GiveGab®

Getting Ready for

Wednesday May 19th, 2021

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.

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Agenda

- HV Gives Overview
- What's New in 2021
- Who is GiveGab?
- Registering for HV Gives 2021
- Getting Started
- Next Steps and Questions

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2020 Results

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HV Gives Overview

- https://www.hvgives.org/ | Wednesday, May 19th
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits serving the Hudson Valley Area are eligible to participate
    - Able to accept ACH deposit transfers into a valid checking account

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Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
  - Your banking information is reviewed with Stripe, and donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for HV Gives website

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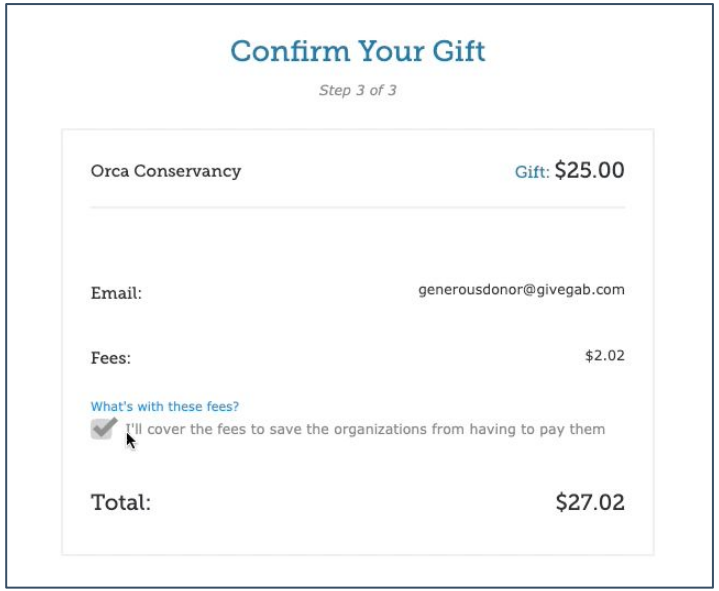
stripe GUIDESTAR® IRS

Transparent Donation Processing



- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- In 2020, 90% of donors covered fees during HV Gives.

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Transparent Pricing

Credit Card:

3% Platform Fee
+
$0.30 per transaction &
2.2% transaction fee
(Stripe)
=
5.2% + $0.30

ACH:

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

***$100 minimum*

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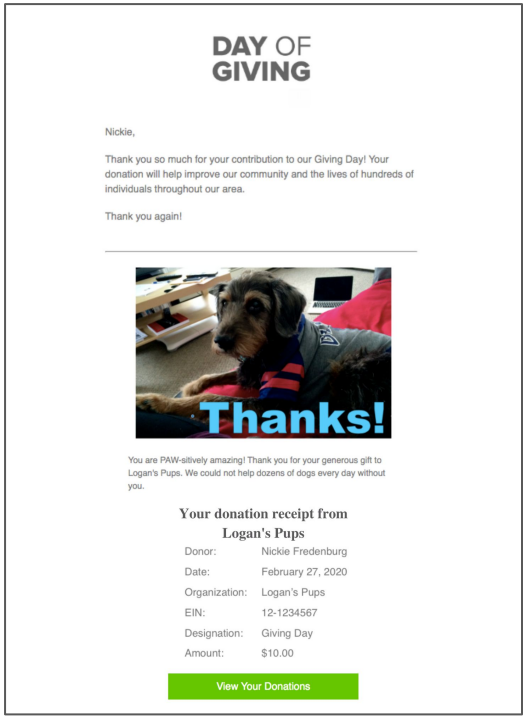
Instant Donor Delight

- Customizable Thank You Emails that come from your organization
    - Add your own text, photo, or video!
- 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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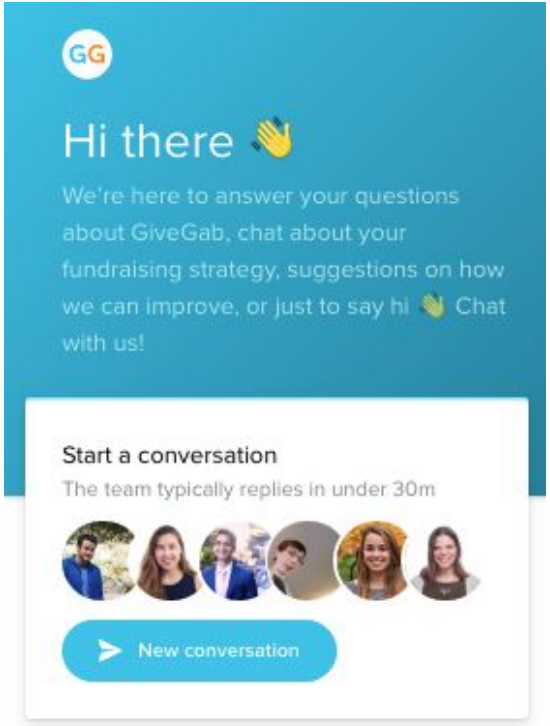
Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Out Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - 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!**



