

Getting Started: Giving Days 101

May 2-3, 2024



Meet the Team



Jill Ellwood

One Valley Community
Foundation

Nonprofit Programming and
Relations Manager



Anna Burkholder

One Valley Community
Foundation

Marketing and
Communication
Manager



Kaitie Branton

GiveGab
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



- **Who is One Valley & Bonterra?**
- **Give Big Overview**
- **What's New**
- **Registering**
- **Creating Your Profile**
- **Next Steps & Questions**

Who is One Valley?



Who is One Valley?



- Community foundation serving Gallatin Valley and County
- What we do:
 - Connect people with causes that matter
 - Support nonprofits through trainings, events, and grant making
 - Convene the community around difficult topics
 - Bring people together, because together, we are all stronger.

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 Give Big Gallatin Valley
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

Give Big Gallatin Valley Overview

givebiggv.org | May 2-3, 6pm - 6pm

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + One Valley Community Foundation Efforts = Exponential visibility
- IRS-recognized 501(c)3 nonprofits serving Gallatin County are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on May 1 @ 6pm MT and close on May 8 @ 12am MT

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 + One Valley marketing = exponential visibility for all organizations
- Utilize Give Big to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in Bonterra
- 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
- Chat support available right within the donation form for your supporters!

Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, donors cover 89% of fees during a Giving Day
- That means it cost only \$0.76 per \$100 raised online!

Step 3 of 3

YMCA of South Collier Gift: \$50.00

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:

2% 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



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
- Includes your organization's EIN and 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.

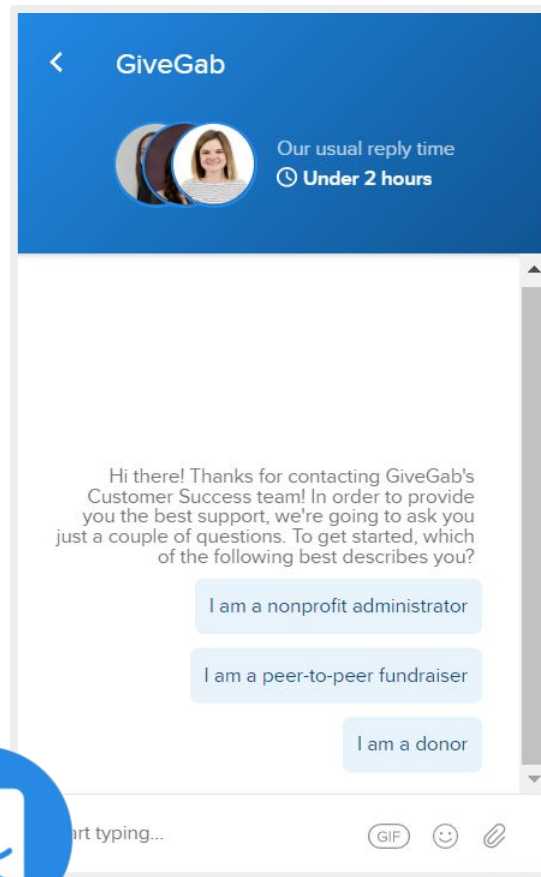
Your donation receipt from Logan's Pups

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

[View Your Donations](#)

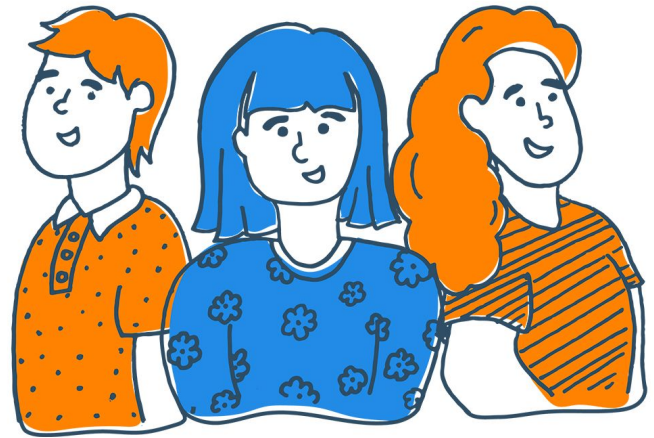
How We Support You

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



What's New for 2024?

