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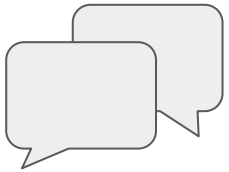
Final Steps to Success

Submit Your Questions!

Chat Box



Q&A

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

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Your GiveGab Team

Laurel

Project Coordinator

Becca

Project Coordinator

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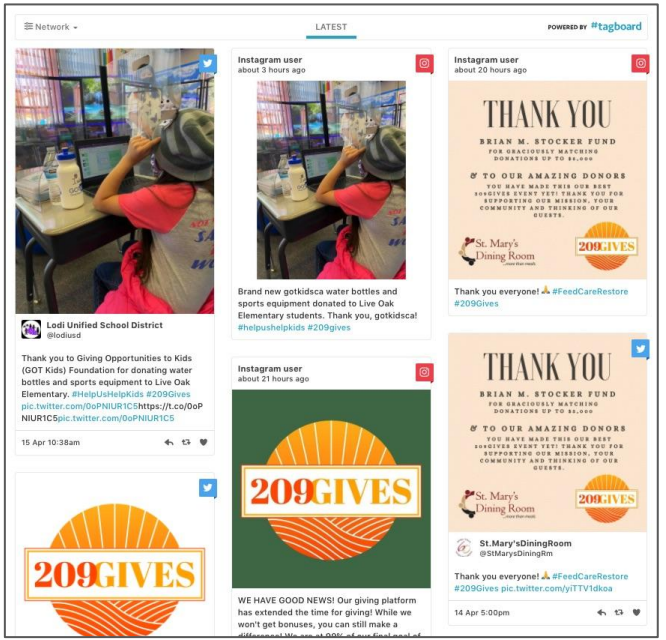
Agenda

- Giving Day 2021 Updates & Reminders
- Your Checklist for Success
- After Giving Day
- Your Nonprofit Resources
- Next Steps
- Q&A

Giving Day 2021 Updates & Reminders

- **https://www.givingday2021.com/** | May 5, 2021
- Donations open: May 5 at 12:00 AM ET
- Donations close: May 14 at 11:59 PM ET
- Prizes
  - May 5th only
- Tagboard



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Your Success Checklist

- ☑ Ready for Donations?
- ☑ The Perfect Profile
- ☑ Matches/Challenges
- ☑ Engage Ambassadors
- ☑ Prepare Communications

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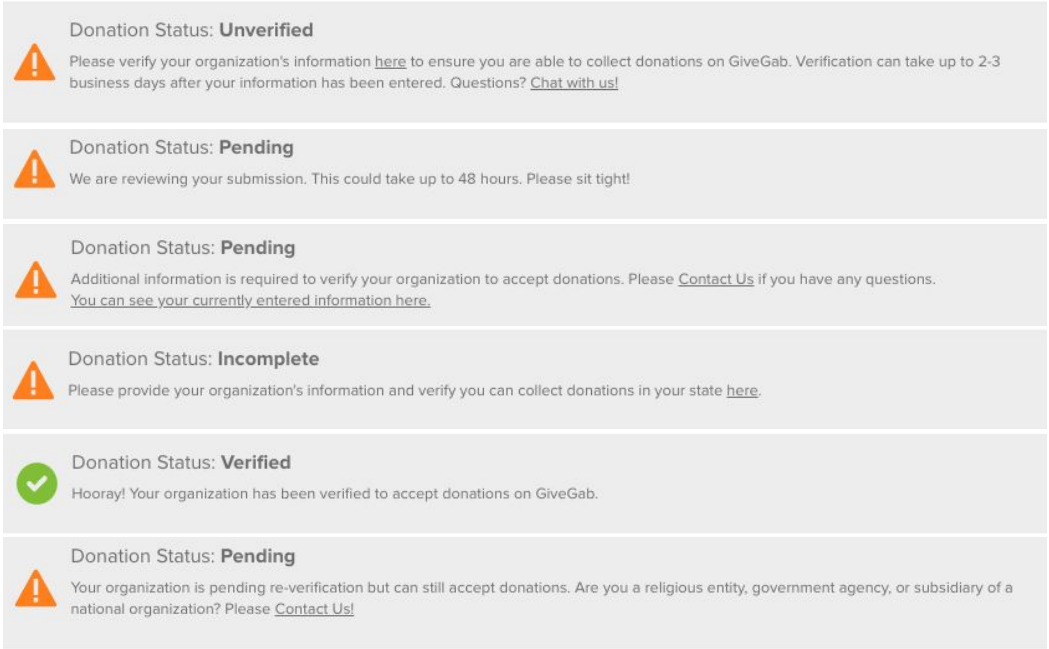
Are you donation ready?

