



Final Steps to Success for Great Community Give

April 20, 2022

#GREATCOMMUNITYGIVE



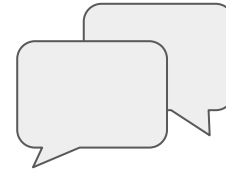
Submit Your Questions!



Chat Box

To: All panelists

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Send

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

This webinar is being recorded and will be added to the Trainings page for you to reference and share with your team!

Your GiveGab Team



Danielle Hunter

Associate Project Manager



Kalia Kornegay

Customer Success Champion

Agenda

- Great Community Give Updates & Reminders
- Your Checklist for Success
- Your Nonprofit Resources
- Next Steps
- Q&A

Updates & Reminders







- www.greatcommunitygive.org | April 20, 6:30 am - 8 pm
- Early Donations start April 6!
- Prizes
- Social media board will pull posts into the home landing page
 - Use #greatcommunitygive

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications

Are you donation ready?

- Check your verification status on your admin dashboard

	Donation Status: Unverified Please verify your organization's information here to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? Chat with us!
	Donation Status: Pending We are reviewing your submission. This could take up to 48 hours. Please sit tight!
	Donation Status: Pending Additional information is required to verify your organization to accept donations. Please Contact Us if you have any questions. You can see your currently entered information here .
	Donation Status: Incomplete Please provide your organization's information and verify you can collect donations in your state here .
	Donation Status: Verified Hooray! Your organization has been verified to accept donations on GiveGab.
	Donation Status: Pending Your organization is pending re-verification but can still accept donations. Are you a religious entity, government agency, or subsidiary of a national organization? Please Contact Us!

Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- Use the **Offline Gift Form** in the Nonprofit Toolkit to record offline gifts





#GREATCOMMUNITYGIVE 

An initiative of The Community Foundation

Offline Donation Form

This form is used to keep record of offline gifts (cash or check only) to support participating nonprofit organizations of Great Community Give. See terms for offline donations at end of form.

Donation Tools

-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [Embed a Donate Button](#)

Donor's First Name

Donor's Last Name

Amount
\$

Custom Display Name (optional)

Add donor address

Attribute to Campaign

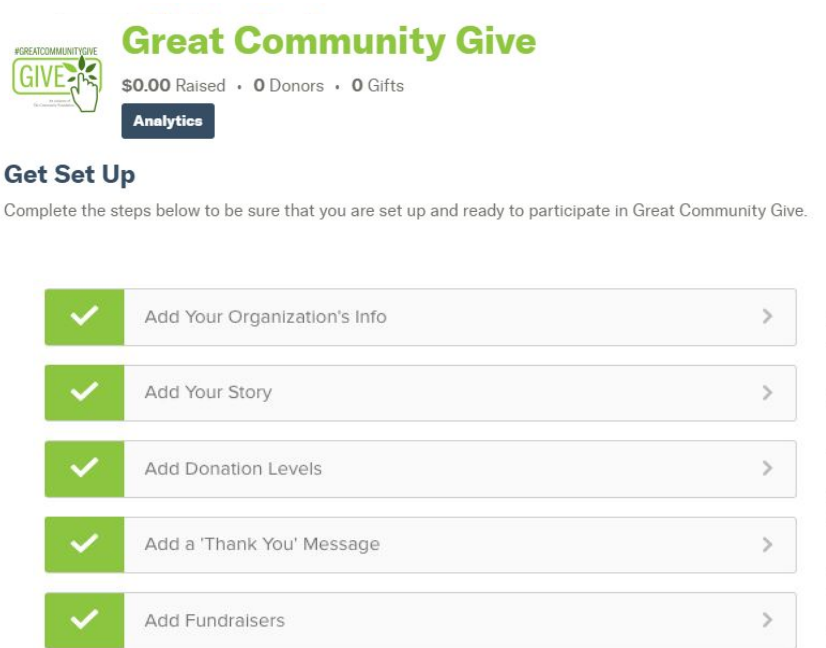
Donor's Message

Privacy Options
 Do not display the donor's name publicly
 Do not display the donation amount publicly

Receipt Email
 Email a receipt to

Is your profile completed?


- Have you:
 - Added your logo and a cover photo?
 - Shared an authentic story?
 - Set goals?
 - Included clear calls to action?
 - Featured visual content?
 - Highlighted donation levels?





The screenshot shows a profile for 'Great Community Give' with the following details:

- Profile Name: Great Community Give
- Stats: \$0.00 Raised • 0 Donors • 0 Gifts
- Analytics button
- Get Set Up section with instructions: Complete the steps below to be sure that you are set up and ready to participate in Great Community Give.
- Checklist items (all marked with a green checkmark):
 - Add Your Organization's Info
 - Add Your Story
 - Add Donation Levels
 - Add a 'Thank You' Message
 - Add Fundraisers

Is your profile completed?


