Getting Ready for Give Local Bay

May 3, 2022

GiveGab

Meet the Team

Danielle Hunter

Associate Project Manager

Noelle Butler

Customer Success Chat Specialist

GiveGab

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

- Give Local Bay Overview
- Who is GiveGab?
- What's New
- Registering
- Creating Your Profile
- Next Steps & Questions

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2021 Results

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Give Local Bay Overview

givelocalbay.org | May 3, 12AM - May 4, 12AM

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + BACF Efforts = Exponential visibility
- IRS-recognized nonprofit serving Bay and Arenac counties are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on Tuesday, May 3rd at 12AM

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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 + BACF 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

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Who is GiveGab?

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Who is GiveGab?

GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Host a secure, reliable and transparent platform for Give Local Bay
- Create the ultimate donor experience
- Provide a dedicated support team

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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 GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

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stripe GuideStar IRS

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
- GiveGab's chat support available right within the donation form for your supporters!

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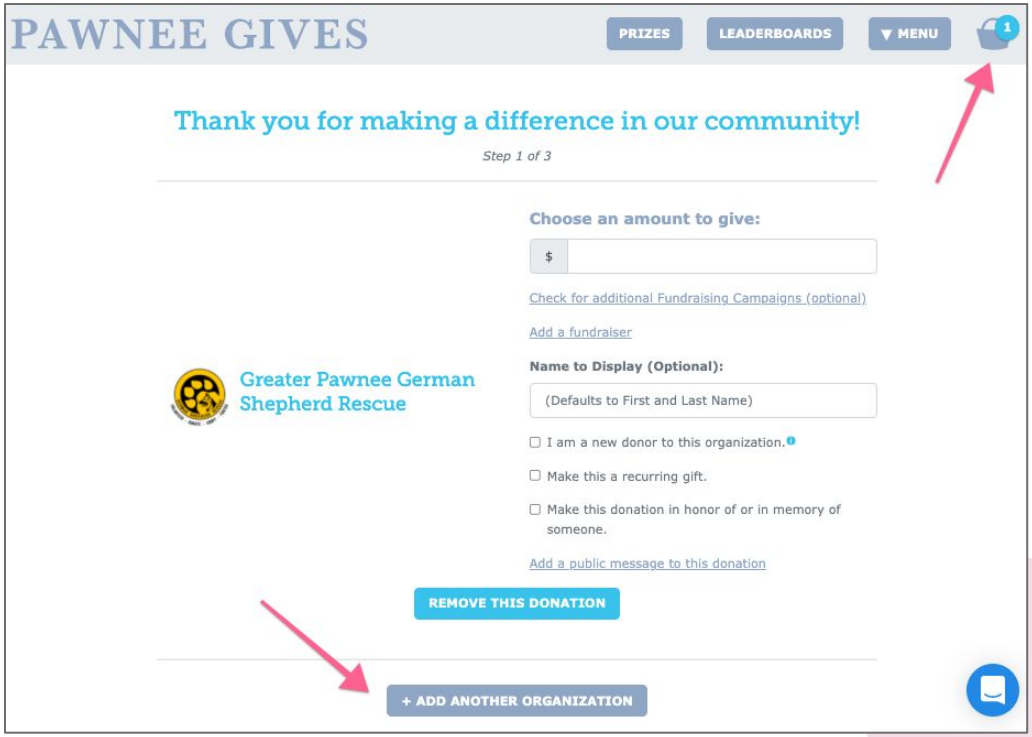

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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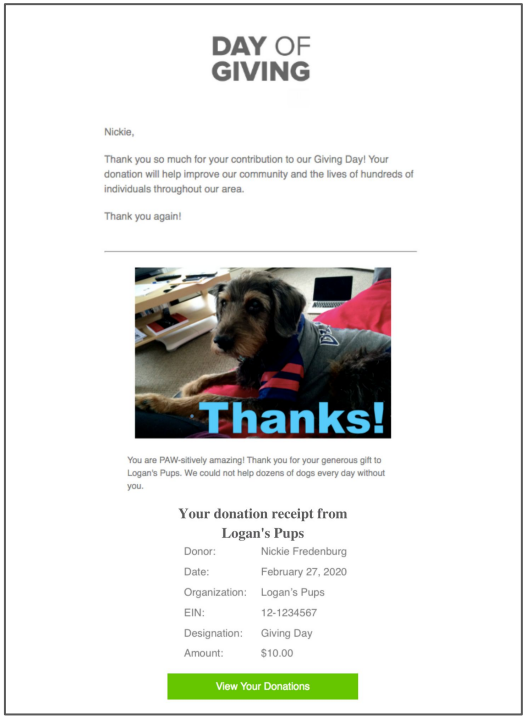
Instant Donor Delight

