

Final Steps to Success



December 3, 2019



Agenda

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



Updates & Reminders

- Donations Open: 11/26 and close 12/24
- Giving day is December 3! Stats will be on 12 am ET through Dec 4 12 am PT



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

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!](#)

Status: **Pending**



Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.

Status: **Incomplete**



Please provide your organization's information and verify you can collect donations in your state to be able to collect donations on GiveGab.

Status: LAPSED



Status: **Verified**

Hooray! Your organization has been verified to accept donations on GiveGab.



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?
- Invited P2P Fundraisers?
- Set up Matches/Challenges?

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Big Pittsburgh.

✓	Add Your Organization's Info	>
✓	Add Your Story	>
✓	Add Bank Account Info	>
✓	Add Donation Levels	>
✓	Add a 'Thank You' Message	>
✓	Add Fundraisers	>

Is your profile completed?



Logan's Pups

Helping senior dogs find loving homes in their final years

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

[Manage this on GiveGab](#)

DONATE



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](#)

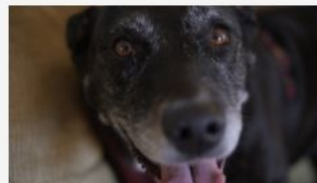
Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

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.



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**

DONATE



Do you have matches/challenges?

- Identify your match/challenge sponsors
 - From 2018 #GivingTuesday giving days, organizations that featured matches and/or challenges raised 8.13 times more!
- Promote your match/challenge opportunities

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Give More 24!

✓ Add Your Organization's Info	>	+ Add An Administrator
✓ Add Your Story	>	Manage Sponsor Matching
✓ Get Verified to Collect Donations	>	✂ Manage Donations
✓ Add Donation Levels	>	📄 Embed a Donate Button
✓	>	👥 Engagement Opportunities

Viewing Dashboard for Southwest Washington Symp... ★

Note: An orange arrow points from the 'Add Your Story' step to the 'Manage Sponsor Matching' button.

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.

+ Add Match Commitment **+ Add Challenge** **Manage Donations**

Note: An orange arrow points from the right towards the 'Add Match Commitment' and 'Add Challenge' buttons.

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



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

Challenge Name

Description (optional)

Challenge Type

Dollar Challenge

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.

Challenge Goal

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

Challenge Amount

\$.00

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



Are your communications ready?

Timeline, suggested content, toolkit resources, marketing

- Your CannaMakeADifference Day Nonprofit Toolkit is full of communication resources
 - Suggested timelines
 - Sample content
 - Social media posts
 - Shareable visual content



Do you have a communications plan?

- Plan your online communications ahead of

CannaMakeADifference 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

CannaMakeADifference Day Nonprofit Toolkit for the



After CannaMakeADifference Day

- Donation Reports
- Payout Timeline
- Donor Stewardship
- GiveGab beyond DoG

How will you get your donor data?



Logan's Pups

- [Home](#)
- [Fundraising Campaigns](#)
- [Events](#)
- [Giving Days](#)
- [Reports](#)
- [Manage Organization](#)

Admin Dashboard

Current Plan
Engage

Giving Days

DAY OF GIVING Giving Day!
November 13, 2019

[View All Giving Days](#)

Fundraising Campaigns



It's A Dogs World
December 11, 2017 \$ \$20,467.22 Raised

[View](#) [Manage](#) [Edit](#)

[View All Campaigns](#)

Fundraising Events



2018 Summer Gala

[View](#) [Manage](#) [Edit](#)



How will you get your donor data?



Logan's Pups

Donations

Total Paid Out: \$240,804.74

Total Pending: \$6,164.39

i 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		



How will you get your donor data?

✕	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





How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the CannaMakeADifference Day

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



Status: **Verified**

Hooray! Your organization has been verified to accept donations on GiveGab.



How will you thank your donors?

- Pre-schedule general 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 donors for more personal stewardship
 - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!



How will you thank your donors?

- Start your stewardship process immediately after **CannaMakeADifference 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!



Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- CannaMakeADifference Day Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

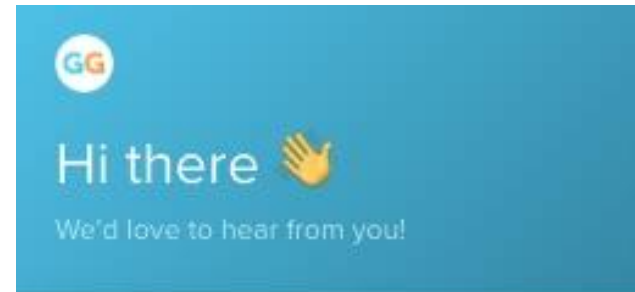
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



Leave us a message

The team typically replies in under 20m



 New message

Find an answer yourself

Search for articles...





Your Next Steps

- Like and Follow CannaMakeADifference Day on Social Media!
 - Don't forget to use #GiveNTokeTuesday
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

Questions?



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