

Getting Ready for ExtraGive 2023

November 17, 2023

EXTRA™
GIVE

NOV 17



MURRY
FOUNDATION

GiveGab is becoming  Bonterra.

Meet the GiveGab/Bonterra Team



Amanda Ader

Associate Project Manager



Noelle Butler

Supervisor, Customer Success

Meet the ExtraGive Team



Kim Shorter



Tracy Cutler



Val Schade

Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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

Agenda



- **ExtraGive Overview**
- **Who is GiveGab?**
- **What's New**
- **Registering**
- **Creating Your Profile**
- **Next Steps & Questions**

2022 Results

EXTRA™ GIVE



REFLECTIONS ON TEN YEARS OF EXTRAGIVE

Outcomes & Results

\$10,186,612

Raised

24,667

Donors

452

Organizations



ExtraGive Overview

<https://www.extragive.org/> | November 17, 2023, 12:00AM - 11:59PM EST

- Every Community Benefit Organization conducts their own unique campaign to market and share with their supporters
- Your marketing efforts +Lancaster County Community Foundation Efforts = **Exponential visibility**
- Leaderboards for friendly competition, prize incentives
- IRS-recognized Community Benefit Organizations serving Lancaster County are eligible to participate

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 + LCCF marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Who is GiveGab?



Who is GiveGab?



GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Host a secure, reliable and transparent platform for ExtraGive
- 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
- LCCF will be distributing donations and prize funds via direct deposit
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized Community Benefit Organizations

stripe



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
- GiveGab's chat support available right within the donation form for your supporters!

Transparent Donations

- **Credit Card, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- 4.99% fee per online transaction
- In 2022, **89.6%** of gifts had fees covered!

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

I'll cover the fees!

Privacy Option(s)

Please do not display a name publicly.




Please do not display the donation amount publicly.

Hide my name from this organization and the public.

Total: **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.
Learn more about how your information is used following a donation: [Privacy Policy](#).

Instant Donor Delight

- Customizable Thank You Emails
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Acknowledges their tax-deductible donation

DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

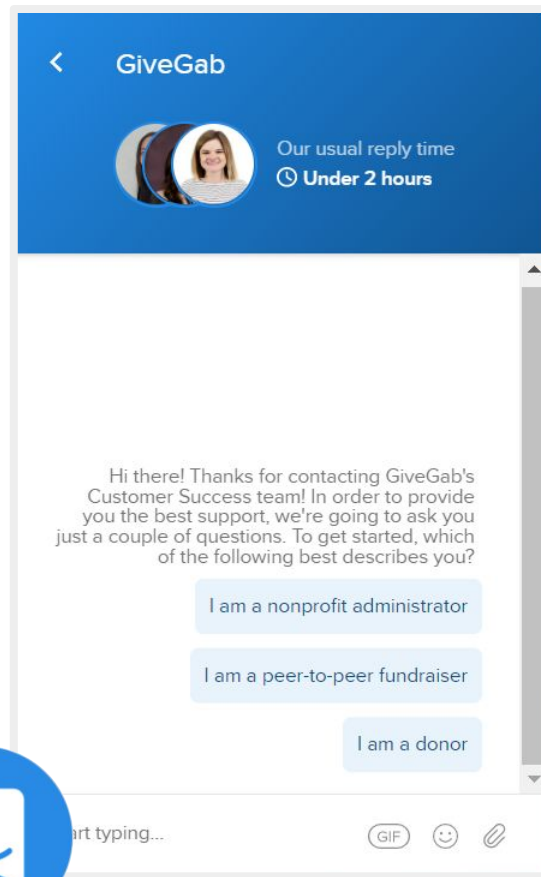
Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg
Date: February 27, 2020
Organization: Logan's Pups
EIN: 12-1234567
Designation: Giving Day
Amount: \$10.00

