

# Final Steps to Success

*November 17, 2023*

**EXTRA™**  
**GIVE**

**NOV 17**



MURRY  
FOUNDATION

GiveGab is becoming  Bonterra.

# Meet the GiveGab/Bonterra Team



**Amanda Ader**

Associate Project Manager



**Nickie Fredenburg**

Project Manager, GiveGab



**Aja Hall**

Customer Success Chat  
Specialist, GiveGab

# Meet the ExtraGive Team



**Kim Shorter**



**Tracy Cutler**



**Val Schade**

# Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **the end of the week.**

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

Introduce yourself! Name, location, organization.



## Chat Box

To:  All panelists  
Type: All panelists and attendees



## Q&A

Please input your question

Send Anonymously

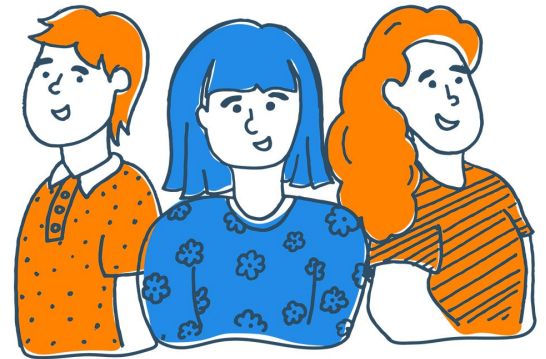
# Agenda



- **ExtraGive Updates & Reminders**
- **Your Checklist for Success**
- **After ExtraGive**
- **Next Steps**
- **Q&A**

# ExtraGive Updates and Reminders

- **extragive.org** | November 17, 2023, 12:00AM - 11:59PM EST
- Prizes
- Leaderboards
- Social Media Feed
- Complete your profile
- ExtraGive Fest- One World Fest



# Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



# Are you able to accept donations?

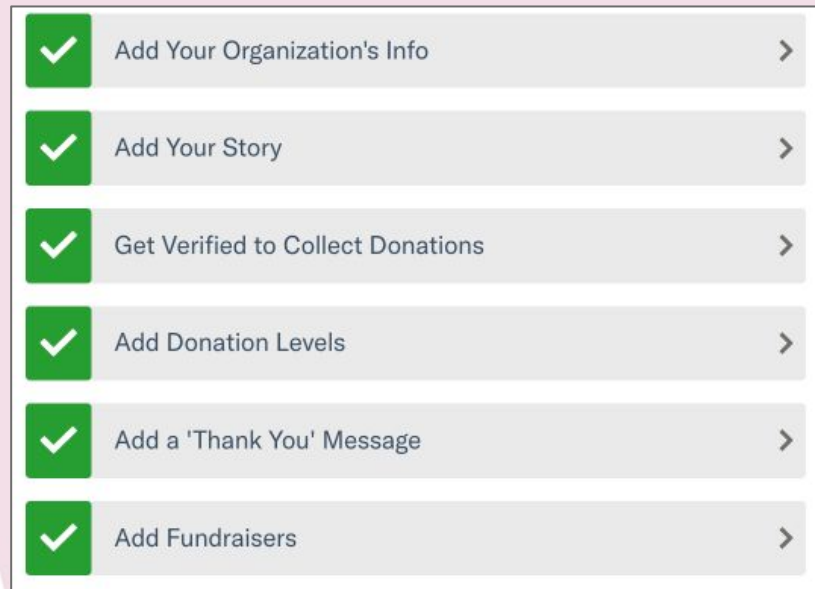
- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations ✓
  - Status: Verified**
  - Hooray! Your organization has been verified to accept donations on GiveGab.
  - ✓ Confirmed state fundraising compliance
  - ✓ Bank account and organization information verified



# Is your profile complete?

Have you:

- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Added Causes?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?



