GiveGab®

Getting Ready for Give Local!

11.15.23

GIVE LOCAL!™

Submit Your Questions!

Chat Box

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

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Meet Arras Foundation!

Hannah Saeger Karnei

Strategic Initiatives Coordinator

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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

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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

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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

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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!

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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

GUIDESTAR®

IRS

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!

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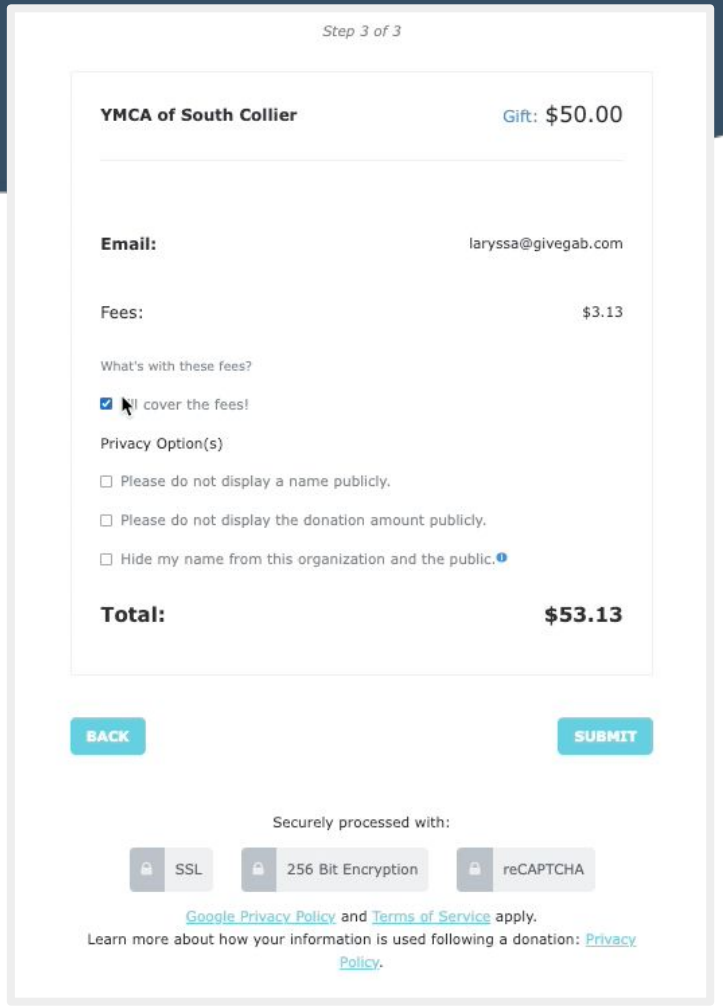
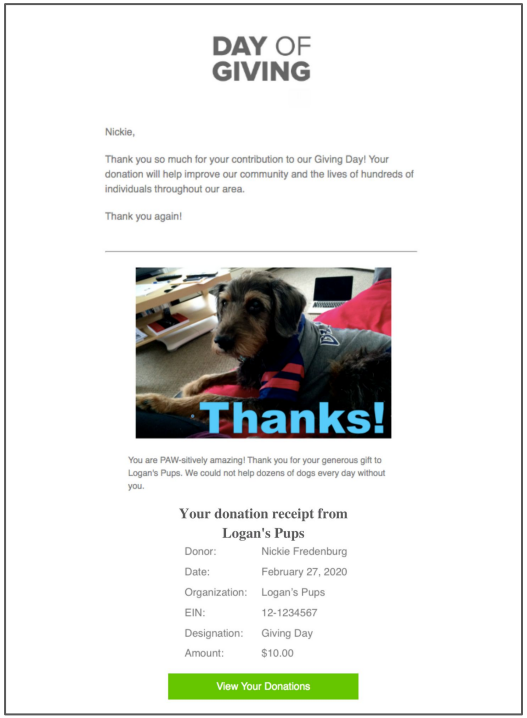
Transparent Donations

- **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!



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



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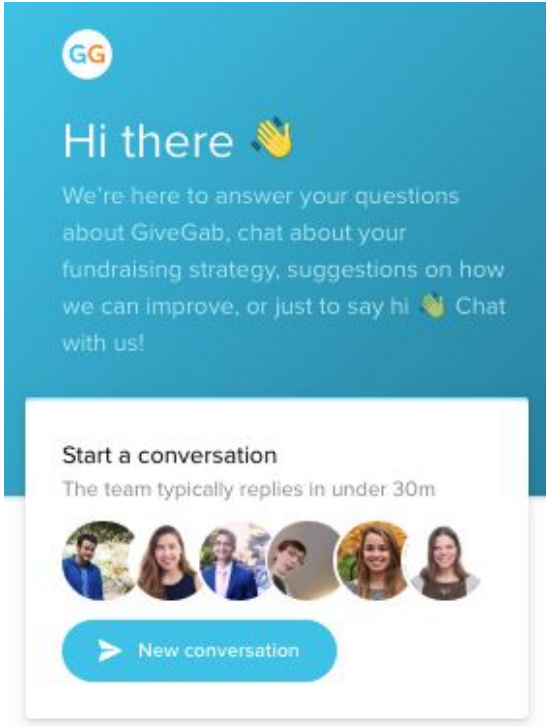
Giving Day Support & Resources