- Give Big Fest
- Give Big Buddies
- Accessibility Tools



Registering for Give Big Gallatin Valley





Give Big 10

POWERED BY SPONSORED BY



REGISTER HERE BY MARCH 15TH

Celebrating 10 Years of Giving Big May 2 - 3, 2024

Give Big Gallatin Valley 2024 begins in

59 : 05 : 30 : 53
days hours mins secs



Read this Before You Register to Participate

Give Big Gallatin Valley is an exciting 24-hour online giving event that connects about 250 nonprofit organizations with passionate donors and community members to support diverse causes and create lasting impact in Gallatin County, Montana.

Please read through these requirements carefully prior to registering.

To participate, your organization must:

1. Be a 501(c)(3) nonprofit organization or be fiscally sponsored by a 501(c)3 able to submit a signed sponsorship agreement.
2. Be based in Gallatin County and/or actively and directly serve Gallatin County.
3. Be a nonprofit organization in good standing with the Montana Secretary of State, or a similar entity in another state if you are a local chapter of a national organization.
4. Participate in Give Big using your organization's legal name or have a DBA/ABN registered with the Secretary of State to use another name legally.
5. Read, review, and agree to the [Give Big Terms of Service](#).
6. **Complete the 2024 Give Big online registration form by 5:00 pm MT March 15, 2024.**
7. Complete all verification and approval steps by **5:00 pm MT March 27, 2024.**

Registration Review Process:

- After you register, your information will be reviewed by the GiveGab team for donation verification and by the One Valley team for local eligibility approval. Your profile will not appear on the Give Big website until both teams have approved your paperwork and participation. If either team reaches out needing additional information or documentation, please reply promptly, as the deadline for verification and approval is March 27th.

Registration Fees:

- One Valley Community Foundation does charge a registration fee to participate in Give Big. These fees help cover the cost of the website, marketing, and staff time required to host this event. Registration fees are set on a sliding scale based on your organization's annual operating budget. See below for registration fee prices:

Small organizations (annual budget between \$0-\$99,999)	\$80
Medium organizations (annual budget between \$100,000-\$499,999)	\$110
Large organizations (annual budget over \$500,000)	\$140

Registration Fee Waiver Requests:

- If the registration fee is cost-prohibitive to your organization, One Valley offers scholarships to participate in Give Big at a discounted rate. Priority will be given to first-year organizations, organizations with small or no staff, and organizations serving historically marginalized communities. To apply for a scholarship, [please fill out this form](#). Once you have filled out the form, wait to hear from a One Valley staff member before completing your Give Big registration.

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.

Give Big Prizes:

- Prize details will be announced here on the Give Big website on April 1, 2024.

Additional Information:

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

If you have any questions concerning the requirements above, please contact Jill Ellwood at jill@onevalley.org before applying to participate.

REGISTER

Deadline to register for Give Big 2024 is 5:00 pm March 15, 2024.



Find Your Organization

and participate in Give Big Gallatin Valley 2024

Search for your organization

Start typing in the box above to find your organization.





Find Your Organization

and participate in Give Big Gallatin Valley 2024

4 Results



Gallatin Valley YMCA

Bozeman, Montana

PARTICIPATE



Helena Family YMCA

Helena, MT

PARTICIPATE



Billings Family YMCA

Billings, Montana

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

→ **ADD MY ORGANIZATION** ←



Give Big Gallatin Valley 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

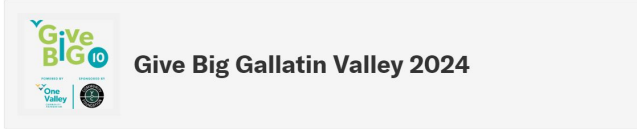
Image should be 5MB max and a JPG, JPEG or PNG file type.

