

# Getting Ready for Avenues for Hope

*December 12-December 31*



# Meet the Team



**Claire Ripley**

Associate  
Project  
Manager



**Cianne Maloney**

Associate Project  
Manager

# Submit Your Questions



**Chat Box**

To:  All panelists  
Type:  All panelists and attendees



**Q&A**

Please input your question

Send Anonymously

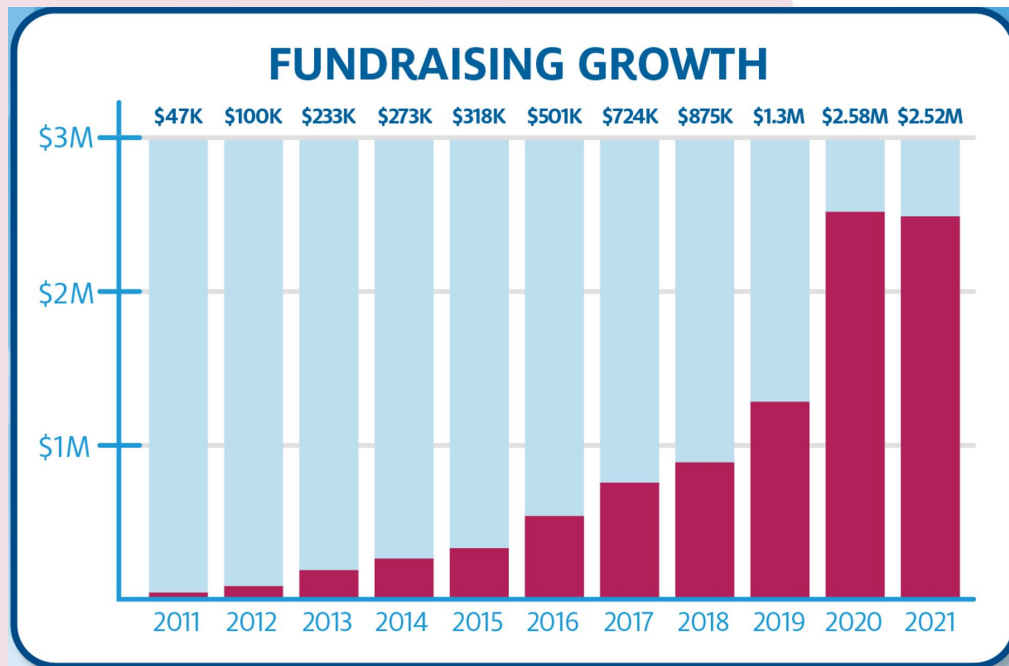
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

# Agenda



- **Avenues for Hope Overview**
- **Who is GiveGab?**
- **What's New**
- **Registering**
- **Creating Your Profile**
- **Next Steps & Questions**

