Getting Ready for *518 Day of Giving*

May 18, 2024

Presented by

MVP® HEALTH CARE

518 DAY OF GIVING

Powered By United Way of the Greater Capital Region

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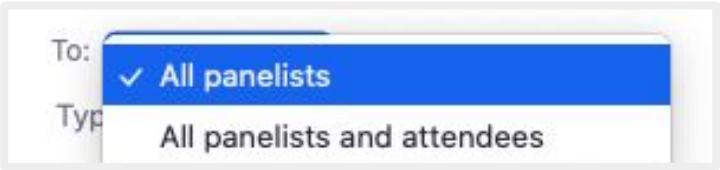
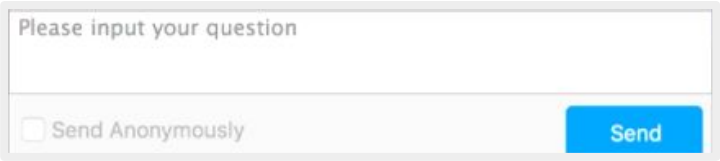
Submit Your Questions

Chat Box



Q&A



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

The recording will be posted on the **518 Day Trainings Page by March 15**.

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Agenda

- 518 Day & Bonterra Overview
- How to Register
- Creating Your Profile
- Key Features
- Next Steps, Q&A

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518 Day of Giving Overview

www.518day.org | May 18, 12AM - 12AM

- IRS-recognized 501(c)3 nonprofits serving the Capital Region and the larger 518 area code are eligible to participate
- Every nonprofit conducts their own campaign
- Your marketing efforts + UWGCR efforts = Exponential visibility!
- Leaderboards, prizes & matching incentives increase friendly competition and gamification
- **Donations open *early* on May 4th**. Start sharing your profile link and reaching out to supporters!

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518 Day Social Media

Instagram:

@518DayofGiving

Facebook:

https://www.facebook.com/518Giving

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Benefits of Participating

- Leverage digital fundraising tools to multiply your impact
- Take advantage of fundraising resources available year-round
- Re-engage with your existing supporters and gain new donors
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

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Who is Bonterra?

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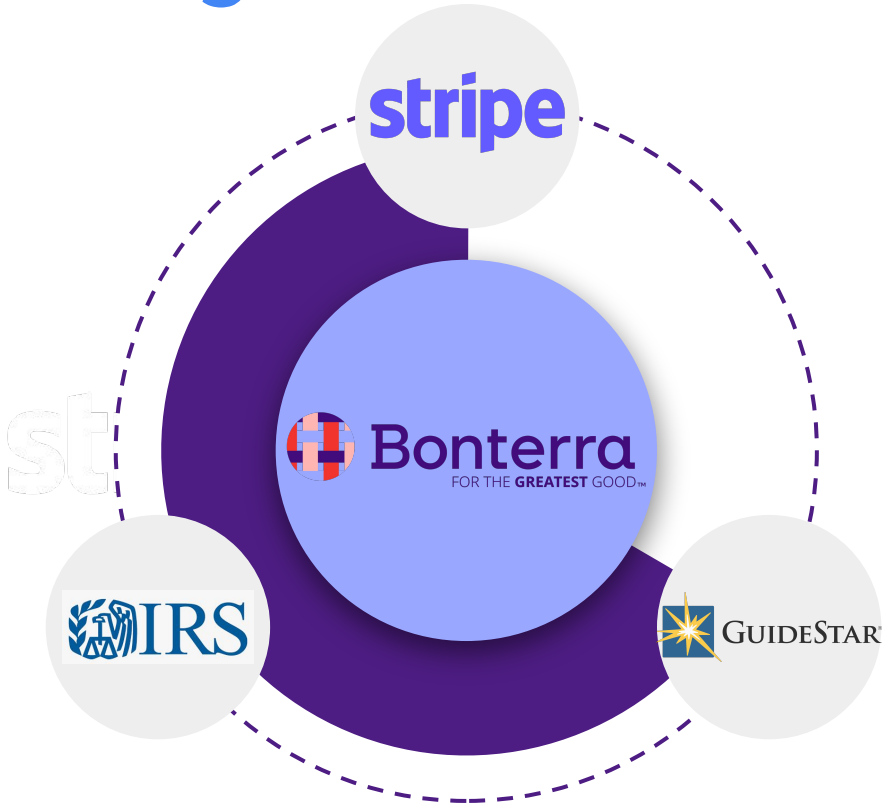
Who is Bonterra (GiveGab)?

- Hosts a secure, reliable and transparent platform for 518 Day of Giving
- Creates the ultimate donor experience, strengthening your relationship with your supporters
- Provides a dedicated support team

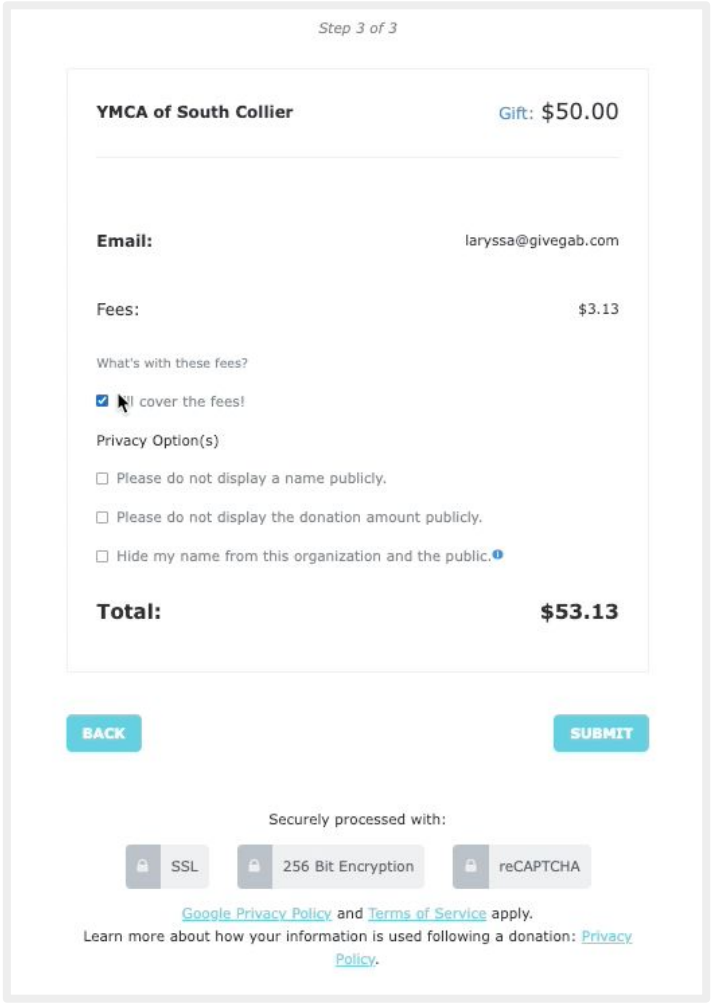
Payment Security

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



Donation Processing

- **Credit Card, ACH (“Plaid”), Mobile Pay**
- Transaction fees charged: donors can cover all fees on behalf of your organization
    - On average >75% of donors cover the fees on your behalf
- GiveGab’s chat support available within the donation form for your supporters!



