

Palmetto Giving Day Meeting

April 10, 2025 – Final Steps to Success





WHAT IS
YOUR WHY?

Number of 2024 Participating Organizations

31

Small
(Under \$100K)

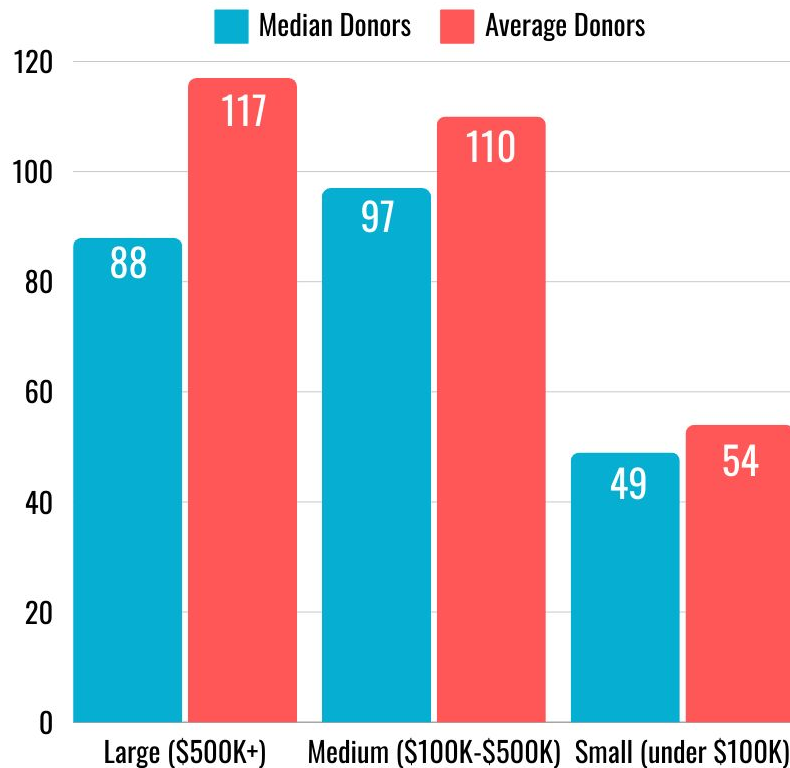
28

Medium
(\$100K-\$500K)

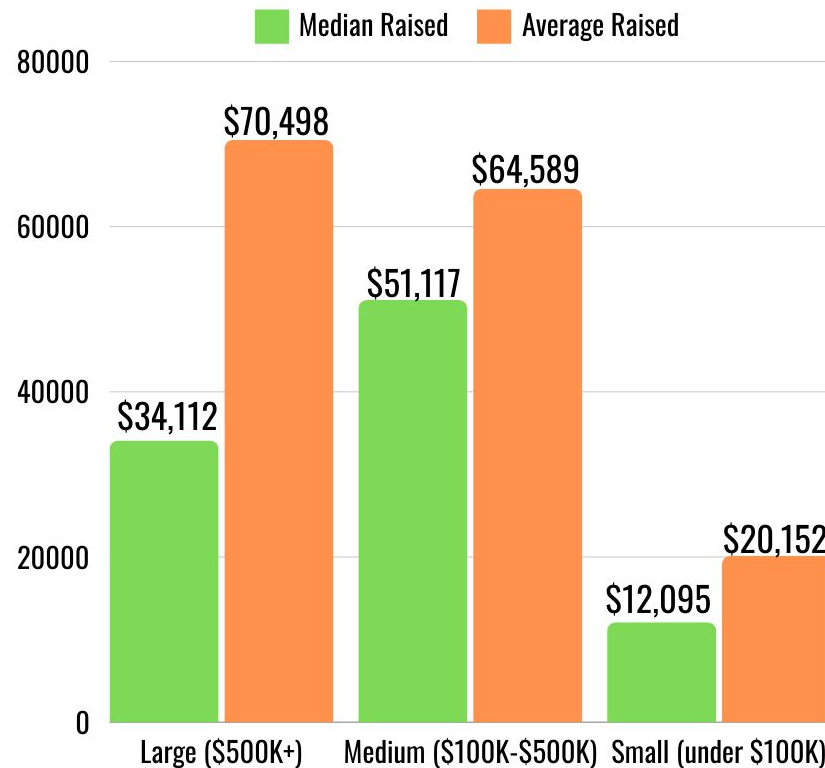
24

Large
(\$500K+)