# 11 Years = \$9.5M!



# 2021 Results



## Outcomes & Results

**\$2,523,162**

Raised

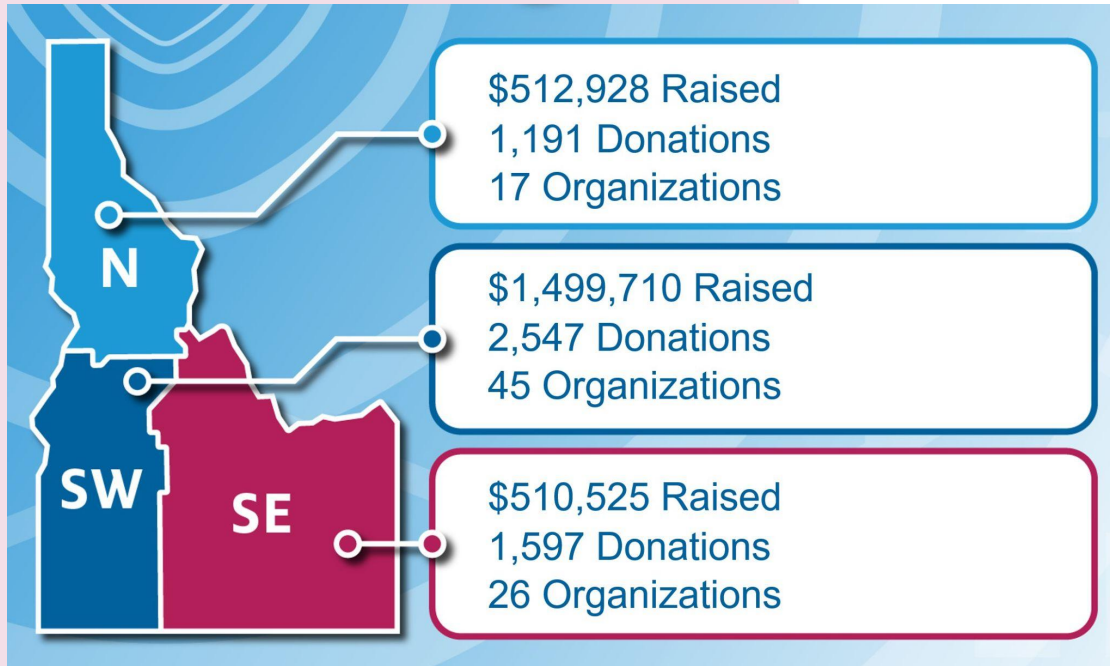
**4,918**

Donors

**88**

Organizations

# 2021 Regional Results



# Avenues for Hope Overview

<https://www.avenuesforhope.org/> | December 12, 8:00 AM- December 31 11:59 PM (MST)

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Home Partnership Foundation efforts = Exponential visibility
- IRS-recognized nonprofits serving Idaho housing needs are eligible to participate
- Leaderboards for friendly competition, prize incentives
- \$350,000 in Prizes and Matching funds will be awarded provided by 40+ generous sponsors
- Every nonprofit will receive an initial \$2,500 \$1:\$1 Match provided by the Home Partnership Foundation
- Donations open on December 12 at 8:00 AM (MST)
- Mark your calendar for Campaign Kick-off Event: Noon on December 12 (details to come via email)



# Prizes

## Grand Prizes:

- Most Raised and Most Donors
  - Statewide - \$5,000, \$4,000, \$3,000
  - Regional (N/SW/SE) - \$3,000, \$2,000, \$1,000

## Every organization can qualify:

- Early Bird - \$500
- Surpass the Past - \$500
- Weekend Warriors - \$250
- Domestic Dozen - \$250

**Sur”Prizes” will be announced during the campaign!**

**View the Prizes page for complete details: <https://www.avenuesforhope.org/prizes>**



# 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 + Home Partnership Foundation marketing efforts = exponential visibility for all organizations
- Utilize the campaign to reach other internal goals
- Motivate donors to make a greater impact with prizes and matching fund incentives

# 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 Avenues for Hope
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

# Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Donations are directly deposited 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

stripe



# 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 is 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/campaign
- In Avenues for Hope 2021, donors covered 86% of gifts and 75% of total fees!

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% Platform Fee  
+  
\$0.30 per transaction &  
2.5% transaction fee  
(Stripe)  
=  
**4.5% + \$0.30**

## ACH:

3% Platform Fee  
+  
\$3.00 flat bank fee  
=  
**3% + \$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**



GiveGab's 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
- If donor contacts you for a receipt be sure they check their junk mail folder

## 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.

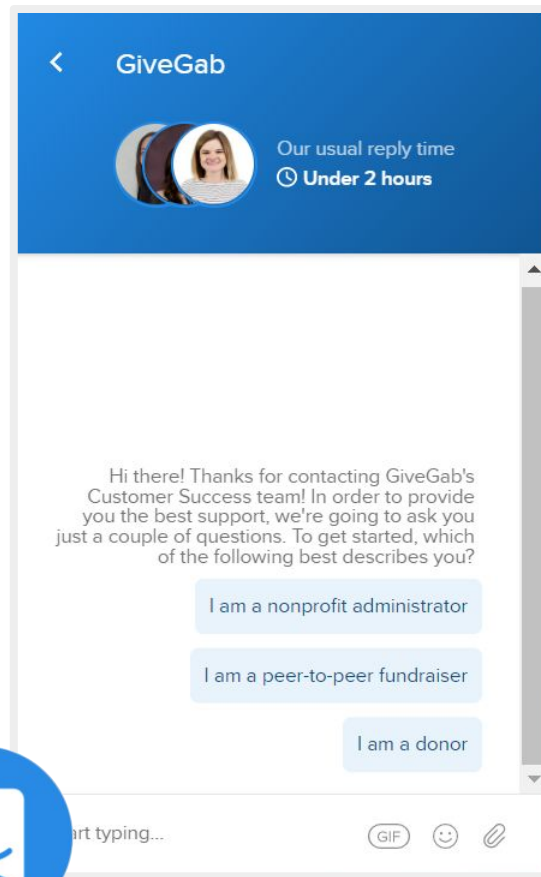
### Your donation receipt from Logan's Pups

