

Final Steps to Success for Idaho Gives

May 1 - 4



IDAHO NONPROFIT CENTER

GiveGab is becoming  Bonterra.

Submit Your Questions!

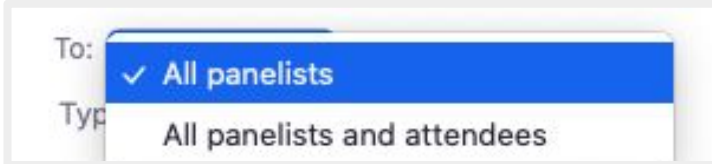
This is being recorded. The recording will be available on the /trainings page by **April 7**

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

Introduce yourself! Name, location, and organization.



Chat Box

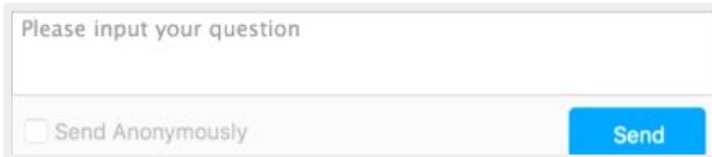


To: ✓ All panelists

Type: All panelists and attendees



Q&A



Please input your question

☐ Send Anonymously

Send

Agenda

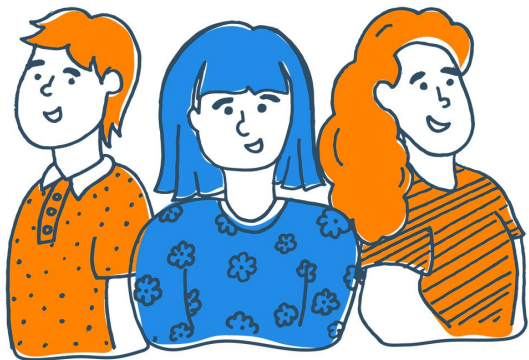


- **Idaho Gives Updates & Reminders**
- **Your Checklist for Success**
- **After Idaho Gives**
- **Next Steps**
- **Q&A**

Idaho Gives Updates and Reminders

Idahogives.org | May 1 - 4

- Donations open April 19
- Donations close May 5 at 12:00 AM
- Prizes
- Social Media Feed - use #idahogives
- Submit and find local Idaho Gives events on the [Events page](#)
- 2023 shirt sales are [now open](#)!



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 Idaho 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

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

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?



Is your profile complete?

The screenshot shows the 'Idaho Gives' campaign page for 'Advocates for the West'. The header includes the 'Idaho Gives' logo, 'PRIZES', 'MENU', and a shopping cart icon. The main banner features a mountain landscape with the text 'DEFENDING IDAHO'S NATURAL TREASURES AND WILDLIFE.' and a '20e' logo. Below the banner are social media icons and a 'Advocates for the West' title with 'DONATE' and 'FUNDRAISE' buttons. A row of five donation options is displayed, each with an image, a dollar amount, and a description of the impact. A 'CHOOSE YOUR OWN AMOUNT' button is at the bottom.

Amount	Description
\$20	For 20 years of winning for the West.
\$100	For 100 million acres of public land protected.
\$250	For the more than 250 species that call the Sagebrush Sea home.
\$500	Become a Major Level donor today!
\$1,000	Provide legal services to conservation groups, Tribes, and activists!

The screenshot shows a YouTube video titled 'A Message from Advocates for the West Staff'. The video features the 'Advocates for the West' logo, which is a stylized 'AV' inside a circle with arrows. The video player includes a 'Watch on YouTube' button and a 'Copy link' option. Below the video, there is a section titled 'JOIN OUR FIGHT FOR THE WEST!' followed by text about the organization's mission and a matching gift challenge. The 'ABOUT US' section describes the organization's history and mission.

JOIN OUR FIGHT FOR THE WEST!

Advocates for the West provides nimble, strategic, and professional legal support for threatened and often under-represented ecosystems and species — always looking for a breaking opportunity, yet steadfastly focused on long-term priorities.

Double your impact this Idaho Gives! Thanks to a generous \$45,000 matching gift challenge provided by John and Elaine French Family Foundation, Paul and Stephani Hilding, and Paul and Ann Hill, all gifts up to \$45,000 will be matched dollar for dollar.

As a public interest, nonprofit environmental law firm, we protect and defend the West's most precious natural resources and wildlife. We rely on people who love the West, like you, to help us provide our legal services at no charge to conservation organizations, Tribes, and concerned citizens across the West. Your support allows our partners in conservation to focus on what they do best rather than diverting their energies to addressing legal costs, and us to what we do best: provide clients with free, top-notch legal representation for the environment.

