

# Getting Ready for the 2024 GoodGiving Challenge

*June 18, 2024*



# Meet the Team

## Blue Grass Community Foundation



**Lauren Parsons**

Director of Strategic  
Initiatives +  
Communications



**Courtney Turner**

Communications  
Manager



**Kaitie Branton**

Project Manager

## Bonterra



**Cameron Navarro**

Associate Project  
Manager

# 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



- **GoodGiving Challenge Overview**
- **Who is Bonterra?**
- **What's New**
- **Registering**
- **Creating Your Profile**
- **Next Steps & Questions**

# GoodGiving Challenge Overview

[www.bggives.org](http://www.bggives.org) | December 3-6, 2024

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Blue Grass Community Foundation Efforts = Exponential visibility
- IRS-recognized nonprofits serving Central and Appalachia Kentucky are eligible to participate
- Leaderboards for friendly competition, prize incentives

# 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 + Blue Grass Community Foundation Efforts 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 Bonterra?



# Who is Bonterra?



**Bonterra's mission is to power those who power social impact**

- Host a secure, reliable and transparent platform for the GoodGiving Challenge
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!



# Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, donors cover 80% of fees during a Giving Day

Step 3 of 3

**YMCA of South Collier** Gift: \$50.00

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**Email:** laryssa@givegab.com

**Fees:** \$3.13

What's with these fees?

I'll cover the fees!

Privacy Option(s)

Please do not display a name publicly.




Please do not display the donation amount publicly.

Hide my name from this organization and the public.

**Total:** **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.  
Learn more about how your information is used following a donation: [Privacy Policy](#).

# Transparent Donations

## Credit Card:

2.8% Platform Fee  
+  
\$0.30 per transaction &  
2.2% transaction fee  
(Stripe)  
=  
**5% + \$0.30**

## ACH:

2.8% Platform Fee  
+  
\$3.00 flat bank fee  
=  
**2.8% + \$3.00**  
*\*\$100 minimum*



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**



The 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

## 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](#)

# Giving Day Analytics

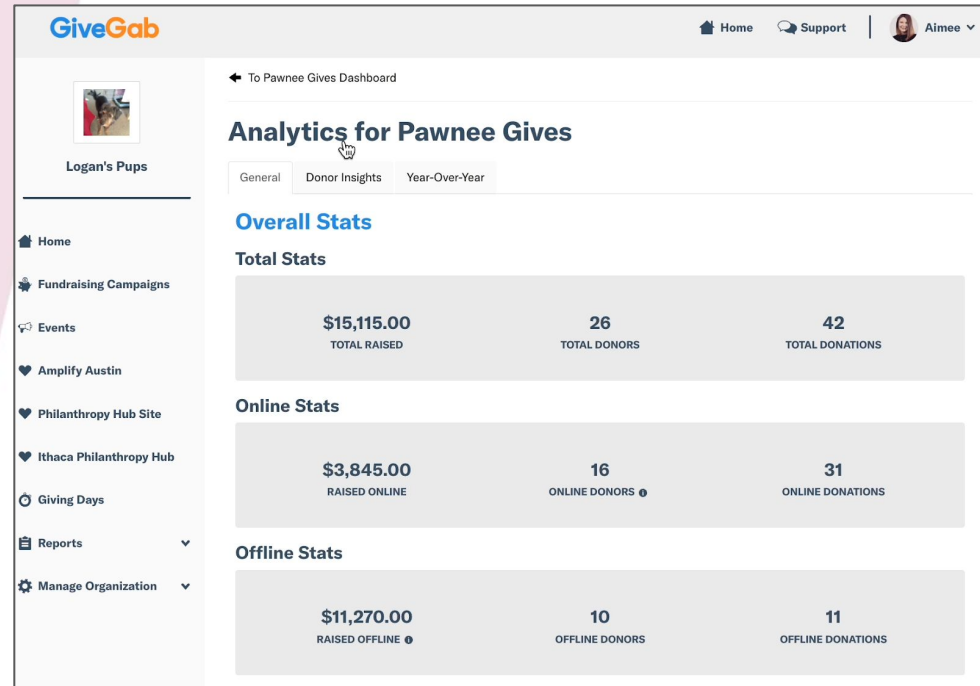
Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- 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

