

[Wed, 07 Sep 2022 17:02:44 GMT] : Alright

[Wed, 07 Sep 2022 17:02:52 GMT] : Hi everyone welcome to today is Taproot Foundation webinar fuel your fundraising with volunteer support

[Wed, 07 Sep 2022 17:02:55 GMT] : So happy you could join us today I know it

[Wed, 07 Sep 2022 17:03:21 GMT] : Probably busy week or just coming off of a long weekend which is a blessing but then going into a short week is that it's definitely tough and with such compact the days were really grateful that you were able to take the time today to jump in with us we have a pre-pack presentation and I know we've got a lot of folks on the line who are probably bursting with lots of amazing question

[Wed, 07 Sep 2022 17:03:23 GMT] : To our events if that's

[Wed, 07 Sep 2022 17:03:26 GMT] : Which everyone

[Wed, 07 Sep 2022 17:03:31 GMT] : My name is Kimberly Swartz and I am taffords director of community and

[Wed, 07 Sep 2022 17:03:42 GMT] : So I leave the engagement team that's associated with Tapper plus a free online Marketplace that connects nonprofits with skilled volunteer support

[Wed, 07 Sep 2022 17:03:44 GMT] : So much of my work stems from his

[Wed, 07 Sep 2022 17:04:12 GMT] : 50 back and request from community members like you also if you left us feedback after participating in Taproot program if you dropped in ideas or notes and one of our surveys in the webinar registration form sent a question on social media Etc you played a role in making this particular webinar come about so we really appreciate that a focus on how skilled volunteer resources

[Wed, 07 Sep 2022 17:04:35 GMT] : Fundraising efforts for nonprofits has definitely been one of our top requested resources and so really appreciate your feedback and in helping us bring this light so before I get into today's content I do want to cover a few logistical notes so today I'm so pleased to be joined by a

[Wed, 07 Sep 2022 17:04:38 GMT] : Megan Gillette who is one of our

[Wed, 07 Sep 2022 17:05:20 GMT] : Class a program Associates and works at the help desk so if your attacker plus user you might have interacted with Megan a few times which is great as well as cearamor who is an associate on our marketing team and they'll both be covering the chat box during today's presentation so all attendees will be muted throughout today's webinar but this is meant to be really interactive and engaging and so please ask questions make comments leave feedback connect with one another using that chat box my colleagues Megan and Ciera will be handling questions

[Wed, 07 Sep 2022 17:05:23 GMT] : In full detail during the Q&A

[Wed, 07 Sep 2022 17:05:40 GMT] : Ocean at the end of this webinar so if you do have questions and they weren't answered in the chat as we go or in the content as I presented than hang around to the end because we'll have a healthy amount of time saved for answering those questions

[Wed, 07 Sep 2022 17:05:58 GMT] : Webinar is being recorded and will share that recording with everyone who registered as soon as possible and will also make the recording accessible VIA taproots website and YouTube channel so you can dig in fast-forward rewind whatever sections are most helpful for you

[Wed, 07 Sep 2022 17:07:26 GMT] : Alright so before I dive into the agenda for today's Weapon-R and do just want to take one moment to share a little bit more information about what we do here at not at our nonprofit Taproot foundation so as I introduce our nonprofits we'd love if you haven't introduced yourself already in the

organization you work for please do that in a chat we're really looking forward to getting to know your work a little better so the Taproot Foundation drives social change by leading mobilizing and engaging professionals and pro-bono service since the early 2000's capitis partnered with at over 10,000 social change organizations in over twenty-five thousand volunteers totaling around 280 million and donated Professional Services in addition to the programs that we run in the CSR consultancy work that we do in partnership with Fortune 500 companies we also be up a global pro bono not working committing to advancing the septic services

[Wed, 07 Sep 2022 17:07:29 GMT] : To get you answers to those questions

[Wed, 07 Sep 2022 17:07:58 GMT] : Suit during today's events at fuel your fundraising with volunteer support or not cover a few things and I we're going to address some current nonprofit fundraising challenges in the bulk of our presentation will really be focused on walking through examples of discrete really well scoped projects that you can complete with volunteers through or through other means which can lead to increased fundraising capacity

[Wed, 07 Sep 2022 17:08:03 GMT] : You can actually start connecting with the volunteers through taproots reprogram

[Wed, 07 Sep 2022 17:08:08 GMT] : And of course at the end of today's event were going to save a healthy amount of time

[Wed, 07 Sep 2022 17:08:12 GMT] : Question-and-answer so definitely stick around for that if you do

[Wed, 07 Sep 2022 17:08:17 GMT] : Have any questions or you just want to learn from the questions that other attendees are posing

[Wed, 07 Sep 2022 17:08:26 GMT] : Alright so with those Logistics that agenda out of the way I want to dive into the meat of our content

[Wed, 07 Sep 2022 17:08:31 GMT] : Sutapa was founded as a non-profit back in 2001

[Wed, 07 Sep 2022 17:08:34 GMT] : College

[Wed, 07 Sep 2022 17:08:43 GMT] : And I don't think me saying that is going to surprise anyone on the line here especially if you're coming from a nonprofit organization yourself

[Wed, 07 Sep 2022 17:08:56 GMT] : We know the organizations who may very well have the solutions to our world's most pressing Social Challenges simply don't have the financial means to carry out their missions to the fullest extent

[Wed, 07 Sep 2022 17:09:07 GMT] : Gulf between what for-profit organizations can spend on building up that internal infrastructure and staff development versus what nonprofits are able to invest

[Wed, 07 Sep 2022 17:09:09 GMT] : Ultimately impacts

[Wed, 07 Sep 2022 17:09:17 GMT] : Are nonprofits bottom-line switches the mission that we're delivering to community members and how many community members that we can

[Wed, 07 Sep 2022 17:09:46 GMT] : So we know that in 2022 we're dealing with a very unique set of conditions we're heading to operate more leanly and then pre-pandemic days meeting Community needs that have risen over the past 23 years while potentially dealing with still decreased access to Hands-On volunteer support potentially pivoted or canceled fundraising events anymore

[Wed, 07 Sep 2022 17:09:49 GMT] : So I pulled a few stats for us

[Wed, 07 Sep 2022 17:09:51 GMT] : I'm just a set of Baseline

[Wed, 07 Sep 2022 17:09:57 GMT] : Of what organizations what some of our colleagues and peers on the lines are navigating

[Wed, 07 Sep 2022 17:09:59 GMT] : 20/20 and nonprofit Resort

[Wed, 07 Sep 2022 17:10:02 GMT] : A survey which was conducted

[Wed, 07 Sep 2022 17:10:06 GMT] : The latter half of 2020 we found that 63 /

[Wed, 07 Sep 2022 17:10:11 GMT] : More respondents had reported a decrease in funding specifically do to covid-19

[Wed, 07 Sep 2022 17:10:15 GMT] : Really Rihanna rating that organizations were rebuilding community

