Getting Ready for

THE EXTRA™ ORDINARY GIVE

LANCASTER COUNTY COMMUNITY FOUNDATION · Rodgers & Associates THE RETIREMENT SPECIALISTS · HIGH FOUNDATION

November 22, 2019

Agenda

- The Basics
- Benefits to Participating
- 2018 Results
- What's New in 2019
- Quick Guide to Your 2019 ExtraGive platform
- Applying for ExtraGive
- Next Steps and Questions

The Basics

- November 22, 2019
- **ExtraGive.org**
- Every CBO conducting their own unique campaign on the day
- Who can participate?
  - Serve residents of Lancaster County
  - Have an independent audit or financial review
  - Be a registered 501(c)3
  - Able to receive ACH deposits into bank account
- 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 Extra Give to help your organization reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

2018 Results

What's New in 2019

- Minimum Donation is now $10!
- In Memory Of/ In Honor Of
  - Can send notification email individual/individual's family
- Focus on Donor Engagement!

Transparent Pricing

- No application 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

4.99% fee per transaction

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 ExtraGive

Secure & Reliable

- GiveGab, our tech platform is partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for ExtraGive
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors

THE EXTRA ORDINARY GIVE

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.

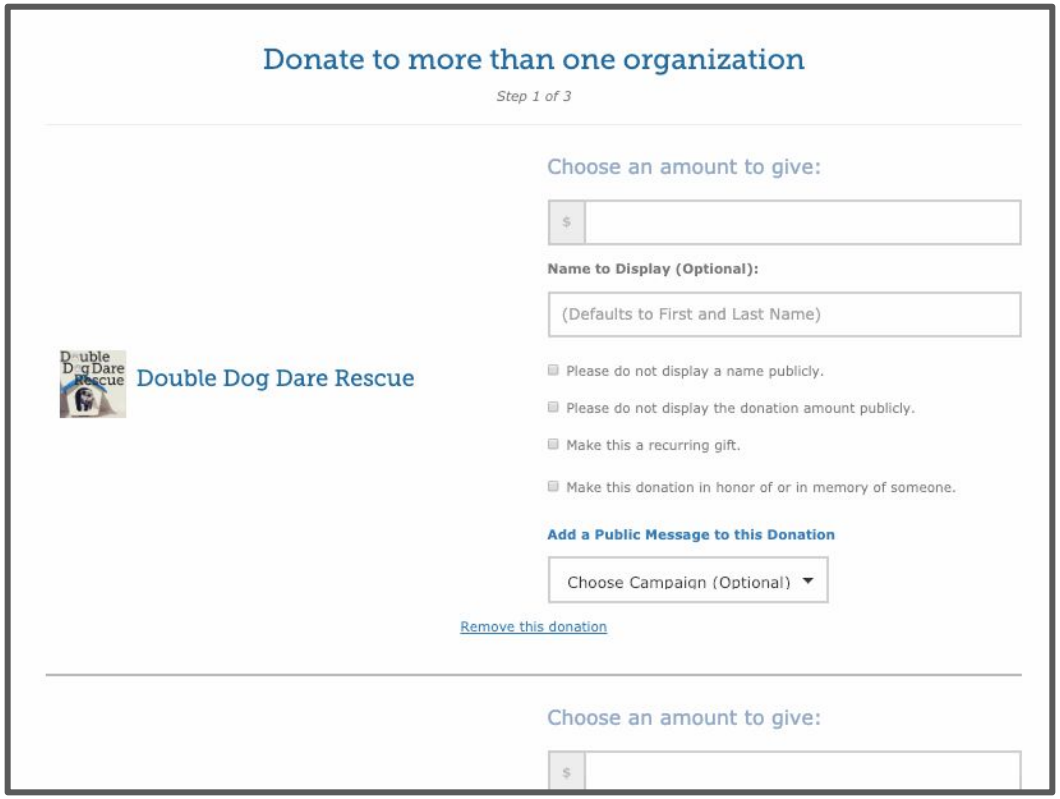
This confirmation will be required to collect donations on GiveGab starting January 1, 2018. Learn more about state charitable solicitation compliance.

Save

Simple Donation Processing

- All major credit cards accepted
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf

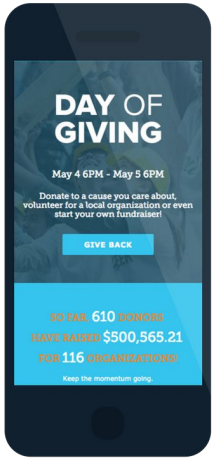
Give, Give, and Give Again!

