GiveGab®

Getting Ready for

December 1, 2020

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

- What's New in 2020
- Cattaraugus Gives Overview
- Registering for Cattaraugus Gives
- Next Steps and Questions

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Cattaraugus Gives Overview

- **www.cattaraugusgives.org**
- Dec 1 , 2020 from 12:00 AM to 11:59 PM
- Every nonprofit conducts their own unique campaign
- Any IRS recognized nonprofit serving the Cattaraugus Area
    - Must be verified to accept tax deductible donations and in compliance with state charitable solicitation requirements
    - Able to accept ACH direct deposit transfers to a valid checking account
- Trainings, templates and tools to make the most of your day!

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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

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Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
  - All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for Cattaraugus Gives website
- Complete transparency with nonprofits and donors

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Transparent Pricing

Credit Card:

3.5 % Platform Fee
+
$0.30 per transaction &
2.2% transaction fee
(Stripe)
=
5.7% + $0.30

ACH:

3% Platform Fee
+
$3.00 flat bank fee
=
3% + $3.00

***$100 minimum*

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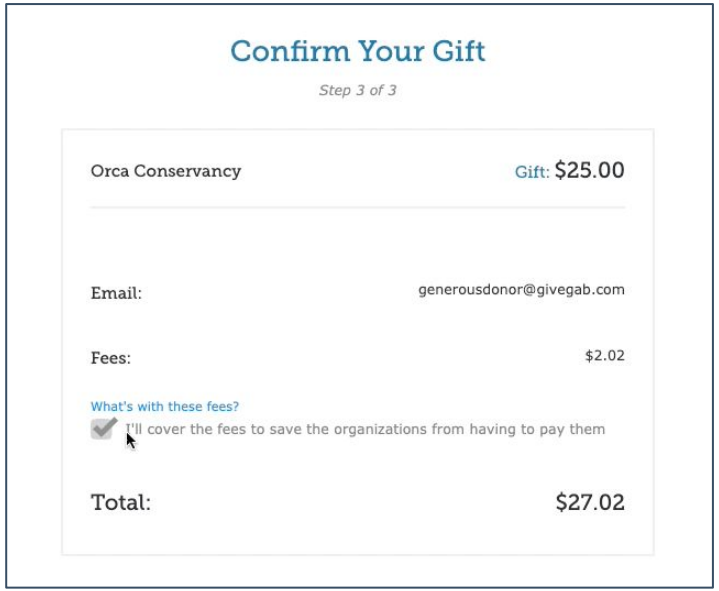
Transparent Pricing (continued)



- Donors can cover all fees on behalf of your organization, with more info right in the donation form
- Historically, 65-75% of donors do cover fees during a giving day

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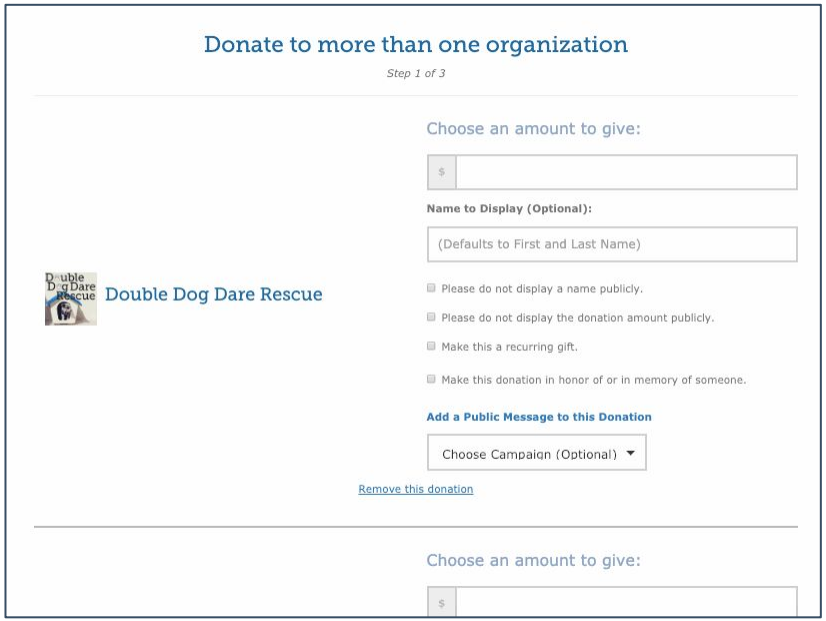
Give, Give, and Give Again!



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

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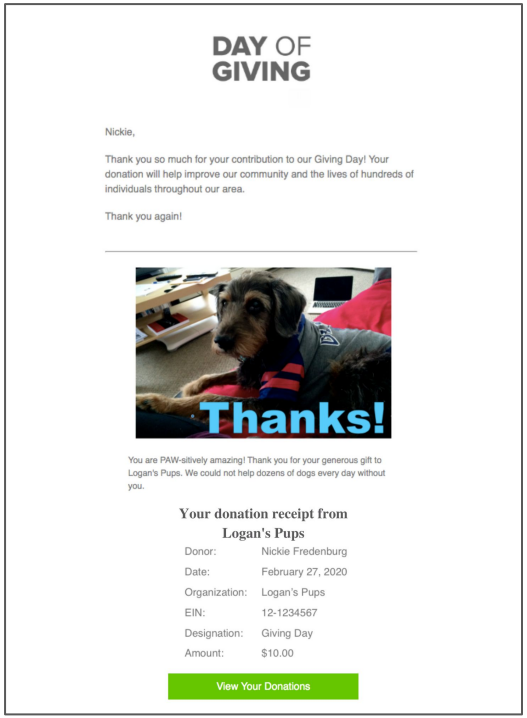
Instantaneous Donor Delight

