

Getting Ready for

GIVE  GROW

IOWA 4-H

October 8th, 2019

- The Basics
- Benefits to Participating
- 2018 Results
- What's New in 2019
- Intro to GiveGab - your 2019 Give. Grow. Iowa 4-H platform!
 - The GiveGab Basics
 - Key Features and Resources
- Registering for Give. Grow. Iowa 4-H
- Next Steps

- <https://www.iowa4hgivingday.org/>
- October 8th, 2019 - midnight to midnight
- County programs conducting their own unique campaign on the day
- Trainings, tools, templates, and guides offered to optimize efforts

Benefits of Participating

- **Re-engage with your existing supporters to make a greater impact**
- **Opportunity to raise awareness of unique programs your county is doing**
 - Use your page to highlight what your county is doing: day camps, school programs, clubs, Clover Kids, county fair, workshops, trips, etc.
- **This event is statewide - reach alumni who have moved away!**
 - Opportunity to reach those 4-H'er alumni who no longer live in your county but still want to support the local program they grew up in. Create specific social media posts targeted at them, etc.
- **Utilize the Giving Day to help your county reach other internal goals**
 - Do you know a business interested in doubling people's gifts? Having matches or challenge gifts encourages people to give.
- **Motivate donors to make a greater impact with prizes and match incentives**

2018 Results

GIVE  GROW
IOWA 4-H

Thank You for supporting
Give. Grow. Iowa 4-H!

Outcomes &
Results

\$22,555.21
Raised

146
Donors

What's New in 2019 for Give. Grow. Iowa 4-H!

- Adding County Pages
- Adding Peer-to-Peer Fundraising
- Opportunity for donors to be fundraising champions
- Can add volunteer opportunities to your county page
- Embeddable donation widget

Transparent Pricing

3% Platform Fee

+

2.2% Credit Card Fee
+ \$.30 per transaction

=

5.2% + \$0.30

- No registration cost or subscription required to participate
- Donors ALWAYS have the option to cover all fees on behalf of your county - this option will be pre-checked this year!
- Historically around 65-75% of donors cover fees on your behalf
 - 75.9% donors covered fees in 2018

Who is GiveGab?

GiveGab is modern, easy-to-use software that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, donor management, supporter engagement, Giving Days, and so much more!



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
- More fundraising opportunities beyond Give. Grow. Iowa 4-H



Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating counties verified as IRS and State recognized programs.
- Fail Safe Redundancy Plans for Give. Grow. Iowa 4-H
 - Load Testing
 - Cloud Services
 - Backup Plans
- Complete Transparency with your county and donors



GUIDESTAR®



IRS



amazon
web services

Simple Donation Processing



- All major credit cards accepted
- Securely processed through Stripe
- Remember! Donors always have the option to cover all fees on your behalf
 - Again around 65-75% of donors choose to cover all fees for their donation and this option will be pre-checked this year!

Give, Give, and Give Again!

Donate to more than one organization

Step 1 of 3

Choose an amount to give:

Name to Display (Optional):

Please do not display a name publicly.

Please do not display the donation amount publicly.

Make this a recurring gift.

Make this donation in honor of or in memory of someone.

