



Idaho
Gives

IDAHO NONPROFIT CENTER + IDAHO COMMUNITY FOUNDATION

Expanding Your Reach for Idaho Gives



Friend



Pal



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George and Bev Harad



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John Rusche

GiveGab is becoming  Bonterra.

Events



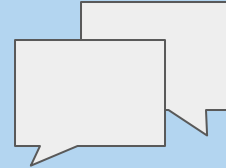
Submit Your Questions!



Chat Box

To: All panelists
Type: All panelists and attendees

Q&A



Please input your question

Send Anonymously

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

Agenda



- How does expanding your reach help you?
- Peer to Peer Fundraising
- Getting your Board “On Board”
- Matches and Challenges
- Resources available to your organization

Expanding Your Reach for Idaho Gives 2025 by...

- Utilizing Peer-to-Peer (P2P) Fundraising
- Engaging your Board
- Creating matches and challenges

...will help your organization...

- Attract new donors
- Increase your total amount raised
- Tell new impact stories from different perspectives
- Raise awareness of the awesome work you do!

What is P2P Fundraising?

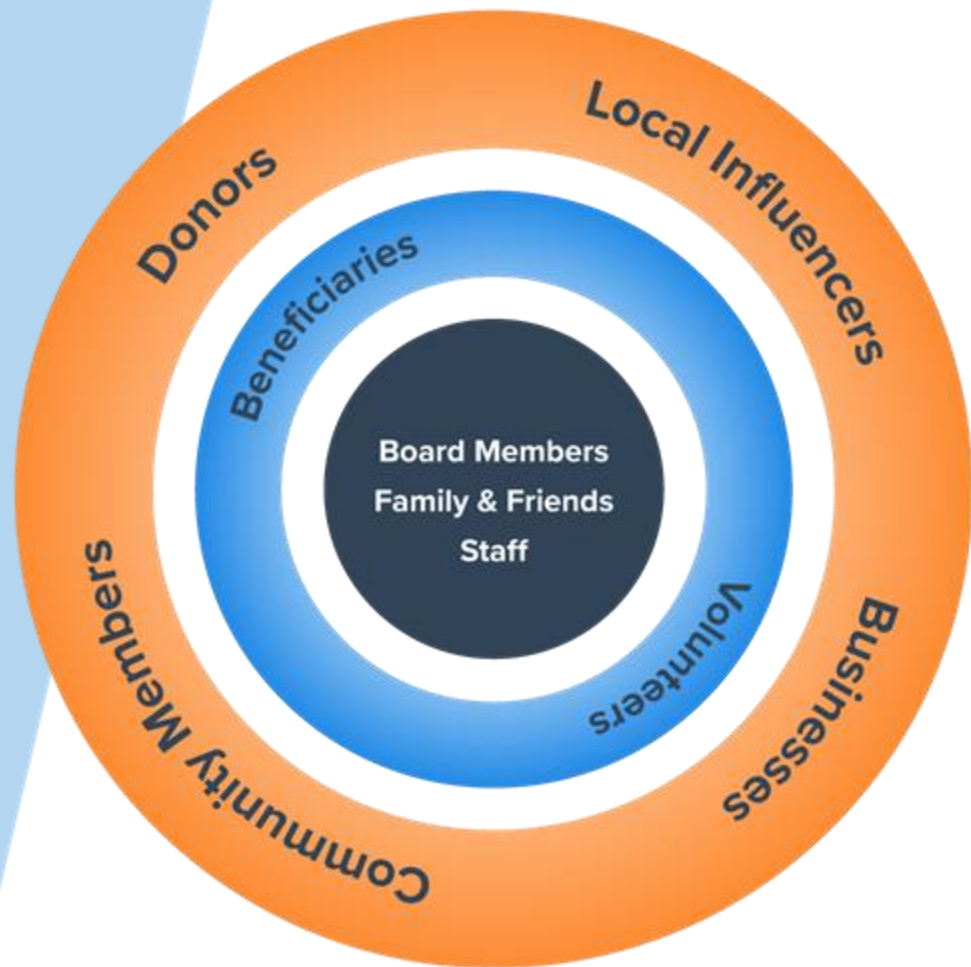
Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Idaho Gives profile. Their totals roll up into your totals!

