

# Final Steps to Success

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**S H A R E**

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COMMUNITY SHARES OF WISCONSIN

March 6, 2018, 12:00 AM - 11:59 PM



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# Giving Day Updates

- Prizes
  - Power Hours
  - Golden tickets
  - Video Prize
  - Grand prizes, most growth prizes
- Advance and Day-Of Events
- Last-minute strategy session on 2/20



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# 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



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# Do you have defined goals?

Your Big Share 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!



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# Are your calls to action clear?

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

# Are you featuring visual content?

- On your Big Share 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!**



# Are your ambassadors prepared?

- Identify your Big Share Ambassadors
  - Social Ambassadors
  - Board Members
  - P2P Fundraisers
  - Internal Support
- Arm them with key messaging and shareable content
  - Sample posts and graphics in your Big Share 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 Big Share
  - 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 Big Share Nonprofit Toolkit for the perfect plan!



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# Is your Big Share Team ready?

- Gather your team before Big Share 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 Big Share 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 Big Share 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 Big Share 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!



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# Is your big day BIG enough?

- Assign day-of roles for your Big Share 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 The Big Share

- 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!



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# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- The Big Share 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

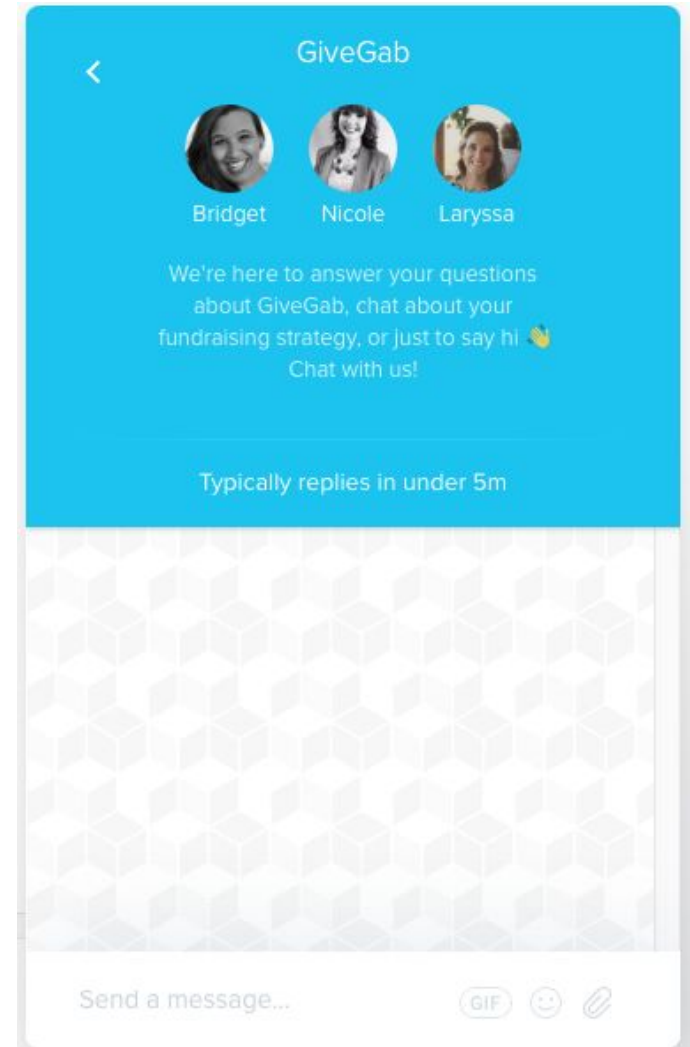
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!





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# Your Next Steps

- Like and Follow Community Shares on Social Media!
  - Don't forget to use [#CSWBigShare](#) in your posts!
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Join the CSW Big Share Facebook group!
  - <https://www.facebook.com/groups/TheBigShare/>



# Questions?

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