

A group of people are engaged in a tree-planting activity in a grassy field. In the foreground, a woman with long blonde hair, wearing a teal t-shirt and patterned gloves, is kneeling and working on a small tree. To her right, another person is kneeling and working on a different tree. In the background, a man in a teal t-shirt and dark pants is standing and looking down. A blue watering can is in the foreground, and a black bucket with a shovel is to the right. The entire scene is overlaid with a semi-transparent blue filter.

Final Steps to Success for #GivingTuesdayDFW

12/3/2019

Agenda

- #GivingTuesdayDFW Updates & Reminders
- Your Checklist for Success
- After #GivingTuesdayDFW
- Your Nonprofit Resources
- Next Steps
- Q&A

Updates & Reminders

- Donations are open right now thru 12/31
 - Actual day of giving is December 3rd from 12:00 AM to 11:59 PM
- Registration closes 11/27

Your Success Checklist

- Ready for Donations?
- The Perfect Profile
- Matches/Challenges
- Engage Ambassadors
- Prepare Communications

Are you donation ready?

- Check your verification status on your admin dashboard



Status: **Unverified**

Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#)



Status: **Pending**

Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.



Status: **Incomplete**

Please provide your organization's information and verify you can collect donations in your state to be able to collect donations on GiveGab.



Status: **Verified**


Hooray! Your organization has been verified to accept donations on GiveGab.


Do you have cash/check gifts?


- Add cash/check donations as offline gifts


Time to launch


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 Add An Administrator


 Add Offline Donation


 Manage Sponsor Matching

 Manage Donations

 Embed a Donate Button

 Engagement Opportunities

 Add External Fund

 View Registration Info

Add Offline Donation

For Giving Day!

Donor's Name

Amount

Custom Display Name (optional)

Donor's Message

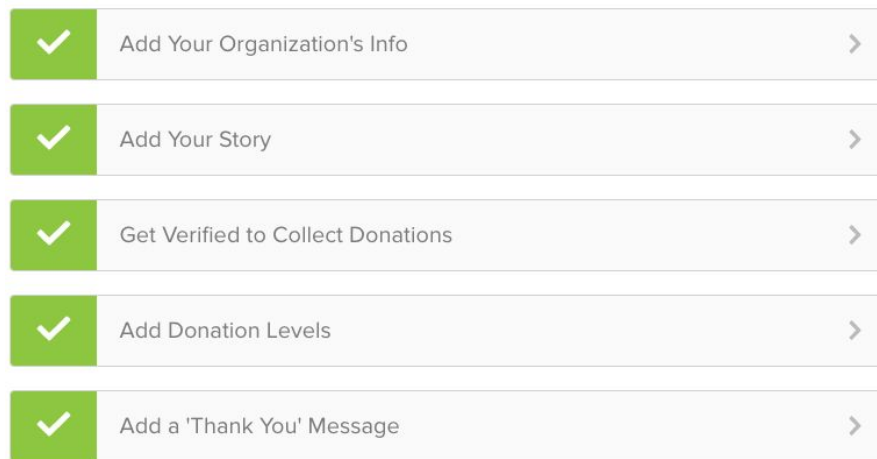
Privacy Options

Do not display the donor's name publicly

Do not display the donation amount publicly

Is your profile completed?

- Have you:
 - Added your logo and a cover photo?
 - Shared an authentic story?
 - Set goals?
 - Included clear calls to action?
 - Featured visual content?
 - Highlighted donation levels?



Do you have matches/challenges?

- Identify your match/challenge sponsors
 - From 2018 #GivingTuesday giving days, organizations that featured matches and/or challenges raised 8.13 times more!
- Promote your match/challenge opportunities

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.



Note: All times are assumed to be in Eastern Time.



Do you have matches?

Logo

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

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived



Do you have challenges?

Logo

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

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

 Keep Sponsor Anonymous

Challenge Name

Description (optional)

Challenge Type

Dollar Challenge

Challenge Goal

Challenge Amount

\$.00

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.

How many dollars or donors are needed to complete this challenge?

How much money is awarded when this challenge is completed?

Select the time period applicable for this challenge

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P

Are your communications ready?

- Your #GivingTuesdayDFW trainings page is full of communication resources
 - Sample content
 - Social media posts
 - Shareable visual content
 - Communication Timelines

Do you have a communications plan?

- Plan your online communications ahead of #GivingTuesdayDFW
 - Announcement/Save The Date
 - Campaign Countdown
 - Day-Of Updates
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
 - Organization Website
 - Ambassador Sharing
- Customize the graphics on the Downloads page for the perfect plan!

After #GivingTuesdayDFW

- Donation Reports
- Payout Timeline
- Donor Stewardship



How will you get your donor data?



Logan's Pups

Admin Dashboard

Current Plan
Engage

Giving Days

DAY OF GIVING Giving Day!
November 13, 2019

[View All Giving Days](#)

Fundraising Campaigns



It's A Dogs World
December 11, 2017 \$ \$20,467.22 Raised

[View](#) [Manage](#) [Edit](#)

[View All Campaigns](#)

Fundraising Events



2018 Summer Gala

[View](#) [Manage](#) [Edit](#)

- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports
- Manage Organization





How will you get your donor data?



Logan's Pups

Donations

Total Paid Out: \$240,804.74

Total Pending: \$6,164.39



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

+ More filters

All Giving Days

All Campaigns

Any Donation Type



Start



End



Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca , New York 1485 United States
	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca, New York 1485 United States
	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca , New York 1485 United States
	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		





How will you get your donor data?

✕	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✕	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✕	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✕	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✕	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✕	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A



How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the date the donation was made

It is important to make sure you are able to receive donations before the giving day so donations make it to your account



Status: **Verified**

Hooray! Your organization has been verified to accept donations on GiveGab.

How will you thank your donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
 - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
 - This doesn't have to happen right away!

Your Nonprofit Resources

- <https://www.givingtuesdaydfw.com/info/trainings>
- Giving Tuesday Orientation Presentation
- Sample Social Media Posts and Best Practices
- GT Workbook Final
- Case Studies-Nonprofits
- 3rd Party Fundraisers
- 6 week communications timeline
- Blog Articles and How-To Videos from GiveGab

We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

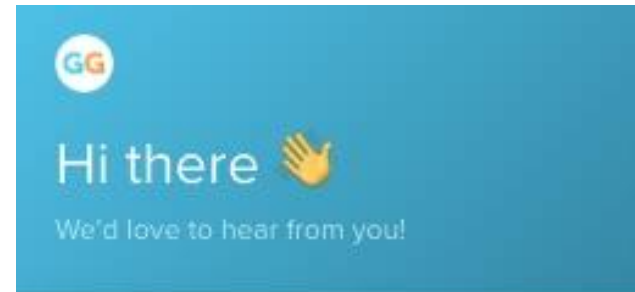
CustomerSuccess@givegab.com

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand


- Look for the little blue chat bubble!



Leave us a message

The team typically replies in under 20m



 New message

Find an answer yourself

Search for articles...



Your Next Steps

- Register by November 27th
- Follow United Way Dallas on Social Media!
 - Use #GivingTuesdayDFW
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the trainings page



Questions? #GivingTuesdayDFW

12/3/2019