

Getting Ready for Blessings' Program Fundraising on GiveGab



**BLESSINGS IN A
BACKPACK**

Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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

Agenda



- Overview
- Who is GiveGab?
- Registering
- Creating Your Profile
- Reporting
- Next Steps & Questions

Why GiveGab?

- GiveGab is a robust online fundraising platform that will be of no added cost to your program
- Programs can to promote their work and volunteer opportunities on their specific page
- Program Coordinators can edit, manage, and pull reports for their own donation pages
- Creates consistent branding in our online presence across all programs

GiveGab Program Fundraising Overview

giving.blessingsinabackpack.org

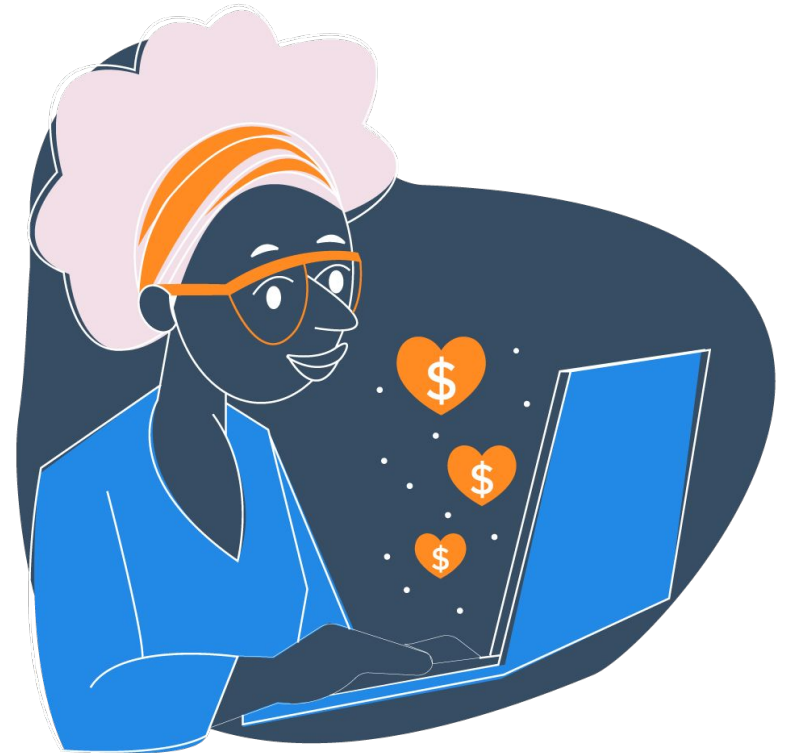
- Every program conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Blessings' Efforts = Exponential visibility
- US-based Blessings programs are eligible to participate
- Leaderboards for friendly competition
- Register by October 18th to create and use your page for Giving Tuesday
- Donations open on November 1
- Starting December 1st, programs can register on a rolling basis

Benefits of Participating



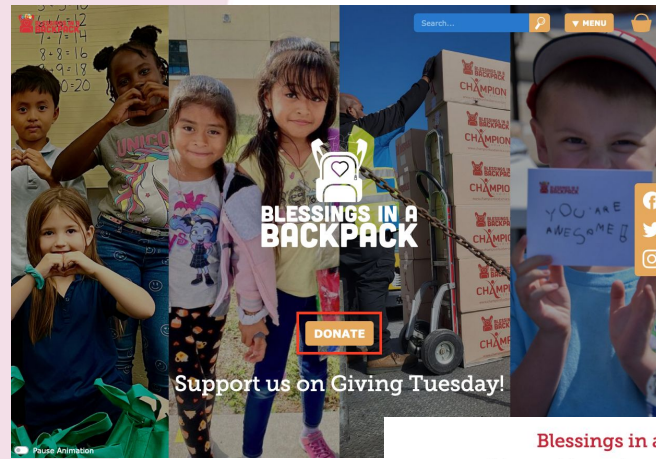
- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-Engage with your existing supporters and gain new donors
- Combine your marketing efforts + Blessings' marketing = exponential visibility for participating programs
- Utilize the GiveGab site and program profile pages to reach other internal goals
- Leverage P2P fundraising tools

How does it work?



How will donors find my program?

