Getting Ready for 35 Hours of Giving

May 3, 7 AM - May 4, 6 PM

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Meet the Team

Cindy E. Hales

Vice President of Community Investment

Jessica Donahue

Director of Communications and Events

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Meet the Team

Laryssa

Project Director

Jennifer

Project Manager

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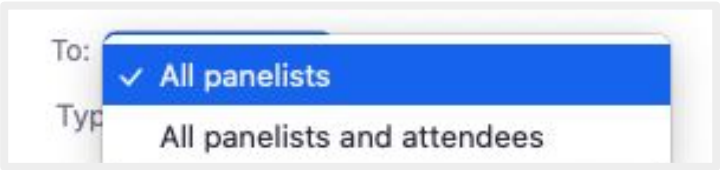
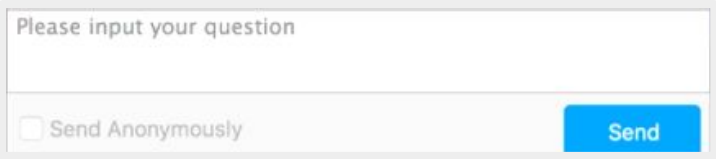
Submit Your Questions

Chat Box



Q&A



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

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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.

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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

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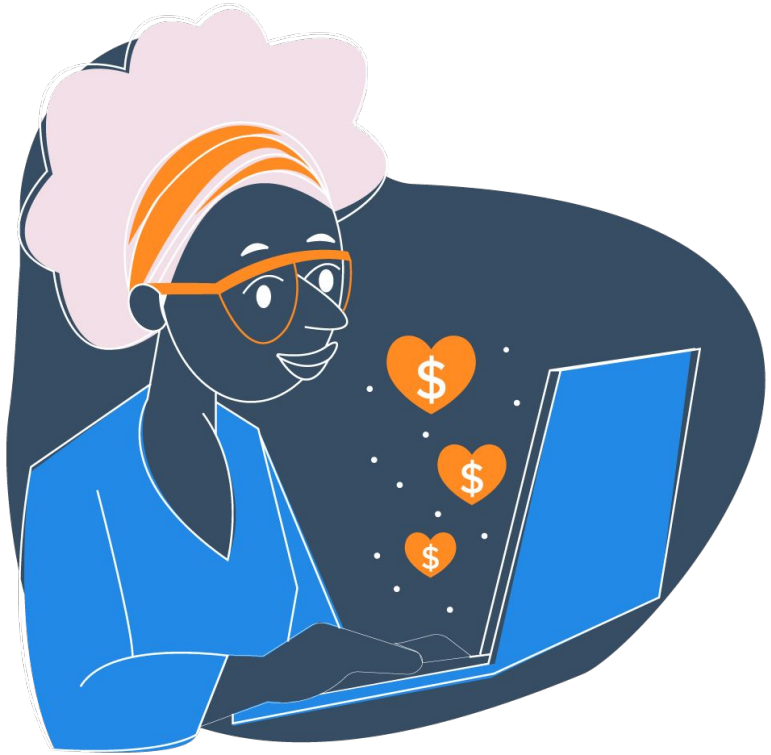
How does it work?



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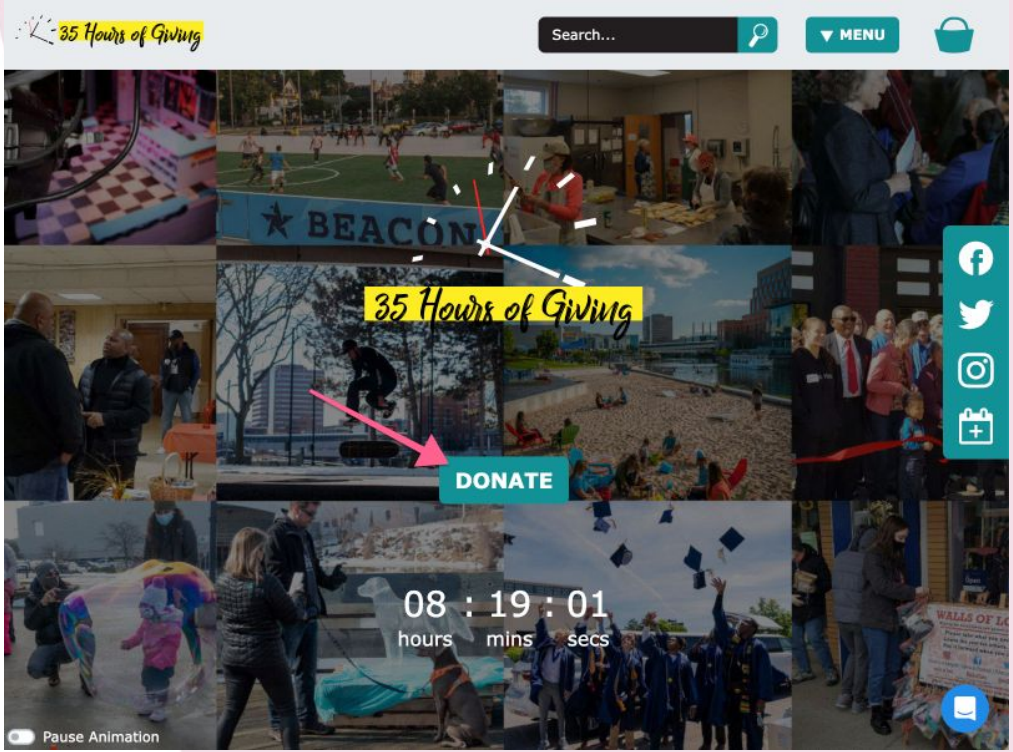
How will donors find my organization?

