Getting Ready for Fayette Gives

November 7, 2024

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Meet the Team

Cianne Maloney

Project Manager

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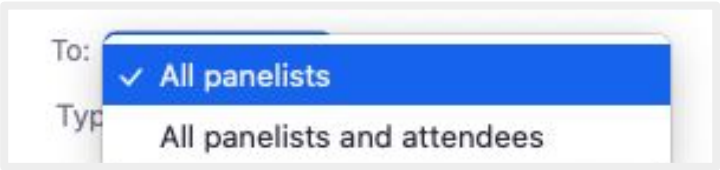
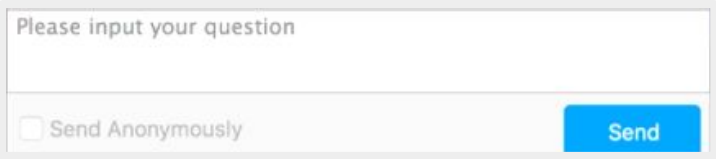
Submit Your Questions

Chat Box



Q&A



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

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Agenda

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

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Fayette Gives Overview

fayettegives.org | November 7, 2024 8 am - 8 pm

- In its first 4 years, Fayette Gives has raised over $2 million
- 12-hour “day of giving” for Fayette County charities to collect donations
- Hosted by the Community Foundation of Fayette County, in an effort to strengthen the local nonprofit sector and engage the community in philanthropy
- Creates excitement around charitable giving and makes it easy for people to get involved

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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 + Community Foundation of Fayette County marketing = exponential visibility for all charities
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

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Who is GiveGab/ Bonterra?

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Who is GiveGab/Bonterra?

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

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

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Donation Security

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

Simple Donation Processing

- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- Chat support available right within the donation form for your supporters!

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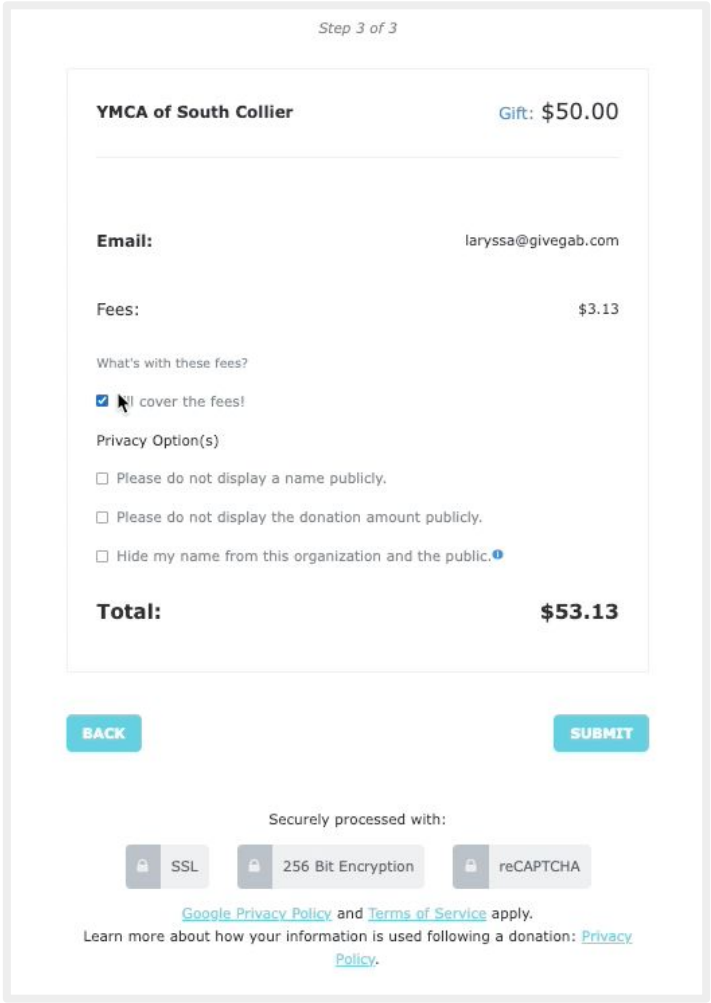
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your charity
- Historically, donors cover 65-75% of fees during a Giving Day



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Transparent Donations

Credit Card:

3.5% Platform Fee
+
$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
6% + $0.30

