

# Congratulations and Welcome to GlobalGiving



Patricia Guilfoyle, Marketplace Manager  
12<sup>th</sup> January 2016

# Agenda

Congratulations

After the Challenge

GlobalGiving 101

Managing your GlobalGiving account

Fundraising your way to success

Upcoming campaigns + training opportunities

Questions + feedback

# Gateway Crowdfunding Challenge

The Campaign Concluded on

Dec 19, 2016 9:00:00 AM

**£107,298**  
Funds Raised

**1,869**  
Donors

Rank*	Project	Organization	Goal: £2,500	Goal: 50	+ Bonus **
1	 <b>Help a Malnourished Child with Whisper's Hospital</b> <a href="#">Give Now</a> <a href="#">Share This Project</a>	Whisper	<b>£16,187</b> Secured Raised Remaining	<b>58</b> Secured Raised Remaining	+ <b>£1,500</b>
2	 <b>#OneMoreNurse</b> <a href="#">Give Now</a> <a href="#">Share This Project</a>	The Neuro Foundation	<b>£14,669</b> Secured Raised Remaining	<b>133</b> Secured Raised Remaining	+ <b>£1,000</b>
3	 <b>Build 27 Rescue Kennels for Stray Dogs in India</b> <a href="#">Give Now</a> <a href="#">Share This Project</a>	Tree Of Life For Animals (TOLFA)	<b>£9,768</b> Secured Raised Remaining	<b>210</b> Secured Raised Remaining	+ <b>£500</b> <b>£500</b>

## Our best Challenge ever!

# Create a SWOT Analysis in GG Rewards – 12 Points

## Check in with your team

- Was it a positive experience
- What were the main challenges
- Debrief and celebrate successes

## Track your data

- Web Analytics
- Facebook Insights
- Email click rates

## Wrap it up

- Share results and thank your donors
- Send Project Report

## Ask for feedback

- What would you do differently
- Ask your supporters
- Survey

The background image is a dark, atmospheric scene of a storm. Several bright, jagged lightning bolts are visible against a grey, overcast sky. In the foreground and middle ground, there are silhouettes of trees and a large, conical teepee structure on the right side, which appears to be made of a dark fabric. The overall mood is dramatic and intense.

# GlobalGiving 101

14

years

\$248M

dollars

566,754

donors

165

countries

138

companies

# 34,000

unique visitors to the site weekly

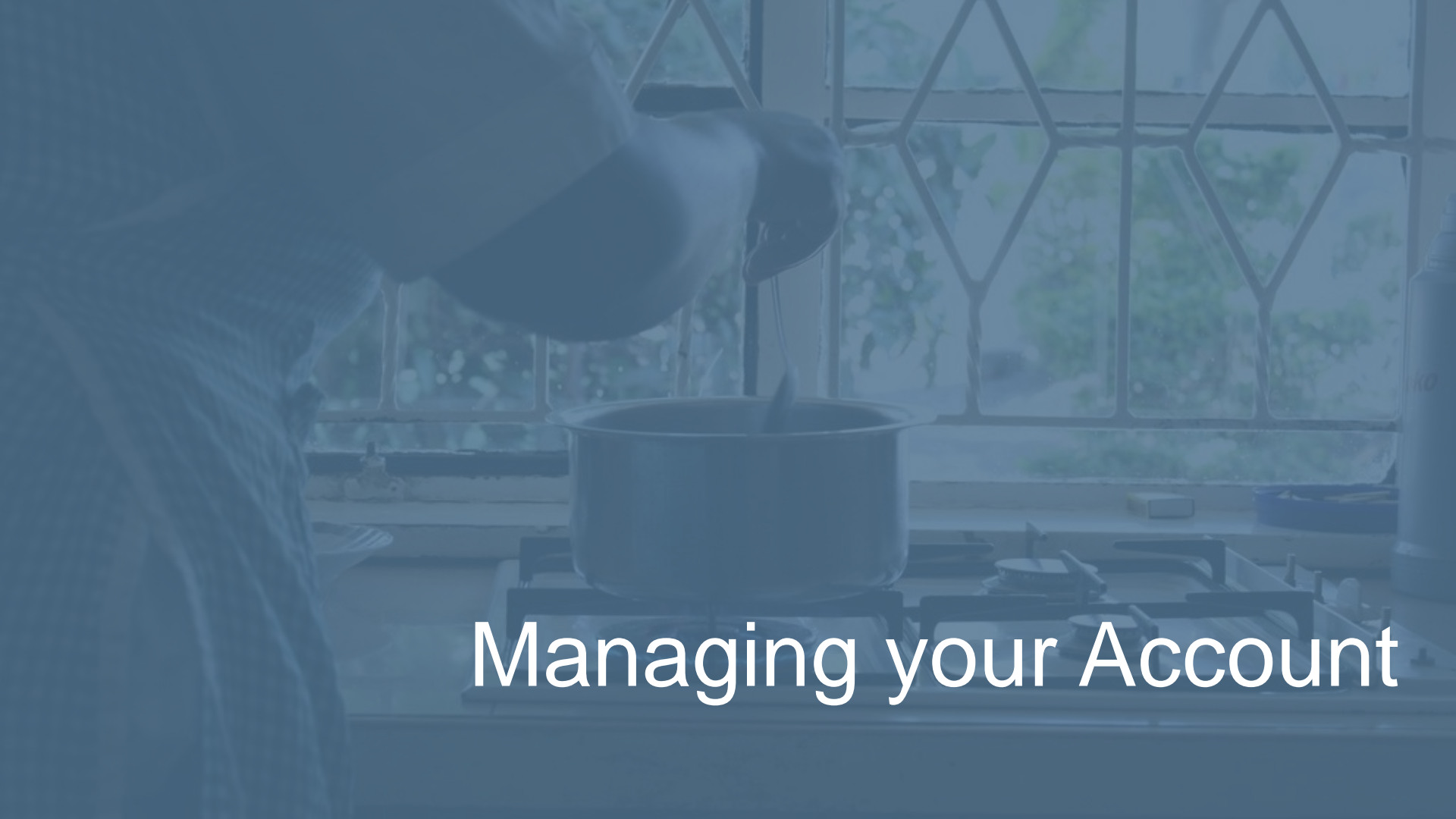


## Full Partner Benefits

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- Donor management + communication tools
- Academies + trainings
- Fundraising campaigns
- Corporate partnerships
- Reputation building and visibility
- Skilled Volunteering



A person is cooking in a kitchen, with a pot on a stove. The scene is overlaid with a blue tint. The person is wearing a light-colored shirt and is leaning over the stove, stirring the contents of a pot. The background shows a window with a diamond-shaped pattern and some greenery outside. The text "Managing your Account" is overlaid in white at the bottom of the image.

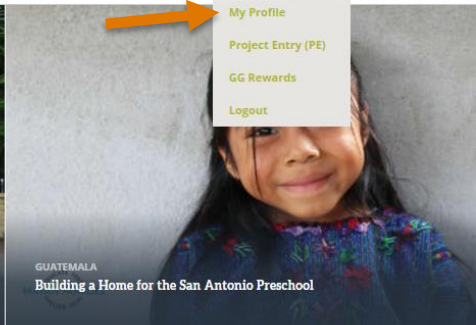
Managing your Account



HAITI  
Hurricane Matthew Relief Fund



INDIA  
Help a Visually Challenged to secure Master's Degree



GUATEMALA  
Building a Home for the San Antonio Preschool



SIERRA LEONE  
GlobalGiving Ebola Epidemic Relief Fund



NEPAL  
Girls Education in Nepal

- EXPLORE PROJECTS: [Featured](#) [Newest](#) [Nearly Funded](#) [Children](#) [Disaster](#) [Education](#) [Environment](#) [Health](#) [Technology](#) [Women & Girls](#) [SEE ALL >](#)

GlobalGiving is the first and largest global crowdfunding community that connects **nonprofits**, **donors**, and **companies** in nearly every country around the world. We make it possible for local organizations to access the funding, tools, training, and support they need to become more effective and make our world a better place.

