



# Getting Ready for BayouGives 2020



*April 28, 2020*

# Agenda

- The Basics
- Benefits to Participating
- What's New in 2020
- Intro to GiveGab
  - The GiveGab Basics
  - Key Features and Resources
- Registering for BayouGives
- Next Steps and Questions

# The Basics

- **BayouGives.org**
- **12 am - 11:59 pm, April 28**
- Every nonprofit conducts their own unique campaign
- Any IRS recognized nonprofit with an office in Lafourche, Terrebonne and Grand Isle Parishes (must use local address to register)
- Organizations must be registered by **March 17** to participate
- Trainings, templates and tools to make the most of your day!

# Benefits of Participating

- Learn to utilize digital fundraising tools and modern software
- Re-engage with your existing supporters
- Increase visibility by connecting with a larger community
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
- Have access to numerous marketing tools to help with the day and beyond

# What's New in 2020

- Central Routing - Funds will be distributed by Bayou Community Foundation - No need to give checking account information to register!
- Embeddable donate button
- Filtered donor reports and file exports

# Transparent Pricing

3% Platform Fee  
+  
\$0.30 per  
transaction & 2.2%  
transaction fee  
(Stripe)  
=  
**5.2% + \$0.30**

- Registration fee:
  - \$20 (credit card or check)
- Donors have the option to cover all fees on behalf of your organization
- Mobile Pay Options
- Last year, 85.6% of donors covered fees!!

# Transparent Pricing With ACH

3% Platform Fee

+

\$3 Fee

=

3% + \$3

- If donations are \$100 or more, donors can connect to their bank account through ACH, and will be charged \$3 flat fee instead of credit card fee
- Donors ALWAYS have the option to cover all fees on behalf of your organization

# Who is GiveGab?

*GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!*

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.





# Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team

# Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Fail-safe redundancy plans for BayouGives website
- Complete transparency with nonprofits and donors

stripe



GUIDESTAR®



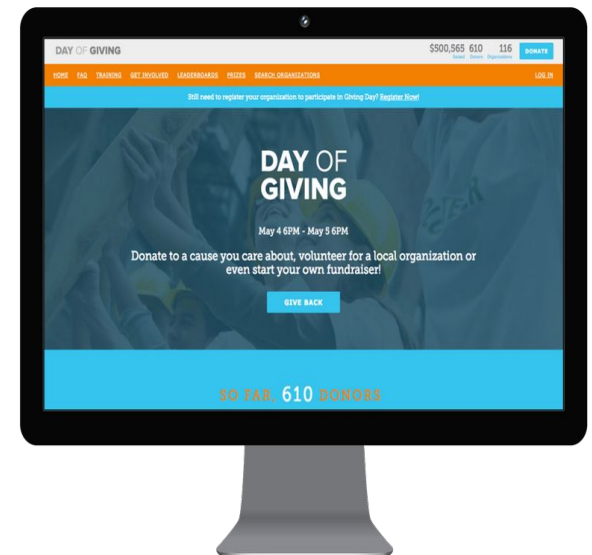
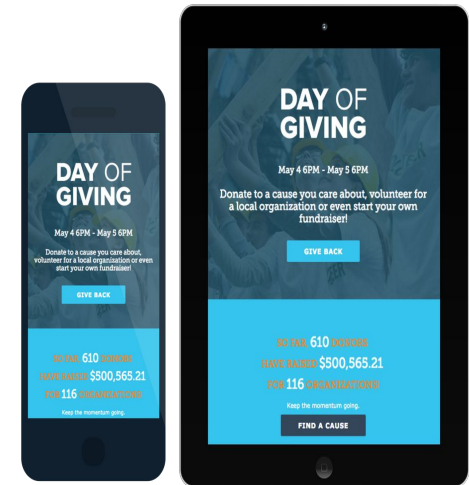
IRS



amazon  
web services

# Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your BayouGives profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device



# Simple Donation Processing




- All major credit cards accepted
- Quick, easy and fun donation flow
- ACH donation option
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

# Give, Give, and Give Again!

### Donate to more than one organization

Step 1 of 3

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**Double Dog Dare Rescue**

Choose an amount to give:

\$

**Name to Display (Optional):**

- Please do not display a name publicly.
- Please do not display the donation amount publicly.
- Make this a recurring gift.
- Make this donation in honor of or in memory of someone.

