

November 22, 2024

Getting Ready for ExtraGive



Meet the Team



Kaitie Branton

Bonterra

Project Manager



Nickie Fredenburg

Bonterra

Project Manager



Tracy Cutler

LancFound

Executive Vice
President



Kim Shorter

LancFound

Chief Operating Officer

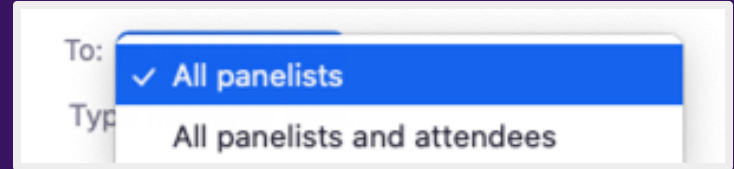
Submit Your Questions!

This presentation is being recorded. The recording will be available on the Trainings page by August 8.

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

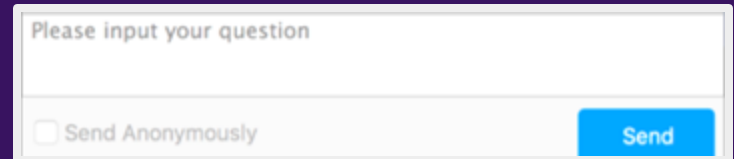
Introduce yourself! Name, location, organization.

Chat Box



To: All panelists
Type: All panelists and attendees

Q&A



Please input your question

Send Anonymously

Agenda

ExtraGive Overview

Who is Bonterra?

What's New

Registering

Creating Your Profile

Next Steps & Questions



2023 Results

The screenshot shows the EXTRA GIVE website interface. At the top left is the EXTRA GIVE logo. To its right is a search bar with a magnifying glass icon, and three navigation buttons: PRIZES, LEADERBOARDS, and a dropdown menu icon labeled MENU. The main content area features the EXTRA GIVE logo in large text, with the Community Foundation High Murry Foundation logo below it. A large 'Thank You!' message is centered. Below this is a grey box titled 'Outcomes & Results' containing three columns of data: '\$8,905,523 Raised', '23,517 Donors', and '453 Organizations'. The page is decorated with large, stylized orange and yellow circular graphics and photos of people.

EXTRA GIVE

Search...

PRIZES LEADERBOARDS MENU

EXTRA GIVE

COMMUNITY FOUNDATION HIGH MURRY FOUNDATION

Thank You!

Outcomes & Results

\$8,905,523	23,517	453
Raised	Donors	Organizations

ExtraGive Overview

ExtraGive.org | November 22, 2024 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 = Exponential visibility
- IRS-recognized 501(c)(3) nonprofit serving Lancaster County are eligible to participate
- Leaderboards for friendly competition, prize incentives

Key Dates

ExtraGive Info Session: July 11 | 12:00PM 

Getting Ready webinar: August 7 | 12:00PM 

Fundraising Champions Webinar: September 4 | 12:00PM

Early Bird Application Deadline: September 10

Registration ends: October 15

Final Steps webinar: November 6 | 12:00PM

The big day: November 22

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 ExtraGive to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives



Who is Bonterra?

We build technology to power those who power social impact

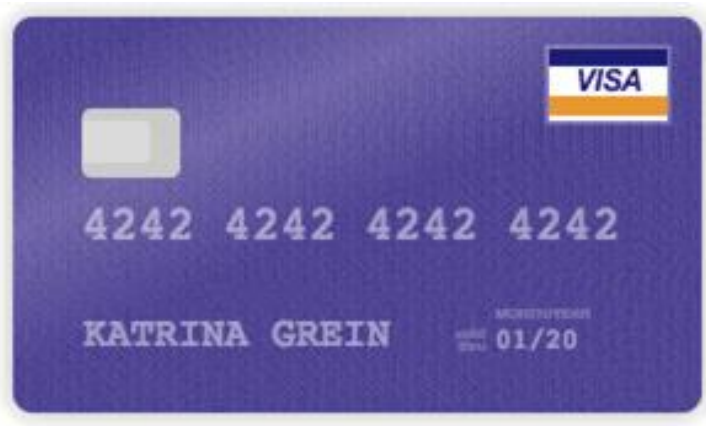
- Host a secure, reliable and transparent platform for ExtraGive
- Create the ultimate donor experience
- Provide a dedicated support team

Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- LCCF will be distributing donations and prize funds via direct deposit about 60 days post event
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in Bonterra or LCCF
- All participating organizations verified as IRS and state-recognized Community Benefit Organizations

The Stripe logo, featuring the word "stripe" in a bold, blue, lowercase sans-serif font.

