

Getting Ready Webinar

May 18, 2022

JOY OF GIVING



Welcome!



JOY OF GIVING

Joshua Pfeifer

Archdiocese of Omaha

Introductions



Julie Kenny

#iGiveCatholic

National Program Director

Your GiveGab Team



Laryssa Hebert
Sr. Project Manager

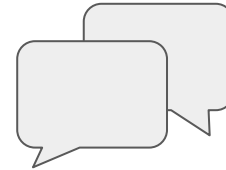
Submit Your Questions!



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.

Agenda

- Participation – Eligibility and Benefits
- Who is #iGiveCatholic?
- Who is GiveGab?
- Joy of Giving Basics
- Registering for Joy of Giving Day
- Navigating Your Dashboard
- Next Steps and Questions

Eligibility

- All 501(c)3 parishes, schools and ministries, listed in the Official Catholic Directory within the Archdiocese of Omaha
- Includes Catholic parishes, schools, ministries, apostolates, and religious orders
- Must be able to accept ACH direct deposit transfers to a valid checking account

Benefits of Participation



- **Re-engage** with existing supporters, **gain** new supporters
- Leverage Joy of Giving Day to **reach other internal goals**
- Increase your **organization's visibility** and exposure
- Take advantage of **state-of-the-art online** fundraising tools
- **Gamify** your day and motivate donors to make a greater impact with 'Next-Level Features' like Peer-to-Peer Fundraising and Matching Gifts
- Incorporate offline (cash/check) gifts - **all donors** can feel like they are a part of the day!

Who is #iGiveCatholic?

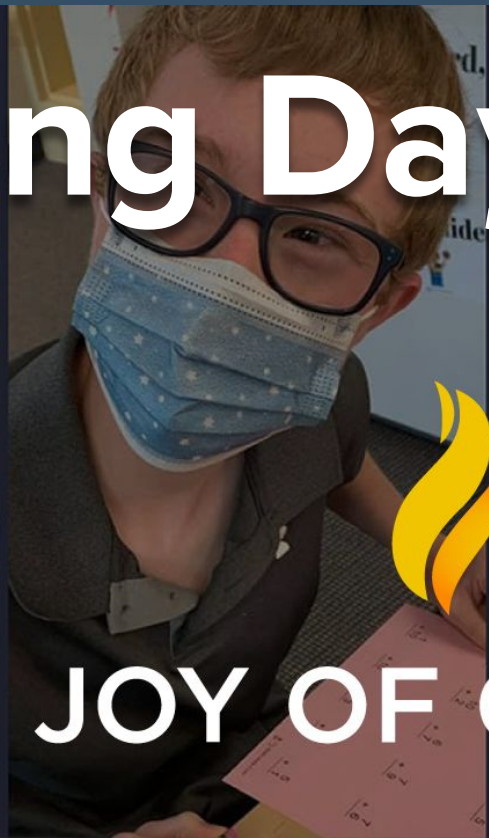
- [#iGiveCatholic](#) is the nonprofit parent organization of #iGiveCatholic on #GivingTuesday, and now [#iGiveCatholic Together](#), a year-round platform to connect the generosity of faithful donors with nonprofit ministries that unite and impact communities such as those in the Archdiocese of Omaha.
- Mentor and partner for the Joy of Giving Day
- Gifts are given through #iGiveCatholic, a registered fundraiser in every state, to your organization using the GiveGab platform technology

Quick Guide To GiveGab

Soon to be
Bonterra!