- 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!**



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What's New for 2023

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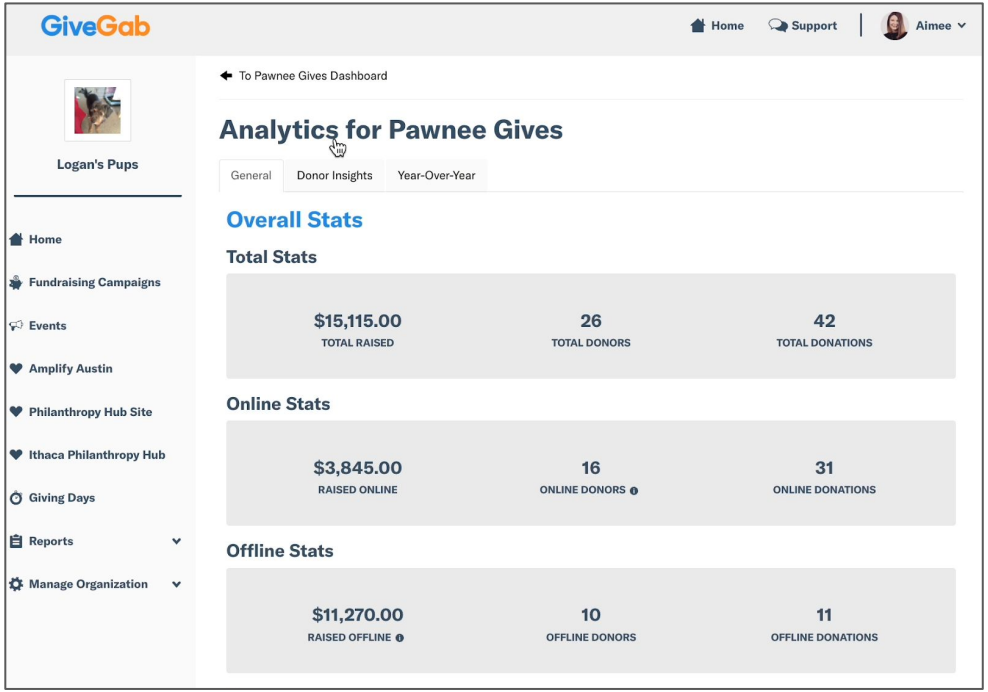
Giving Day Analytics

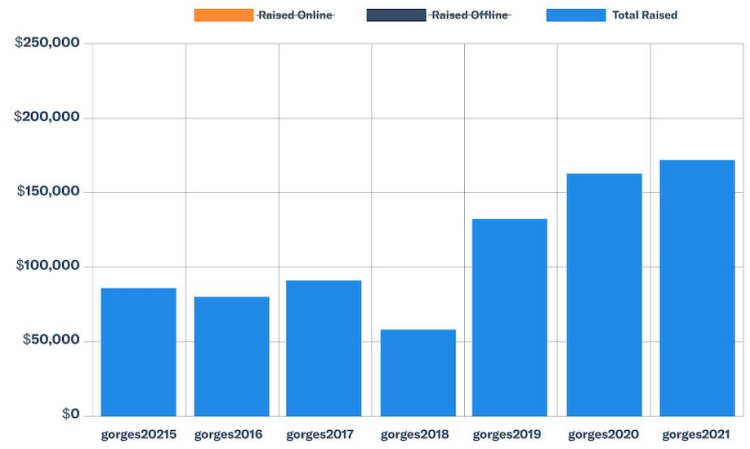
Key stats are available for the following data points:

