The Big Give Basics for 2020 with GiveGab
2019 Highlights
The Basics & Benefits of Participating
Who is GiveGab? - Your Big Give platform!
What’s New in 2020
Registering for Big Give
Next Steps and Questions
2019 Results

Thank you for supporting The Big Give!

<table>
<thead>
<tr>
<th>Outcomes &amp; Results</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Raised</td>
<td>$4,710,485</td>
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<tr>
<td>Donors</td>
<td>28,105</td>
</tr>
<tr>
<td>Organizations</td>
<td>545</td>
</tr>
</tbody>
</table>
2019 Results: Highlights

- 93% of Big Give donors covered fees in 2019
  - Agencies paid on average $52.85 in total platform + transaction fees

- 1,196 Peer-to-Peer Fundraisers represented 154 organizations, accounting for $983,525.46
  - Agencies using P2P raised on average $11,821 online, whereas those without raised $3,084

- 102 organizations fulfilled 166 matching opportunities, totaling >$690k
  - Agencies with matches: $15,710 vs. Agencies without: $4,097
  - 30 matches were unfulfilled on the platform, leaving lots of matching dollars out of agency totals. *Were your matches fulfilled by the sponsoring donor?*
The Big Give is South Central Texas’ 24-hour day of online giving, made possible by generous donors, nonprofits, and community members!

- theBigGiveSA.org | **March 26, 2020**
- Late registration closes **February 21**
- Donations open **March 19 @ 12pm** and close **March 26 @ 11:59pm**
- Many prize opportunities available for participating agencies!
- Every nonprofit conducts their own unique campaign for the event
- Open to any IRS-recognized nonprofit serving the San Antonio area
- Trainings, templates and tools to make the most of your day

GiveGab®
Benefits of Participating

- Learn to utilize digital fundraising tools and modern software
- Re-Engage with your existing supporters
- Increase visibility by connecting with a larger community
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
**Transparent Pricing**

**Credit Card:**

4% Platform Fee  
+  
$0.30 per transaction & 2.2% transaction fee  
(Stripe)  
=  
6.2% + $0.30

**ACH:**

4% Platform Fee  
+  
$3.00 flat bank fee  
=  
4% + $3.00

**$100 minimum**
Transparent Pricing (continued)

- Donors can cover all fees on behalf of your organization, with more info right in the donation form.
- Last year, 87% of donations were covered by 93% of Big Give donors!
Who is GiveGab?

GiveGab’s mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
What’s New in 2020

● New recurring gift options
  ○ Monthly or quarterly
    ■ “Until I cancel it”
    ■ “Until a set date” with a specified calendar date
    ■ “Until a set balance” with a maximum donation amount

● Support Areas!

● Improved Admin Dashboard Navigation & Reporting

● Updated payout timeline for donations
Quick Guide To GiveGab

● Safe, secure, and reliable platform
● Ultimate donor experience
  ○ Mobile responsive
  ○ Easy-to-use donation form
  ○ Immediate “Thank You”
● Dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
  - Must be able to accept ACH transfers in a valid checking account!
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for Big Give website
- Complete transparency with nonprofits and donors
# Building Donor Trust

## Organization Information

**Business Name**

This should match the legal business name you have registered with the IRS.

**EIN/Tax ID**

Don't have your EIN? Search [here.](#)

**Mailing Address**

**City**   **State**   **Postal Code**

**Email**

## Organization Representative

**First and Last Name**

**Last 4 Digits of Organization Rep’s SSN**

**Organization Rep’s Date of Birth**

**Month**   **Day**   **Year**

## Bank Information

**Routing Number**

**Checking Account Number**

*Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.*

## State Charitable Solicitation Compliance

I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation will be required to collect donations on GiveGab starting January 1, 2018. [Learn more about state charitable solicitation compliance.](#)

[Save]
Easy & Accessible

- Last year, **65.2%** of site traffic, and almost half of the online donations came from a mobile device!
- Your Big Give profile is completely mobile responsive on every page
- Donors can give easily on any internet-enabled device.
Simple Donation Processing

- All major credit cards accepted
- Quick, easy and fun donation flow
- Plaid integration for ACH donation option - include your major donors!
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form
Give, Give, and Give Again!

GiveGab’s Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Customizable Thank You Emails that come from your organization
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
- Social Share & Fundraising links encourage further online engagement
Giving Day Support & Resources

- Visit Our Help Center
  - [https://support.givegab.com/](https://support.givegab.com/)

- Check Our Our Blog
  - [https://www.givegab.com/blog/](https://www.givegab.com/blog/)

- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - [Look for the little blue chat bubble!](#)
Registering for Big Give 2020
Find Your Organization
and participate in The Big Give

Search for your organization

You can search by organization name or EIN (Employer Identification Number)
STEPS Solutions That Equip People for Success

UPWARD TRANSITIONS THERAPEUTIC HORSEMANSHIP

This organization is participating. You can manage it on GiveGab. Contact us with any questions.

Don't see your organization listed?
You can create an organization by clicking the button below.

ADD MY ORGANIZATION
Register Your Organization for

The Big Give
Powered by GiveGab

Organization Name
Test Organization

Street Address Line 1
123 Main St

Street Address Line 2

City
Cleveland

State
Ohio

ZIP/Postal Code
44101

Logo

Select Image
Business

Recommended dimensions
300x300
Max File size 5MB

Not located in the United States?

