

Final Steps to Success

May 4, 2023



GiveGab is becoming  Bonterra.

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **April 20, 2023**.

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

Introduce yourself! Name, location, organization.



Chat Box

The screenshot shows a Zoom chat box with a dropdown menu open. The 'To:' field has a dropdown menu with two options: 'All panelists' (selected with a checkmark) and 'All panelists and attendees'. The 'Type' field is partially visible below the dropdown.



Q&A

The screenshot shows a Zoom Q&A form. It has a text input field with the placeholder text 'Please input your question'. Below the input field is a checkbox labeled 'Send Anonymously'. To the right of the checkbox is a blue 'Send' button.

Agenda



- Give DeKalb County Updates & Reminders
- Your Checklist for Success
- After Give DeKalb County
 - Additional Updates
 - Q&A

Give DeKalb County Updates and Reminders



- **www.givedekalbcounty.org**
May 4, 2023
- Mail-In Donations Open Today!
- Online Donations Open 12 AM
on May 4
- Prizes
- Social Media Feed

Your Success Checklist

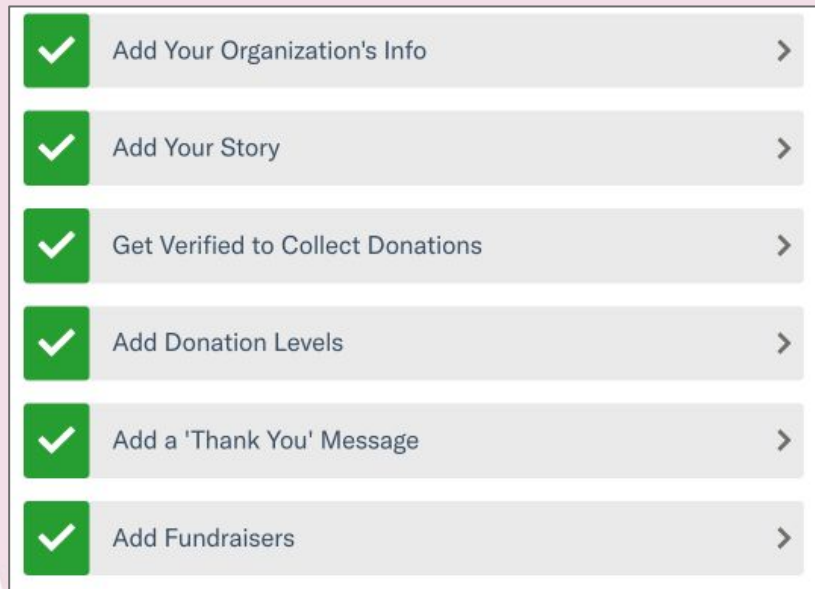
- ✓ **The Perfect Profile**
- ✓ **Engage Ambassadors**
- ✓ **Prepare Communications**
- ✓ **Donor Data & Stewardship**
- ✓ **Giving Day Analytics**



Is your profile complete?

Have you:

- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?



Is your profile complete?

Engage Your Ambassadors

Do you have ambassadors?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be an ambassador or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the [Give DeKalb County Fundraiser Guide](#)
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Do you have a communications plan?

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - [Announcement/Save the Date](#)
 - [Campaign Countdown](#)
- No need to start from scratch! Customize the templates available in your [Give DeKalb County Nonprofit Toolkit](#)



