

# **#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](mailto: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

Home

Details

Content & Design

Branding

Landing Page Builder

Custom Pages

Sponsors

## Branding

### Colors

Lead Color

Supporting Color

Backdrop Color

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

Home Support Submit an Idea |  Danielle ▼



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[View Site](#)

[Home](#)

- [Details](#) ▼
- [Content & Design](#) ▼
- [Manage Colleges](#) ▼
- [Engagement Tools](#) ▼
- [Donations](#) ▼
- [Analytics](#) ▼


## Home

### Giving Day Stats


\$0 RAISED	0 DONATIONS	0 DONORS
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[View More Analytics](#)


### Quick Links




View All Colleges




Manage Landing Page



View Donations



Manage Custom Pages



Manage Prizes


# Landing Page Builder

## Landing Page Sections

Select Phase to Manage:

Add Section


Preview Page

Hero 

Actions 


About 

Actions 

Sponsors 

Actions 


Manage Sponsors 

Sponsorship Banner 

Actions 



# Socials and Integrations



#CUNYTUESDAY 2024

[View Site](#)

- Home
- Details ▼
  - Basics
  - Payments, Donations, & Fees
  - Search Page
  - Public Stats
  - Socials & Integrations**
  - Manage Admins
- Content & Design ▼
- Manage Colleges ▼
- Engagement Tools ▼
- Donations ▼
- Analytics ▼

## Socials and Integrations

### Social Accounts

Enter your institution's social accounts below and they will be linked in corresponding icons on the landing page of your giving day site.

Facebook Page	<input type="text" value="facebook.com/ CUNYedu"/>	Instagram Page	<input type="text" value="instagram.com/ cunyedu"/>
<small>Please exclude trailing '/'</small>		<small>Please exclude trailing '/'</small>	
Twitter Username	<input type="text" value="@cuny"/>	Hashtag	<input type="text" value="#CUNYTUESDAY"/>
<small>Please include the @ symbol</small>		<small>Please include the # symbol</small>	
<p><a href="#">Save</a></p>			