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

Joy of Giving Day Basics



JOY OF GIVING

Joy of Giving Day Basics

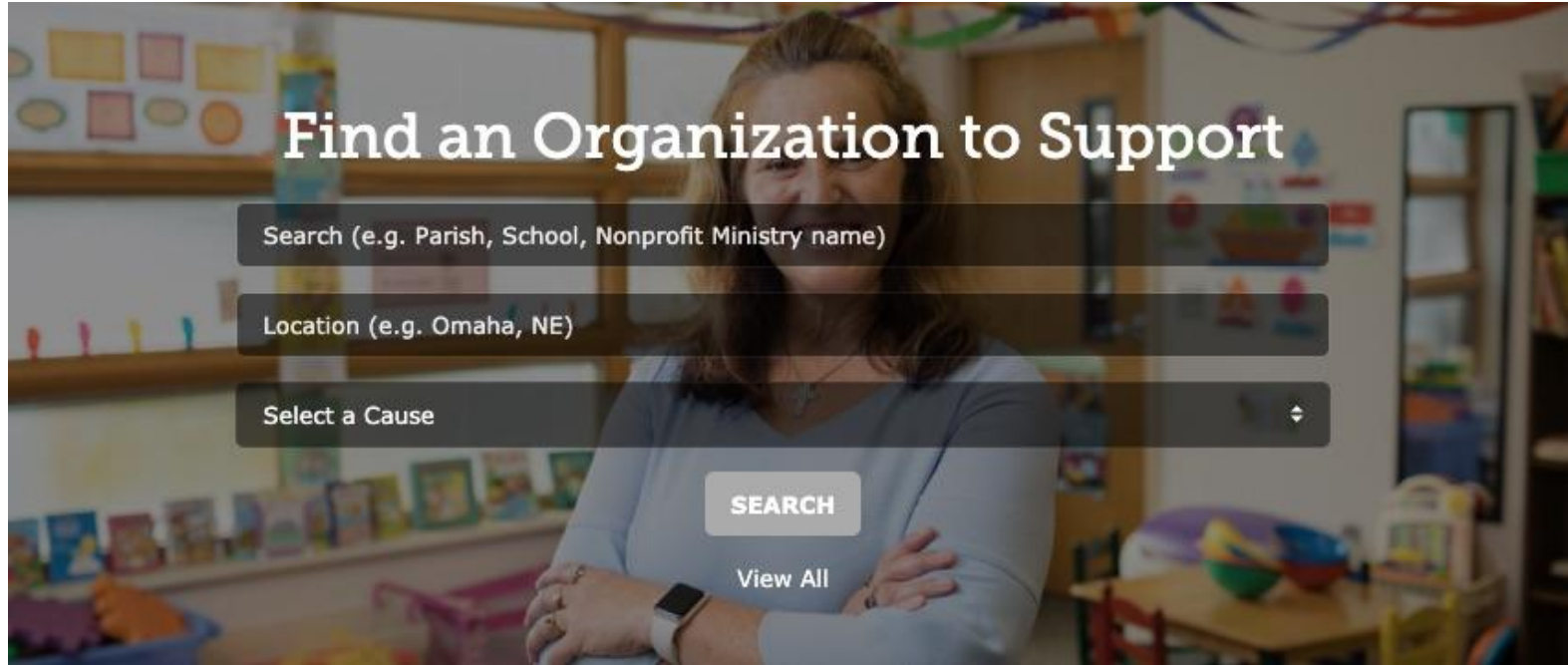
- ***omaha.igivecatholictogether.org*** | May 18th, 12am - 12am
 - You'll conduct your own campaign (profile!), to be featured on the site
 - Your organization's marketing efforts are the key to your success!
- Live activity on the day
 - Leaderboards
 - Tagboard
- Platform remains open for online and offline gifts **through May 26**
- What will the donor experience look like?

*An **Advanced Giving** phase
is available for donors
beginning **May 2!***

Live Site!

The screenshot shows a live fundraising page for 'Joy of Giving'. At the top left, it features the hashtag #GIVEAHOUC and the word 'TOGETHER'. A search bar is located at the top center, and 'PRIZES' and 'MENU' buttons are on the right. A central banner displays '0 DONORS', '\$0 RAISED', and '0 ORGANIZATIONS'. Below this, the text 'JOY OF GIVING' is prominently displayed with a yellow flame logo, and a 'DONATE' button is positioned underneath. A large digital timer shows '11 : 17 : 43' with 'hours', 'mins', and 'secs' labels. The background is a collage of four images: a smiling young girl, a priest in green vestments, a boy wearing glasses and a face mask, and two women. On the right side, there are social media icons for Facebook, Twitter, and Instagram. At the bottom left, there is a 'Pause Animation' toggle switch.

