# Getting Ready for Give Day

*2 PM September 30 - 8 PM October 1*

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# Meet the Team

**Laurel**

Project Manager

**Nickie**

Project Manager

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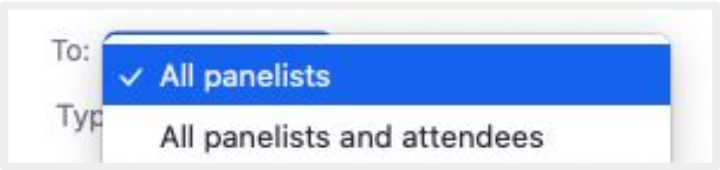
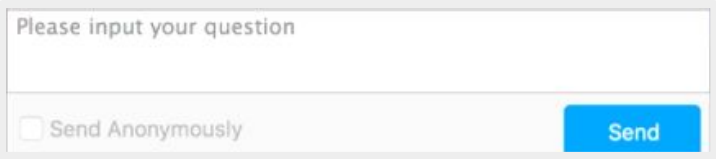
# Submit Your Questions

## 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

- Give Day Overview
- Who is GiveGab?
- Registering for Give Day
- Creating Your Profile
- Next Steps & Questions

# Give Day Overview

**www.laportecountygives.net** | 2 PM September 30 - 8 PM October 1

- Every participant conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Unity Foundation Efforts = Increased visibility
- Unity-affiliated permanent funds that have registered by September 9 and who have been approved by Unity Foundation of La Porte County are eligible to participate
- Leaderboards for friendly competition, prize incentives

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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 + Unity Foundation marketing = exponential visibility for all participants
- 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?

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# 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 Give Day
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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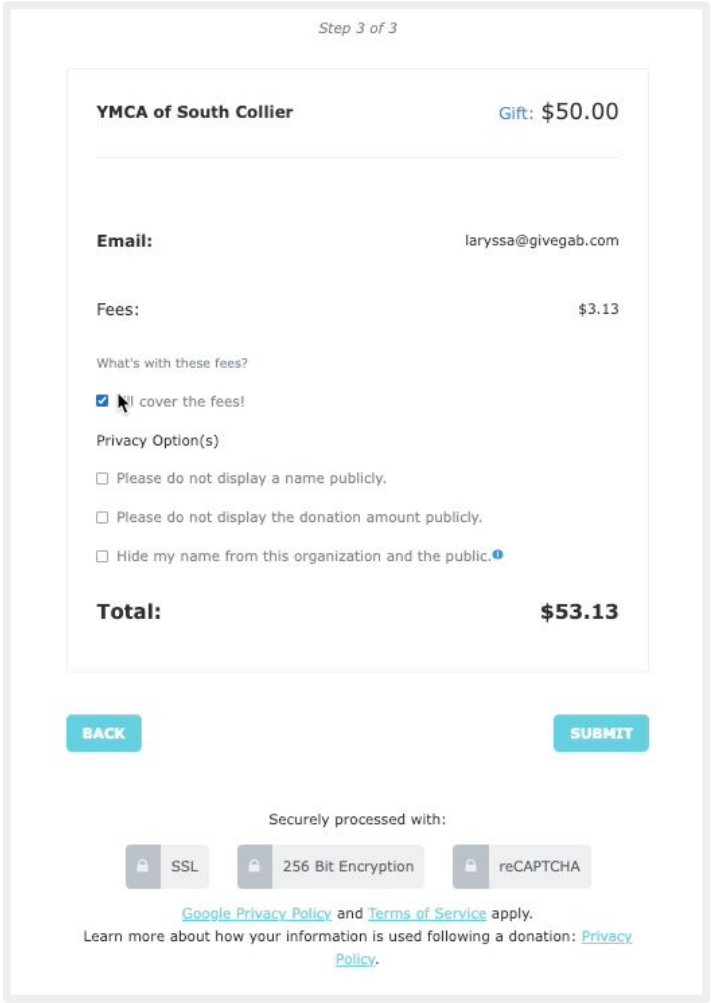
# Simple Donation Processing

- Payment options:
  - Credit Card (All major credit cards accepted)
  - Mobile Wallet (Apple Pay, Google Pay, Microsoft Pay)
  - ACH transfer
- Securely processed through Stripe - PCI Level 1 Payment Processor for donations
- Donor credit card information is not revealed or saved in GiveGab
- GiveGab's chat support available right within the donation form

# Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, donors cover 85-95% of fees during a Giving Day

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# Transparent Donations

## Credit Card & Mobile Wallet:

3.5% Platform Fee
+
$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
**6% + $0.30**