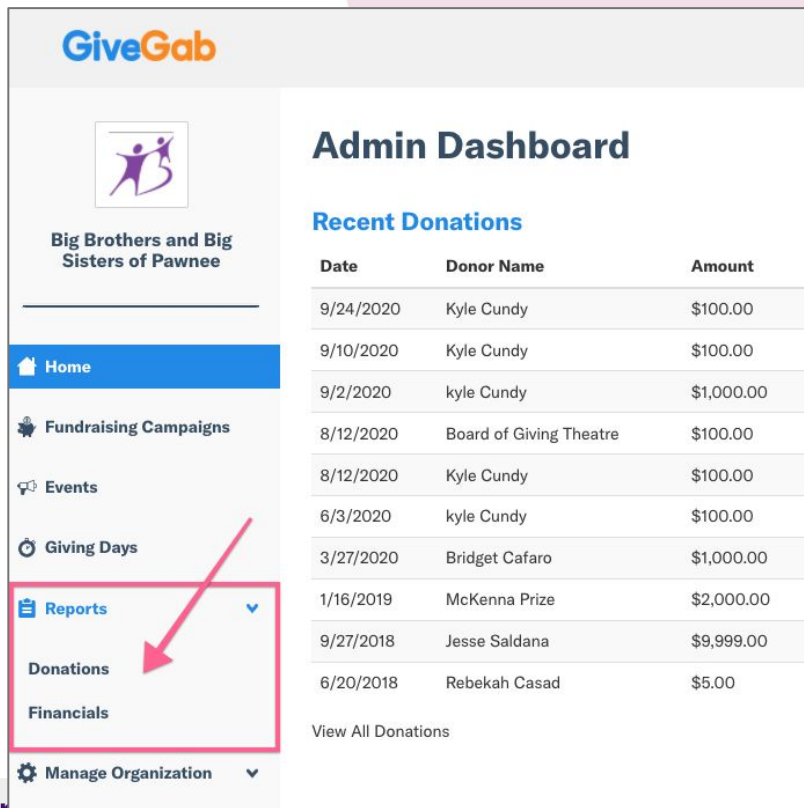
How will you communicate?



- Utilize multiple online channels
 - Social media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

Post-Give DeKalb County Success

Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee

Admin Dashboard

Recent Donations


Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)


Navigation Menu:


- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports** (highlighted)
- Donations
- Financials
- Manage Organization


Filtering Your Data




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾

Donations

 Manage Organization ▾


Donations


 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](#)


All Giving Days & Community Giv ▾


All Campaigns ▾




Any Donation Type ▾

 Start
















 End



Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

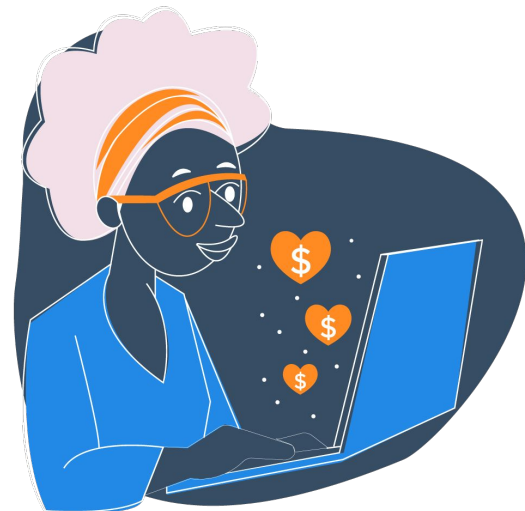
Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00
<div>  Page 2 of 2</div> <div> Export CSV Edit Bank Account Info</div>				

Viewing Dashboard for **Pawnee Public Library** 

How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the [available training](#) on Donor Stewardship!
- [Register for the next webinar](#): Long-Term Engagement: Give DeKalb County Donor Data & Stewardship



How will you thank your donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



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


Logan's Pups

[Home](#)
[Fundraising Campaigns](#)
[Events](#)
[Amplify Austin](#)
[Philanthropy Hub Site](#)
[Ithaca Philanthropy Hub](#)
[Giving Days](#)
[Reports](#)
[Manage Organization](#)

[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
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Online Stats

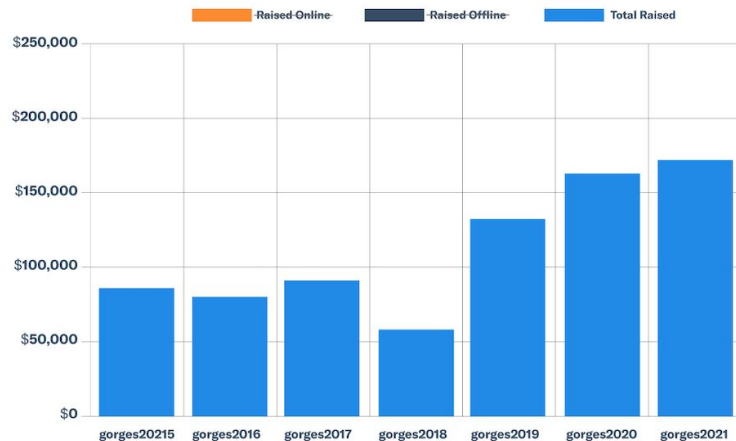
\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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Offline Stats