- 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



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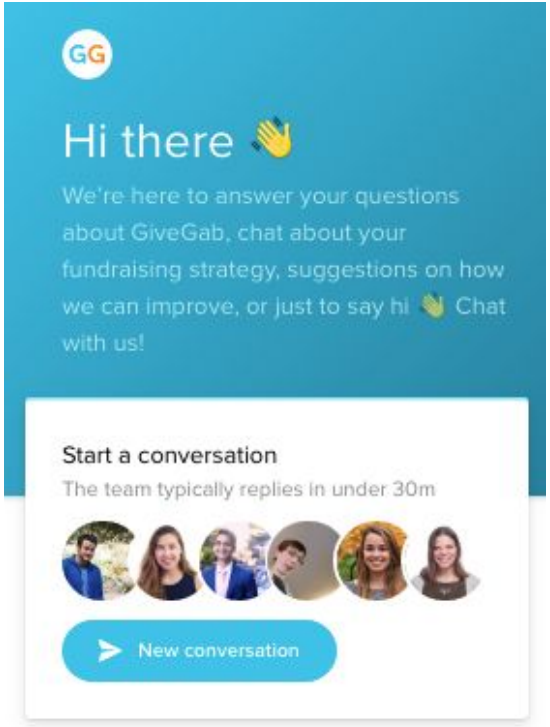
Giving Day Support & Resources

- 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!**



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Registering for Cattaraugus Gives

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Search...
MENU
CATTARAUGUS
GIVES
REGISTER
Raise more and showcase a caring community during Cattaraugus Gives

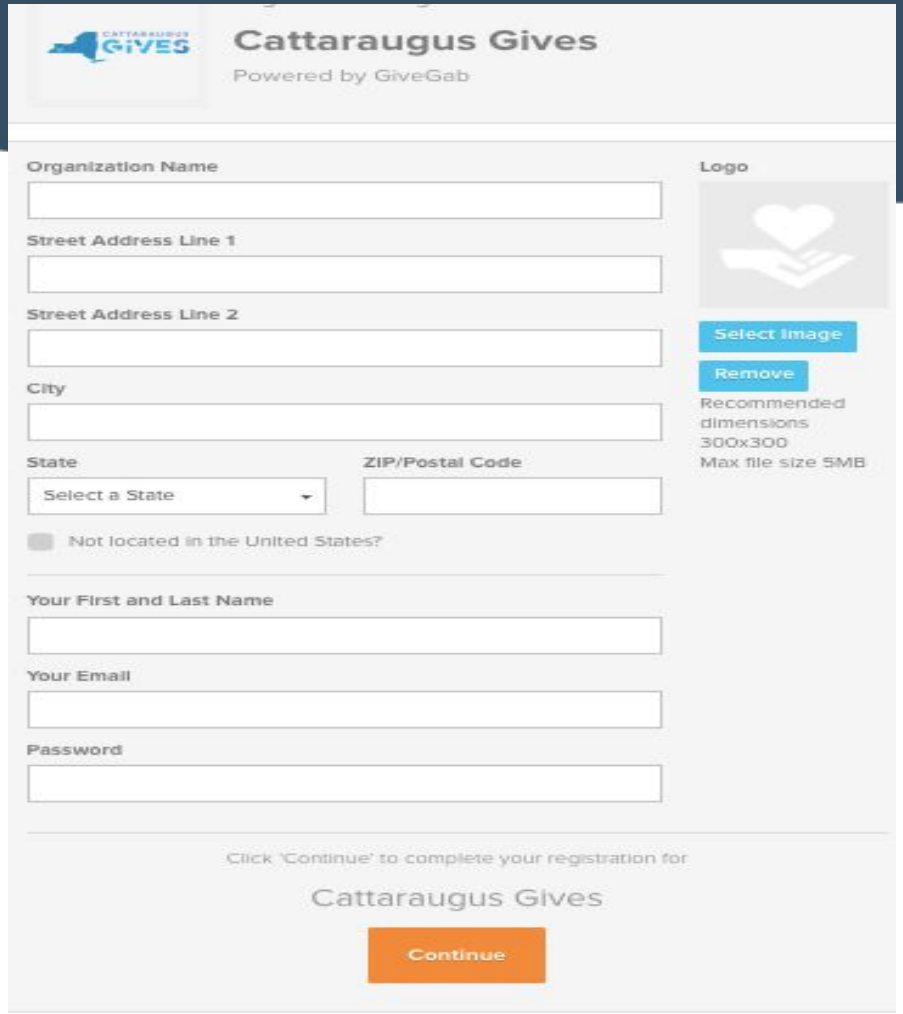
CATTARAUGUS GIVES

▼ MENU

Meals on Wheels of Cattaraugus County

PARTICIPATE

This organization is


Cattaraugus Gives
Powered by GiveGab
Organization Name
Street Address Line 1
Street Address Line 2
City
State
Select a State
ZIP/Postal Code
Not located in the United States?
Your First and Last Name
Your Email
Password
Logo
Select Image
Remove
Recommended dimensions
300x300
Max file size 5MB
Click 'Continue' to complete your registration for
Cattaraugus Gives
Continue

Returning? Copy Your Profile!

- If you participated in Cattaraugus Gives in the past, you can choose to copy your profile from previous years.
  - **Be sure to update existing content with new dates, photos, etc.**
  - Existing bank account information will carry over.

