Getting Ready for Idaho Gives May 7, 2020 IdahoGives.org An Idaho Nonprofit Center program
Agenda

● The Basics
● Benefits to Participating
● 2019 Results
● What’s New in 2020
● Intro to GiveGab - your 2020 Idaho Gives platform!
● Applying for Idaho Gives
● Next Steps and Questions
The Basics

- www.IdahoGives.org
  - May 7, 2020

- Every nonprofit conducts their own unique campaign

- Any IRS recognized nonprofit serving the State of Idaho
  - Must be verified to accept tax deductible donations and in compliance with state charitable solicitation requirements
  - Able to accept ACH deposit transfers into a valid checking account

- Trainings, templates and tools to make the most of your day!
Benefits of Participating

- Learn to utilize digital fundraising tools and modern software
- Re-Engage with your existing supporters
- Increase visibility by connecting with a larger community
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
2019 Results

Thank You for supporting Idaho Gives!

Outcomes & Results

$1,958,642.74 Raised
12,336 Donors
589 Nonprofits
What’s New in 2020

● Apply to Register
  ○ Your application will be reviewed by the Idaho team once information has been reviewed and submitted
    ■ 990, and organization size
  ○ Early Bird Registration until March 15th
● Plaid - ACH withdrawal payment option
  ○ $100 minimum donation amount
● Embeddable donate button
● Filtered donor reports and file exports
Transparent Pricing

2% Platform Fee (capped at $20) + $0.30 per transaction & 2.2% transaction fee (Stripe) = 4.2% + $0.30

- No registration cost or subscription required to participate
- Donors have the option to cover all fees on behalf of your organization
- In 2019, 92% of donors cover fees
Who is GiveGab?

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

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team
Secure & Reliable

● Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
● All participating organizations verified as IRS and state-recognized nonprofits
● Fail-safe redundancy plans for Idaho Gives website
● Complete transparency with nonprofits and donors
Transparent Pricing

**Credit Card:**

2% Platform Fee  
+  
$0.30 per transaction &  
2.2% transaction fee  
(Striipe)  
=  
4.2% + $0.30

**ACH:**

2% Platform Fee  
+  
$3.00 flat bank fee  
=  
2% + $3.00  
**$100 minimum**
Transparent Pricing (continued)

- Donors can cover all fees on behalf of your organization, with more info right in the donation form
- In 2019, 92% of donors covered fees for Idaho Gives

![Confirm Your Gift](image)
Easy & Accessible

● On average **61% of all emails** are opened on a mobile device

● Your Idaho Gives profile is completely mobile responsive on every page

● Donors can give easily on any internet enabled device
  ○ In 2019, approximately 50% of views were on a mobile device
Simple Donation Processing

- All major credit cards accepted
- Quick, easy and fun donation flow
- Log right into your bank using the Plaid/ACH payment
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
Instantaneous 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
- Social Share & Fundraising links encourage further online engagement
Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/

- Check Our Our 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!
Applying for Idaho Gives
Registration Now Open!

Idaho Gives 2020 Begins in

98 : 15 : 09 : 48

days hours mins secs
Find Your Organization
and participate in Idaho Gives 2020

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

Hospice of Eastern Idaho, Inc

Teton Regional Land Trust

This organization is participating. You can manage it on GiveGab. Contact us with any questions.

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

ADD MY ORGANIZATION
Register Your Organization for
Idaho Gives 2020
Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

Select State: [ ] Not located in the United States

ZIP/Postal Code

Your First and Last Name

Your Email

Password

Click 'Continue' to complete your registration for
Idaho Gives 2020
## Idaho Gives 2020

Register Your Organization for

Powered by GiveGab

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<thead>
<tr>
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<th>Price</th>
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</tr>
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Do you have a registration code?
What size is your organization? *  
Please select one choice
- Small organization with annual operating EXPENSE of $50,000 or LESS

Who will be the primary contact for your organization during Idaho Gives? *

What is your primary contact's email? *

What is your organization's mailing address? *

What is your organization's phone number? *

What is your organization's website address? *

In which county is your main office located? *  
Please select one choice
- Ada

For Member verification, please provide your Idaho Nonprofit Center member number. To find your member number please log in to your member account on IdahoNonprofits.org.

Please provide your organization's 990 form (NOT your tax exempt determination letter). Please see the FAQ for full instructions.  
Please choose a PDF document that is less than 5MB in file size.

Register
Your Preparation Checklist

Get Set Up

- 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 donations make.

- 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.

Giving Day
September 5, 2018

Time to launch: 85 days

Share Your Page
https://dog-staging.giveGab.com/organizations/login-s-page
Your Preparation Checklist

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

Donation Tools
- Manage Sponsor Matching
- Manage Donations

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

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- GiveGab Customer Success HQ

Share Your Page
https://login-staging.givegb.com/organiz
The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!
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.
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels
Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes from the individual listed with your organization’s contact information!
Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization’s reach.
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!
Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups. Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
Highlight Sponsor Matches!

- 1:1 Match: each online donation will be matched dollar for dollar
- Challenge: Funds will be added to your organization’s total once a set goal is achieved.
- Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!
- **Watch GiveGab’s Matching Training video**
Logan's Pups
Helping senior dogs find loving homes in their final years
Causes: Animals, Seniors

Donate

Logan’s Pups
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GiveGab®

Matches
Board of Trustees: #HVBigGive Match
On 3/23 our generous board of trustees will DOUBLE all donations made to our organization during Northam’s Big Give 2018!

Fundraising Champions
Bridget Cataldo $0.00
Alyssa Ravenelle $0.00

Choose Your Own Amount
$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

Choose Your Own Amount

Donate

Donate

Donate
The Nonprofit Toolkit has everything you need to reach your Idaho Gives goals!

- Customizable Templates
- Communication Timelines
- Idaho Graphics - Coming Soon!
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Upcoming Prizes

$1,000 Training Prize

If an organization attends eight out of the 20 training webinars (live or recorded), you will be eligible for a $1,000 prize drawing. No matter the size or shape of your nonprofit, there are tools to help you succeed in 2020.

$500 Early Bird Prize

Starting the planning process early will help set you up for success! This year, we’re putting money where our mouths are: if you register by March 15, your organization will be eligible for a $500 prize drawing.
Take a breath!

- If this is your first time participating in Idaho Gives, enjoy this process!
- Your role as a nonprofit administrator can seem overwhelming
- You don’t need to compete for incentives and prizes
- Idaho Gives may not be the right fit for all of your donors - that’s okay!
Your Next Steps

- Early Bird Registration until March 15th
  - Registration deadline is April 15th
- Follow Idaho Gives on Social Media!
  - Use #idahogives
- Watch your inbox for important emails
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit
Questions?