Performance Comparison by Organization Size

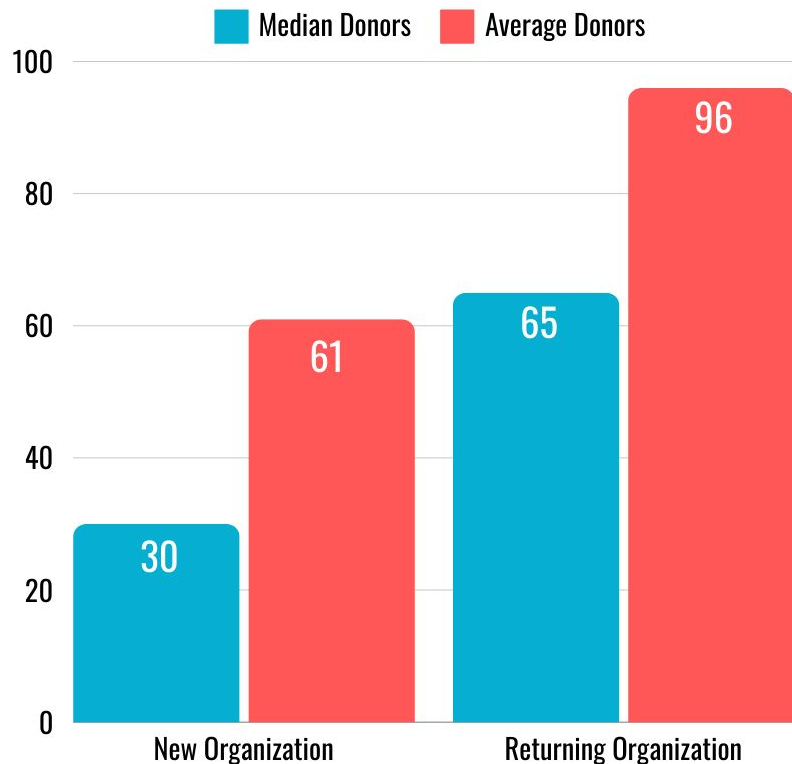


Number of Donors

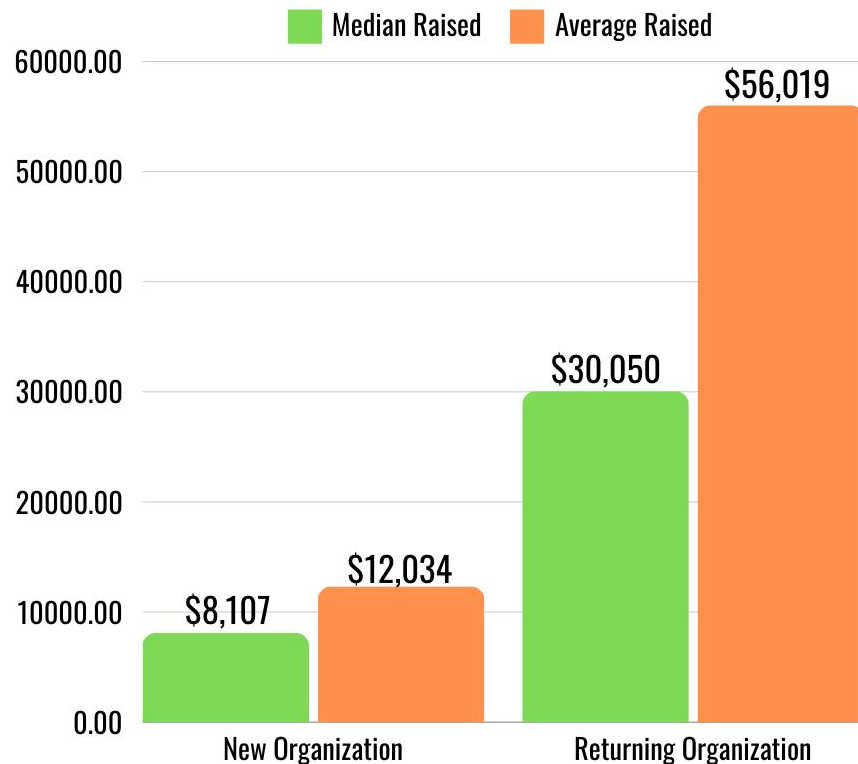


Money Raised

New Versus Returning Organization Performance



Number of Donors



Money Raised

**WHAT
HAPPENS
NEXT?**

30 Day Timeline!

What do you do
from here???