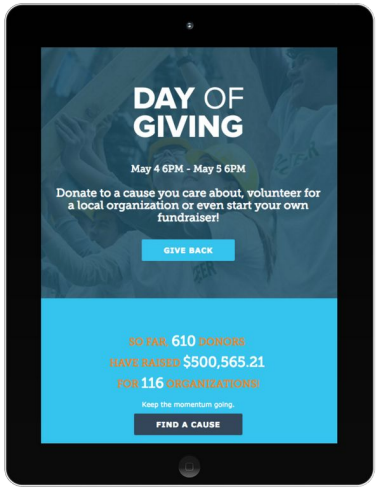


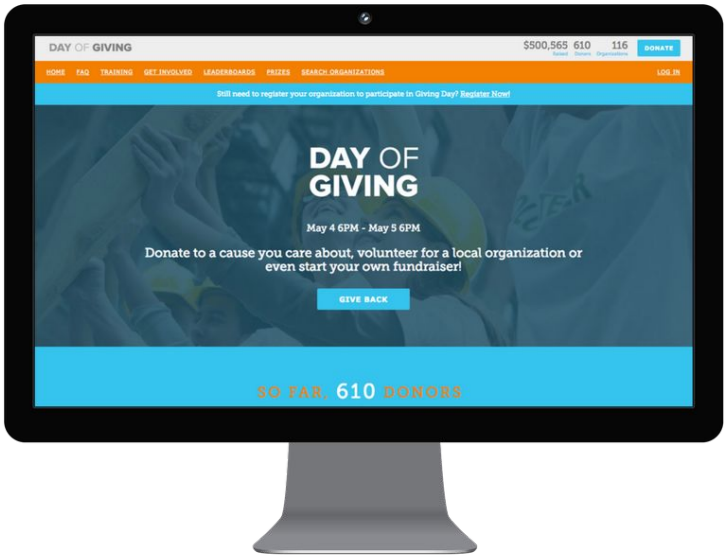
GiveGab's Gift Basket feature and multi-give donation form makes it quick and convenient for donors to support as many causes in their community as they like!

Easy & Accessible

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

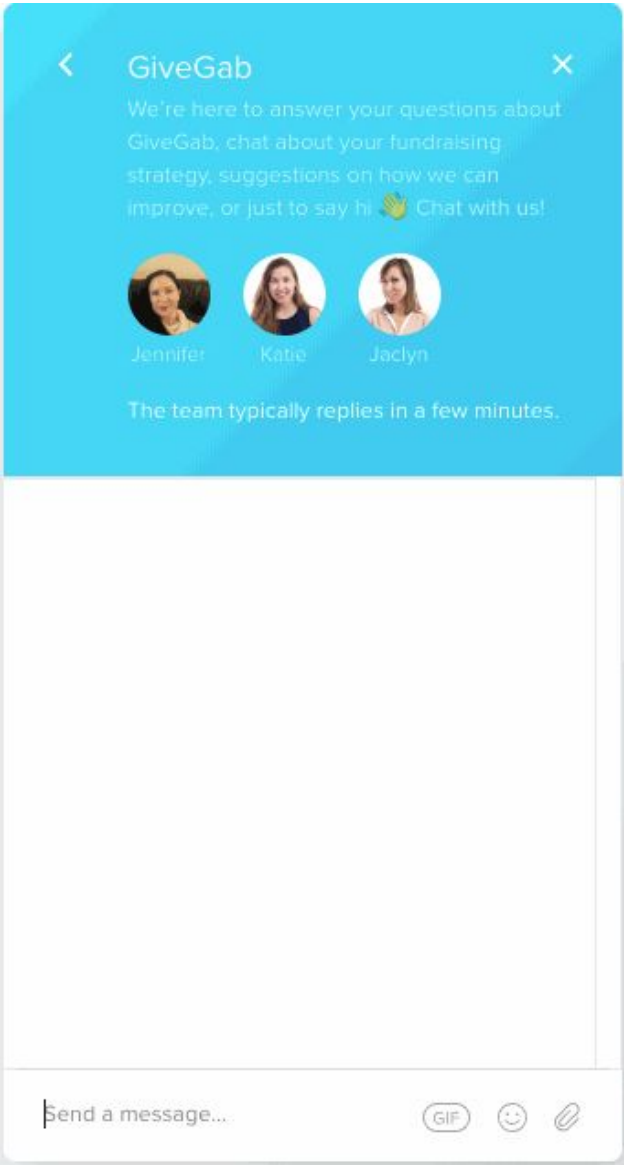






Support Team

- Visit Our Help Center https://support.givegab.com/
- Send us an email at extragiveinfo@lancfound.org
- 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?

www.ExtraGive.org

THE EXTRA ORDINARY GIVE™

▼ MENU

Advantage Lancaster
Lancaster, Pennsylvania
PARTICIPATE

Advoz
Lancaster, Pennsylvania
PARTICIPATE

Allegro Orchestra Lancaster
Lancaster, Pennsylvania
PARTICIPATE

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Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

Register Your Organization for

The Extraordinary Give

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

Select a State

ZIP/Postal Code

Not located in the United States?

Logo

Select Image

Remove

Recommended dimensions
300x300
Max file size 5MB

Click 'Continue' to complete your registration for

The Extraordinary Give

Continue

Register Your Organization for

The Extraordinary Give

Powered by GiveGab

In 1000 characters, please describe your organization *

Website *

Facebook URL *

Choose no more than two categories that define your organization *

Please select all that apply

- [ ] Animal Related
- [ ] Arts, Culture & Humanities
- [ ] Education
- [ ] Environment
- [ ] Financial Stability/Quality of Life
- [ ] Food, Agriculture & Nutrition
- [ ] Health Care
- [ ] Housing
- [ ] Human Services
- [ ] Senior Living
- [ ] Youth Development