**Add a Public Message to this Donation**

[Remove this donation](#)

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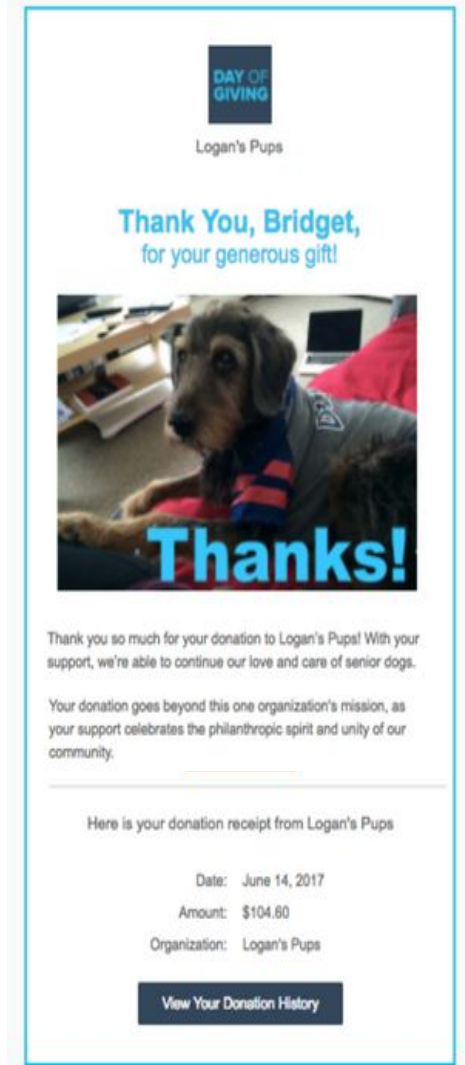
Choose an amount to give:

\$

GiveGab's Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!

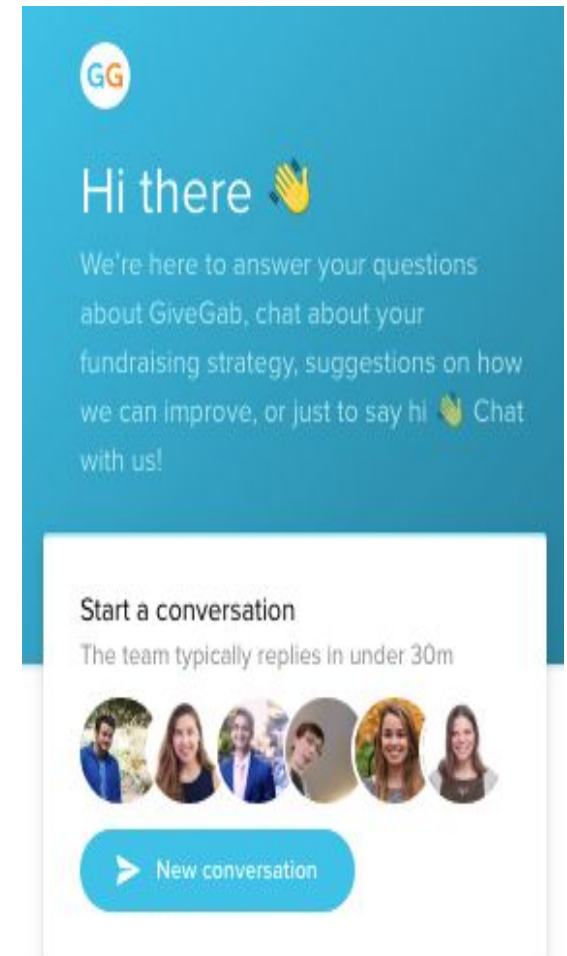
# Instantaneous Donor Delight

- Customizable Thank You Emails
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Social Share & Fundraising links encourage further online engagement



# 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](mailto: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!**



# Registering for BayouGives



# BAYOUGIVES

[APPLY NOW](#)

Local Nonprofits: Register starting January 28 to participate in BayouGIVES!

April 28, 12 am - 11:59 pm

BayouGives Begins in

82 : 14 : 44 : 50  
days hours mins secs

# Find Your Organization

and participate in BayouGives

children

SEARCH

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



MacDonell Children's Services

PARTICIPATE



Terrebonne Children's Advocacy Center

PARTICIPATE

## Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Register Your Organization for

# BayouGives

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Logo



Select Image

Remove

Recommended dimensions  
300x300  
Max file size 5MB

Click 'Continue' to complete your registration for

## BayouGives

Continue

Welcome to BayouGIVES, hosted by the Bayou Community Foundation! Please fill out the form below to register your organization to participate in the BayouGIVES 2020 online giving day on Tuesday, April 28.

A \$20 registration fee is required to complete registration, payable online with credit card or by check.

If you are paying by check, please use the coupon code BAYOUCHECK2020 and mail a check payable to the Bayou Community Foundation, P.O. Box 582, Houma, LA 70361, postmarked by Tuesday, March 17, 2020.

## Registration Type



Registration Cost

\$20.00

 **Do you have a registration code?**

What is your name? \*

What is your email address? \*

What is your phone number? \*



# Upload Your Documents to Complete Registration

- Upload your IRS Determination Letter
- If you do not have your document ready, you can return to your dashboard to upload later.