Keys to Peer-to-Peer Fundraising

Advocates: Leverage your passionate supporters to rally behind your cause and fundraise on your organization's behalf.

Story Telling: Share personal stories and connections to your cause with a new network of potential supporters.

Personal Pages: Create personal fundraising pages for your supporters as a spin-off to your main campaign.

Amplify Your Voice: Multiply your followers – and influence – on social media.

Here is a guide to help you complete, plan and implement your own Palmetto Giving Day campaign for a successful event!

Your marketing plan should be gearing up starting NOW until the BIG day; gradually increasing as we approach May 6 and May 7.



Where Do I Start (In Case You Haven't)?

Look at Past PGD Donors and/or Your Organization Donors

Utilize your Board, Volunteers, and Staff

Identify New Potential Donors and Local Businesses

Market Now

Ramp Up Your Marketing

Website

Newsletters

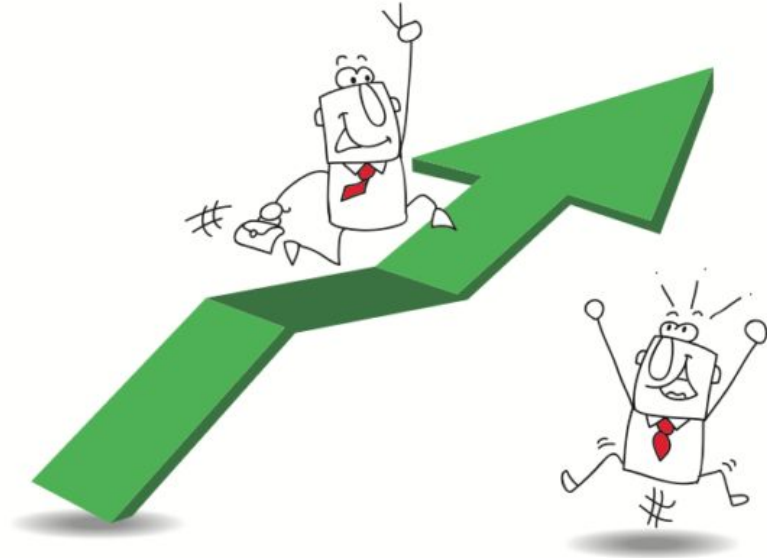
Emails

Social Media

Flyers

Direct Mailers

And don't forget the.....Direct Ask!!



PGD Profile

Make sure you update your profile on
www.palmettogivingday.org as new donors,
businesses arise!

Example: You might only have \$5,000 in incentive/matching funds going into April but on April 20th a new business decides to donate an additional \$5,000. Make sure you update your matching funds and add logo/name to ensure they are acknowledged.

Days Before PGD



Reach out to your board with specifics needs!

Have a staff meeting to make sure everyone is on the same page!

Don't forget your volunteers! They **LOVE** to help!

What is everyone's roles, what is the schedule of events?

It is very much like a dress rehearsal for a play...the more you put in, the more you get out!

Have fun and raise money all at the same time!



Your Success Checklist

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



Are You Able to Accept Donations?

✓

Add Your Organization's Info

>

✓

Add Your Story

>

✓

Get Verified to Collect Donations

✓

Status: Verified

Hooray! Your organization has been verified to accept donations on GiveGab.

✓

Confirmed state fundraising compliance

✓

Bank account and organization information verified

Are You Able to Accept Donations?

- ⚙️ Manage Organization ▾
 - Edit Information
 - Add Administrator
 - Bank Account & Verification**
 - Supporters
 - Documents
 - Surveys
 - Edit General Donation Form

Payment Processor Verification

Organization Information

Business Name: [Redacted]

EIN: [Redacted]

Organization Representative: [Redacted]

Need to update your organization representative? Please fill out this form [here](#).

Bank Information

Bank Name: [Redacted]

Checking Account: [Redacted]

Routing Number: [Redacted]

Once your organization's information has been submitted, only the organization representative can request a change be made. If you need to update any of this information, contact us!

Please note: Donation payouts will show up as "GiveGab.com" on your bank account statement.

Additional Information Required

Some additional information is required in order to verify your organization to accept payments.

[Update Required Information](#)



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?

Pro tip: Add a short video and search keywords for more visibility!