[LEARN MORE](#)

# Updating your personal GlobalGiving account



## Personal Account

---

Go to “My Profile” to edit your:

- Email address
- First and/or last name
- Title
- Password
- And more!

Home &gt; Project Entry Dashboard

## Message from GlobalGiving

## Actions

Enter our **2016 Fail Forward Contest** by sharing your story of learning through failure in your next project report! The top three winners will receive cash prizes of \$1,000, \$600, and \$400 as well as social media promotion. **Deadline to enter, submit your report, and complete your opt-in form is Friday, October 28th.** Learn more about the contest [here!](#)

[Mark as Read](#) | [Delete](#)

## Dashboard for Jake's Diapers, Inc. (#32825)

PROJECT BRIDGE NUMBER: 6144627385

GG Rewards

Superstar



ADD A PROJECT

ADD A REPORT

SEND THANK YOU'S

## Projects

Manage Projects (6)

## Organization

[Edit Organization Info](#)  
[View Organization Page](#)  
[Manage Users](#)

## Funding

[View Donations](#)  
[View Disbursements](#)

## Data

[Website Analytics](#)

## Manual

[Project Leader Manual](#)  
[Tools & Training Blog](#)

New/Active Projects

Inactive Projects

## Be the Change: Saving Babies in Need Worldwide (#23239)

**\$6,439** Raised**\$1,061** Remaining

100 Donations

6 Reports

1 Recurring

Status

Active

[view project](#)  
[edit project](#)  
[deactivate](#)

Next Report Due By

Dec 13,  
2016[write a report](#)

Project Rank

124  
out of 20,908

## Be the Change: Saving Haitian Babies in Need (#25048)

**\$2,200** Raised**\$2,800** Remaining

80 Donations

0 Reports

1 Recurring

Status

Active

[view project](#)  
[edit project](#)  
[deactivate](#)

Next Report Due By

Dec 6, 2016

[write a report](#)

Project Rank

621  
out of 20,908

Updating your organisation's account information

Basic  
InformationDisbursement  
InformationReview &  
Submitsave as  
draft

## Organization Contact Information

Name

The organization name cannot be changed without supporting legal documentation. Please contact us at [renewals@globalgiving.org](mailto:renewals@globalgiving.org) to send us legal documentation confirming a name change.

Address \*

88 characters remaining

Address 2

100 characters remaining

City \*

41 characters remaining

State \*

18 characters remaining

Postal Code \*

15 characters remaining

Country \*

United States

Phone

40 characters remaining

URL

223 characters remaining

## Change History

- Changes Status: Approved/None
- Changes Last Approved: Sep 7, 2016 4:00:45 PM
- Changes Last Approved By: Emily James
- Created: Dec 19, 2015 4:59:16 PM
- Modified: Oct 4, 2016 4:30:02 PM

## Actions

- Superstar - View Rewards Details
- View Projects (6)
- View Donations
- View Gifts
- View Evaluations (0)
- Write Evaluation
- Manage Users

In what countries does your organization operate programs? Check all that apply. Please click on a region to select countries.

Countries of Operation \*

Africa

All / None

 Algeria Angola Benin Botswana Burkina Faso Burundi Cameroon Cape Verde Central African Republic Chad Comoros Congo, Democratic Republic of the  
 Djibouti Congo, Republic of the Côte d'Ivoire Equatorial Guinea Eritrea Egypt Gabon Gambia, The Ethiopia Guinea Guinea-Bissau Ghana

Home > Project Entry Dashboard

**Message from GlobalGiving** Actions

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## Dashboard for Jake's Diapers, Inc. (#32825)

BRIDGE NUMBER: 6144627385

GG Rewards

**Superstar**

★★★★★

**ADD A PROJECT**

ADD A REPORT

SEND THANK YOUS

**Projects**

- Manage Projects (6)

**Organization**

- Edit Organization Info
- View Organization Page
- Manage Users

**Funding**

- View Donations
- View Disbursements

**Data**

- Website Analytics

**Manual**

- Project Leader Manual
- Tools & Training Blog

New/Active Projects Inactive Projects

**Be the Change: Saving Babies in Need Worldwide (#23239)**

**\$6,439** Raised / **\$1,001** Remaining

100 Donations 6 Reports

1 Recurring

Status: Active

Next Report Due By: Dec 13, 2016

Project Rank: 124 out of 20,908

**Be the Change: Saving Haitian Babies in Need (#25048)**

**\$2,200** Raised / **\$2,800** Remaining

80 Donations 0 Reports

1 Recurring

Status: Active

Next Report Due By: Dec 6, 2016

Project Rank: 621 out of 20,908

**Be the Change: Saving Guatemalan Babies in Need (#24801)**

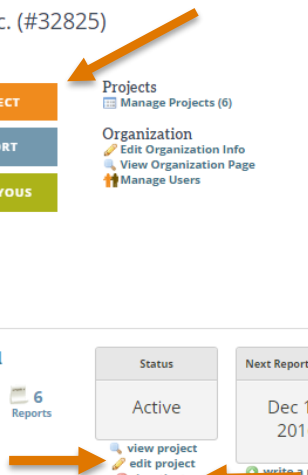
**\$247** Raised / **\$2,063** Remaining

5 Donations 1 Report

Status: Active

Next Report Due By: Dec 4, 2016

Project Rank: 805 out of 20,908



## Adding + Editing Projects

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- Add as many projects as you'd like (but you must report on all projects!)
- Click "Validate and Submit" on all new projects and edits for approval (review by GlobalGiving staff takes 1 to 2 business days)



Home > Dashboard > Manage Projects > Edit Project - Be the Change: Saving Babies in Need Worldwide (#23239)

Basic Information Additional Information Photos & Documents Review & Submit

save as draft save and submit

Review and Submit for Approval

Validate and Submit for Approval

Preview

Below is a preview of what your project page will look like. Note that some links and images will not be enabled until your project is approved. If you are finished editing your project, click **Save and Submit**. You will be notified via e-mail when your project submission has been approved.

By posting a project you acknowledge and agree to GlobalGiving's **Terms of Service**.

