Getting Ready for Erie Gives!

August 8, 2023
13th Annual Erie Gives is Tuesday, August 8 from 8 a.m. to 8 p.m.

Nonprofit registration is now open.
  ○ Must complete registration by August 1 to participate in Erie Gives

New platform with GiveGab - Main line of business
  ○ Increase security and sustainability of Erie Gives

Prorated Match is now called – BONUS BUCKS!
  ○ Will work the same as in years past
  ○ Still have $500 hourly incentives provided by local businesses
Meet the ECF / NPP Team

Erin D. Fessler
VP of Marketing & Community/Gov. Relations
The Erie Community Foundation

Khristina Bowman
Director of Marketing & Communications
The Erie Community Foundation

Ellen Kehl
Associate Director
The Nonprofit Partnership
Meet the GiveGab Team

Jennifer
Project Manager

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

- Erie Gives Overview
- Who is GiveGab?
- Registering
- Creating Your Profile
- Peer-to-Peer Fundraising
- Next Steps & Questions
Erie Gives Overview

[eriegives.org](http://eriegives.org) | Tuesday, August 8 from 8:00 AM - 8:00 PM

- Every nonprofit conducts their own unique campaign to market and share with their supporters and board members
- 501(c)(3) nonprofits serving Erie County that are either members of NPP or have an endowment with The Erie Community Foundation are eligible to participate
- Bonus Bucks (formerly the Prorated Match Pool) and randomly-drawn hourly $500 prizes will be available
- Leaderboards for friendly competition
- Donations open at 8:00 AM on August 8th
- Donations close at 8:00 PM on August 8th
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 + Erie Community Foundation and NPP marketing = exponential visibility for all organizations
- Utilize Erie Gives to reach other internal goals
- Motivate donors to make a greater impact with Bonus Bucks and prizes
How does it work?
How will donors find my nonprofit?

- Navigate to eriegives.org
- Click “Donate” to search for your organization or use the search fields on the main page
- You can also share your unique profile link with donors (less clicks for them!)
- Donors will enter a quick and easy 3-step donation process
What happens after your donors make a gift?

- Your profile totals will increase
- Erie Gives’ totals will increase
- Leaderboard standings will automatically adjust
- Donor recognition on public donor walls (on your profile and main page)
- Anonymity preferences are always honored! “Anonymous Donor” text will show.
Who is GiveGab?
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 Erie Gives
- Create the ultimate donor experience by making GIVING as easy as possible
- Provide a dedicated support team
- GiveGab is becoming Bonterra!
Simple Donation Processing

- All major credit cards accepted (Visa, Mastercard, American Express, and Discover)
- 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 Cards** accepted for online transactions
- New this year—Donors can choose to cover all fees on behalf of your nonprofit
- Historically, donors cover 65-75% of fees during a Giving Day
- That means it may only cost your nonprofit approximately $1.57 per $100 raised online!
Transparent Donations

Credit Card:

2% Platform Fee + $0.30 per transaction + 2.5% transaction fee (Stripe) = 4.5% + $0.30

Donations by Cash, Check, Stock Gifts, or IRA Gifts submitted to The Erie Community Foundation: No Fees!
Thank you for supporting Erie Gives!

1. Amount
2. Payment
3. Confirmation

Choose an amount to give:

$ 50.00

Check for additional Fundraising Campaigns (optional)
Add a fundraiser

Name to display (optional):
(Defaults to First and Last Name)

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 up to 10 nonprofits per transaction!
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
Registering for Erie Gives
Erie Gives

NONPROFIT REGISTRATION NOW OPEN

August 8, 2023

Erie Gives begins in
146 : 18 : 23 : 30

days hours mins secs
1. Search for your nonprofit

2. If your nonprofit is listed in the search results, click **Participate**. Note that only nonprofits that have created a profile on the GiveGab platform in the past will appear in the search results.

3. If your nonprofit isn’t listed in the search results, click **Add My Organization**.
If you clicked **Add My Organization**, you’ll first need to complete this form.

If you clicked **Participate**, you’ll skip this step since your organization has already created an account with GiveGab sometime in the past.
Next, you will complete a registration form specific to Erie Gives.
Completing Your Profile
Your Giving Day Dashboard - Pending Status

Once you complete the registration forms, you will be able to access your nonprofit dashboard. Note that your nonprofit will be in a Pending status while The Erie Community Foundation reviews your submission.

You may begin creating your nonprofit’s profile while in Pending status.
Your Giving Day Dashboard - Approved Status

You will receive an email to let you know when your participation status has changed to Approved.

You will also see Approved as the status within your nonprofit dashboard.
Administrative Access

Need to add more administrators to GiveGab for your nonprofit? We got you!

