#CUNYTuesday 2024

Partner Site Admin Webinar

October 3, 2024

Agenda

- Key dates
- Friendly Reminders
- New Features
- Your Partner Dashboard
- Branding
- Matches & Challenges
- Peer-to-peer (P2P) Fundraisers
- Reporting
- Questions

Key Dates

Donations Open ***November 11, 2024*** *12AM*

#CUNYTuesday ***December 3, 2024*** *12AM*

Donations Close ***December 31, 2024*** *11:59PM*

Friendly Reminders

- Monitor your email inboxes for any needed banking information
  - Sometimes it's as simple as confirming contact information!
- Comes from <support@givegab.com>

*Questions? --> blue chat bubble **or** reply to the email*

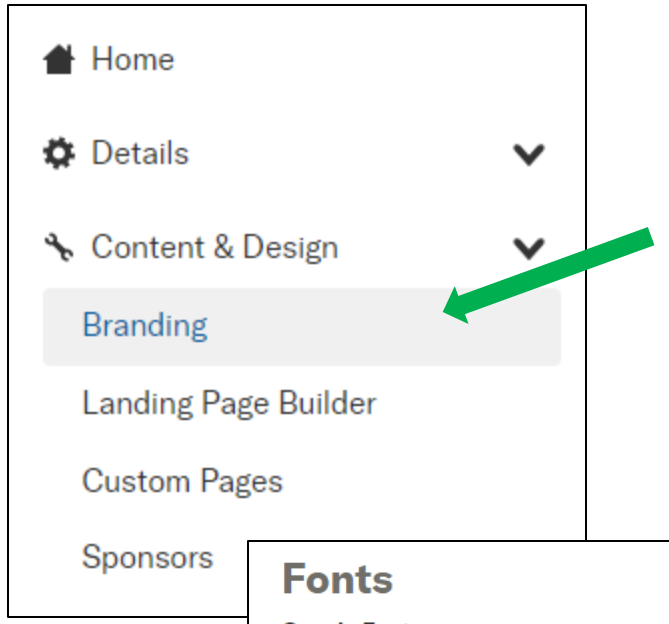
Friendly Reminders

- Offline gift uploads
  - Spreadsheets with instructions coming late November
- Processing fees
  - 2.5% + $0.30 per transaction
  - You can choose if donors can cover these fees, and opt-in or opt-out – *more details shortly!*
- Payment method options
  - Credit card, mobile pay (Apple Pay, Google Pay, Microsoft Pay)
  - *More details shortly!*
- Refunds
  - Not allowed except for extenuating circumstances; full policy & refund request form attached
- Chat bubble support
  - 8AM-6PM ET, Monday – Friday
  - ***8AM-8PM ET during #CUNYTuesday***
  - Available to partner site admins, college profile admins, P2P fundraisers, and donors

What's New

- Stripe (payment processor) error message
    - Users will see an error message with details about the error while in the donation form
- “Old” partner dashboard has been fully retired
- Option to have Google Translate in the footer (ADD TO ALL SITES?)

Branding: Colors & Fonts



Branding

Colors

Lead Color #1F5CFF

Supporting Color #1d3a83

Backdrop Color #0C1634

Save

Fonts

Google Fonts

You may select custom fonts for your site from Google Fonts. The Body Font and Heading Font fields are both optional.

This is an example of a Google Font URL that you could enter here:
https://fonts.googleapis.com/css2?family=Roboto&display=swap