ACH:

3.5% Platform Fee
+
$3.00 flat bank fee
=
3.5% + $3.00

**$100 minimum*

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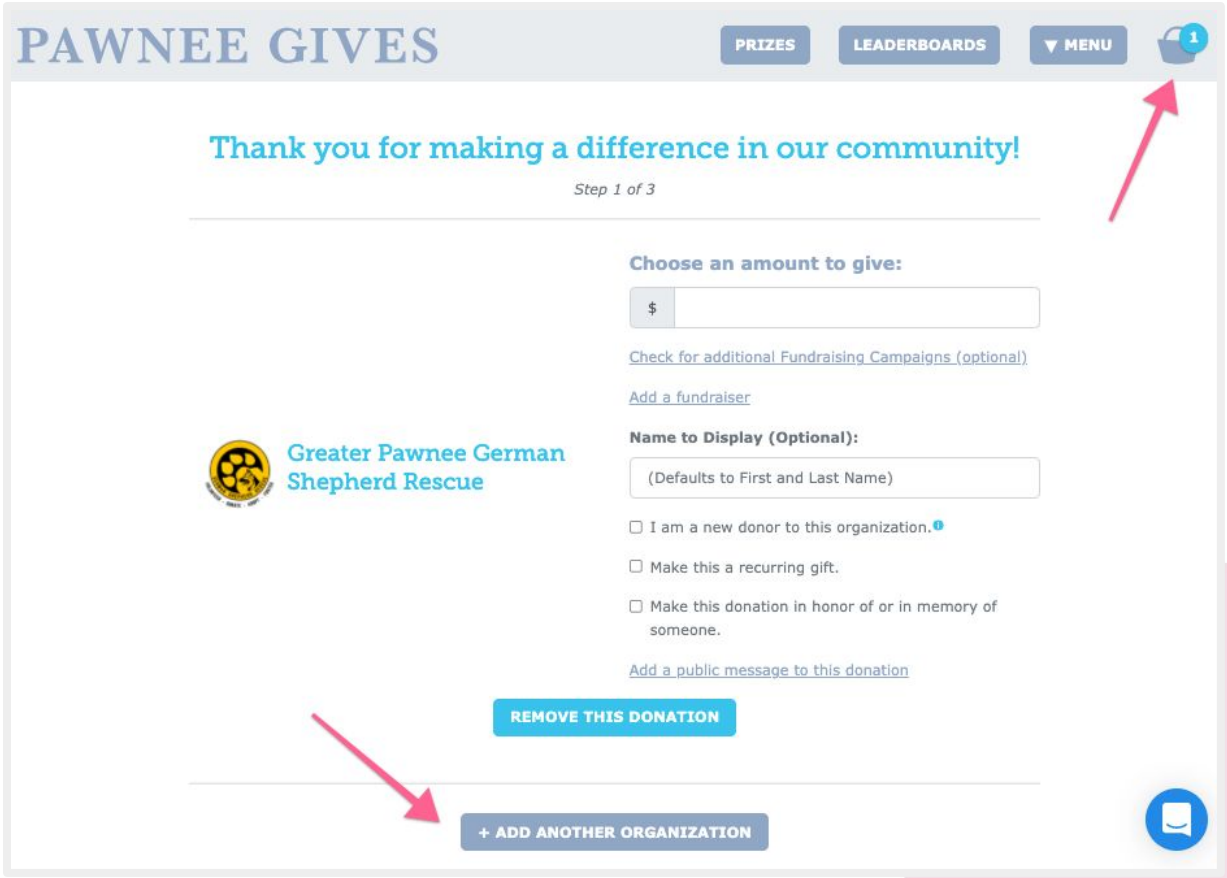
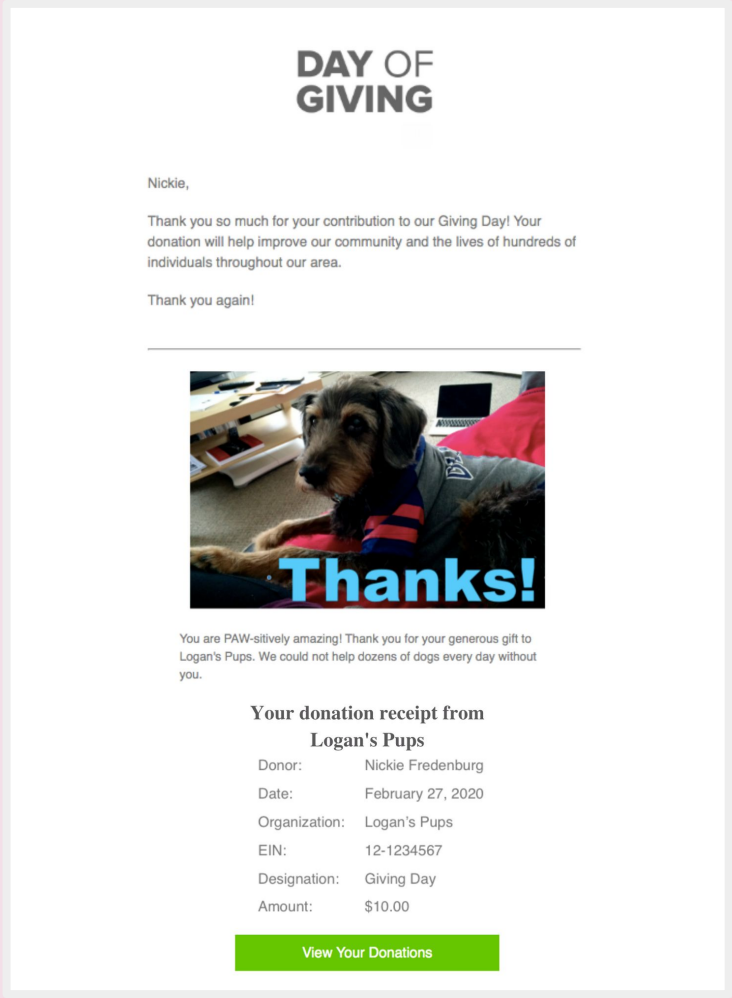


