Getting Ready
for
Family
Promise
GIVING DAY
October 25, 2019

Agenda

- Giving Day Updates
- The Basics
- Benefits to Participating
- Pricing Overview
- Intro to GiveGab
  - The GiveGab Basics
  - Key Features and Resources
- Registering for Family Promise Giving Day
  - Creating the perfect profile
  - Peer to Peer Fundraising Overview
- Next Steps and Questions

Giving Day Updates

- Goal: 30 Affiliates Participate

We already have 40+!

- Sample Prizes
  - **Advanced Giving Prize-** $1,000 to the Affiliate that raises the most money during Advanced Giving
  - **First Up**- $500 prize to the Affiliate that receives the first online donation
  - **Power Hours**- $500 prizes to the Affiliates that receive the most online donations during set hours
  - **Peer-to-Peer Power**- Affiliates with a minimum of 5 individuals who raise at least $500 each
  - **Happy Hour-** $1,000 prize for the Affiliate that captures the most unique online donors

The Basics

- www.fpgives.org
- October 25, 2019: 12:00am ET - 3:00 am ET
- Every affiliate will be conducting their own unique campaign on the day
- Affiliate trainings, tools, templates, and guides offered to optimize efforts

Benefits of Participating

- Learn how to utilize up and coming digital tools and modern software
- Re-Engage with your existing supporters to make a greater impact
- Increase visibility and exposure by connecting with a larger community
- Utilize the Giving Day to help your organization reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Pricing Overview

3% GiveGab Platform Fee

+

2.2% Credit Card Fee
+ $.30 per transaction

=

5.2% + $0.30

- No registration fee
- Donors ALWAYS have the option to cover all fees on behalf of your affiliate
- Historically 65-75% of donors cover fees on your behalf

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!

Quick Guide To GiveGab

- Safe, secure, and reliable platform for nonprofits & donors
- Mobile responsive on every page
- Seamless transactions and donation processing
- Immediate “Thank You” messages to donors
- Accessible support team readily available

Family Promise

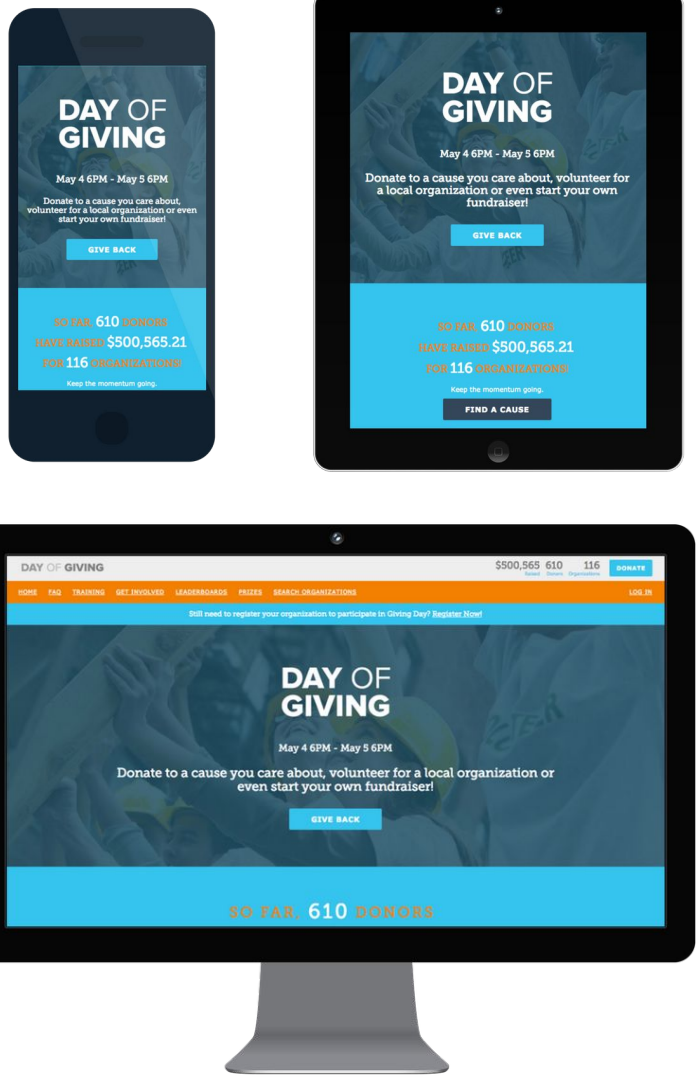
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- Fail Safe Redundancy Plans for your Giving Day
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors

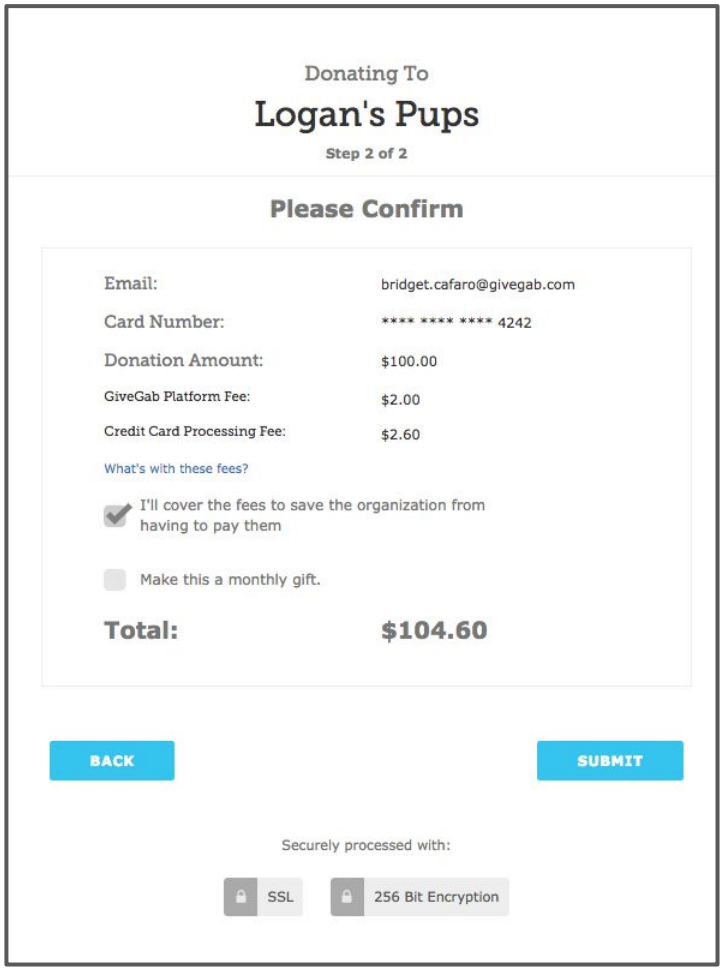
stripe GUIDESTAR IRS amazon web services

