Customizing your Giving Day Profile Tutorial
What is a Giving Day Profile?

The Basics:

- When your organization participates in a giving day a profile will be created specifically for this event!
- All edits for this profile can be made on your giving day dashboard.
- Your Giving Day profile is the place where you can tell your audience about your participation in the giving day, your fundraising goals and how to support you.
- Be sure to utilize as many features on the dashboard as you can:
  - Create donation levels showing how different donation amounts can be used.
  - Recruit Peer to Peer fundraisers to increase your audience of potential donors.
  - Utilize the Matches and Challenges feature to enable donations to be leveraged.
Getting Ready to customize your profile

● Define Your Goals
  ○ What do you want people to feel when they view your profile?
  ○ What is your dollar goal for the Giving Day?
  ○ Do you have a Match?

● Create an Appeal
  ○ How can your supporters help you make a difference?
Option 1: Sign in from the Giving Day website by clicking “Menu” and then selecting “Log In” from the dropdown options.
How to Navigate to your Giving Day Dashboard

Option 2: Log in through GiveGab and Access your Giving Day dashboard from your Admin Dashboard

Admin Dashboard

Giving Days

The Future Is Working 2020
March 12, 2020

View All Giving Days

Click here to navigate directly to your Giving Day Dashboard to edit your Giving Day profile in just 1-click!

You can also navigate to your Giving Day Dashboard to edit your Giving Day profile here. It takes 2-clicks!
Your Giving Day Dashboard

### 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>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Your Organization's Info</td>
<td>Let people know who you are.</td>
</tr>
<tr>
<td>Add Your Story</td>
<td>Tell potential donors why they should contribute.</td>
</tr>
<tr>
<td>Add Bank Account Info</td>
<td>Set up your banking information to receive secure online donations.</td>
</tr>
<tr>
<td>Add Donation Levels</td>
<td>Show your donors the impact their donation makes.</td>
</tr>
<tr>
<td>Add a 'Thank You' Message</td>
<td>Personalize your auto-response for donors ahead of time.</td>
</tr>
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<td>Add Fundraisers</td>
<td>Recruit peer-to-peer fundraisers to expand your network of donors.</td>
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### Share Your Page

- **Link:** www.givingday.org/education-for-all
- **Sharing Options:**
  - Twitter
  - Facebook

### More Actions

- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
Add Your Organization’s Info

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.
Adding Your Organization’s Information

- **Logo**
  - This was brought over from your OC Nonprofit Central profile!

- **Tagline**
  - A quick call to action statement to support your org on giving day (mention goals)

- **Website**
  - Your website was copied over from your OC Nonprofit Central profile so this should be all set!
Re-Sizing Your Logo

Select Image  Remove
Recommended dimensions 300x300
Max file size 5MB

Save
Add Your Story
Add Your Story

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

- Monetary Goal
  - The goal you entered on the participating nonprofit worksheet was entered on your Giving Day profile. You can update that in this tab.
  - Enables a real time progress bar on your profile
Exciting Update!!! Planned Parenthood received an additional match opportunity allowing us to now match every donation made TODAY ONLY, dollar-for-dollar, up to $10,000.00!

**double your impact!**

Every donation to PPOSBC will be matched **DOLLAR FOR DOLLAR** up to $10,000.00

Our robust comprehensive sex education programs provide the information needed to understand all aspects of sexual and reproductive health.

We reached **68,452 PEOPLE** last year through community outreach and education events.

**Did you know?**

It’s also been a RECORD-BREAKING YEAR!
We’ve provided **210,549 TOTAL MEDICAL VISITS**

**Pro Tip:** Use the formatting tools in the editor to highlight the most important elements of your story.
Add Donation Levels

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.
Add Donation Levels

- Show the Impact of donations
- Custom Amounts
- Unique Descriptions
- Optional Photos
Pro Tip: Add between 4-5 donation levels to your profile for the best donor engagement and donation flow.
Quick Donation Level Tips

● Personalize Your Donation Levels
  ○ Think outside the “$25, $50, $100” box
  ○ How much does an item you use cost?
  ○ How much does it cost to help one person?

● Help Donors Visualize Their Impact
  ○ Add photos or stock images to show what their donation “buys”

● Tie Together Your Story & Donation Levels
  ○ Make sure the goals of your story and donation levels are aligned
  ○ Example: If your story is focused on a specific program or project, have your donation levels reflect how much different elements of that project cost
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.
Add a “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
- Doubles as tax receipt
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.

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.
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 $4.5 \times$ more than organizations without a match.
Previewing Your Perfect 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
HELP WTLC REACH OUR $15,000 GOAL:
EACH DOLLAR DONATED TO WTLC IS MATCHED, DOUBLING YOUR DONATION!

Womens Transitional Living Center, Inc.
Help us Reach a $15,000 Goal: Each Dollar is Matched, Doubling Your Donation

DONATE

113%
$16,921 Raised  $15,000 Goal  148 Donors

$50
$100
$200
$500

DOUBLE YOUR IMPACT
HELP US REACH OUR $15,000 GOAL:
EACH DOLLAR DONATED TO WTLC IS MATCHED, DOUBLING YOUR DONATION

This February 12, 2020 join WTLC as we join 11 other nonprofits around Orange County to raise $135,000 in support of healthy teen relationships. Will you help WTLC reach our personal fundraising goal of $15,000 on February 12th? Here are 3 ways YOU can show your LOVE this giving Day!

1. On February 12th, 2020 make a donation on our Love Is Giving day page and share it with your friends and family. Each dollar you donate will be matched!

Matches

| Pacific Western Bank: Every Dollar Matched Up to $2,000 |
| Pacific Western Bank will match every donation up to $2,000. |
| $2,000 MATCH | COMPLETED |

| Anonymous: Every Dollar Matched up to $2,000! |
| An anonymous donor generously offered to match every donation dollar for dollar up to $2,000 |
| $2,000 MATCH | COMPLETED |

Donna Kim: Every Dollar Matched up to $500
Donna Kim will match every
Key Takeaways

- Tagline should be a call to action: Join us today; Help us Raise $XX; We have a match, every dollar donated will be doubled.
- Use a captivating cover photo and a unique story to attract potential donors
- Make it clear how donors can have an impact by utilizing donation levels
- Delight your donors instantly by customizing your thank you message

Don’t forget to have fun!
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
  - CustomerSuccess@givegab.com
  - Look for the little blue chat bubble: 6AM-2PM PT

- Day Of Support: 12:00AM PT - 1:00AM PT; 5:00AM PT - 1:00AM PT
Questions?