Getting Ready for Your Giving Day
Meet the Team

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

● Giving Day Overview
● Who is GiveGab?
● What’s New in 2023
● Registering for your Giving Day
● Creating Your Profile
● Next Steps & Questions + Breakout Room
Overview

- **Giving Days:**
  - Give Great Falls
  - Greater Helena Gives
  - Missoula Gives
  - Yellowstone Valley Gives

- Every nonprofit conducts their own unique campaign to market and share with their supporters

- IRS-recognized nonprofits are eligible to participate
  - Able to accept ACH deposit transfers into a valid checking account
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 + Giving Day Host 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
Who is GiveGab?
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 Giving Days
- Create the ultimate donor experience
- Provide a dedicated support team
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
Simple Donation Processing

- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
Transparent Donations

- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, donors cover 65-75% of fees during a Giving Day
GiveGab’s Giving Day Gift Basket makes it easy for donors to support as many causes as they like!
Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
What’s New for 2023?
Better Reconciliation

- In addition to your existing reports, you can better manage deposits to your account.
- Understand your balance and donations from an accounting perspective.
- Match each online gift to a deposit.
Elevating Fundraisers

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor
- Chosen P2P will appear in donor's receipt
- Fundraisers can have a group name
Registering for your Giving Day
Greater Helena Gives begins in

95 : 23 : 00 : 34

days hours mins secs
Find Your Organization
and participate in Give Big Gallatin Valley 2022

The Center for Children and Families
Billings, Montana

Don't see your organization listed?
You can create an organization by clicking the button below.

ADD MY ORGANIZATION
Welcome to Missoula Gives & Bitterroot Gives! Please fill out the form below to register for the 2021 giving day. Please choose your registration type carefully as it is based on your operating budget size:

- Small NPO ≤ $100k
- Medium NPO = $100k-$500k
- Large NPO > $500k

Please fill out the form as completely as you can, the more information you provide the better. Missoula Gives is a program of the Missoula Community Foundation. We are excited to work together to better our communities. Together let’s raise a HALF MILLION for Missoula & Ravalli Counties this year!

Registration Type

- Early Bird small budget
  $100.00

- Early Bird medium budget
  $130.00

- Early Bird large budget
  $175.00

Do you have a registration code?

1. What is your business phone number? *

Credit Card Information

First Name

Last Name

Credit Card Info

Card number

MM / YY CVC

Register
Returning? Copy Your Profile!

- Be sure to update your existing content so it’s up to date!
- Existing bank account information will carry over
Completing Your Profile
Your Giving Day Dashboard

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

- Logo
- Website
- Causes

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

Add Your Story

[Image of a user interface for adding a story with options to set a monetary goal and include text and visuals.]
Get Verified on GiveGab

- 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
Get Verified on GiveGab

### Complete Your Verification

#### Set Up Donations

<table>
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<th>Documents</th>
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#### State Charitable Solicitation Compliance Attestation

- I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. Learn more about state charitable solicitation compliance.

- Save

#### IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

**EIN/Tax ID**

Please enter the 9 digits without the dash.

Don't have your EIN? Search here.

- Save

#### Payment Processor Verification

- Verify Your Organization
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.
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
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](#)
Bridget Callen’s fundraiser for Logan’s Pups

DONATE

$400 Raised  $600 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 seniors than the loving nurses who care for and educate my friends and family, as I know how amazing owning a senior dog can be!

$25
Provides one week of food for a senior pup

$50
Provides a unique gift box for a loving senior pup

$100
Adopts a family favorite in our partnering senior pup

$500
Provides life-changing surgery. In a senior pup’s care

Choose your own amount
Did you know?

Organizations who used P2P fundraising last year’s Giving Days raised on average 3.5x more than those who did not.
## Key Dashboard Tools

### Donation Tools
- Add Offline Donation
- 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

### Get Prepared
- Webinars and Workshops
- Giving Day Toolkit
- GGChat

### Share Your Page
- [https://www.401gives.org/organizations/center-for-media](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

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

Share Your Page
https://giving-days-preprod.herokuapp.com/organizations/1
A Completed Profile
Logan's Pups

$995 Raised  $10,000 Goal  6 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
Provides the ‘changing surgery’ to a senior pup in need

Choose Your Own Amount

Our Story  Matches  Fundraising Campaigns  Top Fundraisers  Recent Donors
What’s Next?
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, 2:1, 3:1 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- **Pro Tip:** Watch the [Matching Training Video](#)
Did you know?

Organizations who had a match last year during Giving Days raised on average 4.5x more than those who did not.
Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving Day needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!
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
- A Giving Day may not be the right fit for all of your donors - that’s okay!
Your Next Steps

What to work on over the next 2 months:

- Follow your Giving Day on Social Media and use your hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit
How We Support You

● Visit Our Help Center
  ○ support.givegab.com
● Check Out Our Blog
  ○ givegab.com/blog
● Send us an Email
  ○ CustomerSuccess@givegab.com
● Chat with GiveGab’s Customer Success Team

Look for the little blue chat bubble!
Questions?