

Final Steps to Success

January 24, 2024



GiveGab is becoming  Bonterra.

Submit Your Questions!

This is being recorded. The recording will be available on the trainings page within the Nonprofit Toolkit.

If you have questions or comments throughout our training, please write in the meeting Chat.



Chat Box

Q&A

Agenda



- Give BIG Green Bay Updates & Reminders
- Your Checklist for Success
- Peer-to-Peer Fundraising
- After Give BIG Green Bay
- Q&A

Updates and Reminders

- Selfie signs and stickers
- PSA recordings
- Optional peer group session- 2/6
- Prize - Most unique donors
- Social Media Feed - TINT



Your Success Checklist

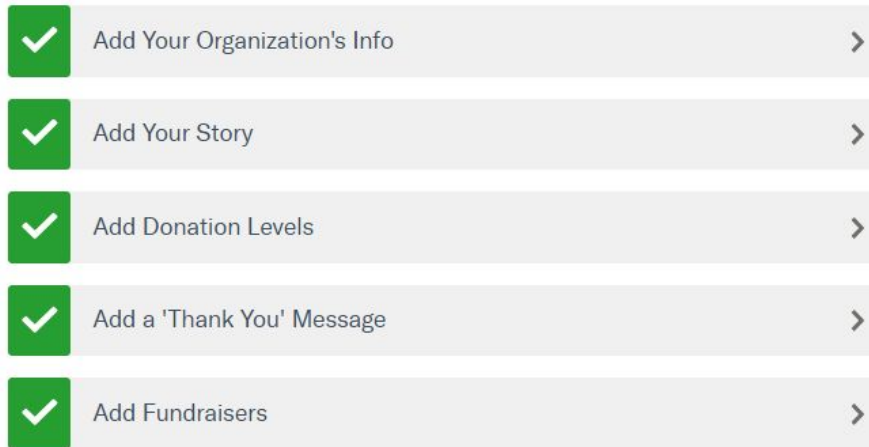
- ✓ **The Perfect Profile**
- ✓ **Engage Ambassadors**
- ✓ **Accessing Donor Information**



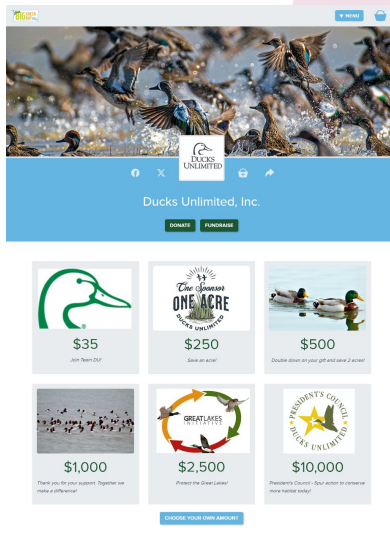
Is your profile complete?

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?



Is your profile completed?



Our Story



Ducks Unlimited's mission is to conserve, restore, and manage wetlands and associated habitats for North America's wildlife. These habitats also benefit other wildlife and people.

DU will put 100% of the funds raised through this program into diverse public and private partnerships to address the full range of factors that continue to erode wetlands and associated habitat in the Greater Green Bay and the Lower Fox River Basin.

While the importance and value of our wetlands are well documented, their abundance and productivity continue to decline. In Wisconsin, more than half of the state's historic wetland habitats are degraded or drained. Along Green Bay West Shore, the rate of loss is closer to 70%. However, this area supports more coastal wetlands than anywhere else in the Lake Michigan Basin. According to the Wisconsin Wetlands Association, only about 17% of the state consists of wetlands. However, this small area supports 75% of Wisconsin's wildlife and 10% of the state's rare and endangered species.

Do you have ambassadors?

- Expand your organization's reach by asking individuals to share your page
- Go one step further: Ask them to 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



What is P2P Fundraising?