Add a Public Message to this Donation

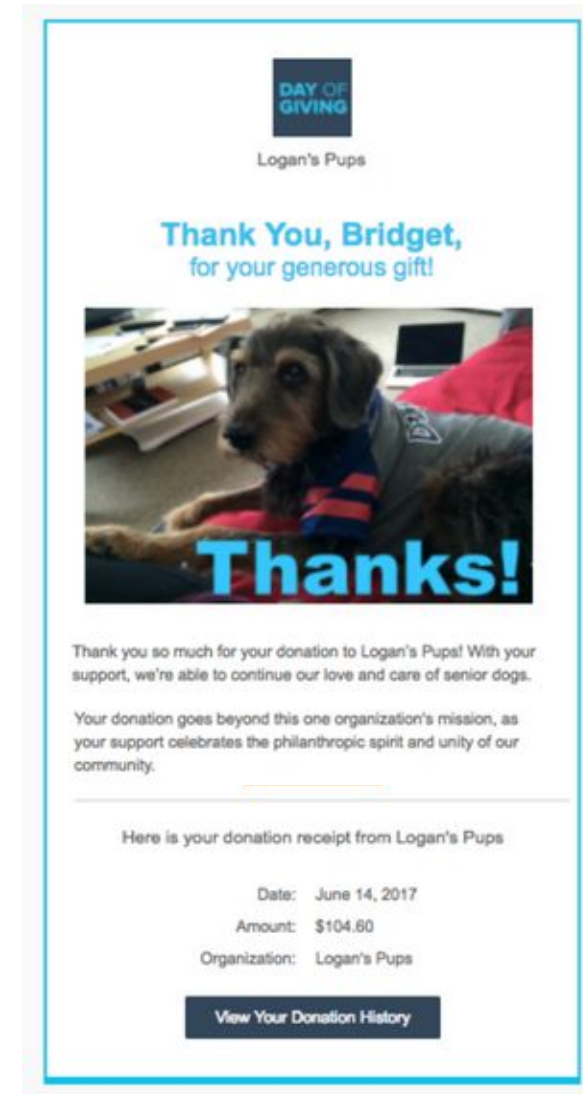
[Remove this donation](#)

Choose an amount to give:

GiveGab's Gift Basket feature and multi-give donation form makes it quick and convenient for donors to support multiple programs at once!

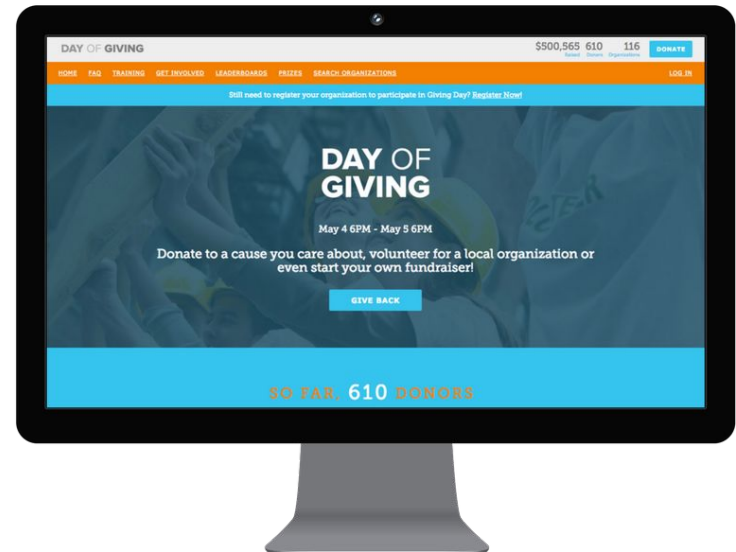
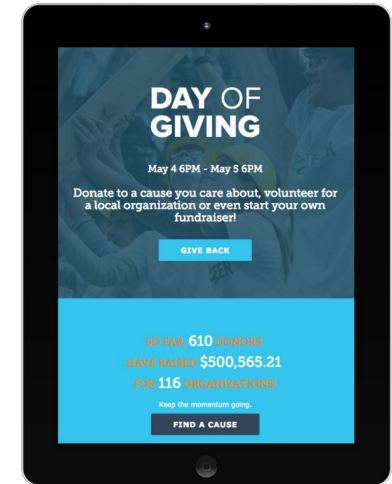
Instantaneous Donor Delight

- Customizable Thank You Emails
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Comes from YOUR county
- Serves as a tax-deductible receipt
- Social share links for more online engagement
- Option to encourage donors to fundraise



