Getting Ready for Give DeKalb County

May 4, 2023

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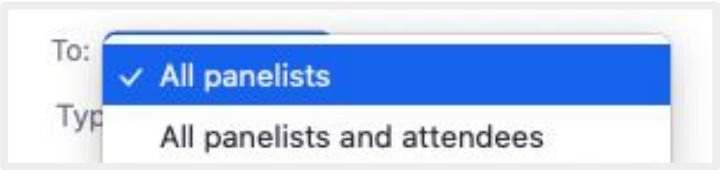
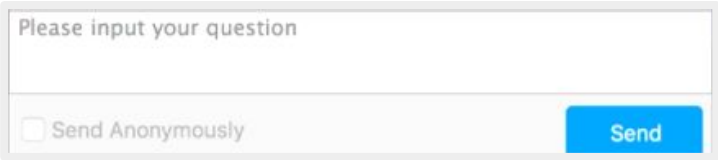
Submit Your Questions

Chat Box



Q&A



If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

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GIVE DeKalb County

Overview & 2022 Recap

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Overview

1. **Give DeKalb County is a fundraiser to benefit nonprofits located in or serving DeKalb County**

2. **Donors can give**
   - **Online at GiveDeKalbCounty.org (midnight to midnight on giving day)**
     - Credit card, debit card, ACH, mobile wallet
   - **By check**
     - Mail-in (2016, 2020, 2021, 2022)
     - In-person at the DeKalb County Community Foundation (2015-2019)
   - **IRA via Qualified Charitable Distribution**

3. **Donations leverage a percentage of the Bonus Pool**

4. **Donations pass-through the Community Foundation and checks are distributed to organizations**

#GiveDeKalbCounty
GIVE DeKalb County
Thank You!
"There's a lot happening here in DeKalb County and it's exciting."
-David Long
DCEDC
OPPORTUNITY UNBOUND
Outcomes & Results
$1,579,859
Raised
2,780
Donors
140
Organizations

Facts & Figures

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Facts & Figures: Participation

	2014	2015	2016	2017	2018	2019	2020	2021	2022
# of Orgs & Funds	37	44	68	83	93	104	113	130	**140**
# of Donations (unique transactions)	873	1,265	2,036	2,965	3,647	4,352	7,534	8,353	**7,626**
# of Individual Donors (online only 2014-16)	482	699	1,041	1,196	1,724	1,901	2,921	3,240	**2,780**
# of States	22	25	30	33	23	43	42	44	**50**
# of Countries	1	3	5	3	2	4	10	4	**4**

Combined donations: 38,651

Facts & Figures: Fundraising

	2014	2015	2016	2017	2018	2019	2020	2021	2022
$ Donations	$99,443	$166,525	$324,547	$410,892	$552,639	$683,062	$1,069,465	$1,371,022	**$1,393,858**
$ Bonus Pool	$20,000	$23,000	$103,750	$55,986	$61,915	$67,988	$139,836	$168,987	**$186,000**
$ Grand Total	$119,443	$189,525	$428,297	$466,878	$614,555	$751,050	$1,209,301	$1,540,009	**$1,579,858**

Combined total: $6,898,916

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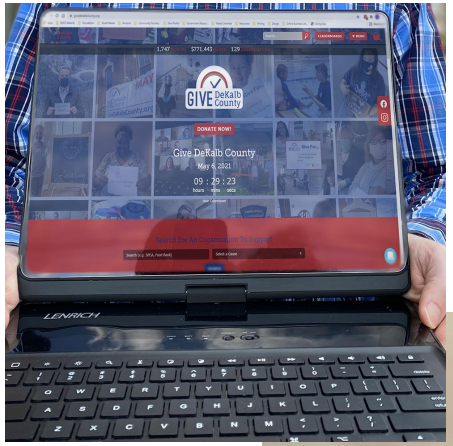
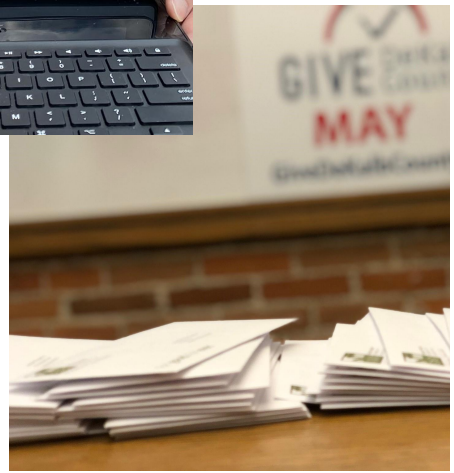
Facts & Figures: Online vs. Offline

	Dollars Raised	% of Total
Offline	$688,301	50%
Online	$688,245	50%





2022 Typical Organization/Fund

Average Raised.....$9,929

Average Credit Card Fees.....$115

Average GiveGab Fees.....$75

Average Bonus Pool Payout.....$1,348

Average Total Payout.....$11,277

~~Median Raised.....$3,668~~

Median Bonus Pool Payout.....$497

Median Total Payout.....$4,164

GIVE DeKalb County

2023 Overview

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Donor Options

- **Online: May 4 - midnight to midnight**
  - $5 minimum
  - Donors may give to multiple nonprofits
  - Leaderboard shows every nonprofit's progress
  - Platform/credit card fees apply

- **Mail-in: April 20 - May 4 (postmarked date)**
  - 'No minimum'
  - Check payment only, includes IRA/QCD
  - Download/complete form, mail form with check to DCCF
  - No fees for offline gifts

- **In-person: May 4 - donation drop-off**

Payout to Nonprofits & Donation Receipting

- All donations are made to the DeKalb County Community Foundation
  - Tax receipting shows as a gift to the Community Foundation
  - You do not need to issue a donation receipt separately

- Give DeKalb County payout
  - Details to follow

Bonus Pool

- Community Partners give to Bonus Pool
- All donations leverage bonus funds
- The Bonus Pool is distributed proportionately
- No single organization can receive over 7%

Example

- If Org A raises 2% of the grand total, Org A receives 2% of the Bonus Pool
- www.givedekalbcounty.org/info/bonus-pool

Additional Incentives...

