# FUNDRAISING

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# Intro & Instructions

Overview of the toolkit, our Free for Life promotion, and the 2023 vision.

# Welcome to The Giving Block's End of Year Fundraising Toolkit!

First, this toolkit ensures that you are ready to maximize your fundraising via:

- Calendar: Pacing yourself, and making the most of key fundraising opportunities
- Match Dollars:  Match dollar pools specific to every donation method
- Tools: Making sure you're opening doors for donors to give Crypto, Stock, & more.

Second, this toolkit provides you with AI prompts, templates and graphics to create killer end of year content that drives donor awareness, engagement and conversion!

Need anything in the meantime? Check out the underline knowledge base, and if you can't find the answer contact us at support@thegivingblock.com.

Giving Block

GIVING EXPERIENCE

END OF YEAR TOOLKIT
PART 1

Looking for Part 1 of theToolkit?

**Download Here**

# FREE FOR LIFE

**RAISE MONEY**

**OR IT'S FREE FOR LIFE**

**2023 Offer: Raise Money, or It's Free for Life**

We're putting our money where our mouth is.

Clients who complete the fundamentals this end of year, and don't see positive returns, will receive our Crypto and Stock solutions suite at zero subscription cost - **FREE FOR LIFE**.

Either your organization gets more donation revenue (win) or free fundraising solutions (win). Details here.

# I

# Plan with Calendars & Schedule

Key Dates that Impact
Your Strategies

# EOY Calendar

**August 22 – September 30**

## Lock-In Website & Strategy

- Fix your website to ensure donors convert (toolkit part 1)
- Lock-in your Year-End fundraising priorities for crypto & stock
- Assess ways to integrate crypto & stock into your campaigns and events

**October 1 – October 31**

## Build Content & Perform Donor Research

- Build your content for emails, social media, and segment your audience.
  - Understand your donor base to create targeted communication.
  - Segment your audience based on preferences, behavior, and giving potential.
  - Tailor communications to resonate with each segment effectively.

**November 1 – November 27**

## Educate Your Audience

Prepare your audience for the upcoming opportunities to give crypto & stock.
- Recurring Donations:
  - Convert one-time donors to recurring donors.
  - Offer incentives or special recognition to encourage recurring donations.

**November 28**

## #CryptoGivingTuesday

The biggest crypto philanthropy awareness day. Leverage match dollars and campaign-day attention to push for donors to give.

**November 29 – December 6**

## Keep Donors Engaged

After Crypto Giving Tuesday, many donors who considered giving are still considering.
- Engage Board and Volunteers:
  - Actively involve board members and volunteers in fundraising activities.
  - Utilize their networks and influence to amplify your message.

**December 7 – December 24**

## Year-End Giving

- Peer-to-Peer Fundraising:
  - Motivate supporters to become fundraising champions on your behalf.
  - Leverage their circles to expand your reach and gain more donors.

**January 1 – January 7**

## Thank Yous & Stewardship

Stewardship begins! Thank donors and show impact. Turn donors into sustainers!

**January 8 – January 31**

## 2024 Kickoff

Review 2023 learnings, kickoff improved 2024 approach!

# KEY
# Dates

**10/27**    Post your #CryptoGivingTuesday "Save the Date"

**10/31**    Deadline (Recommended) for Website Changes

**11/21**    Last Week (Recommended) to Begin Audience Education on Giving Options (Crypto & Stock)

**11/28**    #CryptoGivingTuesday campaign day

**12/18**    Last week for stock fundraising appeals

**12/31**    Deadline for crypto giving

# II

# How to Earn
# **Match Dollars**

Information on 2023 matches

# MATCH DOLLARS

## Overview: Year-End Match Dollars

### Beyond Crypto
**Stock, DAF, P2P & More**

This year, we're dedicating match dollars for all the donation methods we enable our clients to use, not just crypto.

### All Donors Count
**New & Existing Donors**

All gifts get matched! Not just on TheGivingblock.com. Existing donors who give through our forms on your site get matched too.

### Get Strategic
**Work With Your Strategist**

Most match dollars aren't earned with a tweet. Letting donors know in advance and using matches for key opportunities is crucial!

## How to Qualify

## Recent Matches

### Activate Your Tools!

Match dollars are available for nonprofits with giving pages for donations via...

- **Cryptocurrency**
- **Stock**
- **Peer to Peer Fundraisers**

*REMINDER*
**$500K+**
**MAUI MATCH**

$500,000 in donations to Maui relief efforts are currently being matched dollar for dollar by Shift4 CEO Jared Isaacman! The next $50k is being double-matched by the team at Ripple. See terms and details in the FAQ here.

MATCHES EARNED IN 2022
**$9,400,000**

In 2022, over $9,000,000 in matches were earned by nonprofits on The Giving Block. We're working hard with partners to put together the best match pools possible this end of year!

