Final Steps to Success

Give B-I-I-I-G!
Agenda

- Give Big Kern Updates & Reminders
- Your Checklist for Success
- After Give Big Kern
- Your Nonprofit Resources
- Next Steps
- Q&A
Donations Open Sunday, April 5 at 12 am and close Wednesday, May 6 at 11:59:59 pm

- Prizes
- Tagboard
- Mobile Wallet Pay
- Support Areas
Mobile Wallet Update

- Donors now have the option to pay with Google Pay, Microsoft Pay, or Apple Pay if they have it set up on their device! *This new feature is extremely helpful because 80% of online donations made through Give Big Kern in 2019 were from a mobile device, up from 66% in 2018.*
- We want to make it as easy as possible for donors to give
- Same fee structure as paying with a credit card

Enter Your Payment Information

Step 2 of 3

Your $5.00 Gift
● **What’s a “Support Area”?**
  ○ Create designated campaigns for donors to support during Give Big Kern, allowing your profile more flexibility, and your donors to contribute to a specific area or need. For example, a school could set up a Fundraising Campaign to furnish one of its classrooms; or a nonprofit could set one up to kickstart a project.

● **How can I use them?**
  ○ Create as many as you like to represent the different areas of fundraising during the giving day. You can also set up a P2P or Matching Gift campaign WITHIN your Support Area Fundraising Campaign.

● **Tell me more...**
  ○ These totals roll up into your profile stats, just like P2P pages.
  ○ Donors can designate their gift to one of your support areas right in their donation form!
Support Areas and Your Profile

Why the Orcas?

Orca Conservancy collaborates with some of the world’s top research institutions and environmental groups to address the most critical issues now facing wild orcas. The organization’s urgent attention is on the endangered Southern Resident killer whales of Puget Sound. Puget Sound has the largest concentration of Orcas, making it a popular hunting ground for international whaling. Together, we can raise funds to end this and save these magnificent creatures.

Fundraising Campaigns

Orca Rescue Center

See More
Support Areas and Your Profile

- Allows you to customize the cover photo (but maintains your logo!)
- Custom goals, shows their own stats
- Fundraisers, Recent Donors and Matches!
Support Areas

Make a difference at New York Institute of Technology College of Osteopathic Medicine today!

New York Institute of Technology College of Osteopathic Medicine (NYITCOM) is committed to training osteopathic physicians for a lifetime of learning and practice, based upon the integration of evidence-based knowledge, critical thinking, and the tenets of osteopathic principles and practice. The school prepares osteopathic physicians for careers in health care, including inner city and rural communities, as well as to the scholarly pursuit of new knowledge concerning health and disease. Recent initiatives include a health and wellness program for its medical students, the launch of the Delta Care-a-Van mobile medical unit for treating underserved rural populations, and new Centers for Behavioral Health, e-sports Medicine, and Biomedical Innovation.

You can support many areas of NYITCOM:
- Stethoscope Program
- Academic Health Care Center
- Simulation Center Expansion
Support Area Details

- Customize Support Areas to the specific campaign or program
- Invite supporters to do Peer-to-Peer (P2P) Fundraising and create Matching Gift Campaigns specific to a Support Area
- Your donor reports will reflect the area your donor gave to
- Donors can give directly through a support area profile, or they can select one via dropdown in the gift basket
Support Area in Donation Form

Choose an amount to give:

$ 

Name to Display (Optional):

(Defaults to First and Last Name)

☐ I am a new donor to this organization.

☐ 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

Choose Campaign (Optional)

Remove this donation
Pledge Volunteer Hours!

- Volunteers can pledge hours for the 2020-2021 year
- Help your favorite organization win volunteer prizes by having the greatest number of volunteers or the most hours pledged!
- If you use the paper form to collect volunteer pledges, these must be data entered using the online form on Give Big Kern if you want them to count toward the prize competition.
Your Success Checklist

☑ Ready for Donations?
☑ The Perfect Profile
☑ Matches/Challenges
☑ Engage Ambassadors
☑ Prepare Communications
☑ Make yourself visible by participating in Give Big Kern Events and Promotions -

*Keep up to date with these on the Events page of givebigkern.org!*
Are you donation-ready?

- Check your verification status on your admin dashboard

**Status: Unverified**

⚠️ Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us](#)

**Status: Pending**

⚠️ Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.

**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.

**Status: LAPSED**

**Status: Verified**

✔️ Hooray! Your organization has been verified to accept donations on GiveGab.
Check Your Verification Status!

