

Final Steps to Success

THE 
BIG
SHARE

COMMUNITY SHARES OF WISCONSIN

March 5, 2019



COMMUNITY SHARES OF WISCONSIN

Giving Day Updates

- Prizes
- Tagboard
- Spanish Downloads & Information Page
- Be sure to check your email and



www.facebook.com/groups/TheBigShare for updates!





COMMUNITY SHARES OF WISCONSIN

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!

Wisconsin Alliance for Women's Health

DONATE

FUNDRAISE



Our Health. Our Lives. Our Future.

Causes: **Women's Issues, Health and Wellness, Community Advocacy**

0%

\$0 Raised \$15,000 Goal 0 Donors



Fundraising Champions

[Amy Olejniczak](#) \$0.00

[Melody Bockenfeld](#) \$0.00

[Ann McCall](#) \$0.00

[Adrian Jones](#) \$0.00

[Amberlea childs](#) \$0.00

[See More Champions](#)

Recent Donors

There are no donors to display yet.

BE THE FIRST!

More than ever, women are being drawn together to resist the escalating policy threats to our health, safety and economic security. We're being called to persist and advance a proactive and positive policy vision that puts the needs of women and girls before politics.

The Wisconsin Alliance for Women's Health believes that policy decisions should happen WITH women rather than TO them and we work every day to inform, involve and inspire individuals to be effective advocates for positive change.

To mark our 15th year of working to raise Wisconsin women's voices, we are aiming to raise \$15,000 for the 2019 Big Share!



COMMUNITY SHARES OF WISCONSIN

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 during The Big Share
- 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

Clear Calls to Action!

Wisconsin Women's Network advances the status of women and girls in Wisconsin.

Strengthening Wisconsin women's voices while working together on issues that promote equity and justice for women and their families through communication, education, advocacy, and connections.

You are Wisconsin Women's Network!

1. Make your voice heard!

Now is a critical time to maintain and build momentum, fighting injustice with education, information, and action. The Wisconsin Women's Network is dedicated to actively improving the lives of women and girls in Wisconsin and **your voice and gift helps amplify that change.**

2. Invest in making a real difference!

We focus every penny we spend on programs that **make a direct difference.** Through our mentorship program, our policy institute, and our networking and educational events, **your support informs, educates, and transforms our communities.**

3. Ensure you're part of the change! #IamWWN

Now is our time! You choosing to be a part of the change is an important part in helping our communities. **You are the Wisconsin Women's Network** and your donation will make a difference in [the programs](#) WWN is able to provide.

Want to make sure your donation goes even farther? [Donate](#) during our power hour (12-1 pm) and **your contribution will be matched, up to \$500!**



Are you featuring visual content?

- On your Profile for The Big Share...
 - 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!**

Custom Donation Levels



Community GroundWorks

Growing food. Growing minds. Together.

Causes: **Poverty and Hunger, Environment, Health and Wellness**

DONATE

FUNDRAISE



0%

\$0 Raised \$8,000 Goal 0 Donors



\$14

Provides local, organic produce to a family for one week



\$28

Provides produce to two families for a week



\$56

Provides produce to one family for a month



\$480

Provides a family with an entire season's worth of produce

THE BIG SHARE

COMMUNITY SHARES OF WISCONSIN



Nuestro Mundo, Inc.

Building a better world together...Nuestro Mundo!

Causes: **Education, Community Advocacy, Social Justice**

[DONATE](#) [FUNDRAISE](#)

0%

\$0 Raised \$4,000 Goal 0 Donors



\$25

Helps provide seedlings for a classroom to plant in an outdoor garden.



\$50

Helps purchase books and materials for LGBTQ resource center.



\$100

Helps provide transportation to a Latino rights march in Milwaukee



\$250

Helps purchase LEGO kits for an after school science club.



\$500

Helps provide scholarships to graduating dual language students

[CHOOSE YOUR OWN AMOUNT](#)



A few of our recent accomplishments include:

- Creating a scholarship for high school seniors graduating from the dual language program and awarding the first \$1,000.
- Providing nearly \$3,000 to families in our community to obtain passports for their children
- Holding Spanish and English language classes for parents at Nuestro Mundo Community School, including an intercambio period where language learners come together to learn together.
- Co-hosting the 5th Citywide Dual Language Immersion Summit
- Providing resources to teachers including chairs, beanbags, books, a laminator, and the Reading Street literacy program.
- Supporting community events like Dia de los ninos, Dia de los muertos, and international night. Providing food and child care for the monthly family & school alliance meetings to help encourage families to engage in their children's education.



