

HOUSEKEEPING



Cameras encouraged & please be mindful of mute



Use chat for Questions & Feedback



YES! Recording & Meeting Materials will be shared



5th ANNUAL GIVING DUPAGE DAYS LAUNCH WEBINAR

GENEROSITY
CHANGES
everything

MAY 1-3, 2024

A countywide virtual fundraiser to celebrate, support and raise awareness for nonprofit organizations serving DuPage County.

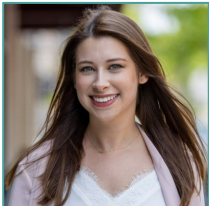
JOINING US TODAY



Mackenzie Green, GiveGab (Bonterra), Associate Project Manager



Kyle Bergfors, Giving DuPage, Communications Specialist



Ashley Kratschmer, PGM Marketing Manager

AGENDA

- ✓ What is Giving DuPage Days?
- ✓ Benefits of Participating & Testimonials
- ✓ Our Track Record
- ✓ Is Giving DuPage Days Right For Your Org?
- ✓ Fundraising Structure & Incentive Awards
- ✓ Participation Requirements
- ✓ Giving DuPage Investment
- ✓ How Does My Org Sign Up?
- ✓ Timeline & Key Dates
- ✓ Live GiveGab Profile Demo
- ✓ 2024 GOALS

GIVING DUPAGE DAYS

WHAT? A virtual community fundraiser supporting local charities.

WHERE? Online only 😊

WHEN? 3-day event – donations open midnight May 1 and close 11:59 pm May 3

WHY?

- * a fun, positive, feel-good countywide event
- * largest fundraiser supporting so many charities in one event
- * ‘giving day’ type events are popular and successful
- * We have 12 years of proven experience with a multi-charity fundraiser & have strong donor support

8 BENEFITS OF GIVING DUPAGE DAYS

1 – RAISE FUNDS TO POWER YOUR MISSION!

No upper limit • Unrestricted Funds • Unlimited Fundraisers • New Donors

Leaderboards

Name	Amount Raised ▼	Donors
1. DuPage Animal Friends	\$56,556.78	455
2. The Outreach House	\$33,445.00	162
3. ESSE Adult Day Services	\$29,425.00	129
4. Chi-Town Pitties, Inc.	\$27,128.00	293
5. 6000 MOMS NFP	\$20,750.00	295
6. West Suburban Humane Society	\$19,301.00	142
7. Latinas On The Plaza	\$12,950.00	47
8. The GardenWorks Project	\$12,105.00	126
9. Restoration61	\$10,000.00	1
10. Illinois Independent Living Center, Inc.	\$9,895.00	67

8 BENEFITS OF GIVING DUPAGE DAYS



2 – INCREASE REACH & VISIBILITY FOR YOUR ORGANIZATION

- ✓ Robust 3-month marketing campaign – we've already begun & intensive marketing 45 days leading to event
- ✓ Increase traffic to your social channels through cross postings – easy to share/RT – amplified messaging
- ✓ Over 31,000 visitors and 86,000+ views
- ✓ Digital marketing: newsletters, social media paid boosts on Facebook, digital ads and more



TOGETHER, we achieved something truly remarkable! It's so inspiring to see 2,787 donors raise \$373,314 for 95 local charities!

We want to thank everyone who donated and spread the word for your tremendous support of our countywide giving campaign! Your continued dedication to our community is the embodiment of generosity changing everything! [#GivingDuPageDays](https://bit.ly/3w8Tcq6)



8 BENEFITS OF GIVING DUPAGE DAYS

3 – FIND NEW DONORS/AUDIENCE

- ✓ It's our strategy to introduce thousands of people to the local charities participating in this event through *custom & boosted* posts on social networks
- ✓ Checkout screen asks every donor if they are a current or new donor to your org – **34% new donors in 2023**
- ✓ What is cost of new donor acquisition for your org?

4 – BE PART OF A COUNTYWIDE FUNDRAISER

- ✓ It makes people feel good to lift up many charities all at once
- ✓ Donors trust giving day type events
- ✓ Leverage the DuPage identity to create awareness for your cause

5 – TEST A NEW DONOR PLATFORM

- ✓ Want to try a new donor platform, but no time to research it?
- ✓ At no expense to your org, this is an opportunity to learn how the GiveGab platform works
- ✓ Bonus – GiveGab offers more online training videos to learn how to better fundraise for your mission

8 BENEFITS OF GIVING DUPAGE DAYS

6 – BUILD MOMENTUM WITH VIRTUAL FUNDRAISERS

- ✓ How many virtual fundraising events did your organization host in 2020, 2021, 2022, 2023?
- ✓ Much easier to engage peer-to-peer fundraisers with virtual events

7 – INNOVATION & SHARED BEST PRACTICES

- ✓ Multiple training sessions & virtual office hours – networking with your peers
- ✓ Innovation happens when we learn from others in a similar situation – share and try the best ideas

8 – BEST REASON OF ALL!

