Final Steps to Success
Agenda

- Idaho Gives Updates & Reminders
- Transforming your events
- Your Checklist for Success
- After Idaho Gives
- Your Nonprofit Resources
- Next Steps
- Q&A
● Registration pricing has been held to the same pricing as “Early Bird” to ensure all organizations can sign-up.

● **Giving Days: April 23 - May 7, 2020**

● Prizes - distributed over the entire campaign

● Event updates
Hosting the Day Online
Hosting the Day Online

- Virtual events are accessible to all donors
- Host a virtual event at the same time as your original event
- Submit your event to the "Events 2020" page on IdahoGives.org
  - Get increased visibility
- Engaging remote audiences in real-time
  - Online forums, discussions and hangouts (activity = visibility on social media)
  - Create FB or Instagram Poll for a dare for the ED or a staff member
  - “If this post gets 100 likes/when we reach X dollars
  - Utilize FB Live and tell people when you’re doing it!
Virtual Gala

Can’t host the gala or dinner you were planning?

- Ask your ED, CEO to dress up and be remote keynote speakers
- Stream auction event, and even sponsor virtual tables
- Send event swag in the mail to share the love
- Peer-to-Peer Fundraisers can help spread the word
- Host a virtual toast!
- *Talk about the gala in your profile*
Online Tours

Maybe your building isn’t being utilized at the capacity it was, but you can still show supporters around!

● Give new donors a chance to understand a ‘day in the life’
● Supporters can see the direct impact their dollars will have
● Share out a schedule of your FB Live tour, and schedule your tours around Giving Day prizes
Online Trivia/Game Show

Great for engaging teams, families, students and Peer-to-Peer Fundraisers!

- Ask supporters to put a team together, make a donation to play
- Host it through Facebook Live for supporters to watch in real-time
- Winners get a prize!
Your Success Checklist

☑ Ready for Donations?
☑ The Perfect Profile
☑ Matches/Challenges
☑ Engage Ambassadors
☑ Prepare Communications
Having an online event?

Share with us on our event page!

Your Idaho Gives Events

Idaho Gives is celebrated statewide! Here you will find what’s happening in your community. Due to our current circumstances, we understand that Idaho Gives will be seeing a shift to more virtual events. Please complete the form below, we will start listed all events!

Note: This page is not for posting a call for donations.

ADD YOUR EVENT
Are you donation ready?

- Check your verification status on your admin dashboard

**Status: Unverified**

⚠️ Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#)

**Status: Pending**

⚠️ Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.

**Status: Incomplete**

⚠️ Please provide your organization's information and verify you can collect donations in your state to be able to collect donations on GiveGab.

**Status: LAPSED**

**Status: Verified**

✅ Hooray! Your organization has been verified to accept donations on GiveGab.
Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- Note: Offline donations are not included in prizes and leaderboards
Is your profile completed?

● 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?

● Engage Peer-to-peer fundraising

Giving Day!
October 29, 2019

A Message From The Host
You're approved!

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day!

- Add Your Organization's Info
- Add Your Story
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers
Is your profile completed?

Logan's Pups
Helping senior dogs find loving homes in their final years
Causes: Animals, Seniors
Manage this on GiveGab

DONATE

$0 Raised $5,000 Goal 0 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
Covers medical expenses for a senior pup in need

Alyssa adopted Logan in 2013 and although he was only with her for a couple of months, he left a huge paw print on her heart 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 an average of 23 dogs at any time, and help place up to 50 younger dogs in their forever homes.

Your donation will help us continue offering these services for years to come.

DONATE

Matches
Board of Trustees: #NVBigGive Match
On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's Big Give 2018!

Fundraising Champions
Nevada's Big Give 2018

DONATE

GIVEGAB®
Do you have matches/challenges?

- **Identify your match/challenge sponsors**
  - From 2018 #GivingTuesday giving days, organizations that featured matches and/or challenges raised 8.13 times more!

- **Promote your match/challenge opportunities**

**Organization Sponsor Matching**

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

**Note:** All times are assumed to be in Eastern Time.
Do you have matches?

<table>
<thead>
<tr>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

☐ Keep Sponsor Anonymous

<table>
<thead>
<tr>
<th>Match Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

Description

<table>
<thead>
<tr>
<th>Total Matching Funds Available</th>
<th>Maximum Match per Individual Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times.