Are you interested in learning about endowment building with the Foundation? *

Please select one choice

Yes

THE EXTRA ORDINARY GIVE

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

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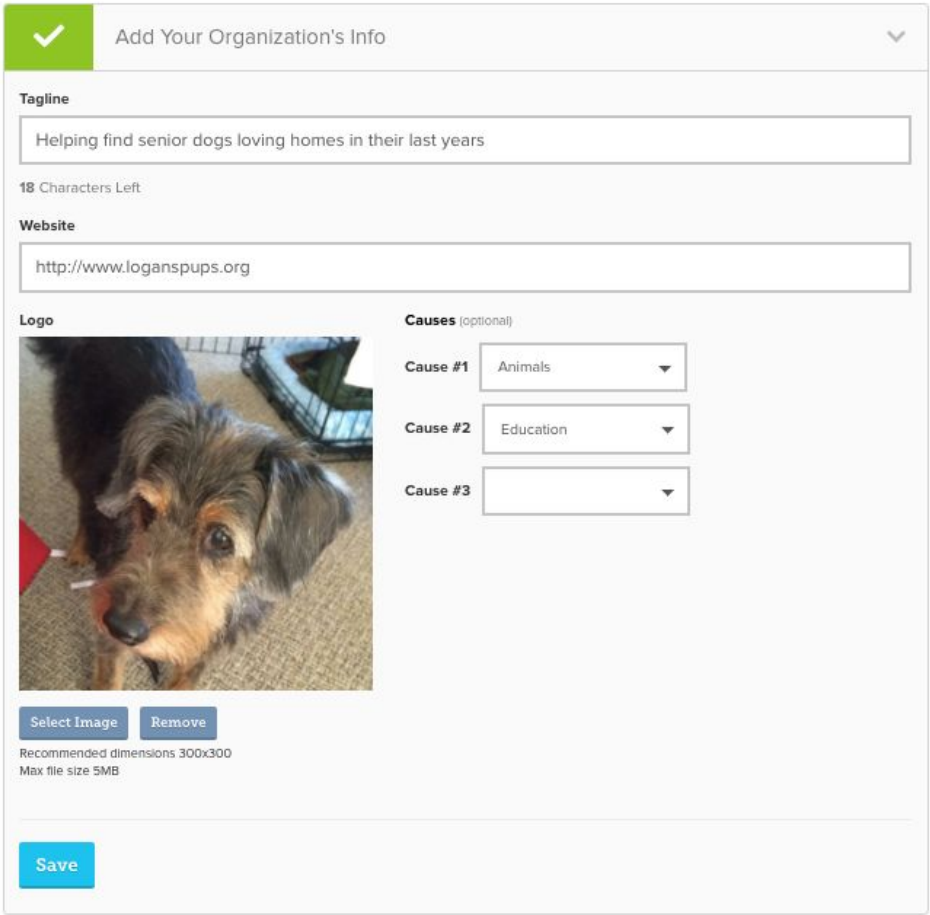
Share Your Page

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.



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)

