



ABILENE GIVES

POWERED BY THE COMMUNITY FOUNDATION OF ABILENE

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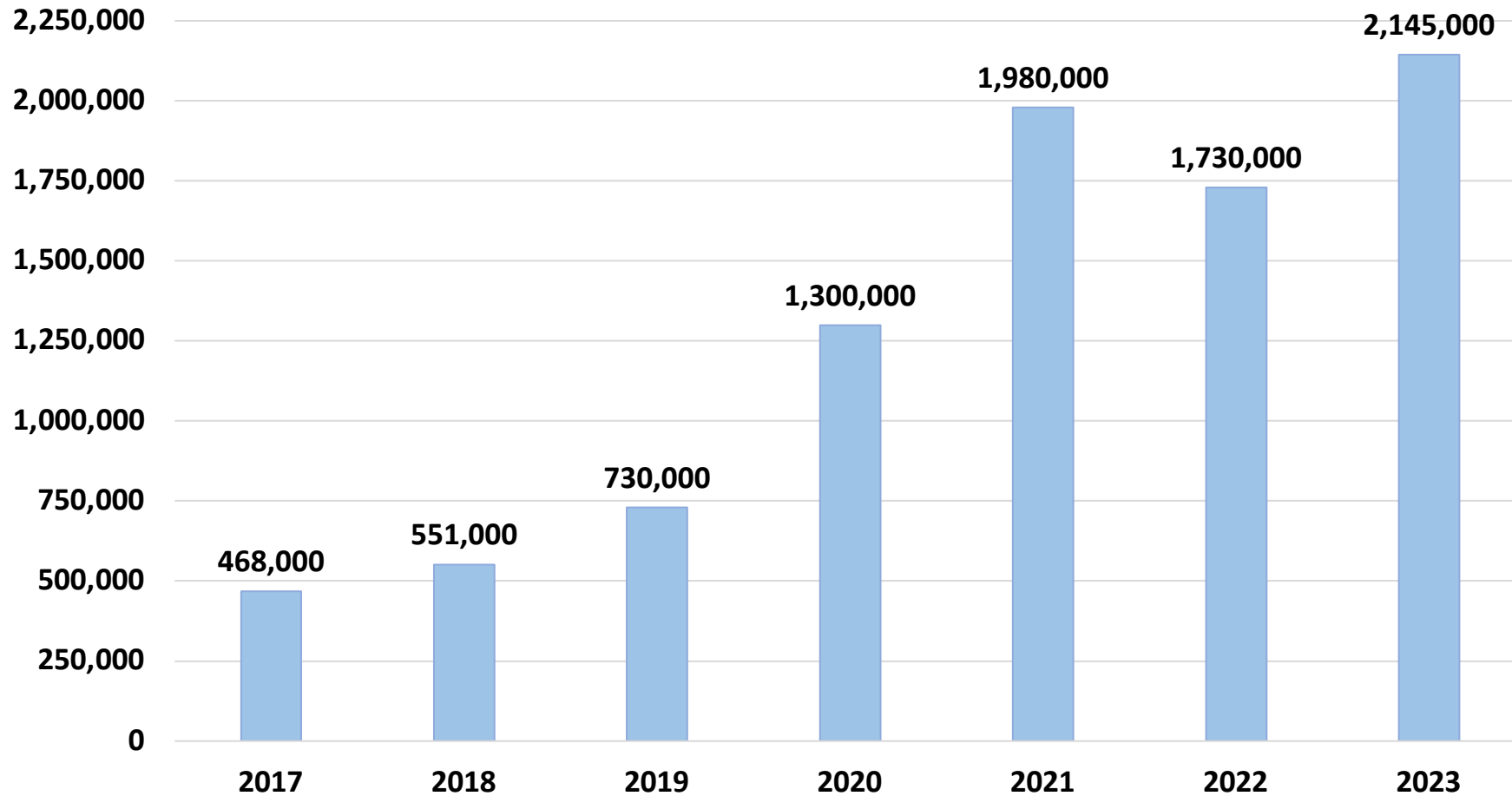