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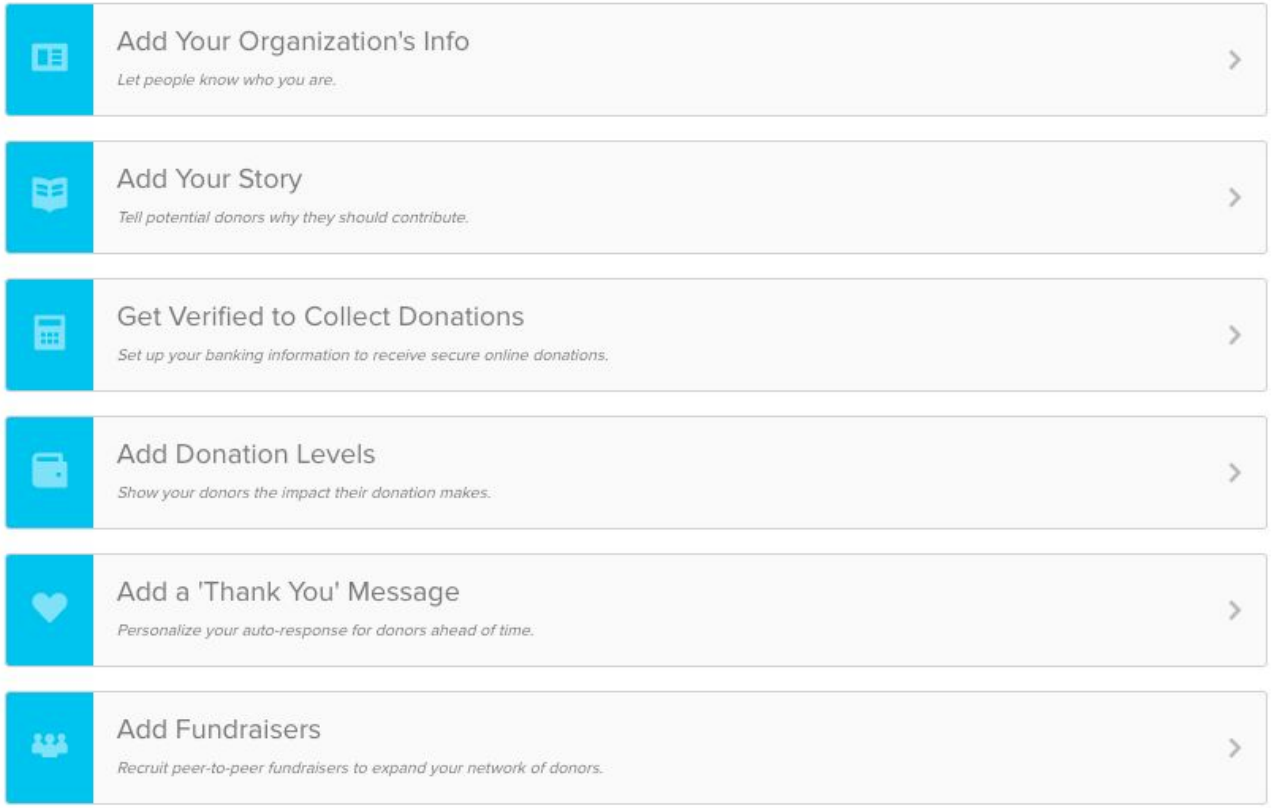
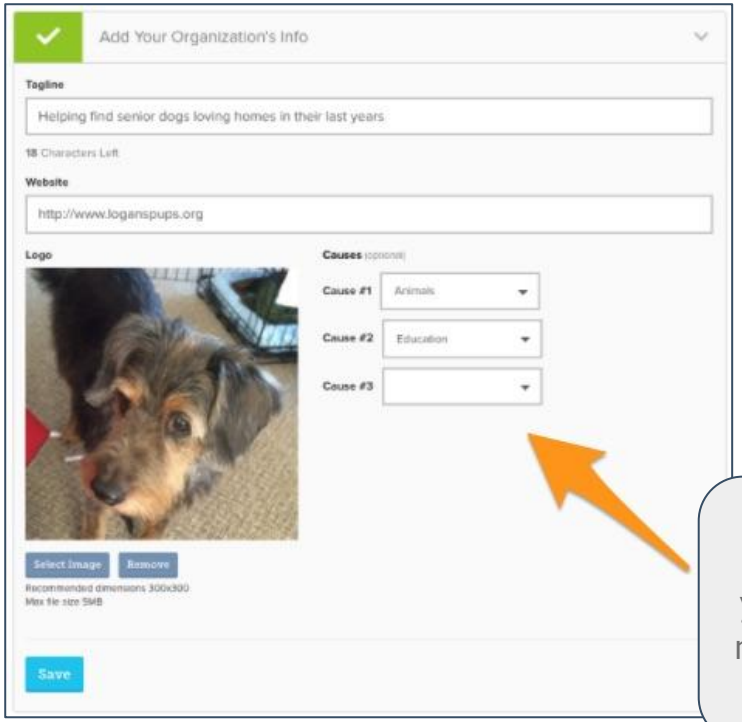
Your Giving Day Dashboard



Add Your Organization's Info

- Logo
- Tagline
- Website
- Causes



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

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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)

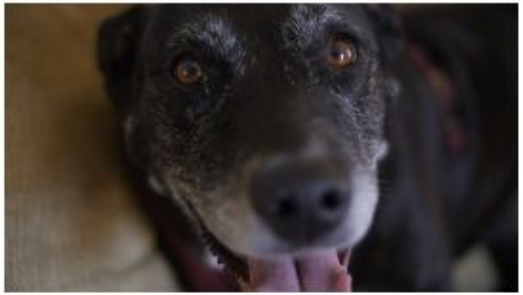
☑ Display Goal on Profile

$ 5000 .00

Formatting ▾ | B I U | ☰ ▾ | ☰ ☰ | 🖼 🔗 ▦ ▾ | — | ⤢ </>

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.