<b>\$15,115.00</b> TOTAL RAISED	<b>26</b> TOTAL DONORS	<b>42</b> TOTAL DONATIONS
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##### Online Stats

<b>\$3,845.00</b> RAISED ONLINE	<b>16</b> ONLINE DONORS	<b>31</b> ONLINE DONATIONS
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##### Offline Stats

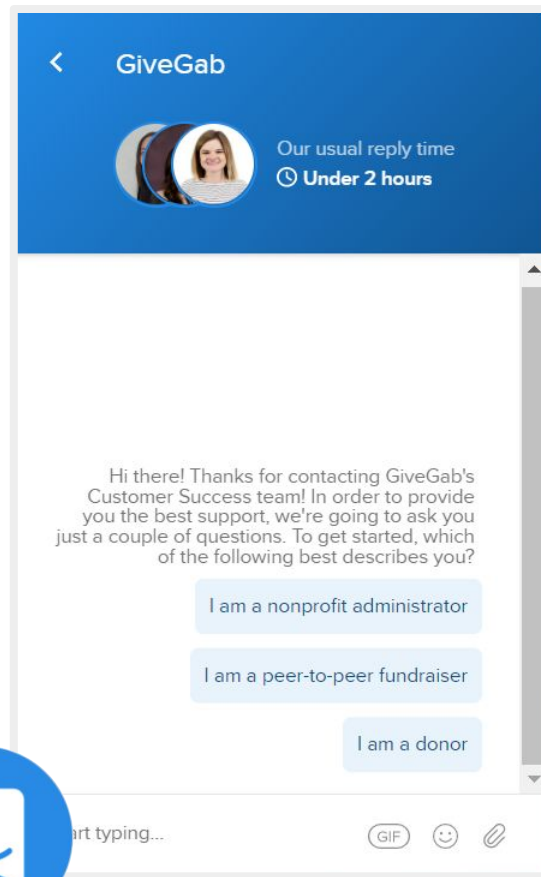
<b>\$11,270.00</b> RAISED OFFLINE	<b>10</b> OFFLINE DONORS	<b>11</b> OFFLINE DONATIONS
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Logan's Pups

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

# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [bonterratech.com/blog](https://bonterratech.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with our Customer Success Team
  - Look for the little blue chat bubble



# Registering for the GoodGiving Challenge





# GOOD GIVING CHALLENGE

BLUE GRASS COMMUNITY FOUNDATION

REGISTER



Register NOW for the 2024  
GoodGiving Challenge!

GoodGiving Challenge 2024 begins in

178 : 19 : 47 : 17  
days hours mins secs



# GOOD GIVING CHALLENGE

## Read this Before You Register to Participate!

The GoodGiving Challenge is an exciting four-day online giving event that connects local nonprofit organizations with passionate donors and community members to support diverse causes and create lasting impact in Central and Appalachia Kentucky.

**Please read through these requirements carefully prior to registering.**

### To participate, your organization must:

1. Be a verified 501(c)(3) charitable nonprofit (or fiscally sponsored by such an organization)
2. Register to solicit funds with the Kentucky Attorney General
3. Be recognized on Guidestar.org with a Gold Seal of Transparency, or higher
4. Have a physical location within one or more of Blue Grass Community Foundation's service area counties: Anderson, Bath, Bourbon, Boyle, Clark, Fayette, Franklin, Harrison, Jessamine, Madison, Magoffin, Montgomery, Morgan, Rowan, Scott or Woodford.
5. **Complete the 2024 GoodGiving Challenge online registration form by 5pm ET August 30, 2024.**

Additionally, please note the following:

- Institutions of faith may only participate if fundraising for non-secular charitable programming, such as a food pantry that is operated from the organization. Educational programs operated within a religious institution, such as a parochial school, may participate so long as funding is for educational and/or non-secular purposes.
- Organizations may not participate if they are identified by the Horizon Forum Hate Screen as participating in hateful activities.

