

GiveGab®

# Final Steps to Success

**1** BURKE  
DEC. 1 2020 GIVES  
GIVING DAY 2020

GIVING TUESDAY

HOSTED BY



*December 1, 2020*

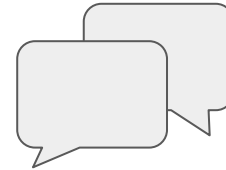
# Submit Your Questions!



## Chat Box

To:  All panelists

Type: All panelists and attendees



## Q&A

Please input your question

Send Anonymously

Send

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

# Your GiveGab Team



**Kelsey Rossbach**  
*Project Director*



**Nickie Fredenburg**  
*Project Coordinator*

# Agenda

- Giving Day Updates & Reminders
- Your Checklist for Success
- After the Giving Day
- Your Nonprofit Resources
- Next Steps
- Q&A

# Updates & Reminders

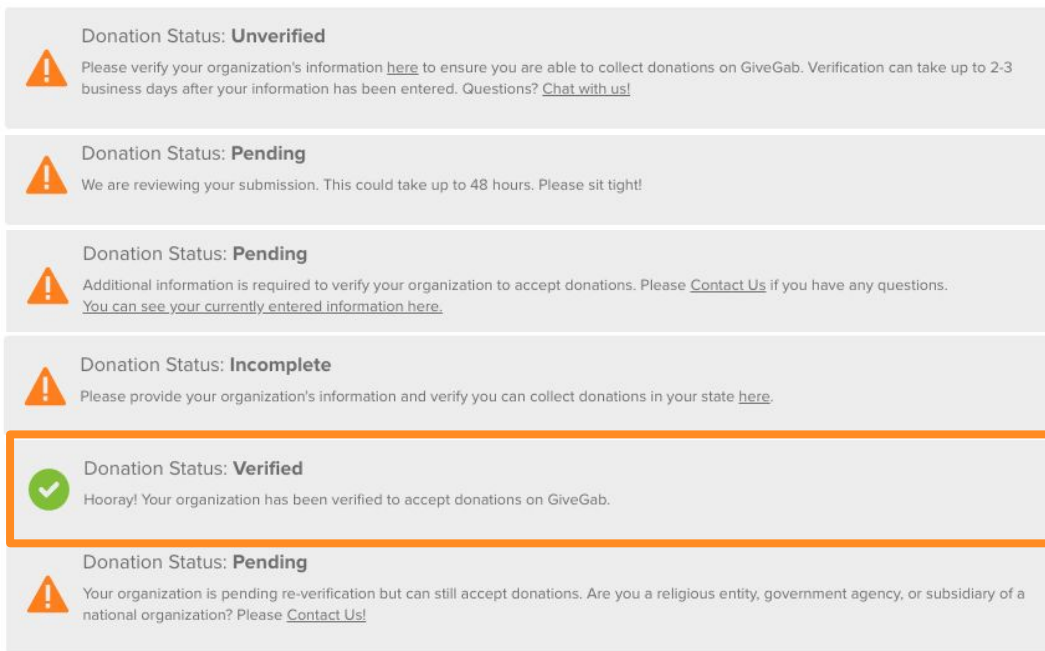
- [www.1burkegives.org](http://www.1burkegives.org) | December 1, 2020
- Register for your giving day by 11/20
- Review the Getting Ready webinar and other on-demand training videos
- Explore the Nonprofit Toolkit
- Follow your Giving Day host on Social Media!
  - Use **#1BurkeGives** and **#GivingTuesday** hashtag


# Your Success Checklist


- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications


# Are you donation ready?


- Check your verification status on your admin dashboard





Donation Status: **Unverified**  
 Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#)

Donation Status: **Pending**  
 We are reviewing your submission. This could take up to 48 hours. Please sit tight!

Donation Status: **Pending**  
 Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions. You can see your currently entered information [here](#).

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

Donation Status: **Verified**  
 Hooray! Your organization has been verified to accept donations on GiveGab.

Donation Status: **Pending**  
 Your organization is pending re-verification but can still accept donations. Are you a religious entity, government agency, or subsidiary of a national organization? Please [Contact Us!](#)

# Is your profile completed?

- 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?

