

GiveGab<sup>®</sup>

# Final Steps to Success

GiveBig

HAWAII

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POWERED BY HONOLULU MAGAZINE

# Agenda

- Give Big Hawai'i 2020 Updates & Reminders
- Your Checklist for Success
- After Give Big Hawai'i 2020
- Your Nonprofit Resources
- Next Steps
- Q&A

# Updates & Reminders







- [www.givebighawaii.com](http://www.givebighawaii.com) | Dec 1
- November 23 / December 31
- Tagboard

# Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications

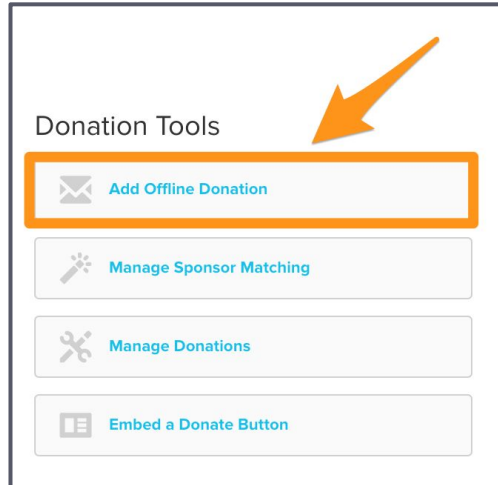
# Are you donation ready?

- Check your verification status on your admin dashboard

|   |  |
|---|--|
|  | <b>Donation Status: Unverified</b><br>Please verify your organization's information <a href="#">here</a> to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? <a href="#">Chat with us!</a> |
|  | <b>Donation Status: Pending</b><br>We are reviewing your submission. This could take up to 48 hours. Please sit tight!   |
|  | <b>Donation Status: Pending</b><br>Additional information is required to verify your organization to accept donations. Please <a href="#">Contact Us</a> if you have any questions. You can see your currently entered information <a href="#">here</a> .  |
|  | <b>Donation Status: Incomplete</b><br>Please provide your organization's information and verify you can collect donations in your state <a href="#">here</a> .   |
|  | <b>Donation Status: Verified</b><br>Hooray! Your organization has been verified to accept donations on GiveGab.  |
|  | <b>Donation Status: Pending</b><br>Your organization is pending re-verification but can still accept donations. Are you a religious entity, government agency, or subsidiary of a national organization? Please <a href="#">Contact Us!</a>  |

# Do you have cash/check gifts?

- Add cash/check donations as offline gifts



A screenshot of the 'Add Offline Donation' form. The form includes the following fields and options:

- Donor's First Name:
- Donor's Last Name:
- Amount: \$
- Custom Display Name (optional):
- Add donor address
- Attribute to Campaign:
- Donor's Message:
- Privacy Options:
  - Do not display the donor's name publicly
  - Do not display the donation amount publicly
- Receipt Email:  Email a receipt to
- Buttons:   (highlighted with an orange arrow)


# Is your profile completed?

- 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?

|   |                                   |   |
|---|-----------------------------------|---|
| ✓ | Add Your Organization's Info      | > |
| ✓ | Add Your Story                    | > |
| ✓ | Get Verified to Collect Donations | > |
| ✓ | Add Donation Levels               | > |
| ✓ | Add a 'Thank You' Message         | > |
| ✓ | Add Fundraisers                   | > |

# Is your profile completed?



## Logan's Pups


Helping senior dogs find loving homes in their final years

Causes: **Animals**, **Seniors**


Manage this on GiveGab

**DONATE** [f](#) [t](#) [r](#)


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**



# Have you secured a match yet?

- Identify your match/challenge sponsors
  - Organizations that featured matches and/or challenges raised 8.13 times more
- Set up creative matches to draw donor attention
  - Visit our Matching Challenges video and slides on the training page for examples and instructions on how to set up matches on your profile
- Strategize with your team to make the most of your matches
  - Set up time slots for your matches
  - Credit the sponsors and send social media blasts

# Do you have matches/challenges?

- Identify your match/challenge sponsors
- Promote your match/challenge opportunities

## Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.



**Note:** All times are assumed to be in Eastern Time.

# Do you have matches?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.  
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

# Do you have challenges?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

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Challenge Name

Description (optional)

Challenge Type

Dollar Challenge ▾

Challenge Goal

Challenge Amount

\$  .00

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.

How many dollars or donors are needed to complete this challenge?

How much money is awarded when this challenge is completed?

Select the time period applicable for this challenge

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

# Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- The training page has the tools to make your P2P fundraisers shine
- Everyone can be a fundraiser
  - Supporters, board members, friends and family, and even yourself

Organizations with P2P raise 3.4 x more than organizations without P2P

# Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P

# Do you have a communications plan?

- Plan your online communications ahead of Give Big Hawai'i 2020
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Customize the templates, guides, and graphics in your Give Big Hawai'i 2020 Nonprofit Toolkit for the perfect plan!

# Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing
- Your Give Big Hawai'i 2020 Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Create QR codes of your profile
  - Shareable visual content



# After Give Big Hawai'i 2020

- Donation Reports
- Payout Timeline Donor Stewardship
- GiveGab beyond DoG

# How will you get your donor data?

The screenshot shows the GiveGab Admin Dashboard for an organization named "Logan's Pups". The dashboard is divided into several sections:

- Header:** Includes the GiveGab logo (Nonprofit Giving Platform), navigation links for Home and Support, and a user profile icon.
- Left Sidebar:** A navigation menu with icons and labels for Home, Fundraising Campaigns, Events, Giving Days, Reports, and Manage Organization.
- Admin Dashboard Section:**
  - Admin Dashboard:** The main heading for the dashboard.
  - Current Plan:** Engage.
  - Giving Days:** A card for "DAY OF GIVING" on November 13, 2019, with a "View All Giving Days" link below it.
  - Fundraising Campaigns:** A card for "It's A Dogs World" on December 11, 2017, with "\$20,467.22 Raised" and buttons for View, Manage, and Edit. A "View All Campaigns" link is below.
  - Fundraising Events:** A card for "2018 Summer Gala" with buttons for View, Manage, and Edit.
- Footer:** A dark blue bar at the bottom with the text "Viewing Dashboard for Logan's Pups" and a star icon.

