



# Final Steps to Success

**THE BIG  
GIVE**

*Tuesday, December 1, 2020*

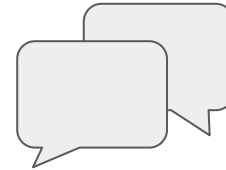
# Submit Your Questions!



## 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

- Big Give Updates & Reminders
- Your Checklist for Success
- Peer-to-peer strategies
- After the Big Give
- Your Nonprofit Resources
- Q&A

# Big Give Updates & Reminders







- [www.biggiveknox.org/](http://www.biggiveknox.org/) | Tuesday, December 1, 2020
- Donations Open: Nov. 24th | Donations Close: Dec. 2nd  
12AM
- Prizes
- Tagboard
- Submit your organization videos or images by Nov. 13th
  - Share a 1-2 minute or set of images to be broadcasted

# Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications

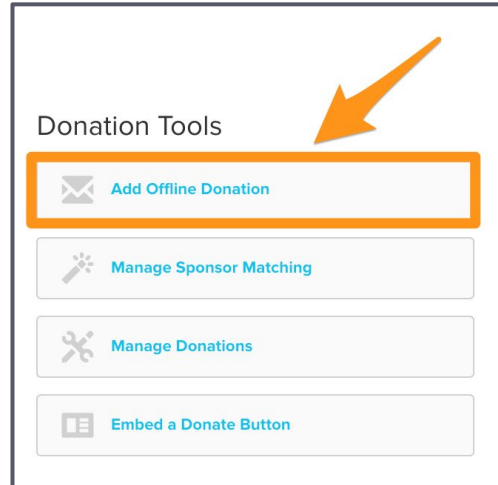
# Are you donation ready?

- Check your verification status on your admin dashboard





	<b>Donation Status: Unverified</b> Please verify your organization's information <a href="#">here</a> 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? <a href="#">Chat with us!</a>
	<b>Donation Status: Pending</b> We are reviewing your submission. This could take up to 48 hours. Please sit tight!
	<b>Donation Status: Pending</b> Additional information is required to verify your organization to accept donations. Please <a href="#">Contact Us</a> if you have any questions. You can see your currently entered information <a href="#">here</a> .
	<b>Donation Status: Incomplete</b> Please provide your organization's information and verify you can collect donations in your state <a href="#">here</a> .
	<b>Donation Status: Verified</b> Hooray! Your organization has been verified to accept donations on GiveGab.
	<b>Donation Status: Pending</b> Your organization is pending re-verification but can still accept donations. Are you a religious entity, government agency, or subsidiary of a national organization? Please <a href="#">Contact Us!</a>

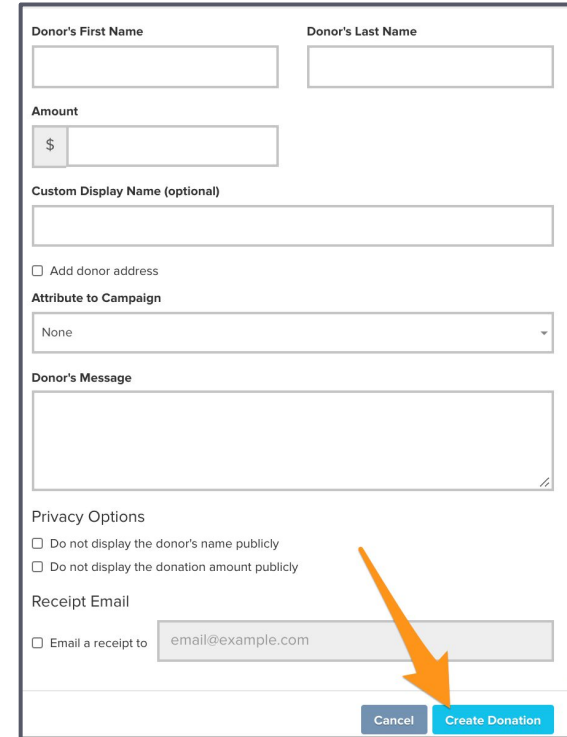
# Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- Offline donations **are** included in specific prizes and all leaderboards



