

Getting Ready for Erie Gives 2024!

Tuesday, August 13, 2024



Meet the Team



Erik

Project
Manager



Claire

Associate
Project
Manager

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.

Erie Team: ECF



Erin Fessler

*Vice President of Marketing
& Community/Government
Relations*



Kailey Pisani

Marketing &
Communications
Associate

Erie Team: NPP



Adam Bratton

Executive Director



Ellen Kehl

Associate Director



Kensley Semple

Operations & Special
Projects Assistant

Agenda



- **Erie Gives Overview**
- **Who is Bonterra?**
- **Registering**
- **Creating Your Profile**
- **Next Steps & Questions**

Erie Gives Overview

<https://www.eriegives.org/> 8/13/24 12:00 AM ET

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + ECF Efforts = Exponential visibility
- IRS-recognized nonprofit serving the Erie Community are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on 8/13/24

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 Gives marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Who is Bonterra?



Who is Bonterra?



Bonterra's mission is to power those who power social impact

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

Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Donor credit card information is not revealed or saved in Bonterra

stripe



Simple Donation Processing



- All major credit cards accepted
- Quick, easy and fun donation flow
- Securely processed through Stripe
- Chat support available right within the donation form for your supporters!

Transparent Donations

- **Credit Card** for online transactions
- Donors can cover all fees on behalf of your organization
- Last year, 84% of donors elected to cover the fees during Giving Day

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:

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



Thank you for making a difference in our community!

Step 1 of 3



Greater Pawnee German Shepherd Rescue

Choose an amount to give:

\$

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

[Add a fundraiser](#)

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



The Gift Basket makes it easy for donors to support as many causes as they like!

Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your donation amount to act as a tax-deductible receipt

DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg
Date: February 27, 2020
Organization: Logan's Pups
EIN: 12-1234567
Designation: Giving Day
Amount: \$10.00

[View Your Donations](#)

Giving Day Analytics

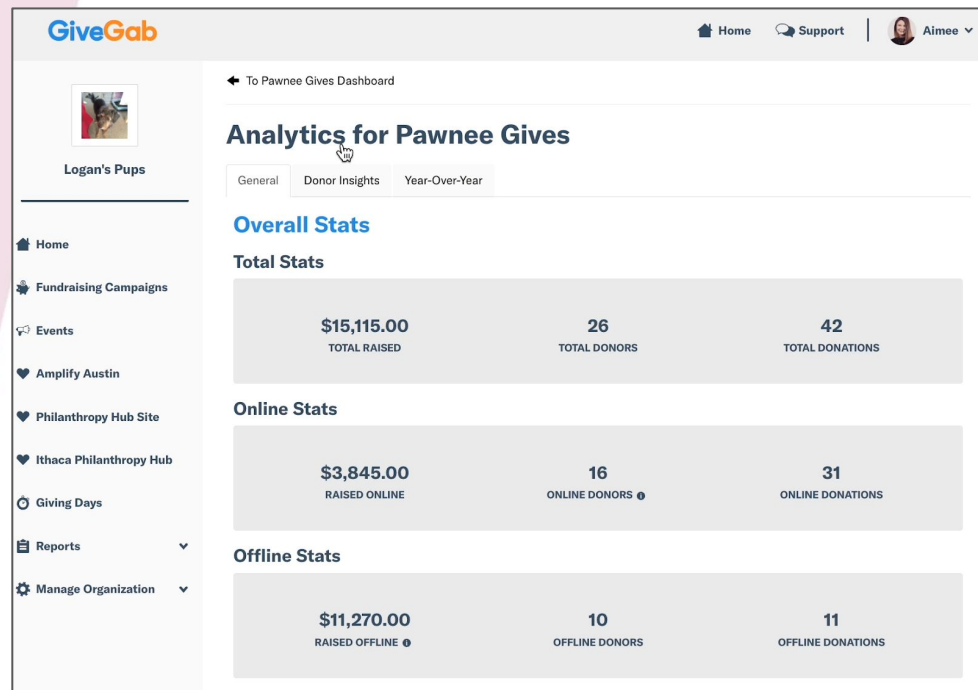
Key stats are available for the following data points:

