

Getting Ready for Give DeKalb County

May 4, 2023



GiveGab is becoming  Bonterra.

Submit Your Questions



Chat Box

To: ☒ All panelists
Type: ☐ All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously

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



Overview & 2022 Recap

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**





Thank You!

Outcomes & Results

\$1,579,859

Raised

2,780

Donors

140

Organizations

"There's a lot
happening here
in DeKalb County
and it's exciting."

-David Long

DCEDC
DEKALB COUNTY
ECONOMIC DEVELOPMENT

OPPORTUNITY
UNBOUND
BETTER. TOGETHER.

Facts & Figures

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

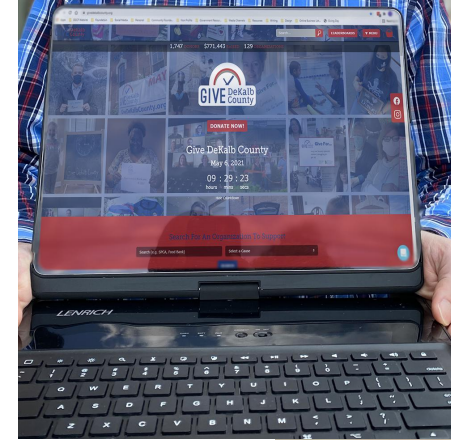
Facts & Figures: Fundraising

	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

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



2023 Overview

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...



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

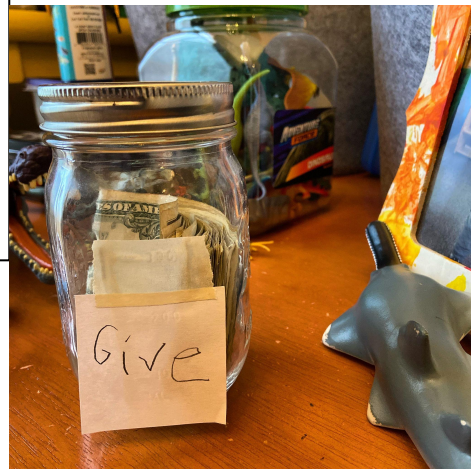
Next Steps

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



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

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

Who is GiveGab?



GiveGab is becoming  Bonterra.

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!

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!

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!

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

☒ I'll cover the fees!

Privacy Option(s)

☐ Please do not display a name publicly.




☐ Please do not display the donation amount publicly.

☒ Hide my name from this organization and the public.

Total: **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.

Learn more about how your information is used following a donation: [Privacy Policy](#).

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



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)


[Add a fundraiser](#)



Greater Pawnee German
Shepherd Rescue

Name to Display (Optional):

(Defaults to First and Last Name)

- ☐ I am a new donor to this organization. 
- ☐ Make this a recurring gift.
- ☐ Make this donation in honor of or in memory of someone.

[Add a public message to this donation](#)