- A Thank You email that comes from your organization
- 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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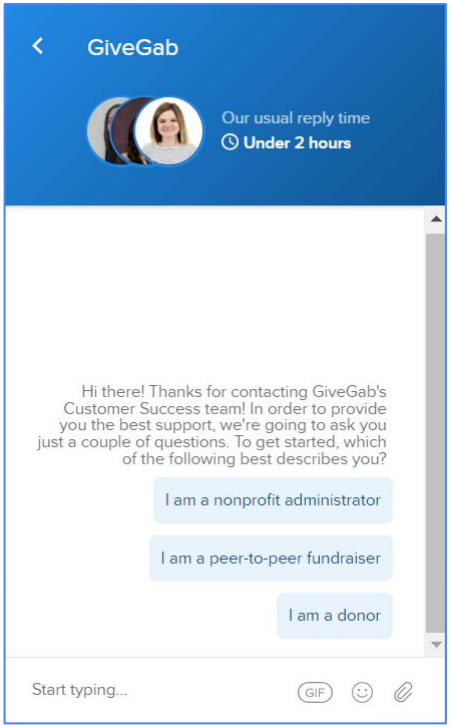
How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



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Look for the little blue chat bubble!

What's New for 2022?

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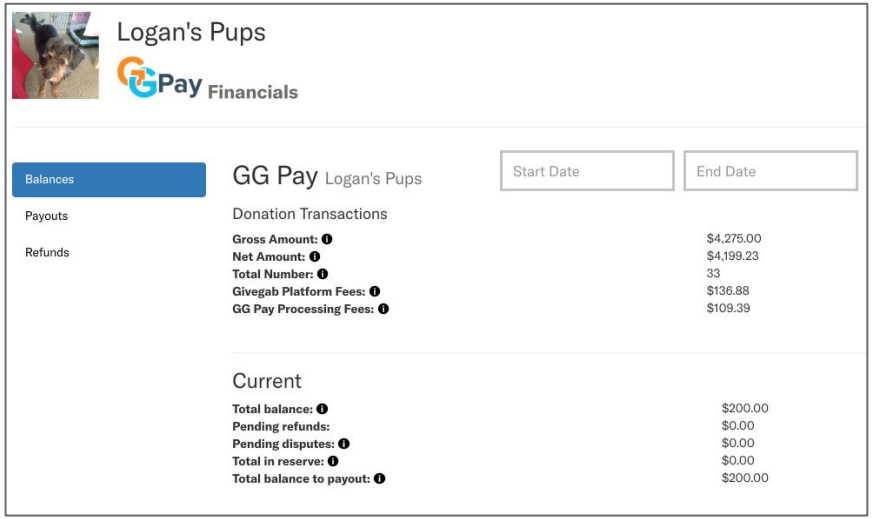
Better Reconciliation

- In addition to your existing reports, you can better manage deposits to your account
- Understand your balance and donations from an accounting perspective
- Match each online gift to a deposit



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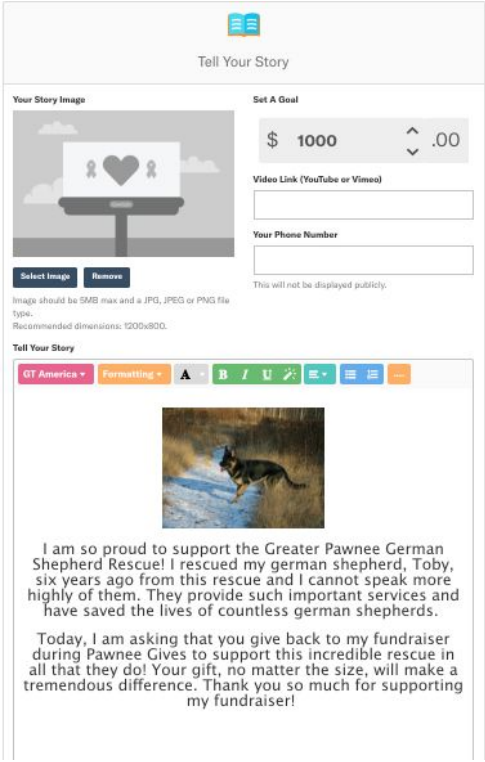
Elevating Fundraisers

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor
- Chosen P2P will appear in donor's receipt



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Accessing and editing your profile for Give Local Bay