CHILDREN UNITED STATES PROJECT #23239

## Be the Change: Saving Babies in Need Worldwide

by Jake's Diapers, Inc. VETTED

Jake's Diapers GlobalGiving Challenge 2016

**\$6,439** raised of \$7,500 goal

100 donations \$1,061 to go

**DONATE NOW**

Donate once Donate monthly

- \$10** Be The Change: Every dollar counts, we appreciate you supporting our cause!
- \$26** Every Baby Counts: Cover the cost and delivery of 1 cloth diaper
- \$50** Send That Suitcase: Cover the transportation of a suitcase full of cloth diapers
- \$102** Better In Pairs: 2 cloth diapers for 2 babies, and transport a

STORY REPORTS PHOTOS SHARE

### Summary

Jake's Diapers serves babies around the world living in devastatingly difficult situations, where sometimes a choice has to be made between food and diapers. Jake's donates cloth diapers at no cost to orphanages, rescue centers and missionaries so these organizations can afford basic living expenses and focus on a solution for problems such as malnutrition and starvation. Cloth diapers provide a long-term solution from birth



Home > Project Entry Dashboard

**Message from GlobalGiving** Actions

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[Mark as Read](#) | [Delete](#)

## Dashboard for Jake's Diapers, Inc. (#32825)

BRIDGE NUMBER: 6144627385

GG Rewards

**Superstar**

★★★★★

**ADD A PROJECT**

**ADD A REPORT**

**SEND THANK YOU'S**

Projects

- Manage Projects (6)

Organization

- Edit Organization Info
- View Organization Page
- Manage Users

Funding

- View Donations
- View Disbursements

Data

- Website Analytics

Manual

- Project Leader Manual
- Tools & Training Blog

New/Active Projects Inactive Projects

**Be the Change: Saving Babies in Need Worldwide (#23239)**

**\$6,439** Raised / **\$1,061** Remaining

100 Donations 6 Reports

1 Recurring

Status: Active

[view project](#)  
[edit project](#)  
[deactivate](#)

Next Report Due By: Dec 13, 2016

[write a report](#)

Project Rank: 124 out of 20,908

**Be the Change: Saving Haitian Babies in Need (#25048)**

**\$2,200** Raised / **\$2,800** Remaining

80 Donations 0 Reports

1 Recurring

Status: Active

[view project](#)  
[edit project](#)  
[deactivate](#)

Next Report Due By: Dec 6, 2016

[write a report](#)

Project Rank: 621 out of 20,908

**Be the Change: Saving Guatemalan Babies in Need (#24801)**

**\$247** Raised / **\$2,063** Remaining

5 Donations 1 Report

Status: Active

[view project](#)  
[edit project](#)  
[deactivate](#)

Next Report Due By: Dec 4, 2016

[write a report](#)

Project Rank: 805 out of 20,908



# Project Reports

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- Required every three months
- Emailed to all project donors + posted on project page
- Recommendations:
  - Two to four paragraphs
  - Close-up, high res photos
  - Beneficiary stories
  - Progress + accomplishments
  - Project-specific impact stats
  - Call to action

### Three Very Grateful Students

By Suzanne Plopper - Program manager



*Aguera*

As the new school year begins, we are proud to introduce to you three of the nine young women who have just begun their primary school teacher training thanks to GlobalGiving's (that is your!) generous support. Each of these young women represents Assn NEEDED's commitment to girls' education and to the education of all village children in northern Burkina Faso. These girls began their educations in village primary schools. And they are now preparing to complete the circle by training to become primary school teachers and take up teaching assignments in rural villages, enabling the government's expansion of primary school education in rural areas.

Aguera is one of seven children in her family. Her parents are subsistence farmers. Aguera is the only child in her family who was allowed to go to school due to her parents' lack of resources. She is thrilled and proud to become a teacher as she has always held education in high esteem.

Mariam comes from a family of ten children of which she is the oldest. Her parents are subsistence farmers. Mariam is most grateful for her scholarship which allows her to pursue primary school teacher training and to be able eventually to help her younger siblings get an education. She loves learning and she loves teaching others.

Oumou lives with her mother and two siblings. Her father has been gone for six years and her mother prepares and sells small pastries in front of their home to support the family. Oumou looks forward to teaching young children and to helping her mother and siblings. She expresses great gratitude for having been given the opportunity to pursue teacher training.

On behalf of Aguera, Mariam and Oumou, we want to thank GlobalGiving donors for their scholarship support which has given these young women the only chance they had to pursue primary school teacher training.



*Mariam*

Home > Project Entry Dashboard

**Message from GlobalGiving** Actions

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[Mark as Read](#) | [Delete](#)

## Dashboard for Jake's Diapers, Inc. (#32825)

BRIDGE NUMBER: 6144627385

**GG Rewards**

**Superstar**

★★★★★

**ADD A PROJECT**

**ADD A REPORT**

**SEND THANK YOU'S**

**Projects**

Manage Projects (6)

**Organization**

Edit Organization Info

View Organization Page

Manage Users

**Funding**

View Donations

View Disbursements

**Data**

Website Analytics

**Manual**

Project Leader Manual

Tools & Training Blog

New/Active Projects Inactive Projects

Project Name	Status	Next Report Due By	Project Rank
<b>Be the Change: Saving Babies in Need Worldwide (#23239)</b>  100 Donations, 6 Reports, 1 Recurring	Active	Dec 13, 2016	124 out of 20,908
<b>Be the Change: Saving Haitian Babies in Need (#25048)</b>  80 Donations, 0 Reports, 1 Recurring	Active	Dec 6, 2016	621 out of 20,908
<b>Be the Change: Saving Guatemalan Babies in Need (#24801)</b>  5 Donations, 1 Report, 1 Recurring	Active	Dec 4, 2016	805 out of 20,908



# Search Ranking Criteria

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- Length of time since previous project report
- Amount of money project has raised, relative to other projects
- Proximity to full funding
- Number of donors project has attracted
- GG Rewards status
- Microproject



Home > Project Entry Dashboard

<p><b>Message from GlobalGiving</b></p> <p>Enter our <b>2016 Fall Forward Contest</b> by sharing your story of learning through failure in your next project report! The top three winners will receive cash prizes of \$1,000, \$600, and \$400 as well as social media promotion. <b>Deadline to enter, submit your report, and complete your opt-in form is Friday, October 28th.</b> Learn more about the contest <a href="#">here!</a></p>	<p><b>Actions</b></p> <p><a href="#">Mark as Read</a>   <a href="#">Delete</a></p>
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## Dashboard for Jake's Diapers, Inc. (#32825)

BRIDGE NUMBER: 6144627385

<p><b>GG Rewards</b></p> <p><b>Superstar</b></p> <p>★★★★★</p>	<p><b>ADD A PROJECT</b></p> <p><b>ADD A REPORT</b></p> <p><b>SEND THANK YOU'S</b></p>	<p><b>Projects</b></p> <p>Manage Projects (6)</p> <p><b>Organization</b></p> <p>Edit Organization Info</p> <p>View Organization Page</p> <p>Manage Users</p>	<p><b>Funding</b></p> <p>View Donations</p> <p>View Disbursements</p>	<p><b>Data</b></p> <p>Website Analytics</p> <p><b>Manual</b></p> <p>Project Leader Manual</p> <p>Tools &amp; Training Blog</p>
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New/Active Projects Inactive Projects

Project Name	Status	Next Report Due By	Project Rank
<p><b>Be the Change: Saving Babies in Need Worldwide (#23239)</b></p> <p> <b>\$6,439</b> Raised / <b>\$1,061</b> Remaining</p> <p> 100 Donations  6 Reports</p> <p> 1 Recurring</p>	<p>Active</p> <p>view project</p> <p>edit project</p> <p>deactivate</p>	<p>Dec 13, 2016</p> <p>write a report</p>	<p><b>124</b> out of 20,908</p>
<p><b>Be the Change: Saving Haitian Babies in Need (#25048)</b></p> <p> <b>\$2,200</b> Raised / <b>\$2,800</b> Remaining</p> <p> 80 Donations  0 Reports</p> <p> 1 Recurring</p>	<p>Active</p> <p>view project</p> <p>edit project</p> <p>deactivate</p>	<p>Dec 6, 2016</p> <p>write a report</p>	<p><b>621</b> out of 20,908</p>
<p><b>Be the Change: Saving Guatemalan Babies in Need (#24801)</b></p> <p> <b>\$247</b> Raised / <b>\$2,063</b> Remaining</p> <p> 5 Donations  1 Report</p>	<p>Active</p> <p>view project</p> <p>edit project</p> <p>deactivate</p>	<p>Dec 4, 2016</p> <p>write a report</p>	<p><b>805</b> out of 20,908</p>