<table>
<thead>
<tr>
<th>Donation Matching Start Time (Eastern)</th>
<th>Donation Matching End Time (Eastern)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Enable Auto Matching

We will automatically generate a matching offline donation for each eligible donation that comes in online between the above dates if provided, until all the funds are depleted. You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

☐ Archived

Save | Cancel
Do you have challenges?
Who are your P2P fundraisers?

- Expand your organization’s reach and community
- Virtual way to engage with long time supports
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P
Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing

- Your Idaho Gives Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content
Do you have a communications plan?

- Plan your online communications ahead of Idaho Gives
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude

- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing

- Customize the templates, guides, and graphics in your Idaho Gives Nonprofit Toolkit for the perfect plan!
How will you get your donor data?
**Donations**

**Total Paid Out: $240,804.74**

<table>
<thead>
<tr>
<th>Actions</th>
<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
<th>Amount Charged</th>
<th>Bank Fees</th>
<th>Platform Fees</th>
<th>Covered Fees</th>
<th>Payout Amount</th>
<th>Payout Date</th>
<th>Display Name</th>
<th>Donor Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15062</td>
<td>7/11/2019 9:50pm</td>
<td>Australia Match Test</td>
<td>$25.00</td>
<td>$25.00</td>
<td>$25.00</td>
<td></td>
<td></td>
<td>$25.00</td>
<td>N/A</td>
<td></td>
<td>213 N Cayuga St Ithaca, New York 14851 United States</td>
</tr>
<tr>
<td></td>
<td>15061</td>
<td>7/11/2019 9:38am</td>
<td>test <a href="mailto:denis.tomazz@gmail.com">denis.tomazz@gmail.com</a></td>
<td>$100.00</td>
<td>$100.00</td>
<td>$100.00</td>
<td></td>
<td></td>
<td>$100.00</td>
<td>N/A</td>
<td>hello</td>
<td>101 State St Ithaca, New York 14851 United States</td>
</tr>
<tr>
<td></td>
<td>15059</td>
<td>7/10/2019 2:55pm</td>
<td>Karin Eisel</td>
<td><a href="mailto:karin.eisel@give.com">karin.eisel@give.com</a></td>
<td>$150.00</td>
<td>$156.75</td>
<td>$3.75</td>
<td>$3.00</td>
<td>Yes</td>
<td>$150.00</td>
<td>Pending</td>
<td>213 N Cayuga St Ithaca, New York 14851 United States</td>
</tr>
<tr>
<td></td>
<td>15058</td>
<td>7/10/2019 2:44pm</td>
<td>Australia Match Test</td>
<td>$100.00</td>
<td>$100.00</td>
<td>$100.00</td>
<td></td>
<td></td>
<td>$100.00</td>
<td>N/A</td>
<td></td>
<td>213 N Cayuga St Ithaca, New York 14851 United States</td>
</tr>
<tr>
<td></td>
<td>15057</td>
<td>7/10/2019 2:44pm</td>
<td>Denis Tomazzi</td>
<td><a href="mailto:denis.tomazzi@gmail.com">denis.tomazzi@gmail.com</a></td>
<td>$100.00</td>
<td>$100.00</td>
<td>$2.50</td>
<td>$2.00</td>
<td>No</td>
<td>$95.50</td>
<td>Pending</td>
<td>213 N Cayuga St Ithaca, New York 14851 United States</td>
</tr>
<tr>
<td></td>
<td>15052</td>
<td>7/10/2019 2:03pm</td>
<td>campaign match</td>
<td>$5.00</td>
<td>$5.00</td>
<td>$5.00</td>
<td></td>
<td></td>
<td>$5.00</td>
<td>N/A</td>
<td></td>
<td>213 N Cayuga St Ithaca, New York 14851 United States</td>
</tr>
</tbody>
</table>

**Total Pending: $6,164.39**

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.
How will you get your donor data?