Body Font

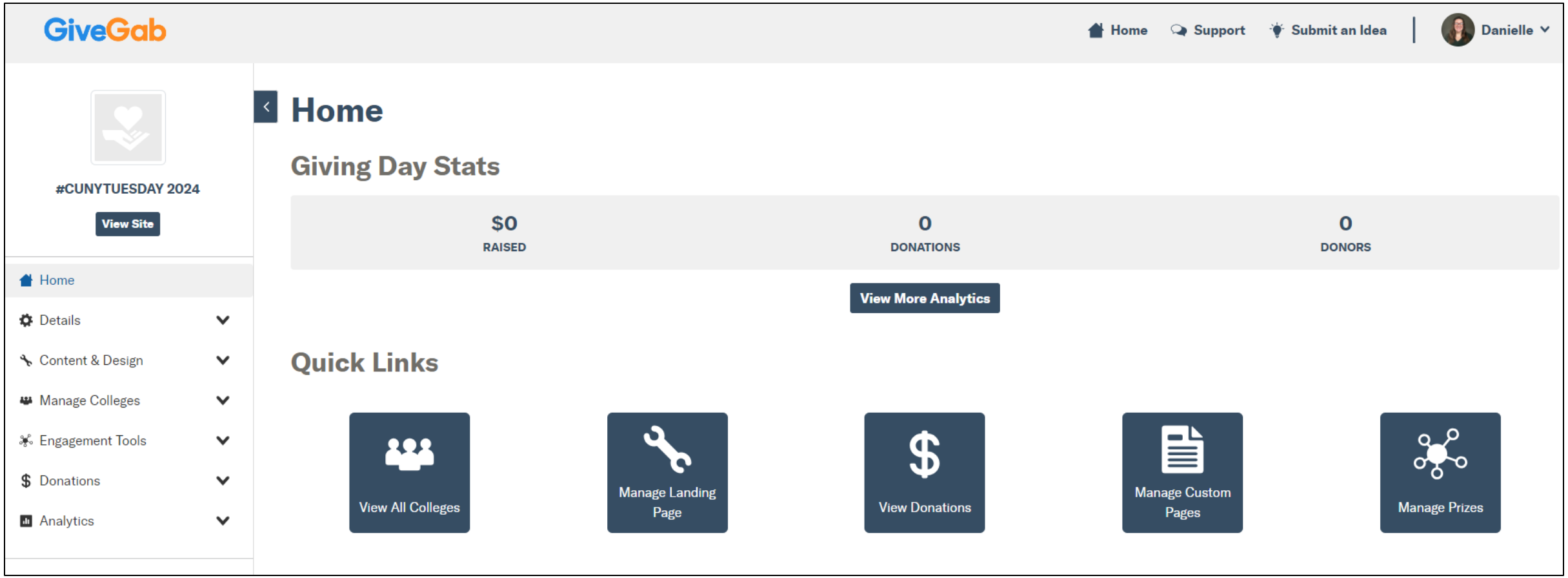
Heading Font

Save

What's New: Process Changes with New Access

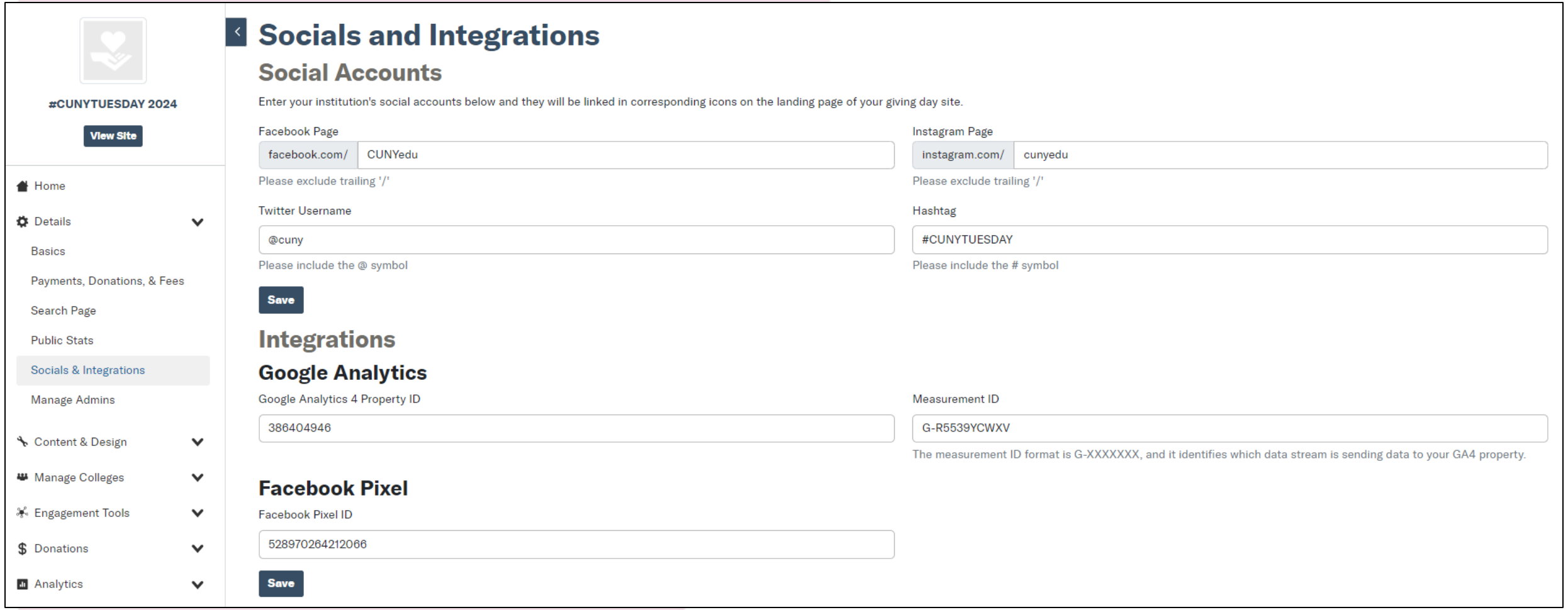
- Leaderboard selections/exclusions
- Donation survey
- Donation settings
- Site workers/phase changes

