

A long wooden pier extends from the left side of the frame into the ocean. The pier is supported by numerous wooden posts. At the end of the pier, there is a small pavilion with a thatched roof and warm interior lighting. The sky is a deep blue with scattered white clouds, and the water is calm. The overall scene is serene and scenic.

Getting Ready For

GIVE ^{WHERE} YOU LIVE COLLIER

January 10, 2020

Announcements

- Thank you for attending! The next webinar is on **Tuesday, Jan. 28**
- As of 4:30 pm yesterday (1/9)
 - 28 organizations had registered for the event
 - 16 profile pages were under review.
- If under review, why haven't you been approved yet?
- Yes, there is only one contact per organization.

Agenda

- The Give Where You Live Collier Basics
 - 2019 Results
 - Benefits of participating
- What's new for 2020
- Quick Guide to GiveGab: Your 2020 Give Where You Live Collier platform
- Registering for Give Where You Live Collier and Completing Your Profile
- Next Steps and Questions

The Basics

- GiveWhereYouLiveCollier.org
- February 19 - 20, 2020 - Noon - Noon
- Every nonprofit conducts their own unique campaign
- 41 pre-selected nonprofits serving Collier County
- Nonprofit trainings, tools, templates, and guides to make the most of your participation!

2019 Results

GIVE WHERE YOU LIVE COLLIER

Thank You for supporting
Give Where You Live Collier!

Outcomes & Results

\$5,464,847.61
Raised

2,221
Donors

40
Nonprofits



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

What's New in 2020

- Embeddable donate button
- Enhanced donor reports and file exports
- In Memory Of / In Honor Of Gifts
 - Report available upon request

Embeddable Donate Button

Customize, brand, and embed a “Donate” button on your organization's own website that donors can use during Give Where You Live Collier

The image shows a screenshot of a website with an embeddable donate button. The website header includes the logo "ECO VILLAGE Ithaca" and navigation links: "Live", "Learn", "Grow", "News", "Visit", "Books", "Publications", "Donate", and "Contact". A purple navigation bar contains "LEARN", "About", "Programs", "Eco-Gap", and "Tours". The main content area features a photo of a group of people and a "Support Our Educational Work!" campaign. A progress bar shows "\$6,211" raised out of a "\$20,000" goal, with a "31%" completion indicator. Donation options are listed as "\$50", "\$100", "\$250", and "\$500", with an "OR" separator and a "Choose your own amount" button. There is a checkbox for "Make this a recurring gift." and a "Next" button. Security information at the bottom includes "Securely processed with:", "SSL", "256 Bit Encryption", and "reCAPTCHA". A footer note states "Google Privacy Policy and Terms of Service apply. Learn more about how your information is used following a donation here." A blue chat bubble icon is in the bottom right corner.



Embeddable Donate Button



Give Where You Live Collier

February 19, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Where You Live Collier.

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

Participation Approval Status

Approved

Registration information has been approved.

Time to launch

41

days

Donation Tools

- ✉ Add Offline Donation
- ⚙ Manage Sponsor Matching
- ✂ Manage Donations
- 📄 Embed a Donate Button**

Embeddable Donate Button

Set up in 3 easy steps!

Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:

Give Where You Live Collier

Step Two: Choose the text

Donate Now

Step Three: Choose the color

#8CC640



Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are real donations. Your credit card will be charged.