Easy & Accessible

- On average, **61% of all emails** are opened on a mobile device
- Family Promise Giving Day is completely mobile responsive on every page
- Donors can give easily on any internet enabled device



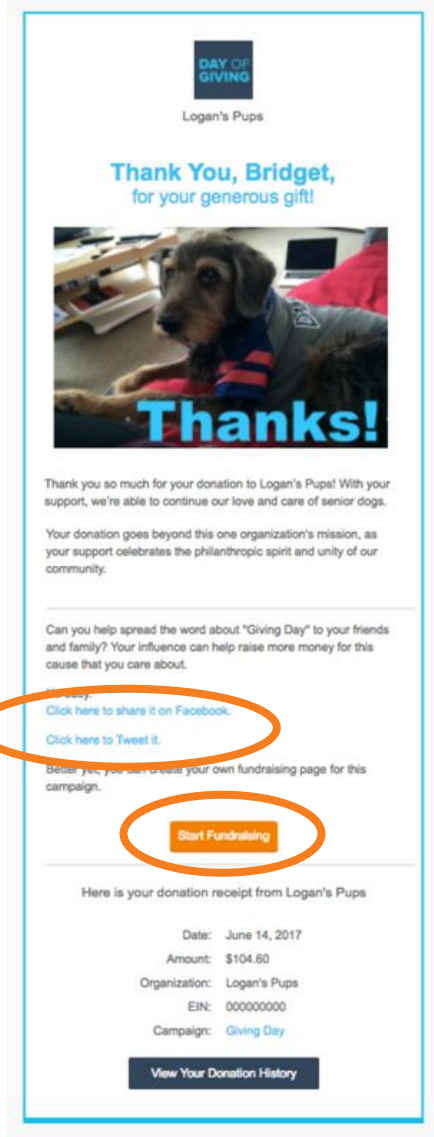
Simple Donation Processing



- All major credit cards accepted
- Safely and 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

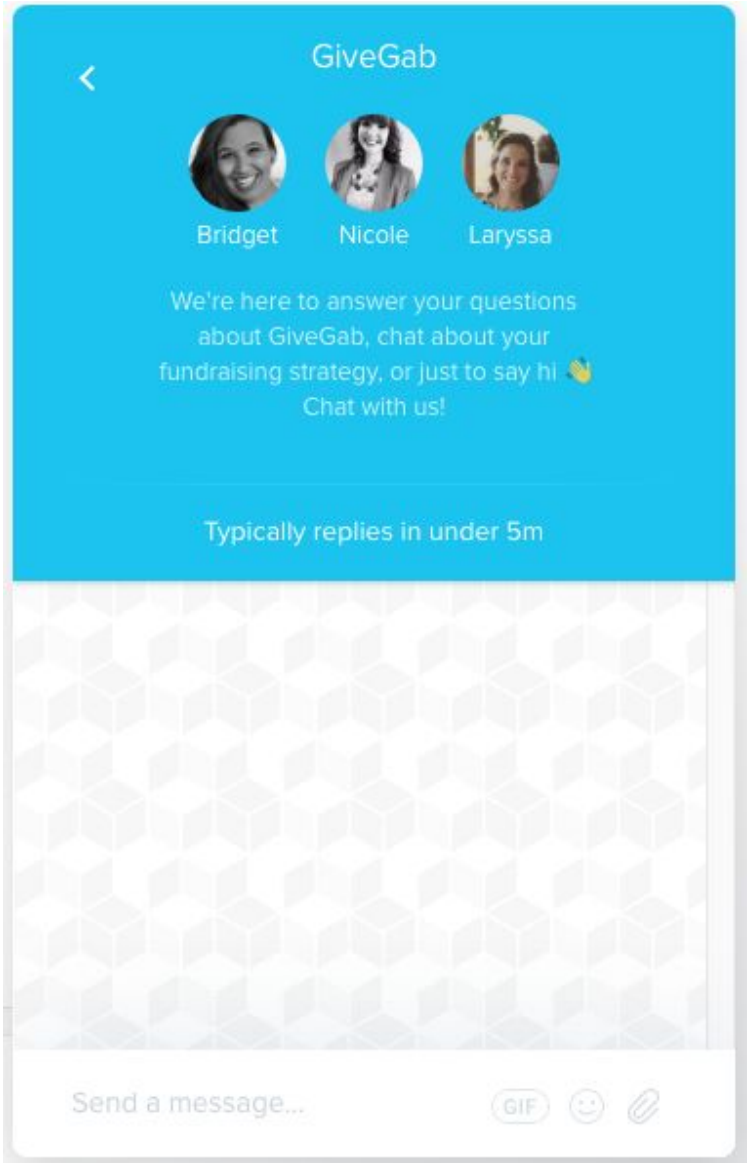
Instantaneous Donor Delight

- Customizable 'Thank You' emails
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Comes from YOUR affiliate
- Includes your affiliate EIN and donation amount to act as a tax-deductible receipt
- Social Share links for more online engagement
- Option to encourage donors to fundraise on behalf of your organization