- 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

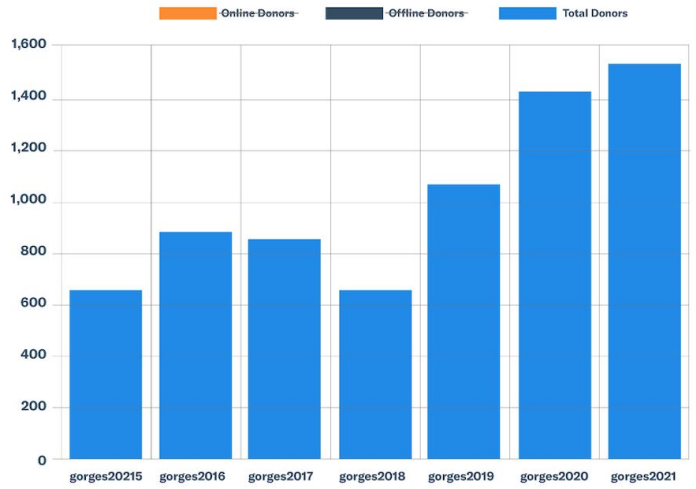


Year-Over-Year Metrics

Dollars Raised

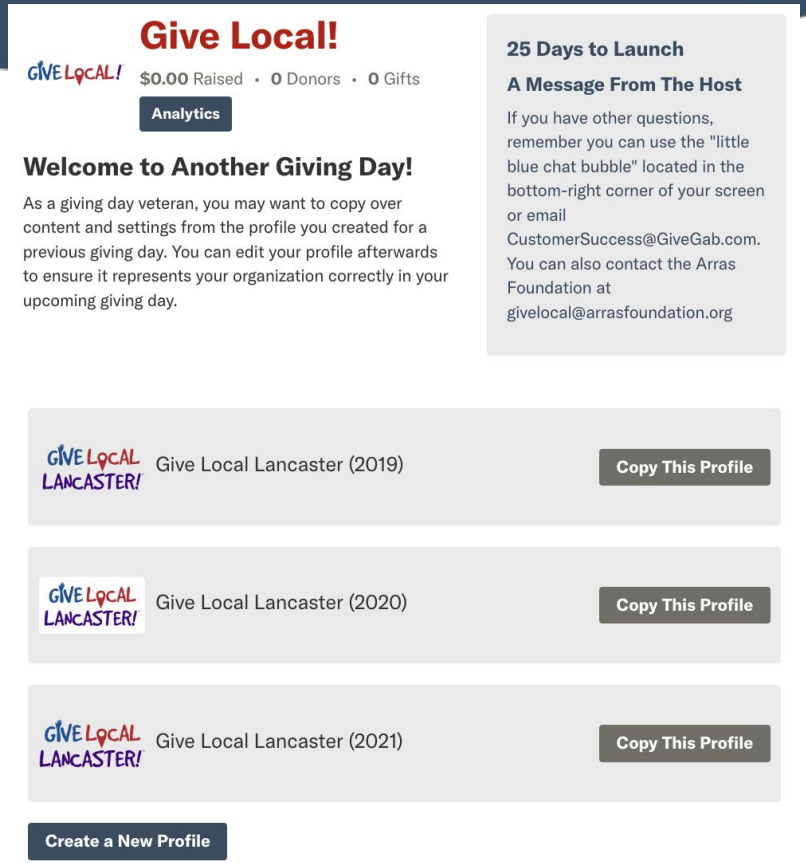


Donor Counts



Returning? Copy Your Profile

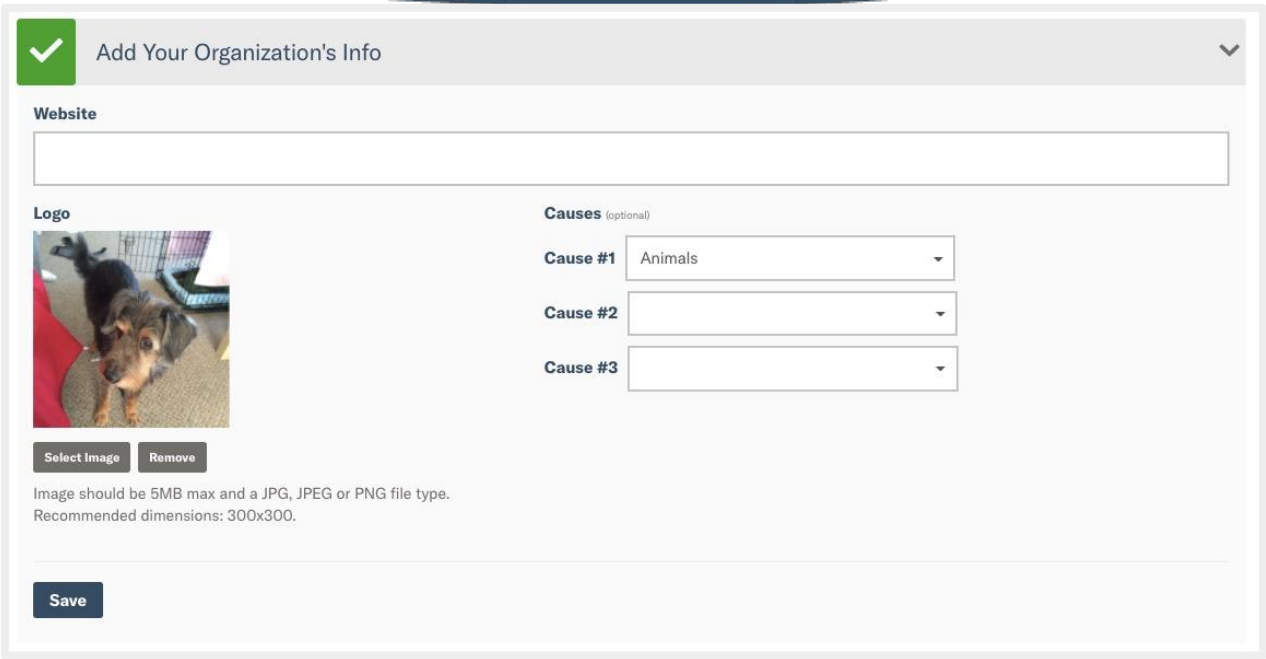
- **Don’t forget to review and update your profile after!**
- Existing bank information will carry over
    - Double check that your bank account, org rep and admins on your profile are up to date!



