

Getting Ready for Giving is Gorges

June 21, 2022



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GiveGab is becoming  Bonterra.

Meet the Team



Kelsey

Project
Director



Cianne

Associate
Project
Manager

Submit Your Questions



Chat Box

To: ☒ All panelists
Type: ☐ All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously

Send

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

Agenda



- Giving is Gorges Overview
- Who is GiveGab?
- What's New
- Registering
- Creating Your Profile
- Next Steps & Questions

2021 Results



Thank You Tompkins County!

Outcomes & Results

\$222,430

Raised

1,556

Donors

89

Organizations

Giving is Gorges Overview

GivingIsGorges.org | June 21, 2022

- Giving is Gorges is now Powered by United Way of Tompkins County
- Visions Federal Credit Union is a sponsor of the giving day!
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + United Way Efforts = Exponential visibility
- Organizations that are verified 501(c)(3) charitable nonprofits complying with the Patriot Act that are headquartered or provide services in Tompkins County.
- Donations open on June 16, 2022

Giving is Gorges Overview

What is staying the same

- GiveGab is the technology behind Giving is Gorges
- Access to GG Chat for all your support needs!
- Access to all previous year donor data and profiles
- A great opportunity for philanthropic engagement in Tompkins County

What is changing

- Giving is Gorges is now powered by United Way of Tompkins County
- 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

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 + United Way marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with peer-to-peer fundraisers and match incentives

Who is GiveGab?



GiveGab is becoming  Bonterra.

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 Giving is Gorges
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

Donation Security

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

stripe



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!

Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

☒ I'll cover the fees!

Privacy Option(s)

☐ Please do not display a name publicly.




☐ Please do not display the donation amount publicly.

☐ Hide my name from this organization and the public.

Total: **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.
Learn more about how your information is used following a donation: [Privacy Policy](#).

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% + \$3.00
**\$100 minimum*



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)



Greater Pawnee German
Shepherd Rescue

Name to Display (Optional):

(Defaults to First and Last Name)

- ☐ I am a new donor to this organization.
- ☐ Make this a recurring gift.
- ☐ Make this donation in honor of or in memory of someone.

[Add a public message to this donation](#)

REMOVE THIS DONATION

+ ADD ANOTHER ORGANIZATION



GiveGab's Giving Day 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 organization
- Sent immediately after the gift is made
- For donors making a gift to more than one organization, make sure to follow-up!

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.

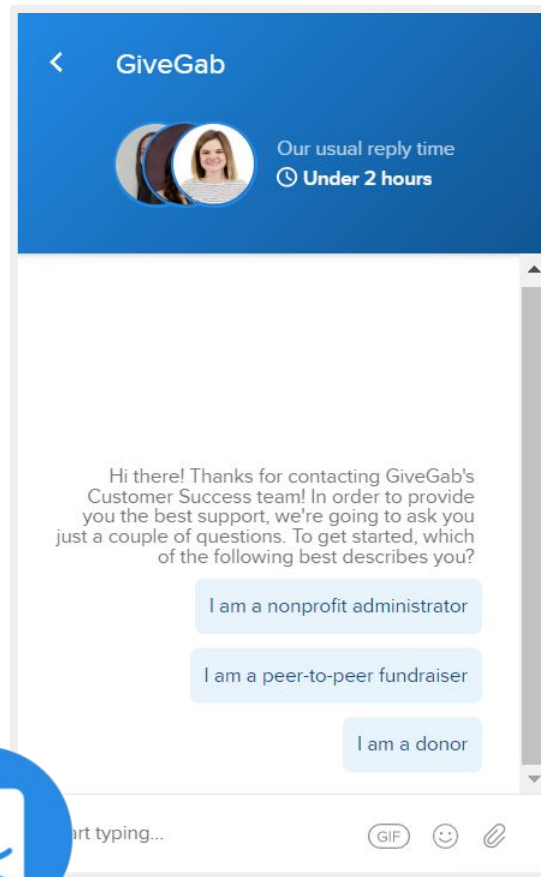
Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg
Date: February 27, 2020
Organization: Logan's Pups
EIN: 12-1234567
Designation: Giving Day
Amount: \$10.00

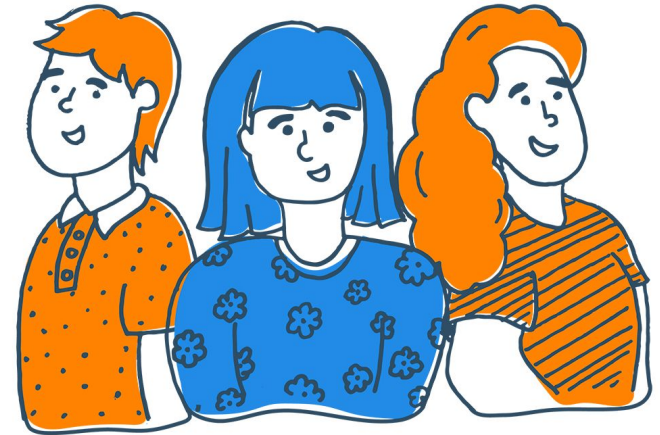
[View Your Donations](#)

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
 - Look for the little blue chat bubble



What's New for 2022?