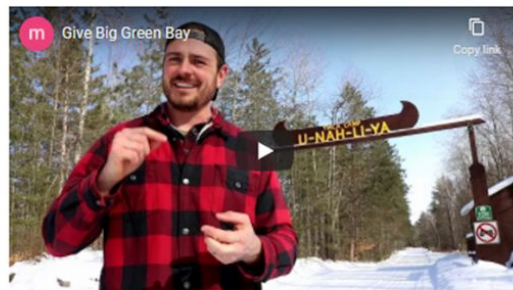
Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your profile. Their totals roll up into your totals!

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization



Example:



Howdy Folks!

Thanks for taking the time to help out camp's charitable work.

Whether it's a romping Father Son weekend or an exciting adventure trip in the boundary waters, the programs at YMCA Camp U-Nah-Li-Ya have been changing the lives of children since 1937. The YMCA camping experience uses exciting outdoor experience to empower youth with resilience, leadership, environmental awareness and compassion. We stand by the core values of caring, honesty, respect and responsibility and believe that all children, regardless of economic background, should have the opportunity to come to camp. That's where you come in, your donations to camp help provide financial assistance to campers from all walks of life. We use the donations to camp to overcome any barrier a family might have; financial, transportation, language, equipment, etc.

The fundraising goal this year is \$127,000 and we hope that Give Big Green Bay can knock out a big chunk of that need. Please consider a donation to camp today!