PAWNEE GIVES PRIZES LEADERBOARDS ▼ MENU 




Logan's Pups

[DONATE](#) [FUNDRAISE](#)


10% **\$995 Raised** **\$10,000 Goal** **6 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
Provides life changing surgery to a senior pup in need

[CHOOSE YOUR OWN AMOUNT](#)

[Our Story](#) [Matches](#) [Fundraising Campaigns](#) [Top Fundraisers](#) [Recent Donors](#)



Have you secured a match yet?

- Identify your match/challenge sponsors
 - Board Members, Existing Donors, Local Businesses, Corporations, Community Leaders, Past match sponsors
- Set up creative matches to draw donor attention
 - Visit our Matching Challenges video and slides on the training page for examples and instructions on how to set up matches on your profile
- Strategize with your team to make the most of your matches
 - Set up time slots for your matches
 - Credit the sponsors and send social media blasts

Understanding Matches in GiveGab

- **What is a Match?**
 - Every online gift received will generate a corresponding offline gift to your organization from this pledged match; thereby increasing your totals by twice the amount of the online gift.
- **What you need to know about Matches:**
 - Always a 1:1 ratio
 - Effective in displaying immediate dollar impact and progress, great for larger pledged donations
 - Set a cap for max amount that can be matched per gift
 - Set a date/time if applicable (*and double check the dates you set!*)

Understanding Challenges in GiveGab

- **What is a Challenge?**

- Your nonprofit receives the pledged donation upon achieving the goal that's been set. The amount pledged becomes “unlocked”

- **What you need to know about Challenges:**

- Can go beyond a 1:1 ratio! Get creative with the funds you've received
- Effective in rallying a team behind a common goal, and leveraging smaller pledged gifts
- Set a date/time (*and double check the dates you set!*)

Do you have matches?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

Do you have challenges?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Challenge Name

Description (optional)

Challenge Type

Dollar Challenge ▾

Challenge Goal

Challenge Amount

\$.00

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.

How many dollars or donors are needed to complete this challenge?

How much money is awarded when this challenge is completed?

Select the time period applicable for this challenge

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

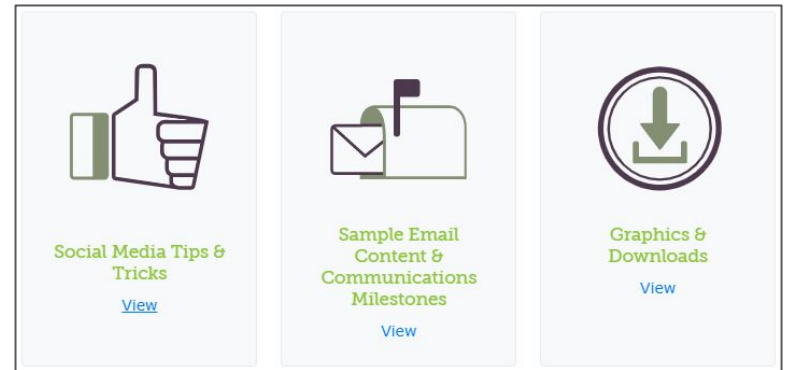
Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- The training page has the tools to make your P2P fundraisers shine
- Everyone can be a fundraiser
 - Supporters, board members, friends and family, and even yourself

Organizations with P2P raise an average of **3.4 x more** than organizations without P2P!

Do you have a communications plan?

- Plan your online communications ahead of GCG
 - Announcement/Save The Date
 - Campaign Countdown
 - Day-Of Updates
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
 - Organization Website
 - Ambassador Sharing
- Customize the templates, guides, and graphics in your Great Community Give Nonprofit Toolkit for the perfect plan!



After Great Community Give

- Donation Reports and Analytics
- Payout Timeline
- Donor Stewardship

How will you get your donor data?

The screenshot shows the GiveGab Admin Dashboard for an organization named "Logan's Pups". The dashboard is divided into several sections:

- Header:** Includes the GiveGab logo (Nonprofit Giving Platform), navigation links for Home and Support, and a user profile icon.
- Left Sidebar:** A navigation menu with icons and labels for Home, Fundraising Campaigns, Events, Giving Days, Reports, and Manage Organization.
- Admin Dashboard:** The main content area, titled "Admin Dashboard" for "Logan's Pups". It shows the current plan as "Engage".
- Giving Days:** A section titled "Giving Days" featuring a "DAY OF GIVING" event on November 13, 2019, with a "View All Giving Days" link.
- Fundraising Campaigns:** A section titled "Fundraising Campaigns" featuring a campaign "It's A Dogs World" from December 11, 2017, which has raised \$20,467.22. It includes "View", "Manage", and "Edit" buttons.
- Fundraising Events:** A section titled "Fundraising Events" featuring a "2018 Summer Gala" event, also with "View", "Manage", and "Edit" buttons.
- Footer:** A dark blue bar at the bottom stating "Viewing Dashboard for Logan's Pups" with a star icon and a chat bubble icon.

