Welcome!
We’ll get started at 9 a.m. ET.

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

- Comments → Chat
- Questions → Q&A
- If experiencing audio/technical issues, leave webinar + rejoin
- Webinar recordings + slides on Academy Hub page in 24 hrs
Welcome to the Online Fundraising Academy **Jas** 5 min
Introduction to Year-End Fundraising **Jessica** 5 min
Building blocks for strategy success **Jas** 20 min
Asociacion Mexicana de Ayuda a Ninos con Cancer de San Luis Potosi, A.C. **Maria Montoya** 10 min
Project Maji Foundation **Muneeza Aftab** 10 min
Q + A / Next steps **All** 20 min
Online Fundraising Academy

SEPTEMBER 10 - 30, 2020

A 4-week online course that aims to enhance your organization’s online fundraising by bringing together online fundraising experts and professionals from nonprofits around the world.

REGISTER NOW
This session is delivered by:

Jasmine Adams
Learning & Engagement Officer
jadams@globalgiving.org

Jessica Fischer
Program Fellow
jfischer@globalgiving.org

Maria Montoya
AMANC

Muneeza Aftab
Project Maji Foundation
Online Fundraising Academy Objectives

1. It aims to **ENHANCE** your organization’s online fundraising in time for the largest donation month of the year.

2. Bring you unseen case studies, tips, and strategies designed to **BUILD** on what we’ve learned previously.

3. **APPLY** your knowledge through homework and a more localised context.
We want to help you successfully apply & store your knowledge

That’s why this year, we have taken the homework out of Facebook and into Google Drives, a free service to store documents and collaborate.
The simple steps to completing homework each week

1. Keep the email for your unique homework url in Google drive
2. Fill in that week’s homework
3. Make sure to check back and peer review your pair’s homework
There is a survey link in the chat: this will tell us whether you want to opt in to homework. The link will also be in the post session email.
Oswaldo, our Mexican Consultant is facilitating a Spanish speaking recap session immediately after this. Registration link in the chat.

oswaldoalvizar@globalgiving.org

Mexico & Latin America Partnerships Consultant.
Session 1: Fundraising for Year-End Success
To understand the importance of the year-end fundraising period

To understand tools that help us analyze our context

To build a fundraising strategy that accurately works towards our goals

To learn from Project Leaders’ experience in year-end fundraising
Welcome to the Online Fundraising Academy Jas 5 min

Introduction to Year-End Fundraising Jessica 5 min

Building blocks for strategy success Jas 20 min

Asociacion Mexicana de Ayuda a Ninos con Cancer de San Luis Potosi, A.C. Maria Montoya 10 min

Project Maji Foundation Muneeza Aftab 10 min

Q + A / Next steps All 20 min
Why is Year-End Fundraising So Important?

- About 30% of annual giving occurs in December
- Time of year with increased spirit of generosity
- Tax benefits for donors in certain countries
Year-End Fundraising Season

December 1
#GivingTuesday
World Aids Day

December 2
Abolition of Slavery Day

December 3
Persons with Disabilities Day

December 5
World Soil Day

December 9
Genocide Prevention Day
International Anti-Corruption Day

December 10
Human Rights Day

December 12
Universal Health Coverage Day

December 17
End Violence Against Sex Workers Day

December 18
Migrants Day

December 20
International Human Solidarity Day

December 29 - 31
Largest three fundraising days of the year!
1/3 12% 1-3

Of annual giving occurs in December

Of all giving happens in the last THREE days of the year!

Average # of donor “touches” in a year-end campaign
GlobalGiving Year-End Trends

- $278,000 went to our partners in the form of GlobalGiving gift cards in December of 2019
- 1,386 unique projects received redemptions of these gift cards in December of 2019
- Gift card spike usually starts in November!
- Our corporate partnership team is working to secure more gift card deals than ever this year.
GlobalGiving’s
#GivingTuesday Campaign
Dec. 1
00:00:00 – 23:59:59 ET
#GivingTuesday Incentive Fund

- **$1,000,000 Incentive Fund**
- Proportionally divided based on the percentage of the total funds you raise on #GivingTuesday
- The projects that bring in the most dollars will win the largest slice
- **Every participating project will earn something!**
- **ELIGIBILITY:** Active Partner, Leader, and Superstar organizations
100% Matching on new monthly donations*

GlobalGiving

* Terms and conditions apply
  www.globalgiving.org/recurring-donations-matched/
Thank You Notes & Segmented Project Appeals

<table>
<thead>
<tr>
<th>Dashboard</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>GG Rewards</td>
<td></td>
</tr>
<tr>
<td>Organizations</td>
<td></td>
</tr>
<tr>
<td>Projects</td>
<td></td>
</tr>
<tr>
<td>Thank You Notes</td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td></td>
</tr>
<tr>
<td>Fundraisers</td>
<td></td>
</tr>
<tr>
<td>Project Appeals</td>
<td></td>
</tr>
<tr>
<td>Reports</td>
<td></td>
</tr>
</tbody>
</table>

GlobalGiving

Summary of All Time

Omitted for GlobalGiving, as these stats take too long to load.

