Spring2ACTion 201
Preparing for Success

Celebrating 11 Years!

Spring2ACTion
Alexandria’s Giving Day
Presented by ACT for Alexandria
Introduce Yourself!

Chat Box

In the Chat Box below, please share your name, organization, and your favorite thing about Spring!.
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Your S2A ACT Team

Brandi Yee
ACT Chief Program Officer

Molly Klein
ACT Development and Program Associate
About ACT for Alexandria

ACT is Alexandria’s Community Foundation

Turning ideas into action
and resources into results
Your S2A GiveGab Team

Rebekah
Senior Project Manager

Victoria
Project Coordinator

Taj
Customer Success Champion
Agenda

- General Updates
- Prepping for Success
- Donor Engagement
- Matching Grants and Challenges
- Engage Your Team
- After Spring2ACTion
- Your Nonprofit Resources
- Q&A and Next Steps
Updates & Reminders

- [spring2action.org](http://spring2action.org) | April 28, 2021
- Registration rates increase on March 1, 2021
- Early giving begins April 14, 2021
- Email announcement about S2A prizes coming!
- Tagboard starting April 21
  - #Spring2ACTion
Prepping for Success

Administrative Dashboard Extras
Add Administrators

- Located on the left panel
- When you add an administrator, an email gets sent to the individual from notifications@givegab.com.
- The email contains the new admin’s login information
Manage Administrators

- Review current administrators and supporters
- Blue key icon indicates administrative access
- Click key icon to remove administrative access

**Supporter Engagement**

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Email</th>
<th>Donations</th>
<th>Fundraising</th>
<th>Full Admin Access</th>
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</thead>
<tbody>
<tr>
<td>Keller</td>
<td>Casey</td>
<td><a href="mailto:casey@givegab.com">casey@givegab.com</a></td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
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<td>$0.00</td>
<td>$0.00</td>
<td></td>
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<td>Cano</td>
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<td>$117.85</td>
<td>$0.00</td>
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</table>
Offline Donations

- Add cash/check donations as offline gifts
- Offline donations are included in leaderboards, not eligible for prizes
Goal Setting

- Set clear goals prior to the Giving Day to help you develop a more focused strategy for success
- Keep your goals in mind when developing your Giving Day profile and communications plan
- Stay consistent with your goals from beginning to end so your donors can truly comprehend their impact
Goal Setting

- Add a monetary goal through your profile
  - Progress bar will appear

- Additional goals to consider:
  - New donors
  - Fundraiser involvement
  - Recurring gifts
  - Prize/leaderboard
  - Social media engagement
Goal Setting

● Narrow in on 1-3 specific goals. This creates a strategy that’s easy for your organization to execute, and for your supporters to rally behind

● Determine which goals are internal vs. external
  ○ **Internal**: Become more familiar with online fundraising tools, strengthen relationships with board members
  ○ **External**: Raise $5,000 for new supplies, secure at least $1,000 in matching funds prior to the day.

● Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!
Engage Your Donors

How to involve your donors within your Spring2ACTion campaign
Donor Engagement

- Not all donors are treated equally
  - Create separate plans for large, medium, and smaller-scale donors

- Cost-effective fundraising strategy
  - On average, it costs 3x more to acquire new donors than it does to steward existing donors
  - 81% of first-time donors do not turn into repeat donors
  - 63% of repeat donors remain repeat and recurring donors

- Long term relationships are more effective and can help you to better strategize and maintain your annual fundraising plan
Past Donors

- Revisit your donation reports from last year
- What have you done since 2020?
  - Share new programs or initiatives
  - How have you adapted during COVID?
- Let them know you’re participating in Spring2ACTion
  - Why are you raising funds this year?
  - What are your plans for using the money you raise?
  - What are your goals? How can your donors help you achieve those goals?
Major Donors

- Make your relationship personal
  - Identify milestone moments: donor’s first gift date, volunteer start date, birth date

- Utilize your donor stewardship plans!
  - How do you acknowledge your donors?
  - Highlight special recognition opportunities