- 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

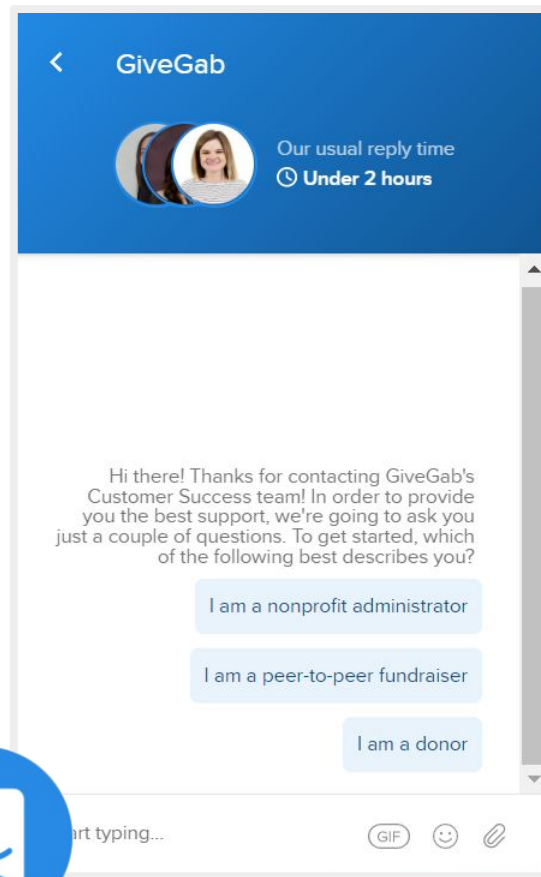
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Logan's Pups

- Home
- Fundraising Campaigns
- Events
- Amplify Austin
- Philanthropy Hub Site
- Ithaca Philanthropy Hub
- Giving Days
- Reports
- Manage Organization

How We Support You

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



Registering for Erie Gives





ERIE NONPROFITS: REGISTRATION IS NOW OPEN!

August 13

Erie Gives begins in
96 : 14 : 33 : 14
days hours mins secs



☐ Pause Animation

How can you support your favorite nonprofits during Erie Gives?

WAYS TO GIVE





Find Your Nonprofit

and participate in Erie Gives

177 Results



Erie Arts & Music Festival, d/b/a Erie Blues & Jazz Festival

Erie, Pennsylvania

PARTICIPATE



U.S. Committee for Refugees and Immigrants / Erie Field Office (founded as the International Institute of Erie)

Erie, Pennsylvania

PARTICIPATE



Bayfront Maritime Center DBA Erie Maritime Foundation

Erie, Pennsylvania

PARTICIPATE





Find Your Nonprofit

and participate in Erie Gives

0 Results



No nonprofits match your search criteria.

Don't see your nonprofit listed?

You can create a nonprofit by clicking the button below.

[ADD MY NONPROFIT](#)





Erie Gives

Welcome to Erie Gives 2024!

If you participated in Erie Gives last year, we need you to review and update your profile by July 31, 2024.

If you are new to Erie Gives, to be eligible, you must be a 501(c)(3), have a fund at The Erie Community Foundation OR be a member of the Nonprofit Partnership. Your membership to the Nonprofit Partnership does more for you than make you eligible for Erie Gives, the Nonprofit Partnership offers you year-round educational opportunities to enhance your work and build the capacity of your nonprofit. If you have issues registering, please call our offices at 814.454.0843.

Remember to engage your board, your staff and your donors to participate.
After Erie Gives, we would like your feedback--watch your email for details.
We wish you a successful Erie Gives 2024!

1. What is your nonprofit's annual operating expense budget? * required

Please select one choice.

2. Do you have an endowment with The Erie Community Foundation? * required

Please select one choice.



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

Welcome to Another Giving Day!