By giving to Nuestro Mundo, Inc., you will be strengthening dual language education in Madison and supporting Latinx children and their families.



COMMUNITY SHARES OF WISCONSIN

Are your ambassadors prepared?

- Identify your Ambassadors for The Big Share
 - 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

Are your ambassadors prepared?

- Your supporters are social proof of your mission in action
- It's key to develop a relationship with those passionate about your work to better highlight their impact and share their support





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Do you have a communications plan?

- Plan your online communications ahead of The 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!



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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Are you campaign confident?

- Review your game plan and profile for The Big Share
 - Is your profile complete? Does it reflect your goals and mission?
 - Are your communications ready? Are they clear and concise?
- Are you promoting your profile for The Big Share 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!



COMMUNITY SHARES OF WISCONSIN

Is your team ready?

- Gather your team before The 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 team for The Big Share will play?
- Play to your team's strengths and capacity
- Make it fun for everyone involved (And say thanks!)



COMMUNITY SHARES OF WISCONSIN

Is your big day BIG enough?

- Assign day-of roles for your 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!

Get Creative!

Find ways to say “Thanks” that doubles as content!

1. Thank You Video
2. Naming Opportunity
3. Appreciation Party
4. Donor Spotlight
5. Live Project Q&A
6. Behind The Scenes Look
7. Future Discount
8. Milestone Recognition
9. Public Display
10. Giving Level Perks



COMMUNITY SHARES OF WISCONSIN

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

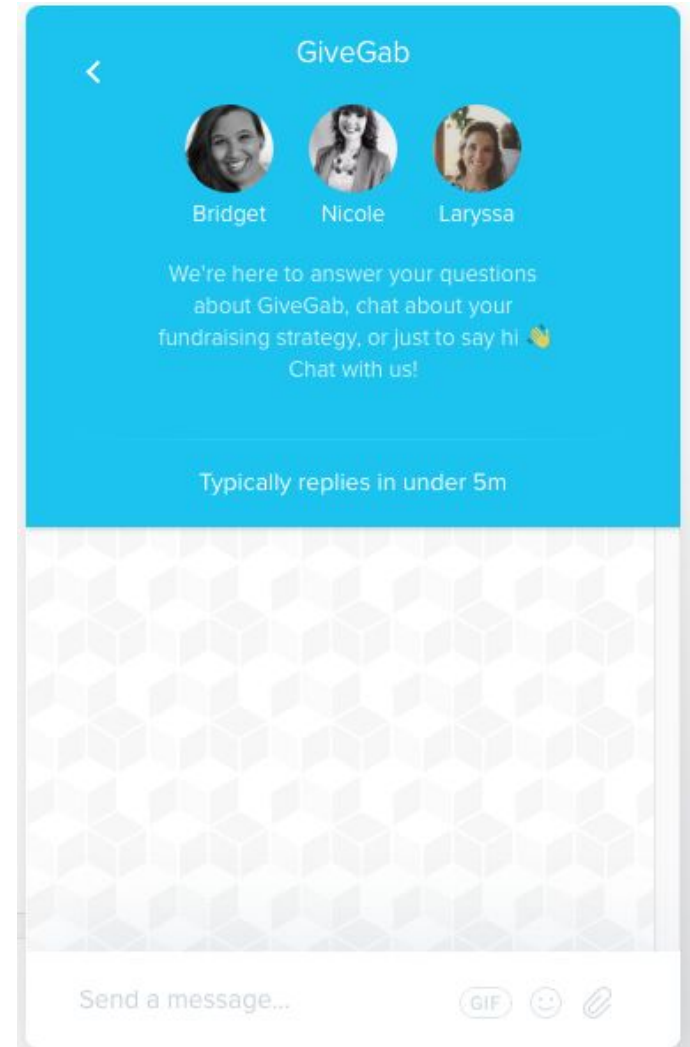
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!





COMMUNITY SHARES OF WISCONSIN

Your Next Steps

- Like and Follow Community Shares of Wisconsin on Social Media!
 - Don't forget to use #CSWBigShare in your social media posts
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

A close-up photograph of a hand painting a wooden fence. The hand is in the foreground, holding a paintbrush and applying blue paint to a wooden plank. The background shows other wooden planks, some already painted in green and white. The overall scene is bright and colorful, suggesting a community painting project.

Questions?

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