

#KYGives24 Sponsors!



Foundation



Aetna Better Health[®]
of Kentucky



impressions
marketing

Regional Partner:



Let's Do Some Good Today!

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

Getting Ready for KY Gives Day 2024

May 7, 2024



Meet the Team



Laura Whitaker

Associate Director at
Kentucky Nonprofit
Network



Ashley Rogers

GiveGab Associate
Project Manager



Kaitie Branton

GiveGab Project
Manager

Submit Your Questions



Chat Box

If you have questions or comments throughout our training,
please use the chat feature!

Agenda



- **KY Gives Day Overview**
- **What is GiveGab?**
- **What's New**
- **Registering**
- **Creating Your Profile**
- **Next Steps & Questions**

2023 Results



\$832,659
Raised

3,780
Donors

232
Organizations

KY Gives Day Overview

kygives.org | May 7th 2024, 12:00AM - 11:59PM

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits serving Kentucky are eligible to participate
- Prize incentives
- Donations open on May 1 and close on May 8 at 11:59pm

Benefits of Participating



- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-Engage with your existing supporters and gain new donors
- Combine your marketing efforts + KNN marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Who is GiveGab?



GiveGab is becoming  Bonterra.

Who is GiveGab?



GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

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

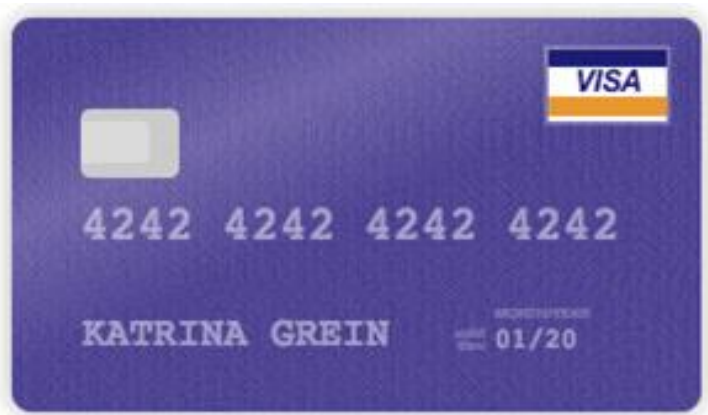
Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

stripe



Simple Donation Processing



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

Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can choose cover all fees on behalf of your organization

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

I cover the fees!

Privacy Option(s)

Please do not display a name publicly.




Please do not display the donation amount publicly.

Hide my name from this organization and the public.

Total: **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.
Learn more about how your information is used following a donation: [Privacy Policy](#).

Transparent Donations

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*



Thank you for making a difference in our community!

Step 1 of 3



Greater Pawnee German Shepherd Rescue

Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)

Name to Display (Optional):

(Defaults to First and Last Name)

- I am a new donor to this organization.
- 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

+ ADD ANOTHER ORGANIZATION



GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt

DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

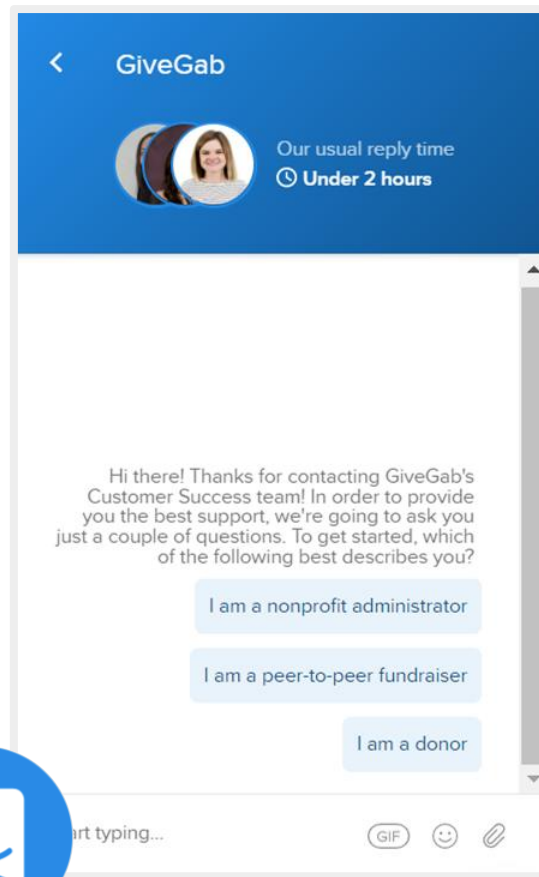
Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg
Date: February 27, 2020
Organization: Logan's Pups
EIN: 12-1234567
Designation: Giving Day
Amount: \$10.00

[View Your Donations](#)

How We Support You

- Visit Our Help Center
 - support.givegab.com
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
 - Look for the little blue chat bubble



Registering for KY Gives Day





Search...