Click on the Add Administrator menu option from within your nonprofit dashboard.

The Supporters menu option allows you to then add or revoke admin access.

There are two levels of admin access: profile editor only or full admin (can edit profile and also view donations, supporters, etc.).
Please ignore the Bank Account & Verification Menu

This is not applicable to Erie Gives, as all participating nonprofits will receive their donations and any Bonus Bucks and Hourly Prizes via a check from The Erie Community Foundation in the mail a few weeks after Erie Gives.
Basic Info

- Your logo
- Your website
- Your causes
- **Pro Tip**: Adding causes to your profile can help new donors find you in our cause-based search!
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in Erie Gives.
- Share your impact through words and visuals!
Suggest Donation Levels

- Custom amounts (minimum $25)
- Unique descriptions
- Optional photos
- Unlimited donation levels, but we recommend 3 - 4
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects donors to your goal
## Key Dashboard Tools

**Donation Tools**
- Manage Donations
- Embed a Donate Button

**Get Prepared**
- Giving Day Toolkit
- Help Center

**Other Actions**
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile
- Mobilize Integration

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See your detailed donation info

Add a button on another site to link to your Erie Gives profile page!

Please check this out! Lots of tools and templates for you, your Board, your P2P fundraisers, etc.!

A library of GiveGab support articles

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**Share Your Page**

https://www.ерiegives.org/organizations/sample-url
# More Key Dashboard Tools

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## Share Your Page

https://www.eriegives.org/organizations/sample-foc

- Share events, volunteer opportunities, etc.
- For Erie Community Foundation’s use - please don’t change or delete
- Create profile pages and fundraise for special projects
- Review the answers you provided on the Erie Gives registration form
- While in Pending status, this will say “Preview Your Profile”
- N/A for Erie Gives
Share Your Profile

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

Other Actions

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Share Your Page

https://giving-days-preprod.herokuapp.com/organizations/
Support Areas (aka Special Projects)

- An optional feature which allows nonprofits to create separate pages to raise awareness and fundraise for specific projects / initiatives

- Donations to a support area will display on the support area profile AND will roll up to your nonprofit’s totals
Key Features
What information is available?

- Detailed donation reports available in real time
- Advanced Analytics
- Year-over-year reporting for Erie Gives 2024
### 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](#)

<table>
<thead>
<tr>
<th>Actions</th>
<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
<th>Amount Charged</th>
<th>Ban</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6226186</td>
<td>3/13/2023 9:57PM</td>
<td>Test Gift</td>
<td>$200.00</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6226185</td>
<td>3/13/2023 9:57PM</td>
<td>Jim Smith</td>
<td>$50.00</td>
<td>$50.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6226184</td>
<td>3/13/2023 9:56PM</td>
<td>Jane Donor</td>
<td>$100.00</td>
<td>$100.00</td>
<td></td>
</tr>
</tbody>
</table>

[Export CSV](#)  
[Edit Bank Account Info](#)
Giving Day Analytics

- Donor counts (online, offline, total)
  - “Unique donors”
- Donation counts (online, offline, total)
- Average donation size
- Average donation per donor
- Fee coverage
- Year-Over-Year comparisons (for 2024 and beyond)
Year-over-Year Metrics (for 2024 and beyond)
Peer-to-Peer Fundraising

- Ask your passionate supporters and Board Members to create their own fundraising page on behalf of your nonprofit
- Watch your totals increase as their funds raised roll up into yours
- Multiply your reach by leveraging their networks
Did you know?

Nonprofits who used Peer-to-Peer (P2P) Fundraising on average raised **3.4x more** than those who did not.
A sample P2P profile page

- Your nonprofit’s main photo, logo, donation levels, and story are pulled over.
- The fundraiser can add their own picture or video as well as their personal story.
- Donations made on any of your fundraisers’ pages roll up to your nonprofit’s main page and stats.
Leading Your Fundraisers

- Easily manage their pages
- P2P Fundraising can be as involved or simple as you like!
- **Pro-Tip:** Plan to invite 5-6 fundraisers, and set a goal for how much they should raise
- Watch the **Peer-to-Peer Fundraising Training Video**
What’s Next?
Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Erie Gives 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 participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- You don’t need to compete for incentives and prizes
- Erie Gives may not be the right fit for all of your donors - that’s okay!
- Simply telling your story is a good start to building relationships.
Your Next Steps

What to work on over the next few months:

- Follow Erie Gives on Social Media and use #ErieGives2023
- Watch your inbox for important emails
- Review the Nonprofit Toolkit
- Discuss and communicate goals with your team
- Sign up for upcoming webinars
Questions?

Erie Gives is August 8, 2023