Getting Ready for

FLX GIVES

November 15, 2019

Agenda

- The Basics
- Benefits to Participating
- What's New in 2019
- Intro to GiveGab - your 2019 FLX Gives platform!
  - The GiveGab Basics
  - Key Features and Resources
- Registering for FLX Gives
- Next Steps and Questions

The Basics

- **flxgives.org**

- November 15, 2019 from midnight to 11:59 PM

- Every nonprofit conducting their own unique campaign on the day

- Goals for 2019:
  - 100 nonprofits registered
  - 1000 donations received

- Any IRS recognized nonprofit serving FLX Gives
  - Must be verified to accept tax deductible donations (and be registered in the state of New York)
  - Must be able to accept ACH deposit transfers into a valid checking account
  - If your agency operates multiple programs, you are able to register individually

- Nonprofits can act as a fiscal sponsor for other organizations

- Nonprofit 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
- Utilize Giving Day page year-round
- Motivate donors to make a greater impact with prizes and match incentives

What's New in 2019

- New recurring gift options
  - Monthly or quarterly
    - "Until I cancel it"
    - "Until a set date" with a specified calendar date
    - "Until a set balance" with a maximum donation amount

- Embeddable donation widget

- In Memory Of/ In Honor Of
  - Can send notification email individual/individual's family

Transparent Pricing

3% Platform Fee

+

0% Partner Fee

+

$.30 per transaction
+ 2.2% Credit Card Fee

=

$0.30 + 5.2%

- No registration cost or subscription required to participate
- Donors ALWAYS have the option to cover all fees on behalf of your organization
- Historically around 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!

What GiveGab Can Offer You

Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team
- More fundraising opportunities beyond FLX Gives

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 FLX Gives
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors

Building Donor Trust

FLX GIVES

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

City

State

Postal Code

Email

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.

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.

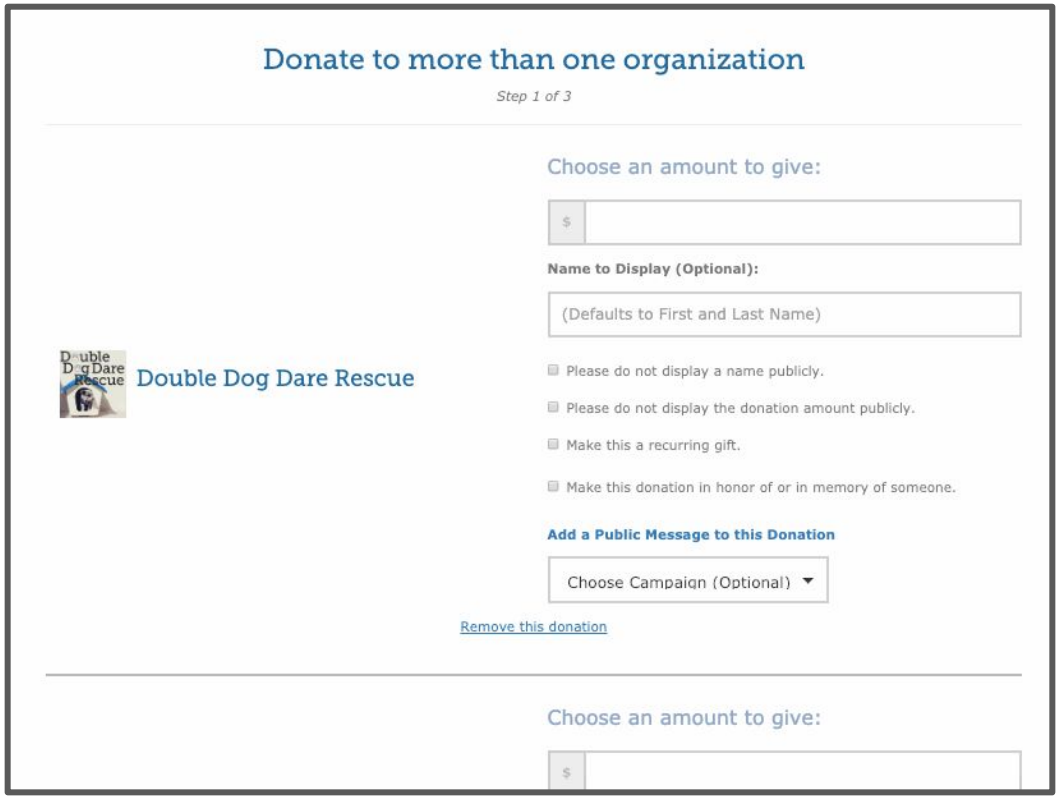
Save

Simple Donation Processing

- All major credit cards accepted
- ACH donation option
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf
  - Again around 65-75% of donors choose to cover all fees on a Giving Day
- Option for donors to schedule monthly recurring donations