- Navigate to **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



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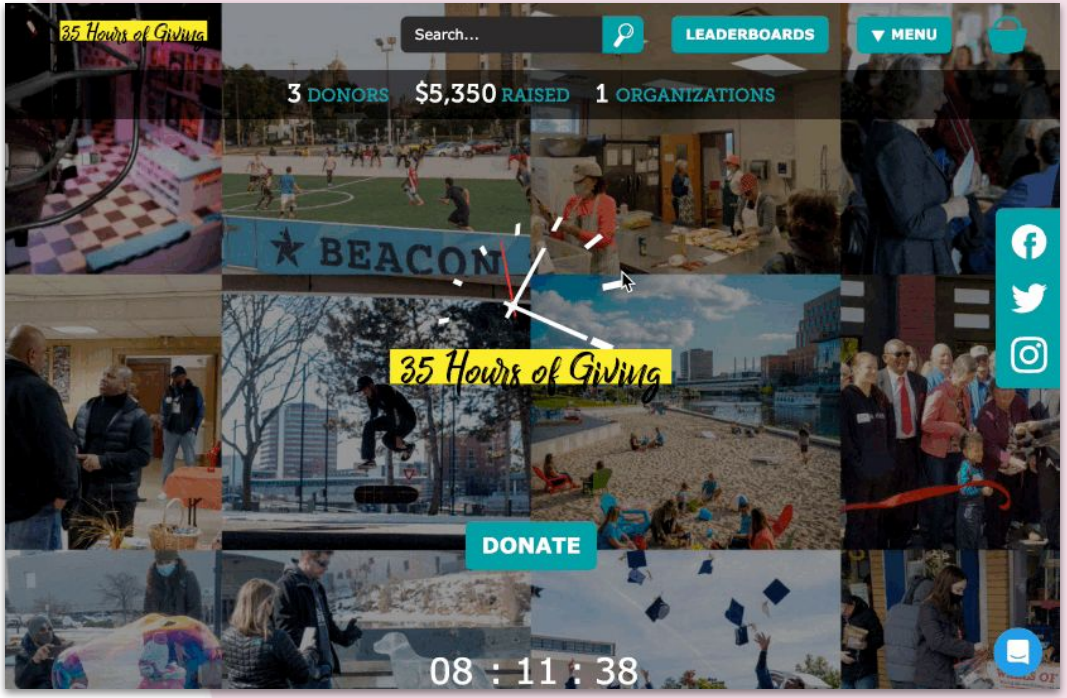
What happens after they make a gift?

- 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.*



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Who is GiveGab?

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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!

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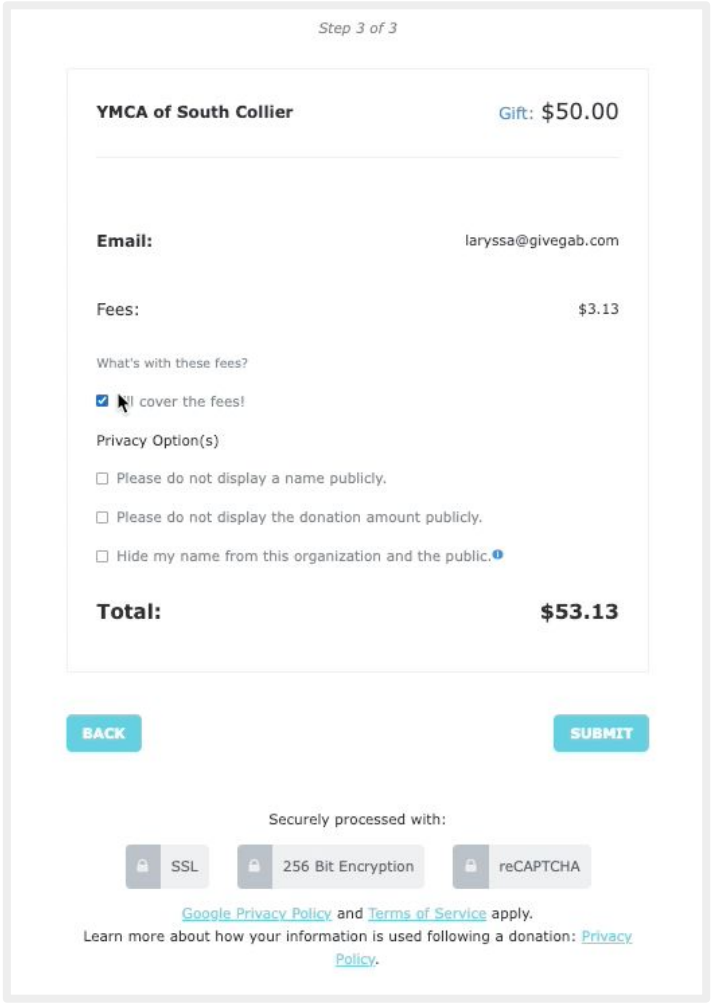
Transparent Donations

- **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



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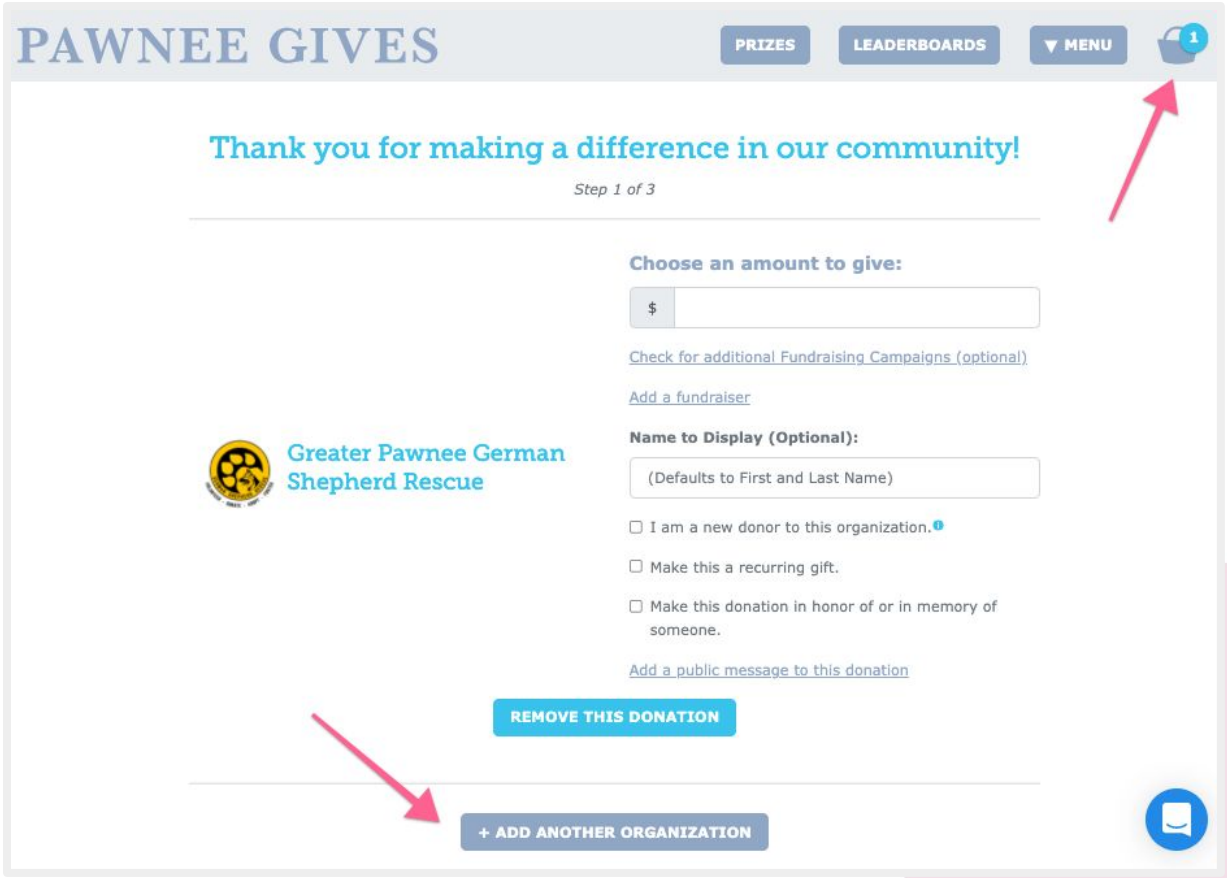

