Getting Ready for HV Gives

Wednesday - May 17, 2023
Meet the Team

Amanda
Associate Project Manager

Merlin
Project Manager
Community Foundation of Orange & Sullivan  Hudson Valley Gives

- History of how CFOS teamed up with GiveGab
- Role CFOS plays in this initiative
- The campaign has grown considerably since 2016
- 2023 numbers so far:
  - 67 organizations registered
  - Of those registered, 8 are new and the remaining 59 have participated before
2023 HV Gives Sponsors
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.
Agenda

- HV Gives Overview
- Who is GiveGab?
- What’s New
- Registering
- Creating Your Profile
- Next Steps & Questions
2022 Results

Thank You for Giving Back, Giving Together and Giving More!

Outcomes & Results

$619,327 Raised
3,569 Donors
164 Organizations
HV Gives Overview

www.hvgives.org | May 17, 2023 | 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, 2023
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 + CFOS 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
Who is Bonterra/GiveGab?
Who is Bonterra/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
- GiveGab is becoming Bonterra!
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
- 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!
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- In 2022 90% of donations were covered by donors
- That means in 2022 it cost only $0.83 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
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
  - Look for the little blue chat bubble
What's New for 2023?
Share The Joy of Giving

- Supporters can purchase eCards to give to family, friends, coworkers in advance of the day.
- The recipient will use to make a gift to their favorite nonprofit(s) when donations open.
- Recipient selects “eCard” option during checkout.
- Fees charged to the purchaser.

GiveGab
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
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
New Search Experience
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!
Wednesday, May 17, 2023

GiveGab
Find Your Organization
and participate in Hudson Valley Gives

learning center at regina

1 Results

The Learning Center at Regina Coeli
Hyde Park, New York

PARTICIPATE

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

ADD MY ORGANIZATION
Hudson Valley Gives

Organization Name * required

Street Address Line 1 * required

Street Address Line 2

City * required

State * required

ZIP/Postal Code * required

Logo

Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300.

Not located in the United States?

Click 'Continue' to complete your registration for

Hudson Valley Gives

Continue
Registration Type

- Early Bird Registration $40.00

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

4. Are you a new or returning organization to HV Gives? (may not be needed?) * required

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

6. 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., X# of new donors, etc.) *required
   

7. 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.

8. How likely are you to seek a matching *required
   Please select one choice.

9. How likely are you to use the Peer-to-Peer fundraising strategy to raise money for your organization during HV Gives 2023? 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.

10. Does your organization plan to host any virtual events in conjunction with HV Gives 2023? *required
    Please select one choice.

11. If you are planning to host a virtual event in conjunction with HV Gives, please tell us more about it. *required
12. Have you already and/or will you take part in online trainings provided by GiveGab in preparation for HV Gives 2023? (Be sure to check out additional resources on the "Nonprofit Toolkit" page) *required
   Please select one choice.

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

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

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

16. I understand that this credit card information will be used for the purpose of my registration fee only. *required
   Please select one choice.

[Credit Card Information]
First Name
Last Name
Credit Card Info
   Card number
   MM / YY
   CVC

[Submit]
Returning? Copy Your Profile

● Don’t forget to review and update your profile after!
● Existing bank information will carry over
  ○ Double check that your bank account, org rep and admins on your profile are up to date!
Completing Your Profile
# Your Giving Day Dashboard

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

Furrever Friends
In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better
Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until one night in a stormy blizzard. I ran outside to get food for him and found him frozen on the road. I ran back inside and called the vet. They came through, drained off 4 liters and his health went back to normal. Their time together changed his forever.

Note: Pastebin text from outside of GibeGib into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please highlight all inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video URL
https://www.youtube.com/watch?v=xzMTwycQHvU

Vimeo links must be in the following format: https://vimeo.com/123456.

Save
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

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.

Save

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.

Save

Payment Processor Verification
Get Verified on GiveGab

Bonterra partners with Stripe for secure financial services.

Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our Services Agreement.

Legal business name

Company

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.

Employer Identification Number (EIN)

12-3456789

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this support article.

Doing business as

Optional

The operating name of your company, if it's different than the legal name.
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
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](#)
Ridget Caleen's fundraiser for Logan's Pups

Donations

$100 Raised | $500 Goal | 1 Donors

Giving a senior dog a second chance for the better and make a difference by supporting Logan's Pups. Your help makes senior pups feel like having a forever home is attainable. Help fund life-changing surgeries for senior dogs.

$25

Make one week of food for a senior pup.

$50

Make a super soft bed for a living room pup.

$100

Lift a family from one of our amazing senior pups.

$500

Make a life-changing surgery possible for a senior pup in need.

Choose Your Own Amount

GiveGab
Organizations who used P2P fundraising last year for HV Gives raised on average 3.5 times more than those who did not.
Key Dashboard Tools

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

**Get Prepared**
- Webinars and Workshops
- Giving Day Toolkit
- GGChat

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

**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/1
A Completed Profile
Logan's Pups

$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
Heals a family foster one of our amazing senior pups

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

Choose Your Own Amount

Our Story  Matches  Fundraising Campaigns  Top Fundraisers  Recent Donors
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, 2:1, and 3:1 Dollar-for-Dollar Matches
- Donor, Dollar or Gift Challenges
- **Pro Tip:** Watch the Matching Training Video

GiveGab
Did you know?

In 2022, organizations who had a match raised on average 6.9x 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
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
  - Look for the little blue chat bubble
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
Questions?

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