Getting Ready for ExtraGive 2023

November 17, 2023

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

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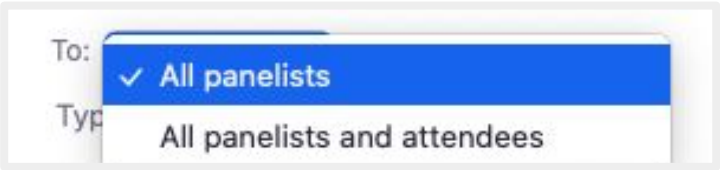
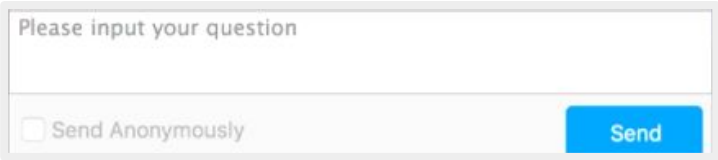
Submit Your Questions

Chat Box



Q&A



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

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Agenda

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

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2022 Results

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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

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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 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

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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!

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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

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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!

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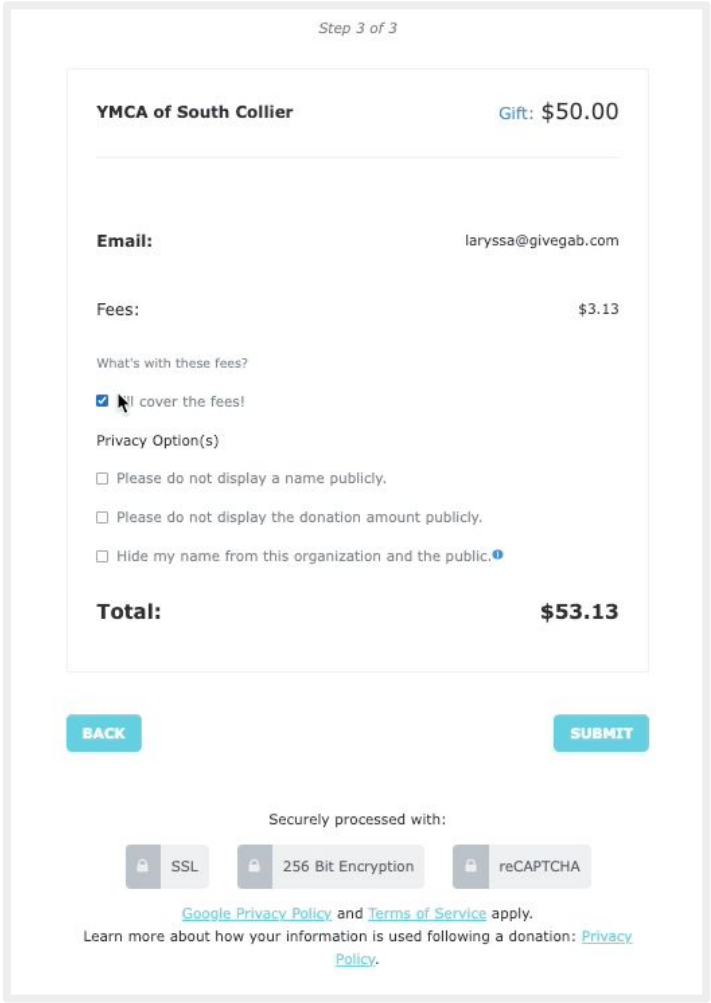
Transparent Donations

- **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!



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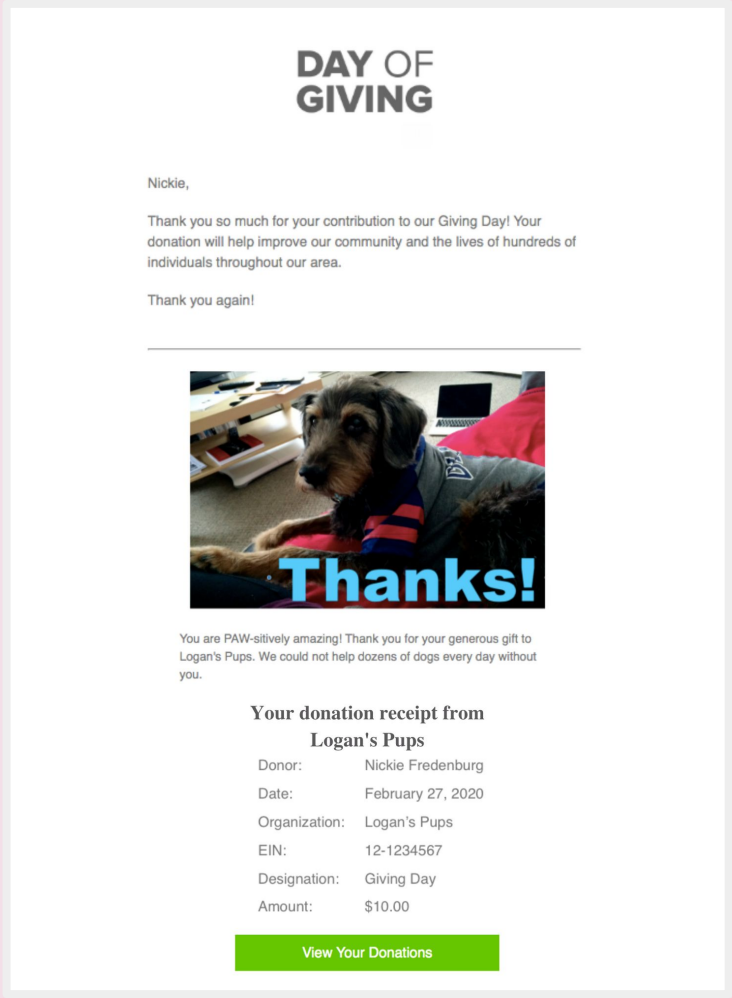
Instant Donor Delight

