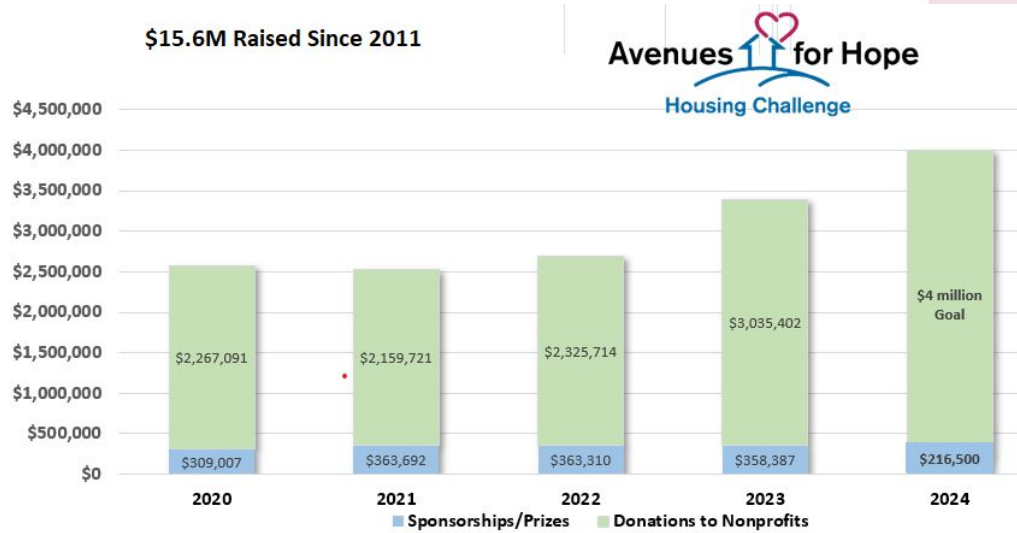


Final Steps to Success

December 9-31



Avenues  for Hope
Housing Challenge

Submit Your Questions!

This is being recorded. The recording will be available on the [trainings](#) page soon.

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

Introduce yourself in the Chat! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Meet the Team



Claire Ripley

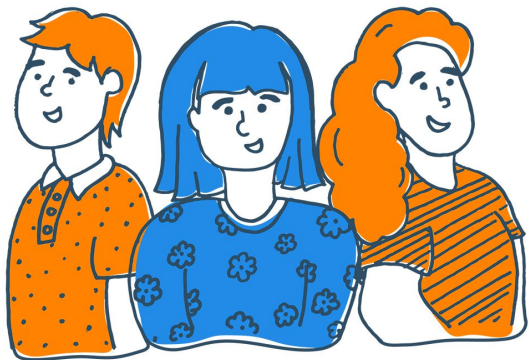
Onboarding Consultant

Agenda



- **Avenues for Hope Updates & Reminders**
- **Your Checklist for Success**
- **After Avenues for Hope**
- **Next Steps**
- **Q&A**

