Minnesota, Stitched

KICKOFF WEBINAR

Welcome!

gtmd

november 19, 2026

AGENDA

01 WELCOME & HOUSEKEEPING

02 GTMD26 OVERVIEW

03 RECIPE FOR SUCCESS IN 2026

04 IMPORTANT REMINDERS

05 Q&A

give to the max

november 19, 2026

HOUSEKEEPING



PLEASE USE THE Q&A FUNCTION



CLOSED CAPTIONING AVAILABLE



TODAY’S WEBINAR IS BEING RECORDED

THANK YOU!

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West Central Initiative

YOUR GTMD26 SUPPORT CREW



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Jenna Ray

Executive Director and CEO



Natalie Siedhof

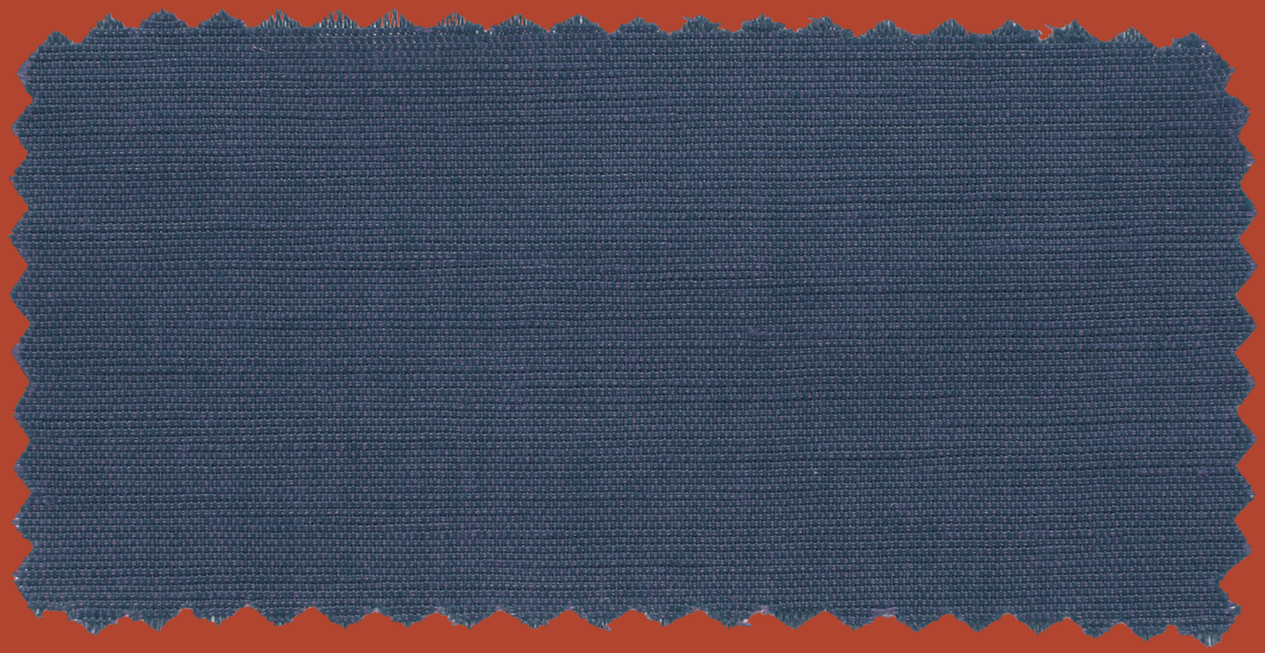
Senior Giving Day Program Manager, Mightycause

GTMD26...

marks 18 years of

statewide generosity in Minnesota!





LET’S LOOK AT THE DATA

WHY DO DONORS GIVE?



