

Getting Ready for



Dec. 12- 31, 2019

Agenda

- The Basics
- Benefits to Participating
- 2018 Results
- What's New in 2019
- Intro to GiveGab - your 2019 Avenues for Hope platform!
 - The GiveGab Basics
 - Key Features and Resources
- Registering for Avenues for Hope
- Next Steps and Questions

The Basics

- <https://www.avenuesforhope.org/>
- Campaign runs Dec. 12 at 8:00 a.m. (MT) - Dec. 31 at 11:59 p.m. (MT)
- Enhance unrestricted philanthropic giving from your community
- Open to IRS recognized nonprofits serving the State of Idaho
 - With a housing related mission, provide housing or supportive services
 - Idaho public schools or districts that serve homeless or precariously-housed youth
 - Must be verified to accept tax deductible donations (and be registered in the state of Idaho)
 - Must be able to accept ACH deposit transfers into a valid checking account
- Nonprofit trainings, tools, templates, and guides offered to optimize efforts

Benefits of Participating

- Learn how to utilize the latest digital tools and fundraising software
- Re-Engage with your existing supporters to make a greater impact
- Increase visibility and exposure by connecting with a larger community
- Utilize the campaign to help your organization reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Avenues  for Hope
Housing Challenge

Thank You for supporting
Avenues for Hope!



Outcomes & Results

\$875,493.10
Raised

2,653
Donors

51
Nonprofits





Numbers to Beat

\$875,493 disbursed to 51 participants in 2018

Participating Organizations: **56**

Unique Donors: **2,653** donors made **4,384** gifts

Dollars Raised: **\$596,656**

Prizes and Match Funds: **\$278,837** from **233** prizes and **68** match funds

Nearly **\$3.1** million has been raised since Avenues for Hope began in 2011

2019 Goal: \$1,000,000!

Prizes

Grand Prizes

Each nonprofit organization is only eligible for one prize in each category of Most Donors and Most Money Raised in either the statewide or regional leaderboards from gifts received online or offline during the campaign. Unique donors are identified by email address only.

Statewide Leaderboard for Most Donors and Most Raised

First Place: \$5,000 each

Second Place: \$4,000 each

Third Place: \$3,000 each

Regional - North, Southwest and Southeast for Most Donors and Most Raised



First Place: \$3,000 each

Second Place: \$2,000 each

Third Place: \$1,000 each

Challenge Prizes

Each nonprofit organization is only eligible for one of each Challenge Prize from unique gifts received online. Offline gifts will not be counted towards these prizes (except Surpass the Past.)

Unique donors are identified by email address only.

- **Early Birds:** \$500 to each nonprofit that receives at least 12 gifts by 12 noon on 12/12 (Day 1).
- **Weekend Warriors:** \$300 to each nonprofit that receives at least 12 gifts during a single weekend.
- **Domestic Dozen:** \$300 to each nonprofit that receives donations from 12 or more U.S. states.
- **Surpass the Past:** \$500 to each nonprofit that receives more gifts in 2019 than they did in 2018. New and returning organization must have a minimum of 10 gifts to qualify, online and offline gifts count.
- **Social Media Marvels:** \$200 to each nonprofit that posts at least 10 times on Facebook using #AvenuesforHope.

Challenge Prizes

- **Random Daily Drawings:** One donor will have \$100 added to their donation every weekday of the campaign. A random drawing will be held each weekday around noon from donations made during the previous 24-hour period or weekends on Mondays.
- **Peer-to-Peer Peeps:** \$500 to the organization in each region with the most peer-to-peer fundraising champions that raise a minimum of \$100 each.
- **Recurring Giving Victors:** \$500 to the organization in each region with the most donors who enroll to make recurring donations after the live campaign ends.
- **Surprise Prizes:** May be added or announced at any time and will typically be communicated via email and/or on Facebook.

