

# Getting Ready for Brooklyn Gives on GivingTuesday

*November 28, 2023*

**BROOKLYN ORG**  
**BROOKLYN GIVES ON**  
**GIVING TUESDAY**

# 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



- Brooklyn Gives on GivingTuesday Overview
- Who is GiveGab?
- What's New
- Registering
- Creating Your Profile
- Next Steps & Questions

# About Brooklyn Org

- A platform and partner for all who care about Brooklyn
- Rallying resources required to end inequity in Brooklyn
- Founded in 2009 as Brooklyn Community Foundation, relaunched as Brooklyn Org last week!
- Racial justice lens guides all we do
- Granted \$100 million to nonprofits in Brooklyn and beyond
- 2022 Snapshot: \$5.5M in Strategic Grants, \$7.5M in DAF Grants
- Manage nearly 100 Donor Advised Funds

Learn more at [brooklyn.org](https://brooklyn.org) and follow @BklynOrg on Instagram

# About GivingTuesday

- **Giving Tuesday 2023 is November 28th!**
- **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 Brooklyn Gives

**Brooklyn Gives unites local donors with grassroots nonprofits across our borough on Giving Tuesday, the year's biggest day of giving**

- **Created and powered by Brooklyn Org, administered by GiveGab**
- **Goal of mobilizing giving and awareness for small local nonprofits**
- **\$6M+ raised since 2016**
- **Nonprofits customize campaign to tell stories, highlight donation impact**
- **Donors can search and “check out” up to 8 donations at once**
- **2023 Giving Tuesday Campaign Window: November 21 - January 1, 2024**
- **NEW: Brooklyn Gives Nonprofit Connection provides year-round directory and direct giving platform for any BK nonprofit to join!**

# #BrooklynGives Prizes + Matches

- **\$100,000 Brooklyn Org Match for Spark Prize Finalists**
  - 20 Finalists officially announced next week
  - Each organization can unlock up to \$5,000 dollar-for-dollar match
  
- **\$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

# Example: 2022 Door Prizes

12am-8am	Awarded to the Organization with the Most Donors Between 12am and 8am
8-10am	Awarded to the Spark Finalist with Most Donors Between 8-10am
10am-12pm	Awarded to the BIPOC-led Organization with Budget Under \$250K with most donors between 10am-12pm
10am-12pm	Awarded to the BIPOC-led Organization with Budget between \$250-\$1M with most donors between 10am-12pm
12-2pm	Awarded to the Brooklyn COVID-19 Fund Grantee that has the most donors between 12-2pm
2-4pm	Awarded to a randomly selected Black-led organization with budget under \$250K that receives at least one donation between 2-4pm
2-4pm	Awarded to a randomly selected Black-led organization with budget between \$250K-1M that receives at least one donation between 2-4pm
4-6pm	Awarded to the BIPOC-led organization with the most donors between 4-6pm
6-8pm	Awarded to a First Year #BrooklynGives Participant -- BIPOC-led with a budget under \$1M -- with the most donors between 6-8pm
8-10pm	Awarded to a randomly selected organization that receives a donation between 8-10pm
10pm-12am	Awarded to the organization that receives the most donations 10pm-midnight



# 2022 Results

  
**#BROOKLYN  
GIVES**  
Powered by  
Brooklyn Community Foundation

**Thank You for Supporting #BrooklynGives!**

**Outcomes & Results**

<b>\$1,396,420</b> Raised	<b>3,957</b> Donors	<b>132</b> Organizations
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# 2022 Stats: Fundraising Totals

- **\$1,396,420 raised**
- **3,957 donors**
- **132 nonprofits received donations**
- **Average \$\$ raised per organization: \$6,178.85**
- **Median raised per org: \$2,487.50**
- **Average donors per organization: 17.5**
- **76% of organizations received at least one new online donor (101)**
- **Average new donors per organization: 12**

