

# GiveGab<sup>®</sup>

Nonprofit Giving Platform

## Engaging Your Board

Tips and tricks to get your board members  
involved in your Giving Day success



# Getting Your Board On Board

- Organizations with an engaged board **raised 2-3 times more dollars** on their giving day than those without
- The most engaged boards attended planning meetings, sponsored a matching fund, or were p2p fundraisers
- Including your board members in your Giving Day planning can have a greater impact on your Giving Day Success



## Setting Expectations

- As you develop your Giving Day campaign strategy, determine where your board members can help the most
- Make it clear at the beginning of the planning process what role they'll play in your overall Giving Day strategy
- Create an even playing field for all your board members to actively participate and assist you in the process



# Putting the FUN in FUNdraising

- Share the opportunities online Giving Days can provide
  - Potential new donors, wider demographics, online exposure, educational resources, improved donor analytics, potential prizes or matching dollars
- Encourage your board to share personal stories about what first connected them to their cause and why they give
- Send out a weekly or bi-weekly email series with important updates and clear steps to get involved



# Your Board and Your Giving Day

## Before Your Giving Day...

- Invite your board members to a Giving Day kickoff
- Provide regular updates at your monthly board meetings
- Share any helpful resources with them (like graphics!)
- Prepare them to be P2P fundraisers or social ambassadors
- Continually emphasize the importance of their participation



# Your Board and Your Giving Day

## During Your Giving Day..

- Encourage your board members to share socially
- Send your board emails with specific calls to action
- Update them on any prizes or matches on the horizon
- Share your progress throughout the event
- Motivate board members to join you for an in person event



# Your Board and Your Giving Day

## After Your Giving Day..

- Thank your board members for their help and hard work
- Share insights to your campaign success
- Host a debrief to break down what you've learned
- Ask your board to personally thank your Giving Day donors
- Celebrate your team and a job well done

# Engaging Opportunities





# Peer-to-Peer Fundraising

- Recruit your board members to create their own peer-to-peer fundraising pages tied to your Giving Day profile
- Encourage them to share their personal connection to your cause with their own network
- Stimulate friendly competition with incentive for your top fundraiser





## Local Partnerships

- Encourage your board members to reach out to any prominent community members or business owners
- Leverage their connections to secure donations, matching funds, or promotional opportunities
- Provide cross-incentive to supporting partners and community members





# Sponsored Match

- Encourage your board members to contribute financially through a sponsored matching donation
- Funds can be utilized to motivate donors to have a greater impact on the day
- Feature the matching opportunity right on your Giving Day profile for donors to automatically see their match

## Matches

### Board of Trustees: Giving Tuesday Match!

Our generous Board of Trustees has offered to match every dollar raised up to \$5,000! Give today to make an exponential impact!

**\$5,000** MATCH

**\$4,850** REMAINING

## Recent Donors

Board of Trustees **\$50.00**

Mr. & Mrs. Johnson **\$50.00**

Board of Trustees **\$100.00**

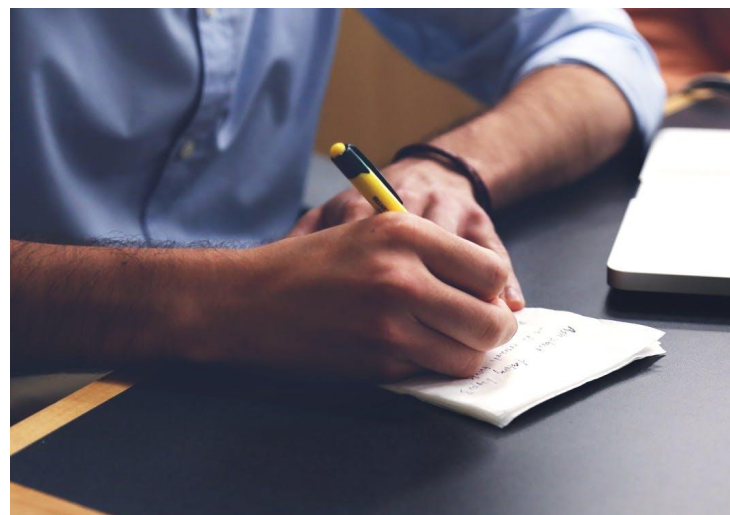
Bridget Cafaro **\$100.00**

*For the pups!*



# Donor Stewardship

- Enlist your board members to help you thank and acknowledge your donors
- Have them make calls to your larger donors personally thanking them for their contribution to your cause
- At your next board meeting take the time to have your board members write a few hand-written notes to donors