- Check your verification status on your admin dashboard



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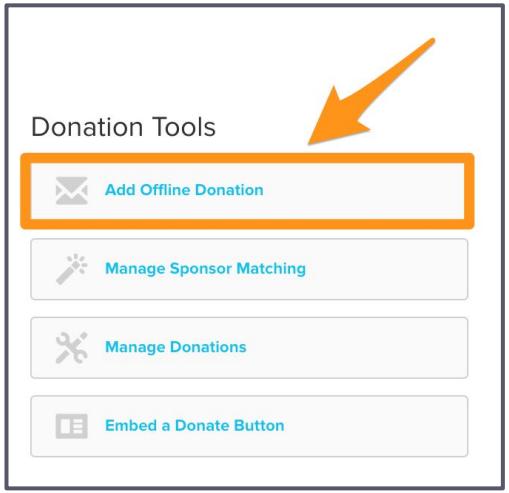
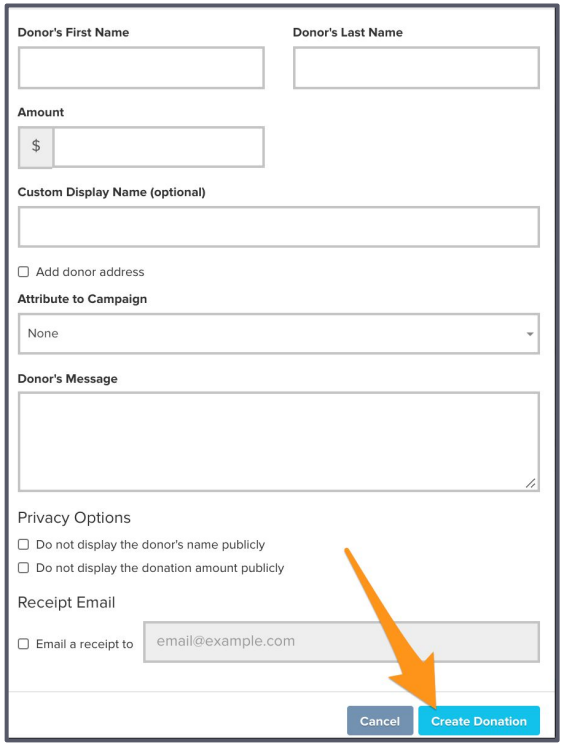
Do you have cash/check gifts?

- Add cash/check donations as offline gifts at any time via your dashboard
- Note: Offline donations **do not count towards prizes**





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Is your profile completed?

- Have you:
  - Added your logo and a cover photo?
  - Shared an authentic story?
  - Set goals?
  - Included clear calls to action?
  - Featured visual content?
  - Highlighted donation levels?
  - Invited P2P fundraisers?

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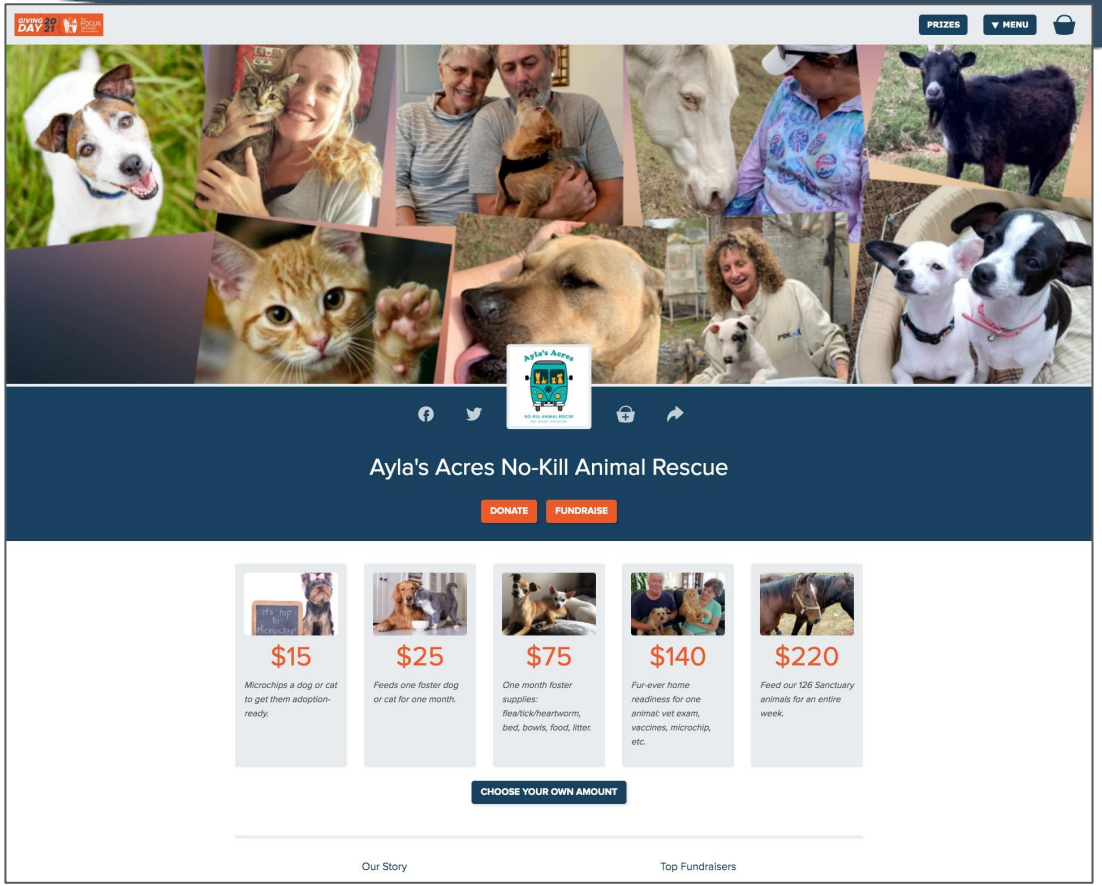
Is your profile completed?



