

GiveGab[®]

Getting Ready for

**THE BIG
GIVE**

Tuesday, December 1, 2020

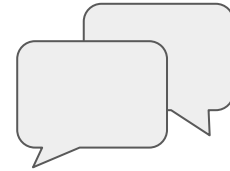
Submit Your Questions!



Chat Box

To: All panelists

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Send

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Your GiveGab Team



Merlin Komenda
Project Coordinator

Agenda

- The Big Give Overview
- Who is GiveGab?
- Registering for The Big Give
- Getting Started
- Peer-to-peer fundraising
- Social Media
- Next Steps and Questions

2019 Results

BIG GIVE KNOX

SEARCH...

PRIZES

LEADERBOARDS

MENU

THE BIG GIVE

Thank you for supporting
Big Give Knox!

Outcomes & Results

\$159,284

Raised

787

Donors

121

Organizations



The Big Give Overview

- www.biggiveknox.org | Tuesday, Dec. 1, 2020-12AM - 12PM
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits serving the Greater Knoxville are eligible to participate
 - Able to accept ACH deposit transfers into a valid checking account
- Trainings, templates and tools to make the most of your day!

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.



Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
 - Your banking information is reviewed with Stripe, and donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for The Big Give website

Transparent Donation Processing

Confirm Your Gift

Step 3 of 3

Orca Conservancy	Gift: \$25.00
<hr/>	
Email:	generousdonor@givegab.com
Fees:	\$2.02
What's with these fees?	
<input checked="" type="checkbox"/>	I'll cover the fees to save the organizations from having to pay them
Total:	\$27.02

- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- In 2019, over 93% of donors covered fees on behalf of organizations

Transparent Pricing

Credit Card:

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

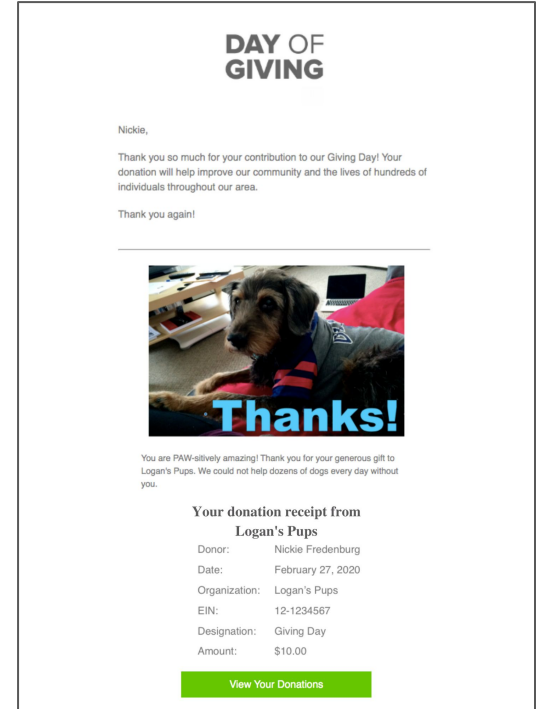
ACH:

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

***\$100 minimum*

Instant Donor Delight

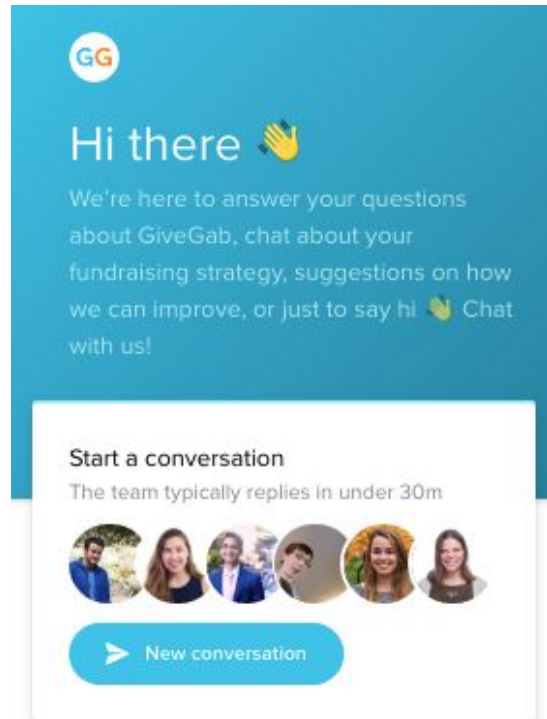
- Customizable Thank You Emails that come from your organization
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt



Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Out Our Blog
 - <https://www.givegab.com/blog/>
- Send us an Email
 - CustomerSuccess@givegab.com
- GG Chat: Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!

