Getting Ready for 2020 Giving Days
Agenda

- Transparent Platform Pricing
- Customizing Your Profile
- Engaging Peer-to-Peer Fundraisers
- Setting Up a Match
- Viewing and Managing Your Donations
- Next Steps
- Questions
Transparent Pricing

2.5% Platform Fee
+ $.30 per transaction
+ 2.2% Credit Card Fee
= $0.30 + 4.7%

- No registration cost or subscription required to participate
- Donors ALWAYS have the option to cover all fees on behalf of your organization
- Historically around 85-95% of donors cover fees on your behalf
Your Preparation Checklist

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.

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
- Add External Fund
- View Registration Info
- View Your Profile

Share Your Page
https://giving-days.herokuapp.com?deg_name=<

View Your Page
Your Preparation Checklist

### Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
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### Other Actions
- Engagement Opportunities
- Add External Fund
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### Share Your Page
https://giving-days.herokuapp.com/?dog_name=<

View Your Page
Add Your Organization’s Info

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Add Your Organization’s Info

- **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 Giving Day campaign.
Add Your Story

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Add Your Story

- Your cover photo will be pre-populated from your Nonprofit Central profile

- Text Box
  - This is where you write your Giving Day appeal
  - **Suggested Fonts**: Arial, Helvetica, Verdana
  - Add photos here too!

Plenty of opportunities to add visuals, which are much more engaging for potential donors!
Add Your Story

Cover Photo

Set a Goal (optional)

Display Goal on Profile

$ 10000 .00

Select Image   Remove

Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 1500x500.

Tell Your Story

Your gift on February 12th will have TWICE the impact thanks to Sam Dawson of The Dawson Difference. All donations will be matched dollar for dollar up to $6,000 on Giving Day! 1 in 3 teens in the U.S. will experience some form of dating violence from a romantic partner. Last year, we spread the word on relationship violence prevention to 15,948 community members through our outreach program and collectively reached over 1,600 youth through our teen ambassador program.

Your donation today will empower us to train twice as many teens to become active participants and shift the cultural norms affecting...
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 Donation Levels

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

<table>
<thead>
<tr>
<th>Dollar Amount</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 0.00</td>
<td></td>
</tr>
</tbody>
</table>

- **$100.00**
  Teen Ambassador Program - $100 covers the cost for 1 student.
  Edit | Remove

- **$50.00**
  Stand Against DV - $50 will support educational programs about DV.
  Edit | Remove

Description

Image should be 5MB max. and a JPG, JPEG or PNG file type.
Recommended dimensions: 600x400.

Save | Cancel
Add a Thank You Message

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.*
Thank You Message

- 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 directly from your organization’s contact
Add Fundraisers

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.

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Show your donors the impact their donation makes.

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Personalize your auto-response for donors ahead of time.

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Recruit peer-to-peer fundraisers to expand your network of donors.
Peer-to-Peer Fundraisers

The Basics:

● Your supporters fundraise on behalf of your organization by creating a “mini-campaign" that champions for your cause and expand your reach!

● Each fundraiser has their own fundraising page and every dollar they raise goes toward your organization’s totals!

● P2P Fundraisers can be your board members, staff, supporters, donors, and volunteers

The Benefits:

● Organizations with fundraisers raise on average 3.4 x more than organizations without fundraisers.

● Each Fundraiser typically brings in 4 new donors.
Peer-to-Peer Fundraisers

1) Click “Add Fundraisers”

2) Add the fundraiser’s name & email

3) Write a Message to your Fundraisers
If you check the box next to “Allow New Fundraisers to Sign Up” under the “Add Fundraisers” tab, a Fundraise button will appear on your profile.
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!
Giving Day Matches & Challenges

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

+ Add Match Commitment + Add Challenge Manage Donations

Note: All times are assumed to be in Eastern Time.

Australia Match Test Sponsored by Australia Match Test

Total Amount $50,000.00 Amount Remaining $41,442.23

Auto-Matching Enabled

Starts 05/01/19 12:00 AM Ends 11/30/19 12:00 AM

Edit Remove Deplete Match

Past Challenge Sponsored by Past Challenge

Challenge Amount $100.00 Goal $1000

× Archived

Starts 07/09/19 12:00 AM Ends 07/11/19 12:00 AM

kohakah

Edit Remove Deplete Match
Setting Up A Match or Challenge

- Matches allow each online donation to be matched on a 1:1 ratio.
- Organizations with matching funds raise on average 4.5x more than organizations without a match.
Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

Note: All times are assumed to be in Eastern Time.