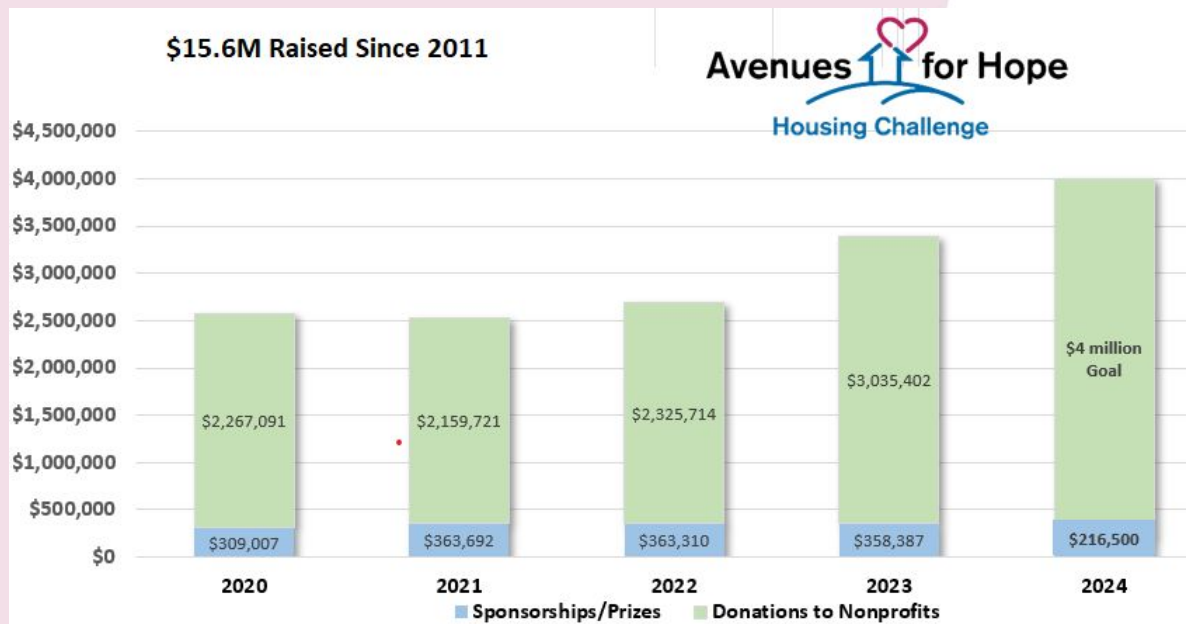
Updates and Announcements



- **AvenuesforHope.org**
- December 9, 2024
- 8:00 AM MST / 11:59 PM MST
- History & 2024 Goal
- Offline Gift Details
- Prizes
- New: Pre-Campaign Prize



13 Years = \$15.6M!



2024 Goal - \$4M!

20 Million by 20th Year



Offline Gifts

- Add offline gifts received during the month of December to your campaign
- Offline gifts do not count toward most prizes, only final totals for Grand Prizes
- *Save a copy of offline gifts in case we need to do a post-campaign audit*
- *Cash, checks and grant award agreements dated in the month of December 2024 qualify.*
- *Further Training Needed? Say so in Chat!*
- *Office Hours with Deanna and Ken*

Important:

Offline gifts must be added via your Admin Dashboard by Monday, December 30th by 6 p.m. MT.

No offline gifts will be accepted after this deadline.

Prizes

Grand Prizes:

- Most Raised and Most Donors
 - Statewide - \$5,000, \$4,000, \$3,000
 - Regional (N/SW/SE) - \$3,000, \$2,000, \$1,000

Every organization can qualify:

- Early Bird - \$500
- Surpass the Past - \$500
- Weekend Warriors - \$250
- Domestic Dozen - \$250
- Everyone Wins Fund
- **Outlook Invitations?**

New Sur"Prizes" will be announced during the campaign!

View the Prizes page for complete details: <https://www.avenuesforhope.org/prizes>



Prizes winners are posted on the prizes page and FB and will be added to your campaign total after midnight 12/31.

Thank you Sponsors!

Platinum Sponsors



Silver Sponsors



Gold Sponsors



Bronze Sponsors



Friends



Friends

Friends



Friends



Social Media

- Facebook is Most Prominent
- Tag Us - We'll Share
- Like & Follow Sponsors
- Invite Followers to Follow AFH
- Nextdoor.com
- Best Practice Webinar & Discussion - Stay Tuned



New: TV/Media Partnership

You Could be Featured in a TV or Outreach Spot

Help gain more visibility during Avenues for Hope for your organization!

- Sponsor & Donor Attraction & Retention
- Platform for Your Stories
- News, Digital, Targeted Email, Etc
- **11th Hour Request - Must Indicate Interest TODAY**
- We Need 5 Partner Organizations Per Region
 - Chat or Email - Picked at Random
- Featured in Regional Sponsorship Gratitude Spots
- Video Shown During Campaign
- CBS Digital Lives Forever
- Cecilia Introduction

Goal: Showcase Sponsor Generosity, Highlight NP Stories, Bring in New Donors - Next Level

GiveGab is becoming  **Bonterra.**



Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Are you able to accept donations?



Get Verified to Collect Donations

Status: Incomplete

Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

Will you have cash or check gifts?