# Is your profile complete?

The screenshot shows the homepage of the Bright Side Opportunities Center. At the top, there's a banner for the 'FRIDAY BEEF & BEER' event on November 17th from 11:00PM to 2:00PM, featuring roast beef sandwiches and root beer. The banner includes the 'EXTRA GIVE' logo and social media icons. Below the banner, there are 'DONATE' and 'FUNDRAISE' buttons. The main content area features six donation options, each with a photo and a description:

- \$10:** Will benefit community with free access to events and lower costs.
- \$25:** Will give 100 pounds of produce back to the community.
- \$50:** Will sponsor an activity for youth in STEM Leadership Academy.
- \$90:** Will help us reach our goal of \$45,000 if 500 people donate \$90.
- \$250:** Sponsor a scholar for any of our STEM Camps.
- \$1,000:** Sponsor a girl to learn to computer code & close the gender gap in tech.

At the bottom, there is a 'CHOOSE YOUR OWN AMOUNT' button.

The screenshot shows the 'Our Story' page of the Bright Side Opportunities Center. The page has a green header with 'Our Story' and 'Top Fundraisers' links. The main content includes:

- Our Story:** A paragraph about the center's mission to empower, impact, and positively influence the community.
- Our doors are open to individuals from all walks of life. We offer diverse programs for both youth and seniors, including STEM Initiatives, Girls and Boys STEM Leadership, Girls Coding programs, STEM Camps, a Youth Basketball League, and Fitness & Wellness Classes for all, including Silverneers and Pivotalball.**
- We are proud to partner with organizations such as Union Community, a federally qualified health clinic, The Academy, offering daily mentoring and individualized counseling for children and adolescents, Office of Vocational Rehab, who provides vocational rehabilitation services to help persons with disabilities prepare for, obtain or maintain employment, and The Haven offers English classes and support services to Afghan refugees.**
- Bright Side Opportunities Center is more than a community center, it's a gathering place, a hub for meetings, and a hub of activities. Our strength lies in our diversity, from our dedicated Board Members and staff to our cherished guests.**
- Our success is a collective effort, and we extend our heartfelt gratitude to community partners like you. Your support is invaluable in helping us achieve our mission. Thank you for everything.**

At the bottom, there is a 'VIEW DOCUMENT' button and a 'Fundraisers' section with a list of names and amounts:

- 1 Greg Adams \$0.00
- 2 Emelty Belancourt \$0.00
- 3 Salena Couchman \$0.00
- 4 Dr. Deborah Davis \$0.00
- 5 Barbara Dixon \$0.00

There is also a 'SEE MORE FUNDRAISERS' button.

# Will you have cash or check gifts?

- Review and submit offline gift forms by **November 10, 2023**
- Gifts of \$10,000 or more
- Resources in the CBO Toolkit!



Offline Gift Form

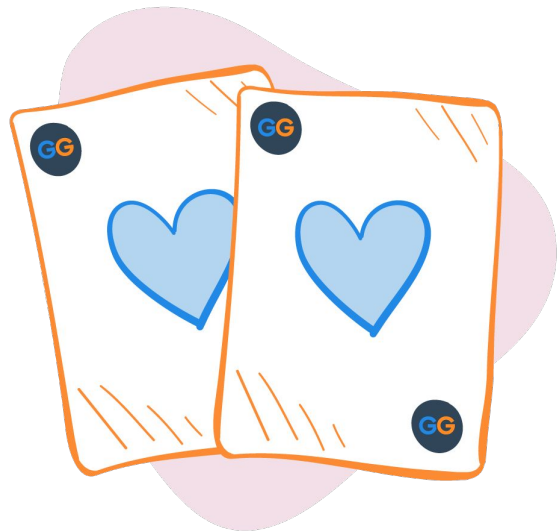
[View](#)



Offline Gifts &  
Sponsor  
Matches/Challenges

[View](#)

# Have you secured a matching gift?



- **Why?**
  - Organizations who set up a Match or Challenge for ExtraGive 2022 raised on average **3.5X more**
- Strategize
  - Set up your match in a way that draws donor attention
  - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.