✓	Add Your Organization's Info	>
✓	Add Your Story	>
✓	Get Verified to Collect Donations	>
✓	Add Donation Levels	>
✓	Add a 'Thank You' Message	>
✓	Add Fundraisers	>

Video Url

Paste Youtube or Vimeo Link Here

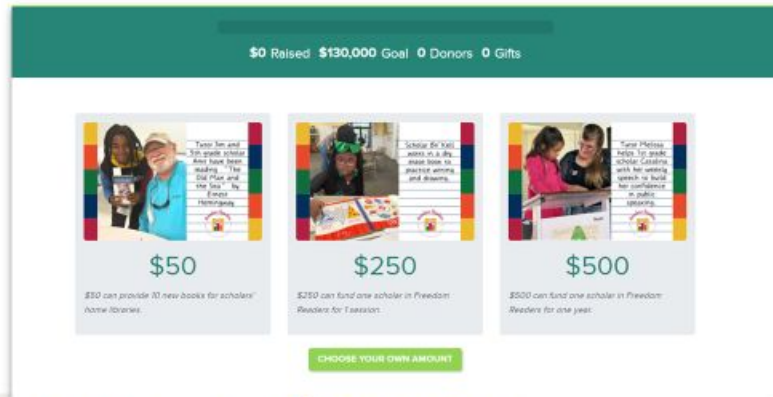
Vimeo links must be in the following format: **<https://vimeo.com/123456>**.

Search Keywords

Enter space-separated search keywords

Note: Search Keywords optimize search results on the campaign website. Add terms relevant to your organization that are not captured in your story, name, or selected causes, as search functionality accounts for those. Example: dog rehoming, foster, senior cats

Is Your Profile Complete?



Our Story

As the saying goes, "It takes a village to raise a child" and in Ryan Knotts' case that may very well be true. At just 7 years old, Ryan's father died. Then, his early school years were disrupted by the Covid-19 pandemic. When his grandmother, Ann Lewis, enrolled him in Freedom Readers at the end of his first-grade year, Ryan was on the brink of having to repeat the grade. During our one-to-one assessment with a trained education professional, Ryan was found to need "intensive intervention support in oral reading." He was averaging scores about a half year behind his peers, but our team member saw his ability to work hard and concentrate on his reading, two skills that helped him tremendously as a Freedom Readers scholar.

Ryan was paired up with an in-person tutor for our summer session at Bay Pointe Apartments in Myrtle Beach, South Carolina. He was also assigned a virtual tutor so he could have more practice reading and expanding his vocabulary. It was this virtual tutor who discovered an eyesight issue for Ryan. By the end of summer, with glasses on, not only did he become a stronger reader, but he proudly read his favorite book "5 Little Monkeys" to the group.

Step 3: Telling Your Story Online



Compelling Visuals



Be Specific



Spellcheck



Include current contact information



Hyperlinks work properly



Too Wordy



Incorrect Font



Poor Picture Quality



Not Enough Information



Inconsistent Messaging

Incentive/Matching Funds

WHY?

