

Creating the Perfect Profile



Idaho
Gives

Meet the Team



Ashley

Associate
Project
Manager



Cianne

Project
Manager

Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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

Idaho Nonprofit Center



Kevin Bailey *(he/him)*
CEO



Evin Bask *(she/her)*
COO & Head of Development



Kim Ellsworth *(she/her)*
Marketing & Communications Director



Betsy Ellsworth *(she/her)*
Idaho Gives & Program Operations Manager



Sam Smith *(she/her)*
Communication & Engagement Coordinator



Laura O'Hora *(she/her)*
Administrative & Helpline Coordinator

Regional Liaisons

Community Events Committee

- Coordinate and support a local Idaho Gives event
- Idaho Gives registration fee waived
 - (100% refund on registration post-Idaho Gives after fully participating as an liaison)
- Providing direct feedback to the Idaho Gives team on improvements for 2025
- Collaborative networking opportunities
- The chance to strengthen the impact of Idaho Gives in the community
- The option to be spokesperson for Idaho Gives media opportunities

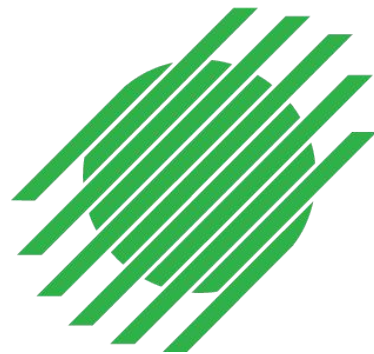
Thank You Idaho Gives Sponsors

Ambassador

George and Bev Harad

**duft &
watterson**

Companion



**Idaho
Central**[®]
CREDIT UNION

GiveGab is becoming  Bonterra.

Agenda



- **Benefits of Participating**
- **Who is Bonterra?**
- **Creating Your Profile**
- **Additional Resources**
- **Next Steps & Questions**

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 + The Idaho Nonprofit Centers 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?



Who is Bonterra?



Bonterra's mission is to power those who power social impact

- Host a secure, reliable and transparent platform for Idaho Gives
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

Before You Start Your Profile...

1. Define Your Goals

- a. How will your donors and supporters need to do to help you be successful according to your giving day goals?
- b. What do you want people to feel when they view your profile?
- c. What do you want the main call to action to be?

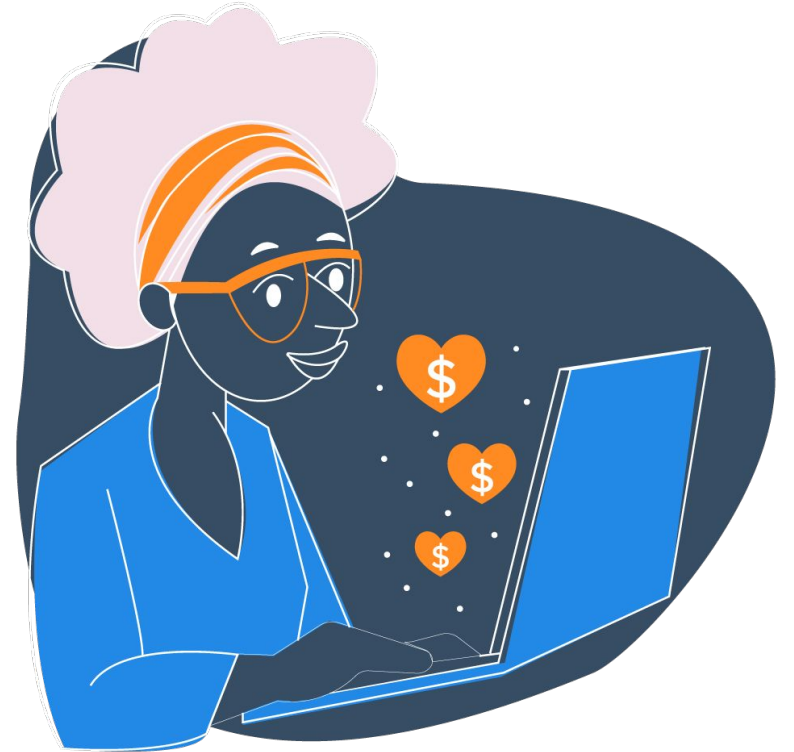
2. Gather Your Assets

- a. Do you have several photos, graphics, or videos ready?