GG Rewards

**Rewards Status:**

- **Superstar**
  - 70 points

**Search Rank:**

- 4 of 6,346

Recent Activity
Welcome to the Online Fundraising Academy  

Jas  5 min

Introduction to Year-End Fundraising  

Jessica  5 min

Building blocks for strategy success  

Jas  20 min

Asociacion Mexicana de Ayuda a Ninos con Cancer de San Luis Potosi, A.C.  

Maria Montoya  10 min

Project Maji Foundation  

Muneeza Aftab  10 min

Q + A / Next steps  

All  20 min
Building blocks for strategy success
Effective Planning

Do this with your team!

- **Visualize Goals**: Design SMART goals with your team.
- **The Context**: Study the context you’re working from.
- **Analyze Barriers**: Analyze the opportunities and threats.
- **Build Tactics**: Build paths to success with your team.
Understanding the difference between goals, objectives, and tactics is crucial for building an effective strategy.
Effective Planning

Do this with your team!

- **Visualize Goals**: Design SMART goals with your team
- **The Context**: Study the context you’re working from
- **Analyze Barriers**: Analyze the opportunities and threats
- **Build Tactics**: Build paths to success with your team
Goals are **desired outcomes**, such as:

- Raising 30% of our year to date 2020 by the end of December
- Doubling our email subscription in the next 6 months
Strategies are **prescriptive plans or methods of achieving stated goals**

- Spend $100 on social media ads to achieve x
- Release a new storyline about our cause to inform new donors of x
SMART is an acronym

Specific
Measurable
Action-Oriented
Realistic
Time-Bound
• Set *ambitious but possible goals*

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

• *When* will you take these actions?

• Who do you need to prepare on your *fundraising team for this goal*?
Effective Planning

Do this with your team!

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- **Analyze Barriers**: Analyze the opportunities and threats
- **Build Tactics**: Build paths to success with your team
PESTLE ANALYSIS

POLITICAL
- Events in the news locally and globally
  - Local activism
  - Elections
  - Corruption

ECONOMIC
- Economic predictions
  - Jobs
  - Monetary policy
  - Exchange rates

SOCIAL
- Engaged demographic
  - Lifestyles
  - Social psyche
  - Culture
  - Attitudes to giving

LEGAL
- Legal rulings affecting nonprofits
  - Public policy changes
  - Copyright
  - Health and Safety

ENVIRONMENT
- COVID physically affecting delivery
  - Anticipating weather conditions
  - Climate Change
Effective Planning

Do this with your team!

- Visualize Goals: Design SMART goals with your team
- The Context: Study the context you’re working from
- Analyze Barriers: Analyze the opportunities and threats
- Build Tactics: Build paths to success with your team
Strengths

Weaknesses

Opportunities

Threats

INTERNAL FACTORS

EXTERNAL FACTORS
Keys to success with PESTLE & SWOT

- **Draw simple conclusions**: Avoid the tendency to gather lots of data and creating large reports that are difficult to digest.

- **Test your analysis with others**: Ask peers to do the same exercise and compare their views with your findings. Ask outsiders!

- **Be nuanced**: Include all details, from the smallest, like team discussions, to large ones (e.g. new government regulation).

- **Repeat the analysis**: Your work will show new learnings and factors will come up. Results may surprise you, & help you to reconsider your current strategy.
Analysis isn’t everything

Your intuition is important to your cause. You can feed that intuition by asking questions to your team, and internalising their views.
Effective Planning

Do this with your team!

- **Visualize Goals**: Design SMART goals with your team.
- **The Context**: Study the context you’re working from.
- **Analyze Barriers**: Analyze the opportunities and threats.
- **Build Tactics**: Build paths to success with your team.
1. Segment communications

2. Build fundraising advocates
   - Fundraising tactics (covered in later OFA sessions)

3. Be honest about your budget - but prioritise some
<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep</td>
<td>Review your impact/activities to date to find new information</td>
</tr>
<tr>
<td>Sep</td>
<td>Review your messaging and campaign materials</td>
</tr>
<tr>
<td>Sep</td>
<td>Build the campaign strategies based on analysis</td>
</tr>
<tr>
<td>Oct</td>
<td>Approve your budget for year-end spending activities</td>
</tr>
<tr>
<td>Oct</td>
<td>Scope out &amp; effectively prepare your fundraising advocates</td>
</tr>
<tr>
<td>Oct</td>
<td>Do a basic segmentation of your audience by when they donated</td>
</tr>
<tr>
<td>Oct</td>
<td>Update &amp; distribute your campaign materials to advocates</td>
</tr>
<tr>
<td>Nov</td>
<td>Do you have donors from November last year? Target them now!</td>
</tr>
<tr>
<td>Dec</td>
<td>#GivingTuesday!</td>
</tr>
<tr>
<td>Dec</td>
<td>Target donors that start donating towards the end of December</td>
</tr>
<tr>
<td>Jan</td>
<td>Take the time to sit down with team for an After Action Review</td>
</tr>
</tbody>
</table>
WHY SET METRICS?
Metrics are standards of measurement that capture the efficacy, performance, or quality of a plan, or process. Applies to any situation where the purpose is to keep track of progress against a goal.
Metrics:

- Align your team’s projects and ideas
- The quicker you collect data, the quicker you can compare process & performance
What did we intend to happen?

What actually happened?

What should we repeat?

