Getting Ready for Your Giving Day

GiveGab

Meet the Team

Claire

Associate Project Manager

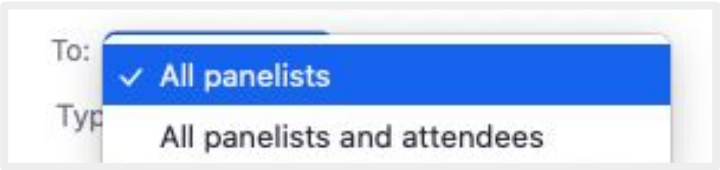
Nickie

Giving Day Growth Manager

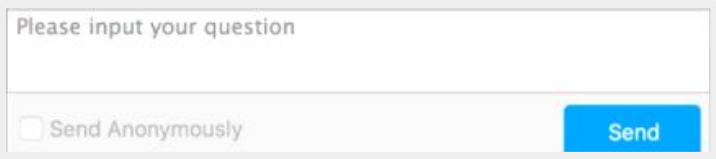
GiveGab

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.

GiveGab is becoming Bonterra.

Agenda

- Giving Day Overview
- Who is GiveGab?
- What's New in 2024
- Registering for your Giving Day
- Creating Your Profile
- Next Steps & Questions

GiveGab

Overview

- Giving Days:
  - Give Great Falls
  - Greater Helena Gives
  - Missoula Gives
  - Yellowstone Valley Gives
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits are eligible to participate
  - Able to accept ACH deposit transfers into a valid checking account

GiveGab

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 + Giving Day Host 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 Bonterra?

GiveGab

Who is Bonterra?

Bonterra's mission is to power those who power social impact

- Host a secure, reliable and transparent platform for your giving day
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

GiveGab

Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

GiveGab

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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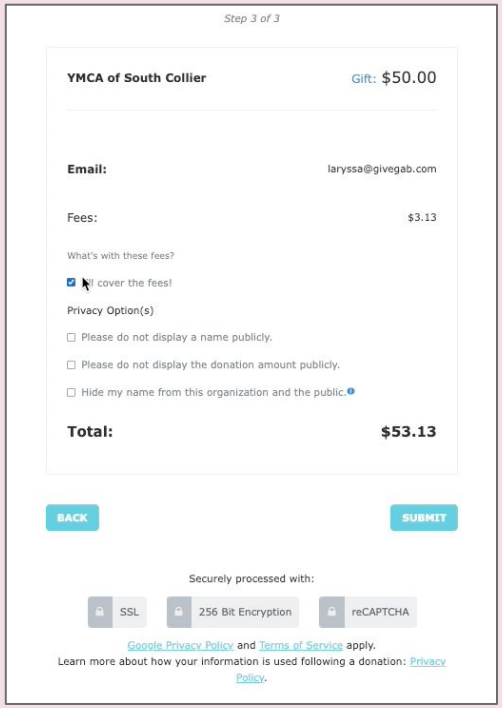
Transparent Donations



- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, donors cover 65-75% of fees during a Giving Day

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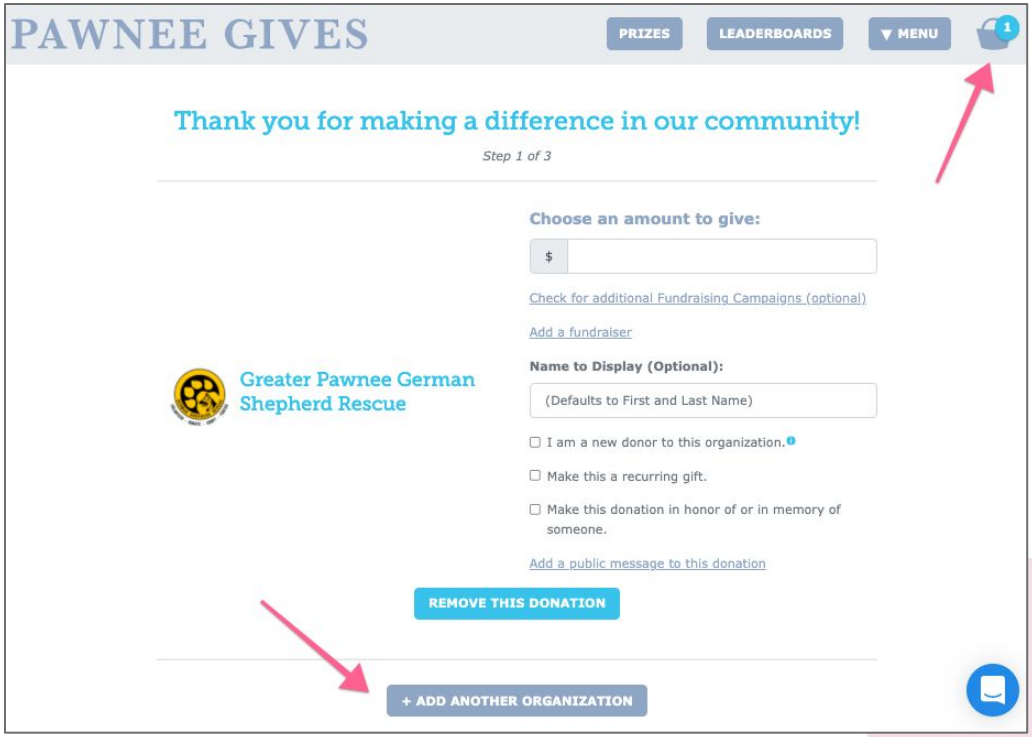

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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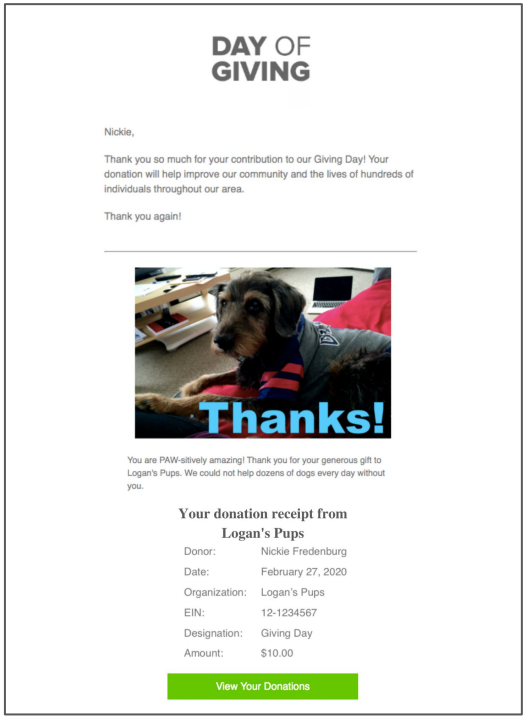
Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt



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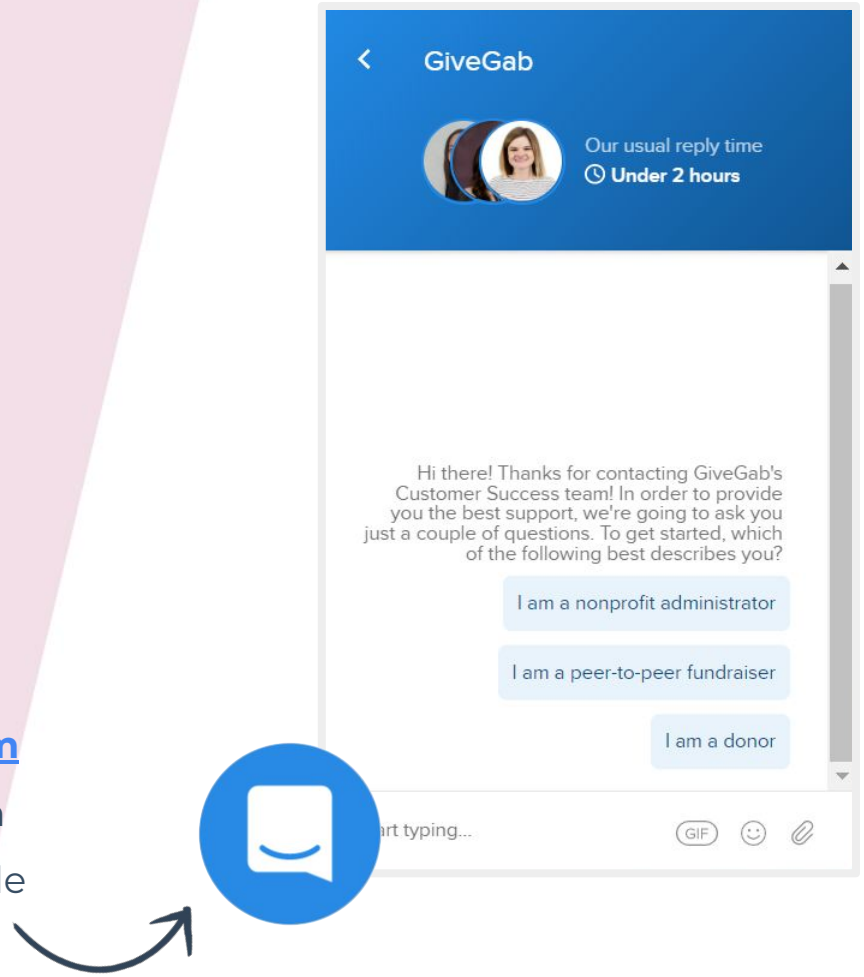
How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - bonterratech.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with our Customer Success Team
  - Look for the little blue chat bubble



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What’s New for 2024?

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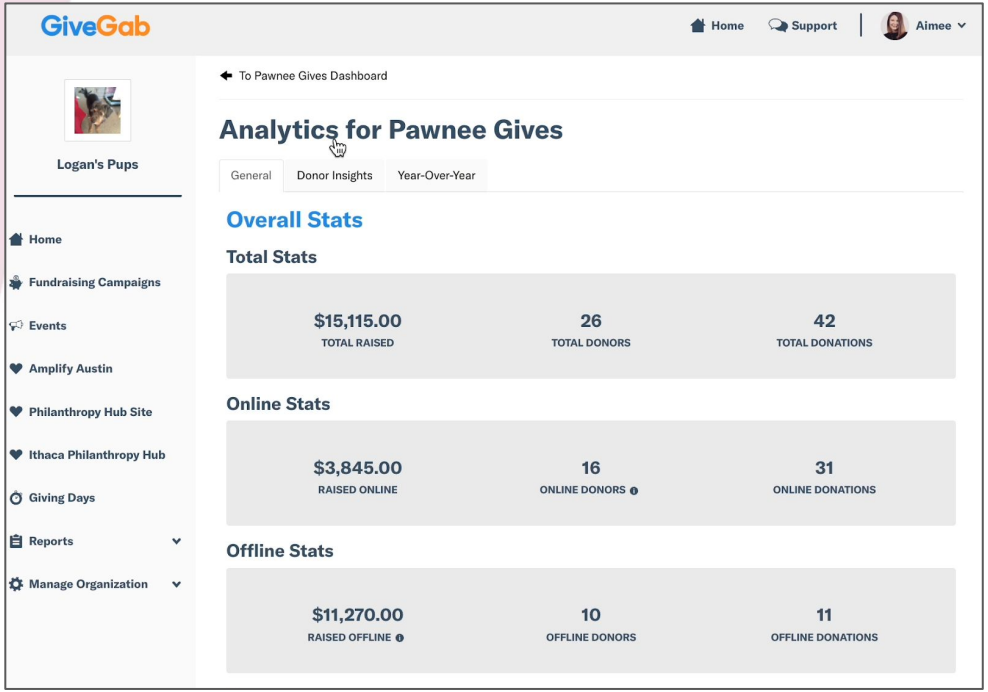
Giving Day Analytics

Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



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Sign up Via Fundraiser Page

Supporters can now sign up from the menu of your giving day site under the ‘Fundraiser’ Page.

