Welcome!
We’ll get started at 10 a.m. ET.

- Introduce yourself using the Chat feature. Select To “All panelists and attendees” before sending your message.
- Use the Q&A feature to ask questions.
GlobalGiving Accelerator

| Session One | Setting SMART Goals + Submitting Your Project |
OBJECTIVES

1. Learn how to submit your project on GlobalGiving.
2. Outline your broad goals and turn them into SMART goals.
3. Use your SMART goals to create an actionable campaign plan.
Agenda

1. Introduction & Accelerator Overview
2. How to Submit Your Project
3. SMART Goals + Calendar Planning
4. Next Steps
5. Q&A

GlobalGiving
Webinar Guidelines

• Comments → Chat
• Questions → Q&A
• Leave webinar + rejoin if experiencing audio/technical issues
• Webinar recording will be available on the Accelerator Hub page within 12 hours
Introduction
Meet Your Trainers

Megan DeSisti
Program Associate - New Partner Support

Anna Juszczak
Program Fellow
“Start where you are, use what you have, do what you can.”
ARThUR ASHE
GlobalGiving’s mission is to transform aid and philanthropy to accelerate community-led change.
The Accelerator is the first step to joining GlobalGiving’s community of nonprofit partners!
Virtual Training Program  
May 18-21

Submit your project  
By May 22

Fundraising Campaign  
June 8-26
# June 2020 Accelerator Calendar

<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 17-22</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td><strong>Training Week</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 24-30</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td><strong>Campaign Preparation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 31 - June 6</td>
<td>31</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td><strong>Campaign Preparation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 7-13</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td><strong>Campaign Starts!</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 14-20</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td><strong>24-hour Bonus Day!</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 21-27</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td><strong>Campaign Ends!</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Memorial Day - US Holiday (GlobalGiving Office Closed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>World Refugee Day!</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
200+ projects already submitted!

May 22
To be a GlobalGiving partner, during the Accelerator, your organization needs to raise at least:

$5,000 USD

From 40 unique donors
Fundraising during COVID-19 is tough
YOU ARE TOUGHER!

• The work you’re doing for your constituents is important, so are you!

• Session Two: **Know your donors** and build your team of fundraising advocates

• Session Three: Focus on **storytelling**, donors give when they feel inspired

• Session Four: **Communicate clearly** and segment your communications

• Encourage sharing! Prompt donors to share why they gave

Use the Accelerator as an opportunity to energize your network! Campaign incentives are designed to support you in your fundraising asks
The more you donate, the more we win of GlobalGiving's $20,000 Incentive Fund!

Two $1,000 prizes
- Most funds raised
- Most unique donors

Terms and Conditions Apply
GlobalGiving Accelerator

Prize Overview

Top Performing Organizations
$10.5K in Overall Prizes

$10K from 60 donors
Homepage time on GlobalGiving

$7.5K from 50 donors
Exclusive email promotion

$5K from 40 donors
Become a GlobalGiving Partner!
### Overall Prizes

All organizations are in the running to win these prizes until the end of the campaign on June 26

<table>
<thead>
<tr>
<th>Most Funds Raised</th>
<th>Most Unique Donors</th>
<th>Most Recurring Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Place</td>
<td>1st Place</td>
<td>1st Place</td>
</tr>
<tr>
<td>$3,000</td>
<td>$2,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>2nd Place</td>
<td>2nd Place</td>
<td>2nd Place</td>
</tr>
<tr>
<td>$1,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>3rd Place</td>
<td>3rd Place</td>
<td>3rd Place</td>
</tr>
<tr>
<td>$500</td>
<td>$500</td>
<td>$250</td>
</tr>
</tbody>
</table>

### Bonus Day Prizes

Compete to win a proportional share of the $20,000 Incentive Fund

<table>
<thead>
<tr>
<th>Most Funds Raised</th>
<th>Most Unique Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**BONUS DAY | JUNE 17**

Terms and Conditions Apply
Monthly Donors...

Count Twice!
towards your goal of 40 unique donors and towards donor bonus prizes

UNIQUE DONOR COUNT

Terms + Conditions Apply
100% Matching on new monthly donations*

* Terms and conditions apply
How the Accelerator Recurring Donor Match Works

New recurring donations (up to $200) will be matched at 100% (one-time) after the **third automatic payment**.