The Gift Basket makes it easy for donors to support as many causes as they like!

Instant Donor Delight

- A Thank You email that comes from your charity
- Sent immediately after the gift is made



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

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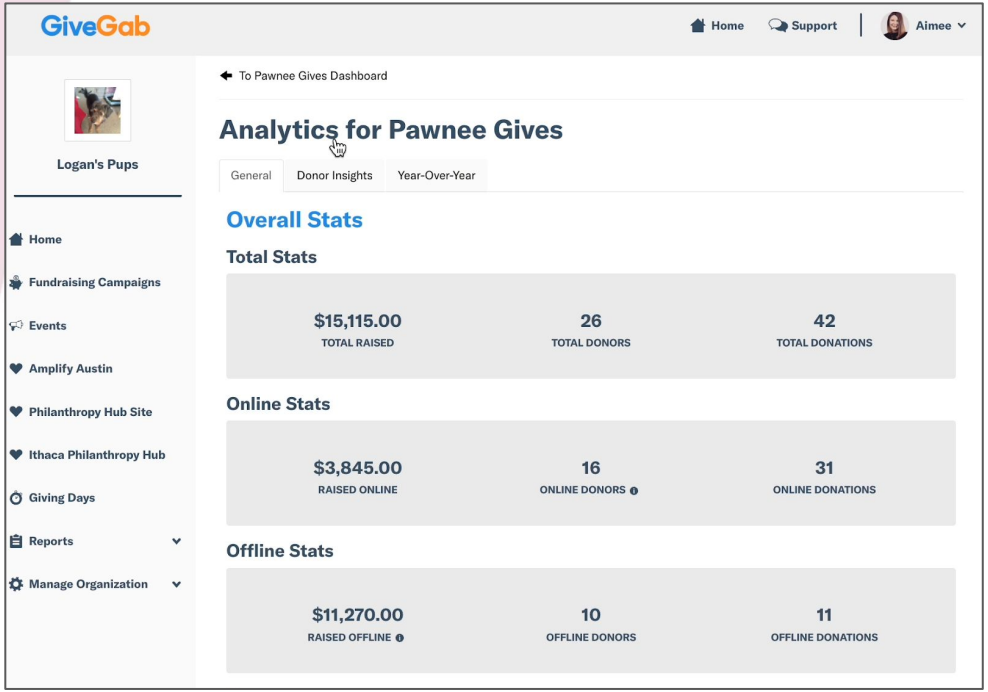
Giving Day Analytics