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many organizations as they like!

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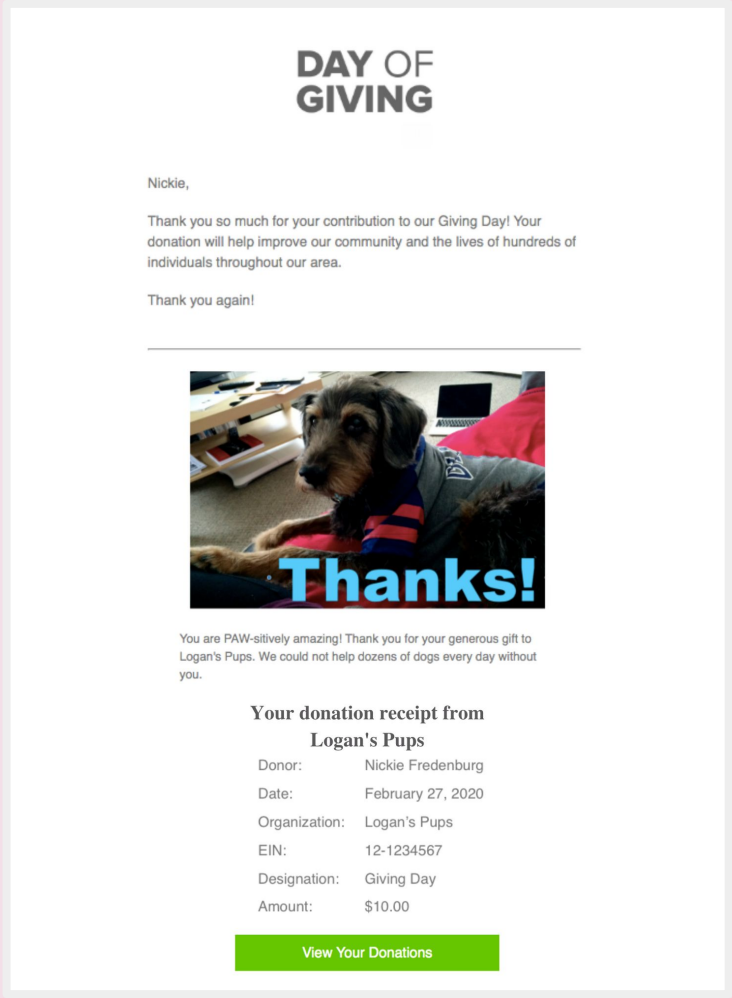
Instant Donor Delight

- 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

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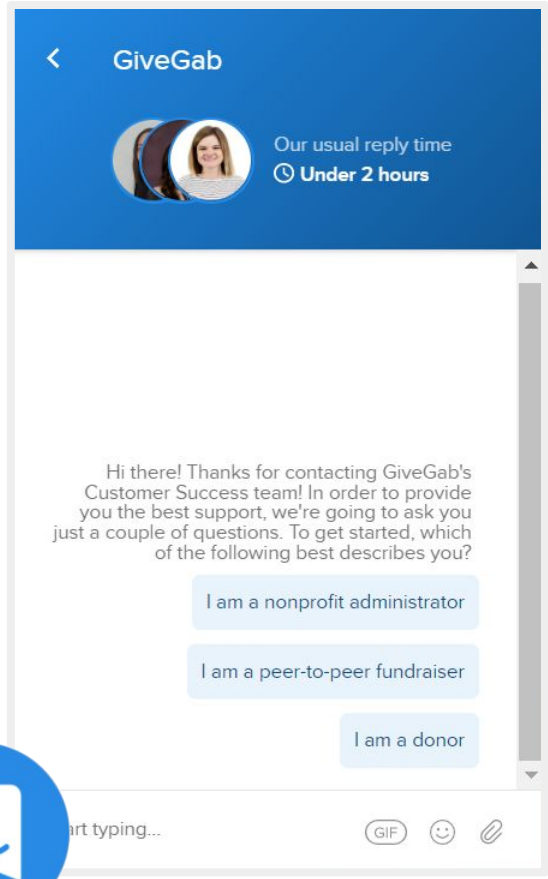
How We Support You

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



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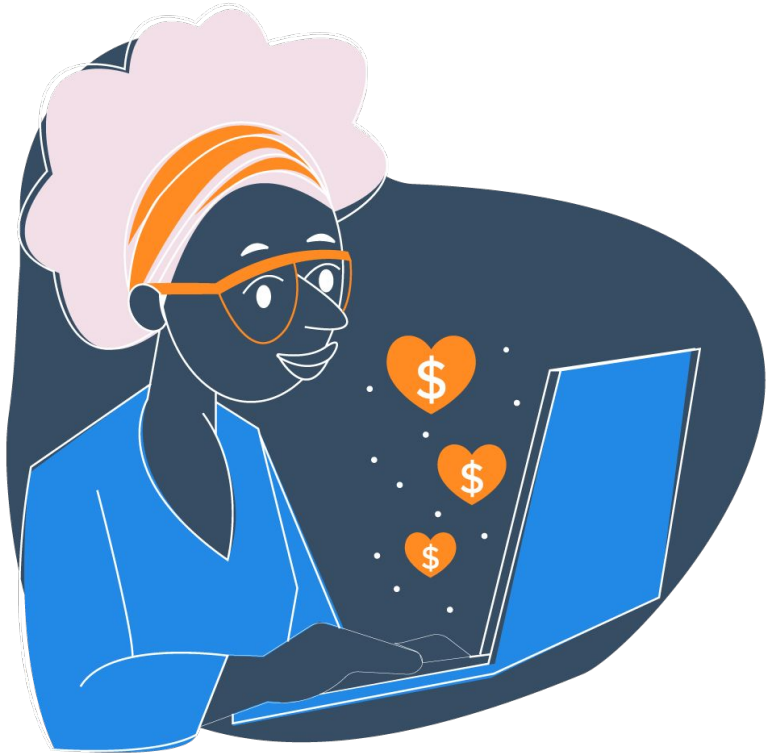
Completing Your Profile