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What's New for 2021

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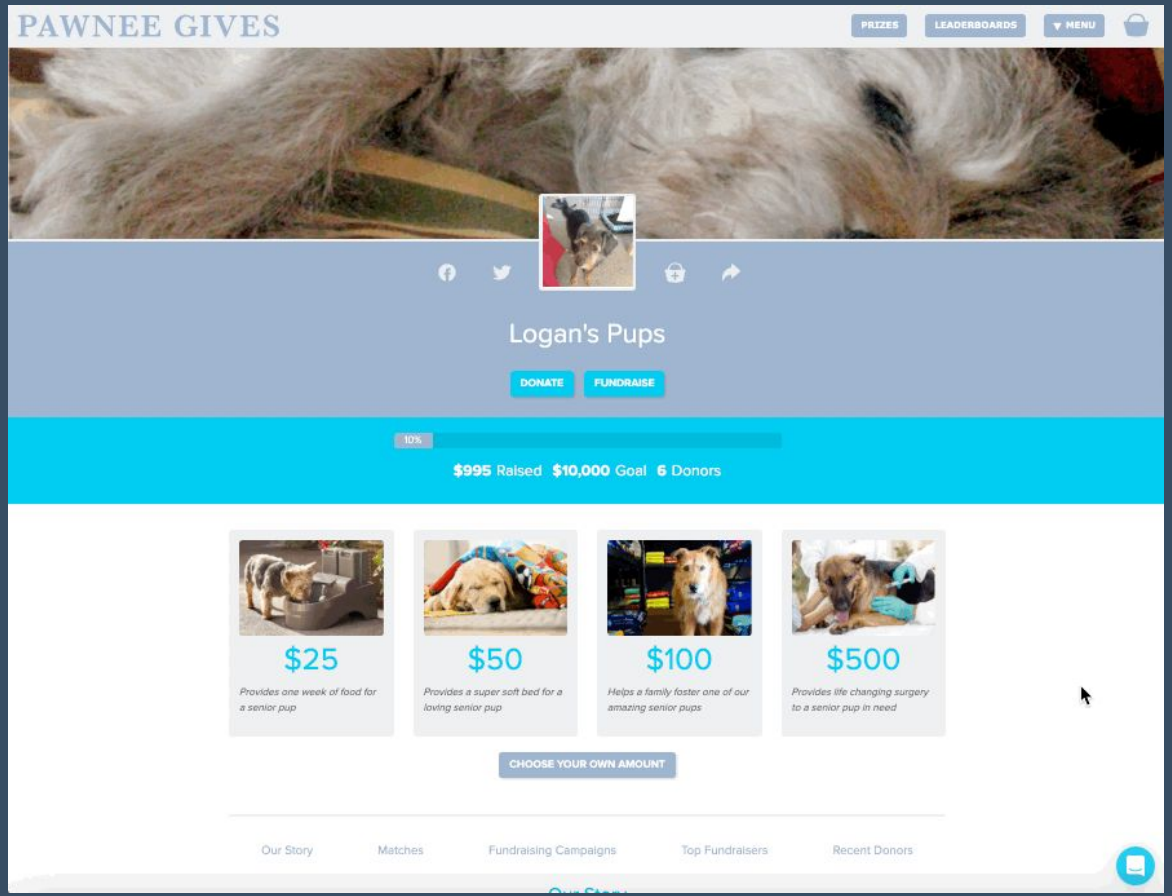
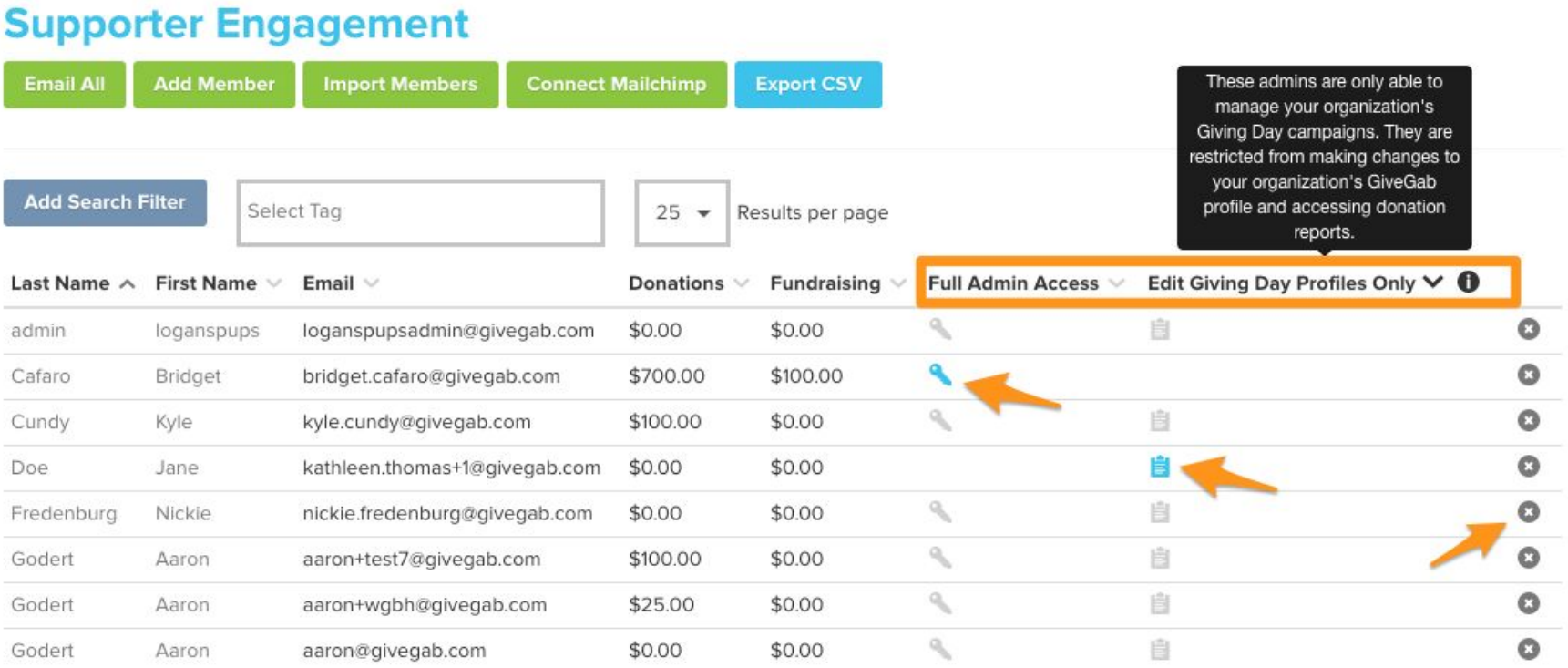
New Profile Design



