

Getting Ready for Abilene Gives 2024

May 7 (8AM-8PM CT)



Meet the GiveGab Team



Rorey Freeman

Customer Success
Project Manager



Kaitie Branton

Customer Success
Project Manager

Meet the CFA Team



Katie Alford
President/CEO



Emerald Cassidy
Marketing Director



Stephanie DeLaGarza
Donor Relations



Meagan Harris
Rural Grants



Patrick Lewis
CFO



Kassidy Nygaard
Local Grants



Michelle Parrish
Grants Director



Barbara Richert
Office Administrator



Jennifer Weber
Scholarships



Abby Kallas
Intern

Submit Your Questions



Chat Box

To: ☒ All panelists
Type: ☐ All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Agenda



- **Abilene Gives Overview**
- **Who is Bonterra?**
- **Donation Security + Stripe Requirements**
- **Registering**
- **Creating Your Profile**
- **Next Steps & Questions**

2023 Results



What a difference a day makes!

Outcomes & Results

\$2,145,875

Raised

3,727

Donors

170

Organizations

Abilene Gives 2024 Overview

www.abilenegives.org | May 7 (8 a.m. - 8 p.m.)

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Community Foundation of Abilene Efforts = Exponential visibility
- IRS-recognized nonprofit serving Abilene, Texas and the surrounding area are eligible to participate
- Leaderboards for friendly competition
- Donations open on April 29 (12 a.m. CT)
- Amplification Fund: gifts that have been raised by the Community Foundation of Abilene and are intended to “amplify” the totals of participating nonprofits. Nonprofits will receive a percentage of the total amplification funds based on their percentage of overall dollars raised during the giving day.

Benefits of Participating



- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-Engage with your existing supporters and gain new donors
- Combine your marketing efforts + CFA marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Who is Bonterra?



GiveGab is becoming  Bonterra.

Who is Bonterra?



Bonterra's mission is to power those who power social impact

- Host a secure, reliable and transparent platform for Abilene Gives
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in Bonterra
- All participating organizations verified as IRS and state-recognized nonprofits

stripe



Stripe Requirements

- Stripe has recently implemented some new requirements
- On **February 28**, you may see a button appear in your nonprofit dashboard that says “Update required information”.
- You must make the required updates **before April 16** in order to be able to accept donations beginning on April 29.
- Be on the lookout for communications from Bonterra and the CFA!

The Stripe logo, consisting of the word "stripe" in a bold, blue, sans-serif font.

Simple Donation Processing



- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
 - Lower fee rate (3% platform fee + \$3 flat rate fee)
- Quick, easy and fun donation flow
- Securely processed through Stripe
- Chat support available right within the donation form for your supporters!

Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- In 2023, donors covered 74% of fees during a Giving Day
- That means it cost only \$0.74 per \$100 raised online!

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

☒ I'll cover the fees!

Privacy Option(s)

☐ Please do not display a name publicly.




☐ Please do not display the donation amount publicly.

☒ Hide my name from this organization and the public.

Total: **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.
Learn more about how your information is used following a donation: [Privacy Policy](#).

Transparent Donations

Credit Card:

3% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5.5% + \$0.30

ACH:

3% Platform Fee
+
\$3.00 flat bank fee
=
3% + \$3.00

**\$100 minimum*



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)



Greater Pawnee German
Shepherd Rescue

Name to Display (Optional):

(Defaults to First and Last Name)

- ☐ I am a new donor to this organization.
- ☐ Make this a recurring gift.
- ☐ Make this donation in honor of or in memory of someone.

[Add a public message to this donation](#)

REMOVE THIS DONATION

+ ADD ANOTHER ORGANIZATION



The Gift Basket makes it easy for donors to support as many causes as they like!

Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt

DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

Your donation receipt from Logan's Pups

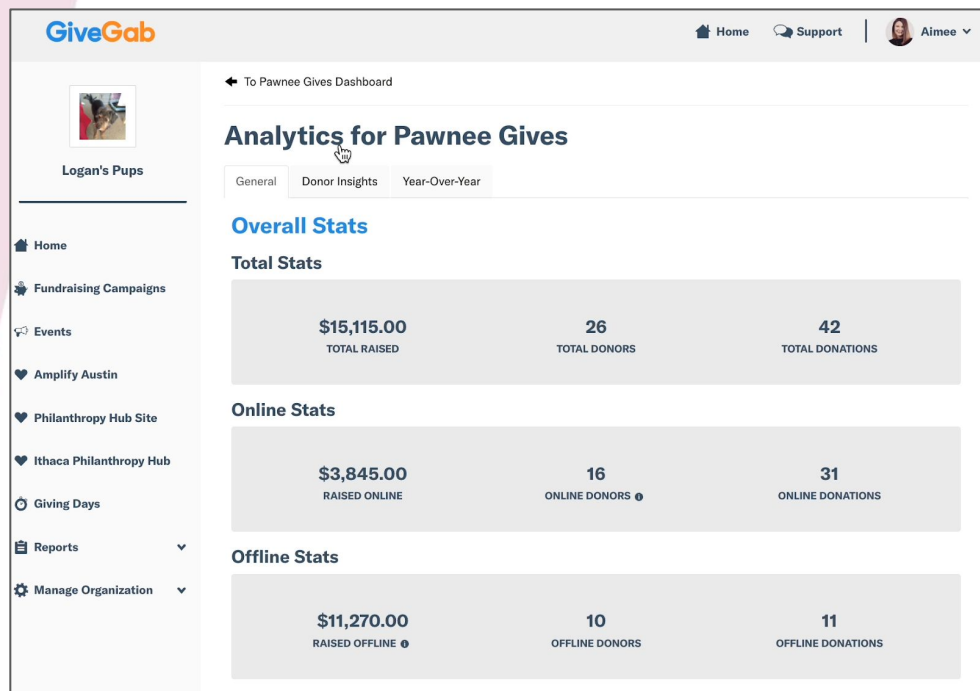
Donor: Nickie Fredenburg
Date: February 27, 2020
Organization: Logan's Pups
EIN: 12-1234567
Designation: Giving Day
Amount: \$10.00

[View Your Donations](#)

Giving Day Analytics

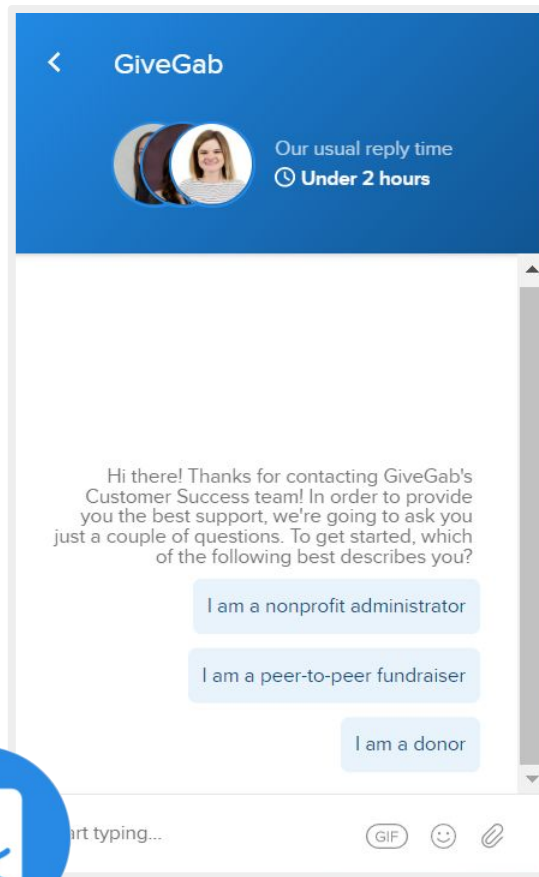
Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - bonterratech.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with our Customer Success Team
 - Look for the little blue chat bubble



Registering for Abilene Gives



#ABILENEGIVES

Search...



▼ MENU



REGISTER NOW

Be part of the impact on May 7th!



GiveGab is becoming  Bonterra.



Find Your Organization

and participate in Abilene Gives 2024

Search for your organization

Start typing in the box above to find your organization.



Find Your Organization

and participate in Abilene Gives 2024



0 Results



No organizations match your search criteria.

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Abilene Gives 2024

Registration Type

☒ Early Bird Registration \$75.00

 [Do you have a coupon code?](#)

1. Did you participate last year? **required*

Please select one choice.

2. If Yes, why did you decide to participate again for 2024?

3. If No, why did you decide to participate this year?

4. My organization has an operating budget of:

Please select one choice.