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



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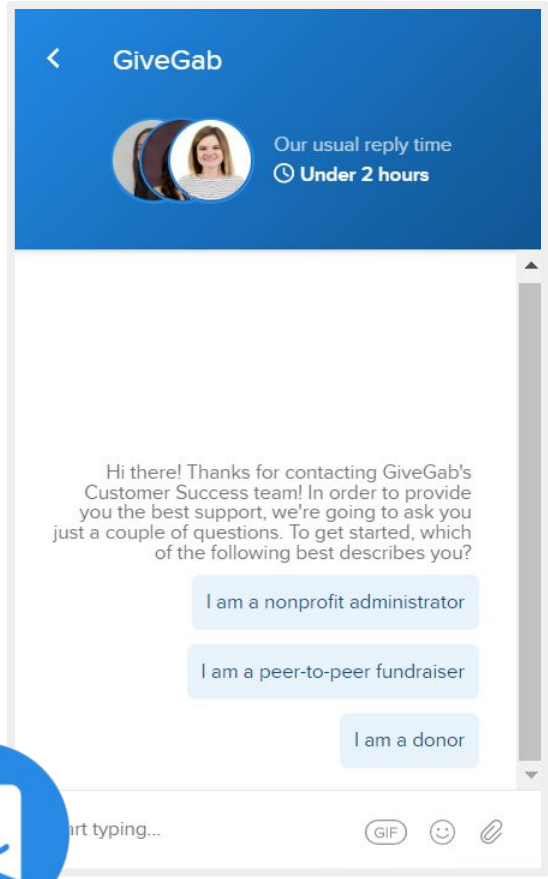
How We Support You

- 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



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Registering for Fayette Gives

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Please read this Before You Register for Fayette Gives

Fayette Gives is a “day of giving” hosted by the Community Foundation of Fayette County that aims to build a stronger Fayette by engaging the community in philanthropy and supporting local charities. During this fundraising marathon, the public donates to participating charities and special incentives are offered to promote the excitement and impact of charitable giving. Fayette Gives provides an opportunity for charities to gain exposure, and it invites everyone to be a philanthropist in a community-wide effort to give back.

Charities must read the Terms of Service, and participation in Fayette Gives implies agreement.

The information you submit in your registration form will be reviewed by the Community Foundation of Fayette County (CFFC) to assess your eligibility to participate in Fayette Gives and for keeping a record of participating charities each year. Registration information will not be public. Approved charities will create a public-facing profile after the registration process.

Please note that Fayette Gives is being hosted on a different platform this year, called GiveGab. With that, CFFC calls attention to new features and workflows for donors and charities. CFFC urges charities to read about these changes and to be mindful of them in all planning and promotion of Fayette Gives. Some changes are noted below:

- Charities will create their Fayette Gives profile for the public to view
- Charities will have direct access to view their donations through the GiveGab platform
- GiveGab retains a 3.5% platform management fee from all online donations. Credit card processing fees are an additional 2.5% + $0.30 for all major credit cards. Offline donations (checks, donor advised funds, IRS contributions, stock transfers) will not have fees.
- Donors are given the option to cover the fees. If a donor chooses this option, 100% of their online

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Fayette Gives

data entry and accurate messaging. If charities or donors have any questions about Fayette Gives, they encouraged to contact the foundation.

To participate, a charity must be a 501(c)(3) nonprofit and must not be a private foundation as defined in section 509(a) of the Internal Revenue Code. A charity must be located in or providing service in Fayette County, PA. A charity must file the Federal Form 990, 990 EZ, or 990 N annually.

Your charity may be contacted for additional information as part of the registration review process. Thank you in advance for understanding CFFC's need for due diligence.

REGISTER NOW

Try out experimental AI features

Get help writing, organizing tabs and creating custom themes

No Thanks Continue

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Fayette Gives

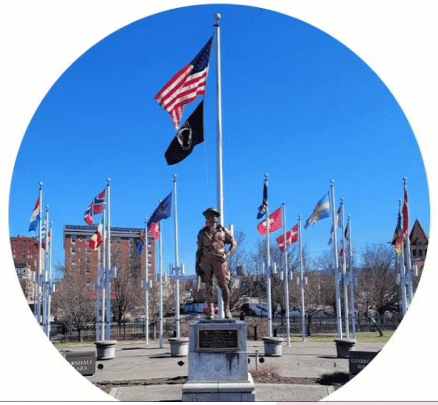
▼ MENU

Find Your Organization

and participate in Fayette Gives

Search for your organization

Start typing in the box above to find your organization.