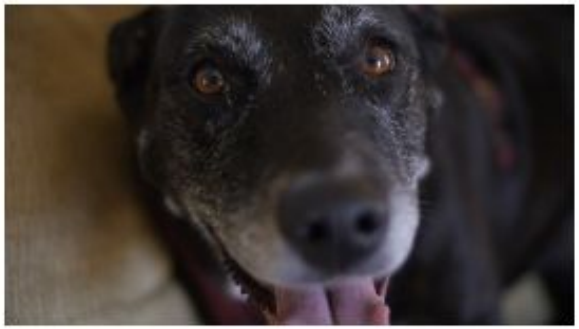
☑ Display Goal on Profile

$ 5000 .00

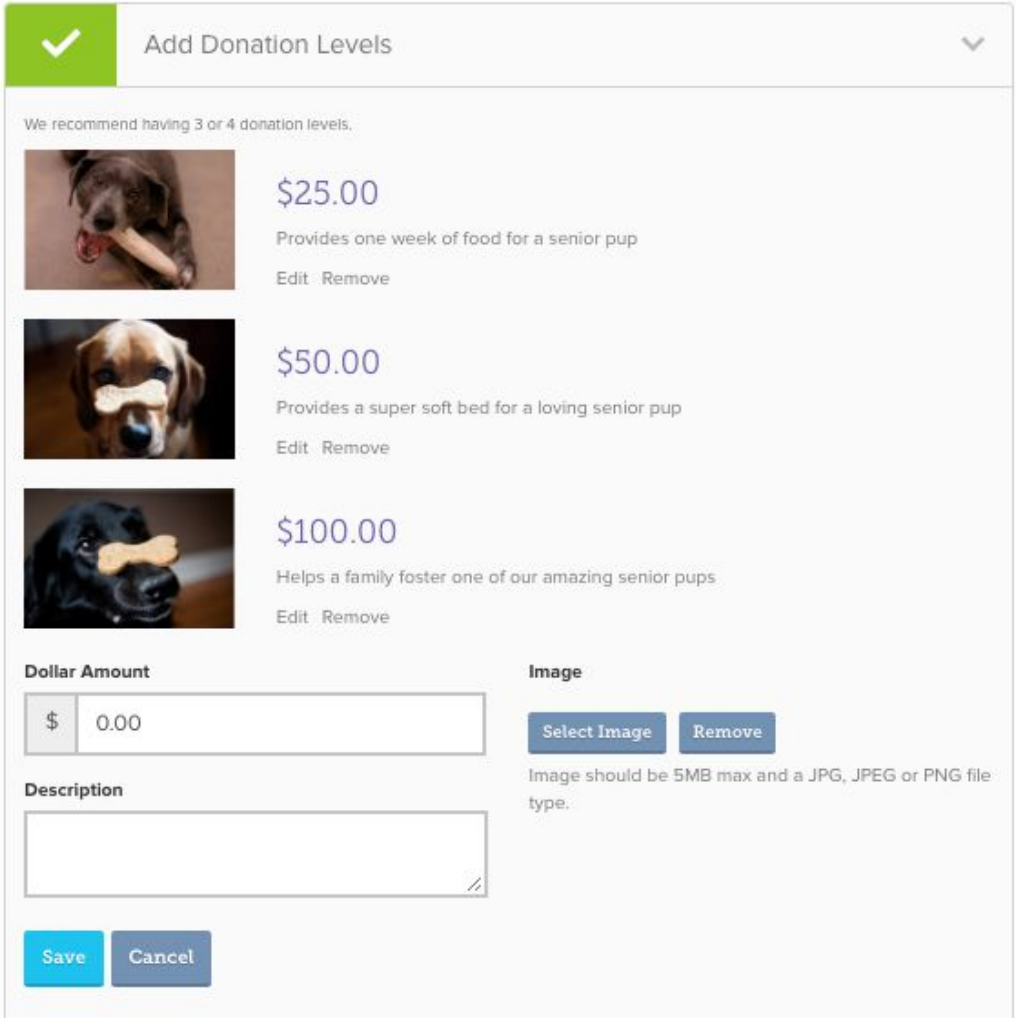
Formatting

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.