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GIVE LOCAL BAY
POWERED BY:
LiUNA! LOCAL 1098
Feel the Power
VIEW PARTICIPATING ORGANIZATIONS
Join us for Give Local Bay on May 3, 2022!
Give Local Bay 2022 begins in
62 : 11 : 56 : 35
days hours mins secs
Hide Countdown
Search...
MENU
HOME
FAQ
NONPROFIT TOOLKIT
TRAININGS
LOG IN

GiveGab

Give Local Bay 2022

$0.00 Raised • **0** Donors • **0** Gifts

63 Days to Launch

Participation Approval Status

Approved

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 Bay 2021 (2021)

Copy This Profile

Create a New Profile

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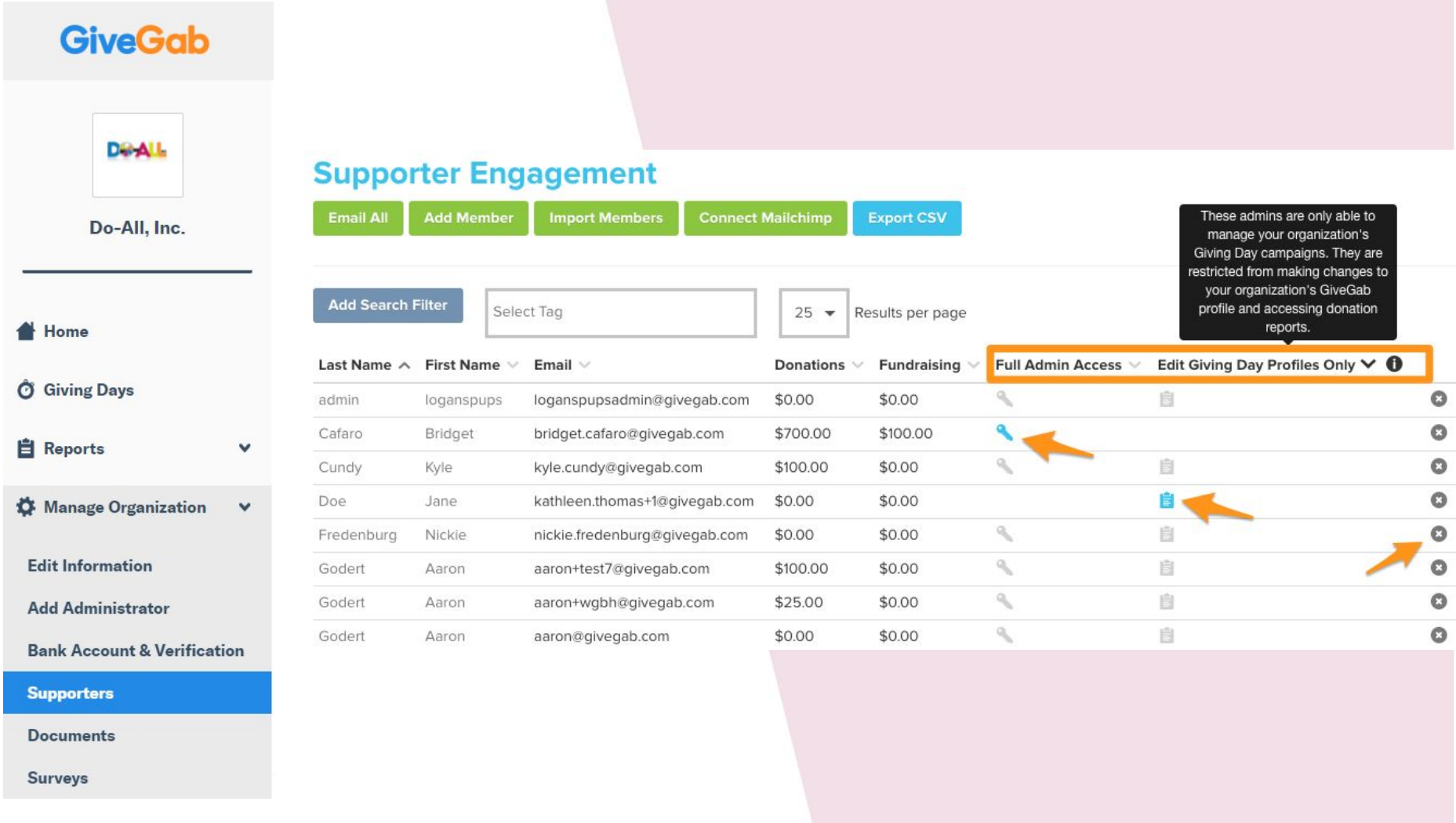
GiveGab
Do-All, Inc.
Home
Giving Days
Reports
Manage Organization
Edit Information
Add Administrator
Bank Account & Verification
Supporters
Documents
Surveys
Supporter Engagement
Email All
Add Member
Import Members
Connect Mailchimp
Export CSV
These admins are only able to manage your organization's Giving Day campaigns. They are restricted from making changes to your organization's GiveGab profile and accessing donation reports.
Add Search Filter
Select Tag
25
Results per page
Last Name
First Name
Email
Donations
Fundraising
Full Admin Access
Edit Giving Day Profiles Only
admin loganspups loganspupsadmin@givegab.com $0.00 $0.00
Cafaro Bridget bridget.cafaro@givegab.com $700.00 $100.00
Cundy Kyle kyle.cundy@givegab.com $100.00 $0.00
Doe Jane kathleen.thomas+1@givegab.com $0.00 $0.00
Fredenburg Nickie nickie.fredenburg@givegab.com $0.00 $0.00
Godert Aaron aaron+test7@givegab.com $100.00 $0.00
Godert Aaron aaron+wgbh@givegab.com $25.00 $0.00
Godert Aaron aaron@givegab.com $0.00 $0.00

