

Getting Ready for

**THE BIG
GIVE**

12 AM - 11:59 PM, December 3, 2019



Agenda

- The Basics
- Benefits to Participating
- Intro to GiveGab - your 2019 Big Give Knox platform!
 - The GiveGab Basics
 - Key Features and Resources
- Registering for Big Give Knox
- Next Steps and Questions



The Basics

- <https://www.biggiveknox.org/>
- December 3rd, 12:00AM - 11:59PM
- Every nonprofit conducting their own unique campaign on the day
- Any IRS recognized nonprofit serving Tennessee
 - Must be verified to accept tax deductible donations (and be registered in the state of Tennessee)
 - Must be able to accept ACH deposit transfers into a valid checking account
- 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 and exposure by connecting with a larger community
- Utilize the Giving Day to help your organization reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

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

Who is GiveGab?

GiveGab is modern, easy-to-use software that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, supporter engagement, Giving Days, and so much more!

What GiveGab Can Offer You





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 Big Give Knox





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 Big Give Knox
 - 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
 - Again around 65-75% of donors choose to cover all fees on a Giving Day
- Option for donors to schedule monthly recurring donations

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

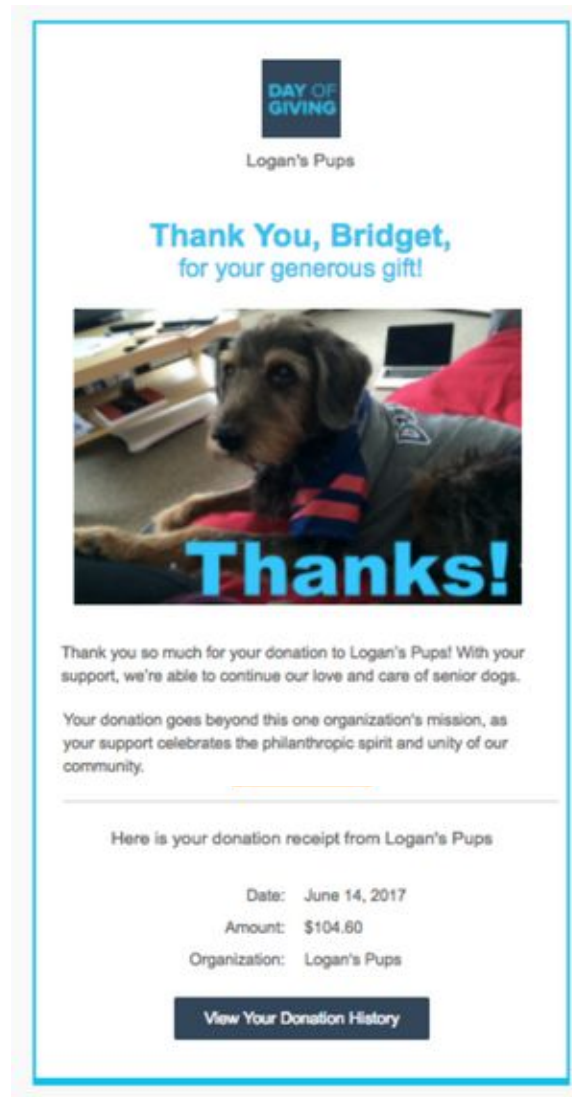
[Remove this donation](#)

Choose an amount to give:

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!

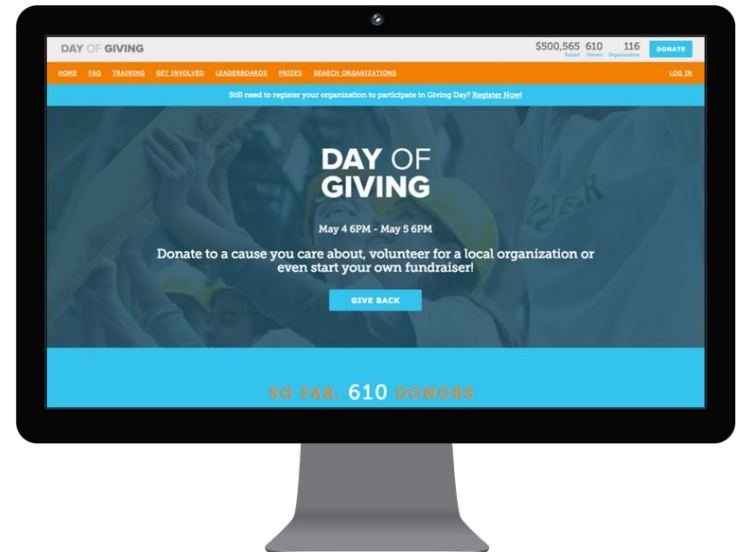
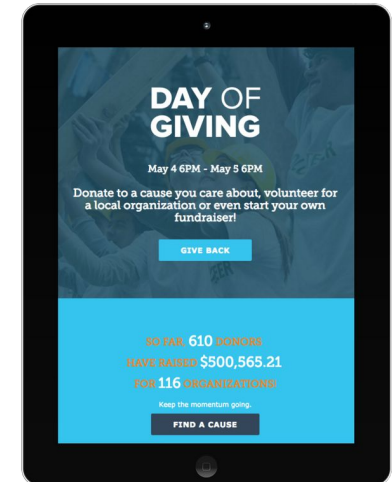
Instantaneous Donor Delight

