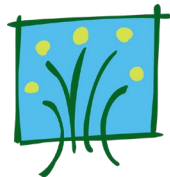


WELCOME TO



Greater Green Bay
Community Foundation

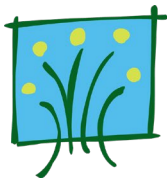
GREEN BAY PACKERS
GIVE BACK 

TODAY'S AGENDA

- Give BIG Green Bay background & basics
- Program strategies – timeline, media & events
- Tools for a successful campaign
- Setting up your profile
- Q & A



BACKGROUND



**Greater Green Bay
Community Foundation**

GREEN BAY PACKERS
GIVE BACK 

BUILD AWARENESS
ENGAGE OUR COMMUNITY
ENCOURAGE GIVING



UNIQUELY GREEN BAY

- Cohort model

- Unique group each year – 50 in 2025
- Representation of the diverse organizations serving the community
 - 11 different interest areas, size & stages of organizations
- Ensures each nonprofit receives greater community visibility and media coverage
- Higher average dollar amount raised
 - Over the past 7 years, the average amount raised per org is \$44,000 (2-3x other national, open registration giving days)





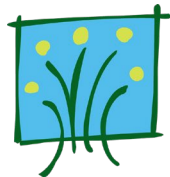
give **Big** GREEN BAY ONE DAY. BIG IMPACT.

encompass

\$13.5 MILLION IMPACT

In just 7 years, more than \$13.5 million has been donated to support local nonprofits.

THE BASICS



Greater Green Bay
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TIMELINE

JAN 9	Welcome to Give BIG Green Bay <i>8am or 3pm in-person at GGBCF</i>
JAN 14	Public announcement of participating nonprofits at Lambeau <i>11:00am</i>
JAN 16	NPO Webinar: Steps to Success <i>11:30am-12:30pm</i>
JAN 23	Peer group work sessions for NPOs
JAN 31	Last day to record radio promos with Midwest Communications
FEB 3-14	Fundholder early access to pre-set donations <i>Portal closes on Feb 14</i>
FEB 7	Last day to register to participate in the Business Boost
FEB 5 - 19 (2 WEEKS)	Countdown to Give BIG – Media Campaign
FEB 19 & 20 (noon – noon)	GIVE BIG GREEN BAY
FEB 21	Thank You
Week of FEB 24	Nonprofit follow up and survey
FEB 25 or 26 <i>(tbd)</i>	NPO Training: Donor Stewardship

WHAT SHOULD WE EXPECT?

It is...

An exciting and unifying community effort.

An opportunity to discover and engage new donors.

A way to convert current donor base to online.

It is not...

A quick fundraising fix in exchange for participation.

Something requiring little to no marketing support.

A social media strategy in and of itself.



KEYS TO SUCCESS

- Select a goal that is achievable and appropriate for your organization
- Have a strategy and develop a message
- Involve your Board of Directors and networks
- Have FUN!



GENEROSITY AMPLIFIED - THE MATCH

Green Bay Packers Establishing Match

\$250,000

Most Unique Donors Bonus

\$5,000 per size category

Additional Match Pool Contributions

TBD

Fund the Match

Anyone can contribute to the match pool during the event



GENEROSITY AMPLIFIED - THE MATCH

Match distribution:

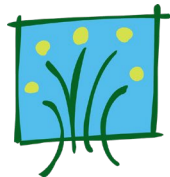
- Proportionate Allocation - Results dependent
- Cap Potential - Results dependent

Information and Allocation:

- Donor information - Real time
- Reconciliation - Two weeks
- Donor contributions & incentives - Within 60 days
- Packers match (separate check) - Within 60 days



PROGRAM STRATEGIES



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MEDIA STRATEGY

Give BIG Green Bay Media Partners

- Radio - Midwest Communications
- Print - Green Bay Press-Gazette
- TV - NBC 26 +
- Social media - GGBCF & Green Bay Packers
- Billboards - Jones Outdoor



EVENTS

Jan 14, 11:00am

Public Announcement / Press conference at Lambeau Atrium

Jan 16, 11:30am

Virtual - Final Steps to Success webinar

Jan 23, 10-11:30am

Peer group session

Feb 13, 5-7pm

Current Young Professionals After 5 Event – JTV, Lambeau Field

Feb 19, 11am-1pm

Kickoff tailgate - More details coming!



