



2024: Donor Engagement & Fundraising Tools



The
**COMMUNITY
FOUNDATION**
of the New River Valley

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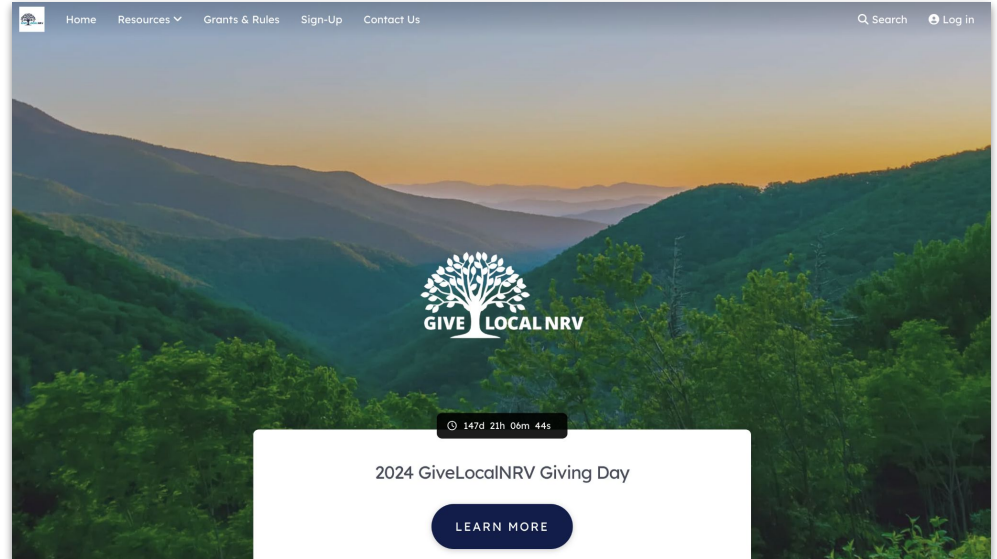


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Agenda

- Fundraising plan & donor engagement
 - Set your goal
 - Tell your story
 - Rally past supporters
- Fundraising tools
 - Matching Grants
 - Text-to-Give
 - Peer-to-Peer Fundraising
- Resources & Support
- Q&A



Fundraising Plan & Donor Engagement



Goal Setting

- What specifically are you fundraising for this year?
 - Donors want to know why now & what your goal represents.
 - What goals aside from \$ raised do you have?
- If this is your first time participating in the giving day or it's been a while since you've participated, choose lower fundraising & donor goals.



Develop a list of people to engage

- ID your top champions
- Reach out to major donors & potential sponsors. Do they want to create a matching grant?
- Gather a list of past donors.
- Ask staff, volunteers, & others to reach out to 2 – 3 friends/family members.

Reports to find past donors

- All donations report
 - Pull a report for one year at a time
- Retention report
 - Shows who gave multiple years, can compare different time periods
- Download a list of donors to send an email or physical mail

Reports
Monitor and manage crucial data.

All Donations
All donations made to your organization, including recurring and offline donations.

Recurring Donations
Only donations set to recur over time.

Offline Donations
Only donations from outside the Mightycause platform.

Retention
The status of your returning donors.

Time period: Custom Date Range | Donation type: All | Campaign type: All | Payment processor: All

1/1/2023 | 12/31/2023

Search report | Clear all filters

\$51,304.61 Net Online | **581** Number of donations | **\$51,539.85** Online | **\$93,426.00** Offline | **\$12,000.00** Matching grants

Donor	Amount	Date	Type	Campaign	Campaign Type	Email
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Develop your communication plan

- Tell your story: use both numbers and narrative. Reiterate these messages across all channels.
- Share what your overall fundraising goal represents and share what specific donation amounts represent.
- ID how you already communicate with supporters: email newsletters, website, social media, physical mail, events, etc.