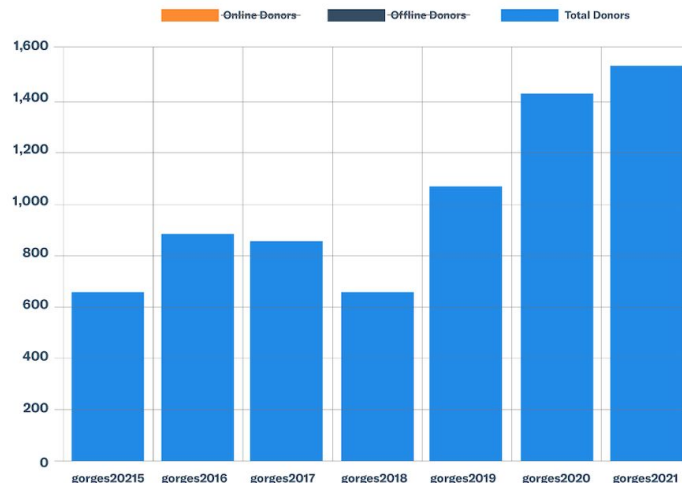
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Year-over-Year Metrics

Dollars Raised



Donor Counts



'Thank You' Resources

- [Customizable Email Templates and Guides for Stewardship](#)
- [Sample Social Media Posts and Best Practices](#)
- [Give DeKalb County Downloadable Graphics](#)
- Resources for [Board Members](#) and [P2P Fundraisers](#)
- [Blog Articles](#) and [How-To Videos from GiveGab](#)



Additional Updates

GiveGab is becoming  Bonterra.

Prizes

- Incentives to unlock more for the Bonus Pool and to reward donor reach
 - Quick Start
 - Perfect Ten
 - Stronger Together
- www.givedekalbcounty.org/prizes



10 Years
GIVE DeKalb County

2023 Give DeKalb County Prizes

QUICK START

PERFECT TEN

STRONGER TOGETHER

Quick Start

- Incentive to boost the Bonus Pool
- Quick Start
 - \$250,000 by 10am on May 4
 - Unlock \$5,000 for Bonus Pool
- Eligible Gifts
 - Online May 4 at
GiveDeKalbCounty.org 12am-10am
 - Mail-in gifts processed April
20-May 3



Goal

Raise \$250,000 by
10:00am on May 4

Unlocks additional
\$5,000 for
Bonus Pool

**QUICK
START**

Perfect Ten

- Incentive to boost the Bonus Pool
- Perfect Ten
 - Raise \$10,000 in 10 minutes starting at 10am
 - Unlock \$10,000 for Bonus Pool
- Eligible Gifts
 - Online May 4 at GiveDeKalbCounty.org, 10am-10:10am
 - May 4 in-person donation drop off, 10am-10:10am



The graphic features a large circular frame with a red, white, and blue border. Inside the circle, a person holds a wooden sign that reads "GIVE DEKALB COUNTY" and "MAY 4". To the right of the circle is a red ribbon badge with a white circle in the center containing the number "10". Above the ribbon is a logo for "10 Years GIVE DeKalb County" with a checkmark. Below the ribbon, the word "Goal" is written in red, followed by the text "Raise \$10,000 in 10 minutes starting at 10am on May 4". At the bottom of the circle, a red banner with white text reads "PERFECT TEN". Below the banner, the text "Unlocks additional \$10,000 for Bonus Pool" is displayed.

