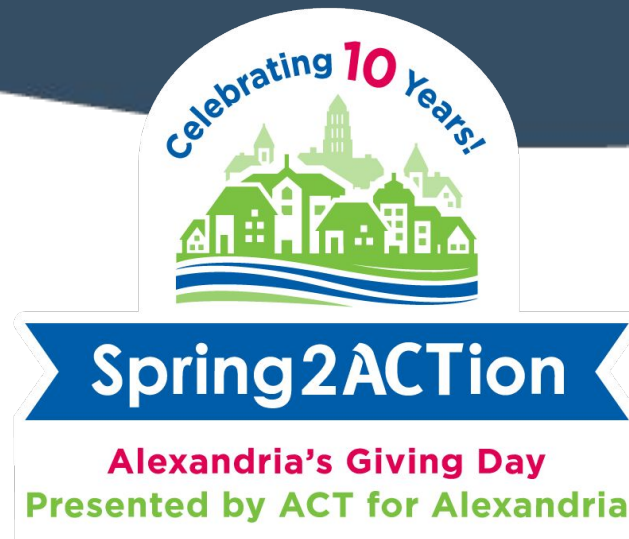




Final Steps to Success



April 2, 2020

Agenda

- Spring2ACTion Updates & Reminders
- Your Checklist for Success
- After Spring2ACTion
- Your Nonprofit Resources
- Next Steps
- Q&A

Updates & Reminders

- Spring2ACTion is now on April 15
- Early Giving begins TOMORROW, April 3
- Tagboard
 - Instagram and Twitter posts using #Spring2ACTion
- Minimum donation amount - \$5
- Site will remain open post-Spring2ACTion to accept donations

Prizes

Most Donors Leaderboard Prizes - *sponsored by the Frantz Family Fund*

- 1st Place: **\$1,500 grant**; 2nd Place: **\$750 grant**; 3rd Place: **\$500 grant**;
4th Place: **\$250 grant**; 5th Place: **\$100 grant**
- Only gifts made online and through Donor Advised Funds at ACT for Alexandria are counted towards prize consideration.

Most Dollars Leaderboard Prizes - *sponsored by the Surviving Survivors Fund*

- 1st Place: **\$1,500 grant**; 2nd Place: **\$750 grant**; 3rd Place: **\$500 grant**;
4th Place: **\$250 grant**; 5th Place: **\$100 grant**
- Only gifts made online and through Donor Advised Funds at ACT for Alexandria are counted towards prize consideration.

Free Agent Fundraisers Leaderboard Prizes

- 1st Place: **\$1,500 grant**; 2nd Place: **\$750 grant**; 3rd Place: **\$500 grant**;
4th Place: **\$250 grant**; 5th Place: **\$100 grant**
- Only gifts made online and through Donor Advised Funds at ACT for Alexandria are counted towards prize consideration.

Prizes

Early Giving Donors Prize - *sponsored by Burke & Herbert Bank*

- **\$500 each**
- \$500 will be awarded to the organization with the most donors during the Early Giving Period (April 3-14) and another \$500 will be awarded to the organization with the most donors between midnight-8am on April 15

Early Giving Dollars Prize - *sponsored by Burke & Herbert Bank*

- **\$500**
- Awarded to the organization with the most dollars raised during the Early Giving period (April 3-14)

Power Hour Prizes - *sponsored by The Patterson Group*

- **\$500 each**
- \$500 will be awarded to the organization with the most donors between 11am-noon, 3-4pm, 7-8pm, and 10-11pm on April 15.

Prizes

ACTion Heroes Prizes

- **\$100 each**
- \$100 will be awarded hourly to randomly drawn organizations between midnight-11pm on April 15

Prizes by Operating Budget - *sponsored by Community Sponsors*

- **\$500 each**
- \$500 will be awarded to randomly drawn organizations based on operating budgets (S, M, L, & XL) that meet the following thresholds on April 15:
 - 25 donors by Noon
 - 50 donors by Midnight

Volunteer Led Prize - *sponsored by the Patterson Group*

- **\$500**
- \$500 will be awarded to the volunteer-led organization with the most donors on April 15.



To see the list of prizes and to learn more about the details and rules, visit the Prizes page on [Spring2ACTION.org](https://Spring2Action.org)

Your Success Checklist

- ☑ Ready for Donations?
- ☑ Complete Your Profile
- ☑ Matches/Challenges
- ☑ Engage Ambassadors
- ☑ Prepare Communications

Are you donation ready?

- Check your verification status on your admin dashboard



Status: **Unverified**

Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#)



Status: **Pending**

Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.



