

Getting Ready for Give CENLA 2024



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



- Give CENLA Overview
- Who is Bonterra?
- What's New
- Registering
- Creating Your Profile
- Next Steps & Questions

Give CENLA Overview

givecenla.org | May 6 - 10

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + CLCF Efforts = Exponential visibility
- IRS-recognized nonprofit serving Central Louisiana are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on May 1

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 + CLCF marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Who is Bonterra?



Who is Bonterra?



Bonterra's mission is to power those who power social impact

- Host a secure, reliable and transparent platform for Give CENLA
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in Bonterra
- All participating organizations verified as IRS and state-recognized nonprofits

stripe



Simple Donation Processing



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

Transparent Donations

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

Step 3 of 3

YMCA of South Collier Gift: \$50.00

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](#).

Transparent Donations

Credit Card:

3.5% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
6% + \$0.30

ACH:

3.5% Platform Fee
+
\$3.00 flat bank fee
=
3% + \$3.00
**\$100 minimum*



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



The Gift Basket makes it easy for donors to support as many causes as they like!

Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN 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](#)

Giving Day Analytics

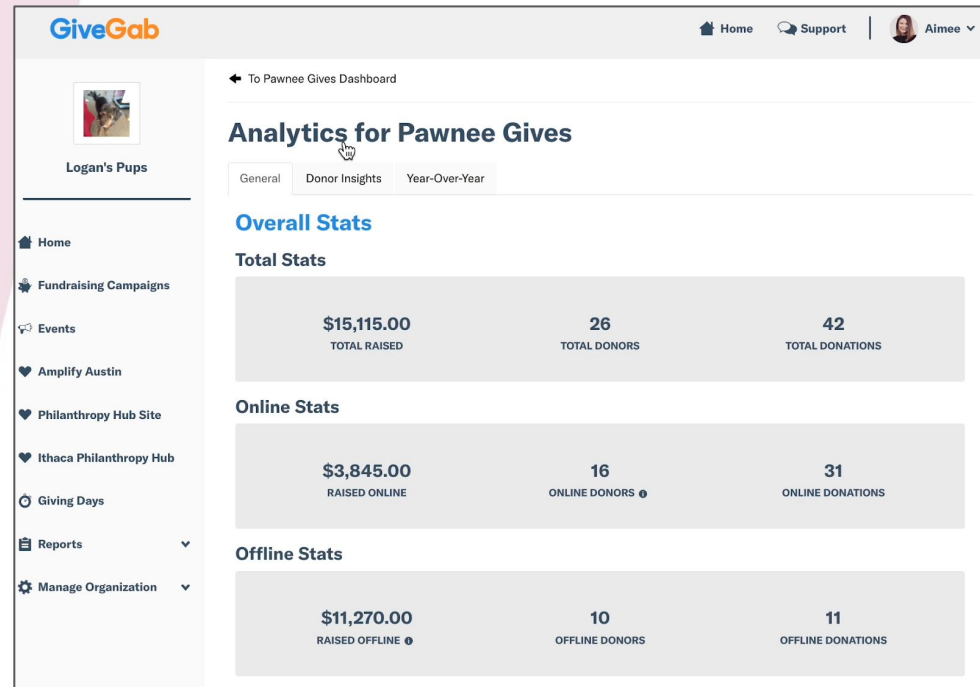
Key stats are available for the following data points:

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



Ithaca Gives March 17, 2023
\$0.00 Raised · 0 Donors · 0 Gifts
Analytics ←

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.



GiveGab Home Support Aimee

◀ To Pawnee Gives Dashboard

Analytics for Pawnee Gives

General Donor Insights Year-Over-Year

Overall Stats

Total Stats

\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS
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Online Stats

\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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Offline Stats

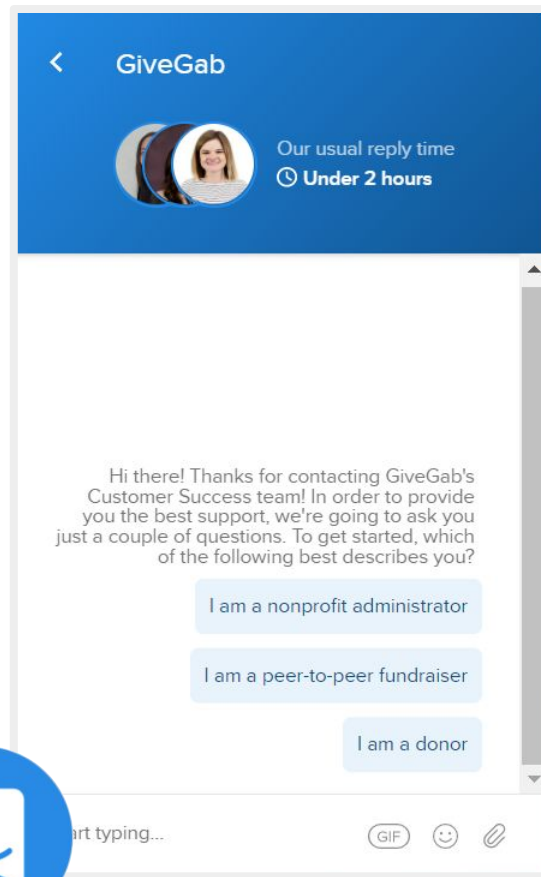
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Logan's Pups

