

GiveGab®

Getting Ready for  
KY Gives Day



# Agenda

- The Basics
- Benefits to Participating
- 2019 Results
- What's New in 2020
- Intro to GiveGab - your 2020 KY Gives platform!
  - The GiveGab Basics
  - Key Features and Resources
- Registering for KY Gives
- Next Steps and Questions

# What's KY Gives Day?

- KY Gives Day is a 24-hour statewide, online giving event that has raised over \$2 million in partnership with nonprofits over the past eight years
- Our eighth annual event is set for **Tuesday, May 12, 2020**, from 12:00 AM - 11:59 PM Eastern Time on [www.KYGives.org](http://www.KYGives.org)
- Registration is open to any 501(c)3 charity in Kentucky registered to accept donations with the KY Attorney General's office
- A FREE benefit of KNN membership!
  - KNN membership fee is \$350 and should be paid upon registration if you are not already a member.

# What's KY Gives Day?

- A powerful 24-hour online fundraising event that unites our community around local causes
- An opportunity to leverage the marketing power of the Kentucky nonprofit sector and our platform
- A great opportunity to capitalize on the energy, branding, and goodwill of an established day
- The ability to acquire new donors and supporters who are looking to support Kentucky nonprofits
- A fun 24 hours event for your staff, donors, volunteers, supporters and community!

# Who's behind KY Gives Day?



# Who's behind KY Gives Day?

## Regional Partner



- Breckinridge
- Grayson
- Hardin
- Hart
- LaRue
- Marion
- Meade
- Nelson
- Washington

# The Basics

- [www.kygives.org](http://www.kygives.org) | May 12, 2020
- Every nonprofit conducts their own unique campaign
- Any IRS recognized nonprofit serving Kentucky
  - Must be verified to accept tax deductible donations and in compliance with state charitable solicitation requirements
  - Able to accept ACH deposit transfers into a valid checking account
- Trainings, templates and tools to make the most of your day!

# Benefits of Participating

- Secure new donors
- Engage your current supporters via P2P fundraising and social media
- Learn to utilize digital fundraising tools and modern software
- 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



# 2019 Results

gives  
May 14, 2019

SEARCH... PRIZES LEADERBOARDS MENU

ky gives day  
May 14, 2019

Thank You for supporting  
Kentucky Gives Day!

Outcomes & Results

\$394,515 Raised	2,342 Donors	139 Organizations
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f

Twitter

# What's New in 2020

- Plaid - ACH withdrawal payment option
- Mobile Pay
- In honor of/In Memory of
- New recurring gift options
  - Monthly or quarterly
    - “Until I cancel it”
    - “Until a set date” with a specified calendar date
    - “Until a set balance” with a maximum donation amount
- Embeddable donate button
- Filtered donor reports and file exports
- Support areas
- Pre-checked fees

# 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.



# 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

# Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for KY Gives website
- Complete transparency with nonprofits and donors

**stripe**



GUIDESTAR®



IRS



**amazon**  
web services

# Building Donor Trust

1

## 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

3

## Bank Information

Routing Number

Checking Account Number

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

2

## 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

City

State

Postal Code

Organization Rep's Date of Birth

Month  Day  Year

Last 4 Digits of Organization Rep's SSN

4

## 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.](#)

Save

# Transparent Pricing

## Credit Card:

3% Platform Fee  
+  
\$0.30 per transaction &  
2.2% transaction fee  
(Stripe)  
=  
**5.2% + \$0.30**

## ACH:

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

# Transparent Pricing (continued)

## Confirm Your Gift

Step 3 of 3

Orca Conservancy

Gift: \$25.00

Email:

generousdonor@givegab.com

Fees:

\$2.02

[What's with these fees?](#)



I'll cover the fees to save the organizations from having to pay them

Total:

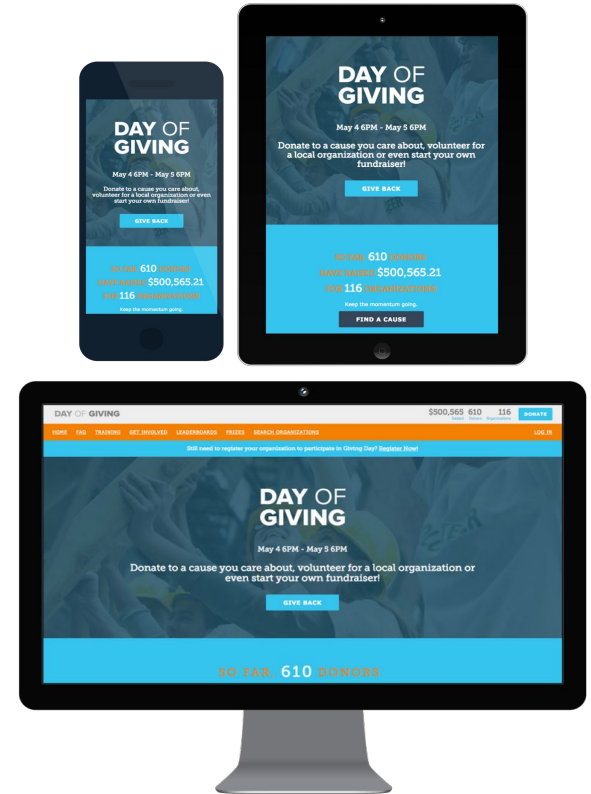
\$27.02

- Donors can cover all fees on behalf of your organization, with more info right in the donation form
- 78.8% of donors covered fees during KYGives in 2019



# Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your KY Gives profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device



# Simple Donation Processing




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

# Give, Give, and Give Again!

### Donate to more than one organization

Step 1 of 3

---



**Double Dog Dare Rescue**

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](#)

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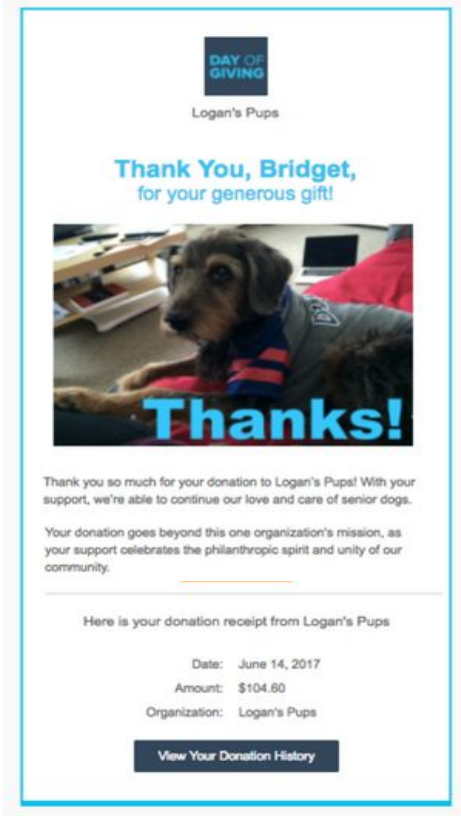
Choose an amount to give:

\$

GiveGab's Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!

# Instantaneous Donor Delight

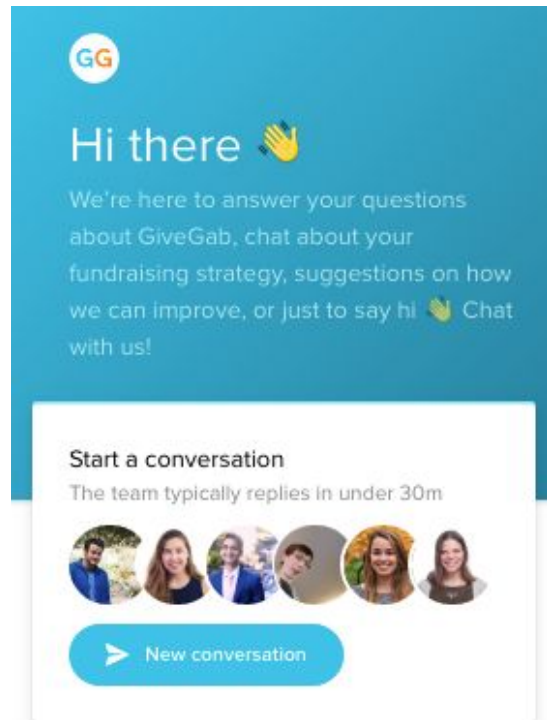
- Customizable Thank You Emails that come from your organization
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt
- Social Share & Fundraising links encourage further online engagement