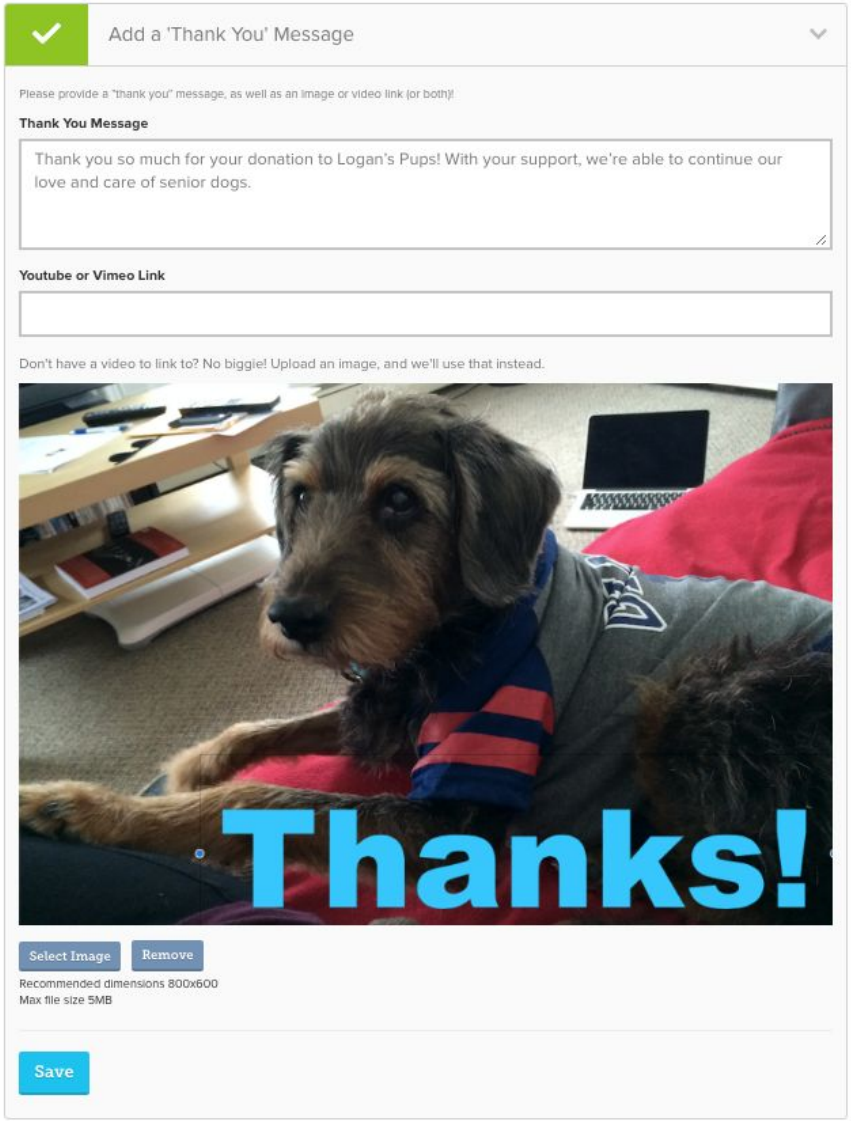
Highlighting Impact



- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

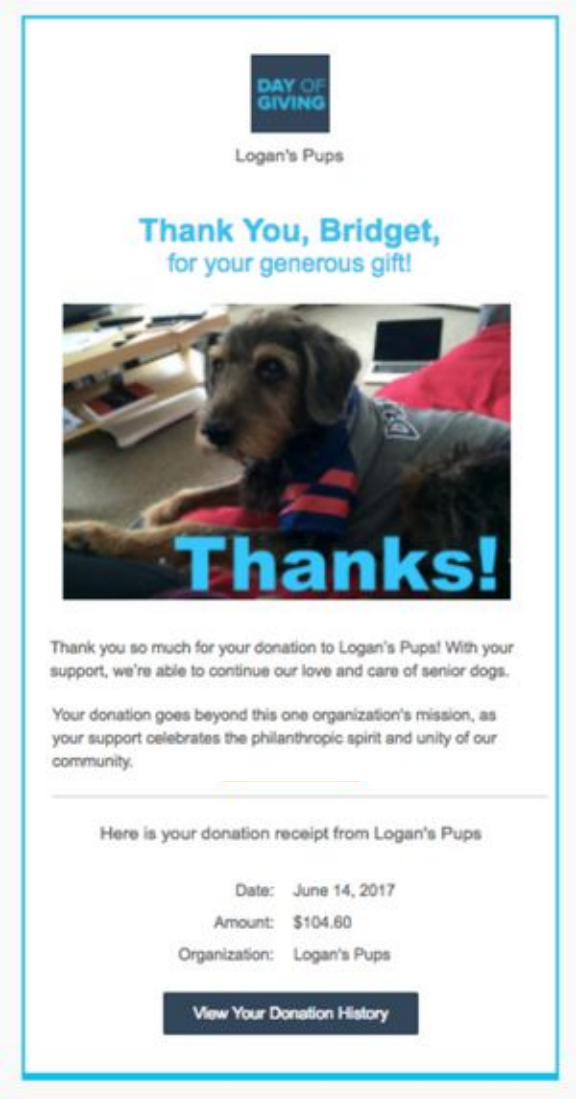
Personal Gratitude

- Customizable Thank You Emails
  - Add your own text, photo, or video!
- 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



Instantaneous Donor Delight

- Includes the Lancaster County Community Foundation'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

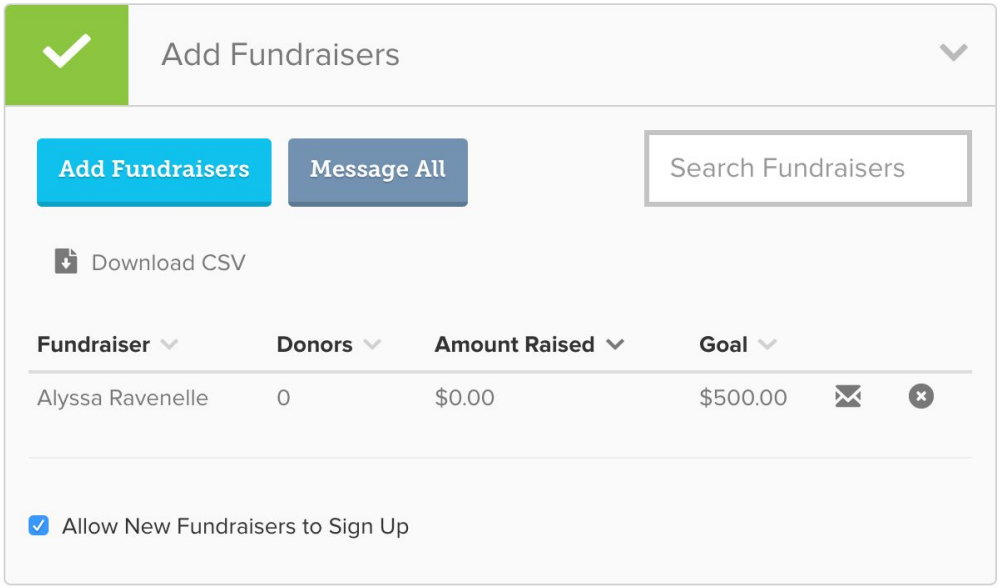


Fundraising Champions

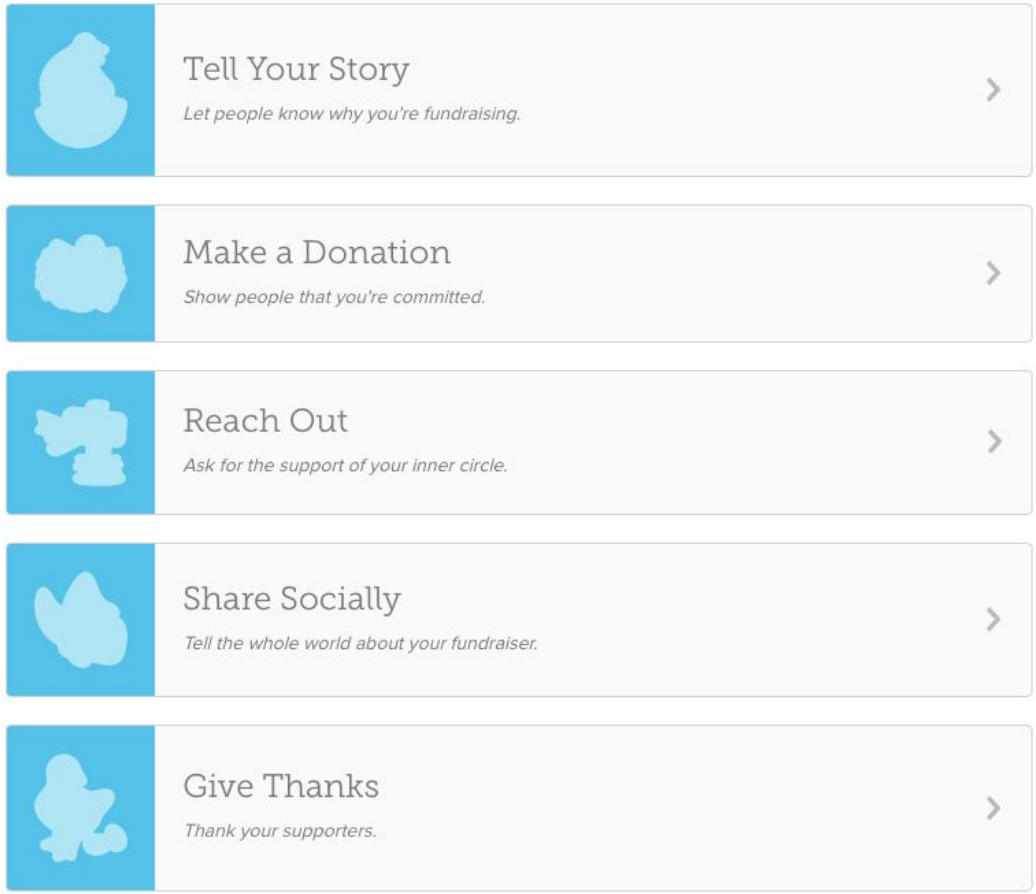
- Use your supporters, board members, and volunteers to expand your organization's reach

