

GiveGab®

Getting Ready for

1 BURKE
DEC. 1 2020 GIVES
GIVING DAY 2020

GI♥INGTUESDAY

HOSTED BY

Burke County
United Way



December 1, 2020

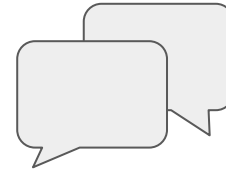
Submit Your Questions!



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 Tuesday Overview
- Who is GiveGab?
- Registering for your Giving Day
- Getting Started
- Next Steps and Questions

GivingTuesday Overview

- **#GivingTuesday** is a global generosity movement unleashing the power of people and organizations to transform their communities and the world.
- **#GivingTuesday** was created in 2012 as a simple idea: a day that encourages people to do good.
- Over the past seven years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Giving Day Overview

- www.1burkegives.org | December 1, 2020
- Every nonprofit conducts their own unique campaign
- IRS-recognized nonprofits serving your local area are eligible to participate
 - Able to accept ACH deposit transfers into a valid checking account
- Trainings, templates and tools to make the most of your day!

Benefits of Participating

- Learn to utilize digital fundraising tools and modern software
- Re-Engage with your existing supporters
- Increase visibility by connecting with a larger community
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Who is GiveGab?

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

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.



Quick Guide To GiveGab

- Providing a secure, reliable and transparent platform
- Creating the ultimate donor experience
- Having a dedicated platform support team

Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
 - Your banking information is reviewed with Stripe, and donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for your giving day website



GUIDESTAR®



IRS



amazon
web services

Transparent Donation Processing

Confirm Your Gift

Step 3 of 3

Orca Conservancy	Gift: \$25.00
<hr/>	
Email:	generousdonor@givegab.com
Fees:	\$2.02
What's with these fees?	
<input checked="" type="checkbox"/> I'll cover the fees to save the organizations from having to pay them	
Total:	\$27.02

- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, 65-75% of donors do cover fees during a giving day

Transparent Pricing

Credit Card:

4% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
6.5% + \$0.30

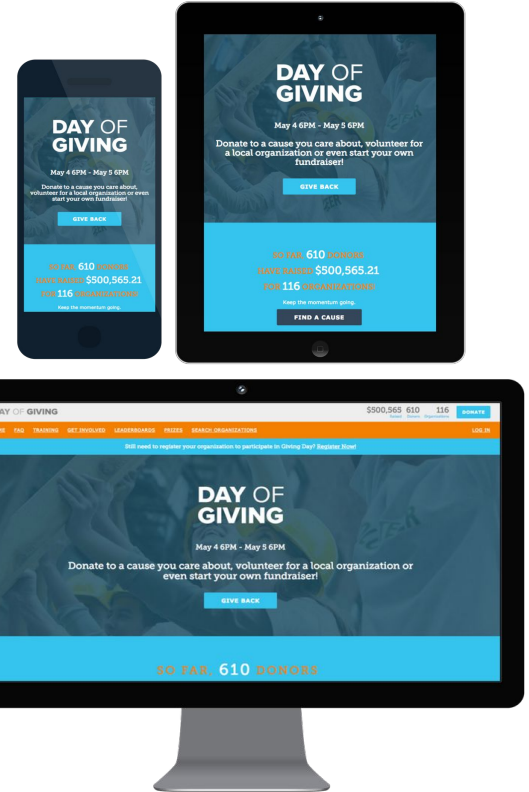
ACH:

4% Platform Fee
+
\$3.00 flat bank fee
=
4% + \$3.00

***\$100 minimum*

Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- The entire giving day site is completely mobile responsive on every page - be sure to test your finished profile out on a phone!
- Donors can give on any internet enabled device



Simple Donation Processing




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

Highlighting the Joy of Giving

Donate to more than one organization

Step 1 of 3



Double Dog Dare Rescue

Choose an amount to give:

\$

Name to Display (Optional):

(Defaults to First and Last Name)

Please do not display a name publicly.