# 2022 Stats

- **38% of organizations set a monetary goal**
  - Amount that reached their goals: 16%
- **Average amount raised by organizations with P2P = \$15,148.89**
  - Average amount raised by organizations without P2P = \$3,477.39
- **Average amount raised by organizations with matches/challenges = \$21,111.55**
  - Average amount raised by organizations without matches/challenges = \$2,881.18

# Top Fundraisers - Raised

Name	Amount Raised ▼	Donors
1. Extreme Kids & Crew	\$84,505.00	108
2. Girl Be Heard	\$74,057.96	96
3. READ 718	\$69,878.00	325
4. The Campaign Against Hunger	\$63,980.13	125
5. exalt	\$63,585.00	59
6. Willie Mae Rock Camp	\$63,412.00	90
7. Red Hook Initiative	\$50,454.36	56
8. Ruth's Refuge	\$48,012.00	307
9. Lineage Project	\$44,573.64	144
10. Brooklyn Book Bodega	\$39,612.00	194

# Top Fundraisers - Donors

Name	Amount Raised	Donors ▼
1. <a href="#">READ 718</a>	\$69,878.00	325
2. <a href="#">Ruth's Refuge</a>	\$48,012.00	307
3. <a href="#">Brooklyn Book Bodega</a>	\$39,612.00	194
4. <a href="#">Brooklyn Queens Land Trust (BQLT)</a>	\$23,471.64	152
5. <a href="#">Lineage Project</a>	\$44,573.64	144
6. <a href="#">The National Fellowship for Black and Latino Male Educators</a>	\$12,630.00	143
7. <a href="#">City Growers</a>	\$37,582.05	131
8. <a href="#">The Campaign Against Hunger</a>	\$63,980.13	125
9. <a href="#">Restorative Justice Initiative/Fund for the City of New York</a>	\$27,279.55	124
10. <a href="#">Extreme Kids &amp; Crew</a>	\$84,505.00	108

# Brooklyn Gives on GivingTuesday Overview

**bkgives.brooklyn.org** | November 28, 2023

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Brooklyn Org Efforts = Exponential visibility
- IRS-recognized nonprofit serving Brooklyn are eligible to participate
- Leaderboards for friendly competition, prize incentives

# 2023 Key Dates

- **Registration Begins: September 13**
- **Webinar Leveraging Peer-to-Peer Fundraising for Brooklyn Gives on GivingTuesday: November 7**
- **Donation Window Opens: November 21**
- **Webinar: Final Steps for Success: November 14**
- **Registration Closes: November 14**
- **Giving Tuesday: November 28**
- **Preliminary Totals Announced: November 30**
- **Donations Window Closes: January 1, 2024**
- **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 Brooklyn Gives on GivingTuesday
- 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

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
- 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
- Historically, donors cover 78-86% of fees during a Giving Day
- That means it cost only \$1.32 per \$100 raised online!

Step 3 of 3

**YMCA of South Collier** Gift: \$50.00

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**Email:** laryssa@givegab.com

**Fees:** \$3.13

What's with these fees?

I 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:

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*



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 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

## 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

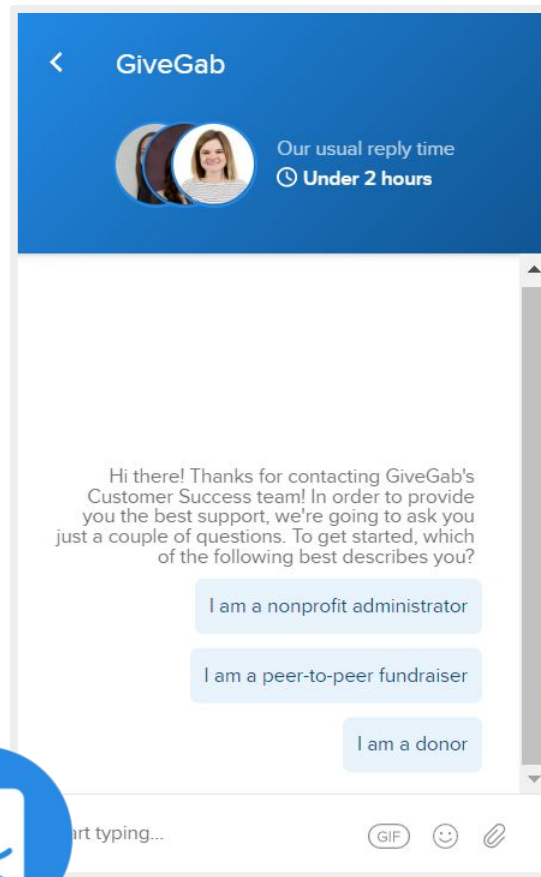
Donor: Nickie Fredenburg  
Date: February 27, 2020  
Organization: Logan's Pups  
EIN: 12-1234567  
Designation: Giving Day  
Amount: \$10.00