Organization Search for Donors



Leaderboards

Leaderboards

Name	Amount Raised ▼	Donors
1. St. Mary Sample Parish (City Name)	\$5,750.00	2
2. Our Lady of Sample School	\$250.00	1
3. St. Pius X Parish		0
4. Roncalli Catholic High School		0
5. Creighton Prep		0
6. Holy Name Men's Club Restore the Glory		0
7. St. Patrick's Church of Fremont		0
8. Omaha Catholic School Consortium		0
9. St. Patrick's Catholic Church & School (Elkhorn)		0
10. St. Phillip Neri Catholic School		0

[View More](#)

Donor Recognition

Recent Gifts

Anonymous - \$750.00

A donation supporting [St. Mary Sample Parish \(City Name\)](#)

Mr. and Mrs. Komenda - \$250.00

A donation supporting [Our Lady of Sample School](#)

Anonymous

A donation supporting [St. Mary Sample Parish \(City Name\)](#)

Tagboard

<https://fwsb.igivecatholic.org/organizations/bishop-luers-high-school> #LuersSpirit #GoKnights



Bishop Luers
@BishopLuers

#givingtuesday2021 is November 30! Please join in and support Catholic education at Bishop Luers High School! Early giving is open now: fwsb.igivecatholic.org/.../bishop-lue... #GiveCatholic #LuersSpirit #GoKnights pic.twitter.com/PRIRWPYLKx <https://t.co/PRIRWPYLKx>

24 Nov 10:00am

Instagram user
about 3 hours ago



There's still time to make a difference! Thank you for all those that have donated to Carroll's

Instagram user
about 2 hours ago



Thank you to AP 2D Art and Design students Maggie, Angelina and Audrey for the beautiful fall hallway mural we had up this month! Help us support these talented artists during iGiveCatholic on GivingTuesday! Advanced giving is going on now: richmond.igivecatholic.org/organizations/chsvbcrusaders #CRUpride #CRUconnected #igivecatholic #GivingTuesday



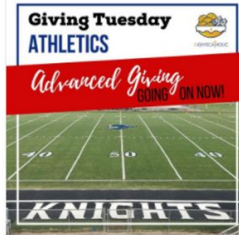
Catholic High School
@CHSVBcrusaders

Thank you to AP 2D Art and Design students Maggie, Angelina and Audrey for the beautiful fall hallway mural! Help us support these talented artists during iGiveCatholic on GivingTuesday! Advanced giving is going on now: richmond.igivecatholic.org/organizations/.../CRUpride #CRUconnected pic.twitter.com/soMVAznlq

24 Nov 9:31am

24 Nov 10:00am

Instagram user
about 2 hours ago



Donate today to support our Montgomery Catholic Athletics! We are accepting advanced donations now for Giving Tuesday - November 30. All gifts will count towards our goal. Help us reach our goal of \$40,000 this year! Your support will go towards the purchase of a new Toro Workman 2100 Utility Vehicle for Facilities Maintenance. Give Now using the link below! <https://mobile.igivecatholic.org/campaigns/athletics-9d73e4f4-c9e3-4380-b0e7-b1e5a9b7a733> #igivecatholic #GivingTuesday

Instagram user
about 3 hours ago



Your Profile



Our Story

Top Fundraisers

Our Story



The Omaha Catholic School Consortium provides academic, administrative and financial support to its member schools. To ensure students have access to an exceptional education in a challenging and culturally diverse environment, where they are encouraged to explore their Catholic faith and become Disciples of Christ. We are committed to Catholic education that will bring our community to generations to come.

Seeking in 2020, The Omaha Catholic School Consortium is made up of a collaborative partnership between Holy Cross, Our Lady of Lourdes, St. Bernadette, St. Thomas More, St. Peter & Paul, and the Dual Language Academy.

Fundraisers

STM Bengals	\$100
St. Bernadette	\$100
St. Felices	\$100
Dual Language	\$100
CLL Panthers	\$100



\$630

Family Tuition Sponsor: Help a family pay their annual tuition

\$1,000

Gym Equipment

\$2,000

Men's STAM Equipment

\$8,000

Education Club sponsor one student's education for one year

CHOOSE YOUR OWN AMOUNT

Our Story

Located in North Omaha, Jesuit Academy offers 75 young men in grades 4-8 a transformative educational opportunity that encourages them to claim ownership of their lives and develop themselves as responsible leaders. Our school is guided by Catholic principles and the core values of Jesuit education: Grasp Values, Academic Excellence, Self-Discipline, Religious Diversity and being Men-for-Others. Jesuit Academy is one of 18 Jesuit Nishley Middle Schools in the United States.