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.




Elevating Fundraisers

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



Tell Your Story

Your Story Image

[Select Image](#) [Remove](#)
Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1200x800.

Set A Goal
\$ 1000
Video Link (YouTube or Vimeo)

Your Phone Number

This will not be displayed publicly.

Tell Your Story

GT America


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I am so proud to support the Greater Pawnee German Shepherd Rescue! I rescued my german shepherd, Toby, six years ago from this rescue and I cannot speak more highly of them. They provide such important services and have saved the lives of countless german shepherds.

Today, I am asking that you give back to my fundraiser during Pawnee Gives to support this incredible rescue in all that they do! Your gift, no matter the size, will make a tremendous difference. Thank you so much for supporting my fundraiser!

Registering for Giving is Gorges





POWERED BY



REGISTER TODAY!

Uniting to support our nonprofit community filling
critical needs in Tompkins County 🧡

June 21, 2022

Find Your Organization

and participate in Giving is Gorges

Search for your organization

Start typing in the box above to find your organization.



GiveGab is becoming  Bonterra.



Giving is Gorges

Organization Name ** required*

Street Address Line 1 ** required*

Street Address Line 2

City ** required*

State ** required*

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

Giving is Gorges

Continue



Giving is Gorges

Complete this survey to register your organization to participate in Giving is Gorges 2022!

1. Is this your organization's first time participating in Giving is Gorges? **required*

Please select one choice

Yes

What is your organization hoping to accomplish by taking part in Giving is Gorges? **required*

2. Please select all that apply

- ☐ Raise money
- ☐ Increase our capacity to use social media
- ☐ Increase our capacity to raise money online
- ☐ Acquire new donors
- ☐ Find new ways to engage with current donors
- ☐ Acquire new social media followers
- ☐ Increase our knowledge surrounding donor stewardship
- ☐ Develop a strategy to transform existing donors into major donors
- ☐ Learn more about engaging with younger donors and supporters
- ☐ Learn more about engaging with donors from diverse backgrounds

Does your organization plan to do any virtual engagement or events during Giving is Gorges? (E.g. Facebook live videos, Zoom events, in-person events) Please note, all communication must include "Powered by United Way of Tompkins County." **required*

3. ***required***

Please select one choice

Yes

Returning? Copy Your Profile

- **Don't forget to review and update your profile after!**
- Existing bank information will carry over
 - Double check that your bank account, org rep and admins on your profile are up to date!



Giving is Gorges June 21, 2022

\$0.00 Raised • 0 Donors • 0 Gifts

[Analytics](#)

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.

34 Days to Launch

Participation Approval Status

Pending

Thank you for registering to participate in United Way of Tompkins County's Giving is Gorges Day of Action on June 21, 2022! We will be reviewing your registration survey and get back to you when your registration is approved or with requests for any further information needed. Please note that we are required to have verification of your IRS 501c3 status as well as compliance with the Patriot Act. If these are on file already, you will be all set. If we need them, we will be in touch. If you are certain, you have not received UWTC funding including donor designations before and want to send these documents to us, please email William McKeever at wmckeever@uwtc.org with them attached. We will back in touch with you soon!



Giving is Gorges (2020)