Jennifer Weber
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Abby Kallas
Intern

Abilene Gives History



Quick Stats 2023

- All **170** participating nonprofits raised money!
- Average raised per organization: **\$18,546**
- Average donors per organization: **47**
- Average new donors per organization: **8**
- Top raising nonprofit:

All Kind Animal Initiative raised **\$178,650**

***“THANK YOU
just doesn’t seem
like enough.
We can’t wait to
use these funds
to continue
our mission...”***

-Participating
Nonprofit

About matches & challenges

- **Matching gifts are pledged donations from generous donors that gamify the giving day experience.**
- **Match:** each time an eligible gift is made, a corresponding offline gift is added to our total.
 - Matches can be 1:1, 2:1, etc.
 - Useful for steady momentum

About matches & challenges

- **Challenge:** when a threshold or goal is met, the pledged donation amount is added to your total.
 - Goal driven such as number of donors, dollar goal, etc.
 - Useful for burst of momentum

The benefits

- Organizations with match/challenge funds raise on average **4.5x more** than organizations without a match/challenge
- Matches/challenges motivate potential donors to have a greater impact and spur larger giving

The benefits

- Matches create urgency for donors to care about your cause
- Giving days capitalize on rallying people to support your cause; matches give you a leading advantage in gaining donors' support

How do you make the ask?

- Review your past giving history and look for any donors that have given you over \$500 in past giving days. These are prime candidates to ask for a gift to be used as a match or challenge.
- Match/challenge gifts can have the donor's name (or a business or creative name) attached or be listed as “anonymous.”

How do you make the ask?

- The gift must be dated after April 1, 2024, and must have “Abilene Gives” on the memo line.

Donation Tools



Add Offline Donation



Manage Matches and Challenges



Manage Donations



Embed a Donate Button



[Home](#) [Support](#) [Submit an Idea](#) | Stephanie ▾

Amplification Fund

[Home](#)
[Giving Days](#)
[Reports ▾](#)
[Manage Organization ▾](#)

[← To Abilene Gives 2023 Dashboard](#)

Your Donations for Abilene Gives 2023

[View Refunds](#)

Actions	Donation ID	Date ▾	Donor ▾	Intended Donation ▾
	6693828	5/2/2023 8:35AM	<div></div>	\$7,500.00
	6693832	5/2/2023 8:35AM	<div></div>	\$5,000.00
	6693830	5/2/2023 8:35AM	<div></div>	\$5,000.00
	6693829	5/2/2023 8:35AM	<div></div>	\$5,000.00
	6693833	5/2/2023 8:35AM	<div></div>	\$4,000.00
	6693827	5/2/2023 8:35AM	<div></div>	\$4,000.00

Viewing Dashboard for Amplification Fund ▾ ★

Setting up your match/challenge

Donation Tools



Add Offline Donation



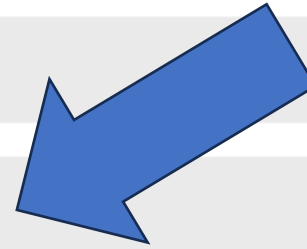
Manage Matches and Challenges



Manage Donations



Embed a Donate Button



Setting up your match

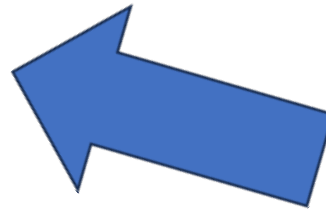
Matches and Challenges

Abilene Gives 2024

Matches

Challenges

+ Add Match



Setting up your match

- Update match details:
 - Match name
 - Description
 - Total funds available
 - Minimum and maximum match per individual donation

Match Details

Match Name

Description

Total Matching Funds Available ⓘ
\$

Image

Select Image Remove

Tip: Disable adblockers on this page for the best image uploading experience.

