

#CUNYTuesday 2024

Profile Admin Webinar

September 26, 2024

Agenda



- Key dates
- Your admin dashboard
- Telling your story
- Matches & Challenges
- Peer-to-peer (P2P) Fundraisers
- Reporting
- Questions

Key Dates

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


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

Chat Support: 8AM – 6PM ET

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

Your Admin Dashboard

 Home


 Fundraising Campaigns

 Events

 Giving Days


 Volunteering ▼

 Reports ▼

 Manage Organization ▼

-  Add Your Organization's Info ▶
-  Add Your Story ▶
-  Add Donation Levels ▶
-  Add a 'Thank You' Message ▶
-  Add Fundraisers ▶

Reset Profile

 Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Add Your Story:

The Significance of Storytelling

- Storytelling helps donors connect to your college
- Provokes active listening and participation
- Lays the foundation of your college's “big picture”
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Even more significant in the digital era!

Curating Your Story

Who inspires your stories?

- Beneficiaries
- Volunteers
- Donors
- Staff
- Community Members

Themes to Think About:

- Your Founding
- Your Focus
- Your Impact
- Your People
- Your Strengths
- Your Future

Story Writing Prompts

Focus Story: Not a mission statement, but a story built around your mission

- What services do you provide (who is being helped)?
- How are services delivered (how do you help them)?
- What are the outcomes of these services?

People Story: Told from the perspective of a current employee, student, volunteer, or supporter

- How did you get involved with the college?
- What impact did the college have on you?
- What impact does your work with the college have on the larger community?

Visual Content: The Facts

40x

more likely to get shared on social media than other types of content
([source](#))

People remember
([source](#))

80%

of visual information vs. 30% of read information

In a persuasive speech to an audience,
persuaded with visuals versus 50% without

67%

of the audience were

29%

of people consider social media to be the communication tool that most
inspires giving ([source](#))

87%

of donors who first donate from a social referral source make their
second donation from a social referral source ([source](#))

Setting Your Goals



- Narrow in on 1-3 specific goals. This creates a strategy that's easy for your college to execute, and for your supporters to rally behind
- Determine which goals are internal vs. external
 - **Internal:** Become more familiar with online fundraising tools, strengthen relationships with staff members
 - **External:** Raise \$5,000 for new supplies, secure at least \$1,000 in matching funds prior to the day.
- Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!

Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal



\$5

One bag of bones for
our senior pups!



\$10

One blanket to keep
our pups cozy.



\$15

One case of yummy
food to feed our pups!