- ✓ Giving DuPage is providing logistics, marketing and infrastructure
- ✓ Your focus is connecting with your own supporters, donors & advocates
- ✓ Less hassles and investment in marketing, platform license fees, etc.



PAST TESTIMONIALS

Quotes from Participating Charities

Quotes from Donors

"Congratulations on what appears to be a VERY successful campaign! As a volunteer at West Suburban Humane Society, my heart is happy."

— Suzette Quintell, DuPage Mayors & Managers Conference

"I have been watching the donations climb. Woo Hoo, you are almost at your goal. That is awesome. I love how you can see the # of donors, amount, and the number of organizations. I feel like this really builds excitement! Way to go!"

— Julie C.

Thank you to Giving DuPage Days for demonstrating that when we collaborate on fund development, generosity increases.

"Dear Giving DuPage – GRATEFUL is the understatement of the year! Thank you! Giving DuPage Days is a gift to every charity that participates. You do the lion's share of the work, and we reap the benefit of your labors. The contributions given by loyal donors and people that we have never heard of, means that we are able to serve more people. Everyone in a nonprofit organization knows fundraising is hard work but you and all the people at Giving DuPage make it so easy. Thank you so much for giving us the wonderful opportunity to participate in a very special event!"
— With lasting gratitude and hope that we can come back next year, United Spinal Association Illinois Chapter



People's Resource Center
@peoplesrc

We're so excited to be a part of Giving DuPage Days! And thanks to a matching grant from @SOSmeditate, your support will be doubled, up to \$1,000! Donate today to help our neighbors in DuPage County. bit.ly/3uat4YJ
#NeighborToNeighbor #GDD2021
pic.twitter.com/VHjtaRbKE1

"We loved participating in Giving DuPage Days – had a lot of fun promoting it and watching the donations come in. Can't wait to be a part of it next year! Thanks for all you did to make it happen."

— Arts DuPage

PROVEN TRACK RECORD

We are so proud of what we've accomplished together, especially during the past 4 years!

Year	# charities	# donors	\$\$ Goal	Total \$\$ Raised	Average \$\$ Per Org	# Peer to Peer Fundraisers	Total \$\$ Raised by Peer to Peer Fundraisers
2020	82	1,749	\$150,000	\$229,776	\$2,802	120	\$45,730.60
2021	103	2,855	\$300,000	\$392,296	\$3,809	201	\$114,466.00
2022	95	2,787	\$550,000	\$373,314	\$3,929	221	\$122,513.00
2023	98	2,190	\$450,000	\$316,801	\$3,232	324	\$88,552.00
TOTAL		9,581		\$1,312,187			

GIVING DUPAGE DAYS IS IDEAL FOR ORGS IF....

- ✓ Your organization wants to host a spring fundraiser – *does it work in your calendar?*
- ✓ This event can be your organization's main/primary fundraiser event March to May
- ✓ Your organization wants to be a part of a large, countywide **FUN**draiser event – it's about all of us – *a rising tide lifts all boats*
- ✓ Your organization has 1 main point person and 3-5 people to serve as excited team to lead this event to support your mission - can be board, committees, volunteers or staff
- ✓ Your organization likes to set your own fundraising & donor participation goals – 40% of last year's charities raised more than \$1,000
- ✓ Your organization wants **NO UPPER LIMIT** on how much you can raise for **UNRESTRICTED FUNDS** – our top charity last year **raised over \$51,000!!!**

FUNDRAISING STRUCTURE

Your organization receives 90% of all ONLINE donations (\$9 of every \$10)

- ✓ Donors have option to cover credit card fees – if they do not, Giving DuPage covers this fee (donor unchecks box)
- ✓ Giving DuPage will receive 10% of all ONLINE donations (\$1 of every \$10)
- ✓ Info is provided to all donors in FAQ section and in the donation receipt
- ✓ Your organization keeps 100% of offline donations. So, matches/challenges can be a HUGE boost to fundraising and go 100% to your cause

INCENTIVE AWARDS top fundraising organizations and top fundraisers.

