Getting Ready for Give Big Kern 2020!
Agenda

- The Basics
- Benefits to Participating
- 2019 Results
- What’s New in 2020
- Intro to GiveGab - your 2020 Give Big Kern platform!
  - The GiveGab Basics
  - Key Features and Resources
- Registering for Give Big Kern
- Next Steps and Questions
The Basics

- May 5, 12 am -11:59 pm
- Donations open April 5 - May 6
- Every nonprofit conducting their own unique campaign
- Any IRS-recognized nonprofit serving Kern County
  - Must be verified to accept tax deductible donations (and be registered in the state of California)
  - Must be able to accept ACH (Automated Clearing House) deposits of electronic transfers into a valid checking account
  - Must be registered with Kern Community Foundation
  - Must have a Silver or higher transparency rating on GuideStar.org
- Nonprofit trainings, tools, templates, and guides offered to optimize efforts
Benefits of Participating

- Learn how to utilize up-and-coming digital tools and modern software.
- Re-engage with your existing supporters to make a greater impact.
- Increase visibility, exposure and long-term sustainability by connecting with a larger community, including new donors!
- Utilize the Giving Day to help your organization reach other internal goals--for example fundraising for specific projects.
- Motivate donors to make a greater impact with prizes, fundraising goals, peer-to-peer campaigns and matching gift incentives.
2019 Results

Thank You for supporting Give Big Kern!

Outcomes & Results

$429,754.54 Raised
2,808 Donors
114 Nonprofits
What’s New in 2020?

- Plaid - ACH withdrawal payment option
  - Minimum donation of $100 - $3 processing fee

- Application Process
  - Applications will be more carefully vetted depending on:
    - Your organization’s transparency rating on GuideStar
    - Registration status with Kern Community Foundation
    - Participation in trainings
  - Organizations start as “pending” and then will be reviewed and accepted
  - Once organizations are “accepted,” your page will show up on Give Big Kern
Transparent Pricing

3% Platform Fee + $.30 per transaction + 2.2% Credit Card Fee = $0.30 + 5.2%

- No registration cost or subscription required to participate
- Donors ALWAYS have the option to cover all fees on behalf of your organization
- Historically around 65-75% of donors cover fees on your behalf
  - Last year, 96% of Give Big Kern online gifts had fees covered by donors!!
Transparent Pricing With ACH

3% Platform Fee

+ $3 Fee

= 3% + $3

- If donations are $100 or more, donors can connect to their bank account through ACH, and will be charged $3 flat fee instead of credit card fee

- Donors ALWAYS have the option to cover all fees on behalf of your organization

- Historically around 65-75% of donors cover fees on your behalf
  - Last year, 96% of Give Big Kern online gifts had fees covered by donors!!
Who is GiveGab?

GiveGab is modern, easy-to-use platform that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, supporter engagement, Giving Days, timely customer service, and so much more! At the end of 2019, GiveGab boasted the hosting of 146 Giving Days across 42 states.
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 your Give Big Kern Day of Giving
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS- and State-recognized nonprofits
- Fail Safe Redundancy Plans for Give Big Kern
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors
Building Donor Trust

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.

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
Simple Donation Processing

- All major credit cards accepted
- ACH donation option
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf. This option is pre-checked.
  - Again around 65-75% of donors choose to cover all fees on a Giving Day
- Option for donors to schedule monthly recurring donations
GiveGab’s Gift Basket feature and multi-give donation form 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
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Comes from YOUR organization
- Includes your organization’s EIN and donation amount to act 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 Big Kern profile is completely mobile responsive on every page.
- Donors can give easily on any internet enabled device:
  - In 2019, 80% of Give Big Kern donations were made from a mobile device (a 21% increase over 2018).
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 organization participate?

One Day to Celebrate the Giving Spirit of Kern County!

www.GiveBigKern.org
Find Your Organization
and participate in Give Big Kern

Search for your organization

SEARCH

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

Latina Leaders of Kern County

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION
Register Your Organization for

Give Big Kern

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

Select a State

ZIP/Postal Code

Logo

Select Image

Remove

Recommended dimensions
300x300
Max file size 5MB

Not located in the United States?

Click 'Continue' to complete your registration for

Give Big Kern

Continue
I have read and agree to the Terms of Service provided to me. Refer to the Terms of Service link at the bottom of the Give Big Kern home page.

* Please select all that apply
- I agree.

I have registered with Kern Community Foundation and agree to attend mandatory trainings and webinars in order to participate.

* Please select all that apply
- I agree.

What is your organization’s annual operating budget?

* Please select one choice
- Less than $100,000

What is the size of your staff?

* Please select one choice
- Fewer than 10

Is your organization an all-volunteer organization?

* Please select one choice
- No

What is the size of your board of directors? Please enter a numerical value.

How many years have you participated in Give Big Kern, including this year?