Please do not display the donation amount publicly.

Make this a recurring gift.

Make this donation in honor of or In memory of someone.

Add a Public Message to this Donation

Choose Campaign (Optional) ▾

[Remove this donation](#)

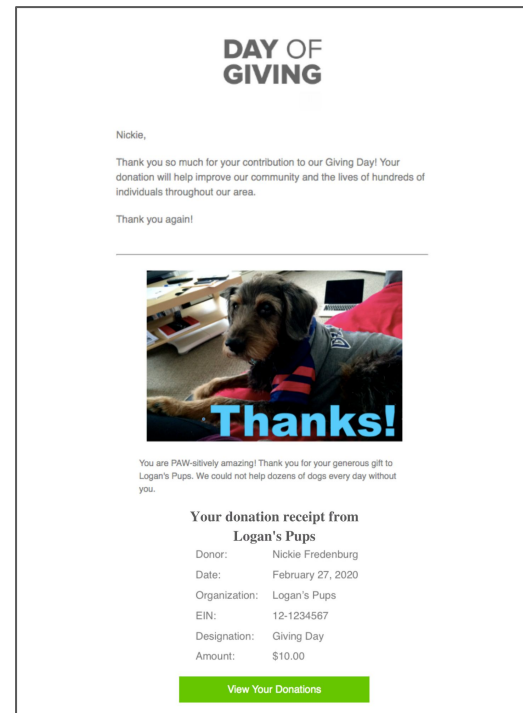
Choose an amount to give:

\$

GiveGab's Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!

Instant Donor Delight

- Customizable Thank You Emails that come from your organization
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt

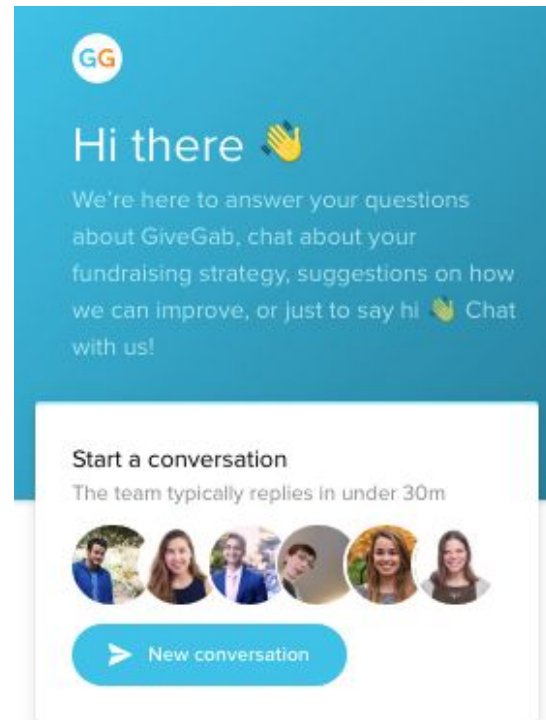


Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Out Our Blog
 - <https://www.givegab.com/blog/>
- Send us an Email
 - 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!



Registering for your Giving Day

Go to www.1burkegives.org

1BURKEGIVES

Search...



▼ MENU



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

HOSTED BY

Burke County
United Way

United
Way

REGISTER

1 Place. 1 Community. 1 Day of Giving.

December 1, 2020





Find Your Organization

and participate in 1BurkeGives

Logan's Pups

SEARCH

You can search by organization name or EIN (Employer Identification Number)

« Prev 1 Next »

Page 1 of 5



Logan Pups

PARTICIPATE



No organizations match your search criteria.

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Register Your Organization for

1BurkeGives

Powered by GiveGab

Pro Tip:
You can come back
and your logo later!

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Logo



Select Image

Remove

Recommended dimensions:
300x300
Max file size 5MB

**New to GiveGab? This is where
you'll create your log in!**

Your First and Last Name

Your Email

Password

Click 'Continue' to complete your registration for

1BurkeGives

Continue

Your Giving Day Dashboard



Add Your Organization's Info

Let people know who you are.