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Participation Fee

Operating Budget	Participation Fee
<$100,000	$175
$100,000-$499,999	$250
$500,000-$2,999,999	$325
>$3,000,000	$400

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

Next Steps

- Watch for emails (to your admin & DCNP contact)
- Yard signs and banners
- Promotion
- Review eligibility and terms of participation
- Membership Deadline: March 1

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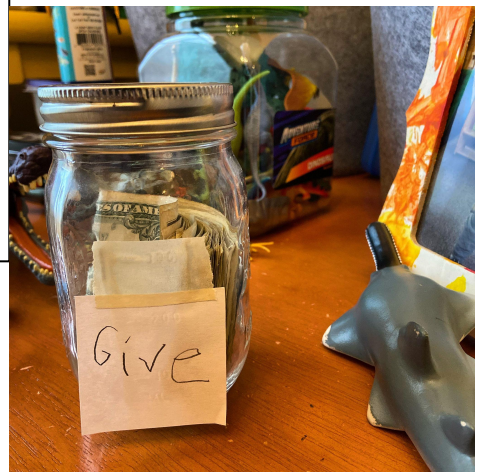
Questions & Comments

- Questions about your profile, admin access, donor reports, registration, and other technical questions...contact GiveGab
  - customersuccess@givegab.com
- General questions about eligibility, Bonus Pool, etc....contact DCNP
  - dcnp@dekalbccf.org



Meet the Team

Kelsey

Project Director

Jennifer

Project Manager

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Agenda

- Benefits of Participating
- Who is GiveGab?
- What's New
- Registering
- Creating Your Profile
- Next Steps & Questions

Benefits of Participating

- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-engage with your existing supporters and gain new donors
- Combine your marketing efforts + DeKalb County Nonprofit Partnership marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with the Bonus Pool

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Who is GiveGab?

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Who is GiveGab?

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

- Host a secure, reliable and transparent platform for Give DeKalb County
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

GiveGab is becoming Bonterra

Simple Donation Processing

- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe (our PCI Level 1 Payment Processor)
    - Donor credit card information is not revealed or saved in GiveGab
- GiveGab's chat support available right within the donation form for your supporters!

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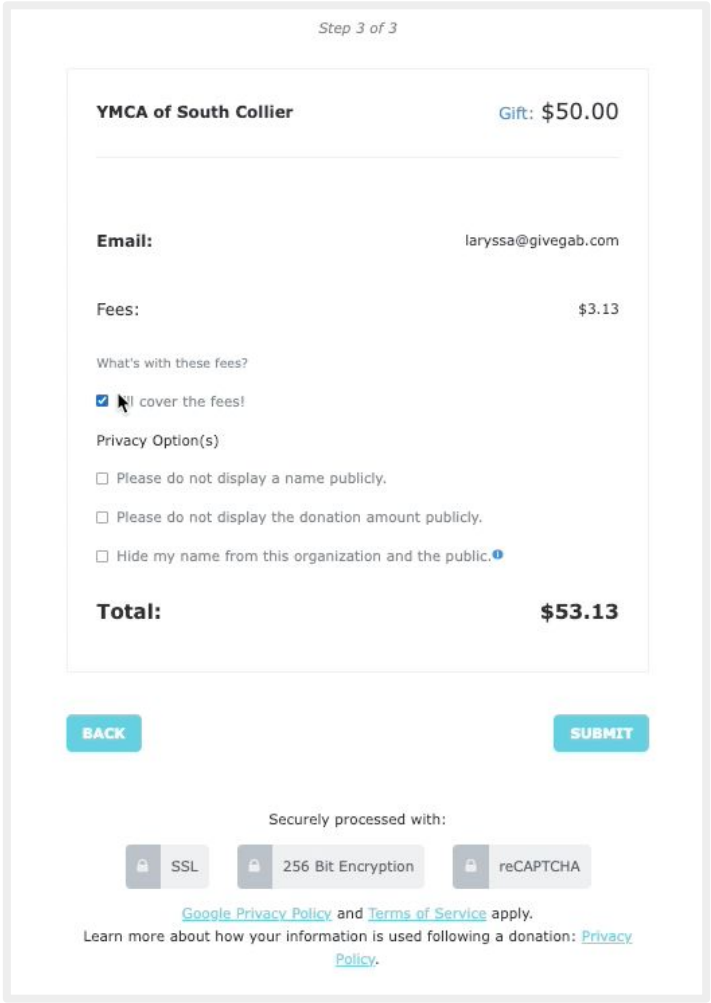
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, donors cover 76% of fees during a Giving Day
- That means it cost only $1.02 per $100 raised online!



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Transparent Donations

Credit Card:

2.25% Platform Fee
+
$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
4.75% + $0.30

ACH:

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

**$100 minimum*

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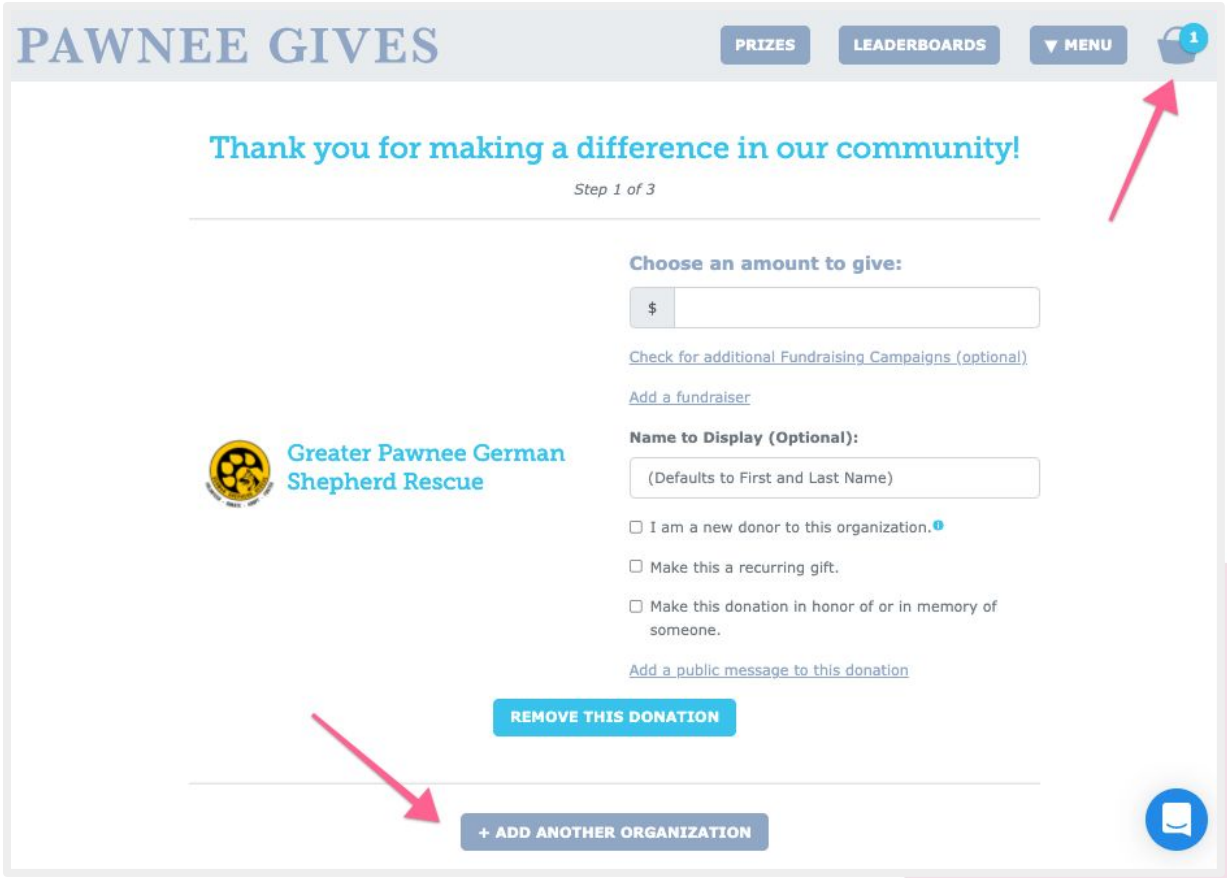

