



Getting Ready for Give Local!

11.15.23



Submit Your Questions!



Chat Box

To:

✓ All panelists

Type

All panelists and attendees

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

Meet Arras Foundation!



Hannah Saeger Karnei

*Strategic Initiatives
Coordinator*

Meet GiveGab!



Cianne Maloney

Associate Project
Manager

Agenda

- Give Local Overview
- What's New in 2023
- Who is GiveGab?
- Creating Your Profile for Give Local
- Getting Started
- Next Steps and Questions

Give Local Overview

- Give Local
 - www.givelocalsc.org
 - Tuesday, November 15, 2023 from 12a-11:59p
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits serving Chester & Lancaster Counties
 - Able to accept ACH deposit transfers into a valid checking account

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 + Arras Foundation 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

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 Give Local!
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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



Simple Donation Processing



- All major credit cards accepted
- Quick, easy and fun donation flow
- Log right into your bank to use the Plaid/ACH payment
- 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
- Historically, donors cover 95% of fees during a Give Local!
- That means it cost only \$0.34 per \$100 raised online!

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](#)

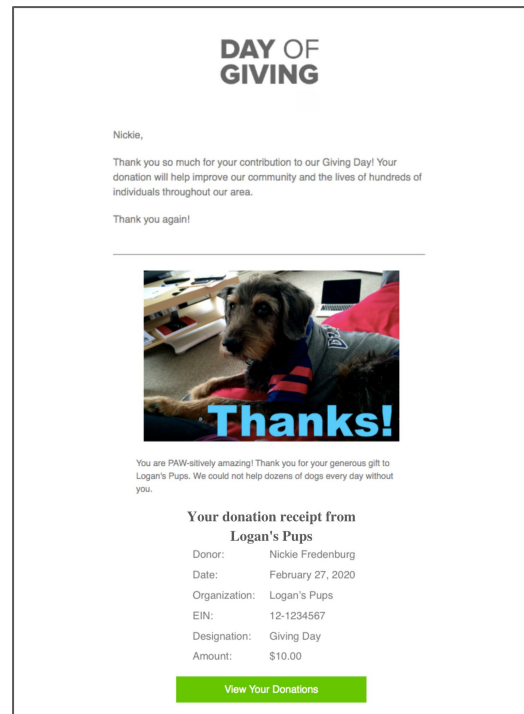
Securely processed with:

 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](#).

Instant Donor Delight

- Customizable Thank You Emails that come from your organization
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt

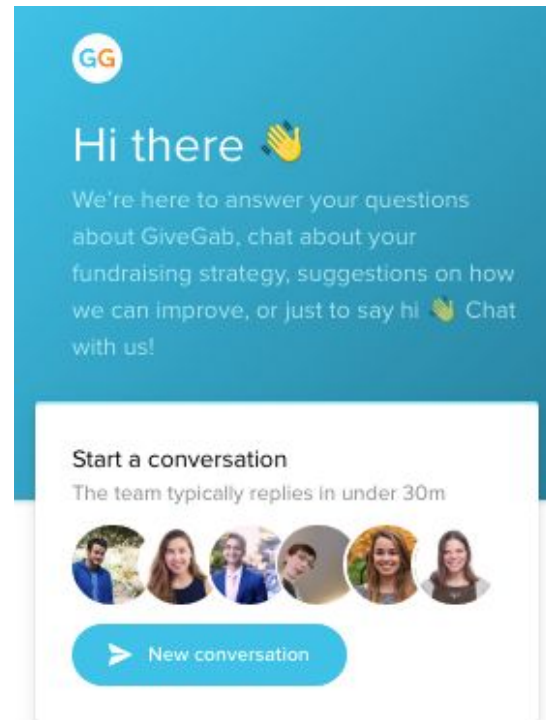


Giving Day Support & Resources

- 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!



What's New for 2023



Giving Day Analytics


Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons

**Ithaca Gives** March 17, 2023
\$0.00 Raised • 0 Donors • 0 Gifts
Analytics ←

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.

GiveGab Home Support Aimee ▾


Logan's Pups

[Home](#)
[Fundraising Campaigns](#)
[Events](#)
[Amplify Austin](#)
[Philanthropy Hub Site](#)
[Ithaca Philanthropy Hub](#)
[Giving Days](#)
[Reports](#) ▾
[Manage Organization](#) ▾

[To Pawnee Gives Dashboard](#)

Analytics for Pawnee Gives
General Donor Insights Year-Over-Year

Overall Stats

Total Stats

\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS
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Online Stats