Minimum Individual Donation Threshold to Match ⓘ

\$

Maximum Match per Individual Donation

\$


Setting up your match

- Highlighting match sponsors:
 - Sponsor name
 - Sponsor website
 - Keep anonymous

Sponsor Donor Details
Sponsor Donor Name
Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.
☐ Display Sponsor Donor Name Publicly
Sponsor Business URL (optional)

Setting up your match

- Update match parameters:
 - Match start time
 - Match end time
 - Auto matching
 - Enables 1:1 donation matching in real time!



The screenshot shows a web form titled "Match Criteria". It includes a section for time-based matching with a dropdown for "Time Zone" set to "Eastern Time", and input fields for "Start Time (US/Eastern Time)" and "End Time (US/Eastern Time)". Below this is a "Maximum Match per Individual Donation" field with a dollar sign icon. At the bottom, there are two checkboxes: "Enable Auto Matching" (checked) and "Archive" (unchecked). Each checkbox has a small information icon to its right.

Match Criteria

Does this match only apply to donations made within a certain time period? (optional)

Time Zone
Eastern Time


Start Time (US/Eastern Time) End Time (US/Eastern Time)

Maximum Match per Individual Donation
\$


☒ Enable Auto Matching ⓘ
☐ Archive ⓘ


Match display example

Wednesday
February 10



10 ORGANIZATIONS ARE COMING TOGETHER TO RAISE
\$100,000 IN 24 HOURS TO SUPPORT HEALTHY TEEN
RELATIONSHIPS IN OC ON FEBRUARY 10, 2021.



[Learn More About Our Organization](#)

Matches

Anonymous: Double Your Impact
Every dollar is doubled thanks to a generous anonymous investor!

\$3,000 MATCHCOMPLETED

Discovery Charity Foundation : Discovery Charity Foundation

\$525 MATCHCOMPLETED

SEE MORE MATCHES

Setting up your challenges



Setting up your challenges

- Update challenge details:
 - Challenge name
 - Challenge description
 - Sponsor image
 - Challenge unlock
 - Challenge type
 - Challenge goal

Challenge Details

Challenge Name

Description

Challenge Unlock Amount ⓘ

\$

Image

Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

Challenge Type

Dollar Challenge

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

Challenge Goal

How many dollars are needed to complete this challenge?

Setting up your challenges

- Highlighting challenge sponsors:
 - Sponsor name
 - Sponsor website
 - Or you can keep anonymous

Sponsor Donor Details
Sponsor Donor Name
Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check the box below.
 ☐ Display Sponsor Donor Name Publicly
Sponsor Business URL (optional)

Update challenge parameters

Challenge Criteria

Select the time period applicable for this challenge

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Get creative!

- You can use matches/challenges in creative ways:
 - \$1 : \$1
 - \$2 : \$1
 - Number of donors
 - Number of dollars
 - Time specific

Match idea: timed match

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to engage donors during non-peak hours

Late Afternoon Match!

*All donations made from 2 pm – 3 pm will be DOUBLED
thanks to our generous donor, _____!*

Match idea: social engagement

- Encourage more online engagement through a social media match by 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 to help us make a difference!

Donor Challenge

Wag: Happy Pups Challenge

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



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

Dollar Challenge

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!**

Important tips

- DO NOT enter your match/challenges as an offline donation
- Each gift you collect outside of the website is EITHER entered as an offline donation or a match/challenge, BUT NEVER BOTH!

Either offline or
match/challenge
– NEVER
BOTH!