# Giving Day Support & Resources

- Visit Our Help Center
  - <https://support.givegab.com/>
- Check Our 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 KY Gives



gives  
May 12, 2020

Search...



▼ MENU



APPLY NOW



One Day. One Kentucky.

Kentucky Gives Day Begins in

92 : 00 : 29 : 16  
days hours mins secs



# Find Your Organization

and participate in Kentucky Gives Day

Logan's Pups

SEARCH

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



## Don't see your organization listed?

You can create an organization by clicking the button below.





Register Your Organization for

## Kentucky Gives Day

Powered by GiveGab

What is your job title? \*

What is the best phone number to reach you? \*

How many years has your organization participated in Kentucky Gives Day? \*

What is your organization's monetary goal for Kentucky Gives Day 2019? \*

# Proof of Registration with KY Attorney General

- Can register using this link [here](#)
- Or verify your registration [here](#)
- If you're not registered, begin this process **now!**

Please upload proof of active fundraising status with the state of Kentucky. All nonprofits participating will be required to be registered to raise funds in Kentucky, as is required by Kentucky law. You can learn more about nonprofit fundraising compliance by visiting the Kentucky Attorney General's website (<https://ag.ky.gov/Priorities/Protecting-Kentuckians/charity/Pages/registration.aspx>). To demonstrate proof of compliance, locate the name of your organization on Kentucky's current AG list (<https://ag.ky.gov/consumer-protection/charity/Documents/charity.pdf>). Take a screen shot that includes the name of your organization and upload it during registration. You will have 24 hours to submit your active fundraising status on your GiveGab profile page.

Please choose a PDF document that is less than 5MB in file size.

No file chosen



Please provide documents as requested by KY Gives Day.




**JOIN KNN  
TODAY**

**CAREER  
CENTER**

**DONATE  
NOW**

**MEMBER  
LOGIN**

Search 

# Your Preparation Checklist



**Giving Day**

September 5, 2018







Time to launch


85

days

## 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.*

 [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



**Giving Day!**

October 29, 2019

## A Message From The Host

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 >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

## Get Prepared



Webinars and Workshops



Giving Day Toolkit



GiveGab Customer Success HQ

Time to launch

32

days

## Donation Tools

[Manage Sponsor Matching](#)

[Manage Donations](#)

## Other Actions

[Engagement Opportunities](#)

[Add External Fund](#)

[Manage Support Areas](#)

[View Your Profile](#)

## Share Your Page

<https://dog-staging.givegab.com/organiz>



[View Your Page](#)

# The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!

✓ 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**



Select Image Remove

Recommended dimensions 300x300  
Max file size 5MB

**Causes** (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Save

# Telling 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

🔗

☰ ▾

☰ ☰

🖼️

🔗

📄 ▾

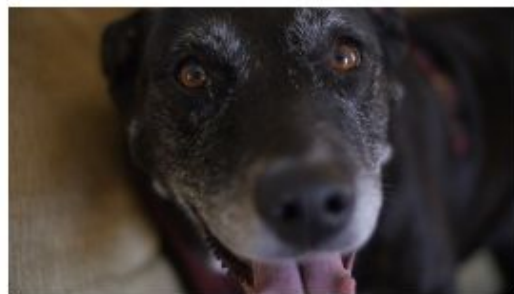
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✕

</>

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.

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

**Dollar Amount**

\$

**Description**

[Save](#) [Cancel](#)

**Image**

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

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

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited 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 from the individual listed with your organization's contact information!

✓ 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.