* Please select one choice
Participation Approval Status

Pending

Thank you for your interest in having your nonprofit participate in Give Big Kern 2020: One Day to Celebrate the Giving Spirit of Kern County! Your application status is currently PENDING. Our team will review your organization’s information and confirm your eligibility to participate, which involves: a) Being a 501(c)(3) charitable organization serving Kern County; b) Being registered with Kern Community Foundation AND having a Silver or higher Transparency Rating on GuideStar.org; or c) If your organization has not yet obtained nonprofit status from the IRS, working with a 501(c)(3) nonprofit that will serve as your Fiscal Sponsor, as long that organization meets the criteria for b) above. Please stay tuned, as you will be notified via email once your status changes to Approved, Needs Further Review, or Ineligible. In the meantime, you can continue working on your organization’s profile (i.e., the look of your page) on givebigkern.org. Please note that Kern Community Foundation strives to work with all organizations to the best of our ability, to ensure the maximum participation by Kern’s hard-working nonprofit community in Give Big Kern. If you have any questions, please write to Louis@kernfoundation.org.
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.

Share Your Page
https://dog-staging.giveGab.com/organizations/logan-s-pups-

[Social media sharing buttons]
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

**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

**Get Prepared**
- Webinars and Workshops
- Giving Day Toolkit
- GiveGab Customer Success HQ

**Share Your Page**
https://doc-staging.givegab.com/organize
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 organization or Giving Day Campaign.

- **Website**
  - Add your website so donors will be able to learn more about your organization.

- **Causes**
  - Select up to 3 causes your agency is involved in to appeal to donors who are passionate about those causes and make it easier for them to find you.
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

- 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 organization’s contact
Peer-to-Peer (P2P) Fundraisers

- Use your supporters, board members, and volunteers to expand your organization’s reach by becoming fundraising “Champions.”

- Each fundraiser (or Champion) has her/his own fundraising page and every dollar they raise goes toward your organization’s totals!

- Organizations with P2P fundraisers raise on average $3.4x more than organizations without such fundraisers.
Peer-to-Peer (P2P) Fundraisers Can Multiply Giving 3.4X!

A fundraiser for:
Logan’s Pups
Helping find senior dogs loving homes in their last years
Causes: Animals, Education

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!
Matches allow each online donation to be matched on a 1:1 ratio.

Challenges allow funds to be added to the organization’s total once a goal is reached.

Organizations with matching funds raise on average 4.5x more than organizations without a match.

Matches can be time-limited to create a sense of urgency.
You can record cash or check gifts as offline donations.
# 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.

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️</td>
<td>Add Your Organization's Info</td>
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</tr>
</tbody>
</table>

### Time to launch
61 days

### Share Your Page

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

[Share on Twitter](#)
[Share on Facebook](#)
Kern Community Foundation
Causes: Community Advocacy, Education, Disaster Relief

$25
0 Grow our new Kern Preparedness and Resiliency Fund, “PrepareKern.”

$75
Help us afford mobile technology to engage scholarship awardees.

$150
Delivers training to 100 community leaders and stakeholders.

$250
Allow us to host a Philanthropy on Tap event showcasing a local charity.

$500
Funds important marketing materials to support our strategic work.

CHOOSE YOUR OWN AMOUNT

TRANSFORMING GENEROSITY INTO IMPACT!

Kern Community Foundation’s Mission is powerfully simple:


- We are:
  - A matchmaker between donors and the causes they care about;
  - A local home for Kern County’s generous philanthropists;
  - A results-oriented grantmaker and scholarship provider;
  - A resource for turning appreciated assets into community giving;
  - A trusted thought leader on critical community issues; and
  - The organizer of Give Big Kern and Philanthropy on Tap, highly popular events that allow us to showcase hard-working nonprofits to potential donors and volunteers.
Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote Give Big Kern and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - Give Big Kern Graphics
  - Helpful resources for your board members, volunteers, and fundraising champions.

- Even more training videos for Matches/Challenges and the Give Big Kern local effort.
Your Next Steps

- Register for Give Big Kern by February 28
- Follow Give Big Kern on Social Media @GIVEBIGKERN
  - Use the #GiveBigKern hashtag
- Watch your inbox for important emails
- Sign up for upcoming training sessions
- Work with the Nonprofit Toolkit
- Own the Give Big Kern/Beautiful Bakersfield Award Winner combined graphic and use it in YOUR campaign!
Promote Give Big Kern Using Spanish Materials!

- Check out “Que Es Give Big Kern” on GiveBigKern.Org
Your Success Matters to Us!

For technical questions, contact GiveGab:

- Visit our Help Center
  https://support.givegab.com/

- Send us an email at
  CustomerSuccess@givegab.com

- Start a chat by clicking on the little blue chat bubble

For non-technical questions, contact Kern Community Foundation:

- Write to Louis@kernfoundation.org or call 661.616.2603.
Questions?

Give B-I-L-I-G!

GIVE Big KERN
5.5.20