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Transaction Fees

Credit Card:

3.5% Bonterra Fee

+

2.5% + $0.30 Stripe Fee

=

6% + $0.30

ACH:

3.5% Bonterra Fee

+

$3.00 flat bank fee

=

3.5% + $3.00

**$100 minimum*

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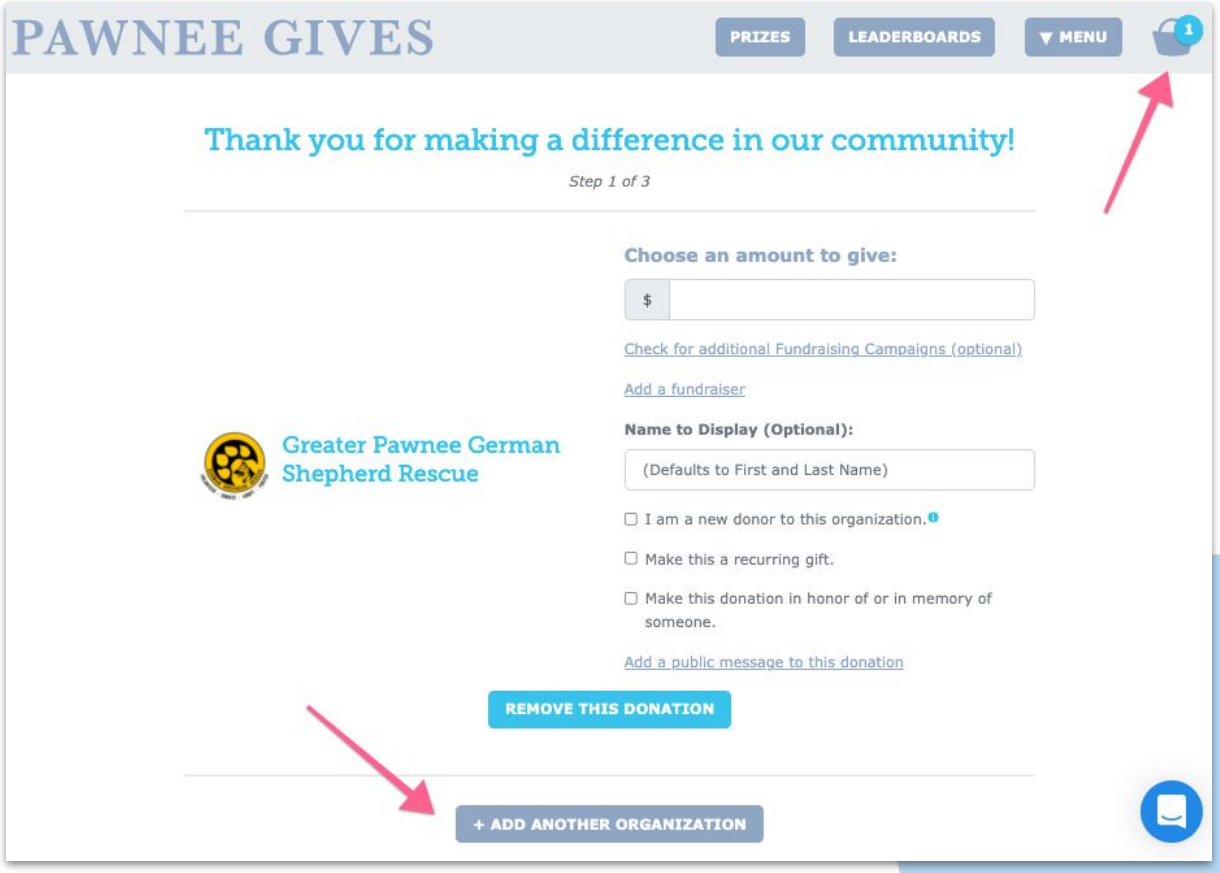

The Gift Basket makes it <u>easy</u> for donors to support multiple causes at once!

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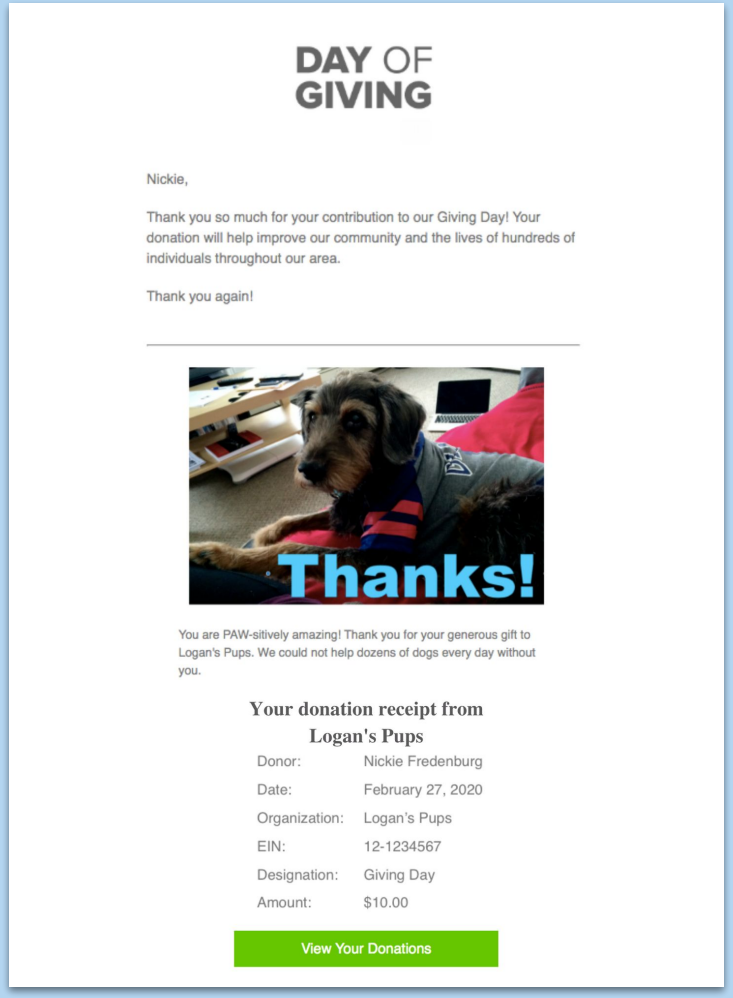
Instant Donor Delight

- Kickstart your stewardship efforts
- Sends an immediate ‘Thank You’ email from your organization, also their receipt
- Includes your organization’s EIN and donation amount
- You can resend that receipt any time to a donor!



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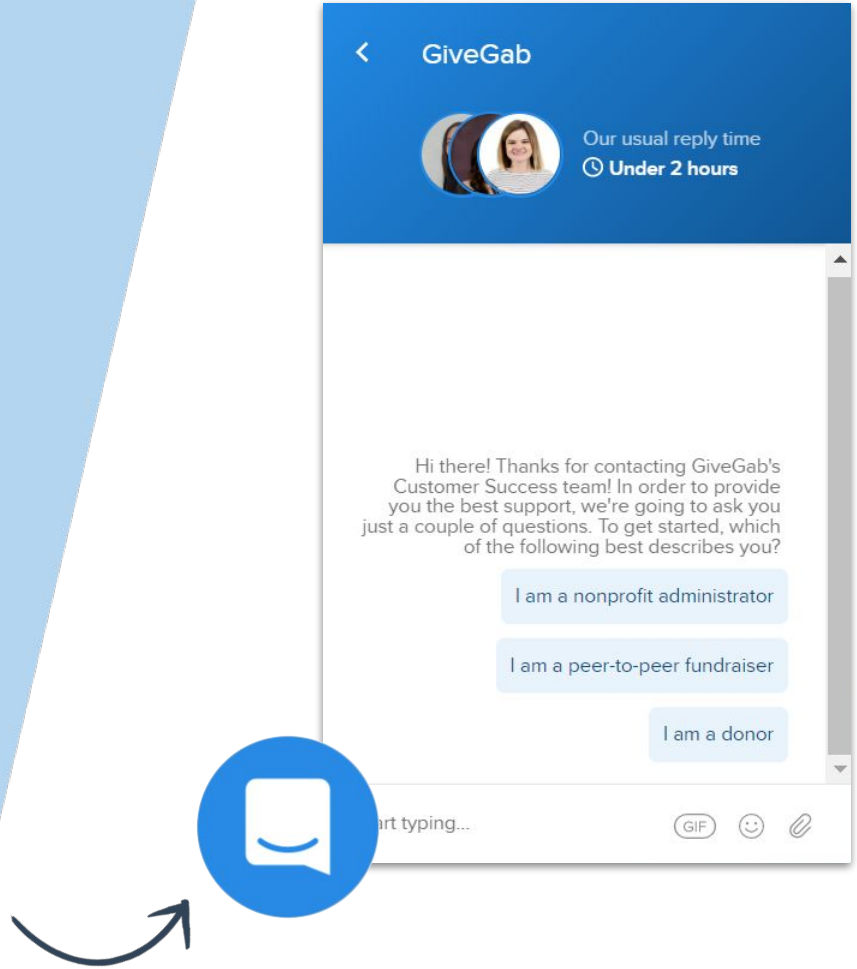
How We Support You

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



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Registering for 518 Day of Giving