If a recurring donation is **cancelled** before the third automatic payment, the **one-time match will not be applied**.

If your organization **does not graduate** from the Accelerator, your recurring donations will be cancelled.
Track your progress on the leaderboards!

<table>
<thead>
<tr>
<th>Rank</th>
<th>Project Description</th>
<th>Donations</th>
<th>One Time Donors</th>
<th>Recurring Donors</th>
<th>Donor Count</th>
<th>GlobalGiving Promotion</th>
<th>Bonus Prizes**</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rescue/Vet/Transport/Adopt 200 Street Dogs from PR by MAD Rescue of WNY Give Now / Share</td>
<td>$5,000</td>
<td>0</td>
<td>0</td>
<td>Raised</td>
<td>Remaining</td>
<td>40</td>
</tr>
<tr>
<td>1</td>
<td>Ending malnourishment in 10 Villages of Nyanza by KIBATANYE ORGANIZATION Give Now / Share</td>
<td>$5,000</td>
<td>0</td>
<td>0</td>
<td>Raised</td>
<td>Remaining</td>
<td>40</td>
</tr>
<tr>
<td>1</td>
<td>Animal rescue and shelter project. Accra- Ghana. by Kibrara Animal Rescue and Shelter Give Now / Share</td>
<td>$5,000</td>
<td>0</td>
<td>0</td>
<td>Raised</td>
<td>Remaining</td>
<td>40</td>
</tr>
<tr>
<td>1</td>
<td>Rescue 25 Second Hand Dogs from the Deep South by Paws New England Give Now / Share</td>
<td>$5,000</td>
<td>0</td>
<td>0</td>
<td>Raised</td>
<td>Remaining</td>
<td>40</td>
</tr>
<tr>
<td>1</td>
<td>Getting results in Africa's largest township!</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Our Fees

**ACCELERATOR PARTICIPANTS**

12% platform fee  
*plus a 3% processing fee until $5,000 is raised*

**US/UK NONPROFIT PARTNERS**

5% platform fee  
*plus a 3% processing fee*

**NON-US/UK NONPROFIT PARTNERS**

7% platform fee  
*plus a 3% processing fee*
JUNE 2020

GlobalGiving

Accelerator Hub

Online Training Program + Crowdfunding Campaign

REGISTER FOR FREE TRAINING

Terms + Conditions
Have questions about the campaign? Read the Terms + Conditions for all the details.

Learn Library
Learn from our inspiring Accelerator graduates and check out our COVID-19 resources.

Leaderboards
Track your organization's progress in the Accelerator through our leaderboards!

Questions
Check out our Accelerator FAQs! Still have questions? Email us at accelerator@globalgiving.org

globalgiving.org/acceleratorhub
Watch recording on Accelerator Hub page, all training recordings will be available within 12 hours of the live webinar.

Click on “+ Show More” to access additional resources!
Setting SMART Goals + Project Submission Tips

Donors need motivation to give! And you need a plan. To set yourself up for success, outline your SMART goals before the crowdfunding campaign begins. Need help posting your project? We'll walk you through the steps.

Learning Objectives
1. Outline your broad goals and turn them into SMART goals.
2. Use your SMART goals to create an actionable plan.
3. Learn how to post your project on GlobalGiving.

Recommended Learning
- Beginner’s Crowdfunding Guide
- Recurso en Espanol: Crowdfundamentals
- 27 Free Resources For Nonprofits
- Success Story: They Raised $17,887 In 14 Days Through Crowdfunding in Guatemala
- Recurso en Espanol: Crowdfunding En Mexico

May 18, 10:00 AM ET
Submitting Your GlobalGiving Project
Log in to Your Dashboard
Edit New Lives for 124 Women of the Guatemala City Dump

Project Description

PROJECT TITLE
New Lives for 124 Women of the Guatemala City Dump

URL

PROJECT SUMMARY
We provide economic opportunity and a safe space for women who live and work around the Guatemala City Garbage Dump. Our income-generating program offers stable employment outside of the dangerous and dirty job of harvesting trash to resell, while our supportive services address the significant social and emotional challenges the women face. By fostering hope, solidarity and education in an environment of huge gender inequality and violence, we believe an alternative female reality is possible.