Simple Donation Processing



- All major credit cards accepted
- Log right into your bank to use Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- Bonterra'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 2023, **89.4%** 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?

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](#).

Gift Basket

The Gift Basket feature makes it easy for donors to support as many causes as they'd like!

The screenshot shows a web interface for 'PAWNEE GIVES'. At the top, there are navigation buttons for 'PRIZES', 'LEADERBOARDS', and 'MENU'. A notification icon with the number '1' is in the top right corner, indicated by a red arrow. The main heading reads 'Thank you for making a difference in our community!' followed by 'Step 1 of 3'. Below this is a form for donating to 'Greater Pawnee German Shepherd Rescue'. The form includes a 'Choose an amount to give:' section with a dollar sign and an input field, a link to 'Check for additional Fundraising Campaigns (optional)', and a link to 'Add a fundraiser'. The 'Name to Display (Optional):' section has an input field with the placeholder '(Defaults to First and Last Name)'. There are three checkboxes: 'I am a new donor to this organization.' (checked), 'Make this a recurring gift.', and 'Make this donation in honor of or in memory of someone.'. A link 'Add a public message to this donation' is also present. At the bottom of the form, there are two buttons: 'REMOVE THIS DONATION' and '+ ADD ANOTHER ORGANIZATION', with a red arrow pointing to the latter. A chat icon is visible in the bottom right corner.

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

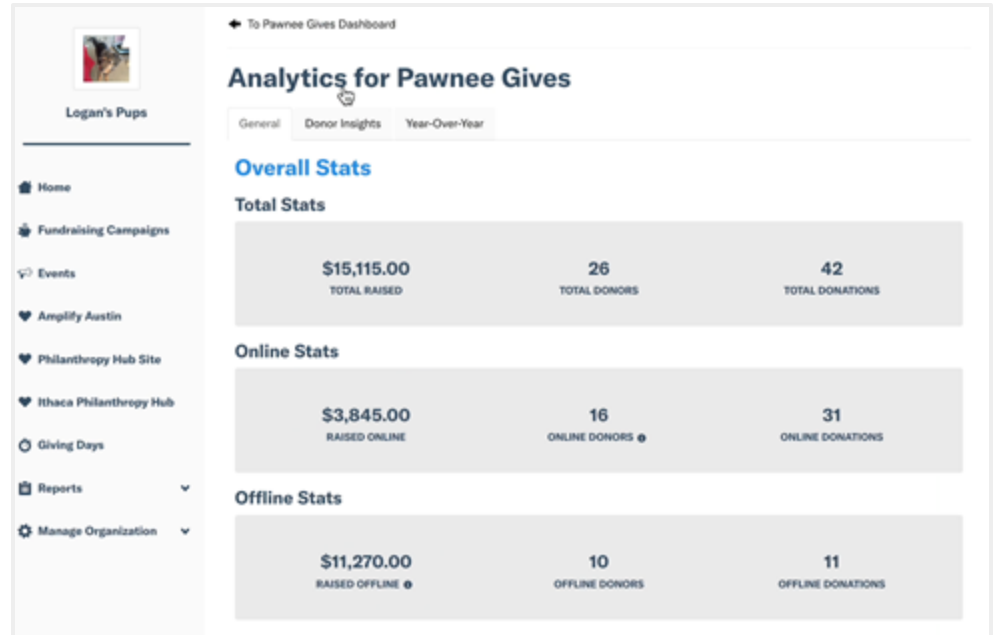
[View Your Donations](#)

Giving Day Analytics



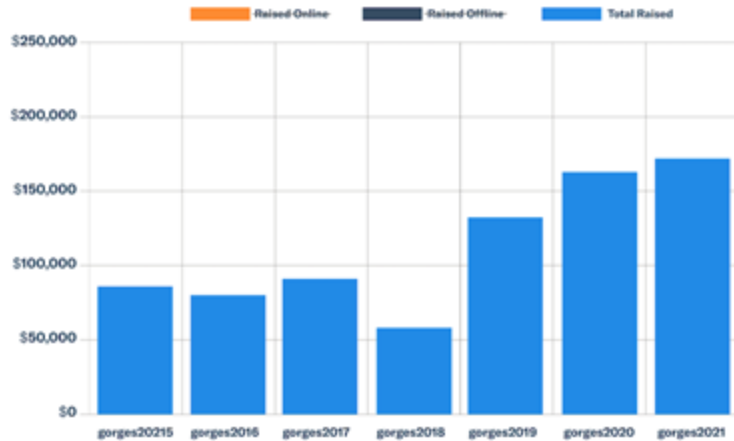
Key stats are available for the following data points:

- 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

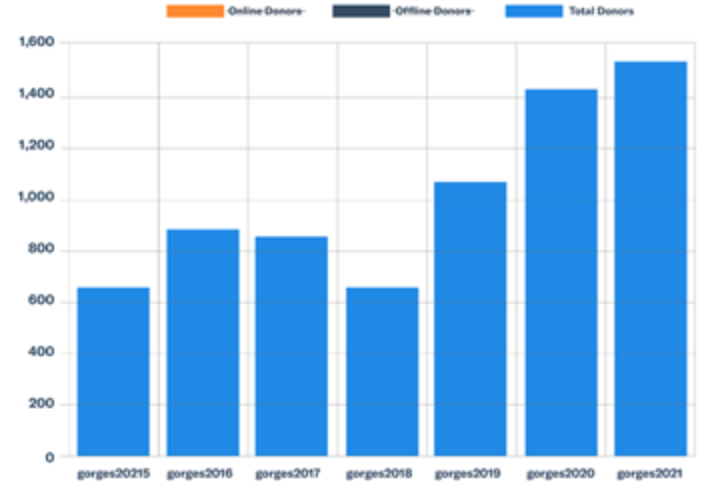


Year-over-Year Metrics

Dollars Raised



Donor Counts



How We Support You

Visit Our Help Center

- support.givegab.com

Check Out Our Blog

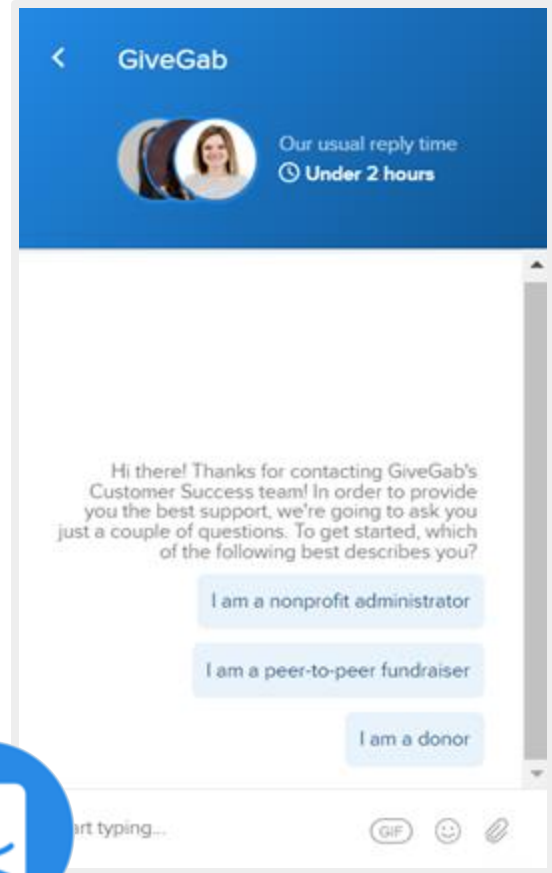
- bonterratech.com/blog

Send us an Email

- extragiveinfo@lancfound.org

Chat with our Customer Success Team

- Look for the little blue chat bubble



Applying for ExtraGive 2024

Registration

EXTRA GIVE



EXTRA GIVE
COMMUNITY HIGH MURRY FOUNDATION

→ APPLY NOW

November 22, 2024









Registration

Find Your Organization

and participate in ExtraGive

Pennsylvania Parks

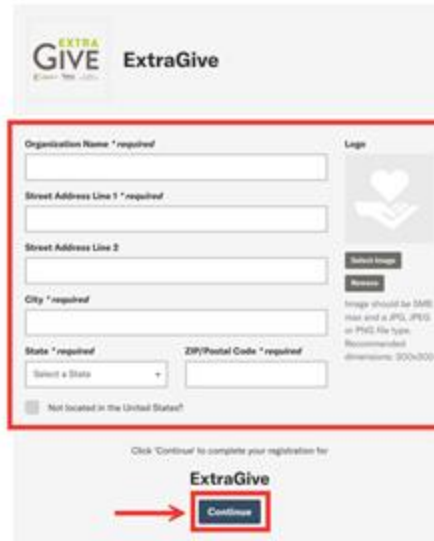
15 Results

 <p>Pennsylvania Parks and Forests Foundation Camp Hill, Pennsylvania</p> <p>PARTICIPATE</p>	 <p>Spring Grove Regional Parks and Recreation Center Spring Grove, Pennsylvania</p> <p>PARTICIPATE</p>	 <p>Pennsylvania Parks and Forests Foundation PROFILE 2 CAMP HILL, Pennsylvania</p> <p>PARTICIPATE</p>
 <p>Pennsylvania Parks and Forests Foundation PROFILE 4 Camp Hill, Pennsylvania</p> <p>PARTICIPATE</p>	 <p>Allegheny County Parks Foundation Pittsburgh, Pennsylvania</p> <p>PARTICIPATE</p>	 <p>Bald Eagle State Park Howard, Pennsylvania</p> <p>Inquire about registering this organization. It's easy!</p>

Registration

Don't see your organization listed?

You can create an organization by clicking the button below.

A screenshot of the ExtraGive registration form. The form is titled "EXTRA GIVE ExtraGive" at the top. It contains several input fields: "Organization Name * required", "Street Address Line 1 * required", "Street Address Line 2", "City * required", "State * required" (a dropdown menu), and "ZIP/Postal Code * required". There is also a checkbox for "Not located in the United States?". On the right side, there is a "Logo" section with a heart icon and a "Select image" button. Below the form, there is a "Continue" button with a red arrow pointing to it. The text "Click 'Continue' to complete your registration for" is above the button. The ExtraGive logo is also present above the button.