Status: **Incomplete**

Please provide your organization's information and verify you can collect donations in your state to be able to collect donations on GiveGab.



Status: **Verified**

Hooray! Your organization has been verified to accept donations on GiveGab.

Do you have cash/check gifts?

- Add cash/check donations as offline gifts
 - Note: Offline donations **are** included in leaderboards, but **are not** included in prizes. Donor Advised Fund gifts processed by ACT for Alexandria will count towards leaderboard prizes.

Time to launch
32

[Add An Administrator](#)

Add Offline Donation

[Manage Sponsor Matching](#)

[Manage Donations](#)

[Embed a Donate Button](#)

[Engagement Opportunities](#)

[Add External Fund](#)

[View Registration Info](#)

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

[Cancel](#) **Create Donation**

Is your profile completed?

- Have you:

- Added your logo and cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?

✓	Add Your Organization's Info	>
✓	Add Your Story	>
✓	Get Verified to Collect Donations	>
✓	Add Donation Levels	>
✓	Add a 'Thank You' Message	>
✓	Add Fundraisers	>

Completed Profile



Dream Project Inc.

Breaking Barriers, Empowering ALL Students

Causes: **Education, Social Justice, Community Advocacy**

DONATE

FUNDRAISE



\$25

Support our advocacy trips and events for students



\$50

Pays for a high-school Dreamer to go on a college site visit



\$150

Allows a student to participate in summer residential program at W&M



\$1,000

Pays for HALF a scholarship for a Dreamer

CHOOSE YOUR OWN AMOUNT



Fundraising Champions

Marie Price **\$0.00**

Completed Profile

Tagline, Causes, Cover Photo, Logo, Donation Levels, Fundraisers



Dream Project Inc.

Breaking Barriers, Empowering ALL Students

Causes: **Education, Social Justice, Community Advocacy**



\$25

Support our advocacy trips and events for students



\$50

Pays for a high-school Dreamer to go on a college site visit



\$150

Allows a student to participate in summer residential program at W&M



\$1,000

Pays for HALF a scholarship for a Dreamer

Fundraising Champions

Marie Price

\$0.00

Completed Profile: Story



Arij's Testimony: "The American dream seemed to be a real possibility for me. **Fitting in as the outsider was challenging.** I put day and night into learning the English language, how the schooling system worked, and making friends with people of different backgrounds. **But, while I was in high school, I became undocumented.** The future looked bleak. Being at absolute rock bottom, I realized one thing- No matter how many reasons life is giving me to give up, I must keep fighting for my dream because that is what I deserve. I started to understand the power of my own story and started telling it publicly. **I became a leader and a person who understood he has a mission to change the world for the better.** I am proud to have gained admission to the University of Virginia, and will be able to attend thanks to scholarships like the Dream Project's."



The Dream Project empowers undocumented students like Arij. **This Spring we will award 100 local area Dreamers a \$2,000 renewable college scholarship.** Dreamers are students with immigration statuses that create barriers to accessing and succeeding in college.

Do you have matches/challenges?

- Identify your matching grants opportunities through local sponsors, major donors, Board members or repurposing an event sponsorship
- Promote your matching grants through your dashboard

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.



Do you have matches?

Logo

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

Sponsor Name

URL (optional)

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

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

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)

Enable Auto Matching

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.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

Do you have challenges?

Logo

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

Sponsor Name

URL (optional)

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 Name

Description (optional)

Challenge Type

Dollar Challenge

Challenge Goal

Challenge Amount

\$.00

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.

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

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)

Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Who are your Free Agent Fundraisers?

- Expand your organization's reach
- FAFs have their own fundraising page
- Every dollar they raise goes toward your totals!

Spring2ACTion 2019:

Organizations with FAFs raised **2.5 x more** than organizations without FAFs

Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing
- Your [S2A Nonprofit Toolkit](#) is full of communication resources
 - Suggested timelines
 - Sample content
 - Social media posts
 - Shareable visual content
 - Specific COVID-19 Crisis response messaging and toolkit

Do you have a communications plan?

- Plan your online communications ahead of Spring2ACTion
 - Announce Early Giving
 - Campaign Countdown
 - Day-Of Updates
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
 - Organization Website
 - Ambassador Sharing
- Customize the templates, guides, and graphics in your Nonprofit Toolkit for a plan that works for you!

After Spring2ACTion

- Donation Reports
- Payout Timeline
- Donor Stewardship
- GiveGab beyond Spring2ACTion

How will you get your donor data?