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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

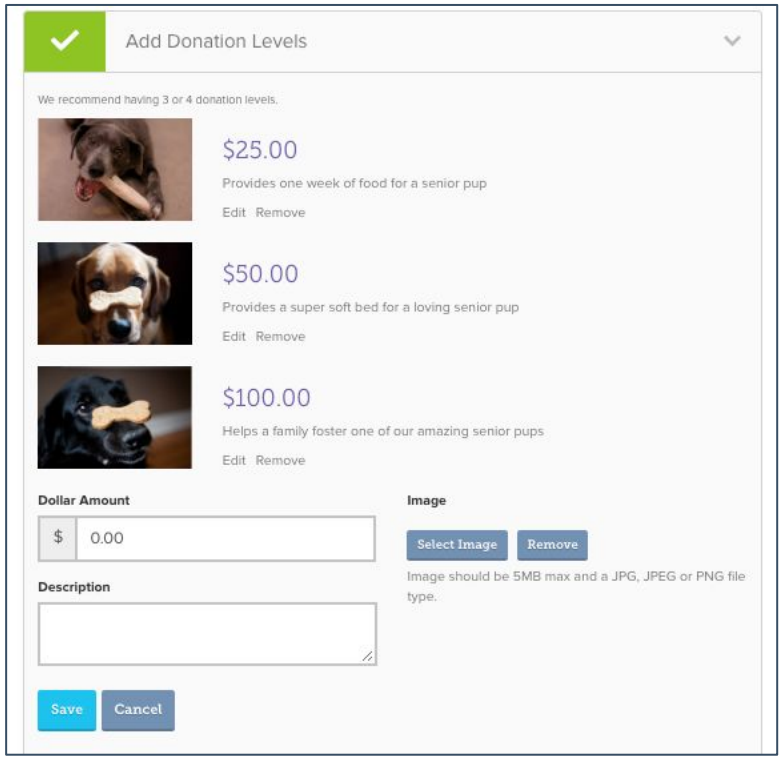
Note: The organization representative's mailing address above must be their personal address.

Organization Rep's Date of Birth

Month | Day | Year

Last 4 Digits of Organization Rep's SSN

Add Donation Levels



- 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.

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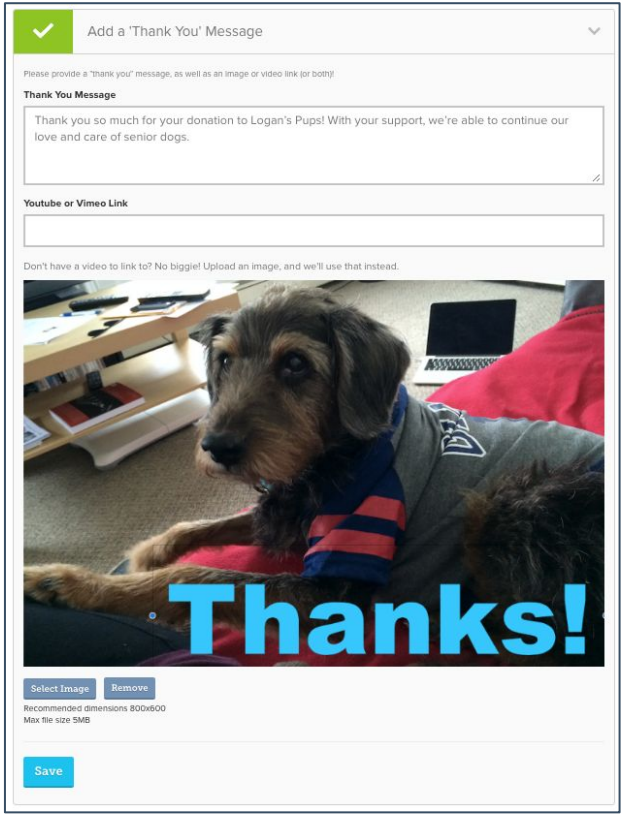
Add a ‘Thank You’ Message

- 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!

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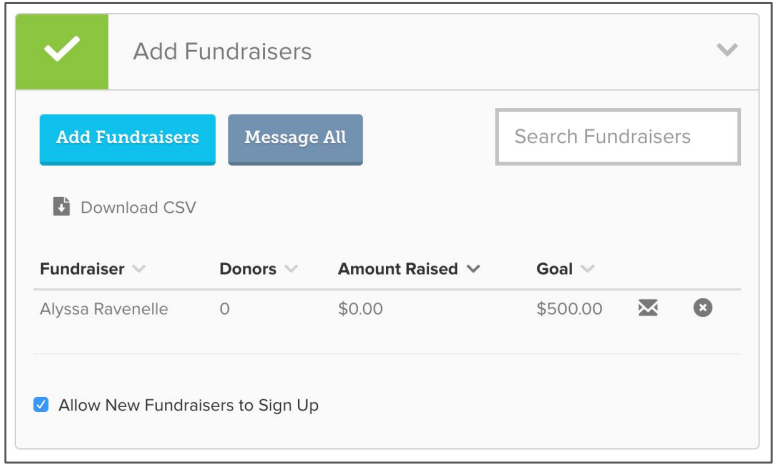
Invite Fundraisers

