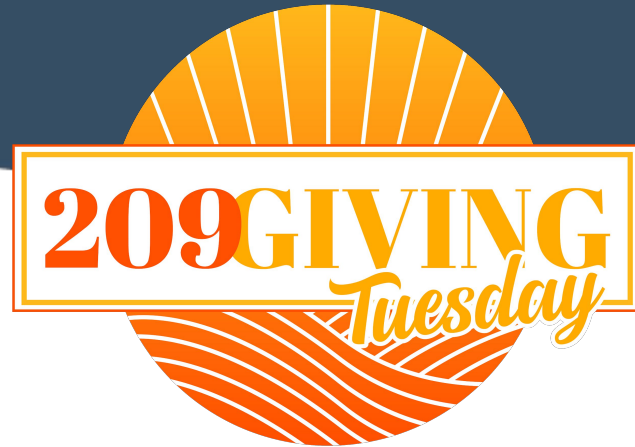


GiveGab<sup>®</sup>

Getting Ready for



*December 1, 12AM - 11:59PM*

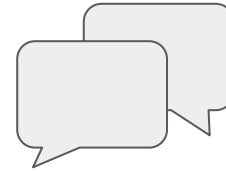
# Submit Your Questions!



## 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.

# Your GiveGab Team



**Merlin Komenda**

Project Coordinator

# Agenda

- 209GivingTuesday Overview
- Who is GiveGab?
- Registering for 209GivingTuesday
- Getting Started
- Next Steps and Questions

# 209GivingTuesday Overview

- [www.209Gives.org](http://www.209Gives.org) | December 1, 2020
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits serving San Joaquin are eligible to participate
  - Able to accept ACH deposit transfers into a valid checking account
- New profile layouts for participating organizations

# 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

# 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.



# Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
  - Your banking information is reviewed with Stripe, and donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for 209Gives.org website





# Transparent Donation Processing

## Confirm Your Gift

Step 3 of 3

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

- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, 65-75% of donors do cover fees during a giving day

# Transparent Pricing

## Credit Card:

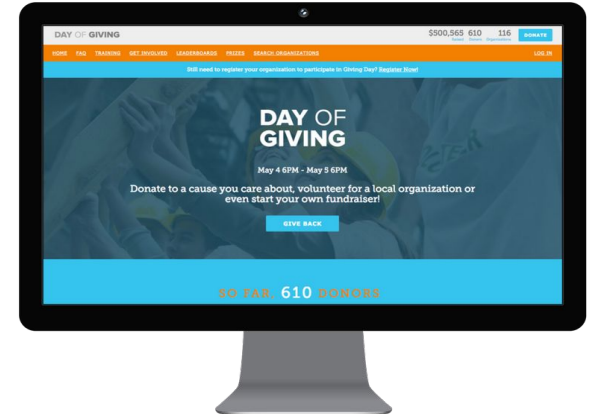
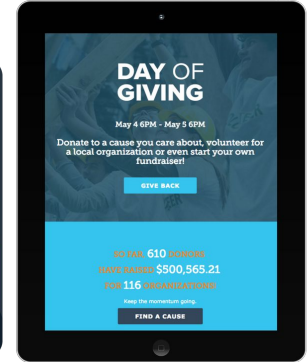
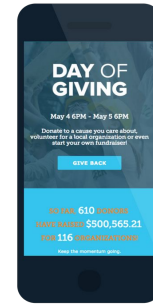
3% Platform Fee  
+  
\$0.30 per transaction &  
2.5% transaction fee  
(Stripe)  
=  
**5.5% + \$0.30**

## ACH:

3% Platform Fee  
+  
\$3.00 flat bank fee  
=  
**3% + \$3.00**  
  
*\*\*\$100 minimum*

# Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- The entire site is completely mobile responsive on every page - be sure to test your finished profile out on a phone!
- Donors can give on any internet enabled device



