WELCOME!

Fairfield County’s Giving Day Launch Webinar
AGENDA

➢ History of Impact
➢ How it works
➢ Expectations
➢ What’s new this year
➢ Giving Day technology and platform
➢ Q&A
FCCF Giving Day Team

Danielle Marchione
Manager, Center for Nonprofit Excellence

Rebecca Mandell
Sr. Associate, Development

Brynne Bartiromo
Associate, Marketing & Communications

Beth DeMarté
Sr. Director, Marketing & Communications

Joseph Collin,
Director, Development & Philanthropic Services
Champion Sponsorship Partner

BANK OF AMERICA

Partner of Fairfield County’s Giving Day for the 7th Year!
History of Impact

6 Year Impact on local nonprofits

$7,655,102 Raised
$644,597 Sponsorship Dollars
79,835 Gifts
1,161 Nonprofits Raised Funding

Dollars Raised
127% increase since 2014
2014: $756,229
2019: $1,719,685

Nonprofit Participation
129% increase since 2014
2014: 267
2019: 415

Average Gift Size
157% increase since
2014: $40.10
2019: $103
HOW DOES IT WORK

What is it?
➢ One day – 24-hour giving challenge
➢ A celebration of the nonprofit community
➢ Entire region comes together to be a part of a very special day of philanthropy

How does it work?
➢ Kicks off at the stroke of midnight on February 27, 2020 and ends at 11:59 pm the same day.
➢ Donors choose nonprofits to support and make a credit card donation as low as $10 at FCGives.org
➢ Each nonprofit will have their own donation page (more on this later!)
WHAT DO YOU (THE NONPROFITS!) ACTUALLY DO?

➢ Do what you do best, fundraise!
➢ Determine your goals
➢ Create a marketing campaign
➢ Use social media and other marketing to reach new and current donors
➢ Drive donors to this virtual event – everything happens online on February 27th Giving Day
WHAT TO EXPECT FROM US

➢ Giving Portal – FCGives.org

➢ Lots of resources to inspire your campaign

➢ Regional, multi-media marketing blitz

➢ Giving Day Launch Event

➢ Support
  ➢ info@FCCFoundation.org
WHAT TO EXPECT FROM US

Incentives and prize challenges throughout the day

➢ More than $100,000 in prizes last year

➢ One prize winner will be chosen today!
WHAT WE EXPECT FROM YOU

➢ Complete all necessary steps for participation
   1. Complete your application on FCGives.org
   2. Submit $50 registration fee
   3. Edit your profile by 2/1 deadline

➢ Take advantage of trainings

➢ Create your Giving Day campaign and set your goals

➢ Work and play in the world of social media

➢ Get your board and staff involved

➢ Have fun!
WHAT’S NEW THIS YEAR

➢ Ability to copy over last year’s profile

➢ New and Improved One-Step Registration

➢ Training and P2P (peer to peer fundraising) Prizes

➢ Business Fundraisers
Platform Demo

GiveGab® Nonprofit Giving Platform
Where do I Start?

www.FCGives.org

Registration for Fairfield County's Giving Day is Now Open!
February 27, 2020

Fairfield County's Giving Day Begins in
114 : 14 : 22 : 36
days hours mins secs

www.FCGives.org
Find Your Organization

Fairfield County's Giving Day is not accepting applications at this time.

You can search by organization name or EIN (Employer Identification Number).

SurgiKarma Service Dogs

Dogs for the Dead

Guide Dogs of Texas

Mary's Dogs Rescue & Adoption

Don't see your organization listed?
Applications are not being accepted at this time.

BACK TO HOMEPAGE

Fairfield County's Giving Day
Fairfield County's Community Foundation
40 Richards Avenue
Newark, CT 06454
Phone: (203) 750.3330
FCCFoundation.org

Powered by GiveCentral, The Nonprofit Giving Platform
Registration Form

Register Your Organization for
Fairfield County's Giving Day
Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Logo

Select Image

Remove

Recommended dimensions
300x260
Max file size 5MB

Click 'Continue' to complete your registration for
Fairfield County's Giving Day

Continue
Registration Survey

Register Your Organization for

Fairfield County's Giving Day
Powered by GiveGab

Registration Type

Basic

$50.00

Do you have a registration code?