Home &gt; Dashboard &gt; Organization Manager &gt; Donations to Jake's Diapers, Inc. (Organization #32825)

 Filter:  Show:  Convert To:  Filter

 Date:  Thank You Email:  Recurring:  Export Excel (CSV) XML

 All Donations to [Jake's Diapers, Inc. \(#32825\)](#) Please do not add emails to your mailing lists Total: \$9,516

Project Id	Donor Name	Donor Email	Traffic Source	Payment Method	Donation Date	Recurring	Amount	Thank You
23935	Anonymous	<a href="#">Click to send thank you</a>	gift card		Oct 11, 2016	No	\$25	Sent
25298	Anonymous	<a href="#">Click to send thank you</a>	gift card		Oct 9, 2016	No	\$100	Sent
25298	Anonymous	<a href="#">Click to send thank you</a>	federate.xh1.lilly...		Oct 9, 2016	No	\$100	Sent
23935	Anonymous	<a href="#">Click to send thank you</a>	gift card		Oct 6, 2016	No	\$100	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>			Sep 29, 2016	No	\$10	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>			Sep 28, 2016	No	\$10	Unsent
25048	Anonymous	<a href="#">Click to send thank you</a>	foto-app.appspot.com		Sep 28, 2016	No	\$10	Unsent
25048	Anonymous	<a href="#">Click to send thank you</a>	foto-app.appspot.com		Sep 28, 2016	No	\$10	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>			Sep 28, 2016	No	\$20	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>			Sep 27, 2016	No	\$10	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>			Sep 27, 2016	No	\$50	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>			Sep 27, 2016	No	\$10	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>	jakesdiapers.org		Sep 27, 2016	No	\$10	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>	facebook		Sep 26, 2016	No	\$10	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>			Sep 26, 2016	No	\$10	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>	foto-app.appspot.com		Sep 26, 2016	No	\$10	Sent
25048	Anonymous	<a href="#">Click to send thank you</a>			Sep 26, 2016	No	\$10	Sent

Access donor information; view gross donations (not counting fees or add-ons); and send thank you notes!

Home > Dashboard > Project Manager > Donations to (Organization) > Thank You Email

Send Thank You E-mail to [redacted] for donation of \$10

Show FAQs and tips for writing great thank you email letters

To \*

Example: benfranklin@gmail.com

82 characters remaining








Subject \*

Example: Thank you for your donation!

43 characters remaining

Learn how to write great thank you emails that will get your donors to give again.

Message \*

**B** *I* U  Paragraph        

Dear [redacted]

I would like to sincerely thank you for your generous \$10 donation to the [redacted]. Every donation helps ensure that we can continue helping our community.

I know there are a lot of other ways you could have spent this money, but you believe in the life changing work of [redacted] so you chose to invest it in our project. Because of this investment, I want you to feel like part of our team. We're in this together. I want our success to be your success.

Until our project is fully funded, we will be sending you regular reports about our work. You'll know what your donation has helped fund, what accomplishments we have achieved and what our current needs are.

I hope you find this partnership valuable and worthwhile. I know the economy is tough, so thank you for investing your hard-earned money on our cause. Please consider telling your friends and family about our project - share the link on your blogs or social networks, use the tell-a-friend feature on the project page to email your network, or just bring us up in conversation. You know your friends and family best, so use your own words - tell them why you chose our project and what it means to you.

Thank you again for all you have done to help serve the [redacted] in need, your support is truly life saving!

With gratitude,  
[redacted]

Tip: GlobalGiving automatically adds links to your project in the thank you email. As a result, **do not link to donation websites** other than GlobalGiving in your thank you. Links to multiple donation websites have been shown to cause donor confusion and may result in a net **loss of donations** for your organization.

Templates:  Default  Basic Thank You 1 Template

Click the name of your template to add photos or edit content.

Having trouble with the rich text editor? [Switch to the basic editor](#)



## Thanking your donors, the first step in building a long-term relationship

in **GlobalGiving Resources, Nonprofit Marketing & Communications Support**

Dec 16, 2010 No Comments Share

Hopefully by now the holiday donations are pouring in and you're busy implementing your carefully crafted holiday fundraising plan. But, among all the chaos it is crucial that you **don't forget to thank your donors!** Learn how to craft a compelling thank you email.

Thank you emails are often times the first step in building a long-term relationship with a donor. Your thank you lets the donor know that their money will be used well and meaningfully and that their support for your cause has not gone unnoticed. The thank you email is also a great way to form a personal connection with your donor. It gives you the chance to ask questions and to offer ways to stay involved.

Jessica, a GlobalGiving donor shared her appreciation after receiving a thank you email from an organization doing relief work in Pakistan: "It felt good! They made me feel like my donation was definitely worth it because they made that personal connection right away.



## GlobalGiving

**Tools & Training:** tools and resources to help optimize your organization's impact.

[JOIN GLOBALGIVING](#)

### CATEGORIES

Effectiveness

Effectiveness Tools & Resources

Home > Project Entry Dashboard

Message from GlobalGiving	Actions
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BRIDGE NUMBER: 6144627385

<p>GG Rewards</p> <p><b>Superstar</b></p> <p>★★★★★</p>	<p><b>ADD A PROJECT</b></p>	<p><b>Projects</b></p> <ul style="list-style-type: none"> <li>Manage Projects (6)</li> </ul>	<p><b>Funding</b></p> <ul style="list-style-type: none"> <li>View Donations</li> <li>View Disbursements</li> </ul>
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	<p><b>SEND THANK YOU'S</b></p>		<p><b>Manual</b></p> <ul style="list-style-type: none"> <li>Project Leader Manual</li> <li>Tools &amp; Training Blog</li> </ul>

New/Active Projects Inactive Projects

Project Name	Status	Next Report Due By	Project Rank
<p><b>Be the Change: Saving Babies in Need Worldwide (#23239)</b></p> <p> <b>\$6,439</b> Raised / <b>\$1,061</b> Remaining</p> <p> 100 Donations  6 Reports</p> <p> 1 Recurring</p>	<p>Active</p> <ul style="list-style-type: none"> <li>view project</li> <li>edit project</li> <li>deactivate</li> </ul>	<p>Dec 13, 2016</p> <p>write a report</p>	<p><b>124</b> out of 20,908</p>
<p><b>Be the Change: Saving Haitian Babies in Need (#25048)</b></p> <p> <b>\$2,200</b> Raised / <b>\$2,800</b> Remaining</p> <p> 80 Donations  0 Reports</p> <p> 1 Recurring</p>	<p>Active</p> <ul style="list-style-type: none"> <li>view project</li> <li>edit project</li> <li>deactivate</li> </ul>	<p>Dec 6, 2016</p> <p>write a report</p>	<p><b>621</b> out of 20,908</p>
<p><b>Be the Change: Saving Guatemalan Babies in Need (#24801)</b></p> <p> <b>\$247</b> Raised / <b>\$2,063</b> Remaining</p> <p> 5 Donations  1 Report</p>	<p>Active</p> <ul style="list-style-type: none"> <li>view project</li> <li>edit project</li> <li>deactivate</li> </ul>	<p>Dec 4, 2016</p> <p>write a report</p>	<p><b>805</b> out of 20,908</p>



