Getting Ready for #BrooklynGives 2022

Giving Tuesday - November 29, 2022
Meet the Team - GiveGab

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Project Manager
Meet the Team - Brooklyn Community Foundation

Liane Stegmaier
VP of Communications and Strategy
Brooklyn Community Foundation

Jameela Syed
Communications Manager
Brooklyn Community Foundation
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

- #BrooklynGives Overview
- Who is GiveGab?
- What’s New
- Registering
- Creating Your Profile
- Next Steps & Questions
About Brooklyn Community Foundation

- Founded in 2009
- First community foundation for Brooklyn
- Granted $75 million + to nonprofits in Brooklyn and beyond
- Mission: Spark lasting social change for a fair and just Brooklyn
- Connect donors and nonprofits to meet community needs
- Racial justice lens guides all we do
- 2021 Snapshot: $4.8M in Strategic Grants, $8.2M in DAF Grants
- Manage nearly 100 Donor Advised Funds
- Strategic Grant Programs: Invest in Youth, Immigrant Rights, Brooklyn Elders Fund, Wellness and Recovery Fund, Spark Prize

Learn more at BrooklynCommunityFoundation.org
About #GivingTuesday

- Giving Tuesday 2022 is November 29th!
- Overtook December 31st as biggest donation day in 2016
- Virtual First: Powered by social media and engagement
- Donor-driven movement that celebrates act of giving
- Donors more likely to support new nonprofits, give to multiple
  - Guidestar: 50% increase in site traffic on Giving Tuesday
  - GT Donors: 75% returning, 25% first time donors to nonprofits
About #BrooklynGives

#BrooklynGives unites local donors with grassroots nonprofits across our borough on Giving Tuesday, the year’s biggest day of giving

- Created and powered by Brooklyn Community Foundation, operated in partnership with GiveGab
- One place to give at www.BrooklynGives.org
- Over $5M raised for small BK nonprofits since 2016
- Nonprofits customize profiles + campaigns to tell their stories, highlight donation impact
- Donors can “check out” up to 8 donations at once at BrooklynGives.org
- 2021: record $1.3m for 118 nonprofits from 4000 donors!
- 2022 Donation window: November 8 - Dec 31, 2022
#BrooklynGives Prizes + Matches

- **$100,000 Brooklyn Community Foundation Match for the 20 Spark Prize Finalists**
  - Finalists TBA mid-October
  - Each organization can unlock up to $5,000 dollar-for-dollar match
  - Match period November 8 - December 1

- **$500 Giving Tuesday Door Prizes**
  - Sponsored by local businesses, donors, and DAFs
  - Encourage donors to give throughout the day
  - Most aimed at smaller budget, BIPOC-led orgs
  - $11,000 Prizes in 2021 - TBD for 2022
<table>
<thead>
<tr>
<th>Time</th>
<th>Organization</th>
<th>Prize Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>12am-8am</td>
<td>The Social</td>
<td>Ice Cream for Breakfast Awarded to the Organization with the Most Donors Between 12am and 8am</td>
</tr>
<tr>
<td>8-10am</td>
<td>The Social</td>
<td>Churn for Change Awarded to the Spark Finalist with Most Donors Between 8-10am</td>
</tr>
<tr>
<td>10am-12pm</td>
<td>Cleary Gottlieb</td>
<td>Small but Mighty Awarded to the BIPOC-led Organization with Budget Under $250K with most donors between 10am-12pm</td>
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<tr>
<td></td>
<td>Steen &amp; Hamilton</td>
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<tr>
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<td>Awarded to the BIPOC-led Organization with Budget between $250-$1M with most donors between 10am-12pm</td>
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<tr>
<td>12-2pm</td>
<td>National Grid</td>
<td>Energizer Awarded to the Brooklyn COVID-19 Fund Grantee that has the most donors between 12-2pm</td>
</tr>
<tr>
<td>2-4pm</td>
<td>Sweet’N Low</td>
<td>Sweeten the Pot Awarded to a randomly selected Black-led organization with budget under $250K that receives at least one donation between 2-4pm</td>
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<td>Sweet’N Low</td>
<td>Sweeten the Pot Awarded to a randomly selected Black-led organization with budget between $250K-1M that receives at least one donation between 2-4pm</td>
</tr>
<tr>
<td>4-6pm</td>
<td>Take-Two Interactive.</td>
<td>Happy Hour Awarded to the BIPOC-led organization with the most donors between 4-6pm</td>
</tr>
<tr>
<td>6-8pm</td>
<td>Santander</td>
<td>New Kid on the Block Awarded to a First Year #BrooklynGives Participant -- BIPOC-led with a budget under $1M -- with the most donors between 6-8pm</td>
</tr>
<tr>
<td>8-10pm</td>
<td>Kirkland &amp; Ellis</td>
<td>Spread the Love Awarded to a randomly selected organization that receives a donation between 8-10pm</td>
</tr>
<tr>
<td>10pm-12am</td>
<td>Song Law</td>
<td>Good Neighbor Awarded to the organization that receives the most donations 10pm-midnight</td>
</tr>
</tbody>
</table>
Thank You for Supporting #BrooklynGives!