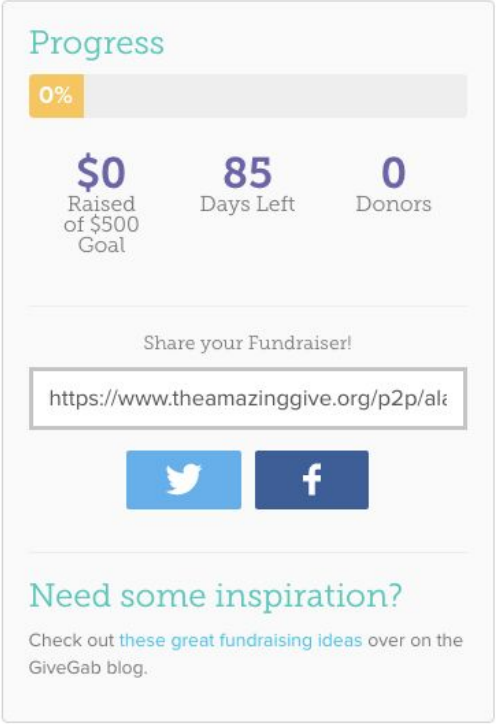
- Each fundraiser has their own fundraising page and every dollar they raise goes toward your organization's totals!

- Organizations with fundraisers raised on average 2.7 x more than organizations without fundraisers in 2018