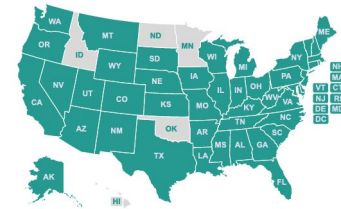
- Navigate to giving.blessingsinabackpack.org
- Click “Donate” to search for a program, use the search fields on the main page, or click on a state on the map
- You can also share your unique profile link with donors (less clicks for them!)
- Donors will enter a quick and easy 3-step donation process



Blessings in a Backpack Programs

Click on a state below to see the programs you may currently support through this website.

Don't see a program near you? Click [here](#) to see all of our programs.



Search For A Program To Support

Search Location

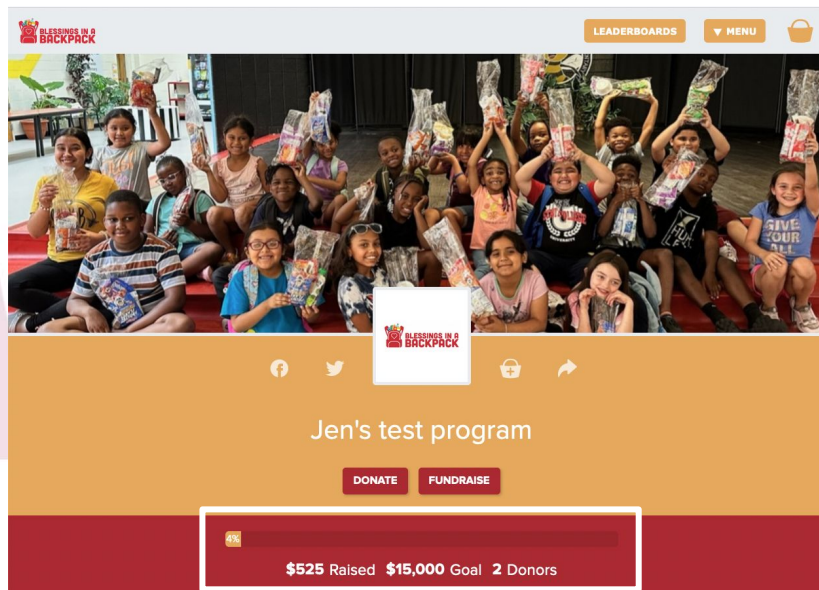
Search by Program Name Search by City, State

SEARCH

[View All](#)

What happens after your donors make a gift?

- Your profile totals will increase
- Leaderboard standings will automatically adjust
- Donor recognition on public donor walls (on your profile and main page)
- *Anonymity preferences are always honored! “Anonymous Donor” text will show.*



Fundraisers

1 Jane Doe

\$150.00

Recent Donors

Matt Williams

\$10

Matt Johnson

\$50

Sarah Smith

\$125

John Doe

\$500

The Fisher Family

\$25

[SEE MORE DONATIONS](#)

Who is GiveGab?



GiveGab is becoming  Bonterra.

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 Blessings' programs
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is part of Bonterra!

Simple Donation Processing



- \$5 minimum online donation
- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment (\$100 minimum donation to use ACH)
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)



Greater Pawnee German Shepherd Rescue

Name to Display (Optional):

(Defaults to First and Last Name)

- I am a new donor to this organization.
- 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

+ ADD ANOTHER ORGANIZATION



GiveGab's Giving Day Gift Basket makes it easy for donors to support up to 10 programs in one transaction!

Instant Donor Delight

- A Thank You email that comes from Blessings
- Automatically sent immediately after the gift is made
- Includes Blessings' EIN and the donation amount to act as a tax-deductible receipt

DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

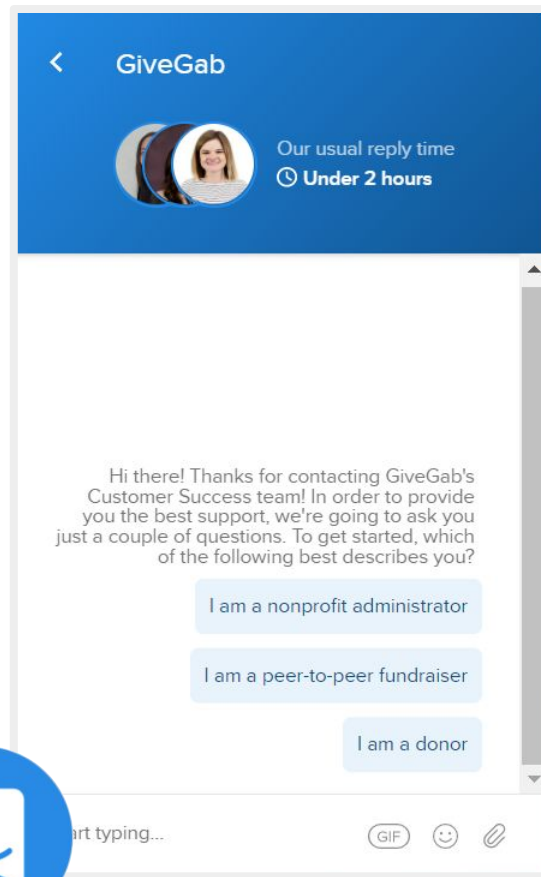
Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg
Date: February 27, 2020
Organization: Logan's Pups
EIN: 12-1234567
Designation: Giving Day
Amount: \$10.00

[View Your Donations](#)

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



Program Analytics

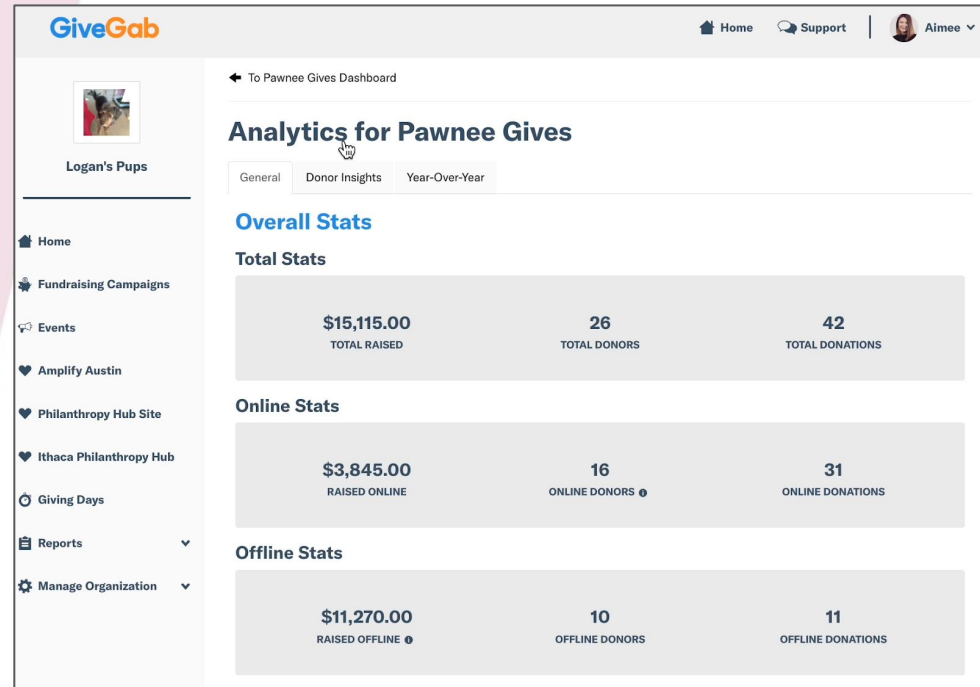
Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Year-Over-Year comparisons



Ithaca Gives March 17, 2023
\$0.00 Raised · 0 Donors · 0 Gifts
Analytics

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



GiveGab Home Support Aimee

◀ To Pawnee Gives Dashboard

Analytics for Pawnee Gives

General Donor Insights Year-Over-Year

Overall Stats

Total Stats		
\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS

Online Stats

\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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Offline Stats