MATCHING FUND



READ A STORY



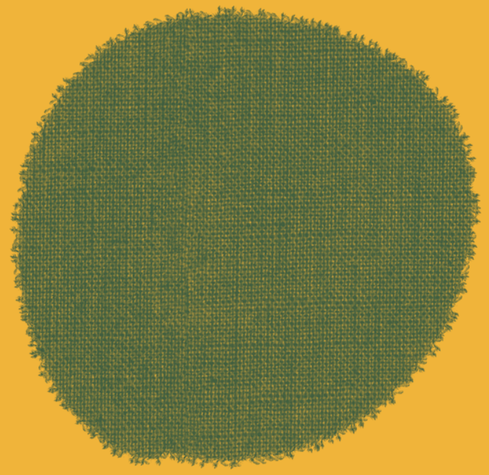
PERSONALLY BENEFITTED

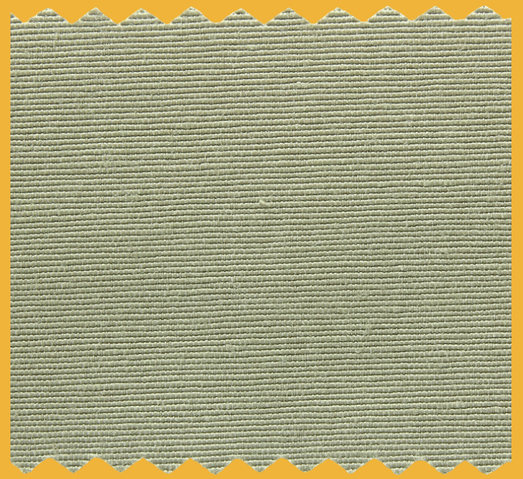
Source: GTMD25 Donor Survey

In difficult times, Minnesota shows up – donors and nonprofits alike

MINNESOTA SHOWS UP

Myth: Donors won't give as much because of economic turbulence & inflation

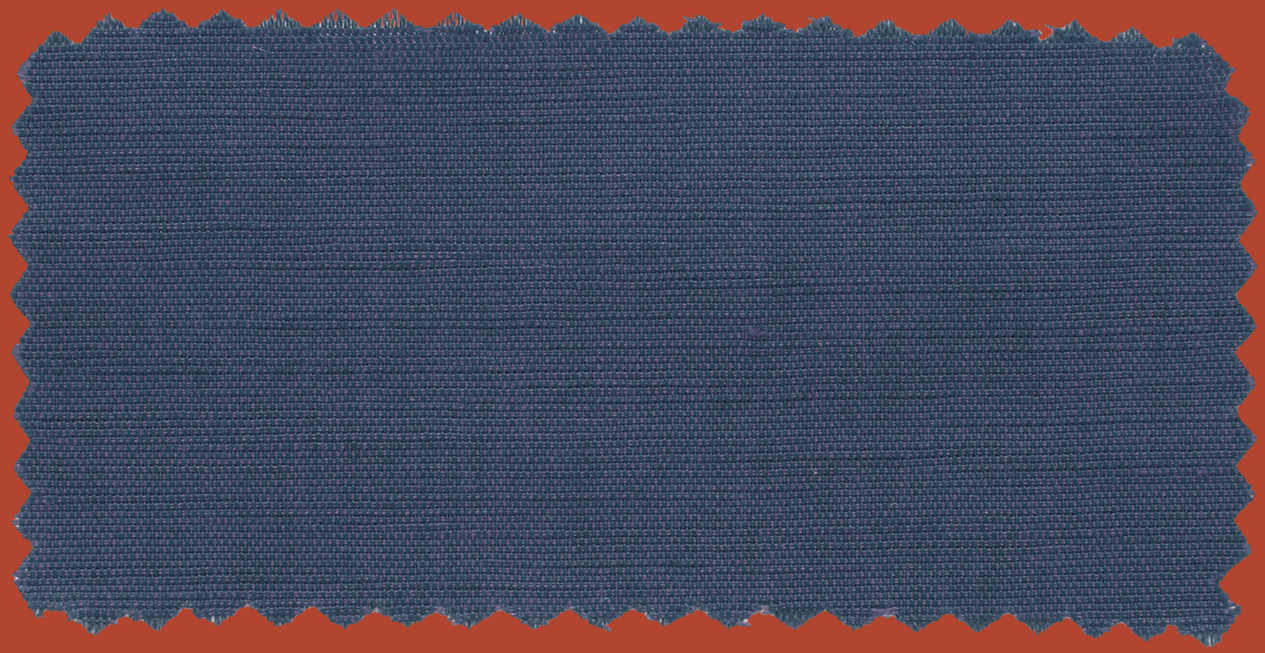




Reality: 77% of donors reported giving at the same or increased level in 2025

Source: GTMD25 Donor Survey





THIS YEAR'S THEME...

MINNESOTA stitched

Minnesota, Stitched:
When Minnesota frays, giving mends the seams

IMPORTANT DATES

Nov. 1

Early Giving Begins!

All donations on GiveMN.org count towards your GTMD26 goal!

For more about prizes and participation guidelines, visit: givemn.org/gtmd/guidelines

Nov. 18

Registration Closes

Registration closes at 11:59am CT the day before Give to the Max Day.

Nov. 19

GTMD26!

Thursday, November 19, marks the big day of giving in Minnesota!

December

Funds Disbursed

Funds will come to your organization via EFT.



Building a GTMD plan is like cooking a recipe!

Your ingredients:

- GiveMN.org organization page
- Your fundraising goal
- Your call-to-action
- Your team of fundraisers
- Your audience