✓	Add Your Organization's Info	>
✓	Add Your Story	>
✓	Get Verified to Collect Donations	>
✓	Add Donation Levels	>
✓	Add a 'Thank You' Message	>
✓	Add Fundraisers	>





## Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: [Animals](#), [Seniors](#)

[Manage this on GiveGab](#)

DONATE

FUNDRAISE



0%

\$0 Raised \$5,000 Goal 0 Donors



\$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

Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

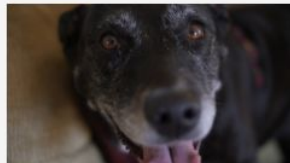
To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

DONATE



## Matches

Board of Trustees: #NVBigGive Match

On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's big Give 2018!

\$5,000 MATCH

\$5,000 REMAINING

## Fundraising Champions

[Bridget Cafaro](#)

\$0.00

[Alyssa Ravenelle](#)

\$0.00

# Do you have matches/challenges?

- Identify your match/challenge sponsors
  - Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!
- Promote your match/challenge opportunities

## Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.



**Note:** All times are assumed to be in Eastern Time.

**Pro Tip:**  
Watch GiveGab's  
**Matches &  
Challenges Training**  
available in the  
Nonprofit Toolkit!

# Do you have matches?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.  
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

# Do you have challenges?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

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Challenge Name

Description (optional)

Challenge Type

Dollar Challenge ▾

Challenge Goal

Challenge Amount

\$  .00

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.

How many dollars or donors are needed to complete this challenge?

How much money is awarded when this challenge is completed?

Select the time period applicable for this challenge

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

# Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P

# Fundraisers Search Page

PAWNEE GIVES

PRIZES

LEADERBOARDS

▼ MENU



## Pawnee Gives Fundraising Champions

Find your friends and colleagues to help support your favorite organizations!


SIGN UP

Search by name...

SEARCH

« Prev 1 Next »

Page 1 of 2



**Rebekah Casad** is fundraising for  
[Greater Pawnee German Shepherd Rescue](#)

5%  
\$25 RAISED \$500 GOAL

[VIEW PROFILE](#) [DONATE](#)



**Rebekah Casad** is fundraising for  
[Pawnee Gives](#)

0%  
\$0 RAISED \$500 GOAL

[VIEW PROFILE](#) [DONATE](#)



# P2P Profile



A fundraiser for:

## Greater Pawnee German Shepherd Rescue


**DONATE**

**5%**

**\$25** Raised **\$500** Goal **Donors**

**Rebekah Casad**

Hi, I'm Rebekah Casad and I'm fundraising for [Greater Pawnee German Shepherd Rescue](#).



**Rebekah Casad** is fundraising for [Greater Pawnee German Shepherd Rescue](#)




---

**5%**

**\$25** RAISED **\$500** GOAL


**VIEW PROFILE** **DONATE**

CHOOSE YOUR OWN AMOUNT

 <p><b>\$25</b> Help provide a bed for a rescue</p>	 <p><b>\$50</b> Help provide food for one Shepherd for a month</p>	 <p><b>\$100</b> Help fund emergency veterinary care for 1 German Shepherd in need</p>
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Recent Donors

**JAMIE** **\$25.00**

Security guards rush to help Hope For Paws rescue a ho... 

**HOPE FOR PAWS** **MOZART**

# Do you have a communications plan?

- Plan your online communications ahead of the Giving Day
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Customize the templates, guides, and graphics in your the Giving Day Nonprofit Toolkit for the perfect plan!



# After the Giving Day

- Donation Reports
- Payout Timeline
- Donor Stewardship
- GiveGab beyond Giving Tuesday

# How will you get your donor data?

The screenshot shows the GiveGab Admin Dashboard for an organization named "Logan's Pups". The dashboard is divided into several sections:

- Header:** Includes the GiveGab logo (Nonprofit Giving Platform), navigation links for Home and Support, and a user profile icon.
- Left Sidebar:** A navigation menu with options: Home, Fundraising Campaigns, Events, Giving Days, Reports, and Manage Organization.
- Admin Dashboard Section:**
  - Admin Dashboard:** The main heading for the dashboard.
  - Current Plan:** Engage.
  - Giving Days:** A card for "DAY OF GIVING" on November 13, 2019, with a "View All Giving Days" link below it.
  - Fundraising Campaigns:** A card for "It's A Dogs World" on December 11, 2017, with "\$20,467.22 Raised" and buttons for "View", "Manage", and "Edit". A "View All Campaigns" link is below.
  - Fundraising Events:** A card for "2018 Summer Gala" with buttons for "View", "Manage", and "Edit".
- Footer:** A dark blue bar at the bottom with the text "Viewing Dashboard for Logan's Pups" and a star icon.