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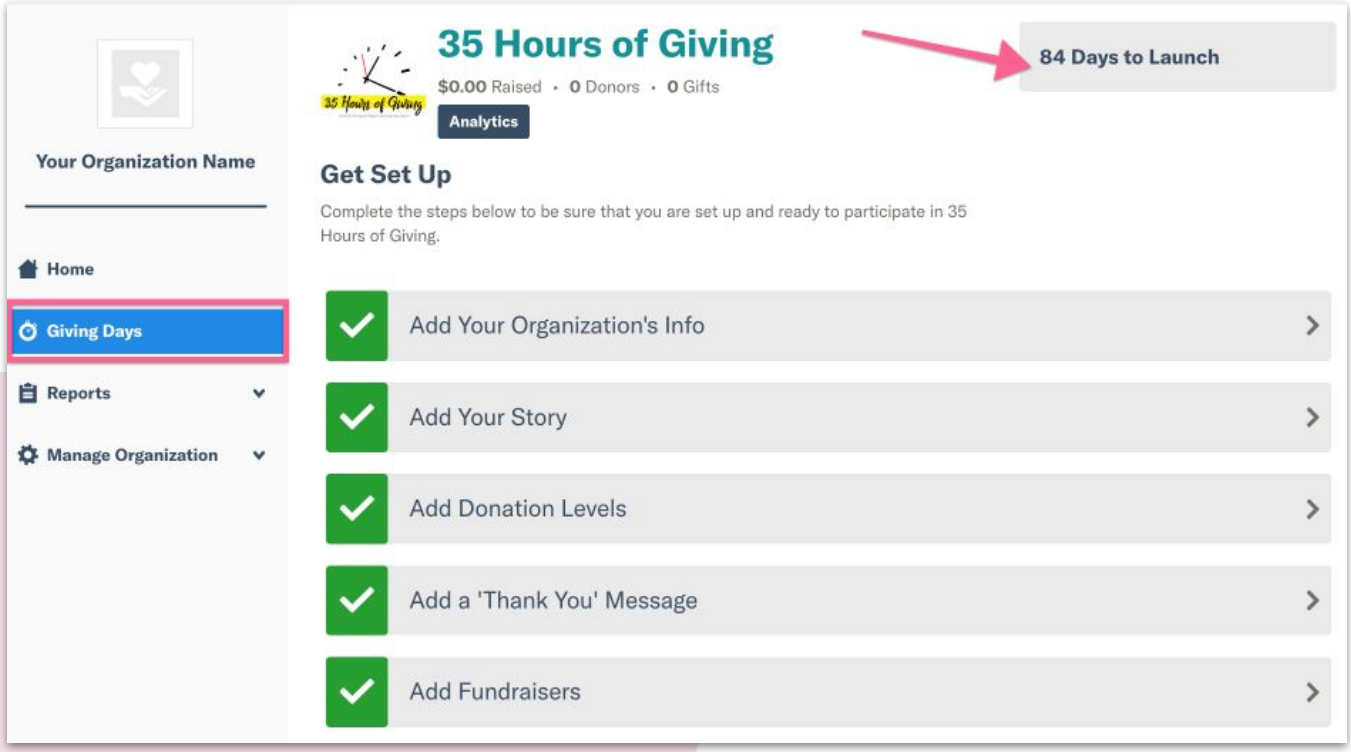
Your Giving Day Dashboard