What should we improve upon?
If you commit to writing up your notes and plans, & schedule a team debrief meeting, you’ll have a revised strategy ready to go in 2021!
Agenda

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Q + A / Next steps  All  20 min
Asociación Mexicana de Ayuda a Niños con Cáncer de San Luis Potosí A.C.
STRATEGIES

• MARKETING
• FUNDING
VISITING
OUR FACILITIES

Supporting the families with:

- Getting medicines
- Transportation fees
- Shelter and food
- Complementary services such as (dental check, psychology, schooling, physiotherapy)
- Food
- Funeral and transfer fees
GRATITUDE & TRANSPARENCY
Nuestro más sincero agradecimiento para:

Paellas Vilet

Por la donación de lo recaudado en la venta con causa de Paella Valenciana el pasado 29 de agosto.

#Unidossomosmasfuertes
EVENTS & DONATIONS
Gran venta de BAZAR

Todos los viernes de 10:30 AM a 2:00 PM

Con tu compra ayudas a nuestros niños con cáncer

8 11 41 53 y 44 44 111499
Camino a la presa #455

¡Muchas gracias por tu apoyo!
Asociación Mexicana de Ayuda a Niños con Cáncer de San Luis Potosí A.C.
Agradece a Fernanda Contreras Gómez.

Talentosa tenista potosina ganadora de la Copa Corazón Heart Award, por su gran desempeño en la Fed Cup, uno de los torneos más importantes de tenis femenil a nivel mundial. Quien ha donado su premio a beneficio de esta asociación, agradecemos infinitamente su aportación y gran iniciativa de ayudar a quien más lo necesita, gracias a su buen corazón los niños con cáncer de AMANC podrán seguir recibiendo toda la ayuda que podamos brindarles.
THANKS FOR YOUR ATTENTION
Agenda

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Project Maji Foundation Muneeza Aftab 10 min

Q + A / Next steps All 20 min
What did we achieve?

From December 6, 2019-January 7, 2020, Project Maji raised a total of $41,725 via Global Giving.

Macro-donation: $36,750

Micro-donations: $4,975
Our SMART Fundraising Goal

Our goal was to raise $5,000 as a result of our year-end fundraising in 2019

• Specific [$5000 in 31 days]
• Measurable
• Actionable
• Realistic [Average amount raised via campaigns: $2000-3000]
• Time-bound [31 days]
What set us up for success?

• Overarching Strategy

Our fundraising efforts were marked by one overarching theme (#SeasonofGiving) and three major campaigns/events:

✔ Kyrie Irving’s 11 Days of Giving Campaign | PM was vetted online by his team and then selected as the chosen cause
✔ #GivingTuesday
✔ Our Founder’s 50th birthday (Sunil Lalvani, fundraiser)
### Strategy Execution

- Planning ahead: content creation, distribution & timely execution

<table>
<thead>
<tr>
<th>Channel</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Build up towards a big ask</td>
</tr>
<tr>
<td>E-mail Marketing</td>
<td>Final Push/Big ask</td>
</tr>
</tbody>
</table>
Content Calendar

Creating a **content calendar** was the second most important step

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Platform</th>
<th>Theme/Comms Objective</th>
<th>Basic Copy</th>
<th>URL</th>
<th>Hashtags</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>April 12th</td>
<td>FB/IG/LI/Twitter</td>
<td>Handwashing/Community services we serve/leadership</td>
<td>Timelapse of handwashing video of little girl: The little girl in the video is xxxx from xxxx, Ghana, demonstrating steps to proper handwashing. Thanks to supporters like you, we have not only ensured safe water access for xxxx but also taught her proper handwashing techniques through our community WASH trainings.</td>
<td></td>
<td>#handwashing #Covid-19 #savslives #donate #transforminglives</td>
</tr>
<tr>
<td>Monday</td>
<td>April 13th</td>
<td>Twitter</td>
<td>Handwashing</td>
<td>While @WorldBank experts agree #handwashing is our key defence in the fight against #COVID-19, 336 million people in sub-Saharan Africa are living without access to clean water. You can help us change this</td>
<td><a href="https://twitter.com/WorldBankWater/status/1248616293084704769">https://twitter.com/WorldBankWater/status/1248616293084704769</a></td>
<td>#handwashing #Covid-19 #savslives #donate #transforminglives</td>
</tr>
</tbody>
</table>
When you give the gift of clean water you give back precious time for mothers to spend with their families. Let's give big this season with the gift of clean water!

#givethegiftofcleanwater #givingthegiftoftime #joyofgiving #giveitforward
Day 6 of Kyrie Irving’s 11 Days of Giving Campaign (Macro-donor)

kyrieirving On this #WorldWaterDay, we are all unified in our fight against COVID-19 globally. One of the essential methods of protection is proper hand washing, which requires access to clean water. Over 785 million people across the globe don’t have access to clean water. Thank you @projectmaji for partnering with me to provide solar water kiosks across Ghana, as we continue to tackle this issue together one step at a time. Everyone please be safe and #StayAtHome 🌐

20 seconds ago
#GivingTuesday

Instagram Post (Micro-donors)

项目Maji

今天是#GlobalGiving的#GivingTuesday时刻！你的捐款将被乘以二，进一步促进社会正义。在接下来的24小时内，我们正在#GlobalGiving的基金中筹集资金，你所捐出的每一部分都将增加我们为社区带来的价值。让我们一起为清洁水和卫生而努力，为可持续发展做出贡献！