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



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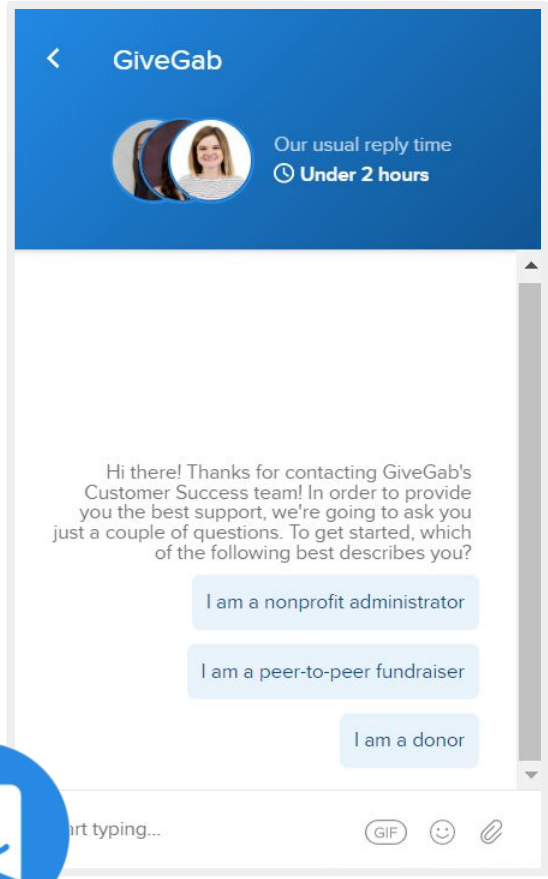
How We Support You

- 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



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What's New for 2023?

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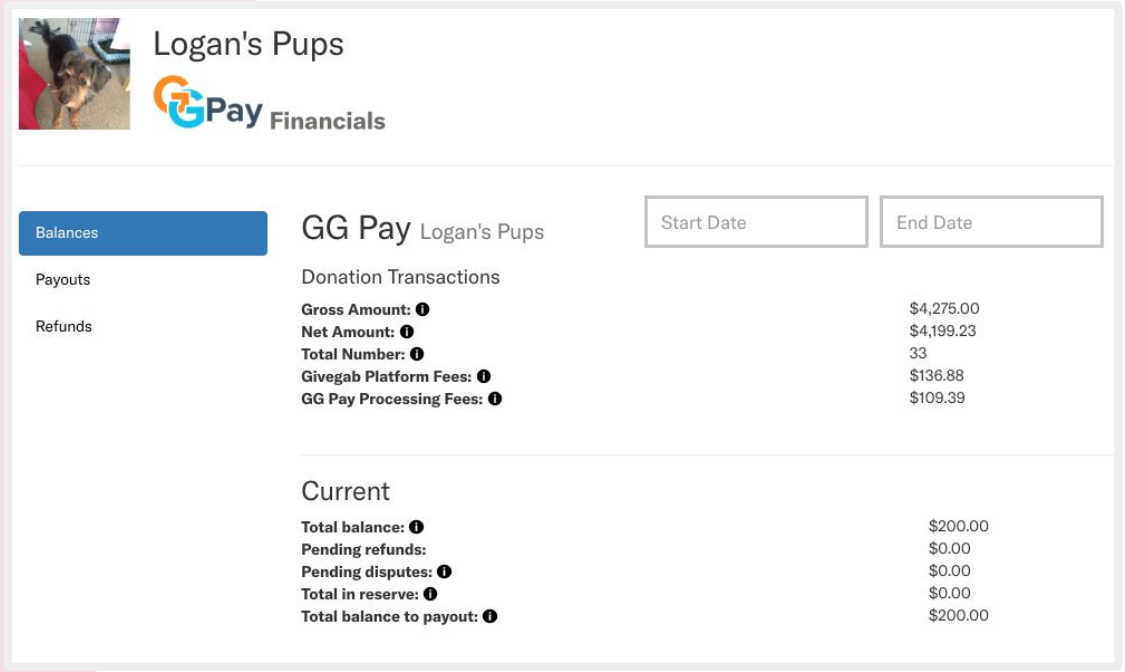
Financials Tab

- 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



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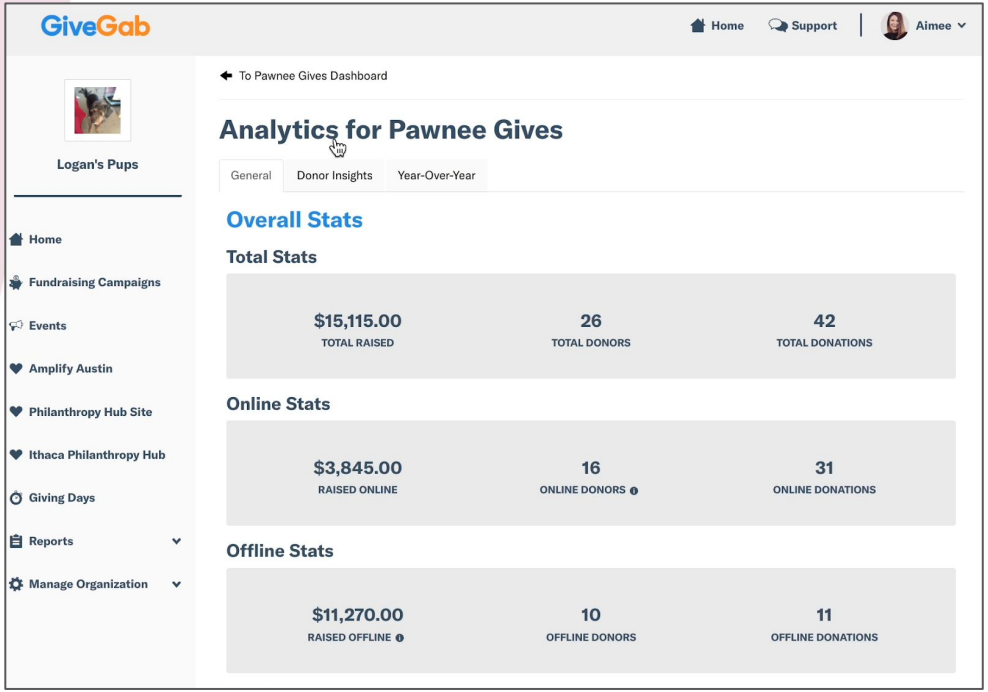
Giving Day Analytics

