

GiveGab[®]

Getting Ready for

#GREATCOMMUNITYGIVE



April 20th, 2022

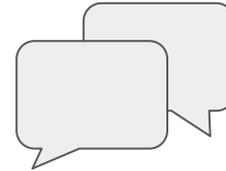
Submit Your Questions!



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.

Your GiveGab Team



Danielle Hunter

Associate Project Manager



Laurel Maley

Associate Project Manager

Agenda

- Great Community Give Overview
- What's New in 2022
- Who is GiveGab?
- Registering for Great Community Give
- Getting Started
- Next Steps and Questions

#GREATCOMMUNITYGIVE



WE DID IT!

Thank you for supporting Harrisonburg and Rockingham County!

Outcomes & Results

\$1,772,878

Raised

7,111

Donors

116

Organizations

Great Community Give Overview

- **greatcommunitygive.org** | April 20, 6:30AM - 8PM
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits serving Harrisonburg & Rockingham counties are eligible to participate
 - Able to accept ACH deposit transfers into a valid checking account

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
- 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

Who is GiveGab?

GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Hosts a secure, reliable and transparent platform for Great Community Give!
- Creates the ultimate donor experience
- Provides a dedicated platform support team



Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
 - Your banking information is reviewed with Stripe, and donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for GCG website

Transparent Donation Processing

Confirm Your Gift
Step 3 of 3

Orca Conservancy	Gift: \$25.00
<hr/>	
Email:	generousdonor@givegab.com
Fees:	\$2.02
What's with these fees?	
<input checked="" type="checkbox"/>	I'll cover the fees to save the organizations from having to pay them
Total:	\$27.02

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

In 2021, donors covered **89%** of fees during Great Community Give!

Transparent Pricing

Credit Card:

3% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5.5% + \$0.30

ACH:

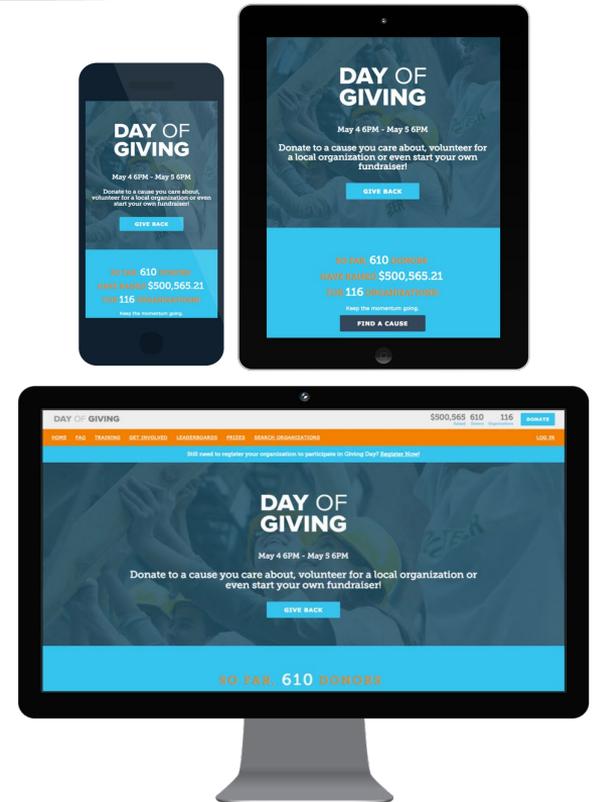
3% Platform Fee
+
\$3.00 flat bank fee
=
3% + \$3.00

***\$50 minimum*

Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- The entire GCG site is completely mobile responsive on every page - be sure to test your finished profile out on a phone!
- Donors can give on any internet enabled device

In 2021, **1071** transactions were made using Mobile Pay methods, totaling **\$105,568!**



Simple Donation Processing



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

Highlighting the Joy of Giving

Donate to more than one organization

Step 1 of 3

 **Double Dog Dare Rescue**

Choose an amount to give:

Name to Display (Optional):