项目Maji

#transforminglives #givethegiftofcleanwater #unsustainabledevelopment #sdg6 #sdg6cleanwaterandsanitation

40w

喜欢由sunils_world and

2019年12月3日

添加评论...
Give the gift of water for Reena & Sunil's 50th birthday

A fundraiser by Reena & Sunil Lalvani

$3,851 of $13,190 goal
Raised by 16 donors in 18 months

DONATE NOW

 SHARE:   

Reena and Sunil Lalvani’s 50th birthday fundraiser

(Micro-donors)
As we welcome into the new decade and enter Project Maji’s 5th year of operation, we wanted to take the time to reflect on the key milestones of 2019, and ask ourselves what these events really mean for the impact we are striving to create for so many.

More recognition, more accolades, more partnerships, and more progress, means more water for communities in desperate need.

Now, more than ever, our mission to reach one million people by 2025 is well on its way to being realized.

Our Founder & CEO, Received Numerous Awards & Press Recognition

In our most prestigious and exciting collaboration to date, we signed an official partnership with RIF & Red Cross Ghana, where we launched our newest Project Maji well solution.A切实可行,实施数年,可持续的技术, 确保了与每一个现有的Project Maji合作

Final Push:

Newsletter – “A year in review”
How has COVID-19 changed our year-end fundraising?

- We have made the responsible decision of eliminating social events from our year-end fundraising
- COVID-relevant fundraising
  - ✔ Ramping up our aggressive handwashing campaign
  - ✔ Using our presence in vulnerable rural communities in Ghana and Kenya to support hand hygiene and shielding people from a potential outbreak
  - ✔ Capacity-building approach keeping in mind social distancing
Change in fundraising tactics

✔ Reporting the impact we are creating at the frontline | attaching an ask to this
✔ Focusing on leading with empathy
✔ Closing with care: Sending customized “thank you and stay safe” videos to donors
Our year-end fundraising goal for 2020

<table>
<thead>
<tr>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Our goal was to raise $5000 in 31 days</td>
<td>• Our goal is to reach 50,000 people with our handwashing training and soap distribution drive</td>
</tr>
</tbody>
</table>
Agenda

Welcome to the Online Fundraising Academy Jas 5 min

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Asociacion Mexicana de Ayuda a Ninos con Cancer de San Luis Potosi, A.C. Maria Montoya 10 min

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Oswaldo, our Mexican Consultant is now running a Spanish speaking recap session. Link in the chatbox if you want to go & haven’t registered yet!

oswaldoalvizar@globalgiving.org
Mexico & Latin America Partnerships Consultant.
He’s great.
Next Session: Inspiring New Networks Of Supporters

Next week at the same time, we’ll discuss how to level up your donor mapping with in-depth analysis.
**Session 1: Strategizing for Fundraising Success**

Congratulations on completing your first webinar! Below you will find your homework for Session one. All you have to do is fill in the text boxes. Don’t worry if you go over one page. Remember: you are matched with a peer reviewer. After completing your homework, please take the time to review theirs before the next session: **by the 16th of September**. Please use the commenting feature to peer review your other group members’ work.

Please highlight/italicize this sentence to let your peer reviewer know you’ve completed this homework.

### Internal Factors

<table>
<thead>
<tr>
<th>Strengths: Leading questions to delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What do you do better than anyone else?</td>
</tr>
<tr>
<td>- What makes you unique in your cause areas?</td>
</tr>
<tr>
<td>- What unique &amp; specialist resources can you draw upon?</td>
</tr>
<tr>
<td>- What do other nonprofits/donors see as your strengths?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weaknesses: Leading questions to delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What could you improve?</td>
</tr>
<tr>
<td>- What could you avoid?</td>
</tr>
<tr>
<td>- What might donors see as your gaps?</td>
</tr>
</tbody>
</table>

### External Factors

<table>
<thead>
<tr>
<th>Opportunities Leading questions to delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Are you building as yet unknown solutions to your cause?</td>
</tr>
<tr>
<td>- Based on PESTLE, is there new changes in your surroundings that are opportunities?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Threats Leading questions to delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What challenges do you face?</td>
</tr>
<tr>
<td>- What moves are similar nonprofits making?</td>
</tr>
<tr>
<td>- Based on PESTLE, is there new changes in your surroundings that are weaknesses?</td>
</tr>
</tbody>
</table>

We’ll post the survey again for homework in the chat. You can expect emails with your homework in the next 24 hours.

**Deadline: 16th of September**
thank you
This is the same layout as the above slide with a different image.

Notice how the box kinda matches the color in the photo.
34% of donors do this thing.

Choose photos that have some “negative space” or have stuff that can be covered with the box on one side or the other.
34% of donors do this thing.

Choose photos that have some “negative space” or have stuff that can be covered with the box on one side or the other.
This Title Can Be Any Color

Just make sure it’s easy to read
slides for general info
Coronavirus

**Analysis**

- In previous 3 months, US & UK donors have switched to a one time donation rather than recurring donations.
- Donors are giving to causes they have had no relationship with before & have no relationship to coronavirus.