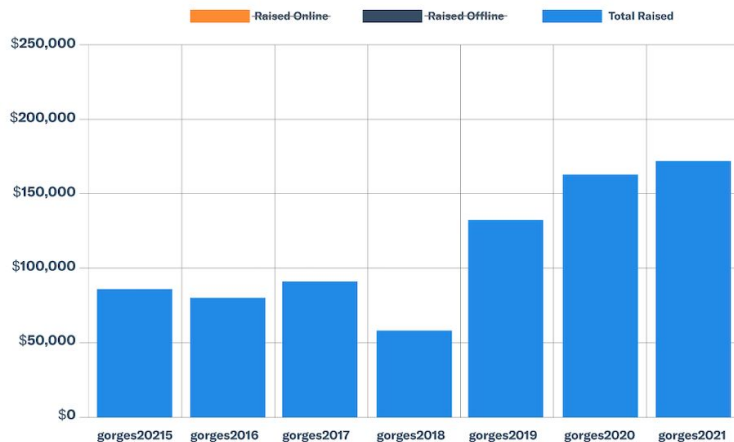
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Logan's Pups

- Home
- Fundraising Campaigns
- Events
- Amplify Austin
- Philanthropy Hub Site
- Ithaca Philanthropy Hub
- Giving Days
- Reports
- Manage Organization

Year-over-Year Metrics

Dollars Raised



Donor Counts



Registering your program





Blessings in a Backpack

Organization Name ** required*

Street Address Line 1 ** required*

Street Address Line 2

City ** required*

State ** required*

ZIP/Postal Code ** required*

Not located in the United States?

Logo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300.

Click 'Continue' to complete your registration for

Blessings in a Backpack

Continue



Blessings in a Backpack

Welcome! On the registration form, it will ask for your "organization name." Please type your program name only without "Blessings in a Backpack."

1. How many children does your program serve? * required

2. In which state is your program located? * required

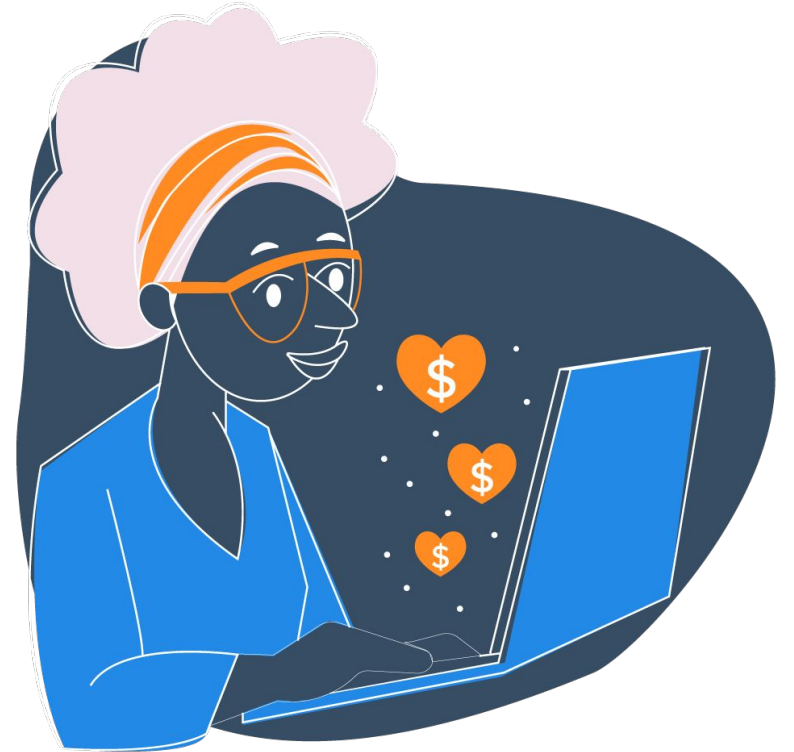
Please select one choice.

3. What is your fundraising goal for the school year?






Please select one choice.

Submit

Completing Your Profile



Your Dashboard

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

Basic Info

- Logo
- Website

 Add Your Organization's Info ▼

Website

Logo



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

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300.

Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your program through words and visuals
- Canva templates, images, and example story language are available for you to use in the PC Toolkit
- Please be sure to spell out your program's state in your story (e.g, Kentucky and not KY)

✓ Add Your Story

Cover Photo




Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

Display Goal on Profile

\$

Tell Your Story

GT America **A** **B** *I* U

Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together I man passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.


Video Url

Vimeo links must be in the following format: <https://vimeo.com/123456>.


Suggest Donation Levels

✓ Add Donation Levels


We recommend having 3 or 4 donation levels.