Logan's Pups

Admin Dashboard

Current Plan
Engage

Giving Days

DAY OF GIVING Giving Day!
November 13, 2019

[View All Giving Days](#)

Fundraising Campaigns

 It's A Dogs World
December 11, 2017 \$ \$20,467.22 Raised

[View](#) [Manage](#) [Edit](#)

[View All Campaigns](#)

Fundraising Events

 2018 Summer Gala

[View](#) [Manage](#) [Edit](#)

- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports
- Manage Organization

How will you get your donor data?



Logan's Pups

Donations

Total Paid Out: \$240,804.74

Total Pending: \$6,164.39

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](#)

Search by name or email

More filters

All Giving Days

All Campaigns

Any Donation Type

Start End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca , New York 1485 United States
	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca , New York 1485 United States
	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca , New York 1485 United States
	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for Logan's Pups

How will you get your donor data?

✕	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✕	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✕	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✕	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✕	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✕	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A



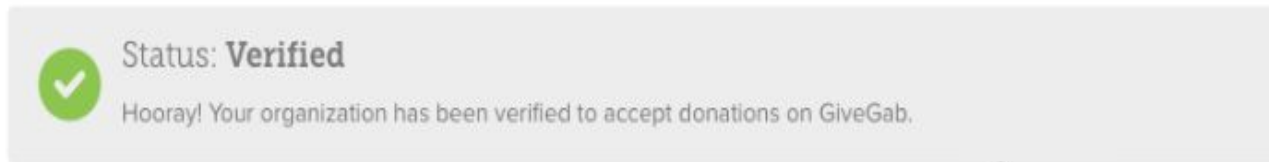
< > Page 1 of 71
[📄 Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for Logan's Pups ⭐



How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after Spring2ACTion



It is important to make sure you are able to receive donations before Spring2ACTion so donations make it to your account

How will you thank your donors?

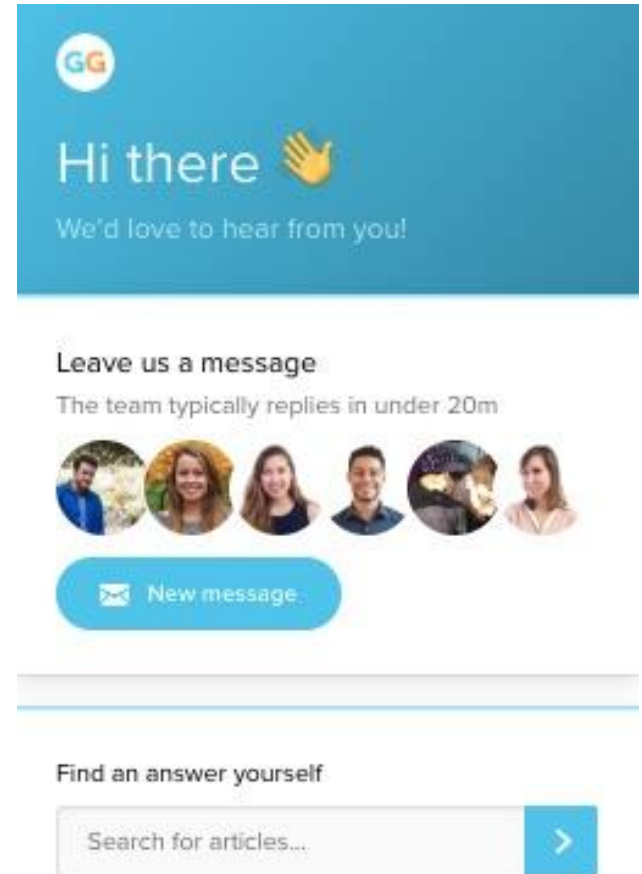
- Stewardship process starts immediately after Spring2ACTion
- Generate some post-giving day messaging to all supporters
 - Social media posts and overall success update
 - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
 - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
 - This doesn't have to happen right away, curate a progress message to send in June/July

Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Spring2ACTion Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and Free Agent Fundraisers
- Blog Articles and How-To Videos from GiveGab

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!



Your Next Steps

- Finalize your profile TODAY so you're ready for Early Giving
- Plan your social media and communications NOW (look at the Nonprofit Toolkit for samples messages and templates)
- Like and Follow Spring2ACTion on Social Media!
 - *Don't forget to use #Spring2ACTion!*
- Watch for important emails and updates from ACT
- Check out the Nonprofit Toolkit and watch on-demand training videos

GiveGab®

Questions?



Spring2ACTion

Alexandria's Giving Day
Presented by ACT for Alexandria

April 15, 2020