- 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

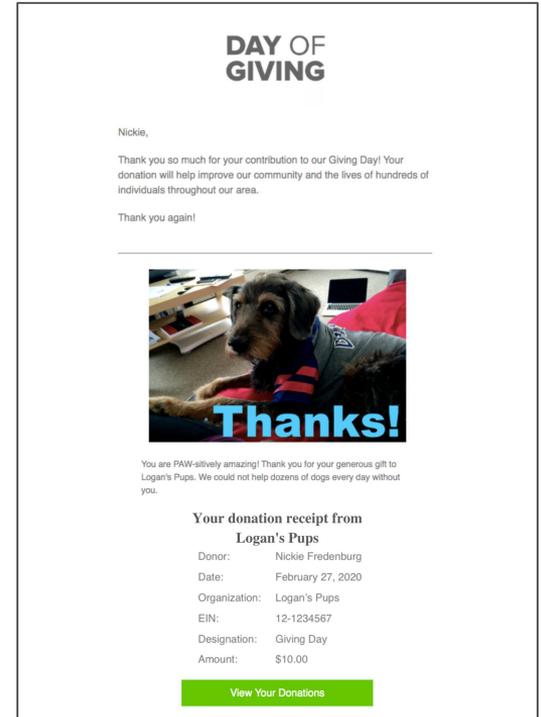
[Remove this donation](#)

Choose an amount to give:

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

Instant 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

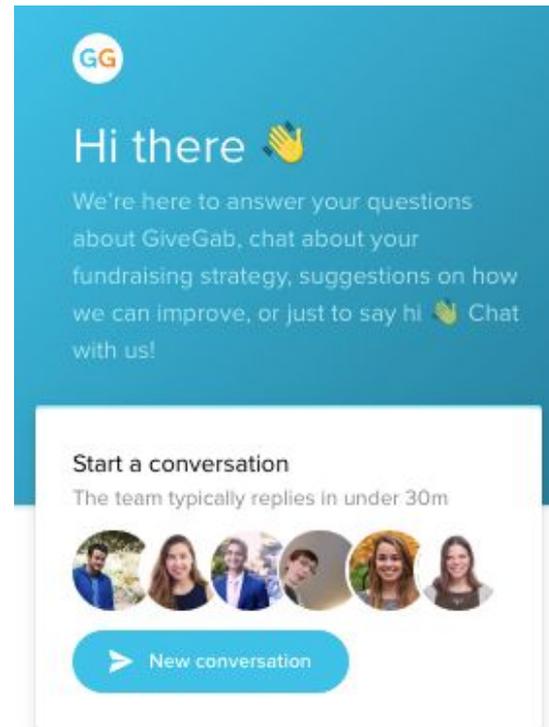


Giving Day Support & Resources

- 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!



What's New for 2022



New Profile Design

PAWNEE GIVES PRIZES LEADERBOARDS ▼ MENU 



[Facebook](#) [Twitter](#) [LinkedIn](#) [Share](#)

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](#)



Tiered Admin Access

Supporter Engagement

Email All

Add Member

Import Members

Connect Mailchimp

Export CSV

Add Search Filter

Select Tag

25

Results per page

These admins are only able to manage your organization's Giving Day campaigns. They are restricted from making changes to your organization's GiveGab profile and accessing donation reports.

Last Name ^	First Name v	Email v	Donations v	Fundraising v	Full Admin Access v	Edit Giving Day Profiles Only v	i
admin	loganspups	loganspupsadmin@givegab.com	\$0.00	\$0.00			
Cafaro	Bridget	bridget.cafaro@givegab.com	\$700.00	\$100.00			
Cundy	Kyle	kyle.cundy@givegab.com	\$100.00	\$0.00			
Doe	Jane	kathleen.thomas+1@givegab.com	\$0.00	\$0.00			
Fredenborg	Nickie	nickie.fredenborg@givegab.com	\$0.00	\$0.00			
Godert	Aaron	aaron+test7@givegab.com	\$100.00	\$0.00			
Godert	Aaron	aaron+wgbh@givegab.com	\$25.00	\$0.00			
Godert	Aaron	aaron@givegab.com	\$0.00	\$0.00			