○ **Look for the little blue chat bubble!**



Registering for The Big Give



THE BIG GIVE

Presented by  FIRST HORIZON

[REGISTER](#)

Register now to take part in The Big Give!

December 1, 2020

The Big Give begins in

68 : 11 : 06 : 56
days hours mins secs

[Hide Countdown](#)





Find Your Organization

and participate in The Big Give

SEARCH

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



United Way of Greater Knoxville

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Register Your Organization for

The Big Give

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Logo



Select Image

Remove

Recommended dimensions
300x300
Max file size 5MB

Your First and Last Name

Your Email

Password

Click 'Continue' to complete your registration for

The Big Give



Continue



Register Your Organization for

The Big Give

Powered by GiveGab

Thank you for your interest in The Big Give 2020!

1. What is your phone number? *

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

3. How many employees do you have at your organization? *

Please select one choice

Fewer than 5 employees; small organization

4. 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

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

Please select one choice

Yes

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

Please select one choice

Very likely

7. What are your organization's main cause areas? (check all that apply) *

Please select all that apply

- Animals
- Arts and Culture
- Community Advocacy
- Disability Services
- Disaster Relief
- Education
- Emergency Response
- Entrepreneurship
- Environment
- Health and Wellness
- Homelessness and Housing
- International
- Politics
- Poverty and Hunger
- Religion
- Seniors
- Social Justice
- Substance Abuse Prevention
- Veterans
- Women's Issues
- Youth

Register



Returning? Copy Your Profile!

- If you participated in The Big Give in the past, you can choose to copy your profile from previous years.
 - **Be sure to update existing content with new dates, photos, etc.**
 - Existing bank account information will carry over.

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 edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.



The screenshot shows a user interface for profile management. On the left is the 'THE BIG GIVE' logo. To its right is the text 'Big Give Knox (2019)'. Further right is a blue button labeled 'Copy This Profile'. Below these elements is a larger blue button labeled 'Create a New Profile'.

Your Giving Day Dashboard



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 Your Organization's Info

- Logo
- Tagline
- Website
- Causes

✓ Add Your Organization's Info

Tagline

Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.logenspups.org

Logo

Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Select image Remove

Recommended dimensions: 300x300
Max file size: 5MB

Save

Pro Tip:

Adding causes to your profile can help new donors find your organization!

Add 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

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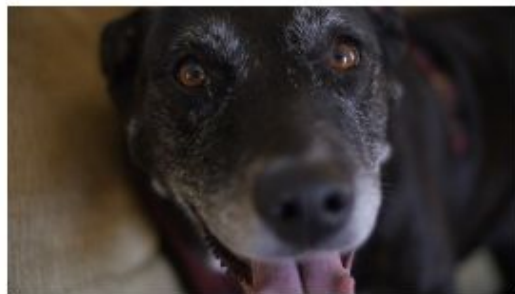
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✖

</>

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.



Get Verified to Collect 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

Pro Tip:
It can take several business days to get verified. Don't wait until the last minute!

Organization Information

Business Name

This must **identically match** the legal business name you have registered with the IRS to prevent verification delays.

EIN/Tax ID **Phone**

Please enter the 9 digits without the dash.
Don't have your EIN? Search [here](#).

Mailing Address

Address cannot be a P.O. Box.

City **State** **Postal Code**

Bank Information

Routing Number

Checking Account Number

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

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

Address cannot be a P.O. Box.

City **State** **Postal Code**

Note: The organization representative's mailing address above must be their personal address.

Organization Rep's Date of Birth


Month Day Year

Last 4 Digits of Organization Rep's SSN


Add 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

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 Levels

Pro Tip:

Using custom amounts in your donation levels helps your donors connect more closely with your organization's needs and impact.

Add a 'Thank You' Message

- Add your own message
- Include a photo or video
- Sent immediately to your donor's email when they make a gift
- Comes from your organization's admin!

Pro Tip:

The "Thank You" message can support either a YouTube/Vimeo video or a photo image. Choose the feature that works best for your donors!