**Relevant to you**

- Prioritise asking your donors for their one donation, rather than strategic relationship building.
- Be confident in the prospect of new donors! Be authentic with your mission. Why is it a priority for people right now?
Causes that are contentious/polarised during election periods are prioritised reactively by donors.
We can’t see the future! But we can:

- Set up Google/RSS alerts
- Prepare language for a scenario showing how your project links to recovery efforts (psychosocial support)
What analysis can we conduct to set our strategy?

Analysis tools are useful in better mapping the world around us
Tips for Great Slides

• Make sure that you proofread everything.

• Be consistent. If you’re using one section divider slide or title slide, use that same design throughout.

• Less is more. The info will be easier for your audience to digest if there is ONE point per slide and limited bulleted lists and long copy. It’s okay to have a longer deck of slides.
Two Columns of Text

• You can have two columns if that makes it easier to read
• You can have two columns if that makes it easier to read
• You can have two columns if that makes it easier to read
• You can have two columns if that makes it easier to read
Stuff You Should/Shouldn’t Do

✅ Use these checkmark and X icons (along with the other icons at the end of this slide deck)
✅ Use colorful, quality, people-oriented photos whenever possible
✅ Use our fonts and colors
✅ Adjust the slides to make them your own and fit your content

❌ Don’t make a slide deck that doesn’t use any of the styling provided in these examples
❌ Don’t use low quality photos that look pixelated or don’t look like our other photos
❌ Don’t use other fonts or colors outside of our brand
❌ Don’t use animated GIFs or clip art (unless it’s for an internal presentation)
1. If you’re making a list, keep each thing short and concise
2. The text can be centered or left aligned
3. If you have a period after each point, make sure you’re consistent and have a period after each point, or no periods.
4. Adjust the size of the text accordingly. Always test your slides on a screen that’s the size you’ll be presenting on.
These example slides are meant to be a guide for you. You can use the tips and layouts but also feel free to create your own or adjust them as needed.

Unsure about whether a fun new slide you made is brand compliant? Just ask the designer.
Be creative.

You are not locked into using these exact layouts. You shouldn’t stray too far from what they look like but if you want to use a combinations of the elements provided to make your own layout, go for it. You may think of something new that everyone wants to use!
Everything in This Is Fake

As you go through this slide deck, please don’t pay any attention to any of the words on the slides or what the photos are. These are just general examples for you to get an idea of how they should each be used.
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.
LESS IS MORE
Clean + Simple
Things that are cool about kittens

• They’re cuddly
• They are kinda mean
• They have hair
• They have eyeballs
• Kittens are crazy
• Cats are just grown up kittens
• They smell funny
• They poop in boxes
Your audience will be more engaged and understand more if you make each slide **simple and digestible.**
Objective 1

This is an example of what an objective slide could look like. You can change the color if you want, or change the text sizes or background color. You can put a photo in the background as long as it doesn’t cover faces or make the text hard to read.
This is the name of the Activity

These are the instructions for the activity. This can be a few sentences or a list of steps like this:

1. Do this thing first, and do it like this.
2. Do this other thing next.
3. Finish by doing this last thing.
This is the name of the Activity

1. Do this thing first, and do it like this.
2. Do this other thing next.
3. Finish by doing this last thing.
This is the name of the Objective

This is the objective. You can change the word “Objective” within the box above by editing it in the Master Slides.
Over 100

This slide template looks a little like the year in review. You can match the color of the box to the photo you choose to make it look nice and cohesive.
This slide template looks a little like the year in review. You can match the color of the box to the photo you choose to make it look nice and cohesive.
This slide template looks a little like the year in review. You can match the color of the box to the photo you choose to make it look nice and cohesive.
This slide template looks a little like the year in review. You can match the color of the box to the photo you choose to make it look nice and cohesive.
Image 5

This slide template looks a little like the year in review. You can match the color of the box to the photo you choose to make it look nice and cohesive.
This slide template looks a little like the year in review. You can match the color of the box to the photo you choose to make it look nice and cohesive.
A Nice Cute Old Lady

This is a few short sentences about this thing. It can be a stat, or just text. Make sure that this box doesn’t cover anyone’s face.
Image 2

This is a few short sentences about this thing. It can be a stat, or just text. Make sure that this box doesn’t cover anyone’s face.
This is a few short sentences about this thing. It can be a stat, or just text. Make sure that this box doesn't cover anyone's face.
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Image 2

This is a few short sentences about this thing. It can be a stat, or just text. Make sure that this box doesn’t cover anyone’s face.
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This is a few short sentences about this thing. It can be a stat, or just text. Make sure that this box doesn’t cover anyone’s face.
This is a few short sentences about this thing. It can be a stat, or just text. Make sure that this box doesn’t cover anyone’s face.
Notice how the box kinda matches the color in the photo.

This little munchkin is wearing a helmet and you should too.
This is the same layout as the above slide with a different image.

Notice how the box kinda matches the color in the photo.
This is the same layout as the above slide with a different image.

Notice how the box kinda matches the color in the photo.
Notice how the box kinda matches the color in the photo.

This is the same layout as the above slide with a different image.
This is the same layout as the above slide with a different image.

Notice how the box kinda matches the color in the photo.
You can also use the stat slides for steps if you want.
Notice how the box kinda matches the color in the photo.