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Registering for your Giving Day

GiveGab

Search...
GREATER HELENA GIVES
Presented By
HELENA AREA COMMUNITY FOUNDATION
REGISTRATION OPEN NOW!
Registration open from Feb 14 - April 12
Greater Helena Gives begins in
63 : 10 : 38 : 19
days hours mins secs

GiveGab

Find Your Organization

and participate in Greater Helena Gives

Search for your organization

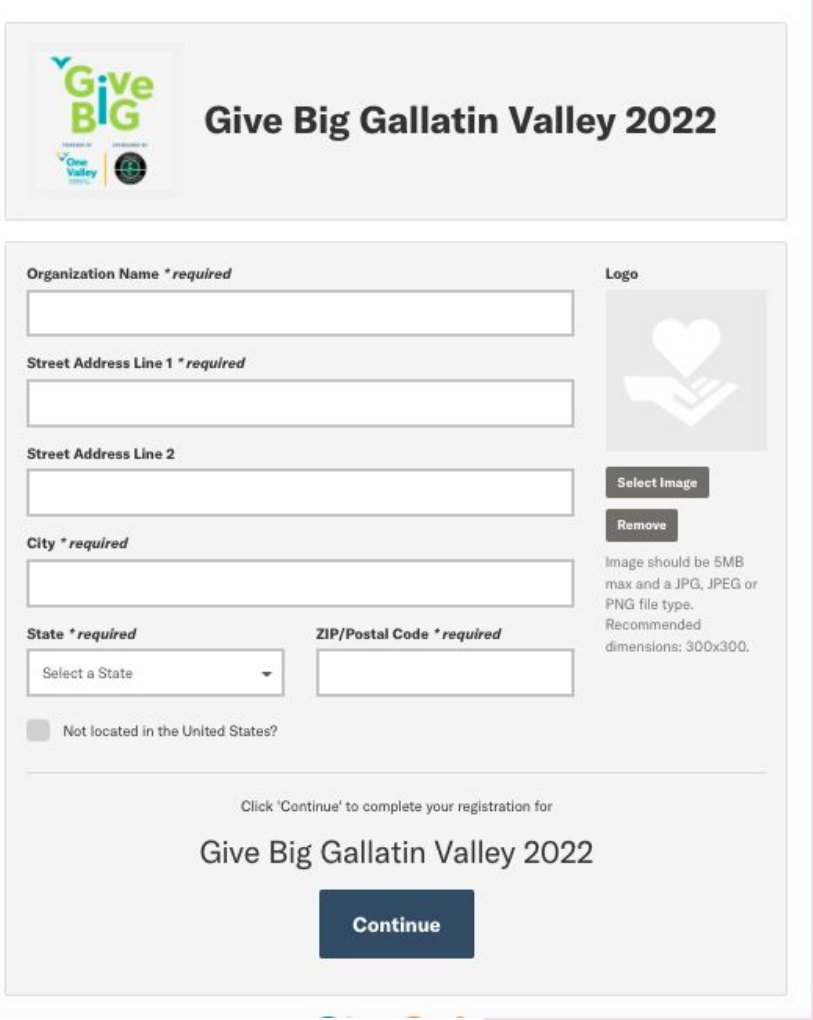
Start typing in the box above to find your organization.

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

GiveGab


Give Big Gallatin Valley 2022
Organization Name * required
Street Address Line 1 * required
Street Address Line 2
City * required
State * required
Select a State
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
Give Big Gallatin Valley 2022
Continue

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Welcome to Missoula Gives & Bitterroot Gives! Please fill out the form below to register for the 2021 giving day. Please choose your registration type carefully as it is based on your operating budget size:

Small NPO= <$100k
Medium NPO = $100k-$500k
Large NPO = >$500k

Please fill out the form as completely as you can, the more information you provide the better. Missoula Gives is a program of the Missoula Community Foundation. We are excited to work together to better our communities! Together let's raise a HALF MILLION for Missoula & Ravalli Counties this year!

Registration Type

Early Bird small budget	$100.00
Early Bird medium budget	$130.00
Early Bird large budget	$175.00

Do you have a registration code?

1. What is your business phone number? *

Credit Card Information

First Name

Last Name

Credit Card Info

Card number MM / YY CVC

Register

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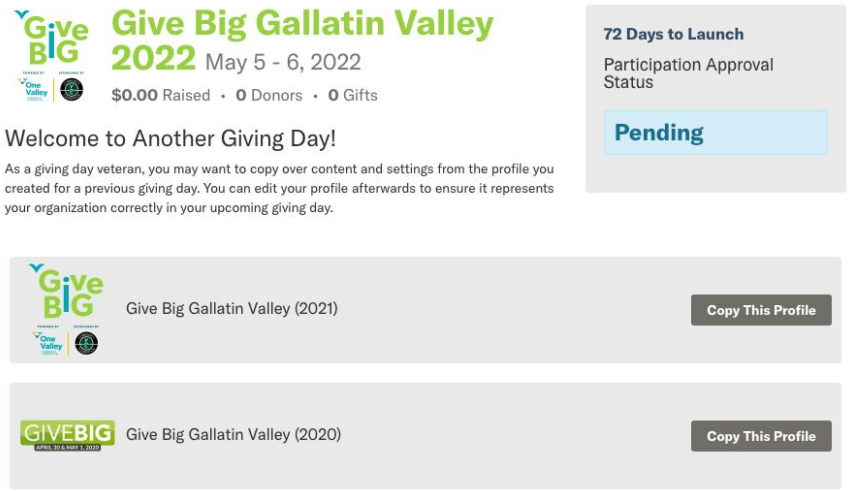
Returning? Copy Your Profile!

- **Be sure to update your existing content so it's up to date!**
- Existing bank account information will carry over