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization



Identify Potential Fundraisers

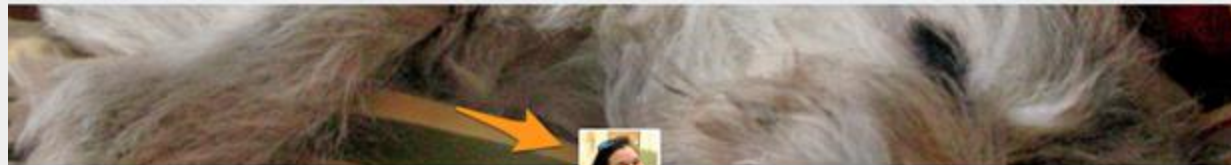


Capture Fundraiser

Stories Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?





Bridget Calero's fundraiser for
Logan's Pups

DONATE

0%

\$100 Raised \$500 Goal 1 Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes the deserve and educate my friends and family about how amazing owning a senior dog can be!



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Helps a family foster one of our amazing senior pups



\$500

Provides life-changing surgery for a senior pup in need

CHOOSE YOUR OWN AMOUNT





Getting your Board “On Board”

Rally Your Board Members

Reach out to existing board members to see who is willing to:

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser



Make it Compelling

Focus Story:

- What services do you provide?
- How are services delivered?
- What are the outcomes of these services?

People Story:

- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?

Impact Story:

- Tell us about your life before you worked with our organization.
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us?

Final Notes

*For Peer to Peer Fundraising
and Engaging your Board*



Set Up For Success



Start Early

- Educate your fundraisers
- Understand their capacity for this ask



Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

- Provide the content they need
- Take time to check-in

Tips and Tricks to Fundraising Success

1. Encourage fundraisers and board members to use their loudest voices
1. Communicate that storytelling is vital, and can replace a direct “ask”
1. Make it fun



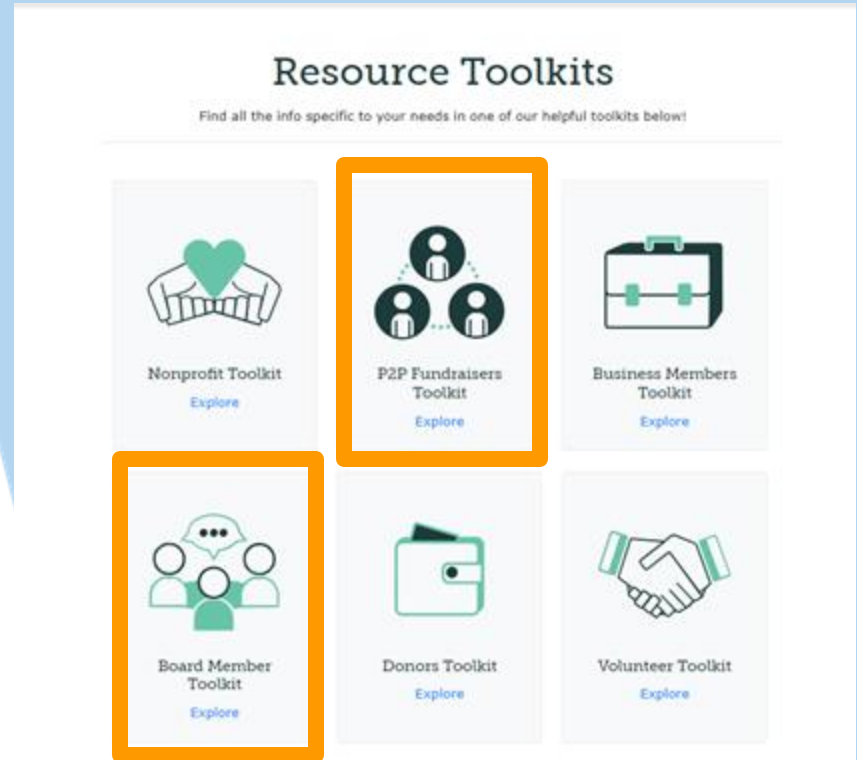
Maintain these Relationships



- Treat Ambassadors like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long term relationship
- Ensure your ambassadors have a great experience regardless of how much they raise

Tools for Success

- [Resource Toolkits page](#)
 - Access to the [P2P Fundraisers Toolkit](#) and the [Board Member Toolkit](#)
 - Resources & support articles
 - Communication guides & templates
 - Link to downloads page