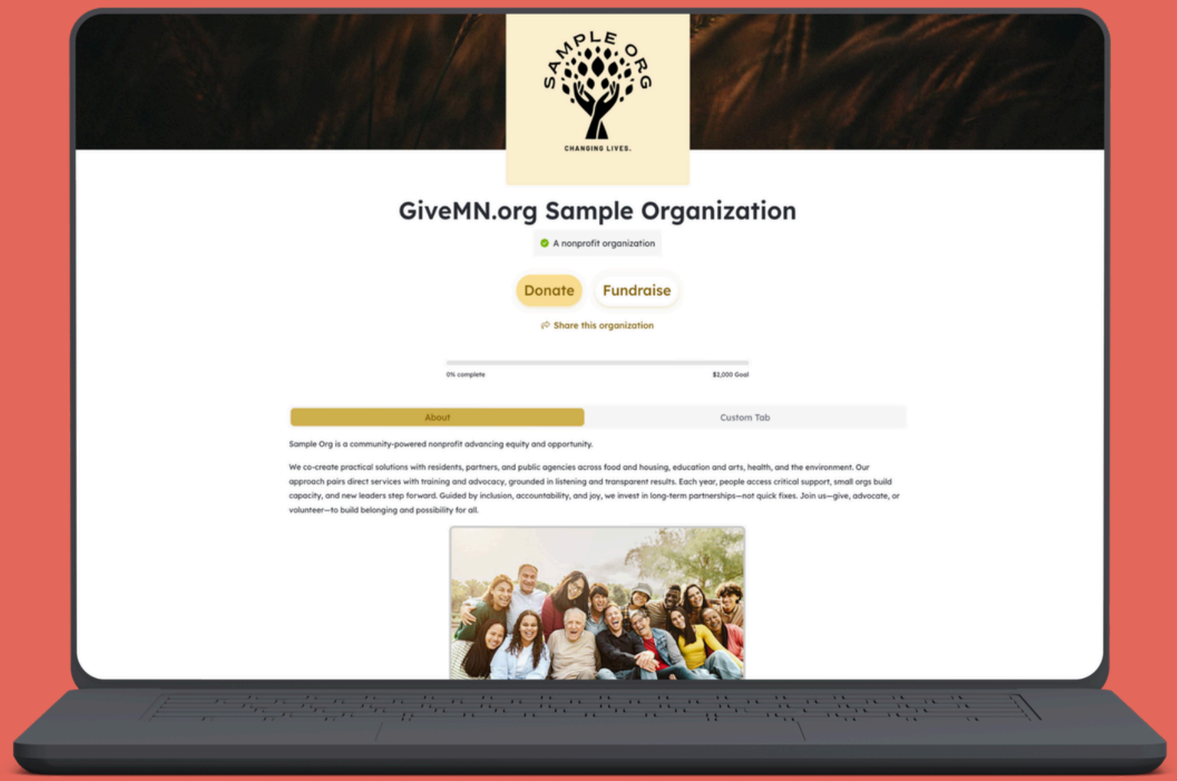
YOUR GTMD26 PLAN

SO WHAT DOES THAT MEAN?

Choosing a recipe	→	GTMD26!
Selecting your ingredients	→	Crafting your story, goal, and tactics
Preparing your culinary team	→	Engaging your colleagues & org leaders
Serving your finished dish	→	Making the ask on Nov. 19!
Cleanup & thanking your chefs/guests	→	Reviewing results and stewarding your colleagues/volunteer fundraisers and donors