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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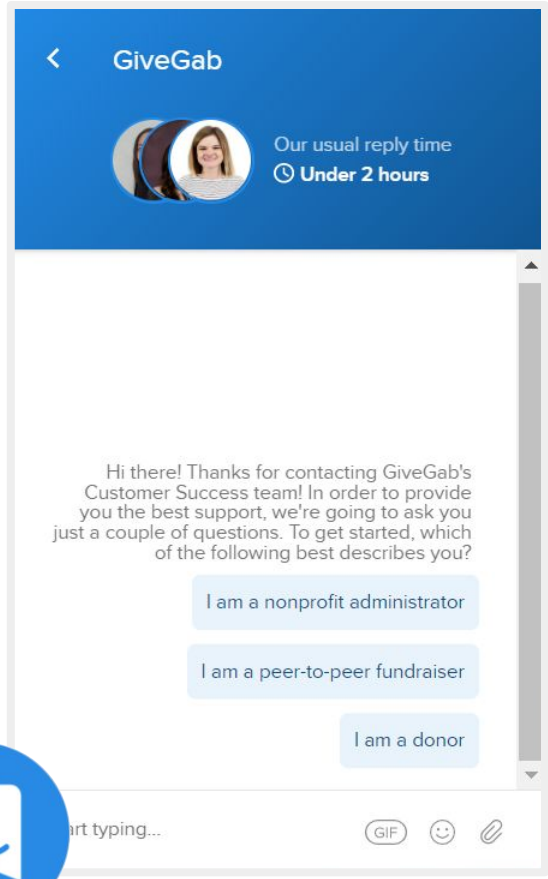
How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



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What's New for 2023?

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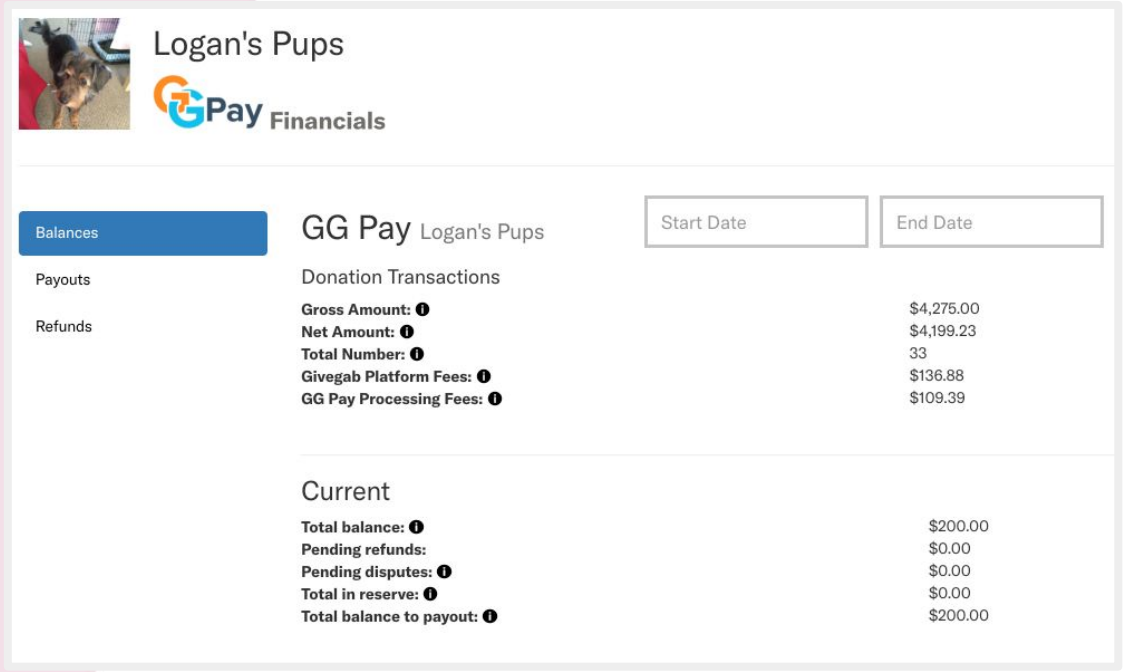
Better Reconciliation

- In addition to your existing reports, you can better manage deposits to your account
- Understand your balance and donations from an accounting perspective
- Match each online gift to a deposit