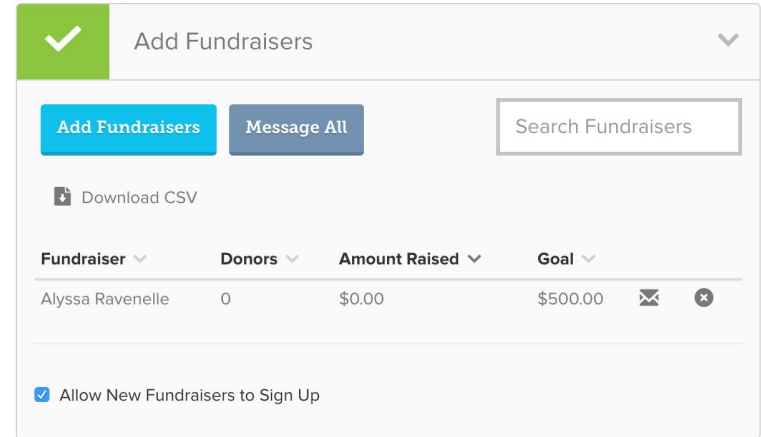
Select Image Remove

Recommended dimensions 800x800  
Max file size 5MB

Save

# Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization's reach
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization's totals!
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!



✓ 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

# Peer-to-Peer Fundraisers

DAY OF GIVING

PRIZES LEADERBOARDS MENU




A fundraiser for:

**Logan's Pups**


DONATE

0%




\$100 Raised \$500 Goal 1 Donors

 Bridget Cafaro

Hi, I'm Bridget Cafaro and I'm fundraising for [Logan's Pups](#).



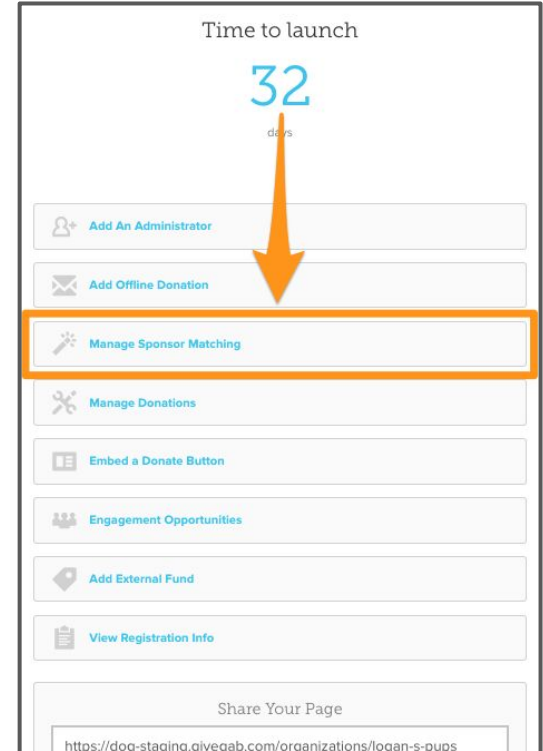
Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups 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!

 <p><b>\$50</b> Provides a super soft bed for a loving senior pup</p>	 <p><b>\$100</b> Provides food for a month for a senior pup</p>	 <p><b>\$200</b> Provides veterinary care and essential vaccines for a senior pup</p>
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CHOOSE YOUR OWN AMOUNT

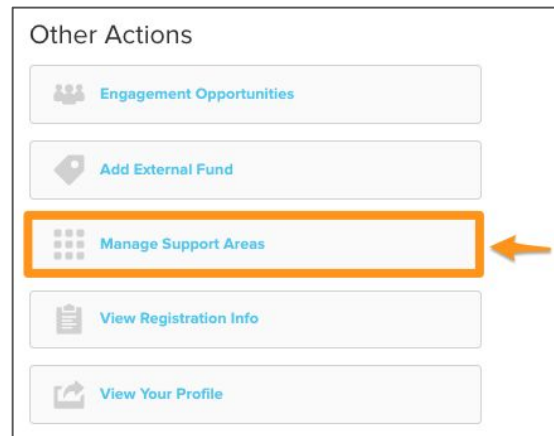
# Highlight Sponsor Matches!