This is the same layout as the above slide with a different image.
of donors do this thing.

Choose photos that have some “negative space” or have stuff that can be covered with the box on one side or the other.
34% of donors do this thing.

Choose photos that have some “negative space” or have stuff that can be covered with the box on one side or the other.
10% of donors do this thing.

Choose photos that have some “negative space” or have stuff that can be covered with the box on one side or the other.
34% of donors do this thing.

Choose photos that have some “negative space” or have stuff that can be covered with the box on one side or the other.
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Choose photos that have some “negative space” or have stuff that can be covered with the box on one side or the other.
10% of donors do this thing.

Choose photos that have some “negative space” or have stuff that can be covered with the box on one side or the other.
slides for statistics
34% of people do this thing

This is sample text that is a good color and size for a few sentences. This should be a pretty short description of the text or stat above that is easy for your audience to read quickly.
34% of donors do this thing
34% of donors do this thing
Only 23% of people do this thing
34% of donors do this thing
34% of donors do this thing
34% of donors do this thing
34% of donors do this thing

This can be a few sentences explaining the stat above. It can be Open Sans light because light is much more readable over darker colors. Don’t use Open Sans Light over white because it will be hard to see.
2015
65%
of this thing happened last year, which is okay.

2016
98%
of the same thing happened this year, which is good.
TRUE?

Sharks are strapping young men who are originally from Puerto Rico.

FALSE?

Jets are dudes who live in New York. They are entitled and weren’t raised right.
34% of donors do this thing.

On slides like this, let the photo speak for itself when possible. The photo will take up about 2/3 of the slide and can be on the left or right.
34% of donors do this thing.
34% of donors do this thing.

You can match the color of the text or the background to the photo so that the content and photo feel like a unit.
34% of donors do this thing.
There have been a lot of disasters.

2001 Tsunami
2002 Earthquake
2003 Flood
2004 Refugee Crisis
2005 Earthquake
2006 Flood
2007 Refugee Crisis
2008 Earthquake
2011 Sharknado
Things that are cool about kittens

• They’re cuddly
• They are kinda mean
• They have hair
• They have eyeballs
• Kittens are crazy
• Cats are just grown up kittens
• They smell funny
• They poop in boxes
of donors did this thing

down from 1,234 to 4,321  

even better
2014

Stat number one: 324
Stat number two: 324
Stat number three: 324

2015

Stat number one: 324
Stat number two: 324
Stat number three: 324
| 324 donors like to do stuff that involves giving us money |
| 45 Nonprofits said that GlobalGiving is their favorite thing ever. |
| 118% Improvement since 2014 when this thing happened |
donors like to do stuff that involves giving us money

Nonprofits said that GlobalGiving is their favorite thing in the world.

Improvement since 2014 when this thing happened
2,314
This is the first stat that has a longer explanation

64%
You can change the colors of the stat if you want to make it more interesting

123
This is a really short stat description

6%
This is the fourth stat and it is the last one
Jan
This is the first stat that has a longer explanation

Feb
You can change the colors of the stat if you want to make it more interesting

Mar
This is a really short stat description

Apr
This is the fourth stat and it is the last one
You can also use the stat slides for steps if you want.
<table>
<thead>
<tr>
<th>123</th>
<th>345</th>
<th>456</th>
<th>567</th>
<th>678</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you really really need to cram 8 stats on one slide you can do this</td>
<td>If you really really need to cram 8 stats on one slide you can do this</td>
<td>If you really really need to cram 8 stats on one slide you can do this</td>
<td>If you really really need to cram 8 stats on one slide you can do this</td>
<td>If you really really need to cram 8 stats on one slide you can do this</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12,357</th>
<th>2,788</th>
<th>332</th>
<th>3,445</th>
<th>599</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you really really need to cram 8 stats on one slide you can do this</td>
<td>If you really really need to cram 8 stats on one slide you can do this</td>
<td>If you really really need to cram 8 stats on one slide you can do this</td>
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<td>If you really really need to cram 8 stats on one slide you can do this</td>
</tr>
</tbody>
</table>
65% of the facts in this slide deck are correct.
slides for quotes
“This slide is for a really short quote. If it’s longer, use the dark quote template or make the font smaller and Aleo Regular or Bold.”

DONNA CALLEJON
“This is a quote. You can have a quote on one slide. It should be short enough for your audience to easily read while you’re talking. It’s more impactful if it’s pretty short.”

DONNA CALLEJON
“GlobalGiving is cool because I can scuba dive in the field.”

ALEX CLAYTON
“A quote can be over a photo as long as it doesn’t cover anyone’s face and it’s readable. Finding photos that fit this criteria is hard, but if you find the right one it works well.”

ACACIA BETANCOURT
“If the photo has an overlay (the colored box over the photo that makes it look darker) then you can sometimes get away with putting the quote over it, but only if it’s more esoteric and it doesn’t cover faces. This photo works.”

ACACIA BETANCOURT
“Something said something cool? Do you have a picture of them? Great, use it. The quote will be more impactful and emotional if you can see the person who said it.”

KATHERINE SAMMONS

GlobalGiver
This is a slide with a **horizontal photo on top.** The text can be long if it's smaller, or big if it's super short. Be careful not to let the text get too close to the bottom edge of the slide.
This is point number one, that should be pretty short.
This is a caption or point about this photo.