1

**DONOR
DONATION**

+

1

**MATCHING
DONATION**

=

2

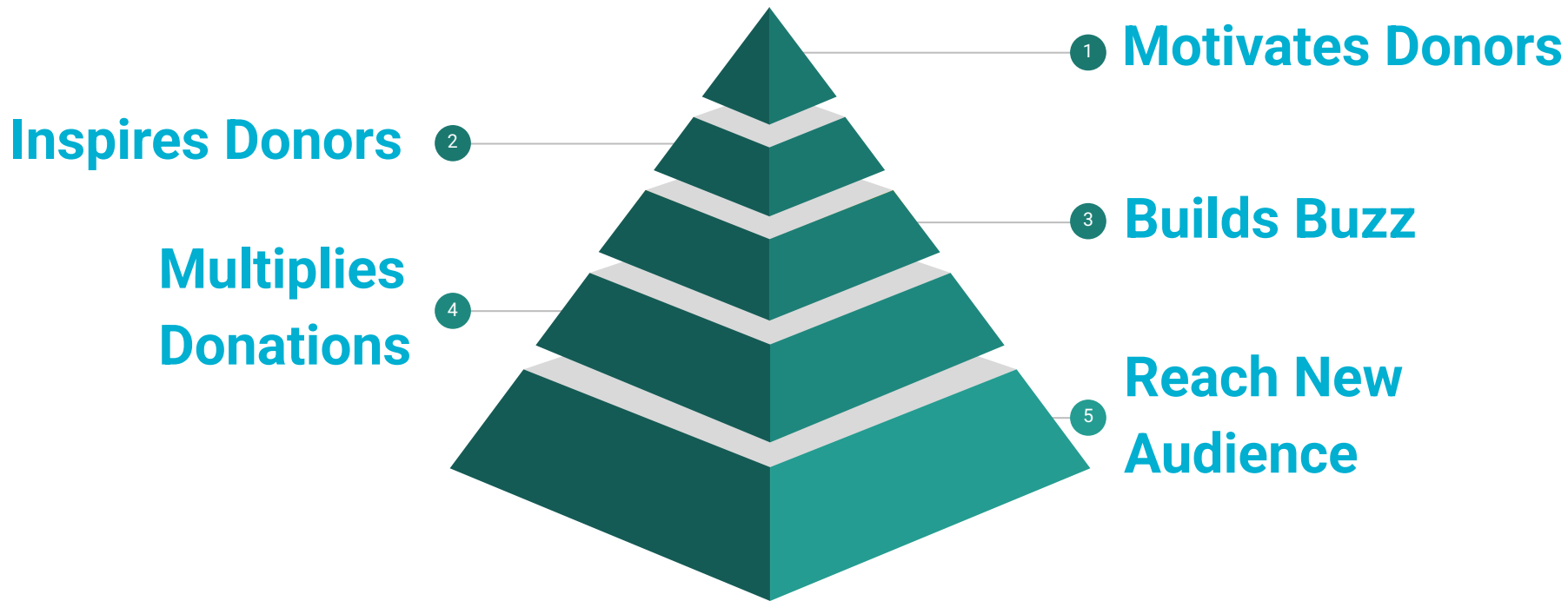
**TWICE THE
IMPACT**

WHY?

In 2023, organizations who secured matching funds raised on average more than organizations who did not secure matching funds

AVERAGED 6.9X MORE!!!

WHY?



WHAT?

An incentive/matching fund is a \$ amount that is secured/pledged to your organization from a donor.

RECEIPT OF INCENTIVE/MATCHING FUNDS?

An incentive/matching fund only needs to be a verbal commitment from your donor. Your organization does NOT have to have funds in hand prior to PGD.

CRITERIA FOR FUNDS CAN BE REQUIRED BY DONOR

Donors can specify criteria to follow in order to receive their funds as matching funds....

Examples (but not limited to):

- Donations must ALL be raised online during the 36 hour giving event.
- Donations must come from all NEW donors (or say 10 new donors).
- Donations much come from 5 businesses.
- Donor will match all donations raised in 1 Hour up to x amount of \$'s.



GIVING REGARDLESS

**Donors who commit matching/incentive funds may give
your organization the total amount
NO MATTER HOW MUCH YOU RAISE!**



IMPORTANT NOTE:

**WHO IS RESPONSIBLE
FOR SECURING
INCENTIVE/MATCHING
FUNDS FOR YOUR
ORGANIZATION?**



Palmetto Giving Day Party- Kaminski House



MAY 6 • 4PM-7PM

PALMETTO GIVING DAY CELEBRATION!

sponsored by the Frances P. Bunnelle Foundation

KAMINSKI HOUSE MUSEUM
1003 Front Street, Georgetown, SC

Enjoy food & music
•
Meet the nonprofits
•
Show your support

**COME CELEBRATE
WITH US!**

**A 36-HOUR
ONLINE GIVING EVENT!**
Palmetto Giving Day is an annual online giving event where you have an opportunity to support local Georgetown nonprofits. Donate online to any of the participating organizations BETWEEN MAY 6 AT 6AM AND MAY 7 AT 6PM. It is an awesome way to show our community what matters to you!

TO DONATE, SCAN QR CODE OR GO TO:
www.palmettogivingday.org

DONATE!



PLINKO is back!

Sign up for PLINKO will open today and close on Thursday 4-17!

Each organization will randomly be scheduled a time to play PLINKO

PLINKO winnings will be added to your PGD total.

**PLEASE be sure to thank the
Tamsberg Family Foundation
211 Screven Street Georgetown, SC**

REMEMBER

- Make Palmetto Giving Day work for YOU!
 - Comparison is the thief of Joy!
- Equip your team with the tools to succeed
 - Board, staff, volunteers- Talking points
 - Cultivate existing relationships
 - Remember to say THANK YOU!
 - HAVE FUN!!!