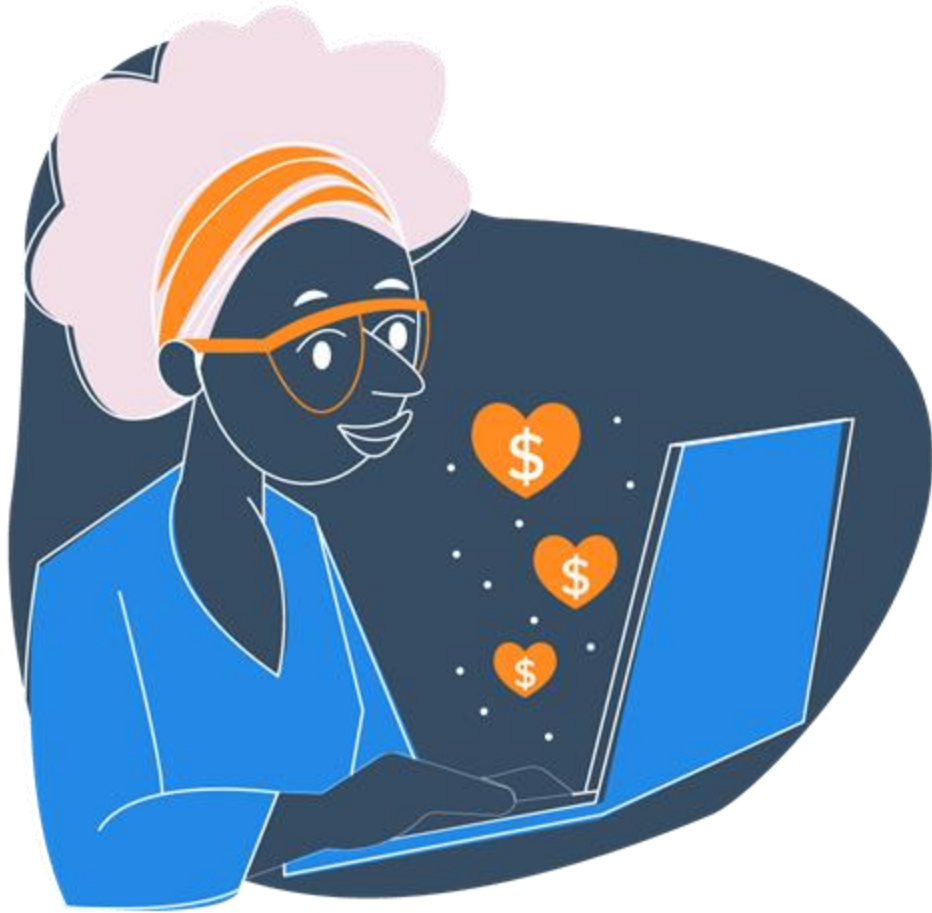
### Integrations

#### Google Analytics

Google Analytics 4 Property ID	<input type="text" value="386404946"/>	Measurement ID	<input type="text" value="G-R5539YCWXV"/>
<small>The measurement ID format is G-XXXXXXX, and it identifies which data stream is sending data to your GA4 property.</small>			

#### Facebook Pixel

Facebook Pixel ID	<input type="text" value="528970264212066"/>
<p><a href="#">Save</a></p>	



# 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

## Debbie's Pet Supply: Giving Tuesday Match!

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

**\$50** MATCH

**\$50** REMAINING

# 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**

## Wag: Happy Pups Challenge

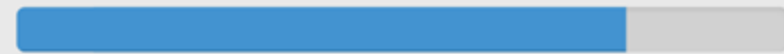
Help us unlock an extra \$5,000 to Logan's Pups with your donation!



**115** more donors unlocks **\$5,000!**

## Lizzy's Pet Supply: Let's boost Logan's Pups!

When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!



**\$21,298.13** more unlocks **\$10,000!**

# 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

## Match Details

Match Name

Description

Total Matching Funds Available ⓘ

Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

Image

Select Image

Remove

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

Challenge Type

Dollar Challenge ▼

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. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

Archive ⓘ

Challenge Goal

How many dollars are needed to complete this challenge?

# 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

 Add Fundraisers ▼

 Download CSV   

**Fundraiser** ▼ **Fundraiser Display Name** **Donors** ▼ **Amount Raised** ▼ **Goal** ▼ **Email** **Phone** **Actions**

No fundraisers found.