Engaging with Donors

- The future of fundraising isn't just about sending the right message to the right person at the right time.
- It's about building genuine relationships with your donors and fostering a sense of community around your cause.
- You want your supporters feel valued and invested in your mission.
- Donors are actively participating in your journey, sharing your stories, and championing your cause to their networks.

★ **Donor engagement is not on/off during a campaign. It is happening year round!**



Fundraising Tools: Matching Grants



About Matching Grants

Matching grants are large donations you use as tools to help you fundraise and leverage to bring in donors and donations.

- Matching grants are a cornerstone of nonprofit fundraising. A matching grant can make all the difference in the success of your campaign.
- Ask a donor to provide a grant to your nonprofit. (Examples: board member(s), local businesses, large donors, or community partners)
- Your nonprofit leverages that grant as an incentive to donate to your campaign. You market the match and *create excitement*.



Matching Grants

- Secure your own matching grant and display details on your page
- The match can be paid through the platform or by having your match sponsor write a check which you can log as an offline donation
- The match will show on your donate button when it is live and will be searchable on the GiveLocalNRV website if a donor selects the 'donations matched' filter

The image displays two screenshots of a matching grant interface. The top screenshot shows a 'Sample Matching Grant' for 'Mightycause Foundation' with a 'Dollar-for-dollar' match (100% of each donation will be matched). The bottom screenshot shows the 'CREATE A NEW MATCH' form, which includes fields for 'Name of match sponsor', 'Match value', 'Include match value in page metrics', 'Title', 'Start Date & Time', 'End Date & Time', and 'Set match type' (Per donation match, Match a percentage of each donation, Match up to a maximum dollar amount per donation, Cumulative threshold match).

Sample Matching Grant

MATCH 6h
Dollar-for-dollar
100% of each donation will be matched

SUPPORTING SPONSOR
Mightycause Foundation Awesome

Mightycause Foundation
A NONPROFIT ORGANIZATION ✓

DONATE 1 MATCHING GRANT LIVE FUNDRAISE

CREATE A NEW MATCH

Name of match sponsor 1:1 square match logo
 Hide this name publicly
\$ Match value
 Include match value in page metrics
Title / 60
Start Date & Time End Date & Time
 Queue this grant to begin immediately after another grant completes

Set match type

- Per donation match
 - Match a percentage of each donation
 - % 100
 - Match up to a maximum dollar amount per donation
 - Cumulative threshold match

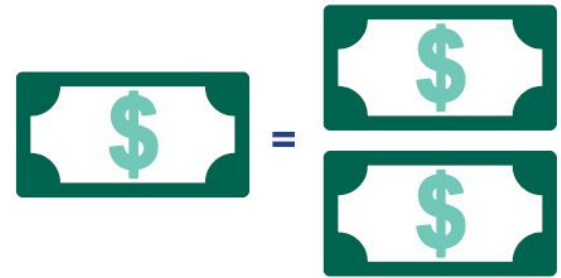
Why are they successful?

- **Creates urgency.** A matching grant can be the tipping point in someone’s decision to donate right now.
- **Helps money go further.** A matching grant appeals to people’s love of a good deal. It’s a marketing tool that uses the same tactic as a “BOGO” (“buy one, get one”) deal, giving donors the option to “get” more for their money.
- **Creates a clear, actionable CTA (call to action).** When it comes to donating, people generally like to be told in clear and direct terms how to help. With a matching grant, you have a perfect CTA: Donate now to double your donation!
- **Empowers donors who give in small amounts.** Some supporters who don’t have a large amount to give may think their gift won’t make a difference. A match gives them the opportunity to boost the impact of what they feel is a small donation.



Securing a Match

- **Prospect.** Board members, major donors, corporate sponsors
- **Cultivate:** Communicate and learn
 - What is important to the grantor?
Do they want to be anonymous? Do they want to publicize their philanthropy?
- **Ask:** Appeal to their interests
 - Explain how a match will help secure donations.
- Start the Process NOW!



