

# Getting Ready for 35 Hours of Giving

*May 3, 7 AM - May 4, 6 PM*



# Meet the Team



**Cindy E. Hales**

Vice President  
of Community  
Investment



**Jessica Donahue**

Director of  
Communications  
and Events

# Meet the Team



**Laryssa**

Project  
Director



**Jennifer**

Project  
Manager

# 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



- **35 Hours of Giving Overview**
- **Who is GiveGab?**
- **Creating Your Profile**
- **Key Features**
- **Next Steps & Questions**

# 35 Hours of Giving Overview

**35hours.ourcommunity.org** | May 3, 7 AM - May 4, 6 PM 2023

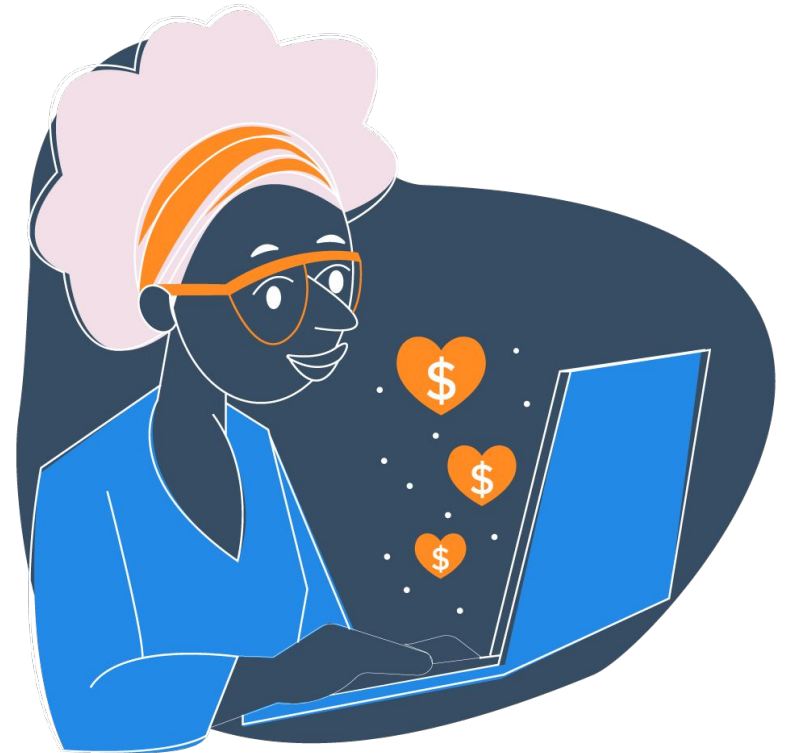
- Every nonprofit conducts their own unique campaign to market and share with their supporters for endowment fundraising
- \$35,000 in matching funds available
- Leaderboards for friendly competition, prize incentives
- Online donations open on May 3 at 7:00 a.m.
- Online donations close on May 4 at 6:00 p.m.

# 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 + Community Foundation marketing = exponential visibility for all organizations
- Motivate donors to make a greater impact with prizes and match incentives