This is a caption or point about this photo.

This is a caption or point about this photo.
1. Do this thing first. This is a short sentence or two at the very most.

2. Do this thing second. This is a short sentence or two at the very most.

3. Do this thing last. This is a short sentence or two at the very most.
This is a caption or point about this photo.

This is a caption or point about this photo.
This is a step in the 4 step process. You can change the background photos and colors.

This is a step in the 4 step process. You can change the background photos and colors.

This is a step in the 4 step process. You can change the background photos and colors.

This is a step in the 4 step process. You can change the background photos and colors.
January
This is an example of the slide used as a calendar. You can change the background photos and colors.

March
This is an example of the slide used as a calendar. You can change the background photos and colors.

July
This is an example of the slide used as a calendar. You can change the background photos and colors.

September
This is an example of the slide used as a calendar. You can change the background photos and colors.
1 This is the first step in the 4 step process. You can change the background photos and colors.

2 This is the first step in the 4 step process. You can change the background photos and colors.

3 This is the first step in the 4 step process. You can change the background photos and colors.
Nonprofits

This is a description of the first thing you want to say. It can be a sentence or two.

Donors

This is the second step. You can change the background photos and colors. You can also use the 4 photo or 2 photo slide to create this same effect.

Companies

This is the third step in the process. You can use titles or numbers in the text boxes above. Whatever you want.
Nonprofits

This is a description of the first thing you want to say. It can be a sentence or two.

Donors

This is the second step. You can change the background photos and colors. You can also use the 4 photo or 2 photo slide to create this same effect.

Companies

This is the third step in the process. You can use titles or numbers in the text boxes above. Whatever you want.
Raccoon

Owl are cool birds with big eyes

Monkeys look like freaky humans

Cat
Awamaki

This is a sentence or two about the case study. It can be a short paragraph. You can change the size of this text, change the colors, change the background, and change the width of the photo if you need more room. But be careful not to let the text get too long. Less is more.
Awamaki

This is a sentence or two about the case study. It can be a short paragraph. You can change the size of this text, change the colors, change the background, and change the width of the photo if you need more room. But be careful not to let the text get too long. Less is more.
These are two things with captions

This is a caption for the photo above: a photo credit or a sentence about the point you want to make.

Two photos can be side by side for comparison. You also don’t have to have captions at all.
The GlobalGiving Staff is Cool

Michael Gale
mgale@globalgiving.org

Starlyn Matheny
smatheny@globalgiving.org

Holly Belkot
hbelkot@globalgiving.org
A Team of Four

John Hecklinger
Jhecklinger@globalgiving.org

Sonja Lehner
slehner@globalgiving.org

Paige Creigh
pcreigh@globalgiving.org

Britt Lake
blake@globalgiving.org
A Team of Five

John Hecklinger
Title goes here. Email address may break

Sonja Lehner
Title goes here. Email address may break

Paige Creigh
Title goes here. Email address may break

Britt Lake
Title goes here. Email address may break

Kavita Ann Mathew
Title goes here. Email address may break
A Team of Six

John Hecklinger
Sonja Lehner
Paige Creigh

John Hecklinger
Sonja Lehner
Paige Creigh
A Team of Seven

John Hecklinger
Sonja Lehner
Paige Creigh
Britt Lake

John Hecklinger
Sonja Lehner
Paige Creigh
A Team of Eight

John Hecklinger
Sonja Lehner
Paige Creigh
Britt Lake

John Hecklinger
Sonja Lehner
Paige Creigh
Britt Lake
A Team of Nine

John Hecklinger  Sonja Lehner  Paige Creigh  Britt Lake  Britt Lake

John Hecklinger  Sonja Lehner  Paige Creigh  Britt Lake
A Team of Ten

John Hecklinger
Sonja Lehner
Paige Creigh
Britt Lake
Britt Lake
John Hecklinger
Sonja Lehner
Paige Creigh
Britt Lake
Britt Lake

GlobalGiving
A Team of Eleven

John Hecklinger  Sonja Lehner  Paige Creigh  Britt Lake  Britt Lake  Britt Lake

John Hecklinger  Sonja Lehner  Paige Creigh  Britt Lake  Britt Lake
A Team of Twelve

John Hecklinger
Sonja Lehner
Paige Creigh
Britt Lake
Britt Lake
Britt Lake
John Hecklinger
Sonja Lehner
Paige Creigh
Britt Lake
Britt Lake
Britt Lake
This is the Slide’s Headline

This is a paragraph of detail that is relevant to the photo.

• You can make a list of a few points if you want.
• This is the second point.
• This is the third bullet that’s a bit longer.
This slide can compare two things

**Thing 1**
- This is fake text for this slide.
- There should only be a few bullets per slide.
- This is the third bullet.
- Do you really really need a fourth bullet?

**Thing 2**
- This is fake text for this slide.
- There should only be a few bullets per slide.
- This is the third bullet.
- Do you really really need a fourth bullet?
These are three steps

Remember to keep the text relatively short.

Step 1

This is the text for step 1. It’s okay if the text isn’t as long as the boxes.

Step 2

If you really need to change the height of the gray boxes, you can do that from the master slide.