How will you get your donor data?

GiveGab
Nonprofit Giving Platform

Home Support

Donations

Total Paid Out: \$240,804.74 Total Pending: \$6,164.39

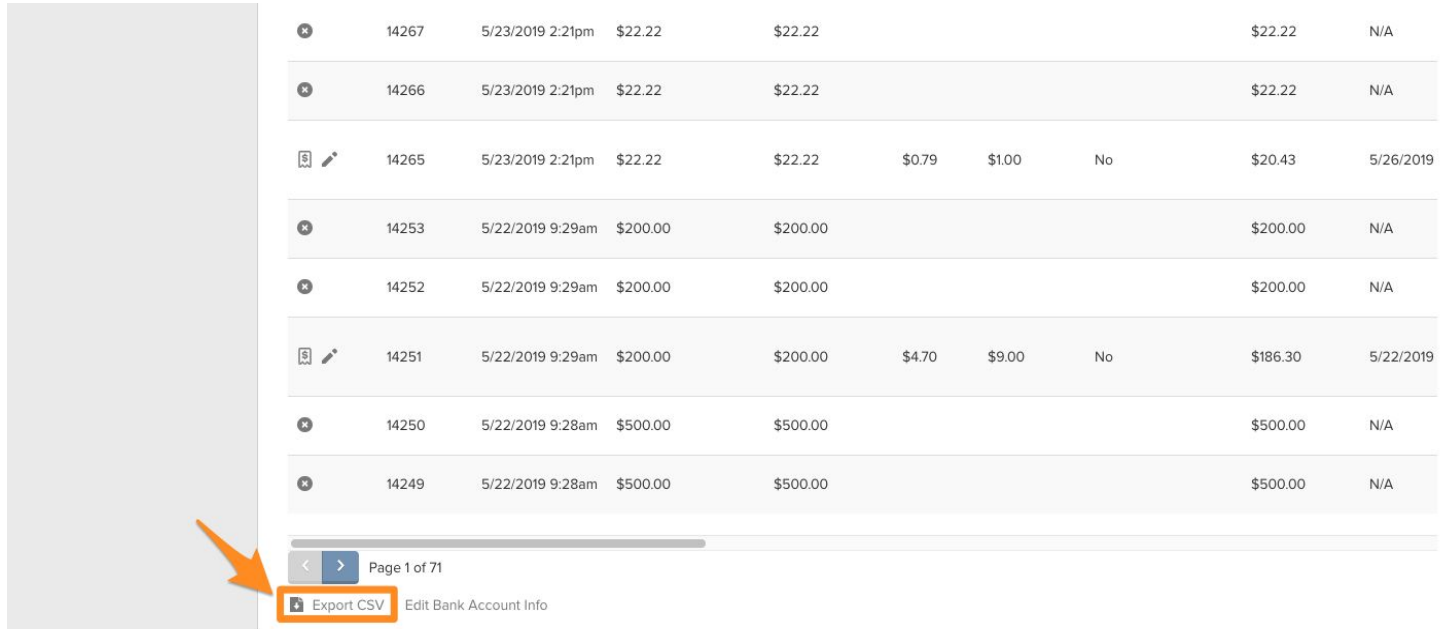
Search by name or email **+ More filters**

All Giving Days **All Campaigns** Any Donation Type

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
✕	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
📄 ✎ ✕	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca, New York 1485 United States
📄 ✎ ✕	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca, New York 1485 United States
✕	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
📄 ✎ ✕	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca, New York 1485 United States
✕	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for Logan's Pups

How will you get your donor data?



The screenshot shows a table of donor transactions. An orange arrow points to the 'Export CSV' button at the bottom left of the table area.

✕	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✕	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✕	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✕	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✕	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✕	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A

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[Export CSV](#) [Edit Bank Account Info](#)



NEW Analytics!



Great Community Give

\$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 Great Community Give.