Registration



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

2. Website: ** required*

3. Facebook URL: ** required*

4. Organization phone number: ** required*

Returning? Copy Your Profile

- Don't forget to review and update your profile afterward!
- Existing bank information will carry over
- Double check that the bank account, organization representative, and admins on your profile are up to date



Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.



Completing Your Profile

Your Giving Day Dashboard

-  Add Your Organization's Info >
-  Add Your Story >
-  Add Donation Levels >
-  Add a 'Thank You' Message >
-  Add Fundraisers >


Add Your Organization's Info

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

✓ Add Your Organization's Info

Website

Logo



Select Image Remove

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

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

Save

Curate Your Story

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

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

\$ 10000 .00

Tell Your Story

GT America **A** **B** **I** **U**

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.

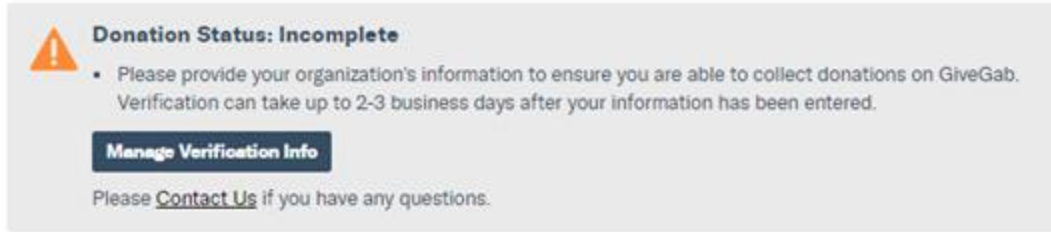
Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video URL

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

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. The verification process can take at least several days, and in some instances more



Donation Status: Incomplete

- Please provide your organization's information to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered.

[Manage Verification Info](#)

Please [Contact Us](#) if you have any questions.

Get Verified

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



Bonterra

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

- 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

✓ 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](#)

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 bigger! Upload an image, and we'll use that instead.