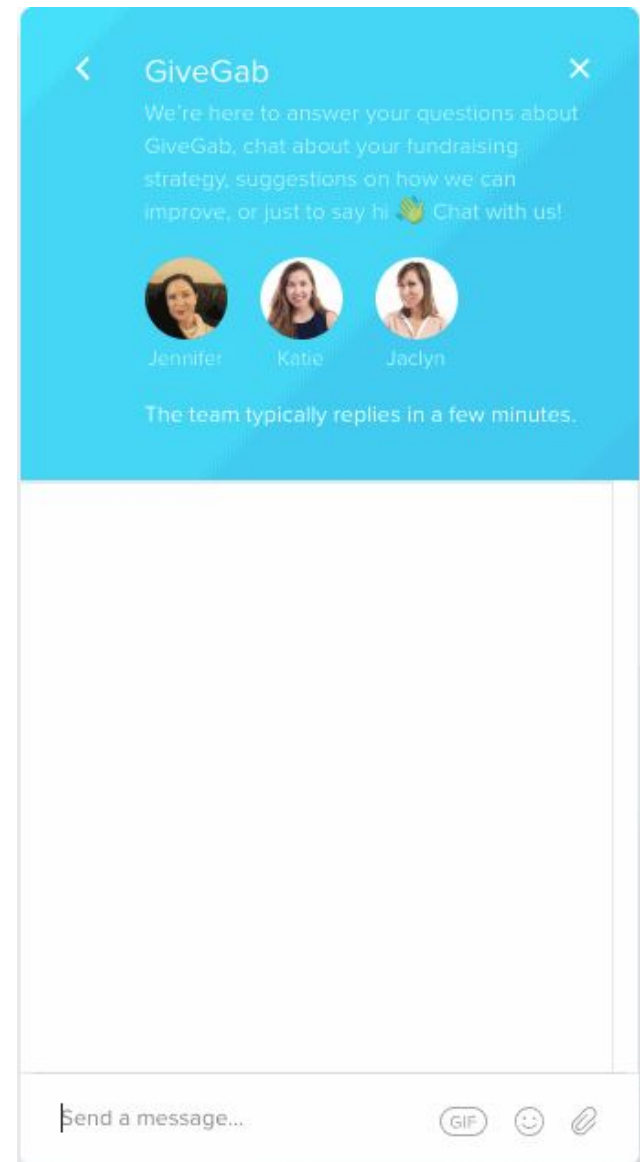
Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your Give. Grow. Iowa 4-H profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
 - Brought in **32% of all transactions!**



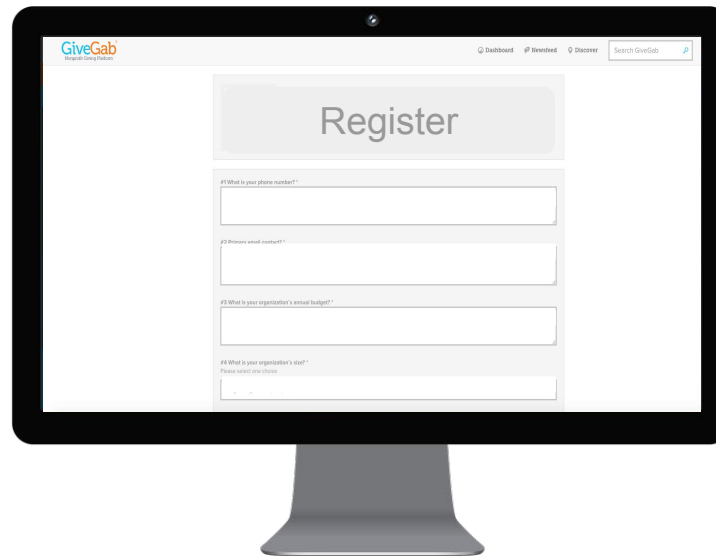
Support Team

- 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!



How can my county participate?

Iowa 4-H Foundation will send you a special registration link!