### Registration Review Process:

- After you register, your information will be reviewed Blue Grass Community Foundation team for local eligibility approval. Your profile will not appear on the GoodGiving Challenge website until your participation is approved. If a member of our team reaches out needing additional information or documentation, please reply promptly, as the deadline for verification and approval is August 30.

### Registration Fees:

- The cost to participate in the GoodGiving Challenge is \$500. These fees help cover the cost of the website, marketing and staff time required to host this event.

### Additional Matches & Challenges:

- Participating nonprofit organizations are encouraged, but not required, to secure a match and/or challenge sponsor for their campaign. Any matching requirements or limitations are between the participating nonprofit and the match/challenge sponsor.

### GoodGiving Challenge Matches + Prizes:

- Prize details will be announced here on the GoodGiving Challenge website on in September.

### Additional Information:

- Additional information on the above is available in the [GoodGiving Challenge Welcome Packet](#).

**If you have any questions concerning the requirements above, please contact Lauren Parsons at [lauren@bgtf.org](mailto:lauren@bgtf.org) before applying to participate.**


REGISTER

\*\*Deadline to register for the GoodGiving Challenge is 5:00 pm August 30, 2024.\*\*


# Find Your Organization

and participate in GoodGiving Challenge 2024


8 Results

- 


**Save the Grand Theatre, Inc.  
dba Grand Theatre-Frankfort**  
Frankfort, Kentucky

[PARTICIPATE](#)
- 


**Franklin County Council on Aging, Inc. (Frankfort Sr. Center)**  
Frankfort, Kentucky

[PARTICIPATE](#)
- 


**Frankfort Sunshine Center**  
Frankfort, KY

[PARTICIPATE](#)
- 

**Frankfort First Foundation**  
Frankfort, Kentucky

[PARTICIPATE](#)
- 

**Franklin County Women and Family Transitional and Recovery Housing**  
Frankfort, Kentucky

[PARTICIPATE](#)
- 

**Kentucky Council of Churches**  
Lexington, Kentucky


[PARTICIPATE](#)



# Don't see your organization listed?

You can create an organization by clicking the button below.





## GoodGiving Challenge 2024

**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

## GoodGiving Challenge 2024

**Continue**



## GoodGiving Challenge 2024

### Registration Type

- GoodGiving Challenge Registration - 2024 \$500.00

 [Do you have a coupon code?](#)

1. **Please provide the legal name of your organization. \* required**

2. **Physical Address (Please make sure the street address you provide is verifiable. I.e. listed on your website.) \* required**

3. **Which county is your primary location? \* required**

Please select all that apply.

- Anderson  
 Bath  
 Bourbon  
 Boyle

**Upload proof of your GuideStar.org Seal of Transparency (must be Gold Seal or higher) \*required**

Please choose a PDF document that is less than 5MB in file size.

No file chosen

**Upload proof of your solicitation registration with the Kentucky Attorney General \*required**

Please choose a PDF document that is less than 5MB in file size.