- 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



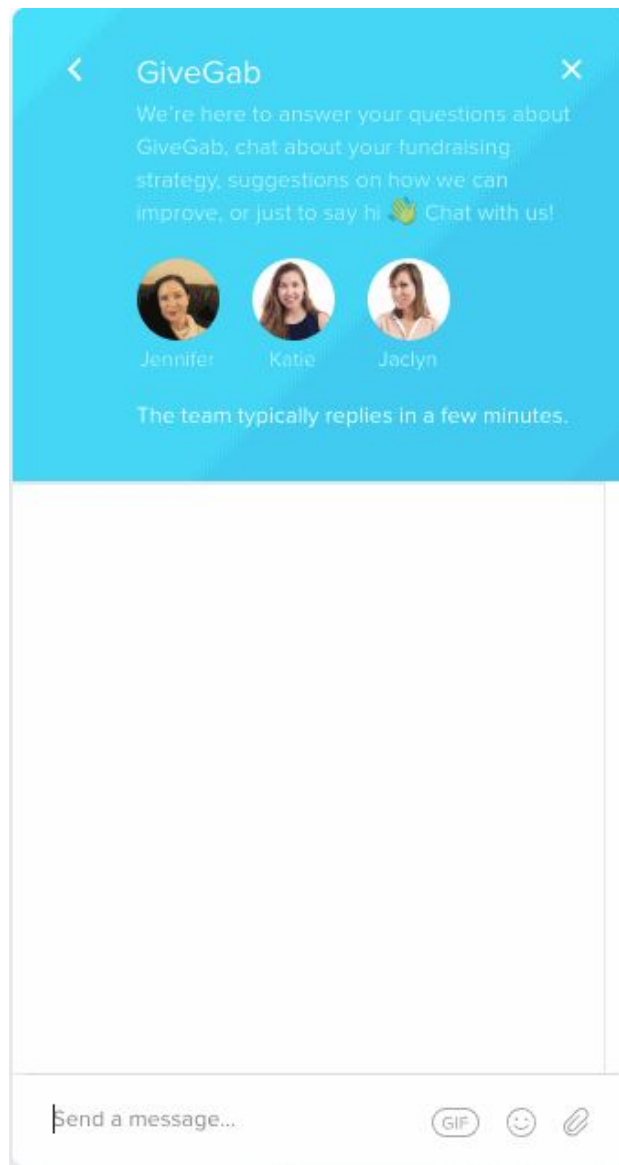
Easy & Accessible

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



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?

BIGGIVEKNOX

SEARCH...

MENU



**THE BIG
GIVE**

APPLY NOW

Register now to take part in the Big Give Knox!

December 3, 2019

Big Give Knox Begins in

53 : 13 : 10 : 41

days hours mins secs



<https://www.biggiveknox.org/>

Find Your Organization

and participate in Big Give Knox

SEARCH

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



Tennessee Wildlife Resources Foundation

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Register Your Organization for

Big Give Knox

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

Big Give Knox





Register Your Organization for

Big Give Knox

Powered by GiveGab

What is your phone number? *

Please provide an 150 number of words description about your organization to be featured in our giving guide. *

What is your organization hoping to gain by taking part in Big Give Knox? *

Please select all that apply

- Raise money
- Increase our capacity to raise money online
- Increase our capacity to use social media
- Acquire new donors
- Acquire new social media followers
- Find new ways to engage with donors
- Increase our knowledge about how to better steward our donors
- Increase our knowledge about how to develop existing donors into major donors
- Learn more about engaging with younger donors/supporters
- Learn more about engaging with donors from diverse backgrounds

Will your organization develop a strategy around the incentive prizes (Power Hours and Golden Tickets) to raise more money? *

Please select one choice

How likely are you to seek a matching grant for Big Give Knox? *

Please select one choice

Register



Your Preparation Checklist







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







Time to launch


85


days

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 [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](#)

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 to help donors find causes they're interested in.