✓ 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.



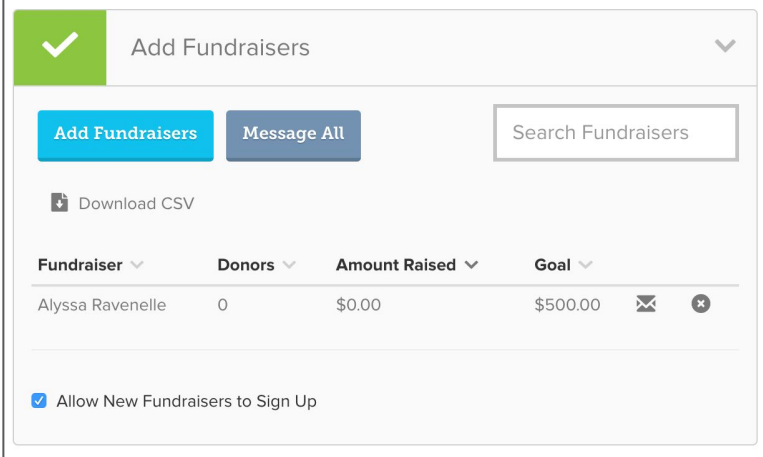
Select Image Remove

Recommended dimensions 800x600
Max file size 5MB

Save

Invite Fundraisers

- Expand your reach and invite supporters, board members, volunteers and staff
- Each individual creates their own fundraising page. Every dollar they raise is included in your organization's overall totals!
- Admins can easily create and manage pages for them if needed
- Invite fundraisers or allow open-signups through your profile page




The screenshot shows the 'Add Fundraisers' interface. At the top, there is a green checkmark icon and the text 'Add Fundraisers'. Below this, there are two buttons: 'Add Fundraisers' (blue) and 'Message All' (grey). To the right is a search bar labeled 'Search Fundraisers'. Below the buttons is a 'Download CSV' link with a download icon. The main part of the interface is a table with the following columns: 'Fundraiser', 'Donors', 'Amount Raised', and 'Goal'. There is also a checkbox for 'Allow New Fundraisers to Sign Up' at the bottom.

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

Pro Tip:
P2P Fundraisers can make a **BIG** impact! On average, organizations with P2P raise 19.7x more than those without P2P!

Invite Fundraisers



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

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

Fundraiser	Donors	Amount Raised	Goal	Emails Sent	Facebook Intents	Twitter Intents	Actions
No fundraisers found.							

Allow New Fundraisers to Sign Up


Set Fundraisers' Story

Set Fundraisers' Goal

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

[Save](#)

Invite Fundraisers



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Add Fundraisers


First Name	Last Name	Email
<input type="text" value="Rebekah"/>	<input type="text" value="Casad"/>	<input type="text" value="rebekah@givegab.co"/>

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)

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

[Save](#)



Invite Fundraisers

Write a Message to Your Recruits

To: Rebekah Casad

Subject

Help me fundraise during giving day!

Message



Come create your own fundraising page to help our organization during the Giving Day!

[Back](#) [Send](#)

Invite Fundraisers

✓ Add Fundraisers ∨

Download CSV Add Fundraisers Message All

Fundraiser ∨	Donors ∨	Amount Raised ∨	Goal ∨	Emails Sent ∨	Facebook Intents ∨	Twitter Intents ∨	Actions
Rebekah Casad	0	\$0.00	\$500.00	0	0	0	 

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$	500	.00
----	-----	-----

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

Save

Fundraiser Page



A fundraiser for:

Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

DONATE



\$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!







Your Completed Dashboard

Texoma Gives

September 10, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Texoma Gives.

-  Add Your Organization's Info >
-  Add Your Story >
-  Get Verified to Collect Donations >
-  Add Donation Levels >
-  Add a 'Thank You' Message >
-  Add Fundraisers >

-  [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

Helping senior dogs find loving homes in their final years

Causes: [Animals](#), [Seniors](#)

[Manage this on GiveGab](#)

DONATE

FUNDRAISE



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.

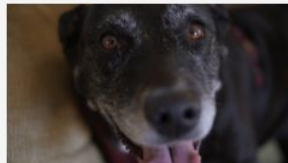
To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

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.

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

Communications & Social Media



Communication

In all of your communications...