\$25.00
Provides one week of food for a senior pup
[Edit](#) [Remove](#)



\$50.00
Provides a super soft bed for a loving senior pup
[Edit](#) [Remove](#)



\$100.00
Helps a family foster one of our amazing senior pups
[Edit](#) [Remove](#)



\$500.00
Provides life changing surgery to a senior pup in need
[Edit](#) [Remove](#)

Add Donation Level

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your program further connects the donor to your goal

Personalized Gratitude

- Add your own message – example language can be found on the PC Toolkit
- 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
- Your custom thank you message will not be included if the donor donates to more than one program in their transaction

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


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.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

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

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

Support Areas (aka Special Projects)






- An optional feature which allows Blessings PCs to create separate pages to raise awareness and fundraise for specific projects / initiatives
- Donations to a support area will display on the support area profile AND will roll up to your program's totals



Sample Food Bank leads the community to feed the hungry and conquer the cycle of need. We fulfil this mission through innovative programs, efficient operations, and by partnering with 300+ food pantries, shelters, and churches throughout the area. With the generous support of our donors, we are on track to distribute more than 30 million meals this year. We could not do this without supporters like you stepping up and making a difference.



P2P Fundraising

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

What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Blessings program profile. Their totals roll up into your totals!

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your program

4 Steps to Fundraising Success

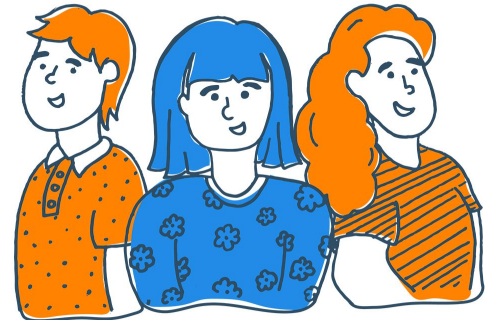
- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about Blessings and the school your program supports?
- Why do you enjoy giving to Blessings?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our program?



Add Fundraisers

Search Fundraisers

Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser Donors Amount Raised Goal Email Phone Actions

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

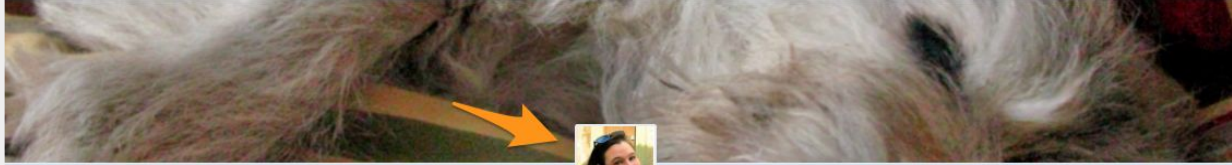
\$.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

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 Cafaro's fundraiser for
Logan's Pups

DONATE

20%

\$100 Raised **\$500** 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 senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



\$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 life changing surgery to a senior pup in need


CHOOSE YOUR OWN AMOUNT



Key Dashboard Tools

See your detailed donation info

Donation Tools


 Manage Donations

Add a button on another site to link to your Blessings profile page!

 Embed a Donate Button


Please check these out! Lots of videos, tools, and templates for you and your P2P fundraisers!

Get Prepared

 Webinars and Workshops

 Toolkit


A library of GiveGab support articles

 Help Center

Other Actions


 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

 Mobilize Integration

Share Your Page

<https://giving.blessingsinabackpack.org/organize>




Key Dashboard Tools


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Share Your Page

<https://giving.blessingsinabackpack.org/organize>



Share events, volunteer opportunities, etc.

N/A for Blessings PCs

Create additional profile pages and fundraise for special projects

Review the answers you provided on the registration form

While in Pending status, this will say "Preview Your Profile"

N/A for Blessings PCs

Engagement Opportunities

Food Packing Events

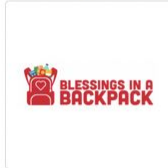
Hosted by: Jen's test program

 Date	 Time	 Location	 Contact
Ongoing Opportunity	Contact coordinator for times	322 Cannons Ln Louisville, KY 40206	Jennifer Fisher jennifer.fisher@bonterratech.com (502) 555-1212

✓ Sign up



About Food Packing Events

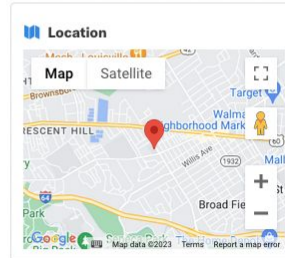


Holy Spirit is continuing its commitment to Blessings in a Backpack a year-long community outreach program supported by the parish and school families. Blessings in a Backpack provides food on the weekends for school-aged children across America who might otherwise go hungry.