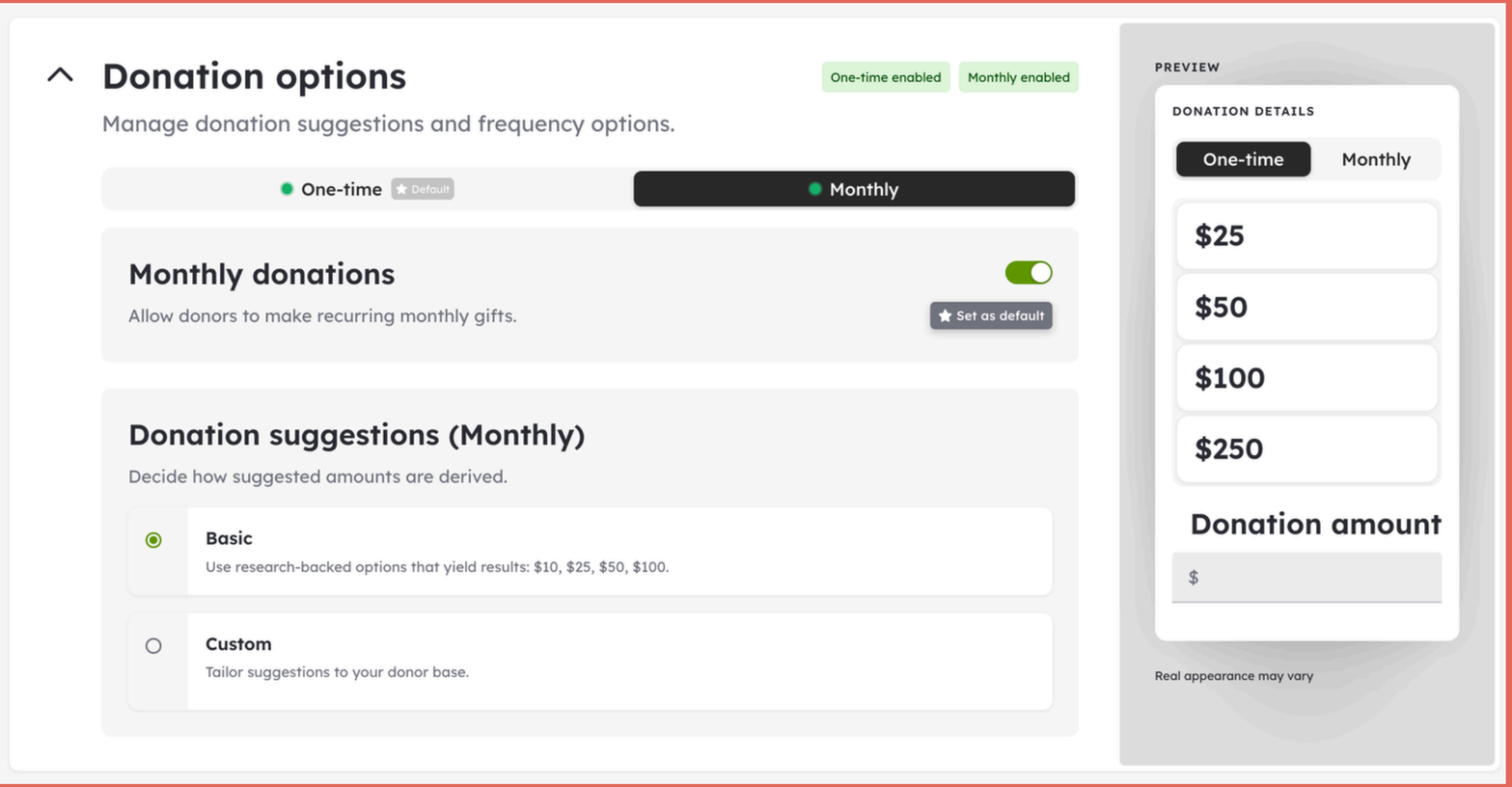
Key Features

- Organization logo
- Display name
- About section
- Goal tracker
- Organization information
  - Address, email, phone
- Thank you message
- Disbursement settings & EFT



YOUR GIVEMN.ORG ORGANIZATION PAGE

NEW ON THE PLATFORM



Set custom monthly donation amounts!



Why should you set a fundraising goal?

- Puts your story in context of your mission work
- Helps donors understand the impact of their gift
- Provides something for supporters to work towards collectively

SETTING A GOAL

WHAT SHOULD MY GOAL BE?

Find a balance between aspirational and achieveable

For example...

Organization 1:

2024: $2,000 raised
2025: $2,800 raised

2026 goal: $2,600

Organization 2:

2024: $3,000 raised
2025: $2,500 raised

2026 goal: $2,750

$4,700...

is the average amount raised per organization during GTMD25

CALL-TO-ACTION

Your Fundraising Story

- **Problem**: What's the challenge or gap you're addressing?
- **Why now?** Why is this urgently important?
- **Why you?** Why is your organization the one to address this issue?
- **The gap:** What will it take to address the challenge you named?
- **Make your ask!** Ask directly for what you need.
- **Conclude:** Close your story and say what happens next.

REMINDERS



KEEP IT SIMPLE

Make your story easy to understand and use plain language.



MAKE ONE ASK

Instead of asking people to consider volunteering, donating, or subscribing, keep your ask focused.



ASK FOR WHAT YOU NEED

If you need general operating support, ask for that – tell donors how they can best support you.

RECAP SO FAR...

Your Ingredients:

- ~~GiveMN.org organization page~~
- ~~Your fundraising goal~~
- ~~Your call-to-action~~
- Your team of fundraisers
- Your audience

MATCHING GIFTS

Why matching gifts?

- **Organizations with matching funds raise an average of 2x-5x more than organizations without[1]**
- One-to-one or challenge
- Show your match on GiveMN.org!
- Motivates donors to give now instead of later