**DOUBLE YOUR DONATION
DOUBLE YOUR IMPACT**

Setting Up a Match

- Finalize the details with your grantor
- **Set up the match** on your organization page ‘fundraising tools’ > matching grants
- Flexible matching options!
 - Optionally include your grantor in the decision process about how to format the match
 - Or go with the most popular 1:1 match

Check out our full support article for setup options: [Matching Grants on Mightycause](#)

Create a new match

Name of match sponsor _____

Hide this name publicly


\$ Match value _____

Include match value in page metrics ⓘ

Title _____ 0 / 60

Queue this grant to begin immediately after another grant completes

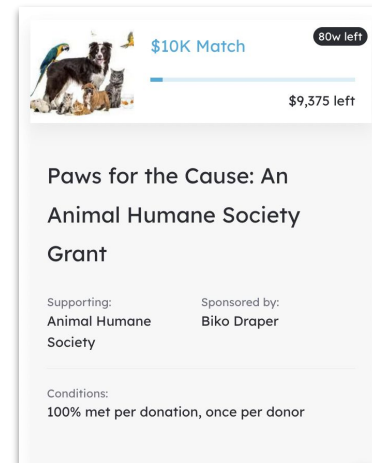
Select a match _____ End date 3/19/2024, 9:10:03 AM ⓘ





Promoting the Match

- Marketing your match will be crucial to its success
- Countdowns create urgency
- Share your match progress on social media
 - Screenshot your match and post about how much is remaining!
- Promote the match in upcoming email campaigns, pre-schedule social media posts, and eblasts about your matching grant



Wrap Up Your Match & Say Thanks!

- The platform will **automatically** send a match completion email to the email address you included when creating the match.
- Your grantor can pay online via the link provided in the automatic email.
- A speedy, personal, and sincere thank you is key in making the experience of providing a matching grant fulfilling and positive for your grantor!



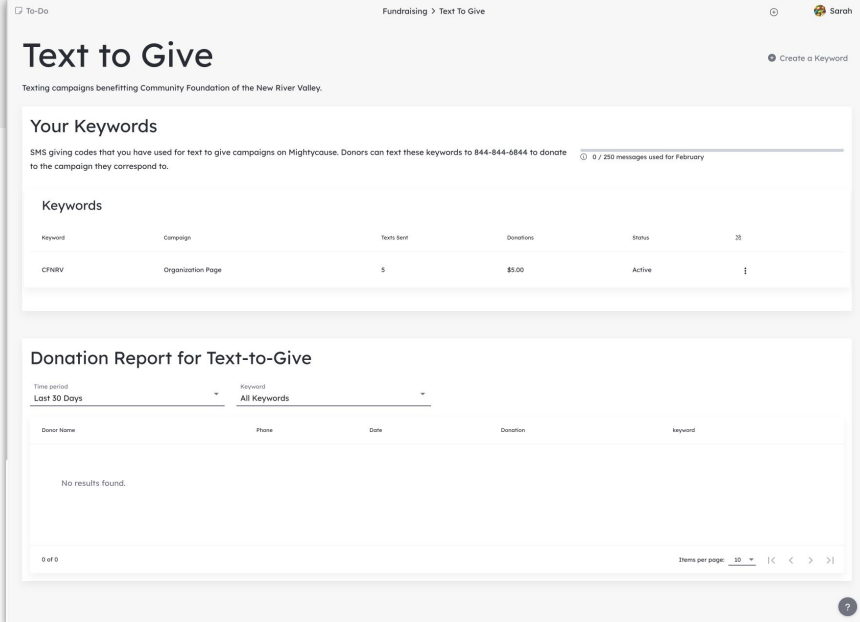
Image by Aaron Burden

Fundraising Tools: Text to Give



Text-to-Give

- From your dashboard select "Fundraising" > "Text-To-Give"
- On the text-to-give page, enter in a keyword under "Create a Keyword."
- This is what your donors will text to a shortcode (**844-844-6844**) to donate to your nonprofit.
- Keywords must be unique to your organization.
- There is no limit to the amount of keywords that you can use.