One of the guiding principles of these schools is to provide a faith-based education that breaks the cycle of poverty in underserved communities across America. The model includes an extended school day, an extended school year, and a national scholarship awardment plan. Founded in 1966, Jesuit Academy offers its students a transformative education that integrates a rigorous academic curriculum with co-curricular programs in athletics, the arts, community service, cultural enrichment, social skills and spirituality.

Jesuit Academy is committed to walking with our students throughout their educational journey. Our graduates have attended various secondary schools - more than two-thirds of each graduating class have earned full scholarships to college preparatory schools - and we boast a 98% overall high school graduation rate. More than 91% of graduates have enrolled in college, entered the military or entered the workforce immediately following high school graduation.

Simple Donation Processing



- Quick, easy and fun 3-step donation process!
- All major credit cards accepted (even international payments)
- Direct debit via “Bank Account” option and log into your bank
- Securely processed via Stripe - PCI Level 1 Compliant Processor
- GiveGab’s chat support in each step of the donation form!

Transparent Donation Processing

Credit Card:

3.4% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5.9% + \$0.30

ACH:

3.4% Platform Fee
+
\$3.00 flat bank fee
=
3.4% + \$3.00

***\$100 minimum*

Transparent Donation Processing

Confirm Your Gift
Step 3 of 3

Orca Conservancy	Gift: \$25.00
<hr/>	
Email:	generousdonor@givegab.com
Fees:	\$2.02
What's with these fees?	
<input checked="" type="checkbox"/>	I'll cover the fees to save the organizations from having to pay them
Total:	\$27.02

- Donors can opt-in to cover all fees on behalf of your organization
- Fee information is front and center, and live-calculates
- Last year, **72%** of donors cover fees during Joy of Giving!
- *Donors can anonymize gifts, donate in honor or in memory of, and more!*

Immediate Donor Thank You

- Automatic Thank You Emails via #iGiveCatholic
- Sent immediately after the gift is made
- Serves as a tax-deductible receipt

Pro Tip: Be sure to follow up with a more personal thank you!



The screenshot shows an email from Joy of Giving. At the top is the Joy of Giving logo, which consists of a yellow flame icon above the text "JOY OF GIVING". Below the logo, the recipient's name "Laryssa," is displayed. The main heading of the email is "Your donation receipt from Our Lady of Sample School". Below this heading is a list of donation details: Donor: Laryssa Hebert, Date: April 16, 2021, Organization: Our Lady of Sample School, Designation: Joy of Giving Day, Amount: \$100.00, and Total: \$100.00. A yellow button with the text "View Your Donations" is positioned below the details. At the bottom of the email, there is a disclaimer: "Generally, donations made using the GiveGab platform are not in exchange for any goods or services. However, for donations of \$250 or more, you may want to verify this with the organization directly for income tax compliance reasons. Please consult a tax professional to determine what portion of the donation, if any, may be claimed as a charitable deduction."

JOY OF GIVING

Laryssa,

**Your donation receipt from
Our Lady of Sample School**

Donor: Laryssa Hebert
Date: April 16, 2021
Organization: Our Lady of Sample School
Designation: Joy of Giving Day
Amount: \$100.00
Total: \$100.00

[View Your Donations](#)

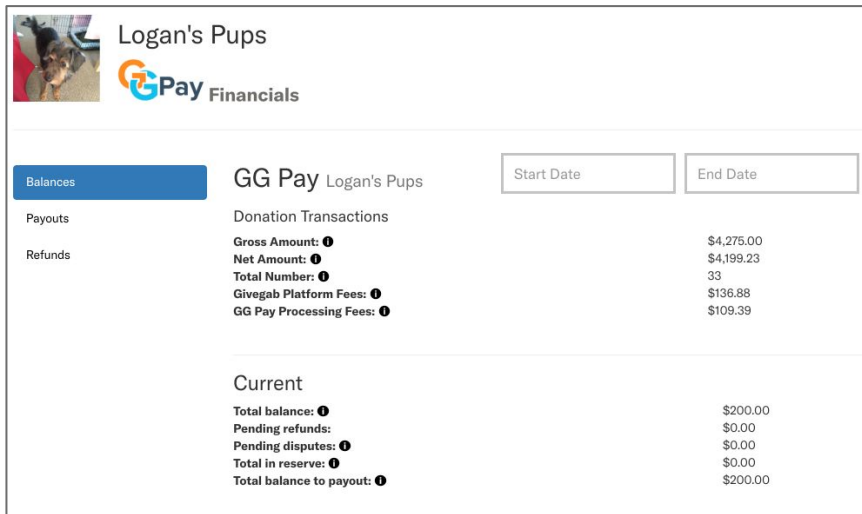
Generally, donations made using the GiveGab platform are not in exchange for any goods or services. However, for donations of \$250 or more, you may want to verify this with the organization directly for income tax compliance reasons. Please consult a tax professional to determine what portion of the donation, if any, may be claimed as a charitable deduction.