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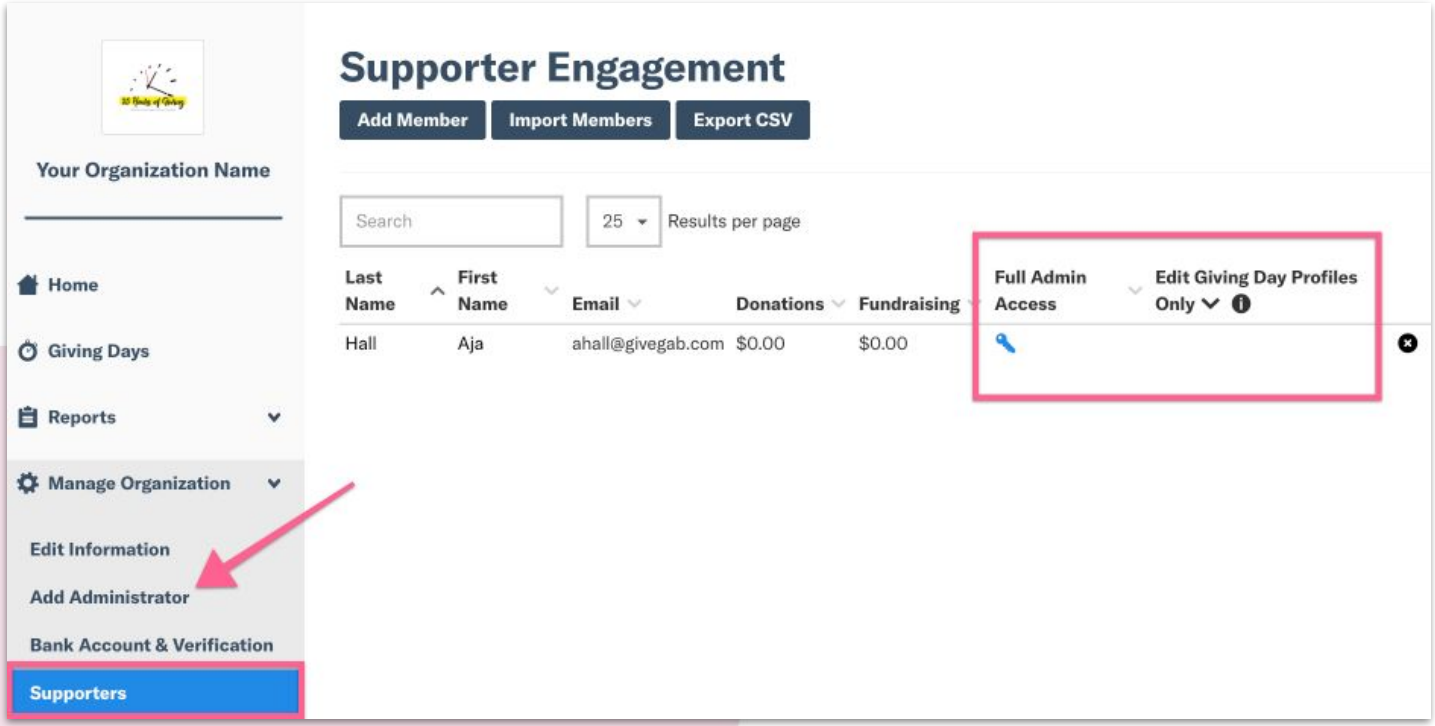
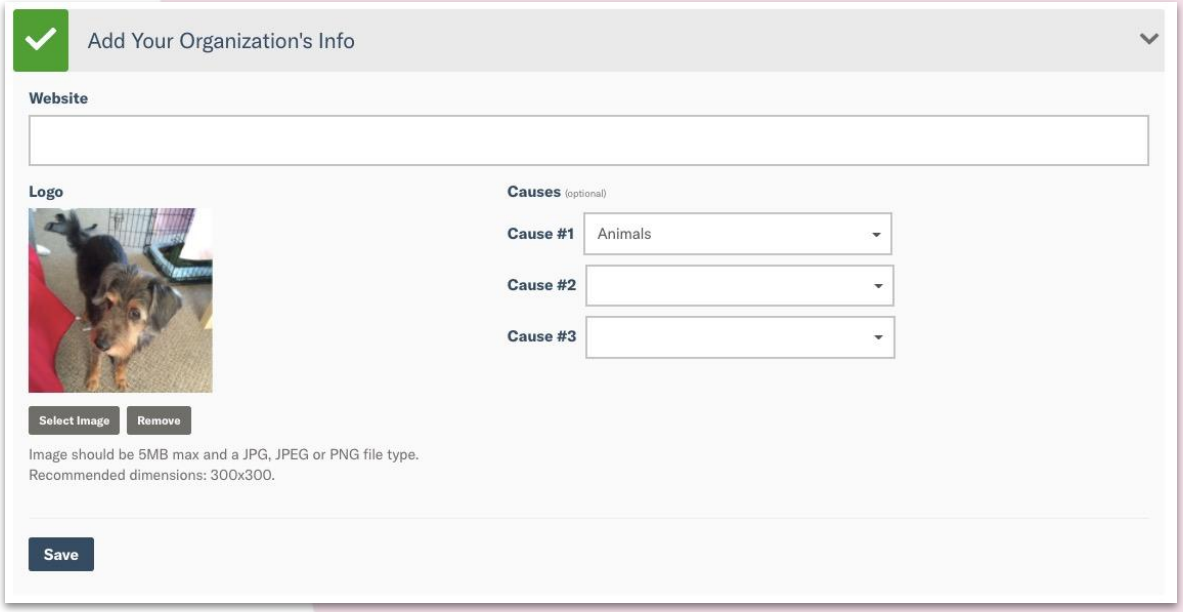
Administrative Access



