

GiveGab®

How to Maximize Your Giving Day



August 6, 2021

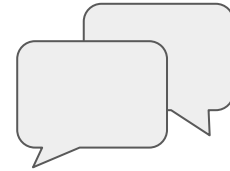
Submit Your Questions!



Chat Box

To: All panelists

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Send

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

Your CLLCTIVGIVE Team



Natalie
GiveGab



CLLCTIVLY
BUILDING BLACK FUTURES TOGETHER

Jamye & Tanay
CLLCTIVLY

Agenda

- CLLCTIVGIVE Overview
- What's New for 2021
- Your Checklist for Success
- Your Nonprofit Resources
- Next Steps
- Q&A

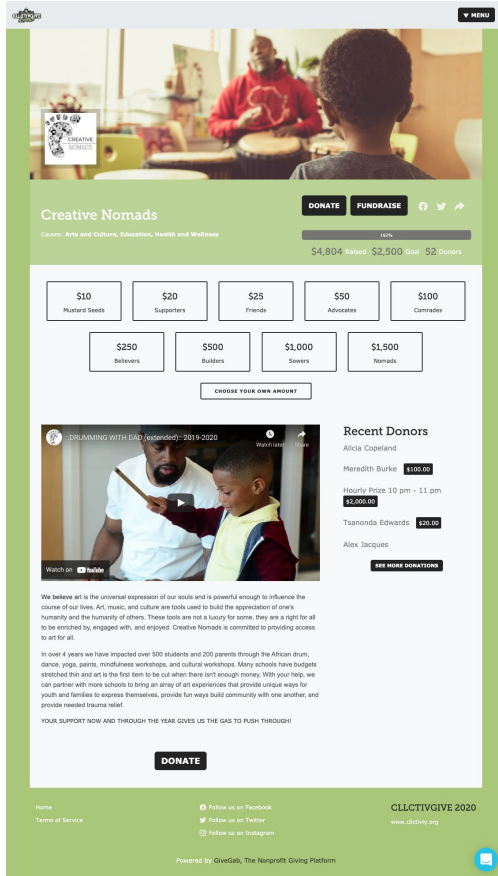
CLLCTIVGIVE Overview

- www.cllectivgive.com | August 6, 2021
- 12:00am - 11:59:59pm
- Over \$50,000 in Prizes and the Baltimore Black Business Quest!
- Tagboard

What's New for 2021



New Profile Design



The original design features a large hero image at the top with a 'MENU' button in the top right. Below the image is the organization's name 'Creative Nomads' and a progress bar showing '\$4,804 Raised \$2,500 Goal 52 Donors'. A grid of donation buttons is displayed, with categories like 'Mutual Seeds', 'Supporters', 'Friends', 'Advocates', 'Comrades', 'Believers', 'Builders', 'Sowers', and 'Nomads'. A 'RECENT DONORS' section includes a video player and a list of donors with their names and amounts. The footer contains social media links, the year 'COLLECTIVGIVE 2020', and the GiveGab logo.

Creative Nomads

Cause: Arts and Culture, Education, Health and Wellness

\$4,804 Raised \$2,500 Goal 52 Donors

DONATE **FUNDRAISE**

\$10 Mutual Seeds
\$20 Supporters
\$25 Friends
\$50 Advocates
\$100 Comrades
\$250 Believers
\$500 Builders
\$1,000 Sowers
\$1,500 Nomads