Completing Your Profile

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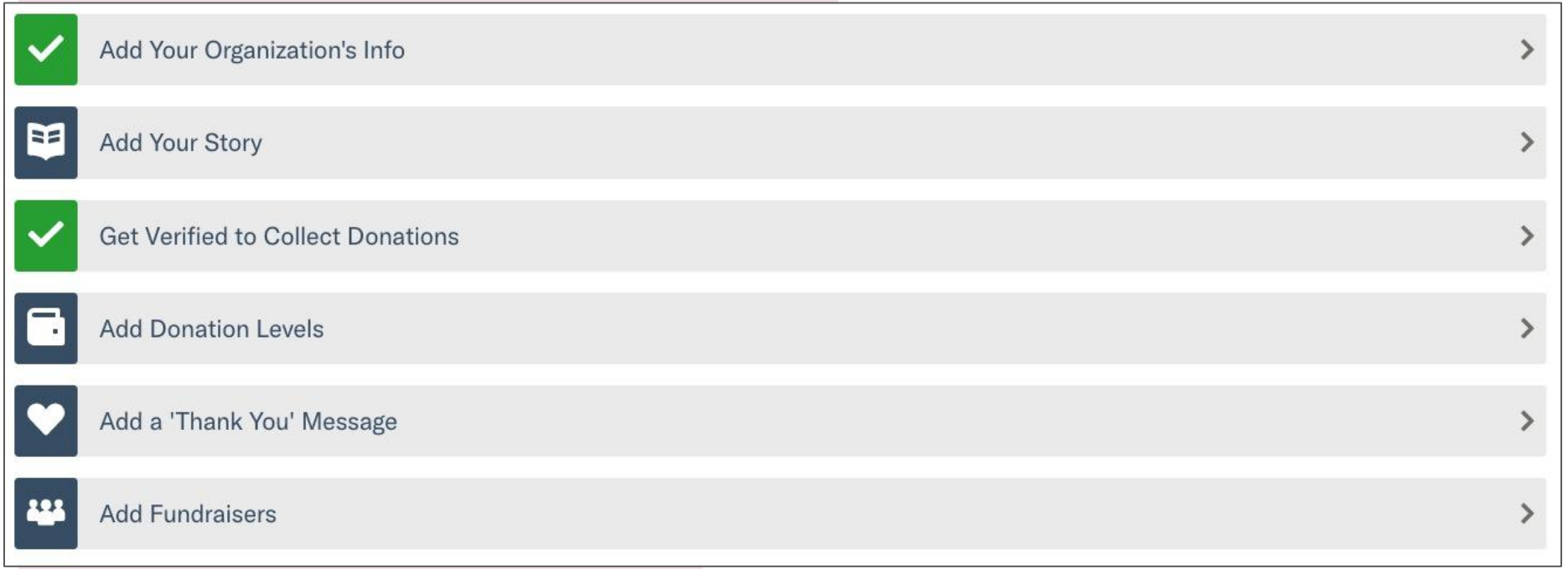
Your Giving Day Dashboard