Tiered Admin Access



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Updated Training Suite

Giving Day Training Videos

- Creating the Perfect Profile
- Telling Your Story
- Goal Setting Strategies
- Engage Your Board
- Peer-to-Peer Fundraising
- Social Media Strategies
- Matches & Challenges
- Stewarding Your Giving Day Donors

Giving Day Training Videos

Creating the Perfect Profile

Learn how to complete all of the components of your profile to create an engaging experience for your supporters.

WATCH VIDEO DOWNLOAD SLIDES

Looking for more information to help you craft your perfect profile? Check out the resources below!

How to Log In to Edit Your Giving Day Profile

How to Copy Your Giving Day Profile From a Previous Giving Day

Giving Day Profile Cheat Sheet

Giving Day Profile Best Practices

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More Downloadable Graphics

Zoom Background 1

Download

Zoom Background 2

Download

New digital marketing materials, like Zoom backgrounds, GIFs and more! Promote your participation in HV Gives! throughout your virtual communications.

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Registering for HV Gives 2021

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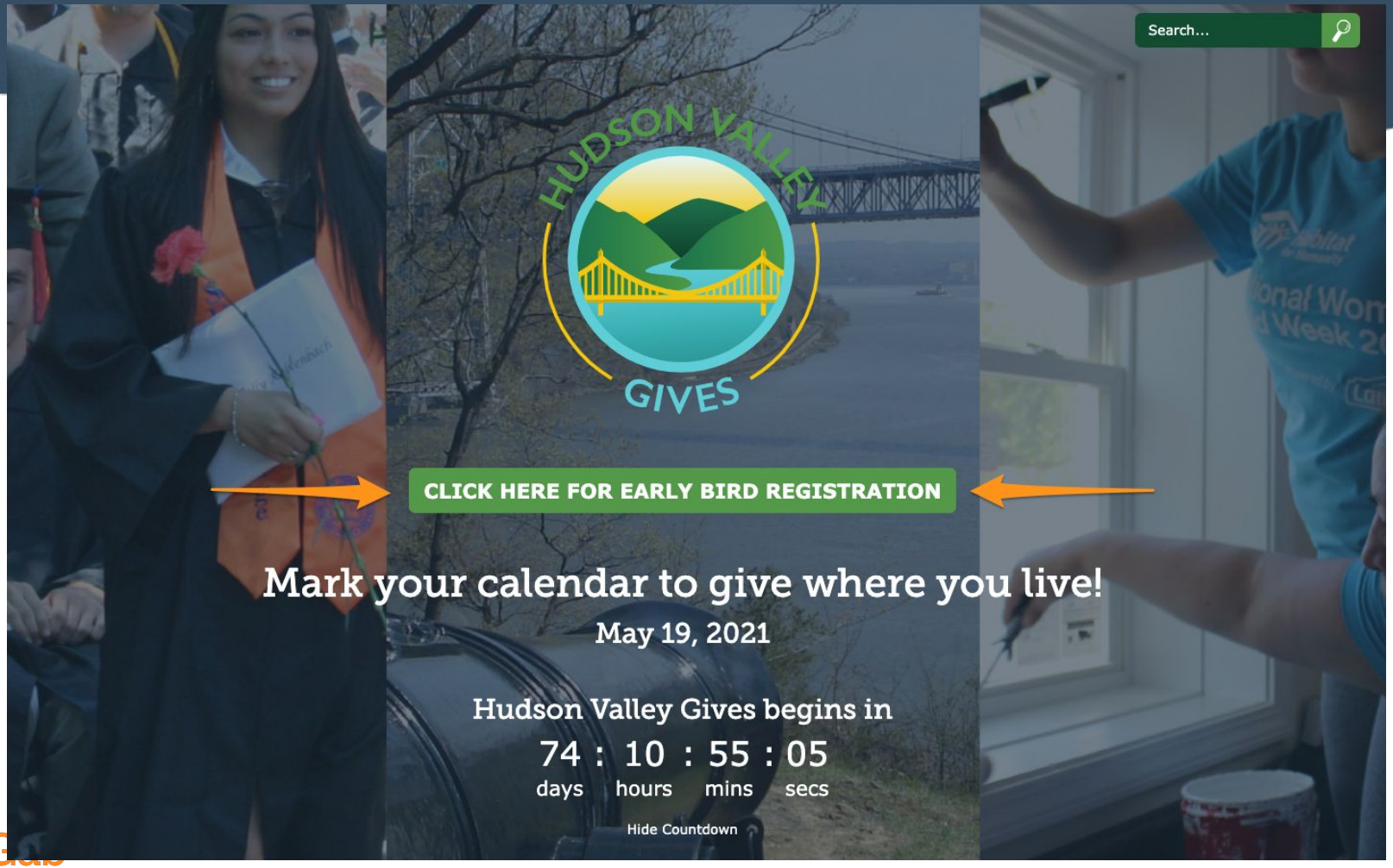
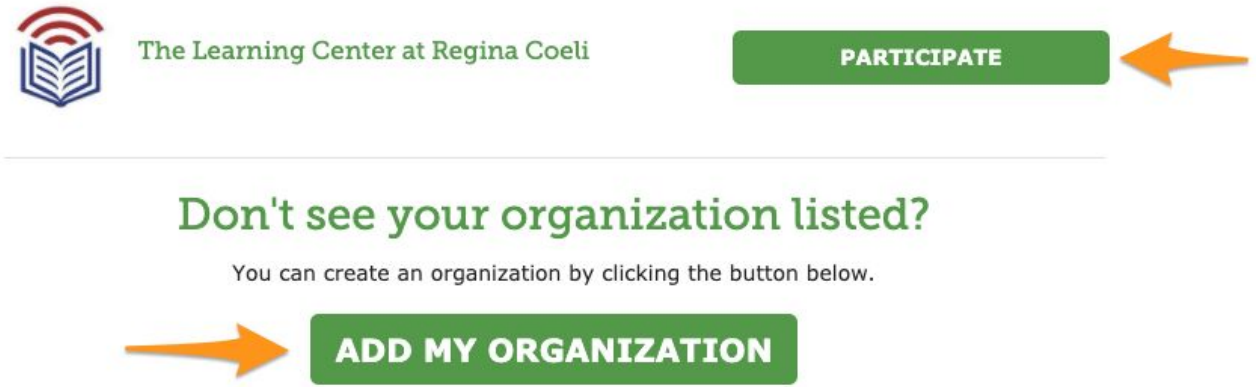