No file chosen

## Credit Card Information

First Name

Last Name

Credit Card Info

<input type="text" value="Card number"/>	<input type="text" value="MM / YY CVC"/>
--	--

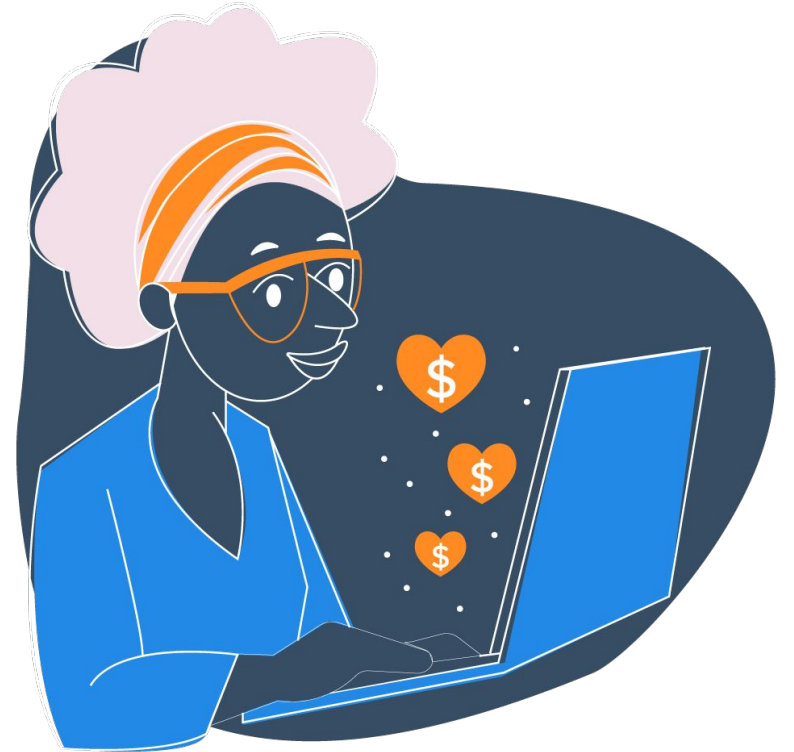


# Returning? Copy Your Profile

- Don't forget to review and update your profile after!
- Existing bank information will carry over
- Double check that your admins on your profile are up to date!

The screenshot shows the GiveGab user interface. At the top, there's a navigation bar with 'GiveGab' logo, 'Home', 'Support', 'Submit an Idea', and a user profile for 'Kaitie'. Below the navigation is a sidebar menu with 'Home', 'Giving Days' (highlighted), 'Reports', and 'Manage Organization'. The main content area features a 'Good Giving Challenge 2024' header with statistics: '\$0.00 Raised', '0 Donors', and '0 Gifts'. A 'Welcome to Another Giving Day!' message follows, explaining that users can copy over content and settings from previous profiles. Below this, there's a list of three previous profiles: 'KY Gives Day (2021)', 'Kentucky Gives Day (2019)', and 'KY Gives Day (2020)'. Each profile entry includes a 'Copy This Profile' button. At the bottom, there is a 'Create a New Profile' button.

# Completing Your Profile



# Your Giving Day Dashboard

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



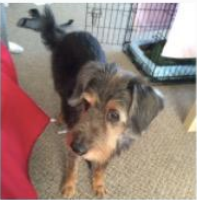
# Basic Info

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

✓ 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.

**Causes** (optional)

Cause #1 Animals

Cause #2

Cause #3

Save

# 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

**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 Formatting 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 Logan 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 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

✓ 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

### 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

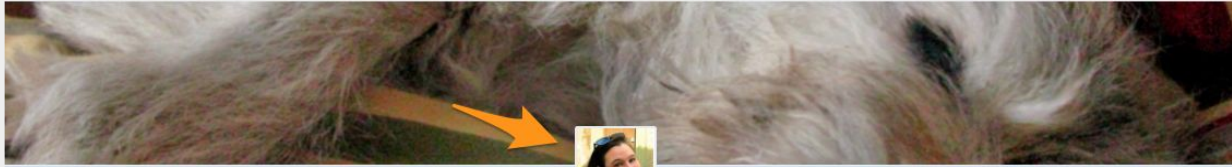
\$ .00

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**



# Did you know?



Organizations who use P2P fundraising raise on average **3.4x more** than those who do not.