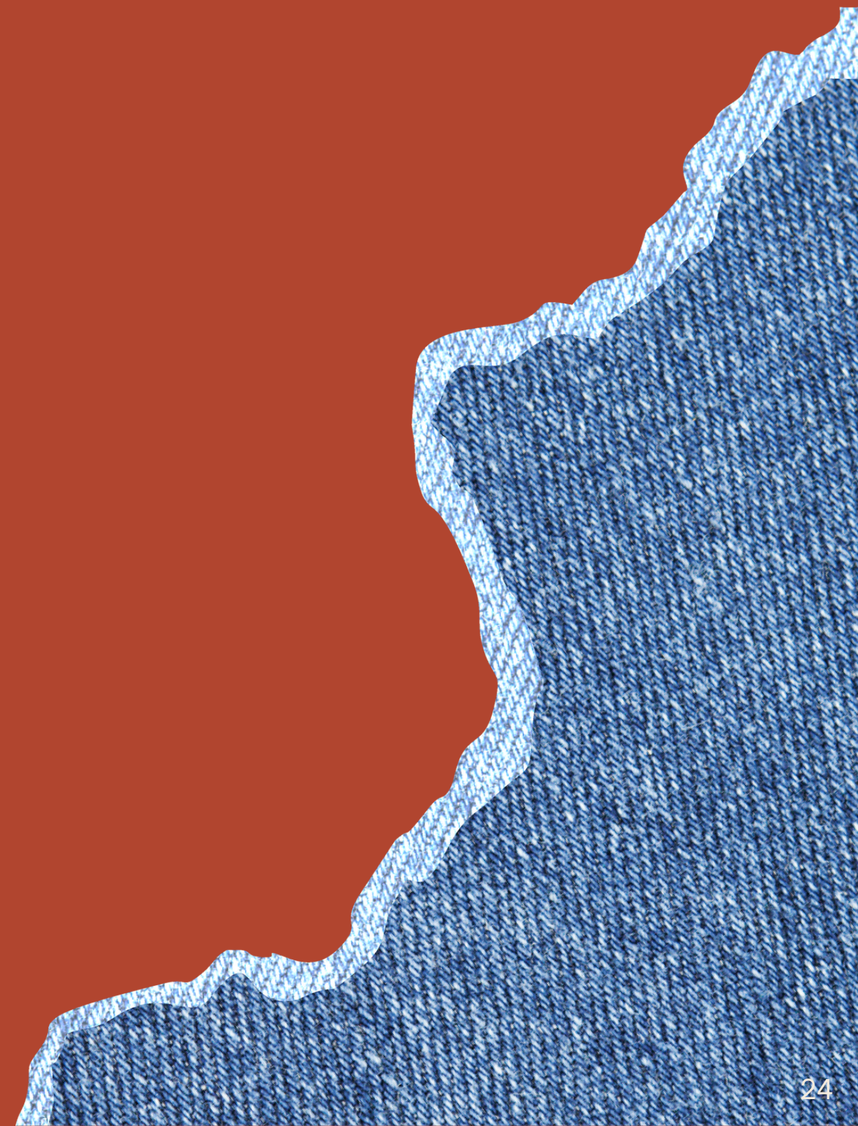


1: GiveMN Data

GATHERING YOUR FUNDRAISING TEAM

Who can be on your team?

- Your organization's Executive Director
- Board members & board alumni
- Volunteers (i.e., development committee volunteers)
- Non-fundraising staff
- Program participants & community members
- ...and more!



ENGAGING YOUR TEAM



BOARD ENGAGEMENT



PARTNERSHIPS



PEER-TO-PEER

BOARD ENGAGEMENT

3 Core Options

1. Donate
2. Share
3. Thank



Extra Credit

- Matching fund
- Social media
- Supporting your team

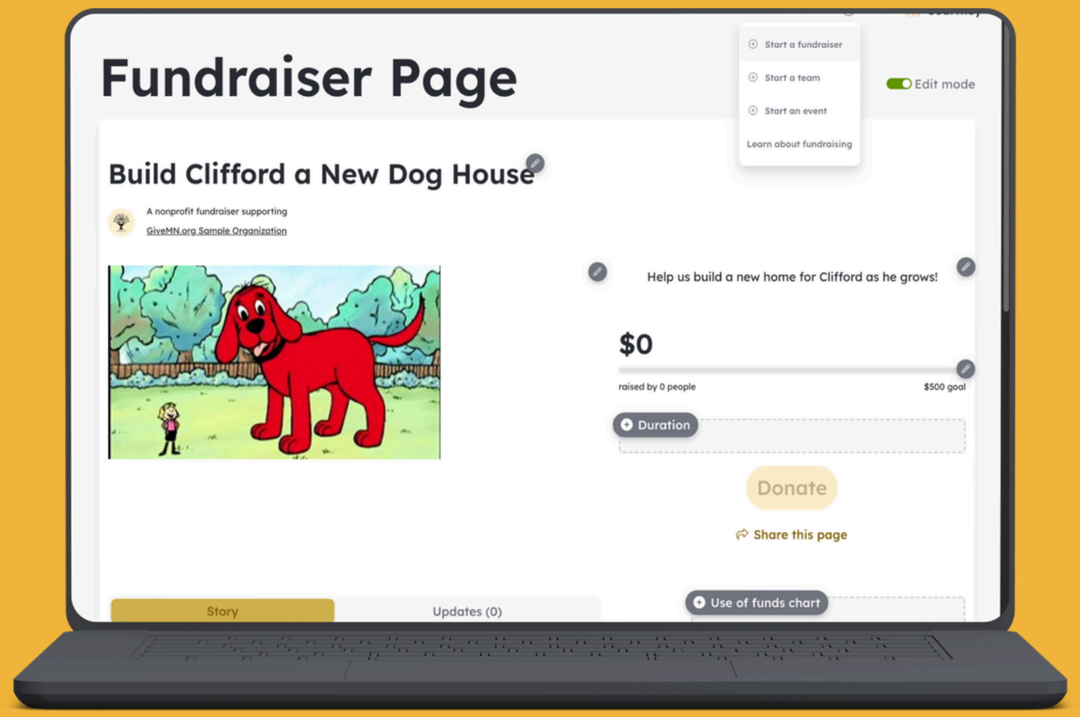
PARTNERSHIPS

Corporate Partnerships

- Hosting an event
- Supporting a matching fund
- Posting flyers
- Donating proceeds to your org