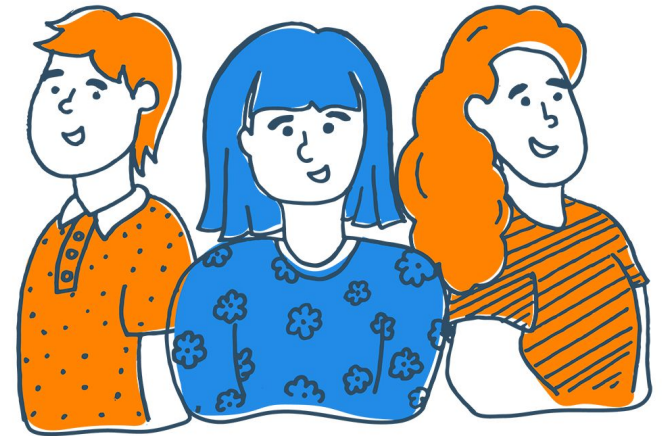
[View Your Donations](#)

How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
 - Look for the little blue chat bubble

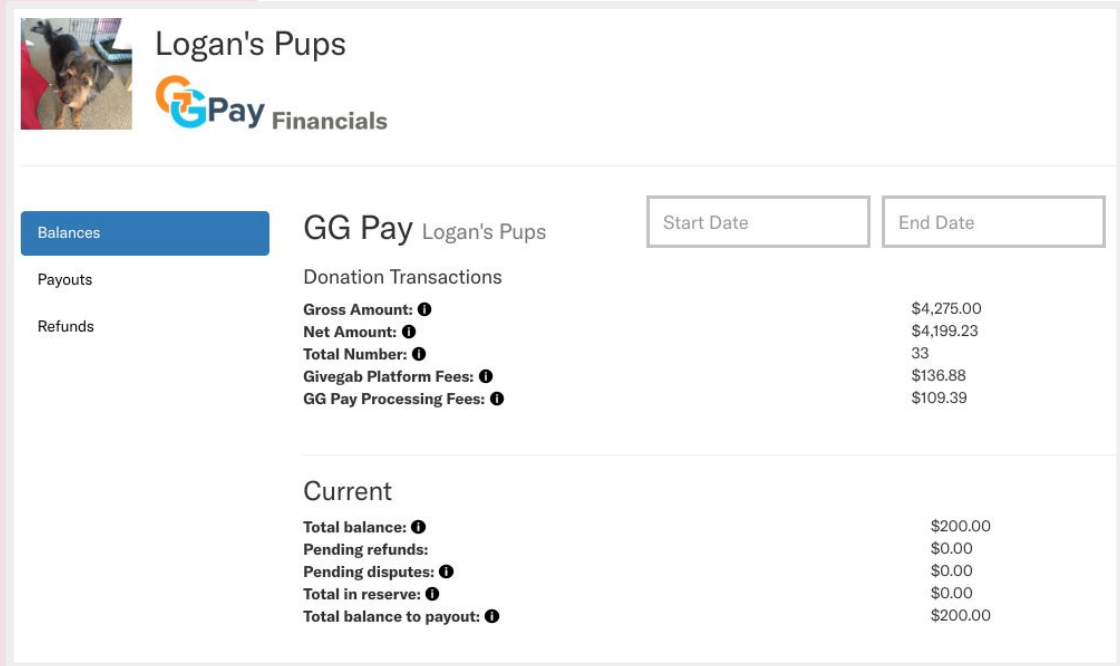


What's New for 2023?



Financials Tab

- In addition to your existing reports, you can view a history of payouts and other financial information
- **Note:** the LCCF team has a separate reconciliation process following the giving day, so amounts shown may vary



The screenshot shows the 'Financials' tab for 'Logan's Pups'. It features a navigation menu on the left with 'Balances' selected. The main content area displays 'GG Pay Logan's Pups' with a summary of donation transactions and current balances. The summary includes Gross Amount, Net Amount, Total Number, Givegab Platform Fees, and GG Pay Processing Fees. The current balances section shows Total balance, Pending refunds, Pending disputes, Total in reserve, and Total balance to payout.

GG Pay Logan's Pups		Start Date	End Date
Donation Transactions			
Gross Amount:	1		\$4,275.00
Net Amount:	1		\$4,199.23
Total Number:	1		33
Givegab Platform Fees:	1		\$136.88
GG Pay Processing Fees:	1		\$109.39
Current			
Total balance:	1		\$200.00
Pending refunds:			\$0.00
Pending disputes:	1		\$0.00
Total in reserve:	1		\$0.00
Total balance to payout:	1		\$200.00

