Stand out on AmplifyATX.Org
Agenda

- Which AmplifyATX.Org profile to edit
- Your Preparation checklist
- Additional tools to Amplify your efforts
- Sharing your profile
Which Profile to Edit?

Access your Amplify Austin Day profile two ways:

Admin Dashboard

Giving Days

Amplify Austin Day
March 5, 2020

Recent Donations

<table>
<thead>
<tr>
<th>Donor Name</th>
<th>Amount</th>
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View All Giving Days
View All Donations
Which Profile to Edit?

Your Amplify Austin Year-Round profile

- Giving Tuesday
- Campaigns outside of Amplify Austin Day

Participation Approval Status
Approved
Congratulations! Your organization has been approved for I Live Here | Give Here membership! Please see the Giving Tab on the left hand side if you'd like to make updates to your profile for Amplify Austin Day 2020. If you’d like to make updates to your profile for #GivingTuesday and for year-end fundraising, then see the Amplify Austin tab to make updates to that profile.

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

- [ ] Add Your Organization's Info
- [ ] Add Your Story
- [ ] Get Verified to Collect Donations
<table>
<thead>
<tr>
<th>Task</th>
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<tr>
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<tr>
<td>Add Fundraisers</td>
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**Donation Tools**
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

**Other Actions**
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile
The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!
Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels
- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes from the individual listed with your organization’s contact information!
Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization’s reach.
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!
Peer-to-Peer Profile

- Fundraiser’s custom story and photos
- Your organization’s
  - Cover photo
  - Logo
  - Donation levels
  - Story
### Additional Tools

**Please provide documents as requested by Amplify Austin Day.**

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#### Donation Tools

- Manage Sponsor Matching
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- Embed a Donate Button

#### Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile
Highlight Sponsor Matches!

- 1:1 Match: each online donation will be matched dollar for dollar
- Challenge: Funds will be added to your organization’s total once a set goal is achieved.
- Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!
- Watch GiveGab’s Matching Training video
How do Matches Work?

Matching Potential

- Funds remaining automatically calculate
- Matches run simultaneously unless time restrictions are set

Totals, Leaderboards, and Prizes

- Matching funds are not counted in totals on profiles or leaderboards unless donated online
- Donations associated with matching funds are not eligible for prizes unless donated online
Customize Your Match

- Sponsor name, website, and logo
  - Or keep your sponsor anonymous
- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor
- Match start and end time (optional)
  - **Note:** Times are in EST
- Enable Auto Matching
Preview Your Match

Matching Potential Section on Profile
- Displays all matching opportunities
- Shows total funds available and total funds remaining
- Total remaining updates automatically
- Matching Potential informational pop-up
Embeddable Donate Button

- Same seamless donation flow on the AmplifyATX.org website
- Ties in your profile’s branding and Amplify Austin branding
- Copy and paste provided code directly into the HTML of your site.

Contact GiveGab support for help center articles, tips and resources to help!
Setting Up Your Donate Button

Participation Approval Status
Approved
Congratulations! Your organization has been approved for iGiveHere iGiveHere membership! Please see the Giving Day tab on the left hand side if you’d like to make updates to your profile for Amplify Austin Day 2020. If you’d like to make updates to your Amplify ATX profile for #GivingTuesday and for year end fundraising, then see the Amplify Austin tab to make updates to that profile.

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

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

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

Other Actions
- Engagement Opportunities
- Add External Fund

Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:
Amplify Austin Day

Step Two: Choose the text
Donate Now

Step Three: Choose the color
#BCC640

Donation Button Preview
Click this button to preview your donation form.
Note: Donations made through this preview form are real donations. Your credit card will be charged.

Step Four: Copy and paste this code into your website
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script>
<button class="givegab-button" data-campaign-id="59319" data-host="https://www.givegab.com" data-org-id="455086" data-preview="" style="background-color: #BCC640;">Donate Now</button>

Copy to Clipboard
Embeddable Donate Button

When a donor clicks on your Amplify Austin donate button from your website, a small donation form will appear and hover over the page.

- Does not direct donors away from your page
- Mirrors the same 3-step donation process on AmplifyATX.org
- Pulls in your custom donation levels
- Has the blue chat bubble!
Engagement Opportunities

- Highlight **volunteer opportunities, events**, or other **unique opportunities** for supporter involvement on its own page
- Connected to your AmplifyATX.Org profile
- Include date, time, location, and a primary contact info
- Add a unique description
- Allow supporters to sign up

GiveGab®
Engagement Opportunities

SAFE
A merger of Austin Children's Shelter and SafePlace

- $25: Two hours of after-school activities for one child
- $50: One day of classes for a child in SAFE's Charter School
- $100: One hour of counseling for a survivor of violence
- $500: One day of food for everyone in shelter
- $1,000: One month of shelter for one family

DONATE   FUNDRAISE

GiveGab®
Engagement Opportunities

SAFE: Volunteer Details

Hosted by SAFE

Date
Ongoing Opportunity

Time
Contact coordinator for times

Location
P.O. Box 19454
Austin, Texas 78760

Contact
Lindsey Centrellas
lcentrellas@safeaustin.org

Sign up | Log Hours | Donate

About SAFE: Volunteer Details

Volunteers are a vital link between the SAFE Alliance and the community, providing support in every aspect of our mission to end sexual assault and exploitation, child abuse, and domestic violence.