## Disbursements

---

- Challenge disbursements will at end of January
- After Challenge will take place at end of each month after donation has been made

### All-Time Fundraising Metrics for International Medical Corps

Raised by You

**\$276,050**

+

Driven by GlobalGiving

**\$1,292,277**

=

Raised in Total

**\$1,568,327**

Home > Project Entry Dashboard

**Message from GlobalGiving** Actions

Enter our **2016 Fail Forward Contest** by sharing your story of learning through failure in your next project report! The top three winners will receive cash prizes of \$1,000, \$600, and \$400 as well as social media promotion. **Deadline to enter, submit your report, and complete your opt-in form is Friday, October 28th.** Learn more about the contest [here!](#)

[Mark as Read](#) | [Delete](#)

### Dashboard for Jake's Diapers, Inc. (#32825)

BRIDGE NUMBER: 6144627385



GG Rewards

**Superstar**

★★★★★

**ADD A PROJECT**

**ADD A REPORT**

**SEND THANK YOUS**

**Projects**

Manage Projects (6)

**Organization**

Edit Organization Info  
View Organization Page  
Manage Users

**Funding**

View Donations  
View Disbursements

**Data**

Website Analytics

**Manual**

Project Leader Manual  
Tools & Training Blog

New/Active Projects Inactive Projects

**Be the Change: Saving Babies in Need Worldwide (#23239)**

\$8,439 Raised
\$1,061 Remaining
100 Donations
6 Reports

1 Recurring

Status

Active

[view project](#)  
[edit project](#)  
[deactivate](#)

Next Report Due By

Dec 13, 2016

[write a report](#)

Project Rank

124 out of 20,908

---

**Be the Change: Saving Haitian Babies in Need (#25048)**

\$2,200 Raised
\$2,800 Remaining
80 Donations
0 Reports

1 Recurring

Status

Active

[view project](#)  
[edit project](#)  
[deactivate](#)

Next Report Due By

Dec 6, 2016

[write a report](#)

Project Rank

621 out of 20,908

# Learning about your GG Rewards status



## GG Rewards

---

- Partner, Leader, Superstar
- Created to reward organizations for engagement + effectiveness
- Points expire on rolling annual year basis
- More points → higher status → enhanced opportunities for corporate recommendations, visibility, and GlobalGiving-driven funds

# GG Rewards

BatleySmile CIC (#36486)

Last updated: January 11, 2017 Admin Debug

GlobalGiving rewards your organization for **effectiveness** and **engagement**.

The more points that you earn, the more rewards you gain. [Learn more.](#)

GG Rewards Status: **Superstar** 82 points

Effectiveness

66

POINTS EARNED

DETAILS >

+

Engagement

16

POINTS EARNED

DETAILS >

=

Superstar

36+ points

Leader

18-35 points

Partner

0-17 points

82

TOTAL POINTS

Effectiveness 66 points



# Engagement 16 points

## Donations

**8 points**

\$5,000+

**4 points**

\$1,200-\$4,999

**\$3,603**

in donations in the past 12 months

**1 point**

\$120-\$1,199

**0 points**

\$0-\$119

## Number of Donors

**8 points**

60+ donors

**60**

donors in the past 12 months

**4 points**

36-59 donors

**2 point**

12-35 donors

**0 points**

0-11 donors

## Project Reports

**10 points**

Early

**5 points**

On-time

**0 points**

N/A

earn points by sending project reports to donors

## Thank You Email

**4 points**

75%+ thanked

**3 points**

50-74% thanked

**2 point**

25-49% thanked

**0 points**

0-24% thanked

Your orga thanked a 75% of yo recurring over the p months u GlobalGiv Thank Yo

[VIEW ALL ENGAGEMENT POINTS](#)

**Earn More Points**





MOROCCO

## KEEP 100 MOROCCAN CHILDREN AWAY FROM ABANDONMENT

[DONATE](#)



ZAMBIA

### Please Help Educate 10 Orphaned Children in Zambia



MALI

### Provide Music Education to Children in Mali



 THE NEURO FOUNDATION

### #OneMoreNurse

Help us provide more Specialist NF Nurses in the UK.

UNITED KINGDOM

### #OneMoreNurse



SIERRA LEONE

### Scholarships for 3 Sisters to Continue Schooling



Earn 12 points

#### SWOT Analysis

SWOT Analysis is a tool that helps you develop a clear plan by evaluating how you are doing and what your options are. It can be applied to a specific project, organization, or even a sector. By utilizing the SWOT analysis, you can better understand what the project or organization can offer, key weaknesses that need to be addressed, and where external partners can provide assistance.

You can earn a total of **12 effectiveness points** after completing the SWOT Analysis cycle.

- **Listen:** Download the **SWOT Analysis tool** and watch the video to learn how to use SWOT. (3 points)
- **Act:** Complete and upload the SWOT Analysis worksheet. (4 points)
- **Learn:** Tell us what you have learned from using the SWOT analysis and how you will use this information. (5 points)

[START SWOT ANALYSIS](#)


Earn 12 points

#### DIY Toolkit

The **Development, Impact and You (DIY) Toolkit** helps you invent, adopt, or adapt ideas that can deliver more effective results for your organization. The tools are grounded in existing theories and practices of innovation, design and business development.

You can earn a total of **12 effectiveness points** after completing a DIY cycle.

- **Listen:** Choose any DIY tool and learn how to use it. (3 points)
- **Act:** Complete and upload the worksheet from the DIY Toolkit tool that you selected. (4 points)
- **Learn:** Share what you have learned and how your organization will use your new knowledge. (5 points)

[START DIY TOOLKIT](#)


Earn 12 points

#### Feedback Toolkit

Many nonprofits (including GlobalGiving) believe it is important for people to have a meaningful voice in the programs that affect them. But, how many really listen effectively? And how many respond to what people say? In this cycle, you will learn how to effectively listen and respond to feedback from your constituents.

You can earn a total of **12 effectiveness points** after completing a tool from the Feedback Toolkit.

- **Listen:** Use a tool from the Feedback Labs toolkit to gather feedback from your community. (3 points)
- **Act:** Upload results from the feedback you gathered. (4 points)
- **Learn:** Share what you have learned and how your organization will use your new knowledge. (5 points)

[START FEEDBACK TOOLKIT](#)


#### Storytelling

One of GlobalGiving's core values is to never settle, so we are trying to improve the quality of feedback and help our nonprofit partners best meet the needs of their communities. The Storytelling Project enables organizations to cost-effectively collect community feedback on a grand scale and plug into sophisticated analysis tools.

You can earn a total of **9 effectiveness points** after completing the Storytelling Project.

Earn points and increase your organizational effectiveness at the same time.  
Use our tools – or share the work that you're already doing!

