Spring2ACTion 101
What you need to know about Spring2ACTion 2021

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 describe how you’re feeling about Spring2ACTion!
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.
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

ACT for ALEXANDRIA
A 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
GiveGab’s mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
Agenda

● Spring2ACTion Overview
● What’s New for Spring2ACTion 2021
● Register Your Organization
● Complete Your Profile
  ○ Organization Information
  ○ Story
  ○ Verified to Collect Donations
  ○ Donation Levels
  ○ “Thank You” Message
  ○ Fundraisers
● Your Nonprofit Resources
What is Spring2ACTion?

- **Alexandria’s Giving Day** - one day when our community comes together to support nonprofits!

- 24-hour online giving event on April 28 through a single giving platform GiveGab

- Connects donors to the charitable causes they care about most and encourages them to take action

- Capacity Building Tool providing customized trainings, tools, templates, and guides to optimize your fundraising efforts all-year round!

- Crowdfunding and peer to peer fundraising mixed with friendly competition
Spring2ACTion Overview

- spring2action.org
- Spring2ACTion will take place on April 28, 2021
  - Early donation period begins April 14, 2021
- Any IRS recognized nonprofit serving the Alexandria area

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020*</th>
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<tbody>
<tr>
<td><strong>Total Dollars</strong></td>
<td>$1,337,493</td>
<td>$1,592,459</td>
<td>$1,772,254</td>
<td>$2,090,338</td>
<td>$2,441,876</td>
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<tr>
<td><strong>Total Gifts</strong></td>
<td>11,958</td>
<td>12,819</td>
<td>12,950</td>
<td>13,480</td>
<td>16,692</td>
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<tr>
<td><strong>Average Gift</strong></td>
<td>$111.85</td>
<td>$124.23</td>
<td>$141.78</td>
<td>$155.06</td>
<td>$146.29</td>
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What’s New in 2021

- New profile design!
- Updated trainings page
- Enhanced support
  - Extended support hours just for Spring2ACTion leading up to giving day (weekdays April 14 - 28)
  - On-demand office hours with a Customer Success Champion
Register for Spring2ACTion

- Nonprofits can register to participate until March 31, 2021
  - $30 fee for nonprofits who register by February 28
  - Fee increases to $50 for nonprofits who register between March 1 - March 31
- During registration, you WILL need to provide credit card information for registration fee payment
- Be sure to include your secondary contact’s information
  - You can add/remove/edit additional organization administrators through your dashboard
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.
Pro Tip: Copy Your Profile

- If you participated in Spring2ACTion in 2018/2019/2020, you can choose to copy your profile!
  - Update existing content with new dates, photos, etc.
  - Will keep bank account information

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.
Add Your Organization’s Info

- Logo
  - 300x300

- Website

- Causes
  - Add up to 3 related causes

Pro Tip: Adding causes to your organization’s profile can help new donors find your organization!
Add Your Story

- Cover photo
  - 1500x500

- Monetary goal
  - Displays on profile

- Story

- Video
  - Youtube
  - Vimeo
State Charitable Solicitation Compliance Attestation

☐ Restoration Immigration Legal Aid attests that we are registered for charitable solicitation in the Commonwealth of Virginia and/or in other states in which are located and/or actively solicits funds, or will be by March 31, 2021, or are exempt from registration. We understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. Learn more about state charitable solicitation compliance.

Pro Tip:
It can take several business days to get verified. Don't wait until the last minute!
Add Donation Levels

- Custom Amounts
- Unique Descriptions
  - 75 character limit
- Optional Photo
  - 600x400

Pro Tip:
Using custom amounts in your donation levels helps your donors connect more closely with your organization’s needs and impact.
Add a ‘Thank You’ Message

- Add your own message
- Include a photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes from your organization’s admin!

Pro Tip:
The “Thank You” message can support either a YouTube/Vimeo video or a photo image. Choose the feature that works best for your donors!
Add Fundraisers

- Use Free Agent Fundraisers
  - Engage your supporters, board members, volunteers and staff to expand your organization’s reach

- Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!

- Add fundraisers by inviting them or allow them to sign up themselves through your profile

Pro Tip: Free Agent Fundraisers can make a BIG impact! In 2020, organizations with FAF raised 2.1x more than organizations without FAF!
Add Fundraisers

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

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

### Add Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Emails Sent</th>
<th>Facebook Intent</th>
<th>Twitter Intent</th>
<th>Actions</th>
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</thead>
<tbody>
<tr>
<td>Rebekah Casad</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
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</tbody>
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**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**

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<th>$</th>
<th>500</th>
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Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save
Rebekah Casad's fundraiser for Pawnee SPCA

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

$20 Provides 35 Pounds of Dog Food

$50 Covers the Cost of Spaying a Cat

$75 Provides Rabies Vaccines to 10 Animals

Choose Your Own Amount

Our Story

Since 1972, the Pawnee SPCA has remained dedicated to the prevention of animal cruelty and overpopulation. Every year, we find homes for nearly 4000 animals. Thank you for supporting our Pawnee Gives campaign!
Your Completed Dashboard

Spring2ACTion April 28, 2021

$0.00 Raised • 0 Donors • 0 Gifts

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Spring2ACTion.

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

Share Your Page

https://dog-staging.givegab.com/organizations/logan-s-pups

View Your Page
Our Story

Since 1972, the Pawnee SPCA has remained dedicated to the prevention of animal cruelty and overpopulation. Every year, we find homes for nearly 4000 animals. Thank you for supporting our Pawnee Gives campaign!

Fundraising Champions

1. Katrina Grein $0.00
2. Aimee McManus $0.00
FAQs

● What is the minimum/maximum donation?
  ○ $5 minimum, no maximum

● When do early donations begin?
  ○ Early donations for Spring2ACTion will begin April 14.

● Can donors cover the fees?
  ○ Yes! Each donor is given the option to cover the credit card, platform, and Spring2ACTion fees. In 2020, 65.3% donors covered fees!
FAQs

- Who receives the donor information?
  - Each individual organization receives their own donor information. The Spring2ACTion team and GiveGab also has access to this information. GiveGab will never contact your donors without your permission except donation receipts.
    
    Note: If a donor chooses to be anonymous from the public and the organization, nonprofits will not be able to see identifying donor information.

ACT for Alexandria will only email donors to thank them for participating in Spring2ACTion and notify them about Spring2ACTion 2021 when early giving begins and the day of.
FAQs

- Can I add sponsor matching to my campaign?
  - Yes! If you have previously acquired a matching gift opportunity from a sponsor, you can include that on your profile to encourage and excite donors to make a gift.

- Do I need to issue a receipt to donors?
  - No! Immediately after your donor makes a gift, they will receive a receipt from your organization automatically.

- When will I receive my donations from S2A?
  - Within 5-7 business days after the donation is made via direct deposit to the bank account you provided during registration.

Visit FAQs at www.Spring2ACTion.org for more details.
Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Spring2ACTion needs!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
GiveGab Customer Success

- Visit our help center: https://support.givegab.com/
- Check out our blog: https://www.givegab.com/blog/
- Send us an email: 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!

- Extended support hours closer to Spring2ACTion!
Q&A

Write into Chat Box

Use the Q&A Panel
Next Steps

- Follow and “like” Spring2ACTion on social media
- #Spring2ACTion
- Register for Spring2ACTion 2021
- Complete your profile
  - And make sure you’ve added your bank account information!
- Share your Impact Story
  - Spring2ACTion.org/info/impact-stories
- Visit the Nonprofit Toolkit + Trainings
  - Join us for Spring2ACTion 2021 on February 23
Thank You
for attending Spring2ACTion 101

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