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Fayette Gives

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

Fayette Gives

Continue

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Fayette Gives

To register for Fayette Gives, please complete the form below. The registration deadline is August 30, 2024.

Your charity must have a physical presence in Fayette County. Your charity must also be exempt from federal income tax as an organization described in section 501(c)(3) of the Internal Revenue Code, must not be a "private foundation" as defined in section 509(a) of the Code, and must file the Federal Form 990, 990 EZ, or 990 N annually.

Learn more about Fayette Gives by reviewing the FAQs.

1. **Do you agree to the Terms of Service?** ***required***

   Please select one choice.

2. **Legal Name (as listed on Form 990)** ***required***

3. **EIN Number** ***required***

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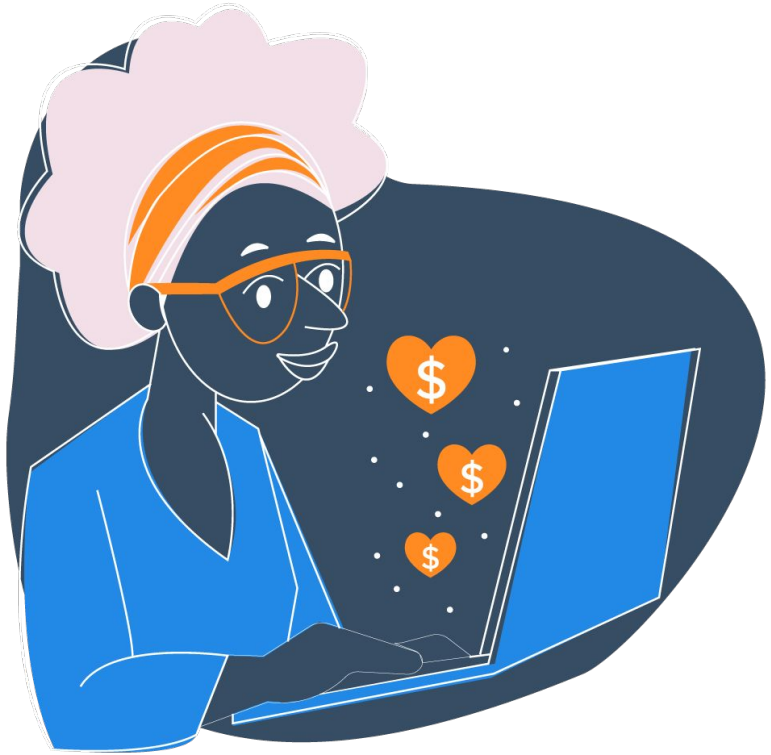
Completing Your Profile