[Click here](#) for detailed written instructions

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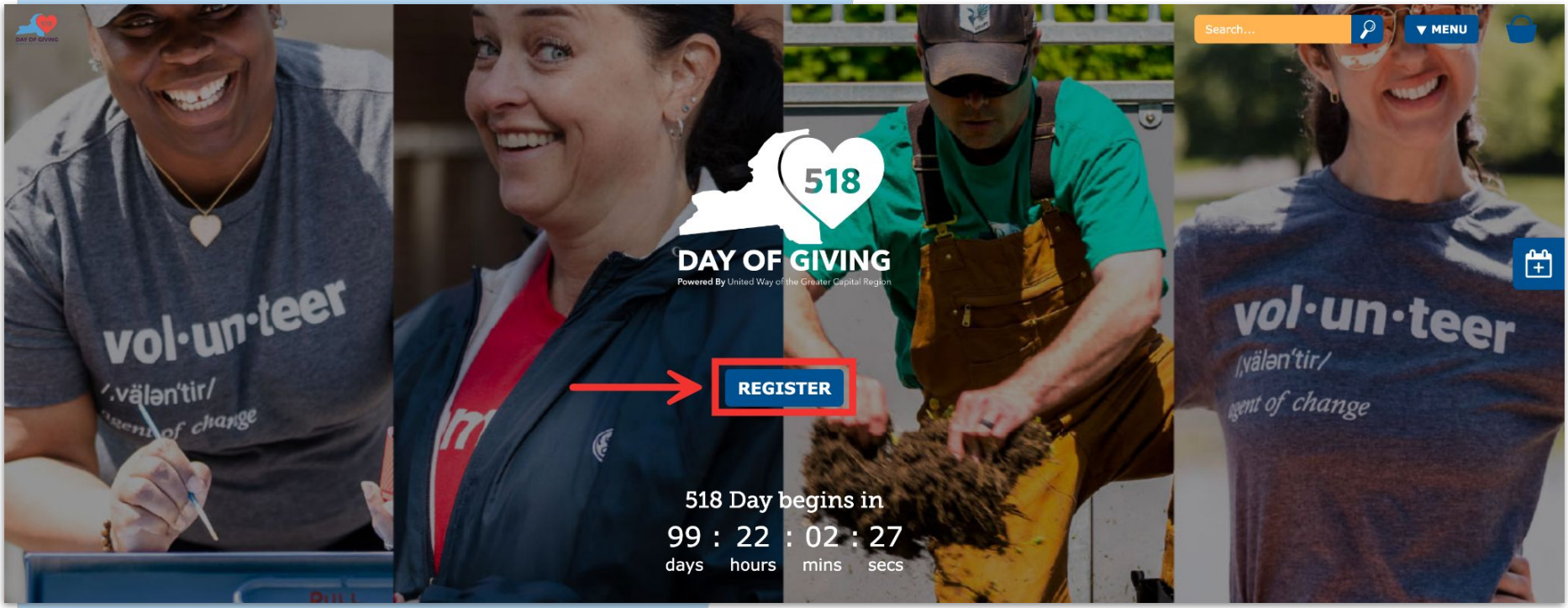

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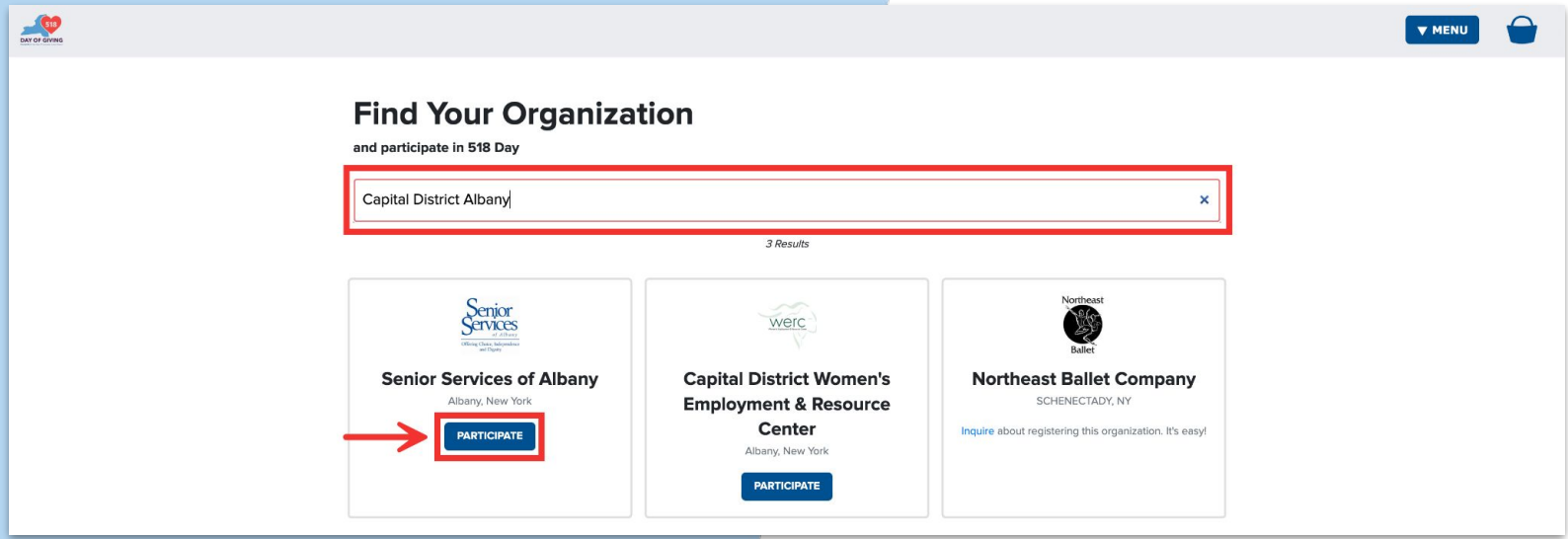