Community Partnerships

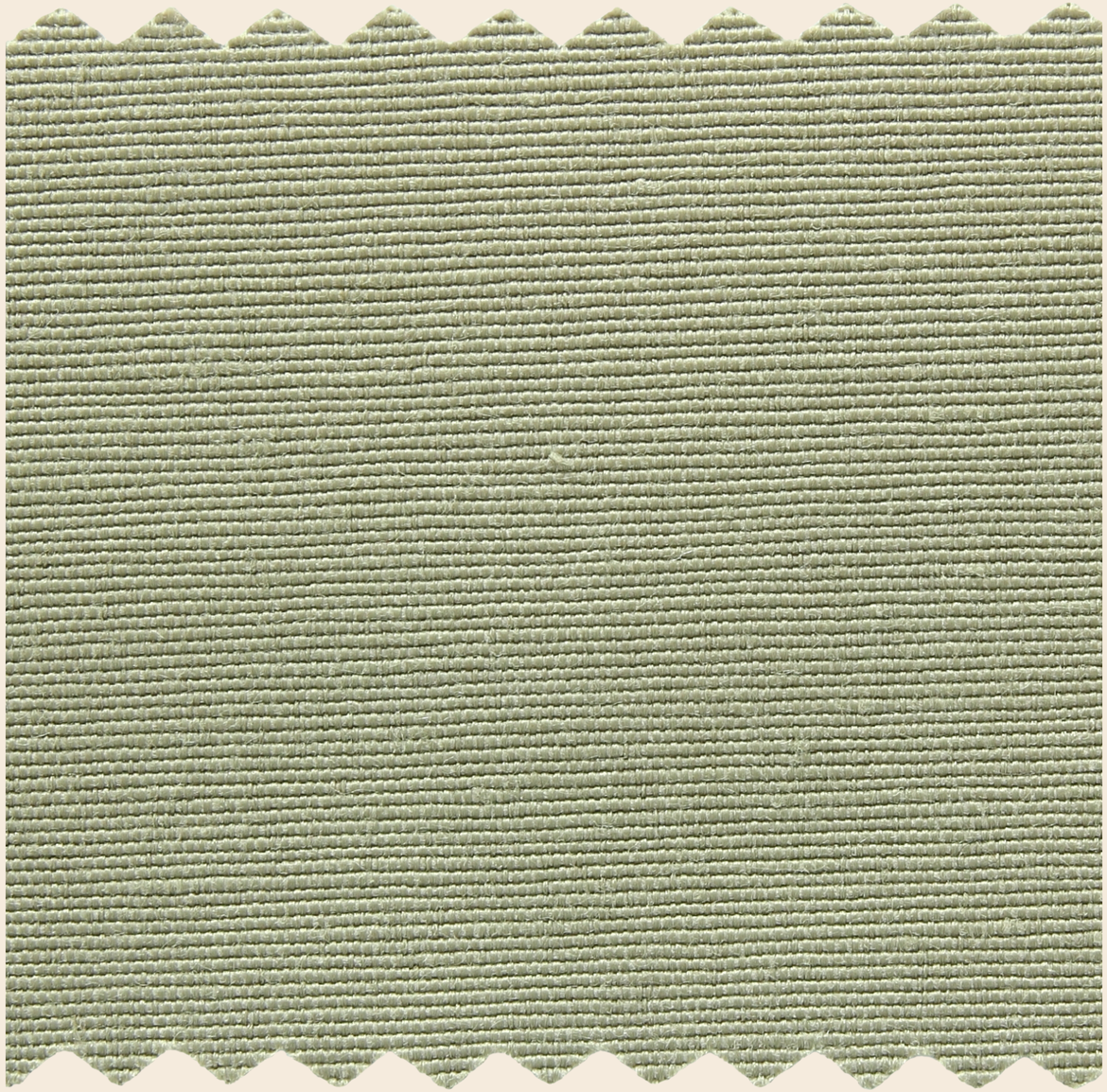
- Awareness building
- Social media



PEER-TO-PEER FUNDRAISING

Using GiveMN.org

- GiveMN.org can help you track all of the fundraisers benefitting your mission in one place
- Fundraiser/campaign pages allow individuals to fundraise on your organization's behalf
- Consider using the fundraiser templates!



Who makes up your audience?

- Past donors
  - New donors
- Current donors
- Board members
- Staff
- Individuals on your email list (but are not yet donors)
- Who else?

