

# Spring2ACTion 101



**Spring2ACTion**

**Alexandria's Giving Day**  
**Presented by ACT for Alexandria**

# Your S2A ACT Team



**Brandi**

*Chief Program Officer*



**Vannice**

*Program & Development  
Associate*

# About ACT for Alexandria

ACT is Alexandria's Community Foundation



Amplifying the work of the community by bringing people and resources together.

# Your S2A GiveGab Team



**Kalia**

***Associate Project  
Manager***



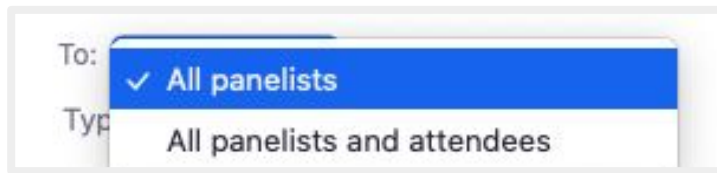
**Victoria**

***Project Manager***

# Submit Your Questions



**Chat Box**



If you have questions or comments throughout our training, please write in using your Zoom chat box.

# Agenda



- Spring2ACTion Overview
- What's New
  - Registering
  - Creating Your Profile
  - Setting Goals
  - Next Steps & Questions

# What is Spring2ACTion?

- Alexandria's Giving Day - one day when our community comes together to support nonprofits!
- 24-hour online giving event on April 24 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** | April 24, 12 am - 11:59 pm

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + ACT for Alexandria Efforts = Exponential visibility
- IRS-recognized nonprofit serving Alexandria are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on April 10 and close April 28



# Who is GiveGab?



**GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!**

- Host a secure, reliable and transparent platform for Spring2ACTion
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

# 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 + ACT for Alexandria 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

# 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 GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

stripe



# Simple Donation Processing



- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's 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 70.3% of fees during Spring2ACTION

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:

2% Platform Fee  
+  
2.5% Host Fee  
+  
\$0.30 per transaction &  
2.5% transaction fee  
(Stripe)  
=  
**7% + \$0.30**

## ACH:

2% Platform Fee  
+  
2.5% Host Fee  
+  
\$3.00 flat bank fee  
=  
**4.5% + \$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



GiveGab's Giving Day 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

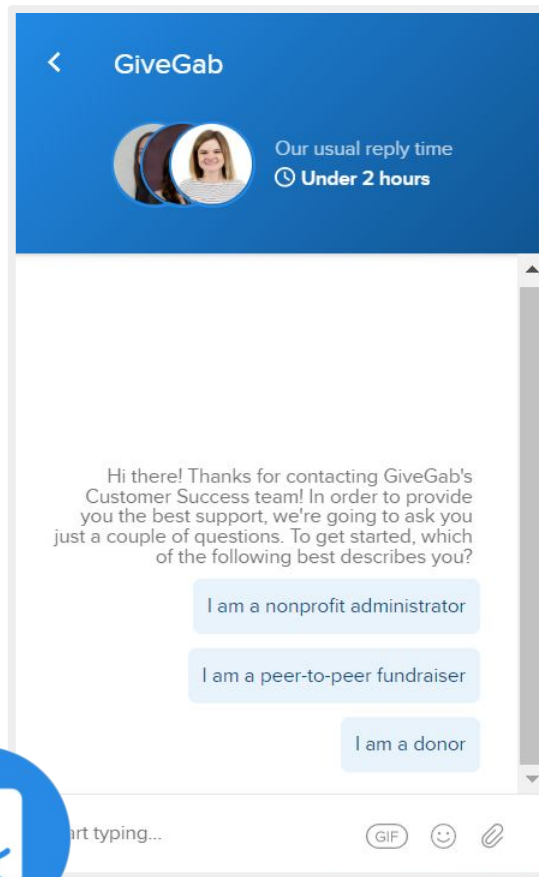
Donor: Nickie Fredenburg  
Date: February 27, 2020  
Organization: Logan's Pups  
EIN: 12-1234567  
Designation: Giving Day  
Amount: \$10.00

[View Your Donations](#)