## ACH:

3.5% Platform Fee
+
$3.00 flat bank fee
=
**3.5% + $3.00**

**$100 minimum*

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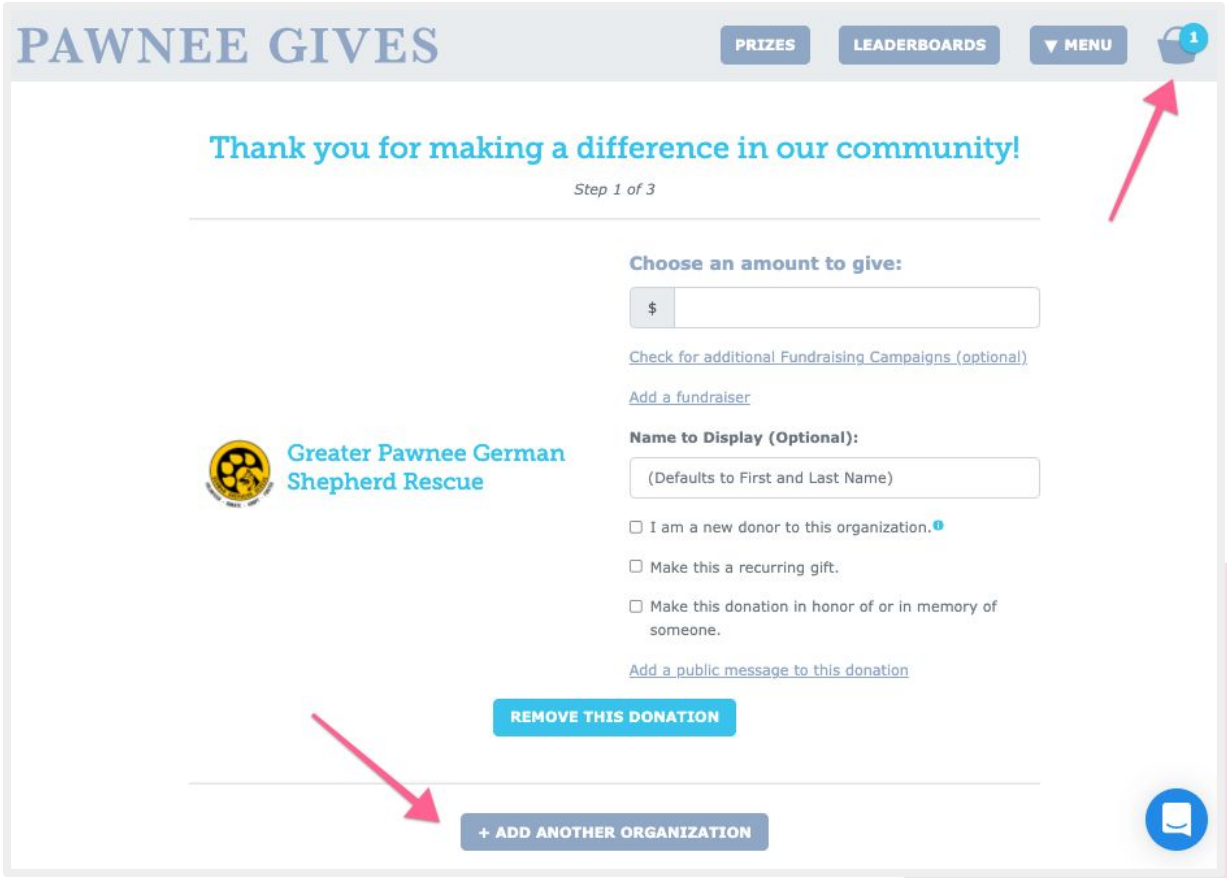


GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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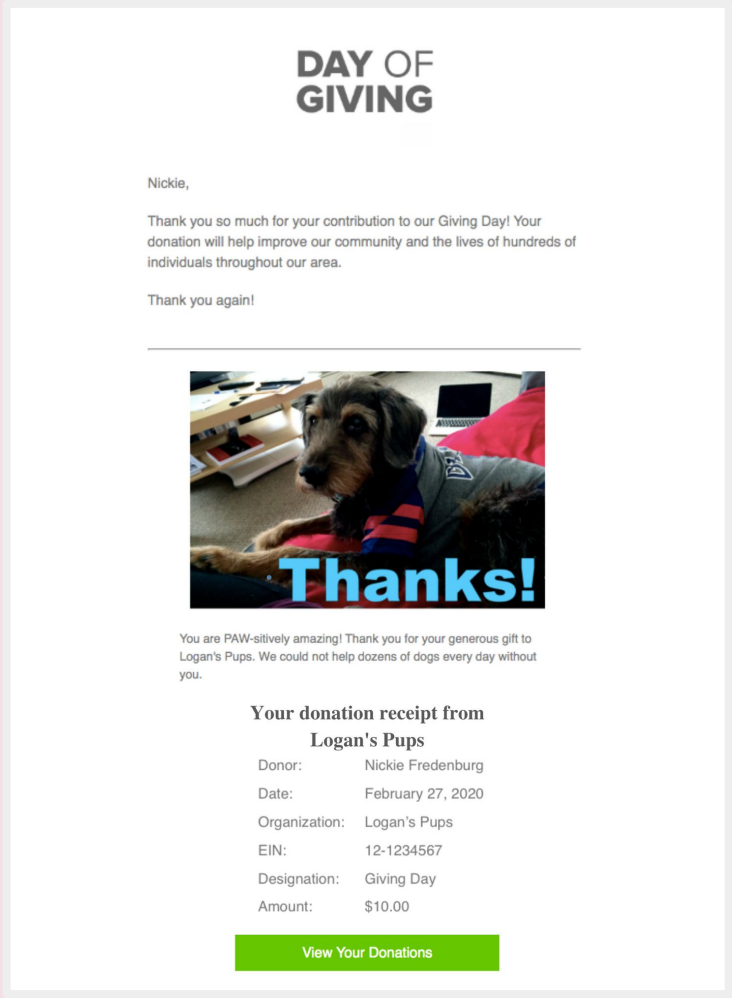
# Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes donation amount to act as a tax-deductible receipt