- 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



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

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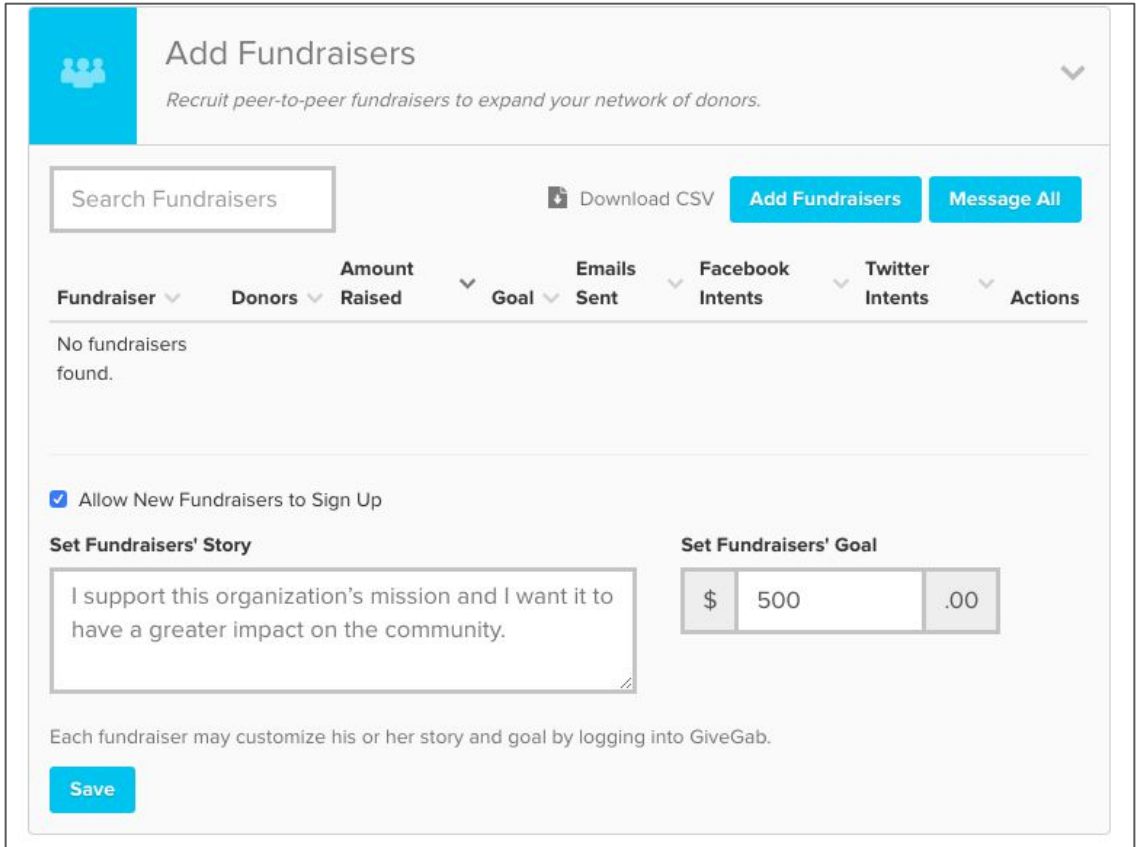
Invite Fundraisers



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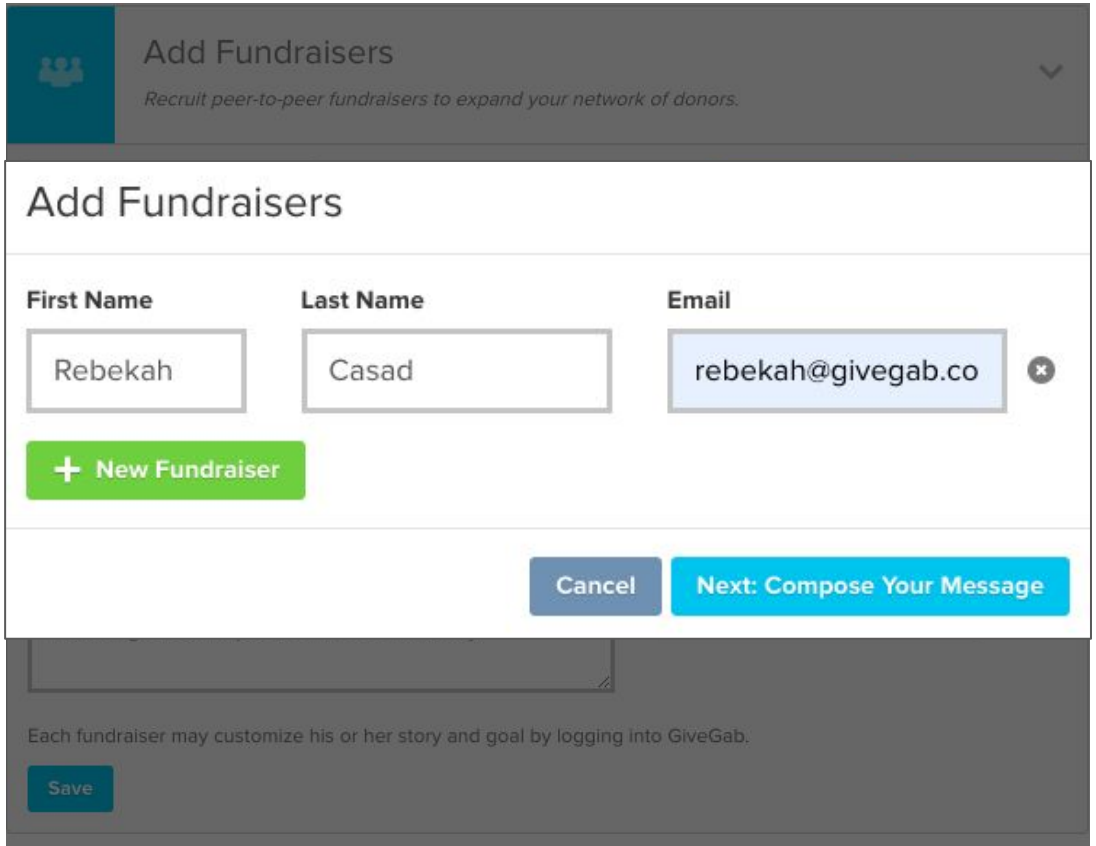
Invite Fundraisers



