

Final Steps to Success

May 21, 2024



BIG BIKE GIVE

POWERED BY THE IOWA BICYCLE COALITION

Meet the Team



Claire

Associate Project
Manager



Kalia

Associate Project
Manager

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **EOD**.

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

Introduce yourself! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

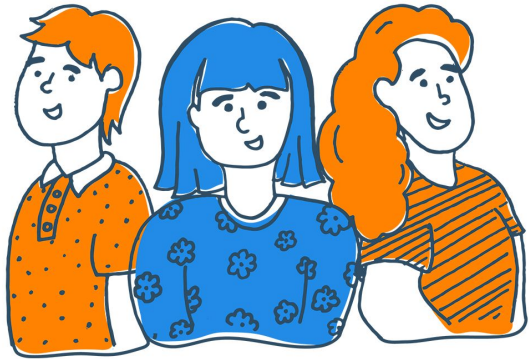
Send Anonymously

Agenda



- **Big Bike Give Updates & Reminders**
- **Your Checklist for Success**
- **After Big Bike Give**
 - **Next Steps**
 - **Q&A**

Big Bike Give Updates and Reminders



- **bigbikegive.org** | 5/21/24
- Donation Open: 5/14/24
- Donation Close: 5/24/24
- Prizes
- Social Media Feed

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Are You Able to Accept Donations?

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations ✓
 - Status: Verified**
 - Hooray! Your organization has been verified to accept donations on GiveGab.
 - ✓ Confirmed state fundraising compliance
 - ✓ Bank account and organization information verified

Is Your Profile Complete?

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?
- Invited your fundraisers?



Will You Have Cash/Check Donations?

- Add cash and check donations to your Big Bike Give totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included

Donation Tools



Add Offline Donation



Manage Sponsor Matching

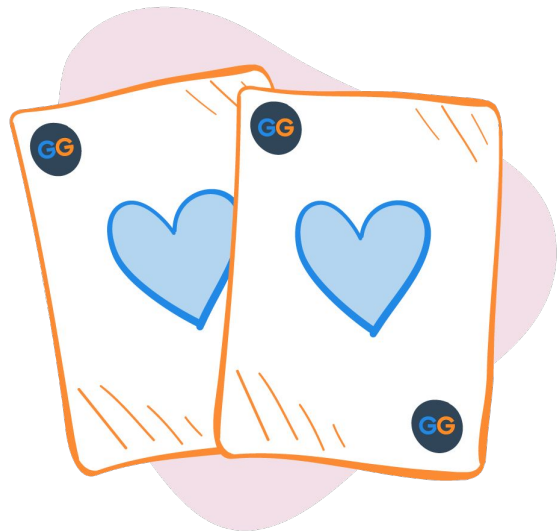


Manage Donations



Embed a Donate Button

Have You Secured a Matching Gift?



- **Why?**
 - Organizations with matching funds raise 4.5x more on average than organizations without a match
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges your Big Bike Give profile
- ✓ Verify your match setup with chat support
- ✓ Curate communications to highlight your match

What's New for 2024?

Do You Have Fundraisers?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Setting Up Your Fundraisers For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk the [Big Bike Give Fundraising Guide](#)
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Do You Have a Communications Plan?

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Big Bike Give Nonprofit Toolkit



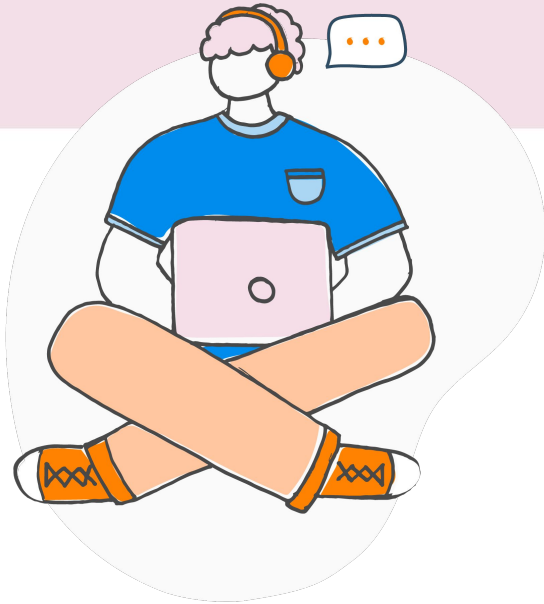
How Will You Communicate?



- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

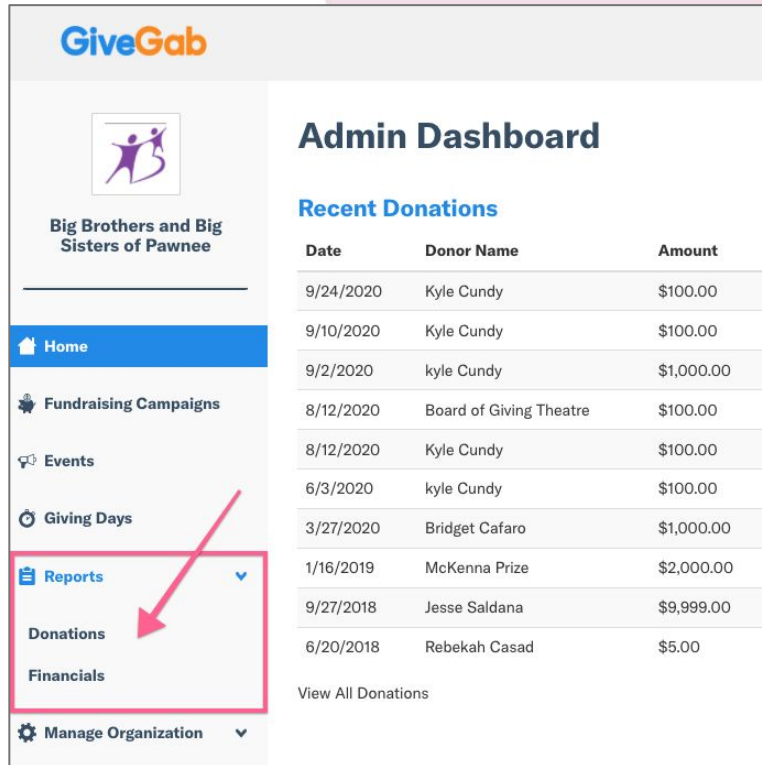
Post-Big Bike Give Success

How Will You Get Your Donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
- Reference your Financials report to reconcile deposits!

Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee


Admin Dashboard

Recent Donations


Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00


[View All Donations](#)


Filtering Your Data




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾




Donations

 Manage Organization ▾










Donations



 Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


▾ ▾ ▾


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

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 [Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for **Pawnee Public Library** 

Reconciliation

- The Financials reporting dashboard allows you to view your balance and donations from an accounting perspective
- Match each online gift to a deposit

Logan's Pups
GG Pay Financials

Balances
Payouts
Refunds

GG Pay Logan's Pups

Start Date
End Date

Donation Transactions

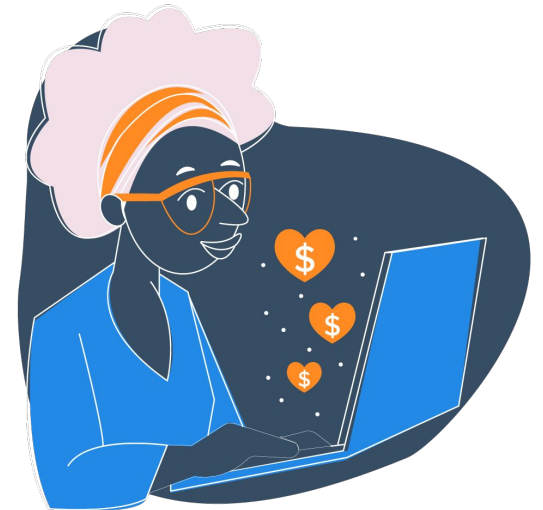
Gross Amount: ⓘ	\$4,275.00
Net Amount: ⓘ	\$4,199.23
Total Number: ⓘ	33
Givegab Platform Fees: ⓘ	\$136.88
GG Pay Processing Fees: ⓘ	\$109.39

Current

Total balance: ⓘ	\$200.00
Pending refunds:	\$0.00
Pending disputes: ⓘ	\$0.00
Total in reserve: ⓘ	\$0.00
Total balance to payout: ⓘ	\$200.00

How Will You Thank Your Donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the [available training](#) on Donor Stewardship!



How Will You Thank Your Donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your Giving Day Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Big Bike Give Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- How-To Videos on the Big Bike Give Trainings page



Next Steps

Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

Final Checklist

- Complete your profile by May 8
- Ensure you are verified to collect donations
- Keep an eye out for important emails!
- Follow Big Bike Give on Social Media and use #BigBikeGive Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



How We Support You

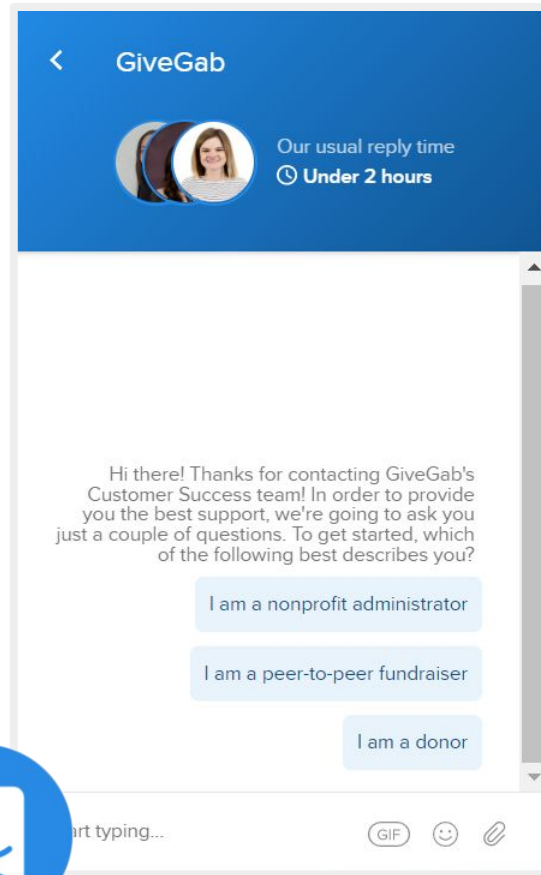
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at

CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?



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