Final Steps to Success

Wednesday - May 17, 2023
Meet the Team

Amanda
Associate Project Manager

Emily
Associate Project Manager
2023 HV Gives Sponsors
Let’s Celebrate!

- Local DJ entertainment
- Live prize giveaways
- Happy Hour Specials
- Swag available
- Continuous update of dollars raised
Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **April 27th**.

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

Introduce yourself! Name, location, organization.
Agenda

- HV Gives Updates & Reminders
- Your Checklist for Success
- After HV Gives
- Next Steps
- Q&A
HV Gives Updates and Reminders

- [www.hvgives.org](http://www.hvgives.org) | May 17, 2023 | 12AM - 11:59PM
- Registration Closes: May 12, 2023 at 11:59 pm
- Donations Open: May 1, 2023 at 12:00 am
- Donation Close: May 31, 2023 at 12:00 am
- Prizes
- Social Media Feed
Your Success Checklist

☑ Ready for Donations?
☑ The Perfect Profile
☑ Gamify with Matches & Challenges
☑ Engage Ambassadors
☑ Prepare Communications
Are you able to accept donations?

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations

**Status: Verified**
Hooray! Your organization has been verified to accept donations on GiveGab.

- Confirmed state fundraising compliance
- Bank account and organization information verified
Will you have cash or check gifts?

- Add cash and check donations to your HV Gives totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included
Is your profile complete?

Have you:

- Added your logo and a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?
- Set up matches/challenges?

Add Your Organization's Info
Add Your Story
Get Verified to Collect Donations
Add Donation Levels
Add a 'Thank You' Message
Add Fundraisers
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 Helps a family foster one of our amazing senior pups

$500 Provides life-saving surgery to a senior pup in need

Choose Your Own Amount
Have you secured a matching gift?

- **Why?**
  - Organizations who set up a Match or Challenge for raise on average **4.5x** more

- **Strategize**
  - Set up your match in a way that draws donor attention
  - Credit the sponsors to cross-promote

- There’s still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training
Your Matching To-Do List

- ✔ Identify sponsors to ask
- ✔ Secure commitment
- ✔ Add Matches and Challenges your HV Gives profile
- ✔ Verify your match setup with GiveGab support
- ✔ Curate communications to highlight your match
Do you have ambassadors?

- **Expand your organization’s reach** by asking individuals to share your page
- Go one step further: Ask them to host their very own fundraising page (Peer-to-Peer)
- Anyone can be an ambassador or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video
Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the HV Gives Fundraiser Guide
- Communicate your organization’s goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile
Do you have a communications plan?

- Plan your online communications ahead of the day
  - How many posts and when?
  - What will your content look like? Examples below:
    - Announcement/Save the Date
    - Campaign Countdown
- No need to start from scratch! Customize the templates available in your HV Gives Nonprofit Toolkit
How will you communicate?

- Utilize multiple online channels
  - Social Media
  - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile
Post-HV Gives Success
How will you get your donations?

- Donations will be deposited on a rolling basis 5-7 business days after a gift is made.
- Deposits will appear on your account from “Stripe”.
- Reference your new Financials report to reconcile deposits!
Finding Your Donor Data

Admin Dashboard

Recent Donations

<table>
<thead>
<tr>
<th>Date</th>
<th>Donor Name</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/24/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>9/10/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>9/2/2020</td>
<td>Kyle Cundy</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>8/12/2020</td>
<td>Board of Giving</td>
<td>$100.00</td>
</tr>
<tr>
<td>8/12/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>6/3/2020</td>
<td>Kyle Cundy</td>
<td>$100.00</td>
</tr>
<tr>
<td>3/27/2020</td>
<td>Bridget Cafaro</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>1/16/2019</td>
<td>McKenna Prize</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>9/27/2018</td>
<td>Jesse Saldana</td>
<td>$9,998.00</td>
</tr>
<tr>
<td>6/20/2018</td>
<td>Rebekah Casad</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

View All Donations
Filtering Your Data

Donations

Search by name or email

- All Giving Days & Community Giv
- All Campaigns
- Any Donation Type

Actions | Donation ID | Date | Donor | Intended Donation
---|---|---|---|---
| | 6554 | 11/22/2021 12:42PM | katrina grein | $100.00

Dates and times on this page are displayed in your computer’s time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. Learn More.

GiveGab is becoming Bonterra.
## Exporting Your Donor Data

<table>
<thead>
<tr>
<th>Transaction ID</th>
<th>Date</th>
<th>Time</th>
<th>Name</th>
<th>Email</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5467</td>
<td>2/10/2021</td>
<td>10:40AM</td>
<td>Laryssa Habert</td>
<td><a href="mailto:laryssa.habert@givegab.com">laryssa.habert@givegab.com</a></td>
<td>$5.00</td>
</tr>
<tr>
<td>5439</td>
<td>2/2/2021</td>
<td>2:23PM</td>
<td>Jonathan Nay</td>
<td><a href="mailto:jon.nay1@givegab.com">jon.nay1@givegab.com</a></td>
<td>$25.00</td>
</tr>
<tr>
<td>5438</td>
<td>2/2/2021</td>
<td>2:21PM</td>
<td>Jonathan Nay</td>
<td><a href="mailto:jon.nay1@givegab.com">jon.nay1@givegab.com</a></td>
<td>$25.00</td>
</tr>
</tbody>
</table>

- **Export CSV**
- **Edit Bank Account Info**

**Viewing Dashboard for** Pawnee Public Library

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GiveGab is becoming Bonterra.
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.
How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the available training on Donor Stewardship!
How will you thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Thank You email to your organization’s email list

- Follow up with individual donors
  - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!

- Highlight impact of donor-funded projects with updates
  - What did these donors do for your organization as a result?
  - This outreach can happen a few weeks after
‘Thank You’ Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- HV Gives Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
Next Steps
Key Takeaways

- Make sure your profile reflects your story and your organization’s voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors
Final Checklist

- Complete your profile ASAP
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow HV Gives on Social Media and use #HVGives Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
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

Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.