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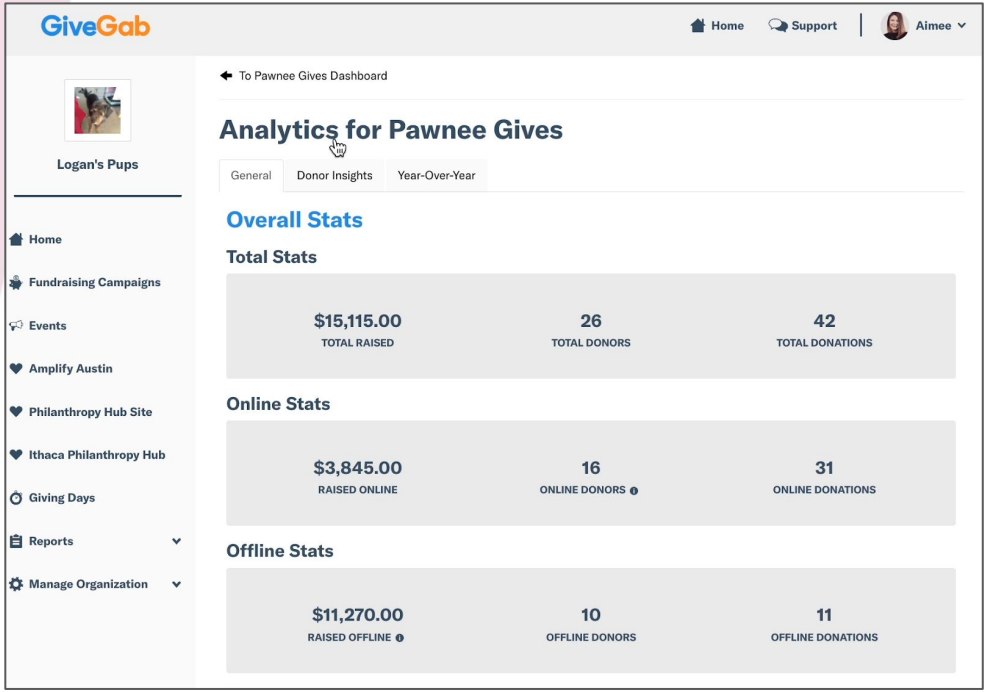
Giving Day Analytics

Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



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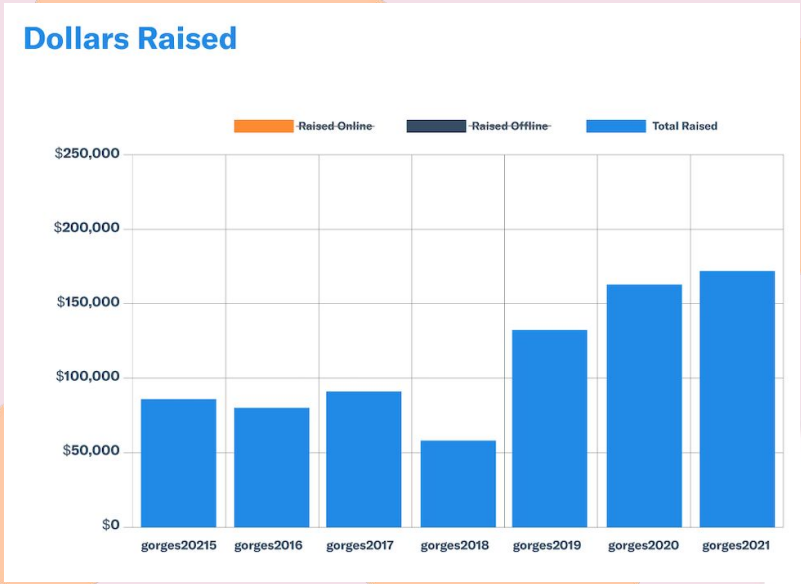
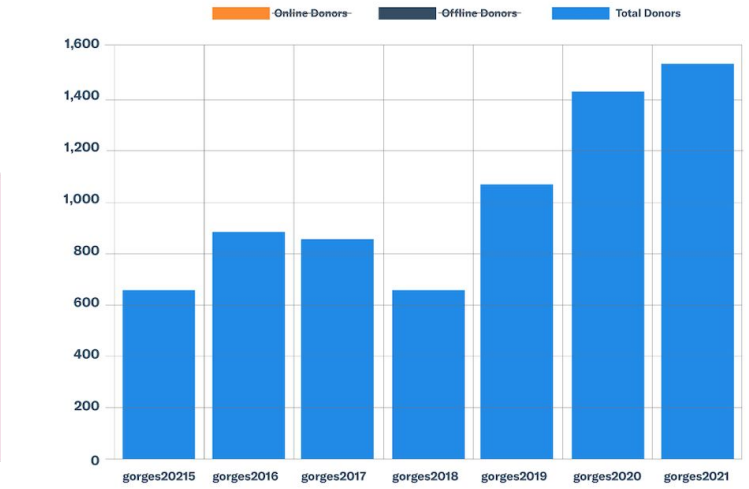
Year-over-Year Metrics

Dollars Raised



Donor Counts



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Registering for Give DeKalb County

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GIVE DeKalb County

MENU

Find Your Organization

and participate in Give DeKalb County

DeKalb Public Library

3 Results

Friends of the DeKalb Public Library

DeKalb, Illinois

PARTICIPATE

Eckhart Public Library

Auburn, Indiana

PARTICIPATE

DeKalb Public Library

DeKalb, Illinois

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

Give DeKalb County

Organization Name *required*

Street Address Line 1 *required*

Street Address Line 2

City *required*

State *required*

Select a State

ZIP/Postal Code *required*

Not located in the United States?

Logo

Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300.

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Give DeKalb County

Thank you for your interest in Give DeKalb County! We look forward to partnering with you on what we hope is another inspiring and exciting philanthropic event in 2022!

To participate in Give DeKalb County, organizations must be:
- Located in, serving, and/or conducting organizational activities in DeKalb County, Illinois
- Legally recognized by the IRS as a 501(c)3 (**check IRS compliance here**)
- Legally registered with the Attorney General's Office (**learn about annual registration here**)
- 2022 DeKalb County Nonprofit Partnership (DCNP) members by March 1, 2022 (**learn about DNCP membership here** or contact **dcnp@dekalbccf.org**)

Please review the **Terms of Participation** and the review the **Nonprofit Eligibility policy** before registering.