Outcomes & Results

- $1,397,198 Raised
- 4,060 Donors
- 118 Organizations
2021 Stats: Fundraising Totals

- $1,396,248 raised
- 4056 donors
- 118 nonprofits received donations
- $5,500 in sponsored prizes on Giving Tuesday
- $111,000 matched for 20 Spark Prize finalists
- Average $$ raised per organization: $11,832.61
- Median raised per org: $2,487.50
- Average donors per organization: 34
- 82% of organizations received at least one new online donor (97)
- Average new donors per organization: 16
2021 Stats: Beneficiaries

- 88% based in and serving Brooklyn (104)
- 67% previously participated in #BrooklynGives (78)
- 95% have stated commitment to racial justice (112)
- 93% serve at least one of our 10 priority communities (110)
- 75% BIPOC-led (89); 54% Black-led (64)
- 65% budget under $1M (77); 53% BIPOC-led under $1M (62); 39% Black-led under $1M (46)
- 44% have 5 or fewer staff (52)
- 78% of the 50 Top Fundraising Orgs are BIPOC-led (39)
- 54% of the 50 Top Fundraising Orgs have budgets <$1M (27)
2021 Stats

- 32% of organizations set a monetary goal
  - Amount that reached their goals: 50%

- Average amount raised by organizations with P2P = $27,439
  - Average amount raised by organizations without P2P = $3,433

- Average amount raised by organizations with matches/challenges = $22,561
  - Average amount raised by organizations without matches/challenges = $4,093
## Top Fundraisers - Raised

<table>
<thead>
<tr>
<th>Top 10 Fundraising Organizations</th>
<th>Amount Raised</th>
<th>Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Campaign Against Hunger</td>
<td>$125,682.22</td>
<td>228</td>
</tr>
<tr>
<td>2. READ 718, Inc.</td>
<td>$86,198.00</td>
<td>549</td>
</tr>
<tr>
<td>3. Student Dream</td>
<td>$78,500.00</td>
<td>12</td>
</tr>
<tr>
<td>4. exalt</td>
<td>$78,265.00</td>
<td>51</td>
</tr>
<tr>
<td>5. Groundswell</td>
<td>$68,325.00</td>
<td>135</td>
</tr>
<tr>
<td>6. Lineage Project</td>
<td>$66,823.00</td>
<td>183</td>
</tr>
<tr>
<td>7. Extreme Kids &amp; Crew</td>
<td>$63,259.99</td>
<td>84</td>
</tr>
<tr>
<td>8. Girl Be Heard</td>
<td>$56,414.01</td>
<td>95</td>
</tr>
<tr>
<td>9. Ruth’s Refuge</td>
<td>$48,104.00</td>
<td>323</td>
</tr>
<tr>
<td>10. NYC Network for Worker Cooperatives</td>
<td>$47,190.00</td>
<td>98</td>
</tr>
</tbody>
</table>
## Top 10 Fundraising Organizations