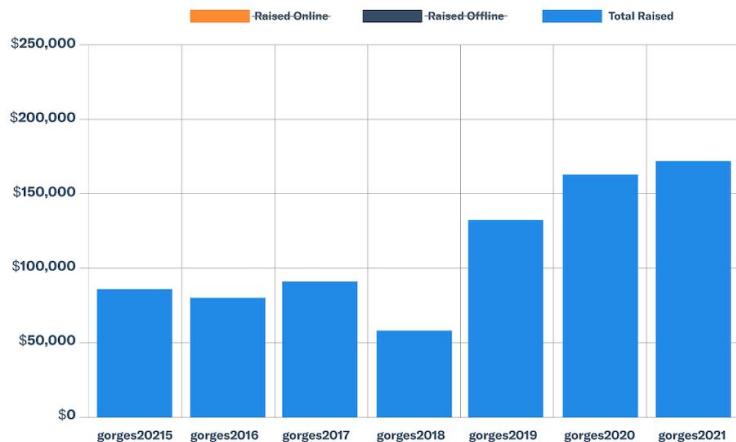
\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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Offline Stats

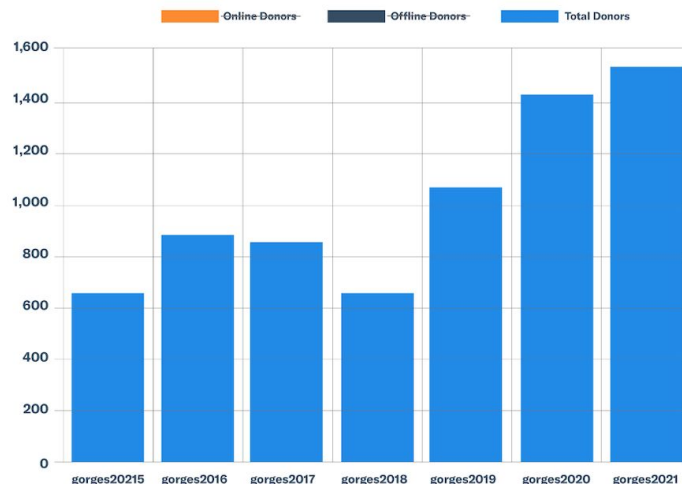
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Year-Over-Year Metrics

Dollars Raised



Donor Counts



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!

Give Local!
GIVE LOCAL! \$0.00 Raised • 0 Donors • 0 Gifts
[Analytics](#)

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.

25 Days to Launch

A Message From The Host

If you have other questions, remember you can use the "little blue chat bubble" located in the bottom-right corner of your screen or email CustomerSuccess@GiveGab.com. You can also contact the Arras Foundation at givelocal@arrasfoundation.org



Give Local Lancaster (2019)

[Copy This Profile](#)



Give Local Lancaster (2020)

[Copy This Profile](#)



Give Local Lancaster (2021)

[Copy This Profile](#)

[Create a New 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



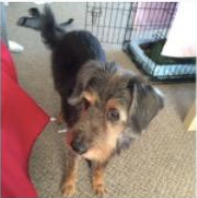
Basic Info

- 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

✓

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

✓

Display Goal on Profile

\$

10000

.00

Tell Your Story

GT America ▼

Formatting ▼

A ▼

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Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

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, I mean passed away. Even though Alyssa didn't get to spend as much time with I mean as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab 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 Url



https://www.youtube.com/watch?v=xzM71NyCQHU

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

Save

Get Verified to Collect Donations

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don’t wait to complete this information. It can take at least several days, and in some instances more

 Get Verified to Collect Donations 

Status: Incomplete

Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

Get Verified on GiveGab

Complete Your Verification

Set Up Donations

Documents

Set Up Donations

State Charitable Solicitation Compliance Attestation

☐ I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. [Learn more about state charitable solicitation compliance.](#)

Save

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.

Don't have your EIN? Search [here](#).

Save

Payment Processor Verification


Verify Your Organization

Get Verified on GiveGab




Bonterra partners with
Stripe for secure financial
services.

[← Return to Bonterra](#)

Powered by **stripe** 

[Terms](#)

[Privacy](#)

English (US) 

Contact Bonterra for support
customersuccess@givegab.com

Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our [Services Agreement](#).

Legal business name

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.


Employer Identification Number (EIN)

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this [support article](#).


Doing business as Optional

The operating name of your company, if it's different than the legal name.


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.



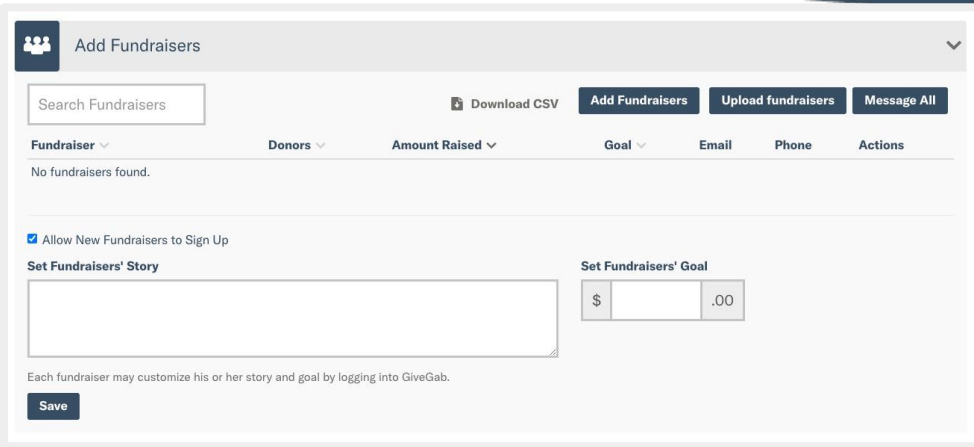
Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

