Give DeKalb County 101: What Everyone Needs to Know
Agenda

- Give DeKalb County Overview
- 2019 In Review
- What’s New In 2020
- Getting Prepared for 2020
  - Reviewing and Adding Administrators
  - Accessing 2019 Donor Data
  - Engaging Supporters & Peer-to-Peer Fundraisers
- Perfecting Your Giving Day Profile
What is a Giving Day?

- 24-hour fundraising event
- Engages donors, volunteers, and communities in philanthropy
- Raises valuable unrestricted funds for nonprofit organizations
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
- 2020 DCNP members by March 1, 2020
- Funds of participating nonprofits held at the Community Foundation
The DeKalb County Community Foundation and DeKalb County Nonprofit Partnership are not regulatory organizations. Nonprofits that participate in Give DeKalb County attest that they meet the preceding eligibility criteria. An organization's participation in Give DeKalb County does not constitute an express or implied endorsement of a nonprofit or its mission by the DeKalb County Nonprofit Partnership, DeKalb County Community Foundation, Give DeKalb County or any other giving day partner.

www.givedekalbcounty.org/info/nonprofit-eligibility
Benefits

● Promote your organization and raise awareness
  ○ “I'm glad that I can find so many organizations that I did not know about that I could now assist with my donations.”

● Collaboration
  ○ “Thank you for a positive effort to ‘bring back’ DeKalb County inter-agency working together for the betterment of our communities.”

● Cost-effective fundraising
  ○ 2019: 82 cents per $100 raised on average
Benefits

- Expand charitable giving
  - 79% report their nonprofit would receive less donated funds in a given year without Give DeKalb County
- New donors
  - Between 25-45% of donors indicate at least one of their donations went to an organization they had never donated to previously
- Social media
  - 33% of nonprofits predict increased social media engagement
Community involvement and excitement

- “Giving day is a wonderful service to our community!”
- “Thank you for having this event. It is one of my favorite days of the year. I love to see the generosity of our community blossom!”
- “I can’t wait to see how much generosity DeKalb County generates in 2020!”
# 2014 - 2019 Results: Size & Scope

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## 2014 - 2019 Results: Amount Raised

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## 2014 - 2019 Results: Online & Offline

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<td>$ total offline</td>
<td>$5,422*</td>
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### Dollars Raised and % of Total

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<th>% of $ Total</th>
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<td>Online</td>
<td>$385,541.26</td>
<td>56%</td>
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<tr>
<td>Offline</td>
<td>$297,520.97</td>
<td>44%</td>
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Give Online

- www.givedekalbcounty.org
- Donors give from midnight to midnight on May 7
- Donors may give to multiple nonprofits by card, ACH, or Mobile Wallet
- Leaderboard shows every nonprofit’s progress:
  - Total donations
  - Total donors
Give In-Person

- Offline donations accepted 8am to 8pm at the DeKalb County Community Foundation AND **11am to 1pm at the Sandwich Public Library**
- No fees for offline gifts
- Cash/check payment only
- Must be delivered “in-person, by the person”
- Only 1 check is needed (even for multi-donations)
- 2019: $297,521 offline gifts
Check Distribution

- All donations are made to the Community Foundation
- Checks issued to participating organizations at a wrap-up event
Community Partners give to bonus pool

Every donation made on May 7 leverages bonus funds

Example:

○ If Org A raises 5% of the grand total, then Org A receives 5% of the bonus pool

www.givedekalbcounty.org/info/bonus-pool
Community Partners ensure your donations go further:

- 25 donors to the bonus pool so far
- Please help us THANK them!
Media Sponsors help spread the word:

- 19 Media Sponsors so far
- Helping promote through in-kind donations
- Like/comment/share!
Participation Fee

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

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<th>Operating Budget</th>
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<td>&gt;$3,000,000</td>
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Committee

- Michelle Donahoe (Chair)
- Micki Chulick
- Brian Reis
- Julie Craig
- Susan Petersen
- Lynette Spencer
- Lynnea Erickson Laskowski
- Jesus Romero
Next Steps & Questions

- Like/share/engage on Facebook and Instagram:
  - www.facebook.com/GiveDeKalbCounty
  - www.instagram.com/givedekalbcounty/

- Create your profile and giving day strategy

- Banners - loan period begins March 10

- Yard signs - pick up April 13 - 15

- Mark your calendars for May 7

- For more information contact:
  - Ben Bingle – ben@dekalbccf.org, 815-748-5383
2019 In Review

Thank You for supporting Give DeKalb County!

Outcomes & Results

$751,050.10 Raised
1,901 Donors
104 Nonprofits
General Information
Who is GiveGab?

GiveGab’s mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for Give DeKalb County website
- Complete transparency with nonprofits and donors
**Transparent Pricing**

**Credit Card:**

2.25% Platform Fee  
+  
$0.30 per transaction &  
2.2% transaction fee  
(Straipe)  
=  
4.25% + $0.30

**ACH:**

2.25% Platform Fee  
+  
$3.00 flat bank fee  
=  
2.25% + $3.00

**$100 minimum**
● Donors can cover all fees on behalf of your organization, with more info right in the donation form

● In 2019, 79.33% donors covered fees. Totaling to $12,178.35 in fees covered by donors
Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your Give DeKalb County profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
Simple Donation Processing

- All major credit cards accepted
- Quick, easy and fun donation flow
- Log right into your bank using the Plaid/ACH payment
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
GiveGab’s Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Single gift donations will receive your customizable thank you email!
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Social Share & Fundraising links encourage further online engagement
What’s New In 2020
New & Exciting Updates!

