Getting Ready For

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

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
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

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Participation Approval Status
Approved
Registration information has been approved.

Time to launch
41 days
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

```html
```
Enhanced Donor Reports

- Search and sort your donation report directly in your dashboard.
Transparent Pricing

3% Platform Fee  
+  
2.2% Credit Card Fee  
+ $0.30 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!
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.
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: Gergely
Date: February 18, 2019
Naples
Organization: Botanical Garden
Give Where You Live Collier
Amount: $5.00

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!
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
   - Yes

5. Which of the following selections best describes the area of services provided by your organization?
   Please select one choice
   - Education
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

Time to launch 43 days

Share Your Page
https://www.givewhereyoulivecollier.org/organizations/new-horizons-of-

Tweet | Facebook
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

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

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Participation Approval Status
Approved
Registration information has been approved.
Complete Your Profile - The Basics

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

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

Dollar Amount

| $ | 0.00 |

Description

Image

Select Image Remove

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

Save Cancel
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 or Recruit Your Fundraising Champions

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

![Add Fundraisers Form](image-url)
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
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, and how you personally decided to support.

Make a Donation
   Make a contribution towards your fundraiser.

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

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 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 in 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

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- Add Fundraisers

Share Your Page

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

Reset Profile

GIVE 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.
Tips, Tools, and Resources
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
Tips, Tools, and Resources

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/](https://support.givegab.com/)

- Check Our Blog
  - [https://www.givegab.com/blog/](https://www.givegab.com/blog/)

- Send us an Email
  - [CustomerSuccess@givegab.com](mailto: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!