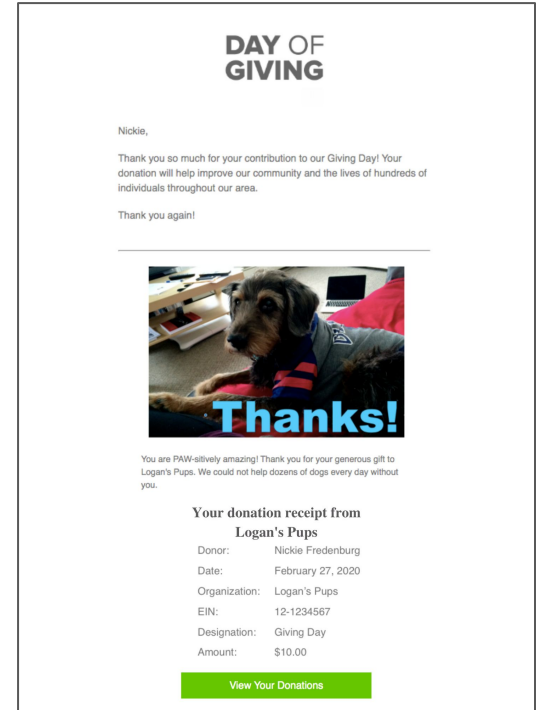
# Simple Donation Processing



- All major credit cards accepted
- Quick, easy and fun donation flow
- Log right into your bank to use the Plaid/ACH payment
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

# Instant 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

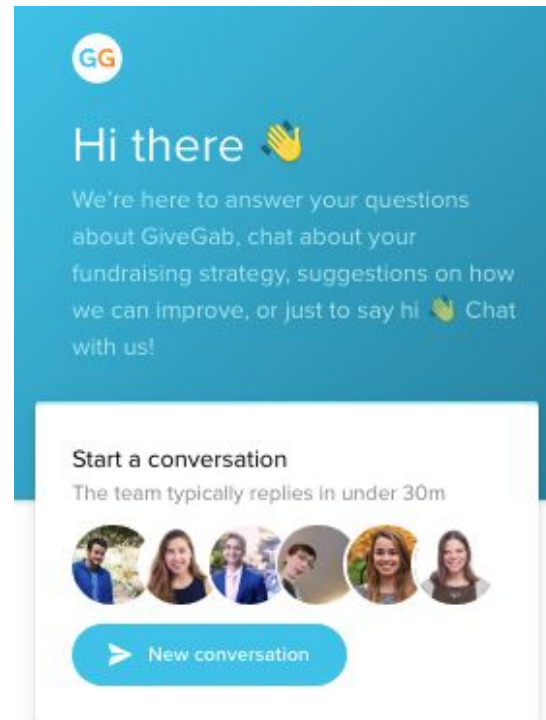


# Giving Day Support & Resources

- Visit Our Help Center
  - <https://support.givegab.com/>
- Check Out Our Blog
  - <https://www.givegab.com/blog/>
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto: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!



# Registering for 209GivingTuesday



209GIVING  
Tuesday

Search...

▼ MENU

209GIVING  
Tuesday

REGISTER

209GivingTuesday is your chance to be part of  
something big!

Tuesday, December 1, 2020

209GivingTuesday begins in

49 : 16 : 31 : 01  
days hours mins secs

[Hide Countdown](#)



# Find Your Organization

and participate in 209Gives

Emergency Food Bank stockton

SEARCH

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



Emergency Food Bank Stockton/San Joaquin

PARTICIPATE

## Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Register Your Organization for

## 2020 GivingTuesday

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Your First and Last Name

Your Email

Password

Logo



Select Image

Remove

Recommended dimensions  
300x300  
Max file size 5MB

Click 'Continue' to complete your registration for

## 2020 GivingTuesday

Continue



Register Your Organization for

## 2020 GivingTuesday

Powered by GiveGab

1. What is your main contact information (name, phone number, email)? \*

2. What is your organization's main area of interest? I.e. Children & Youth, Animal Welfare, Women, Homeless etc. \*

3. What are your organization's goals for 2020? \*

4. Did your organization participate in 2019 Gives? \*

Please select one choice

5. In two to three sentences, please provide a brief description about your organization to be featured. \*

6. What is your organization hoping to gain by participating in 2020 GivingTuesday? \*

Please select all that apply

- Raise unrestricted dollars
- Increase social media presence
- Acquire new donors
- Acquire new volunteers
- Other

7. What is your organization fundraising goal for 2020 GivingTuesday, if you have one? \*

8. Are you interested in a 2020 GivingTuesday webinar training (topics: Navigating the platform, Peer-to-Peer fundraising, Matches & Challenges, etc.)? \*

Please select one choice

Register



# Returning? Copy Your Profile!

- If you participated in 209GivingTuesday in the past, you can choose to copy your profile from previous years.
  - **Be sure to update existing content with new dates, photos, etc.**
  - Existing bank account information will carry over.