# Adding a Match/Challenge



- Step by step Directions in the [GiveGab Support Center](#)
- **Pro Tip:** Watch the [Matching Training Video](#)
- Review [Offline Gifts vs. Sponsor Match Document](#) FAQ

# Do you have ambassadors?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Fundraising Champions)
- Anyone can be an ambassador or a fundraiser
- **Pro Tip:** Watch the Fundraising Champions [webinar](#)



# Setting Up For Success

- Set up a quick info session for Ambassadors and Fundraising Champions
- Walk them through the [ExtraGive Fundraiser Guide](#)
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk Fundraisers through creating their profile

# Do you have a communications plan?

- Plan your online communications ahead of the day
  - How many posts and when?
  - What will your content look like? Examples below:
    - Announcement/Save the Date
    - Campaign Countdown
    - Day-of progress update
- No need to start from scratch! Customize the templates available in your ExtraGive CBO Toolkit





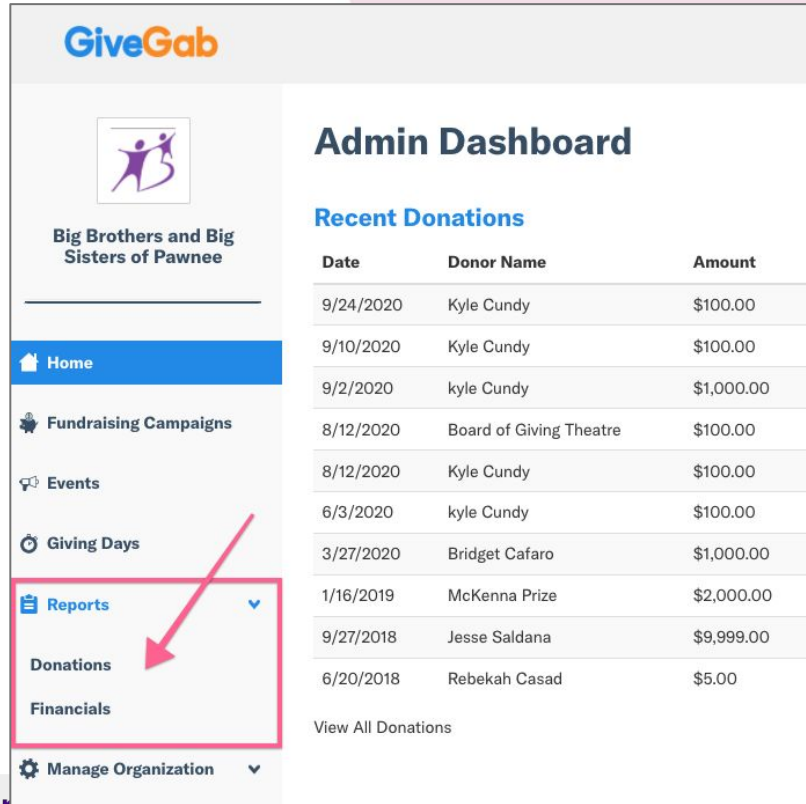
# How will you communicate?



- Utilize multiple online channels
  - Social Media
  - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

# Post-ExtraGive Success

# Finding Your Donor Data



**GiveGab**

**Big Brothers and Big Sisters of Pawnee**

**Admin Dashboard**

**Recent Donations**

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

View All Donations

**Home**

**Fundraising Campaigns**

**Events**

**Giving Days**


**Reports**

**Donations**

**Financials**


**Manage Organization**


# Filtering Your Data




**Pawnee Public Library**


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 Home


 Pawnee Gives (Support)

 Reports ▾




**Donations**

 Manage Organization ▾










## Donations



 Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


▾  ▾  ▾


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

# Exporting Your Donor Data

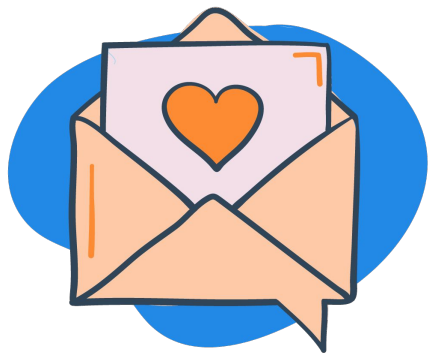
  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