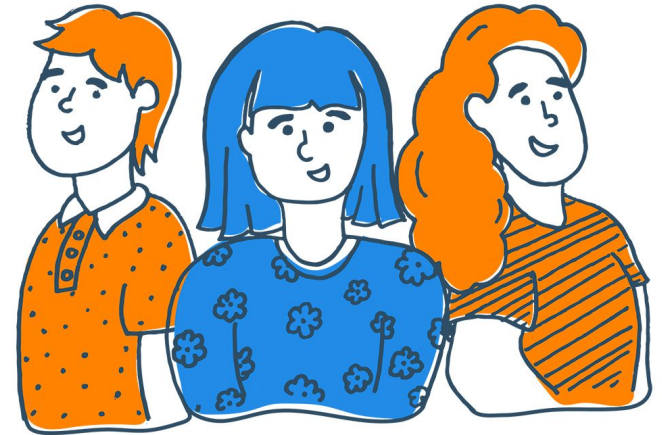


# How We Support You

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



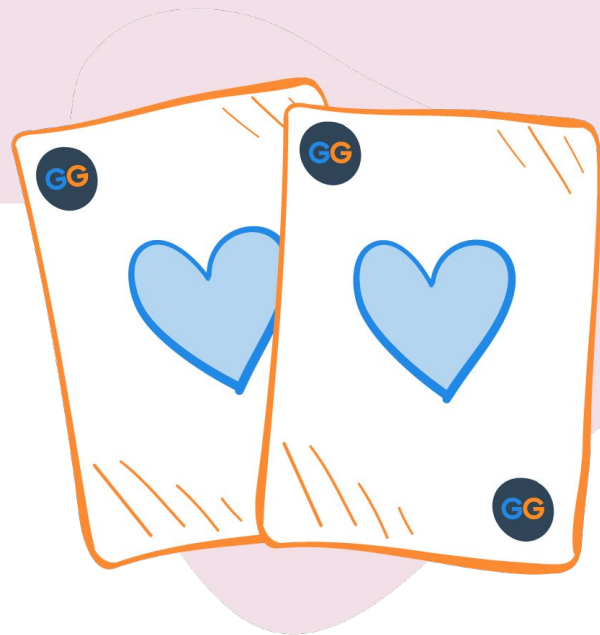
# What's New for 2024?



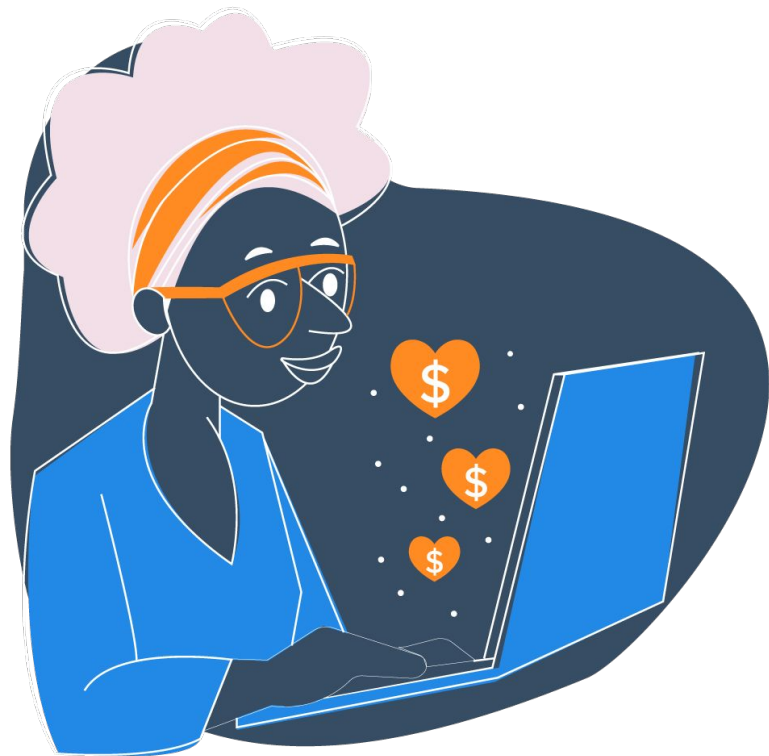
GiveGab is becoming  Bonterra.

# Update Matches/Challenges Interface

- Now able to create 2:1 & 3:1 ratioed matches
- Gift-based challenges are now available



# Completing Your Profile



# 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!

## 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.



Spring2ACTION 2018 (2018)

Copy This Profile



Spring2ACTION 2019 (2019)

Copy This Profile



Spring2ACTION 2020 (2020)

Copy This Profile



Spring2ACTION 2021 (2021)

Copy This Profile



Spring2ACTION 2022 (2022)

Copy This 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




# 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
- Embed a video
- Add search keywords

✓

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

\$

45000

.00

☒ Display Goal on Profile


Tell Your Story


Formatting ▼


**B**


**I**


**U**











**Creating a vibrant and inclusive community requires the commitment and action of many.**

**ACT, Alexandria's Community Foundation** - together with our partners and supporters like you - works to ensure that all who live and work in the city of Alexandria have what they need to prosper and be healthy. We catalyze change through strategic initiatives and trust-based philanthropy, connect donors with causes they are care about, and collaborate with nonprofits to optimize resources and impact. ACT is listening deeply to our community, advocating for key issues, and developing solutions for Alexandria's most pressing challenges.