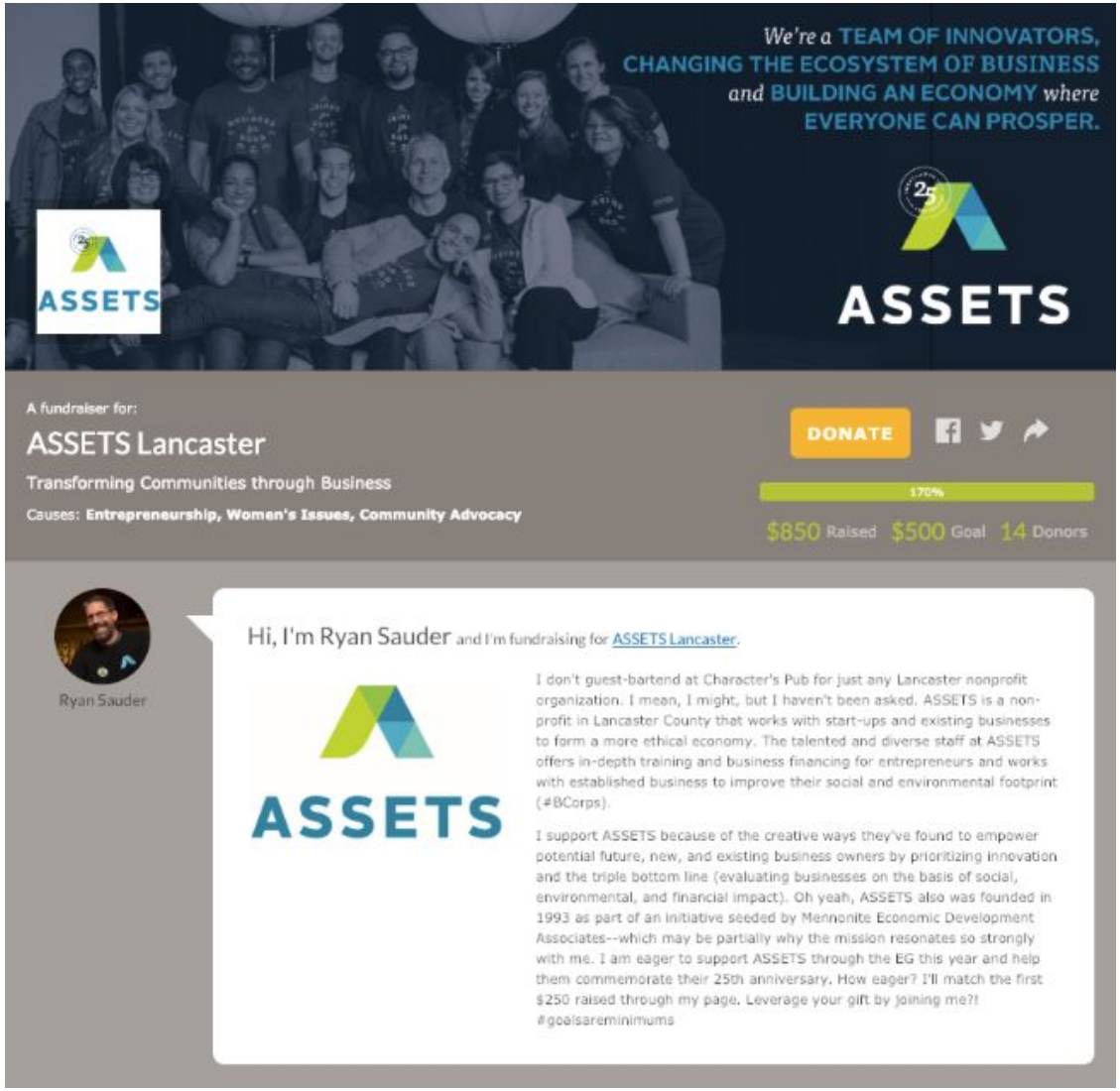


Fundraising Champions Toolkit



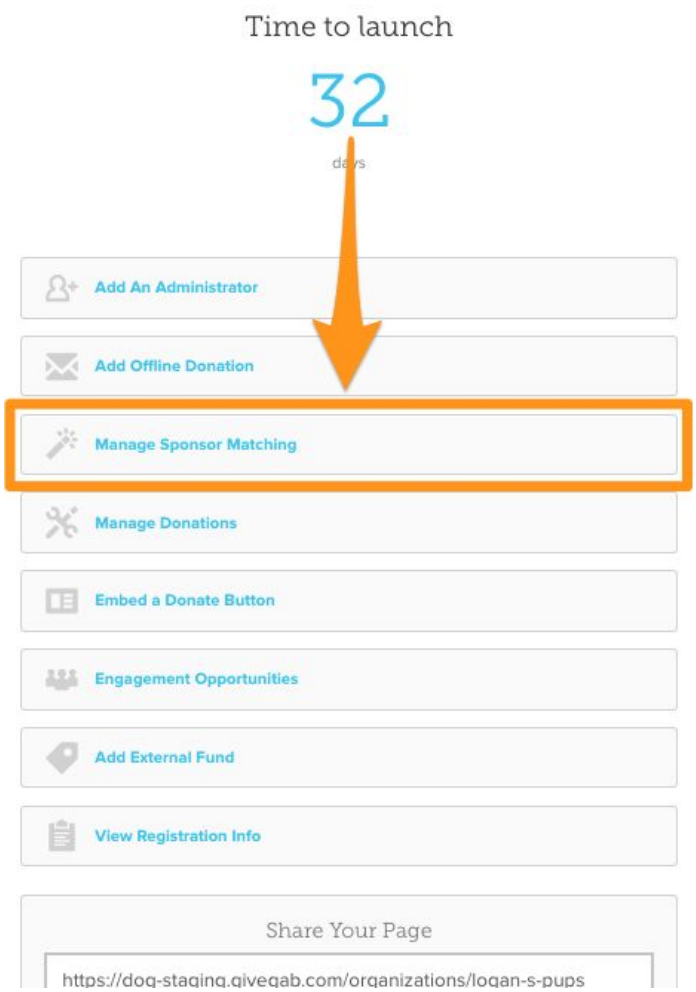


Fundraising Champions

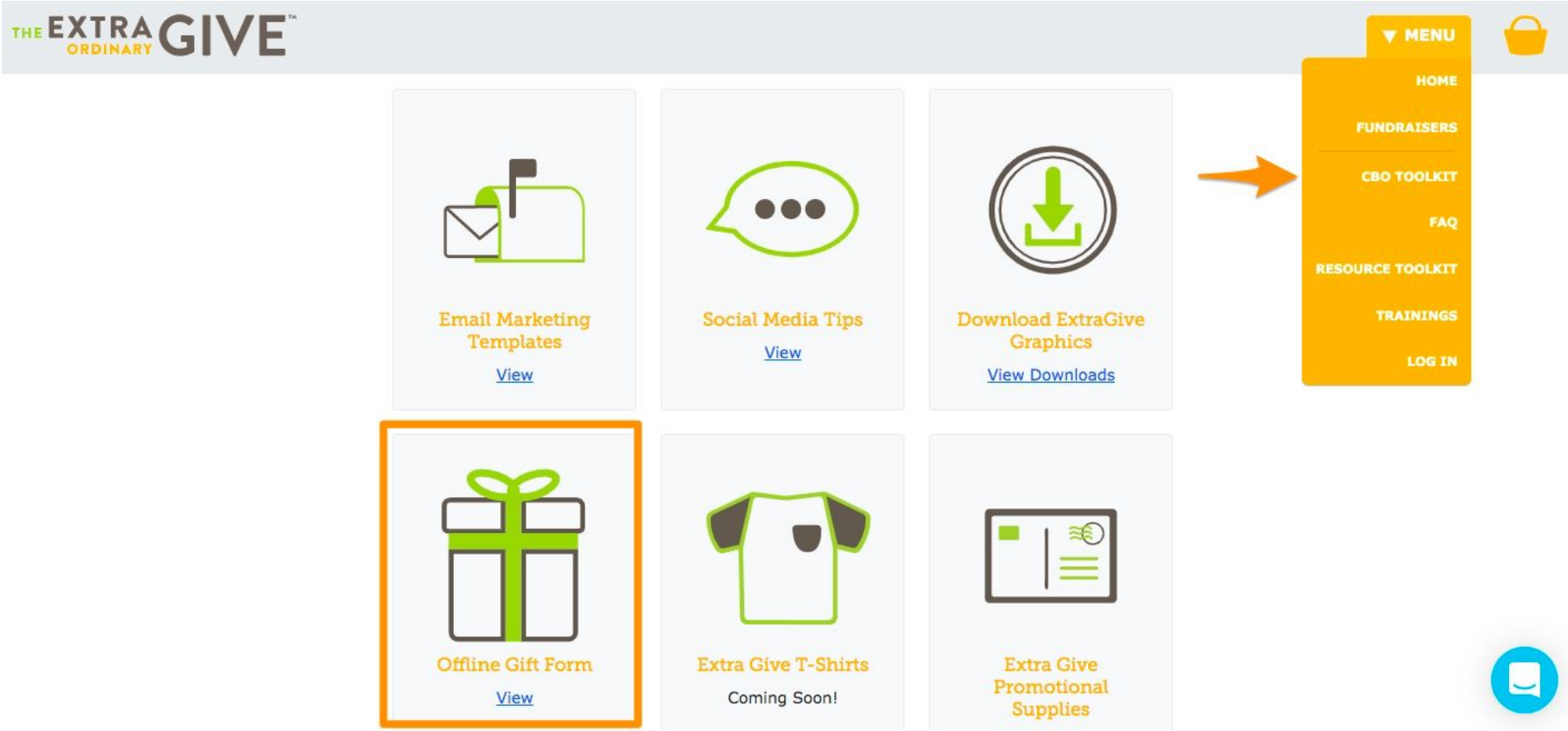


Highlight Matches/Challenges

- 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 raised on average 2.6 x more than organizations without a match in 2018
- Time based to create a sense of urgency



Add Offline Donations



Viewing & Sharing Your Profile

DAY OF GIVING

Giving Day!

November 13, 2019

Time to launch

121

days

Participation Approval Status

Approved

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
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Reset Profile

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.

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

Get Prepared

Simply registering is not enough to be successful during Giving Day!. Use the resources below to learn the best practices or get help!

Webinars and Workshops

Giving Day Toolkit

GiveGab Customer Success HQ

Share Your Page

https://dog-staging.givegab.com/organization:

View Your Page

Water Street Mission

Restored to be Restorers

Causes: **Homelessness & Housing, Poverty and Hunger, Health and Wellness**

DONATE FUNDRAISE

$25

$25 provides 10 meals for Lancaster County's most vulnerable.

$100

$100 provides 40 meals for those experiencing homelessness.

$500

$500 supports a day of Dental and Medical Services for our guests.

$1,000

$1000 supports 3 days of Life Coaching services for our guests.