Add Your Story

Tell potential donors why they should contribute.



Get Verified to Collect Donations

Set up your banking information to receive secure online donations.



Add Donation Levels

Show your donors the impact their donation makes.



Add a 'Thank You' Message

Personalize your auto-response for donors ahead of time.



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.



Add Your Organization's Info

- Logo
- Website
- Causes

✓ Add Your Organization's Info

Tagline

Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.logenspups.org

Logo

Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Select image Remove

Recommended dimensions: 300x300
Max file size: 5MB

Save

Pro Tip:

Adding causes to your profile can help new donors find your organization!

Add Your Story

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Set a Goal (optional)

Display Goal on Profile

\$ 5000 .00

Formatting ▾

B

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U

🔗

☰ ▾

☰ ☰

🖼️

🔗

📄 ▾

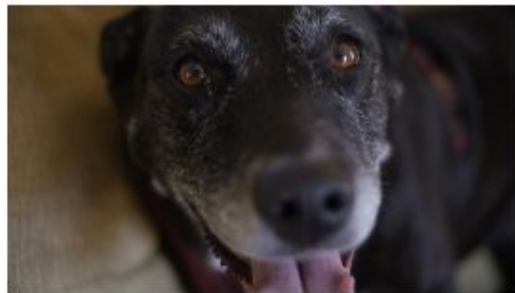
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✖

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Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint 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.



Get Verified to Collect 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

Pro Tip:

It can take several business days to get verified. Don't wait until the last minute!

Organization Information

Business Name

This must **identically match** the legal business name you have registered with the IRS to prevent verification delays.

EIN/Tax ID **Phone**

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

Mailing Address

Address cannot be a P.O. Box.

City **State** **Postal Code**

Bank Information

Routing Number

Checking Account Number

Please note: Donation payouts will show up as "GiveGab.com" on your bank account statement.

Organization Representative

Who is my organization's representative? Find out [here](#).

Legal First Name **Legal Last Name**

Legal first and last name as it appears on your organization representative's social security card.

Email **Phone**

Mailing Address

Address cannot be a P.O. Box.

City **State** **Postal Code**

Note: The organization representative's mailing address above must be their personal address.

Organization Rep's Date of Birth


Month Day Year

Last 4 Digits of Organization Rep's SSN


Add 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](#)

Dollar Amount

\$

Description

[Save](#) [Cancel](#)

Image

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

Image should be 5MB max and a JPG, JPEG or PNG file type.

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels

Pro Tip:

Using custom amounts in your donation levels helps your donors connect more closely with your organization's needs and impact.

Add a 'Thank You' Message

- Add your own message
- Include a photo or video
- Sent immediately to your donor's email when they make a gift
- Comes from your organization's admin!

Pro Tip:

The "Thank You" message can support either a YouTube/Vimeo video or a photo image. Choose the feature that works best for your donors!

✓ Add a 'Thank You' Message


Please provide a "thank you" message, as well as an image or video link (or both!)

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.

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

Recommended dimensions 800x600
Max file size 5MB

Save

Invite Fundraisers

- Expand your reach and invite supporters, board members, volunteers and staff
- Each individual creates their own fundraising page. Every dollar they raise is included in your organization's overall totals!
- Admins can easily create and manage pages for them if needed
- Invite fundraisers or allow open-signups through your profile page

✓ Add Fundraisers

Add Fundraisers Message All Search Fundraisers

Download CSV


Fundraiser	Donors	Amount Raised	Goal		
Alyssa Ravenelle	0	\$0.00	\$500.00	✉	✕

Allow New Fundraisers to Sign Up

Pro Tip:

P2P Fundraisers can make a **BIG** impact! On average, organizations with P2P raise 3.4x more than those without P2P!

