?

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

Adding a Match or Challenge to your Palmetto Giving Day profile

The screenshot displays the GiveGab dashboard interface. On the left, a vertical list of seven items, each with a green checkmark icon and a right-pointing arrow, includes: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. On the right, a vertical list of management options is shown, with the 'Manage Sponsor Matching' option highlighted by an orange border and an orange arrow pointing to it. Other options include 'Add An Administrator', 'Manage Donations', 'Embed a Donate Button', 'Add External Fund', and 'View Registration Info'. Below these is a 'Share Your Page' section with a URL input field containing 'https://dog-staging.givegab.com/org', social media icons for Twitter and Facebook, and a 'View Your Page' link.

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

Add Your Match - Step 1

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.

+ Add Match Commitment

+ Add Challenge

Manage Donations

Note: All times are assumed to be in Eastern Time.



Click the button above to create a new matching opportunity to feature right on your Palmetto Giving Day profile

Customize Your Match - Step 2

Logo

Sponsor Name

Debbie's Pet Suply

URL (optional)

www.debbiespetsuply.com

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Select Image

Remove

Tip: Disable adblockers on this page for the best logo uploading experience.

Highlight Matching Sponsor

- Sponsor Name
- Sponsor's Website
- Sponsor's Logo
- Or keep your sponsor anonymous

Customize Your Match - Step 3

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time.

Donation Matching Start Time

Donation Matching End Time

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (You can always edit them later if needed.)

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Auto Matching
 - Enables 1:1 donation matching in real time!

View Your Match!



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Covers cost of rescuing a senior pup from a kill shelter



\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

More Than Just A Shelter



At Logan's Pups we offer more than just a home to dogs in need, we're in the business of turning lives around. Each

Matches

[Debbie's Pet Suply: Giving Tuesday Match!](#)

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

\$5,000 MATCH

\$4,850 REMAINING

Fundraising Champions

[Laryssa Hebert](#) **\$500.00**

Add Your Challenge - Step 1

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.

+ Add Match Commitment

+ Add Challenge

Manage Donations

Note: All times are assumed to be in Eastern Time.



Click the button above to create a new matching opportunity to feature right on your Palmetto Giving Day profile

Customize your Challenge- Part 1

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Challenge Name

Description (optional)

Challenge Type

Challenge Goal

Challenge Amount

Customize your Challenge- Part 2

Update Challenge Details

- Select the type of challenge, donor or dollar. A dollar challenge is based on amount raised, and a donor challenge is based on a number of donors.
- Set the challenge goal: How many dollars or donors are needed to unlock the challenge goal?
- Set the challenge amount: How much money is awarded to the organization after meeting the challenge goal?

Challenge Type ←

Dollar Challenge ▼

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised.

A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.

Challenge Goal ←

How many dollars or donors are needed to complete this challenge?

Challenge Amount ←

\$

.00

How much money is awarded when this challenge is completed?

Customize your Challenge- Part 3

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**. 

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Save

Cancel

Do you have a Day-Of plan?

- Plan your online communications ahead of Palmetto Giving Day:
 - 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 [Palmetto Giving Day!](#)
- Share any in-person opportunities with supporters
 - Don't forget to take pictures and videos to share online!

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

Is your Palmetto Giving Day team ready?

If you don't already have a **Palmetto Giving Day** '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!)

Stewarding Donors After the Day

- Start your stewardship process immediately after **Palmetto Giving Day**
- 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!
- Watch the training on stewarding donors after the day

Your Giving Day Resources

Nonprofit Toolkit

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



Palmetto Giving Day
Planning Guide

[View](#)



Communications
Timeline

[View](#)



The Ultimate Guide
to Giving Day
Success

[Download \(eBook\)](#)



Building Board
Support

[View](#)



Peer-to-Peer
Fundraisers

[View](#)



Giving Day Blog
Articles

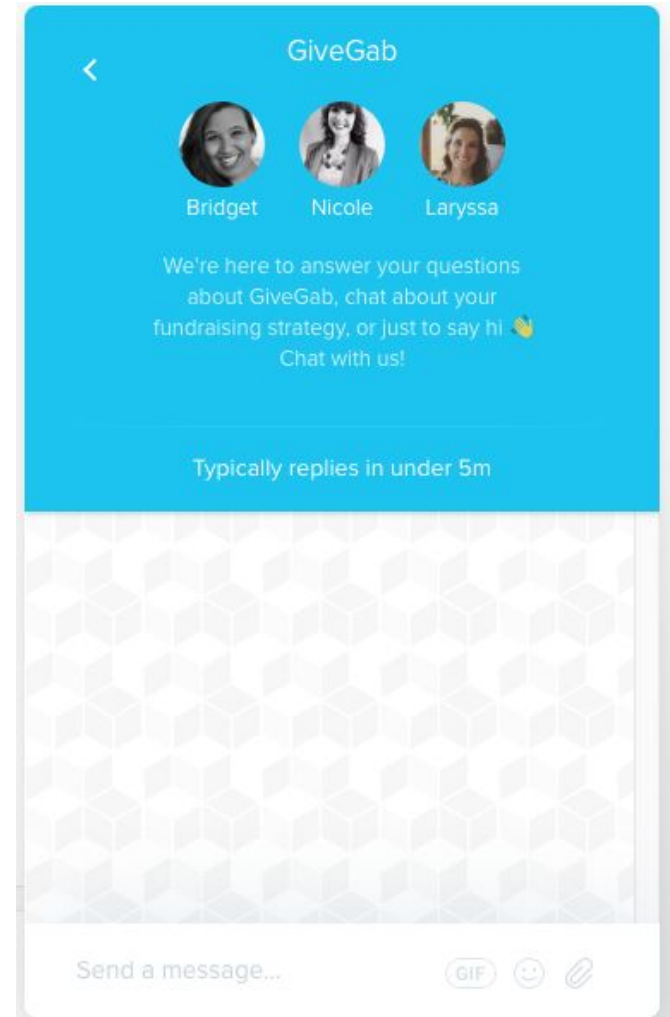
[View](#)

Your Next Steps

- Like and Follow Palmetto Giving Day On on Social Media
 - Don't forget to use the Palmetto Giving Day hashtag:
`#palmettogivingday`
- Check your inbox for important emails from Palmetto Giving Day.
- Watch on-demand training course videos and review your campaign.
- Start sharing your profile and asking donors and supporters to save the date.
- Set up the Palmetto Giving Day embeddable donate button on your website!
- Add your Palmetto Giving Day profile to your email signature.

What support is available?

- 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!



Questions?



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