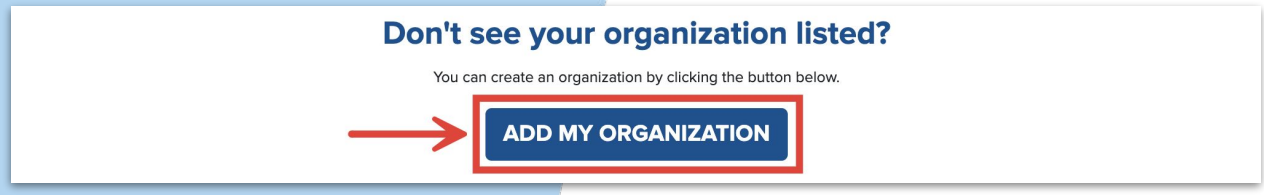

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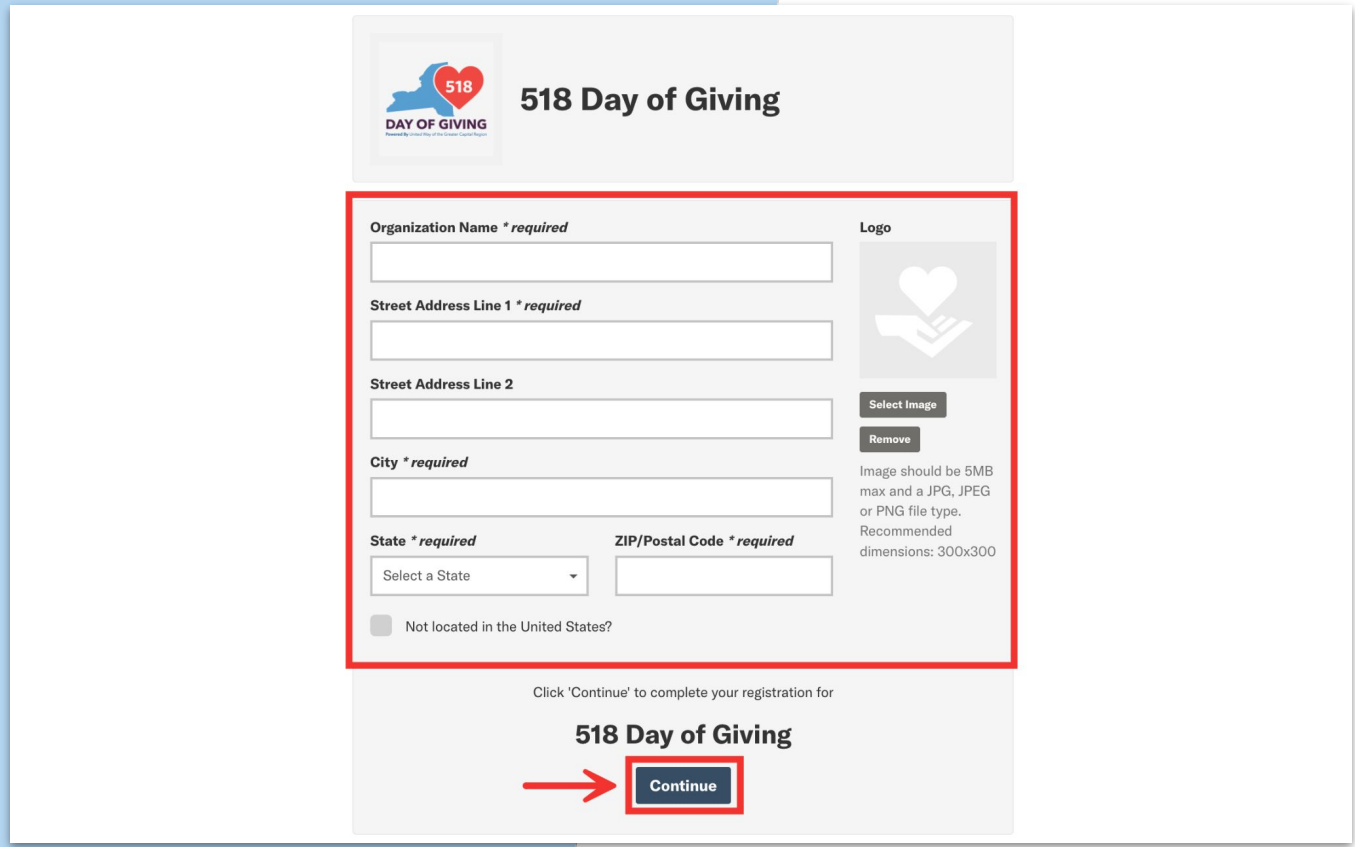

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518 Day of Giving

Welcome to 518 Day of Giving, the Capital Region's first online, regional fundraiser on May 18, 2024! Please read the Nonprofit Partnership Agreement prior to completing your registration.

Registration Type

◉ Giving Day Registration $50.00

Do you have a coupon code?

1. **I am an official of the 501(c)3 organization described below and agree to the Nonprofit Partnership Agreement for 518 Day of Giving.** ***required***

   Please select one choice.

2. **What was your 2023 annual operating budget?** ***required***

   Please select one choice.

3. **Please indicate which county or counties in the 518 area your organization serves. (check all that apply)** ***required***

   Please select all that apply.

   - ☐ Albany
   - ☐ Clinton
   - ☐ Columbia
   - ☐ Dutchess
   - ☐ Essex
   - ☐ Franklin
   - ☐ Fulton
   - ☐ Greene

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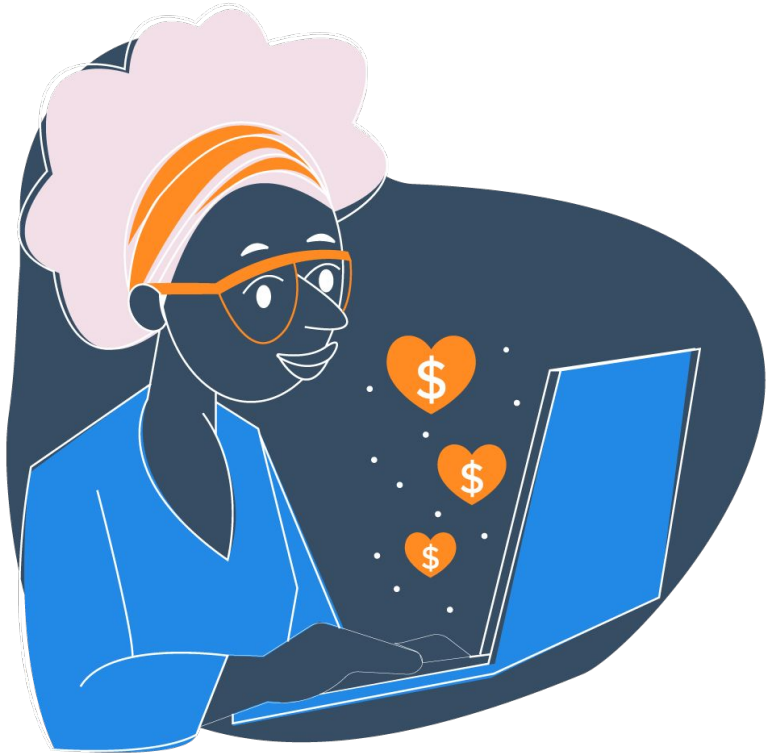
Completing Your Profile



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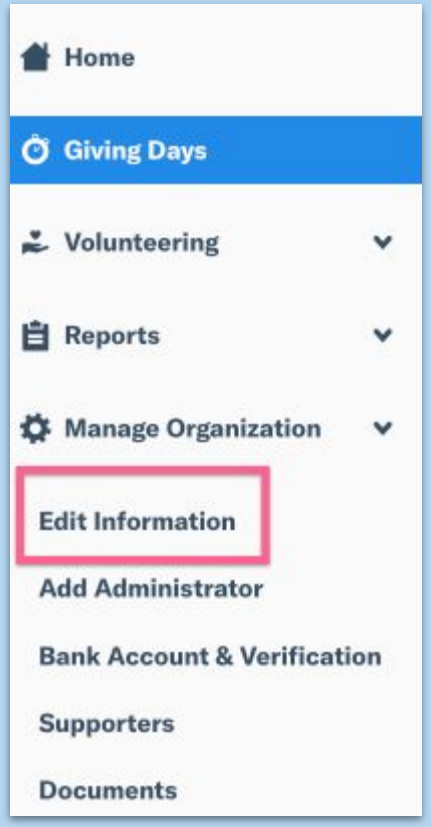
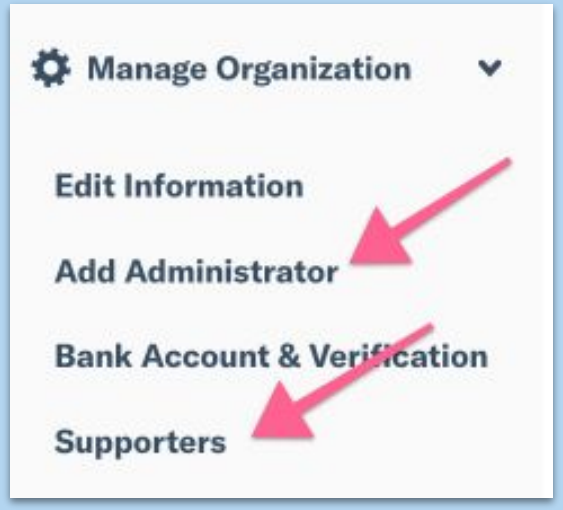
Returning? Update Info

- Review your organization's contact information and settings
- **These do not change year-over-year unless you update them.**
- **Here's how to update or view who is listed as your contact**



Returning? Update Admins

- Toggle the “supporters” tab to see who has a blue key next to their name
- **Add, Remove, or Edit current administrators**
- Grant full admin access, or simply “profile editing access”
- ***Pro Tip:*** *Complete immediately upon registering!*