Registration Form



Register Your Organization for
Give. Grow. Iowa 4-H
Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Logo

[Select Image](#)

[Remove](#)

Recommended dimensions
300x300
Max file size 5MB

Click 'Continue' to complete your registration for
Give. Grow. Iowa 4-H

Continue

Registration Survey

Register Your Organization for



Give. Grow. Iowa 4-H

Powered by GiveGab

Please fill out the form below to register for Give. Grow. Iowa 4-H 2019. We are excited to have you as part of our Giving Day this year!

What is the size of 4-H participants in your county?

What are your county's goals for this year?







Please provide in 100 words a description about your county to be featured in our giving guide.

What is your Facebook handle?

Your Preparation Checklist

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** >
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 donation makes.
-  **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.

Time to launch

85

days

-  [Add An Administrator](#)
-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [View Registration Info](#)

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups-c>

[View Your Page](#)

Your Preparation Checklist

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 >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

Time to launch

85

days

-  [Add An Administrator](#)
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Share Your Page



<https://dog-staging.givegab.com/organizations/logan-s-pups>

[View Your Page](#)

Get Verified

 Add Your Organization's Info 

 Add Your Story 

 Get Verified to Collect Donations 
Set up your banking information to receive secure online donations.



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.



[Confirm State Fundraising Compliance](#)



[Add Bank Info](#)

 Add Donation Levels 

 Add a 'Thank You' Message 

 Add Fundraisers 

Get Verified

State Charitable Solicitation Compliance

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 will be required to collect donations on GiveGab starting January 1, 2018. [Learn more about state charitable solicitation compliance.](#)

Organization Information

Business Name

This should match the legal business name you have registered with the IRS.

EIN/Tax ID

Don't have your EIN? Search [here](#).

Mailing Address

City State Postal Code

Email

Organization Representative

First and Last Name

Last 4 Digits of Organization Rep's SSN

Organization Rep's Date of Birth

Month Day Year

Bank Information

Routing Number

Checking Account Number

Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.

The Basics

- Logo
 - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand.
- Tagline
 - A quick one sentence overview of your county or giving day campaign.
- Website
 - Add your website so donors will be able to learn more about your county.

✓ Add Your Organization's Info

Tagline


Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.loganspups.org

Logo



Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Select Image Remove

Recommended dimensions 300x300
Max file size 5MB

Save

Telling Your Story

Cover Photo













Image should be 5MB max and a JPG, JPEG or PNG file type.

Set a Goal (optional)


Display Goal on Profile

\$	<input type="text" value="5000"/>	<input type="text" value=".00"/>
----	-----------------------------------	----------------------------------

Formatting ▾ **B** *I* U         

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

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<p>\$25.00</p> <p>Provides one week of food for a senior pup</p> <p>Edit Remove</p>
	<p>\$50.00</p> <p>Provides a super soft bed for a loving senior pup</p> <p>Edit Remove</p>
	<p>\$100.00</p> <p>Helps a family foster one of our amazing senior pups</p> <p>Edit Remove</p>

Dollar Amount

\$ 0.00

Description

Image

Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Save Cancel

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving 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 directly from your county's contact

✓ Add a 'Thank You' Message


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

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.

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

Recommended dimensions 800x600
Max file size 5MB


Save







Peer-to-Peer Fundraisers

- Use your supporters and volunteers to expand your county's reach
- Each fundraiser has their own fundraising page and every dollar they raise goes toward your county's totals!
- Organizations with fundraisers raise on average 3.4 x more than counties without fundraisers.

 Add Fundraisers 



[Add Fundraisers](#) [Message All](#)


 Download CSV







Fundraiser 	Donors 	Amount Raised 	Goal 	
Alyssa Ravenelle	0	\$0.00	\$500.00	 

Allow New Fundraisers to Sign Up

Peer-to-Peer Fundraisers

 Add Fundraisers 

 Download CSV

Fundraiser 	Donors 	Amount Raised 	Goal 	
Alyssa Ravenelle	0	\$0.00	\$500.00	 

Allow New Fundraisers to Sign Up

Peer-to-Peer Fundraisers

Write a Message to Your Recruits

To: Rebekah Casad

Subject

Be a peer fundraiser for Logan's Pups!