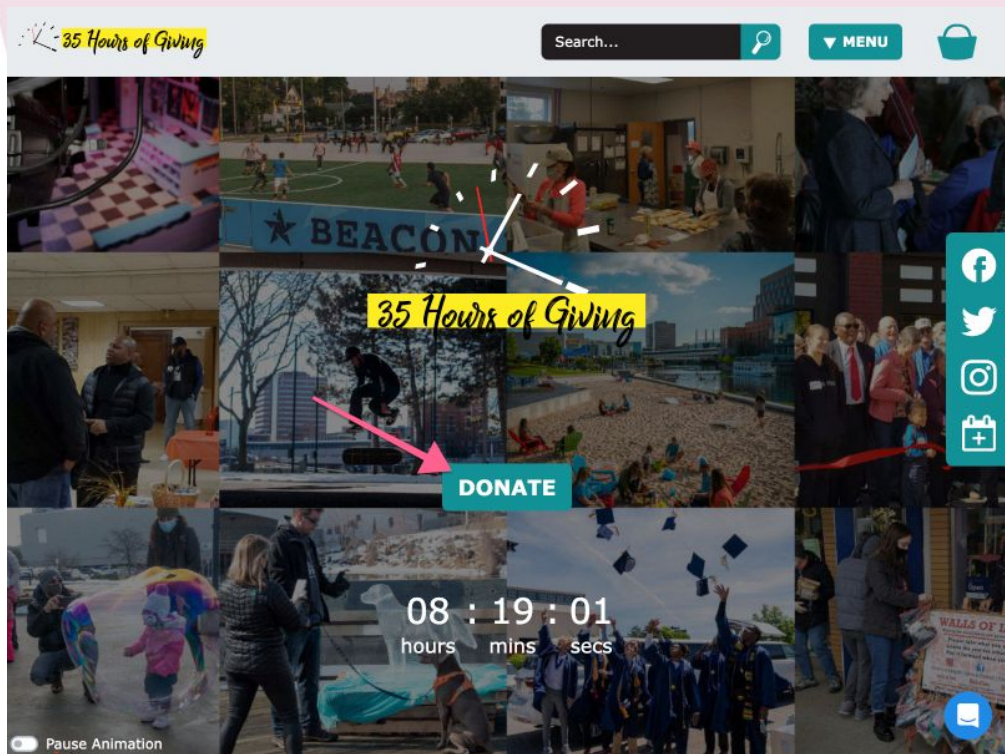
# How does it work?





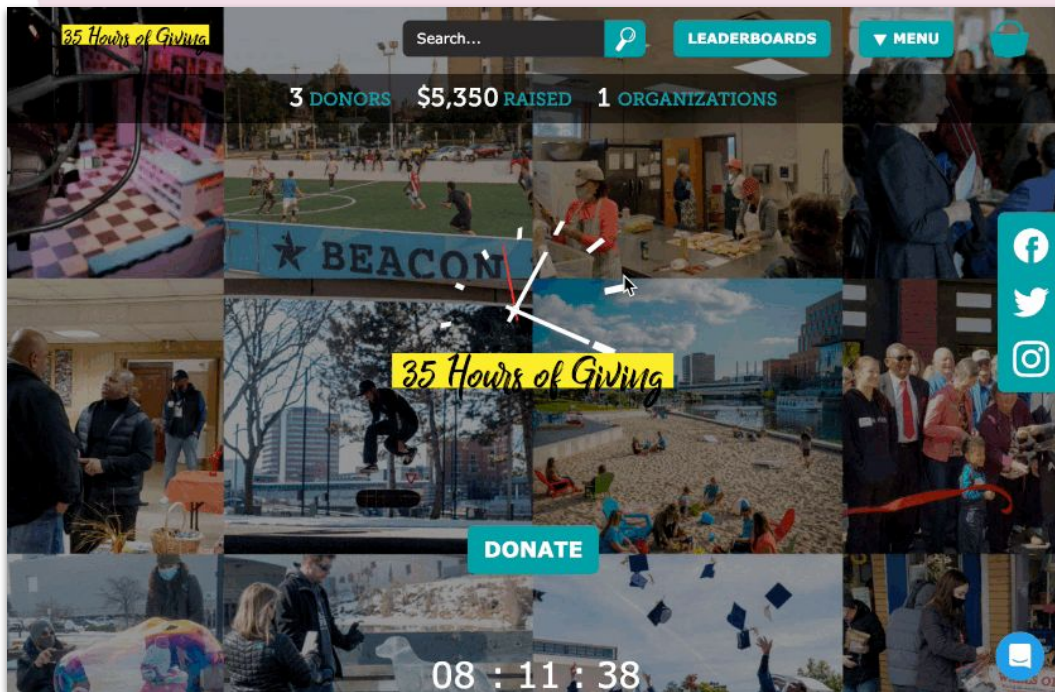
# How will donors find my organization?