The screenshot shows the 'Text to Give' dashboard. At the top, it says 'Fundraising > Text To Give' and 'Sarah'. Below the title 'Text to Give', there is a sub-header 'Texting campaigns benefitting Community Foundation of the New River Valley.' and a 'Create a Keyword' button. The main section is 'Your Keywords', which includes a message: 'SMS giving codes that you have used for text to give campaigns on Mightycause. Donors can text these keywords to 844-844-6844 to donate to the campaign they correspond to.' and a progress indicator '0 / 250 messages used for February'. Below this is a table with columns: Keyword, Campaign, Texts Sent, Donations, Status, and Actions. One row is visible with 'CNRIV', 'Organization Page', '5', '\$0.00', 'Active', and a vertical ellipsis. Below the table is a 'Donation Report for Text-to-Give' section with filters for 'Time period' (Last 30 Days) and 'Keyword' (All Keywords). The report table has columns for Donor Name, Phone, Date, Donation, and Keyword, and currently shows 'No results found.' with a pagination of '0 of 0' and 'Items per page: 10'.

Create a Keyword

Select and submit a keyword for your campaign. If not attached to a campaign, the keyword will be associated with your organization page.

Keyword

+ Attach to a specific campaign

SUBMIT

Keyword tips

- Avoid things like:
 - Giving Day
 - GiveLocalNRV
- Make it unique to your org!
 - Use your name: Springhouse
 - Tie to your work: 4MoCoAnimals
- Tie it to your campaign theme:
 - Rockstar
 - Surf

Create a Keyword

Select and submit a keyword for your campaign. If not attached to a campaign, the keyword will be associated with your organization page.

Keyword

+ Attach to a specific campaign

SUBMIT

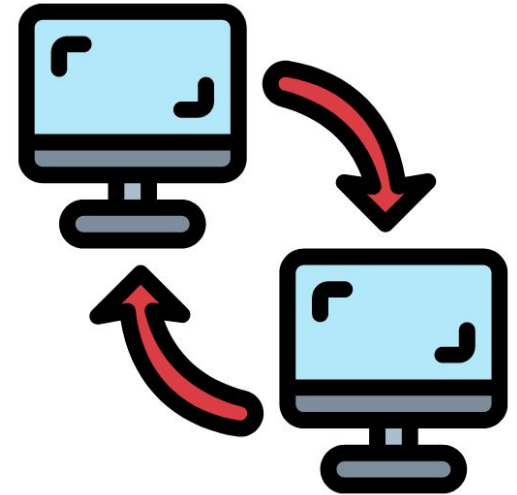


Fundraising Tools: Peer-to-Peer Fundraising



Peer-to-Peer Fundraising

- ★ **Donor acquisition:** P2P helps your organization expand your donor base & gives you access to people who are might be new to making a gift.
- ★ **Expand your reach:** More people spread the word about your work & connect with other individuals in their circle to ask for their support.
- ★ **Deepens relationships with existing donors:** P2P gives them a fun and exciting new way to show their support for your cause. Cultivate stronger supporters.
- ★ **Raise more funds:** With a limited amount of time to fundraise, many nonprofits recruit their supporters to help them reach more people & raise more funds.



Recruiting for P2P Fundraising

- ★ Identify your P2P fundraisers and ask them to start a campaign
 - Board Members
 - Volunteers and Staff
 - Program supporters
 - Social Media followers

- ★ Provide support by sending direct links:
 - to your organization page
 - send an email with directions,
 - share fundraising resources,
 - create a template they can use



Photo by [Dylan Gillis](#)

Peer-to-Peer Fundraising Setup

- ★ P2P fundraisers start the process by clicking the “Fundraise” button on your organization’s profile page
- ★ Our fundraiser creation wizard will take them through setting up and publishing their fundraiser page
- ★ They can opt into using the template your org has set up
- ★ They can also customize their fundraising page to talk about their connection to your organization




Individual Fundraisers

Created by a supporter(s) to solicit donations from their family and inner circle of supporters

