Getting Ready for

THE AMAZING GIVE
April 22-23, 2020
www.TheAmazingGive.org

April 22 - 23, 2020
Agenda

- The Basics
- Benefits to participating
- Intro to GiveGab - your 2020 The Amazing Give Platform!
- Registering for The Amazing Give
- Peer to Peer Fundraising
- Matches & Challenges
- Next Steps
The Basics

- https://www.theamazinggive.org/

- April 22-23, 2020 6pm-6pm

- Profiles will be required to be approved to participate!

- Every nonprofit conducting their own unique campaign on the day

- Any 501(c)(3) charitable nonprofits that are headquartered or provide services in The North Central Florida area are eligible to participate in #TheAmazingGive.
  - Must be verified to accept tax deductible donations and be registered in the state of Florida

- Nonprofit trainings, tools, templates, and guides offered to optimize efforts

- Prize structure that will reward nonprofits at a variety of budget levels for creativity, engagement and other criteria beyond dollars raised.
Who Can Participate?

- Organizations headquartered or provide services in The North Central Florida area are eligible to participate in #TheAmazingGive.
- IRS recognized nonprofits eligible to receive tax deductible gifts
- Registered to fundraise with the Florida Department of State
- Able to accept ACH direct deposit transfers to a valid checking account
- Pay the $150 Registration Fee
- Have an approved profile by April 1
  - Fill out MOU
  - Have a profile started in Philanthropy Hub
  - Join our training on February 5 to learn more!
Quick Guide To GiveGab

- Safe, secure, and reliable platform for nonprofits & donors
- Mobile responsive on every page
- Seamless transactions and donation processing
- Multi-Give features to encourage increased support
- Immediate “Thank You” messages to donors
- Accessible support team readily available
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for your Giving Day
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors
Transparent Pricing

2% Platform Fee

+ 2.2% Credit Card Fee

+ $.30 per transaction

= 4.2% + $0.30

- $150 registration fee
- Donors ALWAYS have the option to cover all fees on behalf of your organization
- During The Amazing Give 2019, 91% of donors covered fees
How can my organization participate?

Do Something Amazing For Our Community
April 22 - 23, 6PM - 6PM

https://www.theamazinggive.org
Find Your Organization
and participate in The Amazing Give

Search for your organization

You can search by organization name or EIN (Employer Identification Number)

No organizations match your search criteria.

Don't see your organization listed?
You can create an organization by clicking the button below.

ADD MY ORGANIZATION
Your Preparation Checklist

Get Set Up

- Add Your Organization's Info
- Add Your Story
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

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

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile

Share Your Page
https://dog-staging.giveab.com/organizations/beet-buddies

View Your Page
The Nonprofit Toolkit has everything you need to plan, prepare, and promote The Amazing Give and reach your goals!

- Customizable Templates
- Communication Timelines
- The Amazing Give Graphics
- Helpful resources for your board members, volunteers, and fundraisers
Support Team

- 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!
Peer to Peer Fundraising
Peer to Peer Fundraising

Peer-to-Peer Fundraising is an opportunity to enhance your organization’s...

- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser’s network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event!
Setting Up Your Fundraisers

Get Set Up

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

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

Get Prepared

Simply registering is not enough to be successful during Giving Day. Use the resources below to learn the best practices or get help!
## Setting Up Your Fundraisers

### Add Fundraisers

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

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>No fundraisers found.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **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

Each fundraiser may customize his or her story and goal by logging into GiveGab.
Setting Up Your Fundraisers

Add Fundraisers

First Name: Katrina
Last Name: Grein
Email: katrina@givegab.com

New Fundraiser

Set Fundraisers' Goal

Goal: $500.00

Increase and impact by logging into GiveGab.
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Katrina Grein
Subject: Let's make a difference together!
Message: Please join me in fundraising on our behalf for Day of Giving!
### Setting Up Your Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katrina Grein</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td></td>
</tr>
</tbody>
</table>

- **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 his or her story and goal by logging into GiveGab.

**Save**
Your Fundraiser’s Toolkit

Tell Your Story
Let people know why you’re fundraising.

Make a Donation
Show people that you’re committed.

Reach Out
Ask for the support of your inner circle.