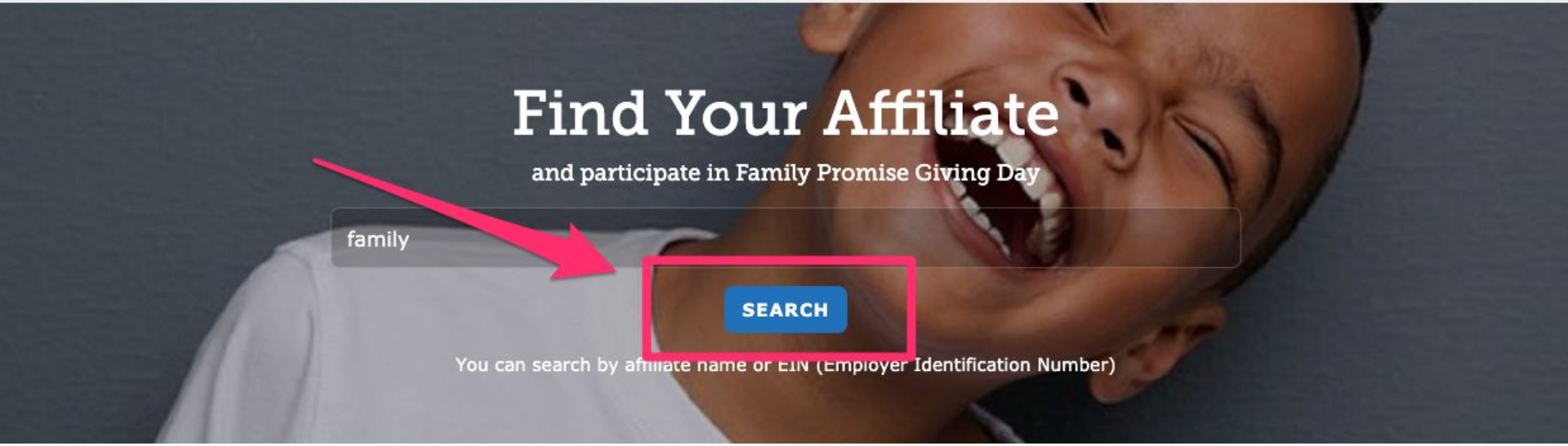
Support Team

- 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!



How can my organization participate?

fpgives.org



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Don't see your affiliate listed?

You can create an affiliate by clicking the button below.

ADD MY AFFILIATE

Register Your Organization for

Family Promise Giving Day

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

Select a State

ZIP/Postal Code

Not located in the United States?

Logo

Select Image

Remove

Recommended dimensions
300x300
Max file size 5MB

Click 'Continue' to complete your registration for

Family Promise Giving Day

Continue

Family Promise Giving Day

Powered by GiveGab

Welcome to Family Promise Giving Day 2019! Please fill out the form below to register. Our first-ever Giving Day will bring together our 200+ communities toward a common goal of changing the future for one million children by 2030 through community-based programs.

What is your Affiliate hoping to gain by taking part in the Giving Day? Check all that apply

Please select all that apply

- [ ] Raise money
- [ ] Increase our capacity to raise money online
- [ ] Increase our capacity to use social media
- [ ] Acquire new donors
- [ ] Acquire new social media followers
- [ ] Find new ways to engage with current donors
- [ ] Increase our knowledge about how to better steward our donors
- [ ] Increase our knowledge about how to develop existing donors into major donors
- [ ] Learn more about engaging with younger donors/supporters
- [ ] Learn more about engaging with donors from diverse backgrounds

What is your organization's monetary goal for The Giving Day, if you have one? If you don't have a monetary goal, please list any other measurable goal (e.g. X# of new donors, etc.)

How likely is your board to participate in Family Promise Giving Day 2019?

Please select one choice

Very likely

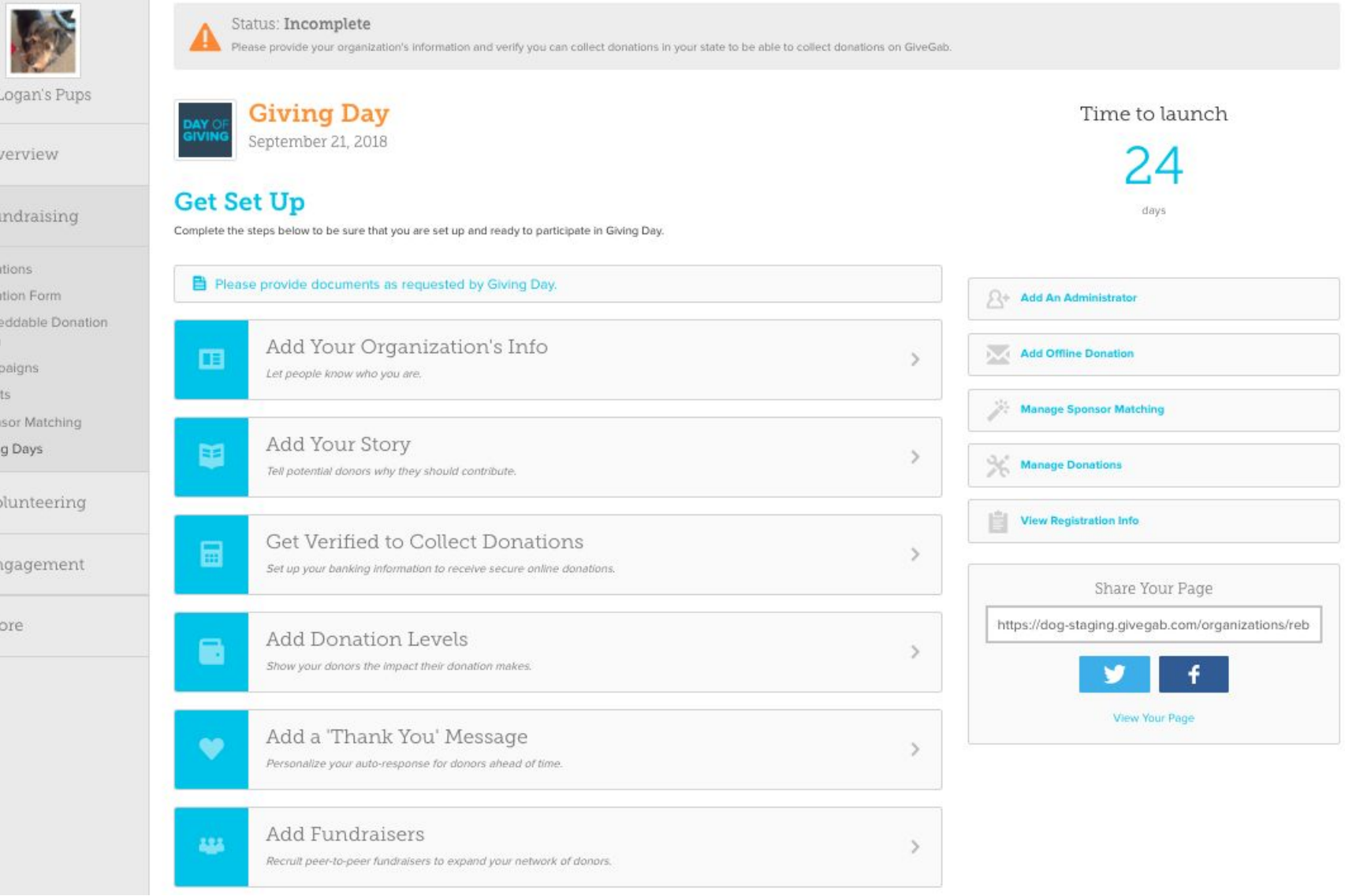
How likely are you to seek a matching grant for Family Promise Giving Day 2019?