2024 INCENTIVE AWARDS

Daily Incentive Prizes & For Overall Event

- ✓ Top Fundraising Individual - \$250
- ✓ Board Blitz Prize - \$500
- ✓ Organization With Most Donors - \$500

PARTICIPATION REQUIREMENTS – PART I


- ✓ Your organization is a registered 501c3 organization with the IRS and in good standing
- ✓ Legally registered with Office of Attorney General to solicit donations in Illinois
- ✓ Your organization agrees to the participation fee (as defined), agrees to submit all online donations to Giving DuPage for appropriate disbursement (as defined 90/10 split) for online donations and per payout schedule.
- ✓ Your organization agrees to the financial disbursement schedule outlined at the Giving DuPage Days website and 'Participating Charity Reference Guide'.
- ✓ Your organization agrees to provide the latest year's 990 filing, to verify your nonprofit status is in good standing

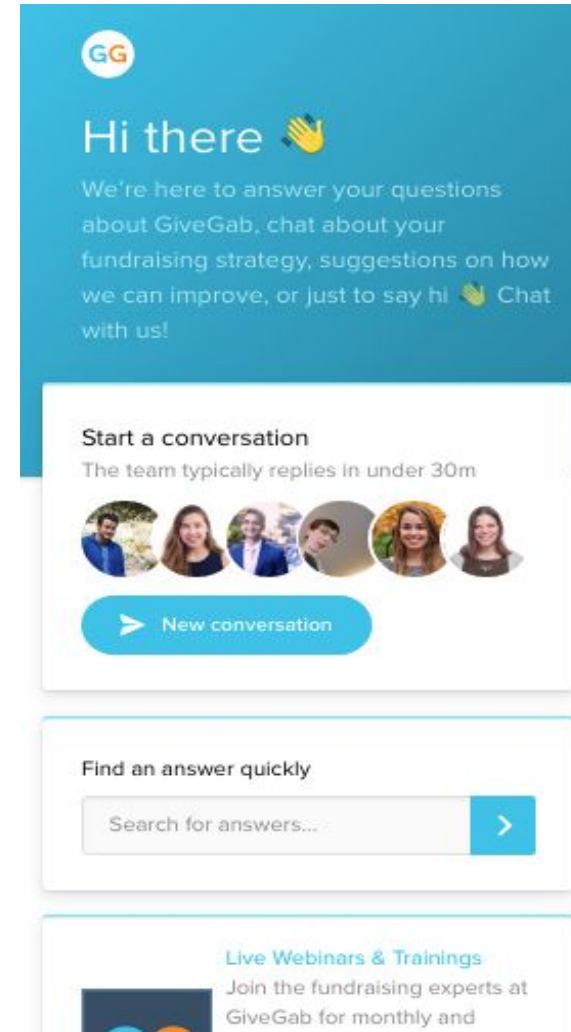
PARTICIPATION REQUIREMENTS – PART II

- ✓ Your organization agrees to direct all donors to the official Giving DuPage Days website, Giving DuPage social media sites, and other related links, for fundraising efforts and agrees not to use other platforms/apps for fundraising purposes.
- ✓ Your organization agrees to only utilize official Giving DuPage Days® or the Giving DuPage® logos and marketing materials - including print, electronic and social sharing.
- ✓ Your organization will NOT solicit sponsors, or in-kind donors, or make sponsorship agreements for Giving DuPage Days. All sponsorship agreements/opportunities will be created by Giving DuPage.
- ✓ If your organization creates promotional materials, you agree to use the official Giving DuPage Days® logo and will get approval from Giving DuPage for marketing.
- ✓ You will provide our organization's logo & photos to Giving DuPage for use at givingdupageday.org, on your organization's fundraising page and for general promotional purposes.

GIVING DUPAGE – OUR 10% INVESTMENT

Invest in Annual Licensing fee for use of GiveGab Platform

- ✓ A dedicated page for your organization to receive donations – 86,000+ views to website during event months
- ✓ Videos at Help Center – support.givegab.com and a blog – givegab.com/blog
- ✓ Blue Chat bubble & Support email – customersuccess@givegab.com 
- ✓ Host of secure, reliable and transparent platform – credit card, ACH & Mobile Wallet
- ✓ Industry leader and value of their experience – GiveGab hosts hundreds of giving days around the country – [see full list](#)
- ✓ **YES**, your organization has 100% real-time access to donations and donor information - exception are donors who select 'anonymous' donation



What GiveGab Can Offer You



GIVING DUPAGE – OUR 10% INVESTMENT

Invest in a big, PAID digital marketing campaign

- ✓ Multiple downloadable images/graphics to share on social channels
- ✓ Designed social media covers for Facebook, LinkedIn, Twitter & Instagram
- ✓ Multiple social media posts from Feb 1 to May (post event)
- ✓ A custom designed image for each participating charity – 1 static image
- ✓ Branded do-it-yourself Canva templates
- ✓ Facebook has proven to be biggest referral source for donations – Giving DuPage will commit **\$30 paid BOOST advertising budget per charity** for a custom post – linked back to your charity's page
- ✓ Digital ads with chamber advertising
- ✓ Giving DuPage digital newsletters (total 5) – going to over 13,000 subscribers in Feb, March, April & May (2)



