Getting Started: Giving Days 101

May 2-3, 2024
Meet the Team

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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
2023 Results

Outcomes & Results

$2,923,759 Raised
6,650 Donors
14,292 Gifts
250 Organizations
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
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!
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
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
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
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

REGISTER HERE BY MARCH 15TH
Read this before you register to participate

Give Big Gallatin Valley is an exciting 24-hour online giving event that connects about 150 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 formally sponsored by a 501(c)3 able to submit a signed sponsorship agreement.
2. Be located in Gallatin County, or operate out of state 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/DBS 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 11:59 am MT March 23, 2024.
7. Complete all verification and approval steps by 5:00 pm MT March 27, 2024.

Registration Review Process:
- After you register, your organization will be reviewed by the GiveGab team for donation verification and to determine eligibility for local and national challenges. Eligible nonprofits will receive an email of participation.
- If your organization is not deemed eligible, you will be informed of the reason(s) and (if applicable) the next steps to take. If your organization is deemed eligible, you will receive an email of participation.
- If your organization is chosen to participate in Give Big, we will contact you to confirm details.

Registration Fee:
- 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): $30
- 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 a barrier to your participation, One Valley offers subsidies to organizations in need. Priority will be given to first-time organizations and those that serve 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 Hints & 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 JR Elwell at JRElwell@givebigmv.org before applying to participate.
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

Search for your organization

4 Results

Gallatin Valley YMCA
Butte, 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

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 fees 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) $85.00
- Medium Organization (Annual budget between $100k-300k) $125.00
- Large Organization (Annual budget over $300k) $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

Card number

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!
# Your Giving Day Dashboard

<table>
<thead>
<tr>
<th>Task</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Your Organization's Info</td>
<td>✓</td>
</tr>
<tr>
<td>Add Your Story</td>
<td>✓</td>
</tr>
<tr>
<td>Get Verified to Collect Donations</td>
<td>✓</td>
</tr>
<tr>
<td>Add Donation Levels</td>
<td></td>
</tr>
<tr>
<td>Add a ‘Thank You’ Message</td>
<td></td>
</tr>
<tr>
<td>Add Fundraisers</td>
<td></td>
</tr>
</tbody>
</table>
Basic Info

- Logo
- Website
- Causes

**Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!
Add a cover photo
Set a monetary goal
Tell the story of your organization's participation in the giving day through words and visuals
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.

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

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
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

Company

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)

12-3456789

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

- 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

- 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
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
Pawnee Gives

Ridget Calhoun's fundraiser for Logan's Pups

Donate

$100 Raised $500 Goal 1 Donors

Opening a senior dog changed me for the better and I believe that by supporting Logan's Pups, we can help more senior dogs find their forever homes and set an example for our friends and family who show what adopting a rescue dog can do!

$25: Provides one week of food for a senior dog
$50: Supplies 100 toys for a loving senior dog
$100: Helps a family foster one of our amazing senior pups
$500: Provides life-saving surgery for a senior pup in need

Choose your own amount

GiveGab is becoming Bonfire
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

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- Manage Support Areas
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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

GiveGab is becoming Bonterra.
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