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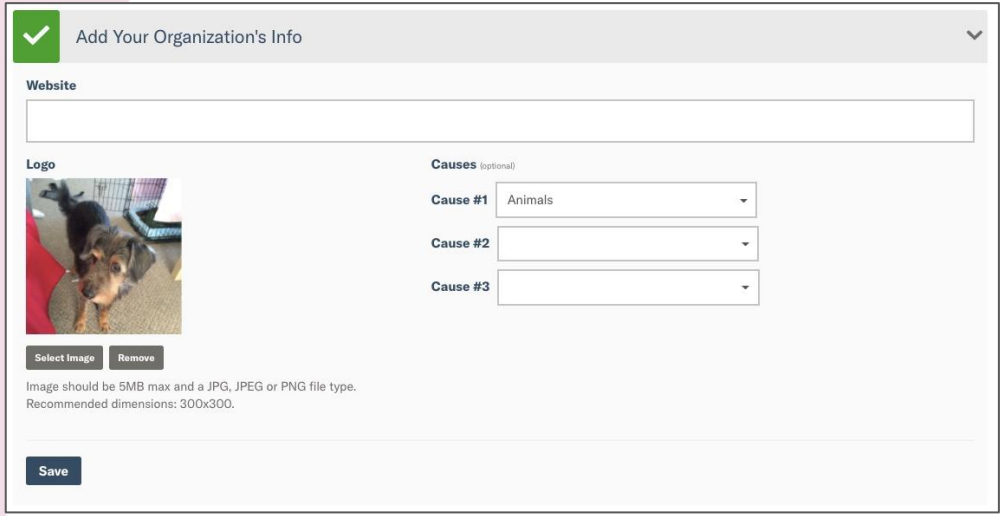
Basic Info

- 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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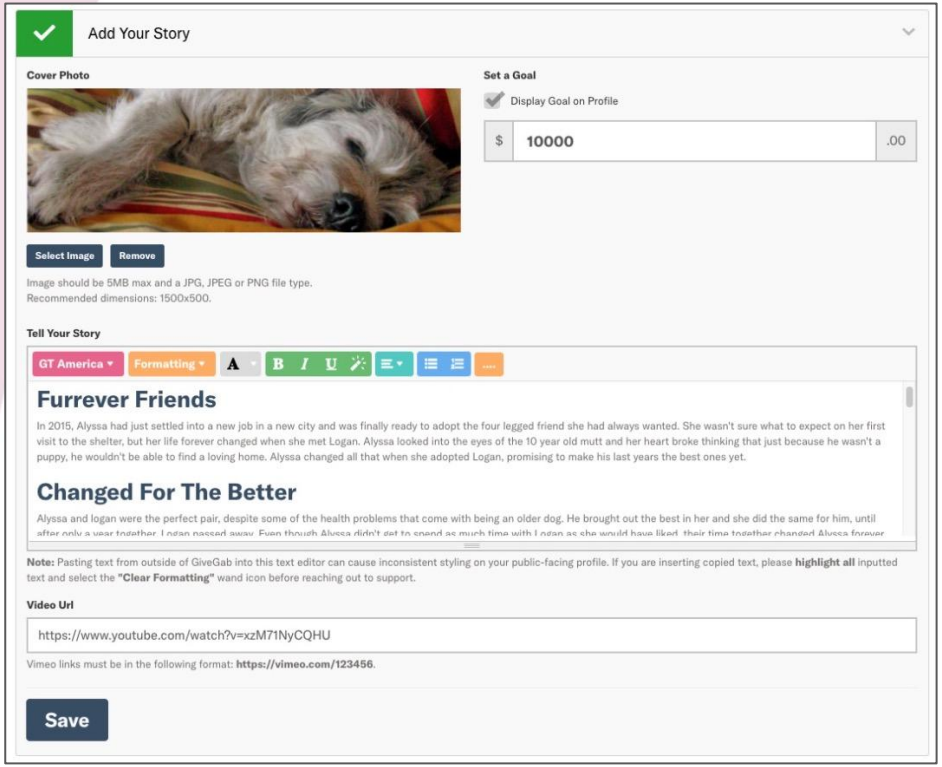
Curate Your Story