# Pay Your Registration Fee

- 2020 Registration Fees
  - \$20
- Pay one of two ways:
  - Pay with credit card on the GiveGab registration page
  - Send your check to the Bayou Community Foundation
  - BAYOUCHECK2020 - coupon code if paying by check

# Copying Over Your 2019 Profile



Logan's Pups



## Giving Day!

November 13, 2019

Time to launch

125

days

### Participation Approval Status


Approved

You're approved!

### 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.

 Unidog (2019) [Copy This Profile](#)

 Leaderboards (2019) [Copy This Profile](#)

[Create a New Profile](#)

- [Add An Administrator](#)
- [Add Offline Donation](#)
- [Manage Sponsor Matching](#)
- [Manage Donations](#)
- [Embed a Donate Button](#)
- [Engagement Opportunities](#)
- [Add External Fund](#)

### Get Prepared

Simply registering is not enough to be successful during Giving Day!. Use the resources below to learn the best practices or get help!



Webinars and Workshops



Giving Day Toolkit



GiveGab Customer Success HQ



# Application Status



**BayouGives**

April 28, 2020

## Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in BayouGives.



Add Your Organization's Info

*Let people know who you are.*



Add Your Story



Add Donation Levels



Add a 'Thank You' Message

*Personalize your auto-response for donors ahead of time.*



Add Fundraisers

*Recruit peer-to-peer fundraisers to expand your network of donors.*



Participation Approval Status

**Pending**

Time to launch

**83**

days



[View Registration Info](#)



[Preview Your Profile](#)



# Your Preparation Checklist



## Add Your Organization's Info

*Let people know who you are.*



## Add Your Story

*Tell potential donors why they should contribute.*



## Add Donation Levels

*Show your donors the impact their donation makes.*



## Add a 'Thank You' Message

*Personalize your auto-response for donors ahead of time.*



## Add Fundraisers

*Recruit peer-to-peer fundraisers to expand your network of donors.*



# Your Preparation Checklist



Add Your Organization's Info



Add Your Story



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers



# The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!

✓ Add Your Organization's Info

**Tagline**


Helping find senior dogs loving homes in their last years

18 Characters Left

**Website**

http://www.loganspups.org

**Logo**



Select Image Remove

Recommended dimensions 300x300  
Max file size 5MB

**Causes (optional)**

Cause #1 Animals


Cause #2 Education

Cause #3

Save

# Telling Your Story

**Cover Photo**



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

**Set a Goal (optional)**


Display Goal on Profile

\$ 5000 .00

Formatting ▾ **B** *I* U ✎ ☰ ☰ ☰ 🖼️ 🔗 📄 - ✕ </>

## 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

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<b>\$25.00</b> Provides one week of food for a senior pup <a href="#">Edit</a> <a href="#">Remove</a>
	<b>\$50.00</b> Provides a super soft bed for a loving senior pup <a href="#">Edit</a> <a href="#">Remove</a>
	<b>\$100.00</b> Helps a family foster one of our amazing senior pups <a href="#">Edit</a> <a href="#">Remove</a>

**Dollar Amount**

\$

**Description**

**Image**

[Select Image](#) [Remove](#)

Image should be 5MB max and a JPG, JPEG or PNG file type.

[Save](#) [Cancel](#)

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels

# Personal Gratitude

- 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

✓ Add a 'Thank You' Message


Please provide a "thank you" message, as well as an image or video link (or both)

**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.

**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

Recommended dimensions: 800x800  
Max file size: 5MB

Save

# Peer-to-Peer Fundraising

- Each individual creates their own fundraising page and every dollar they raise goes toward your organization's totals!
- Use your supporters, board members, volunteers and staff to expand your organization's reach
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!
- *Watch GiveGab's P2P Fundraising Training video*

✓ Add Fundraisers


Add Fundraisers Message All Search Fundraisers

Download CSV

Fundraiser	Donors	Amount Raised	Goal		
Alyssa Ravenelle	0	\$0.00	\$500.00	✉	✕

Allow New Fundraisers to Sign Up

# Peer-to-Peer Fundraisers







A fundraiser for:

## Logan's Pups


Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

**DONATE**   


20% 

\$100 Raised \$500 Goal 1 Donors



Bridget Cafaro

Hi, I'm Bridget Cafaro and I'm fundraising for [Logan's Pups](#).