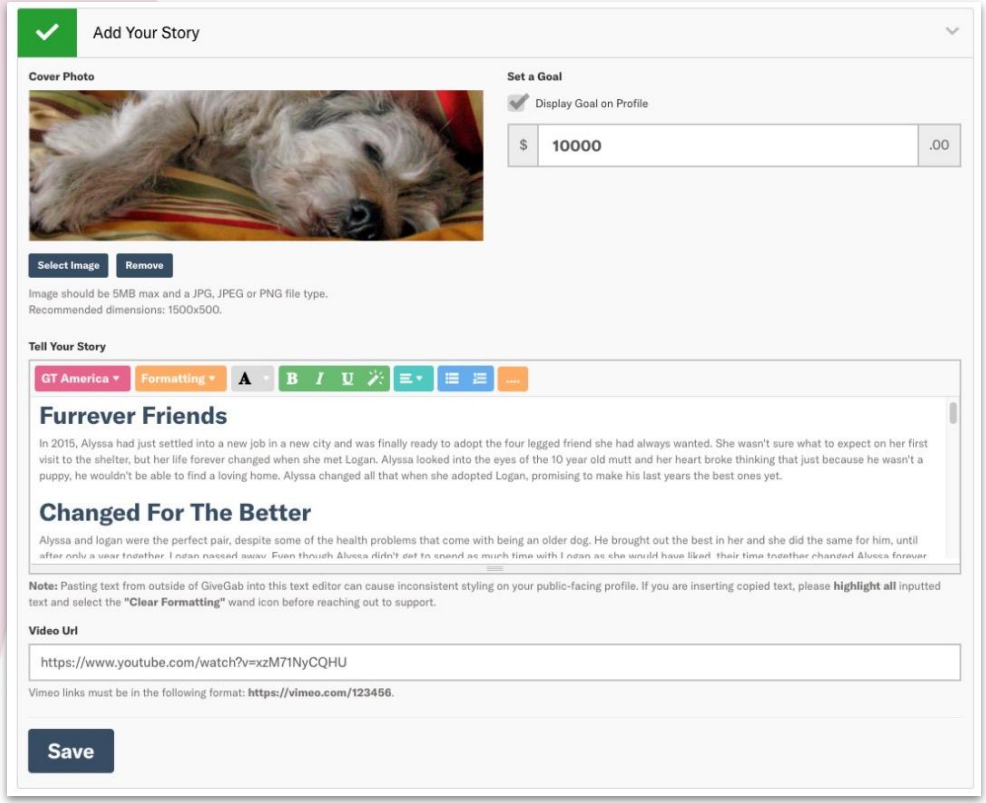
Basic Info

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



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



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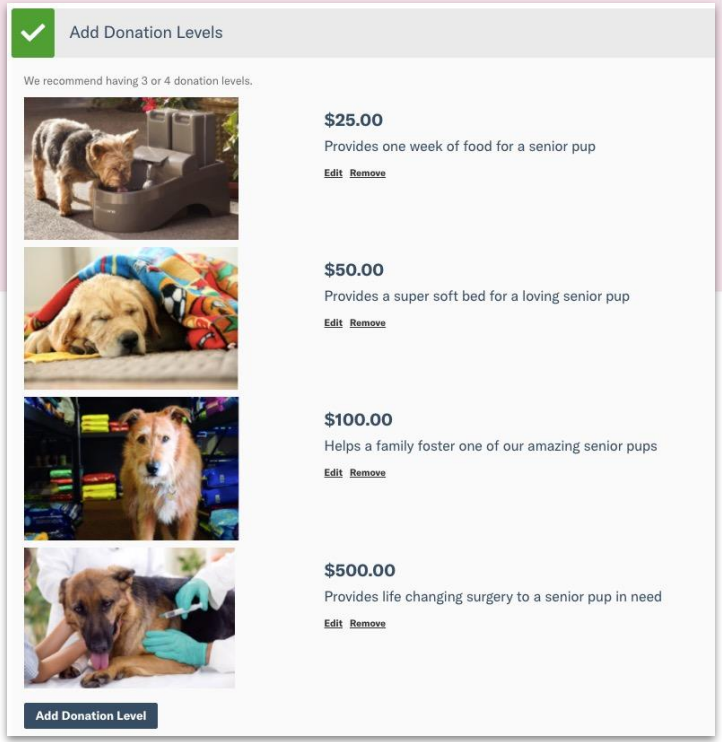
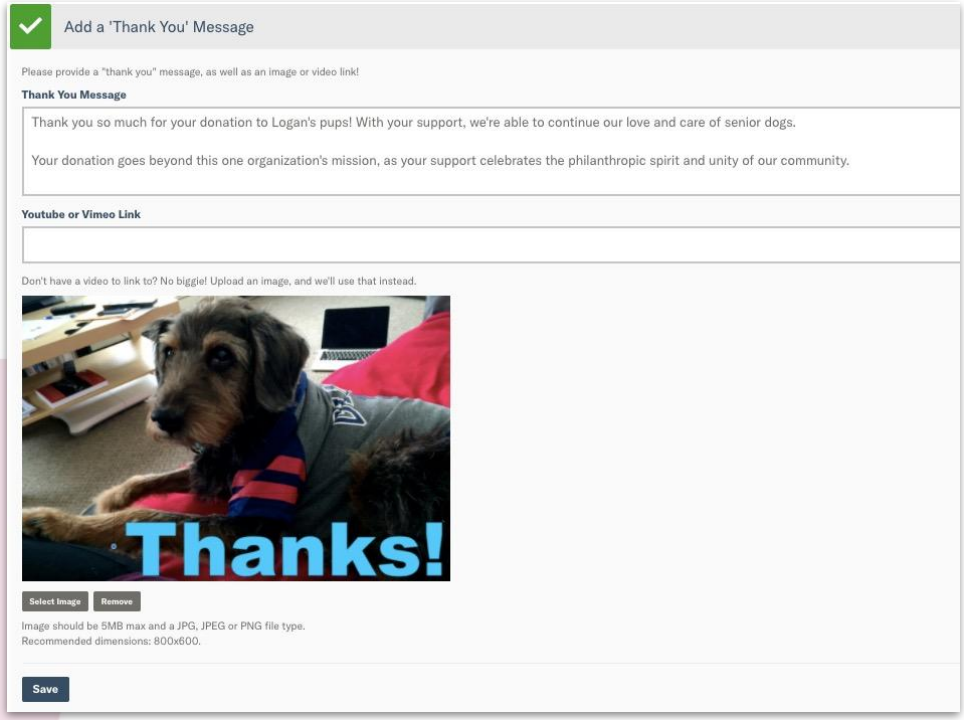
Suggest Donation Levels



- 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



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Key Features

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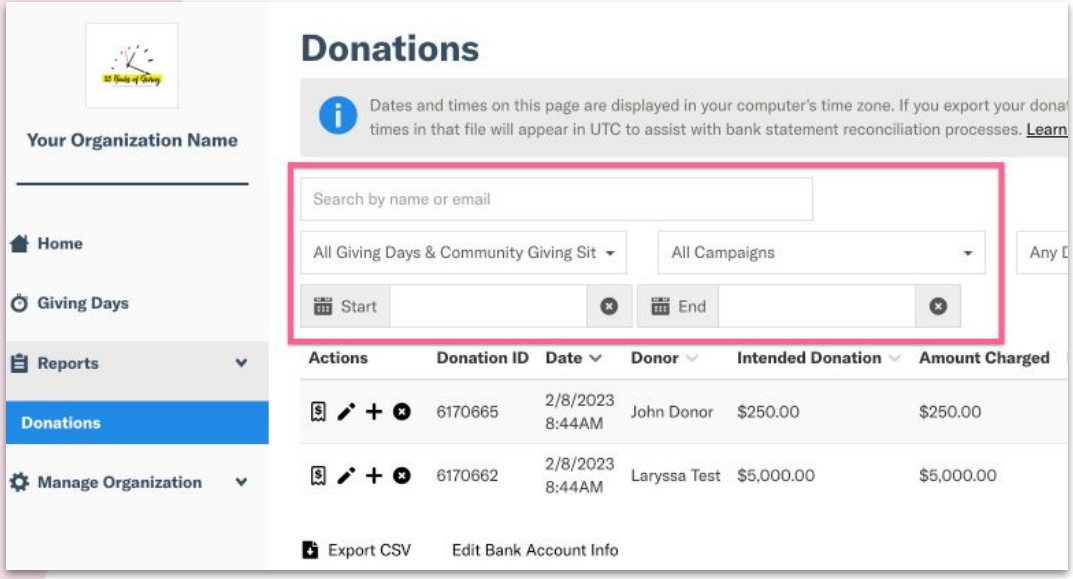
Actionable Reporting

What is 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!