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Your Giving Day Dashboard

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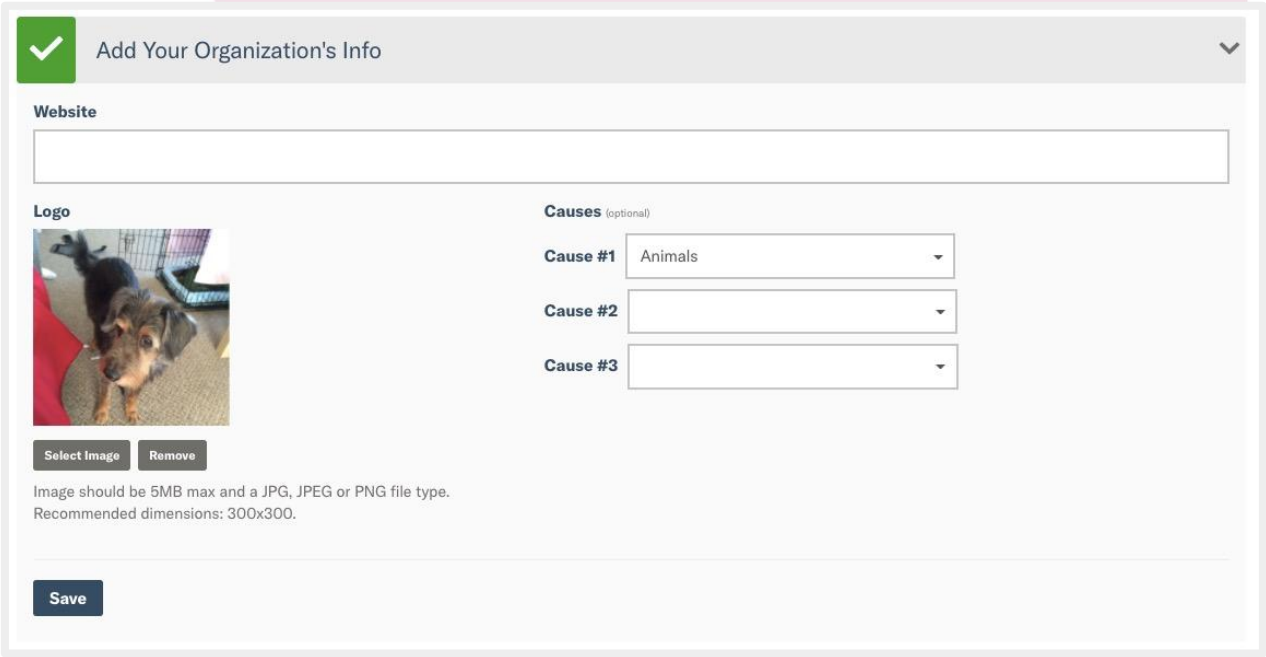
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!



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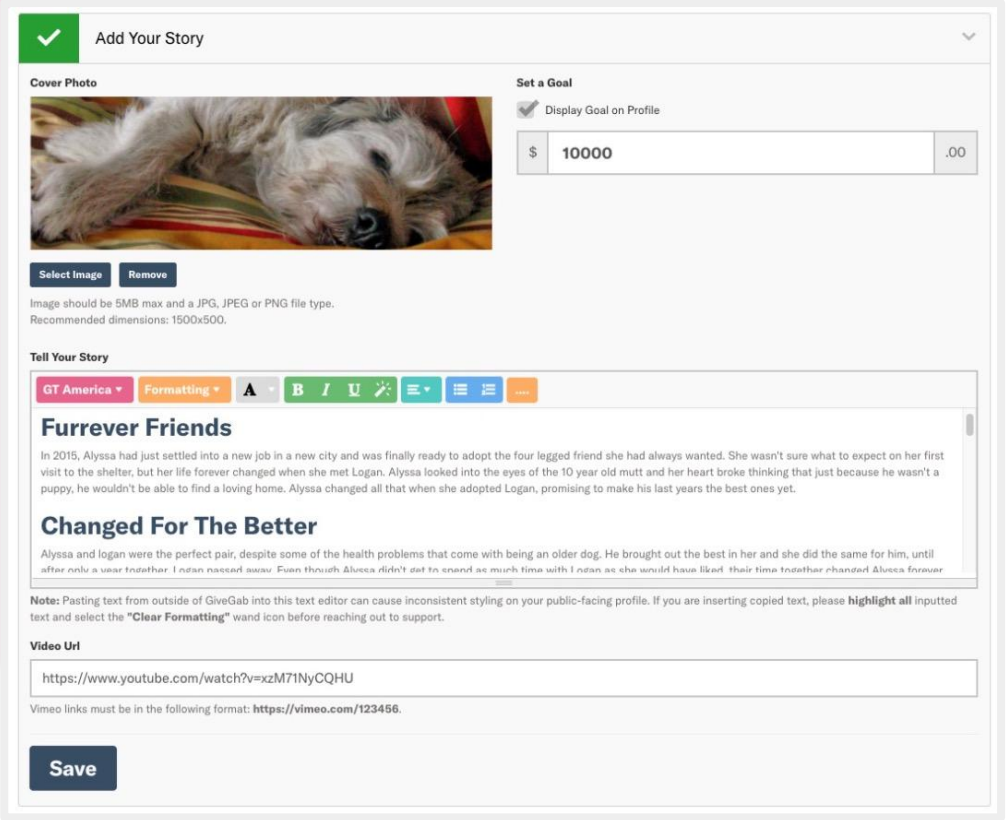
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your charity's participation in the giving day through words and visuals



