



Telluride Gives Success Workbook

Checklist for Giving Day Success

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Specific Calls-to-Action
4. Add Engaging Visual Content
5. Empower Your Ambassadors
6. Prepare Your Communications
7. Rally Your Giving Day Team
8. Review Your Campaign
9. Plan the BIG Day
10. Create a Stewardship Plan

On the following pages, find out more about how each step can help you be successful during Telluride Gives on December 12. If you have any questions on these topics or would like additional information, reach out to the Customer Success team at CustomerSuccess@GiveGab.com.



Define Your Goals

Your goals for Telluride Gives can go beyond just monetary goals. In fact, we recommend having multiple goals based on your organization's needs and resources, and those goals can be internal or external. Here are some goals you can have during Telluride Gives:

- Monetary Amount
- Donor Count
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- Volunteer Engagement
- Social Media Engagement

List out 2-3 goals that you want to accomplish during Telluride Gives:

1. _____
2. _____
3. _____

How will you measure your success based on the goals you chose above?

What tools or resources do you need to complete your goals?

Tell Authentic Stories

Through your Telluride Gives profile, you have the opportunity to highlight your organization by including a story, photos, graphics, and more! And while you probably have some great content to share with everyone about the history of your nonprofit, we encourage you to focus on a **specific person, program, or initiative** to help show donors how their gift can make these kinds of stories possible.

Tips for telling an authentic story:

- Keep in mind the “scan-ability” of your text - highlight key phrases and use formatting tools to bring the donor’s attention to the key information you want them to know.
- Make your story reflect your initial goals.
- Make the donor the hero of the story - Tell them how they can make an impact on your organization and/or its beneficiaries.

What are some ideas of stories you can share with your donors?

Remember:

Every great story has a beginning, middle, and end, so remember to incorporate those into the story you want to tell during your Telluride Gives campaign.

Identify Specific Calls-to-Action

Having clear calls-to-action helps your donor feel a sense of urgency and need to support your cause. Use calls-to-action to make it clear how your potential donors can help you make a difference using specific language, and connect this back to your goals. For example, if you're trying to increase your social media reach, your call-to-action can be "Subscribe" or "Follow us" across your messaging. Likewise, if you are trying to get more volunteers for future events, you can say "Volunteer with us!"

Fundraise!

Join Today

Donate Now

**Subscribe to our
Newsletter!**

Note: You can use formatting tools through your Giving Day Dashboard to make your call-to-action stand out on your profile page, too.

What are some ways you want to engage your donors more?

What calls-to-action will help support your goals?

Add Engaging Visual Content

Visual content helps you tell your story and increase online engagement. You can include visual content in a number of ways:

Through your Telluride Gives profile:

- Cover photo and logo
- Donation levels
- Story photos or infographics
- Embedded video

Across digital platforms:

- On your website
- Through social media channels

In your communications:

- In emails and newsletters
- Social media posts

Note: If you don't have content readily available, there are a number of free tools online to help you come up with your own designs. One of those sites is **Canva** - you can create logos, banners, or infographics (and more!) using your own images or their templates.

canva.com

Here are some examples of designs you can create using Canva's templated guides:



Empower Your Ambassadors

Fundraising is not a one-person job. So make sure you have a support team of ambassadors behind you to make sure you're successful during Telluride Gives.

1. Identify your Telluride Gives ambassadors.

Some examples could be your Board Members, internal supporters or volunteers, social ambassadors, or even peer-to-peer fundraisers.

2. Arm your ambassadors with key messaging and shareable content

You can give them the sample posts and graphics from your Telluride Gives Nonprofit Toolkit.

3. Communicate your goals and campaign game plan.

Break down tasks into manageable responsibilities.

What kinds of ambassadors do you need for Telluride Gives success?

Make a list of your ambassadors and their roles during Telluride Gives:

	<u>Name</u>	<u>Role</u>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____

Prepare Your Communications

Plan your online communications ahead of Telluride Gives. You can use templated resources available to you through your Telluride Gives Nonprofit Toolkit.

For better online engagement, utilize multiple online channels, such as social media, email communications, or your organization's website, and encourage your ambassadors to share through their own social networks too.