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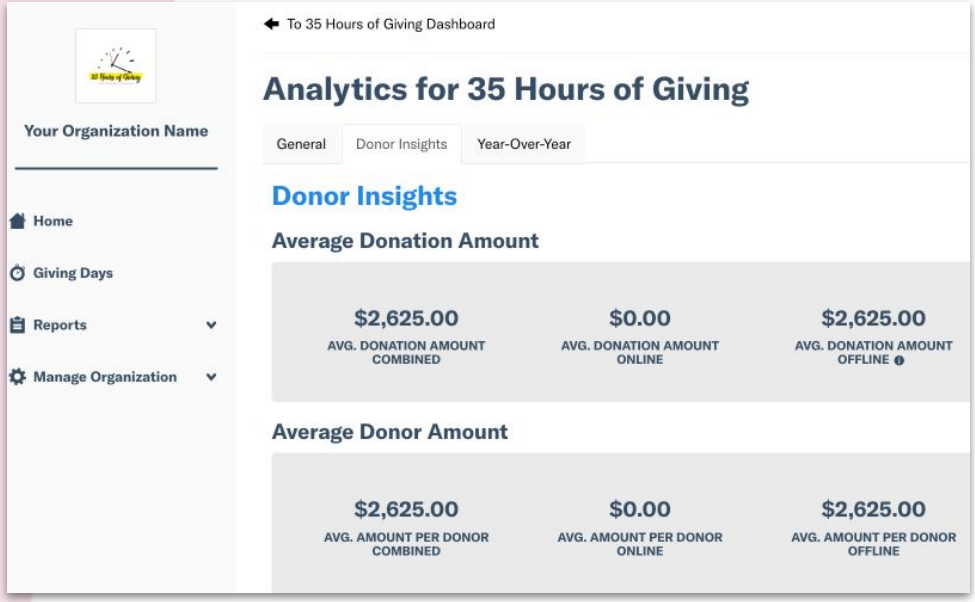
Giving Day Analytics

- 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



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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

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Did you know?

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

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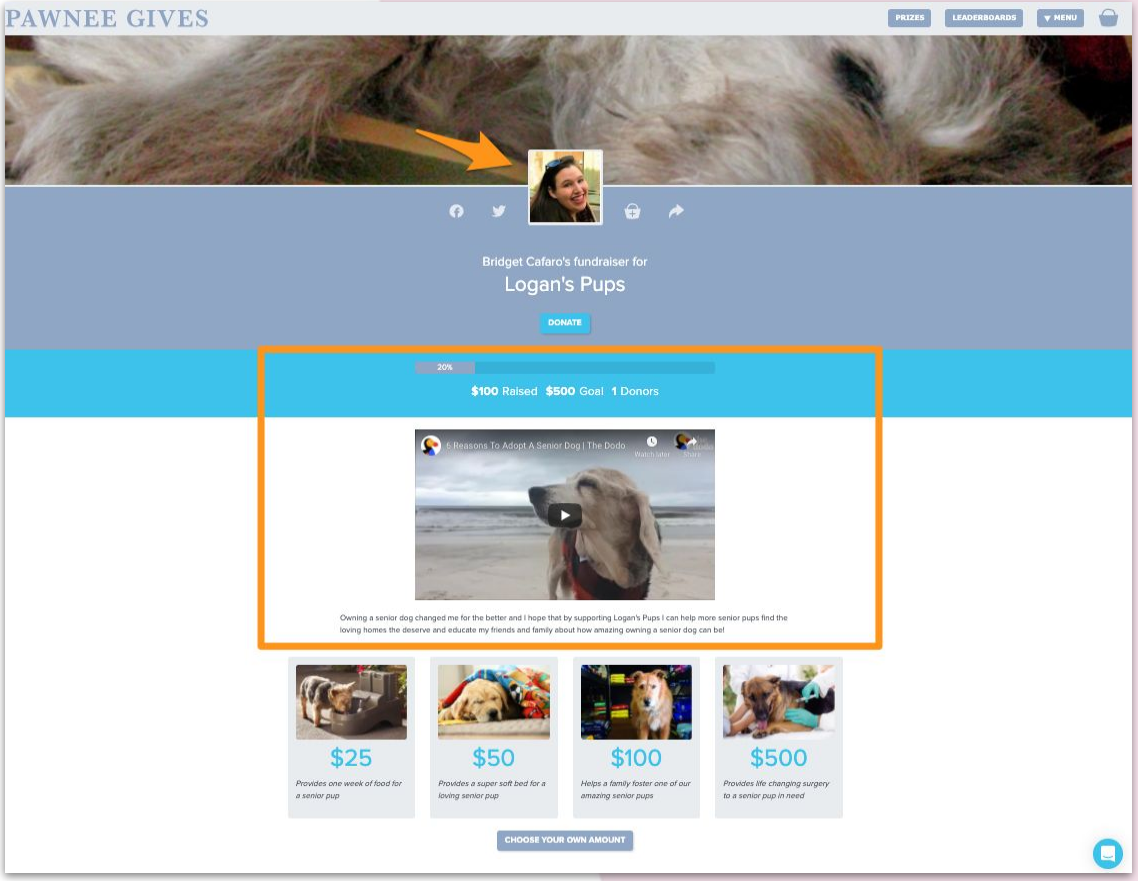

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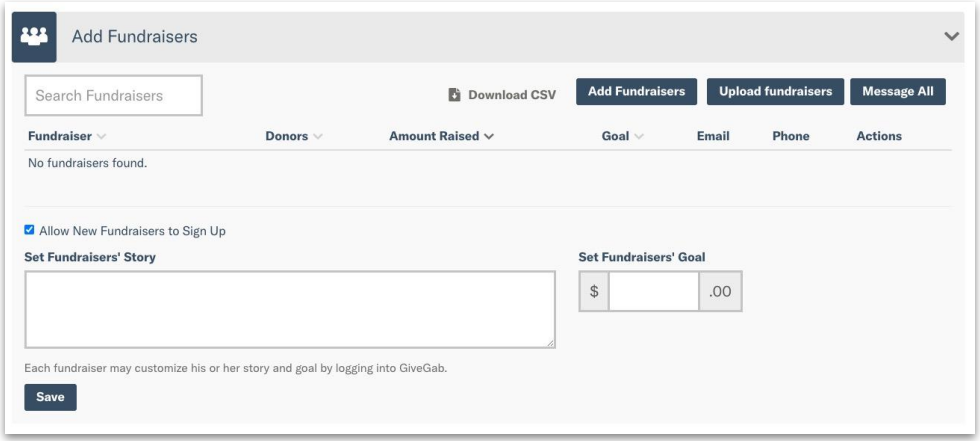