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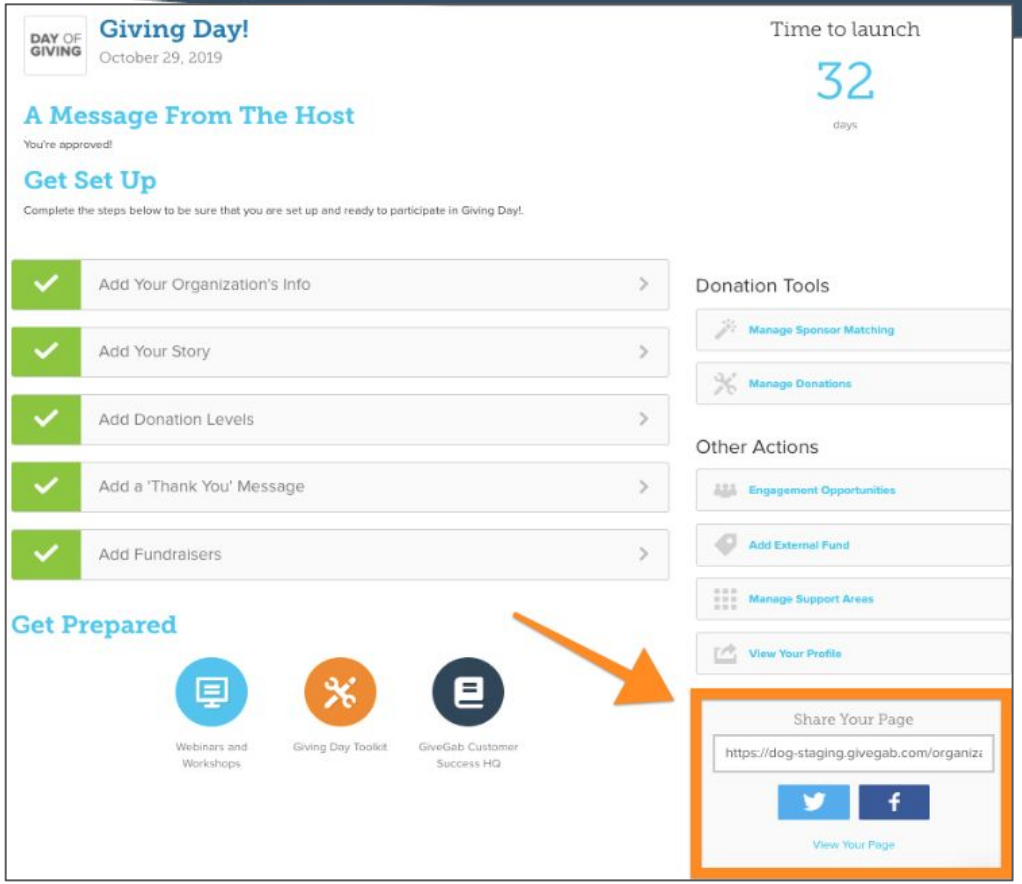
Viewing & Sharing your profile



