GIVE DeKalb County

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
  - 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)

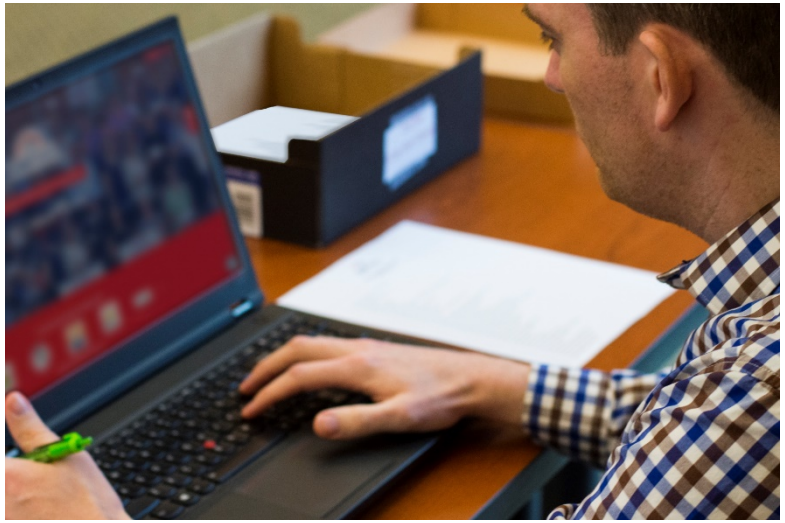
- Mail: April 16 – May 7
  - Review profiles of nonprofits and decide on donation(s)
  - Print and complete a donation form from the homepage
  - Include the selected nonprofit(s) and donation amount(s)
  - Write one check for the total donation amount made payable to DCCF
  - Mail donation form and 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.givedekalbcounty.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.givedekalbcounty.org/info/bonus-pool

Participation Fee

Operating Budget	Participation Fee
<$100,000	$100
$100,000-$499,999	$175
$500,000-$2,999,999	$250
>$3,000,000	$325

- 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

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
  - 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
- Custom downloads: 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