



Creating a GREAT Profile

April 17, 2024





#GREATCOMMUNITYGIVE



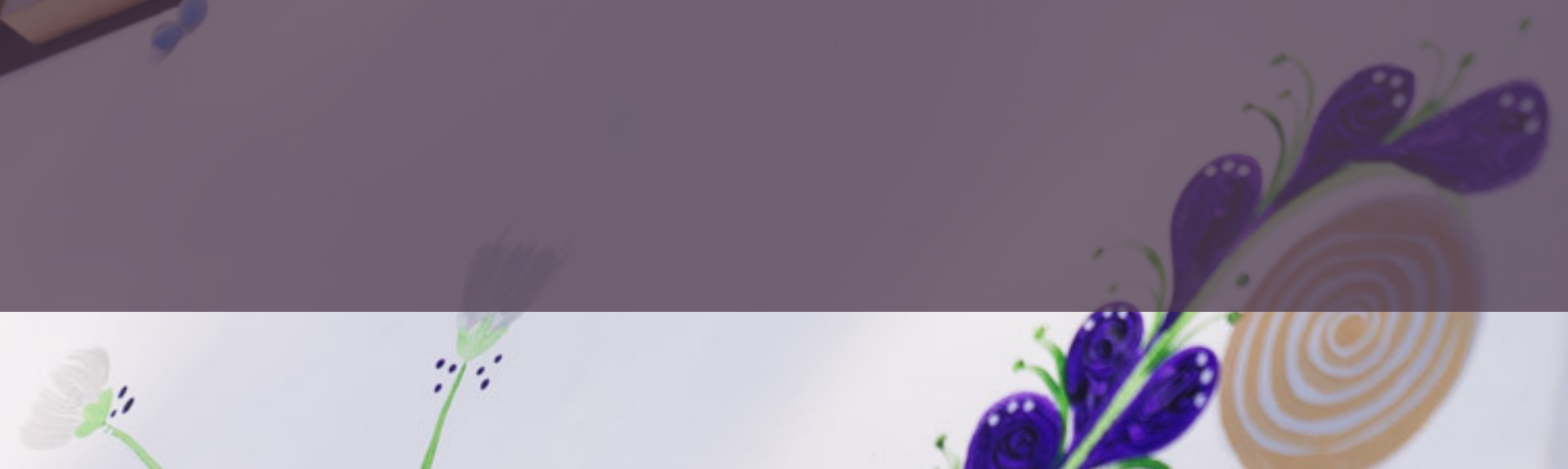
Introductions

Amanda Bomfim, Director of Marketing and Program Initiatives, The Community Foundation of Harrisonburg and Rockingham County





Deadline March 15!



Before You Start

GOAL SETTING

DO YOU HAVE VISUALS READY?

WHAT'S YOUR STORY?



Giving Day Dashboard



 Please provide documents as requested by Great Community Give.



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



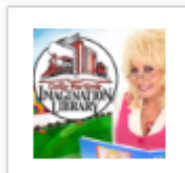
Add a 'Thank You' Message



Add Fundraisers

Both types of admin roles, 'Full Admin Access' and "Giving Day Profile Editor" can edit the profile for nonprofits. The main difference between each role is that those with FULL access can see data and financial information. Giving Day Profile Editors cannot.

Edits made to this page will not impact your Giving Day profile. Click [here](#) to learn how to navigate to your Giving Day dashboard.



Dolly Parton's Imagination Library of Harrisonburg and Rockingham County

- Home
- Giving Days
- Reports
- Manage Organization

Edit Information

- Add Administrator
- Bank Account & Verification
- Supporters
- Documents

General Info

Images

Logo



Select Image Remove

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

Add a Cover Photo



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 1500x500.

About

Organization Name

Dolly Parton's Imagination Library of Harrisonburg and Rockingham County

NOT THIS!