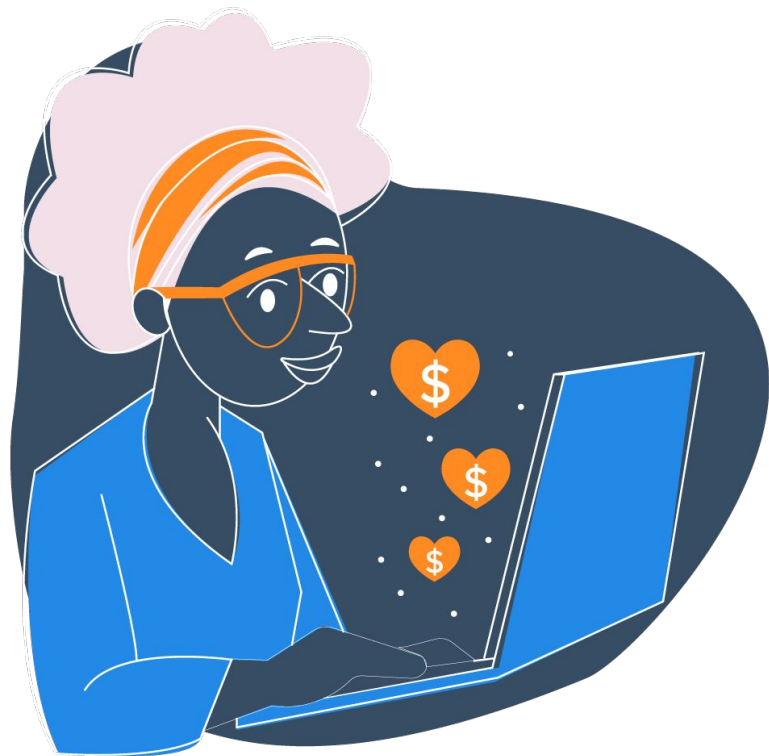
[Copy This Profile](#)



Giving is Gorges (2021)

[Copy This Profile](#)

Completing Your Profile



Your Giving Day Dashboard



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers



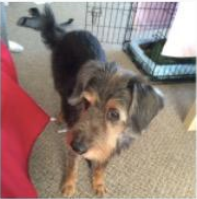
Basic Info

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

✓ Add Your Organization's Info

Website

Logo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300.

Causes (optional)

Cause #1

Animals

Cause #2

Cause #3


Save

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

✓ Add Your Story

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

☒ Display Goal on Profile

\$

10000

.00

Tell Your Story

GT America

Formatting

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Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.


Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video Url


Vimeo links must be in the following format: <https://vimeo.com/123456>.

Save


Suggest Donation Levels

 Add Donation Levels


We recommend having 3 or 4 donation levels.




\$25.00
Provides one week of food for a senior pup
[Edit](#) [Remove](#)



\$50.00
Provides a super soft bed for a loving senior pup
[Edit](#) [Remove](#)



\$100.00
Helps a family foster one of our amazing senior pups
[Edit](#) [Remove](#)



\$500.00
Provides life changing surgery to a senior pup in need
[Edit](#) [Remove](#)

Add Donation Level

- 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

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

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


Thank You Message

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Youtube or Vimeo Link


Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove


Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save



Add Fundraisers

▼

 Download CSV

Add Fundraisers

Upload fundraisers

Message All

Fundraiser ▼

Donors ▼

Amount Raised ▼

Goal ▼

Email

Phone

Actions

No fundraisers found.

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$

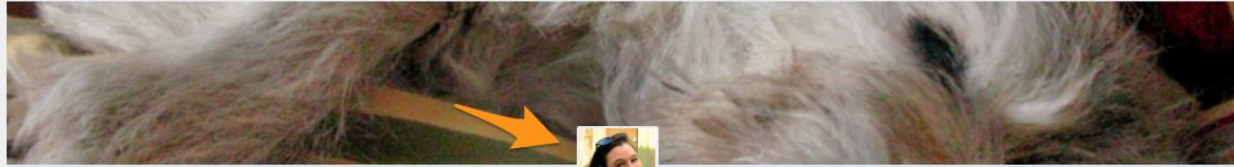
.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

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](#)



Bridget Cafaro's fundraiser for
Logan's Pups

DONATE

20%

\$100 Raised \$500 Goal 1 Donors



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 they 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



Did you know?



Organizations who used P2P fundraising last year for Giving is Gorges raised on average **3.8x more** than those who did not.