General Analytics

[← To Great Community Give Dashboard](#)

Analytics for Great Community Give

General Year-Over-Year

Overall Stats

Total Stats

\$0.00

TOTAL RAISED

0

TOTAL DONORS

0

TOTAL DONATIONS

Financial

0.0%

OF FEES WERE COVERED

Online Stats

\$0.00

RAISED ONLINE

0

ONLINE DONORS ⁰

0

ONLINE DONATIONS

0.0%

OF DONATIONS HAD FEES COVERED

Offline Stats

\$0.00

0

0

Year-over-Year Analytics

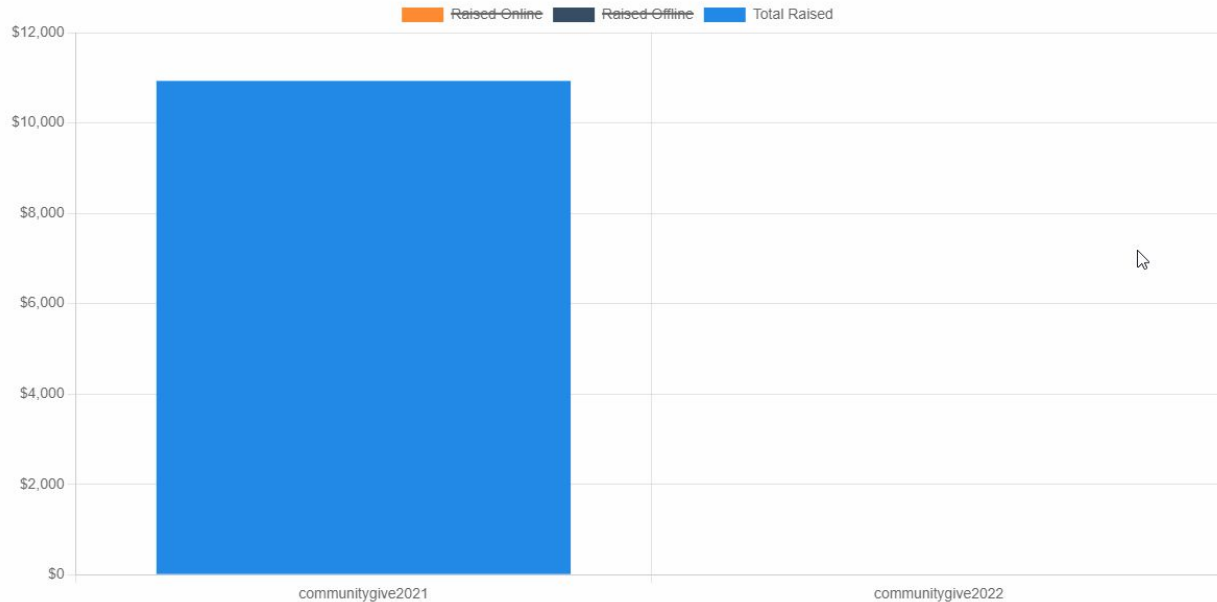
← To Great Community Give Dashboard

Analytics for Great Community Give

General

Year-Over-Year

Dollars Raised



How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after donations are made
 - Your report will contain payout dates to help you determine when gifts were deposited. You'll also see a Payout ID column in your report, gifts in the same deposit will have the same payout ID.

It is important to make sure you are able to receive donations **before April 6** so donations make it to your account!

How will you thank your donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
 - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!

How will you thank your donors?

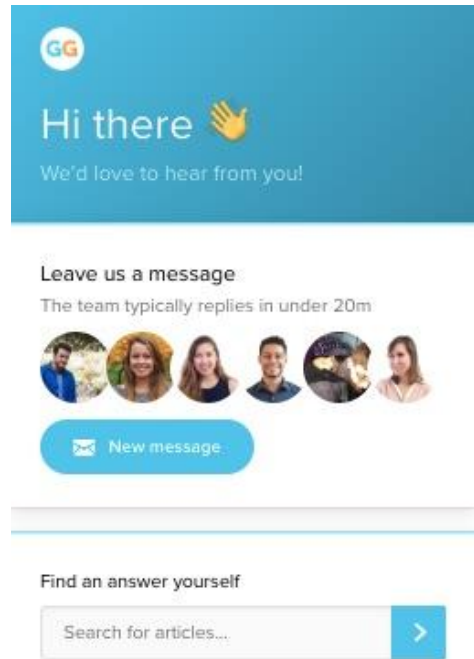
- Start your stewardship process immediately after **Great Community Give**
- Generate some post-giving day messaging to all supporters
 - Social media posts and overall success update
 - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
 - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
 - This doesn't have to happen right away, curate a progress message to send in June/July
- Watch the [available training](#) on Donor Stewardship!

Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

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

- Like and Follow Great Community Give on Social Media!
 - Don't forget to use #greatcommunitygive
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



Questions?

#GREATCOMMUNITYGIVE



An initiative of
The Community Foundation