## Rewards Earned for Superstar

Benefits	Partner	Leader	Superstar
Permanent access to GlobalGiving's online fundraising and donor management tools	✓	✓	✓
Free access to feedback tools to help your organization become more effective	✓	✓	✓
Ability to post <b>volunteer opportunities</b> with GlobalGiving and our partner, <b>VolunteerMatch</b> , for free	✓	✓	✓
Free monthly training covering topics including financial management for nonprofits, social media for nonprofits, reporting on project progress, and more	✓	✓	✓
Inclusion in GlobalGiving's employee giving programs with corporate partners	✓	✓	✓
Access to GlobalGiving's site-wide matching campaigns.	✓	✓	✓
Eligible to be included in corporate and thematic campaigns. So far, <b>your organization has been included in 4 campaigns. <a href="#">Learn more</a></b>	✓	✓	✓
Eligible to receive gift card redemptions from donors	✓	✓	✓
Possible to be recommended for a corporate partner's gift card or cause marketing campaign.		✓	✓
Eligible to be featured in GlobalGiving social media (Twitter, Facebook, and Instagram)		✓	✓
Access to special trainings, matching campaigns, and other opportunities based on your rewards level		✓	✓
Special matching opportunities during designated Bonus Day campaigns		✓	✓
Access to exclusive fundraising tools like microprojects		✓	✓
Opportunity to be featured in GlobalGiving's <b>Project of the Month Club</b>			✓
Most likely to be referred for a grant from a corporate partner			✓
Most likely to be a guest speaker in GlobalGiving training and academy courses			✓
Most likely to be featured in GlobalGiving newsletters that reach more than 120,000 donors			✓

Learn more about rewards earned for each GG Rewards status.  
 (Stay tuned for additional Rewards added in 2017!)

Home > Project Entry Dashboard

**Message from GlobalGiving** Actions

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## Dashboard for Jake's Diapers, Inc. (#32825)

BRIDGE NUMBER: 6144627385

GG Rewards

**Superstar**

★★★★★

**ADD A PROJECT**

**ADD A REPORT**

**SEND THANK YOU**

**Projects**

Manage Projects (6)

**Organization**

Edit Organization Info

View Organization Page

Manage Users

**Funding**

View Donations

View Disbursements

**Data**

Website Analytics

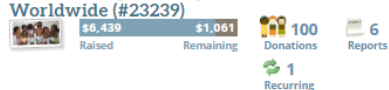
**Manual**

Project Leader Manual

Tools & Training Blog

New/Active Projects Inactive Projects

### Be the Change: Saving Babies in Need Worldwide (#23239)



Status	Next Report Due By	Project Rank
Active	Dec 13, 2016	124 out of 20,908
view project edit project deactivate	write a report	

### Be the Change: Saving Haitian Babies in Need (#25048)



Status	Next Report Due By	Project Rank
Active	Dec 6, 2016	621 out of 20,908
view project edit project deactivate	write a report	


Use data from **website analytics** to enhance your fundraising!

Home > Dashboard > Web Analytics for *John's Shoppers, Inc.*Website Analytics for *John's Shoppers, Inc.*Number Of Donations 

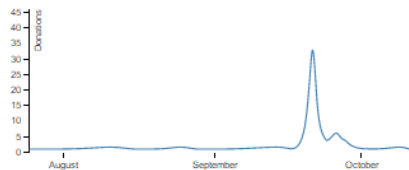

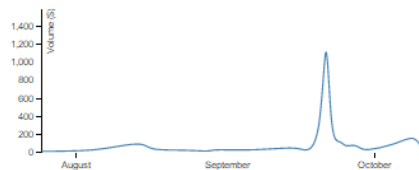

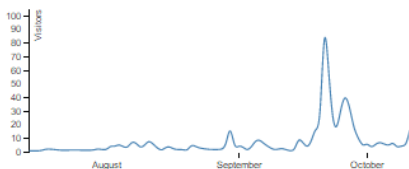
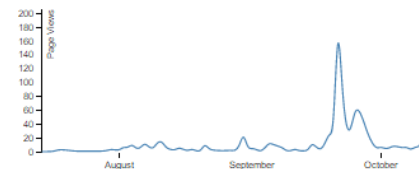
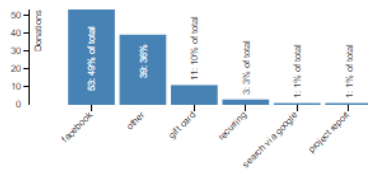
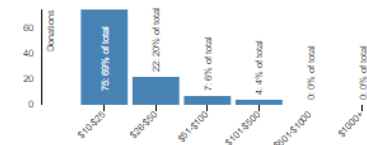
108

Number Of Page Views 

1023

Average Time On Page 

9 sec

Number of Donations Donation Volume Visitors Page Views Donation Sources Donation Size 

Project ▲▼	Project Report ▲▼	Last Modified Date ▲▼	Report Rating ▲▼	Sent Count ▲▼	Open Count ▲▼	Clicked Count ▲▼
23239: Be the Change: Saving Babies in Need Worldwide 4 (5%)	79303: Project Tiny Blue Diapers	Sep 14, 2016	3	83	32 (39%)	
24801: Be the Change: Saving Guatemalan Babies in Need 0 (0%)	78773: Celebrating Stella	Sep 5, 2016	5	3	1 (33%)	
23239: Be the Change: Saving Babies in Need Worldwide 4 (5%)	78389: Lindsey & Francelene	Aug 29, 2016	5	81	15 (19%)	
23239: Be the Change: Saving Babies in Need Worldwide 5	77681: Celebrating Stella	Aug 11, 2016	4	80	35 (44%)	

Questions?

---

A person stands in a field of smoke or mist, with a large fire burning in the foreground. The scene is dark and atmospheric, with the person's silhouette visible against the hazy background. The fire in the foreground is bright and intense, contrasting with the overall somber tone of the image.

# Maximizing your Use of GlobalGiving



# Top Tips

---

- Include GlobalGiving in your overall online fundraising strategy
- Set SMART goals
- Plan a calendar
- Take advantage of special events and opportunities
- Use GlobalGiving's tools to help you reach your goals
- Involve your supporters
- Aim for Superstar-dom





## Attract New Donors

---

- Ensure that your project page has:
  - Specific action-oriented title
  - Close up, high-res photos
  - Jargon-free, specific summary
  - Tangible, realistic donation options
- Earn your way toward an improved project rank
- Create microprojects

# 4.2

seconds

We've found that donors spend an average of 4.2 seconds reviewing a page on GlobalGiving before deciding whether or not to donate.





# Give

FIND A PROJECT

GIFT CARDS

PROJECT OF THE MONTH CLUB

FIND BY COUNTRY

FIND BY TOPIC

NEWEST PROJECTS

CLOSEST TO GOAL

BY ORGANIZATION

ALL

## Search Projects in Women and Girls and

SEARCH advanced

Sort by: Relevance

### Project Type

- Projects 716
- Microprojects 71

### Theme

- Women and Girls 788
- Education 391
- Children 250
- Health 203
- Economic Development 198

Show more Themes

### Country

- India 151
- Uganda 61
- United States 47
- Nepal 46
- Kenya 31

Show more Countries

### Organization Status

- Superstar 340
- Leader 263
- Partner 159

### Percentage Funded

- 0 - 25% 389
- 26% - 50% 139
- 51% - 75% 139
- 76% - 100% 141

### Project Added

- Last 3 months 115
- Longer than 3 months 672

Results 1 - 20 of 788 for term " searched within Projects

Results per page: 10, 20, 30, 40, 50, 100, 200



### Gift an education...Make a life!

by Isha Vidhya

India Education

Isha Vidhya's English-medium schools provide high quality school education to rural children in India who cannot otherwise access or afford it. The schools adopt a nurturing & holistic approach to education, helping children learn j...