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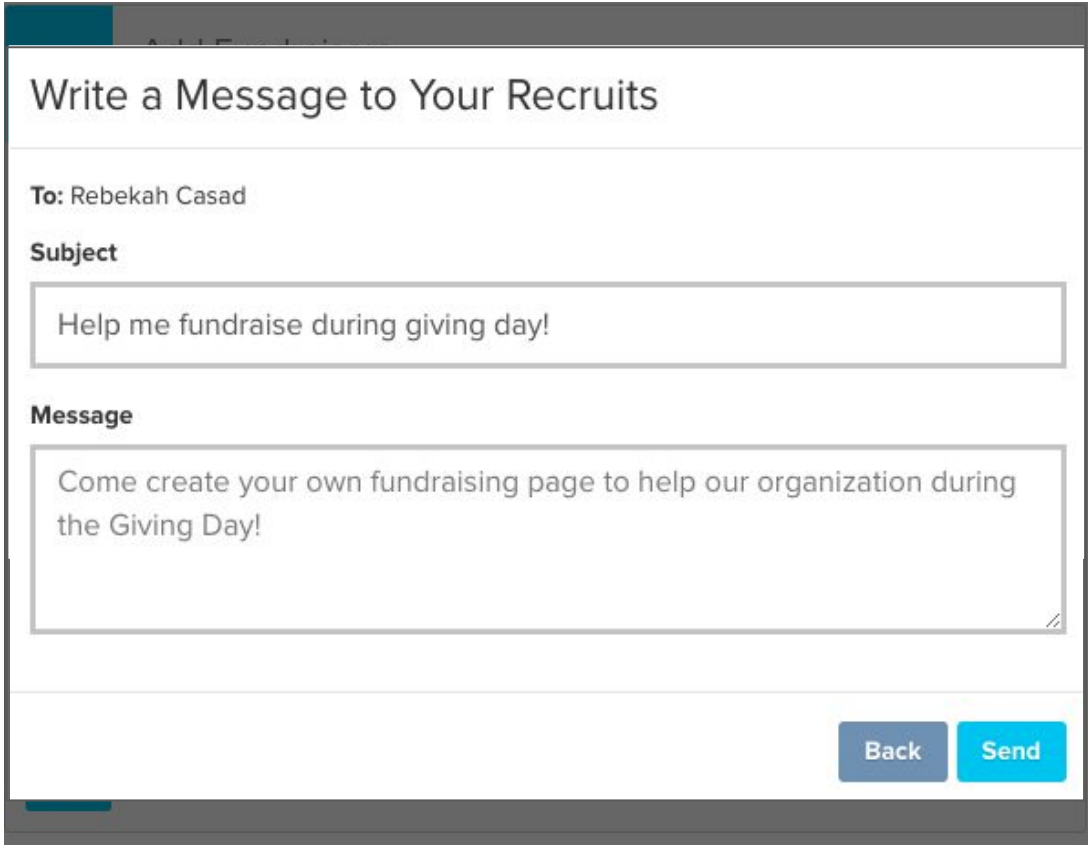

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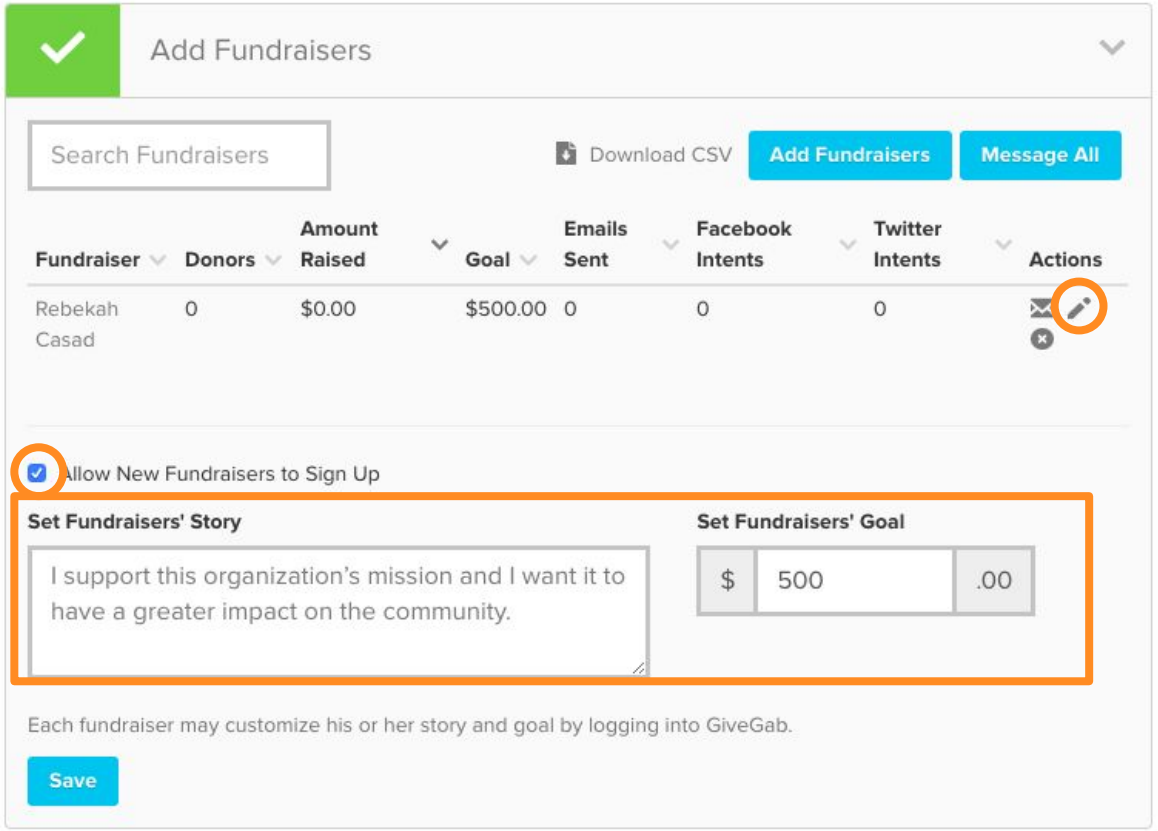