- Add cash and check donations to your Avenues for Hope totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a fundraiser
- Receipts can be sent to donors when an email address is included
- *Please save a copy of offline gifts in case we need to do a post-campaign audit*

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



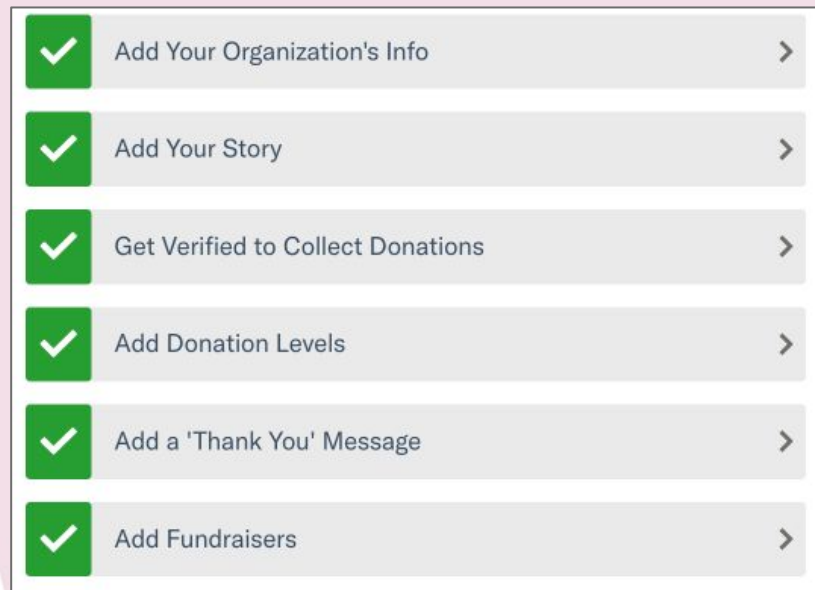
Embed a Donate Button

Remember: Offline gifts must be added by Dec. 30th at 6 p.m. MT

Is your profile complete?

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 your fundraisers?



Is your profile complete?



We are Boise's only year-round day shelter. Our mission is to ease the burden of being homeless. We provide a place for people to get out of the weather, take a shower, wash their laundry, pick up mail, use the phone, eat, and be part of a



\$25

Transportation: We provide over \$10,000 in bus passes each year.



\$50

Food: We offer three meals a day which costs over \$32,000 per year.



\$100

Water & Shelter: We offer showers and daytime shelter from the heat & cold.

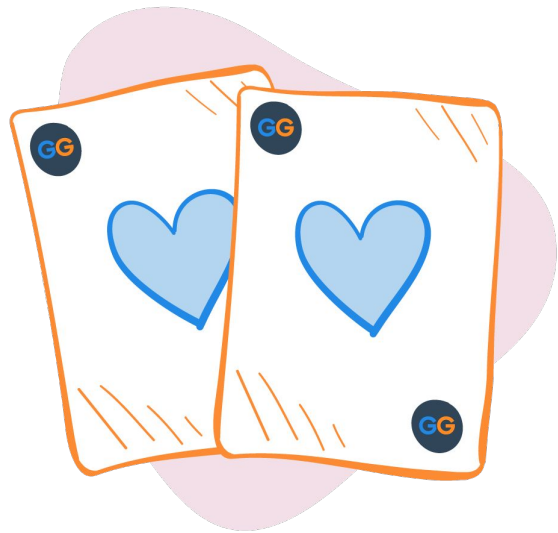


\$500

Angel Donor: Assist us in special purchases & repairs including computers.

CHOOSE YOUR OWN AMOUNT

Have you secured a matching gift?



- **Why?**
 - Organizations who set up a Match or Challenge raise on average 8x more
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges your Avenues for Hope profile
- ✓ Verify your match setup with GiveGab support
- ✓ Curate communications to highlight your match

Do you have ambassadors?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be an ambassador or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the [Avenues for Hope Fundraiser Guide](#)
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Do you have a communications plan?