# Key Dashboard Tools

## Donation Tools



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

## Get Prepared



Webinars and Workshops



Giving Day Toolkit



Help Center

## Other Actions



Engagement Opportunities



Add External Fund



View Registration Info



View Your Profile



Mobilize Integration

## Share Your Page

<https://www.bggives.org/organizations/bluegrass-parkinson-s-alliance>





# 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

 View Registration Info

 View Your Profile

 Mobilize Integration

## Share Your Page

<https://www.bggives.org/organizations/allegro-dance-project>



# A Completed Profile

# What's Next?

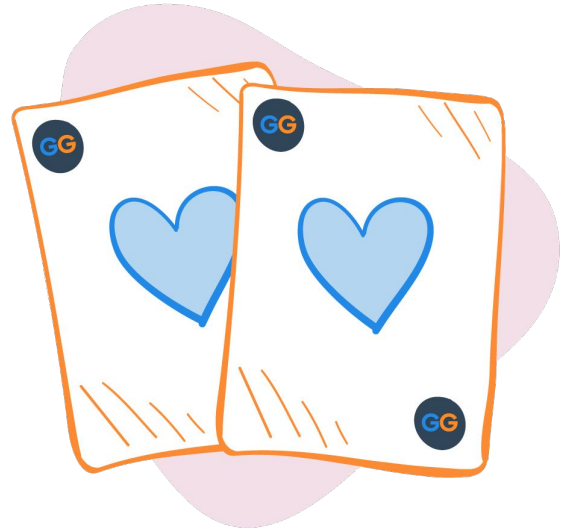


# Step Up Your Fundraising with Matches

**Use pledged donations as a donor incentive to increase impact!**

Once you secure a matching gift, utilize the Matching tool to add that money into your totals, according to the criteria you set.

- 1:1, 2:1, or 3:1 Matches
- Donor, Dollar, or Donation Challenges
- **Pro Tip:** Watch the [Matching Training Video](#)



# Your Nonprofit Toolkit

**The Nonprofit Toolkit has valuable resources for all your GoodGiving Challenge needs.**

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



# Your Next Steps



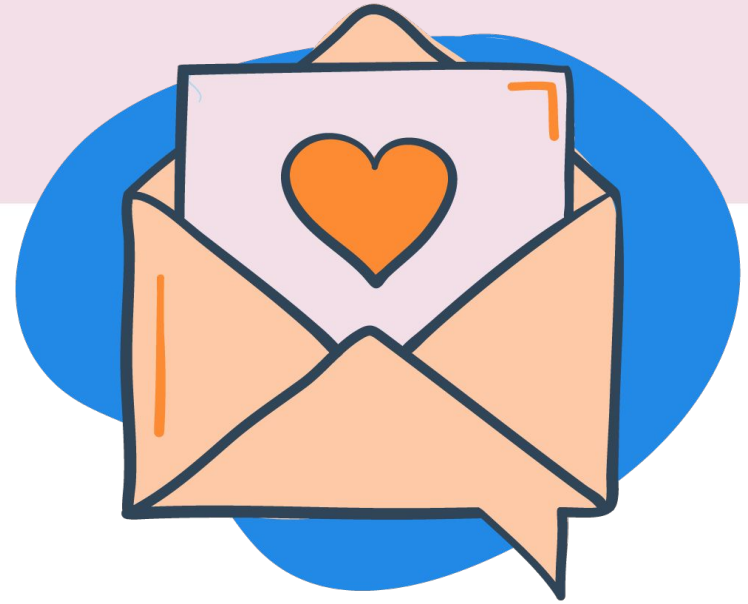
## Take a breath!

- 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
- the GoodGiving Challenge may not be the right fit for all of your donors - that's okay!

# Your Next Steps

## What to work on over the next [X months/weeks]:

- Follow the GoodGiving Challenge on Social Media and use #bggives
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



# Questions?



*December 3-6, 2024*