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Matches and Challenges

- GiveGab's online matching tool helps donors multiply their impact, no matter the donation size!
  - **1:1 Match:** Each time an eligible gift is made, a corresponding offline gift is added to your totals
- Challenges allow funds to be added to the organization's total once a goal is reached
  - Goals can be a Donor Count or Dollar Amount
- Watch the training video on Matches and Challenges on the trainings page

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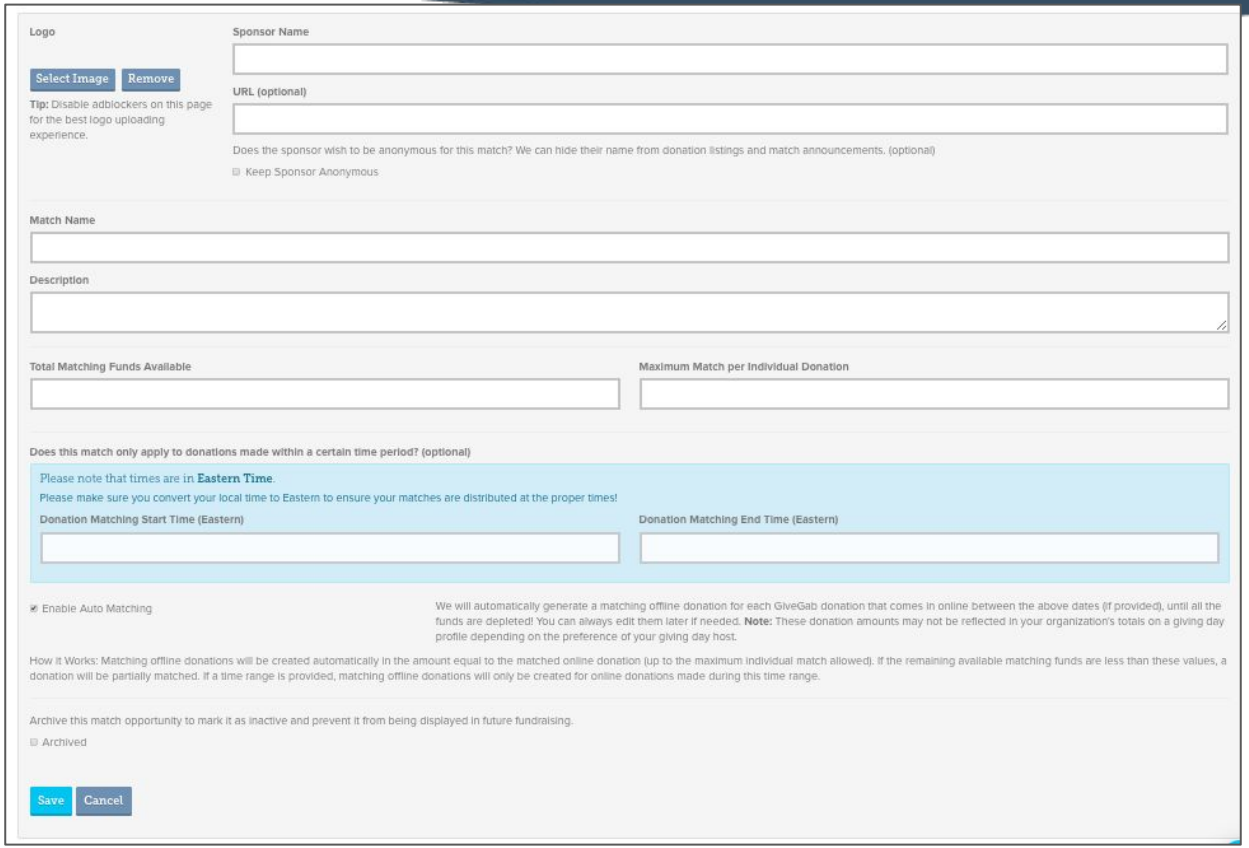
Do you have matches?