Message

Come join me and help spread the word about Logan's Pups!

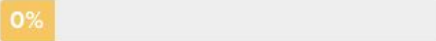
Back

Send

Peer-to-Peer Fundraisers

-  **Tell Your Story**
Let people know why you're fundraising. >
-  **Make a Donation**
Show people that you're committed. >
-  **Reach Out**
Ask for the support of your inner circle. >
-  **Share Socially**
Tell the whole world about your fundraiser. >
-  **Give Thanks**
Thank your supporters. >



Progress

0% 

\$0 Raised of \$500 Goal
85 Days Left
0 Donors

Share your Fundraiser!

<https://www.theamazinggive.org/p2p/alz>

Need some inspiration?

Check out [these great fundraising ideas](#) over on the GiveGab blog.

Peer-to-Peer Fundraisers



A fundraiser for:

Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

DONATE



\$100 Raised \$500 Goal 1 Donors



Bridget Cafaro

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!

Viewing & Sharing Your Profile

DAY OF GIVING Giving Day!
November 13, 2019

Time to launch
121
days

Participation Approval Status

Approved
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 >
- Get Verified to Collect Donations >
- Add Donation Levels >
- Add a 'Thank You' Message >
- Add Fundraisers >

[Reset Profile](#)

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.

- [Add An Administrator](#)
- [Add Offline Donation](#)
- [Manage Sponsor Matching](#)
- [Manage Donations](#)
- [Embed a Donate Button](#)
- [Engagement Opportunities](#)
- [Add External Fund](#)
- [Manage Support Areas](#)
- [View Registration Info](#)

Get Prepared

Simply registering is not enough to be successful during Giving Day!. Use the resources below to learn the best practices or get help!



Webinars and Workshops



Giving Day Toolkit



GiveGab Customer Success HQ

Share Your Page

[Twitter](#) [Facebook](#)

[View Your Page](#)



Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: [Animals](#), [Seniors](#)

[Manage this on GiveGab](#)

DONATE



0%

\$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

CHOOSE YOUR OWN AMOUNT

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print 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.

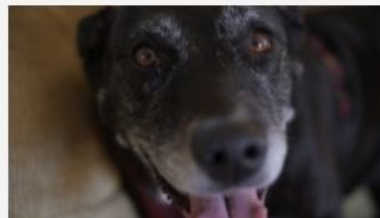
To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

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.

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!