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Completing Your Profile

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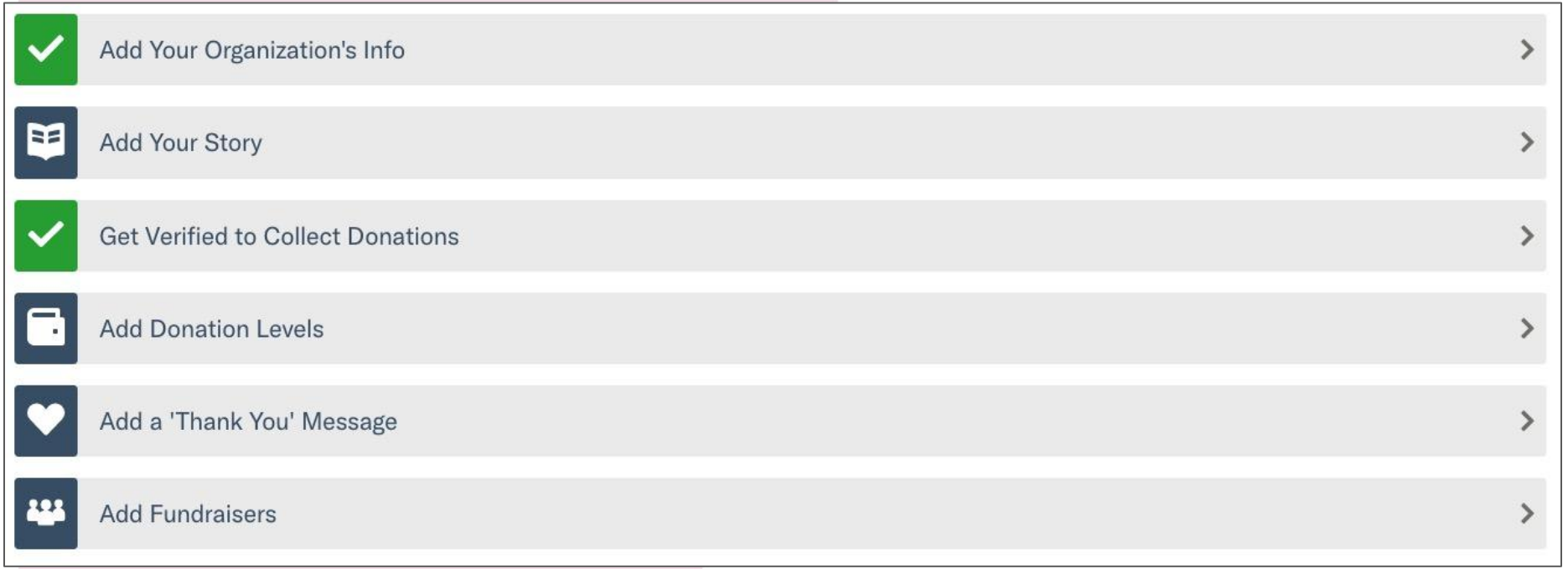
Your Giving Day Dashboard



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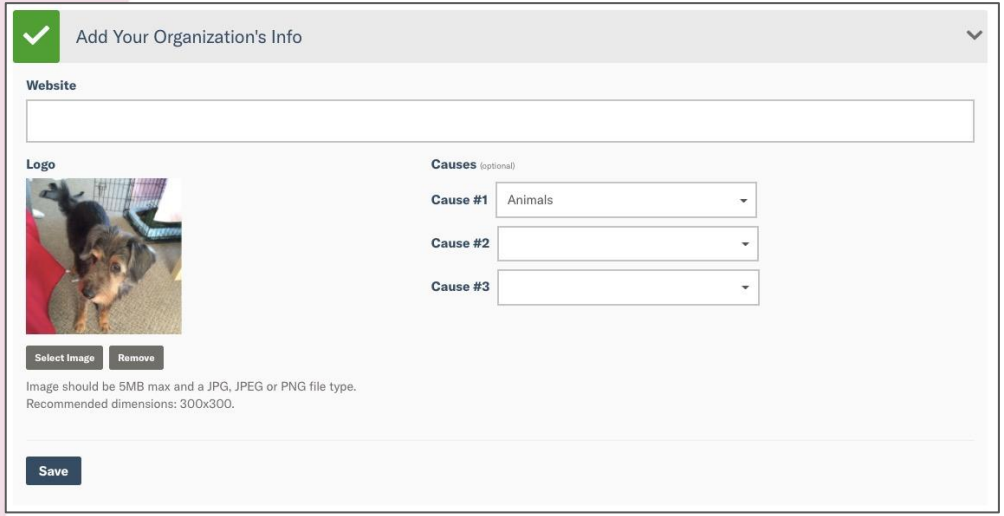
Basic Info

- 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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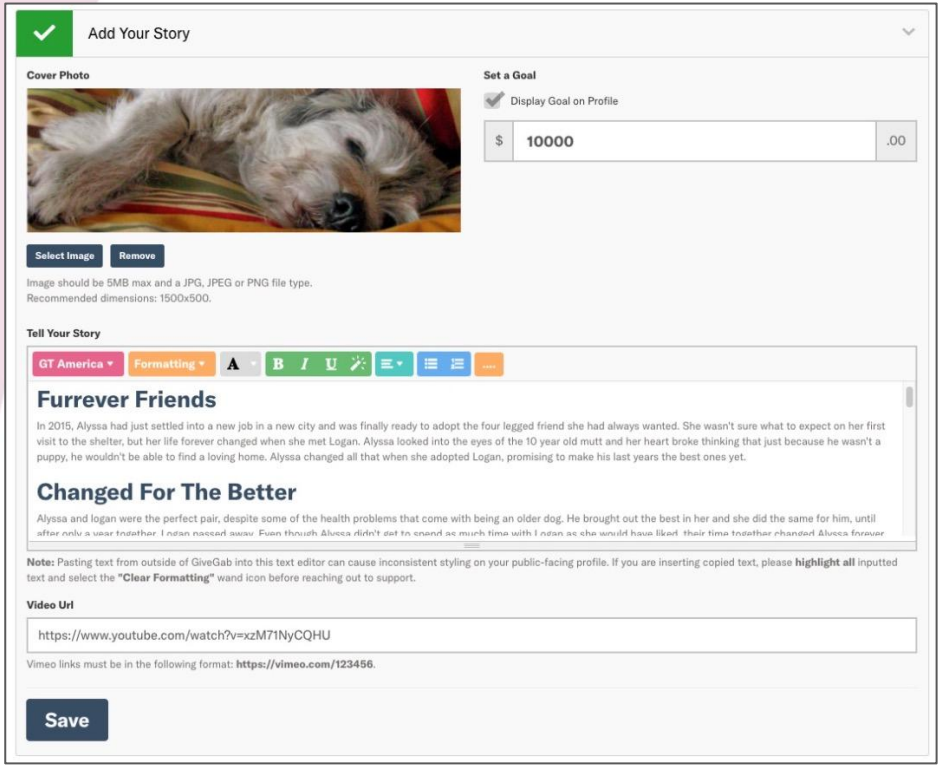
Curate Your Story