<table>
<thead>
<tr>
<th>ID</th>
<th>Date/Time</th>
<th>Amount</th>
<th>Status</th>
<th>Notes</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>14267</td>
<td>5/23/2019 2:21pm</td>
<td>$22.22</td>
<td>$22.22</td>
<td></td>
<td>$22.22</td>
</tr>
<tr>
<td>14266</td>
<td>5/23/2019 2:21pm</td>
<td>$22.22</td>
<td>$22.22</td>
<td></td>
<td>$22.22</td>
</tr>
<tr>
<td>14265</td>
<td>5/23/2019 2:21pm</td>
<td>$22.22</td>
<td>$22.22</td>
<td>$6.79</td>
<td>$1.00</td>
</tr>
<tr>
<td>14253</td>
<td>5/22/2019 9:29am</td>
<td>$200.00</td>
<td>$200.00</td>
<td></td>
<td>$200.00</td>
</tr>
<tr>
<td>14252</td>
<td>5/22/2019 9:29am</td>
<td>$200.00</td>
<td>$200.00</td>
<td></td>
<td>$200.00</td>
</tr>
<tr>
<td>14251</td>
<td>5/22/2019 9:29am</td>
<td>$200.00</td>
<td>$200.00</td>
<td>$4.70</td>
<td>$9.00</td>
</tr>
<tr>
<td>14250</td>
<td>5/22/2019 9:28am</td>
<td>$500.00</td>
<td>$500.00</td>
<td></td>
<td>$500.00</td>
</tr>
<tr>
<td>14249</td>
<td>5/22/2019 9:28am</td>
<td>$500.00</td>
<td>$500.00</td>
<td></td>
<td>$500.00</td>
</tr>
</tbody>
</table>

[Export CSV] [Edit Bank Account Info]
Donations will be transferred to your bank account 5-7 days after Idaho Gives.

It is important to make sure you are able to receive donations before Idaho Gives so donations make it to your account.
How will thank your donors?

● Pre-schedule general messaging to all supporters
  ○ Social media posts and overall success update
  ○ Giving Day thank you email to your organization’s email list

● Follow up with donors for more personal stewardship
  ○ Access their contact information in your GiveGab Dashboard

● Highlight impact of donor funded projects
  ○ This doesn’t have to happen right away!
How will thank your donors?

- Start your stewardship process immediately after Idaho Gives
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization’s email list
- Follow up with more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn’t have to happen right away, curate a progress message to send in June/July
- Watch the available training on Donor Stewardship!

GiveGab®
Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Idaho Gives Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
COVID-19 Resources

IdahoNonprofits.org - COVID-19 Resources

Idaho Nonprofit Center
Educate. Advocate. Collaborate.
COVID-19 Resources

● Strategies for an Impactful Giving Day During COVID-19 - Part 1
  ○ As you prepare for your Spring Giving Day, we hope you’ll lean on us to support. We have created an extensive resource library with step by step instructions for creating a successful Giving Day Campaign with topics ranging from storytelling, Peer to Peer fundraising, matches and challenges, and more!
  ○ Recording on our training page

● Strategies for an Impactful Giving Day During COVID-19 - Part 2
  ○ Friday, March 27 at 12:00 PM ET. We will be covering the same strategies and tips, including any new ideas we may have gained in the past week.
  ○ Registration link on our training page
April 16 - Going Digital: How To Fulfill Your Nonprofits Mission and Engage Donors Online

**Time:** 10:00 am - 11:00 am MT  
**Price:** Free

As we navigate the impact of COVID-19, online communication and engagement matters now, more than ever. With traditional business development and fundraising efforts being canceled or postponed, nonprofits can shift to online practices to support their mission and reach their goals.

This training will equip nonprofits with the resources and strategies needed to expand their digital presence and to fulfill their mission online.

More info found on the Idahononprofits.org 2020 training page
We’re Here For You!

- Visit Our Help Center
  https://support.givegab.com/
- Send us an email at
  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!
Your Next Steps

● Like and Follow Idaho Gives on Social Media!
  ○ Don’t forget to use #IdahoGives!

● Check your inbox for important emails

● Watch on-demand training course videos

● Check out the Nonprofit Toolkit
More Platform Opportunities

- Enhanced Profile Customization
- Peer-to-Peer Fundraising Tools
- Automatic Matching Gift Feature
- Easy Social Sharing
- Recognize Cash & Check Gifts
- Nightly Donation Deposits
- Instant Access to Donor Data

Even more features available to you year round!
Questions?