- You must be verified to collect donations to participate in Give Big Kern!
- Being monitored by GiveGab and Louis at Kern Community Foundation
- **Have this filled out by March 27 to be ready for donations on April 5**

Status: Verified
Hooray! Your organization has been verified to accept donations on GiveGab.
- Confirmed state fundraising compliance
- Bank account and organization information verified

- Add Your Organization’s Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- Offline donations are included in prizes and leaderboards
Is your profile completed?

- Have you:
  - Added your logo and a cover photo?
  - Shared an authentic story?
  - Set goals?
  - Included clear calls to action?
  - Featured visual content?
  - Highlighted donation levels?

---

**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
Is your profile completed?

Logan’s Pups
Helping senior dogs find loving homes in their final years
Causes: Animals, Seniors
Manage this on GiveGab

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 heart 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 forever 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 Cataso $0.00
Alyssa Ravengale $0.00
Do you have matches/challenges?

- Identify your match/challenge sponsors
  - From data collected by GiveGab in the close to 150 Giving Days we host nationwide, organizations that feature matches or challenges raise 4.5X as much money!

- Promote your match/challenge opportunities

Remember that organizations with Matching Gift fundraisers raise 4.5x more than organizations without Matches
Do you have matches?

Sponsor Name:

URL (optional):

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

☐ Keep Sponsor Anonymous

Match Name:

Description:

Total Matching Funds Available:

Maximum Match per Individual Donation:

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time.

Donation Matching Start Time (Eastern):

Donation Matching End Time (Eastern):

Enable Auto Matching

We will automatically generate a matching offline donation for each online donation that comes in online between the above dates if provided, until the funds are depleted. You can always edit them later if needed. Note: These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

☐ Archived

Save Cancel
Do you have challenges?
Who are your P2P fundraisers?

- Expand your organization’s reach
- Each P2P fundraiser (also called a Champion) has his/her own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P fundraisers raise 3.4 x more than organizations without P2P
Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing

- Your Give Big Kern Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content
Do you have a communications plan?

● Plan your online communications ahead of Give Big Kern
  ○ Announcement/Save The Date
  ○ Campaign Countdown
  ○ Day-Of Updates
  ○ Supporter Gratitude

● Utilize multiple online channels for the best engagement
  ○ Social Media
  ○ Email Communications
  ○ Organization Website
  ○ Ambassador Sharing

● Customize the templates, guides, and graphics in your Give Big Kern Nonprofit Toolkit for the perfect plan!
Your Nonprofit Resources

ON THE NONPROFIT TOOLKIT PAGE of givebigkern.org

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Give Big Kern Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

AT THE BOTTOM OF THE TRAININGS PAGE of givebigkern.org

- On-Demand Training Course Videos
After Give Big Kern

- Donation Reports
- Payout Timeline
- Donor Stewardship
- GiveGab beyond the Day of Giving
- Creating a Culture of Fundraising in Your Organization
How will you get your donor data?
How will you get your donor data?

Donations
Total Paid Out: $365,420.26
Total Pending: $30,473.44

Dates and times on this page are displayed in your computer’s time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. Learn More.
How will you get your donations?

- **New!!** Donations will be transferred to your bank account 5-7 days after a donation is made.

It is important to make sure you are able to receive donations before Give Big Kern so donations make it to your account.
How will you thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization’s email list

- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard

- Highlight impact of donor funded projects
  - This doesn’t have to happen right away!
  - If you have a success story you would like highlighted in Kern Community Foundation’s Give Big Kern 2020 Report to the Community, let Louis Medina know (Louis@kernfoundation.org)
How will you thank your donors?

- Start your stewardship process immediately after **Give Big Kern**
- Generate some post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization’s email list
- Follow up with more personal stewardship
  - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects
  - This doesn’t have to happen right away, curate a progress message to send in June/July
- Watch the [available training](#) on Donor Stewardship, in 201 and 301 video series on the GiveBigKern.Org Training Page!
- Make Give Big Kern a normal part of your agency’s fundraising and get Staff and Board buy-in behind it.
We’re Here For You!

- 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!
Your Next Steps

● Like and Follow Give Big Kern on Social Media!
  ○ Don’t forget to use #GiveBigKern!

● Check your inbox for important emails

● Watch on-demand training course videos

● Check out the Nonprofit Toolkit

● Finish your profile and get verified by March 27!

● Need help with your profile? Use this cheat sheet!
Questions?

Give B-I-L-I-G!