What's New

- Plaid - ACH withdrawal payment option
 - *Correction: \$100 - \$3.00 processing fee*
- New recurring gift options
 - Monthly or quarterly
 - “Until I cancel it”
 - “Until a set date” with a specified calendar date
 - “Until a set balance” with a maximum donation amount
- Embeddable donation widget

Transparent Pricing

2% Platform Fee

+

\$.30 per transaction
+ 2.2% Credit Card Fee

=

\$0.30 + 4.2%

- No registration cost or subscription required to participate
- Donors ALWAYS have the option to cover all fees on behalf of your organization
- In 2018, 84% of donors cover fees.

Who is GiveGab?

GiveGab is modern, easy-to-use software that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, supporter engagement, Giving Days, and so much more!

What GiveGab Can Offer You



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
- More fundraising opportunities beyond Avenues for Hope



Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for Avenues for Hope
 - Load Testing
 - Cloud Services
 - Backup Plans
- Complete Transparency with Nonprofits and Donors



Building Donor Trust

Organization Information

Business Name

This should match the legal business name you have registered with the IRS.

EIN/Tax ID

Don't have your EIN? Search [here](#).

Mailing Address

City

State

Postal Code

Email

Organization Representative

First and Last Name

Last 4 Digits of Organization Rep's SSN

Organization Rep's Date of Birth

Month Day Year

Bank Information

Routing Number

Checking Account Number

Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.

State Charitable Solicitation Compliance

- 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 will be required to collect donations on GiveGab starting January 1, 2018. [Learn more about state charitable solicitation compliance.](#)

Save

Simple Donation Processing



- All major credit cards accepted
- ACH donation option
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf
 - Again around 65-75% of donors choose to cover all fees
- \$25 minimum donation amount


Give, Give, and Give Again!

Donate to more than one organization

Step 1 of 3

Choose an amount to give:

Name to Display (Optional):



Double Dog Dare Rescue

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.

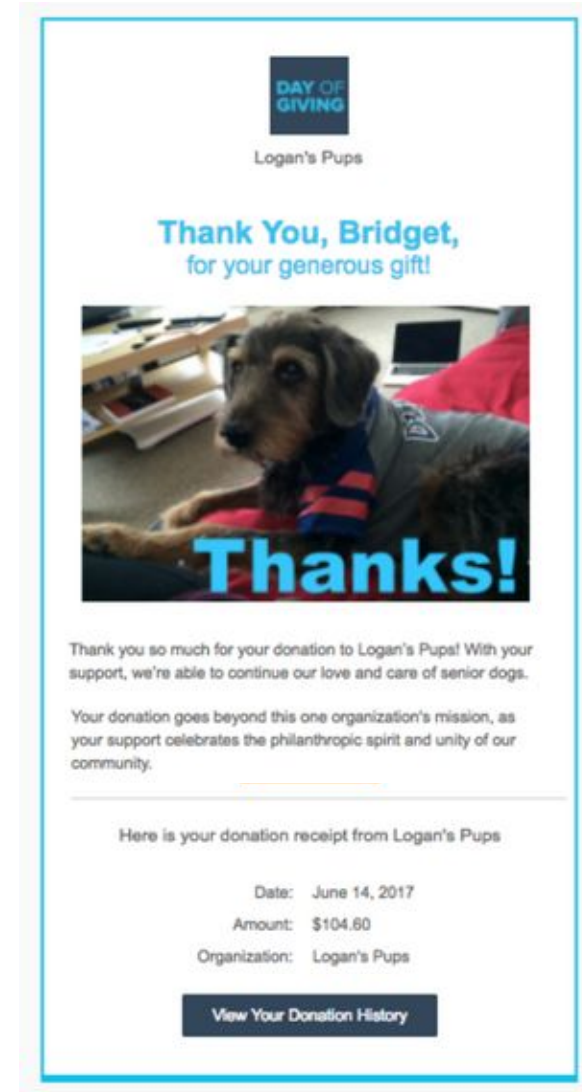
Add a Public Message to this Donation

Choose an amount to give:

GiveGab's Gift Basket feature and multi-give donation form makes it quick and convenient for donors to support as many causes in their community as they like!