## Coming Soon: 2023 Match Amounts & Details

OFFICIAL MATCH POOLS TO BE ANNOUNCED IN YOUR CLIENT NEWSLETTER, THE MODERN PHILANTHROPY INSIDER. **MAKE SURE YOU'RE SUBSCRIBED!**
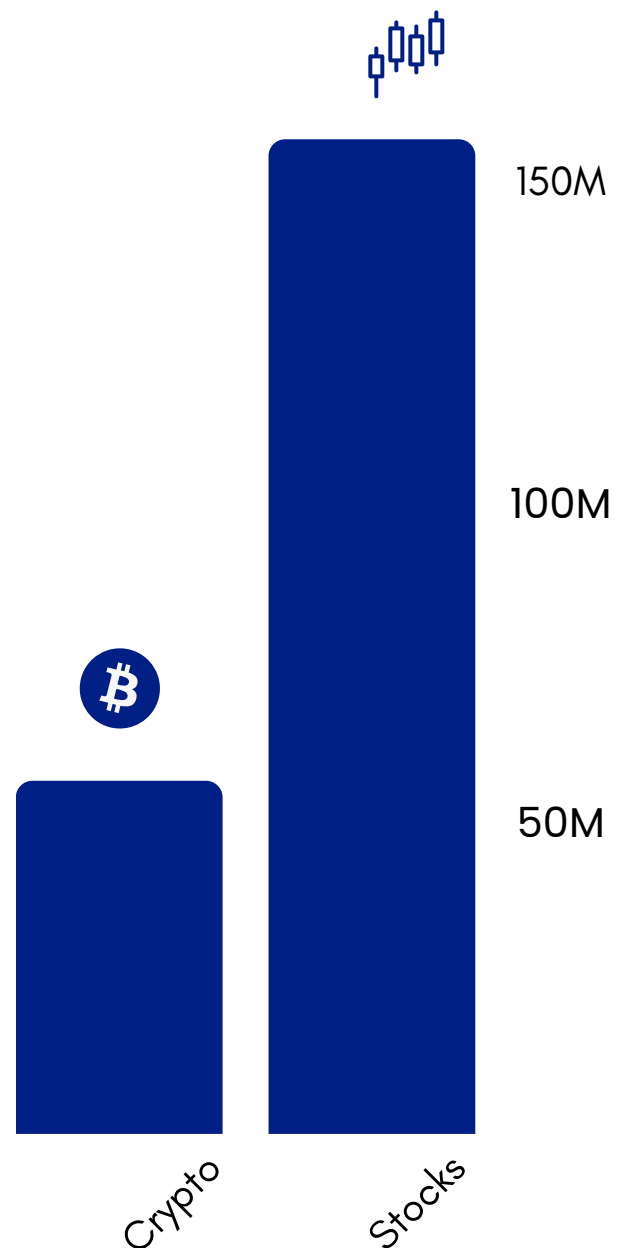
# III

# Activate My Tools & Features

How to Get the Most Out of Your Features from The Giving Block

# OPPORTUNITY ANALYSIS

The Giving Block's full product suite closes the gap for billions of dollars in missed giving opportunities.

Total Users (USA)

**$1.1T**
Market Cap

46 Million Americans invest in crypto. It remains the youngest & fastest growing investor community.

**$37.2T**
S&P Market Cap

158 Million Americans have stocks. The median stock investor age is dropping rapidly from 48 to 35.

150M

100M

50M

Crypto

Stocks

# YOUR PRODUCTS

*Every client, at every level, has access to our entire product suite!

## Crypto Donation Tool

Donors can give every top crypto in seconds. Everything is fully automated.

How to Use
- Create your Crypto Giving Form in the Dashboard
- Paste the form on your "Donate Crypto" Page

## Stock Donation Tool

No more emails & fax machines. Donors give in a few clicks - everything is automated!

How to Use
- Create your Stock Giving Form in the Dashboard
- Paste the form on your "Donate Stock" Page

## Peer to Peer Fundraisers

The only P2P solution with every modern giving option. Why settle for less?

How to Use
- Peer to Peer is open to any and all donors
- Direct donors to **Create a Fundraiser** instructions
- Support and promote the fundraisers!

Questions: support@thegivingblock.com

# IV

## Create Content

Step-by Step Guide to using ChatGPT to automate the creation of custom email and social media messaging for non-cash asset donations

🕐 Estimated time to complete:
**5 Min Per Message**

# How to Use
# ChatGPT

Using ChatGPT to build custom content.

## Read Before You Begin

### We Created Prompts for Nonprofits to Generate Custom Content

New AI powered tools like ChatGPT are the fastest and easiest way to create **draft** content for your social media posts and email.

### Use Our Prompts to Generate a Draft in Seconds

Using the prompts we've provided, you can plug in details about your organization, and it will generate a great draft version of an email, tweet or other communication instantaneously.

### Edit the Draft

These drafts are far better than a one-size-fits-all template we could otherwise provide. However, they aren't always perfect!