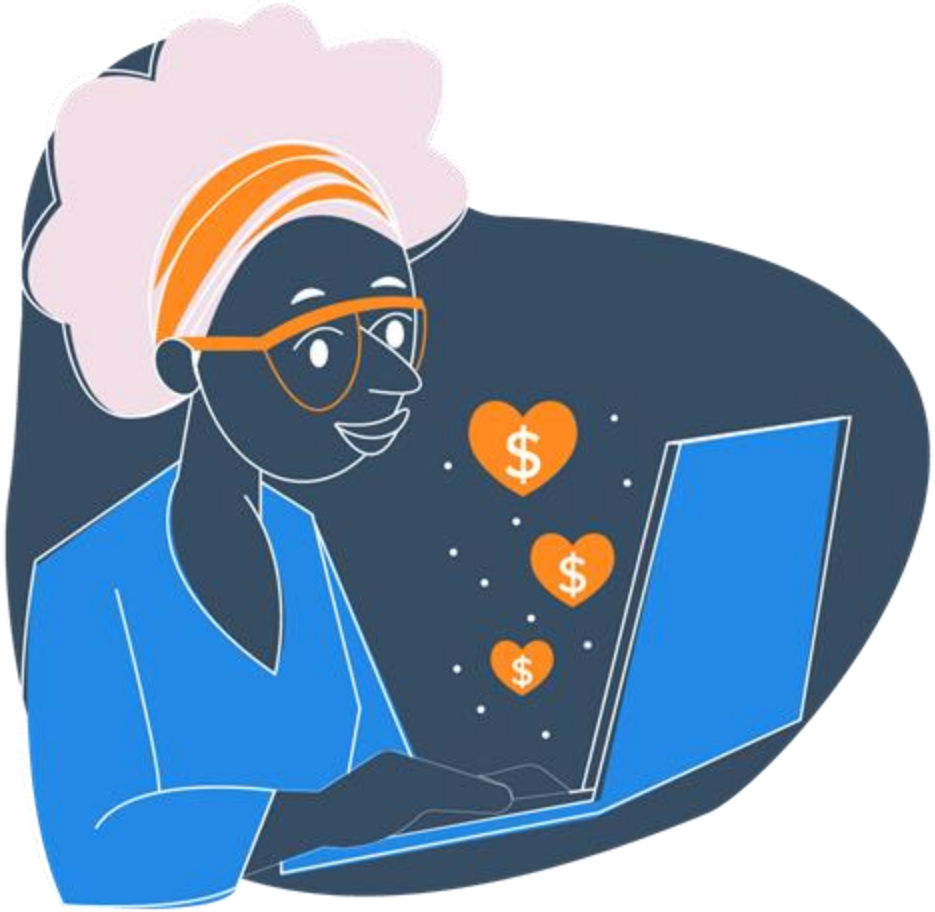
Your Partner Dashboard



Landing Page Builder

Socials and Integrations





Matches & Challenges

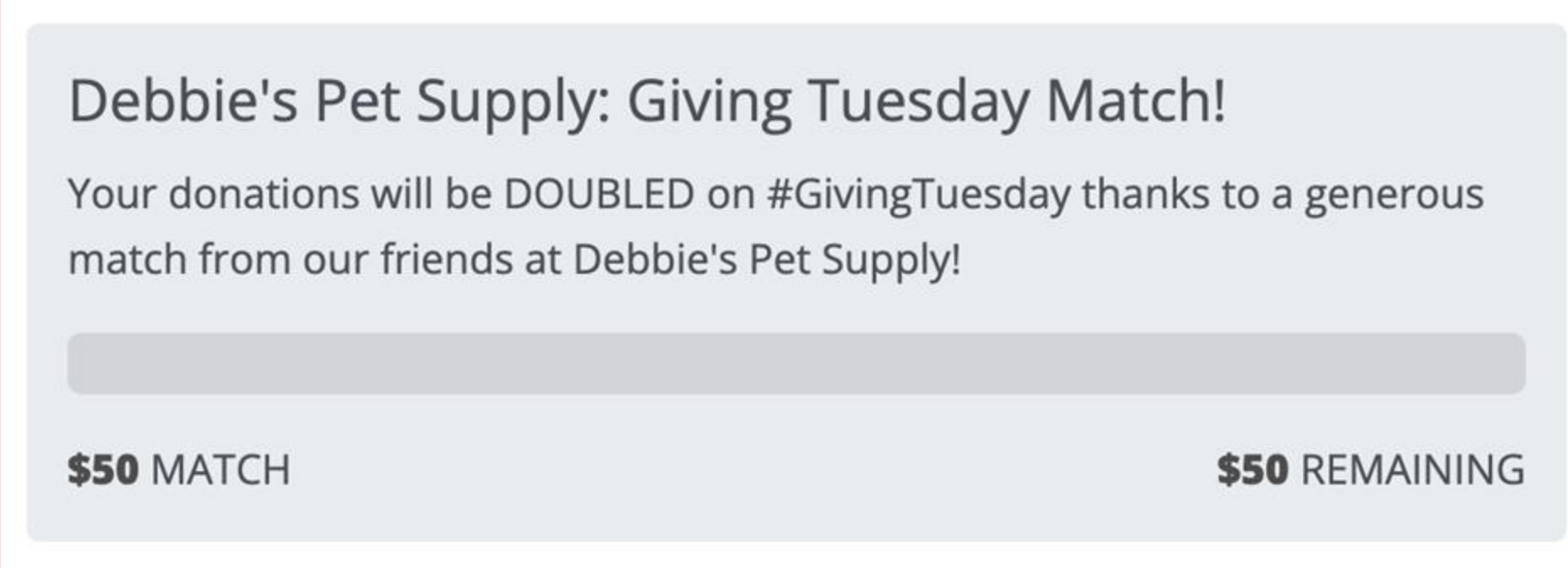
The Basics

What is a matching gift?

- An additional donation pledged for each donation that is made to your #CUNYTuesday campaign
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities

Matches

Matches allow donations to be amplified on a 1:1, 2:1, or 3:1 ratio



Challenges

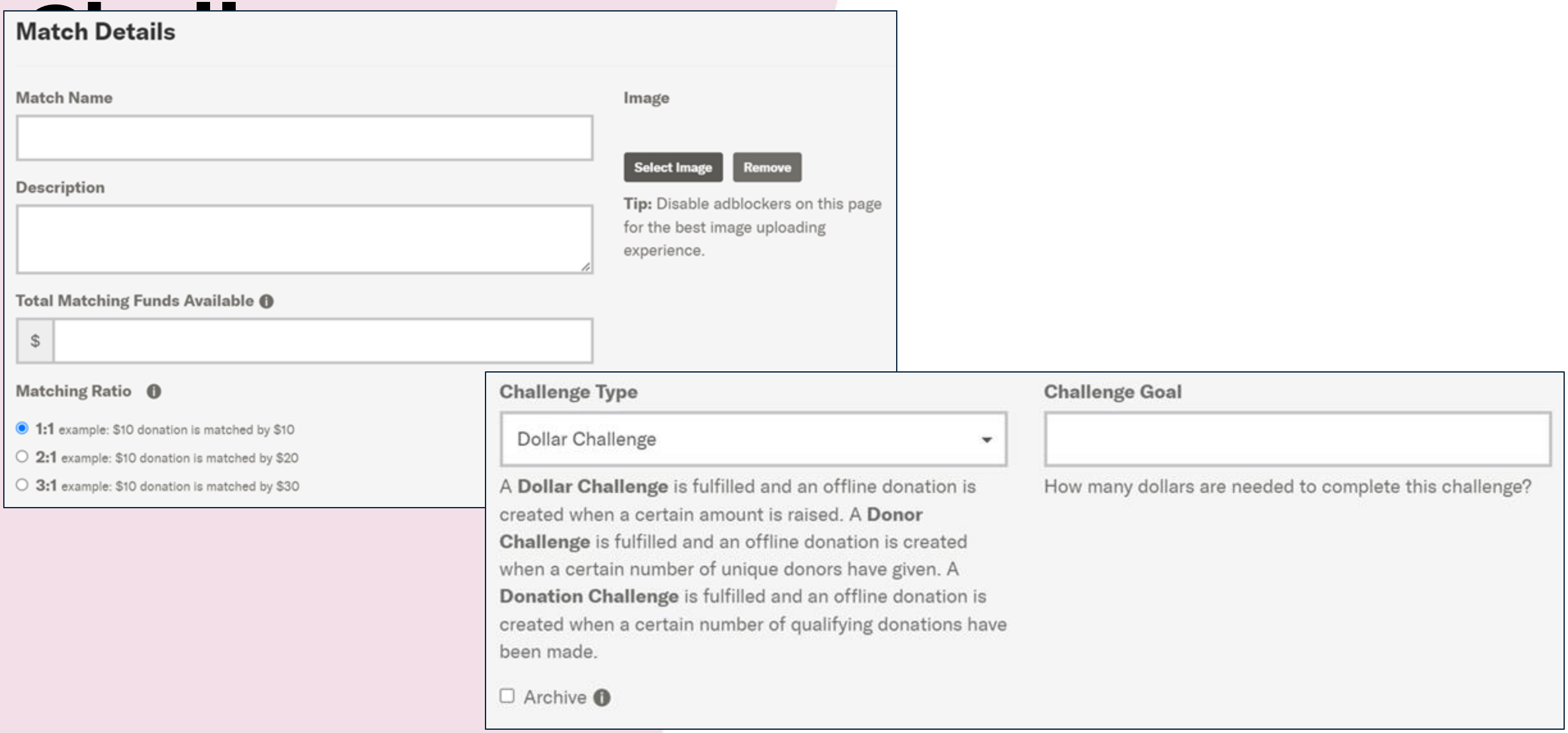
Challenges allow funds to be added to the profile total once a goal is reached

Goal can be a **Donor Count, Donations Count, or Dollar Amount**

Benefits of Matches & Challenges

- Incentivizes donors as their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Those with matching funds raise on average **4.5 x more** than those without a match

Feature a Match and/or



Peer-to-Peer (P2P) Fundraisers

What is P2P, and why is it so effective?

Peer-to-Peer Fundraising allows passionate supporters to create and host their own fundraising page right within a #CUNYTuesday campaign

These totals roll up your totals!