3. What is your giving day story?

- a. What do your organizations need to know about your organization?

Completing Your Profile



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!



Idaho Gives 2024 April 29 - May 2 2024

\$0.00 Raised • 0 Donors • 0 Gifts

Analytics

Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.



Idaho Gives (2023)



Idaho Gives (2022)



Idaho Gives (2021)



Idaho Gives 2020 (2020)

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 >

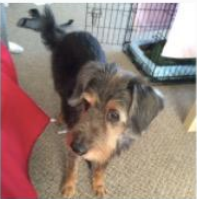
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!

✓ Add Your Organization's Info

Website

Logo



Select Image Remove

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

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

Save

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

✓ Add Your Story

Cover Photo




Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

Display Goal on Profile

\$

Tell Your Story

GT America

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 after only a year together Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab 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

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

The Significance of Storytelling

Storytelling helps donors connect to your organization!

- Provokes active listening and participation
- Lays the foundation of your organization's "big picture" or "why"
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Even more significant in the digital era!

Story Writing Prompts

Focus Story:

- What services do you provide
- How are services delivered
- What are the outcomes of these services?

People Story:

- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?

Impact Story:

- Tell us about your life before you worked with our organization
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us?

Get Verified

- 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 to Collect Donations 

Status: Incomplete

Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

Get Verified

Complete Your Verification

Set Up Donations

Documents

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

Verify Your Organization

Get Verified



Bonterra partners with Stripe for secure financial services.

[← Return to Bonterra](#)

Powered by **stripe**

[Terms](#)

[Privacy](#)

English (US)

Contact Bonterra for support
customersuccess@givegab.com

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

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)

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

✓ Add Donation Levels


We recommend having 3 or 4 donation levels.




\$25.00
Provides one week of food for a senior pup
[Edit](#) [Remove](#)



\$50.00
Provides a super soft bed for a loving senior pup
[Edit](#) [Remove](#)



\$100.00
Helps a family foster one of our amazing senior pups
[Edit](#) [Remove](#)



\$500.00
Provides life changing surgery to a senior pup in need
[Edit](#) [Remove](#)

Add Donation Level

- 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

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


Thank You Message

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

Add Fundraisers

Search Fundraisers

Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser Donors Amount Raised Goal Email Phone Actions

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

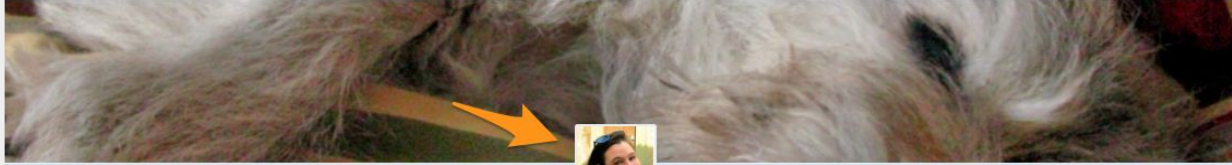
\$.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

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](#)



Bridget Cafaro's fundraiser for
Logan's Pups

DONATE

20%

\$100 Raised **\$500** Goal! **1** Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



\$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 changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



Did you know?



Organizations who used P2P fundraising last year raised on average **3.4x 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/>



Visual Content: The Facts

40x more likely to get shared on social media than other types of content

People remember **80%** of visual information vs. 30% of read information

In a persuasive speech to an audience, **67%** of the audience were persuaded with visuals versus 50% without

29% of people consider social media to be the communication tool that most inspires giving

87% of donors who first donate from a social referral source make their second donation from a social referral source

A Completed Profile



A Completed Profile



\$10

Drop In Session



\$25

Supplies for camps



\$100

College Prep Drop In



\$250

Skills camp for one student



\$500

Library Drop In Activities



\$1,000

Supports a bilingual scholar for the summer

CHOOSE YOUR OWN AMOUNT

<https://www.idahogives.org/organizations/the-space-idaho-inc>

GiveGab is becoming  Bonterra.