[Wed, 07 Sep 2022 17:11:17 GMT] : Are doing still with shrinking budgets and we also dug into Indiana University's Lilly Family School of philanthropy they released a survey every other year and recently released their extensive findings from 2018 so this is pre-setting pre-pandemic giving patterns and they confirmed a worrying trend for nonprofit organizations donations to charitable causes we're reaching record highs at that point but giving is being done by a smaller and smaller slice of the population with only 42% of us households giving to secular charitable causes so the overall pie of individual giving is being more taken over by the ultra-wealthy with their large gifts going to their personal interest areas and generally fewer oceans

[Wed, 07 Sep 2022 17:11:37 GMT] : With more recent information we found through the stage intact as survey that was conducted in early 2022 of nearly 1,000 nonprofit leaders we saw that in 2021 60% of those nonprofit organizations reported a decrease in Revenue

[Wed, 07 Sep 2022 17:11:53 GMT] : This luckily dropped maybe not so luckily there's a lot of attention and time and energy put into this only 35% of organizations so far in 2022 have reported a drop in Revenue

[Wed, 07 Sep 2022 17:12:42 GMT] : That number is still significantly higher than pre-pandemic levels and it's important to note here that huge increase in revenue from Government funding was reported across this survey from 2021 into 2022 largely coming from one-time PPP ones so not a funding source that nonprofits can continue to count on so all of this combined all of this data that we're seeing all of our personal experiences with the same challenges is really underlining and reiterating this point that most organizations tackling social problems don't have full access to the resources funding or staff expertise needed to fully accomplish these vital mission

[Wed, 07 Sep 2022 17:12:45 GMT] : Ability to invest in ourselves

[Wed, 07 Sep 2022 17:12:52 GMT] : Our ability to create strong resilient and sustainable organizations

[Wed, 07 Sep 2022 17:13:07 GMT] : Due to ongoing Global crises and changes an individual giving charitable organizations are really feeling the strain more than ever while being pushed to get creative with how we're all bringing in financial support for emissions

[Wed, 07 Sep 2022 17:13:17 GMT] : And so it's that push for Creative Solutions that I think is really drawn all of us here today because that's where pro-bono and and support from skilled volunteers

[Wed, 07 Sep 2022 17:13:33 GMT] : So Taproot Foundation is here to help bridge that nonprofit resource Gap by helping you make connections with skill volunteers who provide their Tech their marketing their HR strategy or Finance experience to you pro bono

[Wed, 07 Sep 2022 17:13:46 GMT] : During today's webinar we're going to be really specifically focus on how support from the private sector from these corporate professionals can apply to a really unique nonprofit me and fundraising

[Wed, 07 Sep 2022 17:14:14 GMT] : One really important caveat I want you to keep in mind up for going is how voluble pro-bono how valuable support from skill volunteers

can be and how you can start thinking about that how you can start thinking about bringing in recruiting skill volunteers as a source of of resource driving and as a source of bringing an in-kind donations instead of just Financial ones

[Wed, 07 Sep 2022 17:14:27 GMT] : Completed with Chief Executives for corporate purpose ceep in 2019 tappert determine that the average value of an hour of pro-bono service

[Wed, 07 Sep 2022 17:14:29 GMT] : Is 195 dollars

[Wed, 07 Sep 2022 17:14:33 GMT] : Tapper's average pro bono project takes

[Wed, 07 Sep 2022 17:14:37 GMT] : 30 hours of volunteer time to complete

[Wed, 07 Sep 2022 17:14:40 GMT] : Means you're not profit on average

[Wed, 07 Sep 2022 17:14:47 GMT] : Project is looking at donated services amounting to nearly \$6,000

[Wed, 07 Sep 2022 17:15:20 GMT] : Soup throughout the webinar say when we say that pro-bono when we say that working with skilled volunteer as a valuable tool we really mean it really really mean it by infusing use of volunteer support throughout your Department's fundraising and Beyond you can save money on your bottom line will infusing capacity-building longer-term stability best practices from the corporate space into your work and really building that strong Foundation

[Wed, 07 Sep 2022 17:15:22 GMT] : So with all of that intro

[Wed, 07 Sep 2022 17:15:26 GMT] : Nation out of the way I really want to dig into

[Wed, 07 Sep 2022 17:15:34 GMT] : Part of our presentation which is examples for how volunteers can support nonprofit fundraising

[Wed, 07 Sep 2022 17:16:05 GMT] : I'm going to run through at some difference and chunks of what it takes to create and build a fundraising strategy or maybe to even conduct an Executor fundraiser at a fundraiser maybe plan for I'm your business development Etc and we'll talk about different projects that fall into each of those areas of planning creation distribution and then long-term relationship manager

[Wed, 07 Sep 2022 17:16:50 GMT] : To keep in mind is that each of these examples is pro bono these are volunteer nonprofit relationships Partnerships that Taproot has seen have a real demonstrated impact on the capacity of social change organizations and each and every one of these can be completed through taproots programs through a connection with 11 or more of our amazing volunteers so if you hang around towards the back half of our presentation I'll walk you through specifically what that volunteer request process will look like but for now let's start talking about some of the examples

[Wed, 07 Sep 2022 17:16:53 GMT] : I want to start with covering this large umbrella

[Wed, 07 Sep 2022 17:16:57 GMT] : A business development strategy

[Wed, 07 Sep 2022 17:17:07 GMT] : Reasoning for starting here is that a fundraiser should not set your organization's Business Development or marketing strategy

[Wed, 07 Sep 2022 17:17:12 GMT] : Instead your business development and marketing strategy should in

[Wed, 07 Sep 2022 17:17:14 GMT] : Or how your nonprofit

[Wed, 07 Sep 2022 17:17:18 GMT] : Fundraisers so

[Wed, 07 Sep 2022 17:17:33 GMT] : What is simply in order to fundraise well you need a Clear Vision of how what where when into whom you're communicating with and who you're trying to move to take action on your behalf

[Wed, 07 Sep 2022 17:17:37 GMT] : Fundraising campaigns are stronger when tide released

[Wed, 07 Sep 2022 17:18:23 GMT] : We into your overall strategies and goals for the year that no work is going to be redundant and no work is going to be off brand and

sense of volunteer who's worked in the private sector their entire career might not have a clear understanding of nonprofit fundraising best practices consider using their skills and really targeted ways in order to help shape and build up your overall fundraising strategy so an example here a volunteer with a background in finance or Investment Banking could step into your nonprofit to evaluate the pricing of your programs

[Wed, 07 Sep 2022 17:18:26 GMT] : Praising or sponsorship packages that you're

[Wed, 07 Sep 2022 17:18:29 GMT] : Bring to grantmaker or corporate partners

[Wed, 07 Sep 2022 17:18:47 GMT] : And send they can make recommendations on potential shifts whether that pricing is going up going down different packages different product packages right that you could play around with an order to increase the revenue that you're bringing into your organization