Credit Card Information

First Name

Last Name


Credit Card Info

 Card number	MM / YY CVC
-----------------------------------------------------------------------------------------------	-------------

Submit

Returning? Copy Your Profile

- **Don't forget to review and update your profile after!**
- Existing bank information will carry over
 - Double check that your bank account, org rep and admins on your profile are up to date!
 - Update with new Stripe requirements between 2/28 - 4/13

 **Abilene Gives 2024**
\$0.00 Raised • 0 Donors • 0 Gifts
[Analytics](#)

Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

92 Days to Launch

Participation Approval Status

Pending

Thank you for registering for Abilene Gives 2024! Our team is reviewing the information you provided and will get back to you within three business days. In the meantime, be sure to review the event FAQs, Nonprofit Toolkit, and Upcoming Trainings.



The Nonprofit Compass: an initiative of the Community Foundation of Abilene ()

[Copy This Profile](#)



Abilene Gives 2023 (2023)

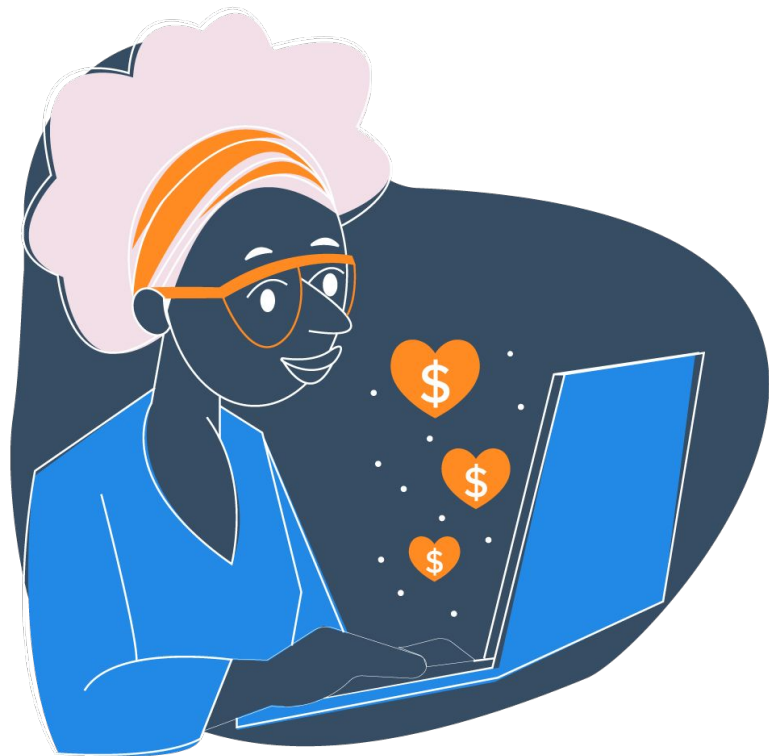
[Copy This Profile](#)



Abilene Gives 2022 (2022)

[Copy This Profile](#)