SAFE’s Children’s Shelter and Family Shelter campuses offer both individual and group volunteer opportunities. Individuals who want to work directly with SAFE’s clients on an ongoing basis attend an in-depth training to learn about trauma and how best to help. Individual volunteers can also serve in areas that involve limited client interaction, like being a community ambassador for SAFE at a fair or fundraiser.

If you have a special skill to offer, such as a facilities-related skill (carpentry, electrical work, etc.), a skill you can share with our clients (we offer “We skills” classes to survivors), or in some other area, we’d love to speak with you.

Group volunteers can support SAFE in a number of ways, too, from facility projects (like painting a fence or landscape beautification) to hosting a field day for the children at our Children’s Shelter or a movie night for those living in our Family Shelter. For larger volunteer groups, having a budget allows us to be especially creative in what we’re able to offer. Past groups with budgets have built playgrounds or re-decorated group therapy rooms.

For more information on either individual or group volunteer opportunities, please contact us at SAFEvolunteer@safeaustin.org or visit our website safeaustin.org.

Edit Details

We’re looking for volunteers who:

Care about:

GiveGab®
Support Areas

- Highlight a **special cause** or **project** for your organization on its own page
- Connected to your AmplifyATX.Org profile
- Custom story, donation levels, and more for each support area
- Add support areas to your profile via your dashboard
Support Areas

Marbridge
A Whole New Life

$25 could provide admission to an off-campus outing for one resident.

$50 could provide supplies for an enrichment activity at The Villa.

$100 could provide one month of transportation to and from an off-campus job.

$500 could provide food for one day for approximately 90 residents.

$1,000 could provide one month of medication for 10 residents without insurance.
Support Areas

Benevolent Care Program

Mortinridge provides more than room and board for individuals with intellectual and developmental disabilities (IDD), it provides a safe and nurturing home.

At Mortiridge, residents live in one of three residential care communities depending on their need for support and guidance. The Village serves the most independent residents. The Farm offers a greater degree of supervision, and The Villa offers the most intensive level of care. Each community is staffed with direct service providers and 24-hour on-site nursing and medical support.

A range of services are provided for each resident in each care community regardless of how their schedules are arranged. The Village offers on-site nurse practitioners and registered nurses, while the Farm and Villa are staffed by full-time registered nurses. This care continues as residents receive health and wellness services, including community-based programs that enhance the quality of life for everyone involved. The Village, Farm, and Villa offer a variety of activities designed to provide residents with opportunities for social interaction and engagement.

Recent Donors

Here are no donors to display yet.

Donate

[Donate Button]
### Viewing & Sharing Your Profile

**Get Prepared**

- Webinars and Workshops
- Sharing Toolkit
- GiveGab Customer Success HQ

**Share Your Page**

https://www.amplifyatx.org/organizations/liveheregive

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<td>Reset Profile</td>
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*Site Admin: Resetting the profile will reset the story, thanks, message, images, and settings to defaults, and remove any donation funds. If the nonprofit has other giving day profiles they will have the option to copy one of them again.*
I Live Here I Give Here

On a mission to make Central Texas the most generous community in the U.S.

DONATE  FUNDRAISE

$5    $10    $25    $50

CHOOSE YOUR OWN AMOUNT

Fundraising Champions
Laurel Makra $3.00

Recent Donors
Anonymous $350.00
Clara A. Hargrett $5.00
Lindsay Muse $8.99
Anonmous $10.00

See More Donations

I Live Here I Give Here is on a mission to make Central Texas the most generous community in the nation. We believe that we can build a more united, more equitable, and more prosperous community for all when we give together.
Viewing Your Donation Report

Search and sort your donation report directly in your dashboard.
Approved Profiles Have:

1. **All documentation correctly submitted**
   a. 501c3 IRS Determination Letter
   b. Active Status with the Texas Comptroller
   c. Most Recent IRS 990

2. **Bank account information verified**

3. **A logo and cover photo**

4. **Text on their campaign page**
Important Dates for Amplify Austin Day 2020

Early Giving Opens - January 21

Peer-to-Peer Fundraising Opens - January 21

Profile Completion Deadline - February 14

ILHIGH Magazine Launch Party - February 20

Amplify Austin Day! - 6 pm March 5 - 6 pm March 6

I Live Here I Give Here Awards - April 21
Training Opportunities

Animal Care & Services, Environment, and Sports & Recreation Meetup - February 7

Social Media 101 Webinar - February 11

Basic Needs, Health Care, and Human Services Meetup - February 14

Online Webinars

The Nonprofit Toolkit

Shared Graphics, Videos, Logos, and more!
Questions?

I Live Here
I Give Here®

Amplify Austin