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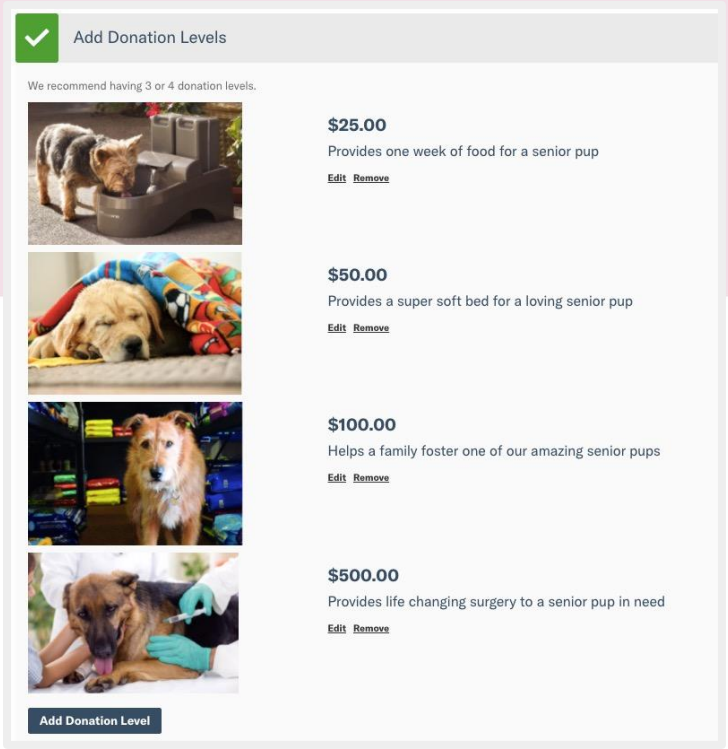
Suggest Donation Levels



- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your charity, like a tangible good or service, further connects the donor to your goal

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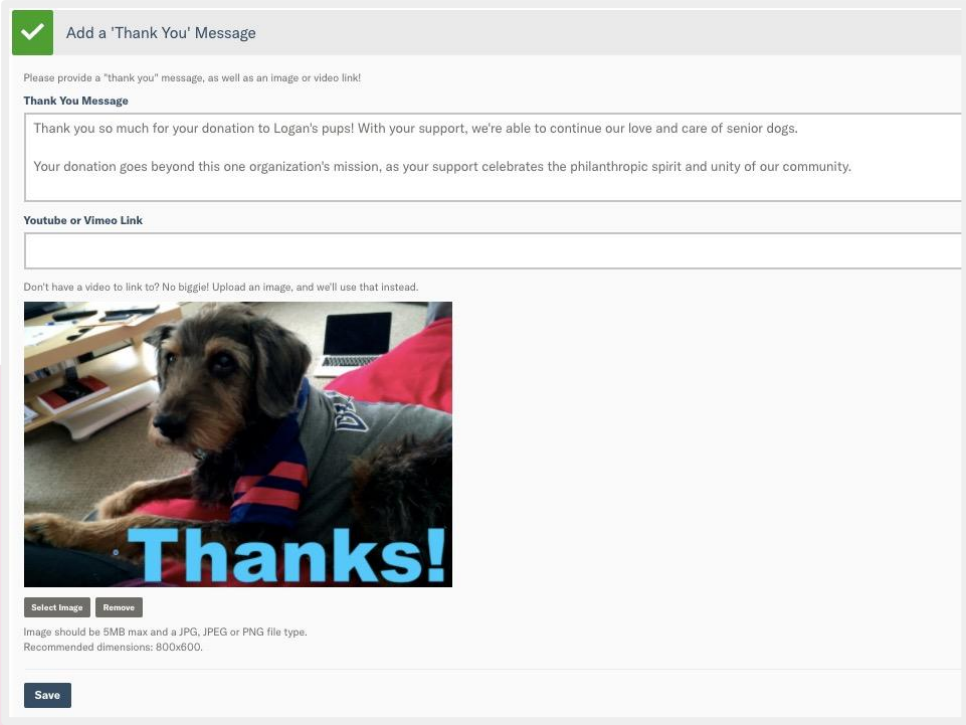
Personalized Gratitude

- 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



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Key Dashboard Tools

Donation Tools

- Manage Donations
- Embed a Donate Button

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- Help Center

Other Actions

- Engagement Opportunities
- Add External Fund
- View Registration Info
- View Your Profile
- Mobilize Integration