FLX GIVES

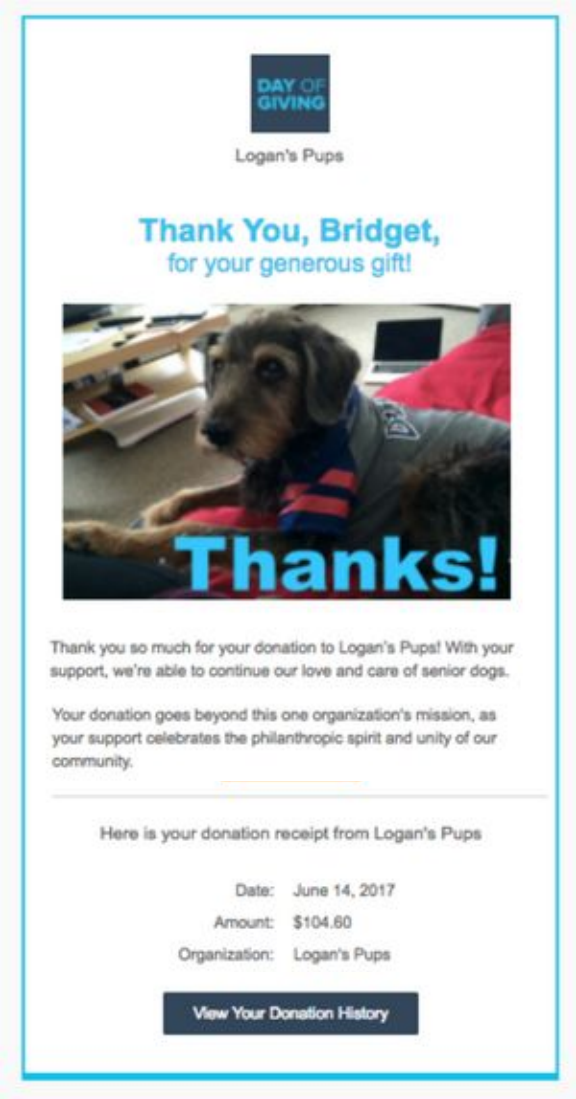
Give, Give, and Give Again!



GiveGab's Gift Basket feature and multi-give donation form makes it quick and convenient for donors to support as many causes in their community as they like!

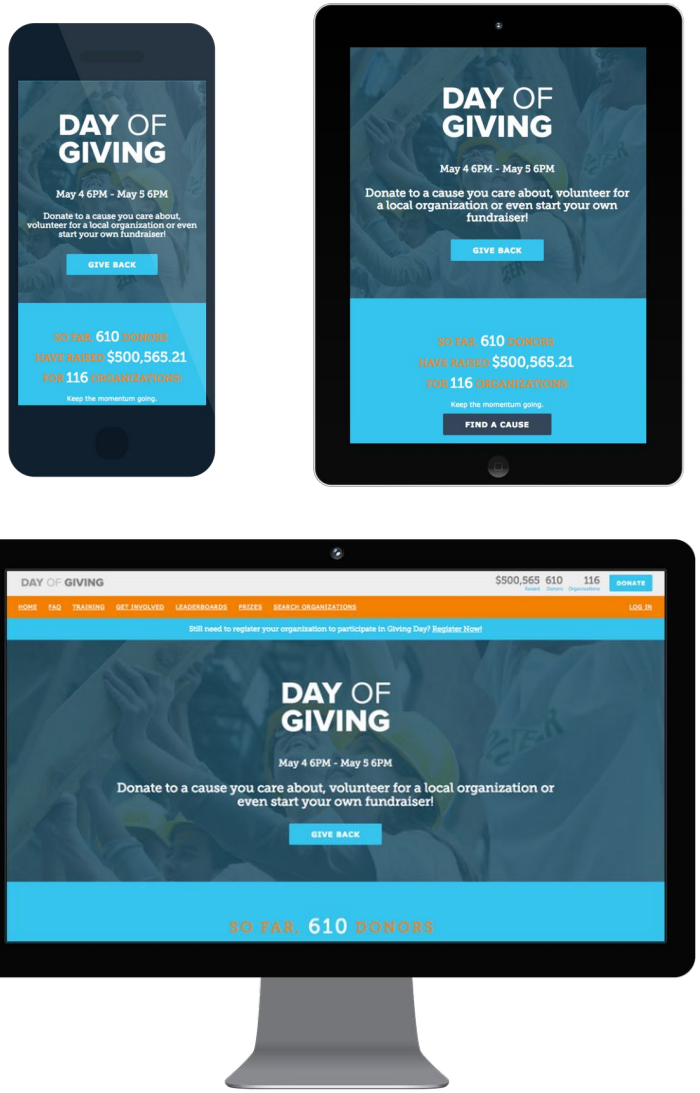
Instantaneous Donor Delight

- 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



Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your FLX Gives profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device



How can my organization participate?

flxgives.org

FLX GIVES

PRIZES

▼ MENU

Find Your Organization

and participate in FLXGives

community

SEARCH

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

Camp Seneca Lake - Louis S. Wolk Jewish Community Center of Greater Rochester

Penn Yan, New York

PARTICIPATE

Centre Stage Community Theatre

Corning, New York

PARTICIPATE

Register Your Organization for

FLXGives

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

FLXGives

Continue

Register Your Organization for

FLXGives

Powered by GiveGab

What county(ies) does your organization serve? *
Please select all that apply

- [ ] Yates
- [ ] Steuben
- [ ] Chemung
- [ ] Schuyler

What is your organization's budget size? *
Please select one choice

$1 - $100,000

What is the mission of your organization? (2 sentences maximum)

Please provide a 150-word description about your organization to be featured in our giving guide.

Register

Your Preparation Checklist

Time to launch

85

days

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.

- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- View Registration Info

Share Your Page

https://dog-staging.givegab.com/organizations/logan-s-pups-c

View Your Page

Your Preparation Checklist

Time to launch

85

days

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

Add An Administrator

Add Offline Donation

Manage Sponsor Matching

Manage Donations

View Registration Info

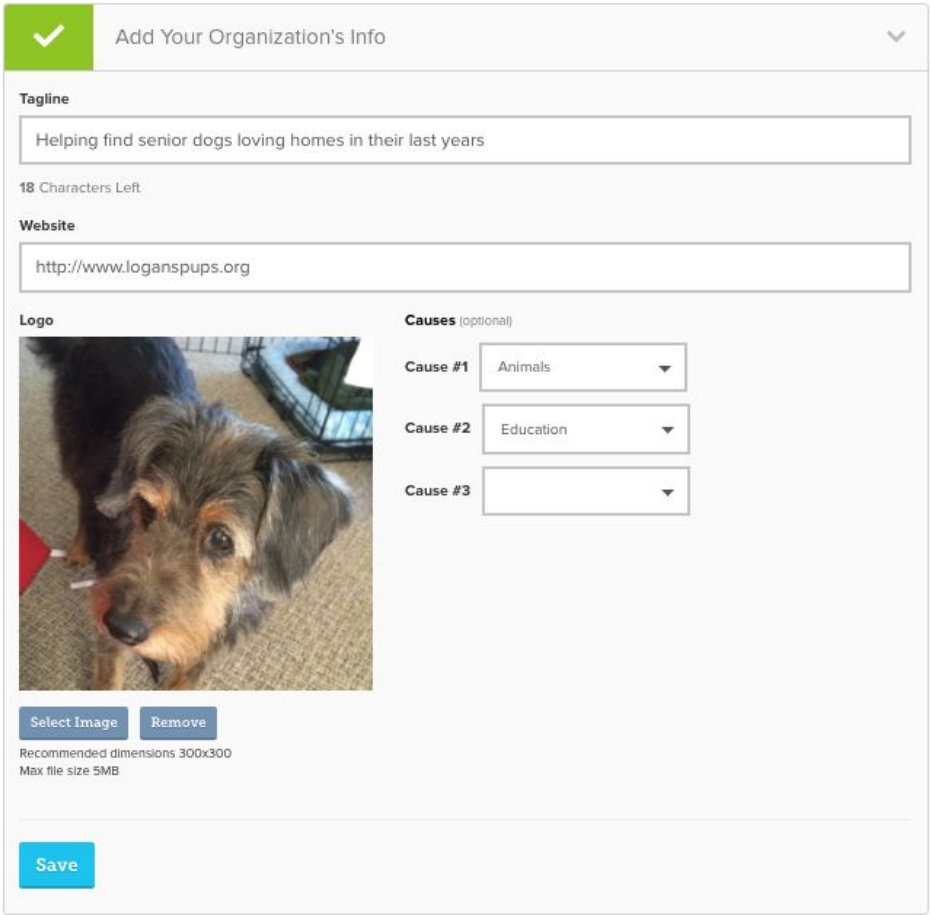
Share Your Page

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

View Your Page

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)

