

Final Steps to Success

4/25/24 8:00 AM - 8:00 PM

Presented by

THE
AMAZING
GIVE

April 25, 2024

8 a.m. to 8 p.m.

www.TheAmazingGive.org

 JUNIOR LEAGUE OF
GAINESVILLE

Meet the Team



Erik

Project Manager



Cameron

Associate Project
Manager

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **3/26/24**.

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



Chat Box

To: **✓ All panelists**
Type: All panelists and attendees



Q&A

Please input your question

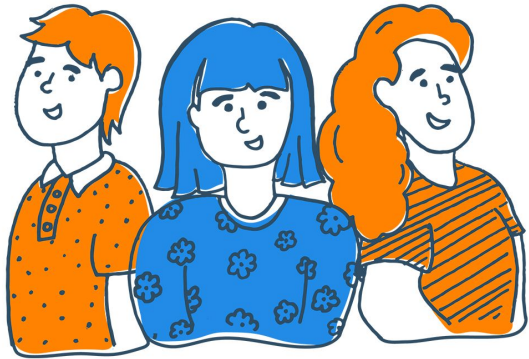
Send Anonymously

Agenda



- **Amazing Give Updates & Reminders**
- **Your Checklist for Success**
- **After Amazing Give**
- **Next Steps**
- **Q&A**

Amazing Give Updates and Reminders



- <https://www.theamazinggive.org/> 4/25/24 8:00 AM - 8:00 PM
- Early Donations 4/11/24
- Donations Close 4/28/24
- Prizes
- Social Media Feed -
#TheAmazingGive

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Are You Able to Accept Donations?

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations ✓

Status: Verified

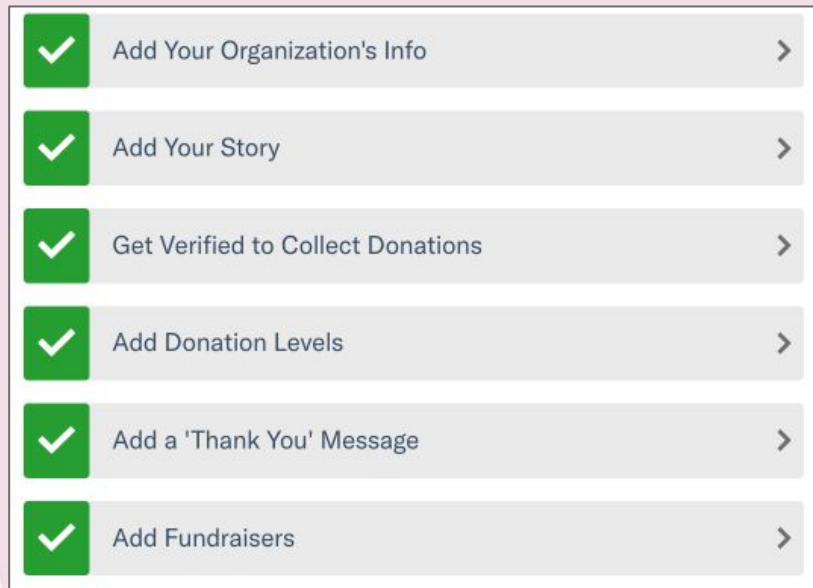
Hooray! Your organization has been verified to accept donations on GiveGab.

- ✓ Confirmed state fundraising compliance
- ✓ Bank account and organization information verified

Is Your Profile Complete?

Have you:

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



Is Your Profile Complete?

[Gainesville Opportunity Center](#)



\$50
Office supplies to allow our Members to participate in our work day.

\$100
Contributions to the maintenance and cleanliness of the GOC.

\$500
Technology resources to enhance Member's digital literacy and job prospects.

\$1,000
Allow your donation to help Member's and meaningful and productive lives.

CHOOSE YOUR OWN AMOUNT

Our Story Top Fundraisers

Our Story



The Gainesville Opportunity Center (GOC) helps adults with mental illness reengage into the community by participating in meaningful work. With mental illness, you often lose the ability to self-care, and you aren't working. This can be stressful once a month, but you aren't capable of receiving your pay. At our center, staff and members work side by side help members achieve their goals. Our volunteer-led help helps people realize achieving an objective or order to receive them to the work force again to life.

The Gainesville Opportunity Center, Inc. is a 501 (c) 3 not-for-profit established in 2007. The GOC helps adults living with mental illness reengage into the community. Based on an evidenced-based assessment program called the "National Coordinated Care Model" <https://www.nimh.nih.gov/health/publications/2012-the-national-coordinated-care-model.shtml>, the people we serve are our members. Much more than simply an program or a social service, it is an effort to build a community of people who are working together to achieve a common goal to regain the worlds of friendship, family, employment and education. The GOC is growing and we propose to substantially expand and strengthen our organization in the coming years.

