Getting Ready for HV Gives

Wednesday - May 18, 2022
Meet the Team

Merlin
Project Manager

Cianne
Associate Project Manager
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

- HV Gives Overview
- Who is GiveGab?
- What’s New
- Registering
- Creating Your Profile
- Next Steps & Questions
2021 Results

Thank you for giving local!

<table>
<thead>
<tr>
<th>Outcomes &amp; Results</th>
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<tbody>
<tr>
<td>$664,003 Raised</td>
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<tr>
<td>4,175 Donors</td>
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<tr>
<td>182 Organizations</td>
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HV Gives Overview

www.hvgives.org | May 18, 2022 | 12AM - 11:59PM

- Early Bird registration closes: MARCH 18th
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofit serving Hudson Valley Area are eligible to participate
- Your marketing efforts + CFOS Efforts = Exponential visibility
- Leaderboards for friendly competition, prize incentives
- Donations open on May 1 - May 31, 2022
Who is GiveGab?
Who is GiveGab?

GiveGab’s mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Host a secure, reliable and transparent platform for HV Gives
- Create the ultimate donor experience
- Provide a dedicated support team
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
Simple Donation Processing

- All major credit cards accepted
- Quick, easy and fun donation flow
- Log right into your bank to use the Plaid/ACH payment
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
Transparent Donations

- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- In 2021 90% of donations were covered by donors
- That means in 2021 it cost only $0.69 cents per $100 raised online!
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
GiveGab’s Giving Day Gift Basket makes it easy for donors to support as many causes as they like!
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
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
What’s New for 2022?
Better Reconciliation

- In addition to your existing reports, you can better manage deposits to your account
- Understand your balance and donations from an accounting perspective
- Match each online gift to a deposit
Elevating Fundraisers

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor
- Chosen P2P will appear in donor’s receipt
Registering for HV Gives
CLICK HERE TO REGISTER

Give where you live!

May 18, 2022
Find Your Organization
and participate in Hudson Valley Gives

The Learning Center at Regina Coeli
Hyde Park, New York

Don't see your organization listed?
You can create an organization by clicking the button below.

ADD MY ORGANIZATION
Thank you for joining this exciting initiative. Hudson Valley Gives will unite us all in a common call to action: to raise funds to support vital programs and services our neighbors turn to and depend upon.

Your answers to the following questions are appreciated and will help us identify the scope of our reach, tailor trainings to participants, and create contests and prizes that can help you win money to bolster your Hudson Valley Gives fundraising campaign.

Good luck!

Registration Type

- Registration $35.00
- Do you have a coupon code?

1. Your organization’s contact name for HV Gives * required

2. Your organization’s contact email address for HV Gives * required

3. Your organization’s contact phone for HV Gives * required

Is your organization interested in attending a virtual 1:1 training session for HV Gives 2021, on March 17th and/or April 21st hosted by the Community Foundation of Orange and Sullivan? * required

Please select one choice:

- Yes

- No
5. Are you a new or returning organization to HV Gives? *required
   Please select one choice
   - New participant

6. Where is your organization located, or where does it primarily offer services? *required
   Please select one choice
   - Orange County

   What is your organization’s monetary goal for HV Gives, if you have one? If you don’t have a monetary goal, please list any other measurable goal (e.g. # of new donors, etc.) *required

    There is a pool of cash and other prizes available to participating nonprofits for fundraising successes throughout the day. Will your organization develop a strategy around these prizes? *required
   Please select one choice
   - Yes

9. How likely are you to seek a matching grant for HV Gives, 2021? *required
   Please select one choice
   - Very likely

   How likely are you to use the Peer-to-Peer fundraising strategy to raise money for your organization during HV Gives 2021? Peer-to-Peer fundraisers could include your staff, your board, your volunteers or committee members...anyone willing to ask their friends or colleagues for donations for your organization. On average, organizations that use Peer-to-Peer Fundraising raise 3.4 times more and gain four new donors. *required
   Please select one choice
   - Very likely

11. Does your organization plan to host any virtual assets in conjunction with HV Gives 2021? *required
    Please select one choice
    - Yes - please provide more details

12. If you are planning to host a virtual asset in conjunction with HV Gives, please tell us more about it.
Have you already and/or will you take part in online trainings provided by GiveGab in preparation for HV Gives 2021? (Be sure to check out additional resources on the "Nonprofit Toolkit" page) * required
Please select one choice
Yes

Would you like to be contacted for more direct 1:1 assistance with developing your HV Gives campaign? * required
Please select one choice
Yes

Are you or your organization following HV Gives on Social Media? * required
Please select one choice
Yes

Is your organization's annual budget below $500,000? * required
Please select one choice
Yes

Do you have paid staff? * required
Please select one choice
Yes

**Credit Card Information**

First Name

Last Name

Credit Card Info

- Card number
- MM / YY / CVV

[Submit]
Returning? Copy Your Profile!

- Be sure to update your existing content so it’s up to date!
- Existing bank account information will carry over
Completing Your Profile
<table>
<thead>
<tr>
<th>Task</th>
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<tbody>
<tr>
<td>Add Your Organization's Info</td>
</tr>
<tr>
<td>Add Your Story</td>
</tr>
<tr>
<td>Get Verified to Collect Donations</td>
</tr>
<tr>
<td>Add Donation Levels</td>
</tr>
<tr>
<td>Add a 'Thank You' Message</td>
</tr>
<tr>
<td>Add Fundraisers</td>
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GiveGab
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!
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
Get Verified on GiveGab

- 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
Get Verified on GiveGab

Complete Your Verification

Set Up Donations

Documents

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.

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.
Don't have your EIN? Search here.

Payment Processor Verification

Verify Your Organization
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

GiveGab
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
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](#)
Bridget Celano's fundraiser for Logan's Pups

$400 Raised  $500 Goal  1 Donors

Donating 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 they deserve and educate my friends and family about how rewarding owning a senior dog can be.

- $25: Provide one week of food for a senior pup
- $50: Provide a sweater and food for a senior pup
- $100: Sponsor a family shelter at our welcoming senior pup
- $500: Provide life-changing care for a shelter pup to walk.

Choose Your Own Amount
Did you know?

In 2021, organizations who used P2P fundraising raised on average 4.8 more than those who did not.
## Key Dashboard Tools

### Donation Tools

- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

### Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

### Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- GGChat

### Share Your Page

https://www.401gives.org/organizations/center-for-media
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

Share Your Page

https://giving-days-preprod.herokuapp.com/organizations/lu
What's Next?
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 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- Pro Tip: Watch the Matching Training Video

GiveGab
Did you know?

In 2021, organizations who had a match raised on average 5.6x more than those who did not.
Your Nonprofit Toolkit

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

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!

GiveGab
Your Next Steps

What to work on over the next 2 months:

- Follow HV Gives on Social Media and use #HVGives Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars and office hours
- Explore the toolkit