# Social Ambassadors

- Leverage your board member's social network and encourage them to like and share your content, as well as post their own.
- Encourage all board members to swap out their cover photos for a Giving Day graphic from your Nonprofit Toolkit





## Key Takeaways

- Every nonprofit board is different, and so are the ways in which they can participate and help you reach your goals
- Educating your board about the importance of the Giving Day early on can make a big difference in your success
- Providing clear calls to action and steps for success can motivate your board members to actively participate



# Board Support Toolkit

- Sample Calling Scripts
- Social Media Guides
- Email Templates
- Shareable Graphics
- Helpful Blogs
- Best Practices



**Building Board Support**  
View



# We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

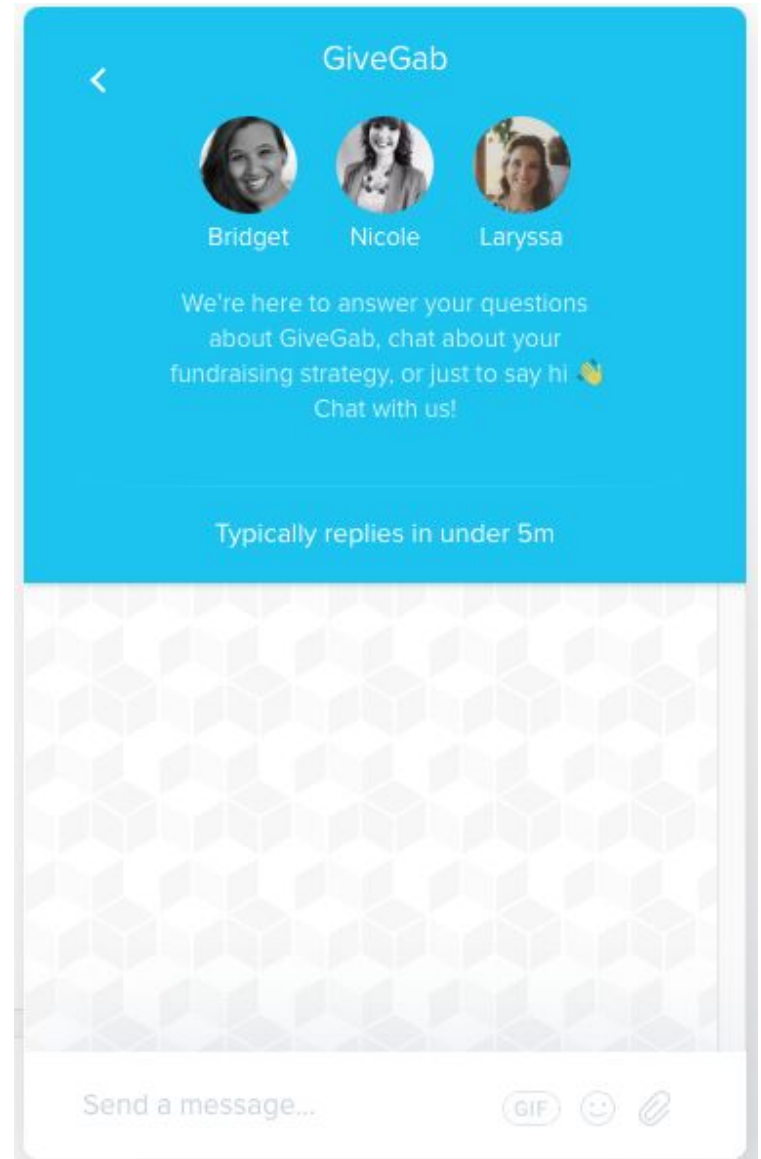
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- 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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# Thank You!

Have questions? Email us at [customersuccess@givegab.com](mailto:customersuccess@givegab.com)

www.GiveGab.com