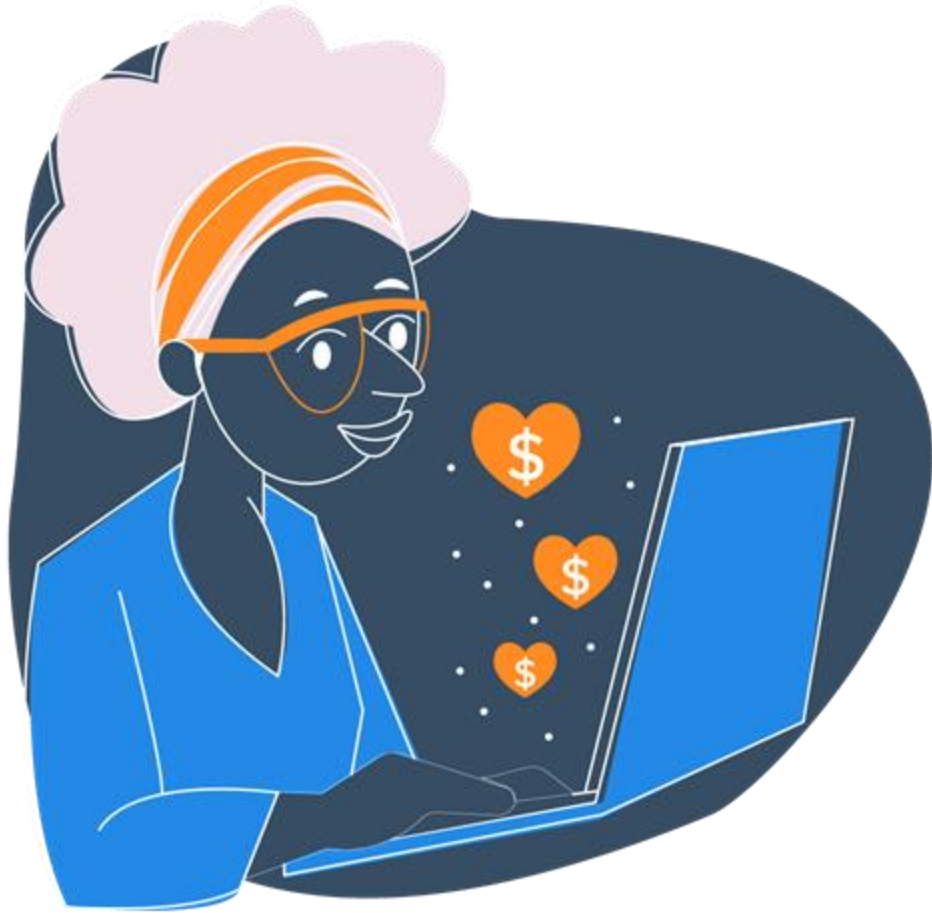
\$20

One water fountain to
keep our pups
hydrated!



\$25

One shot to keep our
pups disease free!



Matches & Challenges

The Basics



What is a matching gift?

- An additional donation pledged for each donation that is made to your #CUNYTuesday college profile
- 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

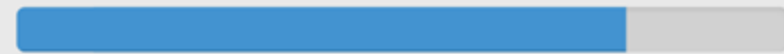
Help us unlock an extra \$5,000 to Logan's Pups with your donation!



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

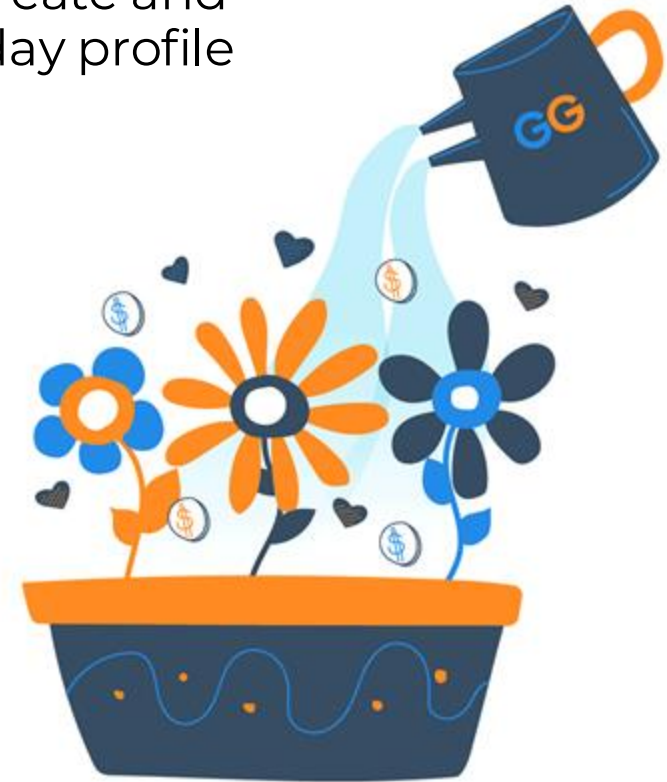


What is P2P, and why is it so effective?

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

These totals roll up into college's 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