Recommended dimensions: 300x300

Click 'Continue' to complete your registration for

Give Big Gallatin Valley 2024

Continue



Give Big Gallatin Valley 2024

Thank you for your interest in One Valley Community Foundation's Give Big Gallatin Valley 2024! Before you get started on this registration form, please read over the [Terms of Service](#).

One Valley Community Foundation recognizes that the registration fee may be cost prohibitive for some organizations to participate. We are offering limited registration fee waivers in an effort to make Give Big a more equitable and inclusive initiative. If you would like to learn more and request a fee waiver, please [click here](#).

Registration Type

- Small Organization (Annual budget less than \$100k) \$80.00
- Medium Organization (Annual budget between \$100k-\$500k) \$110.00
- Large Organization (Annual budget over \$500k) \$140.00

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

1. I confirm that I have read and agree to the Terms of Service linked above. ** required*

Please select one choice.

2. Phone Number ** required*

3. Organization's Mailing Address ** required*

4. Number of Employees ** required*

5. How many paid staff members are dedicated to fundraising, development, marketing and/or communications? ** required*

Credit Card Information

First Name

Last Name

Credit Card Info

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

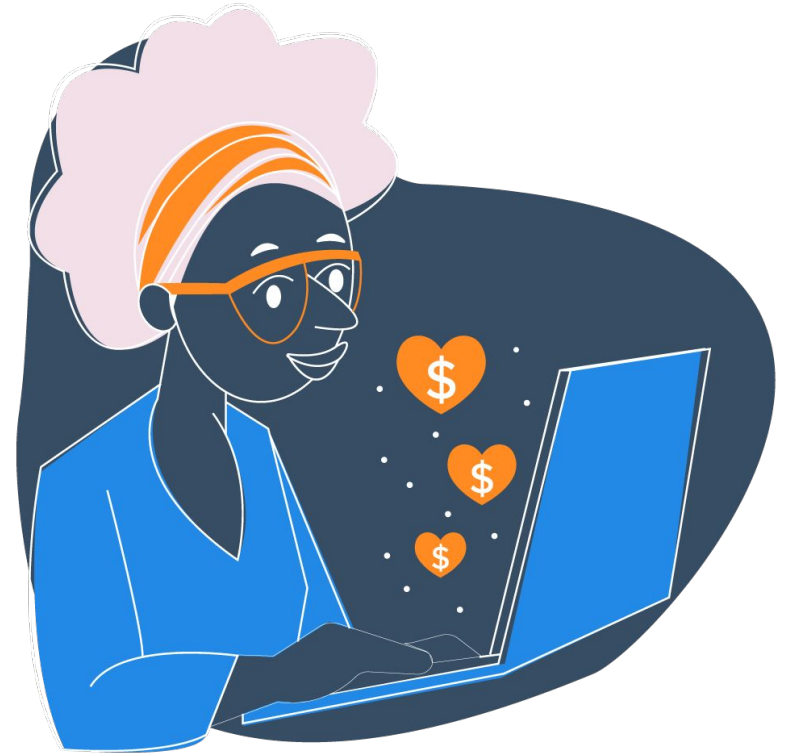
Submit

GiveGab

GiveGab is the technology provider for Give Big Gallatin Valley 2023.

[Learn more](#)

Completing Your Profile



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!

The screenshot displays a list of profiles for 'Give Big Gallatin Valley' on the Give Gab platform. Each profile entry consists of a logo on the left, the profile name and year in the center, and a 'Copy This Profile' button on the right. The profiles listed are:

- Give Big Gallatin Valley 2023 (2023)
- Give Big Gallatin Valley (2020)
- Give Big Gallatin Valley (2019)
- Give Big Gallatin Valley (2017)
- Give Big Gallatin Valley (2021)

At the bottom of the list, there is a button labeled 'Create a New 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 >

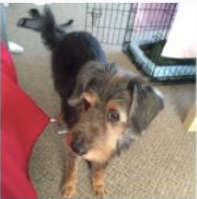
Basic Info

- 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



Select Image Remove





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

Set a Goal

Display Goal on Profile

\$ 10000 .00

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

<https://www.youtube.com/watch?v=xzM71NyCQHU>

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

Save

Get Verified

- 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

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



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

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.