YOUR AUDIENCE

Challenging the myth of "donor fatigue"

DONORS WANT TO GIVE

Myth: Donors will stop giving because of being asked too frequently

Reality: 77% of donors report that they like how often they're asked to give[1]

1: GTMD Donor Survey

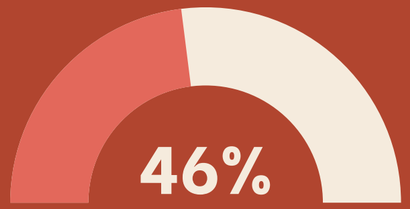




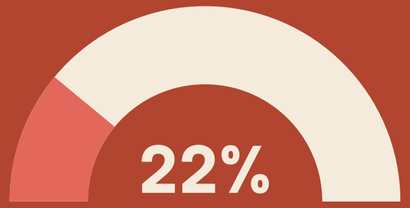
PICKING YOUR CHANNELS

HOW DONORS ARE FINDING YOU

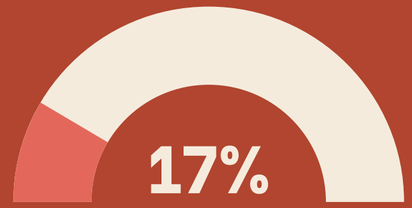
According to GTMD25 data...



46% click on a link from an email you send



22% go directly to GiveMN.org

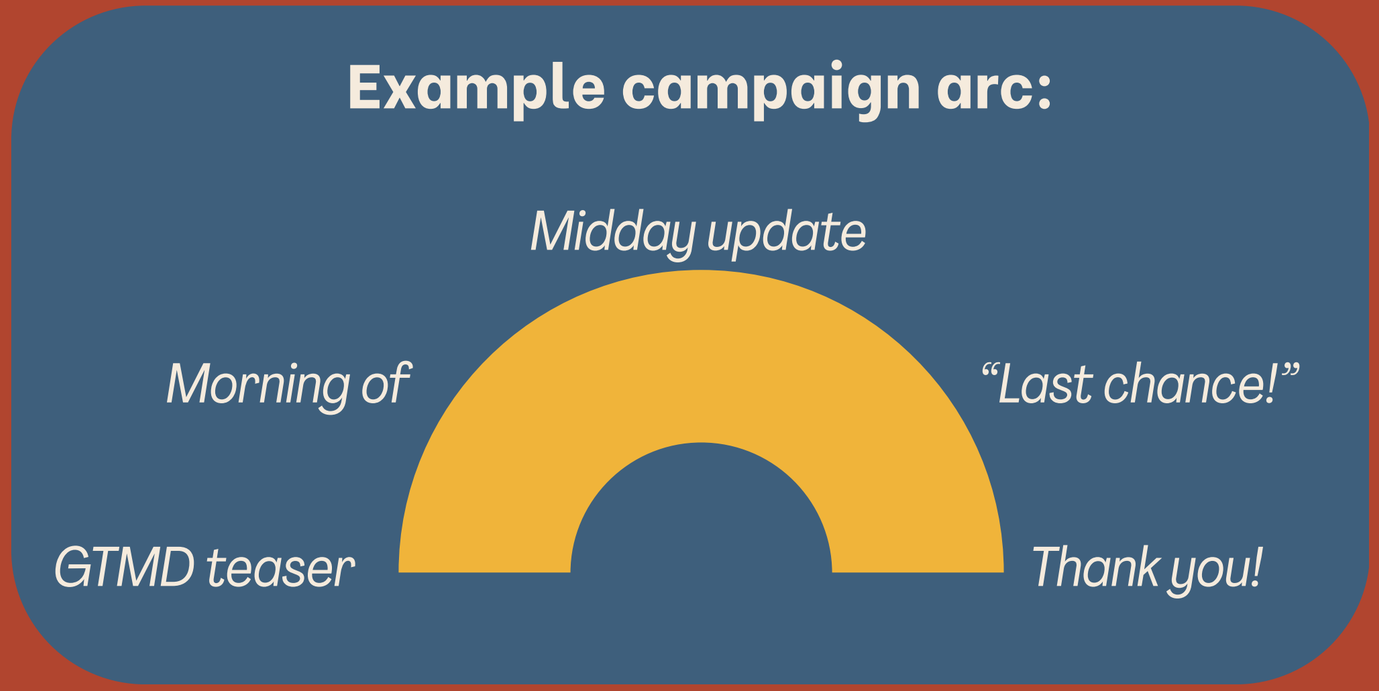


17% click on a link in a social media post

EMAIL

Crafting impactful email campaigns

- Subject line
- Storytelling
- Call-to-action
- Design matters!
- Aim for 3-5 emails