Giving Day Analytics

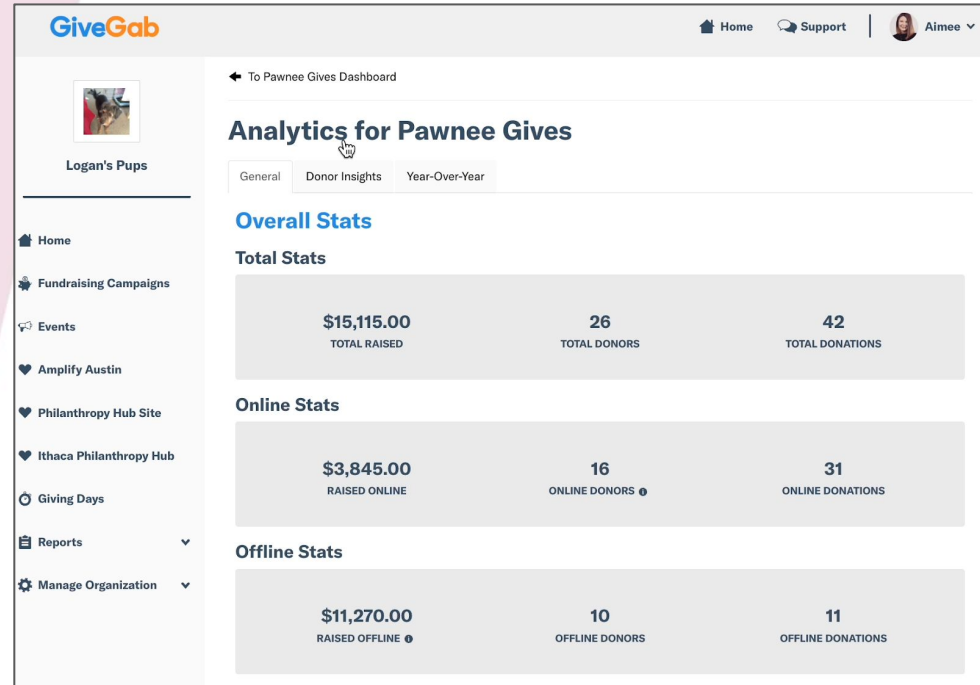
Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



Ithaca Gives March 17, 2023
\$0.00 Raised · 0 Donors · 0 Gifts
Analytics ←

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.



GiveGab Home Support Aimee

◀ To Pawnee Gives Dashboard

Analytics for Pawnee Gives

General Donor Insights Year-Over-Year

Overall Stats

Total Stats		
\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS

Online Stats

\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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Offline Stats

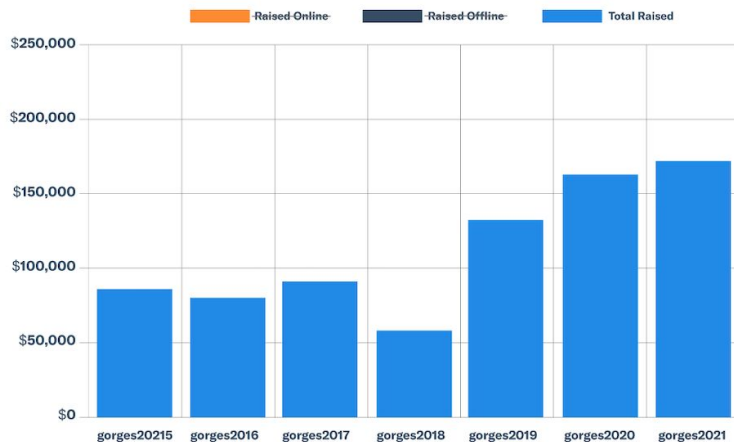
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Logan's Pups

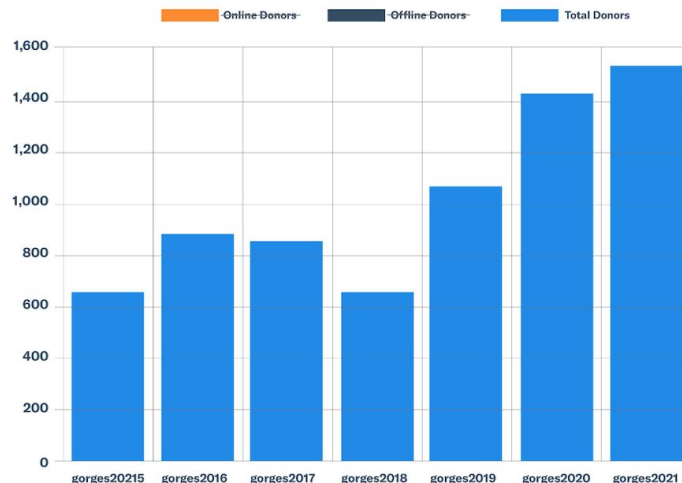
- Home
- Fundraising Campaigns
- Events
- Amplify Austin
- Philanthropy Hub Site
- Ithaca Philanthropy Hub
- Giving Days
- Reports
- Manage Organization