ENGAGEMENT & PROMOTION

Promotional Tools

Stickers, promotional signs, and free graphics.

Merch Store - [Fresh Prints of Green Bay](#)

All orders are on demand. To ensure you receive your order on time, place orders by January 26. Free local pickup available.

Photo Opportunities

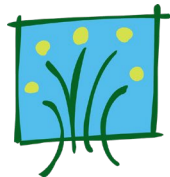
There will be plenty of photo opportunities to kick-start your social media efforts.



NONPROFIT RESPONSIBILITIES

- Update your profile on giveBIGgreenbay.org - logo and mission
- Ensure we have the right contact person & information for your organization
- Add the giveBIGgreenbay.org link to the landing page of your website
- Focus the majority of your overall marketing efforts on Give BIG Green Bay 2 weeks prior to the event
- Broadcast Give BIG Green Bay across all your communication vehicles
- Engage your board of directors and networks
- Be a spokesperson on behalf of all nonprofits participating in Give BIG Green Bay in interviews with media outlets.
 - "We're so excited to be part of Give BIG Green Bay! For us, that means continuing our work to [specific mission/impact]. But it's not just about us—this event highlights all the nonprofits coming together to build a stronger, more connected community. Each organization plays a vital role, and we're proud to be part of such an impactful effort."
- Complete the survey at the end of Give BIG Green Bay

TOOLS for a SUCCESSFUL CAMPAIGN



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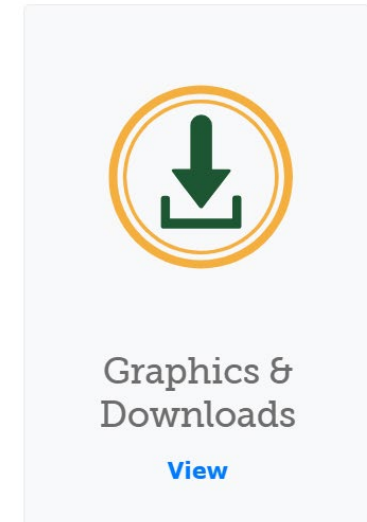
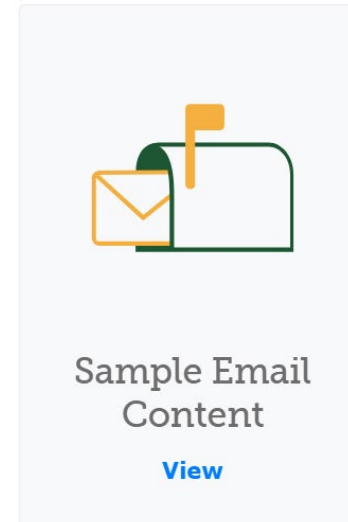
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THE NONPROFIT TOOLKIT

Find it on givebiggreenbay.org

- Message Templates
- Engagement Resources
- Graphics & Downloads
- Training Videos
- Communication

Timeline



WHAT ARE YOUR GOALS?