Updated Training Suite

Giving Day Training Videos

[Creating the Perfect Profile](#)

[Telling Your Story](#)

[Goal Setting Strategies](#)

[Engage Your Board](#)

[Peer-to-Peer Fundraising](#)

[Social Media Strategies](#)

[Matches & Challenges](#)

[Stewarding Your Giving Day Donors](#)

Giving Day Training Videos

[Creating the Perfect Profile](#)

Learn how to complete all of the components of your profile to create an engaging experience for your supporters.



[WATCH VIDEO](#)

[DOWNLOAD SLIDES](#)

Looking for more information to help you craft your perfect profile? Check out the resources below!

[How to Log In to Edit Your Giving Day Profile](#)

[How to Copy Your Giving Day Profile From a Previous Giving Day](#)

[Giving Day Profile Cheat Sheet](#)

[Giving Day Profile Best Practices](#)

More Downloadable Graphics



Zoom Background 1

[Download](#)



Zoom Background 2

[Download](#)



Giving Day Gif

[Download](#)

New digital marketing materials, like Zoom backgrounds, GIFs and more!
Promote your participation in GCG throughout your virtual communications.

#GREATCOMMUNITYGIVE



 REGISTER YOUR NONPROFIT BY FEBRUARY 11TH!

Nonprofit Registration is Now
OPEN



Copy Your Profile!

- If you participated in GCG 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.

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.



Texoma Gives 2019 (2019)

Copy This Profile

Create a New Profile

Your Giving Day Dashboard



Add Your Organization's Info

Let people know who you are.



Add Your Story

Tell potential donors why they should contribute.



Get Verified to Collect Donations

Set up your banking information to receive secure online donations.



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.



Add Your Organization's Info

- Logo
- Website
- Causes

✓ 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

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

Add Your Story

✓ Add Your Story

Cover Photo



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

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

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 Uri

Vimeo links must be in the following format: <https://vimeo.com/123456>.

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

Keep in mind!

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

✓ 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 Levels

Pro Tip:

Using custom amounts in your donation levels helps your donors connect more closely with your organization's needs and impact.

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!

✓ 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

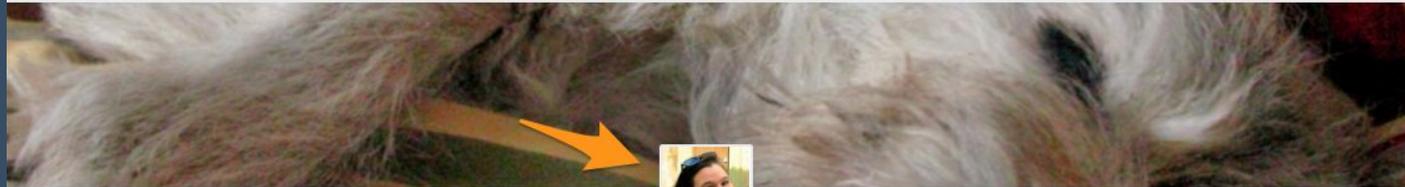
Invite Fundraisers

- 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 totals!
- Admins can easily create and manage pages on their behalf
- Invite fundraisers or allow open-signups through your profile page
- **Watch the Peer-to-Peer Fundraising Training!**

The screenshot shows a web interface for managing fundraisers. At the top, there is a search bar labeled "Search Fundraisers". Below it are four buttons: "Download CSV", "Add Fundraisers", "Upload fundraisers", and "Message All". A table header is visible with columns: "Fundraiser", "Donors", "Amount Raised", "Goal", "Email", "Phone", and "Actions". The table content shows "No fundraisers found." Below the table, there is a checkbox labeled "Allow New Fundraisers to Sign Up" which is checked. Underneath, there are two sections: "Set Fundraisers' Story" with a large text input area, and "Set Fundraisers' Goal" with a dropdown menu showing "\$" and a numeric input field with ".00". At the bottom, a note states: "Each fundraiser may customize his or her story and goal by logging into GiveGab."