Share Socially
Tell the whole world about your fundraiser.

Give Thanks
Thank your supporters.

Progress

$0
Raised of $500 Goal
85 Days Left
0 Donors

Share your Fundraiser!
https://www.theamazinggive.org/p2p/ali

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
P2P Impact - The Amazing Give 2019

- On average, NPOs during The Amazing Give 2019 using P2P fundraising raised 423% more than NPOs not using P2P!!
  - Average raised per NPO with P2P fundraisers: $16,185.09
  - Average raised per NPO without P2P: $3,823.21
  - Total P2P fundraisers (that received donations): 338
  - Total raised by P2P fundraisers in 2019: $158,260
    - 14% of the entire giving day
  - Average total raised by P2P fundraisers for a Giving Day = $63,465
Matches & Challenges
Definition of a match

● What counts as a match?
● Does you donor know that their dollars are being used for the match?
● Review some examples
Functionality of Matches & Challenges

- Matching amount is received **externally** from The Amazing Give.
- Your nonprofit is responsible for gaining and receiving the funds from the match sponsor. **GiveGab does not collect the matching funds** from your sponsor on your behalf. GiveGab simply reports the amount raised.
- Match amounts will appear as **offline donations** as they are depleted.
- Intended to be used for **large gifts from sponsors/major donors**.
- More than one match **can run concurrently**.
- **More funds** raised on average - **4.5x more** than fundraising campaigns without matches.
Setting up a Match

Under “More Actions” of your Giving Day Dashboard, select **Manage Sponsor Matching**

<table>
<thead>
<tr>
<th>Logo</th>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Select Image]</td>
<td>[Remove]</td>
</tr>
<tr>
<td>Tip: Disable adblockers on this page for the best logo uploading experience.</td>
<td></td>
</tr>
</tbody>
</table>

<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

<table>
<thead>
<tr>
<th>Match Name</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Total Matching Funds Available</th>
<th>Maximum Match per Individual Donation</th>
</tr>
</thead>
</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 proper times.

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

- [ ] Enable Auto Matching

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]
Flush Away Hunger Match  Sponsored by Drain Brain

Total Amount  Amount Remaining  Auto-Matching Enabled
$500.00  $0.00

Starts  Ends
05/31/18 11:45 PM  06/02/18 01:00 AM

The Drain Brain is supporting the Food Bank once again ...

Edit  Remove

Drain Brain: Flush Away Hunger Match

The Drain Brain is supporting the Food Bank once again during Giving is Gorges with a dollar for dollar match on June 1 only! Help the Food Bank reach their 100-kid goal and doubling your impact with donation that is matched!

$500 MATCH  COMPLETED
Challenges

● Gift is only “unlocked” when a specific goal is achieved
  ○ Dollar Challenge- Completes when a predetermined amount is raised.
  ○ Donor Challenge- Completes when a certain number of unique donors have given.

● Motivate individual donors to work together as a team and donate more to unlock a larger donation.
Setting up a Challenge

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 raised. 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

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper time.

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.

Save Cancel
Dollar Challenge Example

Power Hour Donations! Sponsored by Dodger's Didgeridoos

Challenge Amount  Goal
$750.00  $1000

Starts  Ends
07/18/18 11:00 PM  07/19/18 12:00 AM

It's time for a power hour! If we can get $1000 in donations between 11 pm and 12 am, I'll match an additional $750!

$1,000 more unlocks $750!
Donor Challenge Example

100 Donor Challenge  Sponsored by Chris Allinger "the Challenger"

Challenge Amount  Goal
$100.00  100 Donors

Starts  Ends
05/28/18 12:00 AM  06/02/18 12:00 AM

I am challenging the Food Bank to get 100 people to make...

Edit  Remove

Chris Allinger "the Challenger": 100 Donor Challenge

I am challenging the Food Bank to get 100 people to make a donation during Giving is Gorges on June 1. If they accept this challenge and achieve it, I will make an extra donation to help address childhood hunger in Tompkins County!

$100 unlocked!
Auto vs Manual Matches

All matches, automatic or manual, will appear on your campaign or event’s profile and is counted towards the progress of your goal.