- 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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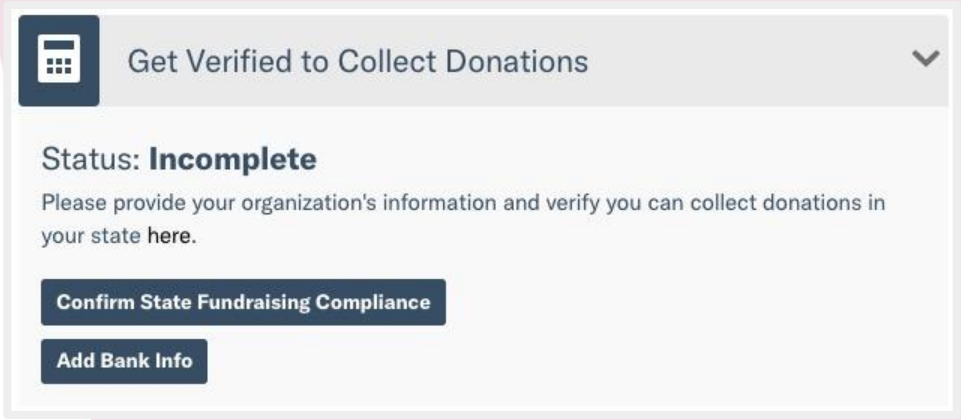
Get Verified

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don’t wait to complete this information. It can take at least several days, and in some instances more



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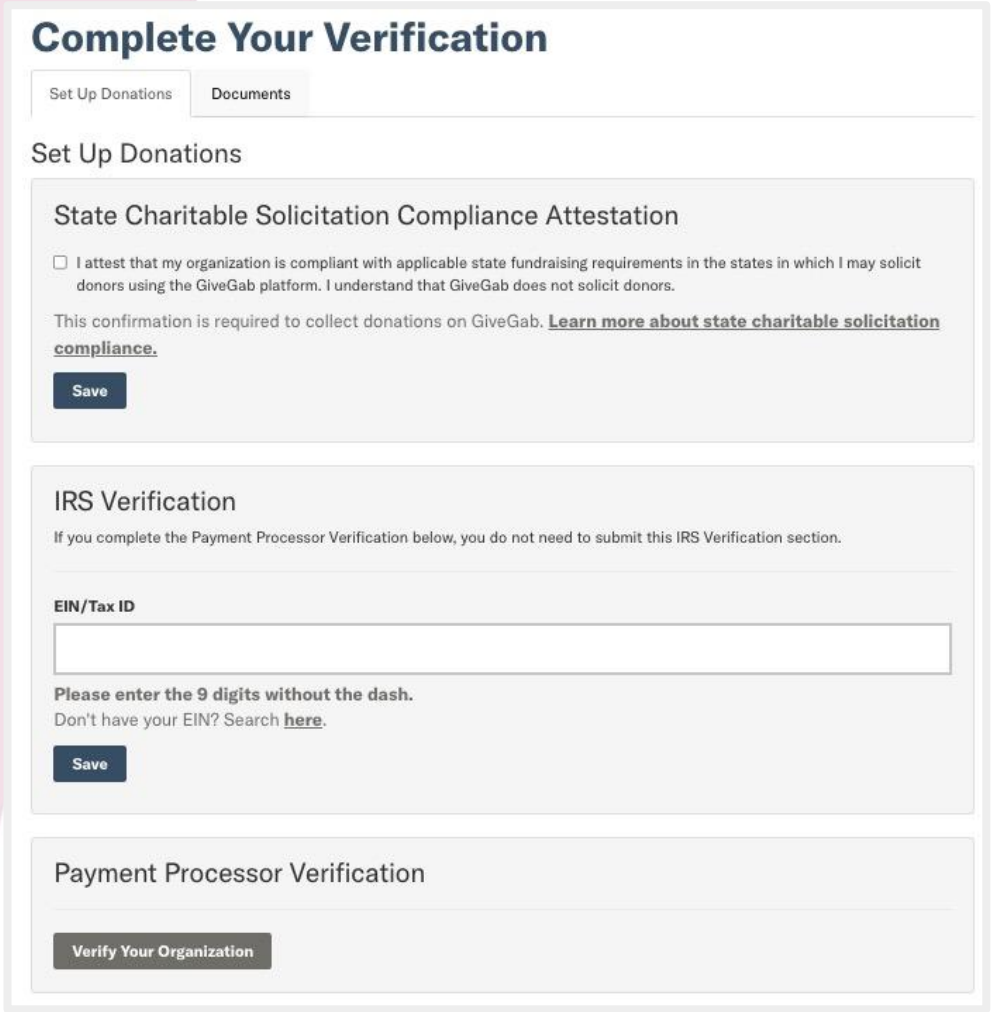
Get Verified



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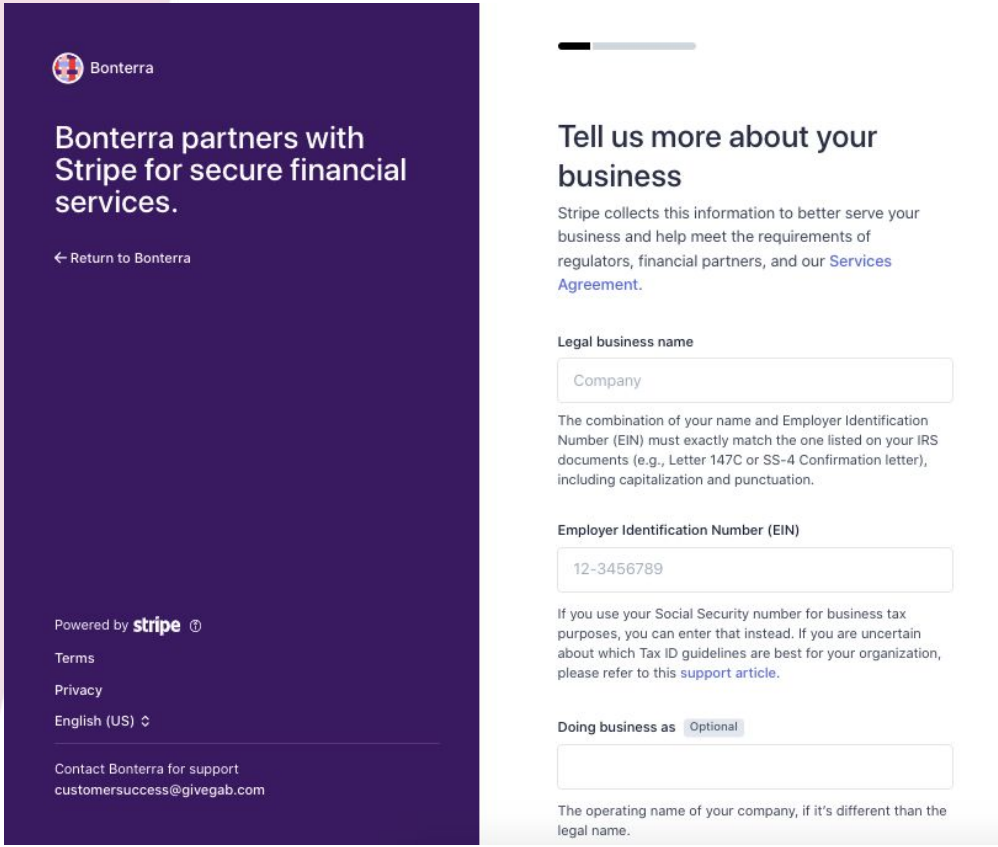
Get Verified