Class of 1974

A nonprofit fundraiser supporting Lake Catholic High School



The Annual Class Challenge raises money to support the current students of Lake Catholic High School

\$600
raised by 5 people \$7,400 goal

1 month left

[Donate](#)

[Share this page](#)

Event participant

2024 Class Challenge

\$92,813

The Annual Class Challenge is our opportunity as a class to compete against other classes while raising funds to support the current students of Lake Catholic High School. This year, you can indicate


[Giving Activity](#)

- Arlene Strauss gave \$250.00
11 days ago
- Karen Mrazik gave \$100.00
11 days ago
- Christopher Hurley gave \$100.00

Team Page

Made up of **multiple** individual fundraiser pages.
Encourages competition with a leaderboard

Use examples: football team, school grade, your Board



\$1,540 RAISED 25 MEMBERS

12th Grade Serv-a-thon

A FUNDRAISING TEAM ORGANIZED FOR COVENANT LIFE SCHOOL

LEADERBOARD

FUNDRAISER	RAISED
Sean Tildon fundraising for Serv-a-thon	\$275
Will Stefany fundraising for Serv-a-thon	\$215
Mady Herringa fundraising for Serv-a-thon	\$200
Nicole Luengo fundraising for Serv-a-thon	\$150
Andrew Jacques fundraising for Serv-a-thon	\$150

\$1,540 RAISED
62% COMPLETE

[JOIN THIS TEAM](#) [SHARE](#)

\$35,904 RAISED

Servathon is a community outreach event of enormous scale, when CLS students provide over 1,000 Acts of Service, including meals, volunteer hours, and handmade gifts to 15 non-profits—in one day! Please give generously to this important cause!

Donor Timeline [Donate](#)



Campaigns Dashboard & Templates

DASHBOARD

Animal Humane Society

- Overview
- Organization Page
- Supporters
- Fundraising Tools**
- Reports
- Checkout
- Integrations
- Settings

Fundraising Tools

Features and addons that expand your fundraising potential.

- Campaigns**
Manage all fundraisers, teams, and events associated with your organization.
- Embedded Donation Form**
Embed a full-size, customizable donation form on any website. [Advanced](#)
- Widgets**
Embed donate buttons, mini donation forms, and more on your own website.
- Matching Grants**
Match donations to your fundraising campaigns to boost interest and urgency.
- Text-to-give**
Create SMS campaigns which allow donors to initiate donations via text.
- Opportunities**
Create listings for calendar events and volunteering opportunities.
- Fundraiser Templates**
Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization.

Campaigns

All active pages, embeds, and other fundraising components that benefit your organization.

13 Total Campaigns | 10 Peer-to-peer Campaigns

Search: [] | Filter: All | Discoverability: All | Owner: Anyone | Reset filters

Campaign name	Type	Raised	Last change	Owner	Created	Published	Tracking ID	Status	⋮
[NAME] for Animal Humane Society	Fundraiser	\$25	02/08/23 11:32 AM	Admin	Jun. 14, 2022	Jun. 14, 2022		Published	⋮
Animal Humane Society	Fundraiser	\$0	01/19/23 9:52 AM	Admin	Mar. 18, 2022	Mar. 18, 2022			⋮
[NAME] for Animal Humane Society	Fundraiser	\$0	07/21/22 9:26 AM	Admin	Feb. 10, 2022	Feb. 10, 2022			⋮
Victor Hugo	Fundraiser	\$600	04/23/20 1:07 PM	PPP Mary Jane Bethune	Nov. 18, 2019	Nov. 18, 2019			⋮

- Campaign dashboard
- Toggle discoverability
- Message
- Delete
- Owner profile

Fundraiser Templates

Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization. Apply a ★ to the template that creators will see when they "start a fundraiser" from your profile. You can also send a direct link for a specific template to fundraiser creators.