## 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.



Texoma Gives 2019 (2019)

Copy This Profile

Create a New Profile

# Your Giving Day Dashboard



## 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.*



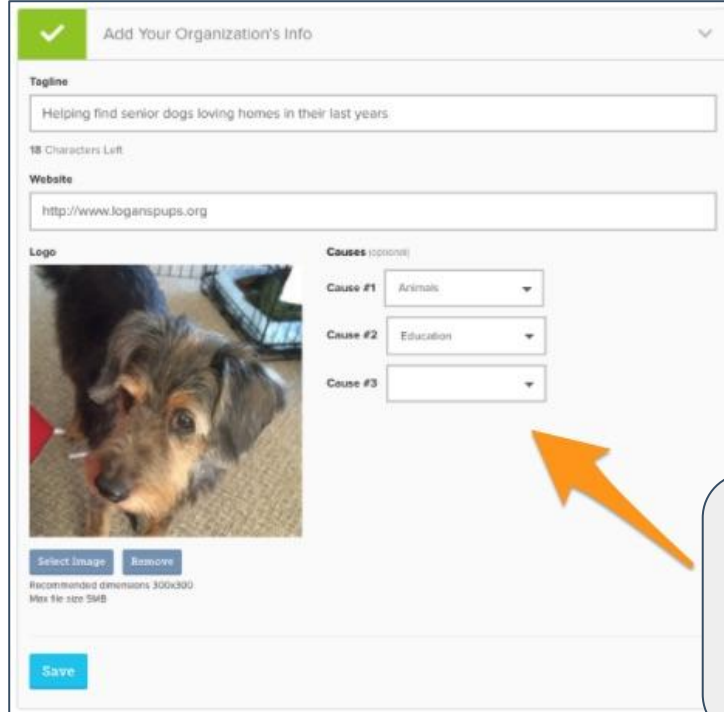
## Add Fundraisers

*Recruit peer-to-peer fundraisers to expand your network of donors.*



# Add Your Organization's Info

- Logo
- Tagline
- Website
- Causes



✓ Add Your Organization's Info

**Tagline**

Helping find senior dogs loving homes in their last years

18 Characters Left

**Website**

http://www.logenspups.org

**Logo**

**Causes (optional)**

Cause #1 Animals

Cause #2 Education

Cause #3

Select image Remove

Recommended dimensions: 300x300  
Max file size: 5MB

Save

## Pro Tip:

Adding causes to your profile can help new donors find your organization!

# Add Your Story

## Cover Photo



Select Image

Remove

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

## Set a Goal (optional)

Display Goal on Profile

\$ 5000 .00

Formatting ▾

**B** *I* U ✎

☰ ▾

☰ ☰ ☰

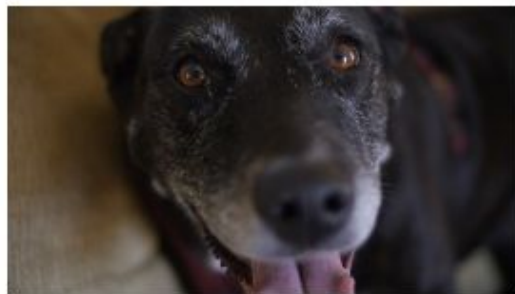
🖼️ 🔗 📄 ▾

—

✕ </>

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.



# Get Verified to Collect 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

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

### Organization Information

**Business Name**

This must **identically match** the legal business name you have registered with the IRS to prevent verification delays.

**EIN/Tax ID**  **Phone**

Please enter the 9 digits without the dash.  
Don't have your EIN? Search [here](#).

**Mailing Address**

Address cannot be a P.O. Box.