▼ MENU



KY
 Gives Day
MAY 7, 2024



REGISTER



May 7, 2024

GiveGab is becoming  Bonterra.



Find Your Organization

and participate in KY Gives Day 2024

Search for your organization

Start typing in the box above to find your organization.



Find Your Organization

and participate in KY Gives Day 2024


Kentucky

481 Results



Kentucky-Indiana Paralyzed Veterans of America
Floyds Knobs, Indiana

[PARTICIPATE](#)



National Multiple Sclerosis Society - Kentucky-Southeast Indiana Chapter
Louisville, Kentucky

[PARTICIPATE](#)



VU Student Chapter of the Kentucky-Tennessee Branch of the American Society of Microbiology
Nashville, Tennessee

[Inquire](#) about registering this organization. It's easy!



Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)

1. What is your job title? ** required*

2. What is the best phone number to reach you? Please note if this is a work, home, or cell number. ** required*

3. Optional secondary contact for KY Gives Day communication - Name:

4. Optional secondary contact - Email address:

5. To the best of your knowledge, for how many previous years has your organization participated in Kentucky Gives Day? ** required*

6. What is your organization's monetary goal for Kentucky Gives Day 2023? (Estimate, for KNN purposes only. You are not required to set an official monetary goal or to share your goal publicly.) ** required*

7. What is your organization's size? ** required*

Please select one choice.

Charitable Solicitation Registration with the KY Attorney General

Kentucky and most states have charitable solicitation laws to protect consumers.

If you are soliciting funds in Kentucky, annual registration is required by Kentucky law. If you are actively raising funds in other states (and the definition of “actively raising funds” varies by state), you may also need to register in those states or modify your solicitation strategy in those states.

Maintaining the public’s trust is important for the nonprofit sector. Fundraising registration is a simple process, it’s free, and again - it’s the law.

To participate in Kentucky Gives Day, all nonprofits must be registered with the Kentucky Office of the Attorney General and appear on the Attorney General’s list by **April 15, 2024 (firm deadline).**