- Plan your online communications ahead of the campaign
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Avenues for Hope Nonprofit Toolkit



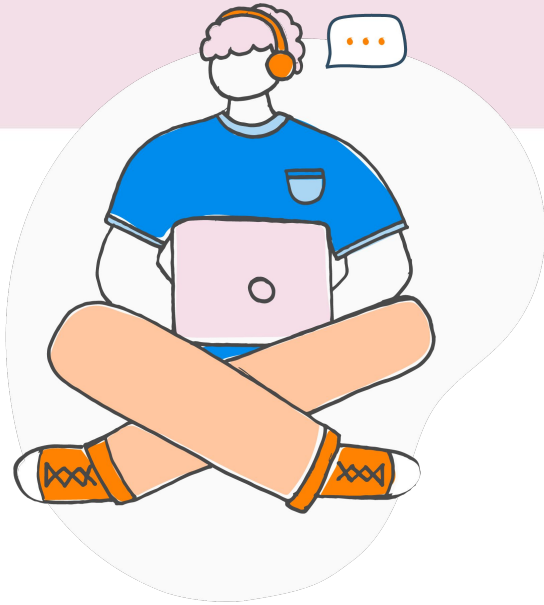
How will you communicate?



- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tips:**
 - Create QR codes for your profile
 - Always include #AvenuesForHope

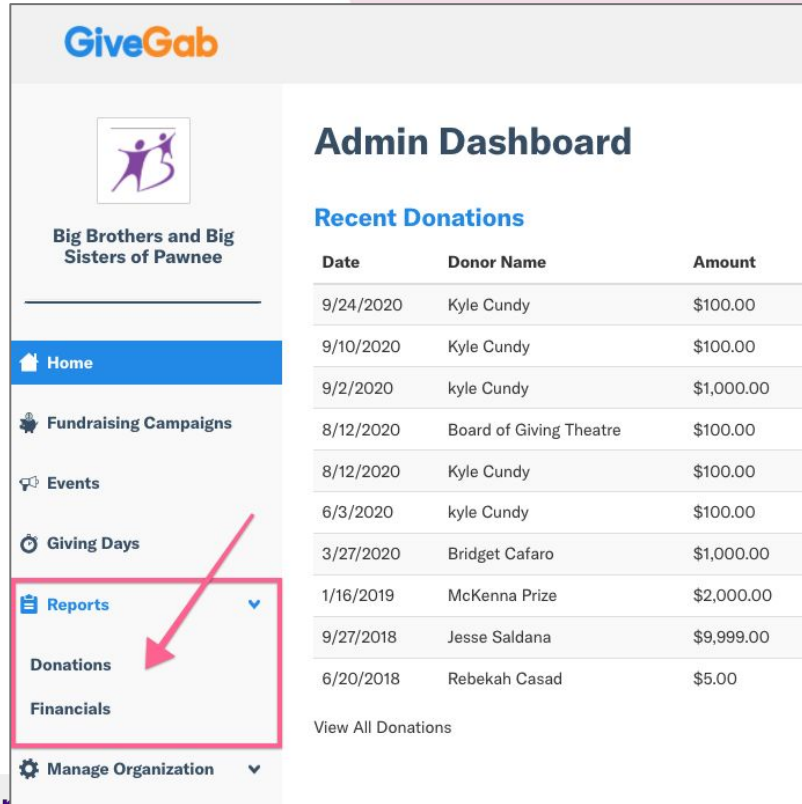
Post-Avenues for Hope Success

How will you get your donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
- Reference your **new** Financials report to reconcile deposits!

Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee


Admin Dashboard

Recent Donations

| Date | Donor Name | Amount |
|-----------|-------------------------|------------|
| 9/24/2020 | Kyle Cundy | \$100.00 |
| 9/10/2020 | Kyle Cundy | \$100.00 |
| 9/2/2020 | kyle Cundy | \$1,000.00 |
| 8/12/2020 | Board of Giving Theatre | \$100.00 |
| 8/12/2020 | Kyle Cundy | \$100.00 |
| 6/3/2020 | kyle Cundy | \$100.00 |
| 3/27/2020 | Bridget Cafaro | \$1,000.00 |
| 1/16/2019 | McKenna Prize | \$2,000.00 |
| 9/27/2018 | Jesse Saldana | \$9,999.00 |
| 6/20/2018 | Rebekah Casad | \$5.00 |