Donation Tools

-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [Embed a Donate Button](#)



Donor's First Name

Donor's Last Name

Amount  
\$

Custom Display Name (optional)

Add donor address

Attribute to Campaign

Donor's Message

Privacy Options  
 Do not display the donor's name publicly  
 Do not display the donation amount publicly

Receipt Email  
 Email a receipt to

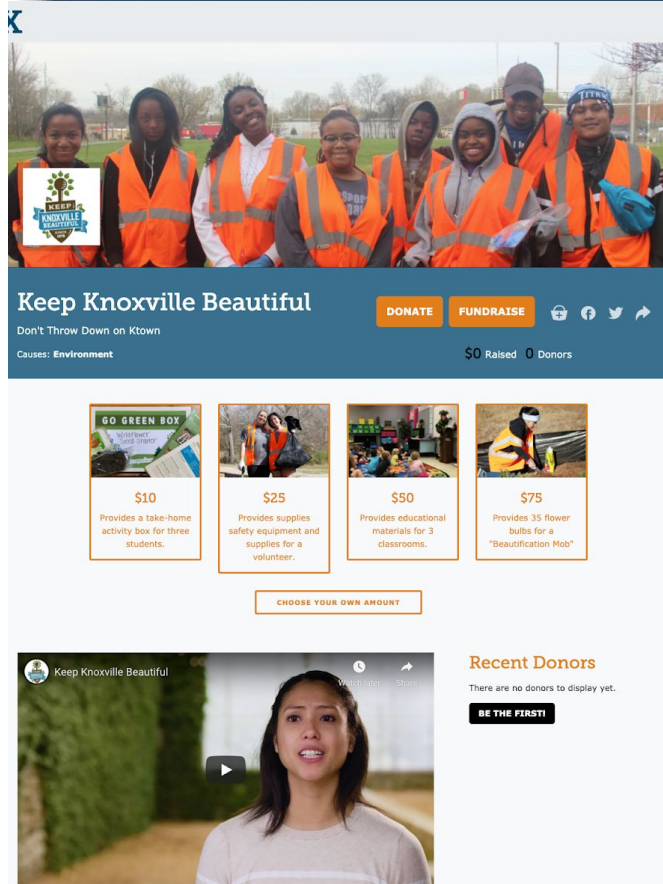


# Is your profile completed?

- 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?
- Peer-to-Peer fundraisers
- Matches & Challenges

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

# Is your profile completed?



The screenshot shows a fundraising profile for 'Keep Knoxville Beautiful'. At the top is a group photo of volunteers in orange safety vests. Below the photo, the organization's name 'Keep Knoxville Beautiful' is displayed in a dark blue bar, along with 'DONATE' and 'FUNDRAISE' buttons and social media icons. Underneath, the tagline 'Don't Throw Down on Ktown' and the cause 'Environment' are listed. The fundraising progress shows '\$0 Raised' and '0 Donors'. Below this are four donation options with images and descriptions: '\$10' for a take-home activity box, '\$25' for safety equipment, '\$50' for educational materials, and '\$75' for flower bulbs. A 'CHOOSE YOUR OWN AMOUNT' button is centered below these options. At the bottom left is a video player for 'Keep Knoxville Beautiful' with a play button. At the bottom right is a 'Recent Donors' section with the message 'There are no donors to display yet.' and a 'BE THE FIRST!' button.

**Keep Knoxville Beautiful**

Don't Throw Down on Ktown

Causes: Environment

\$0 Raised 0 Donors

**GO GREEN BOX**  
\$10  
Provides a take-home activity box for three students.

**SAFETY EQUIPMENT**  
\$25  
Provides supplies safety equipment and supplies for a volunteer.

**EDUCATIONAL MATERIALS**  
\$50  
Provides educational materials for 3 classrooms.

**FLOWER BULBS**  
\$75  
Provides 35 flower bulbs for a "Beautification Mob"

CHOOSE YOUR OWN AMOUNT

Keep Knoxville Beautiful

Recent Donors

There are no donors to display yet.