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



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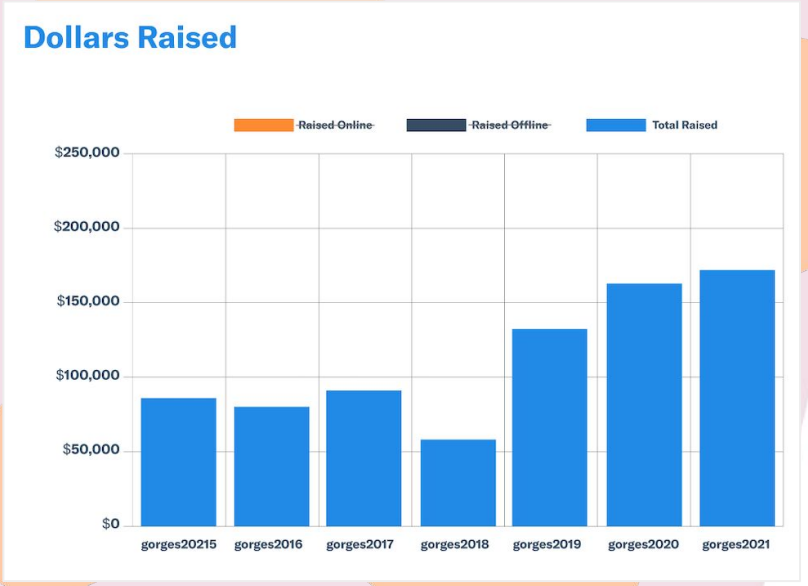
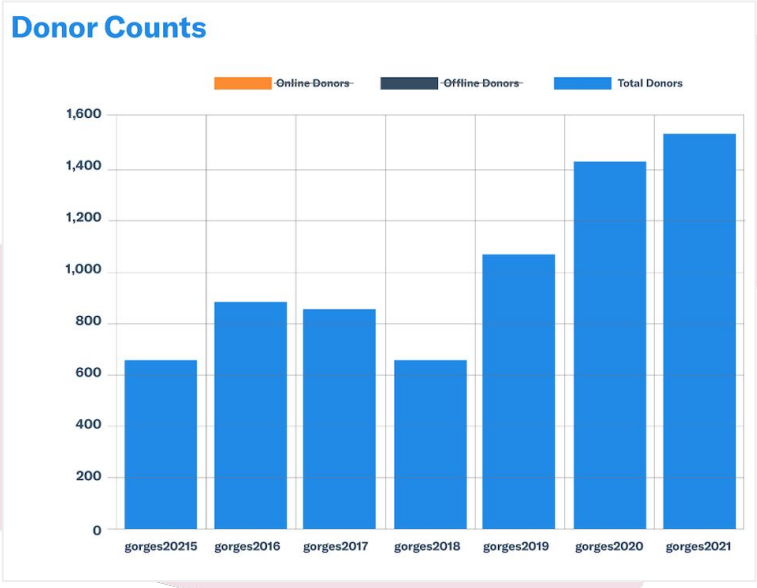
Year-over-Year Metrics





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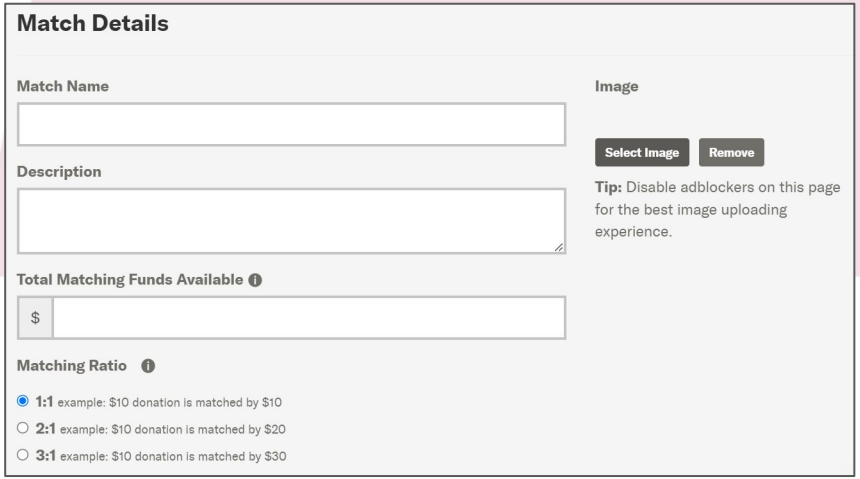
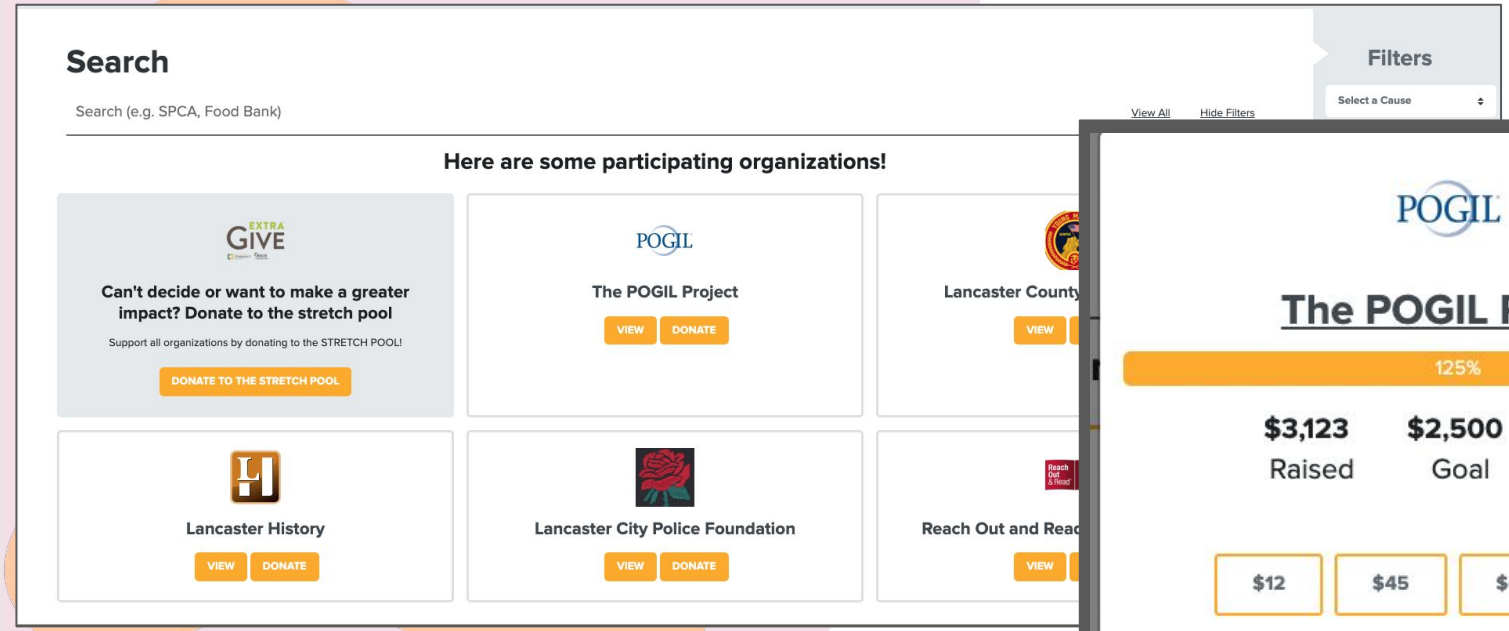
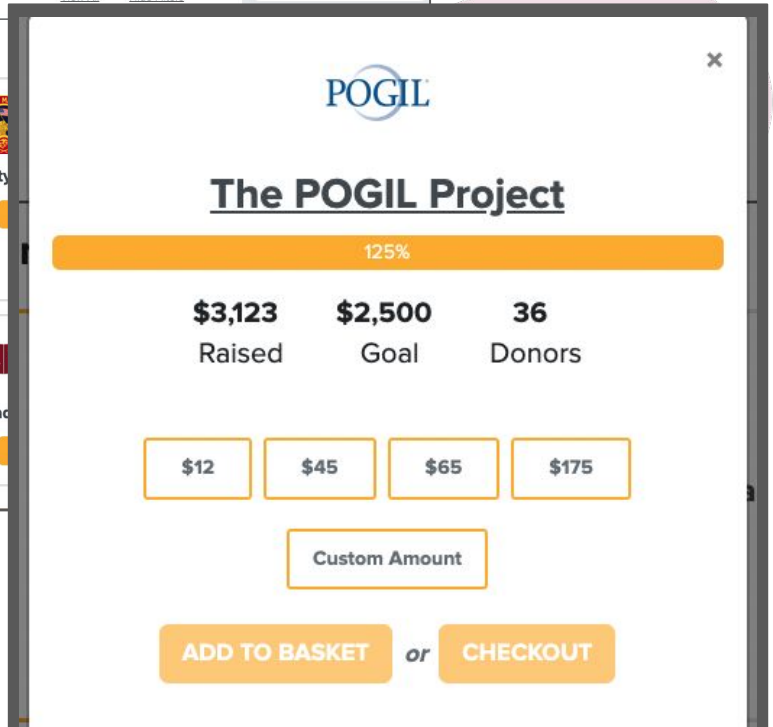
Matches & Challenges