\$5,000 MATCH

\$5,000 REMAINING

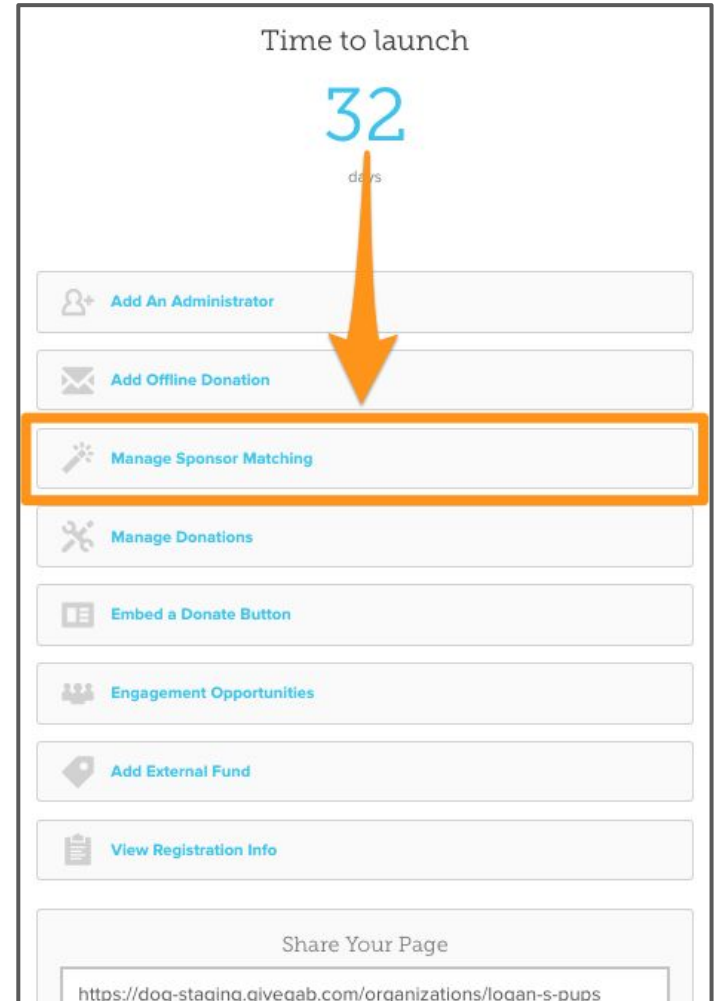
Fundraising Champions

[Bridget Cafaro](#) **\$0.00**

[Alyssa Ravenelle](#) **\$0.00**

Highlight Matches/Challenges

- Matches allow each online donation to be matched on a 1:1 ratio.
- Challenges allow funds to be added to the county's total once a goal is reached.
- Counties with matching funds raise on average 4.5 x more than counties without a match.
- Time based to create a sense of urgency



Highlight Matches/Challenges

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.

- + Add Match Commitment
- + Add Challenge
- Manage Donations

Note: All times are assumed to be in Eastern Time.



Giving Day Challenge Sponsored by FLX Publishers

Challenge Amount	Goal
\$1,000.00	\$500
Starts	Ends
05/14/18 12:00 PM	05/14/18 04:00 PM

FLX Publishers will donate \$1000 if we get \$500 between...

[Edit](#) [Remove](#) [Deplete Match](#)



Giving Day Match Sponsored by Ann's Coffee Cafe


Total Amount	Amount Remaining	Per Donation Cap	✓ Auto-Matching Enabled
\$1,000.00	\$785.00	\$50.00	
Starts	Ends		
02/19/18 12:00 AM	02/25/18 12:00 AM		

Ann's Coffee Cafe has graciously offered to match all d...

[Edit](#) [Remove](#) [Deplete Match](#)

Add Volunteer Opportunities

- Highlight volunteer opportunities directly on your profile
- Include descriptions, event details, and log volunteer hours



Logan's Pups

- Home
- Fundraising Campaigns
- Events
- Giving Days
- Volunteering** ←
- > Opportunities
- > Analytics
- > Log Hours
- Reports
- Manage Organization

DAY OF GIVING Giving Day!
November 13, 2019

Participation Approval Status

Approved
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
- ✓ Get Verified to Collect Donations
- ✓ Add Donation Levels
- ✓ Add a 'Thank You' Message
- ✓ Add Fundraisers


Time to launch









121
days

- + Add An Administrator
- + Add Offline Donation
- + Manage Sponsor Matching
- + Manage Donations
- + Embed a Donate Button
- + Engagement Opportunities
- + Add External Fund

Add Offline Donations

Time to launch
32



-  Add An Administrator
-  **Add Offline Donation**
-  Manage Sponsor Matching
-  Manage Donations
-  Embed a Donate Button
-  Engagement Opportunities
-  Add External Fund
-  View Registration Info

Share Your Page

<https://doq-staging.givegab.com/organizations/logan-s-pups>

You can record cash or check gifts as offline donations

Add Offline Donation

For Giving Day!