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



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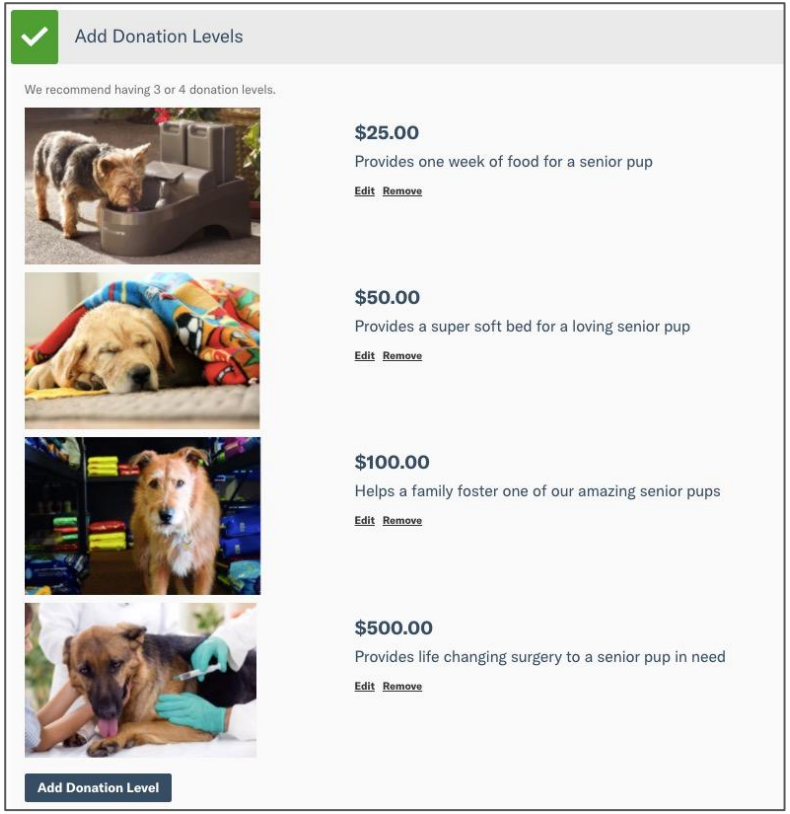
Suggest Donation Levels

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



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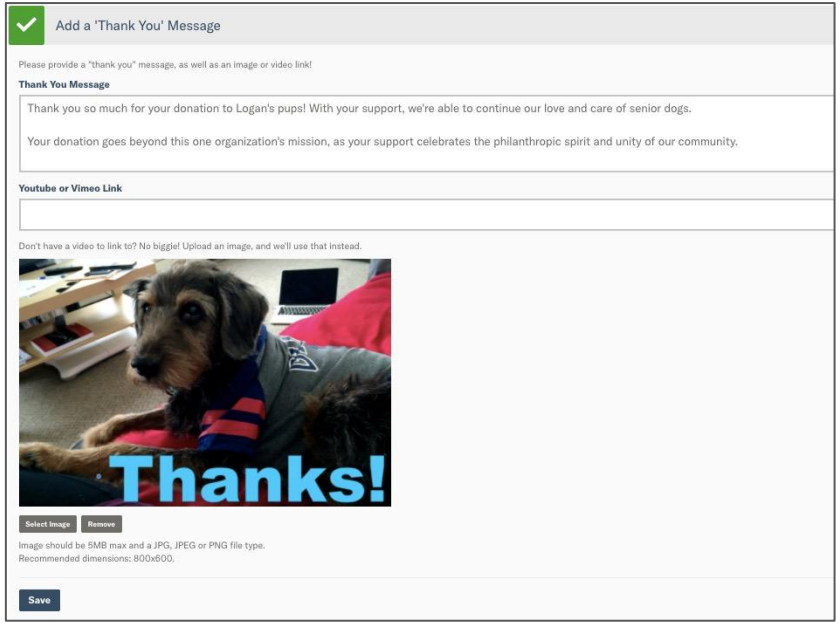
Personalized Gratitude

- 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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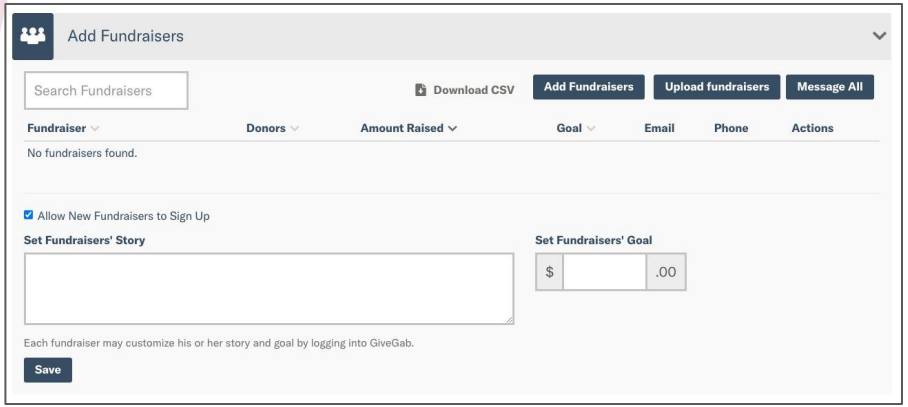
Invite Your Fundraisers