- 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)**!**



Updated Search Experience





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Applying for ExtraGive 2023

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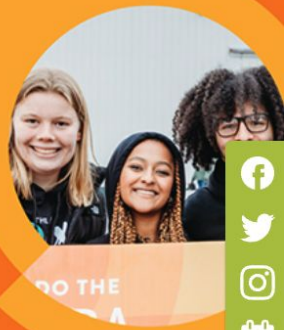
EXTRAGIVE

EXTRA GIVE

COMMUNITY FOUNDATION · HIGH FOUNDATION · MURRY FOUNDATION



▼ MENU

APPLY NOW

November 17, 2023

ExtraGive begins in

126 : 14 : 26 : 54

days hours mins secs

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EXTRAGIVE

▼ MENU

Find Your Organization

and participate in ExtraGive

Search for your organization

Start typing in the box above to find your organization.

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EXTRAGIVE

▼ MENU

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

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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***

GiveGab is b

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!

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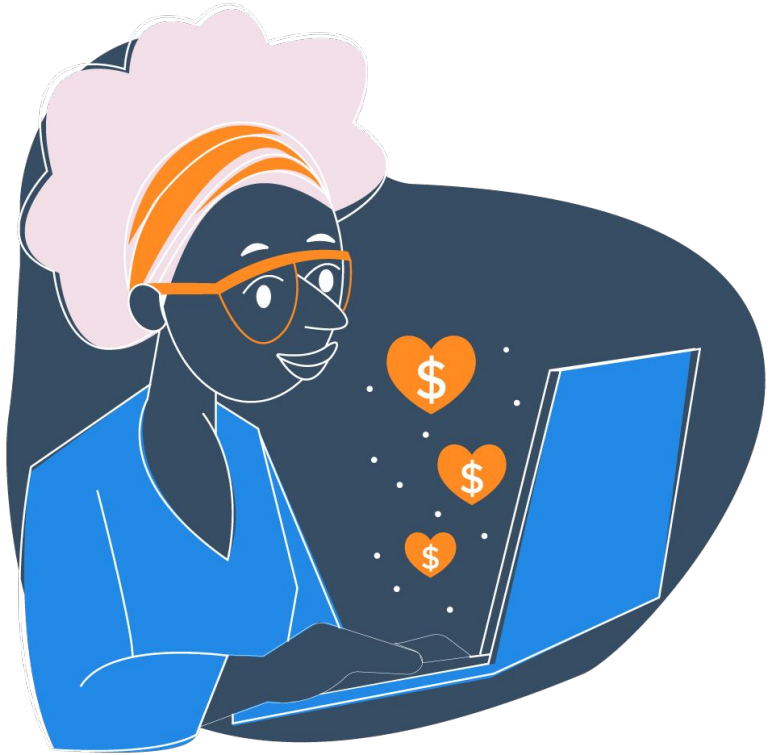
Completing Your Profile



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Your Giving Day Dashboard

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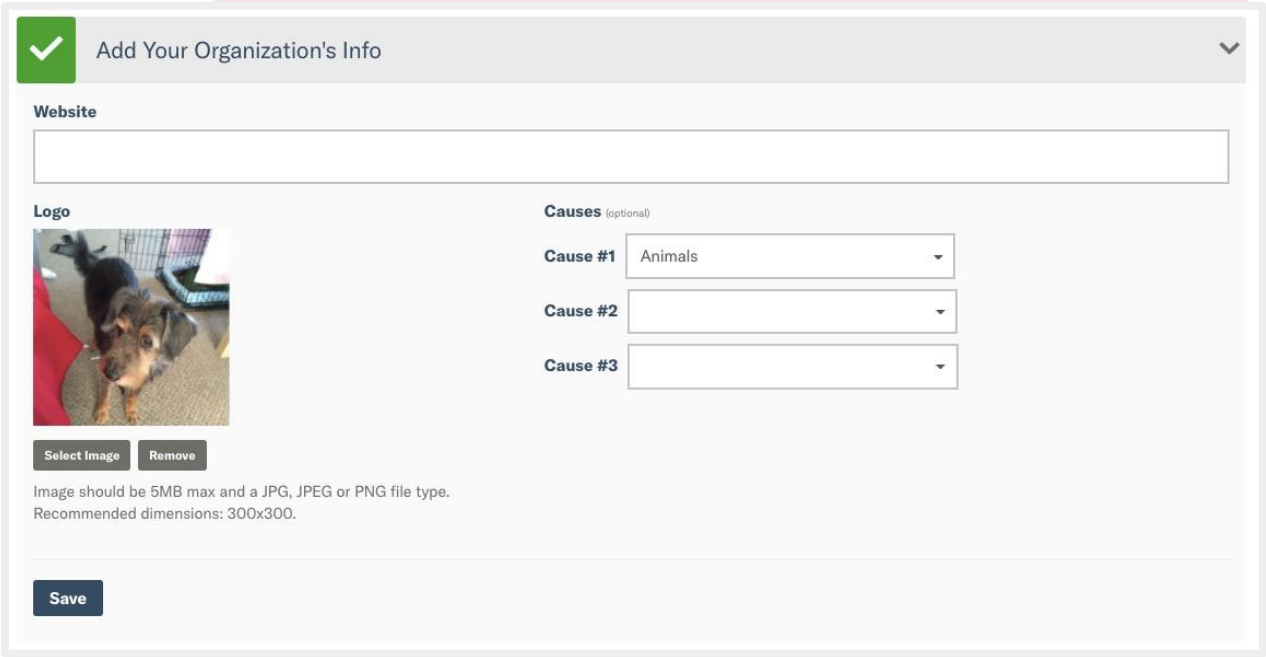
Basic Info