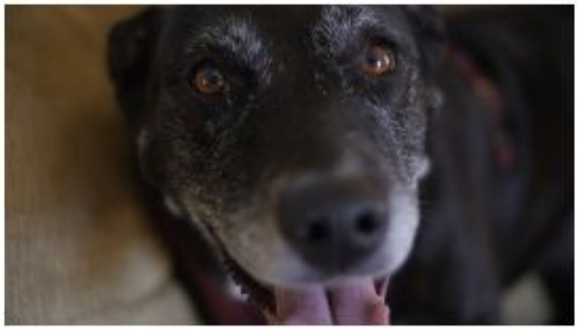
☑ Display Goal on Profile

$ 5000 .00

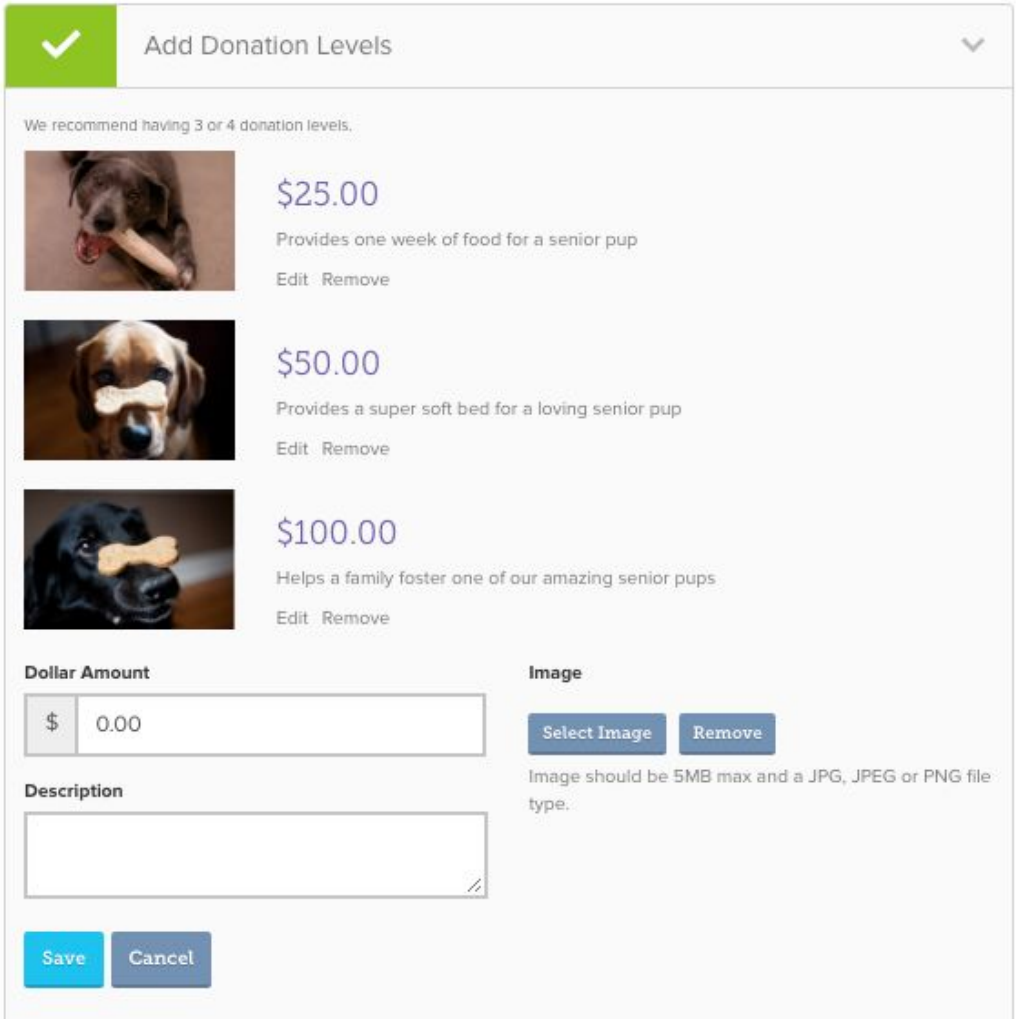
Formatting

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.



