

Strategies for Success

Give Local 2024 Training 2

September 5, 2024

Your Give Local 2024 Team



Agenda



Introduction of featured guest



GRASP's Give Local



Data-backed strategies for success



Questions!



Reminder of upcoming events & trainings

Introducing our featured guest!



Shelley Price,
Executive Director,
GRASP

Introducing GRASP

GRASP is the Great Falls Referral and Assistance Service Project. Our mission is to provide service, referrals, and assistance to the people in our community in a Christ-like way.

GRASP has participated in Give Local since it began in 2016. They are a small but mighty team of two employees and many dedicated volunteers.



GRASP



Help is within your GRASP!

Strategies for success

Preparing for give local 2024!

GRASP's Campaign Progression

- 2017: \$4,464.82
- 2018: \$6,742.72
- 2019: \$8,981.50
- 2020: \$7,675.30
- 2021: \$11,273.82 (GL) & \$870.00 (Giving Tuesday)
- 2022: \$13,315.75 (GL) & \$3,003.32 (Giving Tuesday)
- 2023: \$31,726.63 (GL) & \$1,820.47 (Giving Tuesday)



What Changed?

How did we go from \$4,464.82 in 2017 to \$33,547.10?

By PLANNING AHEAD and making Give Local a priority for GRASP



Unite Your Team

- Get your staff, board, and volunteers involved.
- Start talking about it NOW!
- Set your goal as a team and commit to doing what you can to make it happen.



Devote the Day

- Don't let this scare you. Obviously we all need to work too, but plan to devote a large chunk of time to the campaign.
- Create your Facebook posts ahead of time and schedule them to go live at designated times during the day. (Do not forget about matching opportunities and prize hours)
- Have someone dedicated to putting any offline donations you receive in the system.



Don't forget the matches and prizes!

- Look closely at the document Arras sends out and plan ahead with your team.
- Make sure you have donors in place **AHEAD OF TIME** for all the matching opportunities if at all possible. You do not want to have to scramble to meet the match that day.



HAVE FUN!

- Tell your story! This is a great time for us to talk about the wonderful work we are ALL doing in our communities. Give Local is not just about getting financial donors. We also want to gain volunteers and advocates to support our work.

Plan ahead and put in the work, but have fun with it!

Good Luck with your campaign!

Let's look closer: Strategies for Success

Plan early, set goals


- What goals are most meaningful for your organization?
 - Internal buy-in
 - External communication
 - Following through



Fun Fact: 75% of organizations in 2023 met or exceeded their GL goals.

Assemble your team!

- You have your goals, who is going to help you achieve them?
 - Board member participation
 - Peer to peer fundraisers
 - Social media warriors

A large, multi-pointed blue starburst graphic with a white outline, containing text.

Fun Fact: Every organization that had more than 50 donors in 2023 raised over \$10,000 during GL.

GL Tools to Superpower your day

- Matches
 - **\$196,152** was raised through matches in 2023.
- Special Awards
- Free graphics



Myth Busting



“Only people who know my organization already will donate.”

False! There are over 140,000 people in Chester and Lancaster Counties and many of them have generous hearts. Tell your story to connect with those seeking causes to support.



“My organization is small, we can’t compete with bigger organizations for funds”

False! Don’t be tricked by the “scarcity mindset”

Questions?

Upcoming Important Dates



September 19 Training 3 (11am) & Give Local Business After Hours (5:30pm)



October 3 Training 4 (11am)



October 10 Give Local Lunch & Learn with the Chester Chamber and Chester Healthcare Foundation (12pm)