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

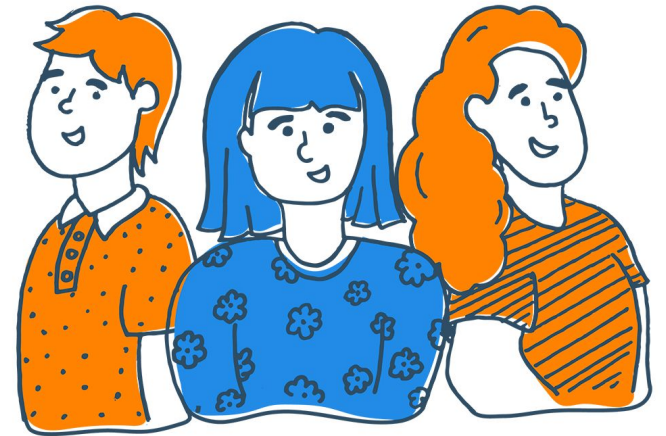
[View Your Donations](#)

# How We Support You

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



# What's New for 2022?



# Share The Joy of Giving



- Supporters can purchase eCards to give to family, friends, coworkers in advance of the campaign
- The recipient will use to make a gift to their favorite nonprofit(s) when donations open
- Recipient selects “eCard” option during checkout
- Fees charged to the purchaser

# 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

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

# Analytics

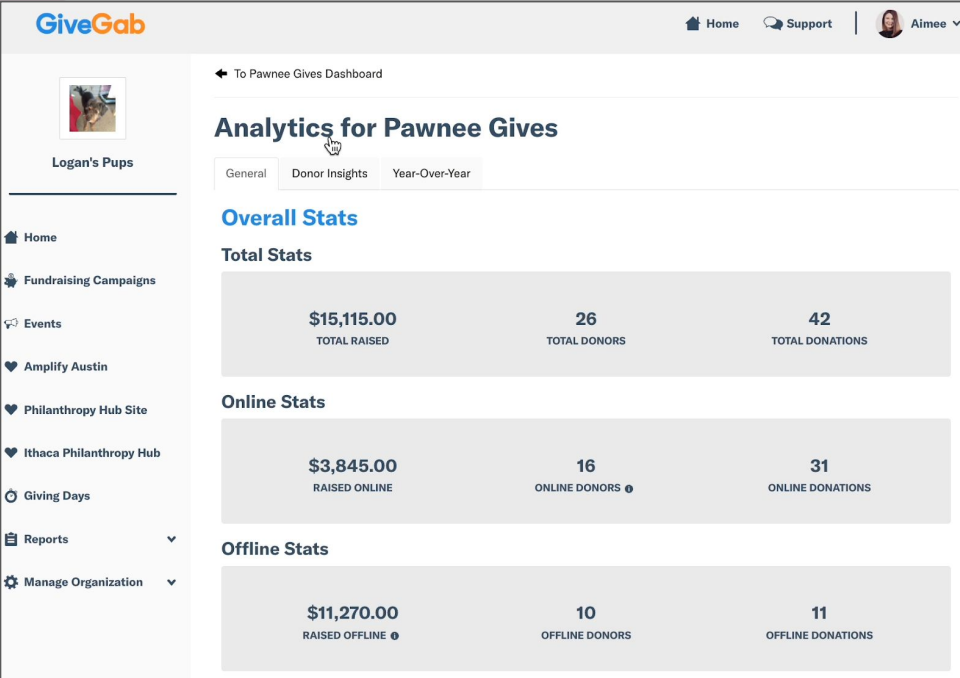
## Key stats are available for the following data points:

- 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		
\$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

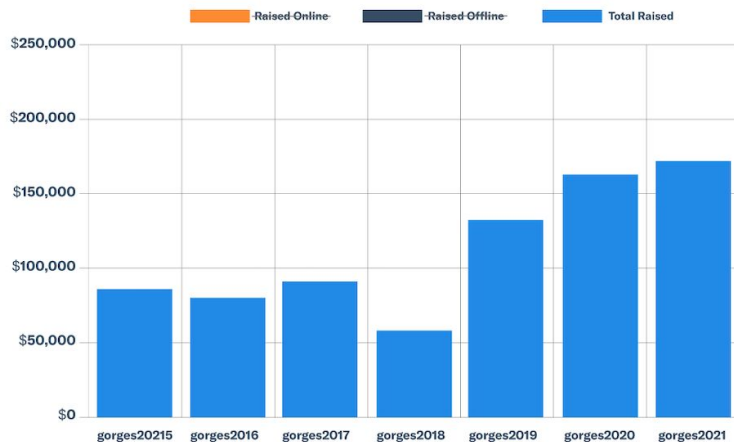
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Logan's Pups