PRIOR PARTICIPATION: Has your organization participated in Fairfield County’s Giving Day previously? *
Please select one choice

Yes

Does your nonprofit organization have your own matching funds available? *
Please select one choice

Yes

What are your organization’s goals for Giving Day? *
Copy Your Profile

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.

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- GiveGab Customer Success HQ
Your Preparation Checklist

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

Add Your Organization's Info
Let people know who you are.

Add Your Story
Tell potential donors why they should contribute.

Get Verified to Collect Donations
Set up your banking information to receive secure online donations.

Add Donation Levels
Show your donors the impact their donation makes.

Add a 'Thank You' Message
Personalize your auto-response for donors ahead of time.

Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile

Share Your Page
https://dog-staging.givegab.com/organizations/logan-s-pups

View Your Page
Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- Add Your Organization's Info
- Add Your Story
- Confirm State Fundraising Compliance
- Add Bank Account Info
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile

Share Your Page
https://dog-staging.giveab.com/organizations/logan-s-pups

View Your Page
Profile Basics

● Logo
  ○ As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand

● Tagline
  ○ A quick one sentence overview of your organization or giving day campaign

● Website
  ○ Add your website so donors will be able to learn more about your organization

● Causes
  ○ Select up to 3 causes to help donors find causes they’re interested in.
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

Add Donation Levels

We recommend having 3 to 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

<table>
<thead>
<tr>
<th>Dollar Amount</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 0.00</td>
<td><img src="image-url" alt="Image" /></td>
</tr>
</tbody>
</table>

Description

Image should be 5MB max and a JPG, JPEG or PNG file type.

Save  Cancel
Write your own custom thank you message

Add your own photo or video

Sent immediately to your donor’s email when they make a gift

Comes directly from your organization’s contact
Viewing & Sharing Your Profile

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile

Share Your Page

https://dog-staging.giveab.com/
Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote Fairfield County’s Day of Giving and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - Fairfield County’s Day of Giving Graphics
  - Helpful resources for your board members, volunteers, and fundraisers
Trainings & Learning Opportunities

- Live Webinars
  - Launch Your Giving Day Webinar, Monday, November 4
  - In-Person trainings, Giving Day 101 and 201 on Thursday, December 12 at 9 am and 1 pm
  - Peer to Peer Fundraising Training for Fairfield County's Giving Day, Tuesday, February 4
  - Pre-Recorded Training Videos
    - Available at https://www.fcgives.org/info/trainings

- Support Articles
  - http://support.givegab.com/

- Blog Articles
  - https://www.givegab.com/blog/
Support Team

- Visit Our Help Center
  
  https://support.givegab.com/

- Send us an email at
  
  CustomerSuccess@givegab.com

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
  
  ○ Look for the little blue chat bubble.
Who is GiveGab?

GiveGab is modern, easy-to-use software that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, supporter engagement, Giving Days, and so much more!
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for your Giving Day
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors
Building Donor Trust

State Charitable Solicitation Compliance

☐ I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation will be required to collect donations on GiveGab starting January 1, 2018. Learn more about state charitable solicitation compliance.

Save

Organization Information

Business Name

This should match the legal business name you have registered with the IRS.

EIN/Tax ID

Don't have your EIN? Search here.

Mailing Address

Organization Representative

First and Last Name

Last 4 Digits of Organization Rep’s SSN

Organization Rep’s Date of Birth

Month ▼ Day ▼ Year ▼

Bank Information

Routing Number

Checking Account Number

Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.
Simple Donation Processing

- All major credit cards accepted
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf
  - On average, between 65-75% of donors choose to cover all fees on a Giving Day
- Option for donors to schedule monthly recurring donations
Give, Give, and Give Again!

GiveGab’s Multi-Give features make it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Customizable Thank You Emails
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Comes from YOUR organization
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
- Social Share links for more online engagement
- Option to encourage donors to fundraise
More Platform Opportunities

- Enhanced Profile Customization
- Peer-to-Peer Fundraising Tools
- Automatic Matching Gift Feature
- Easy Social Sharing
- Recognize Cash & Check Gifts
- Nightly Donation Deposits
- Instant Access to Donor Data

Even more features available to you year round!
IMPORTANT NEXT STEPS

1. Register today: FCGives.org
   • Sign-up by Dec. 1\textsuperscript{st} for a chance to win $500 grant

2. Sign up for Giving Day trainings - FCGives.org
   (December 12\textsuperscript{th}, February 4\textsuperscript{th})

3. Set your goals