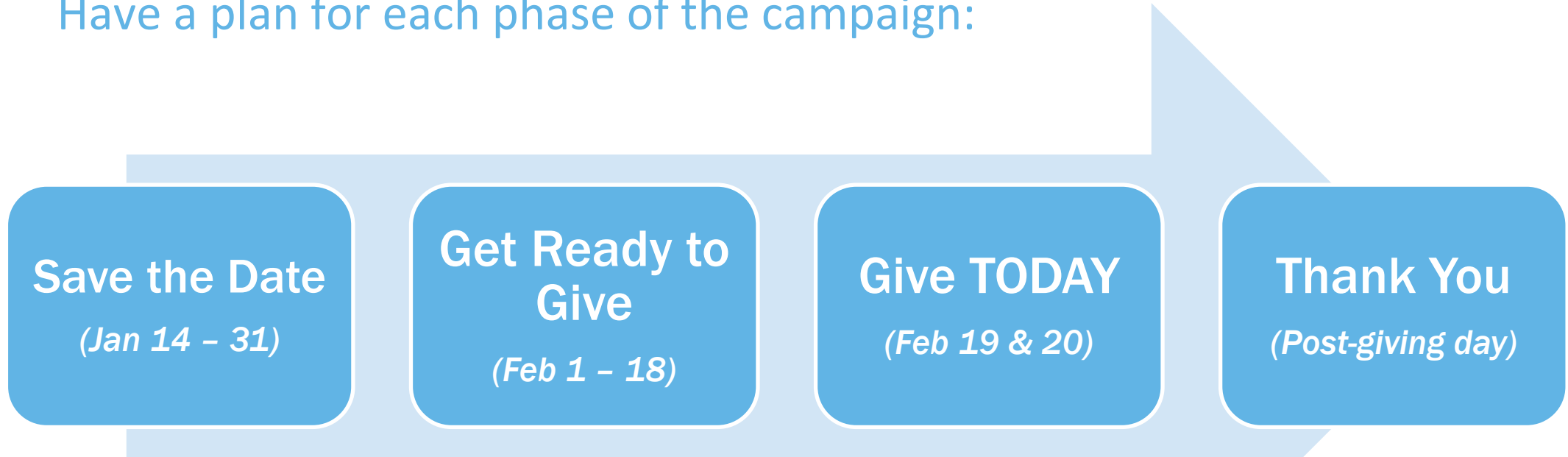
Develop a focused strategy for success

- **Narrow in on 1-3 specific goals.** This creates a strategy that's easy for your organization to execute, and for your supporters to rally behind.
- Popular giving day goals:
 - \$ Amount
 - New Donors
 - Repeat Donors
 - Volunteer Engagement
 - Social Media Engagement
 - Giving Day Incentives



CREATE YOUR COMMUNICATION PLAN

Have a plan for each phase of the campaign:



CREATE YOUR COMMUNICATION PLAN

Use the [Communication Timeline](#) and [Campaign Marketing Tool](#) to stay on track

Week 2: Public Announcement



You Should:

- **Tell everyone you're IN!** Following the public announcement on Jan. 14, share the news with your volunteers, donors, and other supporters.
- **(Optional)** If you plan to host a giving day event, start reaching out to potential vendors, partners, and volunteers.
- **(Optional)** Start recruiting peer-to-peer fundraisers. Learn more about peer-to-peer fundraisers and who to approach [here](#).



Recommended Tactics:

- **Send a "Save the Date"** email to past donors and other supporters announcing your participation.
- **Post on social media.** Encourage people to follow your page and include a link to your giving day profile.
- **Update your website and socials** with Give BIG imagery from the [graphics and downloads](#) page.

Weeks 3-5: Planning Stage



You Should:

- **Complete your giving day profile.** For tips on building out your profile, [click here](#).
- **Slow the pace of giving day communications** until 2 weeks out. Use this time to create a solid plan for encouraging people to learn about and support your organization.



Recommended Tactics:

- **Gather photos, videos, and testimonials** to help tell the story of your organization. Watch the [Storytelling Training Video](#) for helpful tips!
- **Plan ahead.** Determine which communications will be prioritized (i.e. email, social media, etc.) and pre-schedule these messages ahead of time, if you can.

SOCIAL MEDIA STRATEGY TIPS

- Create a regular schedule for posting
 - Recommend posting 2-3 times per week
- Share photos and videos to stay in feeds
- Consider FUN challenges or collaborations
 - [Racing Toward our Goal](#) (Family Services)
 - “Grounded in Unity” collaborative [video](#) (Aspiro)



SOCIAL MEDIA STRATEGY TIPS

Use graphics and include the hashtag #giveBIGgb

- Official Logo
- Backgrounds
- Social Share Bundles
- *NEW* Editable Canva Templates

Pro Tip: [Canva for Nonprofits](#)