Leading Your Fundraisers

- 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**

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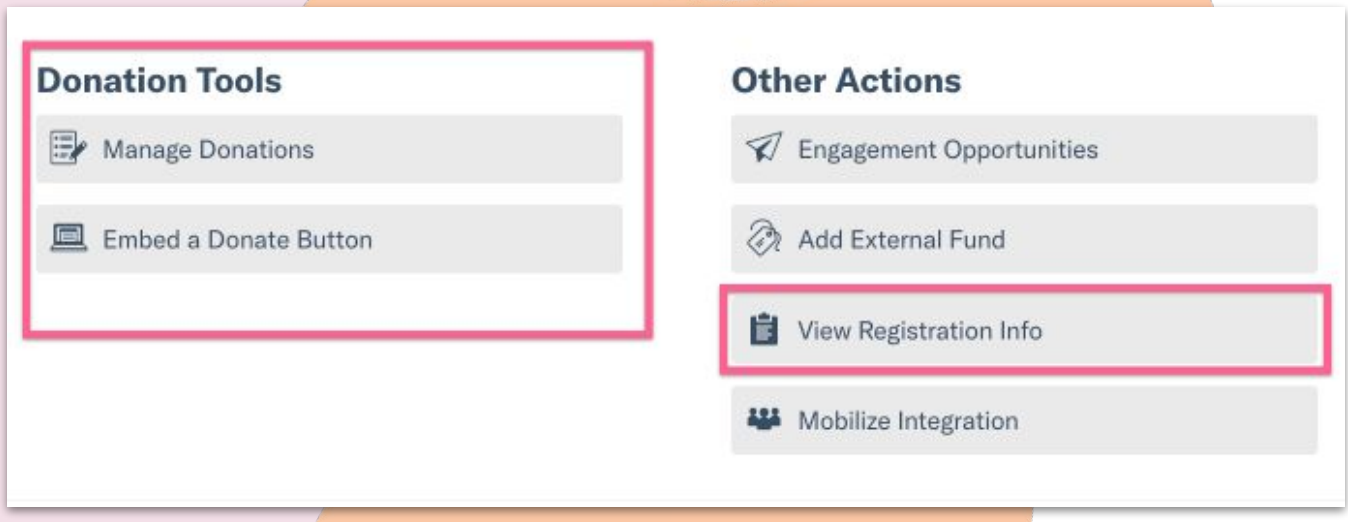
Key Dashboard Tools



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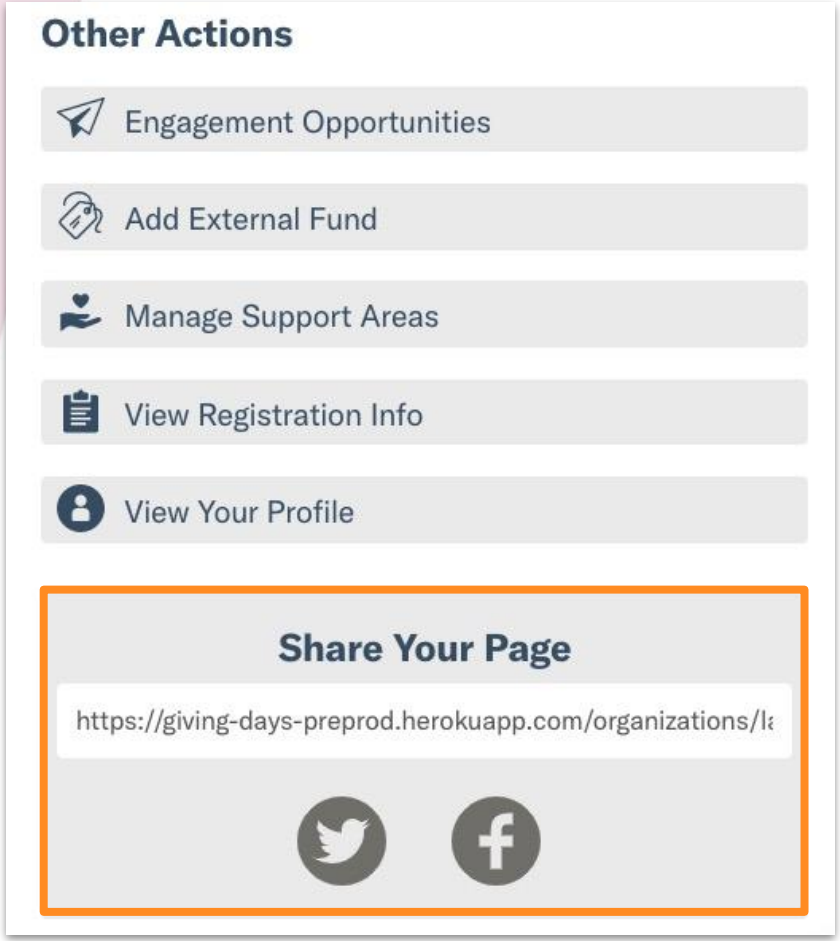
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard



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What's Next?

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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!

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Your Next Steps

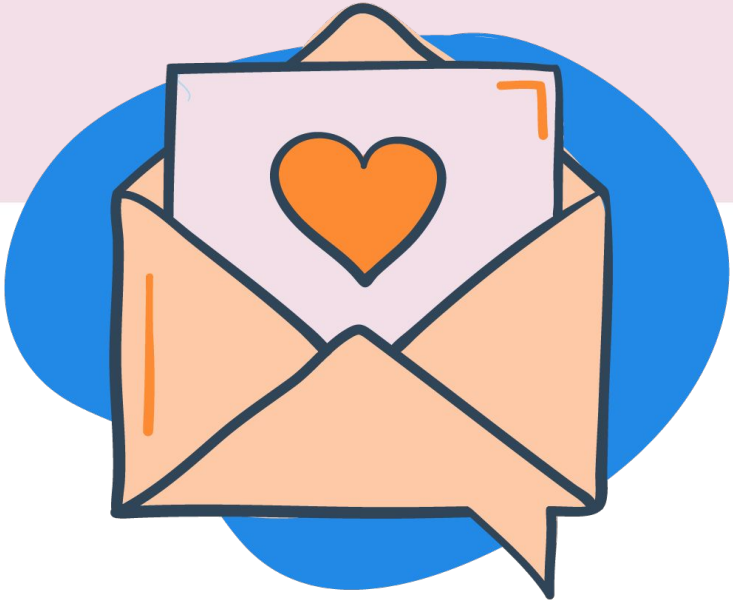
Take a breath!

- 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



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Questions?

May 3 - 4, 2023

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