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## Sponsor Information

### Sponsor Name

<table>
<thead>
<tr>
<th>Logo</th>
<th>Sponsor Name</th>
</tr>
</thead>
</table>

**Select Image**

**Remove**

**Tip:** Disable adblockers on this page for the best logo uploading experience.

**URL (optional)**

<table>
<thead>
<tr>
<th>URL (optional)</th>
</tr>
</thead>
</table>

**Does the sponsor wish to be anonymous for this match?**

- [ ] Keep Sponsor Anonymous
<table>
<thead>
<tr>
<th>Match Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Matching Funds Available</th>
<th>Maximum Match per Individual Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Does this match only apply to donations made within a certain time period? (optional)</th>
</tr>
</thead>
</table>

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

<table>
<thead>
<tr>
<th>Donation Matching Start Time (Eastern)</th>
<th>Donation Matching End Time (Eastern)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

<table>
<thead>
<tr>
<th>Enable Auto Matching</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
</tr>
</tbody>
</table>
Matches

ABC Board Match: Double Your Donation!

The ABC Board has collaborated to double your donation on the giving day!

$10,000 MATCH   $10,000 REMAINING
### Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

**Note:** All times are assumed to be in Eastern Time.

---

<table>
<thead>
<tr>
<th>Name</th>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Tip:** Disable adblockers on this page for the best logo uploading experience.

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

- Keep Sponsor Anonymous

---
Challenge Type

Dollar Challenge

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.

Challenge Goal

How many dollars or donors are needed to complete this challenge?

Challenge Amount

How much money is awarded when this challenge is completed?

Select the time period applicable for this challenge

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)
Wag: Happy Pups Challenge
Help us unlock an extra $5,000 to Logan's Pups with your donation!

115 more donors unlocks $5,000!

Lizzy's Pet Supply: Let's boost Logan's Pups!
When Logan's Pups reaches its goal of $100,000, Lizzy's Pet Supply will give an extra $10,000!

$21,298.13 more unlocks $10,000!
Add Offline Donations

You can record cash or check gifts as offline donations

Add Offline Donation

For Giving Day!

Donor's Name

Amount

Custom Display Name (optional)

Donor's Message

Privacy Options

- Do not display the donor's name publicly
- Do not display the donation amount publicly

Create Donation
Viewing & Sharing Your Profile

- Share the link from the “Share Your Page” section
- Share by using full link, hyperlinks or bitly
- Social Share buttons link to your personal Facebook or Twitter account, NOT your organization’s
Logan's Pups
Helping senior dogs find loving homes in their final years

Causes: Animals, Seniors

Donate

$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 Covers 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 50 younger dogs in their fur-ever homes.

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

Donate

Matches
Board of Trustees: #NVBigGive Match
On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada’s Big Give 2018!

$5,000 MATCH $5,000 REMAINING

Fundraising Champions
Bridget Cafaro $0.00
Alyssa Ravenelle $0.00
The Nonprofit Toolkit has everything you need to plan, prepare, and promote Giving Day and reach your goals!
- Customizable Templates
- Communication Timelines
- Giving Day Graphics
- Helpful resources for your board members, volunteers, and fundraisers

Even more training videos for Matches/Challenges and Giving Day strategy
• Click “Reports” from the menu on the left hand side of the screen.
## Donations

**Total Paid Out:** $244,799.56  
**Total Pending:** $18,502.97

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. Learn More.

<table>
<thead>
<tr>
<th>Action</th>
<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
<th>Amount Charged</th>
<th>Bank Fees</th>
<th>Platform Fees</th>
<th>Covered Fees?</th>
<th>Payout Amount</th>
<th>Payout Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>🗂️</td>
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<td>Denis Tomazzi</td>
<td>$100.00</td>
<td>$100.00</td>
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<td>$100.00</td>
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<td>$2.60</td>
<td>$2.00</td>
<td>Yes</td>
<td>$100.00</td>
<td>Pending</td>
</tr>
</tbody>
</table>

Viewing Dashboard for: Logan's Pups
Using the filters, can segment your donations by:

- Donor Name or Email
- Giving Day
- Campaign
- Donation Type
- And Date!
Customer Success

- Visit Our Help Center
  https://support.givegab.com/

- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand creating or updating your profile via the chat bubble or send us an email at CustomerSuccess@givegab.com

- Look for the little blue chat bubble
  ○ 6AM-2PM PT
Next Steps for Giving Day

- Watch your inbox for important emails

- Customize your Giving Day profile

- Take advantage of Giving Day features:
  - Highly encourage you to find a sponsor(s) for matching funds
  - Consider recruiting supporters as Peer-to-Peer Fundraisers

- Add an embeddable donate button for Giving Day on your organization’s website

- Share the link to your Giving Day profile in communications, such as newsletters, email signatures, and social media profiles.
Questions?