# How will you get your donor data?

**GiveGab**  
Nonprofit Giving Platform

Home Support

**Donations**

Total Paid Out: \$240,804.74 Total Pending: \$6,164.39

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](#)

Search by name or email + More filters

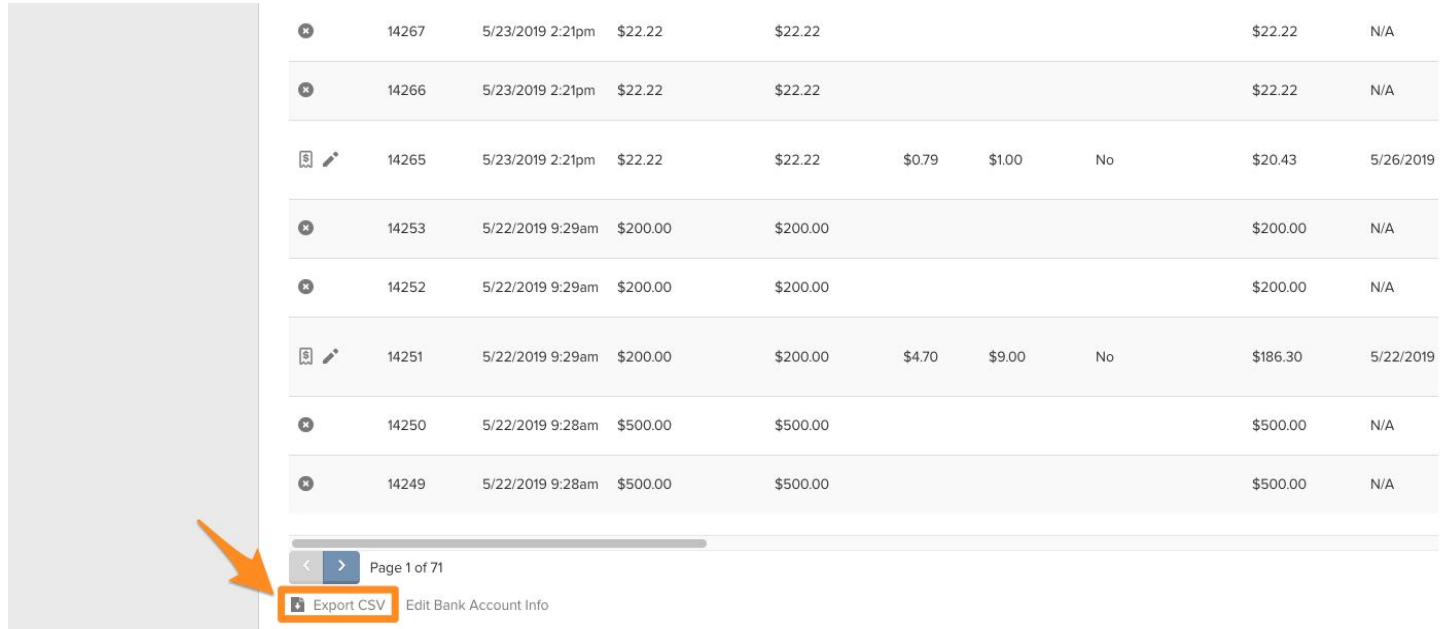
All Giving Days All Campaigns Any Donation Type

Start End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca, New York 1485 United States
	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca, New York 1485 United States
	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca, New York 1485 United States
	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for Logan's Pups

# How will you get your donor data?



The screenshot shows a table of donor transactions. An orange arrow points to the 'Export CSV' button at the bottom left of the table area.

✖	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✖	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✖	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✖	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✖	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✖	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A

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



# How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the the Giving Day
  - Your report will contain payout dates to help you determine when gifts were deposited. You'll also see a Payout ID column in your report, gifts in the same deposit will have the same payout ID.