[Wed, 07 Sep 2022 17:19:35 GMT] : Another example a volunteer with a market-research background could develop a comprehensive picture of who your nonprofits ideal donor is right so right down to where they hanging out online or offline what magazines who are they reading who are they listening to what podcasts are they influenced by and much much more so that your nonprofit can start building out this crystal clear picture of who your audience is for fundraising and the messaging that needs to be used to drive that audience to take action on your behalf

[Wed, 07 Sep 2022 17:19:37 GMT] : Volunteer project ideas that

[Wed, 07 Sep 2022 17:19:40 GMT] : Sedona slide again ever

[Wed, 07 Sep 2022 17:19:55 GMT] : Going to receive a recording of this event so you'll be able to fast-forward rewind take screenshots of the slide so please don't worry about Leah frantically taking down notes I know there's a lot of information on each of these

[Wed, 07 Sep 2022 17:20:06 GMT] : And we want to make it easier easy for you to access after-the-fact so few of the other ideas that are here for your consideration

[Wed, 07 Sep 2022 17:20:10 GMT] : Hey I've seen really great results in this bucket of pitched

[Wed, 07 Sep 2022 17:20:27 GMT] : So how are you selling your mission to different types of audience members from corporate Partners family foundation's to just individual donors people that you're trying to bring it on social media or through email or mailing campaigns

[Wed, 07 Sep 2022 17:20:45 GMT] : Work at the volunteer to really solidify your Viewpoint and that person can lend a fresh perspective on what makes your nonprofit special why should they be taking action on your behalf why should they be partnering with you sponsoring you Etc

[Wed, 07 Sep 2022 17:20:49 GMT] : Another really important once has to think about them

[Wed, 07 Sep 2022 17:20:52 GMT] : Data assessment and tracking

[Wed, 07 Sep 2022 17:20:56 GMT] : How is your organization determining fundraising success

[Wed, 07 Sep 2022 17:21:00 GMT] : All about the dollars that are being brought in

[Wed, 07 Sep 2022 17:21:02 GMT] : Are you factoring in 3

[Wed, 07 Sep 2022 17:21:29 GMT] : Aaron Esser exposure into your campaign goals as well so is it kind of effusion fundraising and marketing or is it for your purely fundraising either answer is totally okay you just need to have a clear idea of what those goals with those kti's are going to be and how you were going to be tracking metrics tracking success or lack of success towards those end goals

[Wed, 07 Sep 2022 17:21:43 GMT] : Samsung data can really help you get organized

here so again building this a structure for you to be more successful with executing fundraising now and in the future

[Wed, 07 Sep 2022 17:21:47 GMT] : Last example call out here is business planning

[Wed, 07 Sep 2022 17:23:08 GMT] : And this is a really big bucket right what is your overall strategy for bringing in the financial support needed for your nonprofit to operate if your startup or maybe you're in the process of re-evaluating how you Source funding working with a strategy professional to create a business plan is an incredibly impactful way to build long-term stability rate so considering should we change to a fee-for-service model and we need to re-evaluate our or sponsorship packages do we need to create sponsorship packages right what is the mix of funding that you're going to be bringing in are you going more all in on trying to bring in Government funding grantmaker funding or you trying to work more with companies in and fee-for-service so that's all of mix that you can determine by working with a strategy professional and using their lens from the corporate space to approach your nonprofit and how you business plan for the future

[Wed, 07 Sep 2022 17:23:42 GMT] : These are really great ways to brainstorm get quick ideas quick answers and on some of these topics and so you'll see a few ideas in this quick wins column and that's referring to these one-hour consultation calls and that you can request through Taproot so a few ideas for topics here could set our fundraising picture part what makes us special where should we even begin right where new organization I have no idea I've never even run a campaign

[Wed, 07 Sep 2022 17:24:33 GMT] : So my tip for anyone on the line and because I do see some chats rolling in who's been talking about specific campaign planning and I know we did have folks register for this webinar talking specifically about holiday giving and so I want to call out really specifically that for anything on this slide anything related to Business Development or strategy begin these projects well in advance of any fundraiser execution so that you can be assured of the most effective results you don't want to create a strategy that week before you kickoff registrations for a virtual 5K race that you're running right

[Wed, 07 Sep 2022 17:24:38 GMT] : He's planning sessions in the way that they deserve in the way that'll have the most words

[Wed, 07 Sep 2022 17:24:40 GMT] : Batman for your nonprofit

[Wed, 07 Sep 2022 17:24:47 GMT] : I mean I see a question come in that just came into the chat regarding Business Development

[Wed, 07 Sep 2022 17:24:53 GMT] : Sickly how many volunteers do you need I would recommend actually starting with a consultation

[Wed, 07 Sep 2022 17:25:59 GMT] : With a strategy professional just to see what is the scope of we're using beginning right do you already have some strategies you already have a business plan worked out in your looking for assistance on building out that Niche components of that plan or are you drafting something from scratch I'm so start with that consultation get recommendations on where to go next in the skill sets that you'll really need to employ the materials you need to have available as part of that project and that'll help answer that question for you how many different volunteers you might need for different facets of that that being said usually I've seen projects between one volunteer and one nonprofit generally that take around two two and a half months to complete where they build out a business development strategy

[Wed, 07 Sep 2022 17:26:01 GMT] : Frontier projects that you could say

[Wed, 07 Sep 2022 17:26:10 GMT] : Using I'm to build up your fundraising is in this huge but he messed up marketing marketing planning specifically

[Wed, 07 Sep 2022 17:26:13 GMT] : So there's a reason that the development

[Wed, 07 Sep 2022 17:26:41 GMT] : Marketing staff members work so closely at nonprofits or I mean to be real the marketing and the development staff member might just be the same person and raise your hand in the chat if that's you if you're just wearing both hat simultaneously fundraising whether it's grant-writing creating pitch decks for major donors thinking about coordinating or executing

[Wed, 07 Sep 2022 17:26:43 GMT] : Crowdfunding

[Wed, 07 Sep 2022 17:26:58 GMT] : It involves a tremendous amount of communications and marketing work which means those departments or if it's the same same person those goals have to be hand-in-hand those people than the staff members of the organization need to work together handin

[Wed, 07 Sep 2022 17:27:05 GMT] : So I've a few thoughts here on how volunteers can help with this marketing planning this marketing strategy piece

[Wed, 07 Sep 2022 17:27:08 GMT] : Trumped-up projects

[Wed, 07 Sep 2022 17:28:24 GMT] : So before beginning the creation of all of the disparate pieces of a fundraiser I consider creating a fully fleshed-out Communications plan that really describes what you want to accomplish with your fundraiser and the ways in which those objectives will be accomplished the audience of the communications that you're going to be sending out the tools and timeline for which you'll use to accomplish those objectives and how you're going to evaluate the success of your campaign it's one thing to run a campaign whether it's a marketing or maybe marketing and fundraiser combined but if you're going to put all of that time and energy and investment into it you want to make sure that you're also burning from it and you're studying what went well what didn't go well so make sure that evaluation is a key part of your goal setting

