Getting Started Guide
What is a Giving Day?

• 24-hour fundraising event

• Engages donors, volunteers, and communities in philanthropy

• Raises valuable unrestricted funds for nonprofits
What is Giving DeKalb County?

• 24-hour fundraising event where donors can make donations to participating nonprofit organizations either online or in-person

• Online: [www.givedekalbcounty.org](http://www.givedekalbcounty.org)
  • Midnight to midnight on the giving day by credit card, debit card, ACH transfer, or Mobile Wallet
  • Minimum donation = $5 ($100 minimum for ACH transfer)

• Mail: April 16 – May 7
  • Review profiles of nonprofits and decide on donation(s)
  • Print and complete a donation form from the homepage
  • Include the selected nonprofit(s) and donation amount(s)
  • Write one check for the total donation amount made payable to DCCF
  • Mail donation form and check to:
    • DCCF, 475 DeKalb Avenue, Sycamore, IL 60178
Who Can Participate?

• 501(c)3 organizations

• Located in, serving, and/or conducting organizational activities in DeKalb County

• Legally registered with the Attorney General’s office to solicit donations in Illinois

• DCNP members by stated deadline

• Funds of participating nonprofits held at the Community Foundation

• Eligibility policy: www.givedekalbc county.org/info/nonprofit-eligibility
Give Online

- www.givedekalbcounty.org
- Donors give from midnight to midnight
- Donors may give to multiple nonprofits
- Donors may choose to be anonymous

- Leaderboard shows every nonprofit’s progress:
  - Total donations
  - Total donors
Give by Mail

• Mailed donations accepted April 16 – May 7
  • Walk-in donations cancelled due to COVID-19

• No fees for offline gifts

• Cash/check payment only

• A donor that is feeling sick should donate online instead of by mail
  • Volunteers and staff will take precautions in handling mailed donations, but we appreciate all who consider their safety and well-being
Check Distribution

• All donations are made to the DeKalb County Community Foundation

• A single check will be issued to each participating organization
Bonus Pool

• Community Partners give to bonus pool

• Every donation made during Give DeKalb County leverages bonus funds

• The bonus pool is distributed proportionately

Example
• If Org A raises 2% of the grand total, Org A receives 2% of the bonus pool...if they raise 5% of the grand total, then they receive 5% of the bonus pool

• www.givedekalbcountry.org/info/bonus-pool
Participation Fee

- Fee will be deducted from total donations received (no upfront cost to participate)
- Fees cover some costs associated with the giving day
- Balance of support provided by Community Foundation/DCNP and volunteers

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<tr>
<th>Operating Budget</th>
<th>Participation Fee</th>
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GiveGab

• DCNP partners with GiveGab to offer Give DeKalb County

• Based in Ithaca, New York

• GiveGab provides a platform for robust online fundraising, donor management, supporter engagement, Giving Days, and much more

• www.givegab.com
Online Donation Fees

- 2.25% platform fee

- 2.2% credit card fee + $0.30 per transaction

- Donors have the option to cover fees on behalf of participating nonprofits

- Historically, 65-75% of donors cover fees
Promotion

• Media Sponsors help raise awareness about Give DeKalb County

• All participating nonprofits are encouraged to like/share/engage with the Give DeKalb County Facebook and Instagram pages
  • [www.facebook.com/GiveDeKalbCounty](http://www.facebook.com/GiveDeKalbCounty)
  • [www.instagram.com/givedekalbcounty](http://www.instagram.com/givedekalbcounty)

• Nonprofits should promote their involvement and contact their donors appropriately leading up to the giving day

• Tools available for nonprofits: [www.givedekalbcounty.org/info/resource-toolkit](http://www.givedekalbcounty.org/info/resource-toolkit)

• Custom downloads: [www.givedekalbcounty.org/info/downloads](http://www.givedekalbcounty.org/info/downloads)
Yard Signs & Banners

• DCNP will provide yard signs for organizations to post throughout DeKalb County
  • Yard signs are re-used each year, so organizations are responsible for pick up and return of their yard sign
  • Processes will change due to COVID-19—stay tuned for details and directions

• Banners will be placed in strategic locations two weeks prior to Give DeKalb County
  • Banners are placed in geographic areas with high visibility
Training

• DCNP coordinates training opportunities to help participating organizations prepare for Give DeKalb County

• Videos are available on general topics to help prepare and custom webinars are also hosted

• In-person training is offered each spring leading up to the giving day

  • www.givedekalbcounty.org/info/trainings
Assistance

• Use the blue chat bubble in the lower right hand corner of the Give DeKalb County website to contact the GiveGab support team
  • They will provide individual assistance via chat or follow up via email

• You can also directly email GiveGab with questions
  • customersuccess@givegab.com

• Questions about your profile, administrator access, reports, website functionality, registration, and other technical questions should be directed to GiveGab

• General questions about the giving day such as eligibility, bonus pool, etc. can be directed to dcnp@dekalbccf.org