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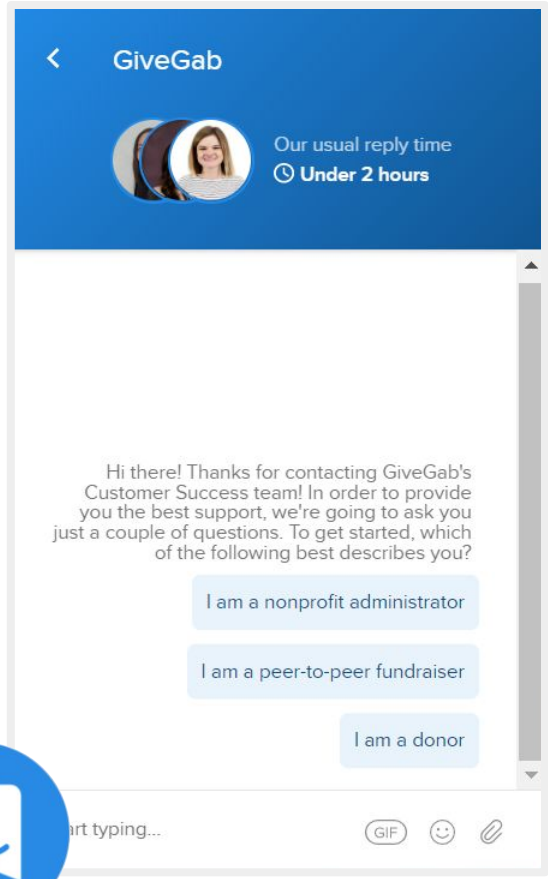
# How We Support You

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

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# Registering for Give Day

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La Porte County GIVES

MENU

# Find Your Organization

and participate in La Porte County Gives

Search for your organization

Start typing in the box above to find your organization.

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# Find Your Organization

and participate in La Porte County Gives

La Porte SPCA

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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# La Porte County Gives

**Organization Name** * *required*

**Street Address Line 1** * *required*

**Street Address Line 2**

**City** * *required*

**State** * *required*

Select a State

**ZIP/Postal Code** * *required*

Not located in the United States?

**Logo**

Select Image

Remove

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

Click 'Continue' to complete your registration for

**La Porte County Gives**

Continue

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# La Porte County Gives

Welcome! Thank you for your interest in La Porte County Gives! We are excited to partner with you to raise greater awareness for your mission, expand your network, and grow your fund. Please fill out the information below. If you have questions or need further information, please contact us at unity@uflc.net.

Please review the terms of service before completing your registration: https://www.laportecountygives.net/info/terms-of-service

1. **What is the name of the fund you would like to register for Give Day?** ***required***

2. **What is the full name of the fund representative associated with the fund?** ***required***

3. **Please provide the name (first and last) for the primary contact person for your fund for Give Day. This person will be Unity's main point of contact regarding Give Day and will receive all associated communications.** ***required***

4. **What is the email address for the primary contact person named above?** ***required***

5. **Please select the category that best fits your fund purpose.** ***required***

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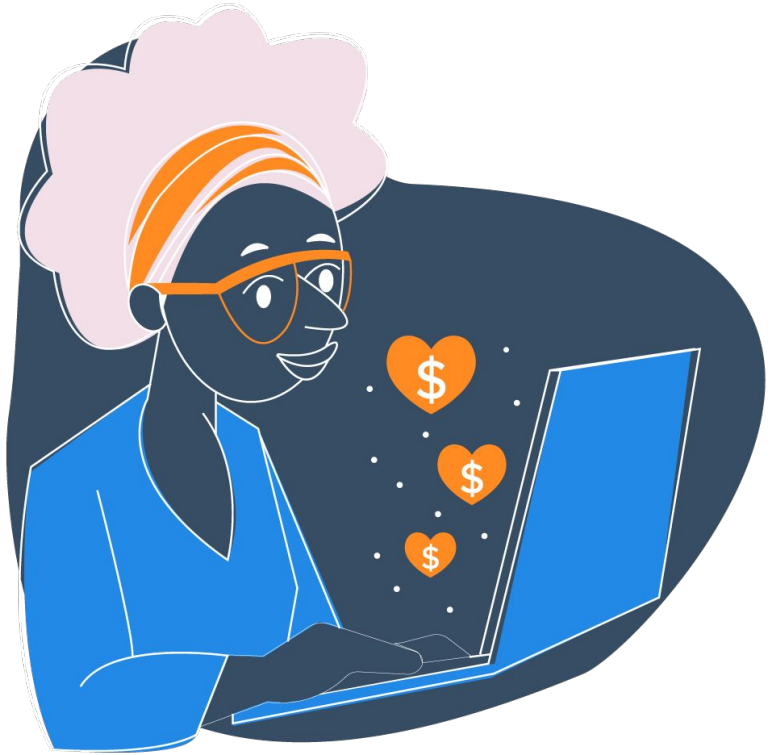
# Completing Your Profile