Key Dashboard Tools

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GGChat

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

<https://www.401gives.org/organizations/center-for-media>



Share Your Profile

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

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

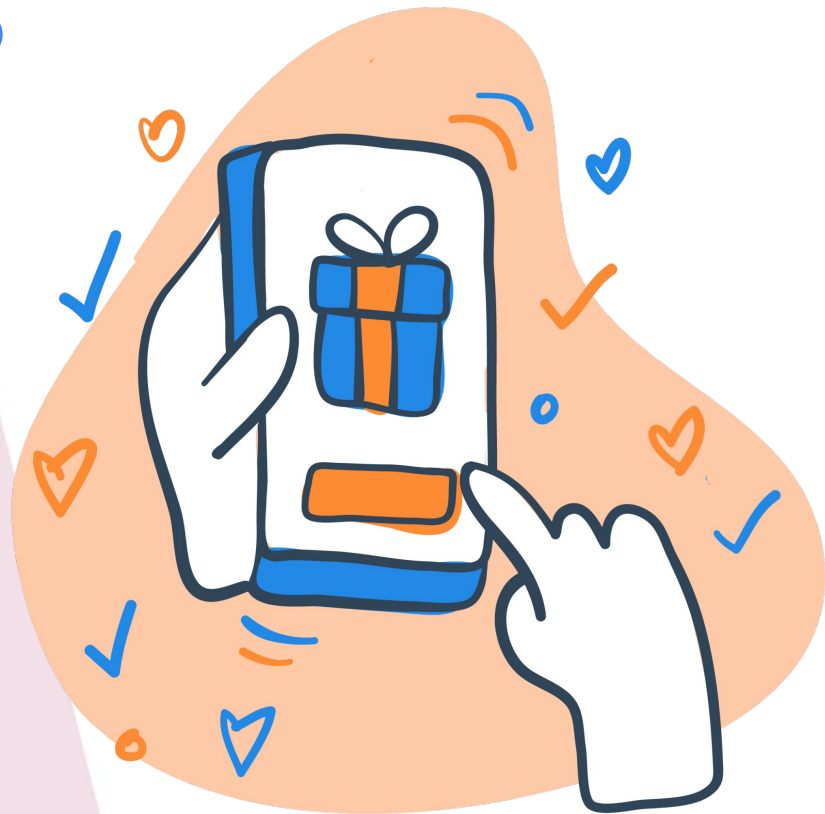
Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



A Completed Profile

What's Next?

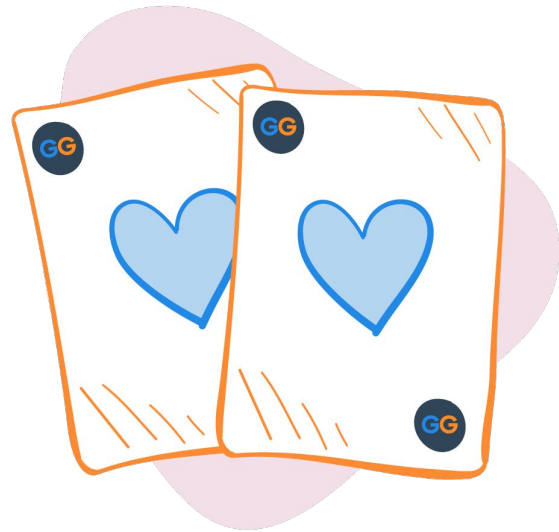


Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab's matching tool to add that money into your totals, according to the criteria you set.

- 1:1 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- **Pro Tip:** Watch the [Matching Training Video](#)



Did you know?



Organizations who had a match last year for Giving is Gorges raised on average **4.6x more** than those who did not.

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving is Gorges needs.

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



Your Next Steps



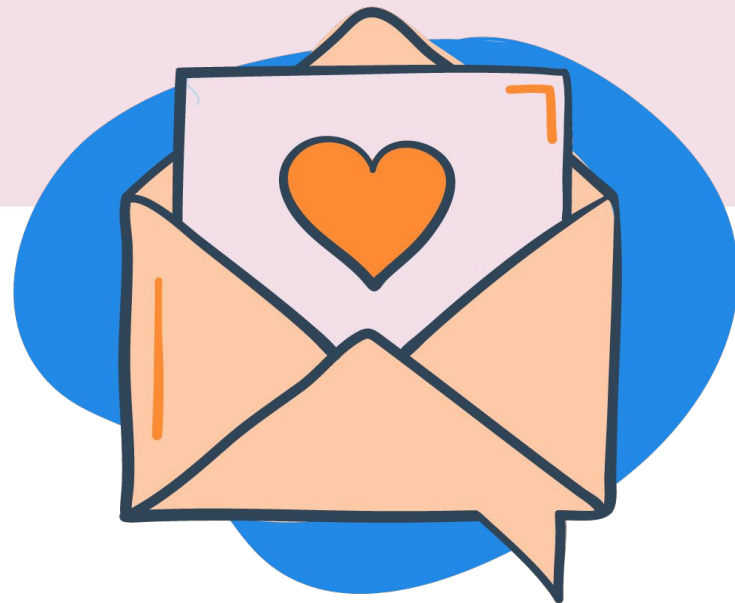
Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- Giving is Gorges 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 weeks:

- Follow Giving is Gorges on Social Media and use #GivingisGorges Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



Questions?



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