**In 2023, ACT will:**

- Support the economic security and mobility of low-income Alexandrians
- Ensure that vulnerable youth have the supports they need to succeed in life and school
- Build capacity of nonprofit organizations and individuals to address racial inequities

Note: Pasting text from an outside source 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 Uri

Paste Youtube or Vimeo Link Here

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

Search Keywords


Enter space-separated search keywords

Note: Search Keywords optimize search results on the campaign website. Add terms relevant to your organization that are not captured in your story, name, or selected causes, as search functionality accounts for those. Example: dog rehoming, foster, senior cats


Save




# 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

\$

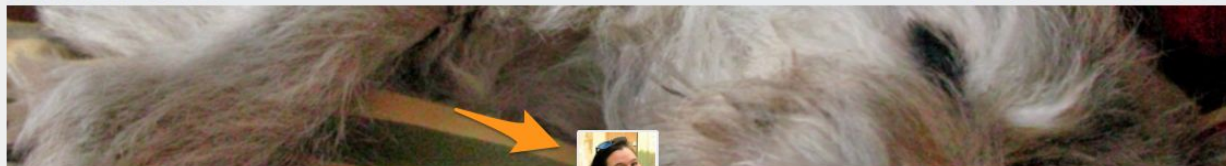
.00

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](#)

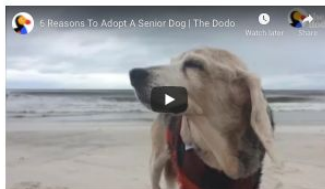


Bridget Cafaro's fundraiser for  
Logan's Pups

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!



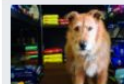
\$25

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 Free Agent Fundraisers (P2P fundraising) last year raised on average **2.6x more** than those who did not.

***Join upcoming trainings for more information on Free Agent Fundraising!***

# 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/>



# Your Nonprofit Toolkit

**The Nonprofit Toolkit has valuable resources for all your Spring2ACTION needs.**

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





# Goal Setting Strategies

*How to set the right goals and achieve them on your Giving Day*

*Write in to the chat! What goals are you thinking about for this year?*

# Questions to Ask Before Your Giving Day



- What were we able to achieve in previous years?
- Do we have a campaign or event around this time of year?
- What are our most crucial needs at this time?
- What will help to improve long term sustainability?

# Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

# Examples



- \$5,000 raised during our Giving Day will provide a year's worth of healthy lunches for every low income student at Middletown Elementary School.
- Support from 100 donors on Giving Day will unlock an additional \$10,000 from our board of trustees.
- On our Giving Day, we can win an extra \$5,000 and feed every animal in the shelter for a week, by having the most donors from 12am - 11:59pm.

# Setting Your Goals



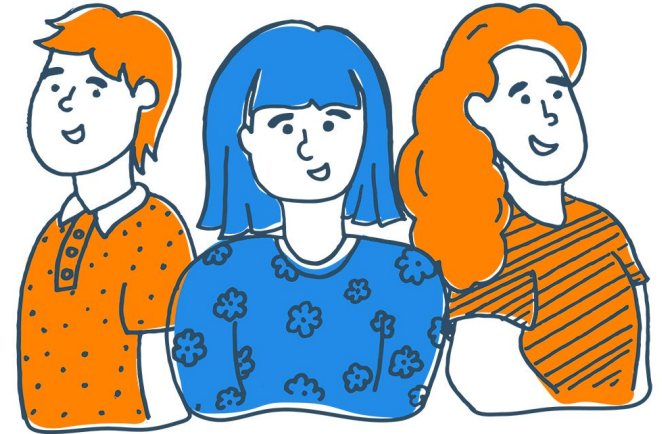
- Narrow in on 1-3 specific goals. This creates a strategy that's easy for your organization to execute, and for your supporters to rally behind
- Determine which goals are internal vs. external
  - **Internal:** Become more familiar with online fundraising tools, strengthen relationships with board 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!