GIVING DUPAGE – OUR 10% INVESTMENT

Invest in an EXTENSIVE Outreach Campaign

- ✓ Outreach to DuPage County Board, Choose DuPage businesses, DuPage Mayors & Managers Conference, Workforce Dev Board, workNet DuPage, DuPage Convention & Visitors Bureau, local chambers & more
- ✓ Engaging local businesses & chambers as 'Best Buddies' Sponsors - spreading word through employee newsletters, social media & email campaigns
- ✓ Develop media partners through PSAs & coverage

GIVING DUPAGE – OUR 10% INVESTMENT

Invest in 'KEYS TO SUCCESS' Training Series & Virtual Office Hour Support

- ✓ Offering 'Keys to Success' Training webinars with Giving DuPage – YEP, we will record them!
 - Training Webinars (2) and an On-Demand Video Library (short videos & includes slides!) - you will have so much help to ensure success for Giving DuPage Days.
- ✓ Nonprofit Toolkit – templates you can customize – for emails, social media and more
- ✓ Email videos & tips throughout the campaign

HOW DOES MY ORGANIZATION SIGN UP?

- ✓ Charity sign up opens today - last day to register is **March 11**
- ✓ Participation Fee to sign up – what is your organization's official address on your 990?
 - ❑ Organizations based in DuPage County - \$135
 - ❑ Organizations based outside of DuPage County but are serving DuPage residents - \$250 – meant for statewide/regional chapters or organizations who literally border DuPage County
- ✓ Charity registration form allows for mail-in payment by March 4
- ✓ We ask for a lot of information in the form – please review it to learn more

[Register Now](#)

TIMELINE & IMPORTANT DATES



February 20 – Charity Registration Opens | Website Goes Live – Charities can access to build their profile

February 27 – Launch Kickoff Webinar

March 11 – Charity Registration Closes

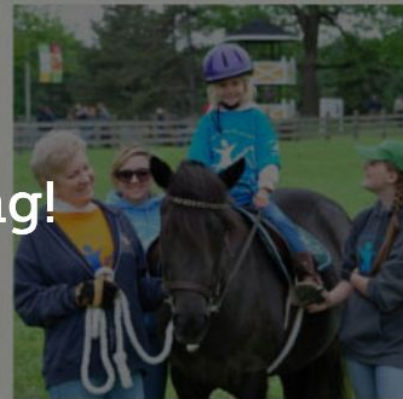
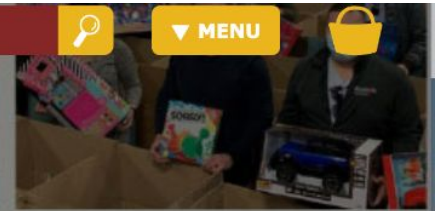
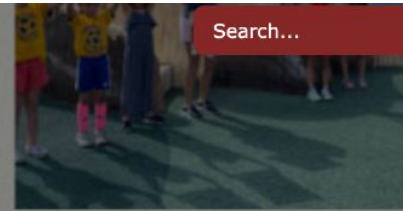
February 20 - March 11 - Charity's Build Out Profiles

May 1 to May 3 – 5th ANNUAL GIVING DUPAGE DAYS – WOO HOO!!!

June – Checks Mailed/Distributed

LIVE DEMO OF SITE FEATURES

- ✓ For some orgs today, the GiveGab platform is new
- ✓ High level overview
- ✓ All features will be explained in training videos
- ✓ Over to [Mackenzie @ GiveGab / Bonterra!](#)



#GIVING
DuPage
DAYS

MAY 1 - MAY 3



NONPROFIT REGISTRATION

Generosity Changes Everything!

May 1 - May 3

Giving DuPage Days 2024 begins in

82 : 11 : 31 : 44
days hours mins secs

Search...



▼ MENU





Find Your Organization

and participate in Giving DuPage Days

test

0 Results



No organizations match your search criteria.



Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

[Home](#)

[Apply Now](#)

[FAQ](#)

[Nonprofit Toolkit](#)

[Terms of Service](#)

[Follow us on Facebook](#)

[Follow us on Twitter](#)

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Giving DuPage Days

Giving DuPage - the DuPage County Volunteer Center
421 N. County Farm Road
Wheaton, IL. 60187

Questions? We're here to help! Use the chat bubble in the lower right-hand





Giving DuPage Days

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.

Click 'Continue' to complete your registration for

Giving DuPage Days

Continue



GIVING DUPAGE DAYS. MAY 1-3

We have been incredibly blessed to be the host of this amazing event.

We are so proud to serve your organizations and support your mission.

We feel grateful to have you as our partners in this event.

Let's come together to make this year's theme come true - about the power of generosity in our local community.

HERE WE GO.....

Are you ready?!

GENEROSITY
CHANGES
everything

GOAL 1 – enlist over 100 local charities

GOAL 2 – engage over 3,500 donors

GOAL 3 – RAISE OVER \$350,000 for participating charities

QUESTIONS?

THANK YOU & CONTACT INFO



givingdupage@dupagecounty.gov