Invite Fundraisers



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers Download CSV Add Fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	Emails Sent	Facebook Intents	Twitter Intents	Actions
No fundraisers found.							

Allow New Fundraisers to Sign Up


Set Fundraisers' Story Set Fundraisers' Goal

\$ 500 .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Invite Fundraisers



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Add Fundraisers


First Name	Last Name	Email
<input type="text" value="Rebekah"/>	<input type="text" value="Casad"/>	<input type="text" value="rebekah@givegab.co"/>

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)

Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)



Invite Fundraisers

Write a Message to Your Recruits

To: Rebekah Casad

Subject

Help me fundraise during giving day!

Message



Come create your own fundraising page to help our organization during the Giving Day!

[Back](#) [Send](#)

Invite Fundraisers

✓ Add Fundraisers ∨

Download CSV Add Fundraisers Message All

Fundraiser ∨	Donors ∨	Amount Raised ∨	Goal ∨	Emails Sent ∨	Facebook Intents ∨	Twitter Intents ∨	Actions
Rebekah Casad	0	\$0.00	\$500.00	0	0	0	 

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Fundraiser Page



A fundraiser for:

Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

DONATE



\$100 Raised \$500 Goal 1 Donors



Bridget Cafaro

Hi, I'm Bridget Cafaro and I'm fundraising for [Logan's Pups](#).



Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

Go Beyond Your Checklist with Matches!

- Use pledged donations to increase impact during your giving day
- 1:1 Match: each online donation will be matched dollar for dollar
- Challenge: Funds will be added to your organization's total once a set goal is achieved.
- Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!

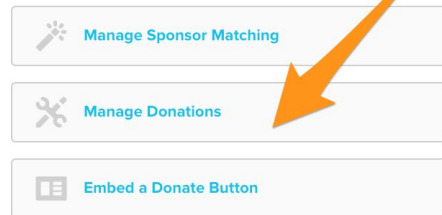
Pro Tip:
Watch GiveGab's
**Matches &
Challenges Training**
available in the
Nonprofit Toolkit!

Time to launch




22

days

Donation Tools



The screenshot shows a vertical list of three buttons under the heading "Donation Tools". The first button is "Manage Sponsor Matching" with a gear icon. The second button is "Manage Donations" with a wrench icon, and a large orange arrow points to it from the right. The third button is "Embed a Donate Button" with a document icon.

-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [Embed a Donate Button](#)

Your Completed Dashboard

Texoma Gives

September 10, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Texoma Gives.

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

 [Add An Administrator](#)

 [Add Offline Donation](#)

 [Manage Sponsor Matching](#)

 [Manage Donations](#)

 [View Registration Info](#)

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups>



[View Your Page](#)



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.

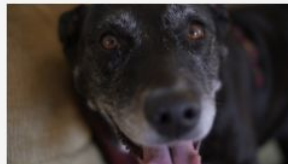
To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

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

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 a web interface showing a checklist of tasks for setting up a Giving Day campaign. The checklist items 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'. Each item has a green checkmark on the left and a right-pointing arrow on the right. Below the checklist is a section titled 'Get Prepared' in blue text, followed by three circular icons: a blue icon with a monitor and speech bubble labeled 'Webinars and', an orange icon with scissors labeled 'Giving Day Toolkit', and a dark blue icon with a document labeled 'GiveGab Customer'.

