Creating The Perfect Giving Day Profile

How to develop an engaging and eye catching profile to share with your supporters
Before You Start Your Profile...

1. Define Your Goals
   a. How will your donors and supporters need to do to help you be successful according to your giving day goals?
   b. What do you want people to feel when they view your profile?
   c. What do you want the main call to action to be?

2. Gather Your Assets
   a. Do you have several photos, graphics, or videos ready?

3. What is your giving day story?
   a. What do your organizations need to know about your organization?
Head to GiveGab!

Donate to a cause you care about, volunteer for a local organization or even start your own fundraiser!

16:04:30
hours mins secs
Your Giving Day Dashboard

Giving Day!
November 13, 2019

Participation Approval Status
Pending
You are pending.

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

- Please provide documents as requested by 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 donation makes.

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.

Site Admin: Resetting this profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.
The Basics

- **Logo**
  - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand.

- **Tagline**
  - A quick one sentence overview of your organization or giving day campaign.

- **Website**
  - Add your website so donors will be able to learn more about your organization.

- **Causes**
  - Select up to 3 causes to help donors find causes they’re interested in.
Tell Your Giving Day Story

- **Cover Photo**
  - 1500 x 500px
  - Front & Center

- **Monetary Goal**
  - Optional, but encouraged!
  - Enables a real-time progress bar on your profile
Tell Your Giving Day Story

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.
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Pro Tip: Use the formatting tools in the editor to highlight the most important elements of your story
Highlight Impact for Your Donors

- Customize Amounts
- Create Unique Descriptions
- Add Photos
- Unlimited Levels
  - 3-4 is the sweet spot!

On the day, donors can still customize their donation amount beyond the levels you’ve suggested!
Highlight Impact for Your Donors

**Pro Tip:** Have the mid-range donation level be what your median gift amount is.
Personal Gratitude

● Write your own custom ‘Thank You’ message
● Add your own video or photo
● Sent immediately to your donor’s email when they make a gift
Personal Gratitude

Your “Thank You” Email

- Sent immediately to donor
- Custom Content + Your Giving Day Branding
- Comes from whoever you set as the contact person for your organization
- Doubles as a donor’s receipt - can be submitted for tax reporting efforts

Isaiah,
Thank you so much for participating in Giving Day! This is the donation form thank you.
Sincerely,
GiveGab
Review Your Perfect Profile

Giving Day!
November 13, 2019

Participation Approval Status
Approved
You're approved!

Get Set Up
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- Add Your Story
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- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Save Profile

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Get Prepared
Simply registering is not enough to be successful during Giving Day! Use the resources below to learn the best practices or get help:

Webinars and Workshops
Giving Day Toolkit
GiveGab Customer Success Hub

Time to launch
110 days

Share Your Page
https://blog.staging.givegab.com/organizations/fogger
Key Takeaways

- Branded Logo
- Custom Cover Photo
- Unique Story
- Specific Giving Levels
- Clear Calls To Action
- Customized Thank You
We’re Here For You!

- Visit Our Help Center
  https://support.givegab.com/
- Send us an email at
  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!*
Thank You!

Have questions? Email us at customersuccess@givegab.com