CHOOSE YOUR OWN AMOUNT

Since 1905, Water Street Mission has provided an environment of hope and healing where Lancaster County's at-risk men, women, and children can find a hand up and complete restoration with God.

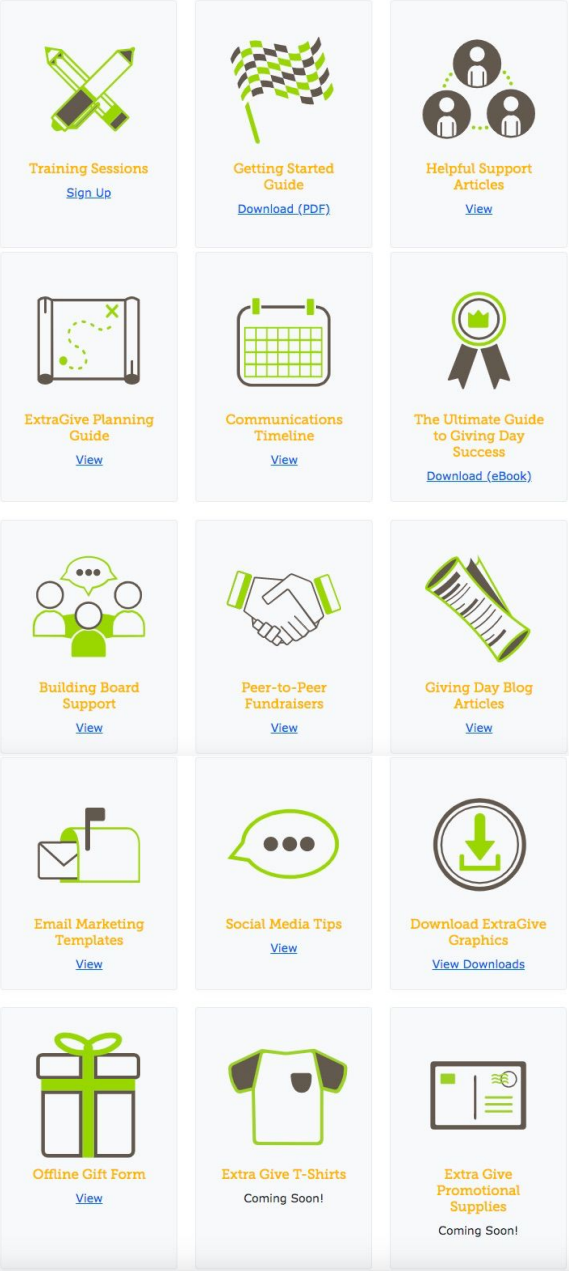
- Helping children learn to love God and love learning.
- Providing teens with a safe environment and training in leadership skills.
- Supplying food for low income families in our community.
- Caring for individuals' and families' medical, dental and behavioral health needs.
- Meeting physical needs and extending a hand up for those experiencing periodic homelessness.

DONATE

Tips, Tools, and Resources

- The CBO Toolkit has everything you need to plan, prepare, and promote ExtraGive and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - ExtraGive Graphics
  - Helpful resources for your board members, volunteers, and fundraisers

- Even more training videos for Matches/Challenges and ExtraGive strategy



Your Next Steps

- Register for the next LEAP session on Donor Engagement on August 23, 2019
- Apply for ExtraGive by October 15, 2019
- Follow ExtraGive on Social Media!
  - Use #extragive
- **Watch your inbox** for important emails
- Sign up for upcoming training sessions
  - Donor Engagement LEAP session - August 23 (Live/In Person)
  - Fundraising Champions Webinar - September 12
  - Final Steps to Success Webinar - November 6
- Check out the CBO Toolkit

Questions?

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