**City**  **State**  **Postal Code**

### Bank Information

**Routing Number**

**Checking Account Number**

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

### Organization Representative

Who is my organization's representative? Find out [here](#).

**Legal First Name**  **Legal Last Name**

Legal first and last name as it appears on your organization representative's social security card.

**Email**  **Phone**

**Mailing Address**

Address cannot be a P.O. Box.

**City**  **State**  **Postal Code**

Note: The organization representative's mailing address above must be their personal address.

**Organization Rep's Date of Birth**


Month  Day  Year

**Last 4 Digits of Organization Rep's SSN**


# Add 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

**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 Levels

## Pro Tip:

Using custom amounts in your donation levels helps your donors connect more closely with your organization's needs and impact.



# Add a 'Thank You' Message

- Add your own message
- Include a photo or video
- Sent immediately to your donor's email when they make a gift
- Comes from your organization's admin!

## Pro Tip:

The "Thank You" message can support either a YouTube/Vimeo video or a photo image. Choose the feature that works best for your donors!

✓ 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

# Invite Fundraisers

- Expand your reach and invite supporters, board members, volunteers and staff
- Each individual creates their own fundraising page. Every dollar they raise is included in your organization's overall totals!
- Admins can easily create and manage pages for them if needed
- Invite fundraisers or allow open-signups through your profile page

✓ Add Fundraisers

Add Fundraisers Message All Search Fundraisers


Download CSV

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

Allow New Fundraisers to Sign Up

**Pro Tip:**  
P2P Fundraisers can make a **BIG** impact! On average, organizations with P2P raise 3.4x more than those without P2P!

# Invite Fundraisers



## Add Fundraisers

*Recruit peer-to-peer fundraisers to expand your network of donors.*

Download CSV Add Fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	Emails Sent	Facebook Intents	Twitter Intents	Actions
No fundraisers found.							

Allow New Fundraisers to Sign Up


**Set Fundraisers' Story**

**Set Fundraisers' Goal**

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

Save

# Invite Fundraisers

 **Add Fundraisers** ▼  
*Recruit peer-to-peer fundraisers to expand your network of donors.*

## Add Fundraisers

First Name	Last Name	Email
<input type="text" value="Rebekah"/>	<input type="text" value="Casad"/>	<input type="text" value="rebekah@givegab.co"/> <span>✕</span>

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)

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

[Save](#)

# Invite Fundraisers

## Write a Message to Your Recruits

**To:** Rebekah Casad

**Subject**

Help me fundraise during giving day!

**Message**



Come create your own fundraising page to help our organization during the Giving Day!

[Back](#) [Send](#)

# Invite Fundraisers

✓ Add Fundraisers ∨

Download CSV Add Fundraisers Message All

Fundraiser ∨	Donors ∨	Amount Raised ∨	Goal ∨	Emails Sent ∨	Facebook Intents ∨	Twitter Intents ∨	Actions
Rebekah Casad	0	\$0.00	\$500.00	0	0	0	 

Allow New Fundraisers to Sign Up


**Set Fundraisers' Story**

**Set Fundraisers' Goal**

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

Save

# Fundraiser Page







A fundraiser for:

## Logan's Pups


Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

**DONATE**   


20% 

\$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!







# Your Completed Dashboard

## Texoma Gives

September 10, 2020

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Texoma Gives.

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

-  [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>

[View Your Page](#)



WE BELIEVE IN RADICAL CALLS TO ACTION,  
RADICAL MOVEMENTS AND RADICAL CHANGE.

CUNY  
SCHOOL  
OF LAW

CUNY School of Law

DONATE

FUNDRAISE

12%

\$137,353 Raised \$100,000 Goal 232 Donors

\$19.83

Join the movement  
(and enter to win 1 of  
40 LIMITED EDITION  
T-SHIRTS)

\$50

Practice law in the  
service of human  
needs

\$100

Diversify the legal  
profession to include  
those the law would  
oppress

\$500

Support our  
community of  
advocates, teachers,  
organizers & scholars

\$1,500

Evolve an institution  
transforming justice &  
pushing the world  
forward

CHOOSE YOUR OWN AMOUNT

Our Story

Matches

Top Fundraisers

Recent Donors

### Our Story

CUNY Law is a community. Our work, individually and collectively, powers a movement. We are changing legal education, evolving advocacy, diversifying the practice, and transforming justice.