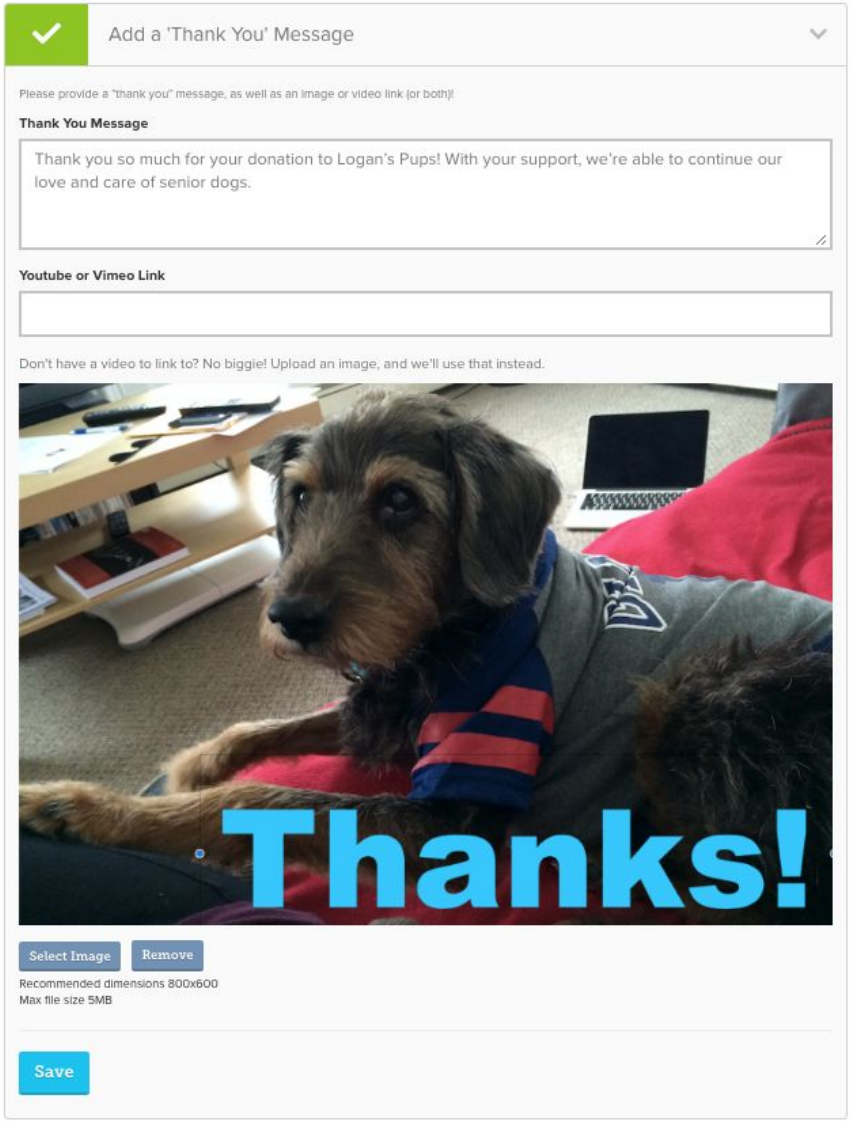
Highlighting Impact



- 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 organization's contact

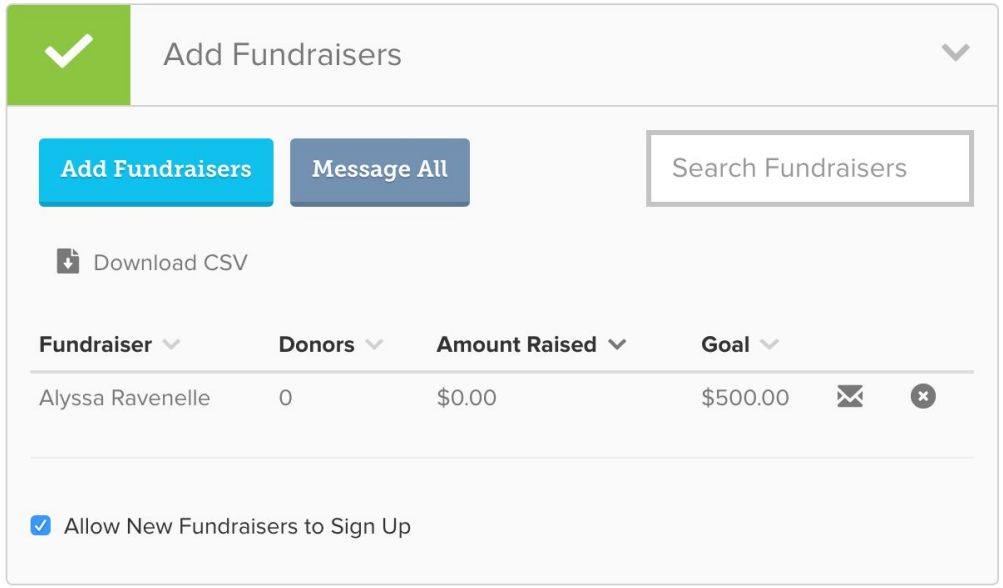


Peer-to-Peer Fundraisers

- Use your supporters, board members, and volunteers to expand your organization's reach

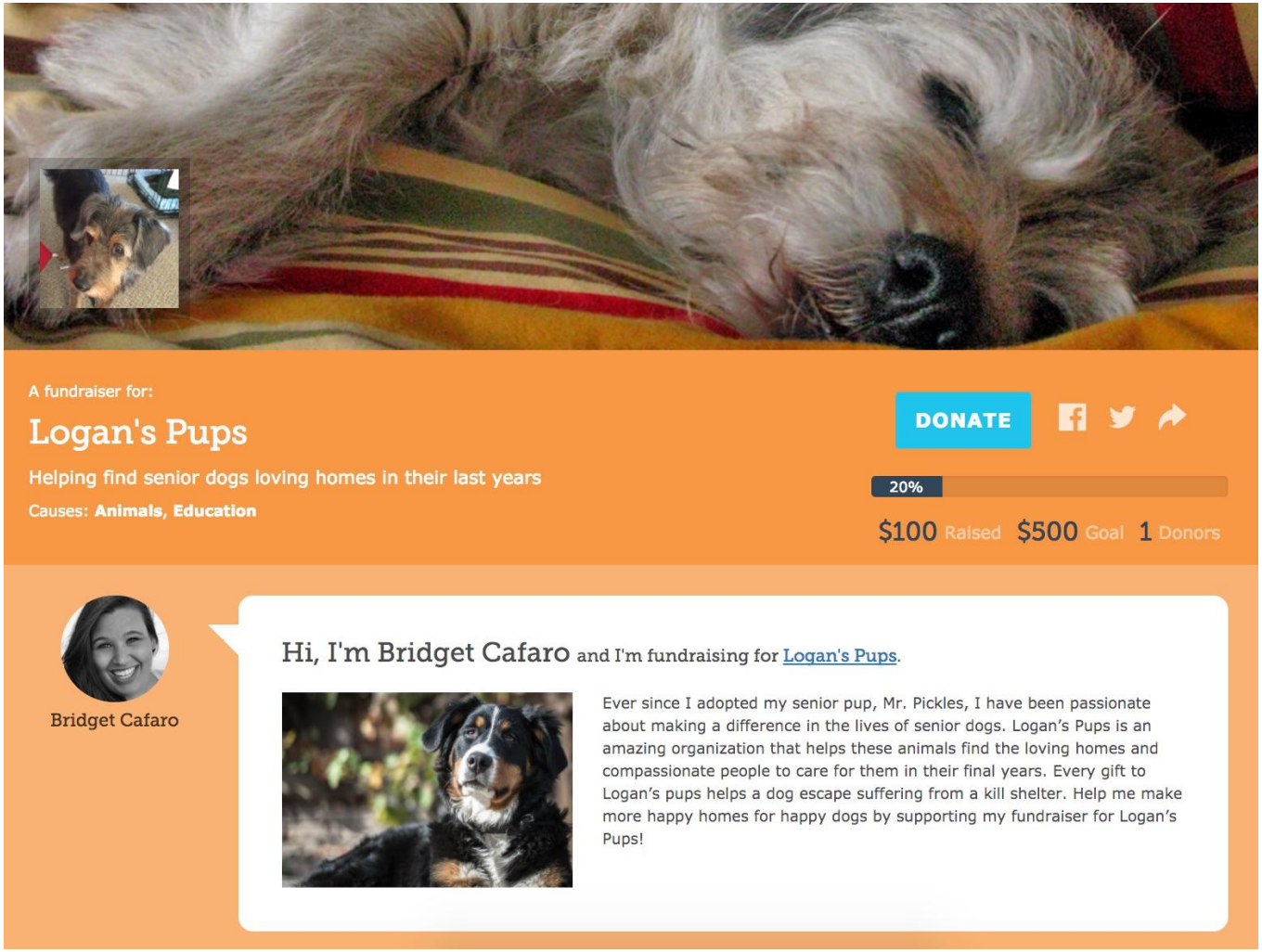
- Each fundraiser has their own fundraising page and every dollar they raise goes toward your organization's totals!

- Organizations with fundraisers raise on average 3.4 x more than organizations without fundraisers.



