Getting Ready for Hope for Homes

May 9, 2024
Meet the Team

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Submit Your Questions

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

- Hope for Homes Overview
- Who is Bonterra?
- What’s New
- Registering
- Creating Your Profile
- Next Steps & Questions
Hope for Homes Overview

https://www.hopeforhomessday.org | July 18th, 2024, 12:00 am

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + La Casa Norte Efforts = Exponential visibility
- IRS-recognized nonprofit serving the state of Illinois are eligible to participate
- Donations open on July 11th, 2024 at 12:00am
Benefits of Participating

- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-Engage with your existing supporters and gain new donors
- Combine your marketing efforts + La Casa Norte marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
Who is Bonterra?
Who is Bonterra?

Bonterra’s mission is to power those who power social impact

- Host a secure, reliable and transparent platform for Hope for Homes
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!
Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in Bonterra
- All participating organizations verified as IRS and state-recognized nonprofits
Simple Donation Processing

- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- Chat support available right within the donation form for your supporters!
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, 70% of donors cover fees during a Giving Day
Transparent Donations

Credit Card:
3.5% Platform Fee + $0.30 per transaction & 2.5% transaction fee (Stripe) = 6% + $0.30

ACH:
3.5% Platform Fee + $3.00 flat bank fee = 3% + $3.00
* $100 minimum
The Gift Basket makes it easy for donors to support as many causes as they like!
Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - bonterratech.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with our Customer Success Team
  - Look for the little blue chat bubble
What’s New for 2024?
Share The Joy of Giving

- Supporters can purchase eCards to give to family, friends, coworkers in advance of the day.
- The recipient will use to make a gift to their favorite nonprofit(s) when donations open.
- Recipient selects “eCard” option during checkout.
- Fees charged to the purchaser.
Registering for Hope for Homes 2024
Hope for Homes Day
A Day of Giving Powered by Illinois Nonprofits

July 18, 2024

Hope for Homes 2024 begins in
70 : 13 : 35 : 29
days hours mins secs

GiveGab is becoming Bonterra.
Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION
Completing Your Profile
Your Giving Day Dashboard

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

- Logo
- Website
- Causes

**Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals
Get Verified

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate

**Pro Tip:** Don’t wait to complete this information. It can take at least several days, and in some instances more.

Status: Incomplete

Please provide your organization’s information and verify you can collect donations in your state here.

- Confirm State Fundraising Compliance
- Add Bank Info

GiveGab is becoming Bonterra.
Get Verified

Complete Your Verification

Set Up 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

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.
Don’t have your EIN? Search here.

Save

Payment Processor Verification

Verify Your Organization

GiveGab is becoming Bonterra.
Get Verified

Bonterra partners with Stripe for secure financial services.

Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our Services Agreement.

Legal business name

Company

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.

Employer Identification Number (EIN)

12-3456789

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this support article.

Doing business as

Optional

The operating name of your company, if it's different than the legal name.

Powered by stripe

Terms
Privacy
English (US)

Contact Bonterra for support
customersuccess@givegab.com
Suggest Donation Levels

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal
Personalized Gratitude

- Add your own message
- Include a photo or video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly
Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video](#)
Ridget Cadle's fundraiser for Logan's Pups

$100 Raised $500 Goal 1 Donors

Opening a water day changed me for the better and I know that by supporting Logan's Pups, I can help more water puppies find the loving homes they deserve and educate my friends and family about how amazing creating a rescue dog sanctuary can be.

$25
- $25 goes towards one week of food for a senior dog

$50
- $50 goes towards a super soft bed for a living senior dog

$100
- $100 helps a family foster one of our amazing senior pups

$500
- $500 provides life changing surgery for a senior dog in need

Choose your own amount
# Key Dashboard Tools

## Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

## Get Prepared
- Webinars and Workshops
- Giving Day Toolkit
- GGChat

## Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

## Share Your Page
- [https://www.401gives.org/organizations/center-for-media](https://www.401gives.org/organizations/center-for-media)
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

Other Actions

- Engagement Opportunities
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Share Your Page

https://giving-days-preprod.herokuapp.com/organizations/
A Completed Profile
What’s Next?
Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize the Matching tool to add that money into your totals, according to the criteria you set.

- 1:1, 2:1, or 3:1 Matches
- Donor, Dollar, or Donation Challenges
- **Pro Tip:** Watch the Matching Training Video

GiveGab is becoming Bonterra.
Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Hope for Homes needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!
Your Next Steps

Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- You don't need to compete for incentives and prizes
- Hope for Homes may not be the right fit for all of your donors - that's okay!
Your Next Steps

What to work on over the next 9 weeks:

- Follow Hope for Homes 2024 on Social Media and use #HopeforHomesDay Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit
Questions?

July 18th, 2024