

Final Steps to Success

June 21, 2022



POWERED BY



GiveGab is becoming  Bonterra.

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **June 10th**.

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

Introduce yourself! Name, location, organization.



Chat Box

The screenshot shows a Zoom chat box with a dropdown menu open. The 'To:' field has a dropdown menu with two options: 'All panelists' (selected with a checkmark) and 'All panelists and attendees'. The 'Type' field is partially visible below it.



Q&A

The screenshot shows a Zoom Q&A form. It has a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

Meet the Team



Kelsey

Project
Director



Kaitie

Associate
Project
Manager

Agenda



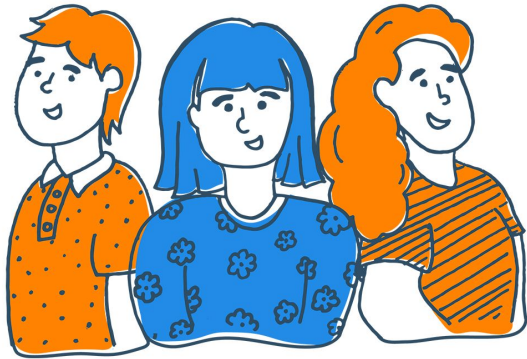
- Giving is Gorges Updates & Reminders
- Your Checklist for Success
- After Giving is Gorges
 - Next Steps
 - Q&A

Powered By United Way of Tompkins County

- Giving is Gorges is now hosted by United Way of Tompkins County with Visions Federal Credit Union sponsoring the event on the GiveGab platform.
- As with all United Way donor designations, 100% of donor gifts will go to their chosen nonprofits.



Giving is Gorges Updates and Reminders



- GivingIsGorges.org | June 21st
12 AM - 12AM
- Donations Open: June 16th
- Social Media Feed
 - #GivingIsGorges

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Will you have cash or check gifts?

- Add cash and check donations to your Giving is Gorges totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations

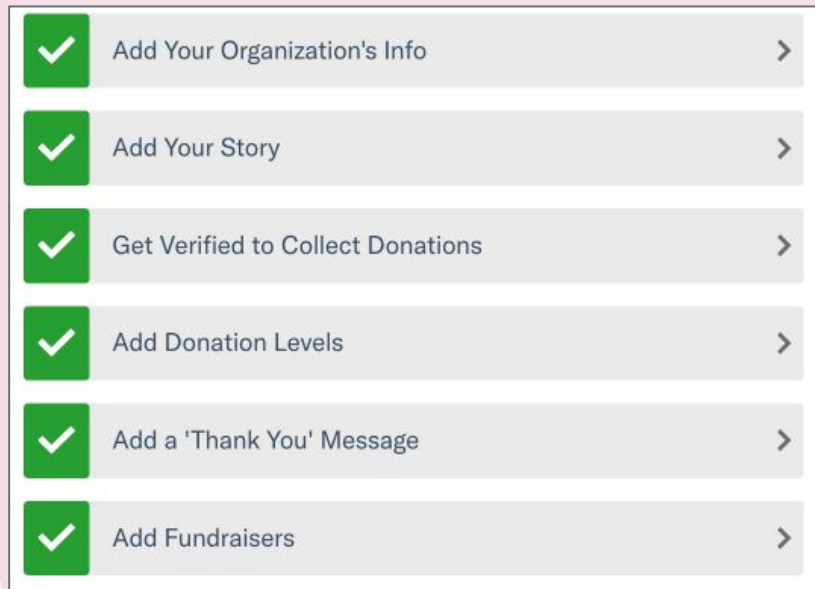


Embed a Donate Button

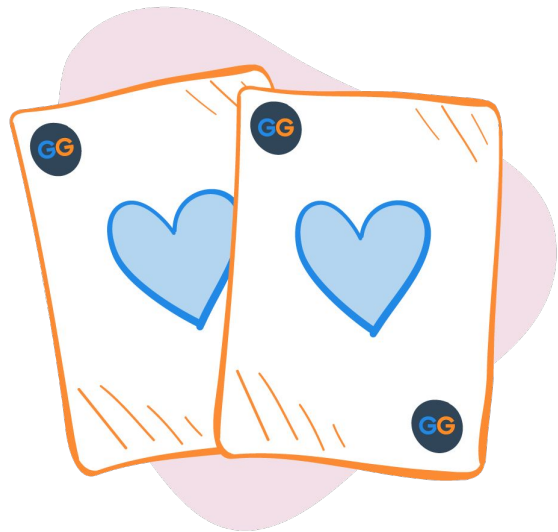
Is your profile complete?

Have you:

- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?



Have you secured a matching gift?



- **Why?**
 - Organizations who set up a Match or Challenge for Giving is Gorges raised on average **4.6x** more
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges your Giving is Gorges profile
- ✓ Verify your match setup with GiveGab support
- ✓ Curate communications to highlight your match

What's New for 2022?

Do you have ambassadors?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be an ambassador or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the [Giving is Gorges Fundraiser Guide](#)
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Do you have a communications plan?

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Giving is Gorges Nonprofit Toolkit



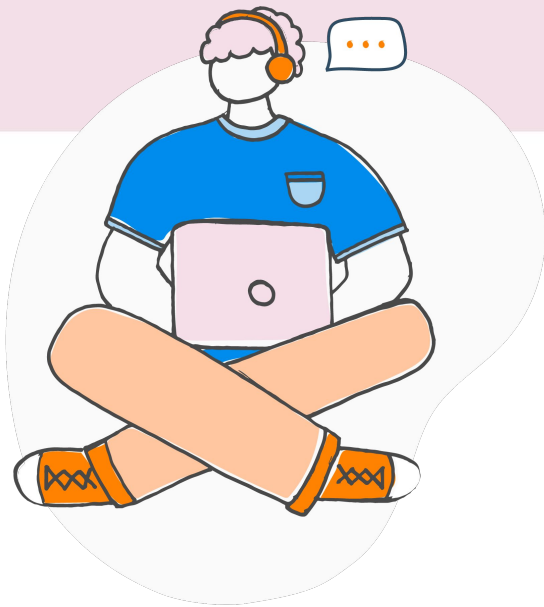
How will you communicate?



- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

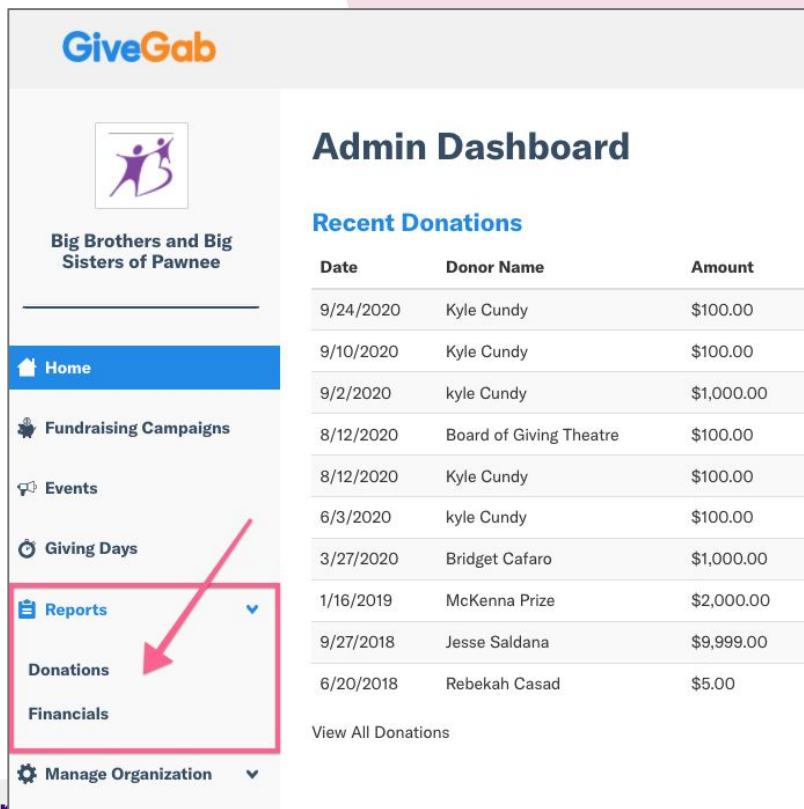
Post-Giving is Gorges Success

How will you get your donations?