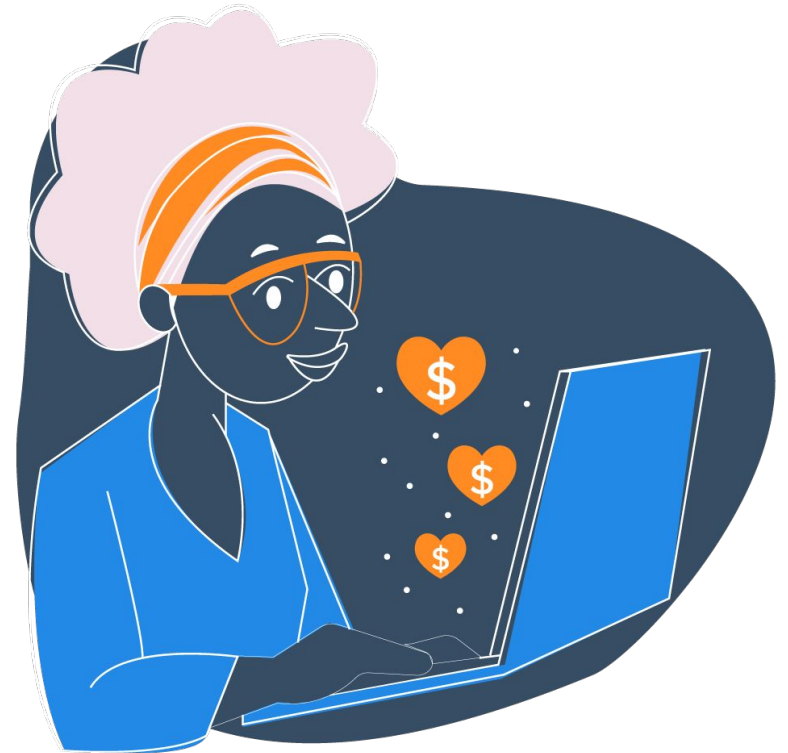
As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

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

GIVE LOCAL 757! 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 >

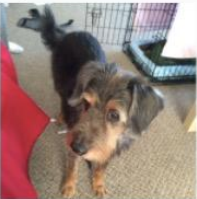
Basic Info

- 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




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

Set a Goal

Display Goal on Profile

\$

Tell Your Story

GT America Formatting A B I U

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 Logan passed away. Even though Alyssa didn't get to spend as much time with Logan 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

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


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
- Donors can reply to that email and contact you directly

✓ 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

Search 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

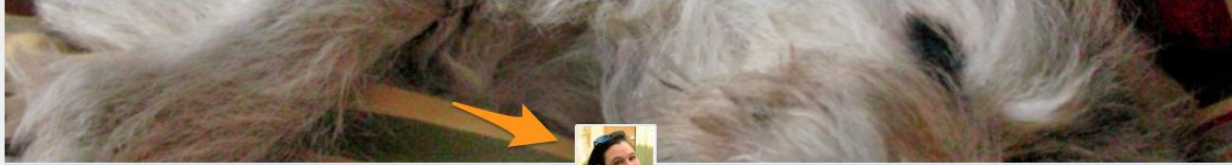
\$.00

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 raised on average **3X** 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 Erie Gives needs.

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



Your Next Steps



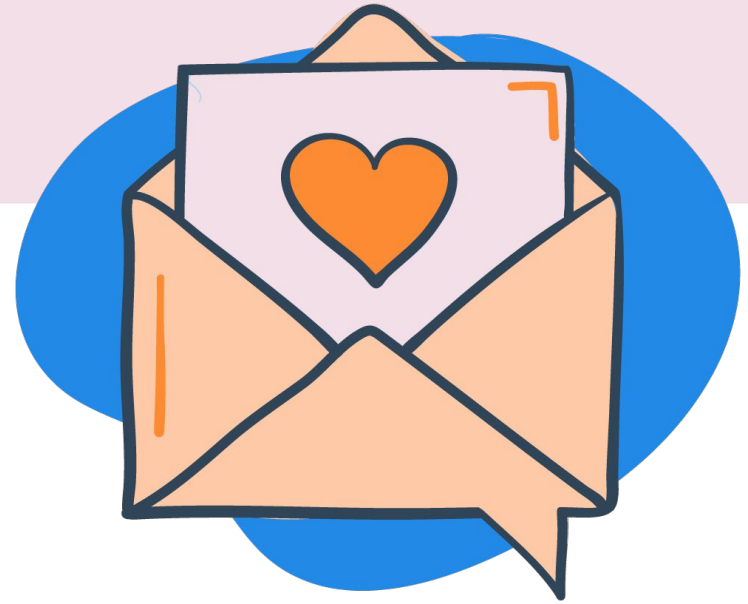
Take a breath!

- 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

Your Next Steps

What to work on over the next weeks

- Follow Erie Community Foundation on Social Media and use #eriegives2024 Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit
- Utilize The Nonprofit Partnership



Questions?

Tuesday, August 13, 2024