Donate Now

Step Four: Copy and paste this code into your website

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script><button class="givegab-button" data-campaign-id="67581" data-host="https://www.givegab.com" data-org-id="462159" data-preview="" style="background-color: #8CC640;">Donate Now</button>
```

Copy to Clipboard

Enhanced Donor Reports

- Search and sort your donation report directly in your dashboard

The screenshot displays the dashboard for the Community Foundation of Collier County. On the left is a navigation sidebar with options: Home, Giving Days, Reports (highlighted with an orange box), and Manage Organization. The main content area is titled "Donations" and shows "Total Paid Out" and "Total Pending" with blurred values. An information icon states: "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](#)".

Below the information is a search bar with the placeholder "Search by name or email" and a "More filters" button (both highlighted with orange boxes). A large orange arrow points from the "More filters" button to a detailed view of the filter options at the bottom of the page. This detailed view includes:

- A search bar with "Search by name or email".
- A "More filters" button.
- Three dropdown menus: "All Giving Days & Community Giving Sites", "All Campaigns", and "Any Donation Type".
- Two date selection fields: "Start" and "End", each with a calendar icon and a close button.

Transparent Pricing

3% Platform Fee

+

2.2% Credit Card Fee
+ \$.30 per transaction

=

5.2% + \$0.30

- No registration cost or subscription required to participate
- Donors have the option to cover all fees on behalf of your organization
- Historically, 65-75% of donors cover fees

Who is GiveGab?

GiveGab is modern, easy-to-use software that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, donor management, supporter engagement, Giving Days, and so much more!



Quick Guide To GiveGab

- Safe, secure, and reliable platform for nonprofits & donors
- Mobile responsive on every page
- Seamless transactions and donation processing
- Multi-Give features to encourage increased support
- Immediate “Thank You” messages to donors
- Accessible support team readily available

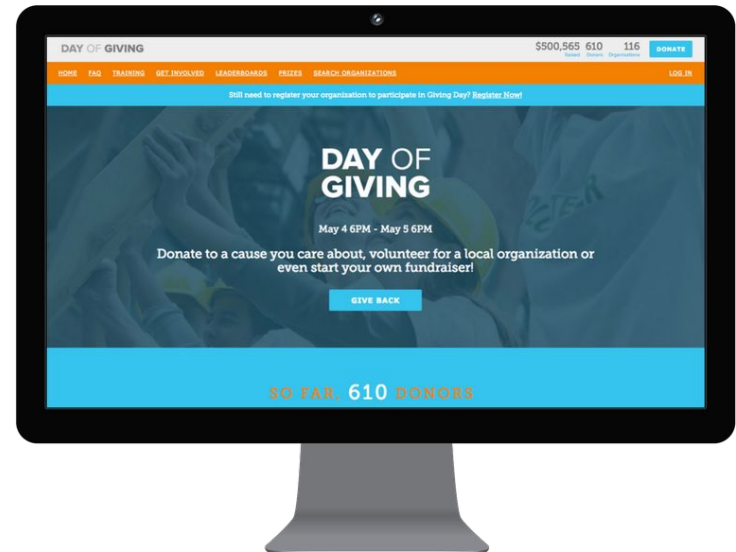
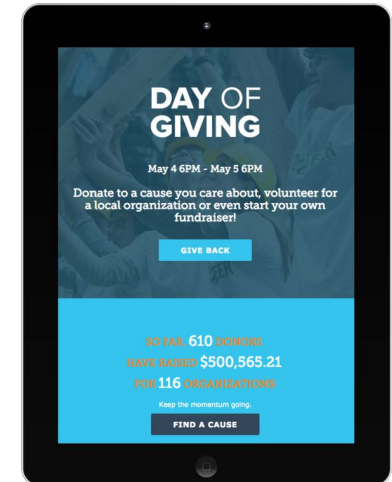
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- Fail Safe Redundancy Plans for your Give Where You Live Collier campaign
 - Load Testing
 - Cloud Services
 - Backup Plans
- Complete Transparency with Nonprofits and Donors



Easy & Accessible

- On Average **61%** of all emails are opened on a mobile device
- Your Give Where You Live Collier campaign is completely mobile responsive on every page
- Donors can give easily on any internet enabled device



Simple Donation Processing



- All major credit cards accepted
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf
 - On average, between 65-75% of donors choose to cover all fees on a Giving Day

Give, Give, and Give Again!

- Multi-Give and Gift Basket features make it quick and convenient for donors to support as many causes in their community as they like, and have them processed as a single transaction!


Donate to more than one organization

Step 1 of 3

Choose an amount to give:

\$

Name to Display (Optional):

 **Double Dog Dare Rescue**

Please do not display a name publicly.

Please do not display the donation amount publicly.

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](#)

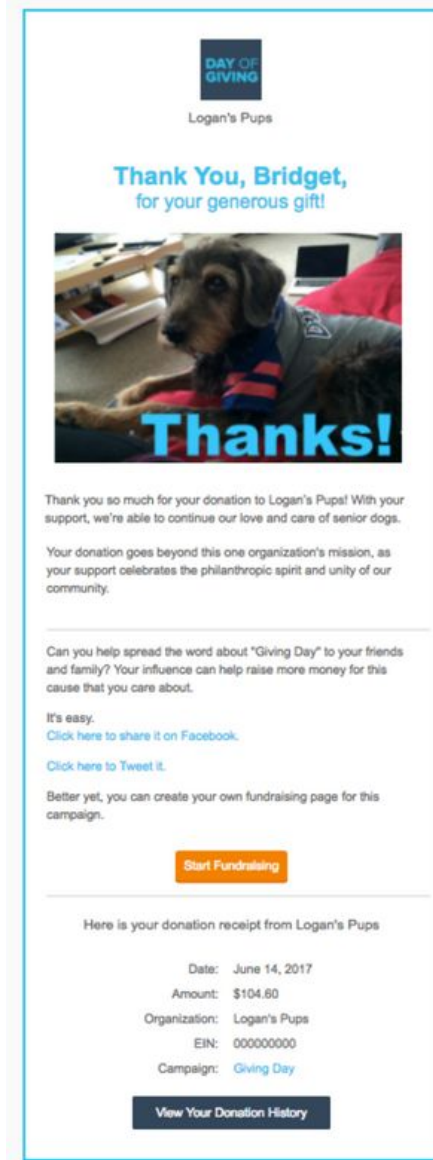
Choose an amount to give:

\$

Instantaneous Donor Delight


- Customizable Thank You Emails