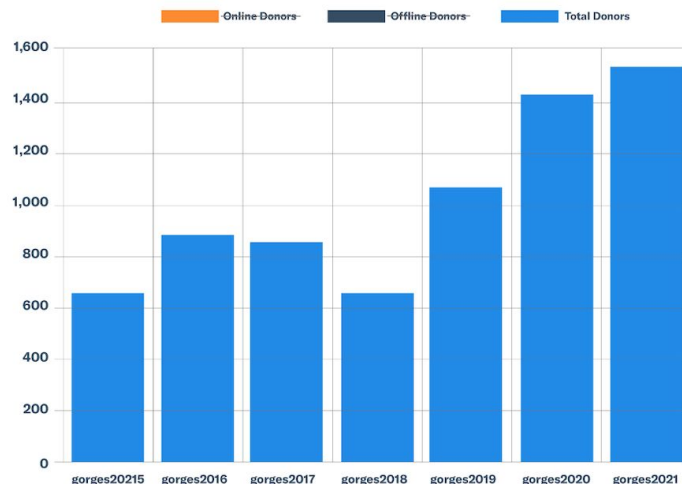
- Home
- Fundraising Campaigns
- Events
- Amplify Austin
- Philanthropy Hub Site
- Ithaca Philanthropy Hub
- Giving Days
- Reports
- Manage Organization

# Year-over-Year Metrics

## Dollars Raised



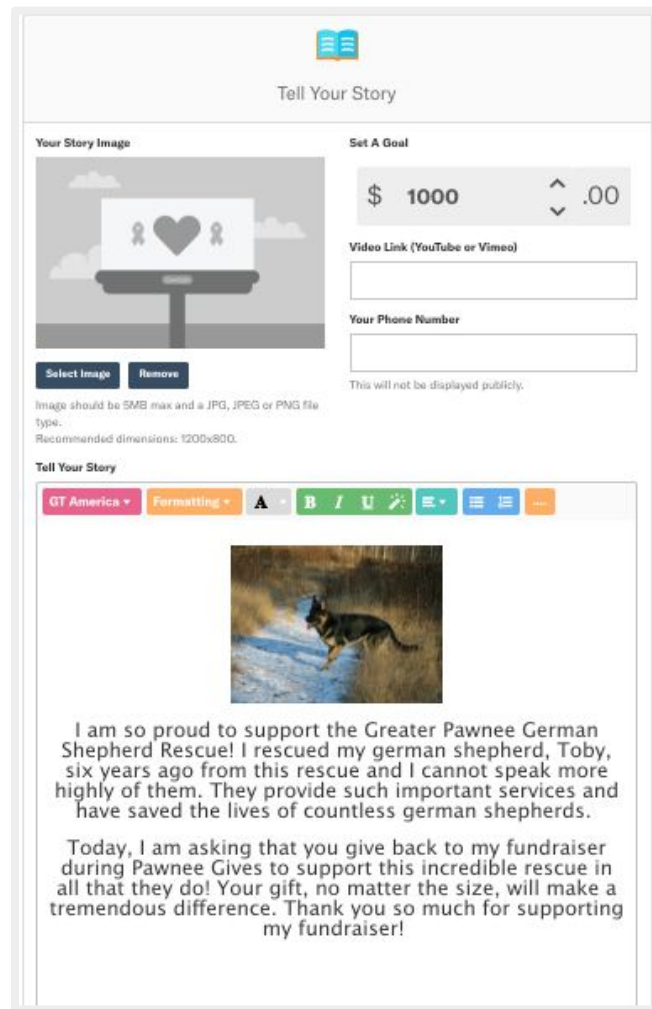
## Donor Counts





# Elevating Fundraisers

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor
- Chosen P2P will appear in donor's receipt



The image shows a 'Tell Your Story' form interface. At the top, there is a logo of an open book and the title 'Tell Your Story'. Below this, the form is divided into several sections:

- Your Story Image:** A placeholder image showing a presentation board with a heart and two figures. Below it are 'Select Image' and 'Remove' buttons.
- Set A Goal:** A field showing '\$ 1000' with up and down arrows and a '.00' multiplier.
- Video Link (YouTube or Vimeo):** An empty text input field.
- Your Phone Number:** An empty text input field.