10 Years
GIVE DeKalb County

10

Goal
Raise \$10,000 in 10 minutes
starting at 10am on May 4

PERFECT TEN
Unlocks additional
\$10,000 for
Bonus Pool

Stronger Together

- Incentive to maximize donor reach
- Stronger Together
 - Top 3 nonprofits in each operating budget tier with the most donors receive a prize
 - Tier 1: Under \$100,000
 - Tier 2: \$100,000 - \$499,999
 - Tier 3: \$500,000 - \$2,999,999
 - Tier 4: Over \$3,000,000
 - First Place: \$750. Second Place: \$300. Third Place: \$200
- Eligible Gifts
 - Online May 4 at GiveDeKalbCounty.org
 - Offline gifts processed April 20-May 10



10 Years
GIVE DeKalb County

Goal
Top three organizations in each operating budget tier with the most donors

STRONGER TOGETHER

Prize: 1st: \$750, 2nd: \$300, 3rd: \$200 to top three organizations in each operating budget range

Donation Receipting

- Donation receipting comes from the Community Foundation

All Give DeKalb County donations are made to the DeKalb County Community Foundation. This means your organization does not need to send a separate tax acknowledgement to those who donate to you during Give DeKalb County. We strongly encourage you to thank your donors—but to appropriately acknowledge the donation, tax receipting needs to come from the Community Foundation.

Payout

- We will reconcile and move to payout as quickly as we can
- Please be patient!
- **Strongly prefer ACH payment**
 - **Please call Administrative Manager Sara Nickels at 815-748-5383 by May 12**
 - Organization name
 - Bank account number
 - Routing number
- **If you've received ACH payment from us before, call to confirm info**

Promo/Emails

- Yard signs - please post them and plan to return by 4:30 on May 8
- Info and updates - please read our e-blasts
- Facebook group - all admins should join
- Social media - like/share/comment...engagement & excitement are key
 - #GiveDeKalbCounty on Instagram & Twitter appear on homepage

Reminders

- Donor Stewardship Webinar
 - RSVP for the [Long-Term Engagement: Give DeKalb County Donor Data & Stewardship](#) - May 9
- Grand Total
 - Will not be final on May 4
- GDC e-Blasts
 - If someone else in your organization should also receive GDC info, please ask them to [sign up](#)

May 4

- Social media engagement all day
- Planned emails/updates
- Planned mail-in donation releases (9am, 12pm, 3pm)
- Donation drop-off event (8am - 1pm)
 - Likely not added to the site on May 4
- For questions/issues, please use blue chat bubble on the website and customersuccess@givegab.com when possible
- Watch for a May 4 timeline/schedule

Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

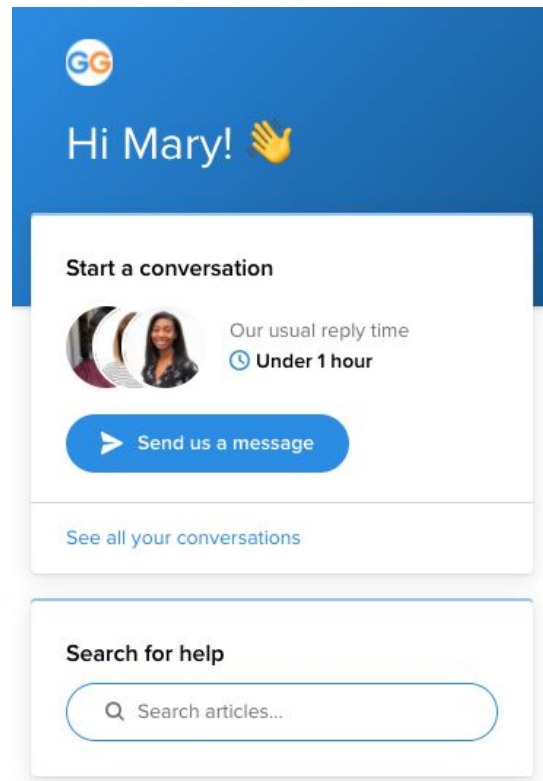
Final Checklist


- Complete your profile
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Give DeKalb County on Social Media and use #Give DeKalb County Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



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



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Questions?



May 4, 2023