

Brooklyn Gives Nonprofit Connection 101

Powered by
**Brooklyn Community
Foundation**

GiveGab

**BROOKLYN GIVES
NONPROFIT CONNECTION**

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.

This webinar is being recorded and will be uploaded to the Nonprofit Toolkit

Meet the GiveGab Team



Cianne Maloney

Associate Project
Manager



Mackenzie Green

Associate
Project Manager

Agenda



GiveGab

- **Brooklyn Community Foundation Overview**
- **Brooklyn Gives Nonprofit Connection Overview & The Basics**
- **Benefits of Participating**
- **Intro to GiveGab**
- **Customizing & Updating your profile**
- **Key Features**
- **Nonprofit resources**
- **Next Steps & Questions**

About Brooklyn Community Foundation

- **As Brooklyn's community foundation, we mobilize giving for a fair and just Brooklyn.**
- **Since our founding in 2009, we have moved over \$90M to nonprofits in partnership with generous donors.**
- **When we launched, Brooklyn nonprofits received just 2% of all NYC foundation funding; Today that number is 8%--Brooklyn deserves more!**

A New Extension of Our Giving Tuesday Campaign

- In 2016, we launched the *Brooklyn Gives on Giving Tuesday* campaign, to encourage local giving during the world's biggest giving day.
- Brooklyn Gives on Giving Tuesday has raised millions for hundreds of local nonprofits—and we'll be back again this November 28th!
- This Fall, we are also partnering with GiveGab to launch the Brooklyn Gives Nonprofit Connection: a new platform offering a year-round resource for local donors to learn about local nonprofits beyond Giving Tuesday.

An Exciting Feature of Our New Website

- **Brooklyn Gives Nonprofit Connection will be a key component of our new website.**
- **We want our new website to be a destination for everyone who cares about Brooklyn, and a gateway to our incredible nonprofit community.**
- **Located at nonprofits.brooklyn.org, Brooklyn Gives Nonprofit Connection will be a first-of-its-kind platform to showcase all the nonprofits that call the borough home.**
- **Any Brooklyn-serving nonprofit can create and manage a profile that features its mission, programs, volunteer opportunities, Board and staff leadership, and more—and receive donations!**

Brooklyn Gives: Nonprofit Connection + Giving Tuesday

GiveGab

- **Two ways to ways to tell your story and attract new donors**
- **Brooklyn Gives on Giving Tuesday: a month-long campaign that inspires local giving and offers prizes and matches and peer-to-peer fundraising pages**
- **Brooklyn Gives Nonprofit Connection: a year-round directory and donation platform**
- **If you've participated in Brooklyn Gives, setting up your Nonprofit Connection is easy!**
- **Brooklyn Gives on Giving Tuesday 2023 registration will open next month**

Brooklyn Gives Nonprofit Connection Overview & The Basics

nonprofits.brooklyn.org

- Fully searchable online database of local nonprofit organizations
- IRS verified 501(c)3 organizations
- Must be verified to accept tax deductible donations
 - ***Stay Tuned: Donations open October 12!***
- Must be able to accept ACH deposit transfers into a valid checking account

Benefits of Participating



- Increase awareness of your organization among new audiences and potential donors
- Tell your story and make a case for support
- Help the community understand the need for your services, solutions, and results

Who is GiveGab?



Who is GiveGab?



GiveGab

GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Modern, easy-to-use software
- Host a secure, reliable and transparent platform
- Create the ultimate supporter experience
- Completely mobile responsive platform
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

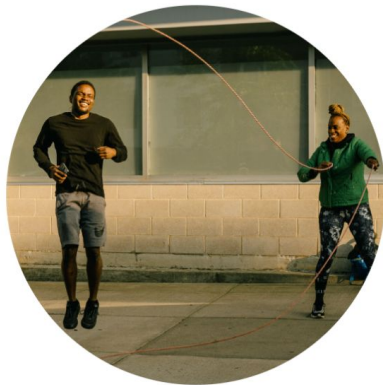
How to Register Your Organization for Brooklyn Gives Nonprofit Connection

Find Your Organization

and participate in Brooklyn Gives Nonprofit Connection

Search for your organization

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](#)

Begin Your Registration Process



Brooklyn Gives Nonprofit Connection

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

Brooklyn Gives Nonprofit Connection

Continue

Your Nonprofit Dashboard

Profile Setup

Overview

Our Programs

Our Staff

Governance

Financials

Volunteers



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers



Add Administrators



Brooklyn Test

Home

Giving Days

Reports

Manage Organization

Edit Information

Add Administrator

Bank Account & Verification

Supporters

Documents

EveryAction CRM Integration

Mobilize Integration

GiveGab

First Name

Last Name

Email

- Danielle's Test Member
- Make this person an administrator for Danielle's Test
- Make this person a Giving Day profile editor for Danielle's Test

Cancel

Add Member

Approval Process

Organizations that register to have a profile on the Nonprofit Connection are reviewed by Brooklyn Community Foundation

You will see your **current status** on your Dashboard:

Participation Approval Status

Pending

Profile Status: Pending Our team will review your profile and follow up if we need anything else from you. Thank you for your patience!