<table>
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<td>135</td>
</tr>
<tr>
<td>7.</td>
<td>Brooklyn Book Bodega</td>
<td>$11,177.44</td>
<td>129</td>
</tr>
<tr>
<td>8.</td>
<td>Brooklyn Queens Land Trust (BQLT)</td>
<td>$16,220.00</td>
<td>124</td>
</tr>
<tr>
<td>9.</td>
<td>Little Sun People, Inc.</td>
<td>$23,090.00</td>
<td>105</td>
</tr>
<tr>
<td>10.</td>
<td>viBe Theater Experience</td>
<td>$12,268.00</td>
<td>99</td>
</tr>
</tbody>
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#BrooklynGives 2022 Overview

BrooklynGives.Org | November 29, 2022

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Brooklyn Community Foundation Efforts = Exponential visibility
- IRS-recognized nonprofit serving Brooklyn are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on November 8
2022 Key Dates

- Registration Begins: September 1
- Webinar - Leveraging Peer-to-Peer Fundraising for #BrooklynGives
- Donation Window Opens: November 8
- Webinar: - Final Steps for Success: November 15
- Registration Closes: November 22
- Giving Tuesday: November 29
- Preliminary Totals Announced: November 30
- Webinar - Stewarding Your #BrooklynGives Donors: December 6
- Donations Window Closes: December 31
- Final Totals Announced: Early Jan 2023
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 + Brooklyn Community Foundation marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
Who is GiveGab?
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 #BrooklynGives
- 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
- 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
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 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
- Last year, donors cover 85.6% of donation
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
GiveGab's Giving Day 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
  - givegab.com/blog
- Send us an Email
  - 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 day
- 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
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
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
Registering for #BrooklynGives
Find Your Organization

The Idaho Foodbank
Meridian, Idaho

FoodCorps
New York County, New York

Inquire about registering this organization. It's easy!

Good Food for Oxford Schools

PARTICIPATE
Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION
<table>
<thead>
<tr>
<th><strong>Organization Name</strong> <em>required</em></th>
<th><strong>Logo</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image.png" alt="Logo" /></td>
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<tr>
<th><strong>Street Address Line 1</strong> <em>required</em></th>
<th><strong>Street Address Line 2</strong></th>
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<tr>
<th><strong>City</strong> <em>required</em></th>
<th><strong>State</strong> <em>required</em></th>
<th><strong>ZIP/Postal Code</strong> <em>required</em></th>
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<tbody>
<tr>
<td></td>
<td>Select a State</td>
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</table>

**Not located in the United States?**

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Click 'Continue' to complete your registration for

#BrooklynGives 2022

[Continue Button]
#BrooklynGives 2022

1. Has your nonprofit participated in #BrooklynGives before? *required
   Please select one choice
   - No, this will be our first year

2. What is your organization’s current operating budget? *required
   Please select one choice
   - $0-$250,000

What is the identity of your Executive Director? If you have Co-Directors, check all that apply: *required

3. Please select all that apply
   - Arab-American/Arab/Middle Eastern/North African
   - Asian-American/South Asian/East Asian/Pacific Islander
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!
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!
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
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 on GiveGab

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
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](#)
Bridget Cafaro’s fundraiser for Logan’s Pups

$100 Raised  $500 Goal  1 Donors

Getting a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior dogs find the loving homes the 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
Pawed for a senior soft bed for a loving senior pup

$100
Helps a family cover one of our amazing senior pups

$500
Provides free spaying/surgery for a senior pup in need

Choose Your Own Amount
Did you know?

Organizations who used P2P fundraising last year for #BrooklynGives raised on average 7.9x more than those who did not.
## Key Dashboard Tools

### Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

### Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

### Get Prepared
- Webinars and Workshops
- Giving Day Toolkit
- GGChat

### 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

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- Manage Support Areas
- View Registration Info
- View Your Profile

Share Your Page

https://giving-days-preprod.herokuapp.com/organizations/1
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
- **Pro Tip:** Watch the Matching Training Video

GiveGab is becoming Bonterra.
Did you know?

Organizations who had a match last year for #BrooklynGives raised on average 5.5x more than those who did not.
Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your #BrooklynGives 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 incentives and prizes
- #BrooklynGives may not be the right fit for all of your donors - that's okay!
Your Next Steps

What to work on over the next month:

- Register for future webinars!
- Follow #BrooklynGives on Social Media and use ##BrooklynGives Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit
Questions?