Below the input fields, there is a note: 'Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 1200x800.' and 'This will not be displayed publicly.'

The bottom section is the 'Tell Your Story' text editor. It features a toolbar with options for 'GT America', 'Formatting', bold (A), italic (I), underline (U), link, list, and a minus sign. The main text area contains two paragraphs:

I am so proud to support the Greater Pawnee German Shepherd Rescue! I rescued my german shepherd, Toby, six years ago from this rescue and I cannot speak more highly of them. They provide such important services and have saved the lives of countless german shepherds.

Today, I am asking that you give back to my fundraiser during Pawnee Gives to support this incredible rescue in all that they do! Your gift, no matter the size, will make a tremendous difference. Thank you so much for supporting my fundraiser!

# Registering for Avenues for Hope



# Register at [AvenuesforHope.org](https://AvenuesforHope.org)



**REGISTER**

Registration is open through Nov. 4th.



# Find Your Organization

and participate in Avenues for Hope Housing Challenge

Search for your organization

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Start typing in the box above to find your organization.



## Don't see your organization listed?

You can create an organization by clicking the button below.

**ADD MY ORGANIZATION**

**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

## Please fill out this Survey!

1 What is your organization's primary region? *\* required*

Please select all that apply

- Southwest
- Southeast
- North

2 What is your organization's mission? *\* required*

3 In 100 words or less, please provide a description for media outreach. Include info such as impactful programs, services provided, clients served and locations served. *\* required*

4 What will AFH funds raised be used to support? *\* required*

5 Please estimate how many people your organization serves annually with housing-related programs or services? *\* required*

6 What percentage of clients you serve have an income of more than 80% Area Median Income? *\* required*

7 What is the link to your organization's Facebook page you'd like us to tag in posts or ads? (i.e. <https://www.facebook.com/AvenuesforHope>) *\* required*

8 What mailing address should we use? (campaign promos/post-campaign check) *\* required*

9 What other email contacts would you like included in campaign communications such as weekly updates and prize notifications? (Email addresses only, separated with a semi-colon.)

10 Do you have any feedback or questions about this year's campaign?

Submit

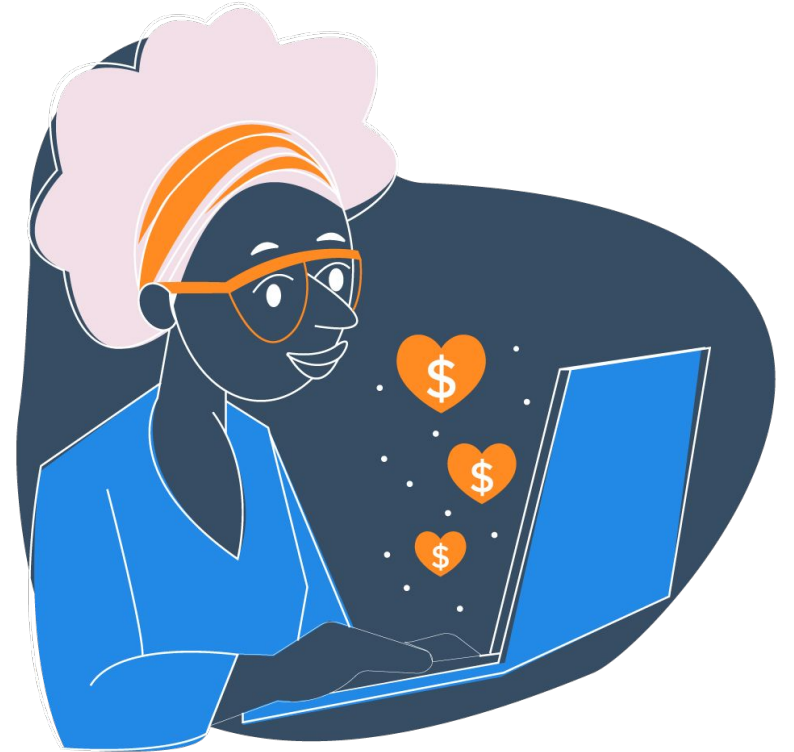
# Returning? Copy Your Profile

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

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.