1. **What is your operating budget?** ***required***

Please select one choice

<$100,000

2. **Please report your organization's Employer Identification Number (EIN). If you are not sure what your EIN is, you can search for it for free at Guidestar.org.** ***required***

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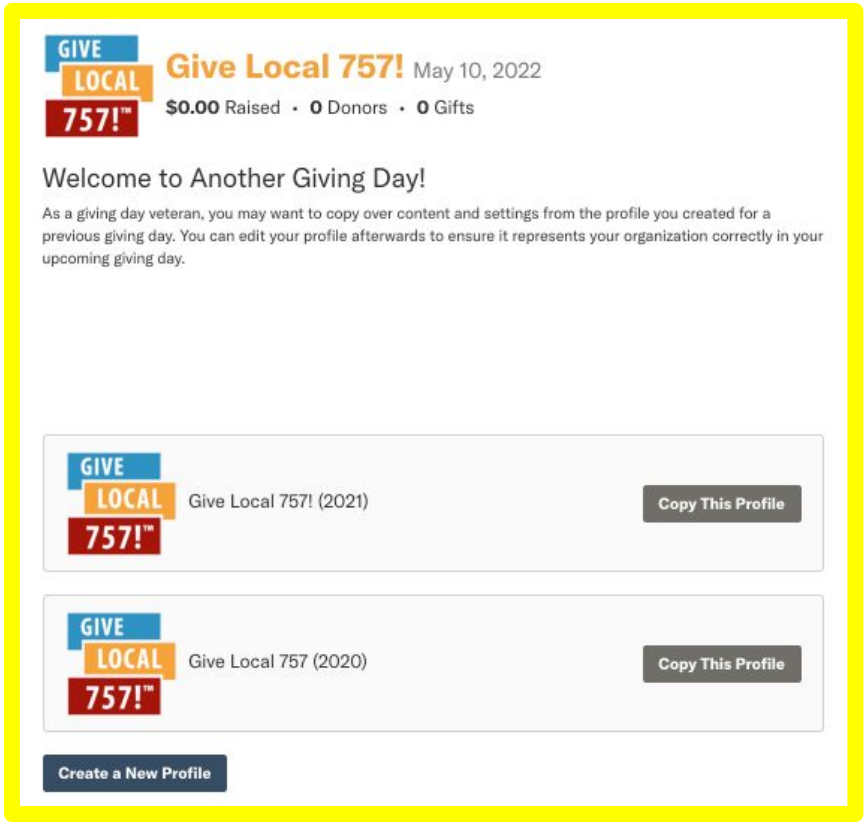
Returning? Copy Your Profile

- **Don’t forget to review and update your profile after!**
- Existing bank information will carry over
    - Double check that your bank account, org rep and admins on your profile are up to date!



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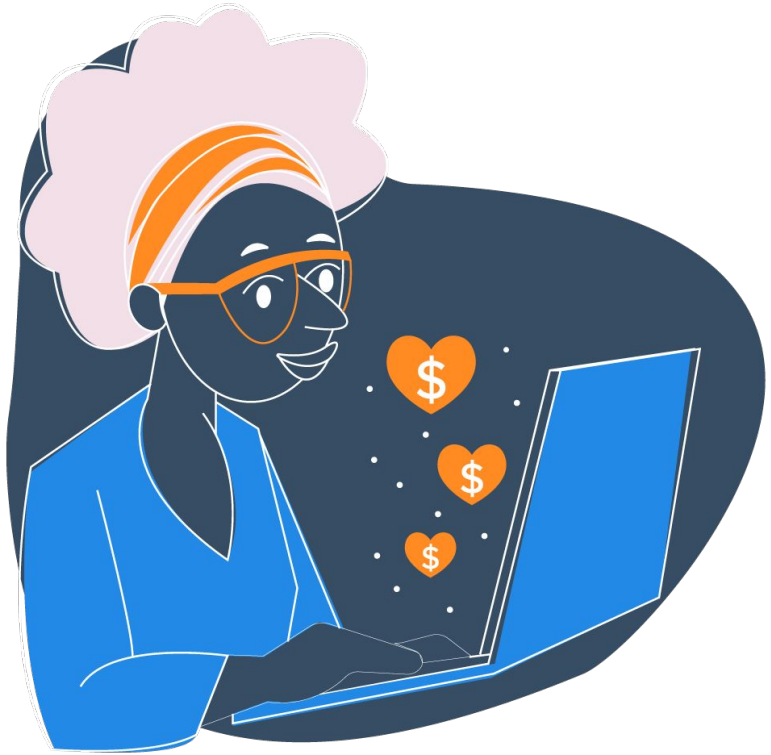
Completing Your Profile



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Your Giving Day Dashboard

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

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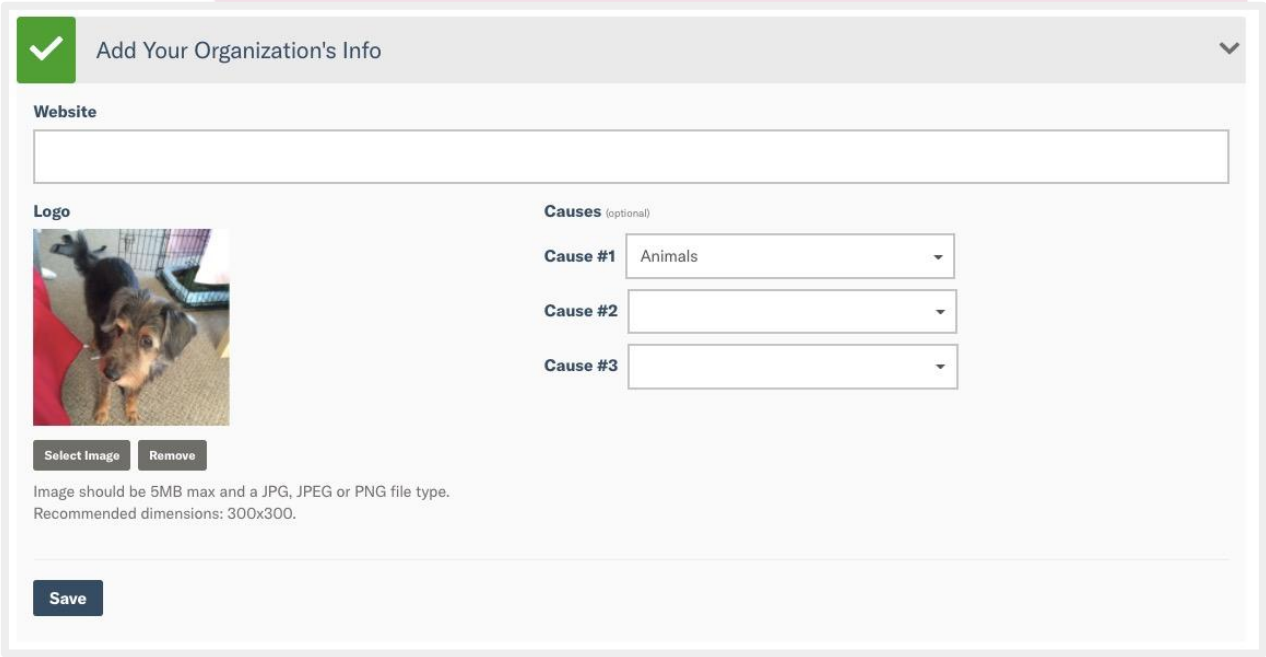
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!