[View All Donations](#)

Filtering Your Data



Pawnee Public Library

Home

Pawnee Gives (Support)

Reports ▾

Donations

Manage Organization ▾










Donations



Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


▾ ▾ ▾


| Actions | Donation ID | Date ▾ | Donor ▾ | Intended Donati |
|---------|-------------|-----------------------|--------------------------------------|-----------------|
| | 6554 | 11/22/2021 12:42PM | katrina grein katrina@givegab.com | \$100.00 |

Exporting Your Donor Data

| | | | | |
|---|------|----------------------|--|---------|
|    | 5467 | 2/10/2021 10:40AM | Laryssa Hebert laryssa.hebert@givegab.com | \$5.00 |
|    | 5439 | 2/2/2021 2:23PM | Jonathan Nay jon.nay11@givegab.com | \$25.00 |
|    | 5438 | 2/2/2021 2:21PM | Jonathan Nay jon.nay1@givegab.com | \$25.00 |

  Page 2 of 2

 [Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for **Pawnee Public Library** 

How will you thank your donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Avenues for Hope Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



Next Steps

Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors
- Take advantage of prizes

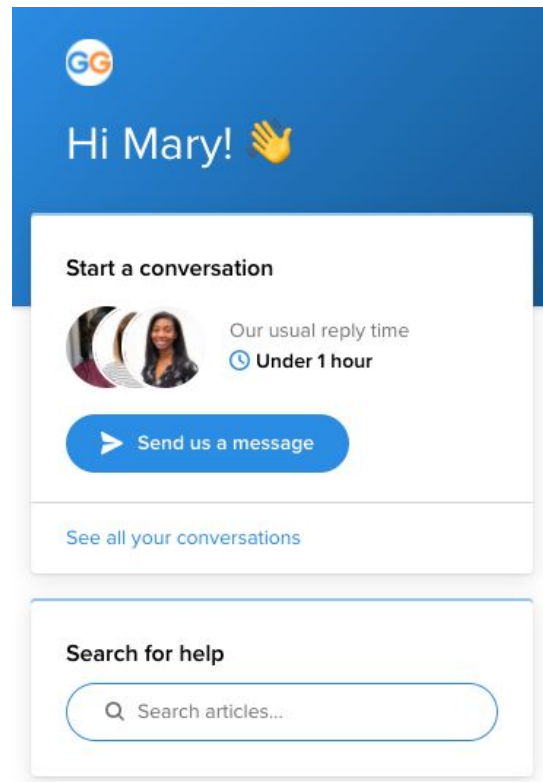
Final Checklist


- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Avenues for Hope on Social Media and use #AvenuesForHope Hashtag
 - Facebook: <https://www.facebook.com/AvenuesforHope>
 - Twitter:/X <https://twitter.com/AvenuesforHope>
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Questions?



December 9-31, 2024

Save the Date!

Campaign Celebration

January 28, 2025

4:00 - 6:00 p.m.

Idaho State Museum

Kickoff Luncheon

Register to Attend!

Table sponsorships available

avenuesforhope.eventbrite.com



GiveGab is becoming  Bonterra.

Have a Heart for Helping? *Avenues for Hope is for you.*

This annual online campaign has raised \$15.6 million in 13 years and helped more than 100 Idaho nonprofits combat homelessness issues. The campaign's one-of-a-kind format, with a significant portion of donations being matched dollar-for-dollar, coupled with the generous support of sponsors and donors, has propelled it to remarkable success. With your help, we can keep it going!

Learn more while being inspired by keynote speaker David Ambroz at the campaign launch event.

About the Launch Event



Lunch and Keynote

December 9, 2024

11:45 a.m. to 1:15 p.m.

Boise Centre, Boise, Idaho



Free individual tickets and table sponsorships for groups of 10 now available.

About David Ambroz



- Survivor of homelessness, neglect, and abuse.
- Recognized by President Obama as an American Champion of Change.
- Former foster child turned foster dad.
- Advocate for homeless youth, foster care, mental health, and social justice.
- Graduate of Vassar College and Head of Community Engagement (West) for Amazon.
- Best-selling author of *A Place Called Home*.