- 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]



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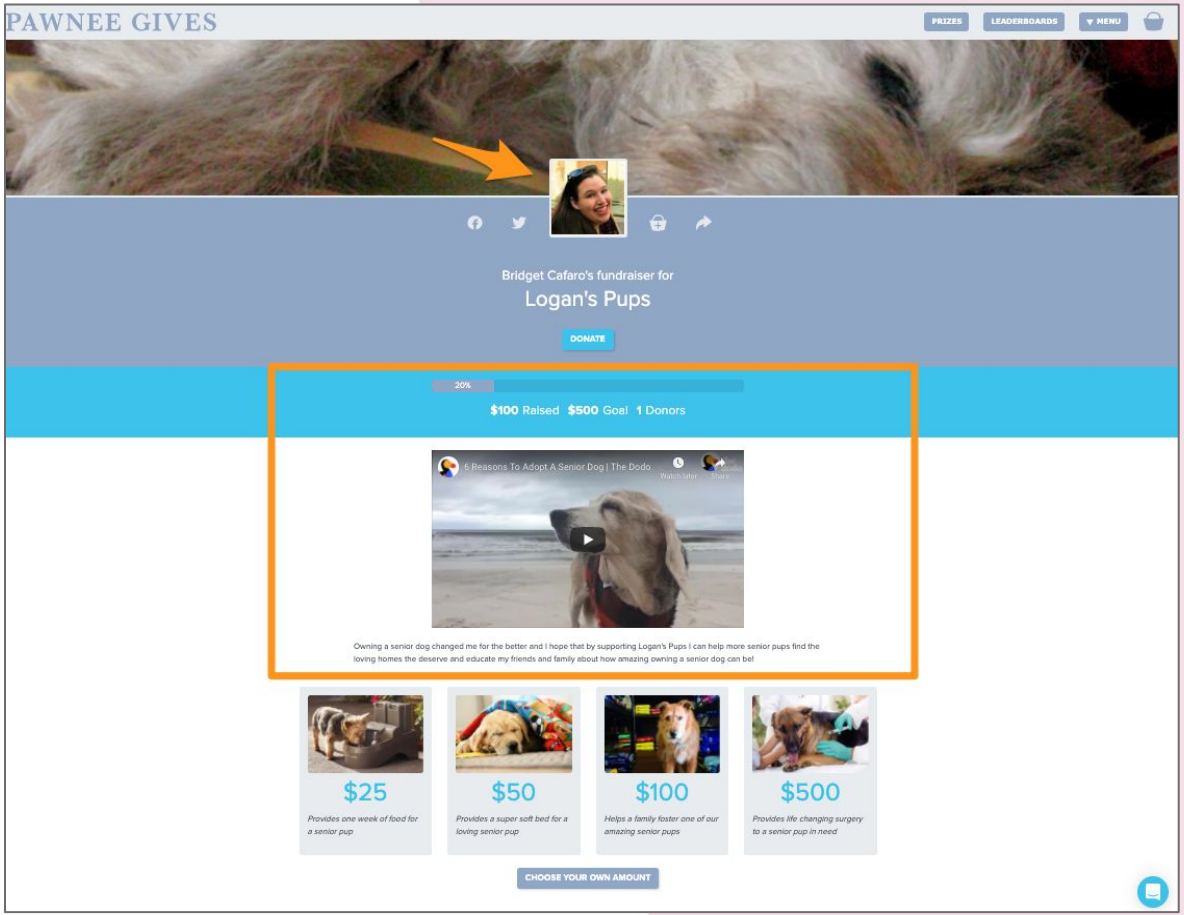
PAWNEE GIVES
PRIZES
LEADERBOARDS
MENU
Bridget Cafaro's fundraiser for
Logan's Pups
DONATE
20%
$100 Raised $500 Goal 1 Donors
6 Reasons To Adopt A Senior Dog | The Dodo
Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes the 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

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Did you know?

Organizations who used P2P fundraising raise on average **3.4x more** than those who do not!