Search...
HUDSON VALLEY
GIVES
CLICK HERE FOR EARLY BIRD REGISTRATION
Mark your calendar to give where you live!
May 19, 2021
Hudson Valley Gives begins in
74 : 10 : 55 : 05
days hours mins secs
Hide Countdown

Find Your Organization
and participate in Hudson Valley Gives
The Learning Center at Regina Coeli
SEARCH
You can search by organization name or EIN (Employer Identification Number)


The Learning Center at Regina Coeli
PARTICIPATE
Don't see your organization listed?
You can create an organization by clicking the button below.
ADD MY ORGANIZATION

Returning? Copy Your Profile!

- If you participated in HV Gives in the past, you can choose to copy your profile from previous years.
  - **Be sure to update existing content with new dates, photos, etc.**
  - Existing bank account information will carry over.

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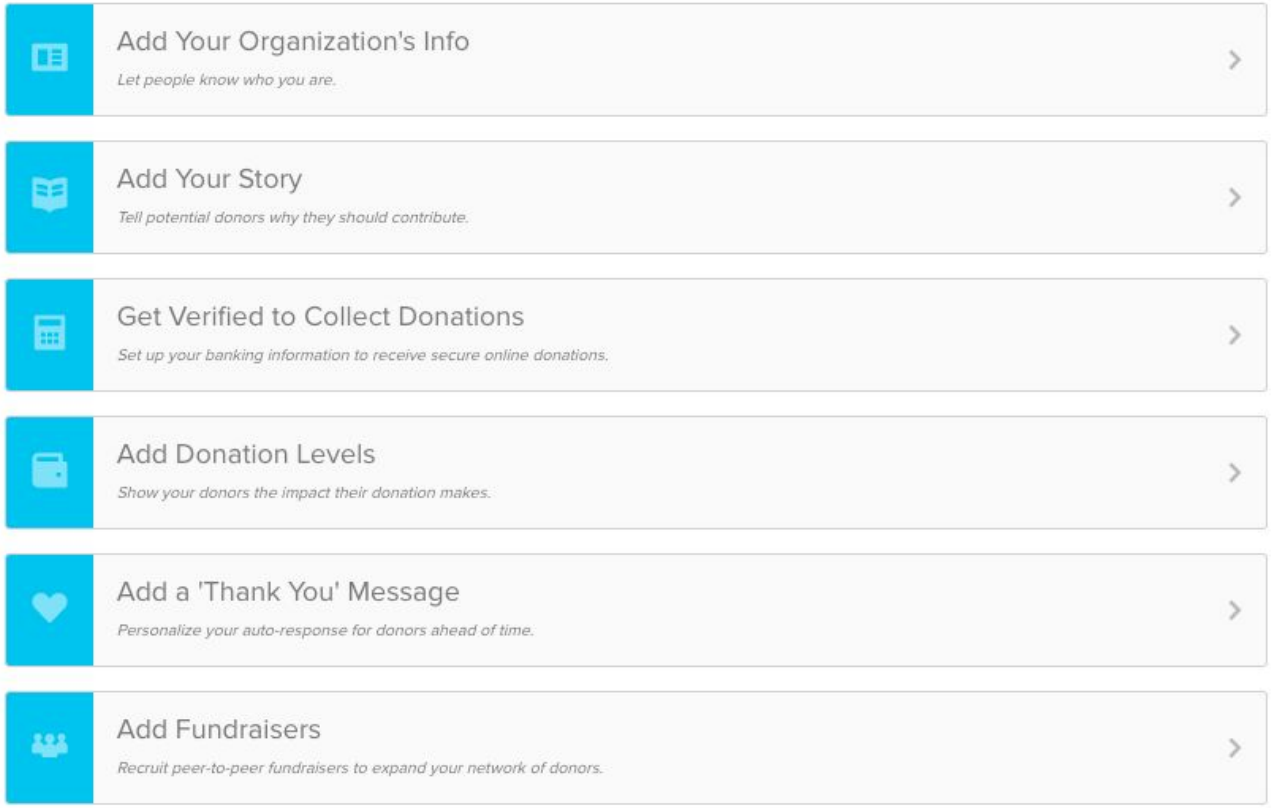
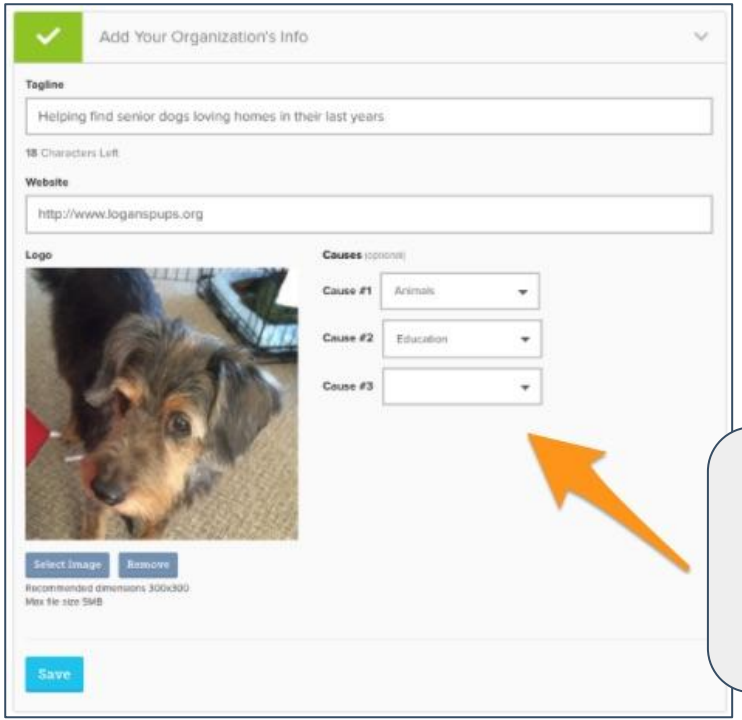
Your Giving Day Dashboard