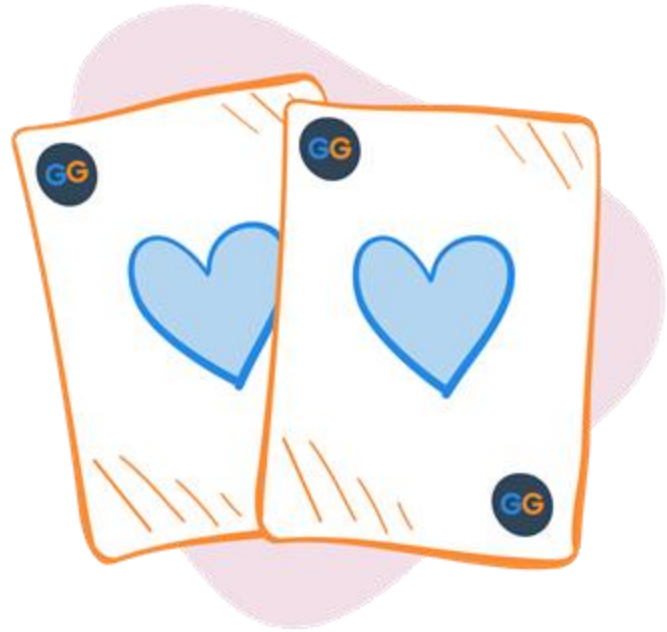




Matches & Challenges

Benefits of Matches & Challenges

- Incentivizes donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 4.5 x more than organizations without a match



Matches

Matching gifts allow donations to be increased by a set ratio



Ann's Coffee Cafe: Giving Day Match

Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to \$1,000!

\$1,000 MATCH

\$125 REMAINING

GiveGab also supports 2:1 and 3:1 matches!

Donations will be multiplied by this amount when matched. Cannot be edited after matching donations have been made. **Pro tip:** use the description to let your donors know how their donations will be matched.

Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

Challenges

- 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**

Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



115 more donors unlocks **\$5,000!**

Lizzy's Pet Supply: Let's boost Logan's Pups!

When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



\$21,298.13 more unlocks **\$10,000!**

Potential Match Sponsors



- Board Members (individually or collectively)
- Major Donors
- Local Businesses
- Corporations
- Community Members

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.



Motivating Matches

Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

Morning Match!

All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!



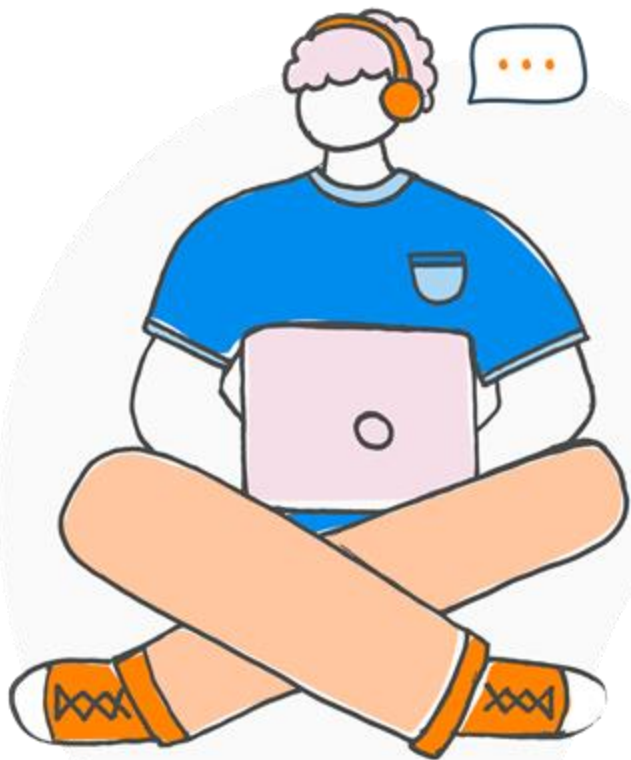
Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

Social Superstars Match!

For every like this post receives, our generous board of trustees will donate \$1 up to \$1,000!
Like and share today only and help us make a difference!





Creative Challenges

Get Local Businesses Involved!



Example:

- The SPCA has a \$3,000 fundraising goal for their campaign
- PetSmart agrees to contribute \$1,000 if the SPCA reaches their \$3,000 goal
- As soon as the SPCA reaches their goal, PetSmart's \$1,000 donation is released to their total funds raised
- This is a **Dollar Challenge**

Create Donor Challenges

- Alternately, you could set up a Donor Challenge
- Sponsored funds are released when a donor milestone is met, rather than dollar milestone
- Example: PetSmart agrees to give \$1,000 to the SPCA once 100 unique donors have made their gift



Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor.