- Share on multiple platforms - Facebook, Instagram, Twitter, etc.
- In 2019, nearly 50% of site “users” came from social media channels
- Be transparent about WHY your organization needs support
- Be one or rally a team of ambassadors - this is key!
- Show donors how they are heroes during this time.

Be sensitive, not timid

- Be sensitive, not timid
- Go beyond monetary donations
 - Offer alternatives for those who can't give: share, write a testimonial
- Each community is unique in their response to the current situation. Recognize the uniqueness of your community

Being Communicative

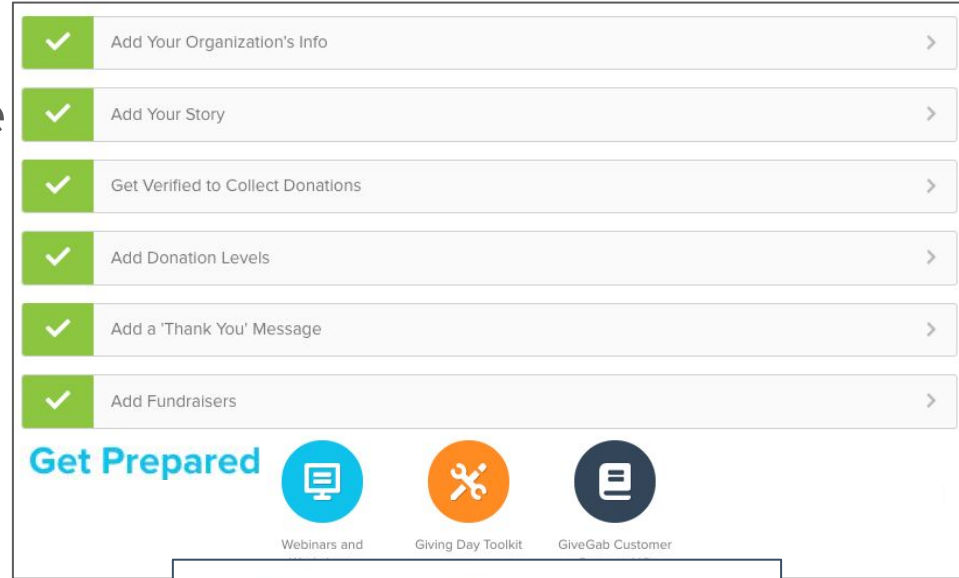
- Make yourself available to supporter engagement
- AMA, “Ask Me Anything”
- Frequently Asked Questions
- Volunteer, Member, Board or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday”)

Be creative, authentic and on-the-spot with videos. No need for a high-tech production!

Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your The Big Give needs!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!



A screenshot of the Nonprofit Toolkit interface. It features a checklist of six tasks, each with a green checkmark icon on the left and a right-pointing arrow on the right. The tasks are: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. Below the checklist is a section titled 'Get Prepared' in blue text. Underneath this title are three circular icons: a blue circle with a white monitor icon, an orange circle with a white scissors icon, and a dark blue circle with a white document icon. Below each icon is a label: 'Webinars and', 'Giving Day Toolkit', and 'GiveGab Customer'.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

Get Prepared

- Webinars and
- Giving Day Toolkit
- GiveGab Customer



A close-up view of the 'Get Prepared' section. It shows three circular icons: a blue circle with a white monitor icon, an orange circle with a white scissors icon, and a dark blue circle with a white document icon. Below each icon is a label: 'Webinars and Workshops', 'Giving Day Toolkit', and 'GiveGab Customer Success HQ'.

- Webinars and Workshops
- Giving Day Toolkit
- GiveGab Customer Success HQ

Go Beyond Your Checklist with Matches!

- Use pledged donations to increase impact during The Big Give
- 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 **16.3x more** than organizations without a match or challenge!

Pro Tip:
Watch GiveGab's
**Matches &
Challenges Training**
available in the
Nonprofit Toolkit!

Time to launch

22

days

Donation Tools

 [Manage Sponsor Matching](#)

 [Manage Donations](#)

 [Embed a Donate Button](#)

Your Next Steps

- Register for The Big Give by Nov. 17th,2020
- Use #BigGiveKnox
- Watch your inbox for important emails
- Meet internally to discuss goals, P2P and Matching strategy
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit

GiveGab[®]

Questions?

THE BIG
GIVE

Tuesday, Dec. 1, 2020