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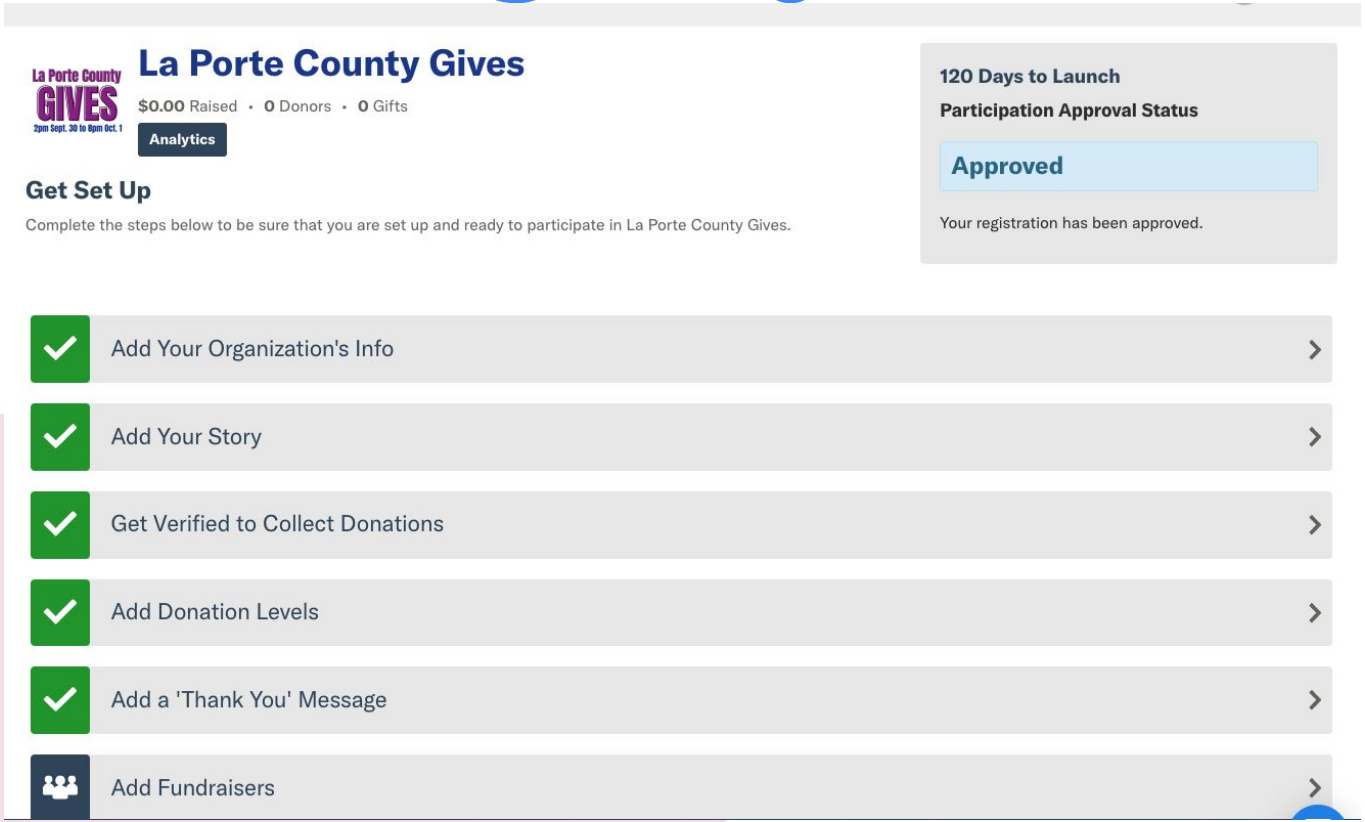
# Your Giving Day Dashboard