REMOVE THIS DONATION

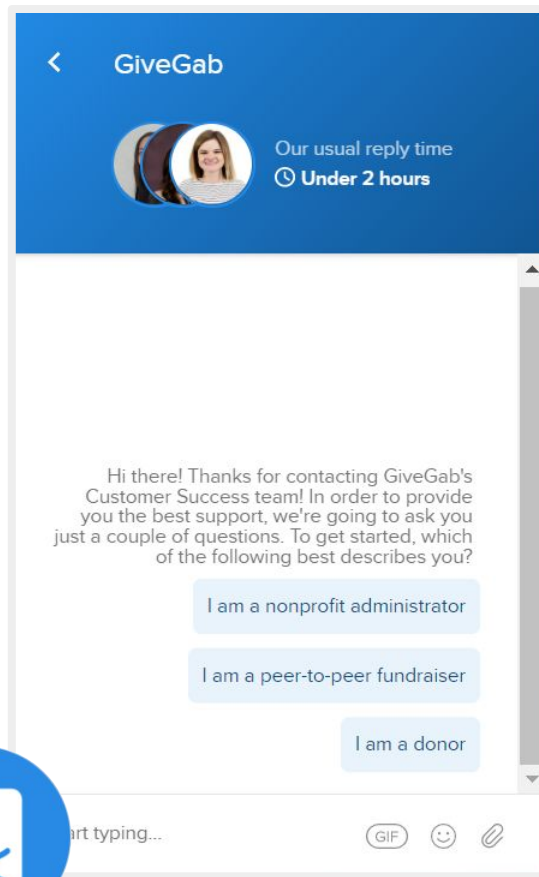
+ ADD ANOTHER ORGANIZATION



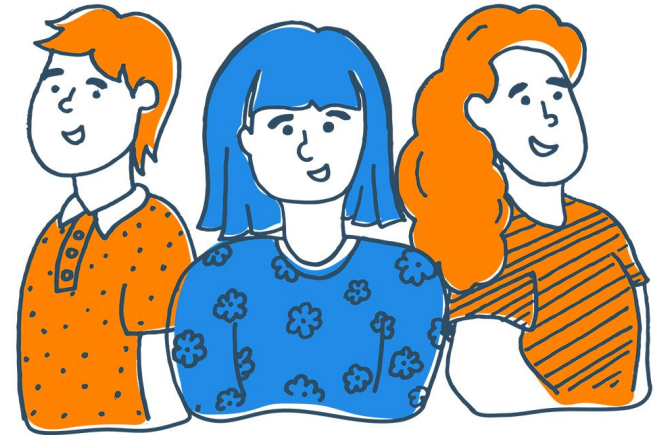
GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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





What's New for 2023?



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

 Logan's Pups		 GG Pay Financials	
Balances		GG Pay Logan's Pups	
Payouts		Donation Transactions	
Refunds		Gross Amount: ❶	
		Net Amount: ❶	
		Total Number: ❶	
		Givegab Platform Fees: ❶	
		GG Pay Processing Fees: ❶	
		Current	
		Total balance: ❶	
		Pending refunds:	
		Pending disputes: ❶	
		Total in reserve: ❶	
		Total balance to payout: ❶	

Giving Day Analytics

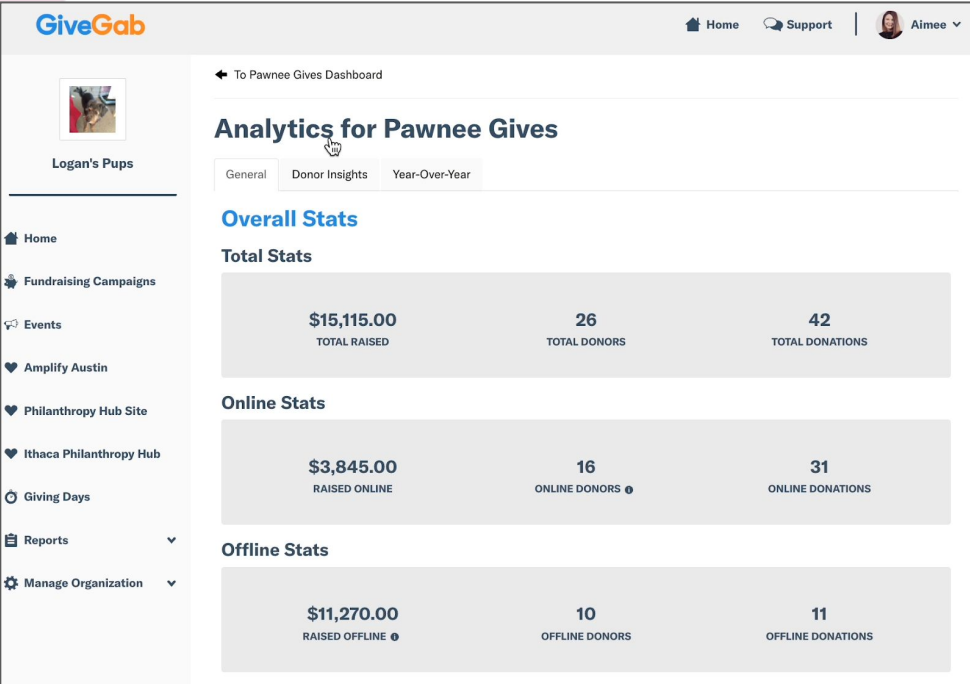
Key stats are available for the following data points:

- 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



Ithaca Gives March 17, 2023
\$0.00 Raised • 0 Donors • 0 Gifts
Analytics ←

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.