Charitable Solicitation Registration with the KY Attorney General

Registration Number	Organization Name	Registration Date	Amount	Amount	Year	Address	City	State	Zip
02020	Kentucky Pest or Insectary, Inc.	2020	\$0.00	\$0.00	2020	302 Richmond Road	Barren	KY	42023
6913	Kentucky Mountain Health Alliance	2020	\$2,641,363.00	\$3,823,152.00	2020	279 East Main Street	Harard	KY	41701
3081	Kentucky Mountain Housing Development Corp., Inc.	2020	\$147,200.00	\$769,226.00	2020	PO Box 729	Manchester	KY	40962
9016	Kentucky Mountain Laurel Festival, Inc.	2020	\$8,000.00	\$90,279.00	2020	PO Box 151	Pineville	KY	40977-0151
4165	Kentucky Museum of Art and Craft Foundation	2019	\$686,765.00	\$1,086,379.00	2019	715 W Main Street	Louisville	KY	40202
4166	Kentucky Music Educators Association, Inc.	2020	\$0.00	\$290,606.00	2020	PO Box 1058	Richmond	KY	40476-1058
1218	Kentucky Natural Lands Trust, Inc.	2020	\$2,435,549.00	\$2,685,467.00	2020	433 Chestnut Street	Berea	KY	40403
4137	Kentucky Nephrology Research Trust, Inc.	2020	\$200,050.00	\$743,474.00	2020	PO Box 910341	Lexington	KY	40591
9067	Kentucky Nongprofit Network, Inc.	2020	\$178,091.00	\$378,252.00	2020	PO Box 24362	Lexington	KY	40524
12329	Kentucky Oil & Gas Association	2020	\$96,187.00	\$172,378.00	2020	306 W Main St., Ste. 404	Frankfort	KY	40601
526	Kentucky Opera Association, Inc.	2019	\$1,517,575.00	\$1,872,590.00	2019	323 W. Broadway, Suite 601	Louisville	KY	40202
11889	Kentucky Optometric Association	2020	\$0.00	\$914,934.00	2020	PO Box 572	Frankfort	KY	40602
3699	Kentucky Organ Donor Affiliates, Inc.	2020	\$120,388.00	\$29,092,229.00	2020	10160 Linn Station Rd.	Louisville	KY	40223
6454	Kentucky Pediatric Society Foundation	2020	\$5,502.00	\$5,502.00	2020	420 Capitol Avenue	Frankfort	KY	40601
15365	Kentucky Perinatal Association, Inc.	2020	\$105,150.00	\$105,570.00	2020	PO BOX 577	Shelbyville	KY	40066
10698	Kentucky Pest Control Educational Fund, Inc.	2020	\$0.00	\$38,855.00	2020	2686 Colrain Ct.	Lexington	KY	40517
7546	Kentucky Pharmacists Association, Inc.	2020	\$313,004.00	\$569,887.00	2020	96 C. Michael Davenport Drive	Frankfort	KY	40601
7472	Kentucky Pharmacists Education & Research Foundation, Inc.	2020	\$2,798,815.00	\$3,082,351.00	2020	96 C Michael Davenport Drive	Frankfort	KY	40601
1657	Kentucky Physicians Health Foundation, Inc.	2019	\$59,650.00	\$720,405.00	2019	9000 Wessex Place, #305	Louisville	KY	40222
529	Kentucky Pork Producers Association, Inc.	2020	\$0.00	\$263,715.00	2020	1110 Hawkins Dr	Elizabethtown	KY	42701
7289	Kentucky Press Association	2020	\$259,504.00	\$305,081.00	2020	101 Consumer Lane	Frankfort	KY	40601
530	Kentucky Professional Firefighters	2020	\$0.00	\$162,332.00	2020	2305 Thunderstruck Dr	Lexington	KY	40505
7753	Kentucky Propane Gas Association Inc.	2020	\$27,264.00	\$103,402.00	2020	340 Democrat Dr.	Frankfort	KY	40601
11910	Kentucky Psychiatric Medical Assoc.	2020	\$45,860.00	\$98,770.00	2020	PO Box 7246	Louisville	KY	40257
14301	Kentucky Public Art Initiative Inc.	2020	\$0.00	\$0.00	2020	421 W 2nd St.	Lexington	KY	40507
14347	Kentucky Public Pension Coalition Inc.	2021	\$38,500.00	\$38,588.00	2021	PO Box 274	Frankfort	KY	40602
4072	Kentucky Public Radio, Inc.	Louisville Public Media	\$4,022,455.00	\$6,667,568.00	2019	619 S Fourth Street	Louisville	KY	40202-2403
1878	Kentucky Railway Museum, Inc.	2020	\$99,844.00	\$592,108.00	2020	PO Box 240	New Haven	KY	40051
5761	Kentucky Real Estate Education Foundation, Inc.	Kentucky Realtor Institute	\$0.00	\$238,335.00	2020	2708 Old Rosebud Rd., Ste. 200	Lexington	KY	40509
2189	Kentucky Refugee Ministries, Inc.	2019	\$2,137,079.00	\$5,977,380.00	2019	9698 Cherokee Road	Louisville	KY	40204
5872	Kentucky Reptile Zoo	2020	\$34,897.00	\$301,663.00	2020	200 L & Railroad Road	Slade	KY	40376
532	Kentucky Resources Council, Inc.	2020	\$357,626.00	\$358,745.00	2020	PO Box 1070	Frankfort	KY	40602-1070

<https://ag.ky.gov/Resources/Consumer-Resources/charity/Documents/charity.pdf>

Charitable Solicitation Registration with the KY Attorney General

If you do not see your organization listed, take steps to register ASAP. The list is updated every Monday.

ANNUAL registration

Registration with Attorney General  **Registration with the Secretary of State**

If you mailed your registration information a while back and are not showing up on the list, send your information again.

Charitable Solicitation Registration with the KY Attorney General

- **Monday, April 15 - Deadline to appear on this list:**
<https://ag.ky.gov/Resources/Consumer-Resources/charity/Documents/charity.pdf>
- **Registration requirements & instructions:** <https://ag.ky.gov/Resources/Consumer-Resources/charity/Pages/registration.aspx>
- **More information on Charitable Solicitation Registration:**
 - **KY Gives Day FAQ:** <https://www.kygives.org/info/faq>
 - **KNN website:** <https://www.kynonprofits.org/learn/fundraisingregistration>

Completing Your Profile



Returning? Copy Your Profile

- **Don't forget to review and update your profile after!**
- Existing bank information will carry over
 - Double check that your bank account, org rep and admins on your profile are up to date!