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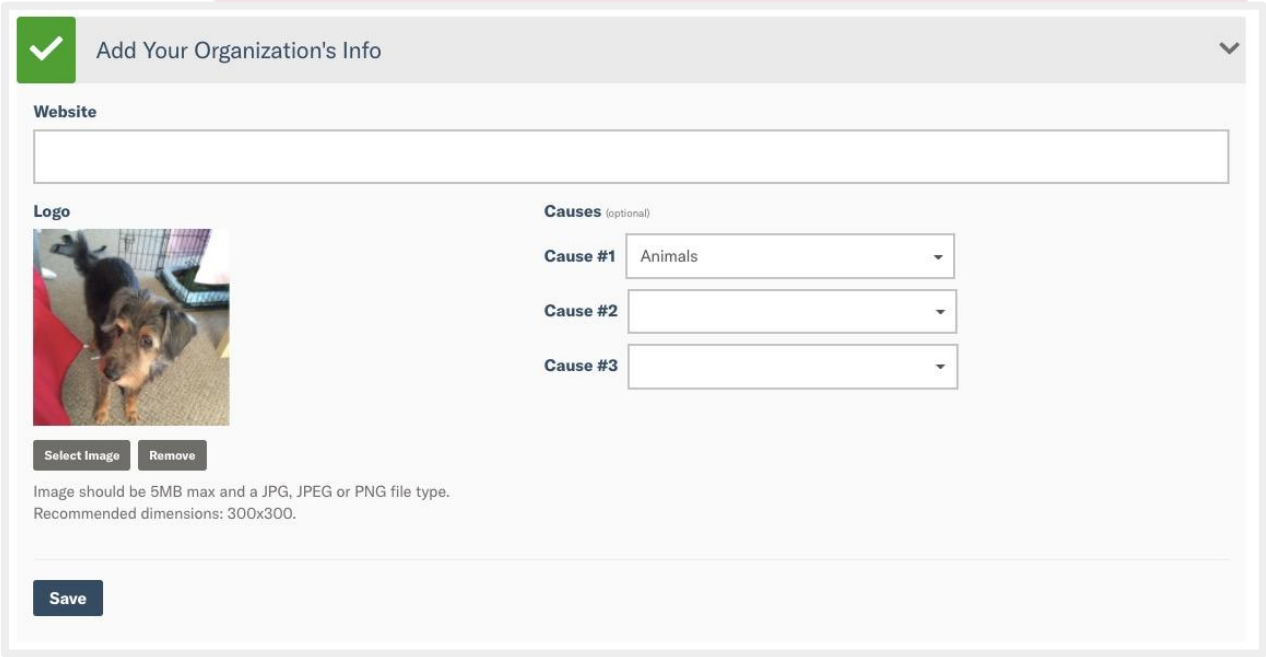
# Basic Info

- 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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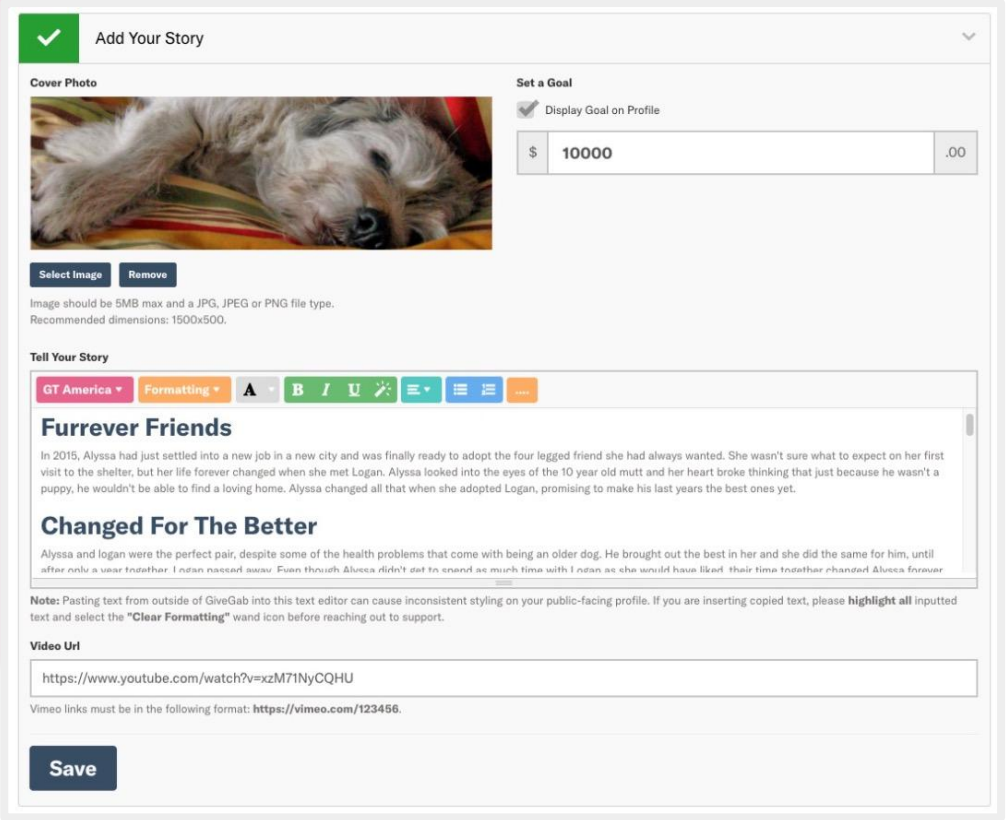
# Curate Your Story