BE THE FIRST!

# Do you have matches/challenges?

- Identify your match/challenge sponsors
  - In 2019 Big Give organizations that featured matches and/or challenges raised 16X times more
- Promote your match/challenge opportunities

## Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.



**Note:** All times are assumed to be in Eastern Time.

# Do you have matches?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

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**.  
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all 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

# Do you have challenges?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

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

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Challenge Name

Description (optional)

Challenge Type

Dollar Challenge ▾

Challenge Goal

Challenge Amount

\$  .00

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.

How many dollars or donors are needed to complete this challenge?

How much money is awarded when this challenge is completed?

Select the time period applicable for this challenge

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Archived

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

# Peer-to-Peer Fundraising



# Who are your P2P fundraisers?

- Expand your organization's reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

In 2019, organizations with P2Ps raised 19.7 x  
more than organizations without P2Ps

# Benefits of Peer-to-Peer Fundraising

- **Reach** - Expands your reach to a new network of potential donors by tapping into your fundraiser's network
- **Stewardship** - Provides a new opportunity to engage with existing supporters by sharing their personal connections
- **Engagement** - Establishes more vested interest in your organization through active supporter participation
- **Trust** - Highlights your existing connections with passionate supporters, making donors confident in your cause
- **Fun** - Creates an opportunity for friendly competition and social sharing during the big event!




# Motivate your Fundraisers

Set your fundraisers up for success!

- Create a quick guide with everything they need to know
- Set them up with social media and email templates
- Share Big Give graphics with them
- Check in with them before and on the day
- Encourage them to share their personal stories
- Spark friendly competition between your fundraisers

# Fundraiser's Page







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!

# Do you have a communications plan?

- Plan your online communications ahead of the Big Give
  - 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 the Big Give Nonprofit Toolkit for the perfect plan!

# Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing
- Your Big Give Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Create QR codes of your profile
  - Shareable visual content

# After the Big Give

- Donation Reports
- Payout Timeline
- Donor Stewardship
- GiveGab beyond the Big Give

# How will you get your donor data?

The screenshot shows the GiveGab Admin Dashboard for an organization named "Logan's Pups". The dashboard is divided into several sections:

- Header:** Includes the GiveGab logo (Nonprofit Giving Platform), navigation links for Home and Support, and a user profile icon.
- Left Sidebar:** A navigation menu with icons and labels for Home, Fundraising Campaigns, Events, Giving Days, Reports, and Manage Organization.
- Admin Dashboard Section:**
  - Admin Dashboard:** The main heading for the dashboard.
  - Current Plan:** Engage.
  - Giving Days:** A card for "DAY OF GIVING" on November 13, 2019, with a "View All Giving Days" link below it.
  - Fundraising Campaigns:** A card for "It's A Dogs World" on December 11, 2017, with "\$20,467.22 Raised" and buttons for View, Manage, and Edit. A "View All Campaigns" link is below.
  - Fundraising Events:** A card for "2018 Summer Gala" with buttons for View, Manage, and Edit.
- Footer:** A dark blue bar at the bottom with the text "Viewing Dashboard for Logan's Pups" and a star icon.