Please select one choice

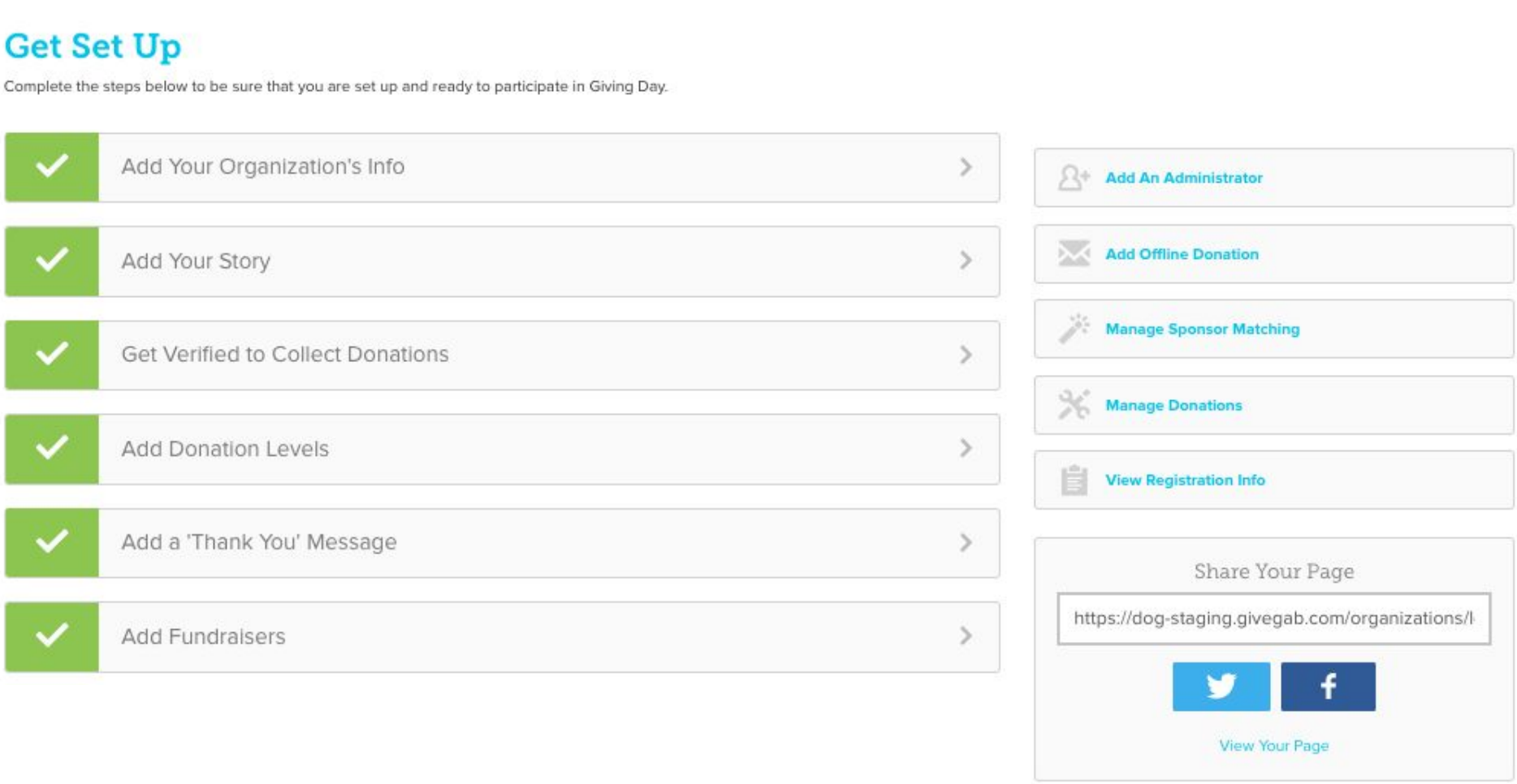
Very likely

Register

Your Preparation Checklist

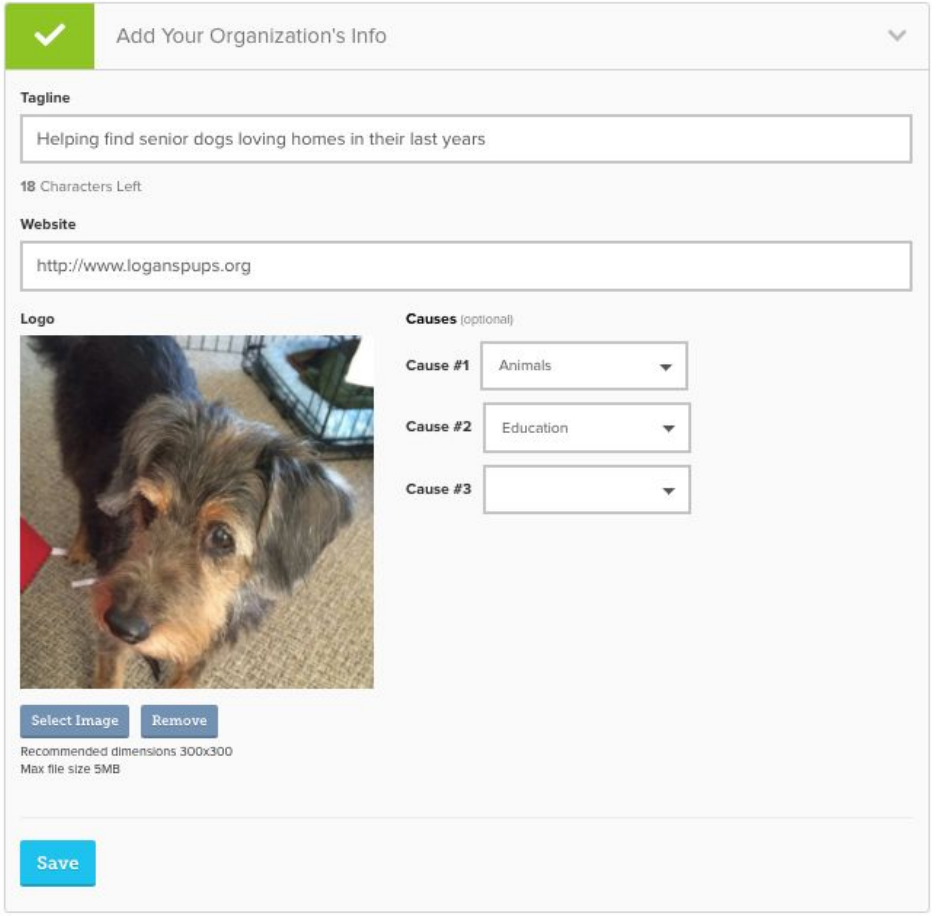


Your Preparation Checklist



The 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.



Telling Your Story

Cover Photo

Select Image | Remove