\$  GIVE

459 donors

\$74,216 \$925,784  
Raised Remaining



### Thirty Rural Afghan Girls to Teacher Training

by Sahar Education

Afghanistan Women and Girls

This microproject provides transportation of young women, ages 17 to 24, in rural Afghanistan to a Teacher Training Center, at a cost of \$1 per day per student. The two-year program has a strong emphasis on teaching math, science and health...



\$  GIVE

8 donors

\$610 \$290  
Raised Remaining



### Help a Family Affected by Agent Orange

by The Advocacy Project

Vietnam Economic Development

Meet Le Thanh Duc, Mr. Duc, a war veteran, has three daughters affected by Agent Orange. His wife fell into depression after their youngest, healthy son passed away during an accident. Now, Mr. Duc is a full-time caretaker to not only his d...



9 days left

\$  GIVE

14 donors

\$985 \$535  
Raised Remaining



### sponsor Food to starving neglected elder women

28 days left

\$  GIVE

Home > Project Entry Dashboard

**Message from GlobalGiving** Actions

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[Mark as Read](#) | [Delete](#)

## Dashboard for Jake's Diapers, Inc. (#32825)

BRIDGE NUMBER: 6144627385

**GG Rewards**

**Superstar**

★★★★★

**ADD A PROJECT**

**ADD A REPORT**

**SEND THANK YOU'S**

**Projects**

Manage Projects (6)

**Organization**

Edit Organization Info

View Organization Page

Manage Users

**Funding**

View Donations

View Disbursements

**Data**

Website Analytics

**Manual**

Project Leader Manual

Tools & Training Blog

New/Active Projects Inactive Projects

Project Name	Status	Next Report Due By	Project Rank
<b>Be the Change: Saving Babies in Need Worldwide (#23239)</b>  100 Donations, 6 Reports, 1 Recurring	Active	Dec 13, 2016	124 out of 20,908
<b>Be the Change: Saving Haitian Babies in Need (#25048)</b>  80 Donations, 0 Reports, 1 Recurring	Active	Dec 6, 2016	621 out of 20,908
<b>Be the Change: Saving Guatemalan Babies in Need (#24801)</b>  5 Donations, 1 Report, 1 Recurring	Active	Dec 4, 2016	805 out of 20,908

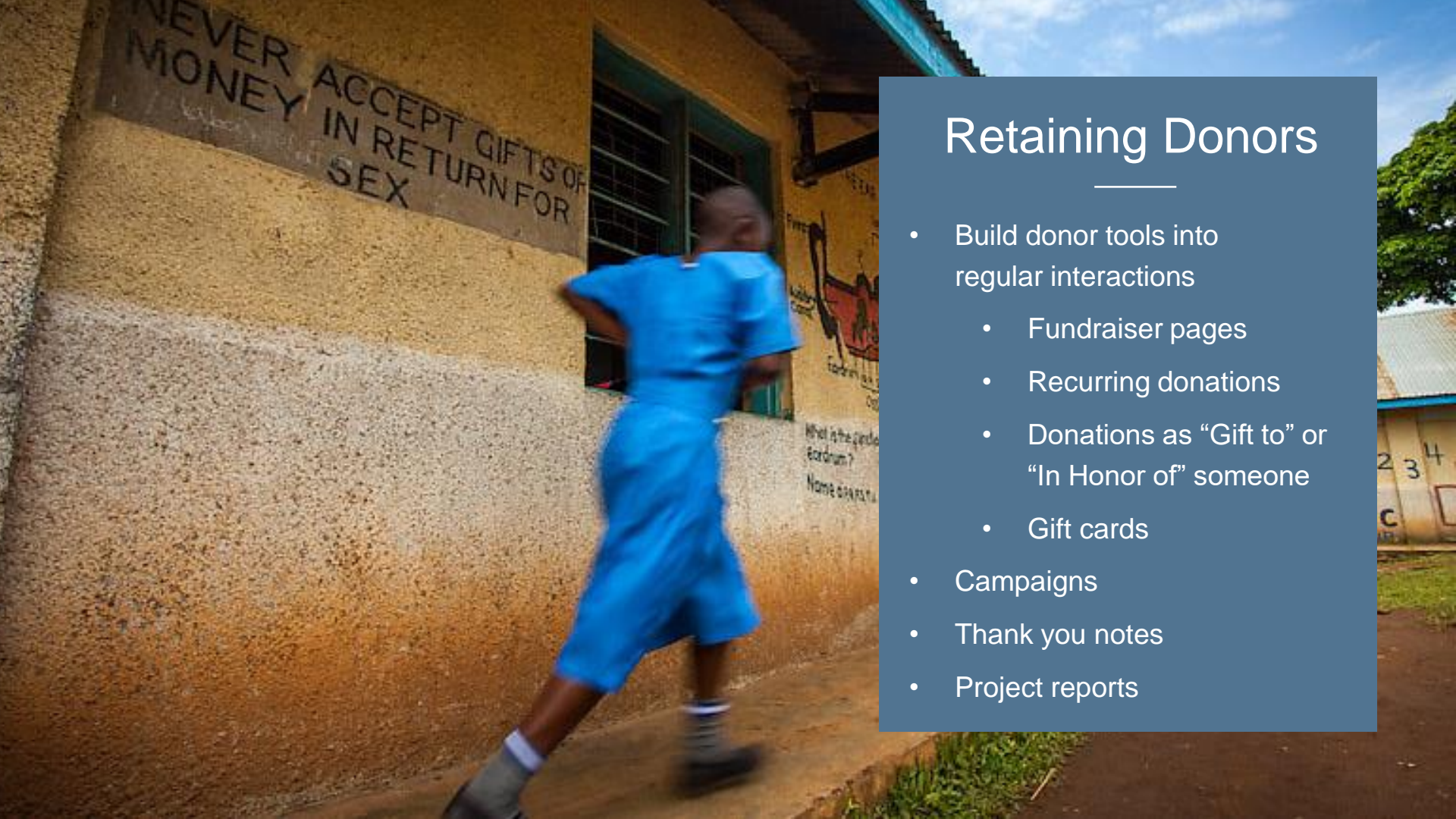


# Microprojects

---

- Leaders + Superstars
- Fundraise for specific individual or activity
- \$250 - \$10,000
- Active for 90 days
- Tied to existing parent project on GlobalGiving
- Bump in project ranking





# Retaining Donors

---

- Build donor tools into regular interactions
  - Fundraiser pages
  - Recurring donations
  - Donations as “Gift to” or “In Honor of” someone
  - Gift cards
- Campaigns
- Thank you notes
- Project reports

# Campaigns

---

- Help keep your donors engaged (and engage new donors!)
- Create a sense of urgency
- Give you a reason to reach out to donors through incentives







Benefiting from  
Corporate Partnerships

\$26M

Amount donated by  
corporate partners  
to nonprofits

\$1.7M

Amount generated  
via the corporate  
partner gift card  
program in 2015

\$2,100

Average corporate-  
generated windfall  
received by  
Superstars in 2015



Give globally



Cause marketing



Employee  
engagement



Disaster response



Risk management



Trusted partner

# Programs

---

Gift Cards  
Disaster Relief  
Consumer Campaigns  
Employee Engagement  
Vetting + Grantmaking  
Technology + Content



# Corporate Partners





# Tips for Corporate Recommendations

---

- Attain + maintain GG Rewards Superstar status
- Ensure posted projects have clear, specific titles
- Confirm projects' most accurate theme(s) are selected
- Create a reporting track record
- Develop a social media presence