[View Your Donations](#)

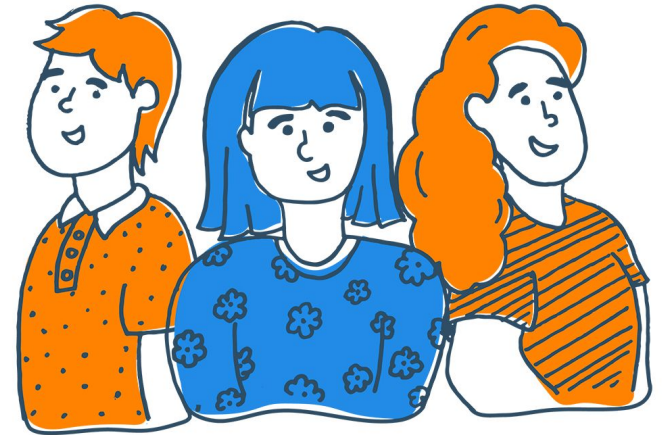


# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble

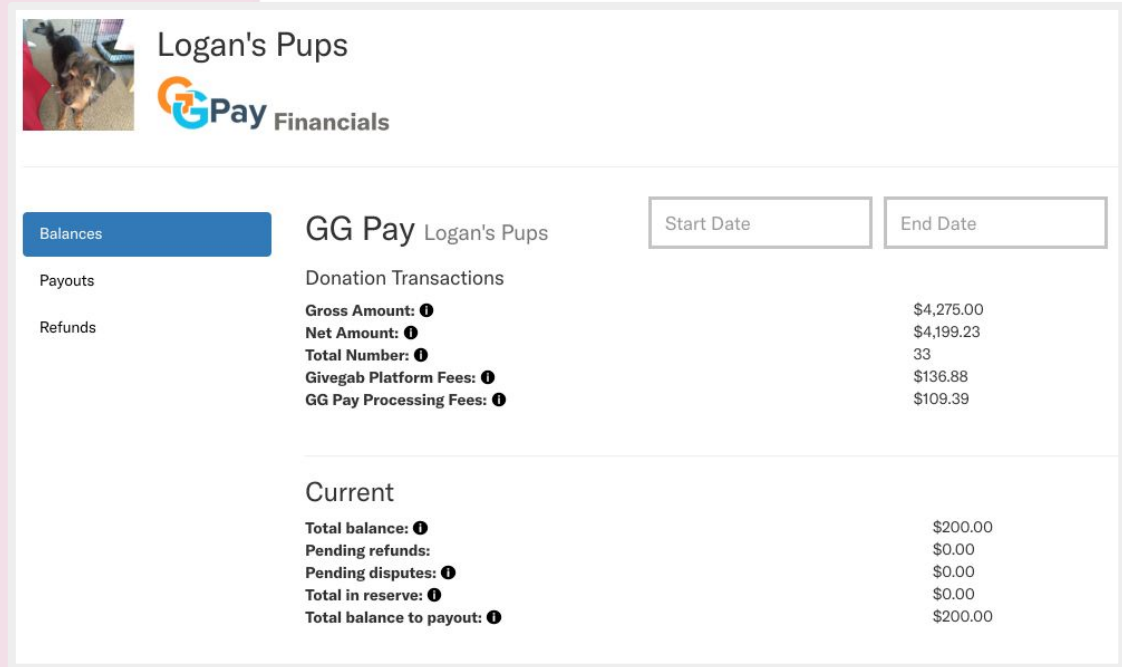


# What's New for 2023?



# 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



The screenshot displays the GG Pay Financials interface for Logan's Pups. It includes a navigation menu on the left with options for Balances, Payouts, and Refunds. The main content area shows a summary of donation transactions with the following data:

GG Pay Logan's Pups		Start Date	End Date
<b>Donation Transactions</b>			
<b>Gross Amount:</b>	1		\$4,275.00
<b>Net Amount:</b>	1		\$4,199.23
<b>Total Number:</b>	1		33
<b>Givegab Platform Fees:</b>	1		\$136.88
<b>GG Pay Processing Fees:</b>	1		\$109.39

Below the transaction summary, the 'Current' account status is shown:

<b>Total balance:</b>	1	\$200.00
<b>Pending refunds:</b>		\$0.00
<b>Pending disputes:</b>	1	\$0.00
<b>Total in reserve:</b>	1	\$0.00
<b>Total balance to payout:</b>	1	\$200.00

# Giving Day Analytics

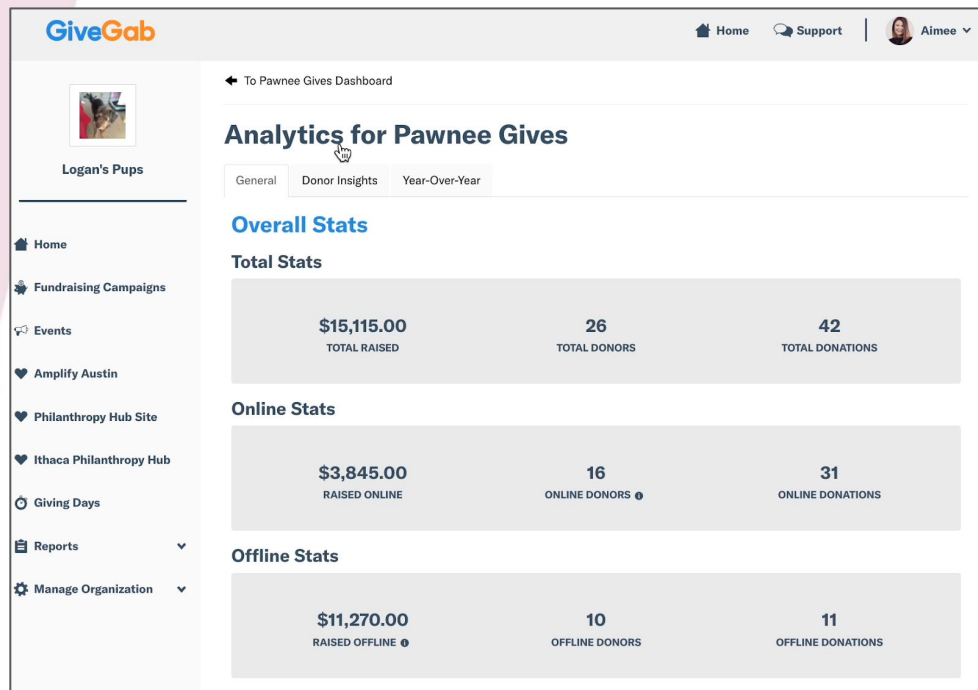
Key stats are available for the following data points:

- 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



**Ithaca Gives** March 17, 2023  
\$0.00 Raised · 0 Donors · 0 Gifts  
**Analytics** ←

**Get Set Up**  
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.



**GiveGab** Home Support Aimee

◀ To Pawnee Gives Dashboard

### Analytics for Pawnee Gives

General Donor Insights Year-Over-Year

#### Overall Stats

##### Total Stats

<b>\$15,115.00</b> TOTAL RAISED	<b>26</b> TOTAL DONORS	<b>42</b> TOTAL DONATIONS
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##### Online Stats