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Comes from YOUR organization*
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt
- Social Share links for more online engagement
- Option to encourage donors to fundraise

*NOTE: Multi-give donations will be processed as a single transaction and will receive the Giving Day thank you message only.



DAY OF GIVING
Logan's Pups

Thank You, Bridget,
for your generous gift!



Thanks!

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.

Can you help spread the word about "Giving Day" to your friends and family? Your influence can help raise more money for this cause that you care about.

It's easy.
[Click here to share it on Facebook.](#)
[Click here to Tweet it.](#)

Better yet, you can create your own fundraising page for this campaign.

[Start Fundraising](#)

Here is your donation receipt from Logan's Pups

Date: June 14, 2017
Amount: \$104.60
Organization: Logan's Pups
EIN: 000000000
Campaign: [Giving Day](#)

[View Your Donation History](#)



Thank You Message



Amy, thank you

for your Giving Day gift!

Thank you for your support! You helped us transform Collier County!

Thank you for supporting one or more of the 40 Collier County nonprofit agencies that provide much-needed support for Collier County residents with basic needs and education.



Thank you for your gift to Naples Botanical Garden! You are a vital part of providing educational programs to grow the environmental stewards of tomorrow. Your investment helps us serve our youngest visitors through standards-based school field trips to family-friendly hands-on learning opportunities throughout the Garden. On behalf of them, thank you!

**Your donation receipt from
Community Foundation of Collier
County**

Donor:	Amy Gergely
Date:	February 18, 2019
Organization:	Naples Botanical Garden
Designation:	Give Where You Live Collier
Amount:	\$5.00



Amy, thank you

for your Giving Day gift!

Thank you for your support! You helped us transform Collier County!

Thank you for supporting one or more of the 40 Collier County nonprofit agencies that provide much-needed support for Collier County residents with basic needs and education.

- (Left) Message from the Community Foundation
- (Below) Photo & message from your organization




Thank you for your gift to Naples Botanical Garden! You are a vital part of providing educational programs to grow the environmental stewards of tomorrow. Your investment helps us serve our youngest visitors through standards-based school field trips to family-friendly hands-on learning opportunities throughout the Garden. On behalf of them, thank you!



Registering for Give Where You Live Collier

- Organizations received a direct link via email to register
- If your organization did not receive a link, please write into the little blue chat bubble!





Register Your Organization for
Give Where You Live Collier
Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2


City

State

ZIP/Postal Code

Not located in the United States?

Logo

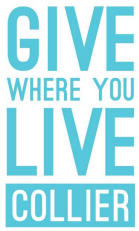


[Select Image](#)
[Remove](#)

Recommended dimensions
300x300
Max file size 5MB

Click 'Continue' to complete your registration for
Give Where You Live Collier

[Continue](#)



Complete the Registration Survey



Register Your Organization for

Give Where You Live Collier

Powered by GiveGab

1. For how many years (including 2020) have you participated in Give Where You Live Collier? *

2. What is your current operating budget (expenses)? *

3. What is your organization's monetary goal for Give Where You Live Collier? *