[Wed, 07 Sep 2022 17:28:35 GMT] : Another strategy piece that's really key here is creating a PR plan public relations plan

[Wed, 07 Sep 2022 17:28:41 GMT] : How are you going to get people talking about your organization in the best possible way

[Wed, 07 Sep 2022 17:28:54 GMT] : A PR plan identifies an organization's Communications goals for Target external audiences and then develop strategies for how to achieve those objectives

[Wed, 07 Sep 2022 17:28:58 GMT] : So this plan could include recommendations for abroad number attack

[Wed, 07 Sep 2022 17:29:03 GMT] : Including a creation of a PR calendar

[Wed, 07 Sep 2022 17:29:46 GMT] : Creating relevant local media list so you know who to reach out to when you're ready even coaching on media relations if that's not a skill-set you have at your organization I know that's not something that our nonprofit currently has on our staff so that could be something great to eventually bring a volunteer and in for ourselves so coaching on media relations news releases drafting speeches or even creating a full press kit so that you could use it for one fundraiser and then maybe duplicate that same format for a future communications plan as well

[Wed, 07 Sep 2022 17:30:40 GMT] : Is to work with a social media specialist to create a distinctive social media strategy for your fundraising objectives in particular so these days especially people are living online social media is really our opportunity as nonprofits to make one-on-one or personal connections with audience members so it's a huge area of opportunity but the social spaces are really crowded and it means that it's even more crucial that your organization has a really Clear Vision of what goals you're using social media channels to accomplish and how

you're going to be executing on campaigns that drive towards those goals
[Wed, 07 Sep 2022 17:31:59 GMT] : Dollars so to move people to fundraise on your behalf or just donate to an active fundraiser then you want to make sure social media specialist could actually help you break up okay how do we create a well-balanced diet on social media right of content that's going out if we're putting out a fundraising plea on Monday I don't want to put out another fundraising Flea on Tuesday because then my audience members are going to feel really spam just hearing give us money again and again and again we want to mix that up right we want to have a fundraising pliego out we want to have a testimonial from someone in your community has really benefited from your services we want to have information on how they could volunteer right different ways of giving we want to have information on on Highlights impact stats from your programs that show the impact that you're making on the commute una T and then maybe then after you have for buffer post then it would be okay to post another fundraising please

[Wed, 07 Sep 2022 17:32:02 GMT] : Using social for fundraising

[Wed, 07 Sep 2022 17:33:24 GMT] : France so if you don't have time to manage a full pro bono project in these areas then I would consider trying to team up with a marketer for maybe one of those quick consultation calls that I mentioned before on topics like maybe evaluating what's worthwhile in the past and what hasn't or even where do we begin when it comes to setting up a marketing or communication strategy I know I think we have a few folks on the line have already indicated that their start-up organizations and their building these things for the first time that's totally okay I don't want you to hear this presentation and think that you're not a good fit for using pro bono or you're not a good fit for using volunteers these resources should apply to you whether you are a new nonprofit needs to develop these strategies develop these structures for the first time or if you've been around for 50 years ears and now you're reevaluating okay I think will work for us 10 years ago I don't know if it's still applying for us today and now it's a really good time to revisit that and revamp it

[Wed, 07 Sep 2022 17:33:34 GMT] : Price for developing content for social media let me I'll get to that and arguing a section and so that'll give me sometimes at have some ideas formulated for you

[Wed, 07 Sep 2022 17:33:36 GMT] : Well I'm thinking on the

[Wed, 07 Sep 2022 17:34:09 GMT] : I did encourage other folks on the line This is a room full of hundreds of nonprofit professionals so you see Marisa's question about content that works really well on social I would encourage you what's crowd-source her some advice right now in the chat what-have-you releasing resume for your nonprofit on social media especially as it pertains to fundraising what tactics have you all seen well and then we can compare and run through some of those ideas during Q&A on Marisa's behalf

[Wed, 07 Sep 2022 17:34:20 GMT] : Next bucket of ideas I want to run through is a lot more targeted in nature so I just kind of shifted from broad strategy we talked about business

[Wed, 07 Sep 2022 17:34:22 GMT] : We talked about marketing strategy

[Wed, 07 Sep 2022 17:34:26 GMT] : I want to talk about something really really targeted

[Wed, 07 Sep 2022 17:34:28 GMT] : Something that's widely needed

[Wed, 07 Sep 2022 17:34:32 GMT] : The nonprofit space which is graphic design

[Wed, 07 Sep 2022 17:34:34 GMT] : Graphic design is really vital

[Wed, 07 Sep 2022 17:34:37 GMT] : We all know we have to capture the attention

[Wed, 07 Sep 2022 17:34:48 GMT] : Of potential supporters through marketing materials that really highlight our mission and most importantly the impact that were making on community members

[Wed, 07 Sep 2022 17:36:19 GMT] : So whether your fundraising strategy involves creating Partnerships with companies bringing in grant funding or individual giving graphic design is going to be necessary across all three of those fundraising tactics right so design projects for fundraising campaigns could include the packaging of social media Graphics right creating maybe a stockpile of different Graphics you could pull from other sharing Outpost it could be updating program logos could be producing new brochures that are really aesthetically pleasing and eye-catching same goes for email templates maybe you're using at a standard newsletter template or email template how can we really make that I catching so it's something that people immediately not just open but scroll all the way through ends and click on that called action and it also could include things like updating one pagers or even retooling website Graphics to ensure that they're accessible for all site visitors right you don't want to set yourself up for a situation where you're driving traffic to your website and you're pulling people in their bought into your mission and then your website isn't accessible to the people once they get there and they're not able to take action on your behalf because they can't actually leverage our Navigator website so working with a graphic designer

[Wed, 07 Sep 2022 17:36:26 GMT] : Ability on base traffic designed to be a really great project to consider

[Wed, 07 Sep 2022 17:36:49 GMT] : So I also want to highlight design is a perfect example of a field where a volunteer doesn't need to have any experience with nonprofit work or nonprofit fundraising in order to deliver really high quality outcomes for your organization to immediately use to tell your story and bringing financial support

[Wed, 07 Sep 2022 17:37:17 GMT] : Keep that in mind I know we're talking a lot about folks from the corporate space and so they're going to be learning a lot from you as throughout their partnership with you you're going to be learning a lot from them and so leave yourself open to experiences to bring in supporters who might not have nonprofit experience but are willing to learn from you and embed your nonprofit experience into their work

[Wed, 07 Sep 2022 17:37:50 GMT] : Example where you can really take advantage of a folks from a corporate space or the private sector in that regard so a few ideas here really quickly landing page design setting up a distinct landing page on your website for a fundraiser A Gala a virtual run excetera and so you have a super clear call-to-action to donate this landing page could also incorporate your organization's branding and in any specific