- 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!
- *Watch GiveGab's Matching Training video*



# New: Support Areas

- Highlight a special cause or project for your organization on its own page
- Connected to your KYGives.org profile
- Custom story, donation levels, and more for each support area
- Add support areas to your profile via your dashboard



# New: Support Areas

Logan's Pups / Giving Days / Giving Day / Support Areas / Children's Camp Program Campaign

## Edit Children's Camp Program Campaign

For Giving Day

Profile

Donation Levels

Fundraisers

Matching

Share your page!

<https://dog-staging.givegab.com/campaigns/children-s-camp-program-campaign>

Title

Children's Camp Program Campaign

Tagline

Video Link (Youtube or Vimeo)

Youtube or Vimeo link

Position

Set a Goal (optional)

Display Goal on Profile

# New: Support Areas

DAY OF GIVING

PRIZES

LEADERBOARDS

▼ MENU



## Meet Buster



In March of 2015, the rescue team at Logan's Pups traveled to Georgia to rescue several older dogs who were scheduled to be euthanized. In that bundle of pups there was a particularly special dog named Buster. Buster was a 10 year old bulldog mix with arthritis that made making the most out of play time a little tough. However despite this, our team could tell within moments of meeting him that he had a heart of gold and quickly became a favorite when he was brought back to the Logan's Pups sanctuary.

## Fundraising Campaigns



[Children's Camp Program Campaign](#)

[DONATE](#)

[See More](#)

## Matches

Time Challenge: Time Challenge

Time test

**\$1,000** MATCH

COMPLETED

Texoma Test Match: Texoma Test

**\$50,000** MATCH

**\$49,399** REMAINING



# Viewing & Sharing Your Profile



**Giving Day**

September 5, 2018

## 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

61

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>



[View Your Page](#)



## Logan's Pups

DONATE

FUNDRAISE



48%

\$480,493 Raised \$100,000 Goal 254 Donors



\$50

Provides a super soft bed for a loving senior pup



\$100

Provides food for a month for a senior pup



\$200

Provides veterinary care and essential vaccines for a senior pup

CHOOSE YOUR OWN AMOUNT



## Meet Buster



In March of 2015, the rescue team at Logan's Pups traveled to Georgia to rescue several older dogs who were scheduled to be euthanized. In that bundle of pups there was a particularly special dog named Buster. Buster was a 10 year old bulldog mix with arthritis that made making the most out of play time a little tough. However despite this, our team could tell within moments of meeting him that he had a heart of gold and quickly became a favorite when he was brought back to the Logan's Pups sanctuary.

## Fundraising Campaigns



[See More](#)

## Matches

Time Challenge: Time Challenge  
Time test

\$1,000 MATCH COMPLETED

Texoma Test Match: Texoma Test

\$50,000 MATCH \$49,399 REMAINING

# Matches

- Previous donors to KY Gives tell us that **matches** are the single greatest incentive for them to give!
- Begin taking steps to secure a match now
- Where can your organization find matching funds?
  - Local businesses
  - A generous donor
  - Or, a simple pool of gifts from board members!

# Tips, Tools, and Resources

The Nonprofit Toolkit has everything you need to reach your KY Gives goals!

- Customizable Templates
- Communication Timelines
- KY Gives Graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!



# Your Next Steps

## Take a breath!

- If this is your first time participating in KY Gives, enjoy this process!
- Your role as a nonprofit administrator can seem overwhelming
- You don't need to compete for incentives and prizes
- KY Gives may not be the right fit for all of your donors - that's okay!



# Your Next Steps

- Register for KY Gives by April 14
- Follow KY Gives on Social Media!
  - Use **#KyGives20**
- Watch your inbox for important emails
- Sign up for **Peer-to-Peer Fundraising for Kentucky Gives Day**  
(Tuesday, April 14)
- Explore the Nonprofit Toolkit

GiveGab<sup>®</sup>

Questions?