Hint: You can even schedule some of your social networking communications in advance. Facebook allows you to pre-schedule posts up to 6 months in advance. Other platforms, like Hootsuite, can help you manage multiple social channel accounts at once.

We recommend the following communications timeline:

- Announce your participation in Telluride Gives **2-4 weeks in advance**.
- During day-of, aim to post **3-4 messages on Facebook / Instagram / email** and **every 2 hours on Twitter**. Focus on lunch time and after work - data shows these are the peak donation times!
- After Telluride Gives, remember to **thank your donors** through social media and **share your results!**

What social media platforms or other communication channels will you use for Telluride Gives?

What key message do you want to communicate during Telluride Gives?

Rally Your Telluride Gives Team

Assign roles to your Telluride Gives team to help you be successful. You know your team best, so play to everyone’s strengths and capacities. Determine what roles you need to achieve your goals and assign tasks to your team.

Checklist for preparing your Telluride Gives team:

- Have you communicated your goals to your team?
- Have you communicated the roles your Telluride Gives team will play?
- Does your team know how they can help you be successful?
- Does your team know where they can find crucial campaign resources?
(Hint: Nonprofit Toolkit)

Complete the list below with your Telluride Gives team.

Staff/ Volunteer Name	Role/ Assignment	Tasks
<i>John Smith</i>	<i>Social Media</i>	<i>Create communication schedule, content creator</i>

Review Your Campaign

Now is the time to review your Telluride Gives campaign from start to finish. Since you created the profile, you know what you're trying to accomplish with your campaign. But now, think about your donor and their perspective - what would they think by looking at your profile page?

Complete the following questions while thinking from the donor's point of view:

- Does your organization's profile look thorough? Is it eye-catching?
- Does your profile reflect your organization's goals and mission?
- Are your calls-to-action easily identifiable?
- Do you have engaging visual content?
- Are your communications clear and concise?
- Is your organization's profile consistently promoted throughout all of your digital platforms?

If you need assistance with your profile or would just like someone to review it with you, reach out to GiveGab's Customer Success team at CustomerSuccess@GiveGab.com. One of the Customer Success Champions will be happy to assist you!

Plan the Big Day

Start thinking of what you want to do during Telluride Gives: Will you have any in-person or live events? Maybe you can host an open house event for donors to come tour your facilities or team up with a local business to have a special promotion or donation station for donors to stop by and make their gift.

You can also use social media to share what your team is doing throughout Telluride Gives. So take pictures or video of your team in action and enjoying the day. Using Facebook Live or Instagram is a fun way to let supporters see what you're up to.

Day-of Checklist:

- Celebrate the start of Telluride Gives
- Check in with your team
- Stay active on social media
- Check out Telluride Gives leaderboards and prizes
- Host a live event
- Monitor your donation reports
- Update your supporters and team
- Celebrate the end of Telluride Gives

How will you make Telluride Gives BIG?



Create a Stewardship Plan

While your donors will automatically receive an emailed thank you message after they donate, you should always follow up with donors for more personal stewardship after Telluride Gives! You can find your donor information through your Giving Day Dashboard on GiveGab.

Things to think of during the stewardship process:

- How will you thank your donors?
- How can you highlight the impact of the donor's support?
- What methods do you want to use while thanking your donors?

How do you want to thank your donors? Will you send out mailed letters or postcards?

What is your ideal timeline for donor stewardship?

Remember, you can access and download your donation reports at anytime through your Giving Day Dashboard! If you would like help on how to access or read your reports, please contact CustomerSuccess@GiveGab.com.

Your Resources

Through your Nonprofit Toolkit, you have access to many different resources and templates to help make your Telluride Gives a success!

 <p>Training Sessions Sign Up</p>	 <p>Getting Started Guide Download (.PDF)</p>	 <p>Helpful Support Articles View</p>
 <p>Email Marketing Templates View</p>	 <p>Social Media Tips View</p>	 <p>Download Pawnee Gives Graphics View Downloads</p>
 <p>Pawnee 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>

If you need additional resources or have any questions, you can email CustomerSuccess@GiveGab.com for more help!