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

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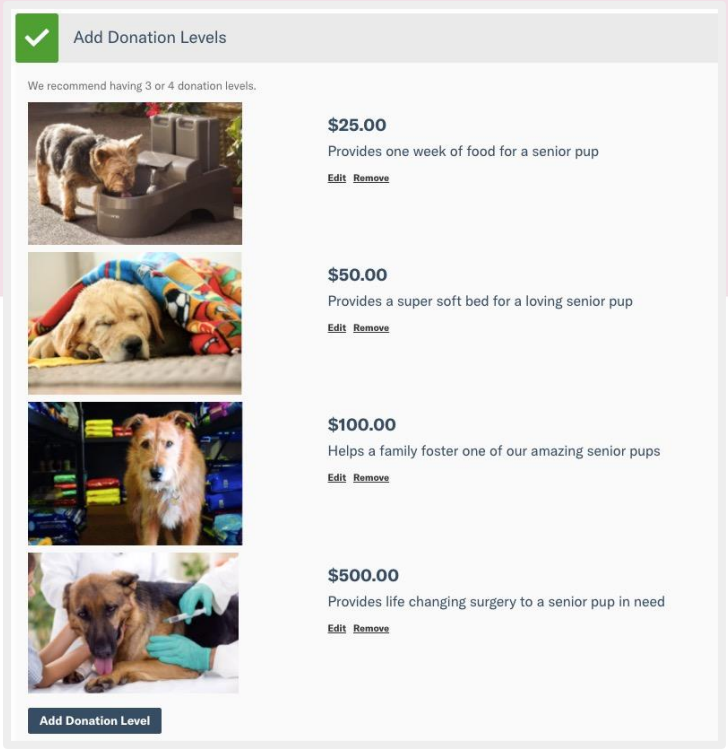
# Suggest Donation Levels




- 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

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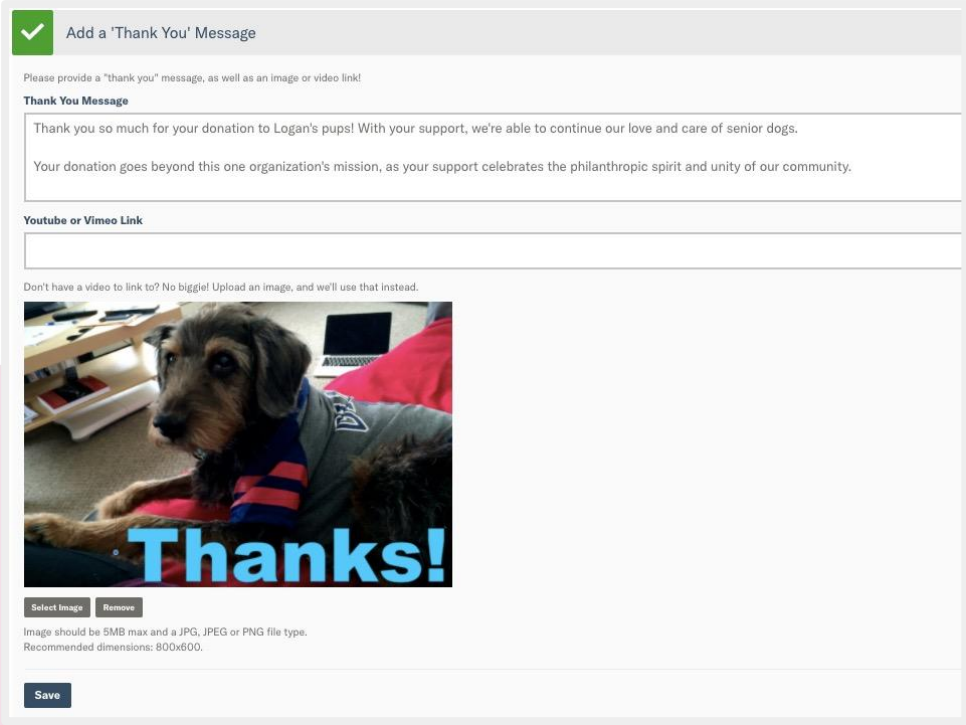
# Personalized Gratitude

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Sent immediately to your donors when they complete their gift




**Pro tip:**

- Donors that give to **one organization** at a time will receive your thank you message
- Donors that give to **more than one organization** at a time will receive a general thank you message from the Unity Foundation