<b>\$3,845.00</b> RAISED ONLINE	<b>16</b> ONLINE DONORS	<b>31</b> ONLINE DONATIONS
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##### Offline Stats

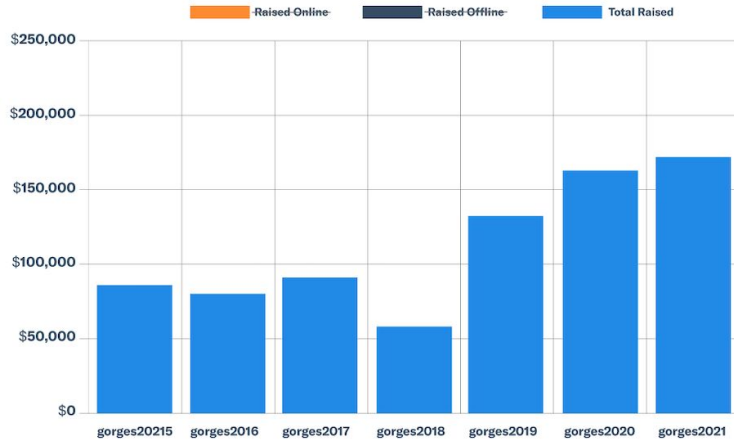
<b>\$11,270.00</b> RAISED OFFLINE	<b>10</b> OFFLINE DONORS	<b>11</b> OFFLINE DONATIONS
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Logan's Pups

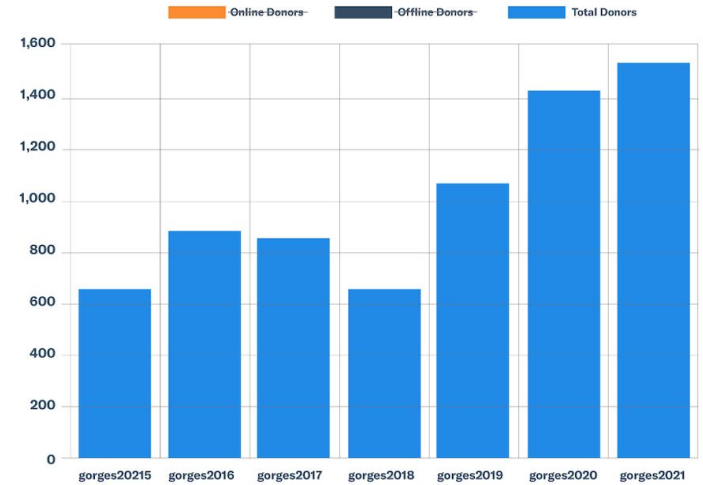
- Home
- Fundraising Campaigns
- Events
- Amplify Austin
- Philanthropy Hub Site
- Ithaca Philanthropy Hub
- Giving Days
- Reports
- Manage Organization