It is important to make sure you are able to receive donations before the Giving Day so donations make it to your account

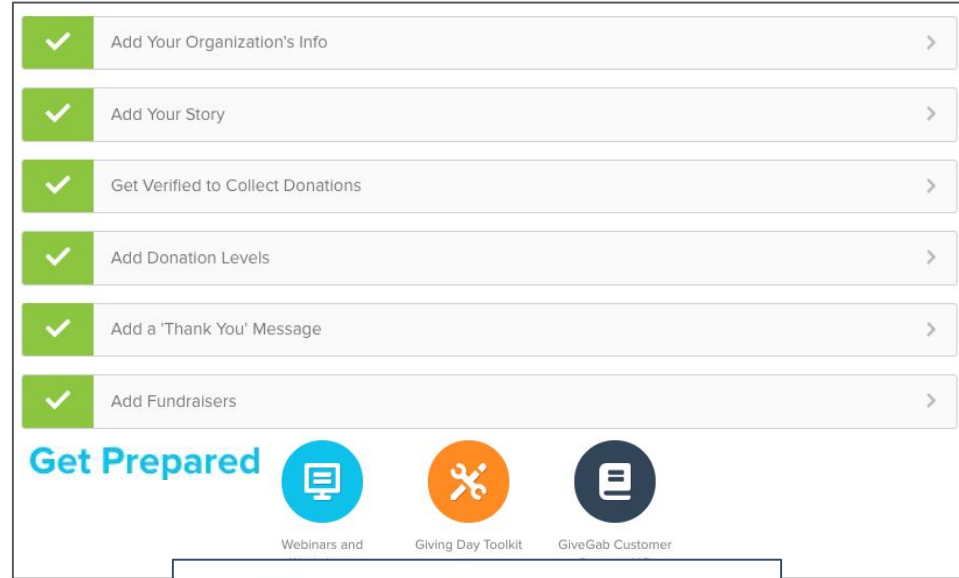
# How will you thank your donors?

- Start your stewardship process immediately after **the Giving Day**
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away, curate a progress message to send in June/July
- Watch the available training on Donor Stewardship!

# Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving Day needs!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!



A screenshot of the Nonprofit Toolkit interface. It features a checklist of six tasks, each with a green checkmark icon on the left and a right-pointing arrow on the right. The tasks are: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. Below the checklist is a section titled 'Get Prepared' in blue text. Under this heading are three circular icons: a blue icon with a computer monitor and speech bubbles, an orange icon with a pair of scissors, and a dark blue icon with a document and list. Below these icons are the labels 'Webinars and', 'Giving Day Toolkit', and 'GiveGab Customer' respectively.