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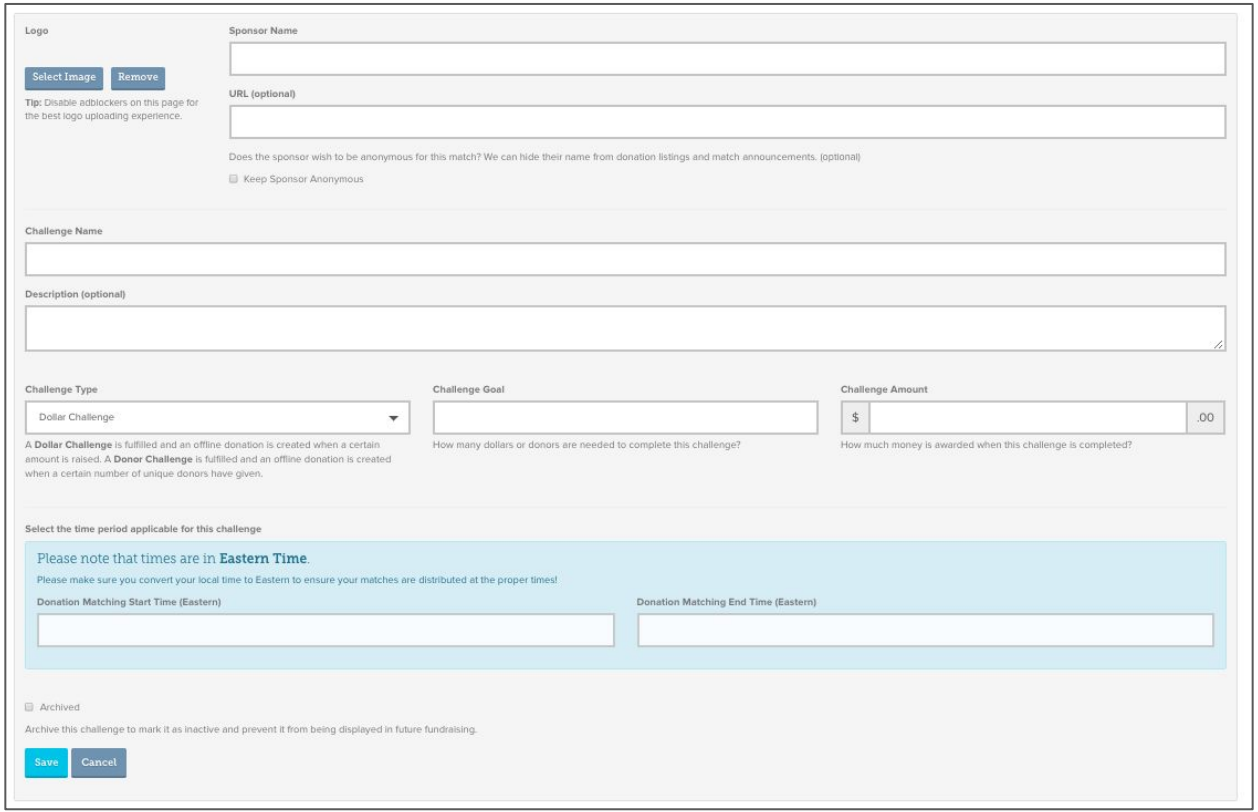
Do you have challenges?



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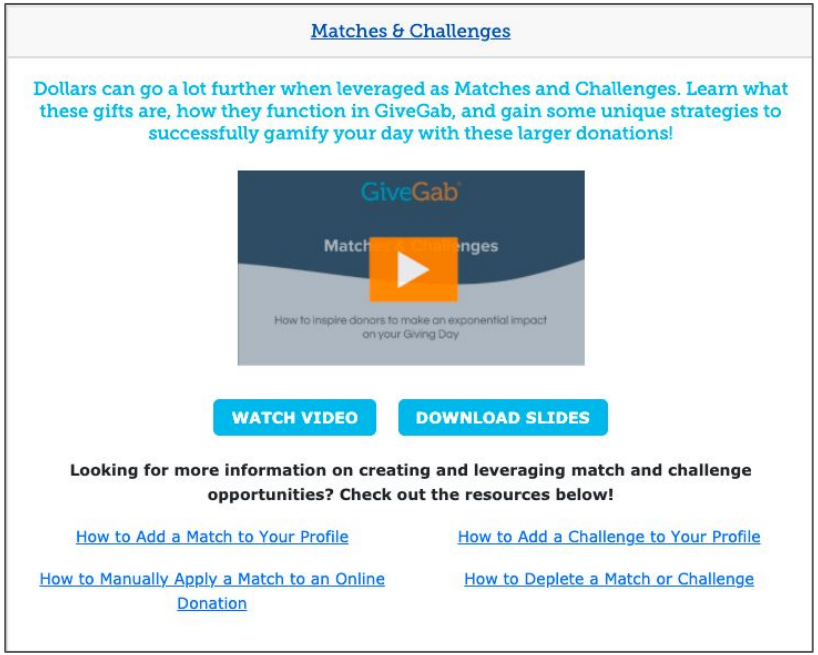
Strategies for Success

- Communicate with your matching sponsor early about logistics
  - How much is available, what happens if you don't reach your goal/finish the match, how the match will be distributed, etc.
- Check out GiveGab's support center and blog for tips, tricks, and best practices



Who are your P2P fundraisers?