Completing Your Profile



Your Giving Day Dashboard



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message

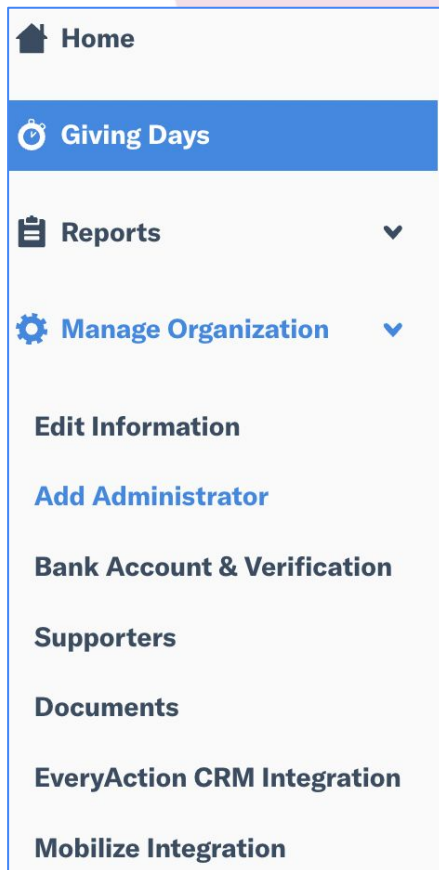


Add Fundraisers



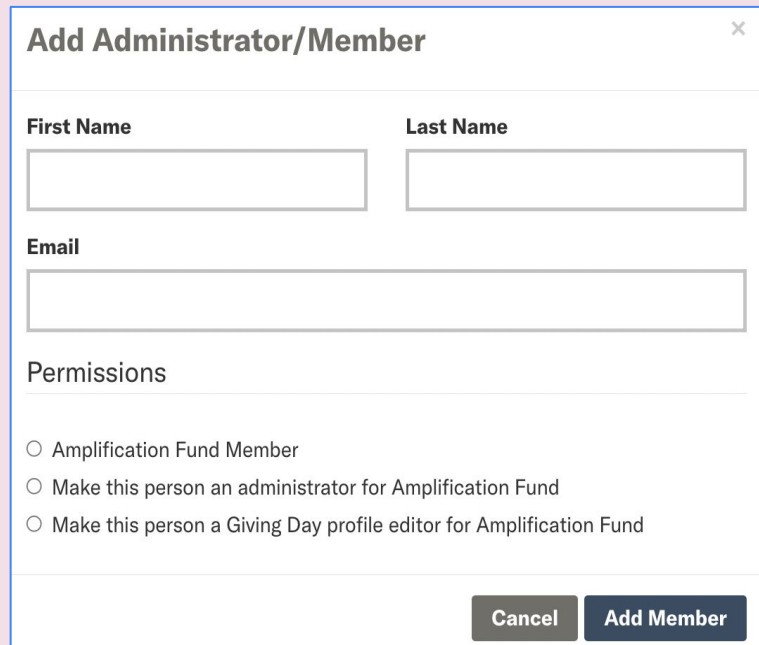
Adding Profile Admins

- You can provide other members of your team with access to edit your profile.
- There are 2 levels of access:
 - Ignore “Fund Member”
 - 1) Admin
 - 2) Profile editor



A screenshot of the GiveGab sidebar menu. The menu is a vertical list of items with icons and text. The items are: Home (house icon), Giving Days (clock icon, highlighted in blue), Reports (clipboard icon), Manage Organization (gear icon, highlighted in blue), Edit Information, Add Administrator (highlighted in blue), Bank Account & Verification, Supporters, Documents, EveryAction CRM Integration, and Mobilize Integration.

- Home
- Giving Days**
- Reports
- Manage Organization**
- Edit Information
- Add Administrator**
- Bank Account & Verification
- Supporters
- Documents
- EveryAction CRM Integration
- Mobilize Integration



A screenshot of the 'Add Administrator/Member' form. The form has a title bar with a close button (X). It contains several input fields and a list of permissions. The fields are: First Name, Last Name, and Email. The permissions section has three radio button options. At the bottom right are 'Cancel' and 'Add Member' buttons.

Add Administrator/Member

First Name Last Name

Email

Permissions

- ☐ Amplification Fund Member
- ☐ Make this person an administrator for Amplification Fund
- ☐ Make this person a Giving Day profile editor for Amplification Fund

Cancel **Add Member**


Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!

✓ Add Your Organization's Info

Website

Logo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300.

Causes (optional)

Cause #1

Animals

Cause #2

Cause #3


Save

Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals

✓ Add Your Story

Cover Photo



Select Image

Remove

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

Set a Goal

☒ Display Goal on Profile

\$

10000

.00

Tell Your Story

GT America

Formatting

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🔗

📄

📁

🔍

Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.


Video Url

Vimeo links must be in the following format: <https://vimeo.com/123456>.

Save

Get Verified

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don't wait to complete this information. It can take at least several days, and in some instances more

 Get Verified to Collect Donations 

Status: **Incomplete**

Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

Get Verified

Complete Your Verification

Set Up Donations

Documents

Set Up Donations

State Charitable Solicitation Compliance Attestation

☐ 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 is required to collect donations on GiveGab. [Learn more about state charitable solicitation compliance.](#)

Save

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.

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

Save

Payment Processor Verification

Verify Your Organization

GiveGab is becoming  Bonterra.

Get Verified



Bonterra partners with
Stripe for secure financial
services.

[← Return to Bonterra](#)

Powered by **stripe** ^①

[Terms](#)

[Privacy](#)

English (US) [↕]

Contact Bonterra for support
customersuccess@givegab.com

Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our [Services Agreement](#).

Legal business name

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.


Employer Identification Number (EIN)

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this [support article](#).


Doing business as ^{Optional}

The operating name of your company, if it's different than the legal name.


Suggest Donation Levels

 Add Donation Levels


We recommend having 3 or 4 donation levels.




\$25.00
Provides one week of food for a senior pup
[Edit](#) [Remove](#)



\$50.00
Provides a super soft bed for a loving senior pup
[Edit](#) [Remove](#)



\$100.00
Helps a family foster one of our amazing senior pups
[Edit](#) [Remove](#)



\$500.00
Provides life changing surgery to a senior pup in need
[Edit](#) [Remove](#)

Add Donation Level

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal

Personalized Gratitude

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


Thank You Message

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Youtube or Vimeo Link


Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.




Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.


Save

GiveGab is becoming  Bonterra.



Add Fundraisers

▼

 Download CSV

Add Fundraisers

Upload fundraisers

Message All

Fundraiser ▼

Donors ▼

Amount Raised ▼

Goal ▼

Email

Phone

Actions

No fundraisers found.

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$

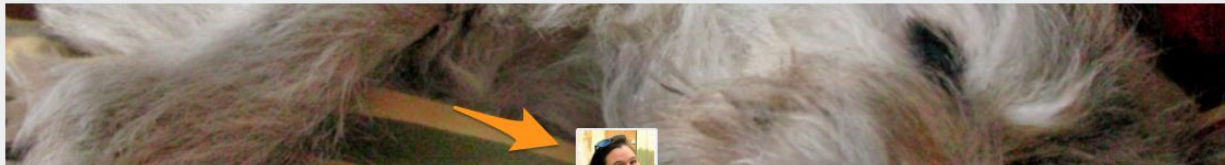
.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video](#)

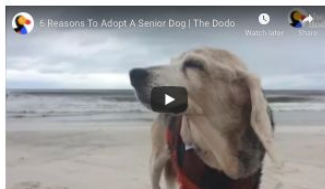


Bridget Cafaro's fundraiser for
Logan's Pups

DONATE

20%

\$100 Raised \$500 Goal 1 Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



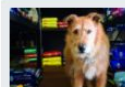
\$25

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

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



Did you know?



Organizations who used P2P fundraising last year for Abilene Gives raised on average 1.7x more than those who did not.

Key Dashboard Tools

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GGChat

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

<https://www.401gives.org/organizations/center-for-media>



Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



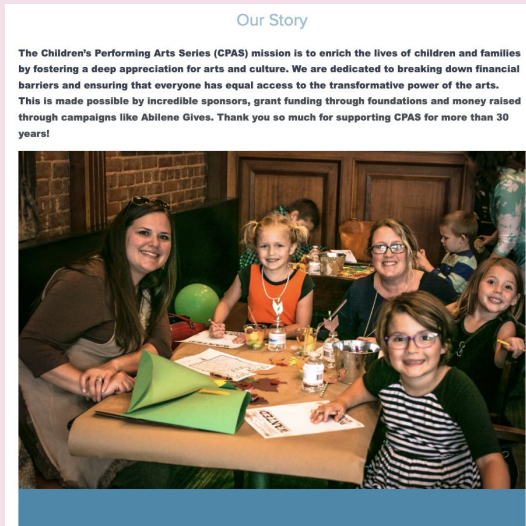
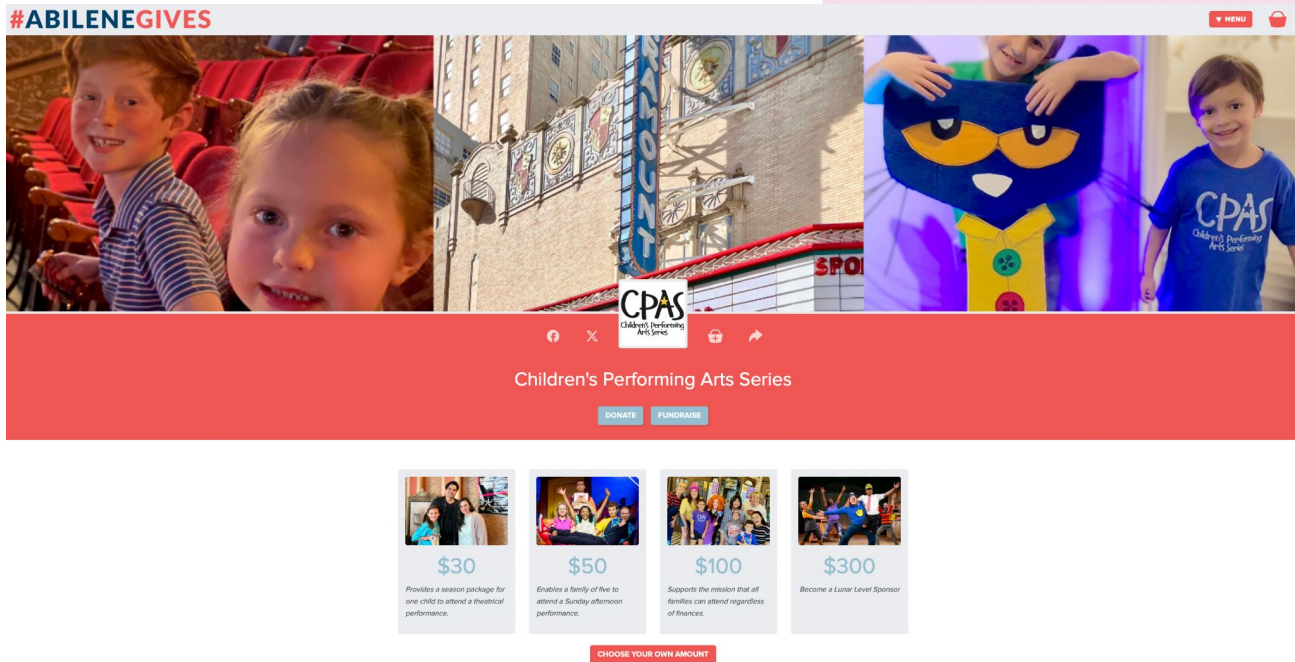
View Your Profile

Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



A Completed Profile



CPAS plays such an important role in cultivating a love for the arts among young people here in Abilene. Our mission is to provide access to high quality entertainment at a price anyone can afford.

What's Next?

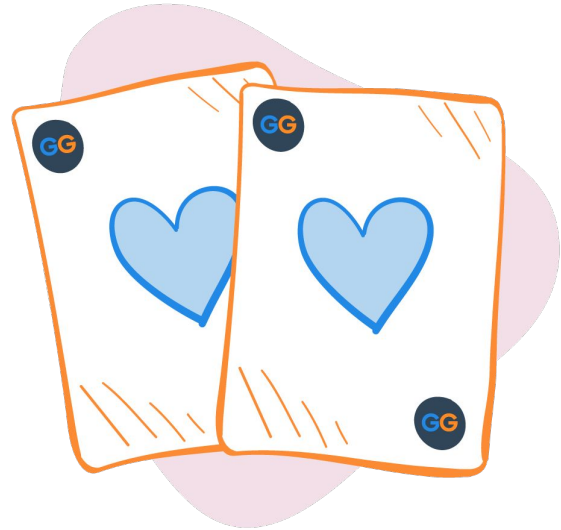


Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize the Matching tool to add that money into your totals, according to the criteria you set.

- 1:1, 2:1, or 3:1 Matches
- Donor, Dollar, or Donation Challenges
- Match sponsors must give their gift OFFLINE via check/cash, not via the giving day site or else the gift will be double counted b/c of auto-matching
- **Pro Tip:** Watch the [Matching Training Video](#)



Did you know?



Organizations who had a match last year for Abilene Gives raised on average **3.5x more** than those who did not.

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Abilene Gives needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!



Your Next Steps



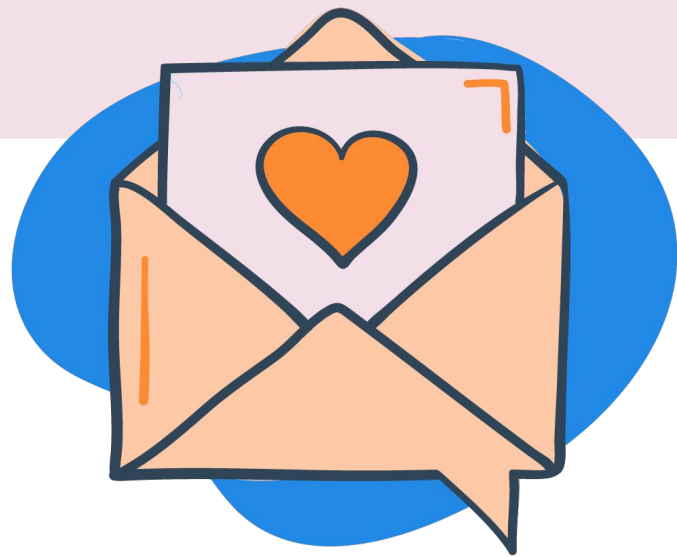
Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- You don't need to compete for incentives and prizes
- Abilene Gives may not be the right fit for all of your donors - that's okay!

Your Next Steps

What to work on over the next 3 months:

- Follow the Community Foundation of Abilene on Social Media and use hashtag #AbileneGives when posting about the giving day
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the Nonprofit Toolkit and Trainings page
- Register for our Tell Your Story webinar on March 22 at 11 a.m. CT



Questions?



May 7, 2024 (8 a.m. - 8 p.m.)