# Who Should Know About Your Goals

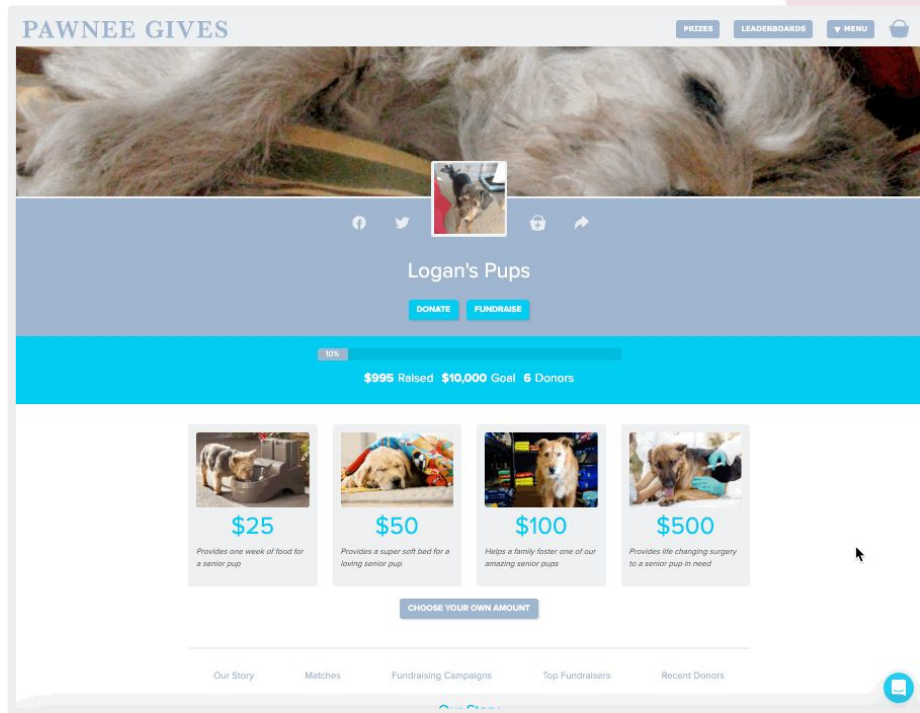
- Why do you want to clue them in?
  - **Internally:** Board Members, Staff, Steering Committees
  - **Externally:** Major/Recurring Donors, Matching Sponsors, Fundraisers, Donors and other supporters
- This distinction is important, as you may need to curate different “asks” for these individuals as a result of the goal(s) you set.



# Sample Strategies



# Monetary Goal Strategies

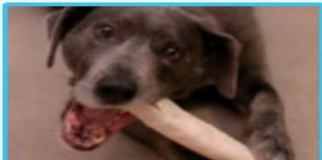


- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit free agent fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted



# Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer (Free Agent) fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal



**\$5**

One bag of bones for  
our senior pups!



**\$10**

One blanket to keep  
our pups cozy.



**\$15**

One case of yummy  
food to feed our pups!



**\$20**

One water fountain to  
keep our pups  
hydrated!



**\$25**

One shot to keep our  
pups disease free!

# New Donor Goal Strategies

- Recruit peer-to-peer (free agent) fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friend



# Key Takeaways



- 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

# Your Next Steps



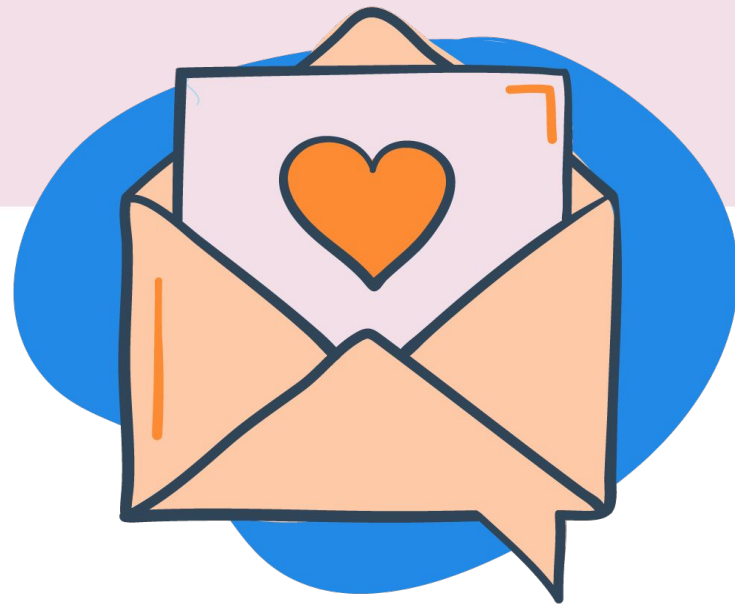
## Take a breath!

- 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

# Your Next Steps

## What to work on over the next 2.5 months:

- Follow ACT for Alexandria on Social Media and use #Spring2ACTion
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars - 2/29 and 3/21
- Explore the toolkit
- Participate in the ALX Dog Walk NP Village on 4/20



# Questions?



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**Alexandria's Giving Day**  
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