- Navigate to [35hours.ourcommunity.org](https://35hours.ourcommunity.org)
- “Donate” to search for your organization
- Or, share your unique profile link with donors (less clicks for them!)
- They will enter a quick 3-step donation process



# What happens after they make a gift?

- Your profile totals will increase
- 35 Hours of Giving totals will increase
- Leaderboard standings will adjust
- Public donor walls for recognition
- *Anonymity preferences are always honored! “Anonymous Donor” text will show.*



# Who is GiveGab?



GiveGab is becoming  Bonterra.

# Who is GiveGab?



- Host a secure, reliable and transparent platform for 35 Hours of Giving
- Create an enjoyable donor experience
- Provide a dedicated support team
- *Coming Soon: GiveGab is becoming Bonterra!*

# Simple Donation Processing



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

# Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online payment
- Donors will be invited to cover **GiveGab's 3.5% transaction fee** on behalf of your organization
- Whatever donors don't cover, the Community Foundation will
- Historically, donors cover 65-75% of fees during a Giving Day

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'll 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](#).



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 organizations as they like!

# Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes the EIN of the Community Foundation 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

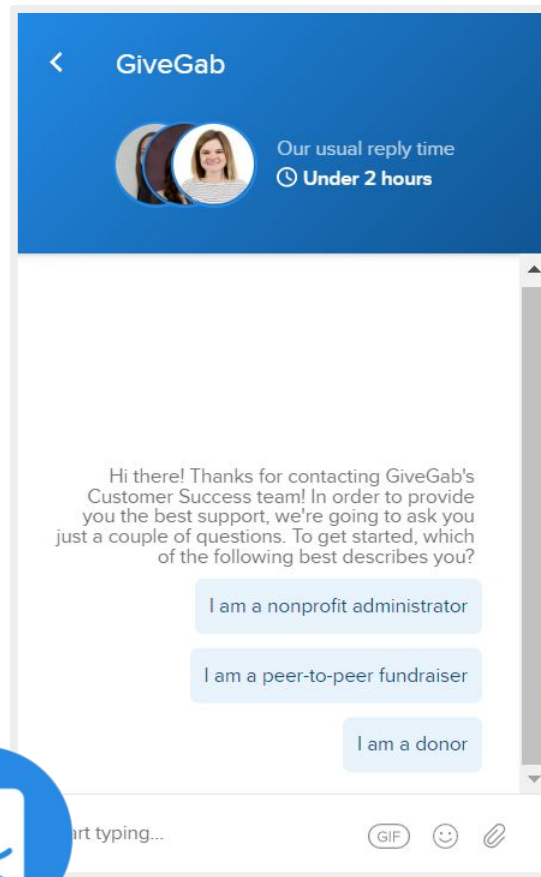
Donor: Nickie Fredenburg  
Date: February 27, 2020  
Organization: Logan's Pups  
EIN: 12-1234567  
Designation: Giving Day  
Amount: \$10.00

[View Your Donations](#)