Our Story



The Space provides

Individualized academic support so that all students can overcome barriers, discover their learning power, and access an exceptional education. We believe that each student has unique strengths and deserves the same investment of time, care, and attention, regardless of ability to pay or perceived potential.

We do this through

- Student-driven education
- Individualized attention and care
- Guidance through challenges
- Investment in students

As school wraps up for the summer, learning doesn't need to pause. The Space will continue to be a gathering place for 6-12 grade students who are wanting to be part of a community of engaging and caring support and looking to fill their time with exploration of interesting STEM topics or continue building their academic skills.

Your Nonprofit Toolkit

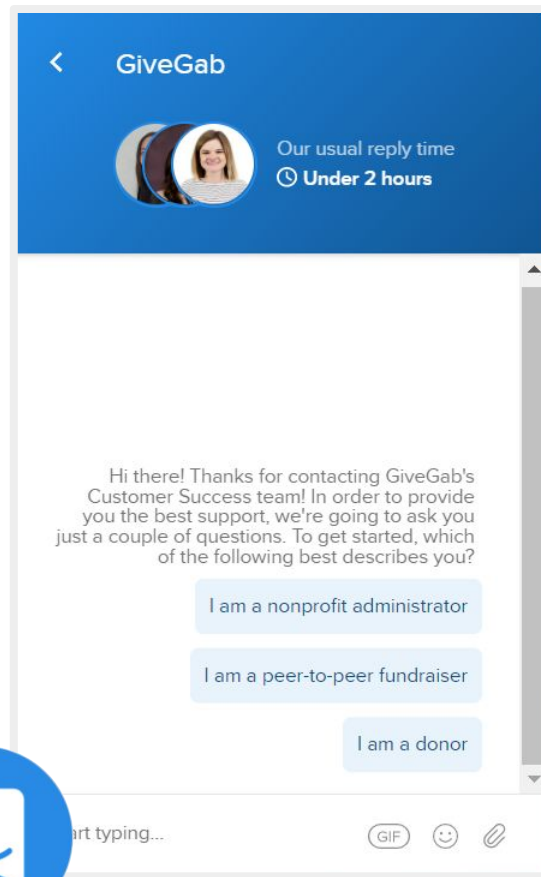
The Nonprofit Toolkit has valuable resources for all your Idaho Gives needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!



How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - bonterratech.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with our Customer Success Team
 - Look for the little blue chat bubble



Your Next Steps



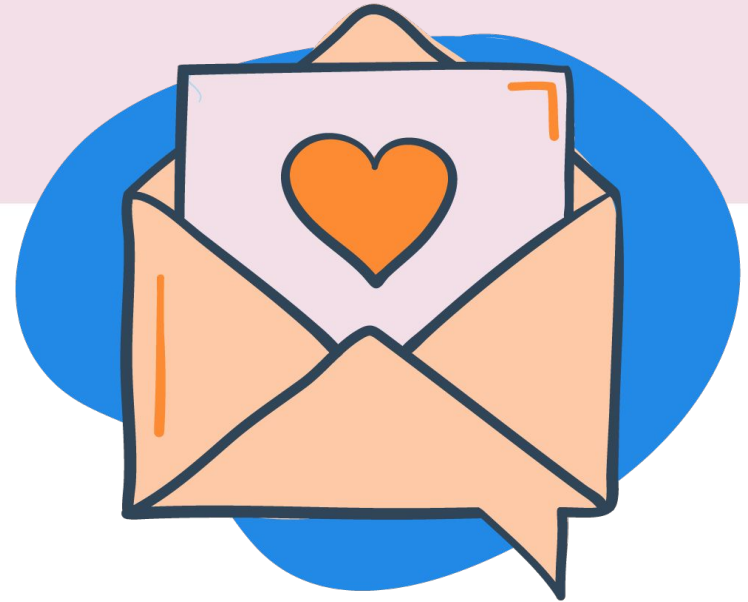
Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin 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

What to work on over the next couple of weeks:

- Follow Idaho Gives on Social Media and use #IdahoGives Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for the next webinar
- Explore the toolkit



Questions?



Idaho
Gives