✓ 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
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Formatting ▾

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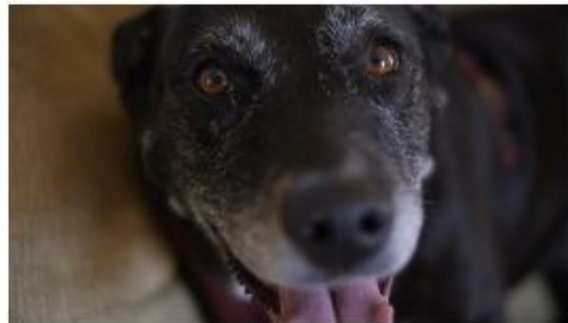
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✕

</>

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.

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

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 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

✓ 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







Peer-to-Peer Fundraisers

- Use your supporters, board members, and volunteers to expand your organization's reach
- Each fundraiser has their own fundraising page and every dollar they raise goes toward your organization's totals!
- Organizations with fundraisers raise on average 3.4 x more than organizations without fundraisers.

 Add Fundraisers 

[Add Fundraisers](#) [Message All](#)

 Download CSV

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

Allow New Fundraisers to Sign Up

Peer-to-Peer Fundraisers



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!









Add Offline Donations

You can record cash or check gifts as offline donations

Time to launch

32



-  Add An Administrator
-  **Add Offline Donation**
-  Manage Sponsor Matching
-  Manage Donations
-  Embed a Donate Button
-  Engagement Opportunities
-  Add External Fund
-  View Registration Info

Share Your Page

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

Add Offline Donation

For Giving Day!


Donor's Name	Amount
<input type="text"/>	\$ <input type="text"/>

Custom Display Name (optional)

Donor's Message

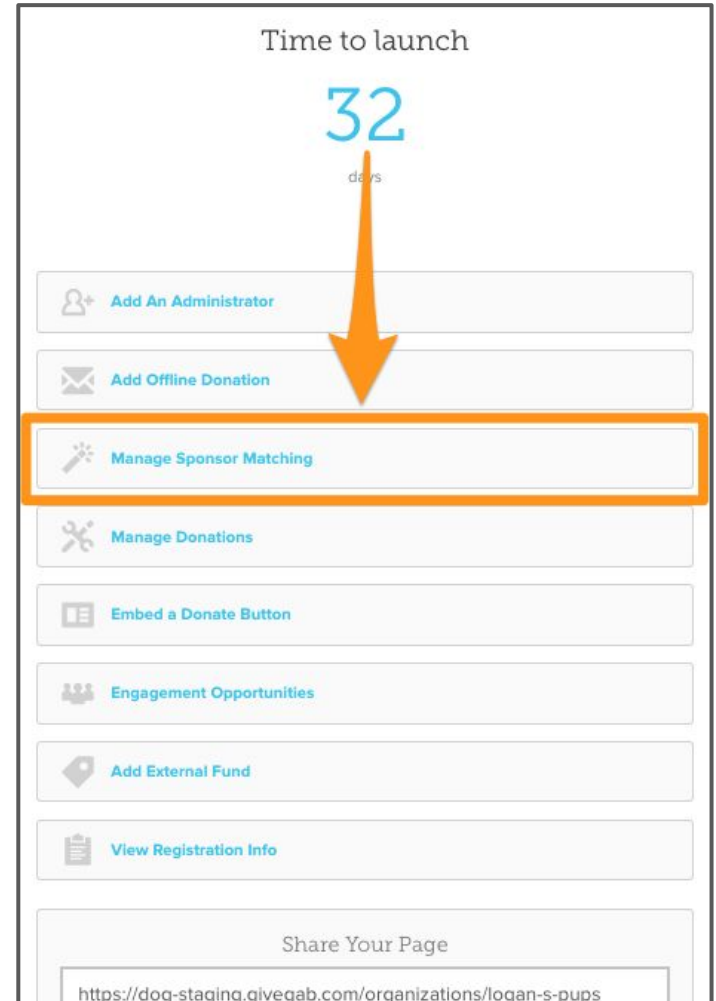
Privacy Options

- Do not display the donor's name publicly
- Do not display the donation amount publicly



Highlight Matches/Challenges

- 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 4.5 x more than organizations without a match.
- Time based to create a sense of urgency



Viewing & Sharing Your Profile



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](#)
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Share Your Page

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

[View Your Page](#)





Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: **Animals**, **Seniors**

[Manage this on GiveGab](#)

DONATE



0%

\$0 Raised \$5,000 Goal 0 Donors



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Helps a family foster one of our amazing senior pups



\$500

Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

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 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.