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

Set a Goal (optional)

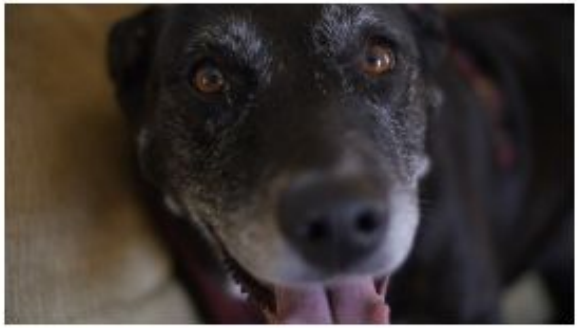
Display Goal on Profile

$ 5000 .00

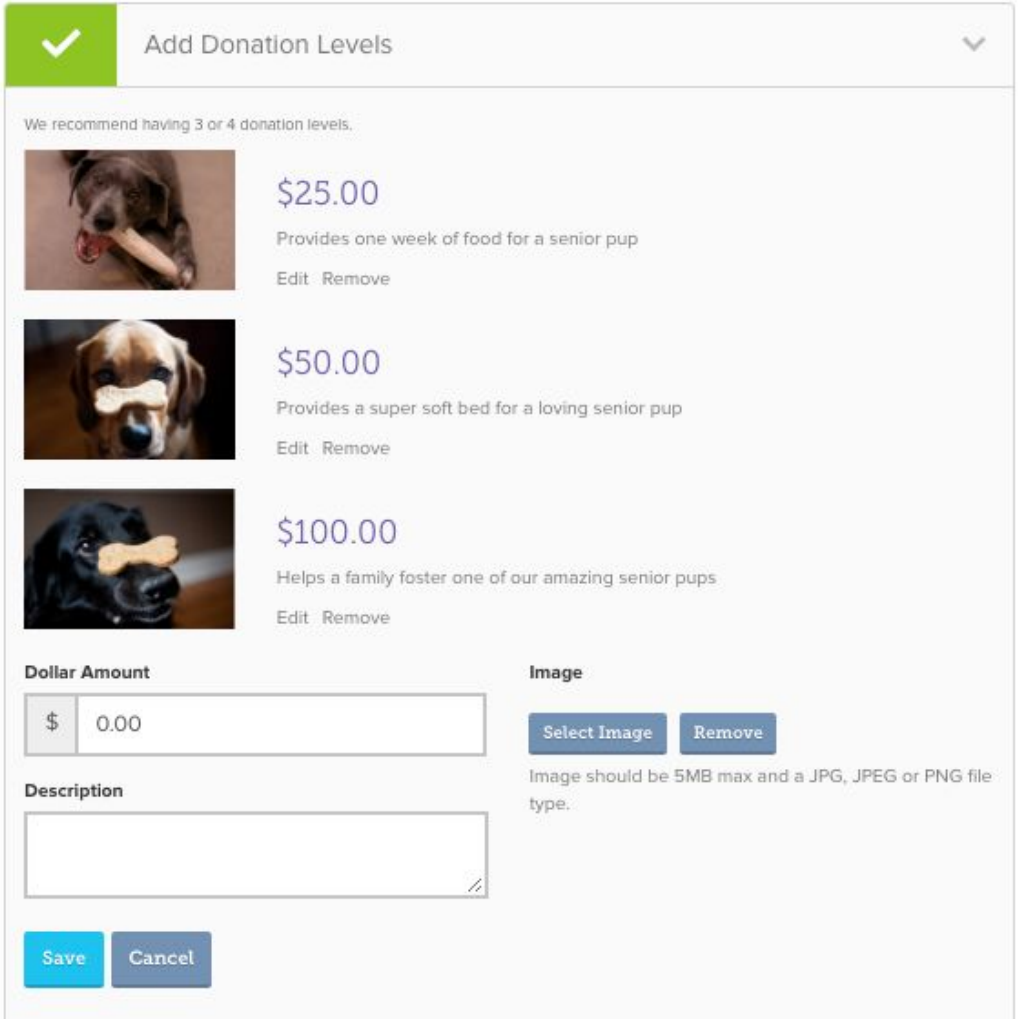
Formatting

Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups. Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.