Image should be 1024 max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

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 [Fundraising Champions/ Peer-to-Peer Fundraising Training Video](#)

Add Fundraisers

Search 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

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

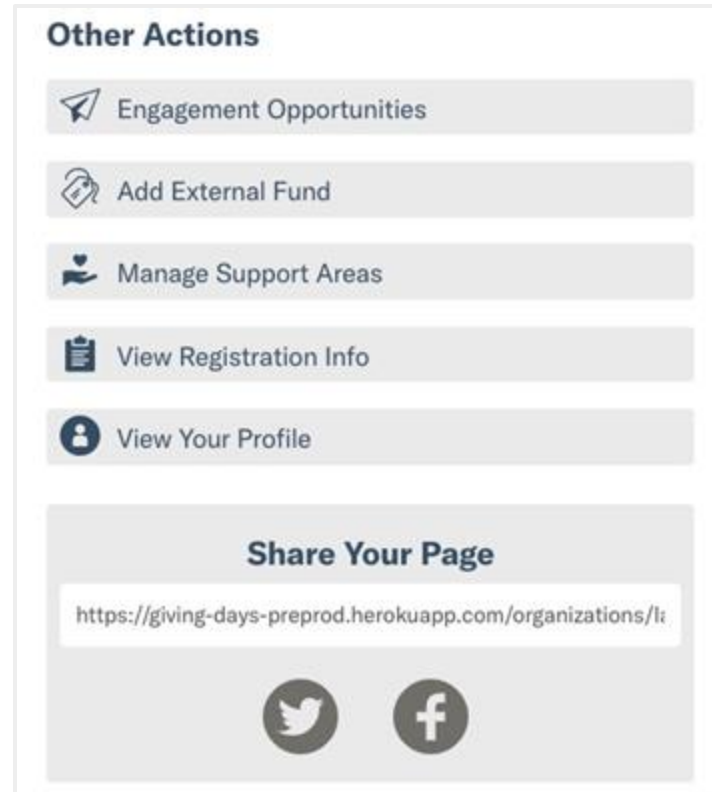
Share Your Page

<https://www.401gives.org/organizations/center-for-media>

- 
- 

Share Your Profile

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



The screenshot shows a user interface with two main sections. The top section, titled "Other Actions", contains five menu items: "Engagement Opportunities" (with a paper plane icon), "Add External Fund" (with a tag icon), "Manage Support Areas" (with a person icon), "View Registration Info" (with a clipboard icon), and "View Your Profile" (with a person icon). The bottom section, titled "Share Your Page", features a text input field containing the URL <https://giving-days-preprod.herokuapp.com/organizations/> and two social media icons: Twitter and Facebook.

[HOME](#)
[MENU](#)

Responding To The Need

[DONATE](#)
[FUNDRAISE](#)

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 desperate rescue pet for a month

\$1,000

Allows us to give 100 needy surgical care for a pet in need

[CHOOSE YOUR OWN AMOUNT](#)

[CHOOSE YOUR OWN AMOUNT](#)

Our Story

Watch on [YouTube](#)

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 resource 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 Resources

CWG Rules

FAQ

Resource Toolkit

Terms of Service

Training

Transparency

[Follow us on Facebook](#)
[Follow us on Twitter](#)
[Follow us on Instagram](#)

[Contact Us](#)
 Lancaster County Community Foundation
 24 W. King St., 3rd. Fl.
 Lancaster, PA 17603
 488-2200 ext. 2200/2201 ext. 2
 (717) 397-1429
 Website

Powered by [GiveGrid](#)

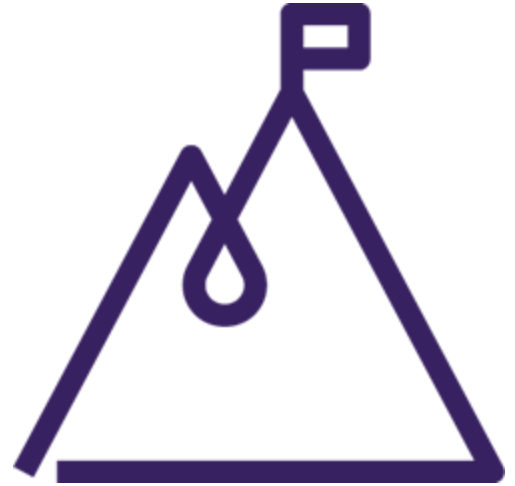
What's Next?

Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

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



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 CBO 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!



Peer-to-Peer Fundraisers

[View](#)



Communication Guide

[View](#) | [Printer Friendly Version](#)



Building Board Support

[View](#)



Social Media Tips & Tricks

[View](#)



Sample Email Content

[View](#)



Graphics & Downloads

[View](#)

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

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 [X months/weeks]:

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



Questions?

EXTRA™
GIVE



November 22, 2024