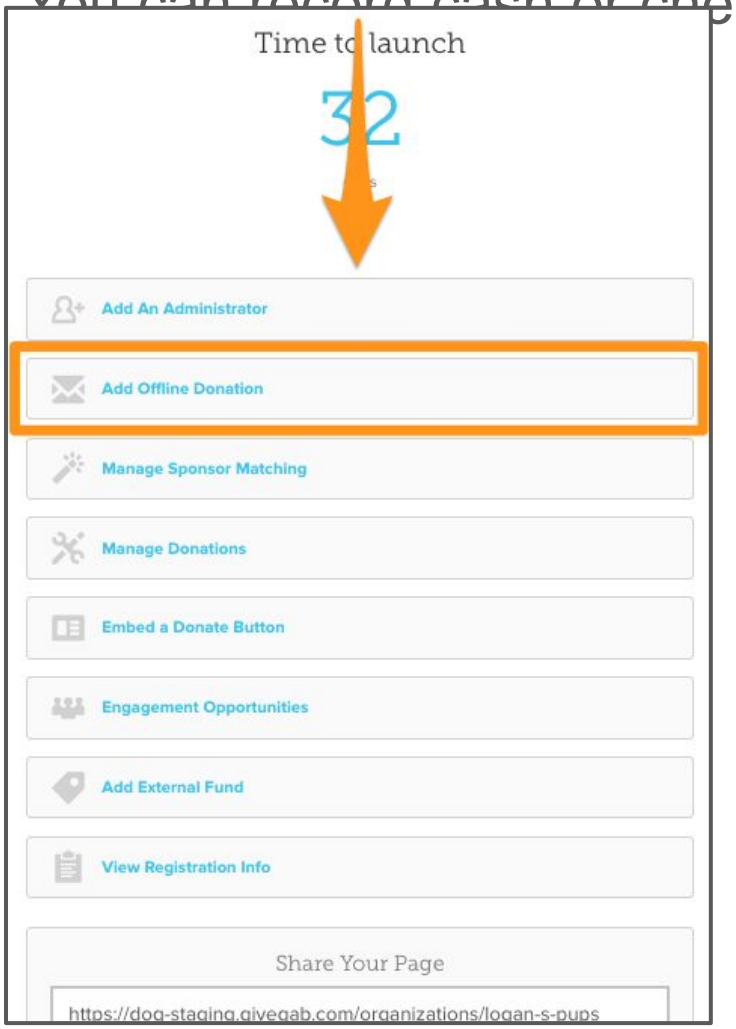
FLX GIVES

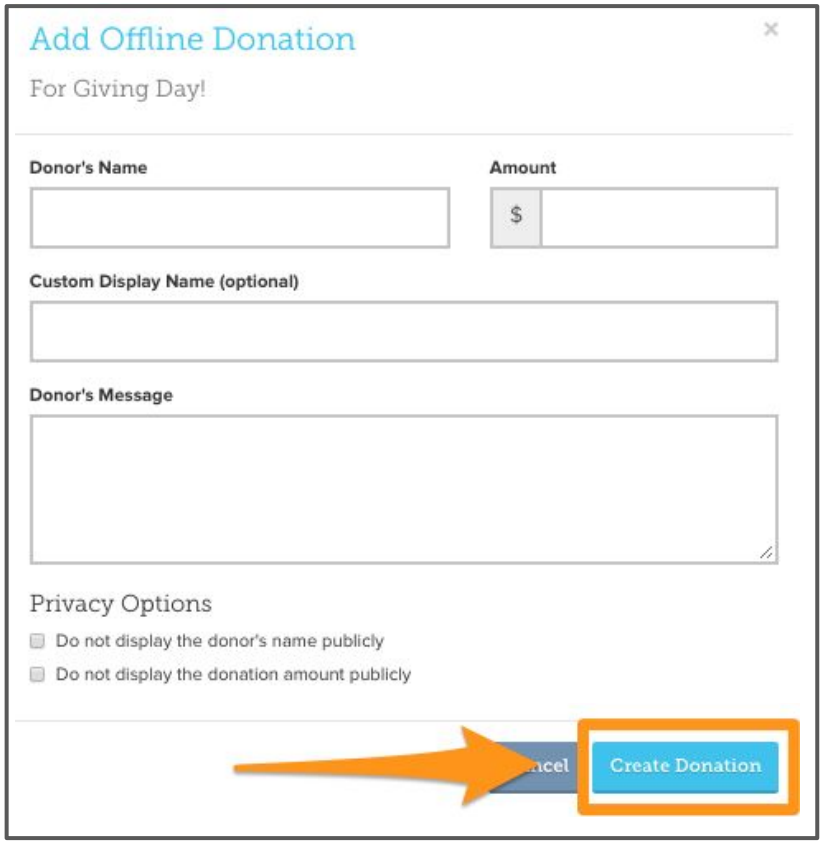
Peer-to-Peer Fundraisers



Add Offline Donations

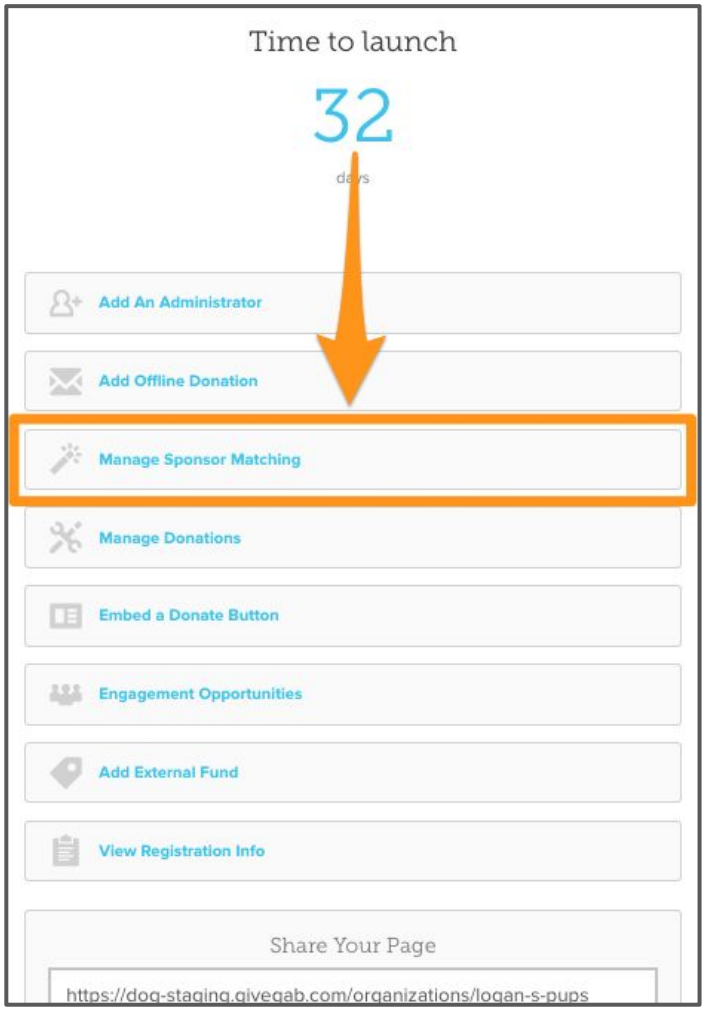
You can record cash or check



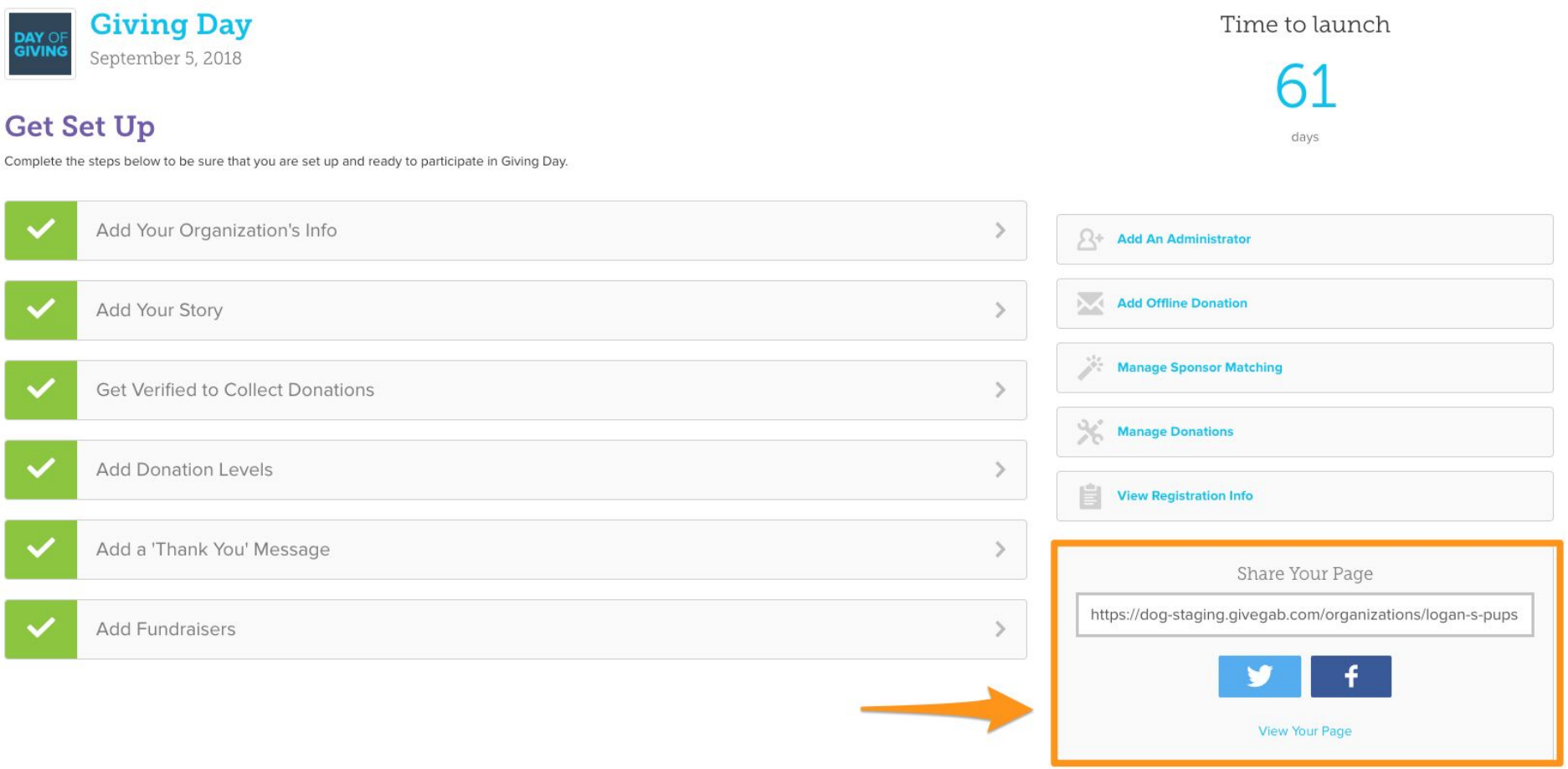


Highlight Matches/Challenges

- Matches allow each online donation to be matched on a 1:1 ratio.
- Challenges allow funds to be added to the organization's total once a goal is reached.
- Organizations with matching funds raise on average 4.5 x more than organizations without a match.
- Time based to create a sense of urgency



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.