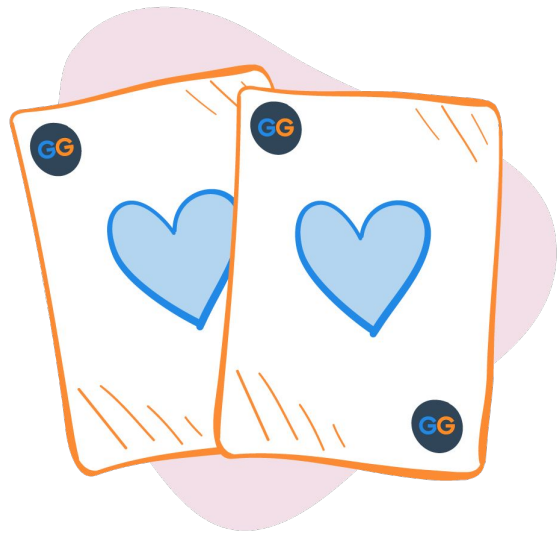
Join our fight to protect the West's public lands, water, and wildlife! Our \$45,000 matching gift challenge means your gift goes twice as far and we can keep winning for the West!

ABOUT US

For 20 years, Advocates for the West has been winning or favorably settling an average of 85% of our cases. From sage-grouse to salmon, our legal team gives voice to the fish and wildlife that make our public lands and waterways far richer than the extraordinary scenery they hold. And we protect the precious places these native species call home.

Advocates for the West is a proven performer in the federal court of law for conservation values treasured by Americans across the nation, yet so deeply threatened by a powerful few. Our mission is to win for our public lands, water and wildlife — preserving the American West now, and into the future.

Have you secured a matching gift?



Why?

- In 2022, organizations who set up a Match or Challenge for Idaho Gives raised on average **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 to your Idaho Gives profile
- ✓ Verify your match setup with GiveGab support
- ✓ Curate communications to highlight your match


What's New for 2023?

GiveGab is becoming  Bonterra.

Give a Little More

Allows returning donors to review their gifts from 2022 and prompts them to Give a Little More!

This is purely optional! Donors do not need to sign in or create an account to make a gift

 Add a 'Give Again' Message

Please provide a message to donors using the "Give a Little More" feature, as well as an image or video link!

Give Again Message (250 characters max)

Create Thanks Video

Don't want to record a video? No biggie! Add a link below or upload an image, and we'll use that instead.

YouTube or Vimeo Link

Enter the **iframe embeddable version** of the video URL, e.g. "https://www.youtube.com/embed/abcT23", "https://www.facebook.com/video/embed?video_id=12345678" limited to YouTube, Vimeo, Facebook, and Twitch.

Select Image Remove


Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 900x600.

Save

Give Again!

Thank you for your continued participation in Giving is Gorges. Below are the funds you have supported in the past and who are participating in this year's giving day. Please consider giving a little more during this year's Giving is Gorges!


Habitat for Humanity of Tompkins and Cortland Counties



\$ 22 Previous gift amount: \$20.00

+10% +20% +30%

SPCA of Tompkins County



\$ 110 Previous gift amount: \$100.00

+10% +20% +30%

Your giving saves lives. General donations go to the daily life-saving efforts of GIHS and further our mission of protecting and caring for homeless animals. Your generosity allows us to continue our life saving work and support community programs.

Ithaca Generator

Do you have ambassadors?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them 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 [Idaho 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 Nonprofit Toolkit



How will you communicate?