Because we believe that true justice, equality, and liberty require people who believe what they say, commit to the common good, and genuinely and completely believe in humankind.

This work and these ideals are how we define radical. And on Giving Tuesday this year, we ask you to invest in our movement to power it, and one another, through radical calls to action, radical movements, and radical change.

### Matches

#### Bryanne Hamill '90: \$20,000 Challenge

Alumna and Director of the CUNY School of Law Foundation's Board Bryanne Hamill has made the first challenge! When we hit \$20K, we unlock \$20K more. Let's make it happen!

\$20,000 unlocked!

### Fundraising Champions

1 Fundraiser Name	\$7,019.83
2 Fundraiser Name	\$2,867.83
3 Fundraiser Name	\$1,097.83

### Recent Donors

Anonymous	\$50
Donor Name	\$200
Anonymous	
Donor Name	\$100
Donor Name	\$100

SEE MORE DONATORS

# Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your 209GivingTuesday needs!

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

A screenshot of the Nonprofit Toolkit interface. It features a checklist of six tasks, each with a green checkmark icon on the left and a right-pointing arrow on the right. The tasks are: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. Below the checklist is a section titled 'Get Prepared' in blue text. Underneath this title are three circular icons: a blue icon with a computer monitor and speech bubbles, an orange icon with a pair of scissors, and a dark blue icon with a document and list. Below these icons are the labels 'Webinars and', 'Giving Day Toolkit', and 'GiveGab Customer' respectively.

✓ Add Your Organization's Info >

✓ Add Your Story >

✓ Get Verified to Collect Donations >

✓ Add Donation Levels >

✓ Add a 'Thank You' Message >

✓ Add Fundraisers >

**Get Prepared**

Webinars and Giving Day Toolkit GiveGab Customer

A close-up view of the 'Get Prepared' section. It shows three circular icons: a blue icon with a computer monitor and speech bubbles, an orange icon with a pair of scissors, and a dark blue icon with a document and list. Below these icons are the labels 'Webinars and Workshops', 'Giving Day Toolkit', and 'GiveGab Customer Success HQ' respectively.

Webinars and Workshops Giving Day Toolkit GiveGab Customer Success HQ

# Go Beyond Your Checklist with Matches!

- Use pledged donations to increase impact during 2019GivingTuesday
- 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!

**Pro Tip:**  
Watch GiveGab's  
**Matches &  
Challenges Training**  
available in the  
Nonprofit Toolkit!

Time to launch

22

days

Donation Tools

 [Manage Sponsor Matching](#)

 [Manage Donations](#)

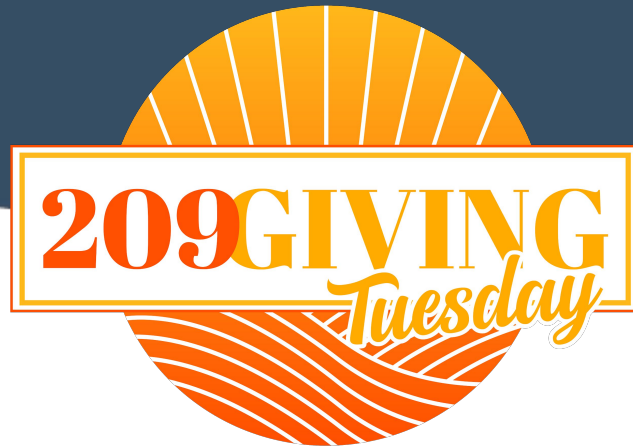
 [Embed a Donate Button](#)

# Your Next Steps

- Register for 209GivingTuesday by Nov. 18th
- Organizations that are ready to collect donations will be eligible to be promoted on the Community Foundation's social media
- Follow 209GivingTuesday on Social Media!
  - Use #209GivingTuesday
- Watch your inbox for important emails
- Sign up for upcoming trainings

GiveGab<sup>®</sup>

Questions?



*December 1, 2020 - 12AM - 11:59PM*