Your Giving Day Dashboard

Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!



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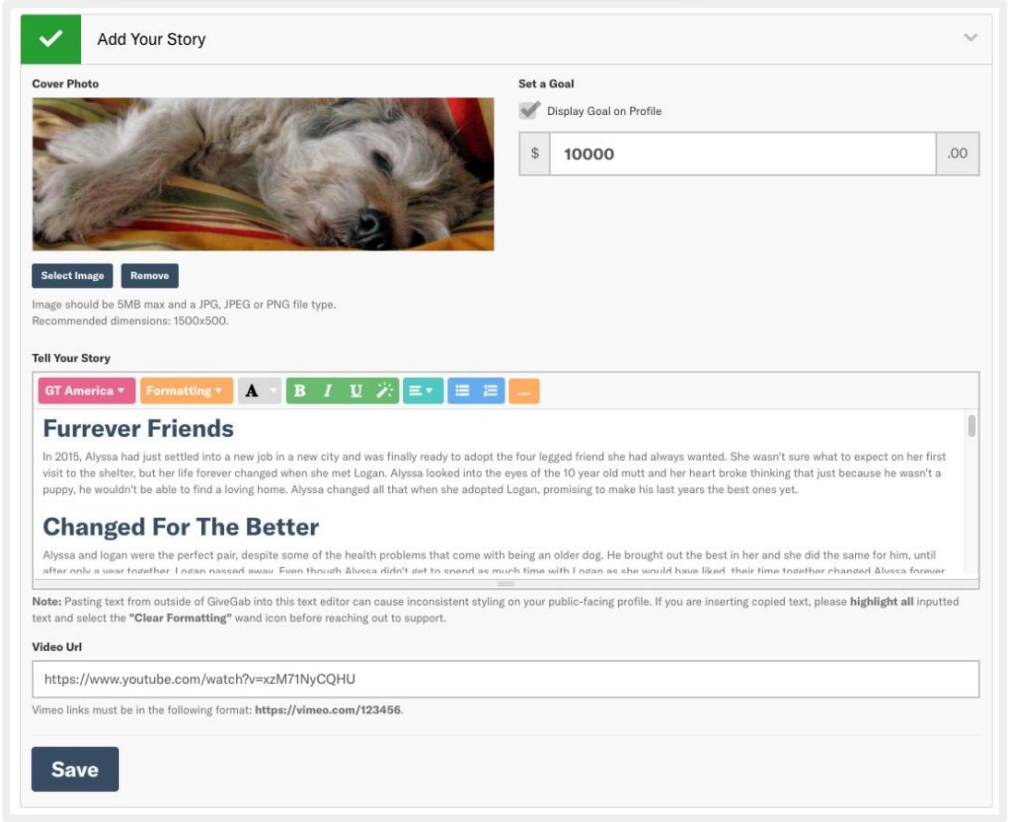
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals



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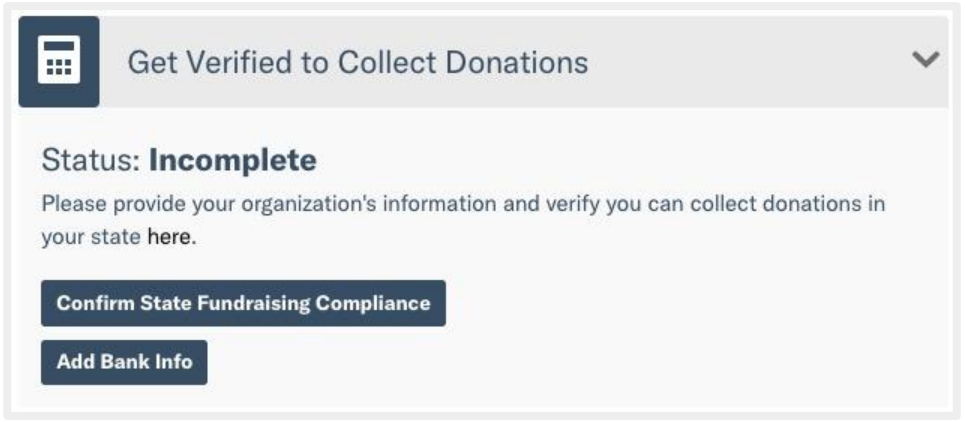
Get Verified to Collect Donations