- Home
- Fundraising Campaigns
- Events
- Amplify Austin
- Philanthropy Hub Site
- Ithaca Philanthropy Hub
- Giving Days
- Reports
- Manage Organization

How We Support You

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



Registering for Give CENLA



GIVE CENLA

REGISTER

Registration Opens March 1st
May 6 - 10

The banner features a repeating pattern of icons: a green crocodile, a blue hand holding a heart, a brown trumpet, a brown starburst, a green hand holding a heart, and a blue hand holding a heart. The text "GIVE CENLA" is repeated in blue. A central white graphic shows a hand holding a heart, surrounded by a dotted circle.

Find Your Organization

and participate in Give CENLA

Search for your organization

Start typing in the box above to find your organization.



Peace for Humanatee

Ithaca, New York

[PARTICIPATE](#)

Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)

Please fill out this field.



Give CENLA

Organization Name *required

Street Address Line 1 *required

Street Address Line 2

City *required

State *required

ZIP/Postal Code *required

Not located in the United States?

Logo



Select Image

Remove

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

Click 'Continue' to complete your registration for

Give CENLA

Continue

Thank you from the bottom of our hearts for joining hands with Give CENLA, our week-long celebration of generosity and community empowerment! Your decision to register your nonprofit organization marks the beginning of an incredible journey toward making a lasting impact in Central Louisiana.

So, as we gear up for a week filled with passion, passion, and philanthropy, let's remember the incredible potential we hold when we come together with a shared vision. Together, we can create a ripple of hope and transformation that extends far beyond our imaginative.

Once again, thank you for your commitment to Give CENLA. Together, let's make this the most impactful online giving campaign yet!

1. Registration Type *required

Please select all that apply.

- LARGE: Organizations operating expense \$500,000+
- MEDIUM: Organizations operating expense \$200,000 - \$500,000
- SMALL: Organizations operating expense \$0 - \$200,000

2. Which range is your organization's total annual operating expenses? *Your organization's total annual operating expenses can be found on Page 1, line 18 of your most recent Form 990. *required

Please select one choice.

3. Organization EIN / Tax Identification Number *required

4. In which parish is your main office/campus located? *required

Please select one choice.

5. Who will be the main point of contact for your organization's Give CENLA campaign? *required

6. What is your primary contact's email? *required

7. What is your primary contact's phone number?

8. What is your organization's mailing address?

9. Are you a new or returning participant to Give CENLA (previously known as Give Living Day)? *required

10. Is your organization part of a parish public school system? *required

11. New Question

Please select all that apply.

- Animals
- Arts & Culture
- Community Advocacy/Improvement
- Disaster Relief/Emergency Response
- Economic Development
- Education
- Environment
- Food & Nutrition
- Health & Wellness
- Human Services
- Religion & Faith Based
- Science & Technology
- Social Advocacy
- Youth Development

12. How likely is your organization to use the Peer-to-Peer fundraising tool this year? This involves inviting board members, volunteers, donors, or any individual who is passionate about your mission to raise money for your organization's Give CENLA 2024 campaign. *required

Please select all that apply.

- Likely
- Somewhat likely
- Very likely

13. I verify that the information provided is accurate and that the participating organization is a 501(c)(3) tax-exempt nonprofit, church or school in good standing with the IRS and Louisiana Secretary of State. I understand that providing incorrect information may delay or prevent the organization's participation in Give CENLA. *required

Returning? Copy Your Profile

- **Don't forget to review and update your profile after!**
- Existing bank information will carry over
 - Double check that your bank account, org rep and admins on your profile are up to date!

GIVE LOCAL 757! Give Local 757! May 10, 2022
\$0.00 Raised • 0 Donors • 0 Gifts

Welcome to Another Giving Day!