- All donations will be centrally routed to United Way of Tompkins County
- Donations will be paid out to participating organization by check by July 30, 2022

Finding Your Donor Data



GiveGab


Big Brothers and Big Sisters of Pawnee

Admin Dashboard

Recent Donations


Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)


Navigation Menu:


- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports** (highlighted with a red box and arrow)
 - Donations
 - Financials
- Manage Organization


Filtering Your Data




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾

Donations

 Manage Organization ▾


Donations


 Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


All Giving Days & Community Giv ▾


All Campaigns ▾




Any Donation Type ▾

 Start















 End



Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

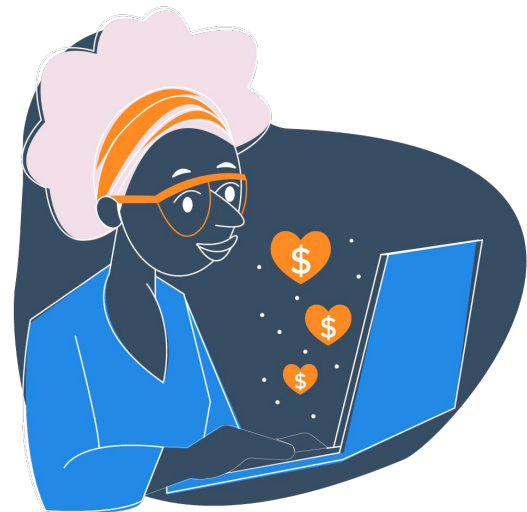
Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00
<div><div> </div><div>Page 2 of 2</div></div> <div> Export CSV Edit Bank Account Info</div>				

Viewing Dashboard for **Pawnee Public Library** 

How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the [available training](#) on Donor Stewardship!



How will you thank your donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



‘Thank You’ Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Giving is Gorges Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



Next Steps

Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

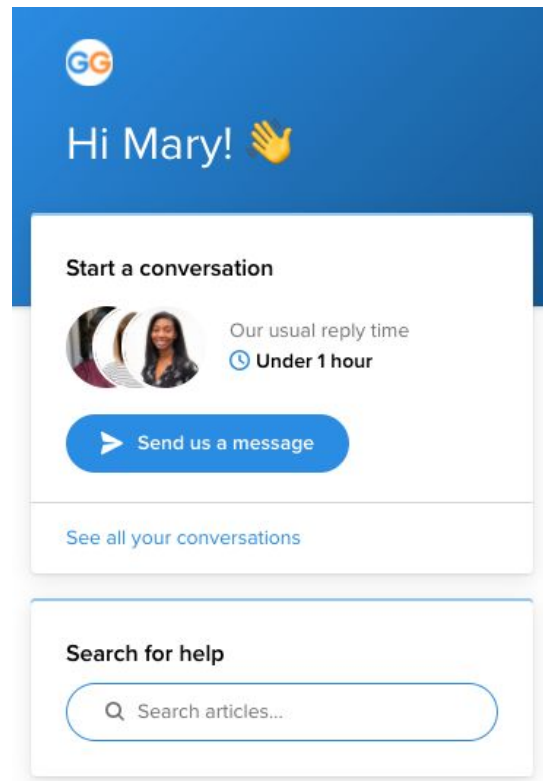
Final Checklist


- Complete your profile!
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Giving is Gorges on Social Media and use #GivingisGorges
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



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



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Questions?



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