- Dedicated supports, board members, staff or volunteers, even friends and family
- Expand your organization's reach
- P2P have their own fundraising page connected to your organization's page

Organizations with P2P raise 3.4 x more than organizations without P2P

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Tools for Success

- Check out the P2P resources within the **Nonprofit Toolkit**
- Share the **Fundraiser's Guide** with your Peer-to-Peer Fundraisers.
- Watch the P2P training video
- Check out GiveGab's **support center** and **blog** for tips, tricks, and best practices.

Peer-to-Peer Fundraisers

View

Do you have a communications plan?

- Plan your online communications ahead of Giving Day 2021
  - 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 Giving Day 2021 Nonprofit Toolkit for the perfect plan!

Communications Resources

- Timeline, suggested content, toolkit resources, marketing
- Your Giving Day Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content

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After Giving Day 2021

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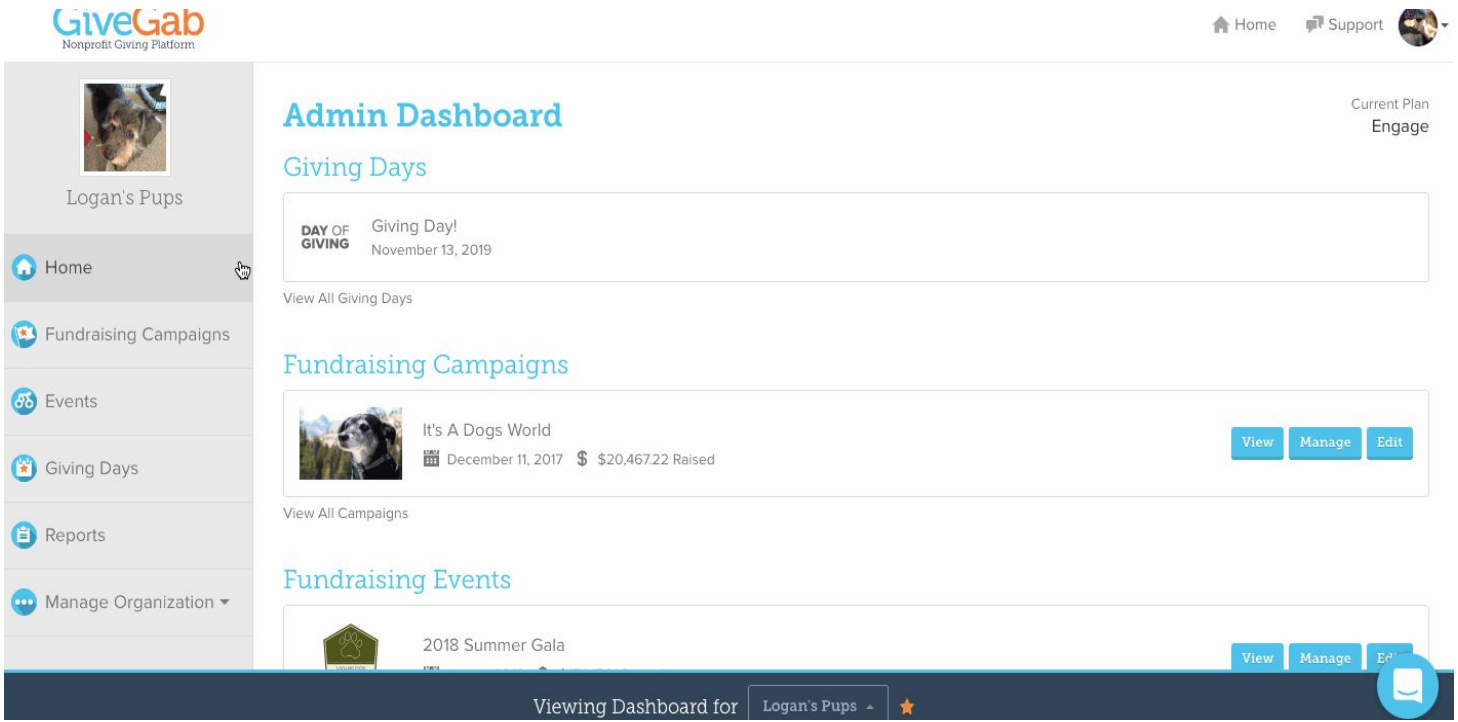
How will you get your donor data?