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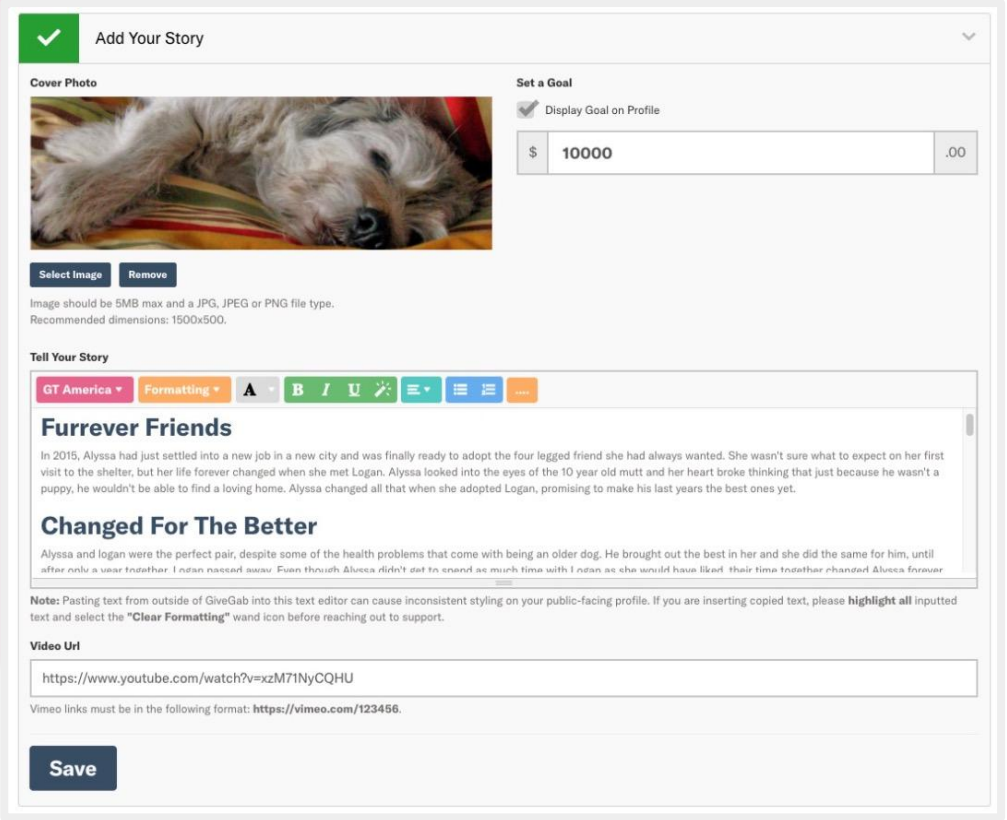
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals



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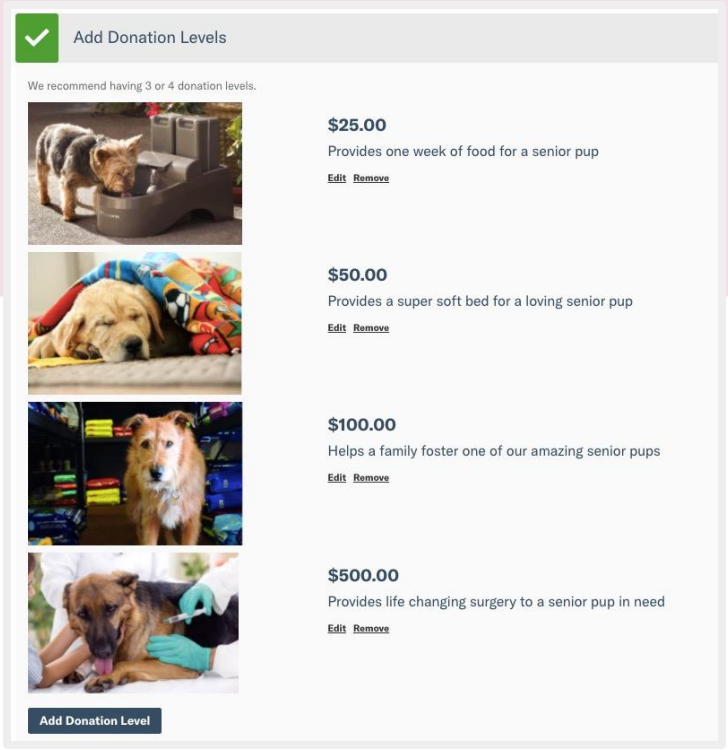
Suggest Donation Levels



- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal

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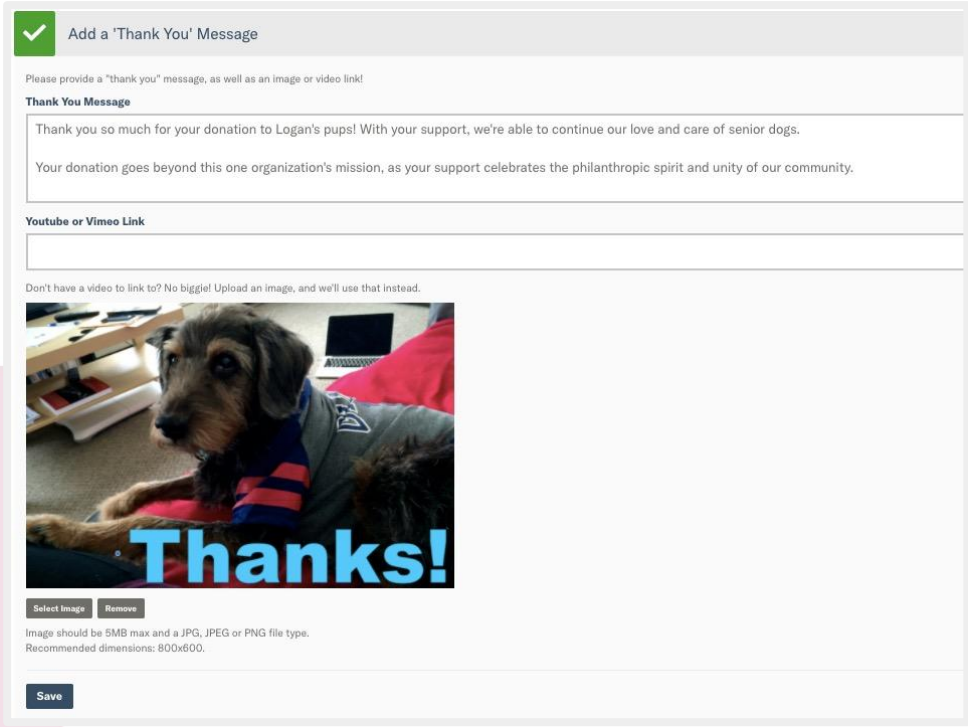
Personalized Gratitude