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



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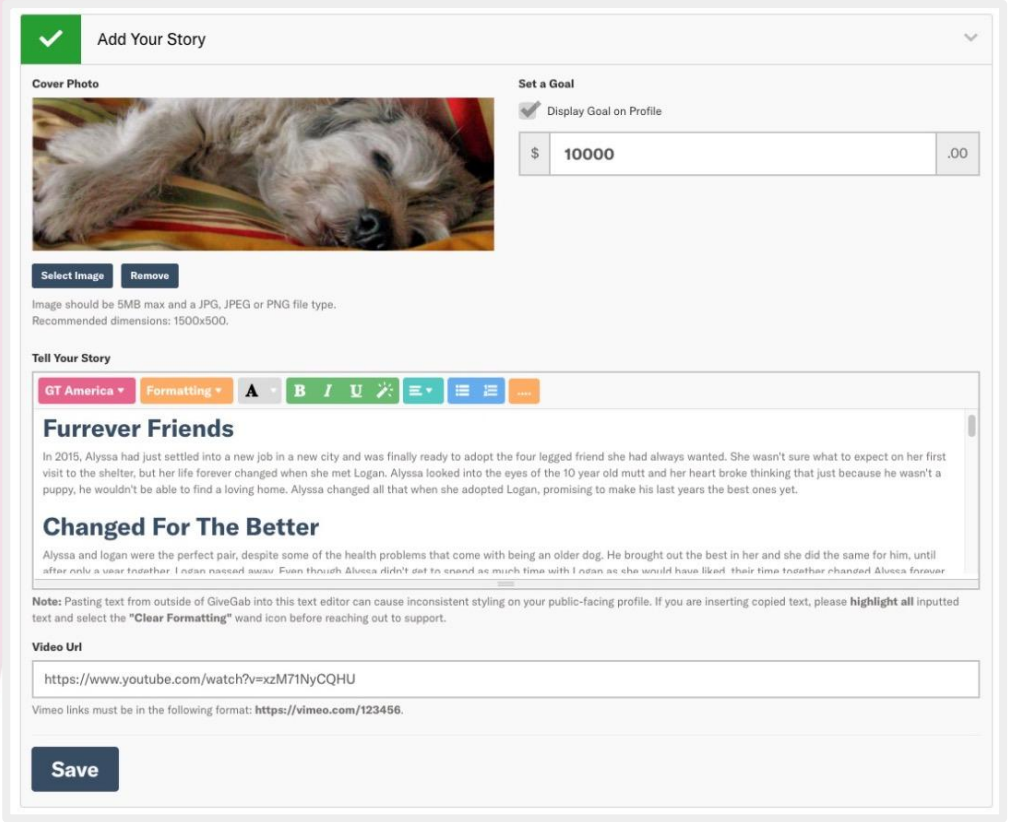
Curate Your Story

- 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



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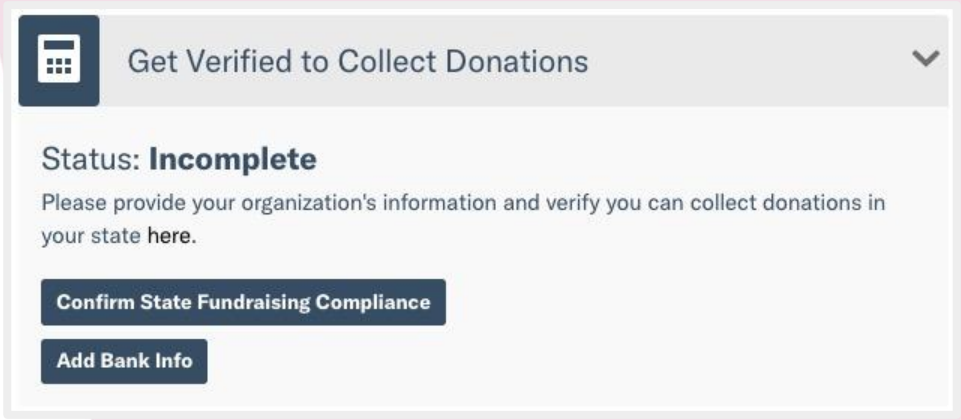
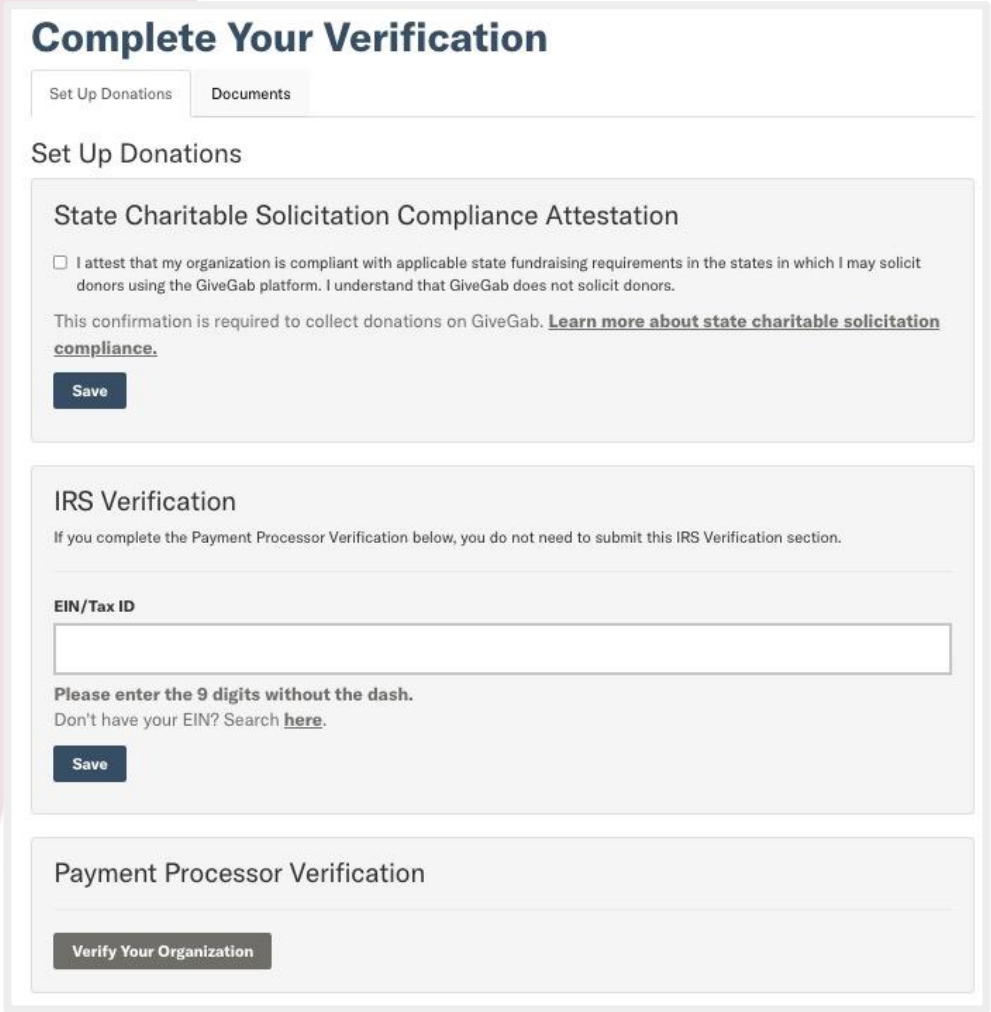
Get Verified on GiveGab