# Year-over-Year Metrics

## Dollars Raised

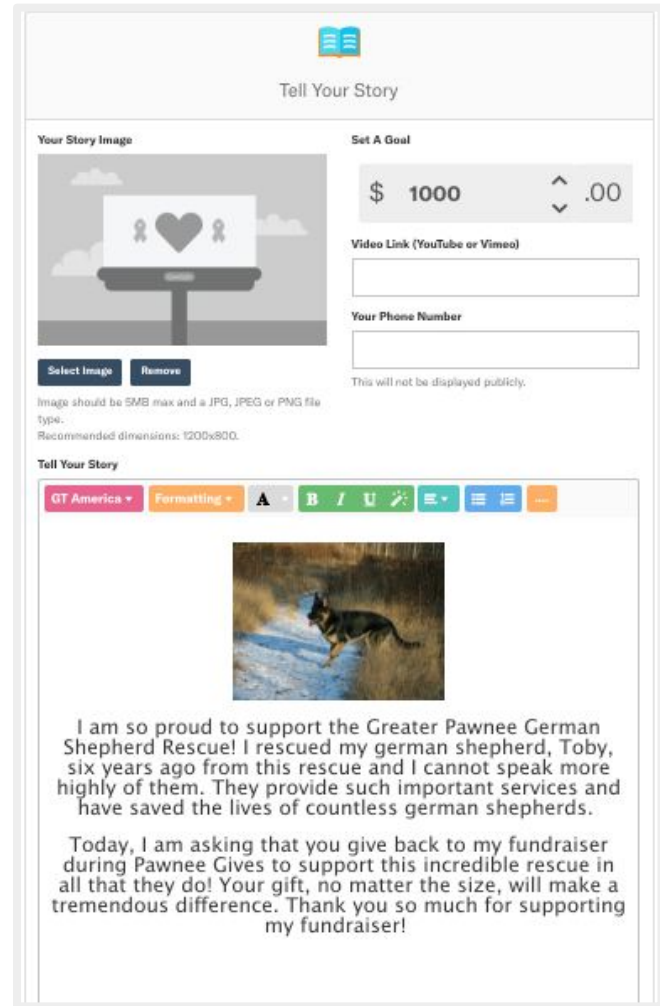


## Donor Counts



# Elevating Fundraisers

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor
- Chosen P2P will appear in donor's receipt



The image shows a 'Tell Your Story' form interface. At the top, there is a logo of an open book and the title 'Tell Your Story'. Below this, the form is divided into several sections:

- Your Story Image:** A placeholder image showing a podium with a sign that has a heart and two figures. Below the image are 'Select Image' and 'Remove' buttons.
- Set A Goal:** A field showing '\$ 1000' with up and down arrows and a '.00' multiplier.
- Video Link (YouTube or Vimeo):** An empty text input field.
- Your Phone Number:** An empty text input field.

Below the input fields, there is a note: 'Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 1200x800.' and 'This will not be displayed publicly.'

The bottom section is the 'Tell Your Story' text editor. It features a toolbar with options for 'GT America', 'Formatting', bold (A), italic (I), underline (U), link, list, and a minus sign. The main text area contains two paragraphs:

I am so proud to support the Greater Pawnee German Shepherd Rescue! I rescued my german shepherd, Toby, six years ago from this rescue and I cannot speak more highly of them. They provide such important services and have saved the lives of countless german shepherds.

Today, I am asking that you give back to my fundraiser during Pawnee Gives to support this incredible rescue in all that they do! Your gift, no matter the size, will make a tremendous difference. Thank you so much for supporting my fundraiser!

# Registering for Brooklyn Gives on GivingTuesday



# BROOKLYN GIVES

REGISTER

Nonprofit Registration Is Now Open!  
November 28, 2023





# Find Your Organization

and participate in Brooklyn Gives on GivingTuesday

brooklyn



200 Results



## Brooklyn Greenway Initiative

Brooklyn, New York

PARTICIPATE



## Brooklyn Rescue Mission Urban Harvest Center Inc.

Brooklyn, New York

PARTICIPATE



## Brooklyn Community Foundation Community Fund

Brooklyn, New York

PARTICIPATE



## Brooklyn Movement Center

Brooklyn, New York

PARTICIPATE



## Brooklyn Youth Chorus

Brooklyn, New York

PARTICIPATE



## NHS Brooklyn (Neighborhood Housing Services of Brooklyn CDC, Inc.)

Screenshot



## Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)

**BROOKLYN  
GIVES**

## Brooklyn Gives on GivingTuesday

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 on GivingTuesday**

[Continue](#)

**BROOKLYN  
GIVES**

## Brooklyn Gives on GivingTuesday

**1. Has your nonprofit participated in #BrooklynGives before? \* required**

Please select one choice.

**2. What is your organization's current operating budget? \* required**

Please select one choice.

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

Please select all that apply.

- Arab-American/Arab/Middle Eastern/North African
- Asian-American/South Asian/East Asian/Pacific Islander
- Black/African-American/African/Caribbean
- Indigenous/Native American/Alaskan Native
- Latinx
- Multiracial
- White
- Additional Category Not Listed

**4. How long has your organization been in operation? \* required**

Please select one choice.