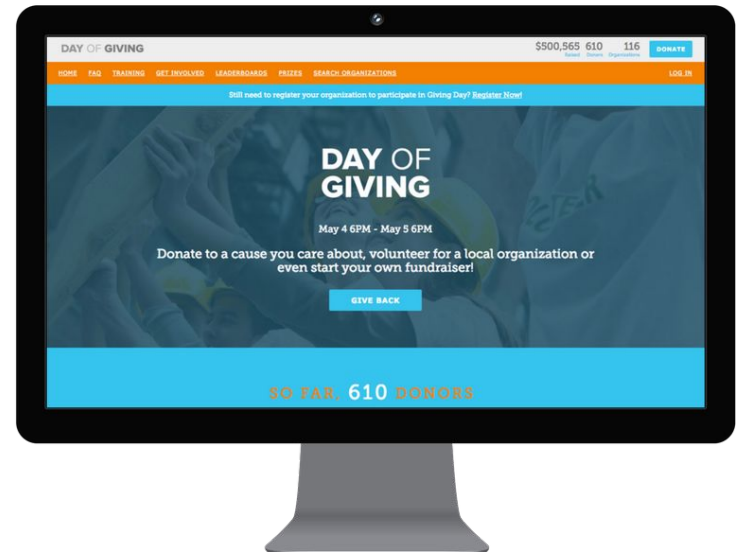
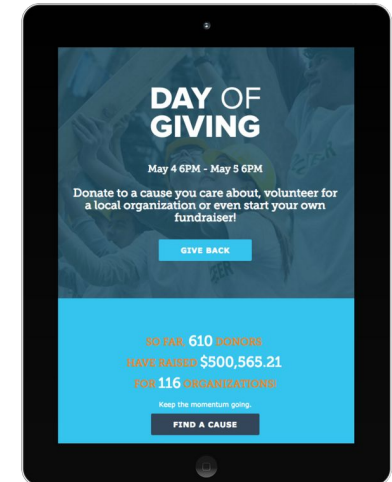
Instantaneous Donor Delight

- Customizable Thank You Emails
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Comes from YOUR organization
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt
- Social Share links for more online engagement
- Option to encourage donors to fundraise



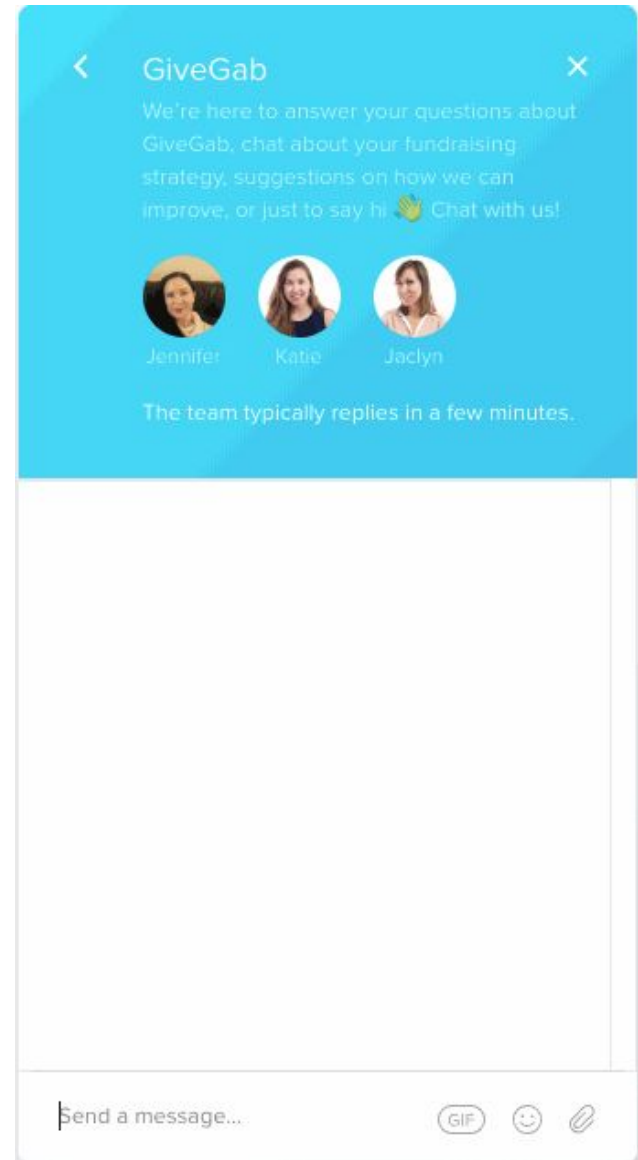
Easy & Accessible

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



Support Team

- Visit Our Help Center
<https://support.givegab.com/>
- Send us an email at
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!