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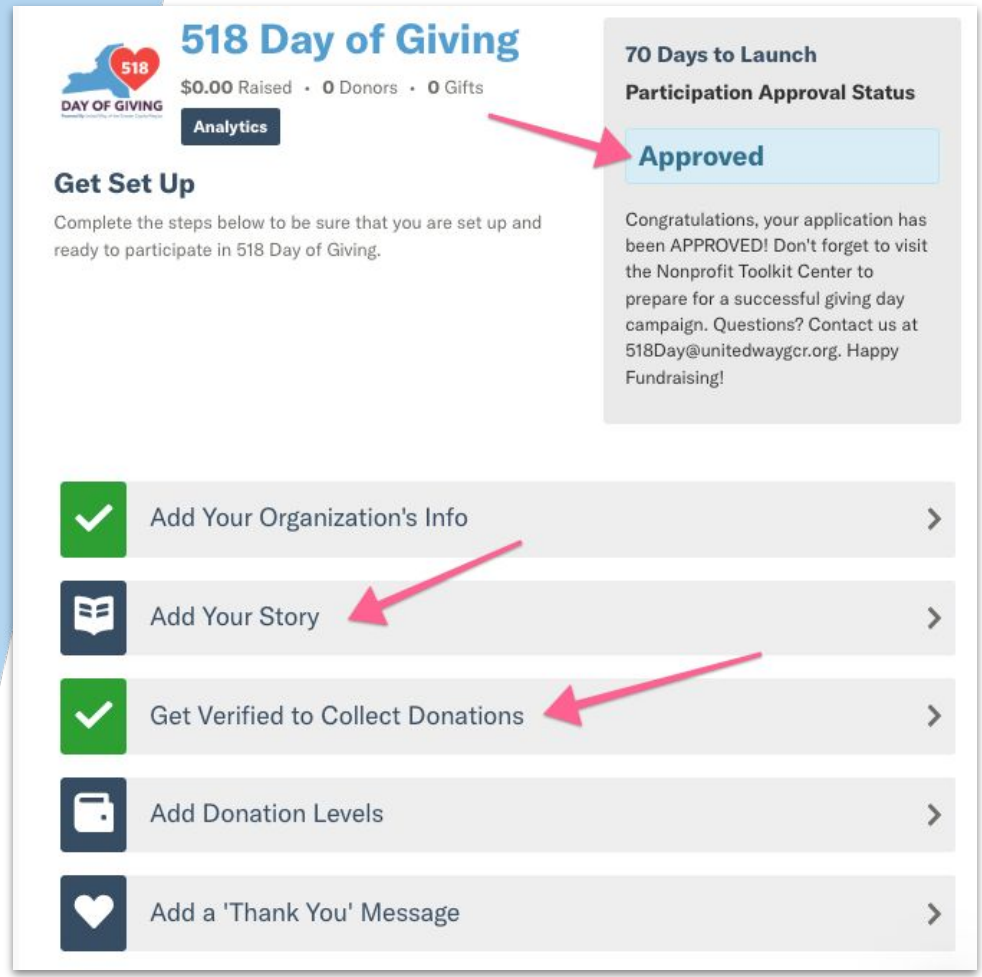
Your Giving Day Dashboard



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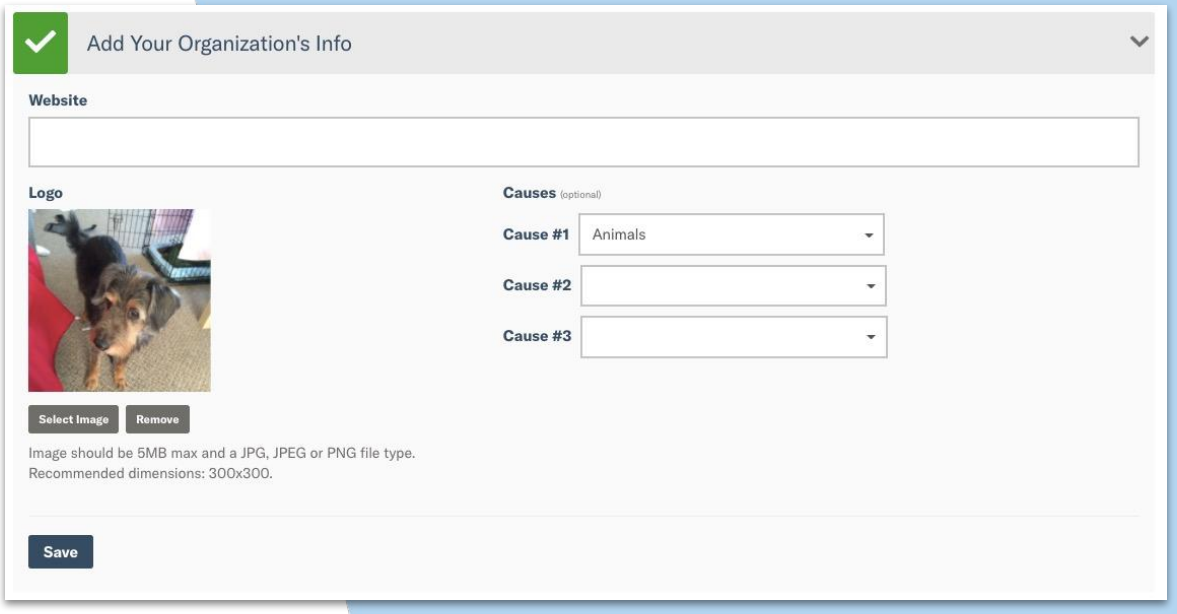
Basic Info

- Logo
- Causes
- ***Did you know?***

  Selecting appropriate causes will help you appear in the Cause Search for donors



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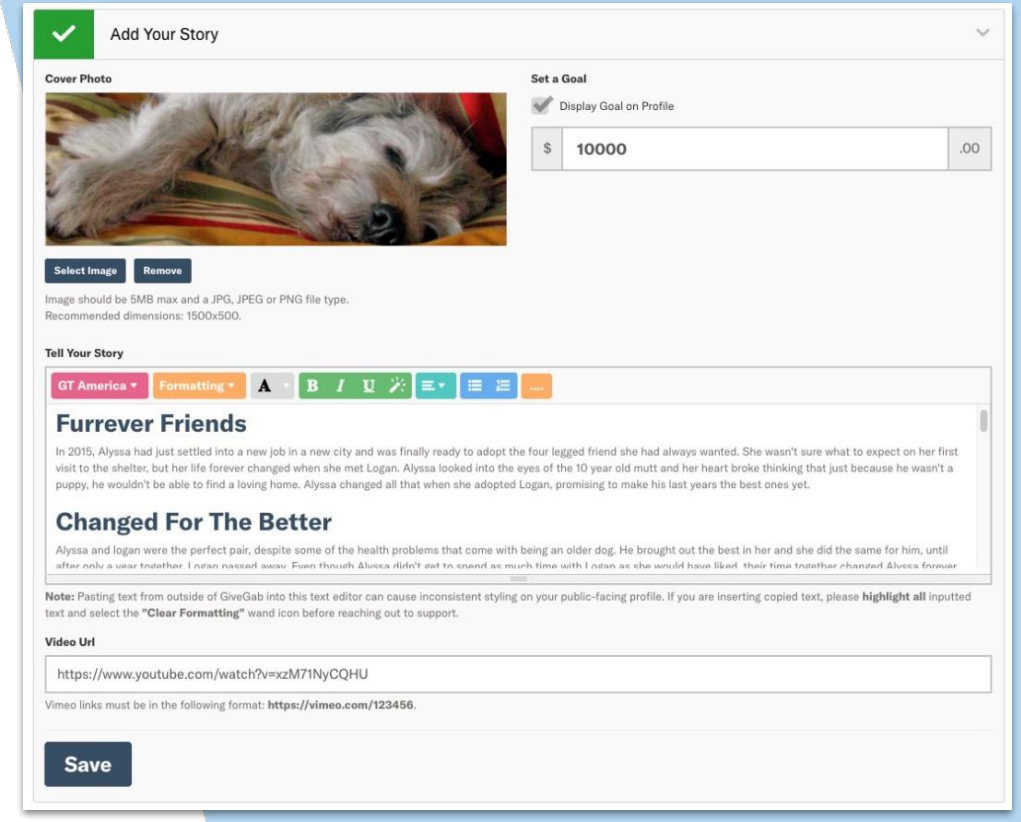
What's Your Story?

Why are you participating, and what will these funds do?