Thank you can God Bless,

Maxwell Clark
Executive Director of YMCA Camp U-Nah-Li-Ya and YMCA Camp Wabansi

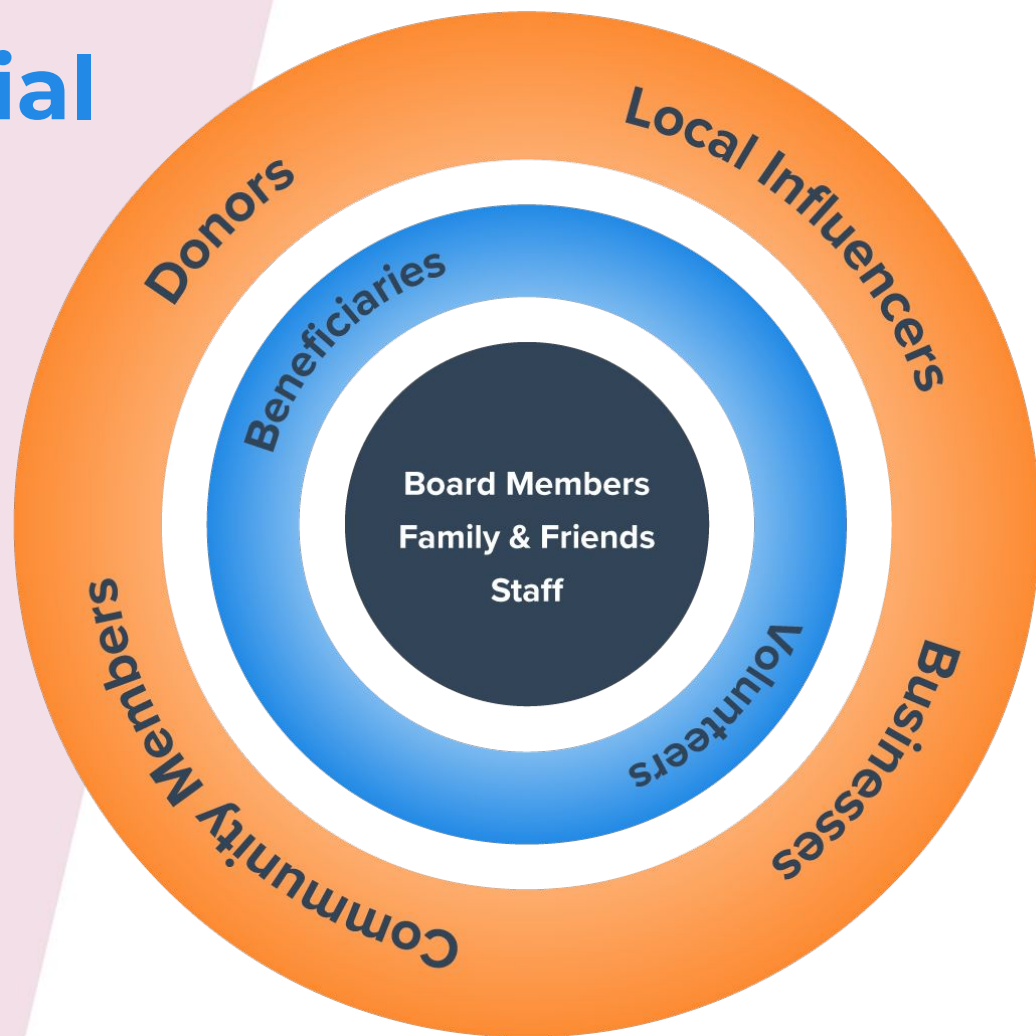
<https://youtu.be/lWty7kymOD8>

4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 **Make it fun**



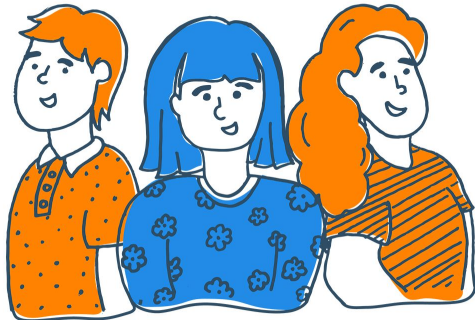
Identify Potential Fundraisers



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long-term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise

Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



Donation process overview

Donation Security

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

The Stripe logo, consisting of the word "stripe" in a bold, blue, sans-serif font, is positioned on a light pink background that forms a large triangle on the right side of the slide.

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!



PAWNEE GIVES

PRIZES LEADERBOARDS ▼ MENU

1

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!**

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Transparent Donations

- **Credit Card, ACH, Mobile Pay for online transactions**
- **Donors can cover all fees on behalf of your organization**
- **In 2023, donors cover 80% of fees during Give BIG Green Bay**

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

☒ I 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. [Privacy Policy](#)

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% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5.5% + \$0.30

ACH:

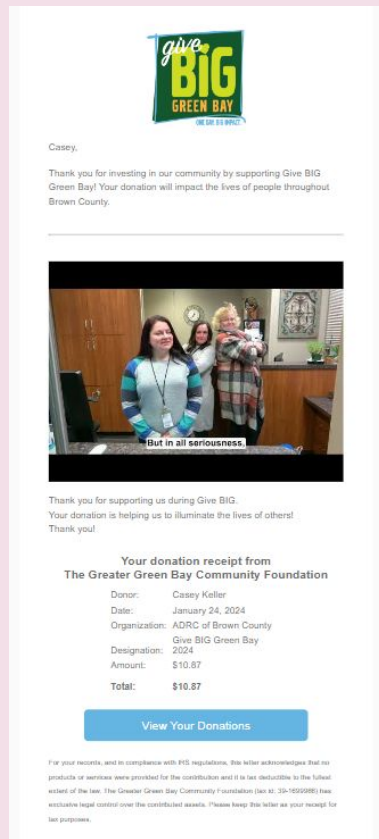
3% Platform Fee
+
\$3.00 flat bank fee
=
3% + \$3.00

*\$100 minimum

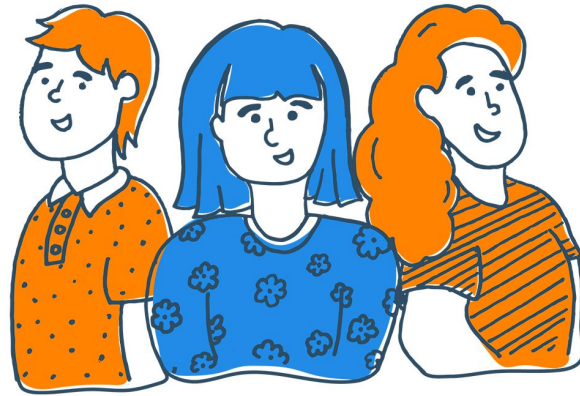
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Instant Donor Delight