Tech Questions

GiveGab®



Examples

Nonprofit Pages

Clover Hill Recreational Association

Breaking Free

Shenandoah Valley Wrestling Club, Inc.



Golden Ticket: \$1000
Power Hour Most # of Donors: \$1500

Board Member Prize: \$2000
Power Hour Most \$ Raised: \$1500

Time	Sponsor	Prize	Winner(s)	Check Presentation
6am-7am	Janney Montgomery Scott	Golden Ticket	Blue and Gray Rescue Dogs	8:30am
7am-8am	WHSV-TV3	Sunrise Special Most # Donors	Small: Blue Ridge Free Clinic M/L: Cornerstone Christian School	9:30am
8am-9am	Larson Wealth Management	Golden Ticket	Family Life Resource Center	10:30am
9am-10am	Evermore Construction	Coffee Hour Most \$ Raised	Small: Our Community Place M/L: Boys & Girls club	11:30am
10am-11am	Kline May Realty	Golden Ticket		12:30pm
11am-12pm	Cargill	Brunch Time Prize Most # Donors	Small: M/L:	1:30pm
12pm-1pm	Domino's	Lunch Break Prize Most \$ Raised	Small: M/L:	2:30pm
1pm-2pm	Massanutten Resort	Matinee Prize Most # Donors	Small: M/L:	3:30pm
2pm-3pm	Dr. Charles & Mary Henderson	Golden Ticket		4:00-4:15pm
3pm-4pm	Valley Engineering	Tea Time Prize Most \$ Raised	Small: M/L:	5:30pm
6:30am-4pm	iHeart Media	Board Member Prize		6:30pm
4pm-5pm	Harman Construction	Golden Ticket		6:00pm
5pm-6pm	nTelos Wireless Foundation	Rush Hour Prize Most # Donors	Small: M/L:	7:30pm
6pm-7pm	InterChange Group	Golden Ticket		8:30pm
7pm-8pm	Graves Light Private Wealth Management	Finish Line Prize Most \$ Raised	Small: M/L:	April 22 at 9am

Example Profile Setup





The best profiles have...

- WEBSITE
- LOGO ★
- CAUSES ★
- COVER PHOTO ★
- GOAL ★
- STORY ★

- PICTURES
- KEYWORDS
- VERIFIED ★
- DONATION LEVELS
- THANK YOU MESSAGE
- DISCLAIMER ★

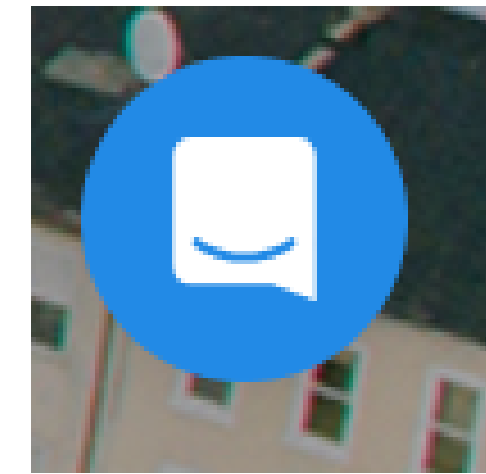
STARS = MUST HAVE

*PEER TO PEER FUNDRAISERS (IF YOU CAN!)