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.

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

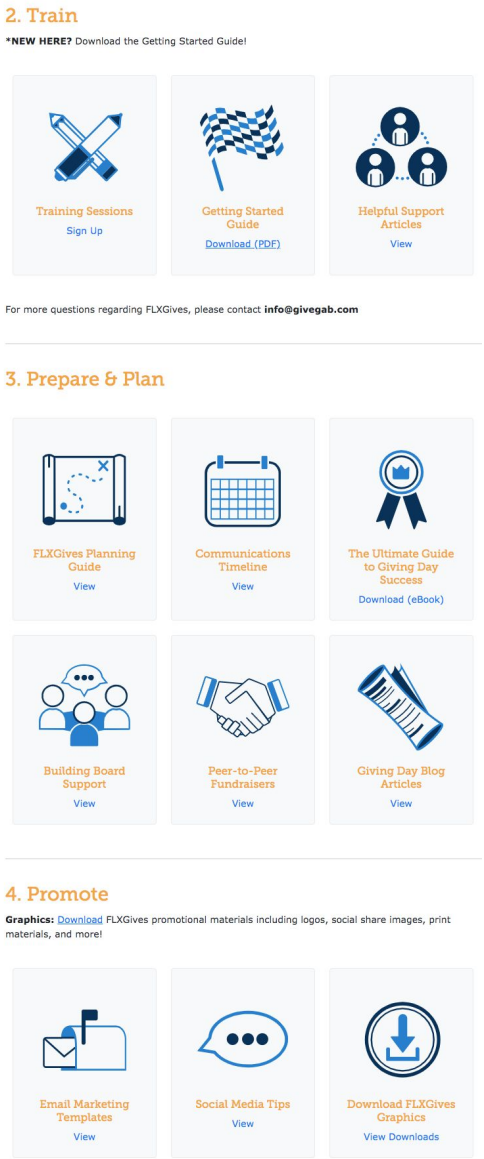
Bridget Cafaro $0.00

Alyssa Ravenelle $0.00

Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote FLX Gives and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - FLX Gives Graphics
  - Helpful resources for your board members, volunteers, and fundraisers

- Even more training videos for Matches/Challenges and FLX Gives strategy



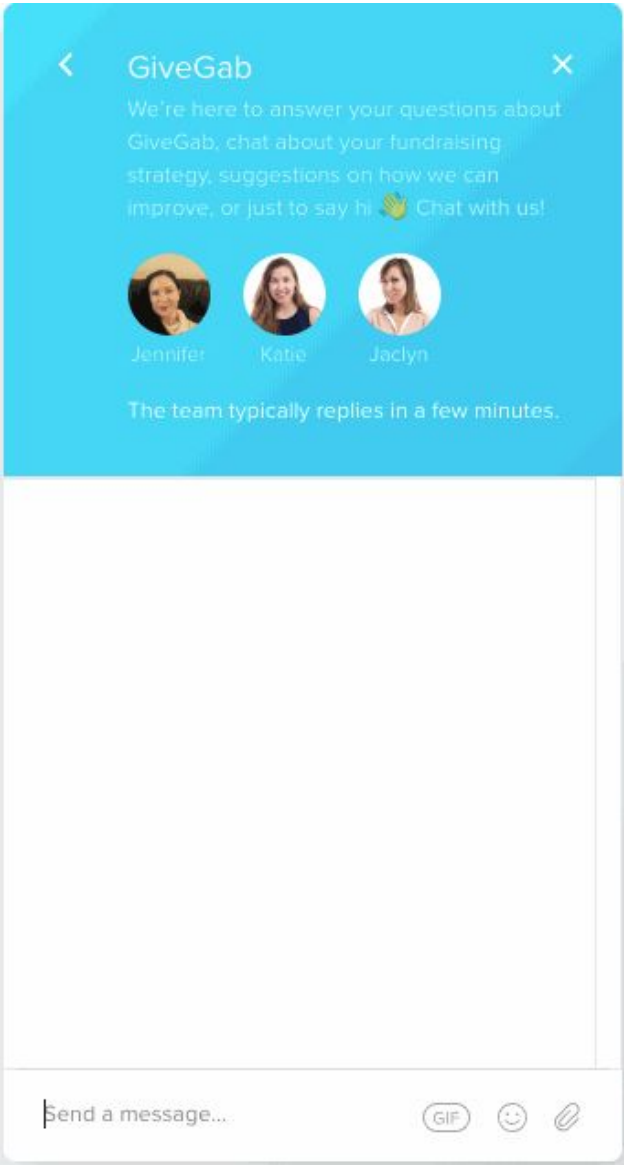
Live Demo of Toolkit

Your Next Steps

- Register for FLX Gives by November 1:
    - Registration OPEN NOW!
- Follow FLX Gives on Social Media!
    - Use #flxgives
    - CF Facebook
    - CF Instragram: @philanthrocat
- Watch your inbox for important emails
- Sign up for upcoming training sessions
    - Thursday, October 17 from 10a-11:30a
- Check out the Nonprofit Toolkit

Customer Success

- Visit Our Help Center https://support.givegab.com/
- Send us an email at CustomerSuccess@givegab.com
- Look for the little blue chat bubble



Questions?

FLX

GIVES

November 15, 2019