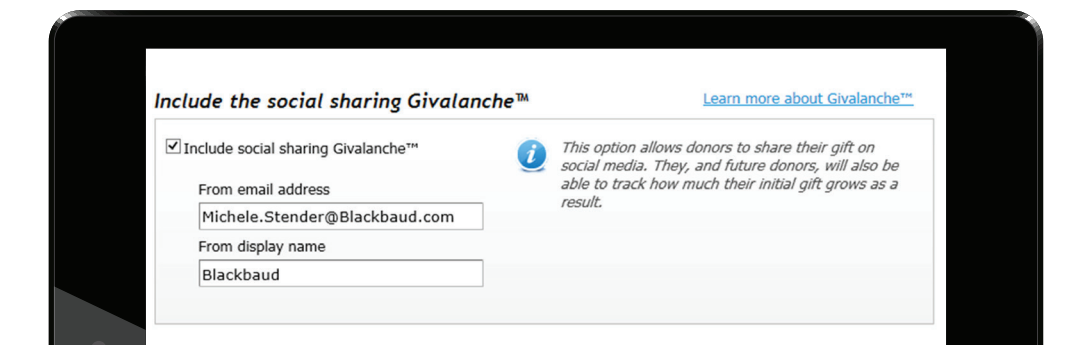


TIP SHEET

Starting a Givalanche™

1 Enable Givalanche.

Simply check the Givalanche social sharing checkbox on the Thank You tab of your end-of-year donation form.

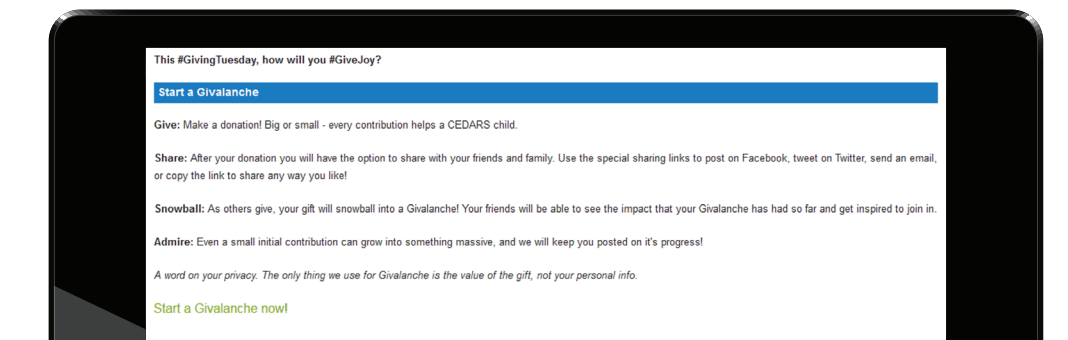


2 Tell 'em what's up.

Give your donors some context around how their contributions can start a Givalanche with a huge impact! Here are some ways you can share:

➤ **Tell them on your website.**

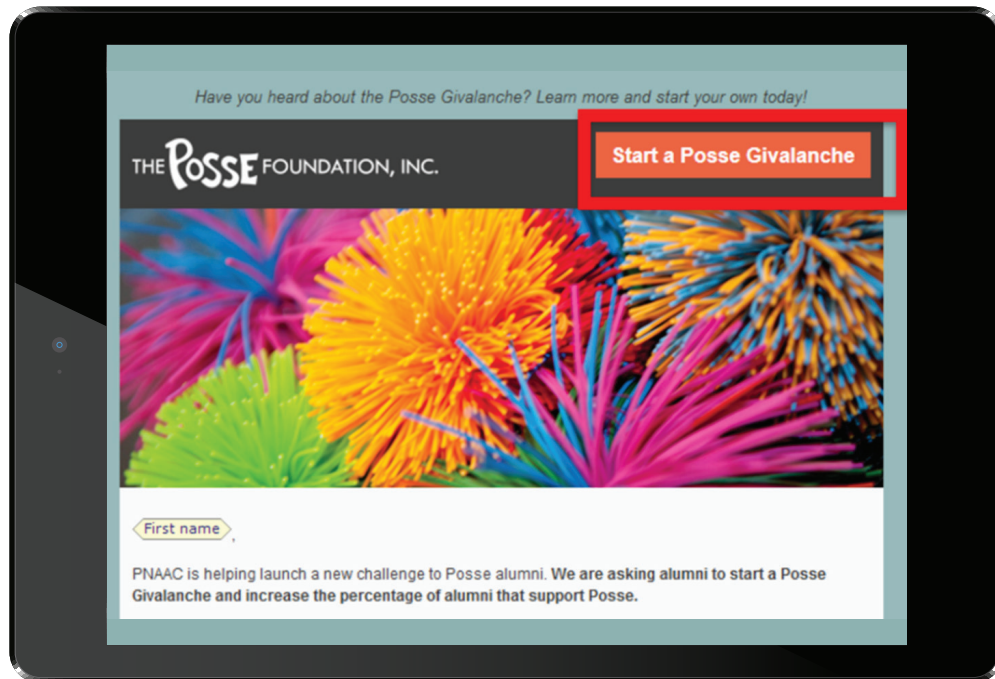
Break down the steps so donors know exactly what to do and how to follow along.