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



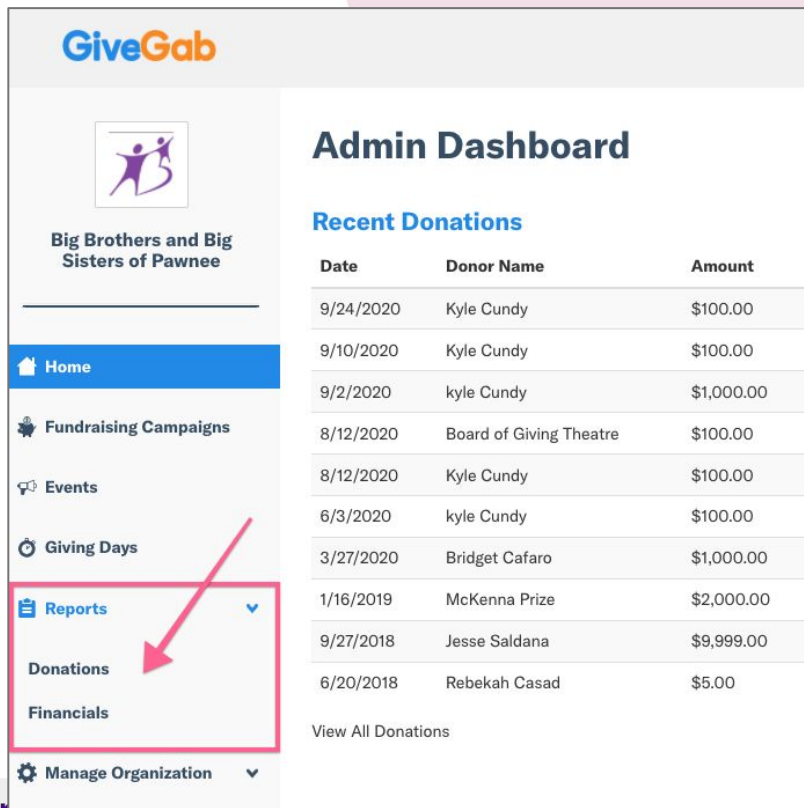
What's New for 2024?



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Post-Give BIG Green Bay Success

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)
- 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>< > Page 2 of 2</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 they are your greatest supporters
- 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
- Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



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
- Develop a stewardship plan for your donors

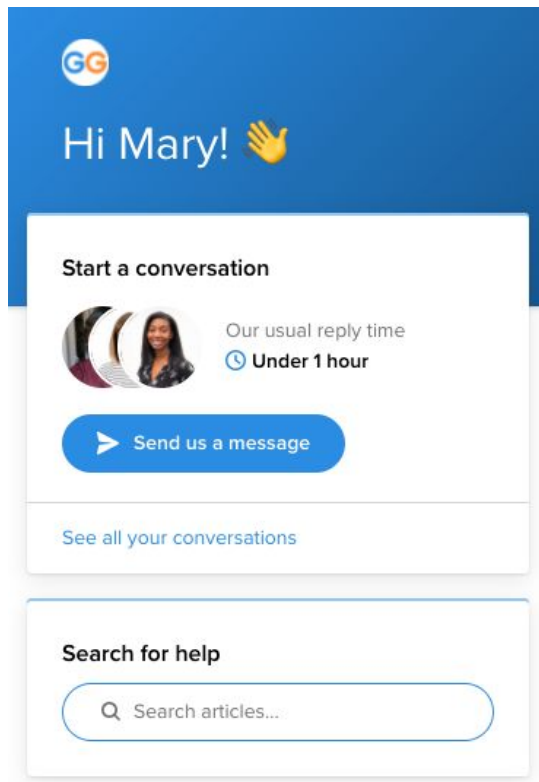
Final Checklist


- ❑ Complete your profile by February 1
- ❑ Keep an eye out for weekly email updates
- ❑ Follow Give BIG Green Bay on Social Media and use **#GiveBigGB** Hashtag
- ❑ 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?