- 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



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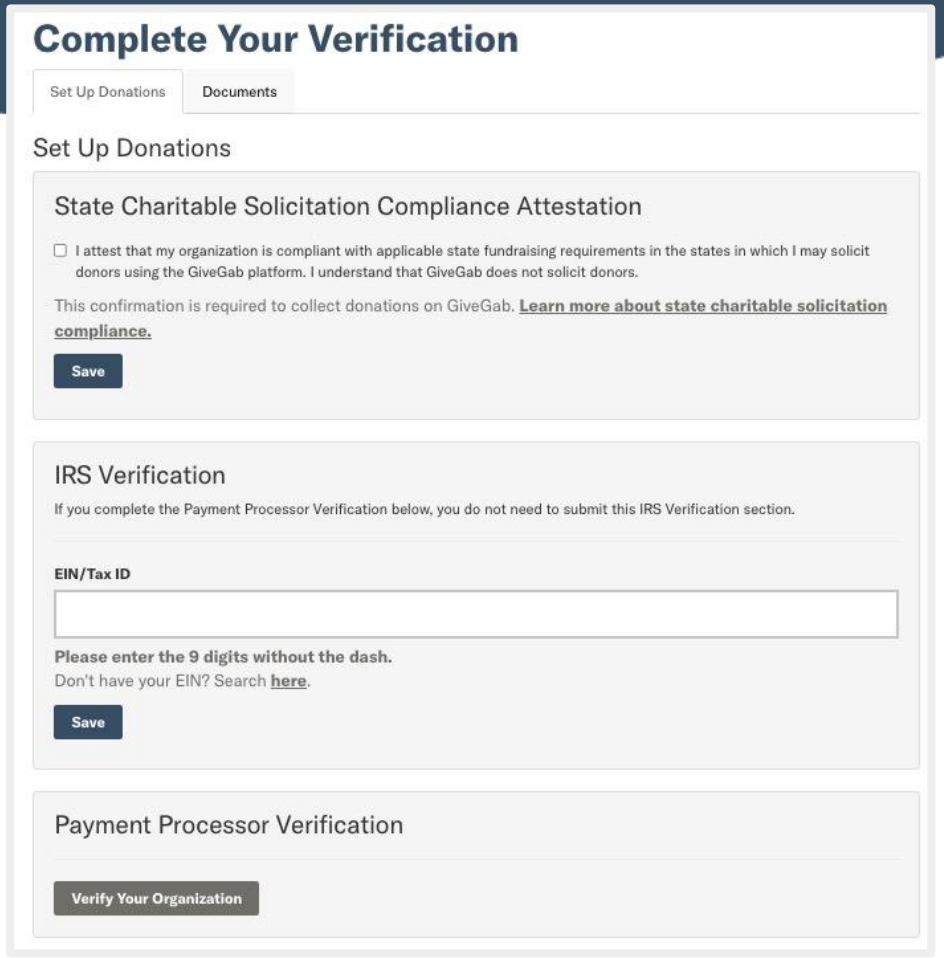
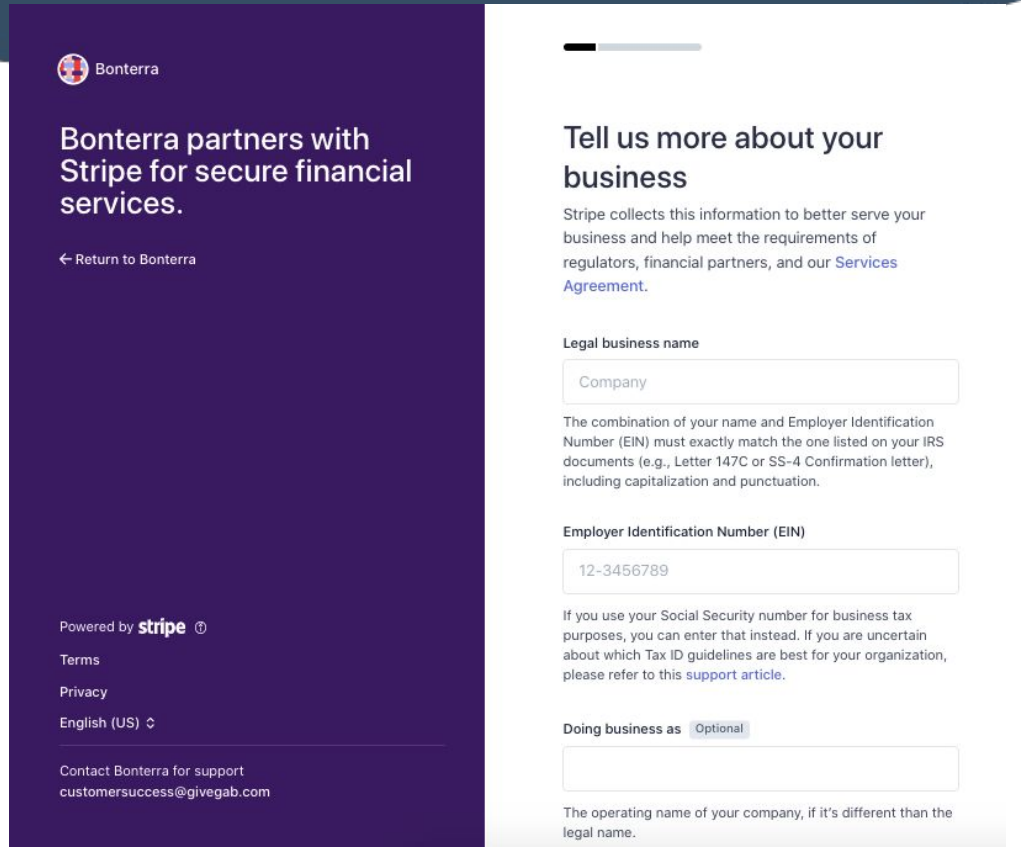
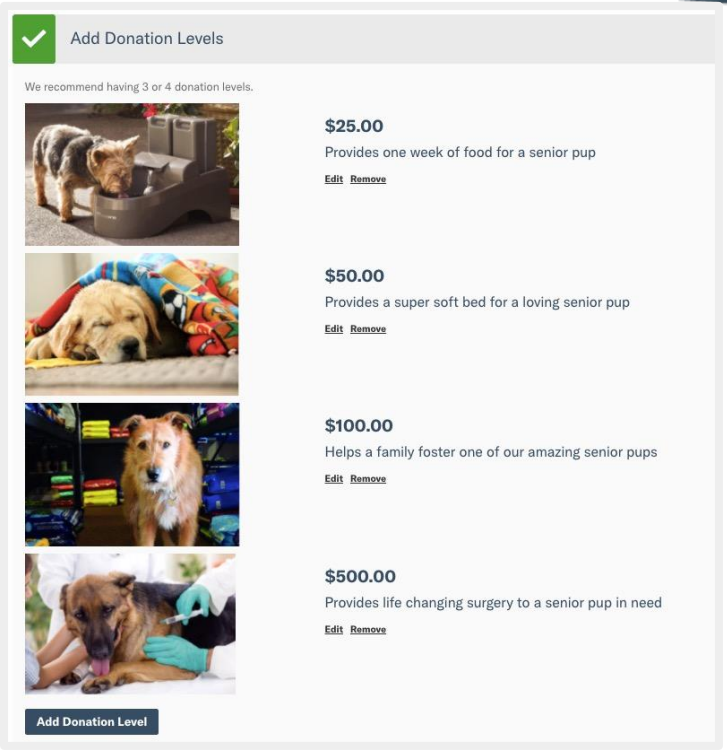
Get Verified on GiveGab