- ❑ Add a cover photo
- ❑ Set a monetary goal
- ❑ Share your campaign story through words and visuals



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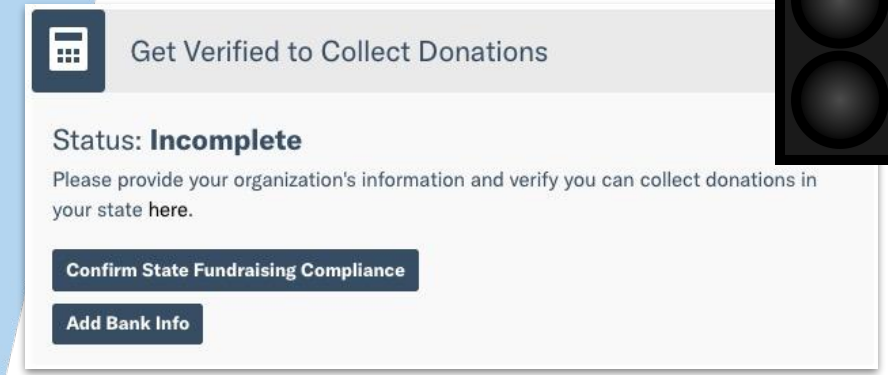
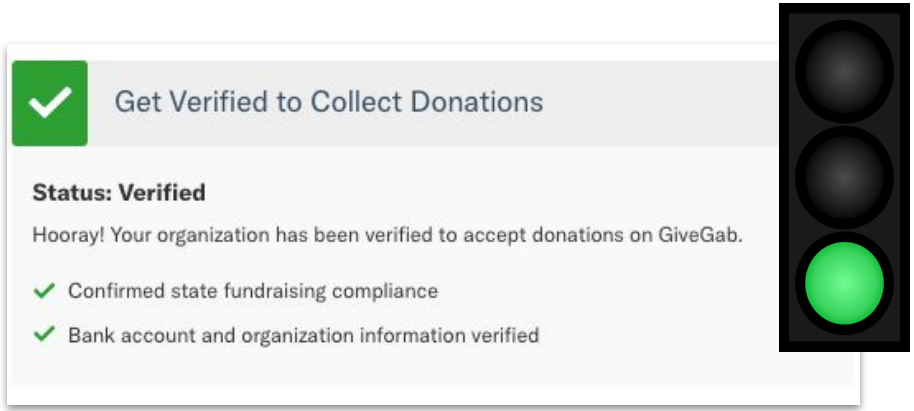
Get Verified!

- ❏ State Attestation Compliance
- ❏ Basic Business Details
- ❏ Banking Details (checking account!)
- ❏ Organization Representative Information (DOB + SSN)

This is separate from your “application” process to participate.

Pro Tip: *Don’t wait to complete this information. It can take several days, sometimes more.*





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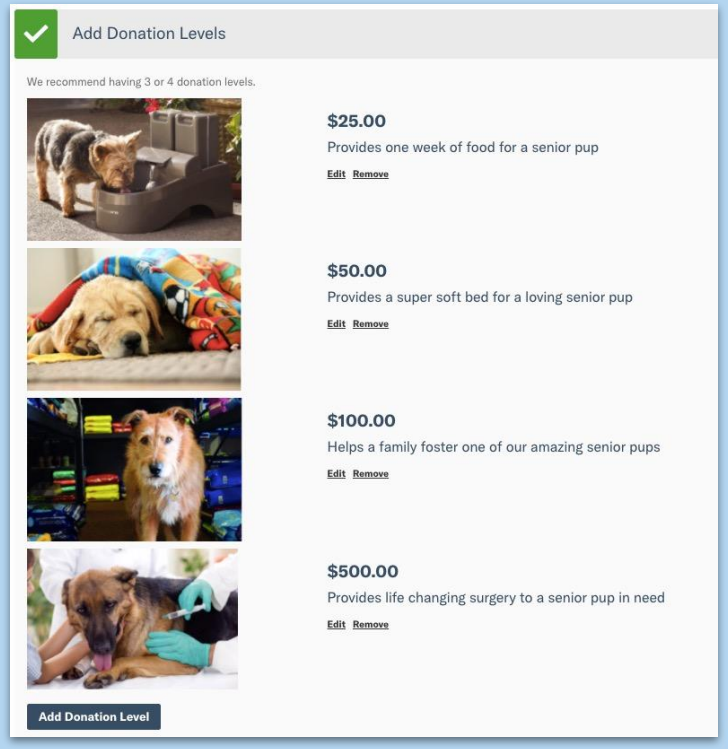
Suggest Donation Levels



- Custom amounts
  - *Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal*
- Unique descriptions
- Optional photos
- Unlimited Levels
- ***Pro Tip:*** *Create no more than 5*

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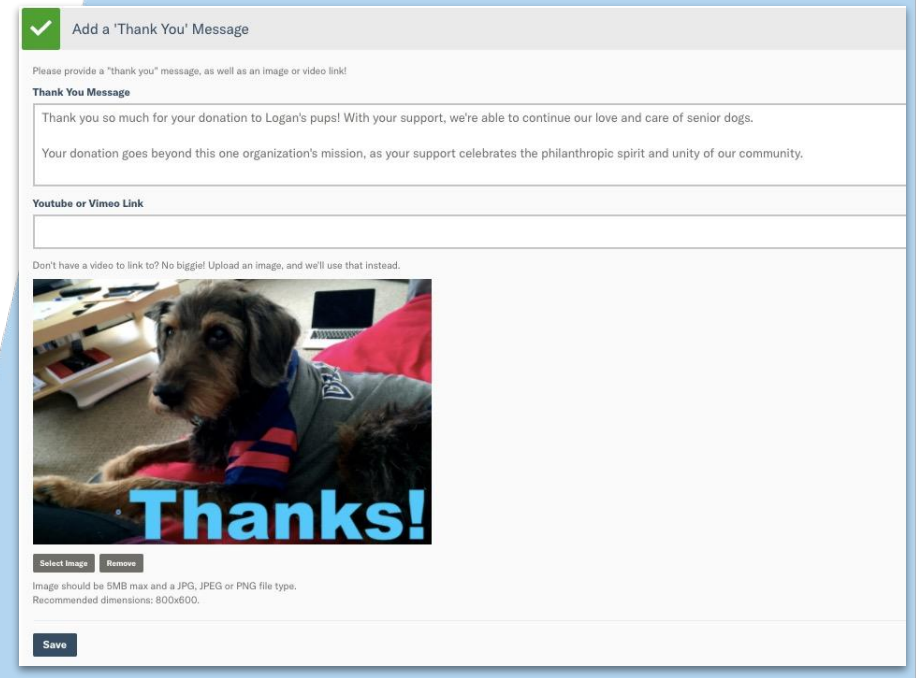
Personalized Gratitude

- Add your own message
- Include a photo or video
- Donors can reply to that email directly
    - [Here's how to update or view](#) **who is listed as your contact**
- **Pro Tip:** Record a quick, candid Thank You video on your phone. Delight your donors!



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Key Features

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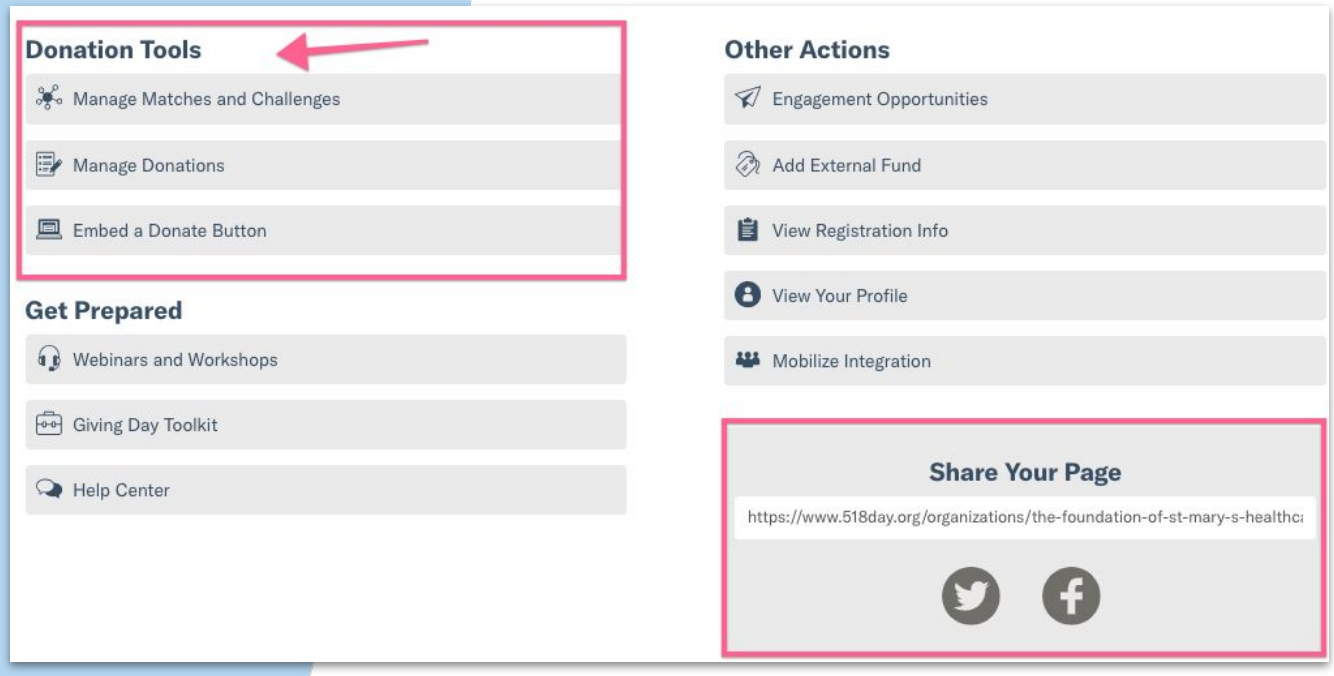
Add Offline Donations

*When donations open in May, an **"Add Offline Donation"** button will appear.*

For cash, check, additional gifts.