Did you know?

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



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



Your Completed Dashboard

- ✓ 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

-  [Add An Administrator](#)
-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [View Registration Info](#)

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups>

[View Your Page](#)



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



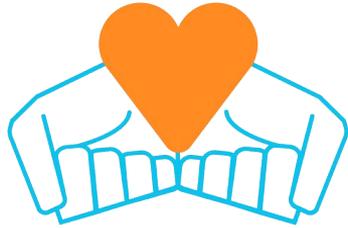
\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



What's Next?



Go Beyond Your Checklist with Matches!

- Use pledged donations to increase impact during Great Community Give
- Organizations with a match or challenge raise on average **4.5x more** than organizations without.
- *How can you implement a match this year?*

Pro Tip:

Watch GiveGab's **Matches & Challenges Training** available in the Nonprofit Toolkit for more info!

Time to launch

22

days

Donation Tools



Manage Sponsor Matching



Manage Donations



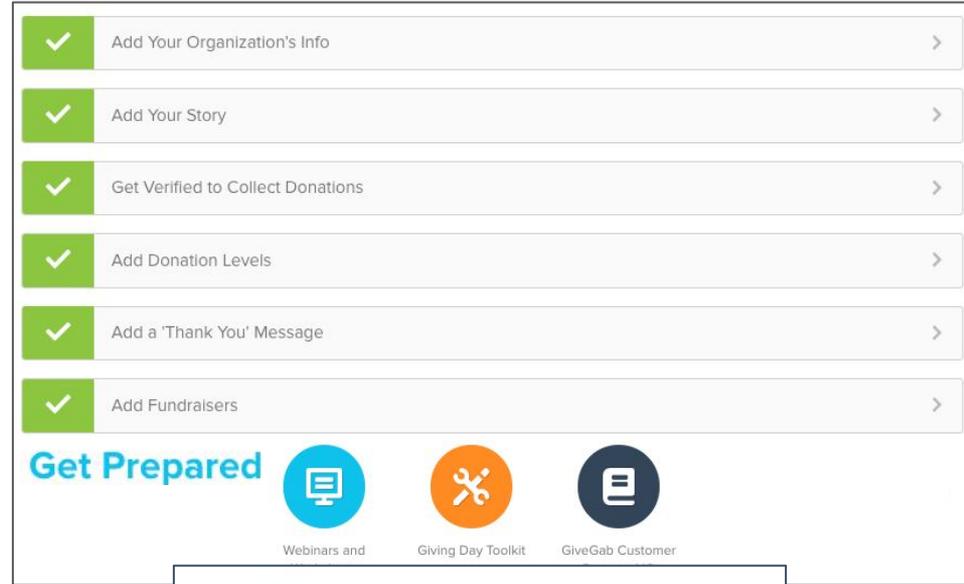
Embed a Donate Button



Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your GCG needs!

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



✓ Add Your Organization's Info >

✓ Add Your Story >

✓ Get Verified to Collect Donations >

✓ Add Donation Levels >

✓ Add a 'Thank You' Message >

✓ Add Fundraisers >

Get Prepared

Webinars and Giving Day Toolkit GiveGab Customer



Webinars and Workshops

Giving Day Toolkit

GiveGab Customer Success HQ

Your Next Steps

Take a breath!

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



Your Next Steps

- Follow GCG on Social Media!
 - Use #greatcommunitygive
- Watch your inbox for important emails
- Meet internally to discuss goals, P2P and Matching strategy
- Sign up for upcoming trainings
 - Final Steps to Success webinar is Monday, April 4th at 11AM!
 - Registration link is on the **Trainings** page
- Explore the Nonprofit Toolkit

GiveGab[®]

Questions?

#GREATCOMMUNITYGIVE



April 20th, 2022