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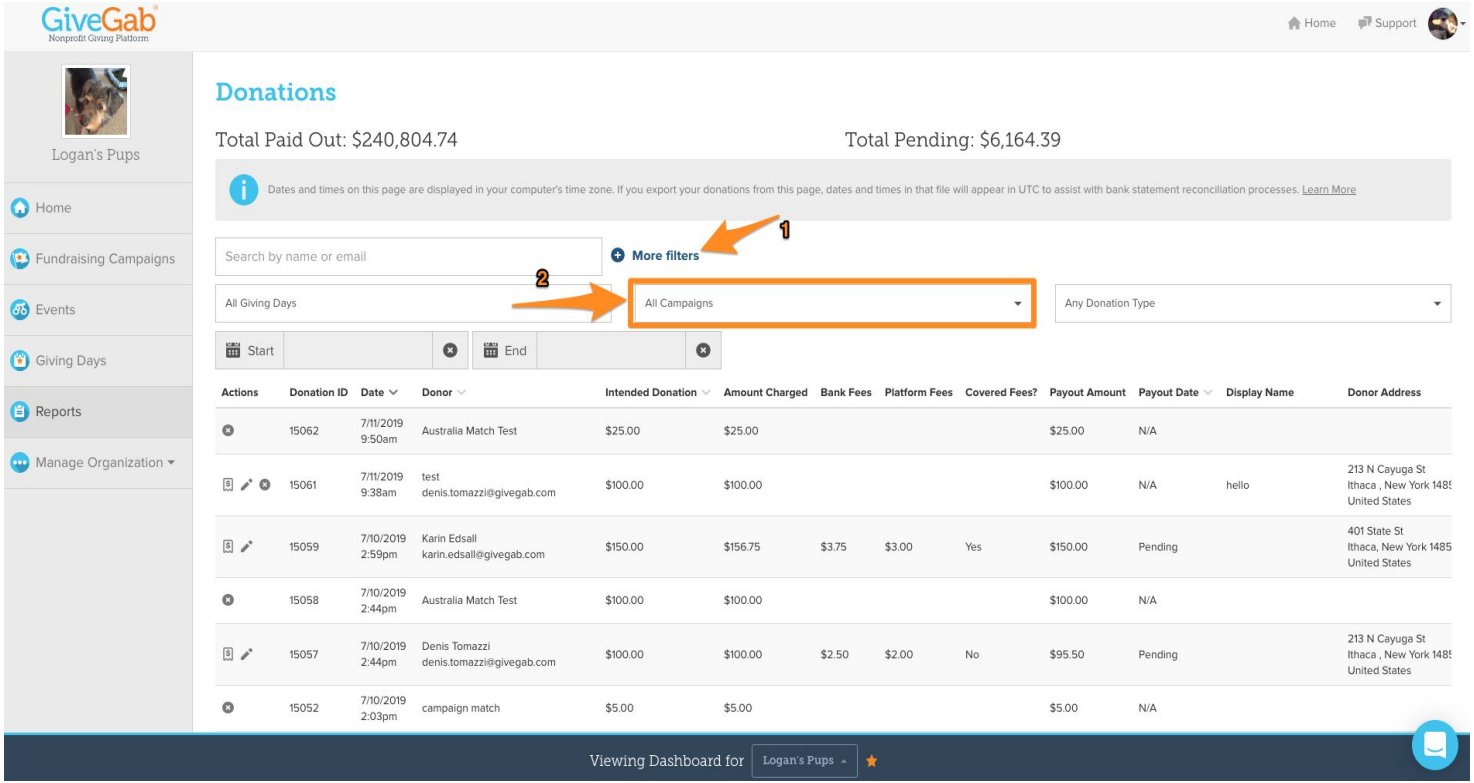