Get Verified on GiveGab

Home

Giving Days

Reports

Manage Organization

Edit Information

Add Administrator

Bank Account & Verification

Supporters

Documents

EveryAction CRM Integration

Mobilize Integration

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

EIN/Tax ID

12-1234567

Payment Processor Verification

Please complete this Payment Processor Verification section only if your organization is accepting donations via direct deposit.

Organization Information

Business Name: ABC Nonprofit Name

EIN: 12-1234567

Statement Descriptor: givingday-payment

This is the descriptor that will appear on the donor's bank account statement. To edit the statement descriptor, [click here](#).

Organization Representative: John Smith

Need to update your organization representative? Please fill out this form [here](#).

Bank Information

Bank Name: ABC BANK 123

Checking Account: ****1234

Routing Number: 12345678

Once your organization's information has been submitted, only the organization representative can request a change be made. If you need to update any of this information, [contact us!](#)

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

Additional Information Required

Some additional information is required in order to verify your organization to accept payments.

Update Required Information


- When submitting details through the portal, we advise organization admins to avoid revisiting the form, or clicking the 'back' button after submission.
- Updates may take a few minutes to process, and re-clicking the "Update Required Information" button will reset the organization representative information.
- If verification exceeds a few minutes, please contact our support team via the blue chat bubble.

For any inquiries, feel free to direct them to GiveGab's support team at support@givegab.com


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

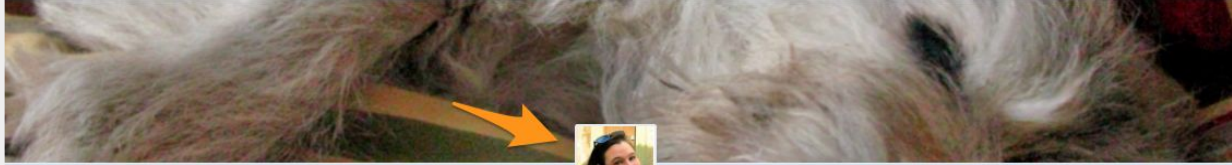
\$.00

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 used P2P fundraising last year for Give Big Gallatin Valley raised on average **4X more** than those who did not.

Key Dashboard Tools

Donation Tools

 Manage Matches and Challenges

 Manage Donations


 Embed a Donate Button

Get Prepared


 Giving Day Toolkit


 Help Center

Other Actions


 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

 Mobilize Integration

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?

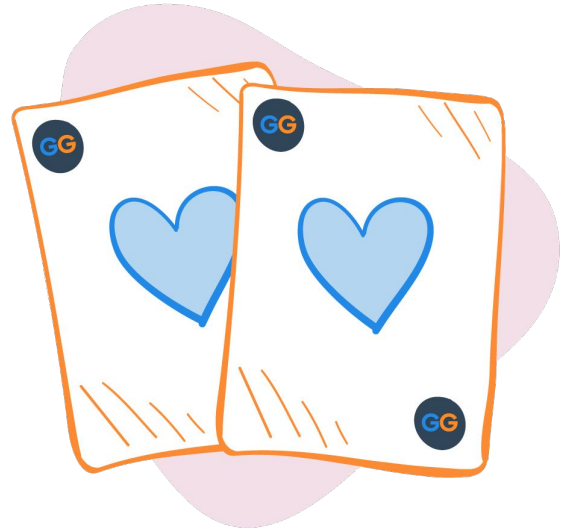


Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize 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](#)



Did you know?



Organizations who had a match last year for Give Big Gallatin Valley raised on average **4.5x more** than those who did not.

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give Big Gallatin Valley needs.

- Welcome Packet
- 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
- Give Big Gallatin Valley may not be the right fit for all of your donors - that's okay!

Your Next Steps

What to work on over the next 8:

- Follow Give Big Gallatin Valley on Social Media and use the hashtag #GiveBigGV
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



Questions?



May 2 - 3