THEME
Women and Girls

Add a Secondary Theme
Fundraising Amount

$5,000 minimum goal
$50,000 maximum goal

You can edit your fundraising goal at any time during the campaign.

Funding Amount

REQUESTED FUNDING AMOUNT

$5000

How much money do you want to raise (in USD)?
Enter the total cost to carry out the project in whole US dollars. Use commas, not decimals (e.g., $35,000).

$50,000 is the maximum initial fundraising goal while participating in the Accelerator.

Donation Options

Include donation options at various levels ($10, $25, $50, $100, and more) that show the specific impact that a donation at different amounts could make.
Summary

Cyclone Idai has caused severe flooding in Malawi, Mozambique, and Zimbabwe. Concern Worldwide is already on the ground in Malawi, where the floods have affected more than 900,000 people, leaving over 125,000 people homeless. The Malawian government declared a State of National Disaster on March 8, and the displaced are scattered across 173 makeshift camps. Concern is initially responding by providing essential items to the displaced, with plans to carry out shelter and hygiene activities.

Challenge

Cyclone Idai struck Southern Africa in early March, severely impacting Mozambique, Malawi, and Zimbabwe. The cyclone brought torrential rains and 120 mph winds to the region. At the time of writing, at least 3 million people...
Make Your Project Title Specific & Action-Oriented

New Lives for 124 Women of the Guatemala City Dump

$33,592 raised of $38,000 goal
384 donations $4,408 to go

DONATE NOW

Donate once
$10 (USD) allows a woman to participate in exercise, health and support groups for 1-week by providing childcare for her kids
$15 (USD) covers the cost of a woman participating and completing 6-weeks of financial literacy training
$20 (USD) trains a woman in key business skills in order to sustain her own social enterprise

Donate monthly
Practice Writing Your Project Title
(Only 50 characters!)
Type into the chat box an example project title that you might use.

1. **Who** is your project serving?
2. **How** are you meeting your community’s needs?
3. **How many** people is your project helping?
4. **Where** is your project based?
**Organization logo is not accepted as main project photo. GlobalGiving has found that donors are more likely to donate to projects that have photos of their constituents, volunteers, or employees looking happy and hopeful.**
Make Your Summary Easy to Understand and Jargon-Free

Summary
Tens of thousands of kids and youths living in Sierra Leone study at night using kerosene lanterns and open-flame candles. Many of these homes are off-the-grid - with no electricity. The smoke from these light sources is unsafe and hazardous to their health. The flames are also a fire hazard - that have resulted in unfortunate loss of life and property. Develop Africa is helping to address this by providing safe, renewable, solar-powered lights to kids and youths.
## Meaningful Donation Options

- ✓ 5 to 8 options at varied price levels, **including at least one option less than $30**
- ✓ Specific, measurable, and time-bound donation options
- ✓ Compelling and attractive descriptions
- ✓ Use the conversion tool to see your donation option in GBP
## Example of Great Donation Options!

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20</td>
<td>buys one box of photocopying paper for our teachers to use.</td>
</tr>
<tr>
<td>$25</td>
<td>will provide pencils, crayons, paper, rulers and erasers for one child for the whole school year.</td>
</tr>
<tr>
<td>$100</td>
<td>will give our girls who stay in our small hostel, breakfast lunch and dinner every day for one week.</td>
</tr>
<tr>
<td>$250</td>
<td>supports our teacher’s aide in our preparatory year as our littlest children begin their school career. $250 covers our aide’s salary for one month.</td>
</tr>
<tr>
<td>$400</td>
<td>insures our school bus, and the children we transport, for three months in case of an accident / damage. Insurance is expensive, but our kids are worth it.</td>
</tr>
<tr>
<td>$450</td>
<td>makes sure 100 children arrive at school safely every day. Our careful driver Maxwell is a licensed and registered driver of our 22 seater bus. This will cover his monthly salary.</td>
</tr>
<tr>
<td>$1,100</td>
<td>means our children learn their home (indigenous) language at school. This is one month’s salary for our Xhosa language teacher.</td>
</tr>
<tr>
<td>$1,500</td>
<td>is a direct investment in quality education. Teachers are the backbone of any school and ours are no exception. $1500 will cover the salary of a qualified teacher for one month.</td>
</tr>
</tbody>
</table>