Add Your Organization's Info

- Logo
- Website
- Causes



Pro Tip:
Adding causes to your profile can help new donors find your organization!

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Add Your Story

Cover Photo

Select Image | Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Set a Goal (optional)

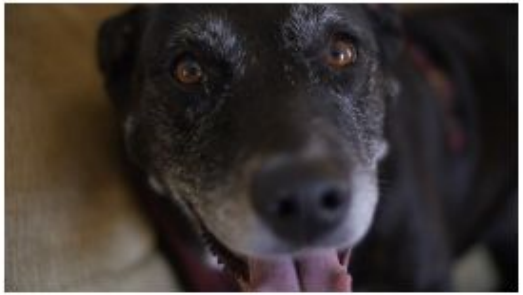
☑ Display Goal on Profile

$ 5000 .00

Formatting ▾ | B I U | ☰ ▾ | ☰ ☰ | 🖼 🔗 ▦ ▾ | — | ⤢ </>

Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint 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.



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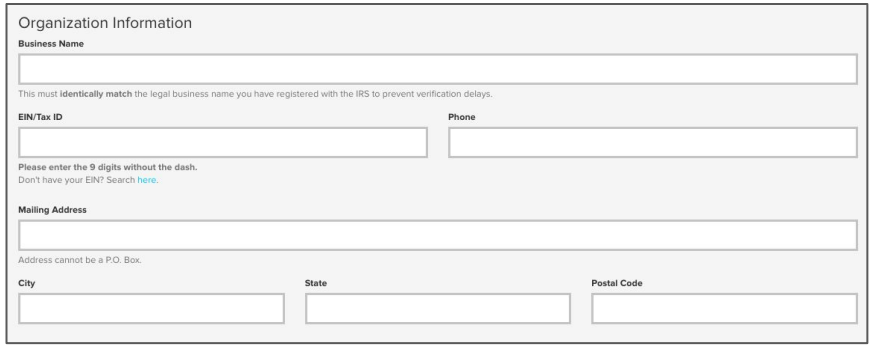
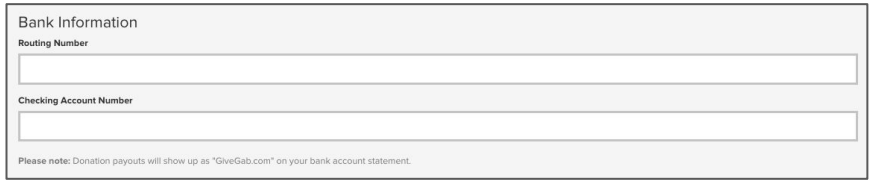
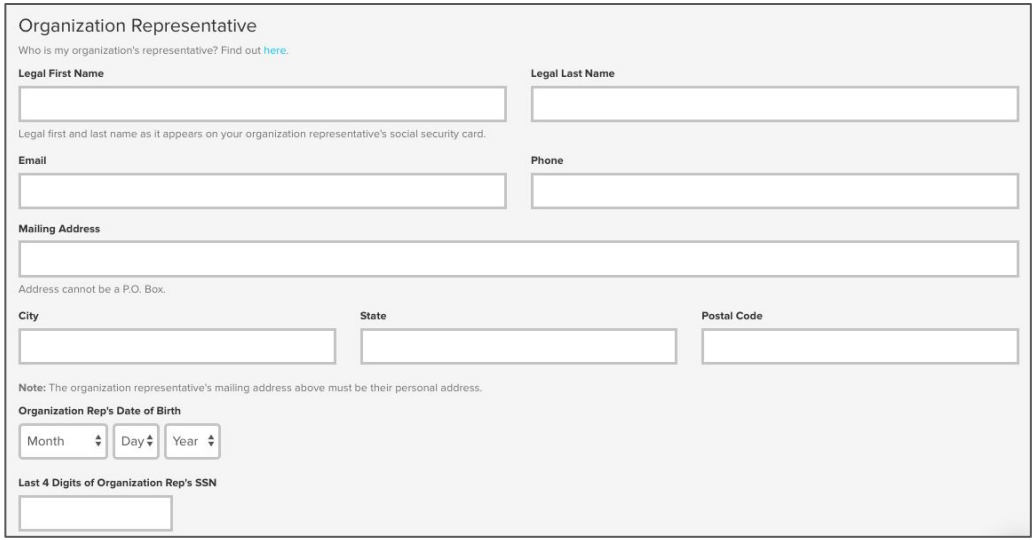
Get Verified to Collect Donations