Allow New Fundraisers to Sign Up

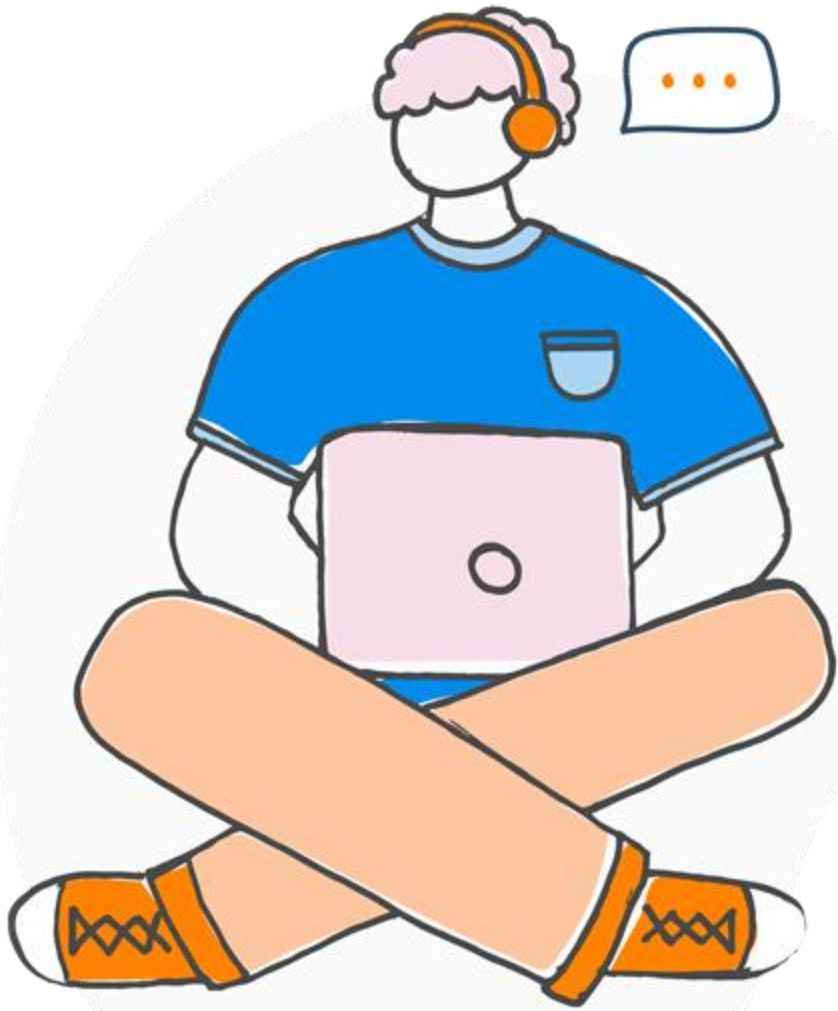
**Set Fundraisers' Story**

**Set Fundraisers' Goal**

\$  .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.





# Analytics & Reporting

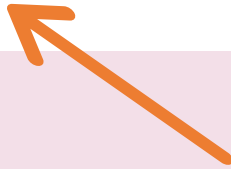
# Analytics



**#CUNYTUESDAY 2024**

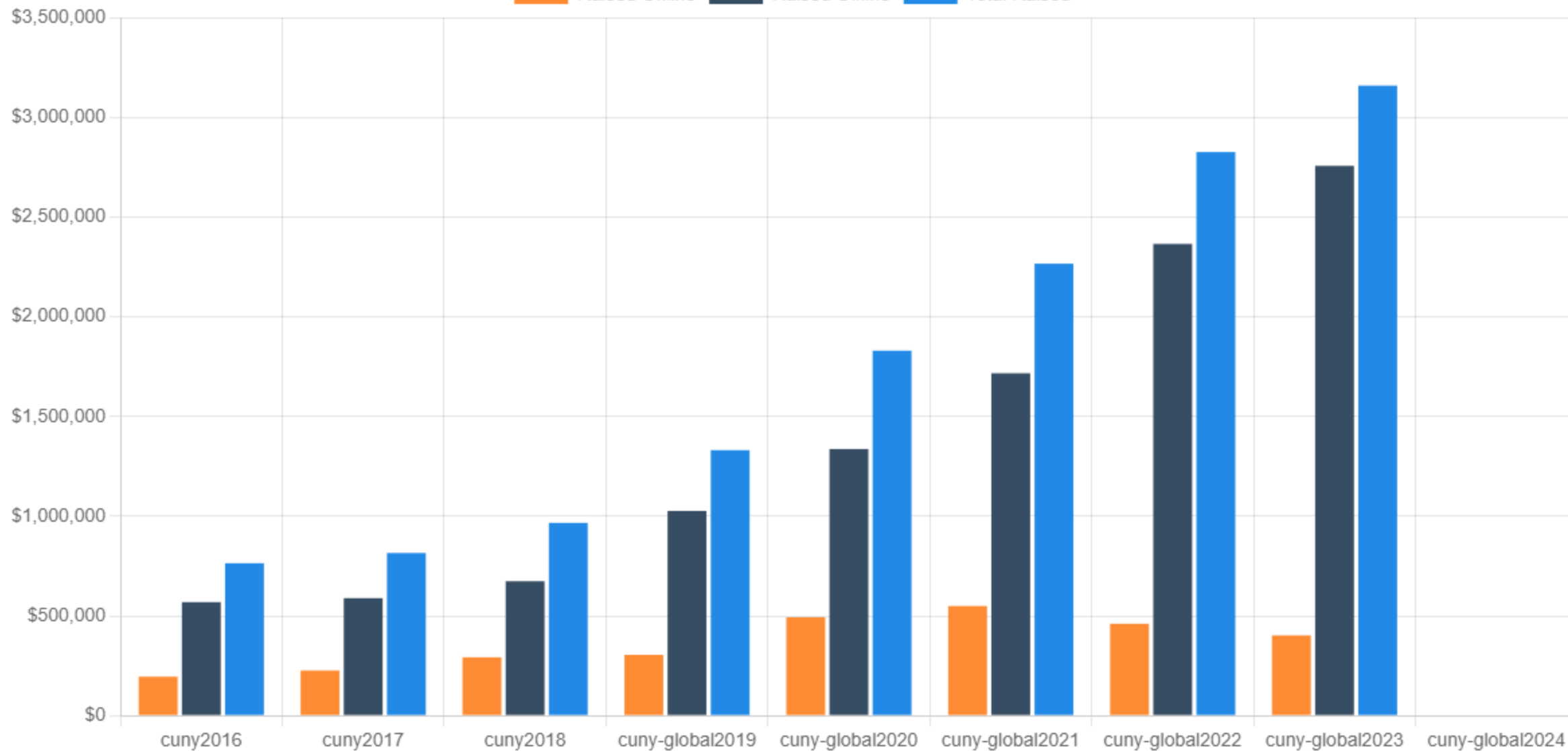
\$0.00 Raised • 0 Donors • 0 Gifts

**Analytics**



# Dollars Raised ⓘ

Raised Online Raised Offline Total Raised





# Your Donation Report



#CUNYTUESDAY 2024

[View Site](#)