4. Do you plan to issue a press release or other media for the purpose of promoting Give Where You Live Collier? *

Please select one choice

5. Which of the following selections best describes the area of services provided by your organization? *

Please select one choice

Register

Your Giving Day Dashboard

Use your Give Where You Live Collier dashboard to:

- Edit your profile
- Add administrators
- Embed a donate button on your website
- And more!



Give Where You Live Collier

February 19, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Where You Live Collier.

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

Reset Profile

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.

Time to launch

43

days



- Add An Administrator
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button
- Add External Fund
- View Registration Info

Share Your Page

<https://www.givewhereyoulivecollier.org/organizations/new-horizons-of->

[View Your Page](#)

Your Giving Day Dashboard: Preparation Checklist








Give Where You Live Collier

February 19, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Where You Live Collier.

-  **Add Your Organization's Info** >
Let people know who you are.
-  **Add Your Story** >
Tell potential donors why they should contribute.
-  **Add Donation Levels** >
Show your donors the impact their donation makes.
-  **Add a 'Thank You' Message** >
Personalize your auto-response for donors ahead of time.
-  **Add Fundraisers** >
Recruit peer-to-peer fundraisers to expand your network of donors.



Your Giving Day Dashboard: Preparation Checklist



Give Where You Live Collier

February 19, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Where You Live Collier.

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

Participation Approval Status

Approved

Registration information has been approved.

Complete Your Profile - The Basics

- Logo
- Tagline
- Website
- Causes
 - Select up to 3!

✓ Add Your Organization's Info

Tagline


Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.loganspups.org

Logo



Select Image Remove

Recommended dimensions 300x300
Max file size 5MB

Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Save

Complete Your Profile - Tell 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.




Complete Your Profile - Highlight Impact

✓ 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

Dollar Amount

\$ 0.00

Description

Image

Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Save Cancel

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

Complete Your Profile - Show Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor's email when they make a gift
- Comes directly from your organization's contact

✓ Add a 'Thank You' Message


Please provide a "thank you" message, as well as an image or video link (or both!)

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.

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

Recommended dimensions 800x600
Max file size 5MB

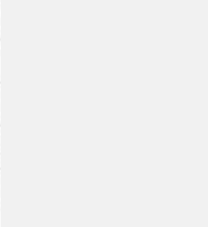















Save


Add or Recruit Your Fundraising Champions

- Recruit existing supporters to share your cause
- Easily create and manage P2P profiles via your dashboard

 Add Fundraisers ▼

Search Fundraisers Download CSV Add Fundraisers Message All

Fundraiser ▼	Donors ▼	Amount Raised ▼	Goal ▼	Actions
	0	\$0.00	\$500.00	  
	0	\$0.00	\$500.00	  
	0	\$0.00	\$500.00	  
	0	\$0.00	\$500.00	  
	0	\$0.00	\$500.00	  

Allow New Fundraisers to Sign Up 

Set Fundraisers' Story

I support this organization's mission and I want it to have a greater impact on the community.


Set Fundraisers' Goal

\$ 500 .00

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