Adding P2P Fundraisers

 **Add Fundraisers** 

 **Download CSV**  **Add Fundraisers** **Upload Fundraisers** **Message All**

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

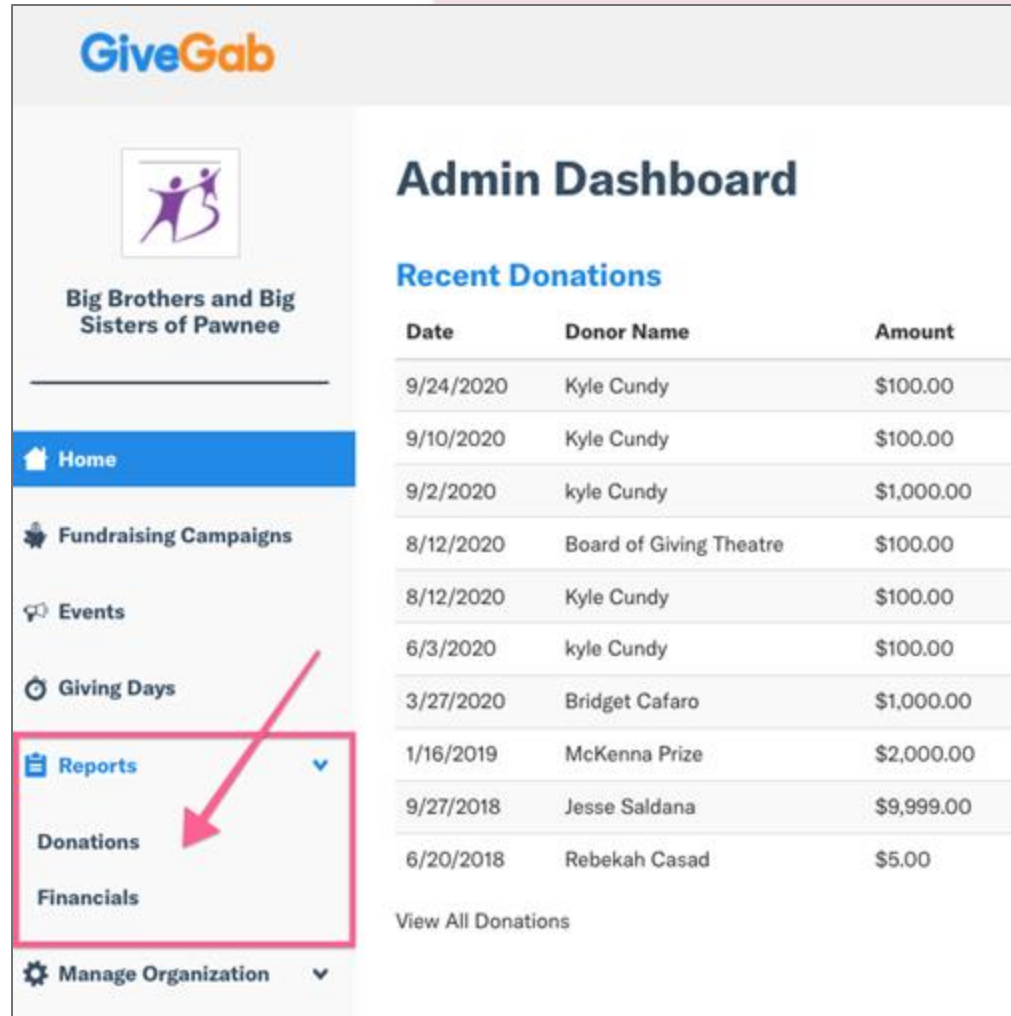
Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save



Analytics & Reporting

Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee

- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports**
- Donations
- Financials
- Manage Organization