KY Gives Day 2024 May 7, 2024
\$0.00 Raised • 0 Donors • 0 Gifts
[Analytics](#)

Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can



Kentucky Gives Day (2019)



KY Gives Day (2020)



Kentucky Gives Day 2017 (2017)



KY Gives Day 2022 (2022)



KY Gives Day (2023)

Your Giving Day Dashboard



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers




Basic Info

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

✓ Add Your Organization's Info

Website

Logo



Select Image Remove

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

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3


Save

Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals

✓ Add Your Story

Cover Photo



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





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

Set a Goal

Display Goal on Profile

\$	<input type="text" value="10000"/>	<input type="text" value=".00"/>
----	------------------------------------	----------------------------------

Tell Your Story

GT America **Formatting** **A** **B** *I* U    

Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the **"Clear Formatting"** wand icon before reaching out to support.

Video Uri

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

[Save](#)

Get Verified on GiveGab

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don’t wait to complete this information. It can take at least several days, and in some instances more

 Get Verified to Collect Donations 

Status: Incomplete

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

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

Get Verified on GiveGab

Complete Your Verification

Set Up Donations

Documents

Set Up Donations

State Charitable Solicitation Compliance Attestation

I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. [Learn more about state charitable solicitation compliance.](#)

Save

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.

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

Save

Payment Processor Verification

Verify Your Organization

Get Verified on GiveGab



Bonterra partners with Stripe for secure financial services.

[← Return to Bonterra](#)

Powered by **stripe** ⓘ

[Terms](#)

[Privacy](#)

English (US) ⇅

Contact Bonterra for support
customersuccess@givegab.com

Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our [Services Agreement](#).

Legal business name

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.

Employer Identification Number (EIN)

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this [support article](#).


Doing business as Optional

The operating name of your company, if it's different than the legal name.


Suggest Donation Levels

✓ Add Donation Levels

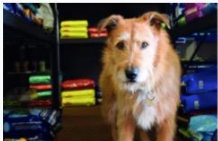
We recommend having 3 or 4 donation levels.




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



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



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



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

Add Donation Level

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal

Personalized Gratitude

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly

✓ Add a 'Thank You' Message

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


Thank You Message

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

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

Youtube or Vimeo Link


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



Select Image Remove

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

Save

 Add Fundraisers ▼

Download CSV Add Fundraisers Upload Fundraisers Message All

Fundraiser ▼	Fundraiser Display Name	Donors ▼	Amount Raised ▼	Goal ▼	Email	Phone	Actions
No fundraisers found.							

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal
\$.00

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

Save

Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video](#)

Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

Other Actions

 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



Add Offline Donations

Donation Tools


 Add Offline Donation

 Manage Matches and Challenges

 Manage Donations

 Embed a Donate Button

Get Prepared

 Webinars and Workshops

 Giving Day Toolkit

Offline Donations can be added to your KY Gives Day totals!

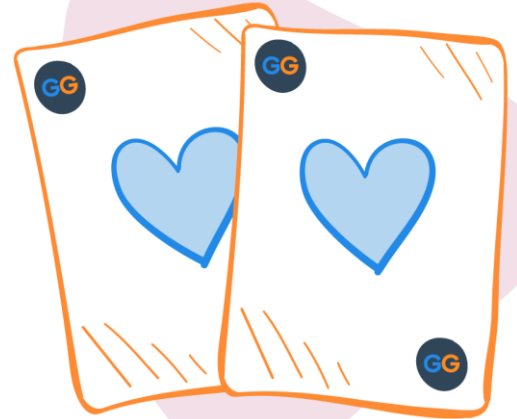
- Cash or Checks
- You can begin adding offline donations as soon as you register!
- Adding offline donations can be done directly on your dashboard.

Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab's matching tool to add that money into your totals, according to the criteria you set.

- 1:1, 2:1, and 3:1 Dollar-for-Dollar Matches
- Donor, Dollar, and Donation (Gifts) Challenges
- **Pro Tip:** Watch the [Matching Training Video](#)



Your Nonprofit Toolkit

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

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



Your Next Steps



Take a breath!

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

Your Next Steps

What to work on over the next few weeks:

- Follow Ky Gives Day on Social Media and use #KYGives24 Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



Questions?



May 7, 2024