- Demonstrate the power of the donor’s impact
  - Quantify/qualify the donor’s specific contribution

- Share your Spring2ACTion goals
  - How can your donors help you meet those goals?
Potential New Donors

- Get the word out
  - Social media outreach
  - Volunteer opportunities
  - Board members
  - Testimonials
  - Free Agent Fundraisers

- Highlight potential new donors’ impact possibilities
  - Donation levels
  - Matching grants
  - Prizes
Matching Grants & Challenges

Highlighting Donation Incentives

During Spring2ACTion 2020, organizations with matches/challenges raised 4.7x more than organizations without matches/challenges!
Matches and Challenges

- Promotional tool used to motivate donors to make a greater impact with their donation
- **Match**: A pledged donation that’s contributed whenever a gift is made
- **Challenge**: A pledge donation that is unlocked whenever a specific milestone is made
- Identify your potential match and/or challenge donors
  - Major donors
  - Local businesses
  - Board Members
  - Group of smaller donors
## Setting Up Matches

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

**Tip:** Disable ad-blockers on this page for the best logos uploading experience.

**Note:** If the sponsor wishes to be anonymous for this match, we can hide their name from donation listings and match announcements. (optional)

- Keep Sponsor Anonymous

### Match Name

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

### Total Matching Funds Available

<table>
<thead>
<tr>
<th>Maximum Match per Individual Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

### 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 appropriate time.

<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>

**Enable Auto Matching**

We will automatically create matching offline donations for each OneNote donation that comes in online between the above dates (if provided), and if 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 then 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 make it inactive and prevent it from being displayed in future fundraising.**

- Archive

[Save | Cancel]
Setting Up Matches

Step 1: Sponsor Information
Setting Up Matches

Step 2: Match Details

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

<table>
<thead>
<tr>
<th>Total Matching Funds Available</th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Setting Up Matches

Step 3: Timeframe

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

- **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**

  - **Save**

  - **Cancel**
### Setting Up Challenges

**Logo**

**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

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is reached. 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.

- **Donation Matching Start Time (Eastern)**

- **Donation Matching End Time (Eastern)**

**Add Note**

- [ ] Add this challenge to your list of challenges and prevent it from being displayed in future fundraising.

**Save**

**Cancel**
Setting Up Challenges

Step 1: Sponsor Information

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

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

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

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
Setting Up Challenges

Step 2: Challenge Details

- **Challenge Name**: 
- **Description (optional)**: 

**Challenge Type**

- Dollar Challenge

**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?

*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.
Setting Up Challenges

Step 3: Timeframe

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)

Archive

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

Save  Cancel
Deplete a match when you want to mark the match/challenge as completed
Profile Example

Our Story

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. She thought about all of the senior dogs who weren’t as fortunate as Logan, and knew she had to do something to let people know how special these animals were.

A New Beginning
Alyssa teamed up with her friend Nicole to find a way to save more senior dogs like Logan. Together in 2016 they formed Logan’s Pups, a senior dog sanctuary that rescues older shelter dogs in danger of euthanization, and provides them with the love and care that they need to make the most out of their golden years. With the help of a community of senior dog lovers, Logan’s legacy will live on for years to come.

Matches

Bank of America: Giving Tuesday Super Match!
All gifts made on Giving Tuesday will be matched up to $10,000 thanks to our sponsor at Bank of America!

$10,000 Match $9,550 Remaining

Board of Directors: Double the Donations!
Our board of directors will be doubling all donations made today up to $1,000!

$1,000 Match Completed
Come up with a game plan in advance

● If your match/challenge isn’t completed by the end of Spring2ACTion, will you manually deplete the match?

● Is your match set to auto-match?
  ○ Do you need to manually match donations?

● Remember to check the time zone!

● How are you going to promote your match/challenge?