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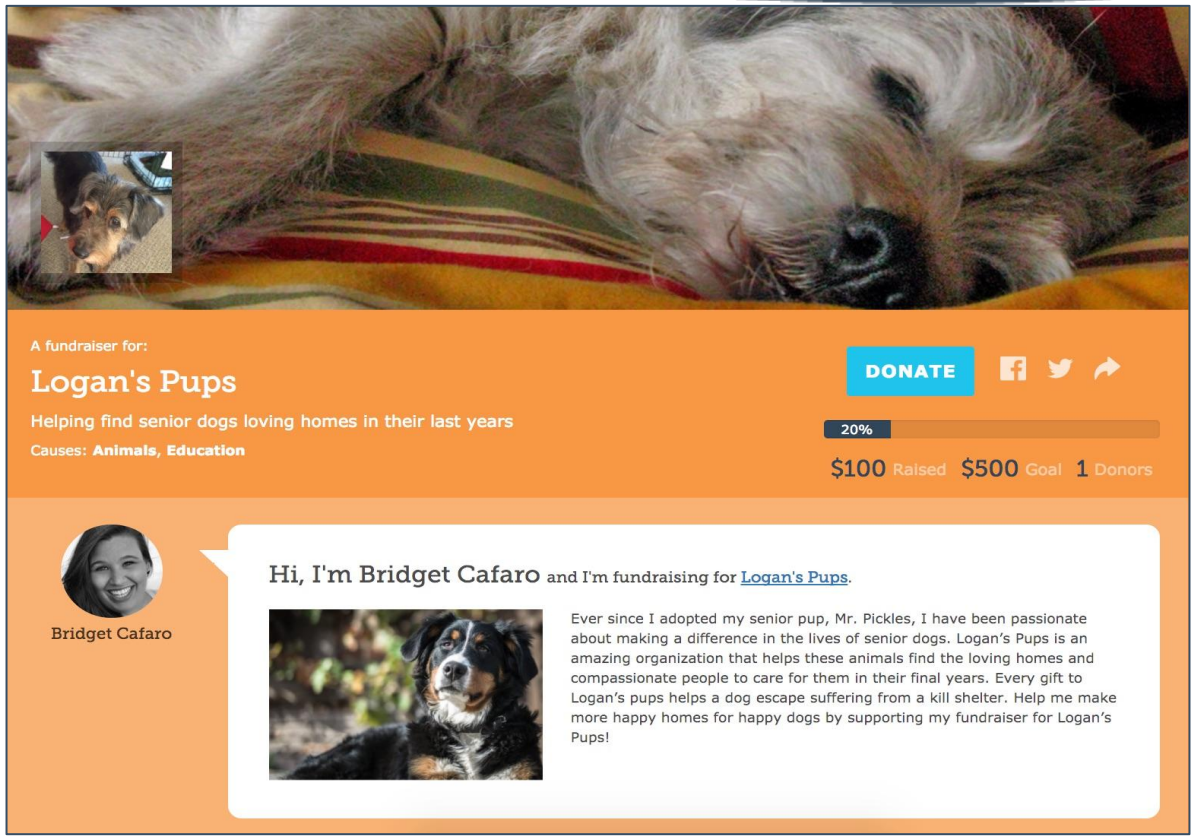
Fundraiser Page



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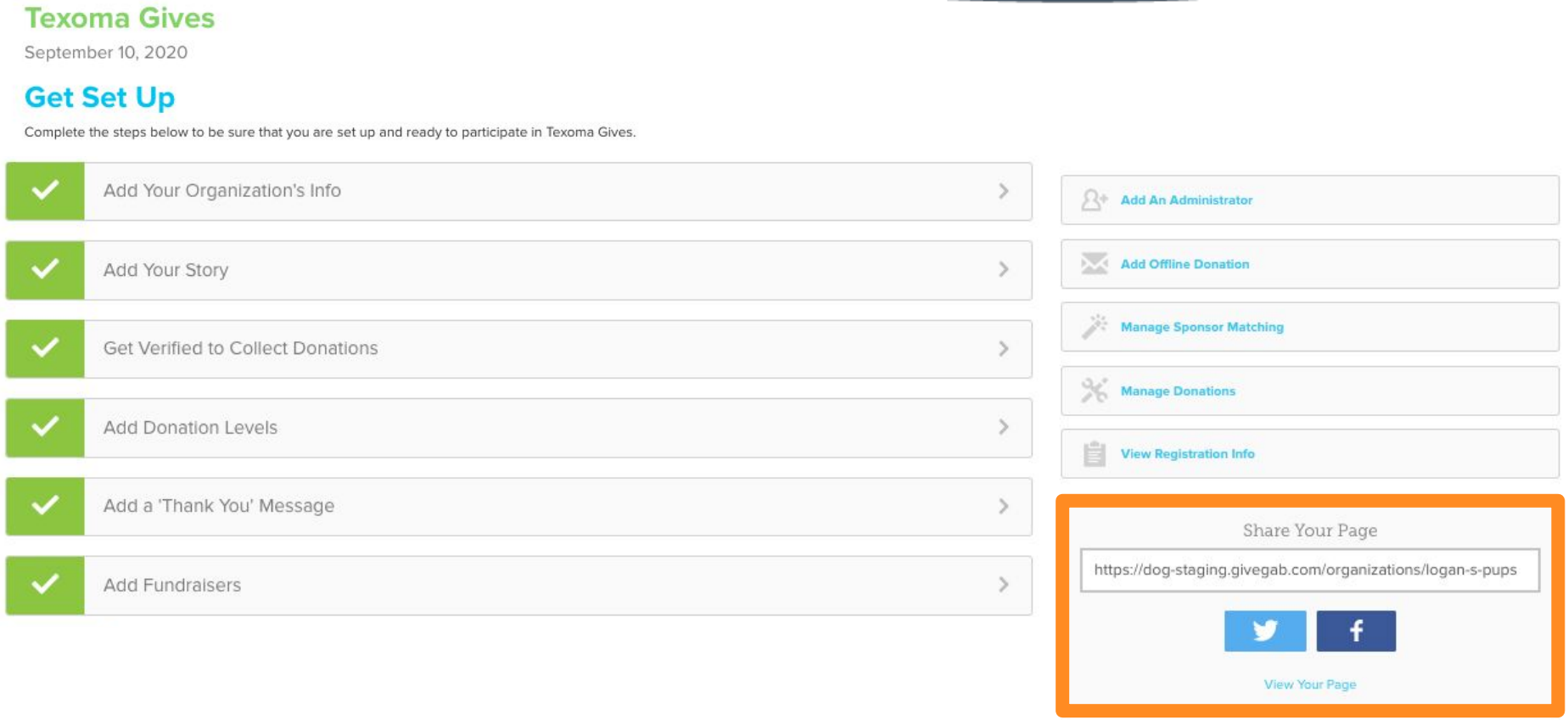
Your Completed Dashboard