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your college

Set Your Fundraisers Up For Success

Start Early

- Educate your fundraisers
- Understand their capacity for this ask

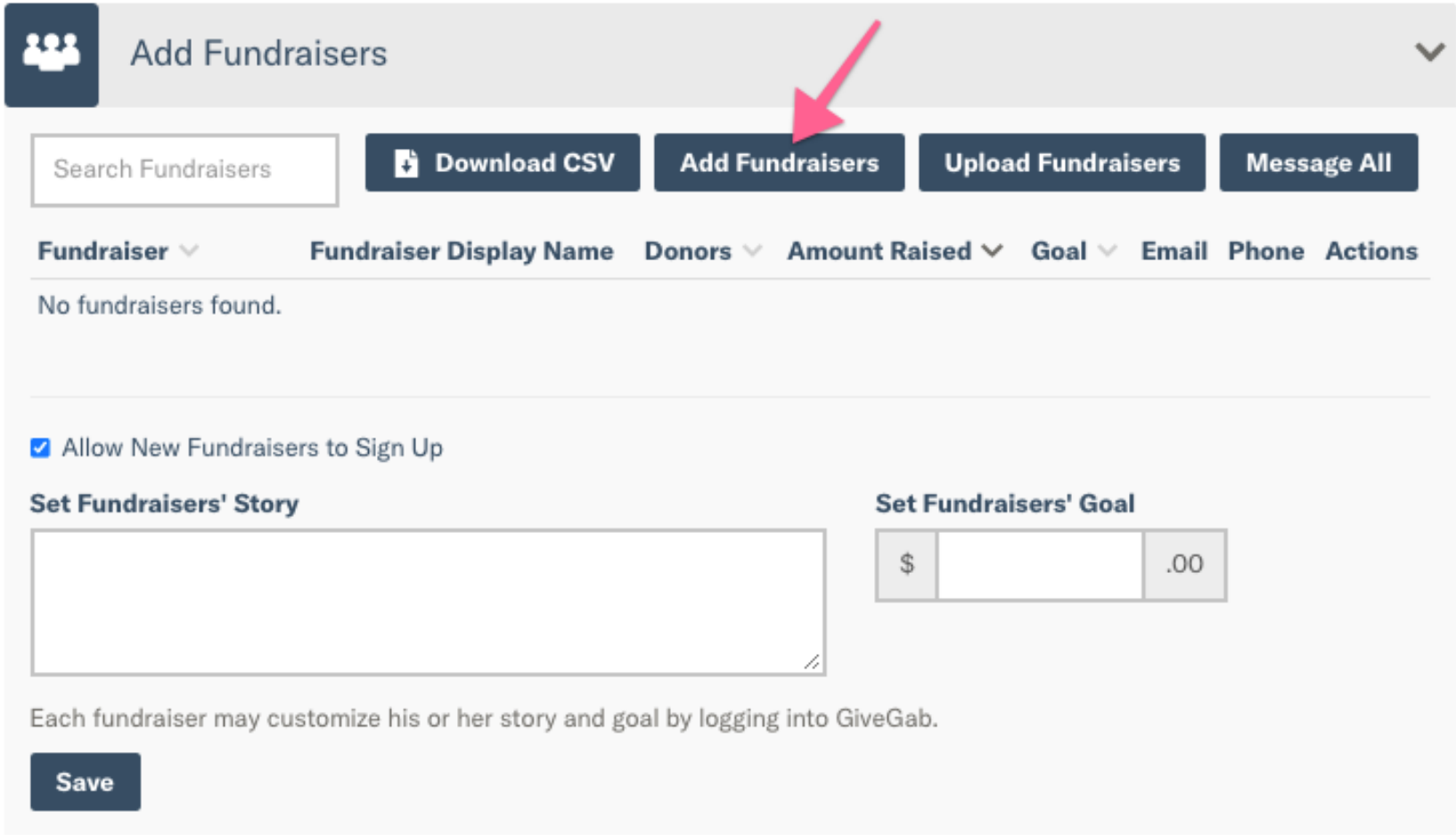
Be Clear

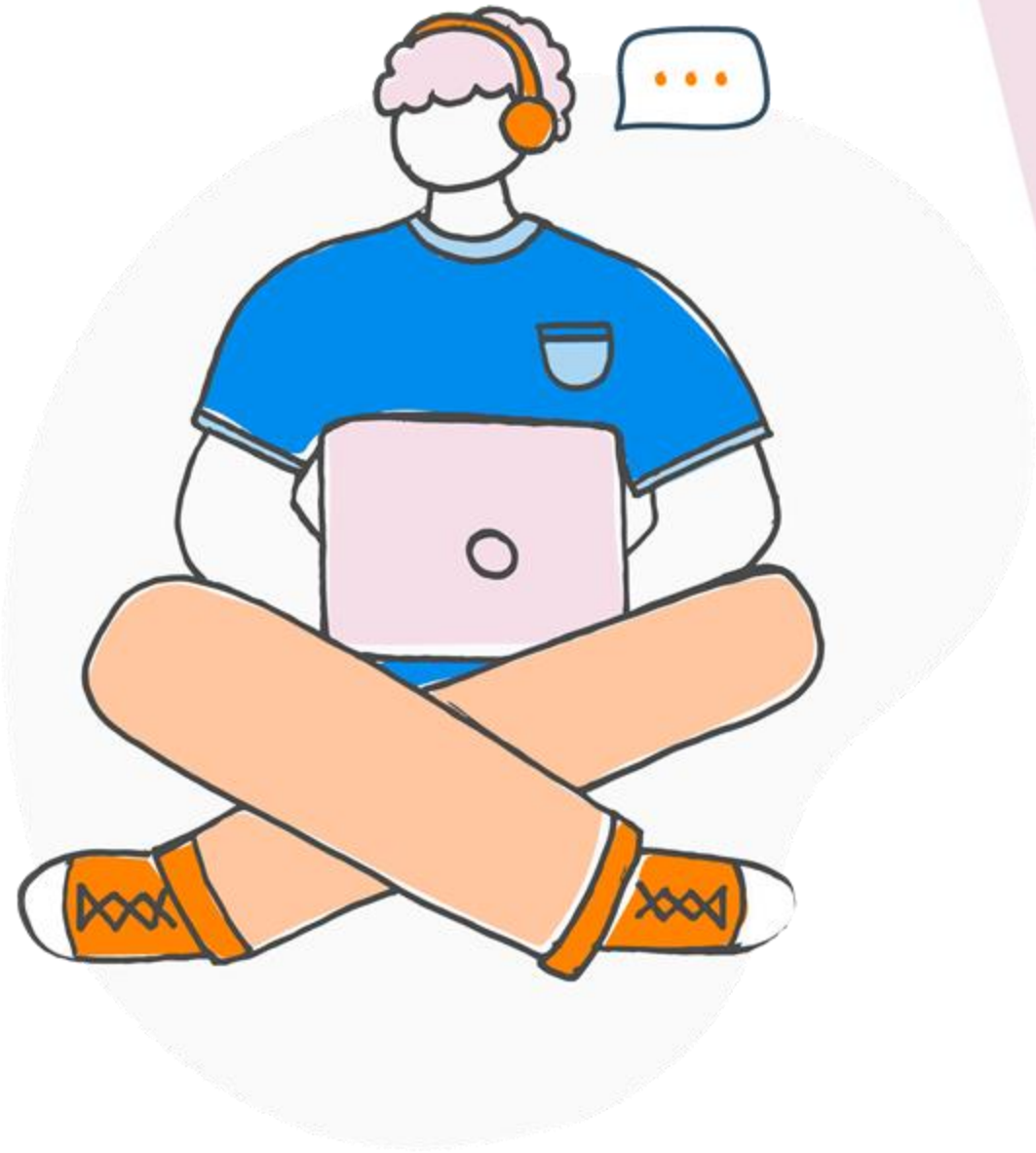
- Be transparent with your goals
- Set expectations for your fundraisers