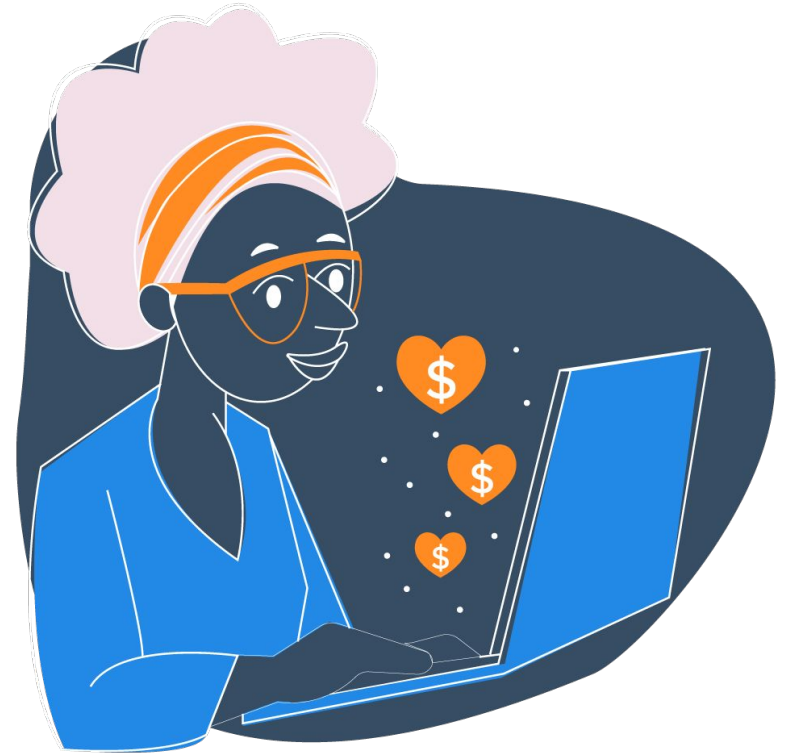
As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

GIVE LOCAL 757! Give Local 757! (2021) [Copy This Profile](#)

GIVE LOCAL 757! Give Local 757 (2020) [Copy This Profile](#)

[Create a New Profile](#)

Completing Your Profile



Your Giving Day Dashboard

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

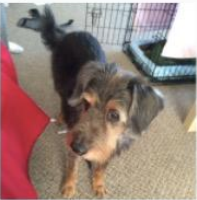
Basic Info

- 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

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

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3


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



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





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 Logan 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>.

[Save](#)

Get Verified

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don't wait to complete this information. It can take at least several days, and in some instances more

 Get Verified to Collect Donations 

Status: Incomplete

Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

Get Verified

Complete Your Verification

Set Up Donations

Documents

Set Up 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

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.

Don't have your EIN? Search [here](#).

Save

Payment Processor Verification

Verify Your Organization

Get Verified



Bonterra partners with Stripe for secure financial services.

[← Return to Bonterra](#)

Powered by **stripe**

[Terms](#)

[Privacy](#)

English (US)

Contact Bonterra for support
customersuccess@givegab.com

Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our [Services Agreement](#).

Legal business name

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.

Employer Identification Number (EIN)

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this [support article](#).


Doing business as Optional

The operating name of your company, if it's different than the legal name.


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

Add 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

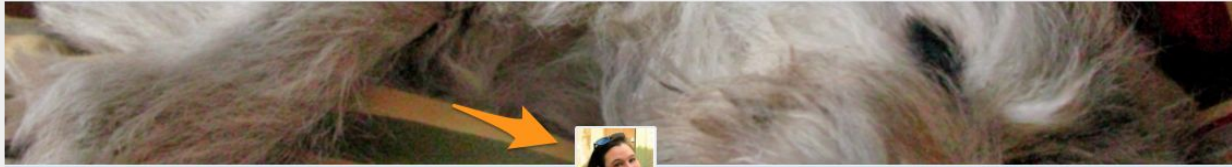
Set Fundraisers' Goal

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

Save

Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video](#)



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



Did you know?



Organizations who used P2P fundraising last year raised on average **[3.4x] more** than those who did not.

Key Dashboard Tools

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GGChat

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

<https://www.401gives.org/organizations/center-for-media>




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/>



A Completed Profile

What's Next?

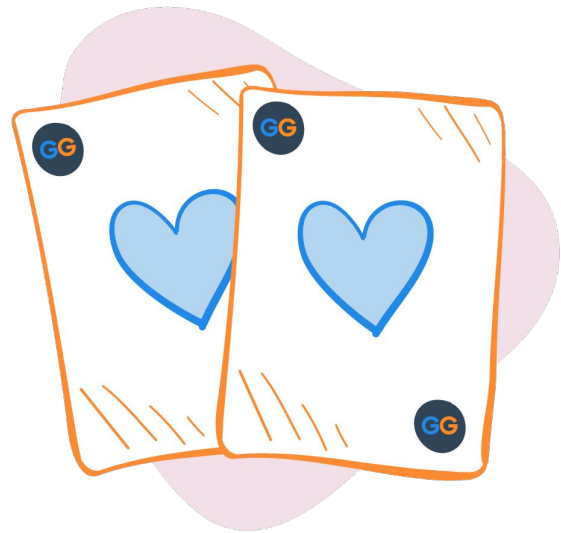


Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize the Matching tool to add that money into your totals, according to the criteria you set.

- 1:1, 2:1, or 3:1 Matches
- Donor, Dollar, or Donation Challenges
- **Pro Tip:** Watch the [Matching Training Video](#)



Did you know?



Organizations who had a match last year raised on average **[4.5x] more** than those who did not.

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give CENLA 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
- Give CENLA may not be the right fit for all of your donors - that's okay!

Your Next Steps

What to work on over the next [6 - 8 weeks]:

- Follow Give CENLA on Social Media and use #Give CENLA Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



Questions?

