Getting Ready for

Wednesday May 19th, 2021
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

- HV Gives Overview
- What’s New in 2021
- Who is GiveGab?
- Registering for HV Gives 2021
- Getting Started
- Next Steps and Questions
2020 Results

Thank you for supporting Hudson Valley Gives!

Outcomes & Results

$534,402 Raised
3,888 Donors
133 Organizations
HV Gives Overview

- [https://www.hvgives.org/](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
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
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.

**Confirm Your Gift**

*Step 3 of 3*

- **Orca Conservancy**
  - **Gift:** $25.00
- **Email:** generousdonor@givegab.com
- **Fees:** $2.02
- **Total:** $27.02

- I'll cover the fees to save the organizations from having to pay them.
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
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
Giving Day Support & Resources

- Visit Our Help Center
  - [https://support.givegab.com/](https://support.givegab.com/)
- Check Out Our Blog
  - [https://www.givegab.com/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!
What’s New for 2021
## Tiered Admin Access

### Supporter Engagement

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Email</th>
<th>Donations</th>
<th>Fundraising</th>
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<tbody>
<tr>
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<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
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<td>Bridget</td>
<td><a href="mailto:bridget.cafaro@giveGab.com">bridget.cafaro@giveGab.com</a></td>
<td>$700.00</td>
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<tr>
<td>Doe</td>
<td>Jane</td>
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<tr>
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<tr>
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<td>Aaron</td>
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<td>$0.00</td>
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These admins are only able to manage your organization's Giving Day campaigns. They are restricted from making changes to your organization's GiveGab profile and accessing donation reports.

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**Full Admin Access**

**Edit Giving Day Profiles Only**
# Updated Training Suite

## Giving Day Training Videos

<table>
<thead>
<tr>
<th>Video Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating the Perfect Profile</td>
<td>Learn how to complete all the components of your profile to create an engaging experience for your supporters.</td>
</tr>
<tr>
<td>Telling Your Story</td>
<td></td>
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<tr>
<td>Goal Setting Strategies</td>
<td></td>
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<tr>
<td>Engage Your Board</td>
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<tr>
<td>Peer-to-Peer Fundraising</td>
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<td>Social Media Strategies</td>
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<td>Matches &amp; Challenges</td>
<td></td>
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<tr>
<td>Stewarding Your Giving Day Donors</td>
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</table>

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](#)
More Downloadable Graphics

New digital marketing materials, like Zoom backgrounds, GIFs and more!

Promote your participation in HV Gives! throughout your virtual communications.
Registering for HV Gives 2021
Mark your calendar to give where you live!

May 19, 2021

Hudson Valley Gives begins in

74 : 10 : 55 : 05

days  hours  mins  secs

Click here for early bird registration
Find Your Organization

and participate in Hudson Valley Gives

You can search by organization name or EIN (Employer Identification Number)

The Learning Center at Regina Coeli

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
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.

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.
Your Giving Day Dashboard

- **Add Your Organization's Info**
  
  Let people know who you are.

- **Add Your Story**
  
  Tell potential donors why they should contribute.

- **Get Verified to Collect Donations**
  
  Set up your banking information to receive secure online donations.

- **Add Donation Levels**
  
  Show your donors the impact their donation makes.

- **Add a 'Thank You' Message**
  
  Personalize your auto-response for donors ahead of time.

- **Add Fundraisers**
  
  Recruit peer-to-peer fundraisers to expand your network of donors.
Add Your Organization’s Info

- Logo
- Website
- Causes

Pro Tip: Adding causes to your profile can help new donors find your organization!
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.
Get Verified to Collect Donations

**State Charitable Solicitation Compliance Attestation**

- I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.
- This confirmation is required to collect donations on GiveGab. Learn more about state charitable solicitation compliance.

**Organization Information**

- **Business Name**: [Field]
- **EIN/Tax ID**: [Field]
- **Phone**: [Field]
- **Mailing Address**: [Field]

**Organization Representative**

- **Legal First Name**: [Field]
- **Legal Last Name**: [Field]
- **Email**: [Field]
- **Phone**: [Field]

**Mailing Address**

- **City**: [Field]
- **State**: [Field]
- **Postal Code**: [Field]

**Bank Information**

- **Routing Number**: [Field]
- **Checking Account Number**: [Field]

Please note: Donation payments will show up as "GiveGab.com" on your bank account statement.

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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.
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!
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!**

![Add Fundraisers](image)

**Did you know?**

P2P Fundraisers can make a **BIG** impact! In 2020, organizations with P2P raised 4.6x more than those without P2P!
Bridget Cofaro's fundraiser for Logan's Pups

DONATE

25% 50% 75% 100%

$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 forever homes the deserve and do offer my friends and family about how amazing owning a senior dog can be!

$25
Resolves one week of food for a senior pup

$50
Stabilizes a senior dog for a loving senior pup

$100
Nurses a senior to an amazing senior pup

$500
Provides life changing surgery to a senior pup in need

Choose Your Own Amount
Your Completed Dashboard

**Texoma Gives**
September 10, 2020

**Get Set Up**
Complete the steps below to be sure that you are set up and ready to participate in Texoma Gives.

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

**Add An Administrator**
**Add Offline Donation**
**Manage Sponsor Matching**
**Manage Donations**
**View Registration Info**

**Share Your Page**
https://dog-staging.giveGab.com/organizations/logan-s-pups

**View Your Page**

**Twitter**  
**Facebook**
Logan's Pups

$995 Raised  $10,000 Goal  6 Donors

$25: Provides a 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 the veterinary surgery for a senior puppy in need

Choose your own amount
What’s Next?
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!
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!
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
Questions?

Wednesday May 19th, 2021