Year-over-Year Metrics

Dollars Raised



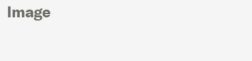
Donor Counts



Matches & Challenges

- Matching gifts allow donations to be doubled on a 1:1, **2:1*** or **3:1*** ratio **(New for 2023)** matches
- Challenge Goals can be a Donor Count, Dollar Amount, or **Gift Count (New for 2023)*!**

Match Details

Match Name	Image
<input type="text"/>	
Description	<input type="text"/>
Total Matching Funds Available ⓘ	
\$ <input type="text"/>	
Matching Ratio ⓘ	
<input checked="" type="radio"/> 1:1 example: \$10 donation is matched by \$10	
<input type="radio"/> 2:1 example: \$10 donation is matched by \$20	
<input type="radio"/> 3:1 example: \$10 donation is matched by \$30	

Select Image **Remove**

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

Challenge Type

Dollar Challenge ▼

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. A **Donation Challenge** is fulfilled and an offline donation is created when a certain number of qualifying donations have been made.

Challenge Goal

How many dollars are needed to complete this challenge?

Updated Search Experience


Search

Search (e.g. SPCA, Food Bank)

Filters
Select a Cause

View All Hide Filters


Here are some participating organizations!



Can't decide or want to make a greater impact? Donate to the stretch pool


Support all organizations by donating to the STRETCH POOL!

[DONATE TO THE STRETCH POOL](#)




The POGIL Project

[VIEW](#) [DONATE](#)




Lancaster County

[VIEW](#)




Lancaster History

[VIEW](#) [DONATE](#)




Lancaster City Police Foundation

[VIEW](#) [DONATE](#)



Reach Out and Reach

[VIEW](#)



The POGIL Project


125%

\$3,123	\$2,500	36
Raised	Goal	Donors

[\\$12](#) [\\$45](#) [\\$65](#) [\\$175](#)

[Custom Amount](#)

[ADD TO BASKET](#) or [CHECKOUT](#)

GiveGab is becoming  Bonterra.

Applying for ExtraGive 2023





EXTRA GIVE™

COMMUNITY FOUNDATION HIGH FOUNDATION MURRY FOUNDATION

APPLY NOW

November 17, 2023

ExtraGive begins in
126 : 14 : 26 : 54
days hours mins secs

▼ MENU



DO THE
A



Find Your Organization

and participate in ExtraGive

Start typing in the box above to find your organization.





Find Your Organization

and participate in ExtraGive

Search for your organization

0 Results



No organizations match your search criteria.

Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)



ExtraGive

1. In 1,000 characters, please describe your organization: ** required*

2. Website: ** required*

3. Facebook URL: ** required*

4. Organization phone number: ** required*

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

Returning? Copy Your Profile

- **Don't forget to review and update your profile after!**
- Existing bank information will carry over
 - Double check that your bank account, org rep and admins on your profile are up to date!



ExtraGive (2021)

[Copy This Profile](#)



ExtraGive 2018 (2018)

[Copy This Profile](#)



ExtraGive (2020)

[Copy This Profile](#)



ExtraGive 2019 (2019)

[Copy This Profile](#)



ExtraGive (2022)