What's New from GiveGab?



JOY OF GIVING

In-Depth Financial Reporting



Logan's Pups
GG Pay Financials

Balances

GG Pay Logan's Pups

Start Date

End Date

Payouts

Refunds

Donation Transactions


Gross Amount: 1	\$4,275.00
Net Amount: 1	\$4,199.23
Total Number: 1	33
Givegab Platform Fees: 1	\$136.88
GG Pay Processing Fees: 1	\$109.39

Current


Total balance: 1	\$200.00
Pending refunds:	\$0.00
Pending disputes: 1	\$0.00
Total in reserve: 1	\$0.00
Total balance to payout: 1	\$200.00

- Understand your balance from an accounting perspective
- Match each online gift to a deposit

Elevating Fundraisers


Tell Your Story

Your Story Image



[Select Image](#) [Remove](#)

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1200x800.

Set A Goal





\$


Video Link (YouTube or Vimeo)

Your Phone Number

This will not be displayed publicly.

Tell Your Story

GT America • Formatting • A B / U    

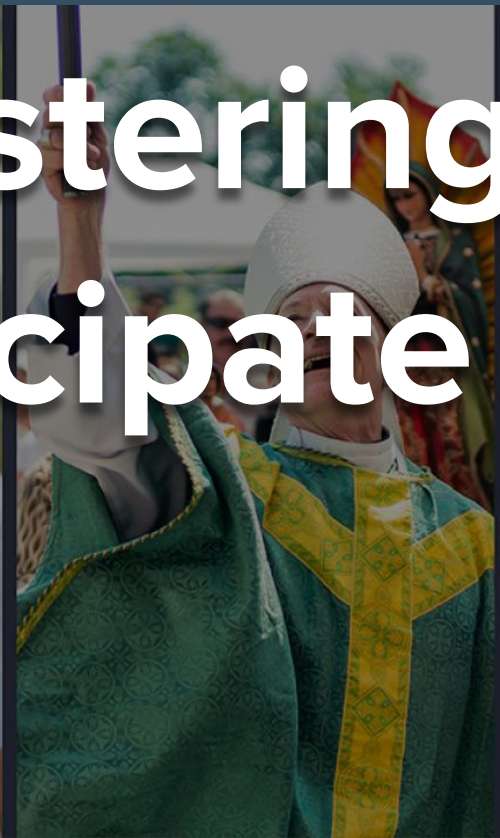


I am so proud to support the Greater Pawnee German Shepherd Rescue! I rescued my german shepherd, Toby, six years ago from this rescue and I cannot speak more highly of them. They provide such important services and have saved the lives of countless german shepherds.

Today, I am asking that you give back to my fundraiser during Pawnee Gives to support this incredible rescue in all that they do! Your gift, no matter the size, will make a tremendous difference. Thank you so much for supporting my fundraiser!

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor

Registering to Participate



JOY OF GIVING





JOY OF GIVING

REGISTER NOW

Join us May 18, 2022 for Joy of Giving!

Joy of Giving Day begins in

55 : 11 : 51 : 59
days hours mins secs

Pause Animation





Find Your Organization

and participate in Joy of Giving Day

Search for your organization

Start typing in the box above to find your organization.



No organizations match your search criteria.

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

Organization Name

Street Address Line 1

Street Address Line 2

City

State ZIP/Postal Code

Select a State

Not located in the United States?

Your First and Last Name

Your Email

Password

Click "Continue" to complete your registration for

Logo



Select Image

Remove

Recommended dimensions 300x300
Max file size 5MB

Welcome to the Registration Phase for Joy of Giving! Please complete the registration form below, and use the blue chat bubble if you have any questions. The Terms of Service for Joy of Giving are [here](#).