Matches and Challenges

Resources

[What are Matches and Challenges?](#)

[How do I add a Matching Opportunity to my Giving Day profile?](#)

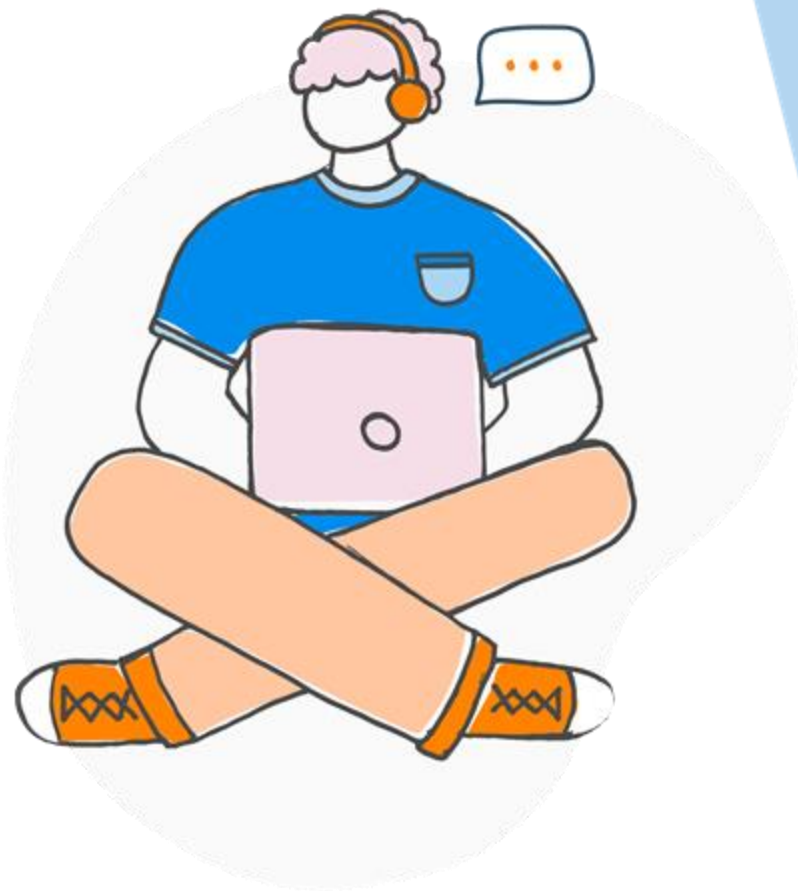
[How do I add a Challenge to my Giving Day profile?](#)



Important Tips

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor

The screenshot shows a web interface for managing matches. At the top, there are two tabs: 'Matches' and 'Challenges'. Below the tabs is a dark blue button with a white plus sign and the text '+ Add Match'. The main content area displays a match titled 'Board of Directors Match' in blue. Below the title, it says 'Sponsored by Sample Food Bank's Board'. There are two columns of data: 'Total Amount' with a value of '\$5,000.00' and 'Amount Remaining' with a value of '\$850.00'. To the right of these values is a green checkmark and the text 'Auto-Matching Enabled'. Below this, a line of text reads 'Sample Food Bank's Board has so generously donated \$...'. At the bottom of the match card, there are four action buttons: 'Edit' (with a pencil icon), 'Archive' (with a folder icon), 'Remove' (with a trash can icon), and 'Deplete Match' (with a document icon). The 'Archive' and 'Deplete Match' buttons are highlighted with orange boxes.



Takeaways & Resources

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Idaho Gives needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!



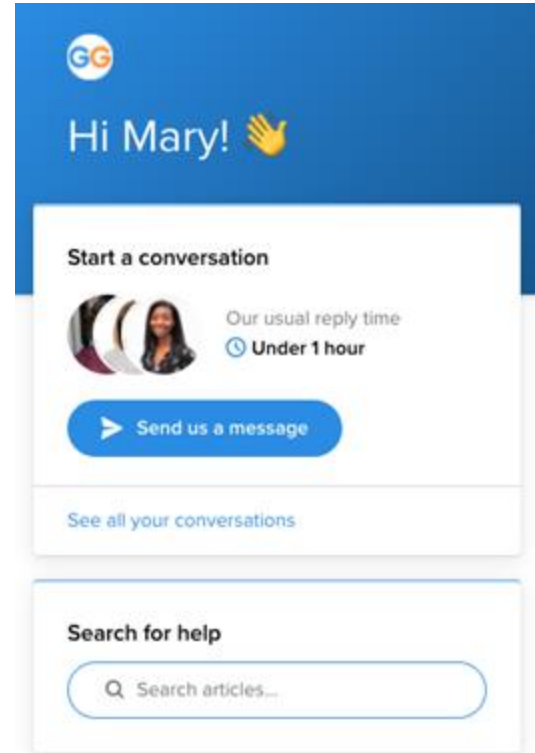
Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

GiveGab is becoming  Bonterra.



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

Questions?



IDAHO NONPROFIT CENTER + IDAHO COMMUNITY FOUNDATION

April 28- May 1