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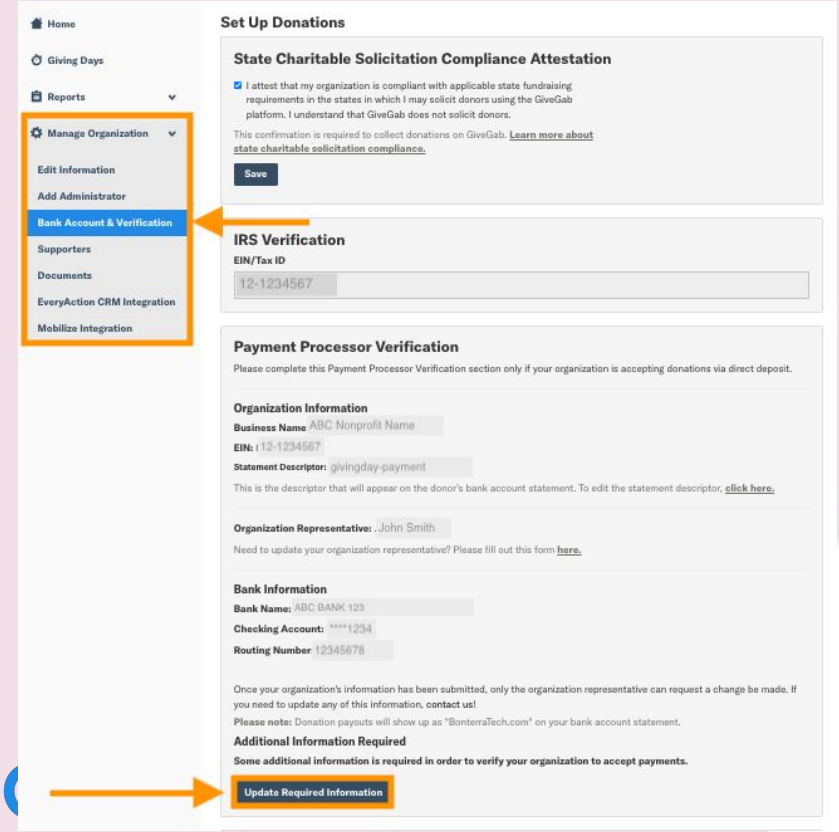
Get Verified on GiveGab

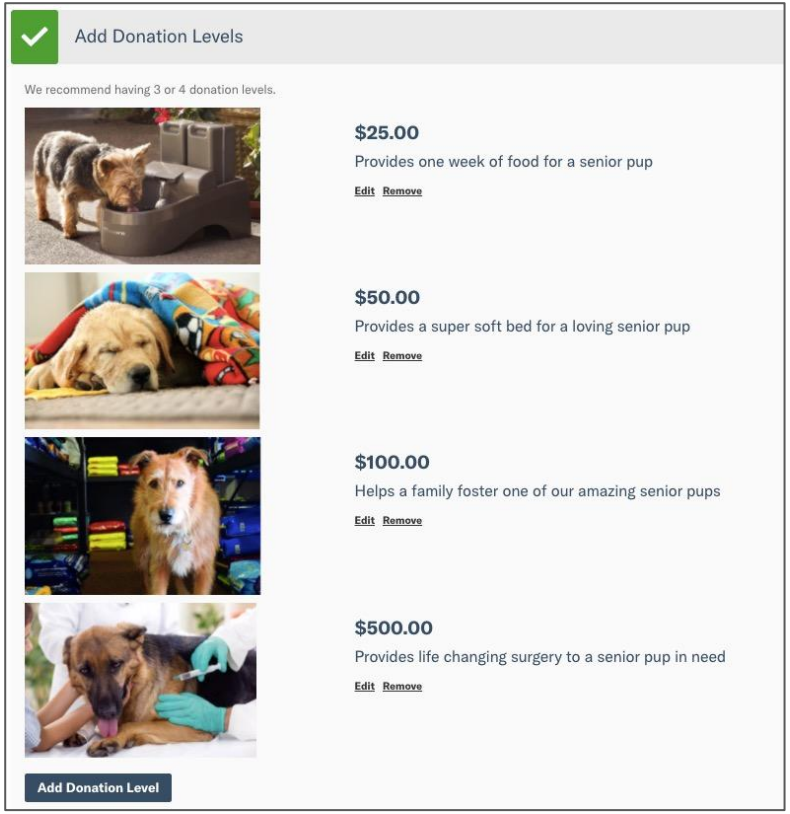


- When submitting details through the portal, we advise organization admins to avoid revisiting the form, or clicking the ‘back’ button after submission.
- Updates may take a few minutes to process, and re-clicking the "Update Required Information" button will reset the organization representative information.
- If verification exceeds a few minutes, please contact our support team via the blue chat bubble.

For any inquiries, feel free to direct them to GiveGab's support team at support@givegab.com

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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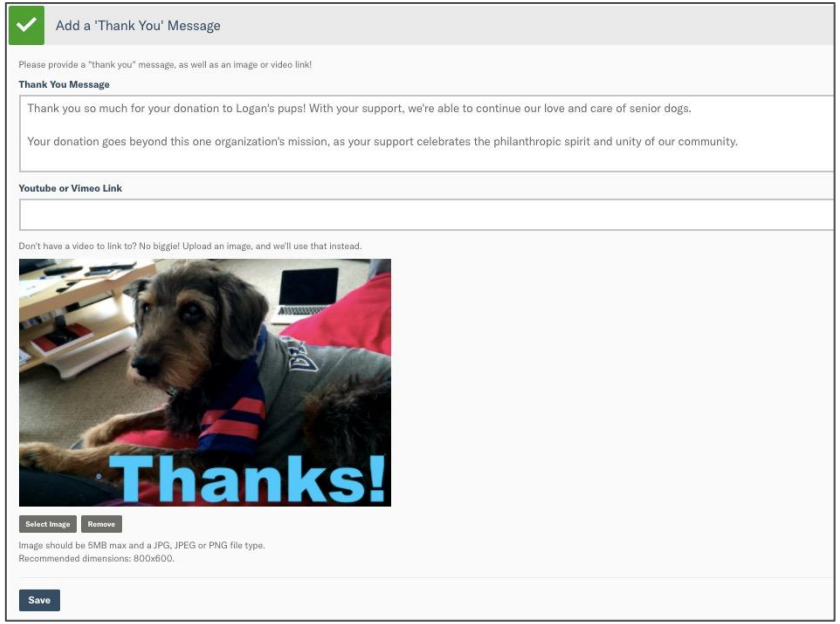
Personalized Gratitude