[Wed, 07 Sep 2022 17:37:53 GMT] : Is designing some swag or some version

[Wed, 07 Sep 2022 17:38:13 GMT] : And so are you giving away merch to donors who had donated a certain amount or maybe your nonprofit sells branded year to raise funds for your mission either way graphic design volunteers can actually help you design and create that fun swag to increase donor motivate

[Wed, 07 Sep 2022 17:38:16 GMT] : So definitely consider that I've seen some real

[Wed, 07 Sep 2022 17:38:25 GMT] : Creative projects come out of like t-shirt design water bottle design all that fun stuff between nonprofit and volunteers about there

[Wed, 07 Sep 2022 17:38:48 GMT] : And then of course we got some quick wins here so consultation call topics such as what would you change about our imagery pulling someone totally third-party no bias who can just give you some straight and honest

advice on here is what needs to be updated about your current imagery

[Wed, 07 Sep 2022 17:39:00 GMT] : You can also consider doing a quick consultation call with someone on brainstorming new logos or new graphics for a specific campaign or program Etc

[Wed, 07 Sep 2022 17:39:03 GMT] : And then

[Wed, 07 Sep 2022 17:39:08 GMT] : I want to give this one more quick advice here

[Wed, 07 Sep 2022 17:39:11 GMT] : Some of the startups on the line

[Wed, 07 Sep 2022 17:39:16 GMT] : After considering bringing in support for graphic design work

[Wed, 07 Sep 2022 17:39:22 GMT] : Really really recommend that you have a style guide in play

[Wed, 07 Sep 2022 17:39:25 GMT] : First so that your Volunteer Partners can

[Wed, 07 Sep 2022 17:39:36 GMT] : Build their imagery from those examples from that standard style guide so if you don't have a standard branding style guide created yet

[Wed, 07 Sep 2022 17:40:05 GMT] : Actually what I would recommend you do pro bono first and we have Taproot has volunteers who can help you create a style guide help you create that branding document Brandon guidelines but start there and then you can give that branding guidelines documents all of your future graphic design volunteers who are knocking out really specific design projects on your behalf so start with the Brandon guidestar

[Wed, 07 Sep 2022 17:40:08 GMT] : That's really specific bucket

[Wed, 07 Sep 2022 17:41:30 GMT] : Is copywriting another super high need area we see a ton of us and I'm on Topper plus does your organisation need compelling messaging and that communicates your work and Community impact maybe you're looking for materials that clearly and really concisely convey program details and updates for participants regardless of the need copywriting projects can really help you develop that messaging and refine that messaging in the story is that will resonate with your target audience through email social media website Beyond so the volunteer skillset list is definitely a little shorter here but copywriting can span a couple different areas of development marketing and Communications work so your organization could work with a volunteer to draft copy for email campaigns that you're sending out as part of your fundraiser website pages that landing page we talked about earlier maybe your organization ski messages what's the elevator pitch what's your 60-second elevator pitch

[Wed, 07 Sep 2022 17:41:35 GMT] : Who is pro bono copywriting support to help

[Wed, 07 Sep 2022 17:41:43 GMT] : Chapters of books that the organization was working on to publish and sell to bring in revenue for the organization

[Wed, 07 Sep 2022 17:41:48 GMT] : Again work weren't creative problem-solving right how can eating kind resources

[Wed, 07 Sep 2022 17:41:58 GMT] : Resources from volunteers helped set us up and so that we're able to execute an Revenue driving activities more effectively

[Wed, 07 Sep 2022 17:42:07 GMT] : So it's a really great project examples here but I want to go ahead and move ahead to our next big buckets

[Wed, 07 Sep 2022 17:42:10 GMT] : Hack infrastructure

[Wed, 07 Sep 2022 17:42:14 GMT] : So when I chatted with nonprofits in the past about how volunteers can help

[Wed, 07 Sep 2022 17:42:23 GMT] : I will occasionally hear note of surprise and when I mentioned that I T and Tek professionals can actually play a really huge role

[Wed, 07 Sep 2022 17:42:40 GMT] : Expanding an organization's ability to fundraise

well actually be one of the more cost-saving and impactful forms of fundraising capacity-building that we talked about on this presentation that's far so I want to unpack that a little bit

[Wed, 07 Sep 2022 17:42:44 GMT] : Fundraising Campaign Will activate existing support

[Wed, 07 Sep 2022 17:42:49 GMT] : And will attract new ones to your cause

[Wed, 07 Sep 2022 17:42:51 GMT] : This means two things

[Wed, 07 Sep 2022 17:42:57 GMT] : One your fundraising campaign will bring a lot of traffic to your website

[Wed, 07 Sep 2022 17:43:01 GMT] : Making sure the quality and impact of your work is well-represented

[Wed, 07 Sep 2022 17:43:05 GMT] : Is key for converting these website visitors into

[Wed, 07 Sep 2022 17:43:12 GMT] : You also want to make sure that it's easy for your community members to figure out how to take an action

[Wed, 07 Sep 2022 17:44:32 GMT] : By working with a website developer or a user interface expert your organization can optimize the layout appearance and navigation of the content on your website to maximize the results of your fundraising efforts and a huge heads up on these types of pro bono projects begin them well in advance of any large fundraising pushes for it to effectively boost your efforts website projects take a long time so definitely keep that in mind if that's a need of yours and then the second thing a successful fundraising campaign means as a relates to it you're activating existing supporters and developing new relationships so you need an efficient way to track all of that donor data so optimizing your customer relationship management databases or software can help you improve your ability to efficiently maintain and create relationships with support hers that you're able to build on the success of one fundraiser or Gala or auction excetera by been building long-term relationships with all of those donors

[Wed, 07 Sep 2022 17:44:42 GMT] : Assessing your CRM needs those are both pretty big projects but definitely something apollon tier can assist with

[Wed, 07 Sep 2022 17:45:38 GMT] : And then a few other ideas for some of those quick at consultation calls those Tapper plus sessions as we mentioned before some really good ways to use these as brainstorming opportunities would be and getting feedback on your current website donation page from a web developer designer you ixpert another topic idea to consider working with a CRM professional so someone from Salesforce maybe for quick problem solving on the current CRM database that you're currently using I can share that has used this very form of pro bono in the past so we use Salesforce at our nonprofit We do not have a sales force staff person currently in so

[Wed, 07 Sep 2022 17:45:41 GMT] : Definitely keep those going

[Wed, 07 Sep 2022 17:45:44 GMT] : We're going to break for queuing am in just

[Wed, 07 Sep 2022 17:46:05 GMT] : Few moments I want to really quickly take a moment to run through how to actually start requesting volunteers so Taproot is I think that'll actually answer many questions that we have in the chat right now so let me run through this and then we'll try and tackle some of the the open questions

[Wed, 07 Sep 2022 17:46:20 GMT] : Sue Tapper has trying to make things as simple and streamlined for you all as possible through our free online nonprofit and volunteer matchmaking platform which is called Taproot