The local school we will sponsor this year is Field Elementary, which is less than a mile from Holy Spirit. At Field, 75 children qualify for the Blessings in a Backpack program, and, with our help, every child will leave school on Friday with a backpack full of food!

Holy Spirit also supports the Blessings in a Backpack program at Cordia School in Hazard, Kentucky, providing weekend food for 100 children. "Thanks so very much for reaching out to the students of Cordia School," said FRYSC Director Marlea Cornett. "Many blessings to everyone that helped with this program."

Join us on Sundays after 10 a.m. mass to pack food for the Field students. Volunteer opportunities are for of all ages, including families and children. [Click here to sign up.](#)



Volunteers (0)

No one has signed up yet, but you could be the first!

Share Your Profile


- Preview your profile along the way
- Once approved, your profile link will be able to be shared
- Post directly to Twitter and Facebook from your dashboard


Other Actions

 Engagement Opportunities

 Add External Fund

 View Registration Info

 View Your Profile

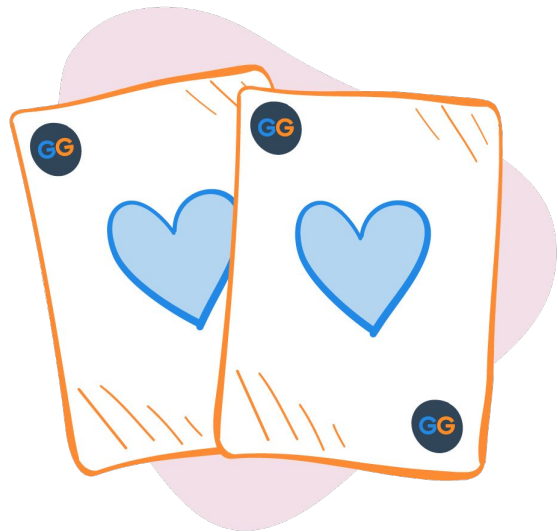
 Mobilize Integration

Share Your Page

<https://giving.blessingsinabackpack.org/organizat>



Have you secured a matching gift?



- **If you are leveraging a matching gift to draw more donors to your program this giving season, GiveGab can help!**
- You can add a match to your page so donors will know their gift will make double the impact.
- Just email sydneyd@blessingsinabackpack.org with your match information, and we will help you set it up!

BLESSINGS IN A BACKPACK

MENU

Facebook, Twitter, Instagram, and Share icons

Jen's test program

[DONATE](#) [FUNDRAISE](#)

[Our Story](#)

[Top Fundraisers](#)

Our Story

Could you go 65 hours without eating?

Most of us couldn't, yet almost 27,000 kids in Jefferson County, Kentucky struggle with food insecurity (the lack of access to affordable, healthy food) on the weekends.

The consequences of childhood hunger are much more than a growing stomach. Hunger can cause many physical health problems. It can shorten a child's attention span, lower their IQ, and keep them from making good grades.

With your help, we can change that!

The Blessings in a Backpack program at Sample School provides food on the weekends for 200 children who might otherwise go hungry.

Student survey results show that children who are fed by Blessings in a Backpack have improved school attendance, find it easier to learn, get into trouble less often at school, and feel cared for by their community.

It only takes \$175 per school year to give children the opportunity to thrive!