Must be added before donations end on May 20 at 11:59PM.



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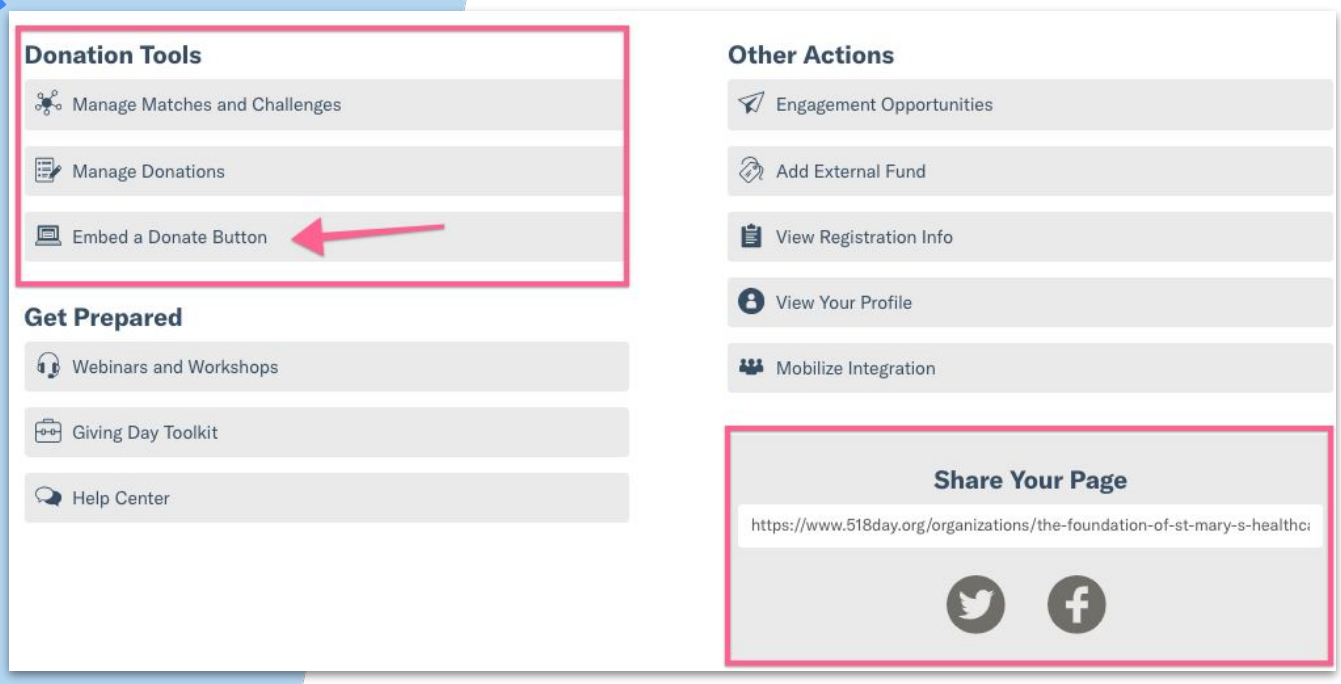
Add a Button to Your Website

Embed a Giving Day button right on your organization's own website.

That way any donations outside of the platform can be captured!



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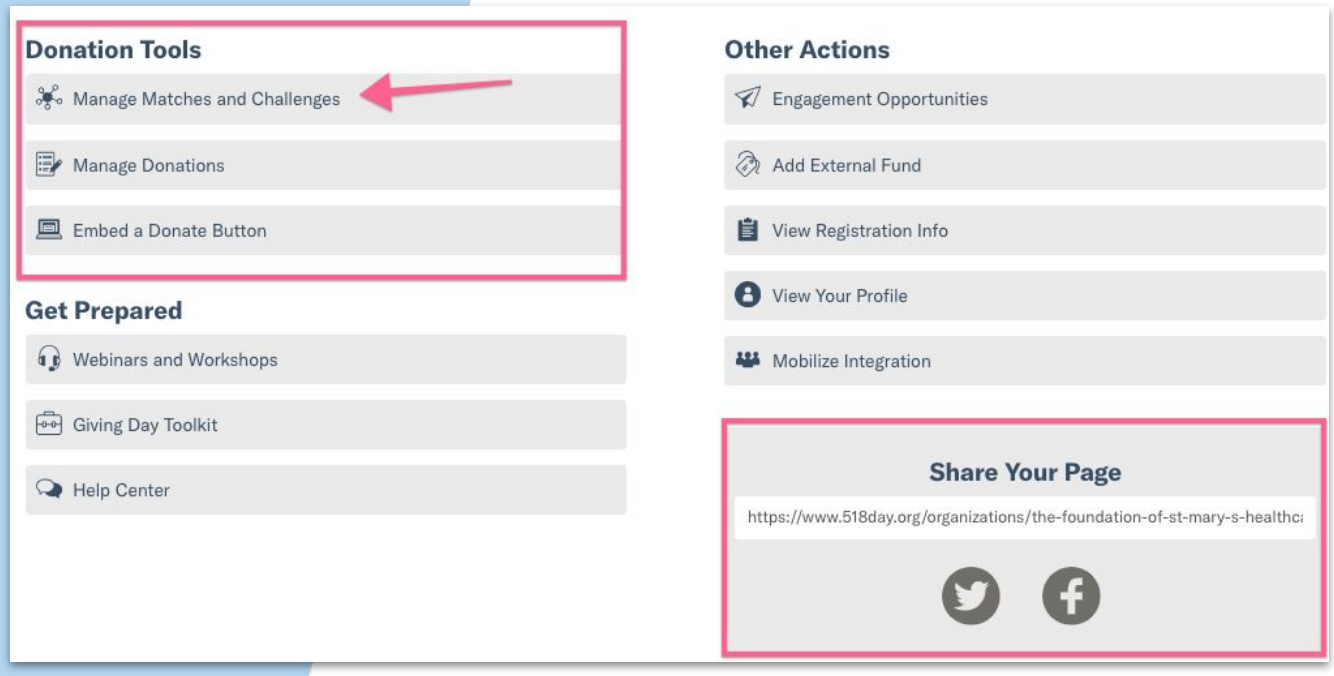
Feature Matching Gifts

Have a sponsor or donor(s) who have pledged a matching gift?

Create a live matching gift right on your profile!



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What's a Matching Gift?

- Use pledged donations as a donor incentive to increase impact!
- Donors can see their doubled impact immediately
- Begin thinking about your ask for matching gifts.
    - Larger planned donors? Pool donations from your board? Reach out to a local business who aligns with your mission?

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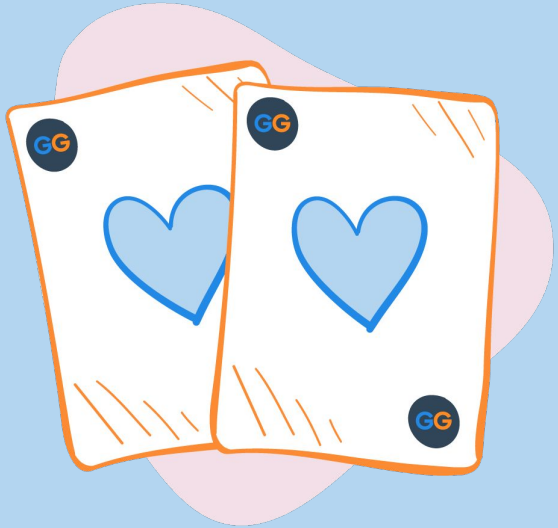
Live Matching Gifts

Utilizing our live matching tool will allow your totals to display **in real time** the impact of those matching gifts.