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

Viewing Dashboard for **Pawnee Public Library** 

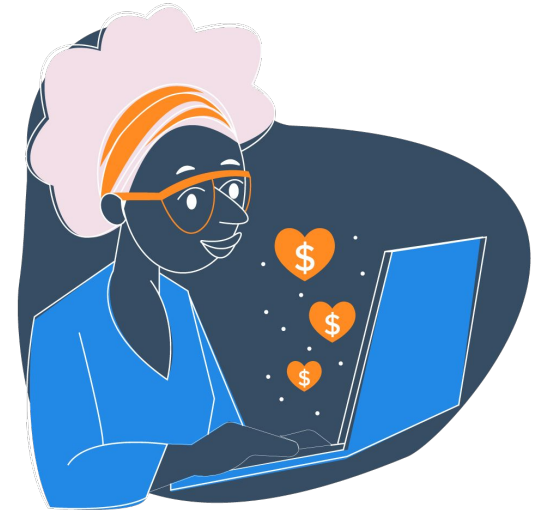
# How will you get your donations?



- Donations will be transferred to your bank account on or about January 19, 2024
- Note that donations will appear as pending in the payout column, and you will receive additional information regarding the full payout amount from the LancFound team a few days before the money hits your bank account around the 3rd week in January.

# How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the [available training](#) on Donor Stewardship!



# How will you thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Thank You email to your organization's email list
- Follow up with individual donors
  - Access their contact info in GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
  - What did these donors do for your organization as a result?
  - This outreach can happen a few weeks after





# 'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- ExtraGive Downloadable Graphics
- Resources for Board Members and Fundraising Champions
- Blog Articles and How-To Videos from GiveGab



# Next Steps

# Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors



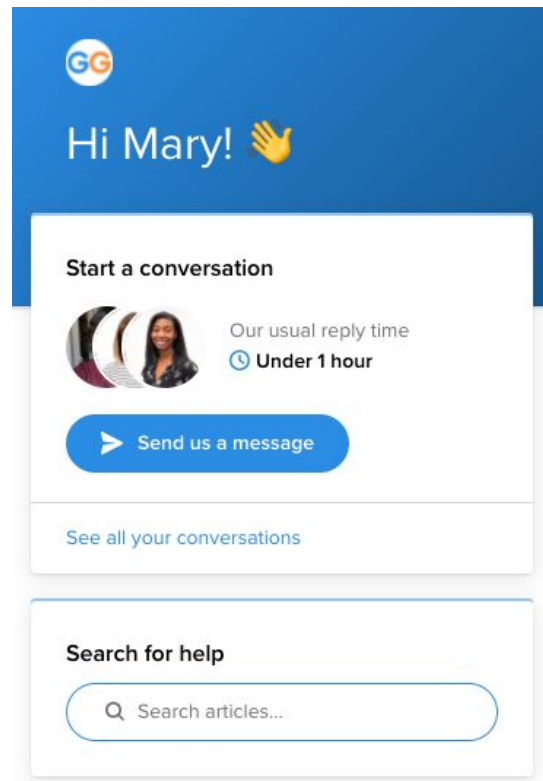
# Final Checklist

- Complete your profile **ASAP**
- Ensure you are verified to collect donations in GiveGab/Bonterra\*
- Keep an eye out for important emails!
- Follow **@LancFound** on Social Media and use #ExtraGive and #IGiveExtra Hashtags
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [extragiveinfo@lanfound.org](mailto:extragiveinfo@lanfound.org)
- Chat with GiveGab's Customer Success Team



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble.



# Questions?

# GIVE EXTRA™

NOV 17

LANCASTER COUNTY  
COMMUNITY  
FOUNDATION

HIGH  
FOUNDATION

MURRY  
FOUNDATION

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