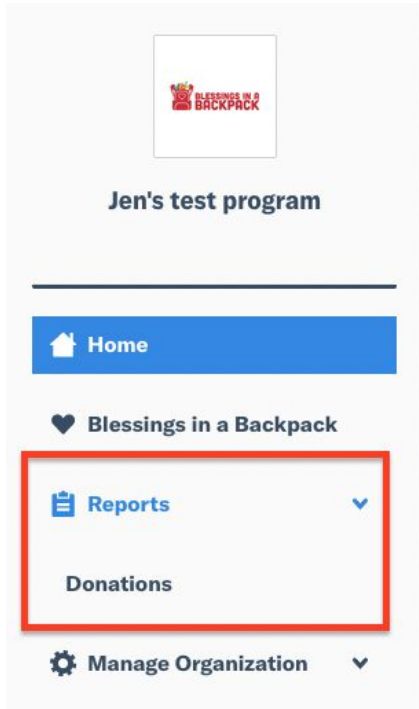


Fundraisers

1 Jane Doe

\$0.00

Finding Your Donor Data



The screenshot shows the left sidebar of the Admin Dashboard. At the top is the logo for 'BLESSINGS IN A BACKPACK' and the text 'Jen's test program'. Below this is a blue 'Home' button with a house icon. Underneath is a section for 'Blessings in a Backpack' with a heart icon. A red box highlights the 'Reports' menu item, which has a document icon and a dropdown arrow. Below 'Reports' is the 'Donations' menu item. At the bottom is the 'Manage Organization' menu item with a gear icon and a dropdown arrow.

Admin Dashboard

Recent Donations

Date	Donor Name	Amount
9/26/2023	Matt Johnson	\$50.00
9/26/2023	Sarah Smith	\$125.00
9/26/2023	John Doe	\$500.00
9/26/2023	Jennifer Fisher	\$25.00

[View All Donations](#)

Filtering Your Data

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](#)

Search by donor name or email:

Filter by Giving Day or Site:

All Giving Days & Community Giving ▾

Filter by Campaign:

All Campaigns ▾

Filter by Donation Type:

Any Donation Type ▾

Start Date

Select start date



End Date

Select end date



Actions

Donation ID

Date ▾

Donor ▾

Intended Donation ▾

Amount Charged

Ba



7167782













9/26/2023
11:09PM

Matt Johnson

\$50.00

\$50.00

Exporting Your Donor Data

   	7167781	9/26/2023 11:09PM	Sarah Smith	\$125.00
   	7167779	9/26/2023 11:08PM	John Doe	\$500.00
  	7167774	9/26/2023 11:04PM	Jennifer Fisher jennifer.fisher@bonterratech.com	\$25.00
 Export CSV	Edit Bank Account Info			

Your GiveGab Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!



Your PC Toolkit

The Blessings in a Backpack PC Toolkit has valuable resources for all your needs.

- Canva templates
- Downloadable graphics
- Suggested “Our Story” language and “Thank you” emails
- Links to Blessings Youtube Videos
- PC specific FAQ
- Link to Register your GiveGab page

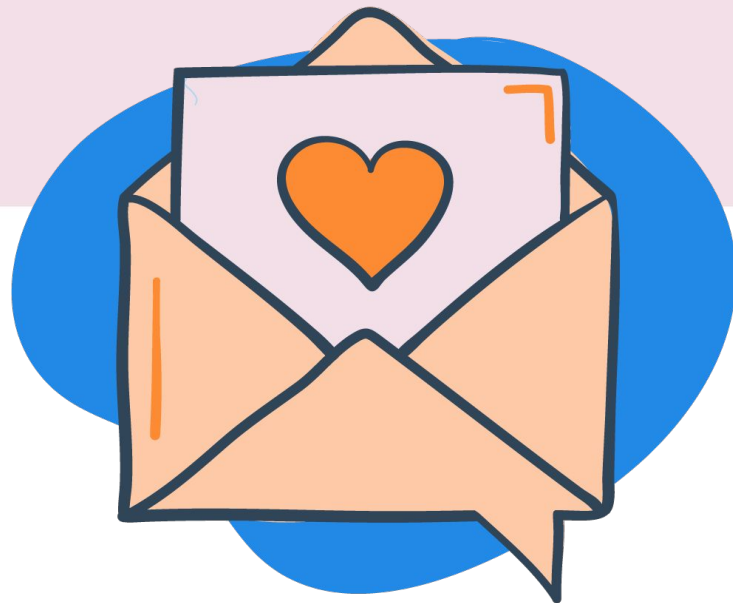
What's Next?



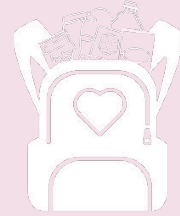
Your Next Steps

What to work on over the next month:

- Register your program and create your profile
- Submit your profile for approval
- Watch your inbox for important emails
- Meet internally to discuss goals
- Explore the toolkit
- Invite P2P fundraisers



Questions?



**BLESSINGS IN A
BACKPACK**