### Questions? We can help!

And, as always, you have our team here at The Giving Block to help if you ever get stuck!
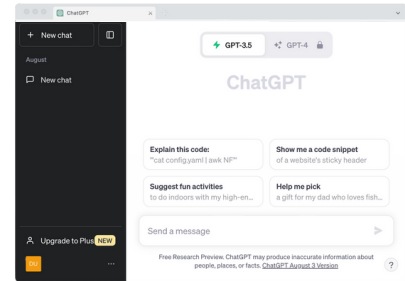support@thegivingblock.com

# EMAIL
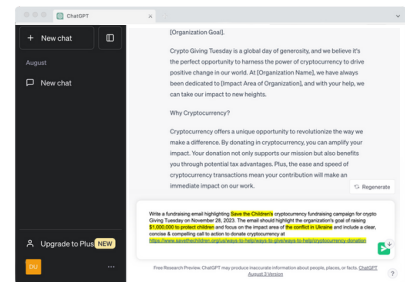
## CREATE & CUSTOMIZE EMAILS

**01** **GO TO CHATGPT**

Log into chat.openai.com to use ChatGPT. Don't have an account? Click "Sign Up" and create a free one in seconds.

**02** **SELECT PROMPT & FILL-IN-THE-BLANKS**

Copy & Paste one of our ready-made prompts (below) into ChatGPT, filling in the details about your nonprofit.

**03** **CUSTOMIZE!**

Customize in ChatGPT (example: "Rewrite it but shorter" or "Rewrite it with humor"), or paste the draft into a doc and add your own personal touch!

## Click the button to start building!
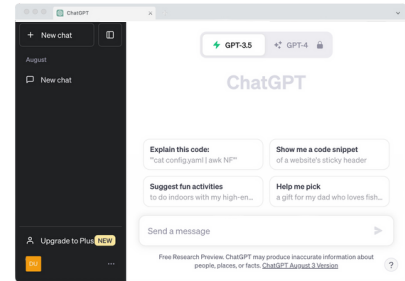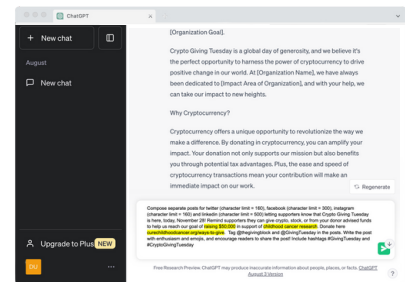
**Create Emails**

# SOCIAL MEDIA

## CREATE & CUSTOMIZE SOCIAL POSTS

**01**

### GO TO CHATGPT

Log into chat.openai.com to use ChatGPT. Don't have an account? Click "Sign Up" and create a free one in seconds.



**02**

### SELECT PROMPT & FILL-IN-THE-BLANKS

Copy & Paste one of our ready-made prompts (below) into ChatGPT, filling in the details about your nonprofit **and the character limits** for each platform.
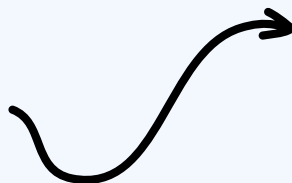


**03**

### CUSTOMIZE!

Customize in ChatGPT (example: "Rewrite it but shorter" or "Rewrite it with humor"), or paste the draft into a doc and add your own personal touch to keep it on brand!

# Click the button
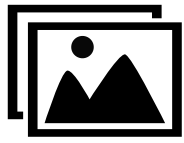# to start building!

**Create Social Media Content**

# V

# Create Graphics

Graphics curated by The Giving Block team for use in end of year fundraising campaigns

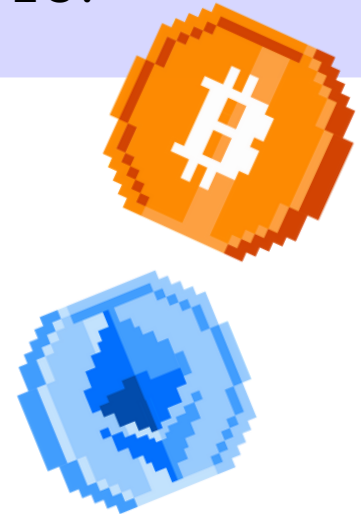# GRAPHICS

## CREATE AMAZING IMAGES!

# WE'VE GOT EVERYTHING YOU NEED!

We have created a library of annual and evergreen content for end of year fundraising that will be constantly updated that includes:

- Logos of all supported cryptocurrencies
- Visual components for EOY campaigns including:
  - Social Media Assets
  - Profile Avatars
  - Postcards
  - Email & web assets

All of our graphics are available as templates in Canva, a free-to-use online graphic design tool. Canva is a simple drag-and-drop experience, making graphic design simple and easy for marketers & designers of all levels. You will need a free Canva account to access these files.

**New to Canva? Learn the basics here:**
**https://www.canva.com/designschool/tutorials/getting-started/**

Our graphics are also available as standalone assets that your team can edit in Photoshop, Illustrator or other design programs.

Access
**Year-End & Giving Tuesday**
Graphics Library

Access
**Cryptocurrency**
Graphics Library

Access
**Stock**
Graphics Library

# VI

## Start Fundraising

Done creating content? Awesome!
Let's start fundraising.

Stay in touch with The Giving Block
for strategies and updates!

# CONGRATULATIONS! YOU MADE IT TO THE END.

The Giving Block
A SHIFT4 COMPANY