HOSTING AN EVENT

Consider hosting an in-person or virtual event

- Engage people with your mission
- Raise awareness of your work
- Collaborate with other nonprofits

REMEMBER: No goods in exchange for donations

- Refer to the [Nonprofit FAQs](#) for full guidelines



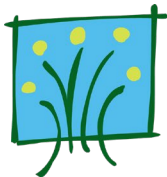
HOSTING AN EVENT

Examples of events or promotions groups have done in the past:

- Documentary Screening (NAMI)
- Mobile Bike Repair around the city (GB Bicycle Collective)
- 24-hour running event (myTEAM Triumph)
- Facebook Live Virtual Tour (Options for Independent Living)
- Pups & Pizza (Green Bay Area Humane Society)



BUILDING YOUR PROFILE



**Greater Green Bay
Community Foundation**

GREEN BAY PACKERS
GIVE BACK 

WHAT IS GIVEGAB?

- A secure, reliable and transparent platform for Give BIG Green Bay
- Provides a dedicated support team
- GiveGab is becoming Bonterra!

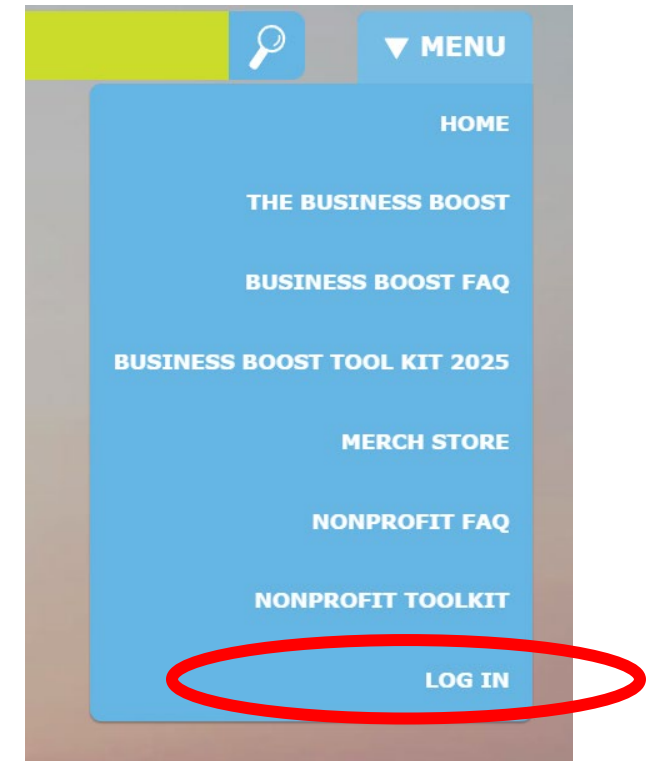


CREATING YOUR PROFILE

Log in via the menu at giveBIGgreenbay.org

At minimum, by Jan. 14, you should:

- Add your logo
- Add your mission
- Add your causes






CREATING YOUR PROFILE

Don't forget to review and update your profile after!

Welcome to Another Giving Day!




As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

	Give BIG Green Bay 2023 (2023)	Copy This Profile
	Give BIG Green Bay (2021)	Copy This Profile
	Give BIG Green Bay 2022 (2022)	Copy This Profile

[Create a New Profile](#)

YOUR GIVING DAY DASHBOARD

Start Here

-  Add Your Organization's Info >
-  Add Your Story >
-  Add Donation Levels >
-  Add a 'Thank You' Message >
-  Add Fundraisers >

*Recommend
Filling out by
Feb. 3*

BASIC INFO

- Logo
- Website
- Causes

Add Your Organization's Info

Website

Logo

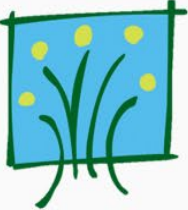


Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300

Causes (optional)

Cause #1

Cause #2

Cause #3

Pro Tip: Adding causes to your profile can help new donors find you by our cause-based search!