# 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



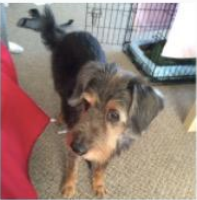
# Basic Info

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

✓ 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>.

# 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 to Collect Donations 

**Status: Incomplete**

Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

# Get Verified on GiveGab

## Complete Your Verification

Set Up Donations

Documents

### Set Up Donations

#### 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

# Get Verified on GiveGab



Bonterra partners with Stripe for secure financial services.

[← Return to Bonterra](#)

Powered by **stripe** ⓘ

[Terms](#)

[Privacy](#)

English (US) ⇅

Contact Bonterra for support  
[customersuccess@givegab.com](mailto:customersuccess@givegab.com)

## Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our [Services Agreement](#).

Legal business name

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.

Employer Identification Number (EIN)

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this [support article](#).


Doing business as Optional

The operating name of your company, if it's different than the legal name.


# 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



# Give A Little More

- Add your own message for donors encouraging them to give more than they did in previous years
- Include a video or photo for a more personal appeal

 Add a 'Give Again' Message ▼

Please provide a message to donors using the "Give a Little More" feature, as well as an image or video link!

**Give Again Message** (250 characters max)

**Create Thanks Video**

Don't want to record a video? No biggie! Add a link below or upload an image, and we'll use that instead.

**YouTube or Vimeo Link**

Enter the **iframe embeddable version** of the video URL, e.g. "https://www.youtube.com/embed/abc123", "https://www.facebook.com/video/embed?video\_id=123456789." Supported platforms include but are not limited to YouTube, Vimeo, Facebook, and Twitch.

**Select Image** **Remove**

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 900x600.

**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

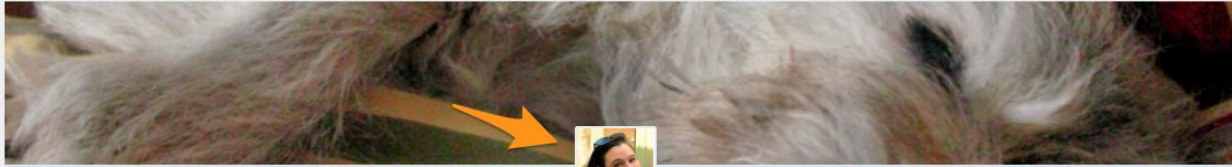
\$ .00

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 used P2P fundraising last year for Avenues for Hope raised on average 4.8x more than those who did not.

# Key Dashboard Tools

## Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

## Get Prepared



Webinars and Workshops



Giving Day Toolkit



GGChat

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

## Share Your Page

<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/>



# What's Next?

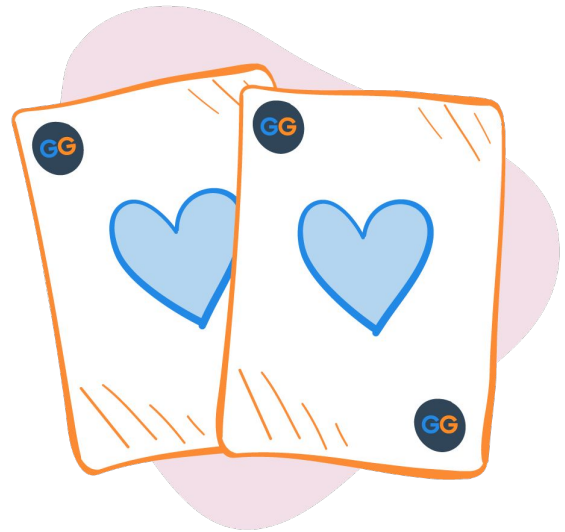


# Step Up Your Fundraising with Matches

**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 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- *(Please don't add the \$2,500 HPF Match, we'll do it!)*
- **Pro Tip:** Watch the [Matching Training Video](#)





# Did you know?



Organizations who had a match last year for Avenues for Hope raised on average 4.9x more than those who did not.

# Nonprofit Toolkit

**The Nonprofit Toolkit has valuable resources for all your Avenues for Hope 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 prizes, but many are available for all
- Avenues for Hope may not be the right fit for all of your donors - that's okay!

# Your Next Steps

## What to work on next:

- Follow Avenues for Hope on Social Media and use **#AvenuesforHope**
- Watch your inbox for important emails
- Meet internally to discuss goals
- Develop your donor contact list
- Sign up for final training webinar
- Explore the toolkit



# Questions?



*December 12-31, 2022*