CHOOSE YOUR OWN AMOUNT

RECENT DONORS

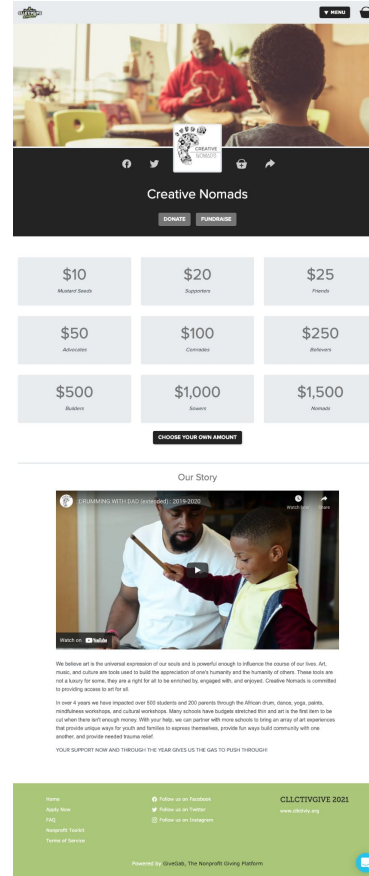
Alicia Copeland
Meredith Burke **\$100.00**
Hourly Price 10 pm - 11 pm **\$1,000.00**
Tsanonda Edwards **\$100.00**
Alex Jacques

SEE MORE DONATIONS

DONATE

Home | Follow us on Facebook | COLLECTIVGIVE 2020
Terms of Service | Follow us on Twitter | www.creative.org
Follow us on Instagram

Powered by GiveGab, The Nonprofit Giving Platform



The new design is more streamlined, featuring a dark navigation bar with social media icons and a 'MENU' button. The hero image is smaller, and the progress bar is more prominent. The donation buttons are larger and more spaced out, with categories like 'Mutual Seeds', 'Supporters', 'Friends', 'Advocates', 'Comrades', 'Believers', 'Builders', 'Sowers', and 'Nomads'. The 'RECENT DONORS' section is simplified, showing a video player and a list of donors with their names and amounts. The footer is more compact, with social media links, the year 'COLLECTIVGIVE 2021', and the GiveGab logo.

Creative Nomads

DONATE **FUNDRAISE**

\$10 Mutual Seeds
\$20 Supporters
\$25 Friends
\$50 Advocates
\$100 Comrades
\$250 Believers
\$500 Builders
\$1,000 Sowers
\$1,500 Nomads

CHOOSE YOUR OWN AMOUNT

Our Story

RECENT DONORS

Alicia Copeland
Meredith Burke **\$100.00**
Hourly Price 10 pm - 11 pm **\$1,000.00**
Tsanonda Edwards **\$100.00**
Alex Jacques

SEE MORE DONATIONS

DONATE

Home | Follow us on Facebook | COLLECTIVGIVE 2021
Terms of Service | Follow us on Twitter | www.creative.org
Follow us on Instagram

Powered by GiveGab, The Nonprofit Giving Platform

Tiered Admin Access

Supporter Engagement

Email All

Add Member

Import Members

Connect Mailchimp

Export CSV

Add Search Filter

Select Tag

25

Results per page

These admins are only able to manage your organization's Giving Day campaigns. They are restricted from making changes to your organization's GiveGab profile and accessing donation reports.

Last Name ^	First Name v	Email v	Donations v	Fundraising v	Full Admin Access v	Edit Giving Day Profiles Only v ⓘ	
admin	loganspups	loganspupsadmin@givegab.com	\$0.00	\$0.00	🔑	📄	✕
Cafaro	Bridget	bridget.cafaro@givegab.com	\$700.00	\$100.00	🔑	📄	✕
Cundy	Kyle	kyle.cundy@givegab.com	\$100.00	\$0.00	🔑	📄	✕
Doe	Jane	kathleen.thomas+1@givegab.com	\$0.00	\$0.00	🔑	📄	✕
Fredenburg	Nickie	nickie.fredenburg@givegab.com	\$0.00	\$0.00	🔑	📄	✕
Godert	Aaron	aaron+test7@givegab.com	\$100.00	\$0.00	🔑	📄	✕
Godert	Aaron	aaron+wgbh@givegab.com	\$25.00	\$0.00	🔑	📄	✕
Godert	Aaron	aaron@givegab.com	\$0.00	\$0.00	🔑	📄	✕

Updated Training Suite

Giving Day Training Videos

[Creating the Perfect Profile](#)

[Telling Your Story](#)

[Goal Setting Strategies](#)

[Engage Your Board](#)

[Peer-to-Peer Fundraising](#)

[Social Media Strategies](#)

[Matches & Challenges](#)

[Stewarding Your Giving Day Donors](#)

Giving Day Training Videos

[Creating the Perfect Profile](#)

Learn how to complete all of the components of your profile to create an engaging experience for your supporters.