Step 3

This is the third step. It can be shorter or longer. Even if it’s shorter, keep the text the same size as the other two.
## 4 Things That are Important

*This can have a subtitle or not*

<table>
<thead>
<tr>
<th>Application</th>
<th>Next Step</th>
<th>Other Thing</th>
<th>Post a Project</th>
</tr>
</thead>
</table>
| This text can be a little bigger or a little smaller. | Make sure that the text doesn't get too close to the edge of the box. | • You can make a list if you want.  
• That will work nicely. | You can also left align the text if you really want to. But it should be consistent. |
slides for maps + charts
We’re Totally Global

UNITED STATES
1,234

BRAZIL
4,321
This is the United States. We live here.
This is the Europe. Eleanor lives here.

<table>
<thead>
<tr>
<th>Country</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>1,234</td>
</tr>
<tr>
<td>Germany</td>
<td>978</td>
</tr>
<tr>
<td>France</td>
<td>2,230</td>
</tr>
<tr>
<td>Spain</td>
<td>2,145</td>
</tr>
<tr>
<td>Portugal</td>
<td>3,456</td>
</tr>
<tr>
<td>Ireland</td>
<td>1,112</td>
</tr>
<tr>
<td>Sweden</td>
<td>678</td>
</tr>
<tr>
<td>Sunday</td>
<td>Monday</td>
</tr>
<tr>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This cool thing happened, and it was great.

Then yet another thing happened because time had passed.

Oh wow, then there’s always this. It happened one time.

Also this other thing. It was the best.
This cool thing happened, and it was great.

Oh wow, then there’s always this. It happened one time.

Then yet another thing happened because time had passed.

Also this other thing. It was the best.
Data Visualization Best Practices

• Minimize use of “non-data ink” (If ink doesn’t convey meaning, does it need to be included?)

• Make readers work as little as possible (If there’s something important you want people to know, tell them!)

• Charts should only be as complicated as they have to be (If you’re having trouble showing data in a simple, try breaking it up into multiple visualizations)

• Embed your source data into the slide directly!
Put your key takeaway in the slide title

Chart titles can act as legends

Thing 1 vs Thing 2

Views: 1090 (938) vs (71)
Unique Users: 489 (352) vs (137)
Organizations: 398 (271) vs (127)
Line charts are good for trends over time

Keep colors consistent between slides

Thing 1 vs Thing 2
Use horizontal bars when you have long category names

Top viewed webinars

<table>
<thead>
<tr>
<th>Fundraising</th>
<th>Impact</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to Tell Your Impact Story</td>
<td>208</td>
<td></td>
</tr>
<tr>
<td>GlobalGiving Storytelling Project Tutorial</td>
<td>127</td>
<td></td>
</tr>
<tr>
<td>How charity:water is Harnessing the Power of Online Fundraising</td>
<td>77</td>
<td></td>
</tr>
<tr>
<td>How to Write Earth-Changing Emails</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>Plan for Success: Impact Assessment Methods and Tools</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>Building a Donor Community on Facebook</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td>The Why, What, &amp; How of Social Impact</td>
<td>65</td>
<td></td>
</tr>
</tbody>
</table>
Don’t separate comparable data

*(Don’t do this)*

THING TO COMPARE 1

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolor emque laudantium, totam rem aperiam, eaque ipsa.

THING TO COMPARE 2

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolor emque laudantium, totam rem aperiam, eaque ipsa.
Put comparable data close together

A clearer display of the data from the last slide

<table>
<thead>
<tr>
<th>Month</th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>950</td>
<td>1100</td>
</tr>
<tr>
<td>February</td>
<td>1300</td>
<td>1600</td>
</tr>
<tr>
<td>March</td>
<td>1800</td>
<td>2200</td>
</tr>
<tr>
<td>April</td>
<td>2200</td>
<td>1600</td>
</tr>
<tr>
<td>May</td>
<td>3500</td>
<td>4200</td>
</tr>
<tr>
<td>June</td>
<td>4100</td>
<td>5300</td>
</tr>
</tbody>
</table>
Pie charts suck.

It’s almost impossible to tell the difference between these two
Stacked bars are much clearer

And we can show both raw values and percentages together
slides for other stuff

SCREENSHOTS + ICONS + PHOTOS
Wow, we are good looking.

This can be a contact email address, our URL or something short about GG staff.
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.
If you must use a screenshot...
Give food vouchers to 250 Syrian refugee families
by Dikoasie Katastrofehilfe

$11,476 raised of $16,000 goal
66 donations $5,199 to go

Donate now

Donate once Donate monthly

$40

School kit for three children consisting of school bags, pencils, and erasers, and packing paper for writing and reading, ruler, scissors, and pencil sharpener.

A food voucher for the children to purchase food.
Oh wow, it works on mobile? Yay!
These icons are approved. For now.

These are stock icons and aren’t custom to GG but they’re okay to use.
slides for transitions or endings
Lunch
Lunch
Lunch
Break
15 min Break
Break
Lunch
Lunch 30 min
Questions?
Questions?
Questions?
Questions?
thank you
thank you
thank you
thank you
thank you
thank you
Transforming aid and philanthropy to accelerate community-led change.
Ready to Join GlobalGiving?

Visit GlobalGiving.org/join to get started.
TOGETHER WE CAN CHANGE THE WORLD