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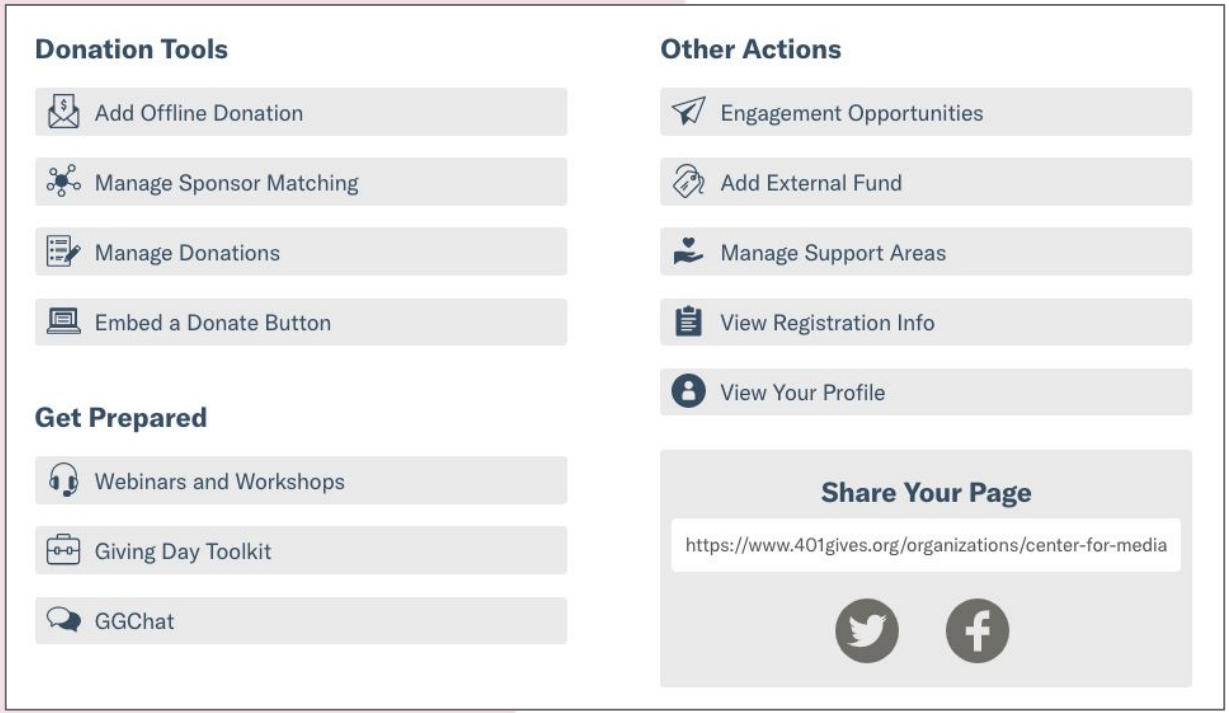
Key Dashboard Tools



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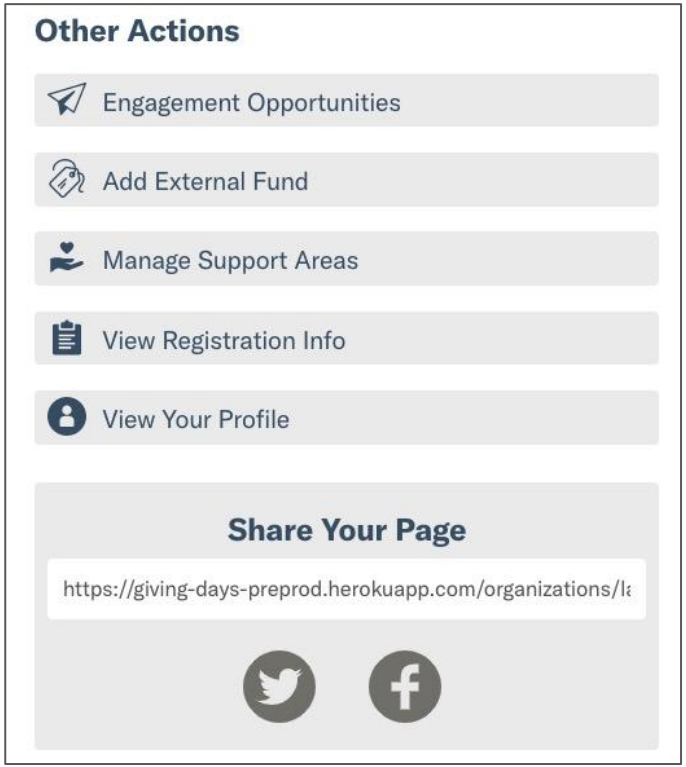
Share Your Profile

- 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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A Completed Profile

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What’s Next?

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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give Local Bay needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- 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 nonprofit admin can seem overwhelming
- You don’t need to compete for incentives and prizes
- Give Local Bay may not be the right fit for all of your donors - that’s okay!

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Your Next Steps

What to work on over the next few months:

- Follow Give Local Bay on Social Media and use #GiveLocalBay2022 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?

Save the Date! Give Local Bay is May 3, 2022

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