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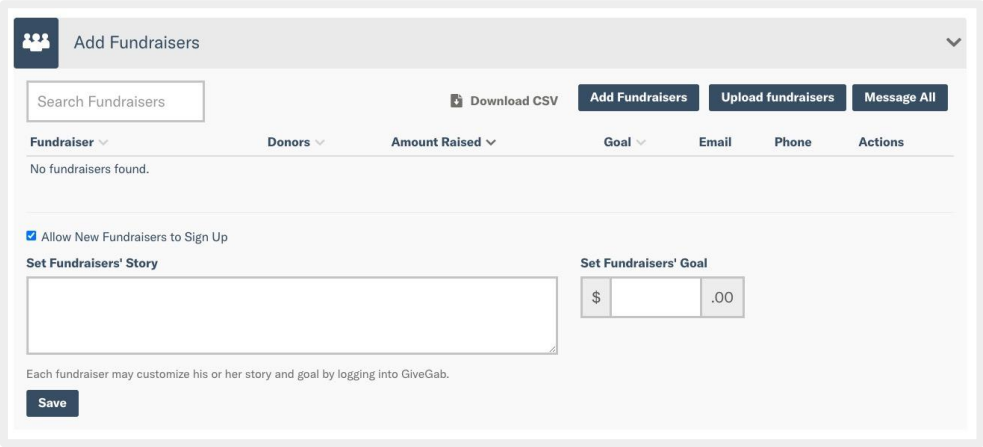


# Invite Your Fundraisers

- 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
- **Register for our upcoming training on P2P Fundraising! July 13 at 3 PM**

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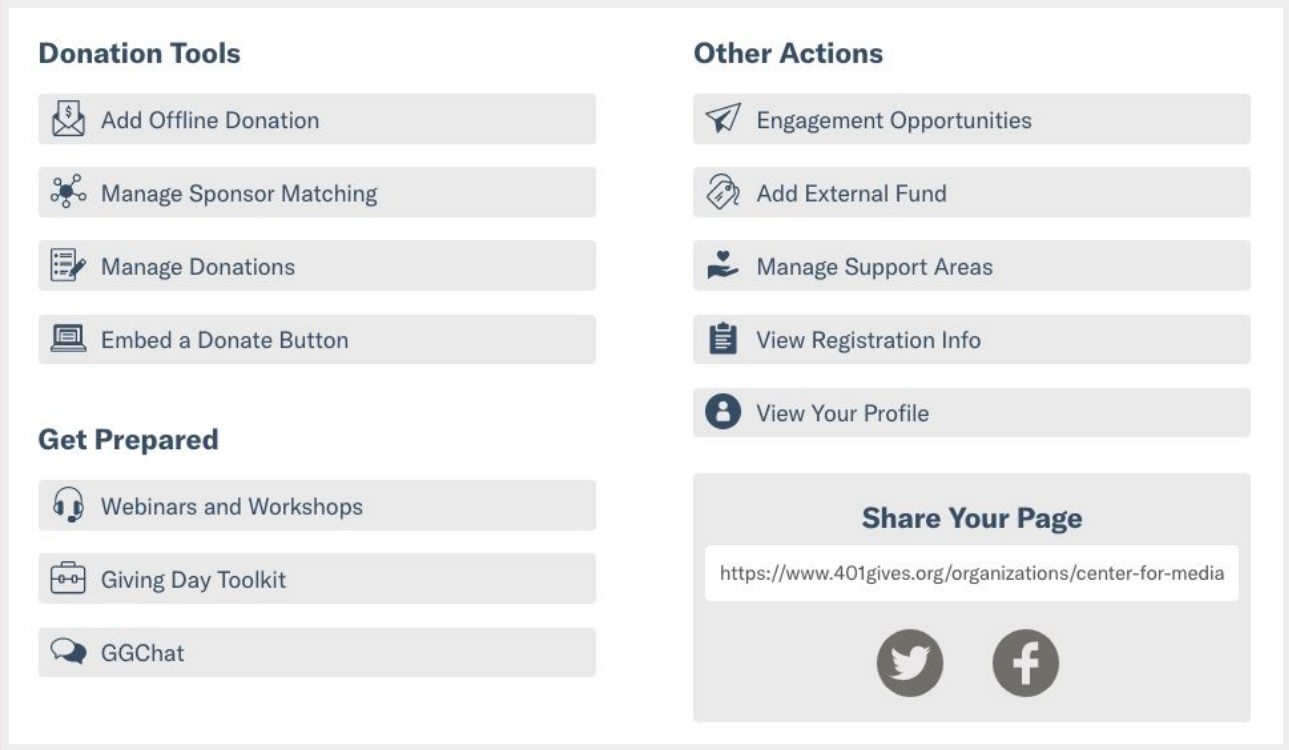
# Key Dashboard Tools