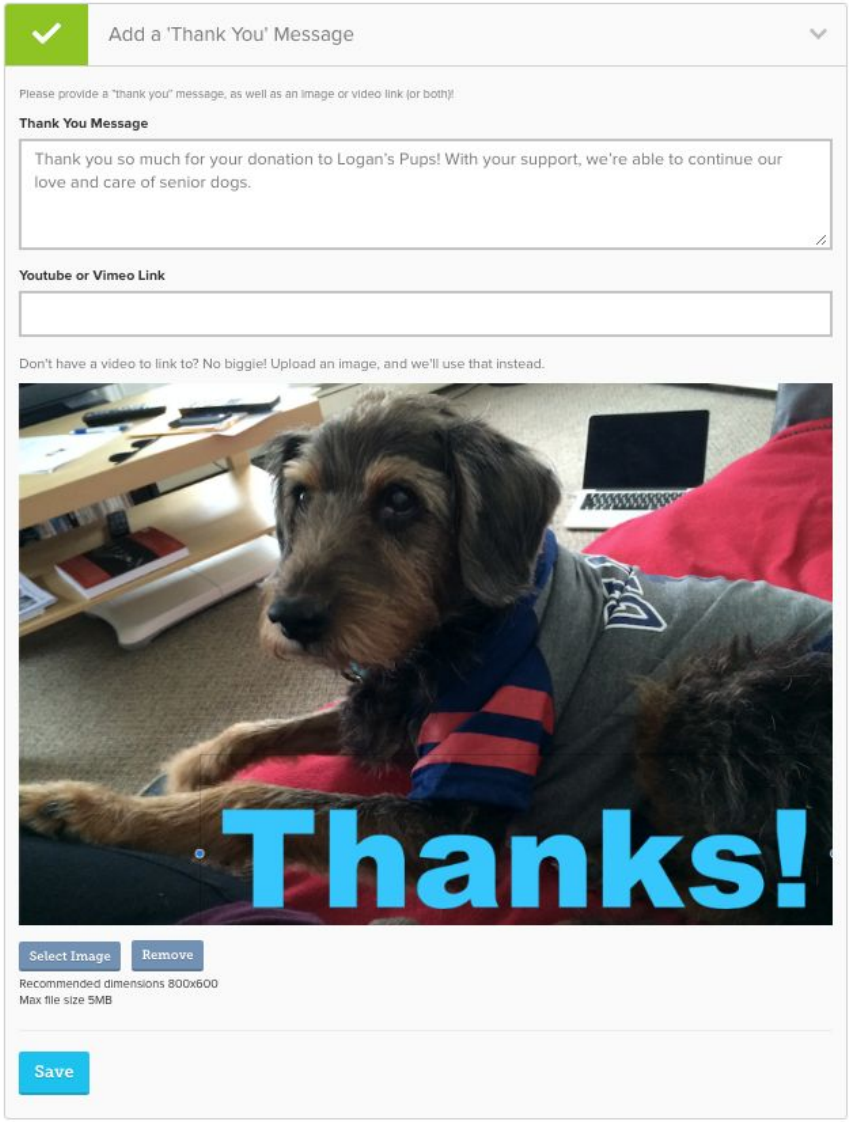
Highlighting Impact



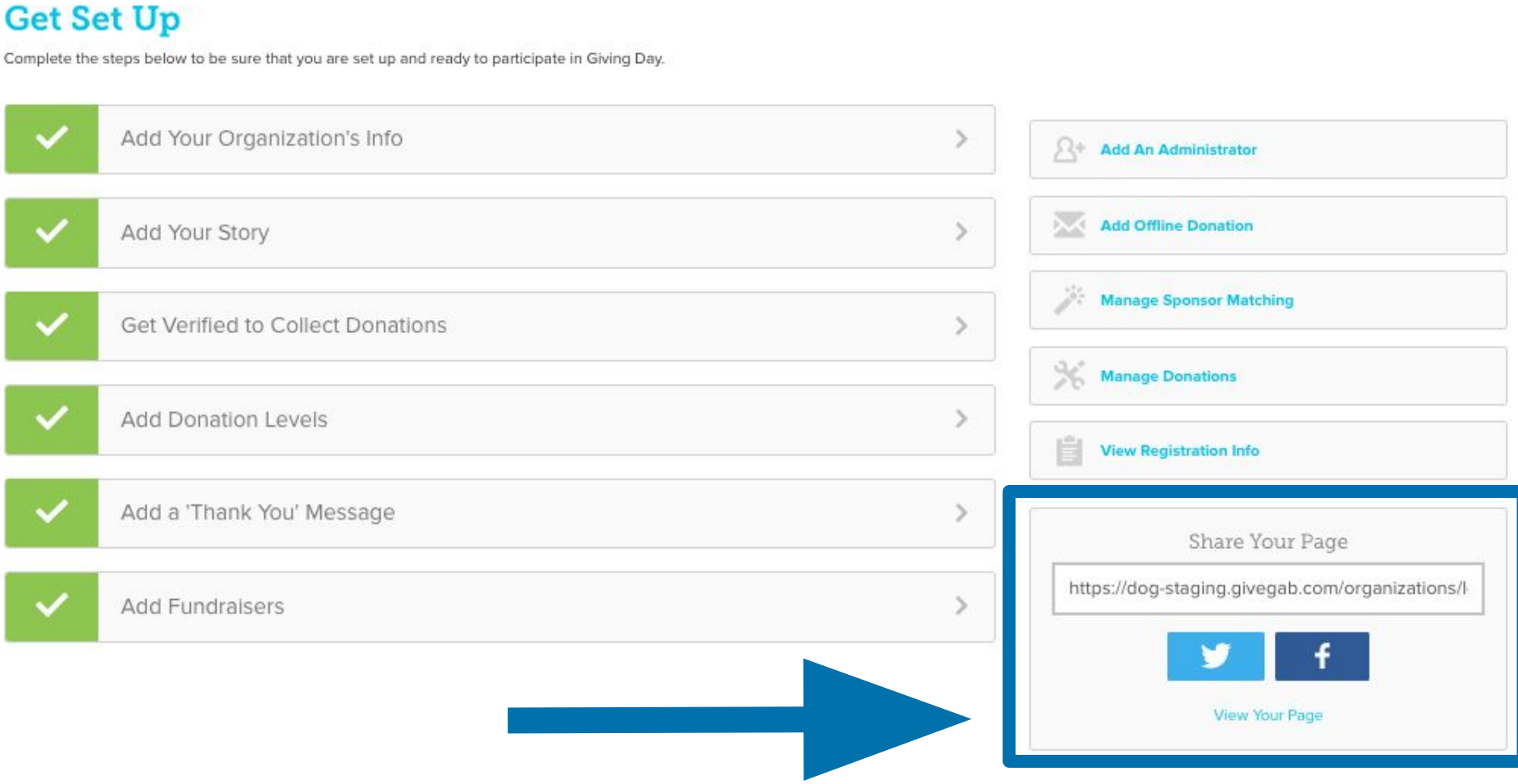
- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