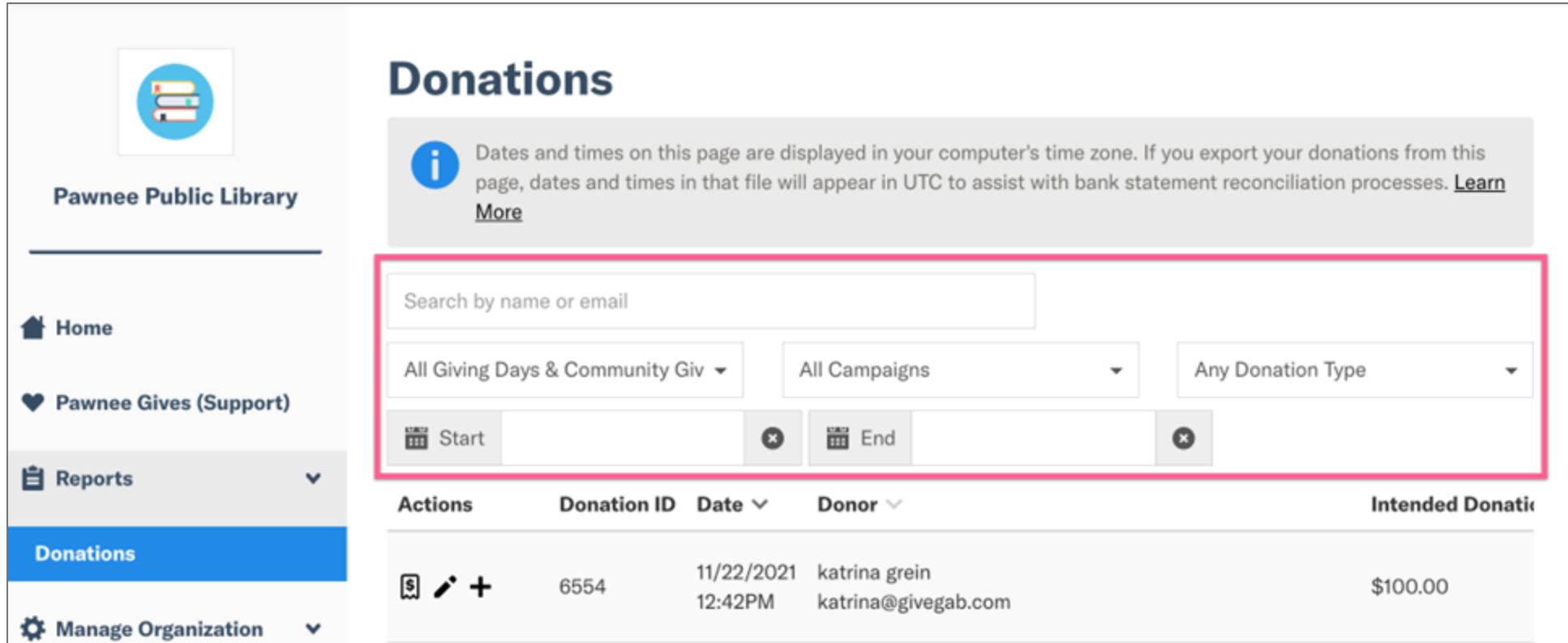
Admin Dashboard

Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)

Filtering Your Data



The screenshot displays the 'Donations' page for Pawnee Public Library. A sidebar on the left contains navigation links: Home, Pawnee Gives (Support), Reports, Donations (highlighted), and Manage Organization. The main content area features a 'Donations' title, an information notice about time zones, and a filtering section highlighted with a red box. This section includes a search bar for names or emails, three dropdown menus for 'All Giving Days & Community Giv', 'All Campaigns', and 'Any Donation Type', and two date range pickers for 'Start' and 'End'. Below the filters is a table with columns for Actions, Donation ID, Date, Donor, and Intended Donati.

Pawnee Public Library

Donations

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)










Search by name or email



All Giving Days & Community Giv ▾ All Campaigns ▾ Any Donation Type ▾


Start [calendar icon] [x] End [calendar icon] [x]


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
[edit icon] [add icon]	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