✓ Add Your Organization's Info >

✓ Add Your Story >

✓ Get Verified to Collect Donations >

✓ Add Donation Levels >

✓ Add a 'Thank You' Message >

✓ Add Fundraisers >

**Get Prepared**

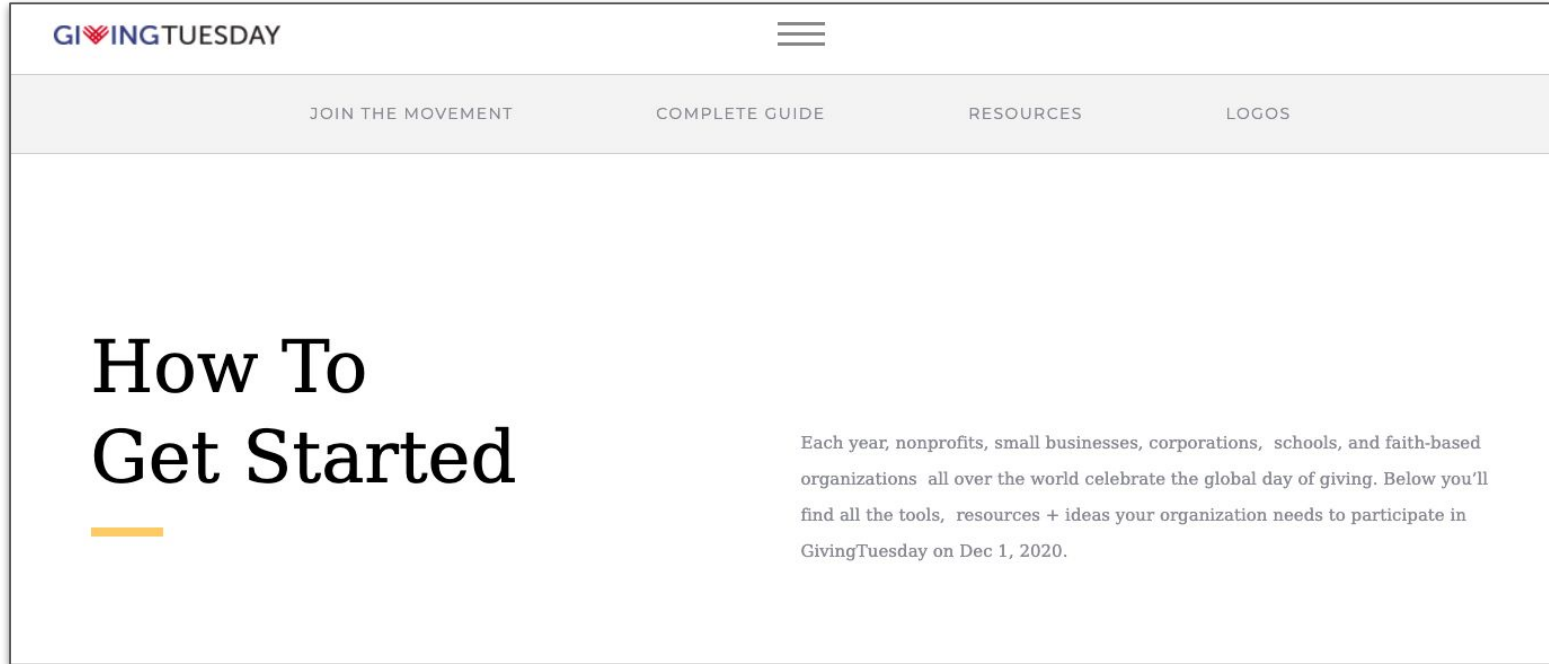
Webinars and Giving Day Toolkit GiveGab Customer



A screenshot of the Nonprofit Toolkit interface showing three circular icons. The first is a blue icon with a computer monitor and speech bubbles, labeled 'Webinars and Workshops'. The second is an orange icon with a pair of scissors, labeled 'Giving Day Toolkit'. The third is a dark blue icon with a document and list, labeled 'GiveGab Customer Success HQ'.

Webinars and Workshops Giving Day Toolkit GiveGab Customer Success HQ

# Giving Tuesday Toolkit

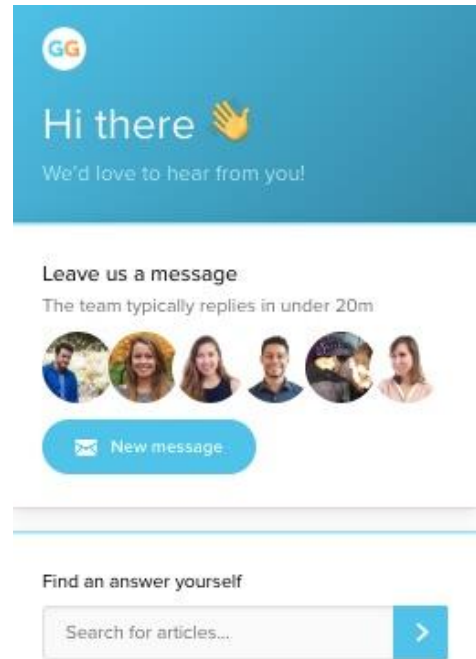


<https://www.givingtuesday.org/organizations>



# Giving Day Support & Resources

- Visit Our Help Center
  - <https://support.givegab.com/>
- Check Our Our Blog
  - <https://www.givegab.com/blog/>
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!
  - **Look for the little blue chat bubble!**



# Your Next Steps

- Register to participate by 11/20
- Watch your inbox for important emails
- Meet internally to discuss your goals and final preparations
- Sign up for upcoming trainings and view on demand videos
- Implement your communication and marketing strategies!
  - Make sure to use the Nonprofit Toolkit for marketing resources

GiveGab<sup>®</sup>

Questions?

GI  ING TUESDAY

*December 1, 2020*