1. Is your organization a...? *

Please select one choice

2. I agree to the Terms and Conditions outlined in the welcome message above, as well as the footer of the Joy of Giving Day site. *

Please select all that apply

I agree

3. Who will be your contact for Joy of Giving? (This is someone the archdiocese point person can contact with questions.) *

4. What is your contact's phone number? (This is in case your archdiocesan point person has questions.) *



Your Joy of Giving Dashboard

GiveGab Home Support | Laryssa

Joy of Giving Day

JOY OF GIVING \$0.00 Raised • 0 Donors • 0 Gifts

Analytics

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Joy of Giving Day.

Donation 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!](#) You can see your currently entered information [here](#).


56 Days to Launch

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Note: Thank You Message section should be skipped!

Your Joy of Giving Dashboard

Donation Tools


 Add Offline Donation


 Manage Sponsor Matching


 Manage Donations

 Embed a Donate Button

Get Prepared

 Webinars and Workshops


 Giving Day Toolkit

 Help Center

Other Actions

 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

Share Your Page

<https://omaha.igivecatholictogether.org/organizations/st-joseph-cf>



Are You Verified to Collect Donations?

Joy of Giving Day

JOY OF GIVING \$0.00 Raised · 0 Donors · 0 Gifts

56 Days to Launch

Analytics

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Joy of Giving Day.

- ✓ 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

Pro Tip:

It can take several business days to get verified. Don't wait until the last minute!

Managing Access to Your Organization

The screenshot displays the GiveGab dashboard for a 'Joy of Giving Day' campaign. On the left is a navigation sidebar with a 'Manage Organization' menu highlighted by an orange box and an arrow. The main content area features a 'Joy of Giving Day' header with statistics: '\$0.00 Raised', '0 Donors', and '0 Gifts'. Below this is a 'Get Set Up' section with a checklist of tasks, each marked with a green checkmark and a right-pointing arrow. A '56 Days to Launch' badge is also present.

JOY OF GIVING **Joy of Giving Day** **56 Days to Launch**

\$0.00 Raised • **0** Donors • **0** Gifts

Analytics

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Joy of Giving Day.

- ✓ Add Your Organization's Info
- ✓ Add Your Story
- ✓ Get Verified to Collect Donations
- ✓ Add Donation Levels
- ✓ Add a 'Thank You' Message
- Add Fundraisers

Navigation Menu:

- Home
- Giving Days
- Reports
- Manage Organization**
 - Edit Information
 - Add Administrator
 - Bank Account & Verification
 - Supporters
 - Documents
 - Surveys

Granting Full Administrative Access

First Name
Jane

Last Name
Doe

Email
email@email.com

St. Pius X St. Leo School Member

Make this person an administrator for St. Pius X St. Leo School

Make this person a Giving Day profile editor for St. Pius X St. Leo School

Cancel Add Member

Granting Access to Giving Day Profile

First Name
Jane

Last Name
Doe

Email
email@email.com

St. Pius X St. Leo School Member

Make this person an administrator for St. Pius X St. Leo School

Make this person a Giving Day profile editor for St. Pius X St. Leo School

Cancel Add Member

Next-Level Features & Resources



JOY OF GIVING

Peer-to-Peer Fundraising

- Expand your reach and invite supporters to create their own personal fundraising pages
- Every dollar they raise is included in your organization's overall totals!
- You can easily create and manage pages if needed
- Invite fundraisers or allow open-signups through your profile page
- On average, organizations who used P2P last year raise **2.1x** more than those without P2P!

Pro Tip:

Watch the **Peer-to-Peer Fundraising Training** on the Trainings page for step-by-step directions and strategy!

Matches & Challenges

- Use pledged donations to increase impact
 - **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.
- Last year, organizations with matching funds raised on average **9x more** than organizations without



Pro Tip:
Watch the **Matches Training** on the Trainings page for more info!

Embed a Joy of Giving Donate Button

- Create a branded “Donate” button to embed on your organization’s own website. *Never miss a donation on the day!*
- All donations that come through this button will be added to your totals
- Donation form is exactly the same, and includes chat support!

Embed a Joy of Giving Donate Button

Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:

Joy of Giving Day

Step Two: Choose the text

Donate Now

Step Three: Choose the color

#269E32



Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are real donations. Your credit card will be charged.