Get Verified on GiveGab



Suggest Donation Levels



- 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

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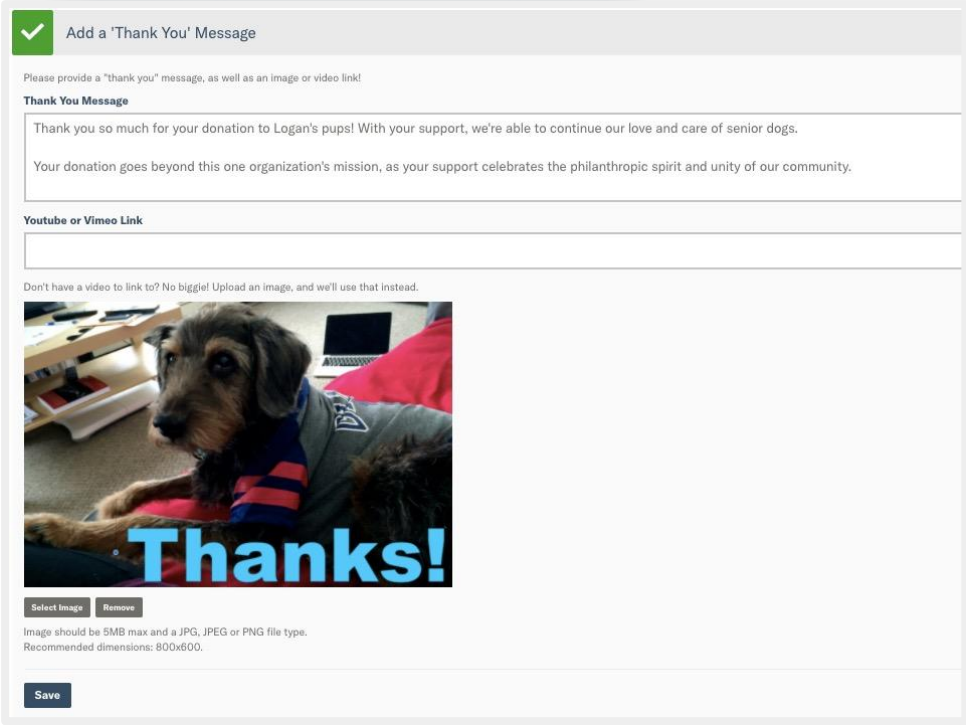
Personalized Gratitude

- 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



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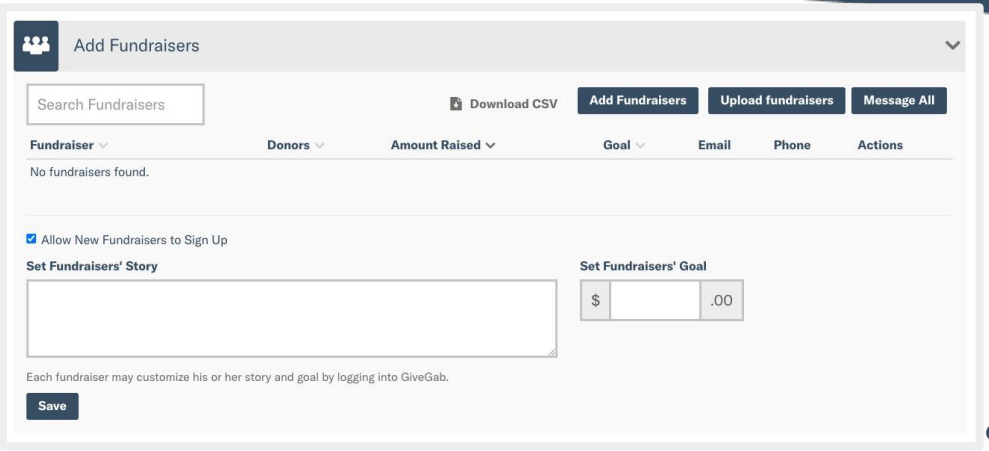
Invite Your Fundraisers



- 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]

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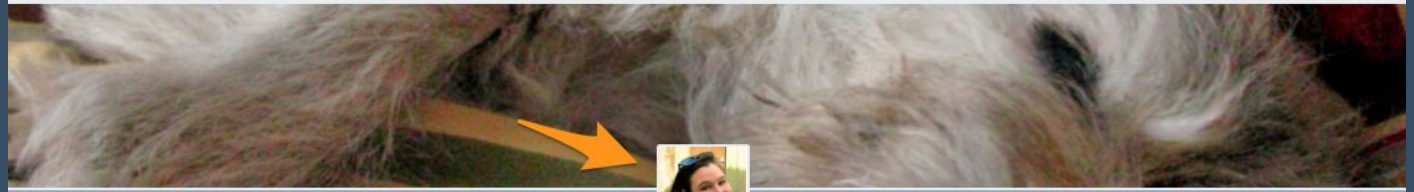
PAWNEE GIVES

PRIZES LEADERBOARDS ▼ MENU



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 the 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