● How will you recognize your match/challenge sponsor?
Resources

● Training Videos - Spring2ACTion.org
  ○ Matching Challenges
  ○ Gamifying Your Giving Day

● Support Articles - Support.GiveGab.com
  ○ Setting up your match/challenge
  ○ How to manually apply your match
  ○ What is auto-matching
  ○ How to deplete your match
Engage Your Team

Free Agent Fundraisers

- During Spring2ACTion 2020, organizations with FAF raised 2.1x more than organizations without FAF!
- Organizations raised on average $22,467.25 when using FAF.
- FAF collectively raised $194,048.04 during last year’s Spring2ACTion.
Leverage your passionate supporters to rally behind your cause and fundraise on your organization’s behalf.

Fundraisers create own page to share with their networks - expands your organization’s reach!

Identify your team:
- Staff
- Volunteers
- Board Members
- Donors
- Family and friends

Think about how you will promote and thank FAFs.
Add Fundraisers

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

Search 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

I support this organization’s mission and I want it to have a greater impact on the community.

Set Fundraisers' Goal

$ 500.00

Each fundraiser may customize their story and goal by logging into GiveGab.

Save
Add Fundraisers

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

Add Fundraisers

First Name: Rebekah
Last Name: Casad
Email: rebekah@givegab.co

New Fundraiser

Cancel
Next: Compose Your Message

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

Save
Add Fundraisers

Write a Message to Your Recruits

To: Rebekah Casad

Subject

Help me fundraise during giving day!

Message

Come create your own fundraising page to help our organization during the Giving Day!
## Add Fundraisers

### Fundraisers Overview
- **Rebekah Casad**
  - Donors: 0
  - Amount Raised: $0.00
  - Goal: $500.00
  - Email: rebekah@givegab.com

### Actions
- **Allow New Fundraisers to Sign Up**
- **Set Fundraisers' Story**
  - I support this organization’s mission and I want it to have a greater impact on the community.
- **Set Fundraisers' Goal**
  - $500.00

---

Each fundraiser may customize their story and goal by logging into GiveGab.

**Save**
Bridget's fundraising dashboard for Logan's Pups

Complete the steps below to be sure that your fundraiser is successful:

- **Tell Your Story**
- **Make a Donation**
- **Reach Out**
- **Share Socially**
- **Give Thanks**

**Progress**

- 20% completed
- $100 raised of $500 goal
- 326 days left
- 1 donor
- 0 emails sent

Share your fundraiser:

https://giving-days-demo.herokuapp.com
Tell Your Story

Your Story Image

Set A Goal

$ 500

Video Link (YouTube or Vimeo)

https://www.youtube.com/watch?v=xzpM71N

Phone Number

123-456-7890

Tell Your Story

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!

Save Changes
Fundraiser Dashboard

Make a Donation

Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

Donate

Make a Donation

You donated $100.00 on 11/19/2020!
Reach Out

Keep track of your potential supporters. Feel free to touch base with your contacts about recent campaign updates or to reach out again if they haven’t contributed yet. See who has contributed in the Give Thanks section below.

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Emails Sent</th>
<th>Actions</th>
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<tbody>
<tr>
<td>Rebekah Casad</td>
<td><a href="mailto:rebekah@givegab.com">rebekah@givegab.com</a></td>
<td>1</td>
<td>Touch Base, View Message</td>
</tr>
</tbody>
</table>

Hi Laryssa,

I am thrilled to be supporting Logan’s Pups by helping them raise funds on our community Giving Day on November 28!

This cause means a lot to me because: 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 in a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan’s Pups!

I hope you can consider supporting me in this endeavor by donating $25, $50 or even $100. Every little bit counts.

Thank you,
Bridget
Fundraiser Dashboard

Share Socially

Share Your Logan's Pups Page:

https://giving-days-demo.herokuapp.com?dog_name=seattlefoundation/p2p/690/bridget-cafe

Twitter | Facebook
No matter what amount you’ve raised, it's very important to thank the supporters that donated to your campaign.