- 1:1 Dollar-for-Dollar **Match** (even 2:1, and 3:1 ratios!)
- Donor or Dollar **Challenge** (set a goal you must meet for all funds to be released)
- ***Pro Tip:*** *Watch the* ***Matching Training Video***



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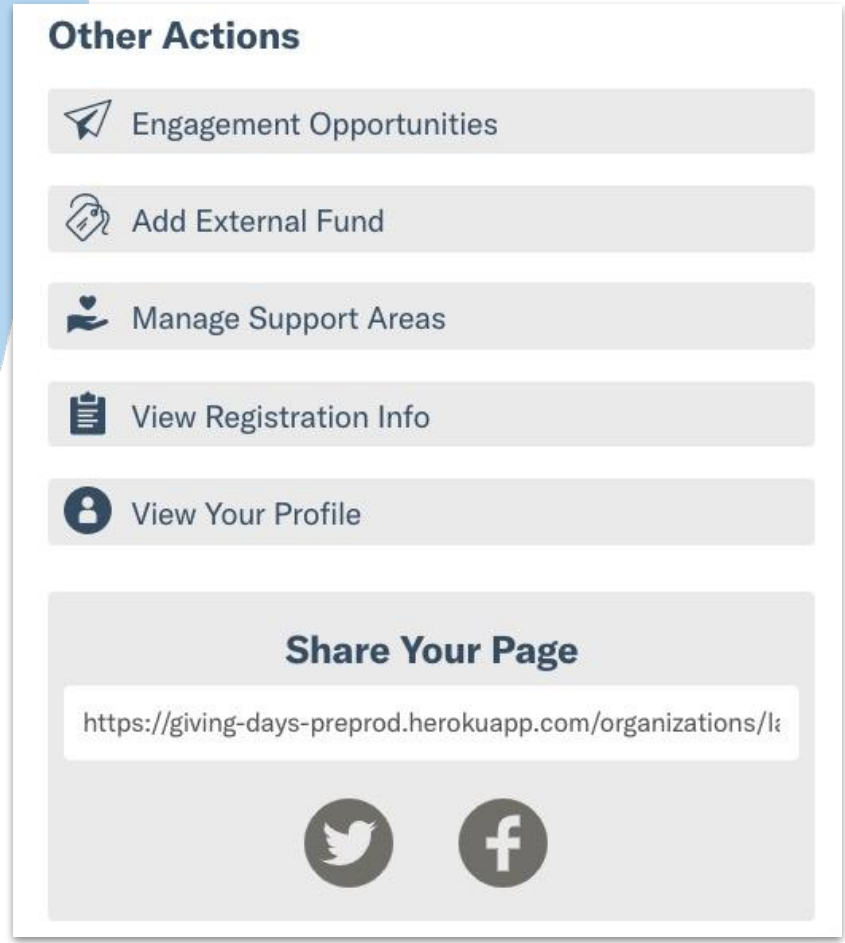
Did you know?

Organizations on GiveGab (Bonterra) who have matches typically raise **4x more** than organizations who do not use this feature.

Share Your Profile

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



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Actionable Reporting

- Detailed donation reports available in real time
- Advanced Analytics
- Year-over-year reporting for the next Giving Day

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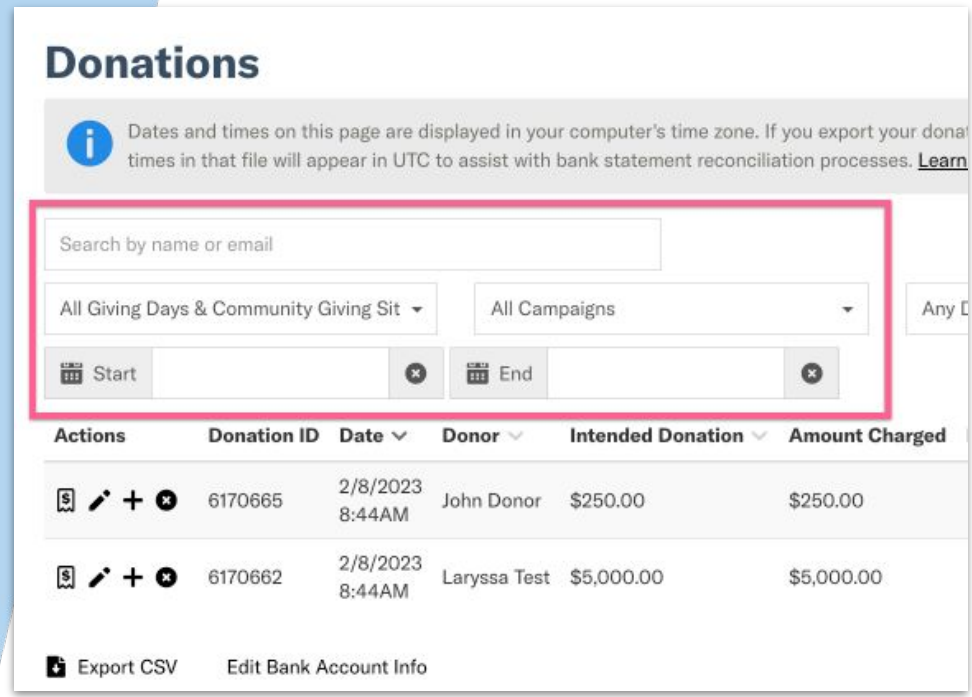
What do donors provide?

- Contact Information
- If the donor is ‘new’ to your organization
- Their chosen display settings
- Donors have the option to be completely anonymous to your organization
- You can resend their receipt at any time throughout the year!



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Giving Day Analytics

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

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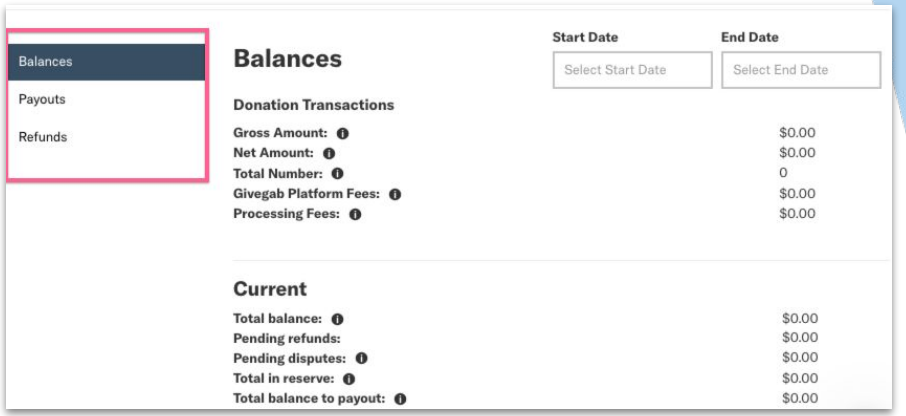
Financial Reports



- An entire view dedicated to your accounting efforts
- Easily reconcile your gift reports against deposits to your account

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What's Next?

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Let’s Reflect!

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
- 518 Day may not be the right fit for all of your donors - that’s okay!

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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your 518 Day needs.

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

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Your Next Steps

What to work on this month:

- Complete your profile & get verified
- Follow 518 Day of Giving and use the **#518DayofGiving** hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals, and come up with a marketing game plan
- Find resources in the toolkit - don't reinvent the wheel!
    - ***Pro Tip:*** *check out the communications plan!*

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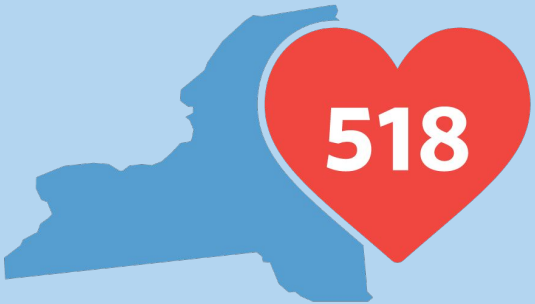
Questions?

May 18, 2024



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