Fundraiser Title	Note	⋮
★ [NAME] for Animal Humane Society	Your Giving Day Template	⋮

+ Create

The form below allows you to create a template which supporters can use to quickly fill out their fundraisers page when they create a page to support your organization. The information you provide will be pre-populated on new fundraisers supporting your organization.

Admin Note
Describe the template to members of your team, so you can easily identify its purpose. (Internal, not a part of the fundraiser.)

Admin Note: Your Giving Day Template 24 / 50


Fundraiser Title
Suggest a title suitable for fundraisers supporting your organization. No need to put your organization's name here - that will be displayed on the fundraiser page.

Fundraiser Title: [NAME] for Animal Humane Society 32 / 50

Funding Goal
How much do you hope to raise? Set a funding amount for fundraisers to aim for.

Funding Goal: \$ 500

Fundraiser Image
Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.



One fundraiser template comes with your organization page as part of your participation in the event!



Fundraising Template

- ★ Take the fear out fundraising!
- ★ Creating a template makes it easier for your supporters to get started
- ★ Make sure you say what you want to say- add any information that you want donors to see about your org
- ★ Supporters can still customize their fundraising page - your creative supporters can still personalize their page by uploading photos, linking videos, customizing text, etc

Event Settings

GENERAL SETTINGS **FUNDRAISER TEMPLATE** GENERAL FUND

Fundraiser Template

The forms below allow you to create a template which new event members can use to quickly fill out their fundraisers page when they join your event. The information you provide will be pre-populated on new member fundraisers.

Enable Template ON


Fundraiser Title
Suggest a title suitable for a event members' fundraisers. No need to put your event name here—that will be displayed on their fundraiser page. 23 / 50

[Group Name] Fundraiser

Funding Goal
How much do you hope to raise? Set a goal funding amount for members to work toward.

\$ 500

Fundraiser Image
Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.



REMOVE EDIT



Tips for Success

- Ask! - Most supporters don't realize they can fundraise on your behalf.
- Set your P2P fundraising goals and your campaign goals.
 - *Increase the # of new donors, engage more supporters, increase total # of donations*
- Provide tips & templates.
- Track your progress. (Keep your supporters updated. Create a communication flow to bring awareness to your P2P goal progress.)
- Note what works well, where you can improve, and future ideas



Follow up with new donors!
Follow up with your p2p supporters!

Resources & Support

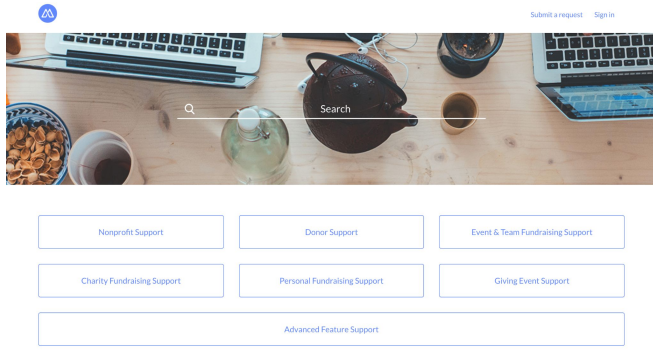


Upcoming connections



- **Thursday, March 28 from 9:30 - 10:30 a.m.**
Topic: What donations count for this event?
No registration required, simply join the Zoom.
- **Friday, April 12 from 11 a.m. - 12 p.m.**
Topic: How to Update Your Organization's Page
Please register in advance.
- **Thursday, April 25 from 11 a.m. - 12 p.m.**
Topic: Marketing Tips for Fundraising Events
We will be joined by special guest presenter Bruce Bryan from the marketing and publicity firm 5Points Creative. Please register in advance.

Support Resources - Reach Out to Us!



Main contact at CFNRV

- Lindsey Gleason
- lindseygleason@cfnrv.org
- 540-381-8999

Technical questions?

- Email MC at support@mightycause.com
- Monday - Friday, 9am - 5pm ET call
202-800-1618

Online Support Libraries:

- Support.mightycause.com
- mightycause.com/guide





Happy Fundraising!