GiveBIG Demo, Fundraising Discussion, and Q+A

Thanks for joining the webinar! We’ll get started at 1:30 p.m.

• Ask questions via chat in Zoom. We’ll track them throughout the presentation and bring them up during the Q+A section.

• Make sure you’re muted. This helps everyone hear the presenters clearly. Click if joining audio by computer or dial *6 if joining audio by phone.
GiveBIG Demo, Fundraising Discussion, and Q+A

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The Ostara Group
@rebecca_zanatta
Services and Resources

Services

• Don’t have HR, Finance, Database Administration, or Tech Support on staff? We also do 990s. Contract for just the amount of expertise you need.

• Need board development, facilitation, strategic planning, communication or other management consulting? We offer services on a sliding fee scale.

• Want to better manage client, donor or volunteer data? We can help you select a database or, if it is the right fit, develop a Salesforce database for you.

• Are you using technology as your ally? Let us build you an intranet and board portal to better manage internal information.
Services and Resources

Resources

• Got a question, need a resource or tool, want a referral to a nonprofit specialist? Contact our FREE Information and Referral Service (Visit www.501Commons.org and choose personalized assistance)

• Quick consults on HR and Finance topics ($25/15 minute consult)

• Want to know what conferences, trainings, coaching services, and nonprofit gatherings are happening: Visit Learning Connections www.501Commons.org/learn. Info on developing your nonprofit career too!

• Nonprofit Resource Directory - 115 nonprofit consultants and service providers recommended by their clients—like the Ostara Group!
• Our vision is a nonprofit sector filled with thriving organizations equipped to build a better world.

• Our mission is to build fundraising skills, organizational capacity, and effective leadership in the nonprofit sector.

Campaign Services (Readiness, Planning, Counsel)
Development Services (Assessment, Individual Giving, etc.)
Grant Services (Research, Writing, Strategy)
Strategy and Facilitation Services (Strategic Planning, Retreats)
Thanks for being a part of GiveBIG 2020
Together we can make the nonprofit sector stronger!

Remember - Key Dates

• April 29 – Registration closes, fee payment due, profiles must be submitted for approval.
• April 22 – May 5 – Early giving (public has access to the platform)
• May 5 – Profiles and FUNdraising pages can no longer be edited
• May 6 – GiveBIG Day!
• June 1 – Last day to review and update direct deposit information
• June 25 – Disbursement of funds to organizations
Demonstration of website functionality

• FUNdraising pages: creating and reviewing FUNdrasiers
• Donation Levels: creating custom donation levels
• Events: sharing public fundraising and informational events

More navigation questions?

www.givebigwa.org/NPOfaq#navigateYourAccount
Today…

① Integration (online events)
② Goals (adjusting goals based on current situation?)
③ Matching Funds (why now is the time to ask for a match?)
④ Peer2Peer (activating your supporters to build staff capacity)
⑤ Communications (keeping in touch)
Integration

Events
• Engage your donors from cancelled or postponed events (convert table captains to being online FUNdraisers)
• Stream a live testimonial and list it as a public GiveBIG event
• Record a testimonial or use your luncheon video on your GiveBIG profile page

Major Gifts
• Transition an event sponsorship to a match for GiveBIG
• Look at past event donors and engage in GiveBIG
## Goals (Setting)

Use data to set a realistic and achievable goal

<table>
<thead>
<tr>
<th>Gift Range</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020 Goal</th>
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<tbody>
<tr>
<td></td>
<td>#Donors</td>
<td>$ Raised</td>
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<td>$ Raised</td>
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<tr>
<td>$1-49</td>
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<td>$12,400</td>
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<tr>
<td>Average</td>
<td>$185</td>
<td>$220</td>
<td>$187</td>
<td>$210</td>
</tr>
</tbody>
</table>
Goals

- Name the fundraising goal publicly
- Set internal non-revenue goals
  # new donors
  # gifts above $XXX
  $ average gift
  # returning donors
  # recovered LAPSED donors
  volunteer hours
- Custom donation amounts (dollar handles)
Matching Funds – Who to ask?