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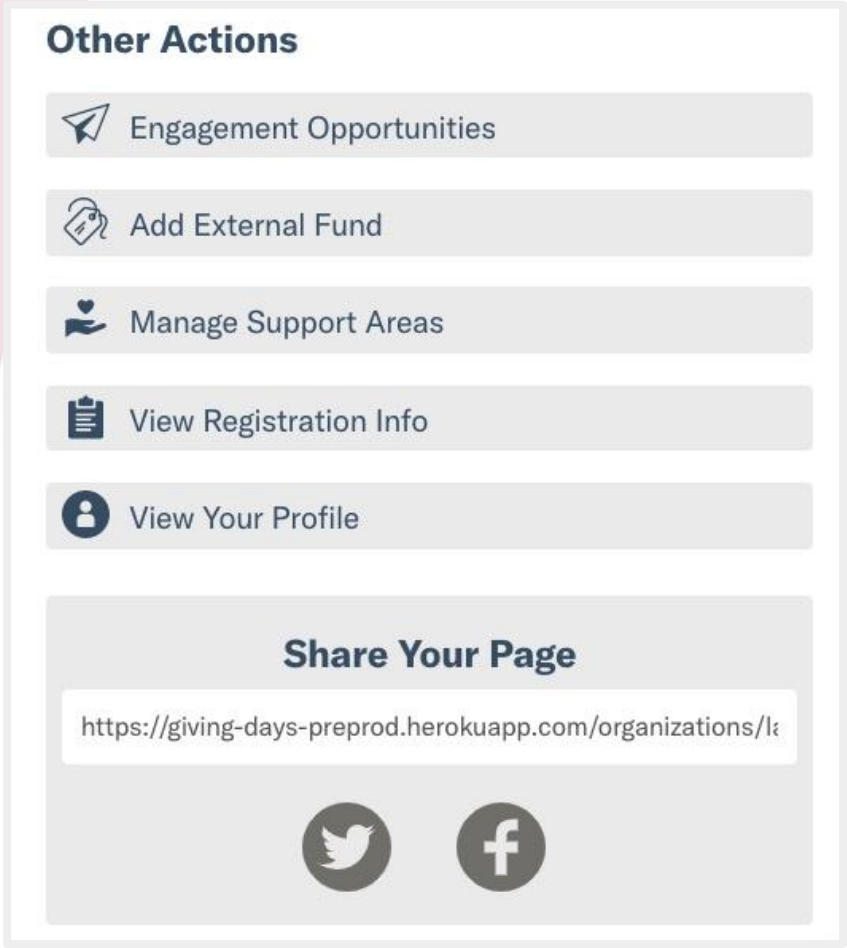
# Share Your Profile

- 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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# A Completed Profile

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# What's Next?

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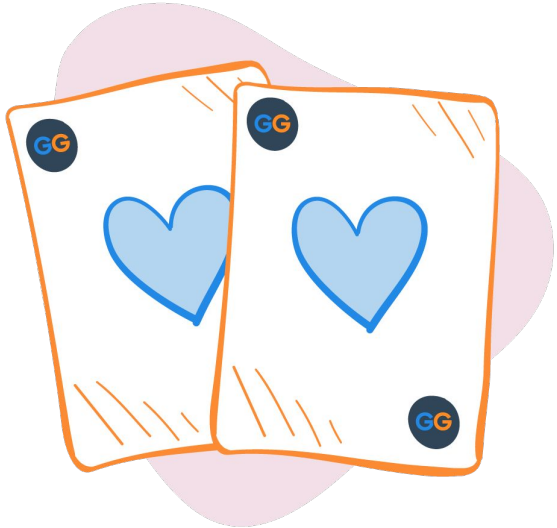
# Step Up Your Fundraising with Matches

**Use pledged donations to your fund as a donor incentive to increase impact!**

Once you secure a matching gift for your fund, utilize GiveGab's matching tool to add that money into your totals, according to the criteria you set.

- 1:1 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- **Pro Tip:** Watch the [Matching Training Video]



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# Your Participant Toolkit

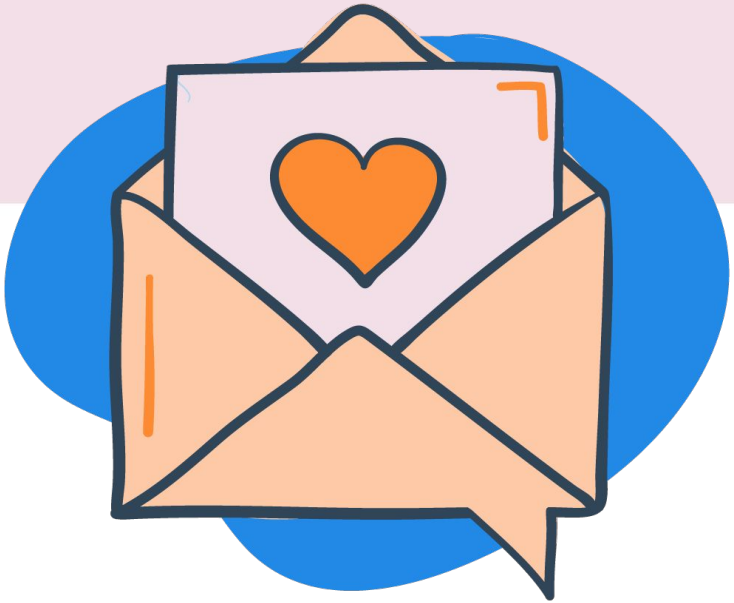
**The Participant Toolkit has valuable resources for all your Give Day needs.**

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

# Your Next Steps

**What to work on over the next month:**

- Register to participate
- Follow UFLPC on Social Media: @UnityFoundationLPC
- Use #LaPorteCountyGives
- Watch your inbox for important emails
- Meet internally to discuss goals
- **Sign up** for upcoming webinar
- Explore the toolkit



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# Questions?

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