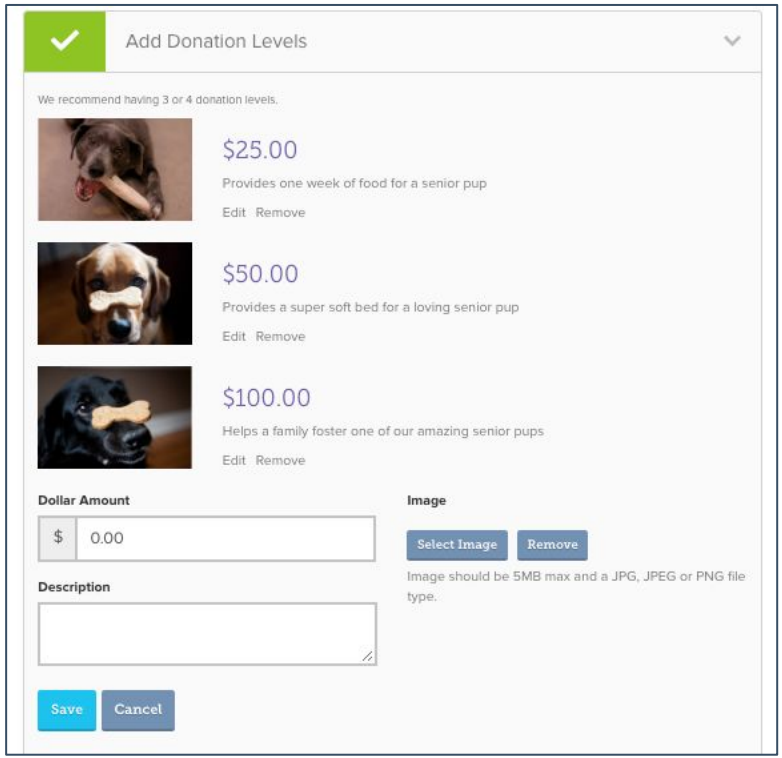
Keep in mind!
It can take several business days to get verified. Don't wait until the last minute.







Add Donation Levels



- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels

Pro Tip:
Using custom amounts in your donation levels helps your donors connect more closely with your organization's needs and impact.

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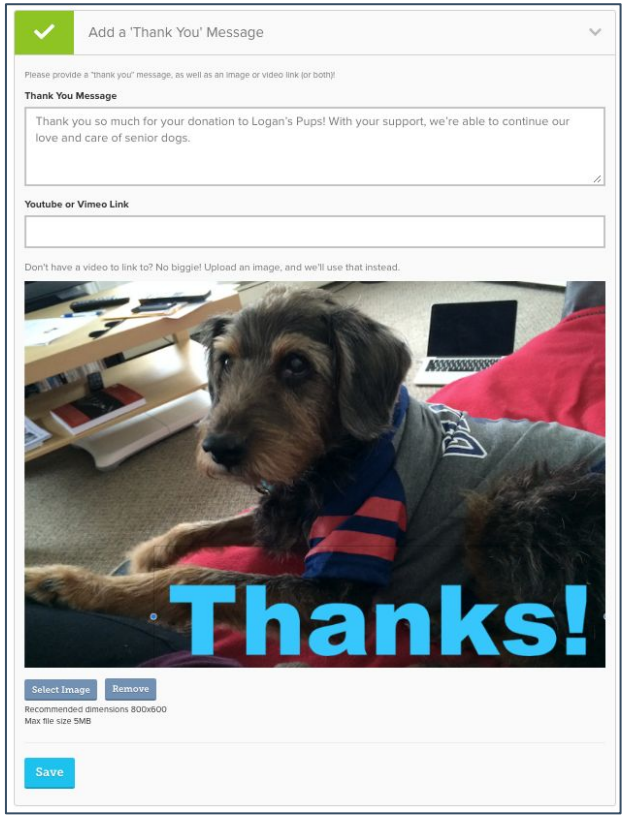
Add a ‘Thank You’ Message

- Add your own message
- Include a photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes from your organization’s admin!

Pro Tip:
The “Thank You” message can support either a YouTube/Vimeo video **or** a photo image. Choose the feature that works best for your donors!