<table>
<thead>
<tr>
<th>Name</th>
<th>Amount</th>
<th>Comment</th>
<th>Mark as Thanked</th>
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<tbody>
<tr>
<td>amy irwin</td>
<td>$10.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lisa Krueger</td>
<td>$25.00</td>
<td>Keep up the great work you do!</td>
<td>✔️ Thanked</td>
</tr>
<tr>
<td>Lisa Krueger</td>
<td>$25.00</td>
<td></td>
<td>✔️ Thanked</td>
</tr>
<tr>
<td>Lisa Krueger</td>
<td>$25.00</td>
<td></td>
<td>✔️ Thanked</td>
</tr>
<tr>
<td>Lisa Krueger</td>
<td>$50.00</td>
<td>Great Job!!</td>
<td>✔️ Thanked</td>
</tr>
<tr>
<td>Lisa Fisher</td>
<td>$250.00</td>
<td>Love what you do!</td>
<td>✔️ Thanked</td>
</tr>
</tbody>
</table>
Bridget Cafaro is a fundraiser for **Logan's Pups**

$100 Raised  $500 Goal  1 Donors

Donating 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!
Resources

● Fundraisers Toolkit
  ○ Communication Guides
  ○ Graphics
  ○ Support Articles
  ○ Blogs

● Board Member Toolkit
  ○ Engaging Your Board Resources
  ○ Board Member Resources
    ■ Storytelling Worksheet
    ■ Sample Social Media Posts
    ■ Email Template
After Spring2ACTion

Accessing Donation Reports
Donations

- Donations transferred to your bank account in 5-7 days

Get Verified to Collect Donations

**Status: Verified**

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

- Confirmed state fundraising compliance
- Bank account and organization information verified
Donations Report

- Takes you directly to donations received during Spring2ACTion 2020
- All donation data from Spring2ACTion 2018 - 2020 by clicking on “Reports” on left-side panel

Donation Tools

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

Total Paid Out: $0.00  
Total Pending: $66,621.58

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

<table>
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<th>Actions</th>
<th>Donation ID</th>
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<th>Donor</th>
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<th>Platform Fees</th>
<th>Covered Fees</th>
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<td></td>
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</tr>
<tr>
<td></td>
<td>4559</td>
<td>5/15/2020</td>
<td>rebekahc casad</td>
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<td>$23.65</td>
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## Donations Report

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<tr>
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<th>Time</th>
<th>Donor Name</th>
<th>Amount</th>
<th>Fee</th>
<th>Processing Fee</th>
<th>Paid</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
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<td>3/2/2020</td>
<td>4:17pm</td>
<td>Happy Tails, Inc.</td>
<td>$20.00</td>
<td></td>
<td>$20.00</td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>4362</td>
<td>3/2/2020</td>
<td>4:17pm</td>
<td>Natalie Siedhof</td>
<td>$20.00</td>
<td>$0.80</td>
<td>$0.90</td>
<td>No</td>
<td>$18.30</td>
</tr>
<tr>
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Resources

● Nonprofit Toolkit
  ○ Templates
  ○ Timelines
  ○ Downloadable graphics
  ○ Training videos

● Resources for Board Members, volunteers, staff, and free agent fundraisers
GiveGab Customer Success

- Visit our help center: [https://support.givegab.com/](https://support.givegab.com/)
- Check out our blog: [https://www.givegab.com/blog/](https://www.givegab.com/blog/)
- Send us an email: [CustomerSuccess@givegab.com](mailto: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!
On-Demand Office Hours

- Just for nonprofits participating in Spring2ACTion!
- Available Monday through Friday starting March 31 through April 13 (before early donations begin)
- Nonprofit administrators can sign up for a 20-minute one-on-one session with a Customer Success Champion or a Chat Specialist
- Sign up for your time on the Trainings page at spring2action.org
Next Steps

● Complete your profile
  ○ And make sure you’ve added your bank account information!
● Follow and “like” Spring2ACTion on social media
● #Spring2ACTion
● Watch the Spring2ACTion 101 Training
● Register for the Social Media & Storytelling Training on March 10
● Visit the Nonprofit Toolkit + Trainings
Thank You
for attending Spring2ACTion 201

If you have additional questions, please contact us at CustomerSuccess@givegab.com.