**5. Was your organization founded in Brooklyn? \* required**

Please select one choice.

**6. How many staff members do you have? \* required**

Please select one choice.

**7. How many fundraising/communications staff members do you have? \* required**

Please select one choice.


# 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!


**BROOKLYN GIVES** **Brooklyn Gives on GivingTuesday** November 28, 2023  
\$0.00 Raised · 0 Donors · 0 Gifts  
[Analytics](#)

**Welcome to Another Giving Day!**  
As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

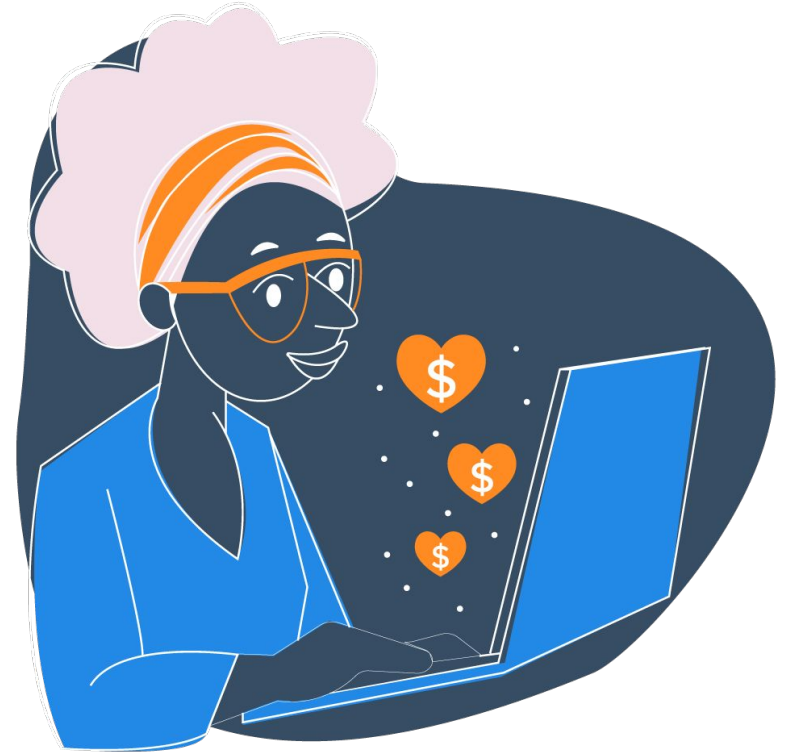
**43 Days to Launch**  
**A Message From The Host**  
Thank you for being part of Brooklyn Gives on GivingTuesday 2023 powered by Brooklyn Community Foundation! Be sure to register for our first training webinar, taking place Tuesday, October 17 at 1PM. Sign up here: [https://bonterratech.zoom.us/webinar/register/WN\\_bfg3IA\\_LSx](https://bonterratech.zoom.us/webinar/register/WN_bfg3IA_LSx)  
You can view our full schedule of free trainings at <https://www.bkgives.brooklyn.org/info/trainings>.

 [#BrooklynGives 2022 \(2022\)](#) [Copy This Profile](#)

 [#BrooklynGives for COVID-19 Relief \(2020\)](#) [Copy This Profile](#)

 [#BrooklynGives \(2018\)](#) [Copy This Profile](#)

# 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 >

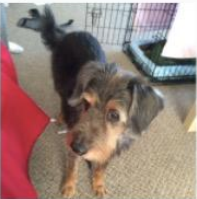
# Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!

✓ 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

\$

**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**



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

[Save](#)



# 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 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 on GiveGab

## 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 on GiveGab



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](mailto: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.