SOCIAL MEDIA



PUT ENERGY WHERE YOUR AUDIENCE IS



PAINT A FULL PICTURE OF YOUR ORGANIZATION



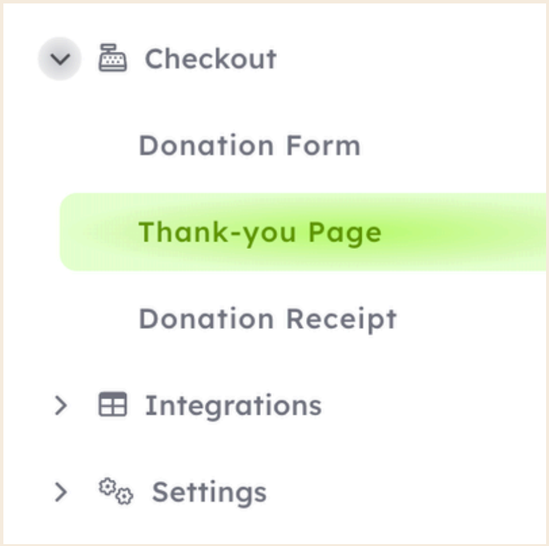
DIVERSIFY YOUR FEED



USE WHAT YOU HAVE (AND WHAT GIVEMN HAS FOR YOU!)

STEWARDSHIP

2 must-have items



Thank you page

Customize your thank you page on GiveMN.org (Checkout > Thank you page)



Thank you email

A quick, easy way to follow up with your audience after GTMD!

Did you know? First-time donors who receive a thank-you within 48 hours are 4x more likely to give again[1]

1: McConkey-Johnston International

TOP TAKEAWAYS



REGISTRATION CLOSES NOV. 18 AT 11:59 AM CT



NOV. 1-19, ALL DONATIONS COUNT!

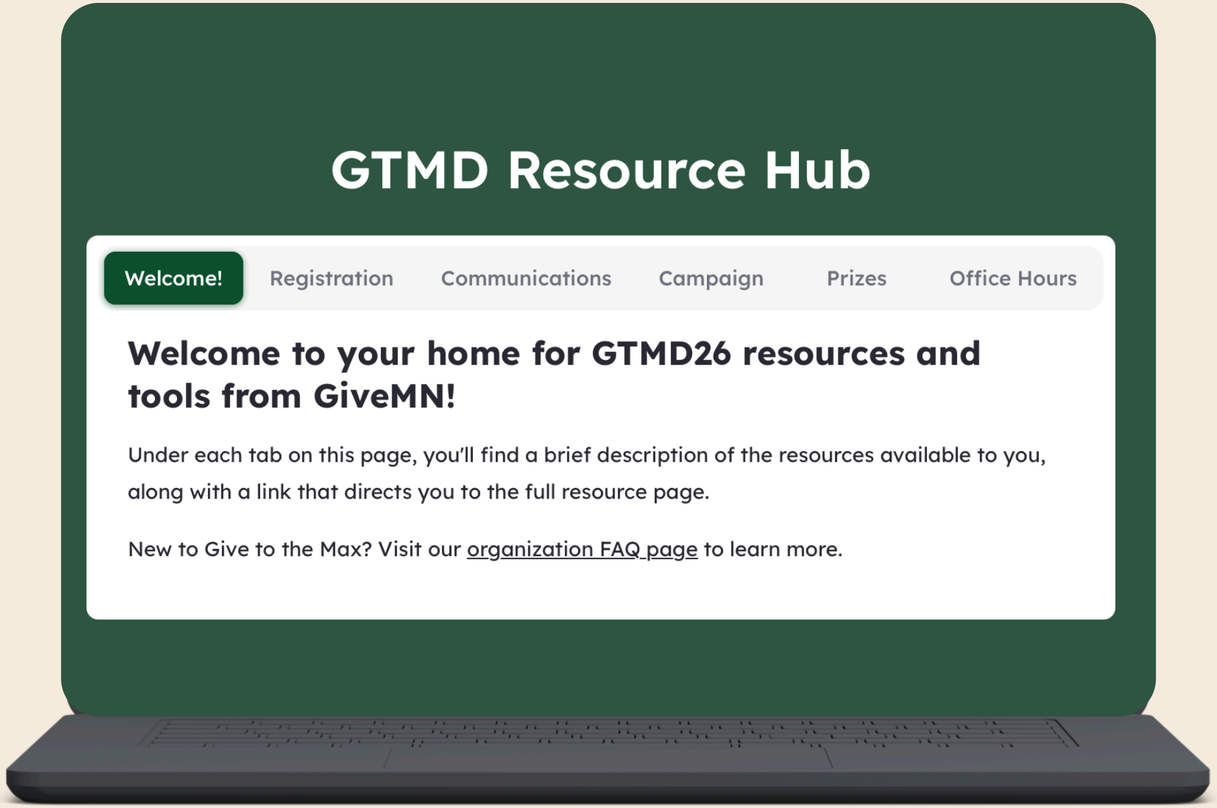


GTMD IS FOR EVERYONE





QUESTIONS?



GTMD Resource Hub

- Logos, social media graphics, sample fundraising language
- Step-by-step fundraising guides
- Prize information
- Office hours
  - Oct 21st at 12PM
  - Nov 5th at 6:30PM
  - Nov 12th at 12PM

GiveMN.org/gtmd/resources-home

Questions? Email help@givemn.org

RESOURCES & RECORDING