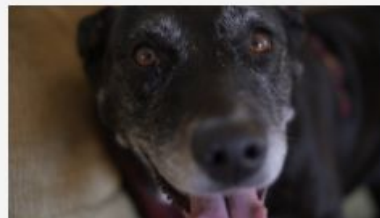
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Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

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 Cafaro](#) **\$0.00**

[Alyssa Ravenelle](#) **\$0.00**

Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote Big Give Knox and reach your goals!
 - Customizable Templates
 - Communication Timelines
 - Big Give Knox Graphics
 - Helpful resources for your board members, volunteers, and fundraisers
- Even more training videos for Matches/Challenges and Big Give Knox strategy



Training Sessions

[Sign Up](#)



Getting Started Guide

[Download \(PDF\)](#)



Helpful Support Articles

[View](#)



Big Give Knox Planning Guide

[View](#)



Communications Timeline

[View](#)



The Ultimate Guide to Giving Day Success

[Download \(eBook\)](#)



Building Board Support

[View](#)



Peer-to-Peer Fundraisers

[View](#)



Giving Day Blog Articles

[View](#)



Email Marketing Templates

[View](#)



Social Media Tips

[View](#)



Download Big Give Knox Graphics

[View Downloads](#)

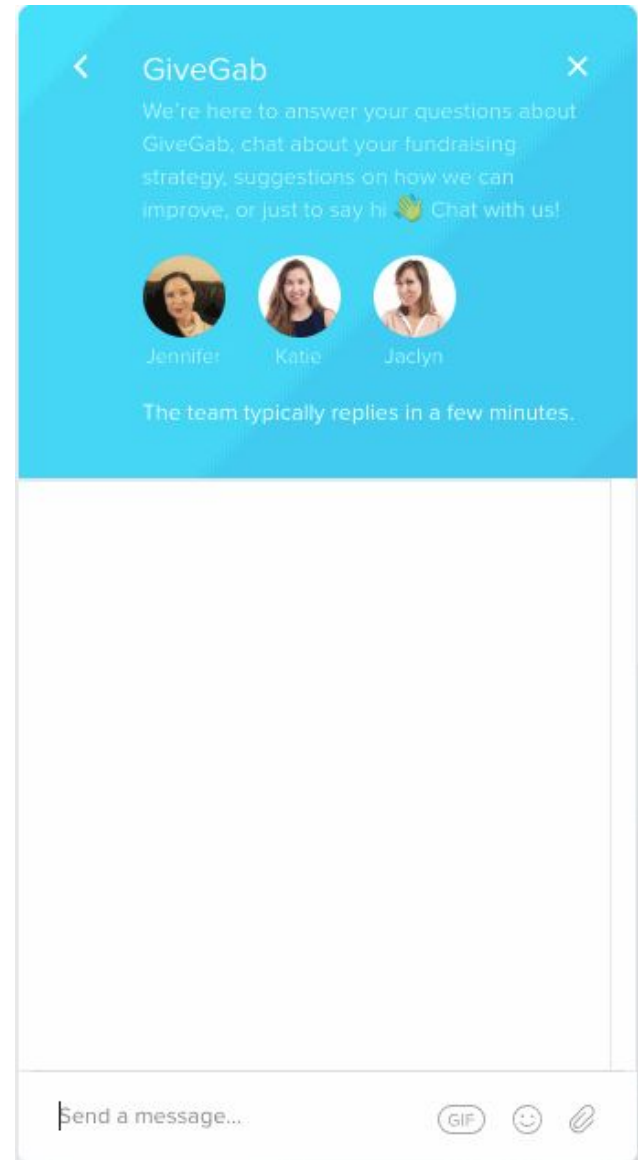


Your Next Steps

- Register for Big Give Knox by Nov. 26th
- Follow Big Give Knox on Social Media!
 - Use #BigGiveKnox
- Watch your inbox for important emails
- Sign up for upcoming training sessions
- Check out the Nonprofit Toolkit

Customer Success

- Visit Our Help Center
<https://support.givegab.com/>
- Send us an email at
CustomerSuccess@givegab.com
- Look for the little blue chat bubble



Questions?

**THE BIG
GIVE**

12 AM - 11:59 PM, December 3, 2019