Make It Easy

- Provide the content they need
- Take time to check-in

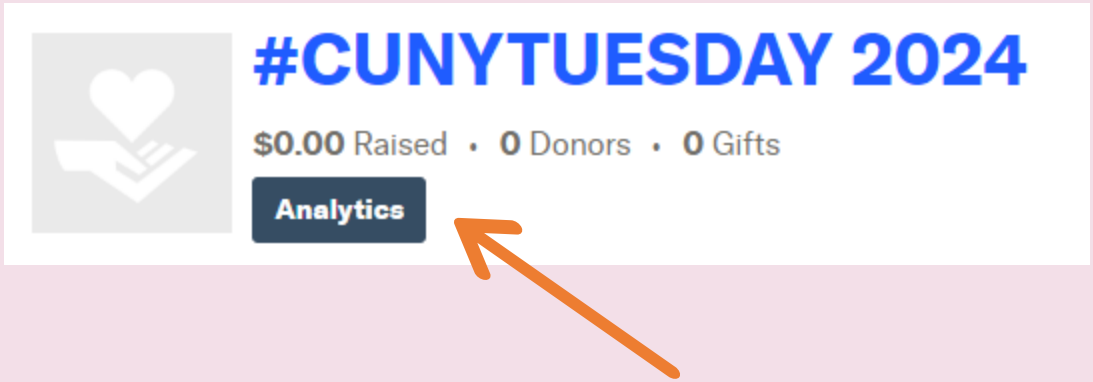
Add Your P2P Fundraisers at the Profile Level