After you submit your application, the team will either:

- approve your request
- request supplemental documentation to finish reviewing your application, or
- deny your request

Data Fields to Complete

Overview

- About the Organization
- Neighborhoods Served
- Needs Statement
- Facebook
- Twitter
- Instagram
- Website

Programs

- Program Name
- Program Activities
- Results and Outcomes

Our Staff

- This is a BIPOC led organization
- This is a Black led organization
- Does your organization have a full-time paid Executive?
- Does your organization have full-time, paid staff?
- Number of Full-Time Staff
- Number of Part-Time Staff
- Paid CEO / Executive Director Ethnicity
- Paid CEO / Executive Director Gender

Governance

- Board Demographics

Financials

- EIN
- Tax Exempt Status
- 990 Form
- Operating Budget

Volunteers

- Currently Seeking Volunteers
- Opportunities Available
- Contact Name
- Contact Email

Customize Your Profile

Profile Setup

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Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers




Add Your Organization's Info

✓ Add Your Organization's Info ▼

Website

Logo



Causes (optional)

Cause #1

Cause #2

Cause #3

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


Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300.

[Save](#)

Add Your Story

Add Your Story

Cover Photo






Set a Goal

Display Goal on Profile

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

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

Tell Your Story

[GT America](#) [Formatting](#) **A** **B** *I* U    

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

Video Url

Paste Youtube or Vimeo Link Here

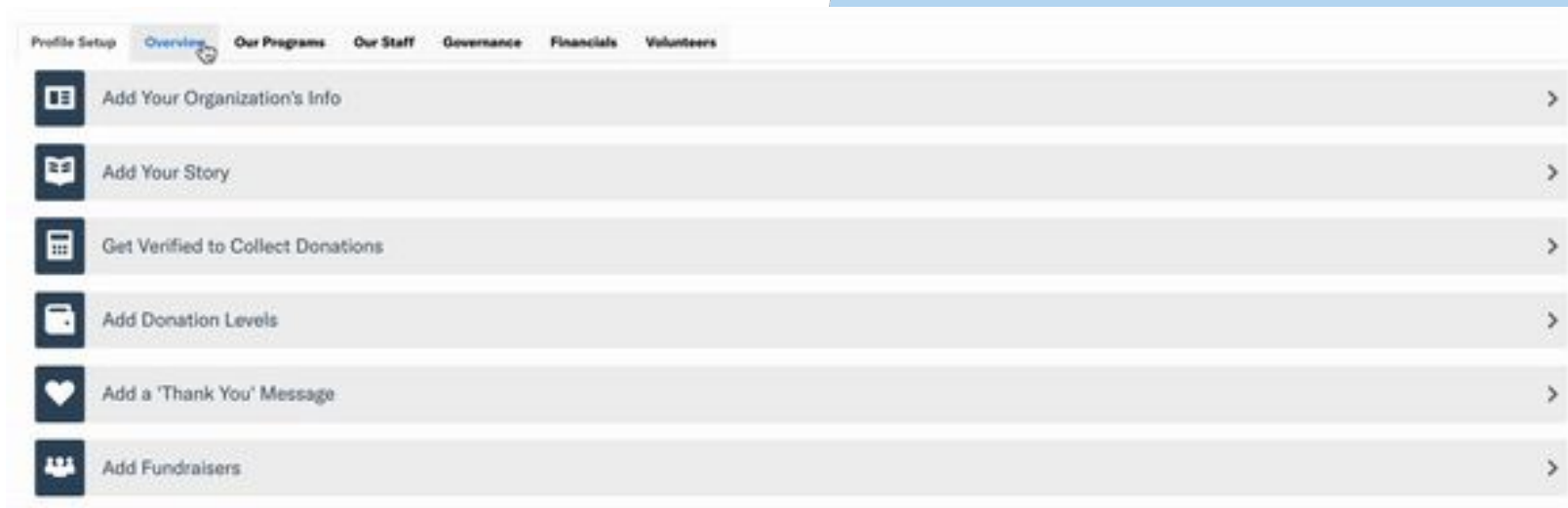
Vimeo links must be in the following format: <https://vimeo.com/123456>.

Search Keywords

Enter space-separated search keywords

Note: Search Keywords optimize search results on the campaign website. Add terms relevant to your organization that are not captured in your story, name, or selected causes, as search functionality accounts for those. Example: c

Add Your Organization's Information



Preparing for Donations Opening: October 12!