Personal Gratitude

- 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 affiliate's contact



Viewing & Sharing Your Profile



Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: **Animals, Seniors**

Manage this on GiveGab

DONATE

0%

$0 Raised $5,000 Goal 0 Donors

$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

Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

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DONATE

Matches

Board of Trustees: #NVBigGive Match

On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's big Give 2018!

$5,000 MATCH **$5,000** REMAINING

Fundraising Champions

Bridget Cafaro $0.00

Alyssa Ravenelle $0.00

What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization's behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign
- Multiply your followers - and influence - on social media

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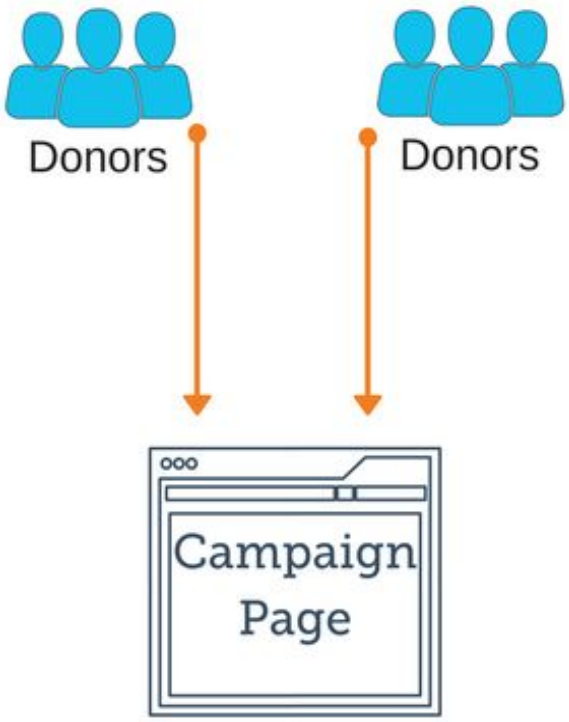
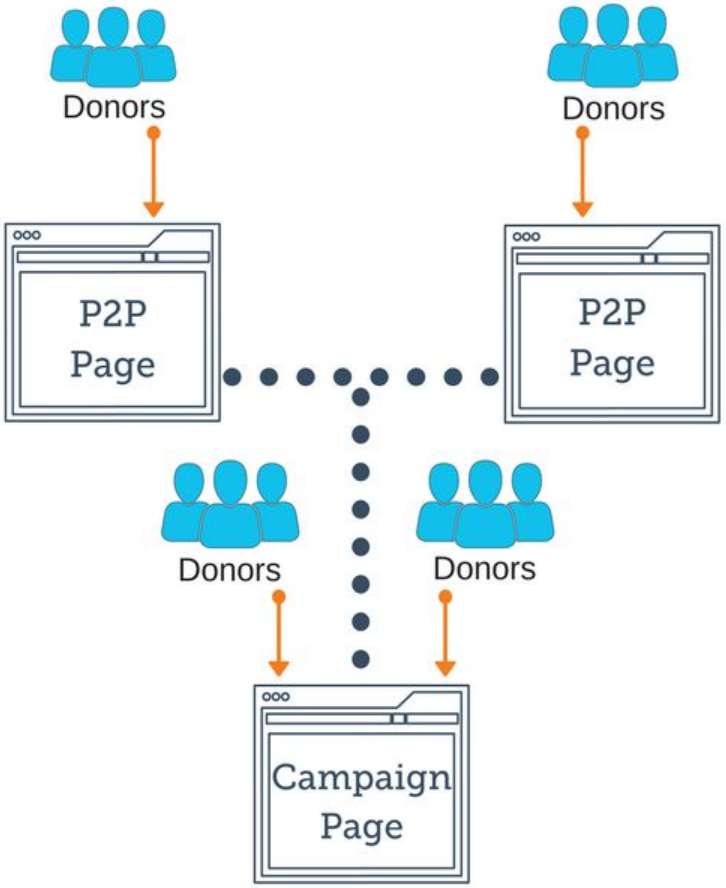
Crowdfunding vs. P2P