- 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 on GiveGab



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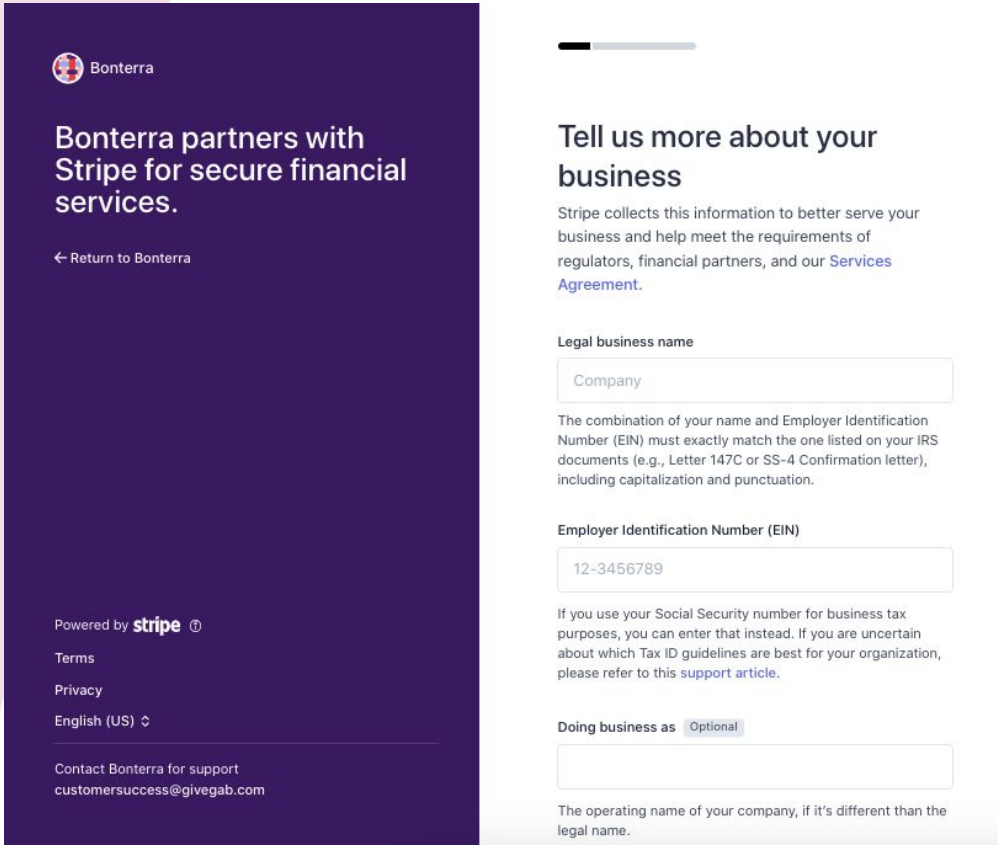
Get Verified on GiveGab