Donate Now

Step Four: Copy and paste this code into your website

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js">
</script><button class="givegab-button" data-campaign-id="136096" data-
host="https://www.givegab.com" data-org-id="499380" data-preview="" style="background-
color: #269E32;">Donate Now</button>
```

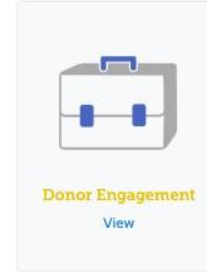
Copy to Clipboard

Joy of Giving Day Resources

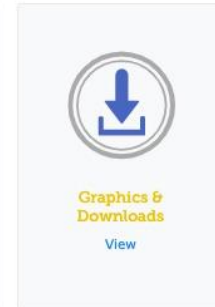
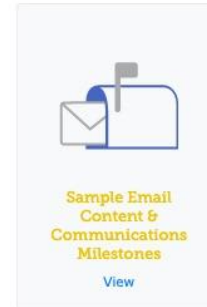
omaha.igivecatholictogether.org/info/resources

- Customizable templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!

2. Next Steps



3. Spread the Word



Joy of Giving Day Resources

GiveGab's Giving Day Training Videos

[Creating the Perfect Profile](#)

[Telling Your Story](#)

[Goal Setting Strategies](#)

[Engage Your Board](#)

[Peer-to-Peer Fundraising](#)

Learn all about this effective online fundraising strategy, and view some quick how-to videos to get started with GiveGab's P2P Fundraising tool.



[WATCH VIDEO](#)

[DOWNLOAD SLIDES](#)

Looking for more information on getting started with P2P Fundraising? Check out the trainings below!

[How to Add P2P Fundraisers](#)

[How to Edit and View a P2P Fundraiser's Profile](#)

[How to Remove An Existing P2P Fundraiser](#)

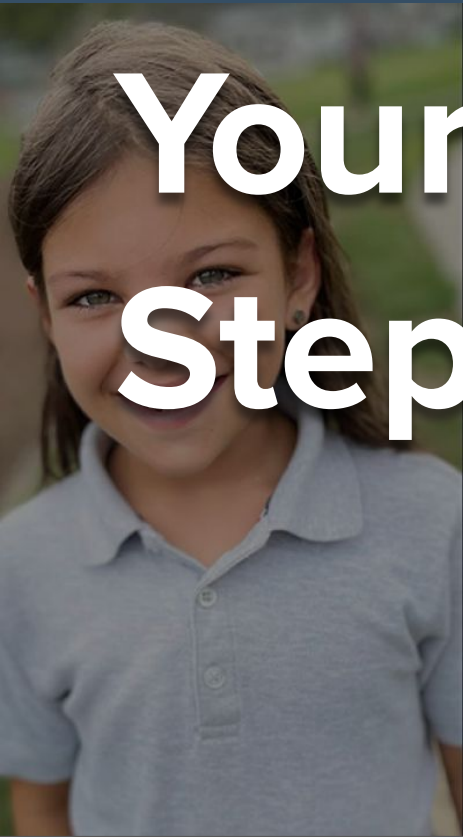
[How to Invite a Supporter to Sign Themselves Up as a P2P Fundraiser](#)

Joy of Giving Day Resources

- [Google Drive](#) with Archdiocesan Resources
- A [Marketing Toolkit](#) and a [Marketing Timeline on the website](#)
- **For program or other questions please contact:**
Josh Pfeifer
Development Associate, Stewardship & Development Office
jdpfeifer@archomaha.org
402.557.5650 ext 1918
- **Tech help?**
Contact GiveGab in the Blue Chat Bubble, or email questions@igivecatholic.org
M-F, 8am - 5pm ET
Outside of support hours? Check out GiveGab's [Support Articles](#)



Your Next Steps



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Stop! Take a breath :)

- Enjoy the process and think about what your organization can gain from this
- Your role can seem overwhelming - fundraising is hard work!
- This event may not be the right fit for all of your donors - that's okay!



Your Next Steps

- Archdiocesan webinar **April 6 at 11:00AM** called “Incorporating Days of Giving into Your Annual Plan” Register [HERE](#)