Donor's Name	Amount
<input type="text"/>	\$ <input type="text"/>

Custom Display Name (optional)

Donor's Message

Privacy Options

- Do not display the donor's name publicly
- Do not display the donation amount publicly



Tips, Tools, and Resources

- The 4-H Toolkit has everything you need to plan, prepare, and promote Give. Grow. Iowa 4-H and reach your goals!
 - Customizable Templates
 - Communication Timelines
 - Give. Grow. Iowa 4-H Graphics
 - Helpful resources for your volunteers and fundraisers
- Even more training videos for Matches/Challenges and Give. Grow. Iowa 4-H strategy



Training Sessions

[View](#)



Getting Started Guide

[Download \(PDF\)](#)



Helpful Support Articles

[View](#)



Give. Grow. Iowa 4-H Planning Guide

[View](#)



Communications Timeline

[View](#)



The Ultimate Guide to Giving Day Success

[Download \(eBook\)](#)



Peer-to-Peer Fundraisers

[View](#)



Peer-to-Peer Email Templates

[View](#)



Giving Day Blog Articles

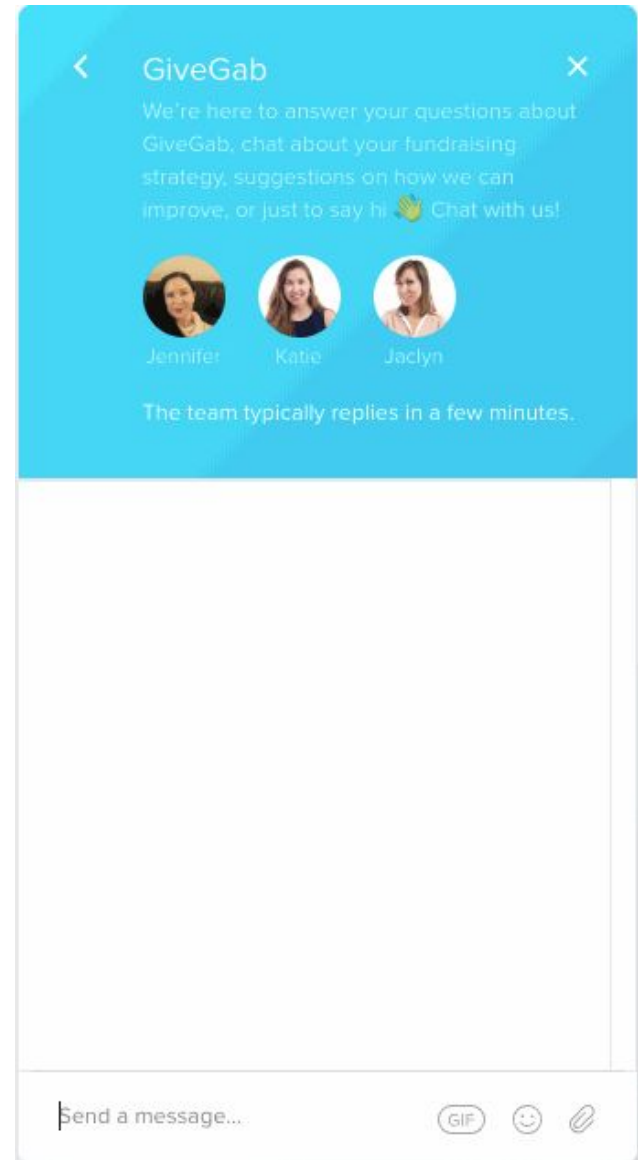
[View](#)

Your Next Steps

- Register for Give. Grow. Iowa 4-H by August 31, 2019
- Follow Give. Grow. Iowa 4-H on Social Media!
 - Use **#GrowIowa4H**
- Watch your inbox for important emails
- Check out the County Toolkit

Customer Success

- Visit Our Help Center
<https://support.givegab.com/>
- Send us an email at
CustomerSuccess@givegab.com
- Look for the little blue chat bubble



GIVE  GROW

IOWA 4-H

Thank you!

October 8th, 2019