Check out the project page! [https://goto.gg/27732](https://goto.gg/27732)
The Resources Section

Resources

Learn more at our Website
Like us on Facebook
Follow us on Twitter
Follow us on LinkedIn
Project Status Overview

Give water give life
$0 raised of $10,000 goal

Hold a month-long swim camp for 50 kids in Benin.
$0 raised of $1,800 goal

Sponsor a child for education in India
$0 raised of $20,000 goal

APOPO HeroTREES - Carbon offsetting in Tanzania
$3,634 raised of $5,000 goal
Help children with disabilities play baseball
by FUNDACION EDUCATIVA Y CULTURAL DON JOSÉ S. HEALY, A.C.

Summary
At the Healy Foundation we believe in including everyone with disabilities in playing sports. It is important to provide spaces properly adapted to the needs of children with disabilities so that they can benefit physically and emotionally from playing baseball. Our purpose at this time is to provide equipment for adaptive baseball.
You **may submit edits** any time *before* or *during* the campaign, but please note GlobalGiving takes **one-three business days** to review edits.

Submit wisely and (ideally) in a batch.
SMART Goals + Calendar Planning
What goals do you have for the Accelerator?
SMART is an acronym

- **Specific**
- **Measurable**
- **Action-Oriented**
- **Realistic**
- **Time-Bound**
• Set an ambitious but possible fundraising goal

• Example: “We’re going to raise $1,000 from 10 donors in Week One of the campaign”

• Work backwards to lay out how you’ll achieve this goal

• Identify your fundraising team early to divide roles & responsibilities

• Run your team through a network mapping exercise

• Be collaborative, creative, and build energy!
SMART Goal Example

You have a SMART goal to engage your board of directors to raise $1,000 from 10 donors during the first week of the Accelerator:

- **What** actions will you undertake to reach this goal?
  - **When** will you take these actions?
  - **Who** in your team will do them?
Team Roles + Responsibilities

- Mass emails
- Social media
- **Graphics**
- Personal fundraising asks

- Plug into existing networks
- Investigate new networks
- **Team motivator**
- Write a call script
- Host virtual event(s)
- Send thank yous
<table>
<thead>
<tr>
<th>Campaign Goals (Initial goals)</th>
<th>Campaign objectives (SMART goals)</th>
<th>How will we do this? (Actions)</th>
<th>How will we measure success?</th>
</tr>
</thead>
</table>
| To increase funds for our after school program | To raise $5,000 in 3 weeks from 70 donors | • Email and call past supporters  
• Host a movie night  
• Train volunteer team | • Amount of money raised  
• Total number of donors |
| To increase our individual supporter base | To gain 30 new donors during the Accelerator | • Engage “fundraising advocates” to reach out to their friends  
• Host event open to public and encourage newcomers | • Number of new donors |
| To improve our skills in online fundraising | • Raise more money online than last year.  
• Increase team’s confidence in online fundraising. | • Attend Accelerator trainings  
• Create a Facebook page  
• Develop a giving page | • Completed Accelerator homework  
• Number of dollars raised  
• Number of donors  
• Graduate from Accelerator! |
Take time to plan.
Make a plan.
Create a calendar.
# June 2020 Accelerator Calendar

<table>
<thead>
<tr>
<th></th>
<th>SUN</th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 17-22</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Training Week</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 24-30</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Campaign Preparation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 31-June 6</td>
<td>31</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Campaign Preparation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 7-13</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Campaign Starts!</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 14-20</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>24-hour Bonus Day!</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 21-27</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Campaign Ends!</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Memorial Day - US Holiday (GlobalGiving Office Closed)**
- **World Refugee Day!**
- **GlobalGiving**
Your Next Steps
Facebook Group Activity

Share your project title idea(s) in the Accelerator Facebook group

Create a Facebook post and share your project title idea(s).

You can even create a Facebook poll and have all of us vote on our favorite title!
PROJECT SUBMISSION DEADLINE

May
22
We’re here for you!

Email us at accelerator@globalgiving.org if you have questions!
Thank You