# 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

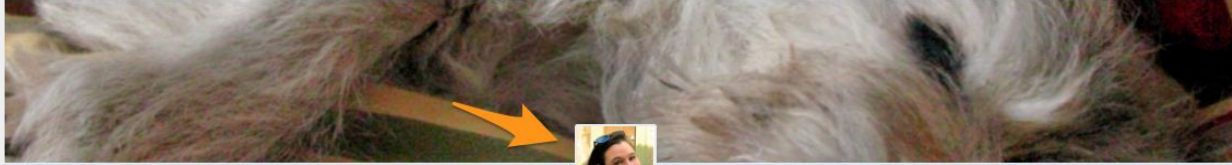
\$ .00

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 Brooklyn Gives on GivingTuesday raised on average **4.3x more** than those who did not.



# Key Dashboard Tools

## Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

## Get Prepared



Webinars and Workshops



Giving Day Toolkit



GGChat

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

## 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

 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?

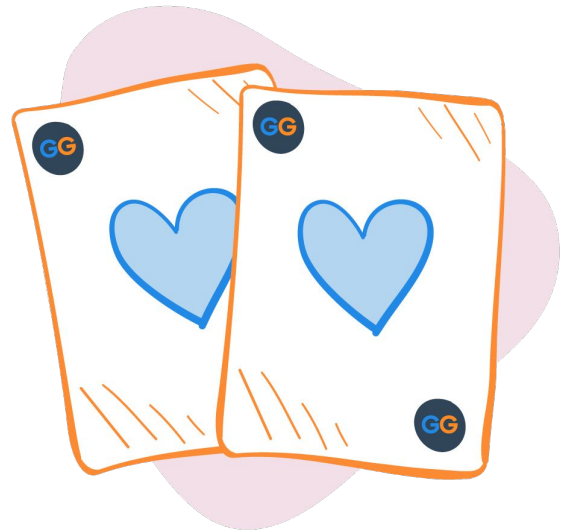


# Step Up Your Fundraising with Matches

**Use pledged donations as a donor incentive to increase impact!**

Once you secure a matching gift, utilize GiveGab's 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 Brooklyn Gives on GivingTuesday raised on average **7.3x more** than those who did not.

# Your Nonprofit Toolkit

**The Nonprofit Toolkit has valuable resources for all your Brooklyn Gives on GivingTuesday needs.**

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!



# Your Next Steps



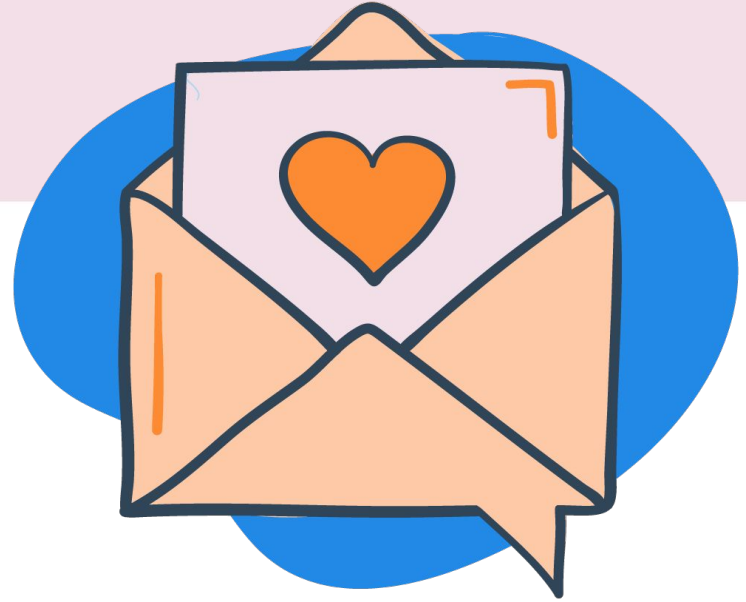
## Take a breath!

- 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
- Brooklyn Gives on GivingTuesday may not be the right fit for all of your donors - that's okay!

# Your Next Steps

## What to work on over the next few weeks:

- Follow @BklynOrg 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?

**BROOKLYN ORG**  
**BROOKLYN GIVES ON**  
**GIVING TUESDAY**

*November 28, 2023*