- 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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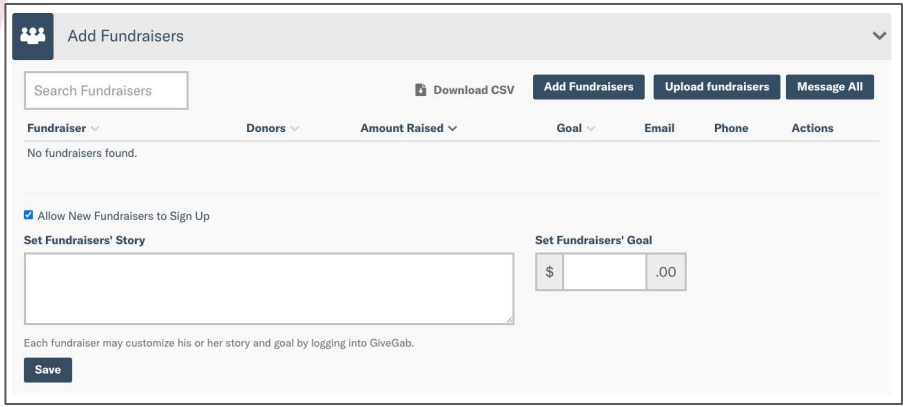
Invite Your Fundraisers

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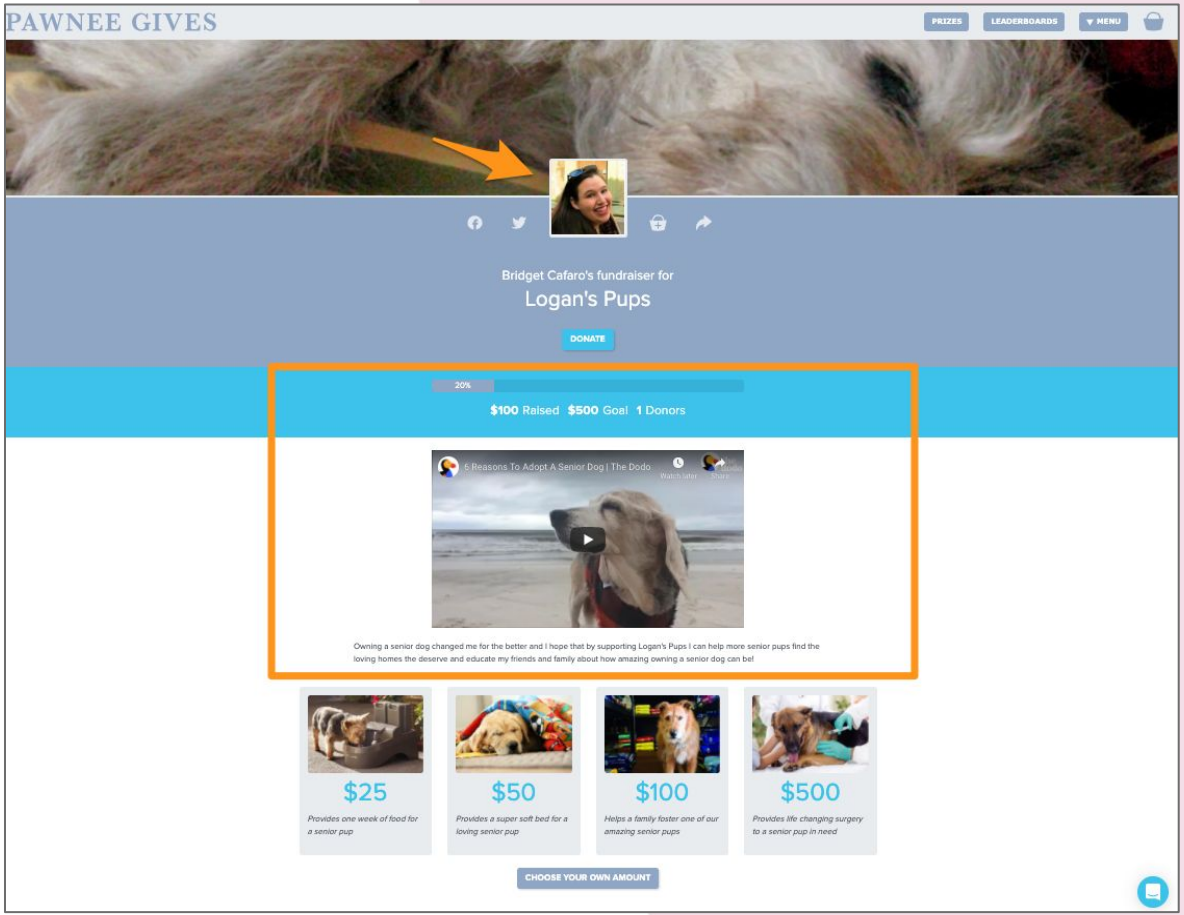
PAWNEE GIVES
PRIZES
LEADERBOARDS
MENU
Bridget Cafaro's fundraiser for
Logan's Pups
DONATE
20%
$100 Raised $500 Goal 1 Donors
6 Reasons To Adopt A Senior Dog | The Dodo
Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving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

GiveGab

Did you know?

Organizations who used P2P fundraising last year's Giving Days raised on average **3.5x more** than those who did not.