# How will you get your donor data?

**GiveGab**  
Nonprofit Giving Platform

Home Support

## Donations

Total Paid Out: \$240,804.74 Total Pending: \$6,164.39

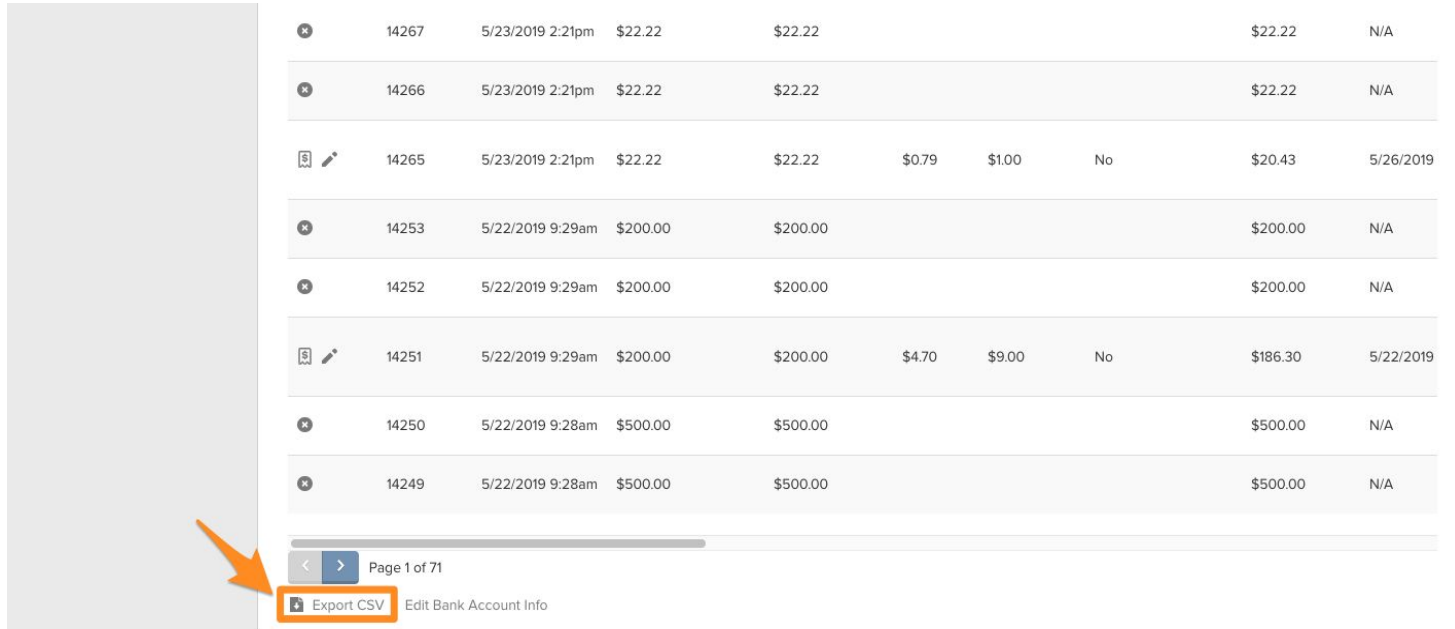
Search by name or email + More filters

All Giving Days All Campaigns Any Donation Type

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
✕	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
📄 ✎ ✕	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca, New York 1485 United States
📄 ✎ ✕	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca, New York 1485 United States
✕	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
📄 ✎ ✕	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca, New York 1485 United States
✕	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for Logan's Pups

# How will you get your donor data?



The screenshot shows a table of donor transactions. An orange arrow points to the 'Export CSV' button at the bottom left of the table area.

✖	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✖	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✖	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✖	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✖	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✖	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A

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[Export CSV](#) [Edit Bank Account Info](#)





# How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the Big Give
  - Your report will contain payout dates to help you determine when gifts were deposited. You'll also see a Payout ID column in your report, gifts in the same deposit will have the same payout ID.

It is important to make sure you are able to receive donations before the Big Give 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!

# How will you thank your donors?

- Start your stewardship process immediately after **the Big Give**
- 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!

# Your Nonprofit Resources

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

# Giving Day Support & Resources

- Visit Our Help Center
  - <https://support.givegab.com/>
- Check Our Our Blog
  - <https://www.givegab.com/blog/>
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto: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 the Big Give on Social Media!
  - Don't forget to use #BigGiveKnox in your communications
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Commit to completing your profile and reaching out to supporters

GiveGab<sup>®</sup>

Questions?

THE **BIG**  
**GIVE**

*Tuesday, December 1, 2020*