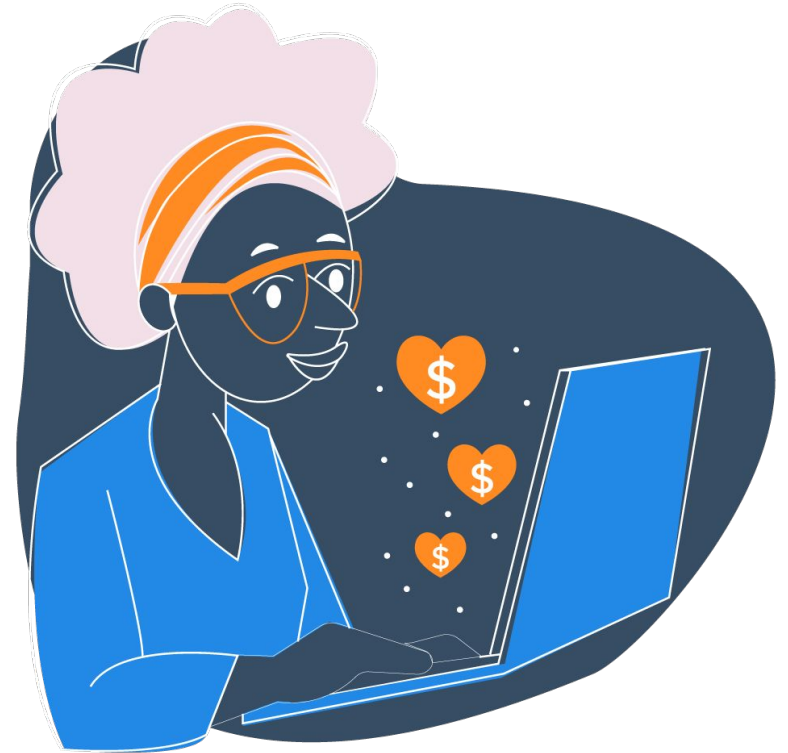


[Copy This Profile](#)

[Create a New Profile](#)



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 >

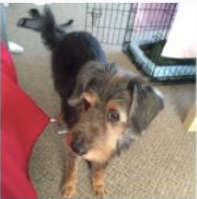
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!

✓ Add Your Organization's Info

Website

Logo



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300.

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

Save

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
- Add a Video URL
- Add Search Keywords

✓ Add Your Story

Cover Photo




Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

Display Goal on Profile

\$

Tell Your Story

GT America

Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video Url

Video links must be in the following format: <https://vimeo.com/123456>.

Get Verified on GiveGab

- 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

 Get Verified to Collect Donations 

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](#)

Get Verified on GiveGab

Complete Your Verification

Set Up Donations

Documents

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

Get Verified on GiveGab



Bonterra partners with Stripe for secure financial services.

[← Return to Bonterra](#)

Powered by **stripe**

[Terms](#)

[Privacy](#)

English (US)

Contact Bonterra for support
customersuccess@givegab.com

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

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)

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.


Suggest 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](#)



\$500.00
Provides life changing surgery to a senior pup in need
[Edit](#) [Remove](#)

Add Donation Level

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- Appears on Search Page
- **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

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


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.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

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

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

Add Fundraisers

Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	Email	Phone	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 Your Fundraising Champions

- 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 [Fundraising Champion Training Video](#) and register to attend the Fundraising Champion webinar on **9/6**

Key Dashboard Tools

Donation Tools


 Manage Sponsor Matching

 Manage Donations

 Embed a Donate Button

Get Prepared

 Giving Day Toolkit

 Help Center

Other Actions

 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

Share Your Page

<https://www.extragive.org/organizations/ephrata-area-social-services>



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

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>





LEARN MORE

TRYLC.ORG



Pet Pantry of Lancaster County, Inc.

DONATE

FUNDRAISE



\$25

Provides enough food for a cat for 2 months



\$50

Provides funds to help support the animals in our foster care network



\$100

Provides the funds to care for animals in critical condition



\$250

Provides resources to alter and vaccinate 20 feral cats



\$500

Provides funds to house and care for deserving rescue pet for a month



\$1,000

Allows us to give life-saving surgical care to a pet in need

CHOOSE YOUR OWN AMOUNT

CHOOSE YOUR OWN AMOUNT

Our Story



As we celebrate a decade of service, we continue to be here for animals and their humans during their times of greatest need, providing a life-saving resources when no one else can help. **We are wholly committed to keeping the immeasurable benefits of the human and animal bond alive.**

Pet Pantry of Lancaster County relies on the generosity of our community to keep our programs running. We have been overwhelmed by the support of the Lancaster community and surrounding areas as we work to respond to the need. **As the community's most trusted animal welfare organization**, you can give with confidence knowing that your support stays here in Lancaster to serve Lancaster animals and families. Your monetary donation will go directly towards our programs and services and **our commitment to feed, fix, and rescue animals in our community.**

Our Non-discrimination Policy

To view our non-discrimination statement / policy, click below.