Click 'Continue' to complete your registration for
The Big Give

Continue

GiveGab
Your Preparation Checklist

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

Add Your Organization’s Info
Let people know who you are.

Add Your Story
Tell potential donors why they should contribute.

Get Verified to Collect Donations
Set up your banking information to receive secure online donations.

Add Donation Levels
Show your donors the impact their donations make.

Add a ‘Thank You’ Message
Personalize your auto-response for donors ahead of time.

Add Fundraisers
Recruit peer to peer fundraisers to expand your network of donors.

Time to launch
85 days

Share Your Page
https://dog-staging.giveGab.com/organizations/organizer-s-page-1

View Your Page
Your Preparation Checklist

Giving Day!
October 29, 2019

A Message From The Host
You've approved!

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- [x] Add Your Organization's Info
- [x] Add Your Story
- [x] Add Donation Levels
- [x] Add a 'Thank You' Message
- [x] Add Fundraisers

Time to launch
32 days

Donation Tools
- Manage Sponsor Matching
- Manage Donations

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- GiveGab Customer Success HQ

Share Your Page
https://drop-staging.givegab.com/organizations/
The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!
Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels
Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes from the individual listed as your organization’s contact
Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization’s reach.
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!
- Organizations with fundraisers raise on average 3.4x more than organizations without fundraisers. *During Big Give 2019, it was almost 4x more!*

Pro Tip: Admins can easily set default settings, track activity, and create and manage pages for fundraisers if needed!
Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
Highlight Sponsor Matches!

- **1:1 Match**: each online donation will be matched dollar for dollar.
- **Challenge**: Funds will be added to your organization’s total once a set goal is achieved.
- Last year during Big Give, organizations with matching funds raised on average **4x more** than those without.
- It’s never too early or too late to find a match sponsor.

**Pro Tip**: Watch GiveGab’s Matching Training video, or chat into the blue chat bubble for strategy help!
What’s a “Support Area”?  
- Create designated campaigns for donors to support during Big Give, allowing your profile more flexibility, and your donors to contribute to a specific area or need.

How can I use them?  
- Create as many as you like to represent the different areas of fundraising during the giving day.

Tell me more...  
- These totals roll up into your profile stats, just like P2P pages.
- Donors can designate their gift to one of your support areas right in their donation form!
Support Areas

Make a difference at New York Institute of Technology College of Osteopathic Medicine today!

New York Institute of Technology College of Osteopathic Medicine (NYITCOM) is committed to training osteopathic physicians for a lifetime of learning and practice, based upon the integration of evidence-based knowledge, critical thinking, and the tenets of osteopathic principles and practice. The school prepares osteopathic physicians for careers in health care, including inner city and rural communities, as well as to the scholarly pursuit of new knowledge concerning health and disease. Recent initiatives include a health and wellness program for its medical students, the launch of the Delta Care-e-Van mobile medical unit for treating underserved rural populations, and new Centers for Behavioral Health, e-sports Medicine, and Biomedical Innovation.

You can support many areas of NYITCOM:

- Stethoscope Program
- Academic Health Care Center
- Simulation Center Expansion
### Viewing & Sharing Your Profile

**Giving Day**  
**September 5, 2018**

**Get Set Up**  
Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>✔️</td>
<td>Add Your Organization’s Info</td>
</tr>
<tr>
<td>✔️</td>
<td>Add Your Story</td>
</tr>
<tr>
<td>✔️</td>
<td>Get Verified to Collect Donations</td>
</tr>
<tr>
<td>✔️</td>
<td>Add Donation Levels</td>
</tr>
<tr>
<td>✔️</td>
<td>Add a ‘Thank You’ Message</td>
</tr>
<tr>
<td>✔️</td>
<td>Add Fundraisers</td>
</tr>
</tbody>
</table>

**Time to launch**  
61 days

**Share Your Page**  
https://dog-staging.givegab.com/organizations/logan-s-pups

[View Your Page]
Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: Animals, Seniors

Donate

$0 Raised $5,000 Goal 0 Donors

$25
Provides one week of food for a senior pup

$50
Provides a super soft bed for a loving senior pup

$100
Helps a family foster one of our amazing senior pups

$500
Cover medical expenses for a senior pup in need

Choose your own amount

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her heart and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 59 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

Matches

Board of Trustees: #HVBigGive Match
On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Havasu’s big Give 2018!

$5,000 MATCH $5,000 REMAINING

Fundraising Champions

Bridget Cafaro $0.00
Alyssa Rasmussen $0.00

GiveGab®
The Nonprofit Toolkit has everything you need to reach your Big Give goals!

- Communication timelines and templated messaging
- Big Give digital and print graphics
- Resources for board members, volunteers, staff and fundraisers
- More platform-specific training videos for online fundraising strategies!
Top of the list... Take a breath!

- If this is your first time participating in Big Give, enjoy this process.
- Your role as a nonprofit administrator can seem overwhelming.
- You don’t need to compete for incentives and prizes, the spirit of the day is the focus.
- Big Give may not be the right fit for all of your donors - that’s okay!
Your Next Steps (continued)

- Register for Big Give by February 21, then sign up for the Feb 26 one-day training camp!
- Follow Big Give on Social Media!
  - Use #BigGive2020
- Watch your inbox for important emails
- Explore the Nonprofit Toolkit