[Wed, 07 Sep 2022 17:46:22 GMT] : So we designed this website

[Wed, 07 Sep 2022 17:46:48 GMT] : Really flexible and Nimble so that any nonprofit can connect with skill volunteers no matter how big you are and any business

professional can support said nonprofit no matter where they're located at so this platform it's completely free to use there is no fee associated with it Tapper is a non-profit who exists to serve our fellow nonprofits

[Wed, 07 Sep 2022 17:47:02 GMT] : Resources and volunteers and we're not going to put a price tag on that ever so tap road is completely free there is no limit on the number of Staff members or board members that can have accounts on top

[Wed, 07 Sep 2022 17:47:20 GMT] : So definitely keep that in mind if you're at this presentation today but you have colleagues who could benefit from HR or Tech or strategy support as well send them the link to Taproot plus after this event and we be more than happy to welcome them to the the program as well

[Wed, 07 Sep 2022 17:47:22 GMT] : Free-to-use there's no one

[Wed, 07 Sep 2022 17:47:29 GMT] : Number of accounts that your organization can hold and there's no limit to the number of

[Wed, 07 Sep 2022 17:47:31 GMT] : You can have in at once

[Wed, 07 Sep 2022 17:47:34 GMT] : You can work with one volunteer on social me

[Wed, 07 Sep 2022 17:47:44 GMT] : Prodigy for your upcoming at holiday fundraiser while you're working with another volunteer who skilled at HR policy design and development

[Wed, 07 Sep 2022 17:48:00 GMT] : Can you can run those projects simultaneously as long as you have the time and energy needed to manage both volunteers effectively taproots not going to put a limit on it the limit is the time investment that you have to make on managing those volunteer relationship

[Wed, 07 Sep 2022 17:48:03 GMT] : Hopefully that helps

[Wed, 07 Sep 2022 17:48:20 GMT] : So just again Tapper classes open to registered charitable organizations do nonprofits Public Schools public libraries as well as physically sponsored social good organizations across the US the UK the EU Canada and India

[Wed, 07 Sep 2022 17:48:22 GMT] : I'm over 100,000 volunteers

[Wed, 07 Sep 2022 17:48:25 GMT] : Ready to connect with nonprofits like yours

[Wed, 07 Sep 2022 17:48:28 GMT] : So

[Wed, 07 Sep 2022 17:48:59 GMT] : Just to get started I believe that one of my college will be throwing a banner up at the top of your screen so that you can click in if you don't have a Taproot Plus account yet head over there it's just a few quick questions and give us a little bit of information about you and your organization and then we'll be able to start accessing support so really quickly I'm just going to run through the steps and just 60 seconds and then won't will open things up

[Wed, 07 Sep 2022 17:49:05 GMT] : You'll have the option to submit a request for a longer-term project

[Wed, 07 Sep 2022 17:49:12 GMT] : Or a short-term session which is those console take those 1 * 60 minutes

[Wed, 07 Sep 2022 17:49:31 GMT] : Talking about if you're requesting a project you'll have to have a couple things in mind right what are you hoping for the consultant for the volunteer to accomplish for you so make sure that your deliverable that end goal is really crystal clear

[Wed, 07 Sep 2022 17:50:03 GMT] : Don't use wishy-washy language right it's going to be really helpful for volunteer candidates as they're scrolling through the opportunities available to them through Taproot they want to see exactly what you're expecting from them right so be specific be clear and be project-oriented these volunteers are going to be full-time staff members for you they're going to working

on really clear discrete specific tasks for you

[Wed, 07 Sep 2022 17:50:22 GMT] : Scared to answer is why should this volunteer work with you right why is this project a priority for you and this is where you can show passion excitement tell the volunteer what makes your organization in the work you do so special and so great is really all about volunteer recruitment

[Wed, 07 Sep 2022 17:50:26 GMT] : And then the last question

[Wed, 07 Sep 2022 17:50:33 GMT] : Is how you prepared for this project how is the volunteer going to be set up for success with working with you

[Wed, 07 Sep 2022 17:50:39 GMT] : So do you have materials pull together do you have a staff member assigns that would be the volunteer

[Wed, 07 Sep 2022 17:50:45 GMT] : Do you have time set aside each week to provide them with feedback

[Wed, 07 Sep 2022 17:51:09 GMT] : To check in with them you know keep in mind that what we talked about earlier at the average pro bono service is worth \$195 per hour so your team will want to ensure that you're ready to make the most of this valuable resource and your volunteers time along the way so tell them what your implementation plan is going to be how are you going to use there they're really great volunteer service

[Wed, 07 Sep 2022 17:51:29 GMT] : After you submit the project request to us Taproot staff members review every single one of those and if there's anything we think needs tweaking will let you know and we'll help you make those edits and and clean it up and then it'll be published to our lives site where volunteers can start applying for it

[Wed, 07 Sep 2022 17:51:33 GMT] : You have any other questions about that process we can talk about

[Wed, 07 Sep 2022 17:52:17 GMT] : Qna we also can follow up with you after the fact as well like I said you'll receive an email from us later this afternoon and so you'll have our direct contact information so we are here to help you get connected with volunteers so let's definitely keep connecting about those Logistics questions after the fact but for now I want to make sure we save a healthy amount of time for Q&A Wendy really great question and I'm consumed people from the nonprofit be on the line for a consult absolutely yes so Taproot plus sessions this is the 60-minute consultation call that I've been mentioning

[Wed, 07 Sep 2022 17:52:21 GMT] : Can you decide how many staff members are bored

[Wed, 07 Sep 2022 17:52:43 GMT] : From your nonprofit need to join that call so whoever is relevant to the subject matter that you wanted to scuss with the volunteer bring them in and you can share will set up a basically am a virtual call between the two of you and you can share that virtual call link with whatever in your organization you want to happen

[Wed, 07 Sep 2022 17:53:02 GMT] : Creates okay so Judy has a question about having account but I don't see those questions click into the submit a request and that's where you'll start seeing the forms whether you want to request a session versus a project

[Wed, 07 Sep 2022 17:53:08 GMT] : Is it possible to host a volunteer or two to come to the ground that way they have a more clear perspective

[Wed, 07 Sep 2022 17:53:16 GMT] : Good question Sylvia Sue taproots program is generally virtual connections

[Wed, 07 Sep 2022 17:53:18 GMT] : However

[Wed, 07 Sep 2022 17:53:55 GMT] : Do you offer the option there's at the end of that project request form which we kind of just zoomed through really quickly there's

actually a checkbox that says I only want to recruit local volunteers for this need so we totally knowledge there's some projects that you need to have someone who can be there in person with you photography videography facilitation like training facilitation could be some of those examples and so click that check box if you only want to work with someone whose logo