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 GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

stripe



Simple Donation Processing



- All major credit cards accepted
- Log right into their bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

Transparent Donations

Credit Card:

3% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5.5% + \$0.30

ACH:

3% Platform Fee
+
\$3.00 flat bank fee
=
3% + \$3.00
**\$100 minimum*

Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization



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](#).



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 many causes as they like!

Donors can donate to 10 organizations in a single transaction

To Receive Donations

1.

Home



Danielle's Test

- Home
- ie Giving Hub
- Reports
- Manage Organization
- Edit Information
- Add Administrator
- Bank Account & Verification**
- Supporters
- Documents

Complete Your Verification

Donation Status: Incomplete

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

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.

To Receive Donations

2.

Complete Your Verification

Set Up Donations Documents

Set Up Donations

State Charitable Solicitation Compliance Attestation

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Save

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

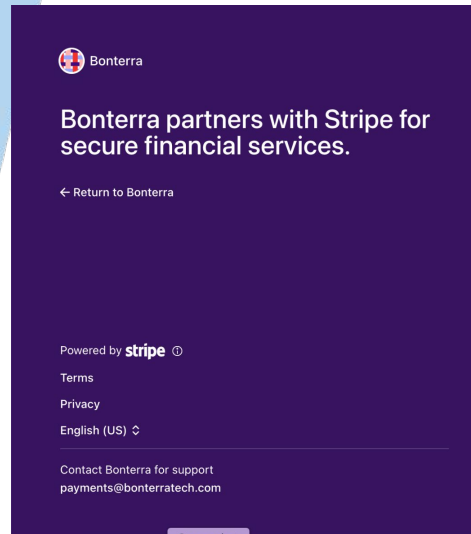
Please enter the 9 digits without the dash.
Don't have your EIN? Search [here](#).

Save

Payment Processor Verification

Verify Your Organization

3.



Bonterra

Bonterra partners with Stripe for secure financial services.

← Return to Bonterra

Powered by **stripe**

Terms

Privacy

English (US)

Contact Bonterra for support
payments@bonterratech.com

Connect to Stripe

Verify you represent this business

This form must be filled out by someone with significant control and management of your business. If that's not you, make sure to ask the right person to continue.

Legal name

First name

Last name

Enter your name exactly as it is recorded with the IRS.

Email address

executive@example.com

Job title

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

Instant Donor Delight

- A Thank You email 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



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

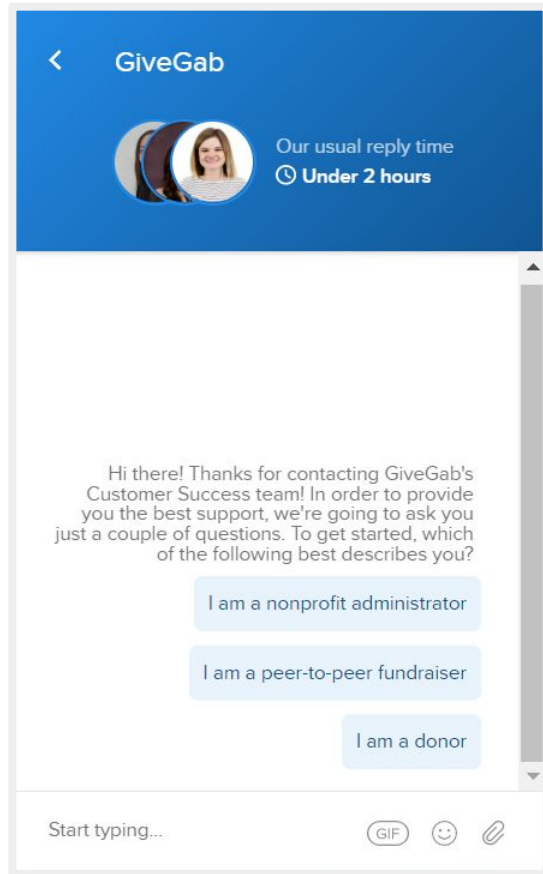
Donor: Nickie Fredenburg
Date: February 27, 2020
Organization: Logan's Pups
EIN: 12-1234567
Designation: Giving Day
Amount: \$10.00

[View Your Donations](#)

Resources Available to Your Organization

How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
 - Look for the little blue chat bubble
 - 8AM - 4PM CT



Your Next Steps



Take a breath!

- If this is your first time participating in a collaborative philanthropy hub, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- **Pro Tip:** Book time on your calendar to build your profile & explore your resources

Your Next Steps

What to work on over the next few weeks:

- Watch your inbox for important emails
- Meet internally to discuss how to set up your profile to put your best foot forward



Your Next Steps

When you've completed your profile and have been approved, share with your networks!

Other Actions



Engagement Opportunities



Add External Fund



View Registration Info



View Your Profile

Share Your Page

<https://www.iegivinghub.iegives.org/organizations/danielle-s-tes>



**BROOKLYN GIVES
NONPROFIT CONNECTION**

Questions?