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

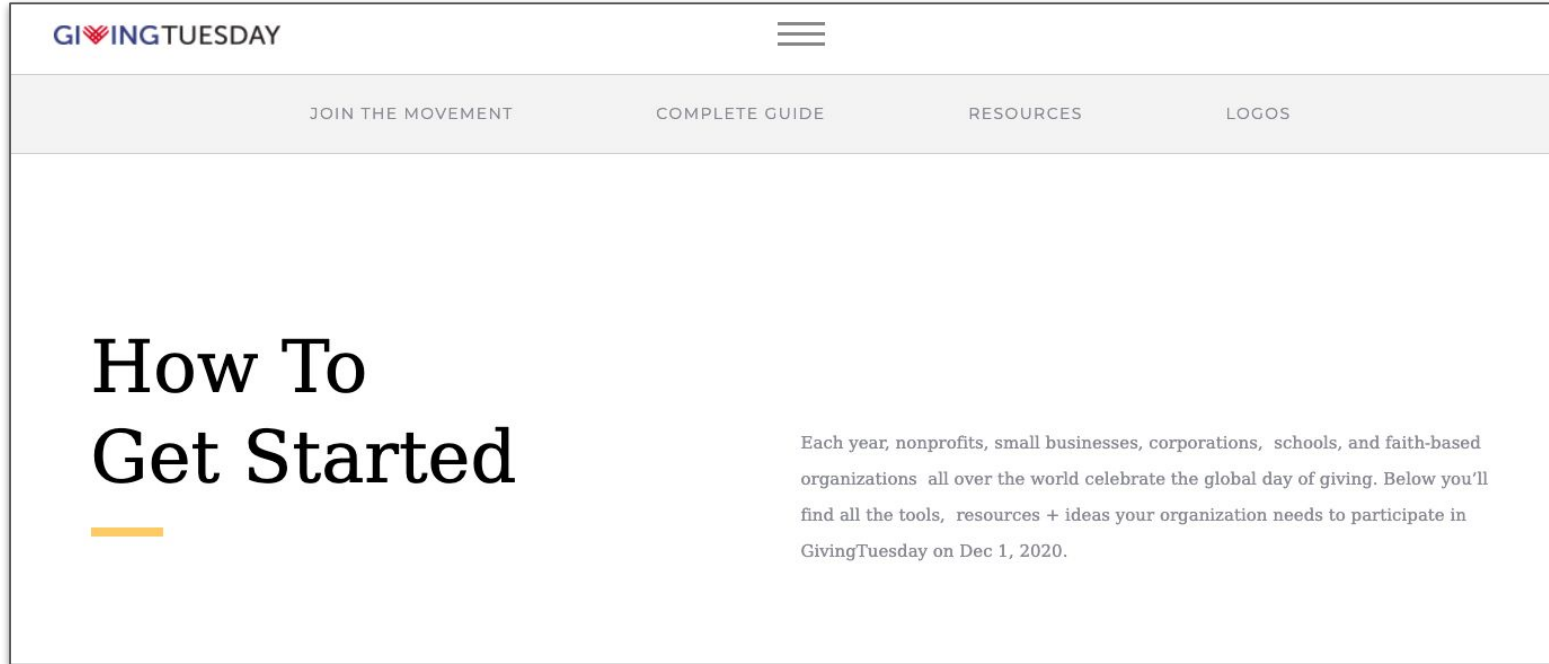
Get Prepared

- Webinars and
- Giving Day Toolkit
- GiveGab Customer

A close-up view of the three circular icons from the 'Get Prepared' section. The blue icon is labeled 'Webinars and Workshops', the orange icon is labeled 'Giving Day Toolkit', and the dark blue icon is labeled 'GiveGab Customer Success HQ'.

- Webinars and Workshops
- Giving Day Toolkit
- GiveGab Customer Success HQ

Giving Tuesday Toolkit



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

Your Next Steps

Take a breath!

- If this is your first time participating in a giving day, enjoy this process!
- Your role as a nonprofit administrator can seem overwhelming
- You don't need to compete for incentives and prizes
- #GivingTuesday may not be the right fit for all of your donors - that's okay!



Your Next Steps

- Register for your giving day by the deadline set by your host
- Follow The United Way of Burke County on Social Media!
 - Use **#1burkegives**
- Watch your inbox for important emails
- Meet internally to discuss goals, P2P and Matching strategy
- Sign up for upcoming trainings and view on demand videos
- Explore the [Nonprofit Toolkit](#)

GiveGab[®]

Questions?

GI  ING TUESDAY

December 1, 2020