[Wed, 07 Sep 2022 17:53:57 GMT] : That dad is going to

[Wed, 07 Sep 2022 17:53:59 GMT] : Constrict taproots ability

[Wed, 07 Sep 2022 17:54:02 GMT] : Hope you recruit volunteers

[Wed, 07 Sep 2022 17:54:04 GMT] : If your nonprofit is located some

[Wed, 07 Sep 2022 17:54:07 GMT] : New York City or Chicago or Washington

[Wed, 07 Sep 2022 17:54:34 GMT] : San Francisco I think we had some La folks on the line Seattle Tapper does have pretty well-established deep networks of Volunteers in those Urban environments if you're located in more of a Suburban or rural environment it is going to be more difficult for us to find a volunteer who's the right fit for that need so please keep that in mind and as you're posting request

[Wed, 07 Sep 2022 17:55:30 GMT] : So let me just get a handle on some of the new questions coming in Shaniqua yes we will send out a recording of this event everyone I also see a question around we need help creating really great video content yes this is something about your can help with be specific about the type of volunteer content that you need though so do you want animations like animated videos do you want someone who can actually come in person and film your organization in action at a job site because those are going to be two different needs right one is kind of more of a multimedia graphic design animation one is like videography and then video editing so be specific about the type of videos that you're looking for but in general yes video is something that volunteers can assist with

[Wed, 07 Sep 2022 17:56:05 GMT] : So I don't see a category for fundraising specialist consultation that's a question from Mary for just general questions about how do I create a fundraising strategy how that's going to convert to skills from the private sector of the corporate space is going to be Business Development strategy that's where the the through-line is going to be so you might not see a category titled fundraising strategy or fundraising specialist

[Wed, 07 Sep 2022 17:56:27 GMT] : And if you ever have any questions about categories or what you're tagging something has no worries at all nothing is permanent so even if you select something and then request it like I said taproot staff members review every single one of these submissions and will help you tweet this and and change around if we think the category needs to be switch to something different

[Wed, 07 Sep 2022 17:56:31 GMT] : Don't get too hung up on that that's definitely

[Wed, 07 Sep 2022 17:56:35 GMT] : Not right

[Wed, 07 Sep 2022 17:56:41 GMT] : So let me just quickly scroll back to some of our earlier questions

[Wed, 07 Sep 2022 17:56:44 GMT] : I see one where am I

[Wed, 07 Sep 2022 17:56:46 GMT] : And information that can Mathis through

[Wed, 07 Sep 2022 17:56:50 GMT] : Processes in checklist maximize the pro-bono engagements

[Wed, 07 Sep 2022 17:57:11 GMT] : So something I really want to highlight and I wonder if Sierra Megan you can help me out with us we've done a really comprehensive presentation as it's just a recorded presentation it's available through Taproot site and YouTube on pro bono project Marathon or project management

[Wed, 07 Sep 2022 17:57:30 GMT] : Literally walk through the pro bono process all

the way from the kick-off call that you need to have with your volunteer to get things started on a on a really positive note all the way to Celebration and evaluation how you determine success of the project how you celebrate that success with your volunteer

[Wed, 07 Sep 2022 17:57:32 GMT] : I believe I'm Ciara Megan if you can help me

[Wed, 07 Sep 2022 17:57:41 GMT] : Link or maybe we can include in the follow-up materials I think it's called your guide to pro bono project management

[Wed, 07 Sep 2022 17:57:57 GMT] : We can definitely try that out because that's what that's a very good question thanks for thanks for closing that is there anywhere we can still get the power by pro bono book and fall okay Samantha you must be a long time

[Wed, 07 Sep 2022 17:58:13 GMT] : Supposing that so a while ago Taproot Foundation had published payment textbook on 10 plus years some have but wow you you have outlived me Ciara and Megan none of us have been at Taproot for 10 years

[Wed, 07 Sep 2022 17:58:41 GMT] : So we published a book many years ago and outlines kind of really really comprehensive in-depth way this pro bono process we've actually taken statements from that book and made them freely accessible on our website and through presentations like the your guide to pro bono project management that I just mentioned so we don't sell that textbook in bulk anymore but

[Wed, 07 Sep 2022 17:58:43 GMT] : Free online

[Wed, 07 Sep 2022 17:58:53 GMT] : Start YouTube channel and other resources but if you are interested I think it's just available through Amazon it's called powered by pro bono

[Wed, 07 Sep 2022 18:00:07 GMT] : And thank you Sierra Sierra actually dropped a link to that your guide to pro bono project management that I was referring to that presentation is pulled we pull information from that textbook and used it for the that presentation so you'll get those same great resources and best practices also I want to highlight I know this is a little while but in October will be hosting an event kind of morbid intro prod Bono best practices Taproot 101 kind of vibe and we are going to cover a lot of content that's from the textbook and we've kind of updated that content because it's it has been you know 29 years since that textbook was published so we can share out information for that October event in the follow-up to this webinar so that if you want to register for that one or more than welcome

[Wed, 07 Sep 2022 18:00:11 GMT] : Coming up in early October so just a couple of weeks

[Wed, 07 Sep 2022 18:01:19 GMT] : And it says 30 minutes so it's it's a it's a short on the shorter side and its focus on Grant's grant writing and grants I know that's something we didn't necessarily get into detail with today because today was all about how can we bring support in from the corporate space to support our nonprofit fundraising efforts however we totally ignorant ledge that grant writing Grant research is also in need of nonprofits we do have some Volunteers in our community who are skilled in this area so don't let this presentation scare you off from requesting that need we just always want to encourage you to think about other ways to build out your fundraising capacity so that you can make full use of taproots really varied skill sets but if you are interested in Grant support I highly recommend the grant webinar Sierra just posted the link to it on that Banner at the top of the screen it's happening in early October we will include the link to both of our October events in the follow-up email from this event so we have a grant webinar we also have kind of an intro pro-bono best practices webinar as well and

we'd love to have all of you at those

[Wed, 07 Sep 2022 18:01:23 GMT] : So advertising

[Wed, 07 Sep 2022 18:01:29 GMT] : Definitely a possibility and for sure Peter as well as grant writing

[Wed, 07 Sep 2022 18:01:37 GMT] : Do definitely feel free to get those requests in I'm seeing a question how do you start a fundraising campaign please

[Wed, 07 Sep 2022 18:01:41 GMT] : I actually think that's a great question for a Taproot plus session

[Wed, 07 Sep 2022 18:01:43 GMT] : Who's won our consultation call

[Wed, 07 Sep 2022 18:02:52 GMT] : Where you can actually talk with media marketing strategist about how should I even approach this I've never conducted or executed a fundraising strategy before what are all of the elements I should be thinking about am I running this on social media email do I want to get local news media involved how am I going to be leveraging my staff my board members to assist with this how am I going to be leveraging our longtime volunteers to assist with this right so have a brainstorming conversation first and then you could request a project in some of the areas that we talked about before right so maybe creating a marketing strategy for your your upcoming fundraising campaign or maybe you need to go back to the drawing board a little earlier right and revisit your business development strategy or your business plan as an organization