VIEW DOCUMENT

Home

Apply Now

View Participating

Business Beacons

CBO Rules

FAQ

Resource Toolkit

Terms of Service

Trainings

Transparency

Follow us on Facebook

Follow us on Twitter

Follow us on Instagram

ExtraGive

Lancaster County Community Foundation
24 W. King St., Ste. 201
Lancaster, PA 17603
extragiveinfo@lanccsfund.org
(717) 397-1629
Website



What's Next?



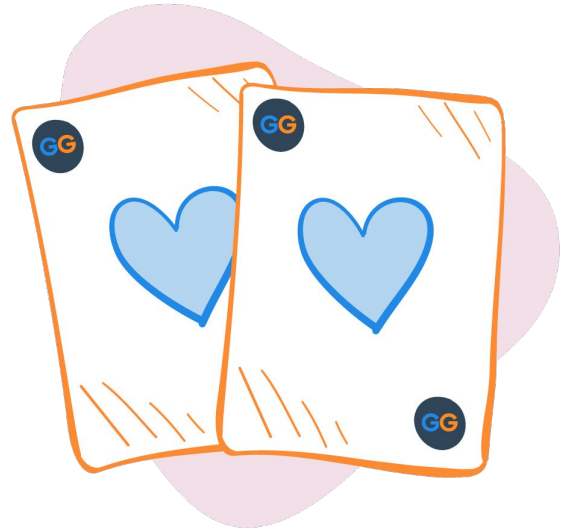
Step Up Your Fundraising with Business Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab's 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](#)

Visit the [FAQ Page](#) for more information on this year's Business Match!



Did you know?



Organizations who had a match last year for ExtraGive raised on average **3.5x more** than those who did not.

Your CBO Toolkit

The Community Benefit Organization Toolkit has valuable resources for all your ExtraGive needs.

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



Your Next Steps



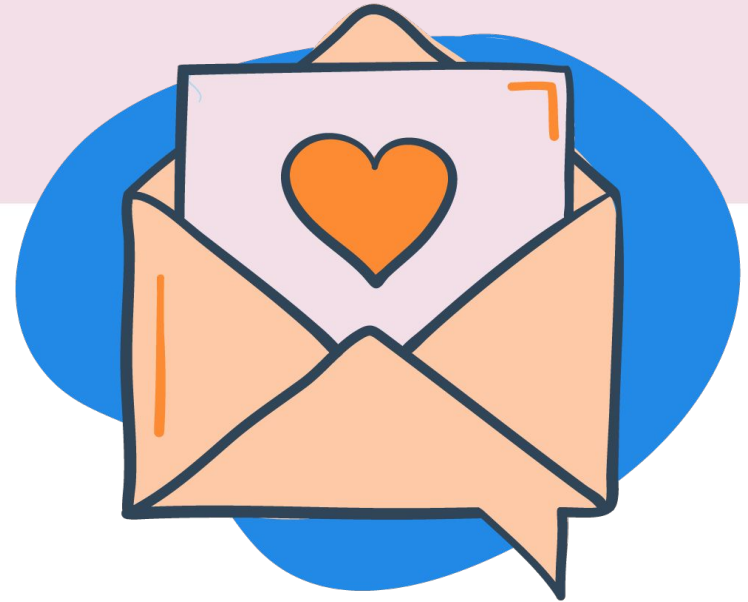
Take a breath!

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

Your Next Steps

What to work on over the next month:

- Follow **@LancFound** on Social Media and use #ExtraGive and #IGiveExtra Hashtags
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



Key Dates

ExtraGive Info Session: July 12 | 12:00PM 

Getting Ready webinar: August 2 | 12:00PM 

Fundraising Champions Webinar: September 6 | 12:00PM

Early Bird Application Deadline: September 11

Prizes Announced: September 19

Registration ends: October 10

Final Steps webinar: November 8 | 12:00PM

The big day: November 17

Questions?

EXTRA™
GIVE

NOV 17

LANCASTER COUNTY
COMMUNITY
FOUNDATION

HIGH
FOUNDATION

MURRY
FOUNDATION

November 17, 2023