

# Final Steps to Success

November 28, 2023

**BROOKLYN ORG**

**BROOKLYN GIVES  
ON GIVINGTUESDAY**

# Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **EOD Tomorrow.**

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

Introduce yourself! Name, location, organization.



## Chat Box

To:  All panelists  
Type: All panelists and attendees



## Q&A

Please input your question

Send Anonymously

# Agenda



- **Brooklyn Gives on GivingTuesday**  
**Updates & Reminders**
- **Your Checklist for Success**
  - After Brooklyn Gives on GivingTuesday
  - Next Steps
  - Q&A

# Brooklyn Gives on GivingTuesday Updates and Reminders



- **[bkgives.brooklyn.org](https://bkgives.brooklyn.org)**
- GivingTuesday is November 28, 2023
- Donations Accepted November 14, 2023 - December 31, 2023
- Prizes TBA Next Week!
- Social Media Feed + Tag  
[#BrooklynGives](#) / [@BklynOrg](#) / [@BrooklynGives](#)

# Spreading the Word

- **Partnerships and Promotions**
  - **Ample Hills**
  - **Dumbo BID Pop-Up**
  - **Brooklyn Paper**
  - **Brownstowner**
  - **New York Family**

# GivingTuesday Prizes

- \$500 Mini Grants Awarded On November 28th
- Eligible: BIPOC-Led Orgs Under \$2m Budget (75% Of Participating Orgs!)
- Winners Announced Every 2 Hours 8am-Midnight
- Sponsored By Brooklyn Org And Local Businesses
- Incentive For Donors To Give Throughout The Day

<b>12am-8am</b>	<b>BIPOC-led org under \$2M w/ Most Donors between Midnight and 8am</b>
<b>8am-Midnight (Every 2 hours)</b>	<b>Randomly Selected BIPOC-led org under \$2M that Receives at Least One Donation During Period</b>
<b>12am-11:59pm</b>	<b>BIPOC-led org under \$2M w/ Most Donors on Giving Tuesday</b>

**Examples! Final Prizes to come**

# Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



# Are You Able to Accept Donations?

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations ✓
  - Status: Verified**
  - Hooray! Your organization has been verified to accept donations on GiveGab.
  - ✓ Confirmed state fundraising compliance
  - ✓ Bank account and organization information verified



# Is Your Profile Complete?

Have you:

- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?



# Will You Have Cash/Check Donations?

- Add cash and check donations to your Brooklyn Gives on GivingTuesday totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included

## Donation Tools



Add Offline Donation



Manage Sponsor Matching

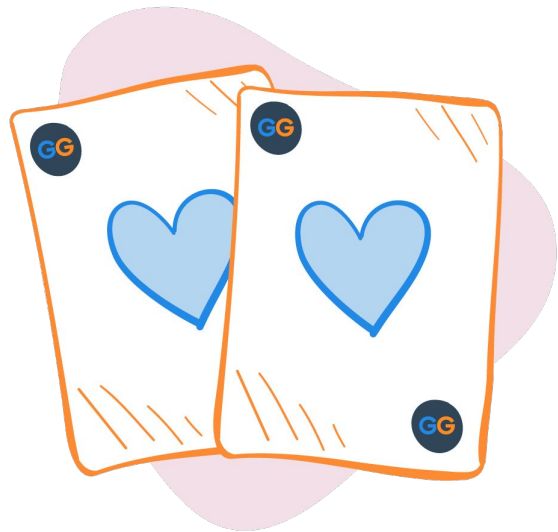


Manage Donations



Embed a Donate Button

# Have You Secured a Matching Gift?



- **Why?**
  - Organizations with matching funds raise 4.5x more on average than organizations without a match
- Strategize
  - Set up your match in a way that draws donor attention
  - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

# Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges your Brooklyn Gives on GivingTuesday profile
- ✓ Verify your match setup with chat support
- ✓ Curate communications to highlight your match

# Do You Have Fundraisers?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



# Setting Up Your Fundraisers For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the **Brooklyn Gives on GivingTuesday Fundraiser Guide**
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

# Do You Have a Communications Plan?

- Plan your online communications ahead of the day
  - How many posts and when?
  - What will your content look like? Examples below:
    - Announcement/Save the Date
    - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Brooklyn Gives on GivingTuesday Nonprofit Toolkit



# How Will You Communicate?

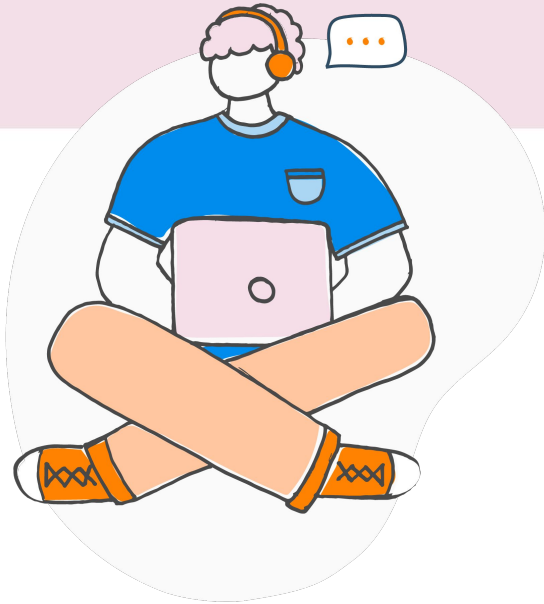


- Utilize multiple online channels
  - Social Media
  - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile



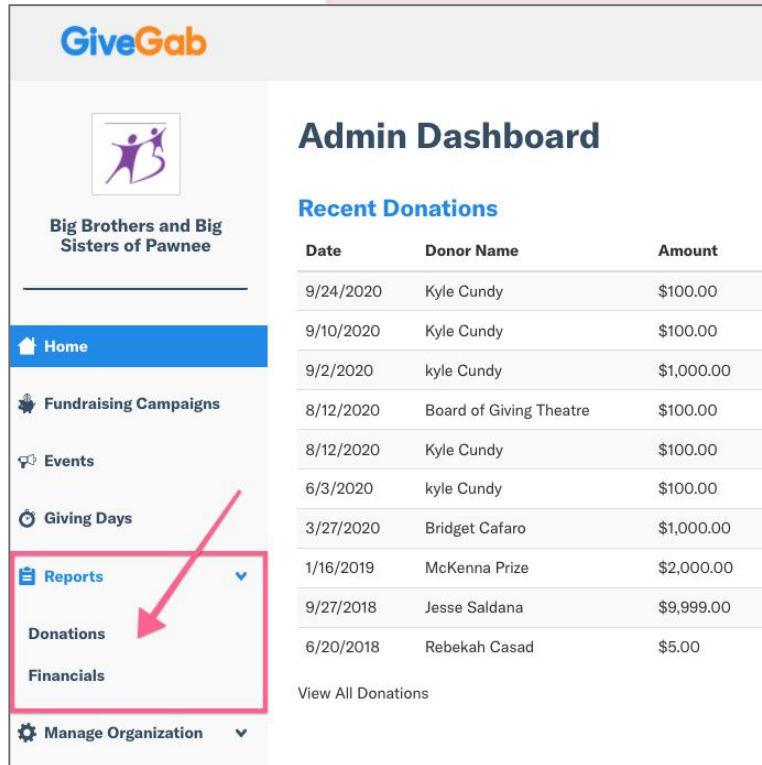
# Post-Brooklyn Gives on GivingTuesday Success

# How Will You Get Your Donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
- Reference your Financials report to reconcile deposits!

# Finding Your Donor Data



**GiveGab**

**Big Brothers and Big Sisters of Pawnee**


**Admin Dashboard**

**Recent Donations**

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)

# Filtering Your Data



**Pawnee Public Library**

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Home

Pawnee Gives (Support)

Reports ▾

**Donations**

Manage Organization ▾










## Donations



Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


▾  ▾  ▾


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

# Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

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 [Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for **Pawnee Public Library** 

# Reconciliation

- The Financials reporting dashboard allows you to view 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

# How Will You Thank Your Donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Thank You email to your organization's email list
- Follow up with individual donors
  - Access their contact information in your Giving Day Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
  - What did these donors do for your organization as a result?
  - This outreach can happen a few weeks after



# 'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Brooklyn Gives on GivingTuesday Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- How-To Videos on the {DoG NAME} Trainings page





# Next Steps

# Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

# Final Checklist

- Complete your profile ASAP
- Ensure you are verified to collect donations
- Keep an eye out for important emails!
- Follow @BrooklynOrg on Instagram and use the #BrooklynGives Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



# How We Support You

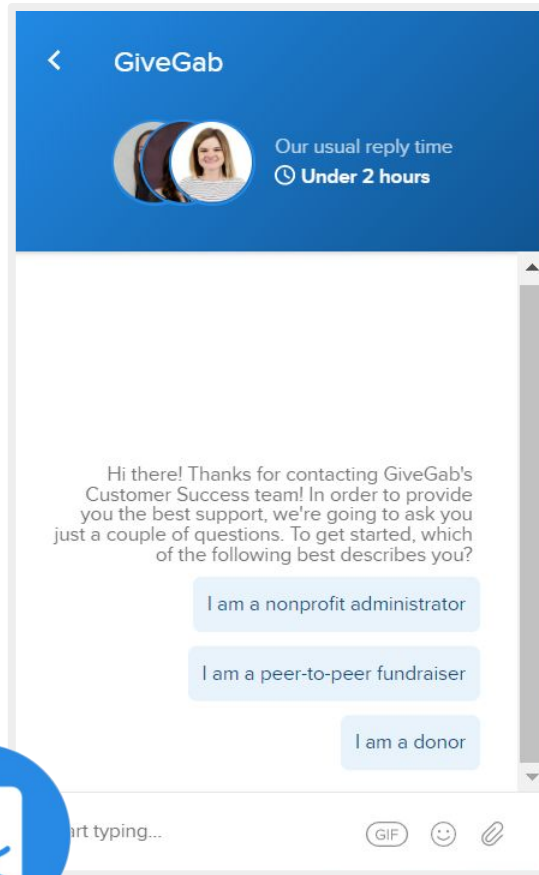
Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at

[CustomerSuccess@GiveGab.com](mailto:CustomerSuccess@GiveGab.com)

Chat with our Customer Success Team  
Look for the little blue chat bubble



# Questions?

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**ORG**

*November 28, 2023*