● Auto-Matched gift
  ○ A sponsor matched gift that your nonprofit receives automatically as an offline donation that is designed to match, or double, a gift received from a donor.
  ○ Automatching is often the go-to for a majority of the situations, especially if the match that is set up is for $1 to $1. If multiple automatches are set up to be active at the same time, a donation will pull from all matches.

● Manual matched gift
  ○ A sponsor matched gift that your nonprofit must manually add the match for as an offline donation for each gift received from a donor.
  ○ In special circumstances, such as when the match isn’t $1 to $1, or when you want to keep careful track of who gets matched and who doesn’t, manual matching is the way to go.
Not sure which of your donations are matches?

Head over to the **Manage Donations** page from your The Amazing Give dashboard and view the donations!

Under the “Donation Type” column, donations that are matches will be labeled.

### Your Donations for Giving Day!2019

<table>
<thead>
<tr>
<th>Actions</th>
<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
<th>Amount Charged</th>
<th>Bank Fees</th>
<th>Platform Fees</th>
<th>Covered Fees?</th>
<th>Payout Amount</th>
<th>Payout Date</th>
<th>Display Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16681</td>
<td>11/22/2019 1:46pm</td>
<td>Isaiah Smith, <a href="mailto:isaih.smith@givegab.com">isaih.smith@givegab.com</a></td>
<td>$200.00</td>
<td>$200.00</td>
<td>$4.70</td>
<td>$4.00</td>
<td>No</td>
<td>$191.30</td>
<td>11/30/2019 8:07pm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>16676</td>
<td>11/22/2019 10:20am</td>
<td>ME</td>
<td>$3,629.39</td>
<td>$3,629.39</td>
<td></td>
<td></td>
<td></td>
<td>$3,629.39</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>16675</td>
<td>11/22/2019 10:20am</td>
<td>Isaiah Smith, <a href="mailto:isaih.smith@givegab.com">isaih.smith@givegab.com</a></td>
<td>$3,730.00</td>
<td>$3,730.00</td>
<td>$82.36</td>
<td>$74.60</td>
<td>No</td>
<td>$3,573.04</td>
<td>11/30/2019 8:07pm</td>
<td>Folk Son</td>
</tr>
<tr>
<td></td>
<td>16674</td>
<td>11/22/2019 10:18am</td>
<td>Folk Momma</td>
<td>$3,729.00</td>
<td>$3,729.00</td>
<td></td>
<td></td>
<td></td>
<td>$3,729.00</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>16673</td>
<td>11/22/2019 10:17am</td>
<td>ME</td>
<td>$3,729.40</td>
<td>$3,729.40</td>
<td></td>
<td></td>
<td></td>
<td>$3,729.40</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>16672</td>
<td>11/22/2019 10:17am</td>
<td>Folk Daddy</td>
<td>$3,729.40</td>
<td>$3,729.40</td>
<td></td>
<td></td>
<td></td>
<td>$3,729.40</td>
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</tr>
<tr>
<td></td>
<td>16664</td>
<td>11/21/2019 10:12am</td>
<td>ME</td>
<td>$5.00</td>
<td>$5.00</td>
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<tr>
<td></td>
<td>16663</td>
<td>11/21/2019 10:12am</td>
<td>Isaiah Smith, <a href="mailto:isaih.smith@givegab.com">isaih.smith@givegab.com</a></td>
<td>$5.00</td>
<td>$5.00</td>
<td>$0.41</td>
<td>$0.30</td>
<td>No</td>
<td>$4.49</td>
<td>11/27/2019 9:39pm</td>
<td></td>
</tr>
</tbody>
</table>
● Exporting the CSV from the **Reports** page will email you a spreadsheet of all of the donation information, and the filters carry over!

● **Matches** will always show up as offline with the sponsor as the donor’s name.

● Donations made before the match is set up, will **not be** matched.

● If multiple sponsors are available, a **match will be made from them all.**
Your Next Steps

- Register for The Amazing Give
- Follow The Community Foundation of North Central Florida on Social Media!
- Watch your inbox for important emails
  - Especially around Philanthropy Hub :)
- Check out the pre-recorded webinars on the Trainings page - available 24/7
- Check out the Nonprofit Toolkit
- Explore Matches and Peer to Peer Fundraisers
Questions?

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