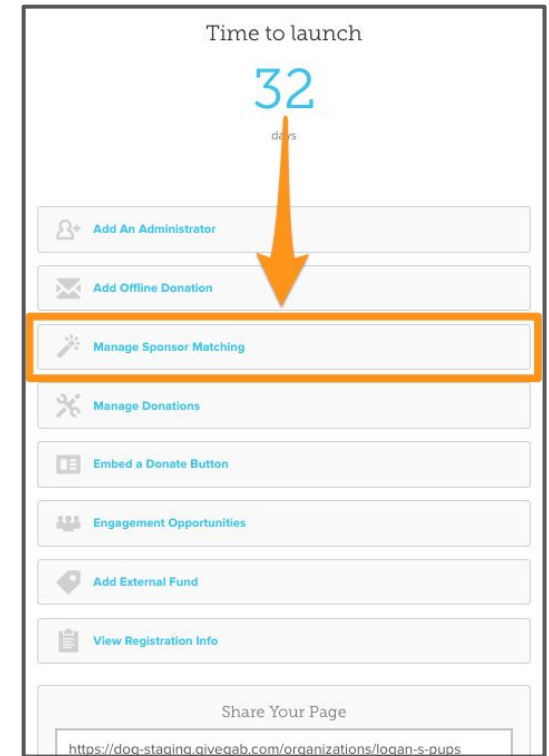


Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!



# 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!
- Please note: Matching funds do not count towards the Leaderboard or are eligible for prizes or overall matching dollars, but are still important to the overall day.
- *Watch GiveGab's Matching Training video*



# Viewing & Sharing Your Profile



Giving Day

September 5, 2018

Time to launch

61

days

## Get Set Up



Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

- + Add An Administrator
- ✉ Add Offline Donation
- ⚙ Manage Sponsor Matching
- ✂ Manage Donations
- 📄 View Registration Info

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups>

[View Your Page](#)





## Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: **Animals, Seniors**

[Manage this on GiveGab](#)

DONATE



0%

\$0 Raised \$5,000 Goal 0 Donors



\$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

Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print 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.

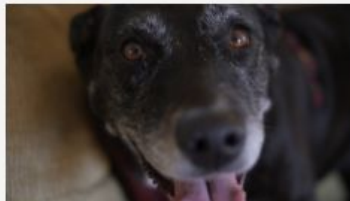
To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

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.

DONATE



## Matches

Board of Trustees: #NVBigGive Match

On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's big Give 2018!

\$5,000 MATCH

\$5,000 REMAINING

## Fundraising Champions

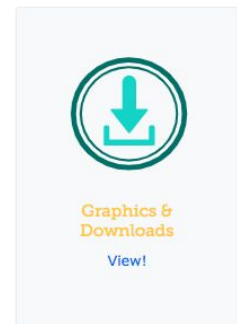
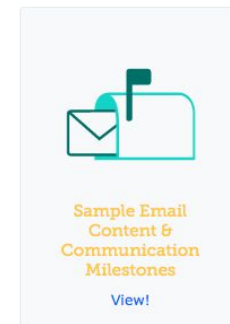
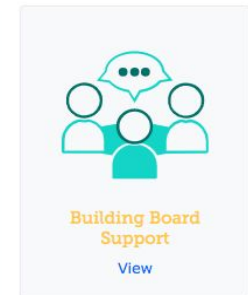
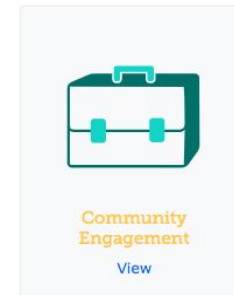
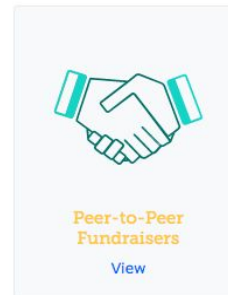
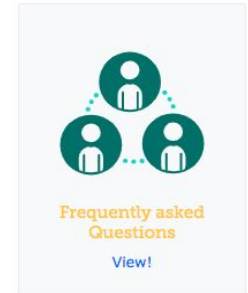
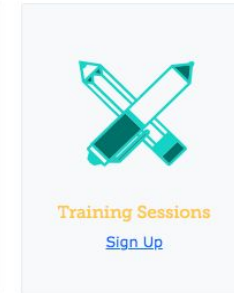
[Bridget Cafaro](#) \$0.00

[Alyssa Ravenelle](#) \$0.00

# Tips, Tools, and Resources

The Nonprofit Toolkit has everything you need to reach your BayouGives goals!

- Customizable Templates
- Communication Timelines
- BayouGives Graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!



# Your Next Steps

- Register for BayouGives by March 17
- Follow BayouGives on Social Media!
  - Use #BayouGives
- Watch your inbox for important emails
- Register for Mandatory Webinar on March 24 at 2:00 pm
- Explore the Nonprofit Toolkit

GiveGab<sup>®</sup>

Questions?

**BAYOU  
GIVES**