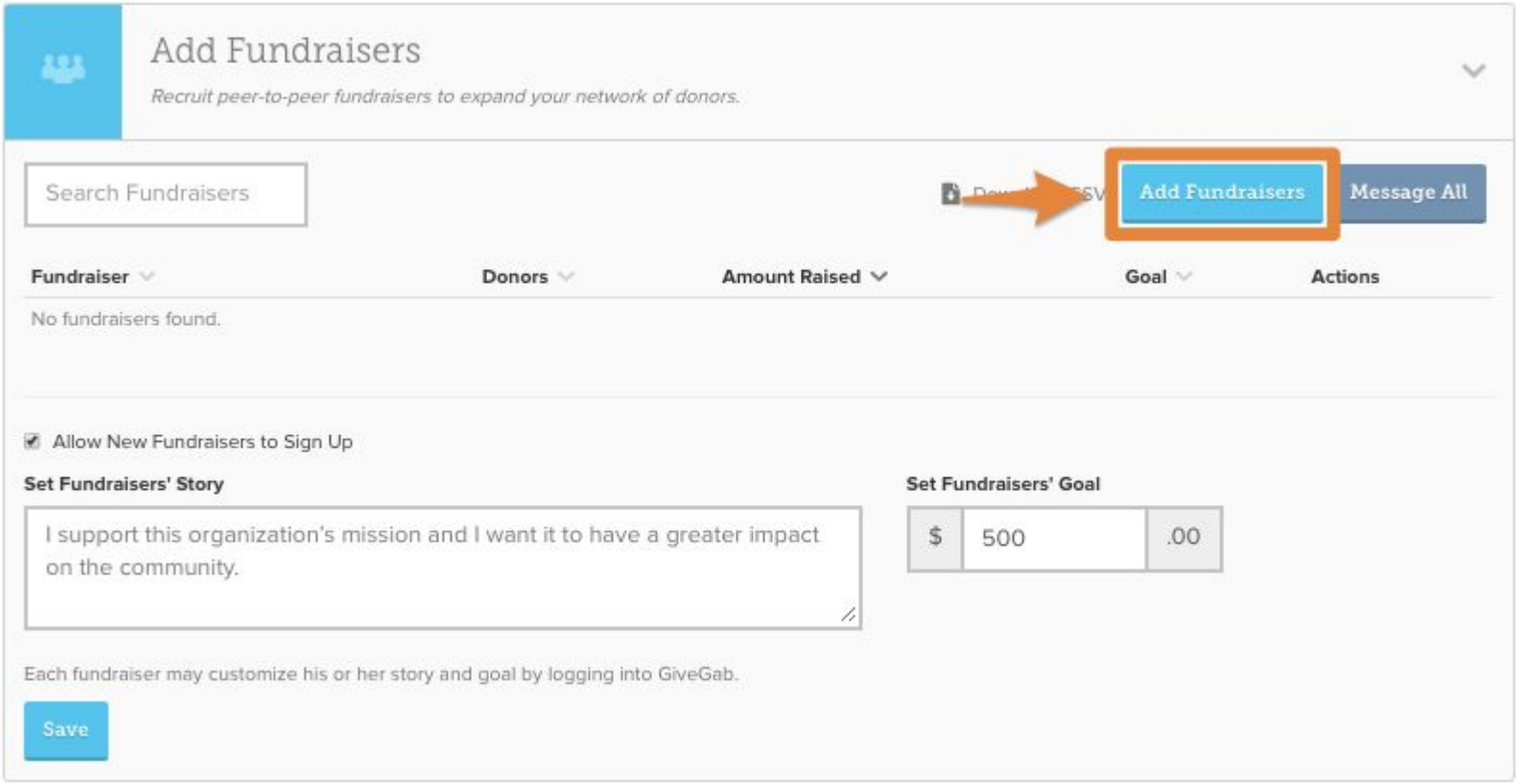




P2P Impact

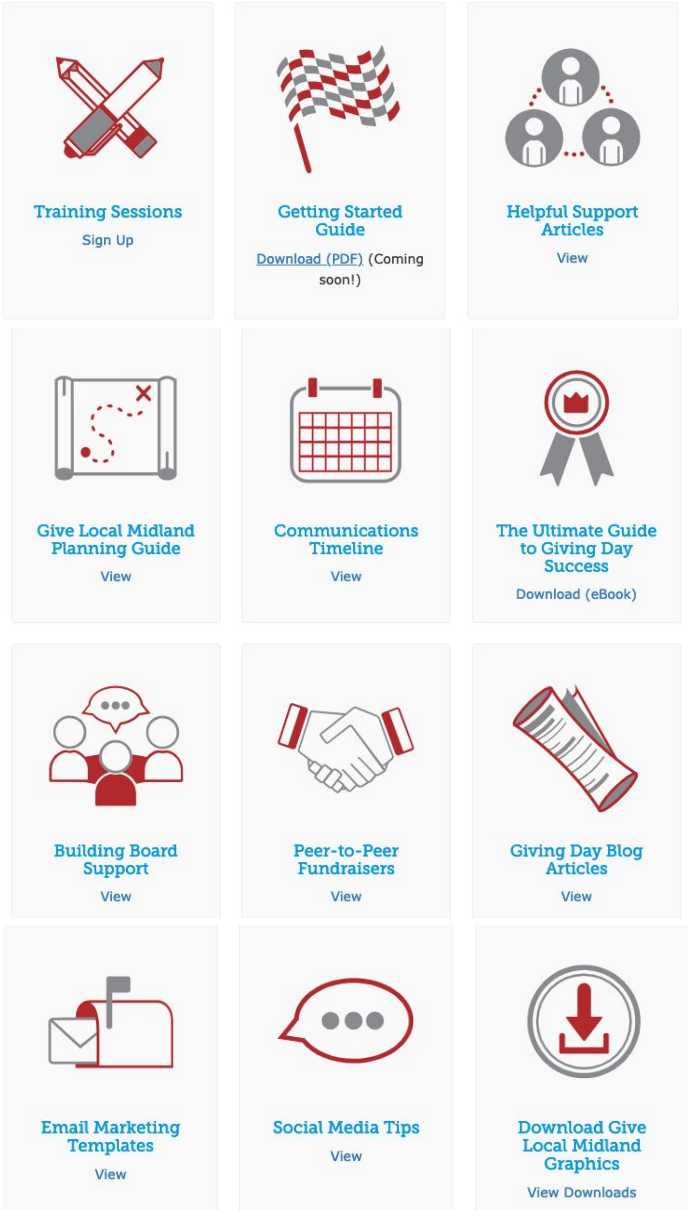
- New Donors
- More Donors
- Dollars Raised
- Social Engagement
- Supporter Connection

Setting Up Your Fundraisers



Tips, Tools, and Resources

- The Affiliate Toolkit has everything you need to plan, prepare, and promote Family Promise Giving Day and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - Downloadable Graphics
  - Helpful resources for your board members, volunteers, and fundraisers



Your Next Steps

- Complete your registration for Family Promise Giving Day
- Watch your inbox for important emails
- Sign up for upcoming training sessions
- Check out the Affiliate Toolkit

Questions?
Family
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GIVING DAY
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