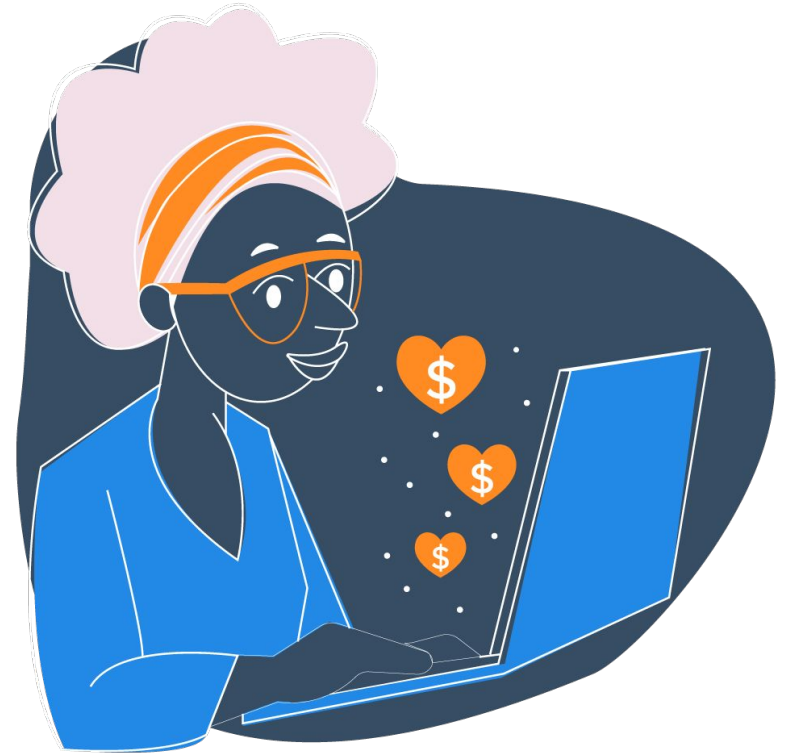


# How We Support You

- 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



# Completing Your Profile



# Your Giving Day Dashboard

The dashboard features a left-hand navigation menu with the following items: Home, Giving Days (highlighted with a red and blue border), Reports, and Manage Organization. The main content area displays a progress indicator for '35 Hours of Giving' with a clock icon, showing '\$0.00 Raised', '0 Donors', and '0 Gifts'. A red arrow points to a '84 Days to Launch' badge. Below this is a 'Get Set Up' section with a list of tasks, each marked with a green checkmark and a right-pointing arrow: 'Add Your Organization's Info', 'Add Your Story', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. An 'Analytics' button is also visible.

**35 Hours of Giving**  
\$0.00 Raised • 0 Donors • 0 Gifts  
Analytics

**84 Days to Launch**

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in 35 Hours of Giving.

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

# Administrative Access

**Your Organization Name**

Home  
Giving Days  
Reports  
Manage Organization  
Edit Information  
Add Administrator  
Bank Account & Verification  
**Supporters**

## Supporter Engagement

Add Member Import Members Export CSV

Search 25 Results per page

Last Name	First Name	Email	Donations	Fundraising	Full Admin Access	Edit Giving Day Profiles Only
Hall	Aja	ahall@givegab.com	\$0.00	\$0.00		

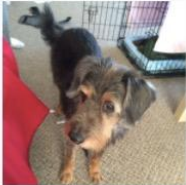
# Basic Info

- 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

**Causes** (optional)

Cause #1 Animals

Cause #2

Cause #3

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 300x300.

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**




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 I was 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>.