How can my organization participate?

Avenues  for Hope

Avenues  for Hope
Housing Challenge

REGISTER

Avenues for Hope Housing Challenge
December 12 - December 31

Avenues for Hope Begins in
77 : 00 : 07 : 16
days hours mins secs

SEARCH... MENU

f
t
i
+

<https://www.avenuesforhope.org/>

Find Your Organization

and participate in Avenues for Hope

Home Partnership

SEARCH

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



Home Partnership Foundation

Boise, Idaho

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Register Your Organization for

Avenues for Hope

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Your First and Last Name

Your Email

Password

Logo



Select Image

Remove

Recommended dimensions:
300x300
Max file size: 5MB

Click 'Continue' to complete your registration for

Avenues for Hope





Register Your Organization for

Avenues for Hope

Powered by GiveGab

What is your organization's mission?

In 50 words or less, please provide a description for media outreach. Include info such as services provided, clients served and locations served. (required) *

What will funds raised be used to support?

What is your organization's region? (required) *

Please select one choice

Would you be interested in participating in social media training with the Idaho Housing marketing team? *

Please select one choice

Register



Your Preparation Checklist







Time to launch

85

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**
Let people know who you are.
-  **Add Your Story**
Tell potential donors why they should contribute.
-  **Get Verified to Collect Donations**
Set up your banking information to receive secure online donations.
-  **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.

-  [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-c>

[View Your Page](#)

Your Preparation Checklist



Giving Day!






October 29, 2019

A Message From The Host

You're approved!

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 >

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GiveGab Customer Success HQ

Time to launch

32

days

Donation Tools

 [Manage Sponsor Matching](#)

 [Manage Donations](#)

Other Actions

 [Engagement Opportunities](#)

 [Add External Fund](#)

 [Manage Support Areas](#)

 [View Your Profile](#)

Share Your Page

<https://dog-staging.givegab.com/organizi>



[View Your Page](#)

The Basics

- Logo
 - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand.
- Tagline
 - A quick one sentence overview of your organization or giving day campaign.
- Causes
 - Select up to 3 causes to help donors find causes they're interested in.

✓ 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



Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Select Image Remove

Recommended dimensions 300x300
Max file size 5MB

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.



\$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](#)

Dollar Amount

Description

Image

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

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

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

- Custom Amounts
 - (\$25 minimum)
- Unique Descriptions
- Optional Photos
- Unlimited Giving 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
- Comes directly from your organization's contact

✓ 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 800x600
Max file size 5MB


Save







Peer-to-Peer Fundraisers

- Use your supporters, board members, and volunteers to expand your organization's reach
- Each fundraiser has their own fundraising page and every dollar they raise goes toward your organization's totals!
- Organizations with fundraisers raise on average 3.4 x more than organizations without fundraisers.

 Add Fundraisers 

[Add Fundraisers](#) [Message All](#)

 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!

Add Offline Donations

You can record cash or check gifts as offline donations

Time to launch
32



-  Add An Administrator
-  **Add Offline Donation**
-  Manage Sponsor Matching
-  Manage Donations
-  Embed a Donate Button
-  Engagement Opportunities
-  Add External Fund
-  View Registration Info

Share Your Page

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

Add Offline Donation

For Giving Day!