(This example came from Cedars Home for Children Foundation website.)

➤ **Send an email.**

You can use the email template in Blackbaud Online Express™ and customize it with your organization's look and feel.



(This example came from The Posse Foundation.)

3 Get social.

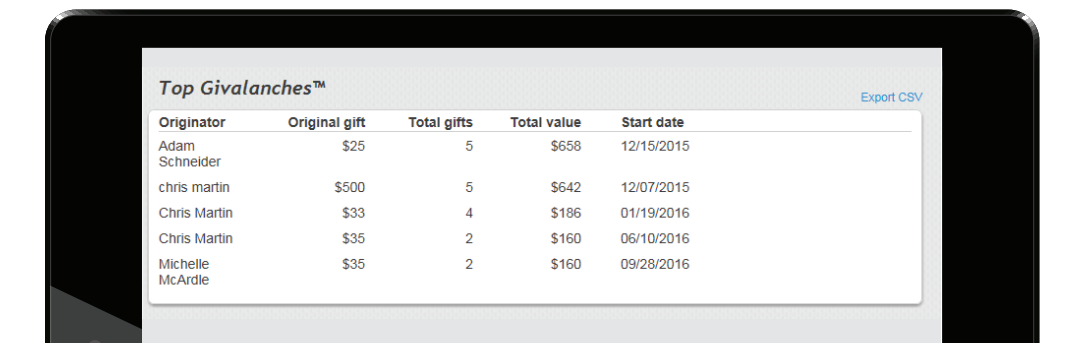
Talk it up on the social media networks your organization uses. Keep the message simple, and link to your website for more details.



(This example came from Relevant Radio's Twitter® feed.)

4 Watch the Givalanche begin.

Keep track of your growing donations on the donation dashboard in Blackbaud Online Express™!

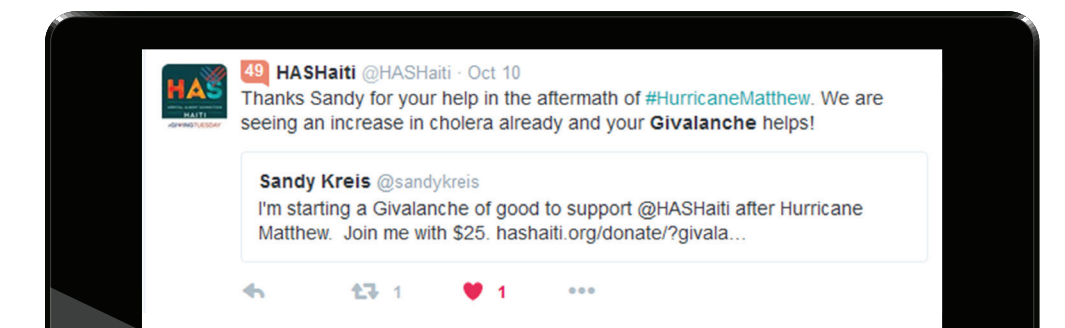


Top Givalanches™ [Export CSV](#)

Originator	Original gift	Total gifts	Total value	Start date
Adam Schneider	\$25	5	\$658	12/15/2015
chris martin	\$500	5	\$642	12/07/2015
Chris Martin	\$33	4	\$186	01/19/2016
Chris Martin	\$35	2	\$160	06/10/2016
Michelle McArdle	\$35	2	\$160	09/28/2016

5 Show the love.

Thank those that started a Givalanche for your cause. These supporters really care about your mission, so don't forget to like or retweet their post or follow them back on social media. A simple thanks goes a long way.



(This example came from Relevant HASHaiti's Twitter® feed.)

See how a Givalanche works in action ►

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.