- New Payment Options!
  - Plaid - ACH withdrawal payment option
  - Apple Pay, Google Pay, and Microsoft Pay
- P2P Fundraisers Page!
- Embeddable donate button
- Filtered donor reports and file exports
- New Donor and IMO/IHO Donation Configurations
- Transparent overlays for your own photos!
New for **P2P Fundraising** this year

- Donors can easily find the fundraisers they’re looking to support
- When the giving day goes “live”, tracks their progress within each individual tile
- Acts like a leaderboard
Embeddable Donate Button

Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:

Giving Day

Step Two: Choose the text

Donate Now 1

Step Three: Choose the color

#80C640

Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are not real donations. Your credit card will not be charged.

Donate Now

Step Four: Copy and paste this code into your website

```html
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script>
<button class="givegab-button" data-campaign-id="796" data-host="https://staging.givegab.com" data-org-id="2831" data-preview="true" style="background-color: #80C640;">Donate Now</button>
```

Copy to Clipboard
Begin 2020 Preparations
What Next?

- Before March ends, host a strategy meeting to reflect on 2019 and plan your goals for 2020.
- Ask critical questions as they gear up for this year:
  - Who is going to lead your giving day campaign?
  - How successful were you last year?
  - What would you like to try this year?
  - Are there specific areas for growth and opportunity this year?
Administrator Rights

Fundraising Events

- **2018 Summer Gala**  
  - June 1, 2018  
  - $15,147.21 Raised

- **5K Fun Run**  
  - March 1, 2019  
  - $6,842.00 Raised

- **Logan’s Dog Days of Summer Fun Run**  
  - January 31, 2019  
  - $63,859.92 Raised

- **Logan’s Bee**  
  - January 28, 2018  
  - $16,954.67 Raised
# Administrator Rights

## Supporter Engagement

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Admin Dashboard

Giving Days

- Giving Day!
  - November 13, 2019

Fundraising Campaigns

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

Fundraising Events

- 2018 Summer Gala
### 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**

#### Filters

- **All Giving Days**
- **All Campaigns**
- **Any Donation Type**

#### Donation Table

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Viewing Dashboard for Logan’s Pups
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</table>

[Export CSV] [Edit Bank Account Info]
Re-Engage Your Donors

● Communicate your goals and objectives with your donors and how their contribution will help you meet these goals

● Don’t ignore small or first-time donors!
  ○ Ask what inspired them to make their gift
  ○ Discover their connection to your cause

● Not every communication should be an ask.
  ○ Offer them information about your organization unconnected to your fundraising needs.

● Build donor delight into your social media strategies
Perfecting Your Giving Day Profile
Creating The Perfect Giving Day Profile

● Define Your Goals
  ○ What do you want people to feel when they view your profile?
  ○ What do you want the main call to action to be?

● Gather Your Assets
  ○ Do you have several photos, graphics, or videos ready?

● Tell Your Story
  ○ How can your supporters help you make a difference?
Give DeKalb County 2020
May 7, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give DeKalb County 2020.

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

● Cover Photo
  ○ 1500 x 500px
  ○ Front & Center

● Monetary Goal
  ○ Optional but encouraged
  ○ Enables a real time progress bar on your profile
Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
Format Your Story

- Custom Formatting
  - Change your text & header size

- Text Highlighting
  - Bold, italicize, or underline text

- Content Alignment
  - Justify text and images to the left, right, or center of your profile

- Add Lists
  - Bulleted or numbered lists

- Full Screen Mode
  - Edit in a larger window

- Upload Images
  - Upload, crop, or rotate photos

- Add Links
  - Link to other pages on text or photos

- Feature Tables
  - Organize information in a table

- Insert Horizontal Lines
  - Add a line to break up content

- Edit in HTML
  - Familiar with HTML? Use the code editor to customize your profile
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels
Highlighting Impact

Pro Tip: Add between 4-5 donation levels to your profile for the best engagement and donation flow
Personal Gratitude

- Customizable Thank You Emails that come from your organization
- Add your own text, photo, or video!
- Sent immediately after the gift is made
- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
Review Your Perfect Profile

- Branded Logo
- Custom Cover Photo
- Specific Giving Levels
- Unique Story
- Specific Goals
- Clear Calls To Action

Logan's Pups
Helping find senior dogs loving homes in their last years
Category: Animals, Education

Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge impression on her heart, and she never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, giving them comfortable and loving homes as they grow old. Every year, we host an annual 25 dogs at a time, and help place up to 50 younger dogs in their forever homes. Your donation will help us continue offering these services for years to come.

Logan's Pups

DONATE
Key Profile Takeaways

- Register for Give DeKalb County
- Engage your existing donors
- Use a captivating cover photo and images throughout your story to help attract potential donors
- Focus on a unique story that’s easy to understand
- Make it clear how donors can have an impact by utilizing donation levels

Don’t forget to have fun!
Questions?