Past matching gift donors
- Current/past Board members and volunteers

Big GiveBIG donors
- By giving as a match, they can better leverage the gift they love to make anyway!

A pool of matching fund donors
- A more democratic/grassroots approach that is still a powerful incentive

Matching Gifts Resource
Matching Funds

Different Matching Strategies:
• Match pre-scheduled gifts (begins 4/22)
• Match all new donors
• Match all gifts above $XX
• Add/change your Match during the day
• Multiple matches by program area
• In-kind gifts
• What else?
Peer to Peer (P2P)

The best source of new donors?
Your existing donors.

• Popular tactic with all ages/generations
• Learn about YOU from someone other than YOU
• Great source for new donors
• Cultivation tactic for existing donors/volunteers
FUNdraiser(s)

FUNdraising!
More P2P/FUNdraisers

• FUNdraisers/Pages require the time and capacity to find, train and manage volunteers / participants.

• Strong volunteer base = well-positioned to leverage P2P for fundraising

• Strong tool for board members to digitally engage their networks
More P2P

P2P FUNdraisers Strategy:
• Recruitment – Who?
• Support – How?
• Communication – What?
• Thank them!

Make it EASY!:
• Put together messaging support (THE story/THEIR story)
• FUNdraiser Tool Kit
Communications

• **Stay in contact.** Your supporters want to know how your organization is handling COVID-19 and can benefit from an honest check-in with them. Don’t be afraid to pick up the phone!
• Work with program team/ED to identify stories to tell – more why and less what!
• **Segmented group communication** – personal! Board, volunteers, affinity groups, alumni
• **Multi-channel mass engagement** - Digital and analog
• Heavily **discounted** advertising packages (earned media)
Communications

• Special/unique communication strategy

• Callout box or sidebar in your GiveBIG campaign warm-up emails

• Pinned posts on your FB and Twitter

• Multi-channel donor profiles with quotes
Communications (Social Media)

The GiveBIG social media channels are:
https://www.facebook.com/GiveBIGWA
https://www.instagram.com/givebigwa
https://twitter.com/GiveBIGWA
https://www.linkedin.com/groups/13668032

We will also be using:
#BecauseofGiveBIG
#10yearsofgiving
#Givewhereyoulive
#GiveBIGWA
#GiveBIG
PeaceTrees Vietnam
April 17, 2019

PeaceTrees is excited to announce our participation in GiveBIG 2019! GiveBig is a 24-hour event where community members are encouraged to donate to their favorite local non-profits/causes. This year, GiveBig will be held on May 8th. Until then, here are a couple ways you can get involved until the big day:

**Set up a Peer-To-Peer Campaign!** Choose us as your organization, set a fundraising goal, customize your page, and then share the link out to your network so you can help raise money and awareness for PeaceTrees! https://www.givebig2019.org/peer2peer

**Participate in “early giving”** beginning next week on April 23rd and throughout May 7th. This feature lets you schedule donations online at your convenience in case you can’t make the day of May 8th! https://givebig2019.org/donorFAQ

Seattle Area Feline Rescue
March 11 at 2:27 PM

The COVID-19 outbreak has inspired many discussions about emergency preparedness lately: when you’re planning, don’t forget to include your furry family members, too!

We always recommend keeping an emergency kit for your pets on hand. Having one is a good year-round safety practice for any situation or emergency. You can find a list of suggestions for your pet’s Emergency Kit on our blog.

Meows and purrs to you and your fur-babies!
Q+A

Questions about fundraising and communications?
• Type them in the chat! If we don’t get to them today, we will follow up with you afterwards.

Questions about registration or a technical issues?
• You can reach us by phone at 833-962-3615 or by email at givebig@501commons.org.
• Make sure to review your spam or junk inbox if you do not receive acknowledgment of your email within 24 hours.
Fundraiser Accelerator Newsletter

**Fundraiser Accelerator** is fundraising training email sent to all GiveBIG Campaign Leads. This email goes out every two weeks (including today!) with explicit actions and links to resources and tools to keep you moving forward in your preparations for GiveBIG.

- We will also be promoting other fundraising events and resources that may be helpful to your giving day campaign and general fundraising.
Thank you!

Q & A