Additional Resources

Home > Project Entry Dashboard

**Message from GlobalGiving** Actions

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GG Rewards

**Superstar**

★★★★★

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ADD A REPORT

SEND THANK YOUS

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Data

- Website Analytics


Manual


- Project Leader Manual
- Tools & Training Blog

New/Active Projects Inactive Projects

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 **\$6,439** Raised / **\$1,001** Remaining

 100 Donations  6 Reports

 1 Recurring

Status	Next Report Due By	Project Rank
Active	Dec 13, 2016	124 out of 20,908
<a href="#">view project</a> <a href="#">edit project</a> <a href="#">deactivate</a>	<a href="#">write a report</a>	

### Be the Change: Saving Haitian Babies in Need (#25048)

 **\$2,200** Raised / **\$2,800** Remaining

 80 Donations  0 Reports

 1 Recurring

Status	Next Report Due By	Project Rank
Active	Dec 6, 2016	621 out of 20,908
<a href="#">view project</a> <a href="#">edit project</a> <a href="#">deactivate</a>	<a href="#">write a report</a>	

### Be the Change: Saving Guatemalan Babies in Need (#24801)

 **\$247** Raised / **\$2,063** Remaining

 5 Donations  1 Report

Status	Next Report Due By	Project Rank
Active	Dec 4, 2016	805 out of 20,908
<a href="#">view project</a> <a href="#">edit project</a> <a href="#">deactivate</a>	<a href="#">write a report</a>	



Home > Project Entry Dashboard

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★★★★★

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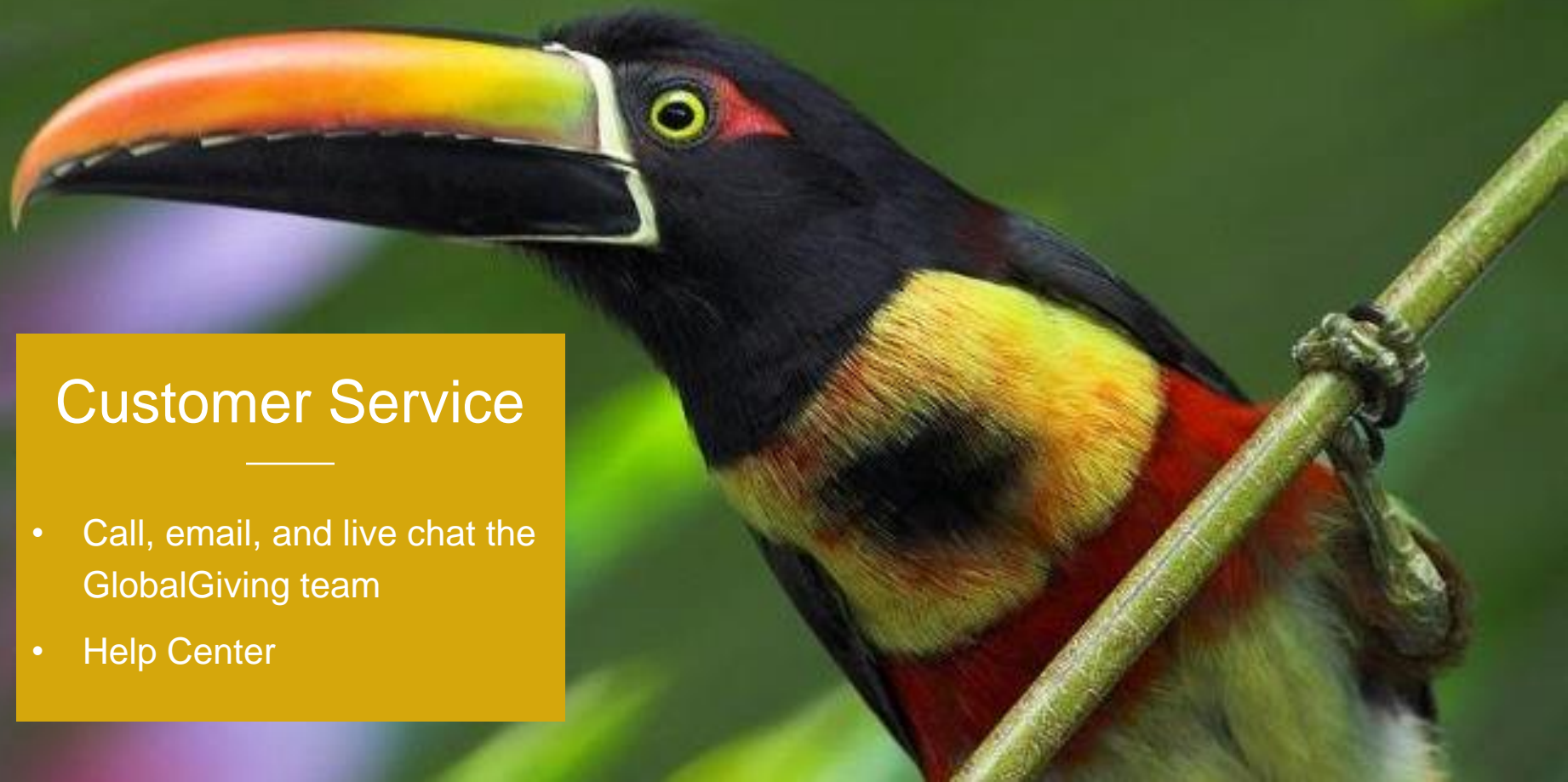
**Manual**

- Project Leader Manual
- Tools & Training Blog



New/Active Projects Inactive Projects

	Status	Next Report Due By	Project Rank
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## Customer Service

---

- Call, email, and live chat the GlobalGiving team
- Help Center



## Creating Wealth Among Kenyan Youth

In [Effectiveness](#) [Effectiveness Tools & Resources](#)

 Emily James  Oct 10, 2016  No Comments  Share

*Vijana Amani Pamoja (VAP) has been a GlobalGiving partner since 2010. They have participated in storytelling for multiple years and designed their project from that process. Recently they shared their insights with us.*

Eunice, 23 years old, resides in Kiambu and works as a hairdresser and beautician. She was one of the vocational training students for VAP's 2014 cohort. Soon after completing



## GlobalGiving

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[Effectiveness](#)

[Effectiveness Tools & Resources](#)

[Listen, Act, Learn, Repeat.](#)

[Fundraising Opportunities & Support](#)

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# GlobalGiving Project Leaders

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Write something...

### RECENT ACTIVITY

**Venkat Ramakrishnan**  
October 7 at 9:18am

Giving seasons are going to start, and tracking anonymous recurring donors is getting challenging! In the donors details, all we see is Anonymous, and it's the same for all those anonymous donors! 😊

We already had one recurring match campaign in September, and we got some anonymous donors..

I am wondering if a tag number can be assigned for each anonymous donor, so that we can track which recurring donors donations is that, and

ADD MEMBERS  
Enter name or email address...

MEMBERS 970 Members (3 new)

DESCRIPTION Edit  
This is a space for GlobalGiving Project Leaders to get information GlobalGiving news.

TAGS Add Tags  
Add a few descriptive keywords.

REQUESTS (2) See All  
Alok Sharma [X] [✓]  
Mark Mullen [X] [✓]



What's Next?

# GlobalGiving Gift Cards

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- Improve project visibility
- Report on your projects
- Update your fundraising goal to reflect a realistic stretch by year's end
- Showcase a high-quality photo on your project page
- Become a Superstar



thank  
you