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Sent immediately to your donors when they complete their gift



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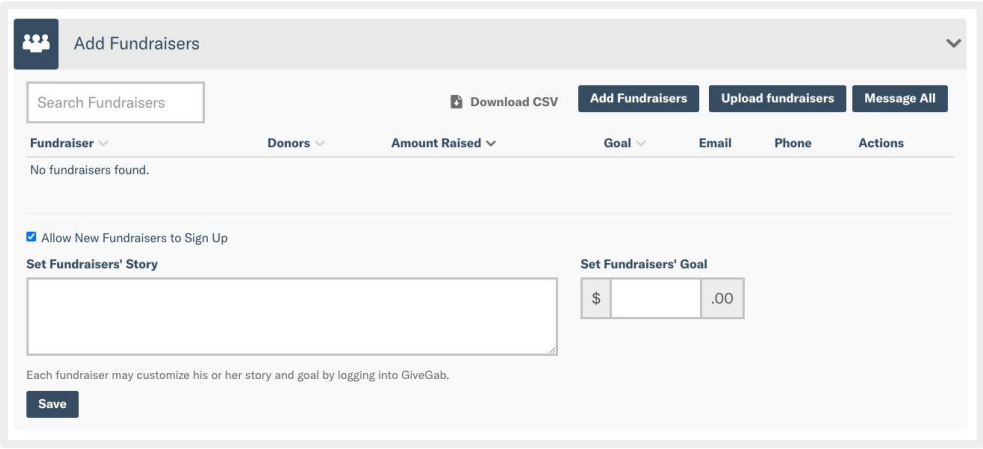

Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video]

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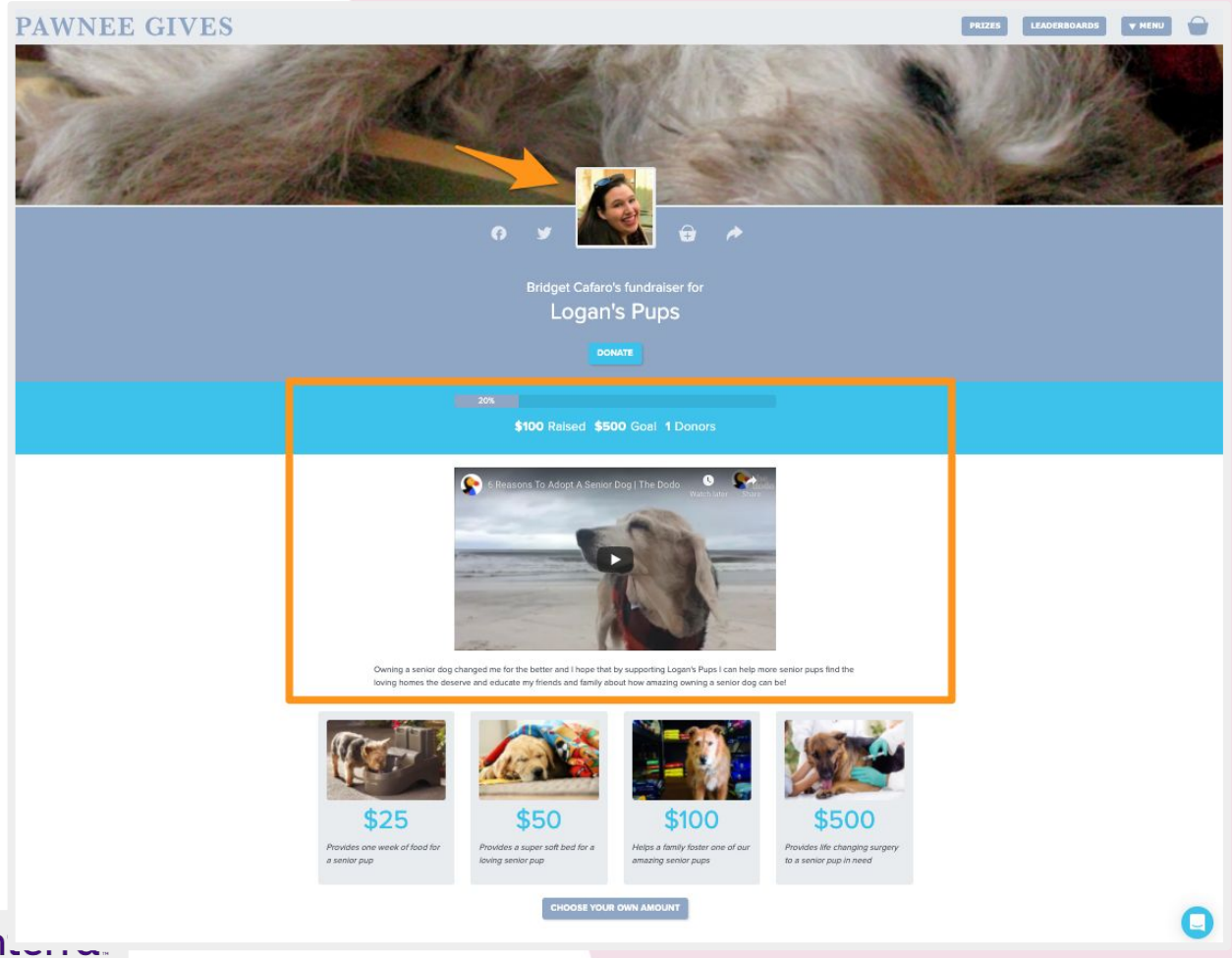

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Did you know?

Organizations who used P2P fundraising last year for Give DeKalb County raised on average **1.5X more** than those who did not.