- Register by **April 22** and ensure your banking information is ready to go!
- Follow **@ArchOmaha**, use **#ArchOmaha**, **#ArchOmahaTogether** and **#JoyofGiving** hashtags
- Meet internally to discuss your organization’s goals and strategy
- Have your profile page ready to go by **April 30!**

Questions?



JOY OF GIVING



Common Questions

- What is the minimum donation on-line?
 - *The minimum online donation is \$10!*
- Is PayPal or Venmo an option for giving?
 - No, GiveGab partners with Stripe to process all payments securely. We don't have a partnership or integration available at this time to use PayPal. We do however work with Google Pay and iPay through our Mobile Pay feature.

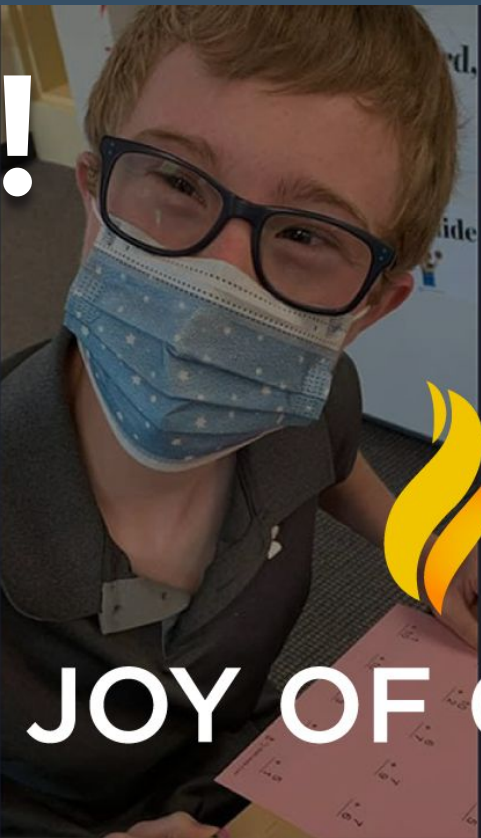
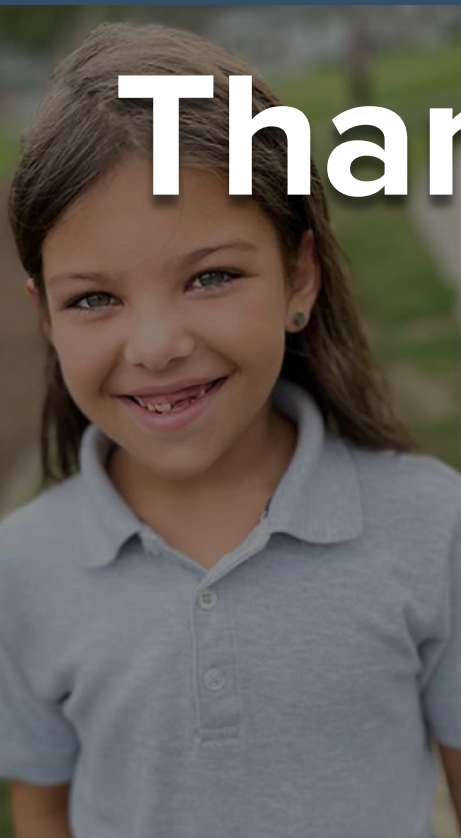
More Common Questions

- Will we be able to embed our profile onto our own website so anyone who comes to our website will see our profile or do we have to drive all traffic to the #iGiveCatholic Together site?
 - *You should drive all traffic to your profile page within the Omaha site on #iGiveCatholic Together. However, there is an option for you to embed a donate button on your website from your Joy of Giving profile that can replace your regular donate button during Giving Day dates - that way you don't miss a donation! All donors and totals are accounted for on your profile page and reports.*
- Will there be 'prizes' throughout the day for nonprofits to win? Ex: Win \$500 prize for having the most unique donors between 8am-9am
 - *We are still working on this. More to come on prizes! Watch your email.*

And, Still More Common Questions

- Is there an "Other" donation level? I was only able to put in certain amounts.
 - *Yes. Once you enter all your amounts, one is automatically added that says something like "Choose Your Own Amount"*
- Pros/cons of using donation levels. Are people more likely to give more if donation levels are an option?
 - *Levels help donors understand the tangible impact of their gift. This dollar amount = this service. It also helps them understand your needs, and how their donation can fit into your overall goals for the Giving Day. They are completely optional but GiveGab recommends them! No cons here.*

Thank You!



JOY OF GIVING