[WATCH VIDEO](#)

[DOWNLOAD SLIDES](#)

Looking for more information to help you craft your perfect profile? Check out the resources below!

[How to Log In to Edit Your Giving Day Profile](#)

[How to Copy Your Giving Day Profile From a Previous Giving Day](#)

[Giving Day Profile Cheat Sheet](#)

[Giving Day Profile Best Practices](#)

More Downloadable Graphics



Zoom Background 1

[Download](#)



Zoom Background 2

[Download](#)



New digital marketing materials, like Zoom backgrounds, GIFs and more!
Promote your participation in CLLCTIVGIVE throughout your virtual communications.

Your Success Checklist

- ✓ Register to Participate
- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications

✓ 1. Register to Participate



REGISTER

Save the Date
August 6, 2021

CLLCTIVGIVE 2021 begins in
28 : 12 : 53 : 40
days hours mins secs

Find Your Organization

and participate in CLLCTIVGIVE 2021

Search for your organization

SEARCH

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

Register to Participate

Find Your Organization
and participate in CLLCTIVGIVE 2021

SEARCH

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



Cadi's Canines

PARTICIPATE



Cadi's Canines

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

Returning? Copy Your Profile!

- If you participated in CLLCTIVGIVE in the past, you can choose to copy your profile from previous years.
 - **Be sure to update existing content with new dates, photos, etc.**
 - Existing bank account information will carry over.



CLLCTIVGIVE 2021 August 6, 2021

\$0.00 Raised • 0 Donors • 0 Gifts

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



CLLCTIVGIVE 2020 (2020)

Copy This Profile

✔ 2. Are you donation ready?

- Check your verification status on your admin dashboard



Donation Status: **Incomplete**

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



Status: **Unverified**

Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#)



Donation Status: **Pending**

Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions. [You can see your currently entered information here.](#)



Donation Status: **Verified**

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

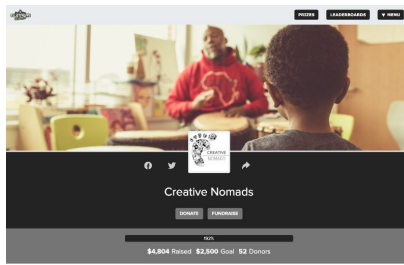
✓ 3. Is your profile completed?

- 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?

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

Reset Profile

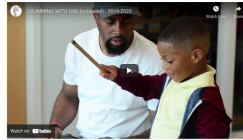
Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.



CHOOSE YOUR OWN AMOUNT

Our Story Matches Top Fundraisers Recent Donors

Our Story



We believe art is the universal expression of our souls and is powerful enough to influence the course of our lives. Art, music, and dance are tools used to help the appreciation of one's talents and the talents of others. These tools are used a lot for work, they are a light for all to be inspired by, engaged with, and enjoyed. Creative Nomads is committed to spreading across the world.

It takes 4 weeks to have travelled over 500 students and 200 parents through the African, South, Asia, and Latin America. It takes 4 weeks to have travelled over 500 students and 200 parents through the African, South, Asia, and Latin America. It takes 4 weeks to have travelled over 500 students and 200 parents through the African, South, Asia, and Latin America. It takes 4 weeks to have travelled over 500 students and 200 parents through the African, South, Asia, and Latin America.