Donor's Name	Amount
<input type="text"/>	\$ <input type="text"/>

Custom Display Name (optional)

Donor's Message

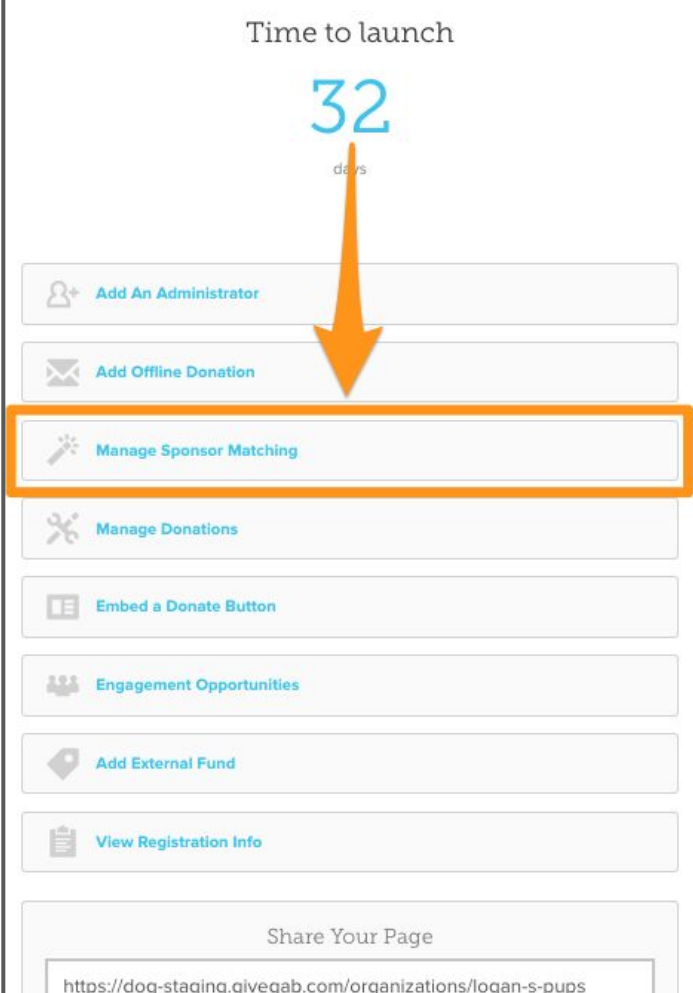
Privacy Options

- Do not display the donor's name publicly
- Do not display the donation amount publicly











Highlight Matches/Challenges

- Matches allow each online donation to be matched on a 1:1 ratio.
- Challenges allow funds to be added to the organization's total once a goal is reached.
- Organizations with matching funds raise on average 4.5 x more than organizations without a match.
- Time based to create a sense of urgency



Time to launch

32
days

-  Add An Administrator
-  Add Offline Donation
-  **Manage Sponsor Matching**
-  Manage Donations
-  Embed a Donate Button
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Share Your Page

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

Adding your Home Partnership Match (1 of 2)



Logo	Sponsor Name
<input type="button" value="Select Image"/>	<input type="text" value="Home Partnership Foundation"/>
<input type="button" value="Remove"/>	URL (optional)
<small>Tip: Disable adblockers on this page for the best logo uploading experience.</small>	<input type="text" value="www.HomePartnershipFoundation.org"/>
	Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)
	<input type="checkbox"/> Keep Sponsor Anonymous
Match Name	
<input type="text" value="Pave the Way Match"/>	

Adding your Home Partnership Match (2 of 2)

Description

The Home Partnership Foundation will provide a \$1 for \$1 match for gifts totaling \$3,000 for each participating organization.

Total Matching Funds Available

\$3,000

Maximum Match per Individual Donation

N/A

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

N/A

Donation Matching End Time (Eastern)

N/A

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (You can always edit them later if needed.)

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

Save

Cancel

Viewing & Sharing Your Profile



Giving Day!

October 29, 2019

Time to launch

32






days

A Message From The Host

You're approved!

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 >

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GiveGab Customer Success HQ

Donation Tools



Manage Sponsor Matching



Manage Donations

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Your Profile

Share Your Page

<https://dog-staging.givegab.com/organizer>



[View Your Page](#)



END *Idaho* HOMELESSNESS

Every Family. Every Person. A Home.



CATCH

Every Family. Every Person. A Home.

DONATE

FUNDRAISE



182%

\$54,588 Raised \$30,000 Goal 191 Donors



\$25

You have paid the application fee for one CATCH family to get a home!