Fundraisers

- Clouds Cakes \$0.00
- Self-Schneider CHKS \$0.00

Volunteer Opportunities

Volunteer
Ongoing

Home
About Us
Resources
Events
FAQ
Request Tickets
Resource Links
Terms of Service
Privacy

The Amazing Give
1111 W. Broadway, Suite 3, Gainesville, FL 32607
Phone: 352 379-3365
info@gainestocenter.com

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE VIEWED BY THE PUBLIC AT THE OFFICE OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-352-3434 OR VISITING OUR WEBSITE AT www.floridareg.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

Powered by [Eventbrite](#)

GiveGab is becoming Bonterra.

Will You Have Cash/Check Donations?

- Add cash and check donations to your Amazing Give totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included

Donation Tools



Add Offline Donation



Manage Sponsor Matching

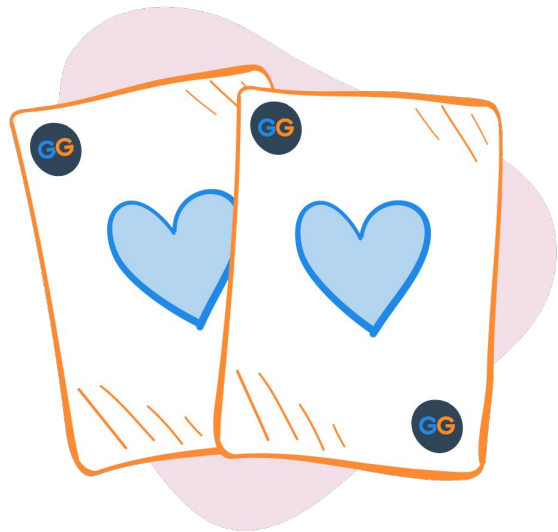


Manage Donations



Embed a Donate Button

Have You Secured a Matching Gift?



- **Why?**
 - Organizations with matching funds raise 4.5x more on average than organizations without a match
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges to your Amazing Give profile
- ✓ Verify your match setup with chat support
- ✓ Curate communications to highlight your match

What's New for 2024?

Do You Have Fundraisers?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Setting Up Your Fundraisers For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the **The Amazing Give Fundraiser Guide**
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Do You Have a Communications Plan?

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Amazing Give Nonprofit Toolkit



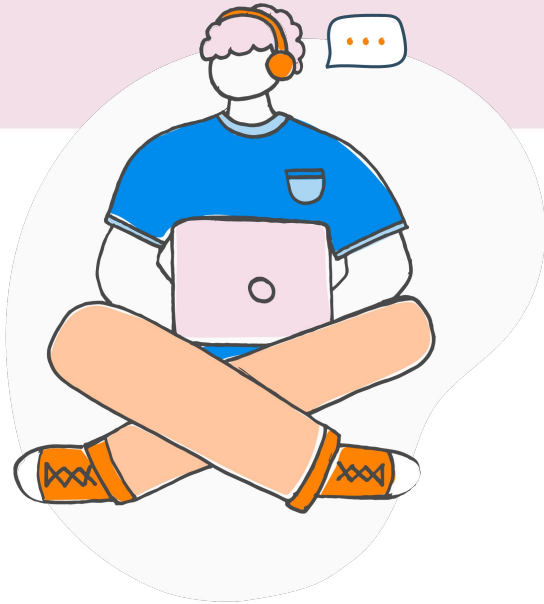
How Will You Communicate?



- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

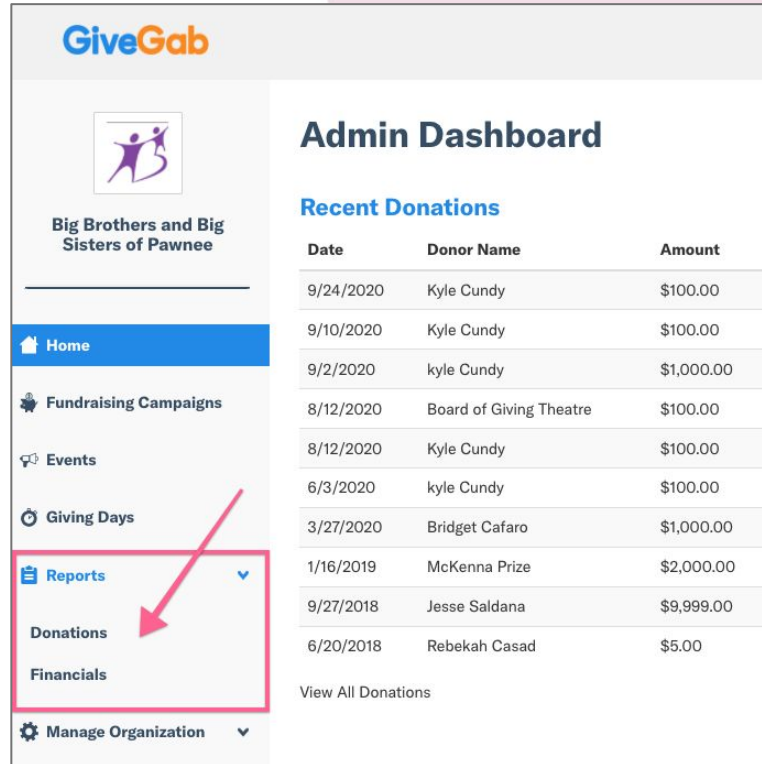
Post-Amazing Give Success

How Will You Get Your Donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
 - Payout Descriptor - Bonterratech.com
- Reference your Financials report to reconcile deposits!

Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee


Admin Dashboard

Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)

Filtering Your Data



Pawnee Public Library

Home

Pawnee Gives (Support)

Reports ▾

Donations

Manage Organization ▾










Donations



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](#)


▾ ▾ ▾


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

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 [Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for **Pawnee Public Library** 

Reconciliation

- The Financials reporting dashboard allows you to view your balance and donations from an accounting perspective
- Match each online gift to a deposit

Logan's Pups
GG Pay Financials

Balances
Payouts
Refunds

GG Pay Logan's Pups

Start Date
End Date

Donation Transactions

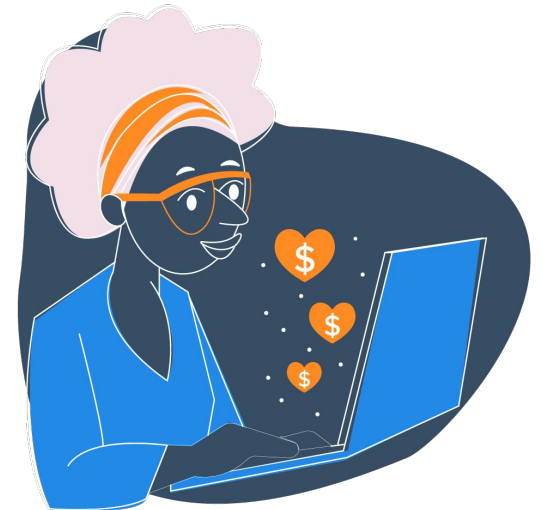
Gross Amount: ⓘ	\$4,275.00
Net Amount: ⓘ	\$4,199.23
Total Number: ⓘ	33
Givegab Platform Fees: ⓘ	\$136.88
GG Pay Processing Fees: ⓘ	\$109.39

Current

Total balance: ⓘ	\$200.00
Pending refunds:	\$0.00
Pending disputes: ⓘ	\$0.00
Total in reserve: ⓘ	\$0.00
Total balance to payout: ⓘ	\$200.00

How Will You Thank Your Donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years



How Will You Thank Your Donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your Giving Day Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Amazing Give Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- How-To Videos on the Amazing Give Trainings page



Next Steps

Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

Final Checklist

- Complete your profile
- Ensure you are verified to collect donations
- Keep an eye out for important emails!
- Use #TheAmazingGive Hashtag on Social Media
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



How We Support You

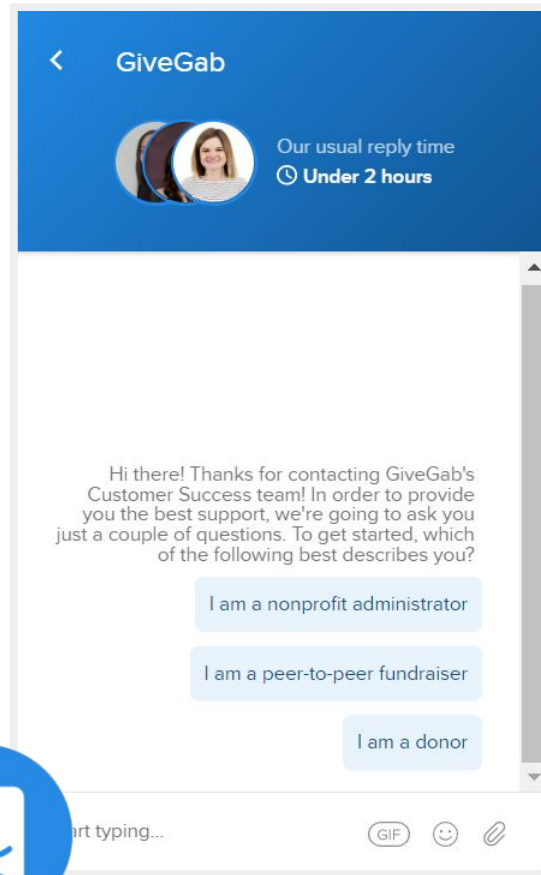
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at

CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?

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