ADD YOUR STORY

- Add a cover photo
- Set a monetary goal
- Share your mission
- Add additional storytelling elements once you are ready

✓ Add Your Story

Cover Photo




Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

Display Goal on Profile

\$

Tell Your Story

GT America Formatting A B I U

Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video Url

Vimeo links must be in the following format: <https://vimeo.com/123456>.

ADD DONATION LEVELS





- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels (Recommend 3-4)

Pro Tip: Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal



✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<p>\$25.00</p> <p>Provides one week of food for a senior pup</p> <p>Edit Remove</p>
	<p>\$50.00</p> <p>Provides a super soft bed for a loving senior pup</p> <p>Edit Remove</p>
	<p>\$100.00</p> <p>Helps a family foster one of our amazing senior pups</p> <p>Edit Remove</p>
	<p>\$500.00</p> <p>Provides life changing surgery to a senior pup in need</p> <p>Edit Remove</p>

Add Donation Level

ADD A THANK YOU MESSAGE

- Customize your own message
- Can include a photo or video
- Sent immediately to donors when they complete their gift

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


Thank You Message

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



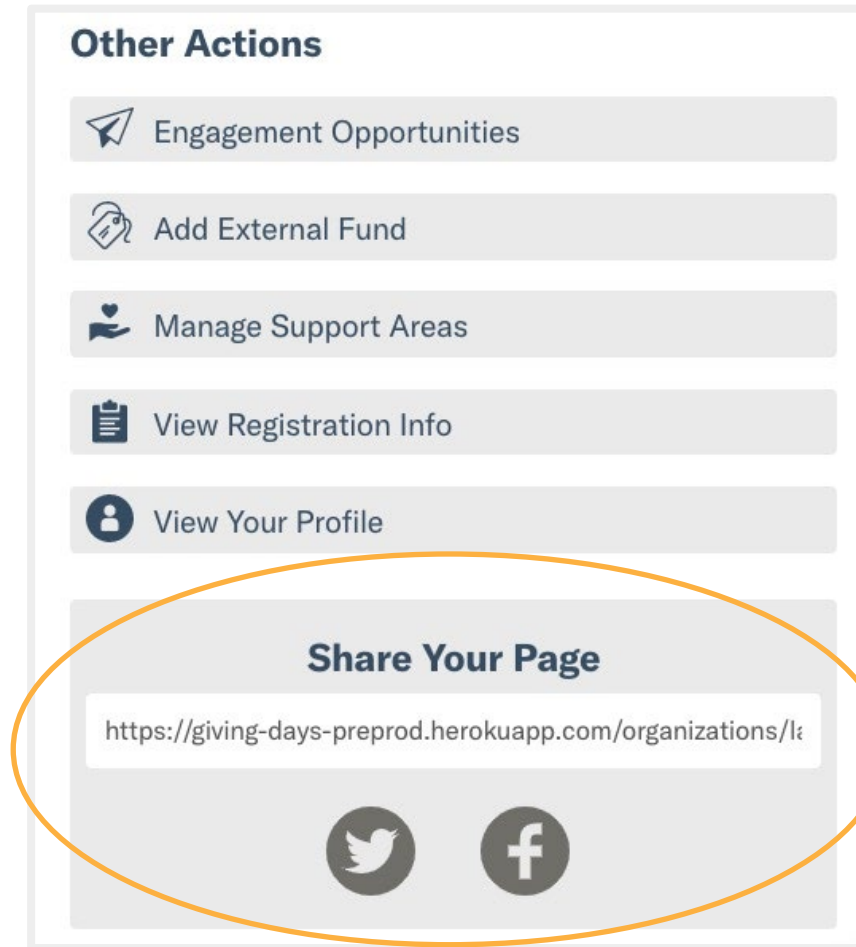
Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

SHARE YOUR PROFILE

- Find your **unique link** at the bottom of your dashboard
- Preview your profile along the way
- Share this link with your supporters





Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>

NEED PROFILE HELP?

Use the Blue Chat Bubble for support



- Bottom right corner on your Dashboard or givebiggreenbay.org
- Get help with:
 - Updating admins, questions about the dashboard, questions about your profile
- **Attend the Steps to Success Training with GiveGab on January 16**



QUESTIONS?