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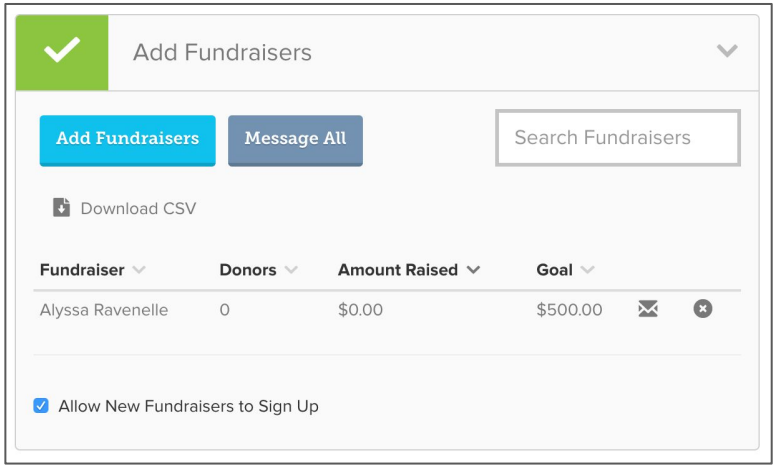
Invite Fundraisers

- Expand your reach and invite supporters, board members, volunteers and staff
- Each individual creates their own fundraising page. Every dollar they raise is included in your organization's totals!
- Admins can easily create and manage pages on their behalf
- Invite fundraisers or allow open-signups through your profile page
- ***Watch the Peer-to-Peer Fundraising Training!***



Did you know?

P2P Fundraisers can make a **BIG** impact! In 2020, organizations with P2P raised 4.6x more than those without P2P!

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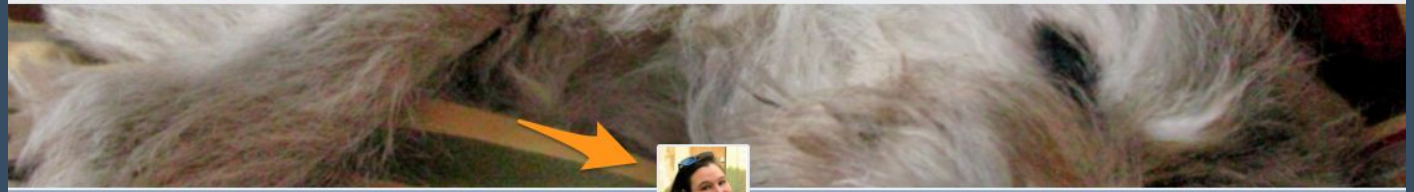
PAWNEE GIVES

PRIZES LEADERBOARDS ▼ MENU



Bridget Cafaro's fundraiser for

Logan's Pups

DONATE

20%

$100 Raised **$500** Goal **1** Donors

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

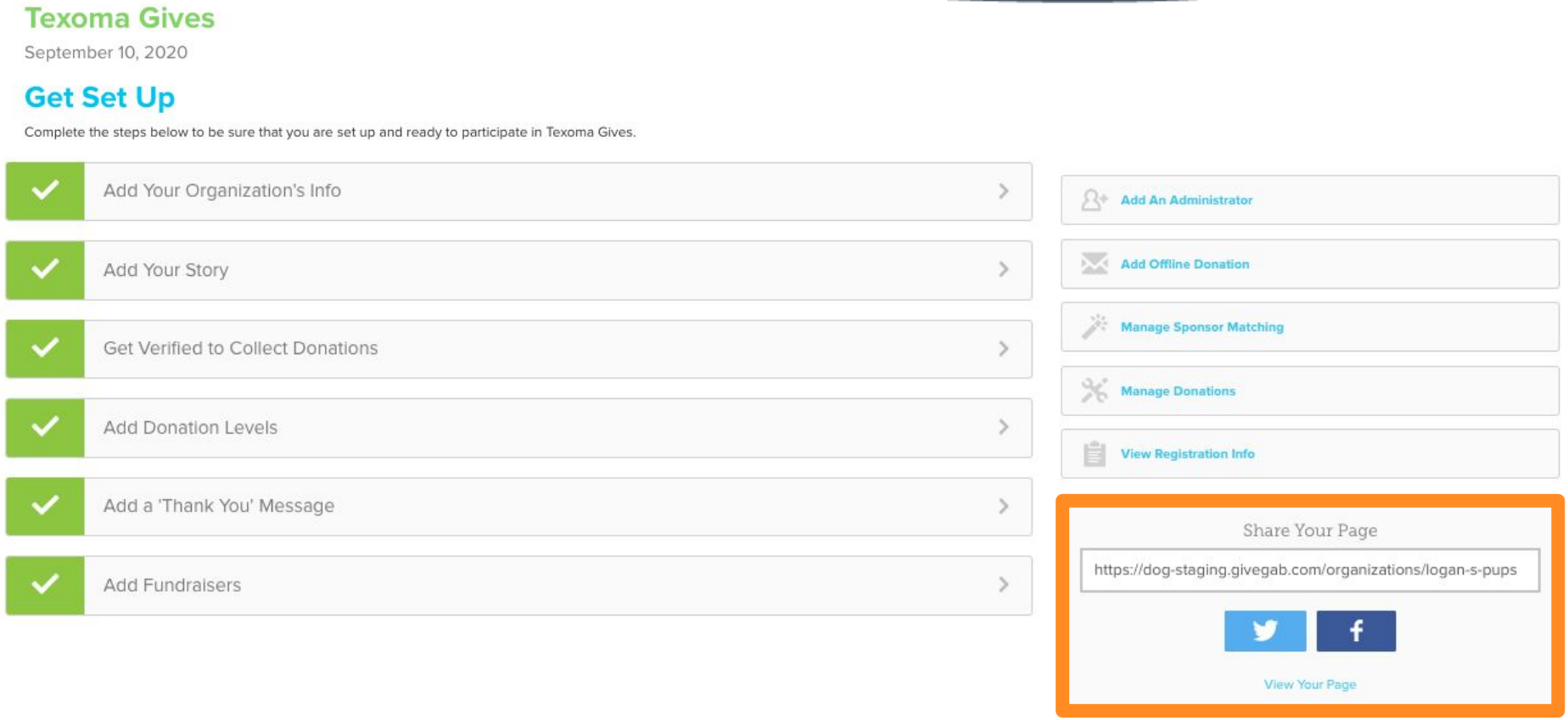
Helps a family foster one of our amazing senior pups