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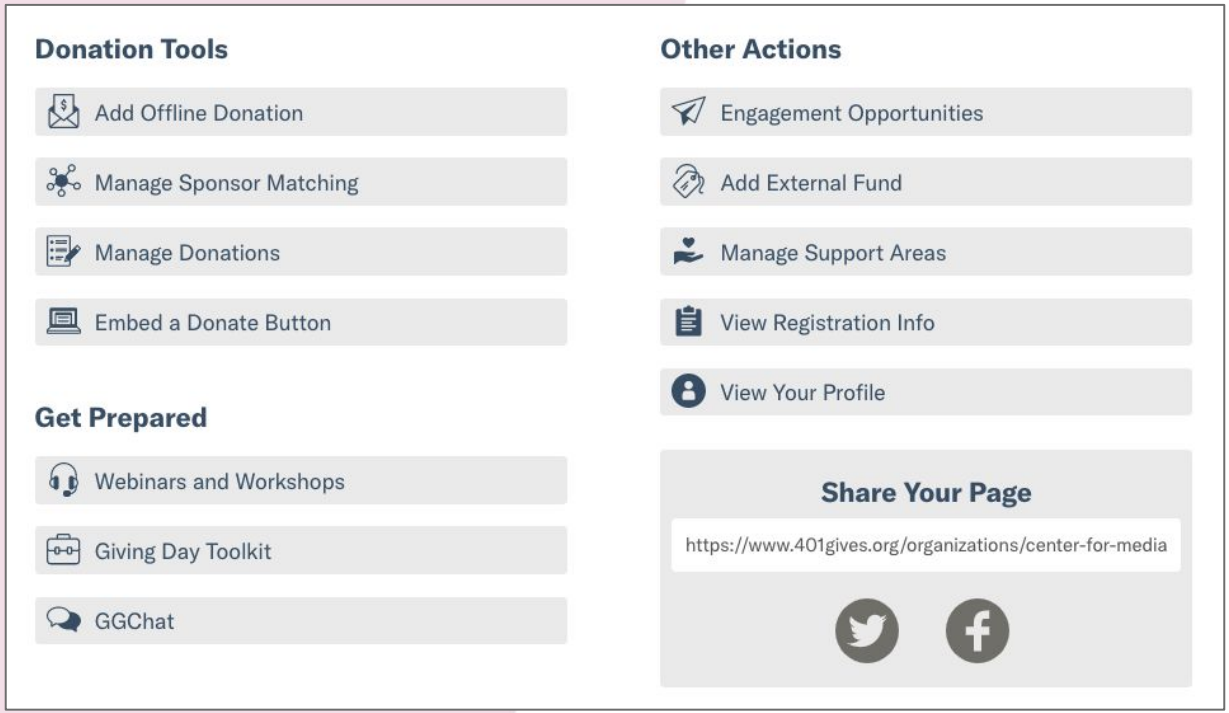
Key Dashboard Tools



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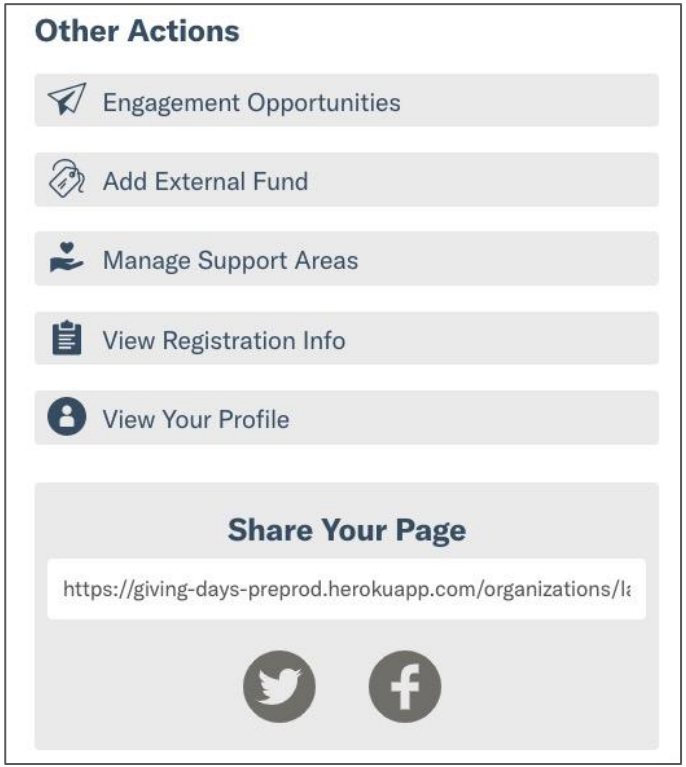
Share Your Profile

- 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

GiveGab

PAWNEE GIVES

PRIZES LEADERBOARDS ▼ MENU

Logan's Pups

DONATE FUNDRAISE

10%

$995 Raised **$10,000** Goal **6** 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

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

Our Story Matches Fundraising Campaigns Top Fundraisers Recent Donors

What’s Next?

GiveGab

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, 2:1, 3:1 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- **Pro Tip:** Watch the Matching Training Video

GiveGab

Did you know?

Organizations who had a match last year during Giving Days raised on average **4.5x more** than those who did not.

GiveGab

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving Day 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
- Giving Day may not be the right fit for all of your donors - that’s okay!

GiveGab

Your Next Steps

What to work on over the next 2 month:

- Follow your Giving Day on Social Media and use your hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit

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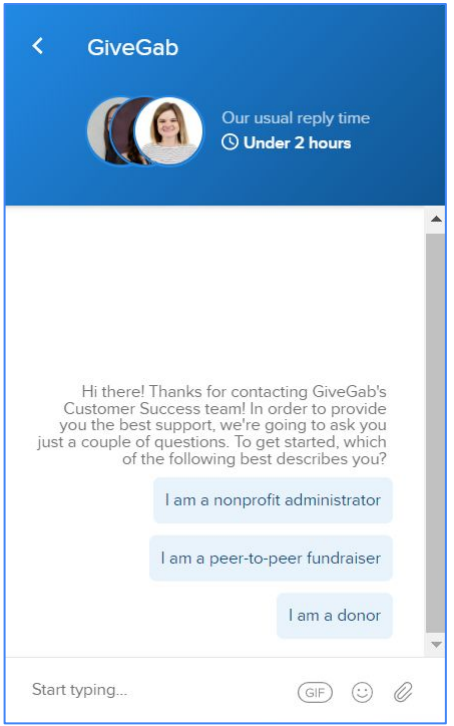
How We Support You

- 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!

Questions?

GiveGab