# How will you get your donor data?

**GiveGab**  
Nonprofit Giving Platform

Home Support

## Donations

Total Paid Out: \$240,804.74 Total Pending: \$6,164.39

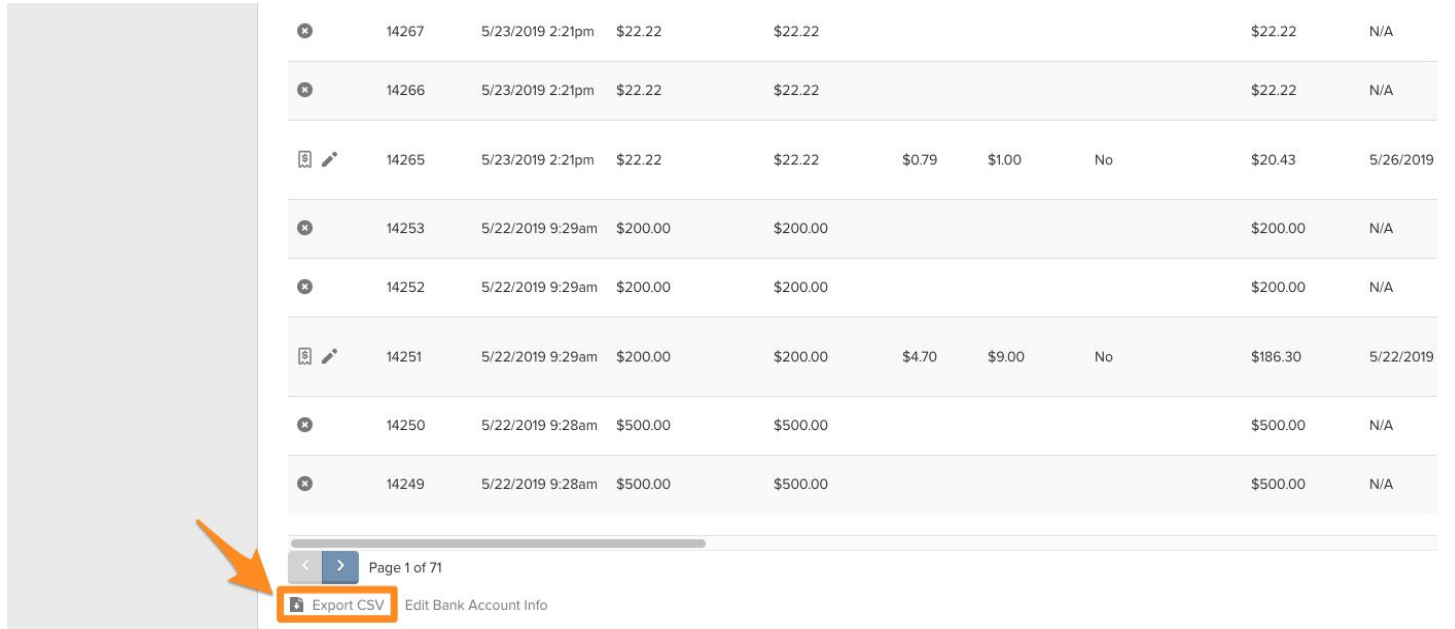
Search by name or email + More filters

All Giving Days All Campaigns Any Donation Type

| Actions | Donation ID | Date             | Donor                                   | Intended Donation | Amount Charged | Bank Fees | Platform Fees | Covered Fees? | Payout Amount | Payout Date | Display Name | Donor Address   |
|---------|-------------|------------------|---|-------------------|----------------|-----------|---------------|---------------|---------------|-------------|--------------|---|
| ✕       | 15062       | 7/11/2019 9:50am | Australia Match Test                    | \$25.00           | \$25.00        |           |               |               | \$25.00       | N/A         |              |   |
| 📄 ✎ ✕   | 15061       | 7/11/2019 9:38am | test denis.tomazzi@givegab.com          | \$100.00          | \$100.00       |           |               |               | \$100.00      | N/A         | hello        | 213 N Cayuga St<br>Ithaca, New York 1485<br>United States |
| 📄 ✎ ✕   | 15059       | 7/10/2019 2:59pm | Karin Edsall karin.edsall@givegab.com   | \$150.00          | \$156.75       | \$3.75    | \$3.00        | Yes           | \$150.00      | Pending     |              | 401 State St<br>Ithaca, New York 1485<br>United States    |
| ✕       | 15058       | 7/10/2019 2:44pm | Australia Match Test                    | \$100.00          | \$100.00       |           |               |               | \$100.00      | N/A         |              |   |
| 📄 ✎ ✕   | 15057       | 7/10/2019 2:44pm | Denis Tomazzi denis.tomazzi@givegab.com | \$100.00          | \$100.00       | \$2.50    | \$2.00        | No            | \$95.50       | Pending     |              | 213 N Cayuga St<br>Ithaca, New York 1485<br>United States |
| ✕       | 15052       | 7/10/2019 2:03pm | campaign match                          | \$5.00            | \$5.00         |           |               |               | \$5.00        | N/A         |              |   |

Viewing Dashboard for Logan's Pups

# How will you get your donor data?



The screenshot shows a table of donor transactions. An orange arrow points to the 'Export CSV' button at the bottom left of the table.

|     |       |                  |          |          |        |        |    |          |           |
|-----|-------|------------------|----------|----------|--------|--------|----|----------|-----------|
| ✕   | 14267 | 5/23/2019 2:21pm | \$22.22  | \$22.22  |        |        |    | \$22.22  | N/A       |
| ✕   | 14266 | 5/23/2019 2:21pm | \$22.22  | \$22.22  |        |        |    | \$22.22  | N/A       |
| 📄 ✎ | 14265 | 5/23/2019 2:21pm | \$22.22  | \$22.22  | \$0.79 | \$1.00 | No | \$20.43  | 5/26/2019 |
| ✕   | 14253 | 5/22/2019 9:29am | \$200.00 | \$200.00 |        |        |    | \$200.00 | N/A       |
| ✕   | 14252 | 5/22/2019 9:29am | \$200.00 | \$200.00 |        |        |    | \$200.00 | N/A       |
| 📄 ✎ | 14251 | 5/22/2019 9:29am | \$200.00 | \$200.00 | \$4.70 | \$9.00 | No | \$186.30 | 5/22/2019 |
| ✕   | 14250 | 5/22/2019 9:28am | \$500.00 | \$500.00 |        |        |    | \$500.00 | N/A       |
| ✕   | 14249 | 5/22/2019 9:28am | \$500.00 | \$500.00 |        |        |    | \$500.00 | N/A       |

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[Export CSV](#) [Edit Bank Account Info](#)



# How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after a donation is made
  - Your report will contain payout dates to help you determine when gifts were deposited. You'll also see a Payout ID column in your report, gifts in the same deposit will have the same payout ID.

It is important to make sure you are able to receive donations before **November 23** so donations make it to your account

# How will you thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
  - This doesn't have to happen right away!

# How will you thank your donors?

- Start your stewardship process immediately
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away, curate a progress message to send in June/July
- Watch the [available training](#) on Donor Stewardship!

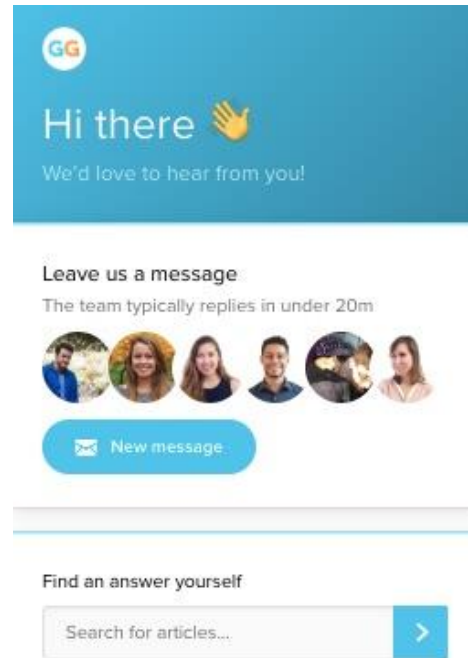
# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



# Giving Day Support & Resources

- Visit Our Help Center
  - <https://support.givegab.com/>
- Check Our Our Blog
  - <https://www.givegab.com/blog/>
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!
  - **Look for the little blue chat bubble!**



# Your Next Steps

- Like and Follow Give Big Hawai'i on Social Media!
  - Don't forget to use #givebighawaii
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

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Questions?

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