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

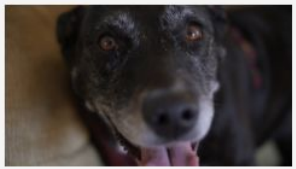
Helps a family foster one of our amazing senior pups

$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.



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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

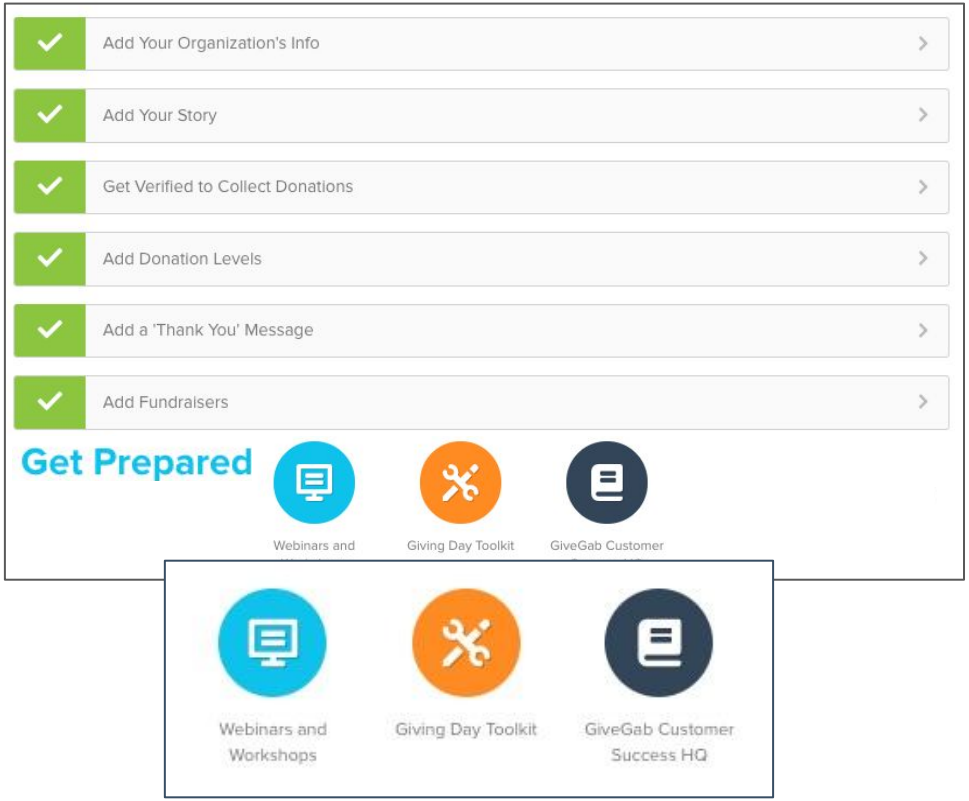
Bridget Cafaro $0.00

Alyssa Ravenelle $0.00

Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Cattaraugus Gives needs!

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



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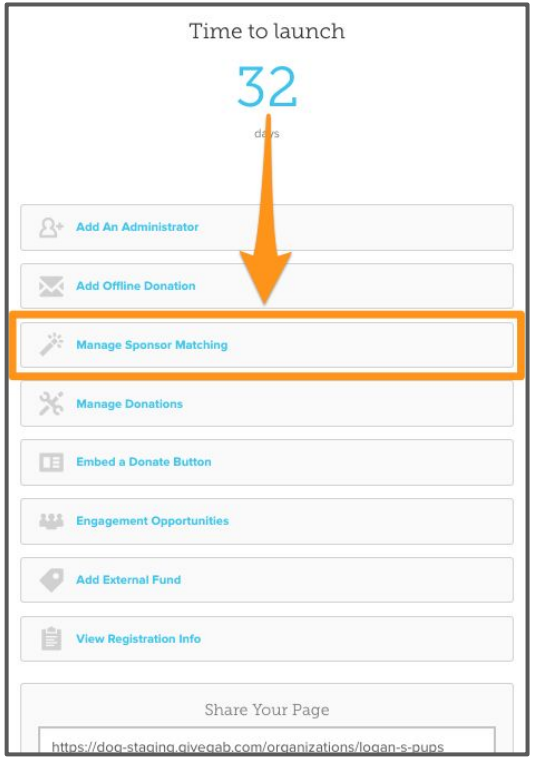
Go Beyond Your Checklist with Matches!

- Use pledged donations to increase impact during Cattaraugus Gives
- 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!

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Your Next Steps

Take a breath!

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

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Your Next Steps

- Register for Cattaraugus Gives by Nov 15, 2020
- Follow Cattaraugus Gives on Social Media!
    - Use Cattaraugus Gives
- Watch your inbox for important emails
- Meet internally to discuss goals, P2P and Matching strategy
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit

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Questions?