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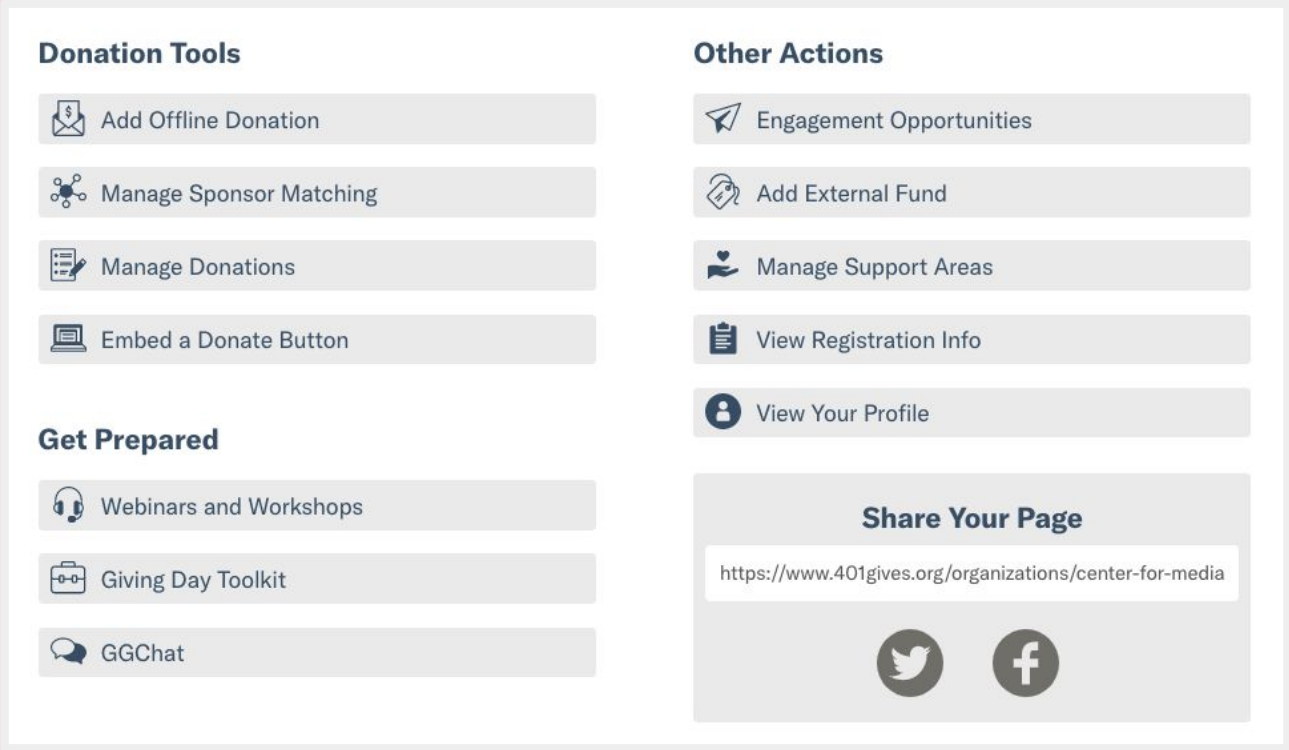
Key Dashboard Tools



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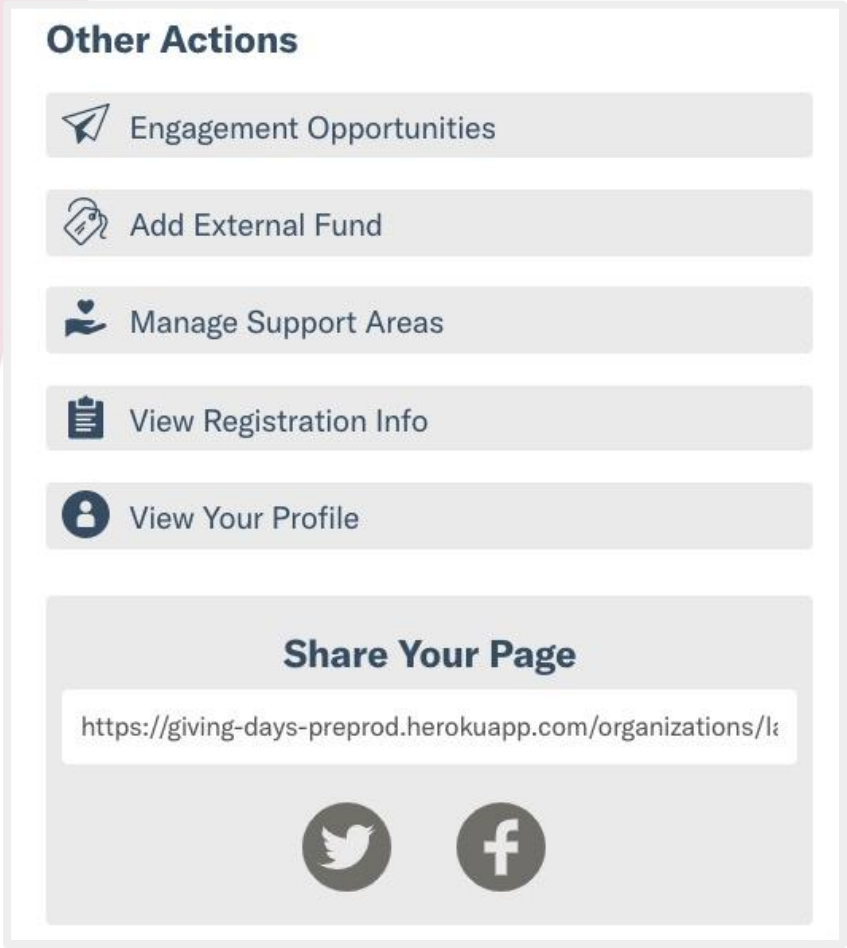
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard



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What's Next?

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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give DeKalb County needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!

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Your Next Steps

Take a breath!

- If this is your first time, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- Give DeKalb County may not be the right fit for all of your donors - that's okay!
- Connect with other participating organizations on the Give DeKalb County Facebook Group

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Your Next Steps

- DCNP membership by March 1
- Register by April 1
- Follow Give DeKalb County on social media!
  - Use #GiveDeKalbCounty
- Watch your inbox for important emails
- Meet internally to discuss goals
  - Board Engagement
  - Peer-to-Peer Fundraisers
- Sign up for training
- Explore the Nonprofit Toolkit
- Embrace #10!

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Questions?

May 4, 2023

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