Be more intentional with Donation Levels

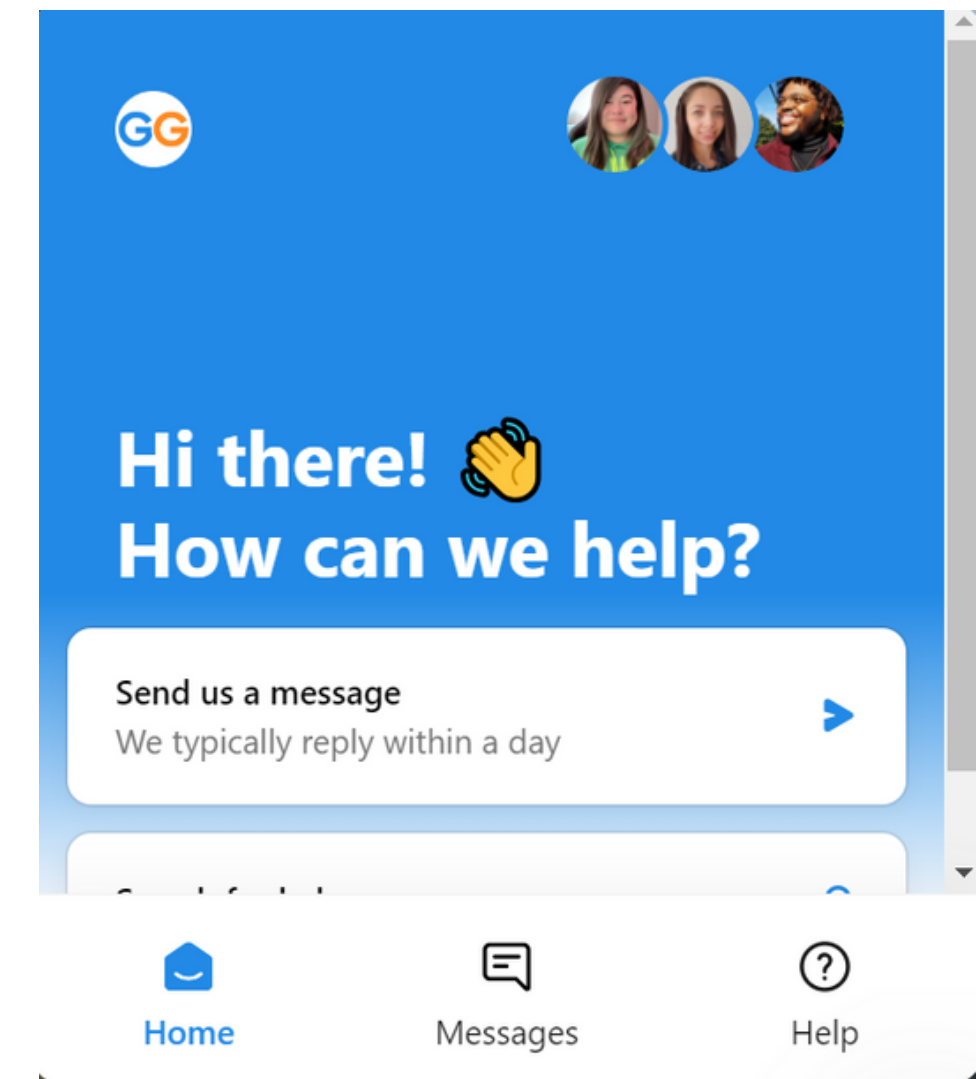


Add Donation Levels



GiveGab Support

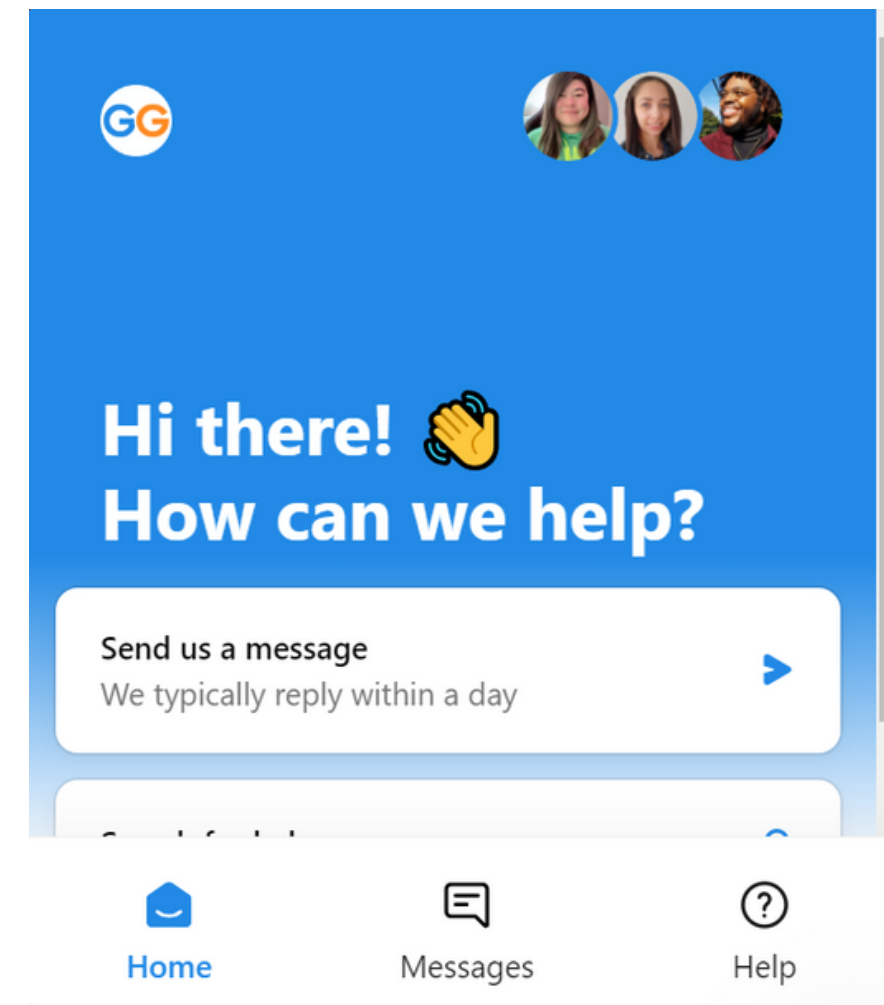
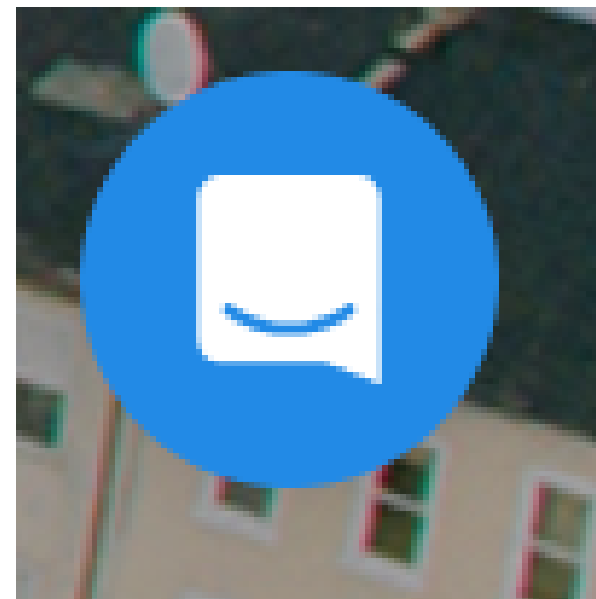
- Algorithm determining urgency and response time
- All Qs in the queue if you write in and they will get back to you in 1-2 days



GiveGab®



As we approach the day, GCG nonprofits have priority in the queue and on the day of, donors have top priority.



Upcoming Trainings



Peer to Peer Fundraisers: Nonprofit
Brainstorming Session - Facilitated by
Amanda Bomfim (not recorded)

February 29 | 11AM-12PM

[REGISTER](#)

Storytelling & Virtual Engagement

March 5 | 11AM-12PM



Office Hours

Starts next Monday, March 4!

Every Monday, 10am - 12pm until
April 15





Reminder!

**Deadline
March 15**

I will email you!



THANK YOU to our sponsors!

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WHSV3
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Graves Light Lenhart
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video marketing

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www.greatcommunitygive.org



Great Community Give
April 17, 2024

Questions?



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www.greatcommunitygive.org



Photos provided by