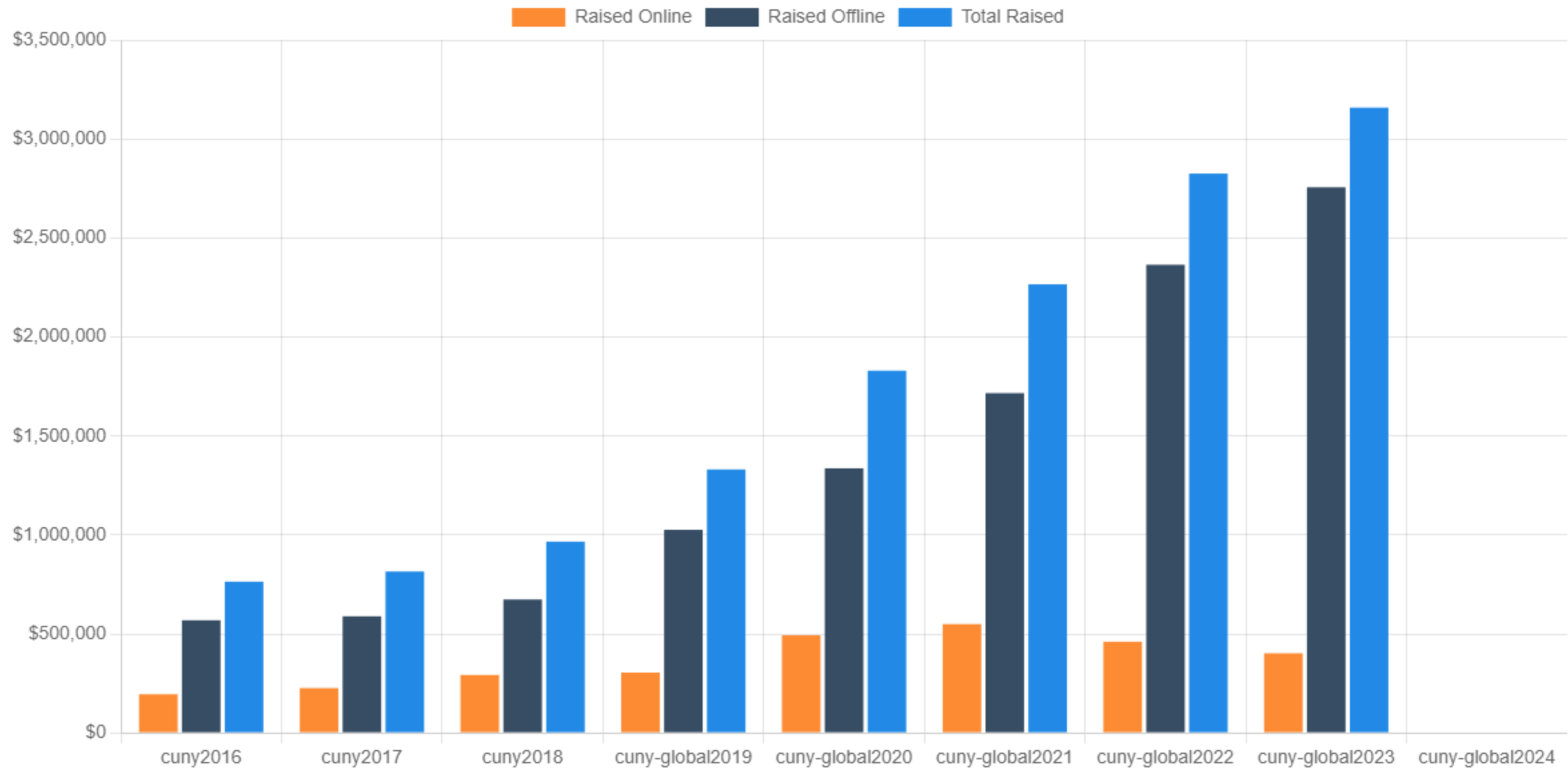


Analytics & Reporting

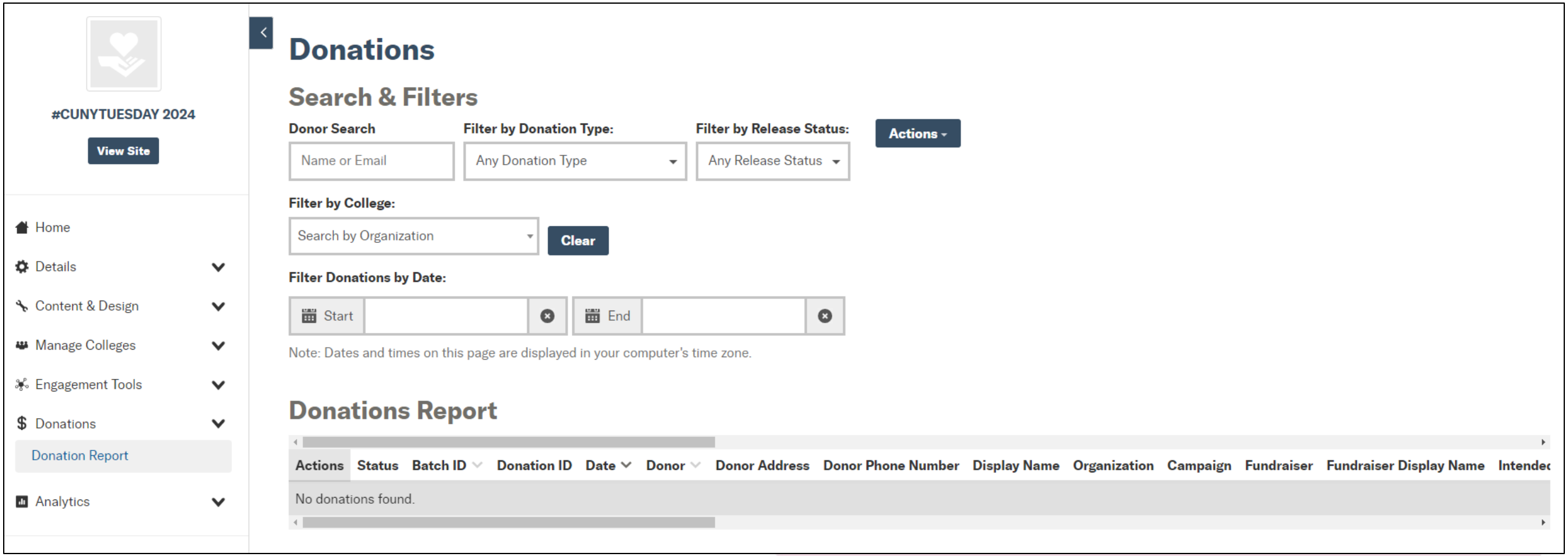
Analytics



Dollars Raised



Your Donation Report

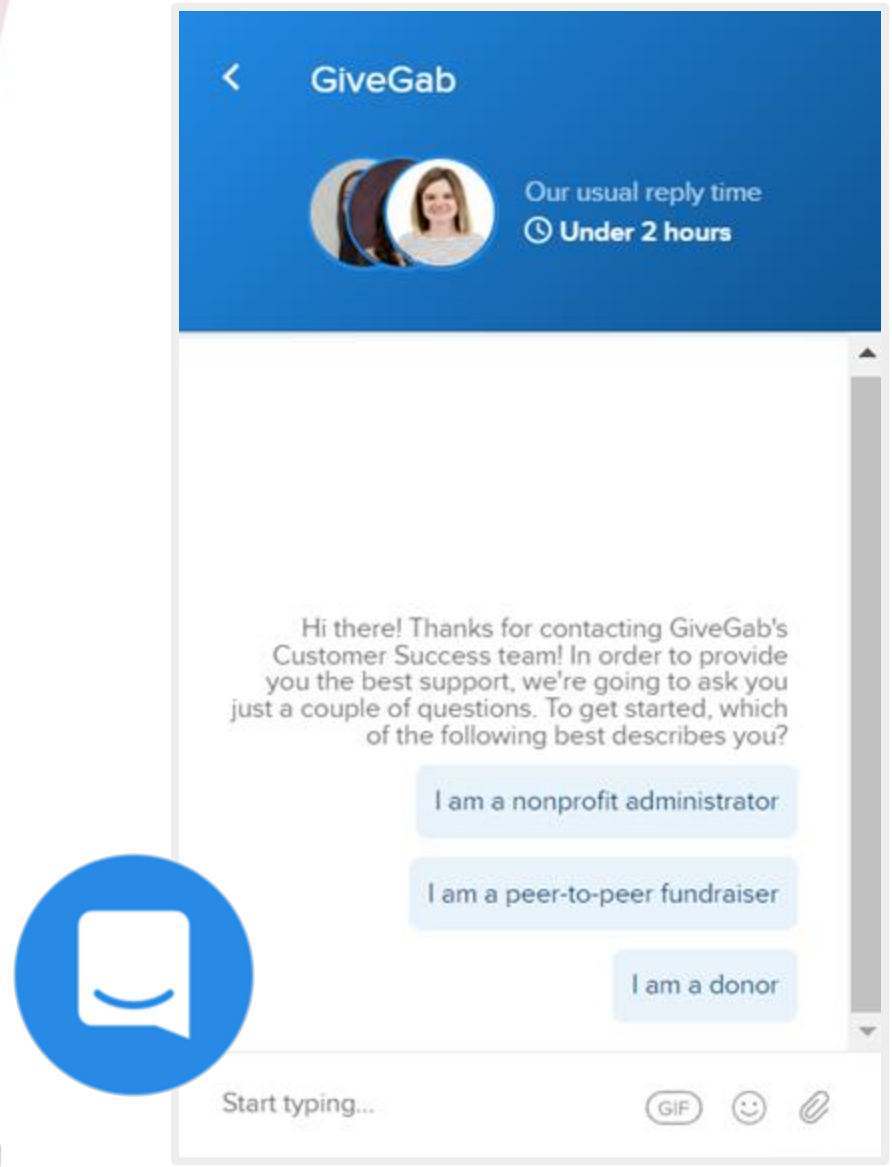


Support & Resources

Visit our **Help Center**

Check out **Our Blog**

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions

Additional Resources

Branding: Colors

The design template uses a 3 color palette structure that includes a lead color, a support color and a backdrop color. You can choose what color is used in each 3 places, but for accessibility purposes, we need to make sure they work well together. Below is a partial list of where each color is used throughout the site. Keep in mind when you change one of the three colors, it affects all the areas of the site that use that color.

Lead Color

Header menu buttons and dropdown
CTA button background
Social media icons
Footer Giving Day name and Bonterra text
Landing page Search section background
Recent Gifts section links and CTA
Prizes section background
Search page buttons
Profile page background
Profile page donation levels
Success Outcomes & Results stats
Success Thank You section background
Custom pages headings

Supporting Color

Landing page About section heading
Landing page Search heading and button
Profile page stats section background
Profile page donation levels
Recent Gifts section heading
Internal page heading colors
Giving landing page stats text
Success Outcomes & Results text

Backdrop Color

Header search bar
Footer background
Fundraisers page header

Motivating Matches

Dollar vs Donor vs Gift Challenges

- Dollar based Challenges unlock funds once a dollars raised milestone is met
- Donor based Challenges unlock the pledged funds once a donor milestone is met