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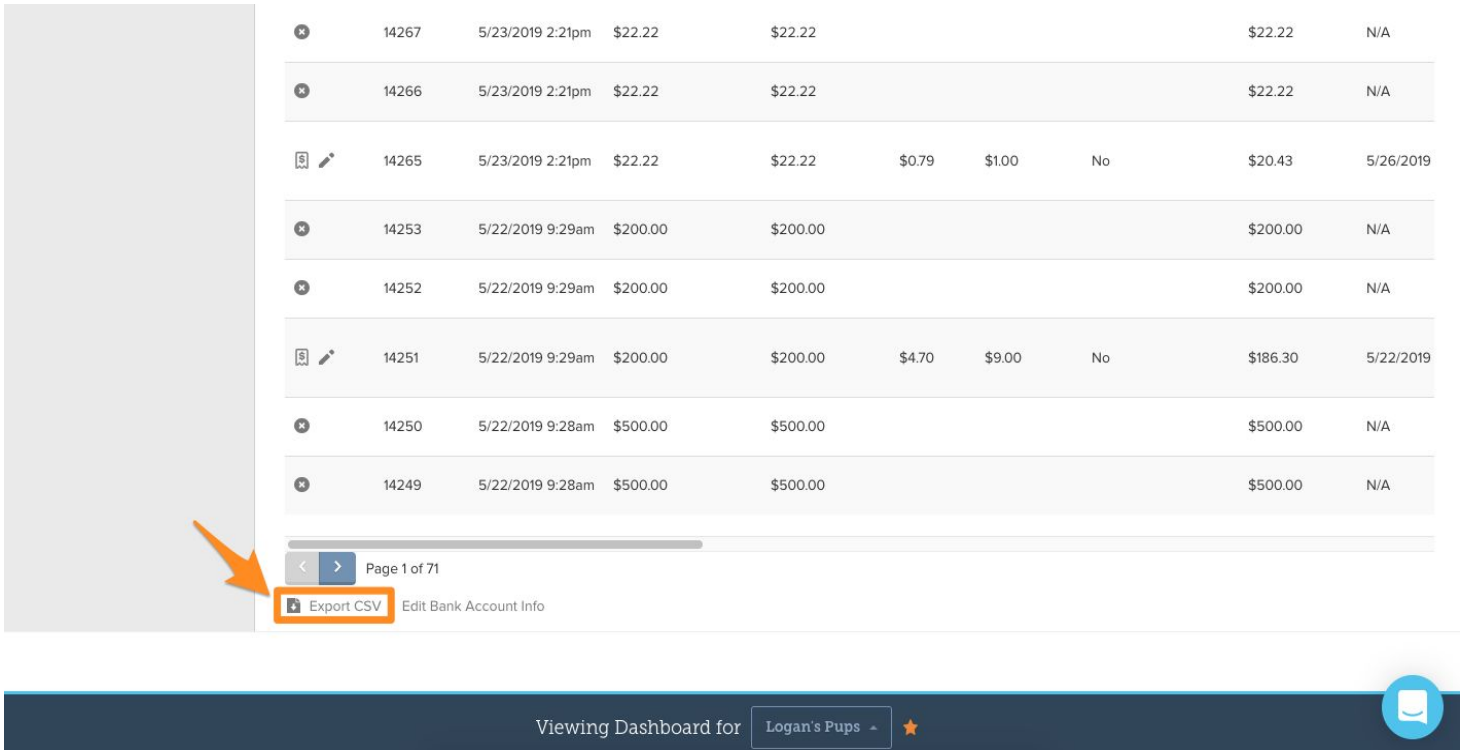

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How will you thank your donors?

- Start your stewardship process immediately after Giving Day 2021
- Generate post-giving day 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 more personal stewardship
  - Access detailed information in your GiveGab Dashboard Donation Report
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away - send progress update in 2-6 months
- Watch the available training on Donor Stewardship!

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Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Giving Day 2021 Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

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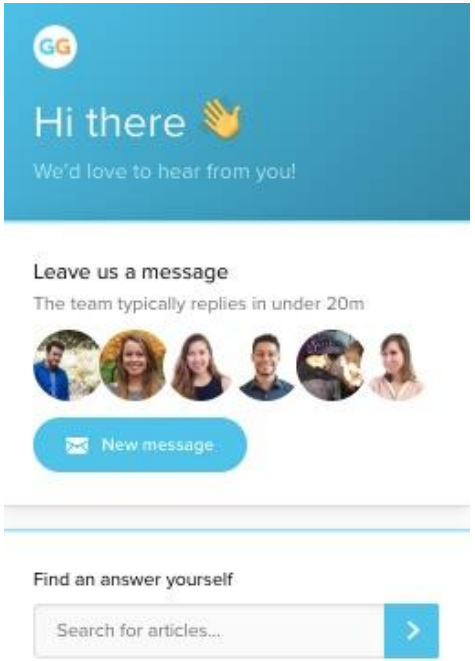
Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Our Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - 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!**



Your Next Steps

- Like and Follow @GivingDay2021 on Social Media!
    - Don’t forget to use #GivingDay2021
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- **TFG Clients - Reach out to your Consultant**

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Questions?