- Home
- Details
- Content & Design
- Manage Colleges
- Engagement Tools
- Donations
- Donation Report**
- Analytics



## Donations

### Search & Filters

Donor Search

Filter by Donation Type:

Filter by Release Status:

[Actions](#)

Filter by College:

[Clear](#)

Filter Donations by Date:



Note: Dates and times on this page are displayed in your computer's time zone.

### Donations Report

Actions	Status	Batch ID	Donation ID	Date	Donor	Donor Address	Donor Phone Number	Display Name	Organization	Campaign	Fundraiser	Fundraiser Display Name	Intender
No donations found.													

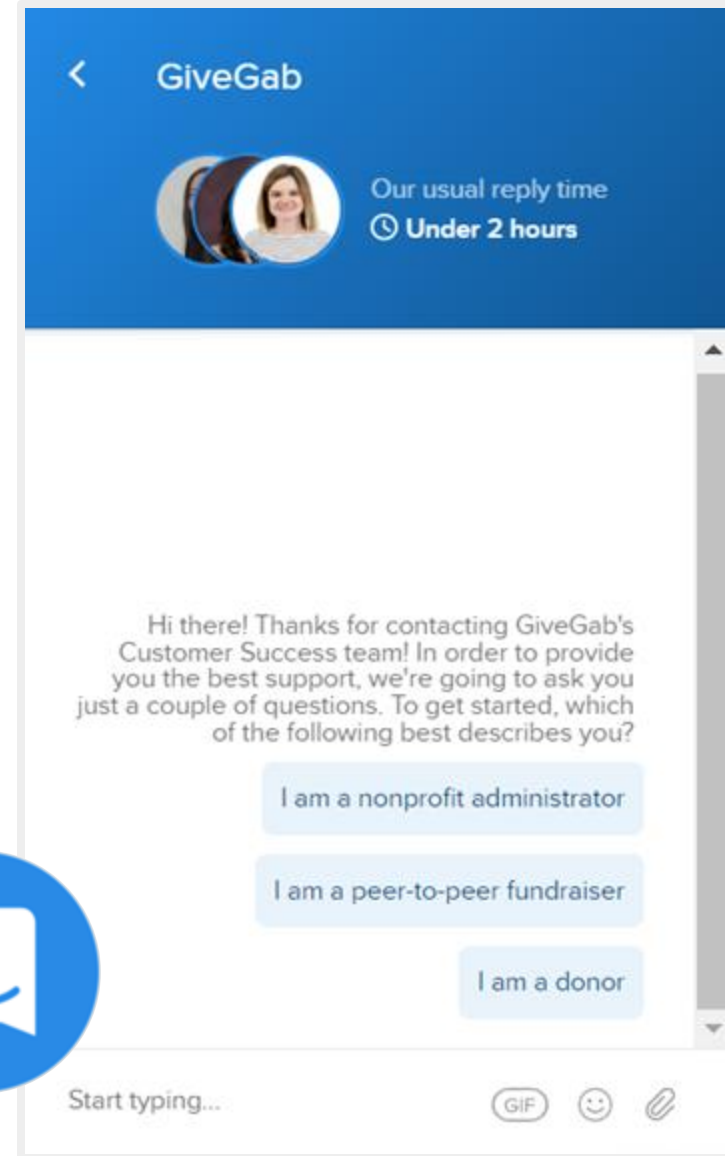
# Support & Resources

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”

## Giving Tuesday Match! Sponsored by Debbie's Pet Supply

Total Amount **\$50.00**    Amount Remaining **\$50.00**     Auto-Matching Enabled

Your donations will be DOUBLED on #GivingTuesday tha...



Edit



Archive



Remove



Deplete Match

# 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](#)