GiveGab Home Support Aimee

◀ To Pawnee Gives Dashboard

Analytics for Pawnee Gives

General Donor Insights Year-Over-Year

Overall Stats

Total Stats		
\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS

Online Stats

\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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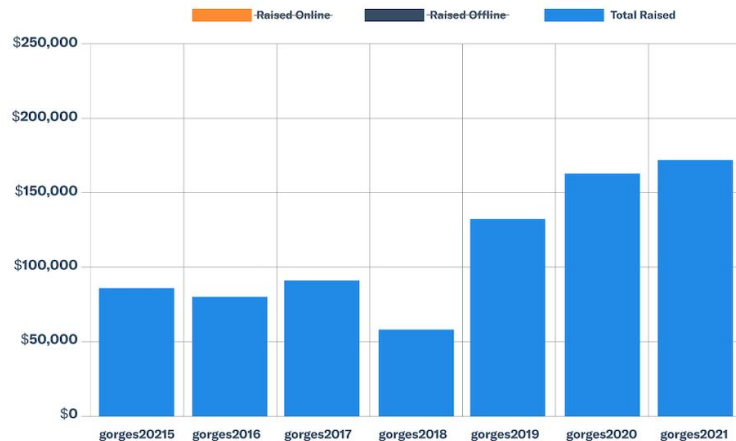
Offline Stats

\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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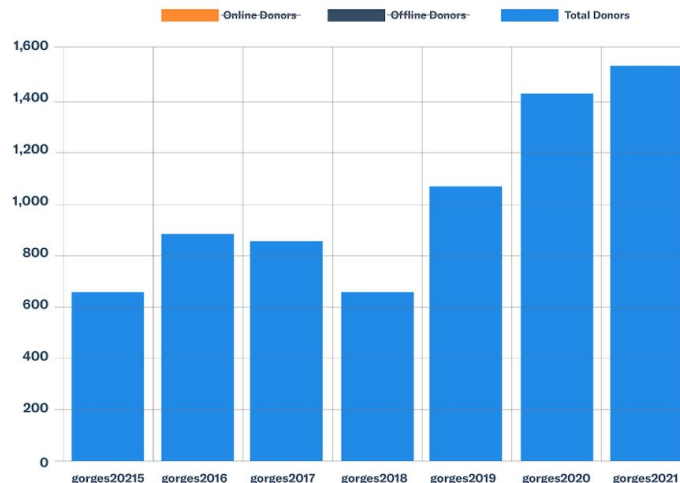
Left sidebar menu: Home, Fundraising Campaigns, Events, Amplify Austin, Philanthropy Hub Site, Ithaca Philanthropy Hub, Giving Days, Reports, Manage Organization

Year-over-Year Metrics

Dollars Raised



Donor Counts



Registering for Give DeKalb County



10 Years
GIVE DeKalb
County

REGISTER

Give DeKalb County
May 4, 2023

Give DeKalb County begins in
97 : 14 : 30 : 21
days hours mins secs

GiveDeKalbCounty.org



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.





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


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

2. Guidestar.org. * required




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!

**Give Local 757!** May 10, 2022
\$0.00 Raised • 0 Donors • 0 Gifts

Welcome to Another Giving Day!

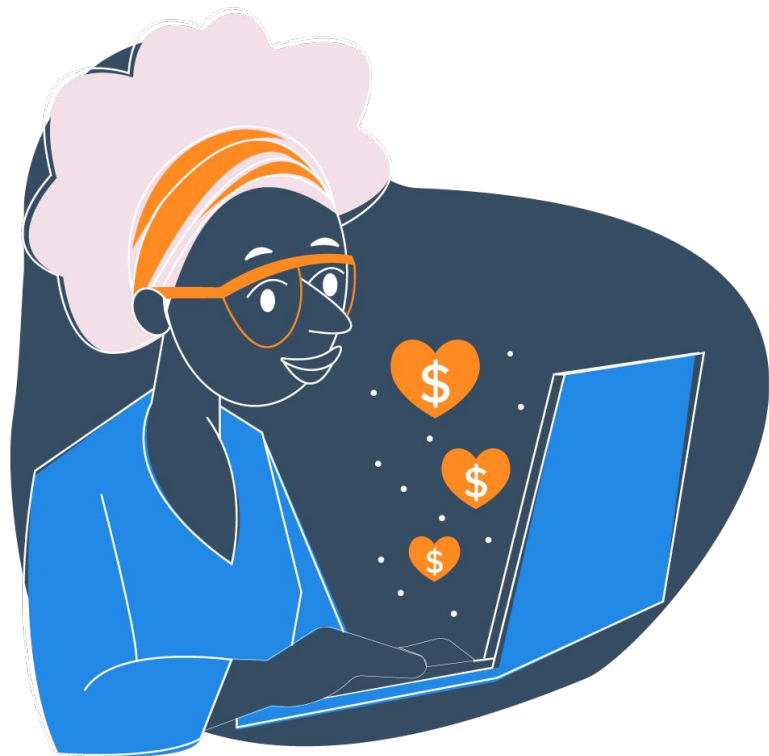
As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