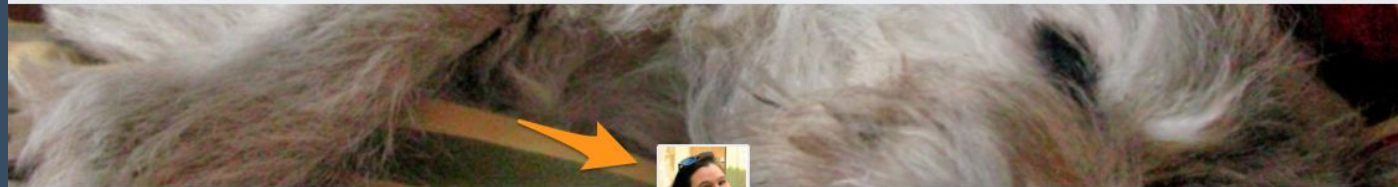
Save

Invite Your Fundraisers



The screenshot shows the 'Add Fundraisers' interface. At the top, there's a header with a group icon and the title 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers'. To the right of the search bar are three buttons: 'Download CSV', 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. Below these buttons is a table header with columns: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table, there's a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath is a section titled 'Set Fundraisers' Story' with a large text area. To the right of this text area is a 'Set Fundraisers' Goal' section with a currency symbol '\$' and a numeric input field showing '.00'. At the bottom left, there's a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.' and a 'Save' button.

- 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



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



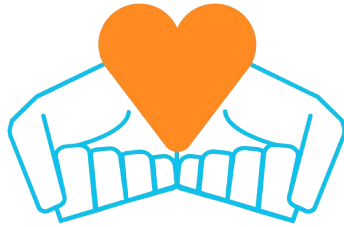
View Your Profile

Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/lk>



What's Next?

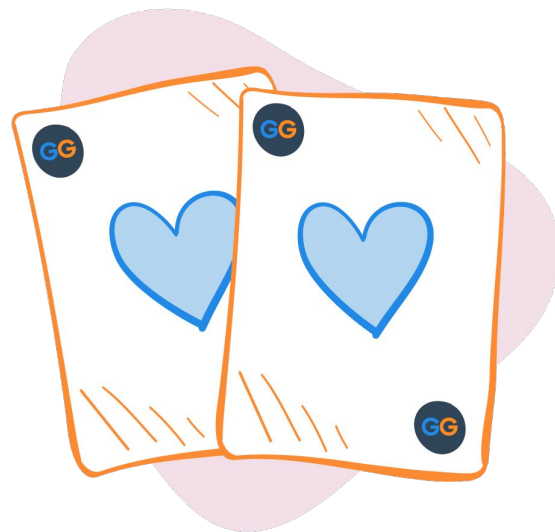


Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab's matching tool to add that money into your totals, according to the criteria you set.

- 1:1 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- **Pro Tip:** Watch the [Matching Training Video](#)



Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give Local needs.

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



Your Next Steps



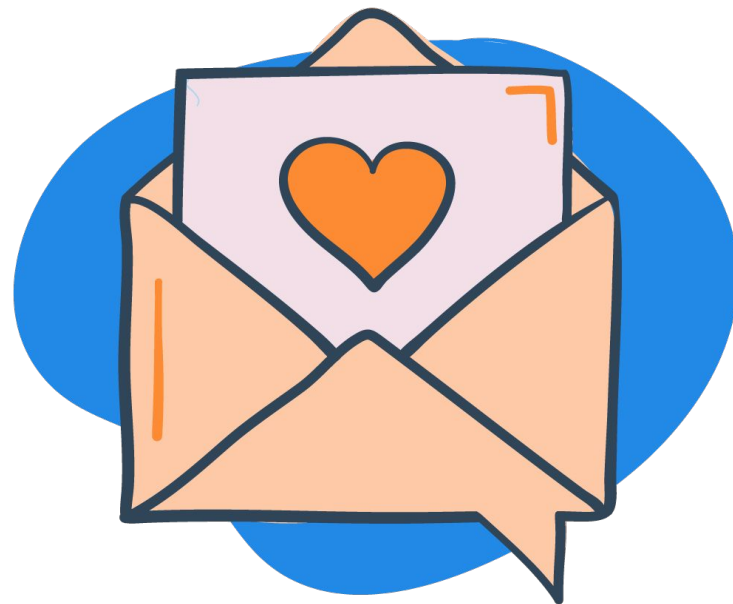
Take a breath!

- 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
- Give Local may not be the right fit for all of your donors - that's okay!

Your Next Steps

What to work on over the next few weeks:

- Follow Give Local on Social Media and use #GiveLocalSC Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit





Questions?