$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

Your Completed Dashboard



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

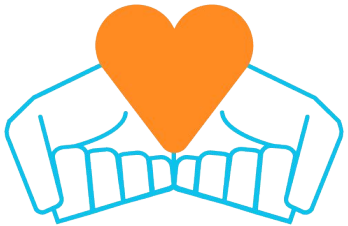
$500

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?



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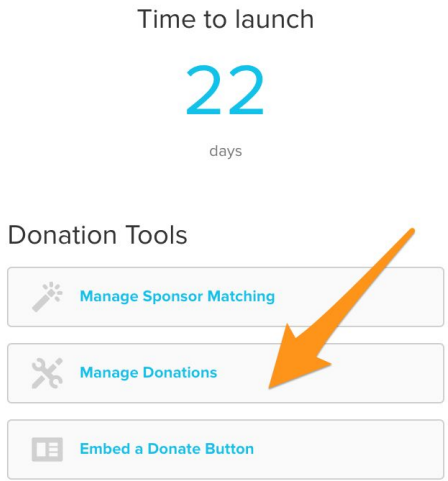
Go Beyond Your Checklist with Matches!

- Use pledged donations to increase impact during HV Gives
- In 2020, organizations with a match or challenge raise on average **5.2x more** than organizations without.
- *How can you implement a match this year?*



Pro Tip:
Watch GiveGab's **Matches & Challenges Training** available in the Nonprofit Toolkit for more info!

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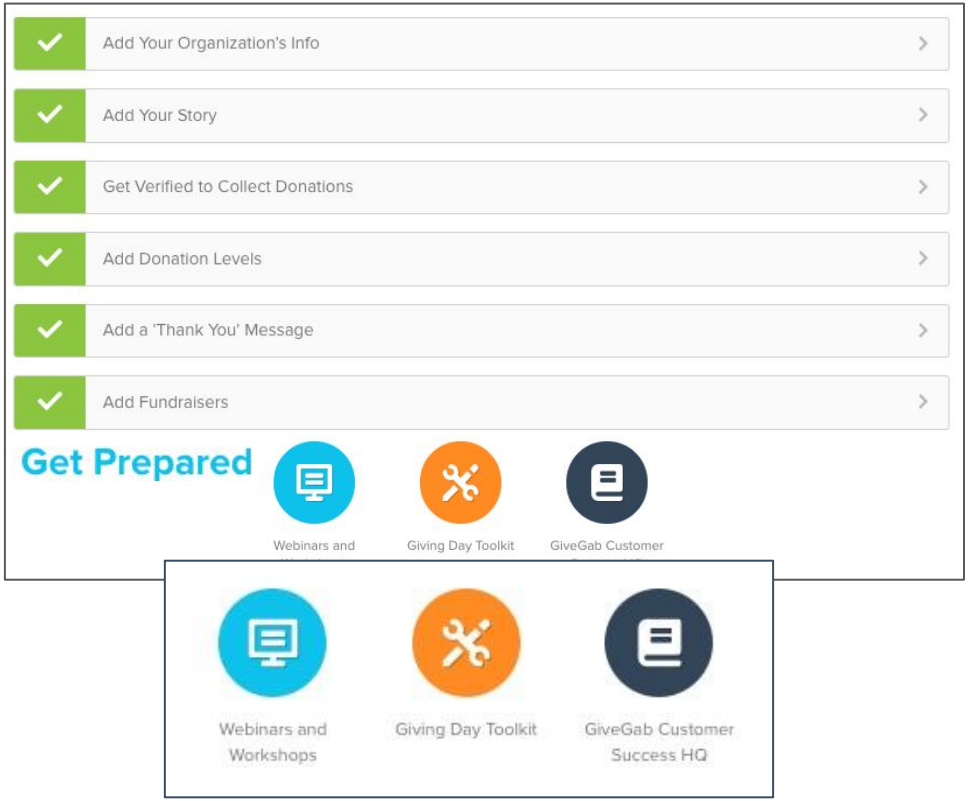
Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your HV Gives needs!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!



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Your Next Steps

- EARLY BIRD registration ends - April 1st
- Regular registration pricing April 1st - May 7th
- Want additional support? Sign-up for HV Gives Coaching

  HVGives.org/info/trainings
- Follow HV Gives on Social Media!
  - Use #HVGives
- Meet internally to discuss goals, P2P and Matching strategy

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Questions?

Wednesday May 19th, 2021