Save

Fundraising Champion Profile







A fundraiser for:

Logan's Pups


Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**


DONATE   

20% 

\$100 Raised \$500 Goal 1 Donors


Bridget Cafaro

Hi, I'm Bridget Cafaro and I'm fundraising for [Logan's Pups](#).



Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

- Each individual creates their own fundraising page & every dollar they raise goes toward your organization's totals!
- Organizations with fundraisers raise on average **3.4x more** than those without

P2P Fundraising Resources



Resource Toolkits

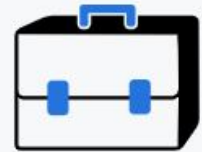
Find all the info specific to your needs in one of our helpful toolkits below!



Nonprofit Toolkit
[Explore](#)



P2P Fundraisers Toolkit
[Explore](#)



Business Members Toolkit
[Explore](#)



Board Member Toolkit
[Explore](#)



Donors Toolkit
[Explore](#)



Volunteer Toolkit
[Explore](#)

P2P Fundraising Resources



Your Give Where You Live Collier Fundraiser Guide

[DOWNLOAD THE P2P FUNDRAISING PLAYBOOK](#)

It's time to take the love you have for your favorite nonprofit or charitable cause! Give Where You Live Collier is designed to make it super simple for you to build support for the organizations and causes you care about. So, let's get everyone in your network ready to give!

Peer to Peer Fundraising is as Easy as...

1

Become A Champion

Show your favorite nonprofit you're rooting for them by raising funds on their behalf

2

Tell Your Story

Use your **P2P Toolkit** to customize your page with images, text, and video

3

Spread the Word

Share your fundraiser with your personal network to promote the organization

Fundraising Champion Basics



Tell Your Story

Why are you fundraising? Tell a story about the organization, add an image, and set your fundraising goal! >



Make a Donation

Make the first donation to show your commitment! >

How do I become a Fundraising Champion?

If you weren't invited to fundraise for an organization, you can still sign up! Just visit the [organization's profile](#) and click the "Fundraise"



Your Completed Profile



New Horizons of SW FL

Empowering Tomorrow's Generation Today

Causes: **Youth, Education**

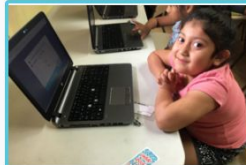
[DONATE](#)

[FUNDRAISE](#)



\$100

Sponsor after school snacks for 20 at-risk students for a week!



\$450

Sponsor one at-risk student in grade K-5th to attend summer camp!



\$1,000

Sponsor a teen to attend a five-week leadership camp!



\$3,500

Sponsor one student for a year - Join the Encouragement Giving Circle!



\$17,500

Sponsor five students for a year - Join the Empowerment Giving Circle!

Your Completed Profile



Fundraising Champions

[Lesley Hill](#) \$0.00

[Terri Pilla](#) \$0.00

[Darla Highley](#) \$0.00

[Amanda Hampton](#) \$0.00

[Dort Bear](#) \$0.00

[See More Champions](#)

New Horizons mission is to empower at-risk youth to reach their full potential through tutoring, mentoring and faith-building. New Horizons began in 2002 with just 20 students students in need of a hand up. It has since grown to provide more than 100,000 hours of tutoring and mentoring each year to nearly 600 children living poverty and experiencing academic failure. New Horizons offers after school and summer programs for socio-economically disadvantaged students; kindergarten through the 12th grade at 10 locations in Lee and Collier Counties. Our students learn in an environment of one on one tutoring and mentoring focused on their specific needs. We offer a range of programs to help improve their academic performance, social skills and character development. The high school graduation rate of our teens is 92% on average over the past 10 years. The graduation rate of their at-risk peers is almost half of that. Our mission is accomplished with the support of 650 community volunteers, nearly 100 community partners and donors like YOU!