# 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



# Key Features



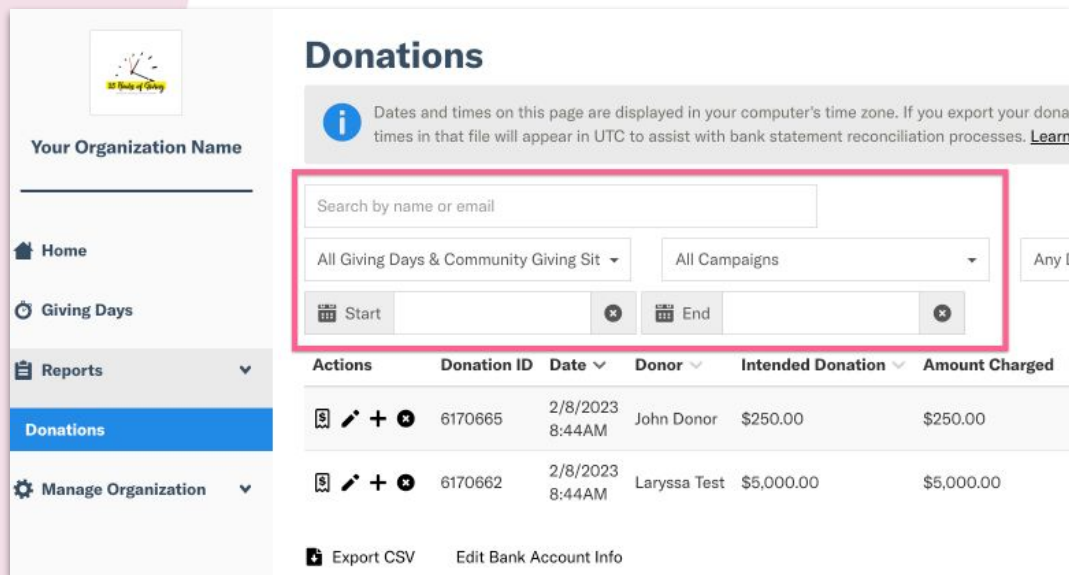
# Actionable Reporting

What information is available?

- Detailed donation reports available in real time
- Advanced Analytics
- Year-over-year reporting for the next Giving Day

# What do donors provide?

- Contact Information
- If the donor is 'new' to your organization
- Their chosen display settings
- Donors have the option to be completely anonymous to your organization
- Resend their receipt!



The screenshot displays the 'Donations' dashboard. On the left is a navigation sidebar with options: Home, Giving Days, Reports, Donations (highlighted), and Manage Organization. The main content area is titled 'Donations' and includes a search bar, filters for 'All Giving Days & Community Giving Sit' and 'All Campaigns', and date range selectors for 'Start' and 'End'. Below these is a table of donations with columns for Actions, Donation ID, Date, Donor, Intended Donation, and Amount Charged. Two donations are listed: one for \$250.00 from 'John Donor' and another for \$5,000.00 from 'Laryssa Test', both dated 2/8/2023 at 8:44AM. At the bottom, there are links for 'Export CSV' and 'Edit Bank Account Info'.

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged
	6170665	2/8/2023 8:44AM	John Donor	\$250.00	\$250.00
	6170662	2/8/2023 8:44AM	Laryssa Test	\$5,000.00	\$5,000.00

# Giving Day Analytics

- Donor counts (online, offline, total)
  - “Unique donors”
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



# Peer-to-Peer Fundraising

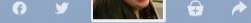
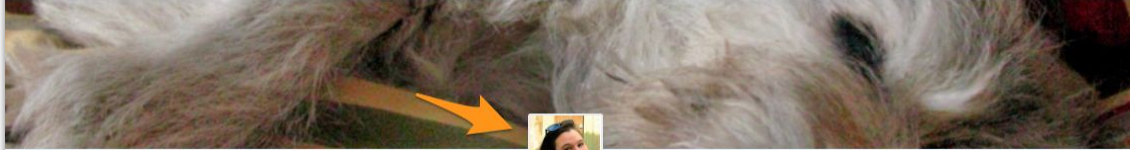
What is it?

- **Ask your passionate supporters to create their own fundraising page on behalf of your organization**
- **Watch your totals increase as their funds raised roll into yours**
- **Multiply your reach by leveraging their networks**

# Did you know?



Organizations who used Peer-to-Peer Fundraising raise on average **3.4x more** than those who did not.



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



### 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

# Leading Your Fundraisers

- Easily manage their pages
- P2P Fundraising can be as involved or simple as you like!
- **Pro-Tip:** Plan to invite 5-6 fundraisers, and set a goal for how much they should raise
- Watch the [Peer-to-Peer Fundraising Training Video](#)



# Key Dashboard Tools

## Donation Tools

 Manage Donations


 Embed a Donate Button

## Other Actions

 Engagement Opportunities

 Add External Fund

 View Registration Info

 Mobilize Integration

# 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?



# Your Nonprofit Toolkit

**The Nonprofit Toolkit has valuable resources for all your 35 Hours of Giving 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
- 35 Hours of Giving may not be the right fit for all of your donors - that's okay!

# Your Next Steps

## What to work on over the next 8 weeks:

- Follow 35 Hours of Giving on Social Media and use #35HoursofGiving
- Watch your inbox for important emails
- Review the Toolkit
- Discuss and communicate goals with your team
- Sign up for upcoming webinars



# Questions?



May 3 - 4, 2023