[Wed, 07 Sep 2022 18:02:54 GMT] : Thank you so much for sharing that

[Wed, 07 Sep 2022 18:04:17 GMT] : Okay I'm trying to see I know we're already two minutes after the hour and I know some folks have to jump I'm totally willing to hang around for another couple minutes if we have some more questions coming in from folks however just because the event might be ending soon does not mean the questions need to stop like I said you were going to receive an email from us later this afternoon we'll have lots of great follow-up links some of the events that we have upcoming so other ways to connect with Taproot staff members you also have our direct email so please don't be a stranger we're here to help you like I mentioned early on Taproot Foundation is a nonprofit that has been around for 20 years solely to support other nonprofits we're here to get you the support you need for free we don't believe in barriers to access when it comes to resources so we don't have any requirements when it comes to staff size when it comes to budget size when it comes to your founding year as an organization

[Wed, 07 Sep 2022 18:04:22 GMT] : Where does where does our organization get money and to run these programs

[Wed, 07 Sep 2022 18:04:30 GMT] : As a really good question Vicky so Taproot where nonprofit just like many of you so we receive funding

[Wed, 07 Sep 2022 18:05:36 GMT] : A few different man's right individual donors of course but primarily through Leaf relationships with foundations and as well as companies I mentioned this really really early on in our intro but Taproot Foundation actually consults with companies and businesses to help them build out their own pro bono their own employee volunteerism programs internally so that they can motivate their employees to give back and they can deepen their ties to the community so if you are interested in learning more about our CSR consultancy work you can visit our website Taproot foundation.org and go to the four companies section and we have lots of great information about those programs but those that fee-for-service

[Wed, 07 Sep 2022 18:05:40 GMT] : They're on top of it plus as individual volunteers now

[Wed, 07 Sep 2022 18:05:49 GMT] : And then I see a question from Jacqueline I'm so to clarify a board member can have their own account if they're responsible for fundraising

[Wed, 07 Sep 2022 18:06:00 GMT] : Board members are welcome to have accounts on Tapper plus many organizations who use Taproot plus regularly are on the smaller side

[Wed, 07 Sep 2022 18:06:04 GMT] : Many might not even have a paid staff

[Wed, 07 Sep 2022 18:06:23 GMT] : And I wonder if there's anyone still on the line with us who falls into that category where they might just be fully volunteer-run Tapper + is really friendly place for volunteer-run and smaller organizations and so just an FYI there are very very Customs working with organizations

[Wed, 07 Sep 2022 18:06:38 GMT] : Don't be scared off so if your organization Falls in that category and maybe you have working board members for members were really involved in your organization's day today or maybe strategy efforts like in Jacqueline's question it has to do with

[Wed, 07 Sep 2022 18:06:42 GMT] : Losing strategy yes they're welcome to have topper Plus accounts

[Wed, 07 Sep 2022 18:06:48 GMT] : Crates

[Wed, 07 Sep 2022 18:06:57 GMT] : Yep you're working board member yeah no it does not surprise me I see you've got some company on the line Ruby chimed in

[Wed, 07 Sep 2022 18:07:26 GMT] : Shaniqua really good question if you're in need of an executive director strategy to find an executive director I know we didn't talk about HR much on this call but HR is a huge bucket of volunteer skill sets on Taproot that you can really really tap into for hiring and recruitment planning so that is a great great need and I think it's a perfect fit for Tapper Plus

[Wed, 07 Sep 2022 18:07:36 GMT] : And no worries if you have to run I totally understand I so appreciate you jumping and thanks Callie thanks Wendy really appreciate it

[Wed, 07 Sep 2022 18:09:07 GMT] : All right and then I do see a question that came in asking if we covered the event Gala question and I think I might have missed that so if someone wouldn't mind reposting in the chat I want to make sure that I cover it but just broadly speaking we do have event planning volunteer specifically on the platform so if the question was specifically regarding getting support 40 perfect okay Samantha thank you for providing extra contacts so can help with Gala planning yes event coronation and event planning is another one of those examples similar to graphic design if you're doing event planning for the corporate world that same expertise is going to apply perfectly to the nonprofit space so that's actually a great way to use corporate still says so yes so event-planning may be creating a strategy for an event and then like the project plan of action so of one volunteer could help you with both of those items and so then once you have the plan of action that big project plan that maybe would be the moment where you start recruiting other volunteers to handle pieces of that right so maybe a piece of it is creating a Communications plan maybe a piece of it is defining roles that your staff or board members are going to fill out

[Wed, 07 Sep 2022 18:09:09 GMT] : Start with working with an event

[Wed, 07 Sep 2022 18:09:14 GMT] : Volunteer first they can help you map out that Master project plan

[Wed, 07 Sep 2022 18:09:27 GMT] : Alright I'm seeing some questions come in about just creating the Taproot Plus account and I wonder is it possible to get that Banner back up on the screen

[Wed, 07 Sep 2022 18:09:40 GMT] : You don't have an account on top of it plus yet I promise it is very easy to create one just head to Tapper plus.org and you'll tell us a little bit of information about your organization

[Wed, 07 Sep 2022 18:09:43 GMT] : And once we have a chance to review your organization and

[Wed, 07 Sep 2022 18:09:55 GMT] : In line with our eligibility which like I mentioned before our eligibility is literally just making sure you are a registered registered charitable organization in the US UK EU Canada for India

[Wed, 07 Sep 2022 18:09:59 GMT] : Then you'll be able to start putting in request for volunteers

[Wed, 07 Sep 2022 18:10:44 GMT] : So a cover photo idea for the project so think about photos away as a volunteer recruitment tool so as volunteers are scrolling opportunities on Tapper they're going to be looking for items that match their skill-set they're looking for cause areas that they they love their looking for causes in their local area right and so something that jumps out at that something that tells the story of what your organization is working on so if your organization is working with animals put up a picture of those animals right that's going to grab people so think of it as a volunteer recruitment tool

[Wed, 07 Sep 2022 18:10:55 GMT] : Maria thank you so much for saying that I will I will send a message to Dana right after this event and let her know that you said that she is going to love it thank you

[Wed, 07 Sep 2022 18:10:58 GMT] : Alright

[Wed, 07 Sep 2022 18:11:00 GMT] : So I believe we're about 10

[Wed, 07 Sep 2022 18:11:13 GMT] : It's over so I'm going to go ahead and start to close things out again please keep those questions coming we'll just answer them through email one-on-one with you

[Wed, 07 Sep 2022 18:11:19 GMT] : So even if you didn't have a chance to voice your question here or maybe you come up with five more questions once we hit

[Wed, 07 Sep 2022 18:11:25 GMT] : Button on this event that's totally fine please please please stay in touch with us through email

[Wed, 07 Sep 2022 18:11:28 GMT] : Happy to connect you with the information

[Wed, 07 Sep 2022 18:11:38 GMT] : But I would say the first step you should take is just create your Tapper Plus account because that'll set you up really nicely for all of the next steps that we recommend