Give Local 757! (2021)[Copy This Profile](#)

Give Local 757 (2020)[Copy This Profile](#)

[Create a New Profile](#)

Completing Your Profile



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




Basic Info

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

✓ Add Your Organization's Info

Website

Logo



Select Image

Remove

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

Causes (optional)

Cause #1

Animals

Cause #2

Cause #3

Save

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

✓

Add Your Story

▼

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

✓

Display Goal on Profile

\$

10000

.00

Tell Your Story

GT America ▼

Formatting ▼

A ▼

B

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Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, I mean passed away. Even though Alyssa didn't get to spend as much time with I mean as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.


Video Url

https://www.youtube.com/watch?v=xzM71NyCQHU


Vimeo links must be in the following format: <https://vimeo.com/123456>.

Save


Suggest Donation Levels

 Add Donation Levels


We recommend having 3 or 4 donation levels.




\$25.00
Provides one week of food for a senior pup
[Edit](#) [Remove](#)



\$50.00
Provides a super soft bed for a loving senior pup
[Edit](#) [Remove](#)



\$100.00
Helps a family foster one of our amazing senior pups
[Edit](#) [Remove](#)



\$500.00
Provides life changing surgery to a senior pup in need
[Edit](#) [Remove](#)

Add Donation Level

- 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

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

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


Thank You Message

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Youtube or Vimeo Link


Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove


Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save



Add Fundraisers

▼

 Download CSV

Add Fundraisers

Upload fundraisers

Message All

Fundraiser ▼

Donors ▼

Amount Raised ▼

Goal ▼

Email

Phone

Actions

No fundraisers found.

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$

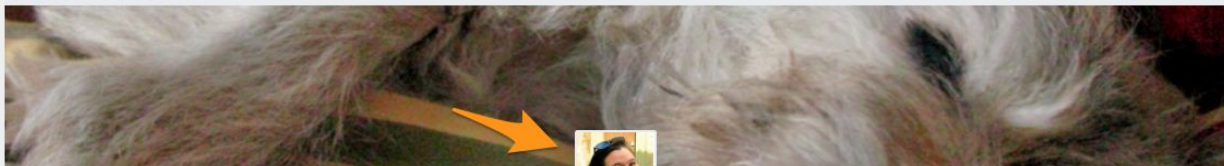
.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

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](#)

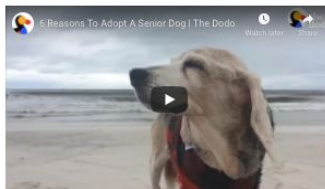


Bridget Cafaro's fundraiser for
Logan's Pups

DONATE

20%

\$100 Raised \$500 Goal 1 Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



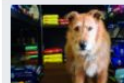
\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Helps a family foster one of our amazing senior pups



\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



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.

Key Dashboard Tools

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GGChat

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

<https://www.401gives.org/organizations/center-for-media>



Share Your Profile

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

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



What's Next?



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!



Your Next Steps

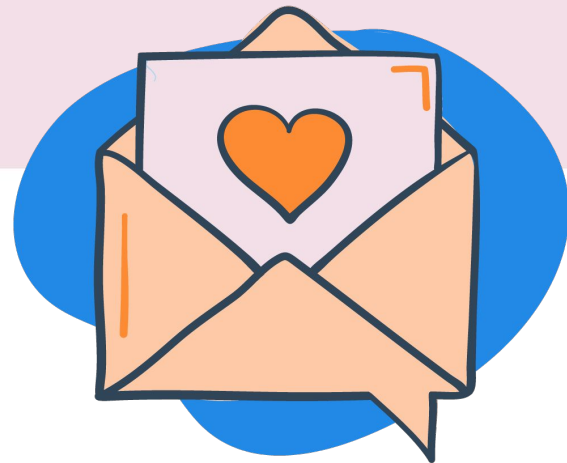


Take a breath!

- 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](#)

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!



Questions?



May 4, 2023