DONATE



Your Giving Day Dashboard: Sharing Your Profile



Give Where You Live Collier

February 19, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Where You Live Collier.

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

Reset Profile

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.

Time to launch

43

days

- Add An Administrator
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button
- Add External Fund
- View Registration Info

Share Your Page

<https://www.givewhereyoulivecollier.org/organizations/new-horizons-of-!>



[View Your Page](#)



Tips, Tools, and Resources

The image is a screenshot of the 'Give Where You Live Collier' website. The background is a photograph of a long wooden pier extending into the ocean at sunset. The sky is a mix of blue and orange. In the center, the text 'GIVE WHERE YOU LIVE COLLIER' is displayed in large, white, bold letters. Below this, there is a teal button that says 'SEE PARTICIPATING ORGANIZATIONS'. Underneath the button, the dates 'February 19-20, 2020' are shown. At the bottom, a countdown timer reads 'Give Where You Live Collier Begins in 44 : 00 : 19 : 57'. In the top right corner, there is a navigation menu with a search bar and a 'MENU' dropdown. The dropdown menu is open, showing options: HOME, FUNDRAISERS, FAQ, NONPROFIT TOOLKIT (highlighted with an orange arrow), PARTICIPATING ORGANIZATIONS, RESOURCE TOOLKIT, TRAININGS, and LOG IN. On the far right, there are social media icons for Facebook, Twitter, and a plus sign for more options.

GIVE
WHERE YOU
LIVE
COLLIER

SEARCH... MENU

- HOME
- FUNDRAISERS
- FAQ
- NONPROFIT TOOLKIT
- PARTICIPATING ORGANIZATIONS
- RESOURCE TOOLKIT
- TRAININGS
- LOG IN

SEE PARTICIPATING ORGANIZATIONS

February 19-20, 2020

Give Where You Live Collier Begins in
44 : 00 : 19 : 57

Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote Give Where You Live Collier and reach your goals!
 - Customizable Templates
 - Communication Timelines
 - Give Where You Live Collier Graphics
 - Helpful resources for your board members, volunteers, and fundraisers



Training Sessions
[Sign Up](#)



Helpful Support
Articles
[View](#)



Give Where You Live
Collier Planning
Guide
[View](#)



Communications
Timeline
[View](#)



The Ultimate Guide
to Giving Day
Success
[Download \(eBook\)](#)



Building Board
Support
[View](#)



Peer-to-Peer
Fundraisers
[View](#)



Giving Day Blog
Articles
[View](#)



Email Marketing
Templates
[View](#)



Social Media Tips
[View](#)



Download Give
Where You Live
Collier Graphics
[View Downloads](#)

Tips, Tools, and Resources



Downloads

Cover Photos



Cover Photo 1

[Facebook](#) | [Twitter](#)



Cover Photo 2

[Facebook](#) | [Twitter](#)

Logos



White Logo

[PNG](#)



Blue Logo

[JPG](#) | [PNG](#)

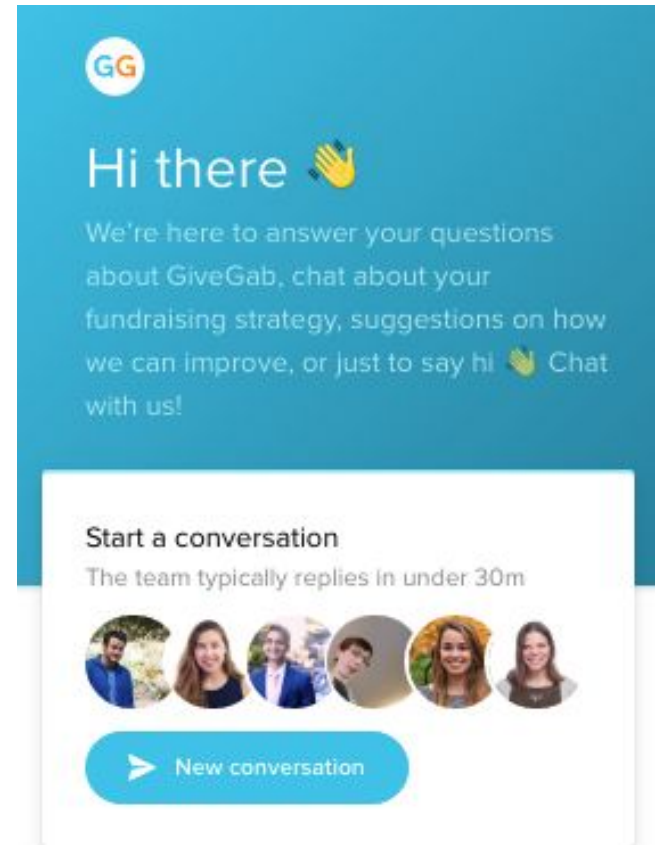


Horizontal Logo



Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Our 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!



Your Next Steps

- Register for Give Where You Live Collier by January 17
- Complete your profile by Feb. 14
- Follow Give Where You Live Collier on Social Media!
 - Use the hashtag **#GWYLCollier**
- Watch your inbox for important emails
- Sign up for upcoming training sessions
- Check out the Nonprofit & P2P Toolkits!

Questions?

GIVE ^{WHERE} YOU LIVE COLLIER

February 19 - 20, 2020