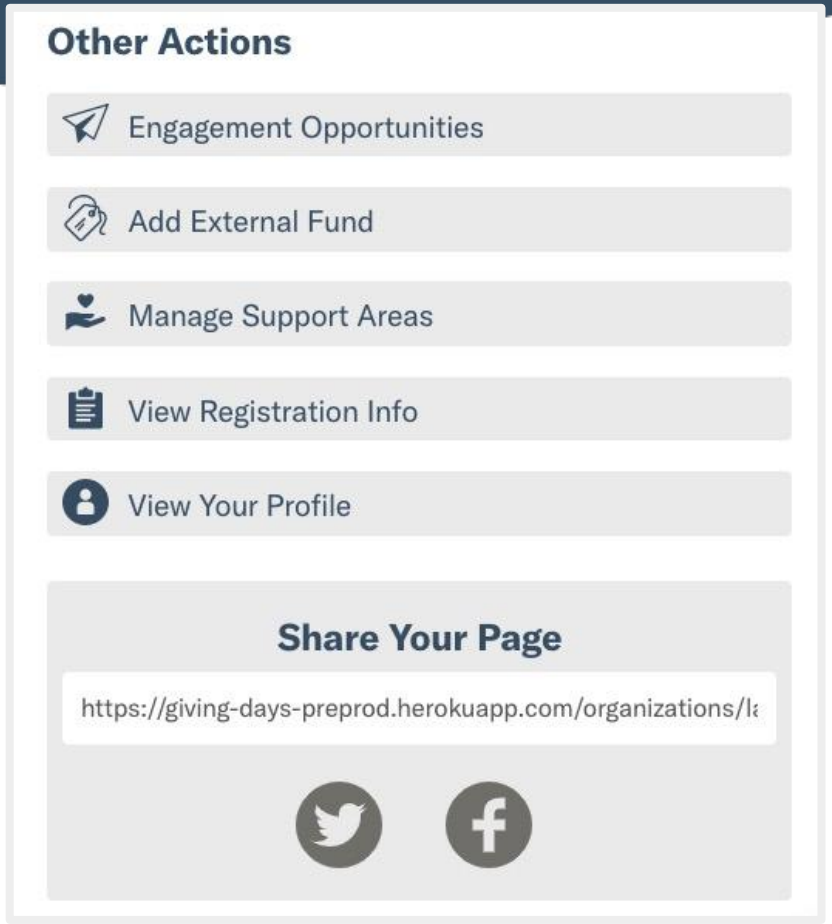
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

Share Your Page

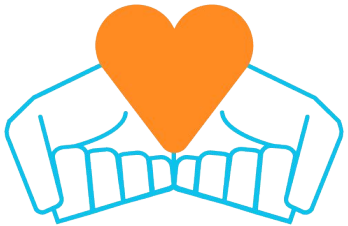
https://www.401gives.org/organizations/center-for-media

Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard



What's Next?



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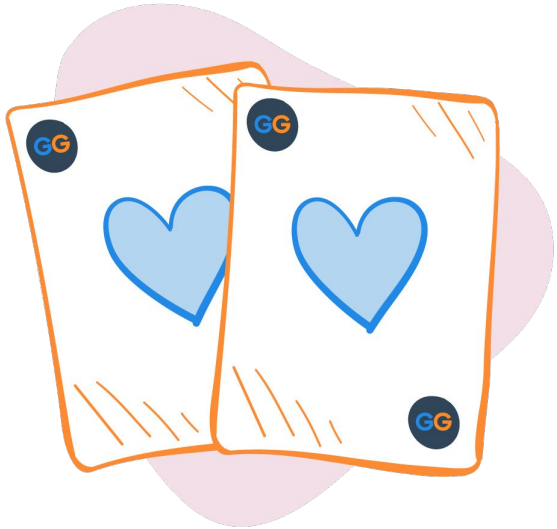
Step Up Your Fundraising with Matches

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**



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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!

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Your Next Steps

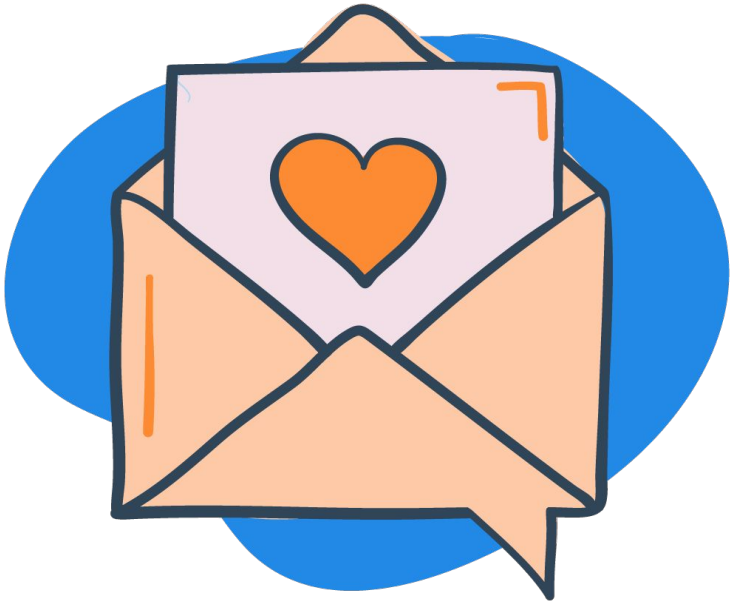
Take a breath!

- 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



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Questions?