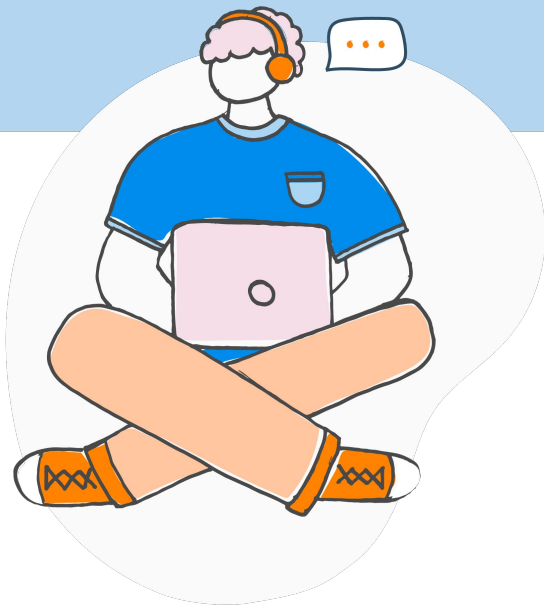


- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

Post-Idaho Gives Success

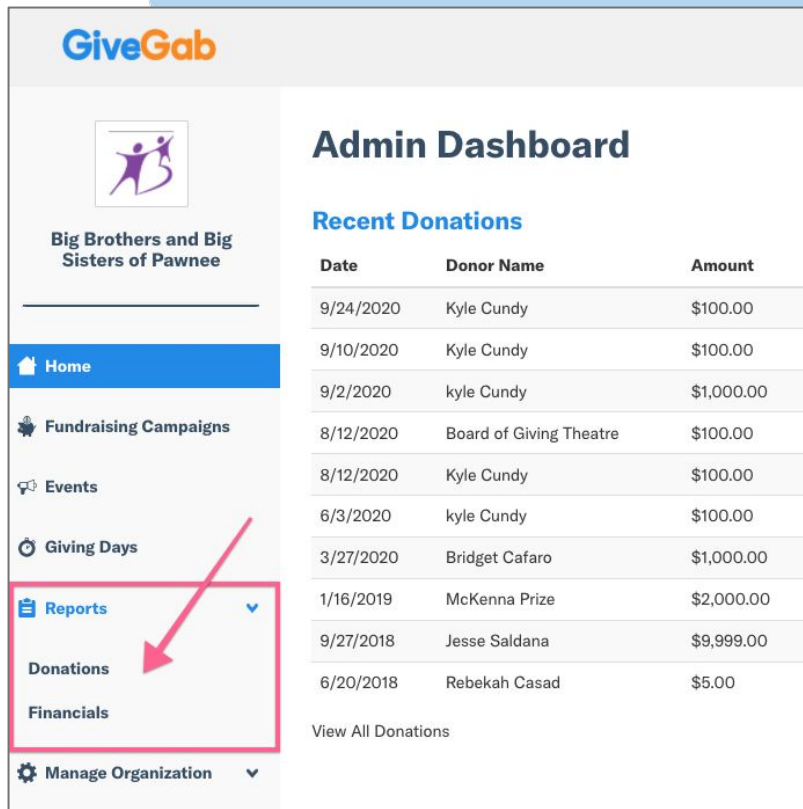
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How will you get your donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
 - Your report will contain payout dates to help you determine when gifts were deposited
- Deposits will appear on your account from “Stripe”
- Reference your **new** Financials report to reconcile deposits!

Finding Your Donor Data



The screenshot shows the GiveGab Admin Dashboard for the organization "Big Brothers and Big Sisters of Pawnee". The left sidebar contains a navigation menu with the following items: Home, Fundraising Campaigns, Events, Giving Days, Reports (highlighted with a red box and a red arrow pointing to the "Donations" sub-item), and Manage Organization. The main content area is titled "Admin Dashboard" and features a section for "Recent Donations". This section contains a table with three columns: Date, Donor Name, and Amount. The table lists ten recent donations, with the most recent being \$100.00 from Kyle Cundy on 9/24/2020. Below the table is a link to "View All Donations".

GiveGab

Big Brothers and Big Sisters of Pawnee


Admin Dashboard

Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)


Filtering Your Data



Pawnee Public Library

- Home
- Pawnee Gives (Support)
- Reports
- Donations**
- Manage Organization


Donations


 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](#)


All Giving Days & Community Giv


All Campaigns




Any Donation Type

 Start















 End



Actions	Donation ID	Date	Donor	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

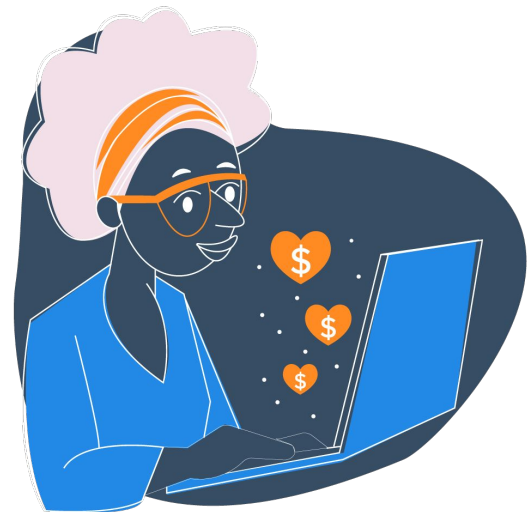
Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00
<div>  Page 2 of 2</div> <div> Export CSV Edit Bank Account Info</div>				

Viewing Dashboard for Pawnee Public Library 

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 include what you were able to achieve as a result
- Review your donor data and 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, but 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
- Idaho Gives Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



Next Steps

GiveGab is becoming  Bonterra.

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

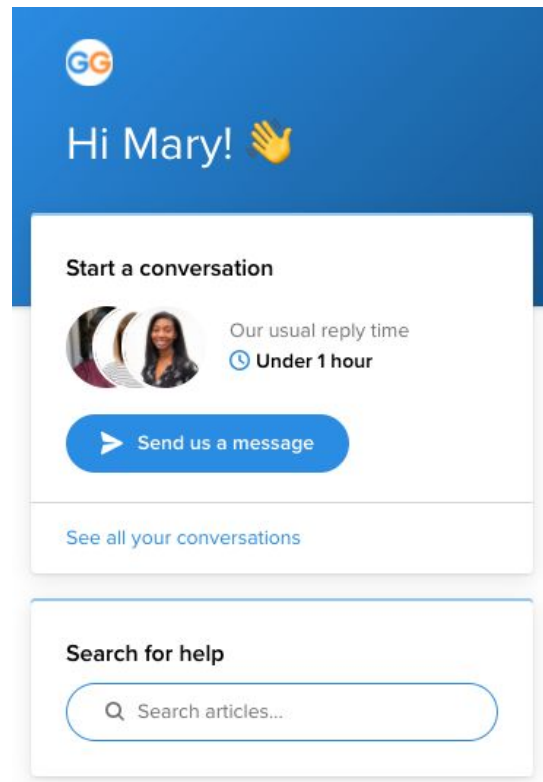
Final Checklist


- Complete your profile by April 19th
- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Idaho Gives on Social Media and use #idahogives in your posts
- 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. 

Questions?



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