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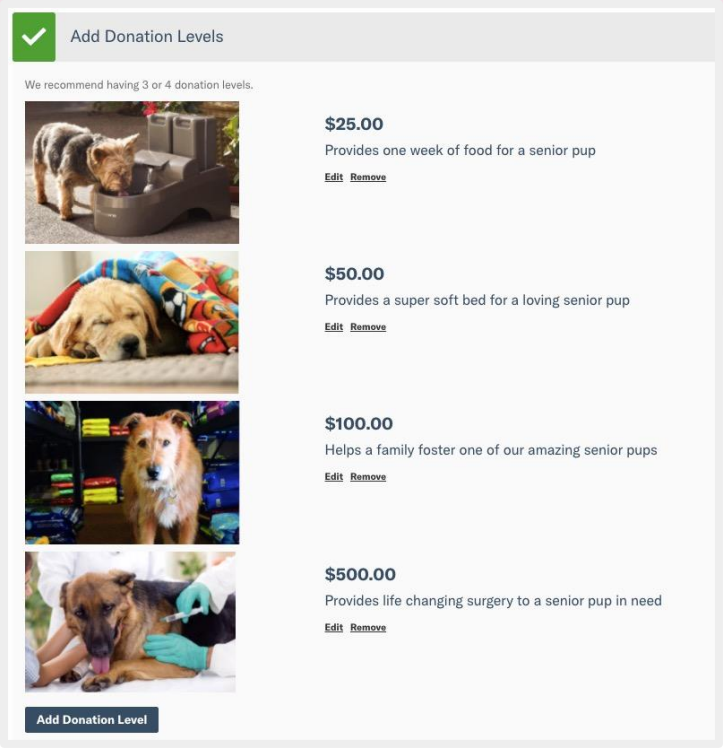
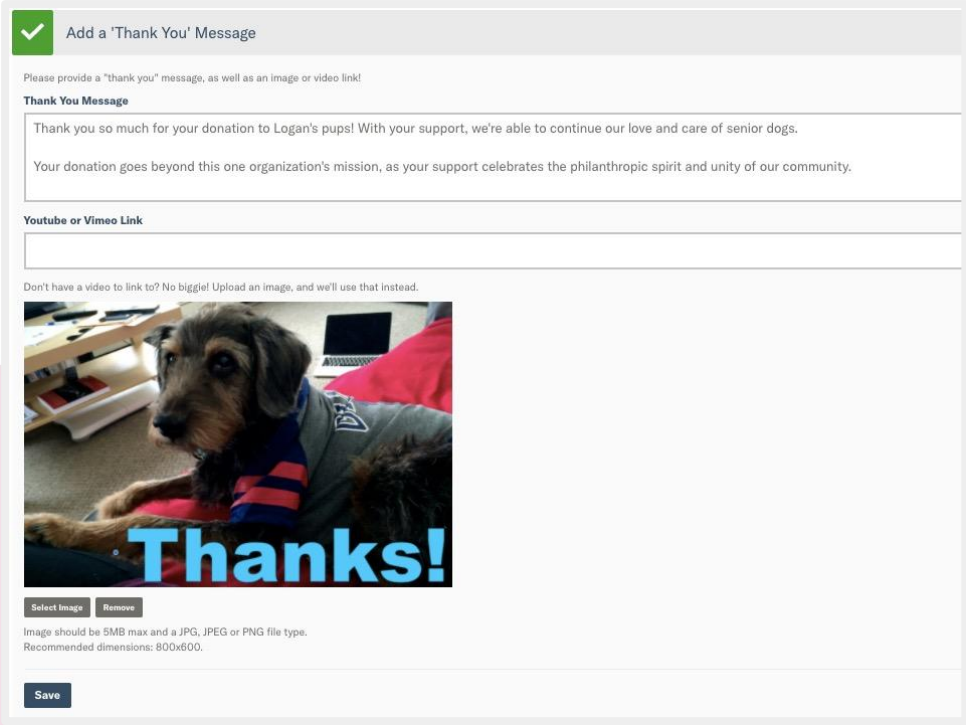
Suggest Donation Levels



- 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



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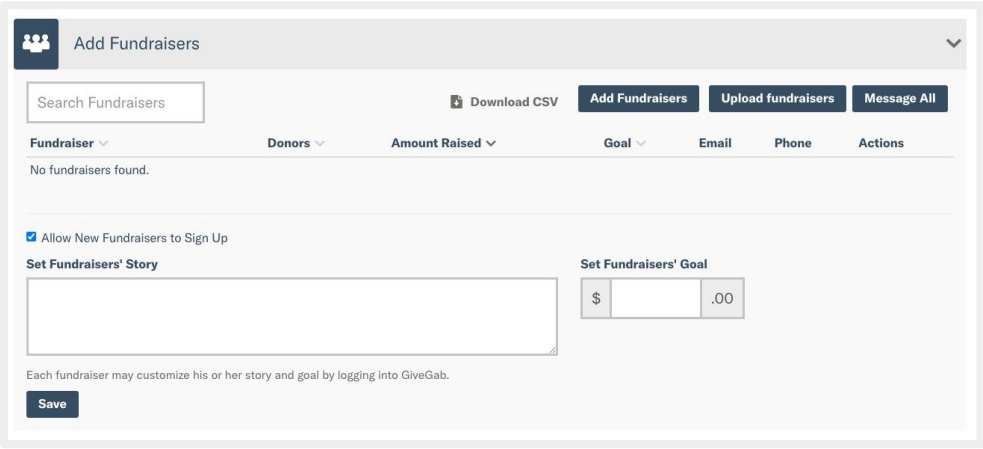

Invite Your Fundraising Champions

- 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**

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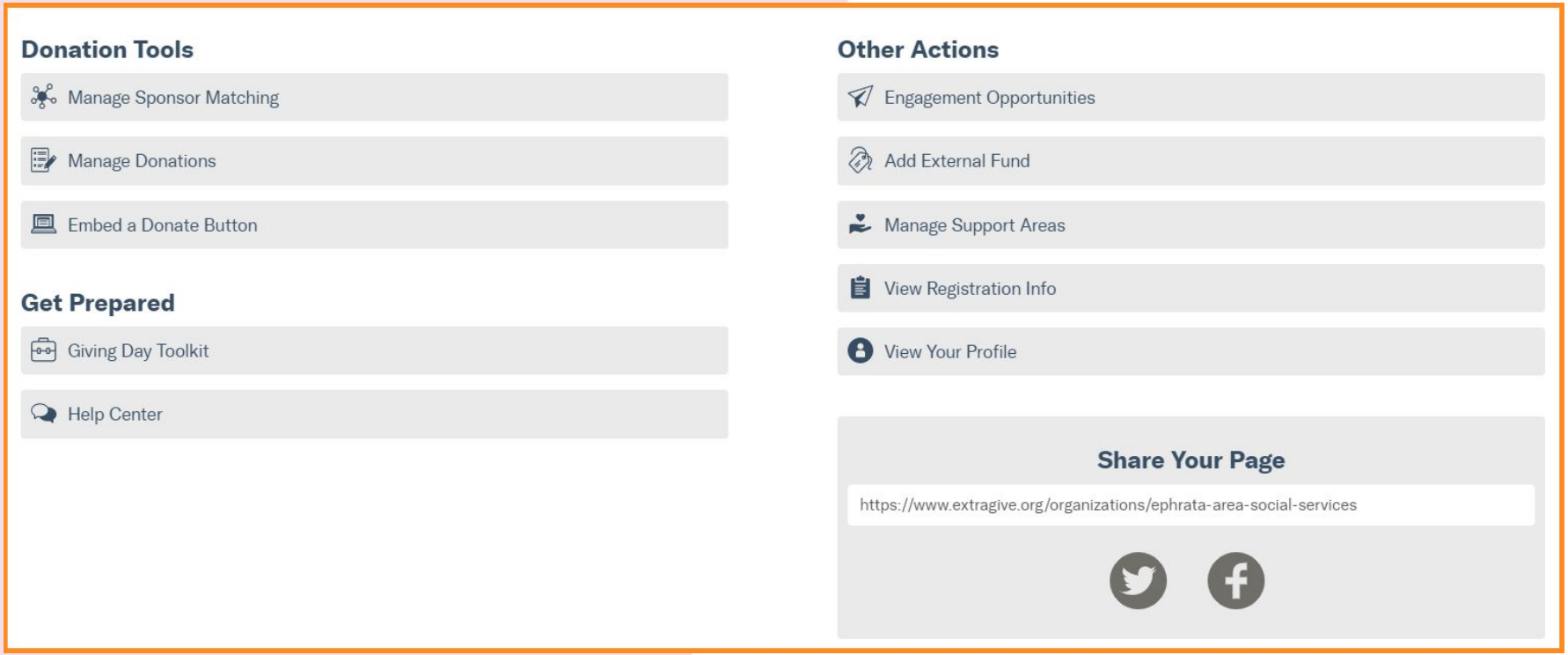
Key Dashboard Tools