Share Your Page

https://www.give4marion.org/organizations/horse-protection-association-of-floric

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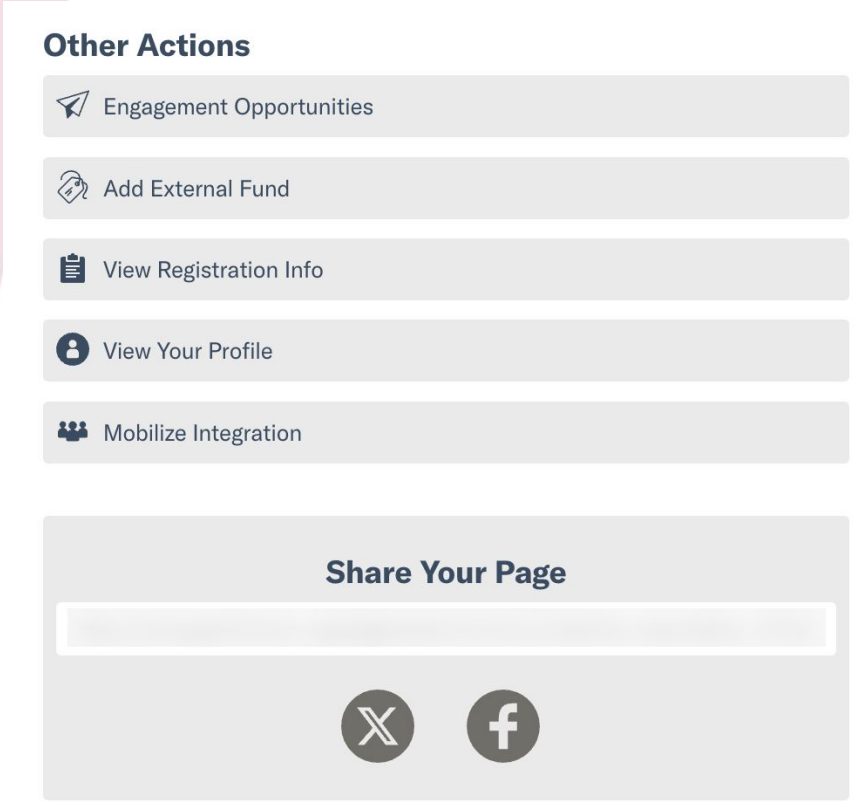
Share Your Profile

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



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Your Charity Toolkit

The Charity Toolkit has valuable resources for all your Fayette Gives needs.

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

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Your Next Steps

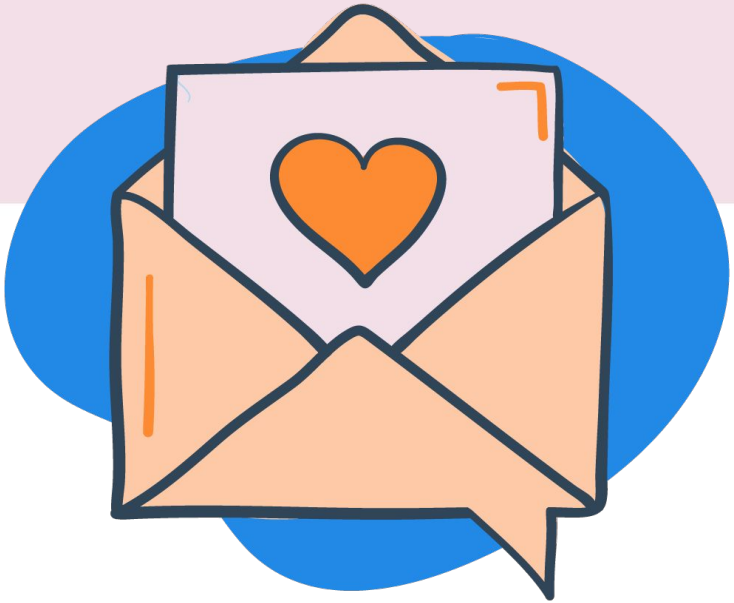
Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a charity admin can seem overwhelming
- You don't need to compete for incentives and prizes
- Fayette Gives may not be the right fit for all of your donors - that's okay!

Your Next Steps

What to work on over the next few months:

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



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Questions?

Fayette Gives

November 7, 2024

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