\$50

You have provided a bus pass and an application fee for one CATCH family!



\$100

You have paid utilities for one month for a family in the CATCH program!



\$500

You have paid for the deposit on a new home for a CATCH family!



\$4,000

You have ended homelessness for one family in the CATCH program!

CHOOSE YOUR OWN AMOUNT

Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote Avenues for Hope and reach your goals!
 - Customizable Templates
 - Communication Timelines
 - Avenues for Hope Graphics
 - Helpful resources for your board members, volunteers, and fundraisers
- Even more training videos for Matches/Challenges and Avenues for Hope strategy



Training Sessions
[Sign Up](#)



Getting Started
Guide
[Download \(PDF\)](#)



Helpful Support
Articles
[View](#)



Avenues for Hope
Planning Guide
[View](#)



Communications
Timeline
[View](#)



The Ultimate Guide to
Giving Day
Success
[Download \(eBook\)](#)



Building Board
Support



Peer-to-Peer
Fundraisers



Giving Day Blog
Articles



Email Marketing
Templates
[View](#)



Social Media Tips
[View](#)



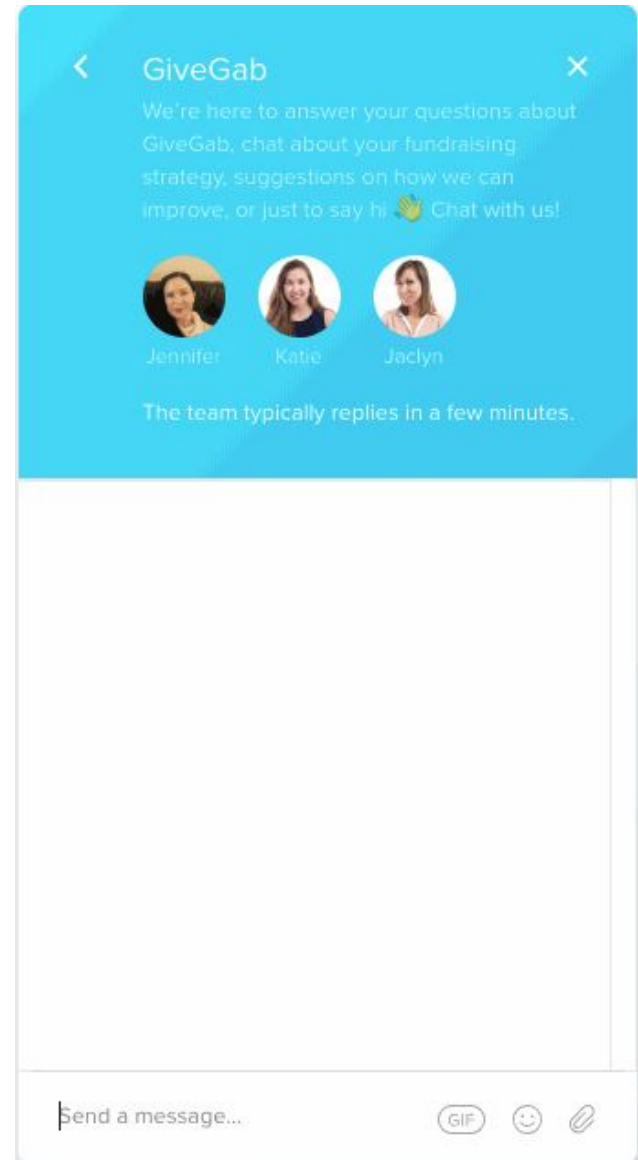
Download Avenues
for Hope Graphics
[View Downloads](#)

Your Next Steps

- Register for Avenues for Hope by Oct. 31st
- Follow Avenues for Hope on Social Media!
 - Use #AvenuesForHope
- Watch your inbox for important emails
- Sign up for upcoming training sessions
- Check out the Nonprofit Toolkit

Customer Success

- Visit Our Help Center
<https://support.givegab.com/>
- Send us an email at
CustomerSuccess@givegab.com
- Look for the little blue chat bubble



Questions?



Dec. 12 - 31, 2019

Email: afh@ihfa.org