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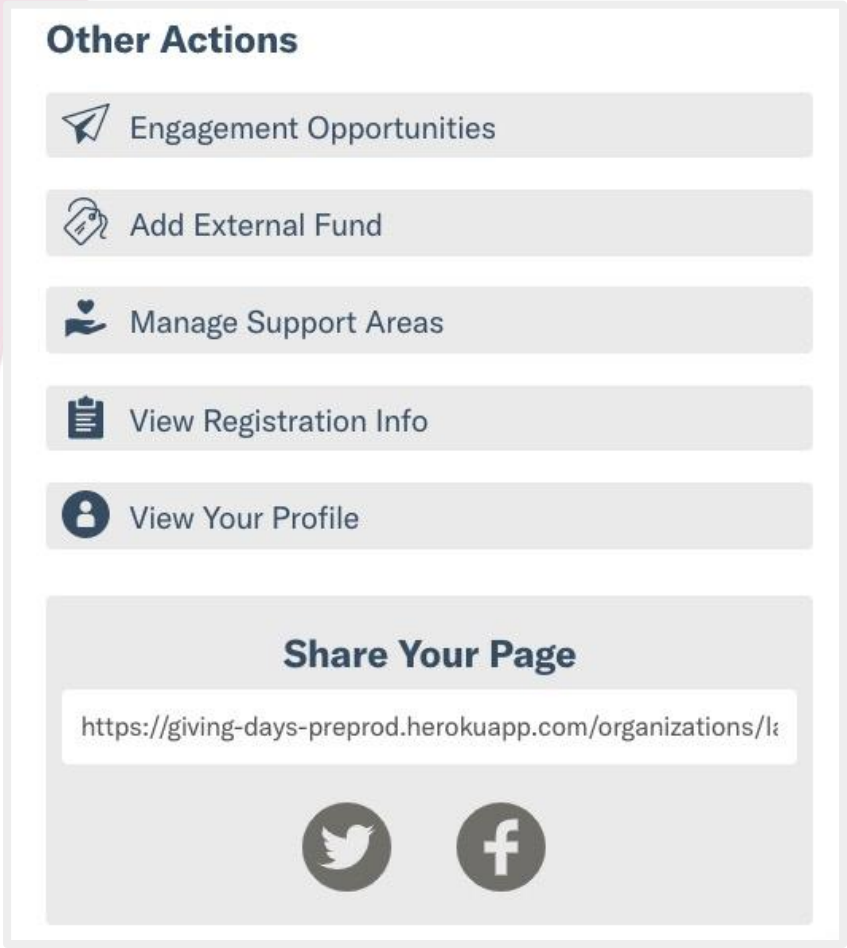
Share Your Profile

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



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EXTRAGIVE

▼ MENU

PET PANTRY of Lancaster County

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@lancfound.org
(717) 397-1629
Website

Powered by Bonterra

What's Next?

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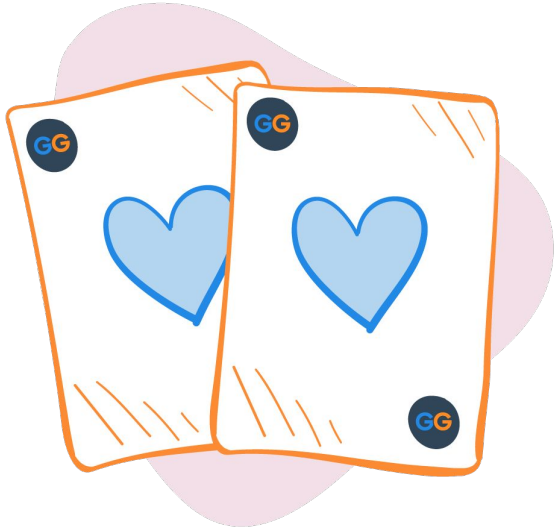
Step Up Your Fundraising with Business Matches

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!

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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!

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Your Next Steps

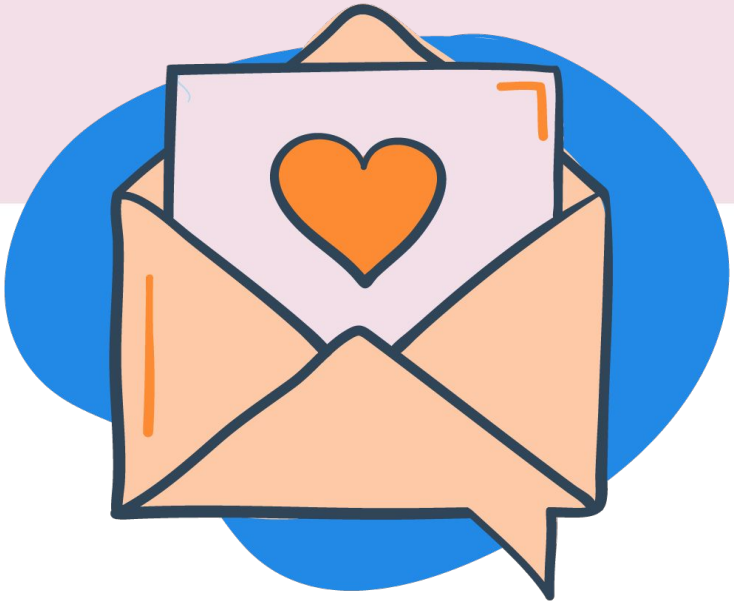
Take a breath!

- 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

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Questions?

November 17, 2023

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