YOUR SUPPORT KNOWS NO BOUNDARIES. THE RIGHT GOES US THE GAB TO FUND THE GAB.

Matches

Anonymous Giving Day Challenge
 This is a giving day challenge. Help us unlock funds by reaching the challenge goal.
 \$0 / \$1,000
 25 more donors unlock \$1,000
 GO TO CHALLENGE

Fundraisers

Fundraiser Name	\$0.00

Recent Donors

Donor Name	\$0.00
Donor Name	\$100
Donor Name	\$2,000
Donor Name	\$20
Donor Name	\$0.00



☑ 4. Do you have matches/challenges?

- Identify your match/challenge sponsors
 - From 2018 #GivingTuesday giving days, organizations that featured matches and/or challenges raised 8.13 times more
- Promote your match/challenge opportunities

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.



Note: All times are assumed to be in Eastern Time.

Do you have matches?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

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

Match Name

Description

Total Matching Funds Available Maximum Match per Individual Donation

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!

Donation Matching Start Time (Eastern) Donation Matching End Time (Eastern)

Enable Auto Matching We will automatically generate a matching offline donation for each GiveGab donation that comes in online between funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in profile depending on the preference of your giving day host.

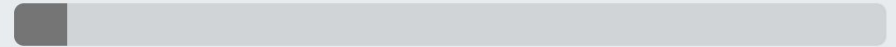
How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available match donation will be partially matched. If a time range is provided, matching offline donations will only 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

Hafner's: Dollar for Dollar Match

All donations received throughout CLLCTIVGIVE will be matched dollar for dollar, up to \$20 per donation.



\$1,000 Remaining

Do you have challenges?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

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

Challenge Goal

Challenge Amount

\$.00

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.

How many dollars or donors are needed to complete this challenge?

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 times!

Donation Matching Start Time (Eastern)

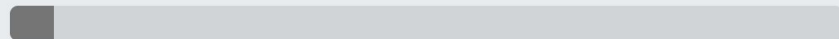
Donation Matching End Time (Eastern)

Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Anonymous: Lunch Hour Challenge

If we raise \$500 between 12pm -1pm, our generous sponsor will unlock \$1,000 into our Giving Day totals.



\$500 more unlocks \$1,000

✓ 5. Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P

✔ 6. Are your communications ready?

Your CLLCTIVGIVE Nonprofit Toolkit is full of communication resources

- Social Media Tips & Tricks
- Sample Email Content
- Shareable Visual Content

3. Spread the Word



Social Media
Tips & Tricks

[View](#)



Sample Email
Content &
Communications
Milestones

[View](#)

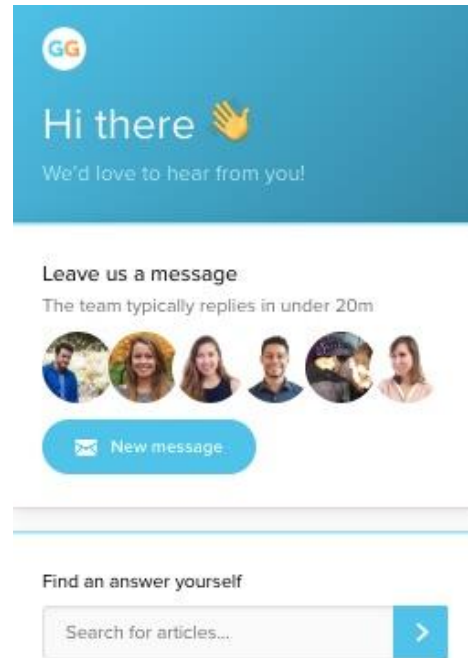


Graphics &
Downloads

[View Downloads](#)

Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Our 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!**



Your Next Steps

- Like and Follow @CLLCTIVLY on Social Media!
 - Don't forget to use #CLLCTIVGIVE!
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

GiveGab[®]
Questions?



August 6, 2021