  Page 2 of 2

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

Viewing Dashboard for **Pawnee Public Library** 

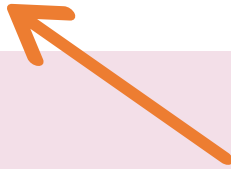
Analytics



#CUNYTUESDAY 2024

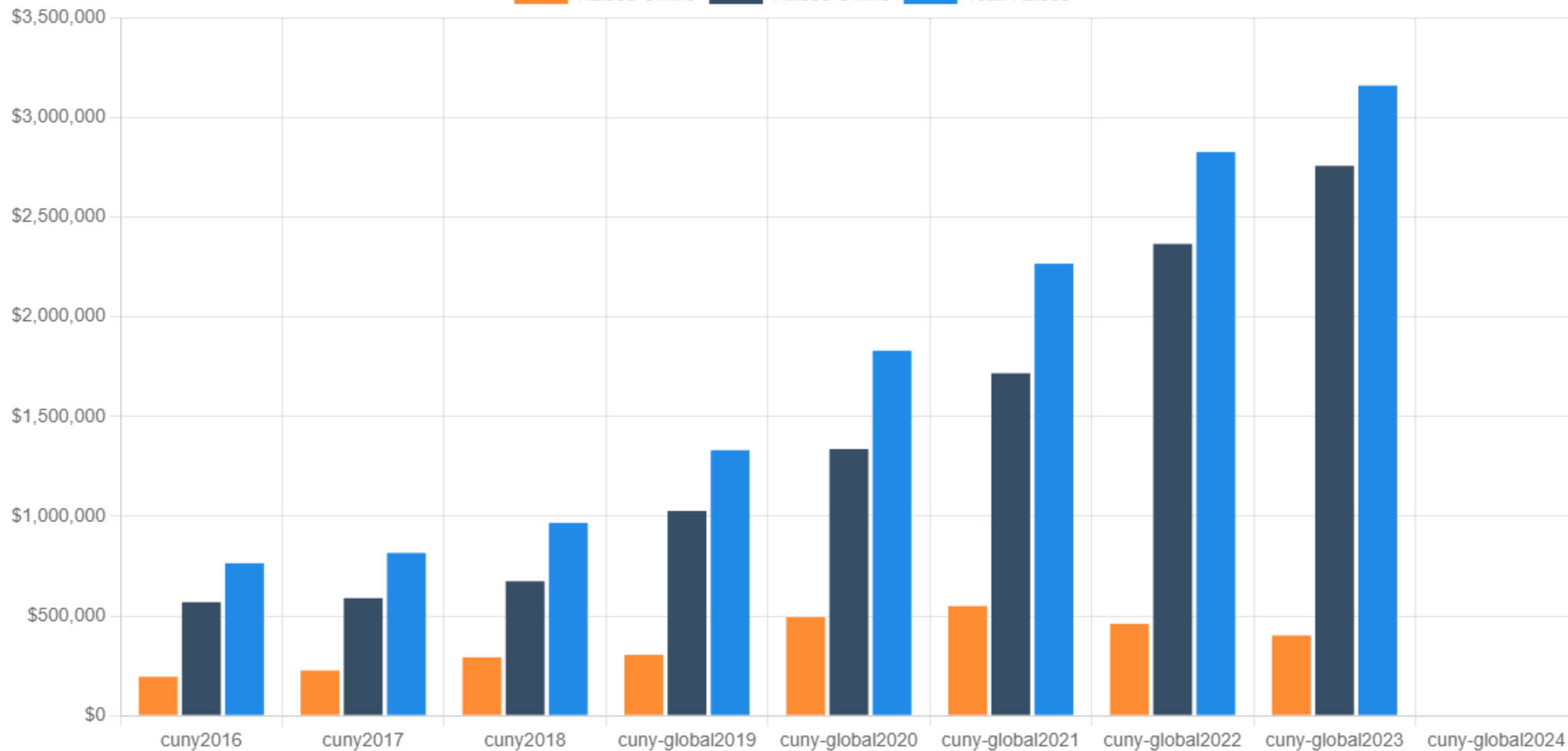
\$0.00 Raised • 0 Donors • 0 Gifts

Analytics



Dollars Raised ⓘ

Raised Online Raised Offline Total Raised



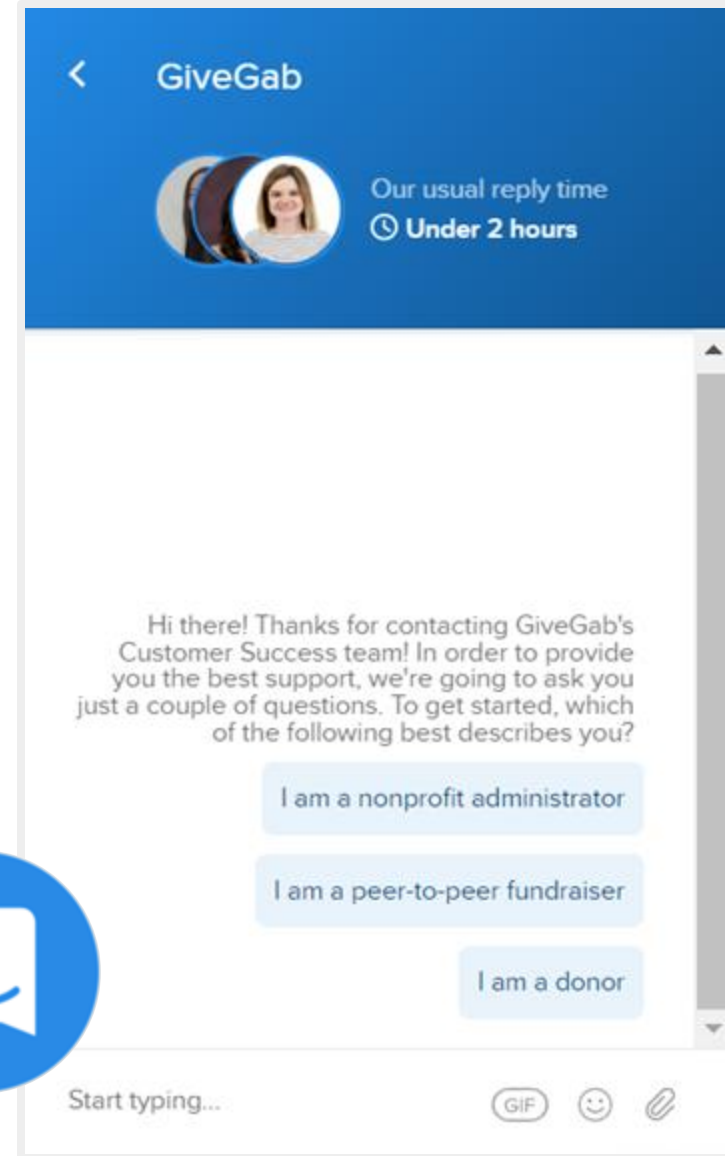
Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Chat with our Customer Success Team

Look for the little blue chat bubble



Questions

Additional Resources



Motivating Matches

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 -

6pm will be DOUBLED throughout



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



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



Important Tips

- 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 need to release the match, select “Archive Match” or “Deplete Match”

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

What's New from 2023