Donation Tools



Add Offline Donation



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

Important tips

- A match or challenge will remain active for the entire length of the set date and time parameters
- When you no longer wish to display your match or challenge, select the “archive” checkbox within the match or challenge editor

The screenshot shows the match editor for "\$1,000 for Logan's Pups!" sponsored by Puppy Essentials. The match details include a total amount of \$1,000.00, an amount remaining of \$558.00, and a per donation cap of \$100.00. The match is active, with auto-matching enabled and not archived. The start date is 04/09/18 12:00 AM and the end date is 04/30/18 12:00 AM. At the bottom, there are buttons for Edit, Remove, and Deplete Match. An orange box highlights the "Deplete Match" button, with an orange arrow pointing to it. Another orange box highlights the "Archived" checkbox, with an orange arrow pointing to it. The text "Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising." is visible above the checkbox. Below the checkbox are "Save" and "Cancel" buttons.

\$1,000 for Logan's Pups! Sponsored by Puppy Essentials

Total Amount	Amount Remaining	Per Donation Cap	✓ Auto-Matching Enabled	✗ Archived
\$1,000.00	\$558.00	\$100.00		

Starts: 04/09/18 12:00 AM Ends: 04/30/18 12:00 AM

☐ Edit ☐ Remove ☐ Deplete Match

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.
☐ Archived

Save Cancel

Depleting your match/challenge

- **In the last hour of Abilene Gives**, Foundation staff will sweep all of the unearned match/challenge dollars into your total so that you can end the day with the highest possible total
- **If you are actively using the match/challenge** as an incentive up to the last few minutes, please contact Michelle Parrish, mparrish@cfabilene.org

New for 2024


- Peer-to-Peer fundraiser (P2P) leaderboard!
 - Why?
 - Nonprofits using P2P fundraisers raised on average 1.7x more than those who did not use P2P fundraisers in 2023
 - For each P2P fundraiser, a nonprofit gains 4 new donors

Who to ask?

- The biggest advocates for your cause:
 - Board members
 - Volunteers
 - Lower capacity donors
 - Major donors (who have recently given you a gift)
 - Staff members
 - Friends and family

- Go to *AbileneGives.org*
- Click on Menu
(top right corner)
- Select Trainings
- Scroll to the Bottom
to “Giving Day
Training Videos”
- Click on “Peer-to-
Peer Fundraising”

Giving Day Training Videos



<u>Creating the Perfect Profile</u>
<u>Telling Your Story</u>
<u>Goal Setting Strategies</u>
<u>Engage Your Board</u>
<u>Peer-to-Peer Fundraising</u>
<u>Social Media Strategies</u>
<u>Matches & Challenges</u>
<u>Stewarding Your Giving Day Donors</u>
<u>Virtual Engagement</u>

Abilene Gives expert tips

- Have online profile complete by **Monday, April 15**
- Make the donor the hero in your communications
 - Use “you” twice as much as you use “we”
- Share examples of impact that include personal stories
- Make your social media content easy to understand and authentic
 - Professionally created videos do not tend trend well on social media
- Pull past giving day history to ensure that previous year’s donors receive your communications

Questions?

Upcoming dates

- Social media contests release **TOMORROW!**
 - Use #AbileneGives
 - Official entries are submitted by email to Emerald
(*ecassidy@cfabilene.org*)
 - Share visuals via Dropbox or Google Drive (*check permissions*)
 - See official campaign rules on the prizes page

Upcoming dates

- Full list of giving day prizes no later than **April 16**
- *(Last webinar)* Q&A with CFA, **April 17**
- Deadline to Register for Abilene Gives, **April 16**
 - Cost is \$150; Payment due at the time of registration
 - Must be verified before early giving begins

Upcoming dates

- Profile complete by **Monday, April 15**
- Media opportunities **Monday, April 22 – Tuesday, May 7**
 - Complete [online form](https://bit.ly/2ME5F797) (*bit.ly/2ME5F797*) to let us know if you are hosting a giving day event or have a story to pitch to media.

Upcoming dates

- Early Giving **Monday, April 29 – May 7**
- Giving day kick-off breakfast sponsored by First Financial Bank and First Financial Trust **Tuesday, May 7, 8:30 a.m.**
- Submit offline gift verification form to the Foundation by **May 15**