- Gift (or Donation) based Challenges unlock funds once a donations received milestone is met

Excite your supporters!

Motivate your donors and supporters to reach the challenge goal so that their support can go even further.

New Donor Match

- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day

Fresh Faces Match!

Have you been waiting for the perfect opportunity to make your first donation to Logan's Pups? Now's your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie's Pet Supply!

Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

Morning Match!

All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie's Pet Supply!

Social Engagement Match

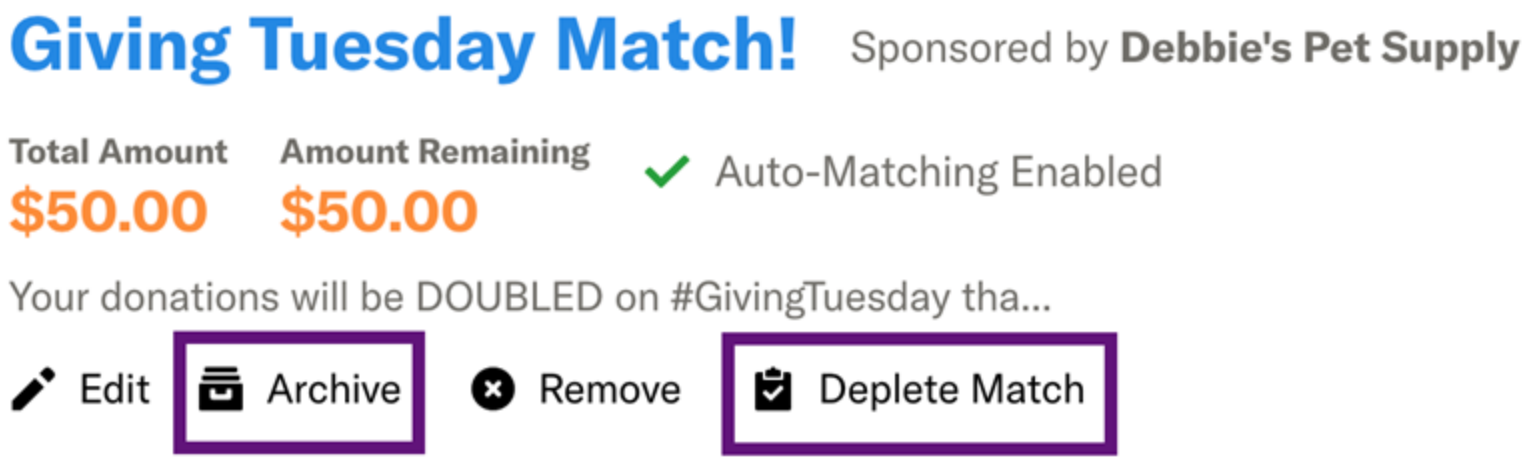
- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

Social Superstars Match!

For every like this post receives, our generous board of trustees will donate $1 up to $1,000! Like and share today only and help us make a difference!

Important Tips: Matches & Challenges

- A Match or Challenge will remain active for the entire length of the set date and time parameters
- If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match”
- If you no longer wish to display your match or challenge, select “Archive”



Helpful Support Articles *(must be logged in to view)*

- How to edit a section using the landing page builder
- Site specifications
- What happens if a payout fails to a participating organization's account?
- Refund policy (includes refund request form)

Sites Featuring Support Areas

- Stillman College – Athletics (scroll to Fundraising Campaigns > See More)
- Indiana Tech – Student Groups
- Glenville State – Alumni and Other Areas
    - P2P Fundraiser for a support area