



Giving Day Basics



AGENDA

Who's who

What is Give For Good Louisville?

Highlights from 2018

How it works

Next steps



WHO'S WHO

Who's Who



COMMUNITY FOUNDATION
OF LOUISVILLE

→ Host of the giving day

GiveGab[®]
Nonprofit Giving Platform

→ Platform/technology partner





WHAT IS GIVE FOR GOOD LOUISVILLE?

What is Give For Good Louisville?

- 24-hour online giving day
- September 12, 2019 from midnight to 11:59 PM
- Each nonprofit conducts their own campaign on that day
- Foundation creates a community-wide movement through media sponsors and promotional activity
- Nonprofits gain access to trainings, toolkits, and resources
- Nonprofits are eligible for bonus & prize funds





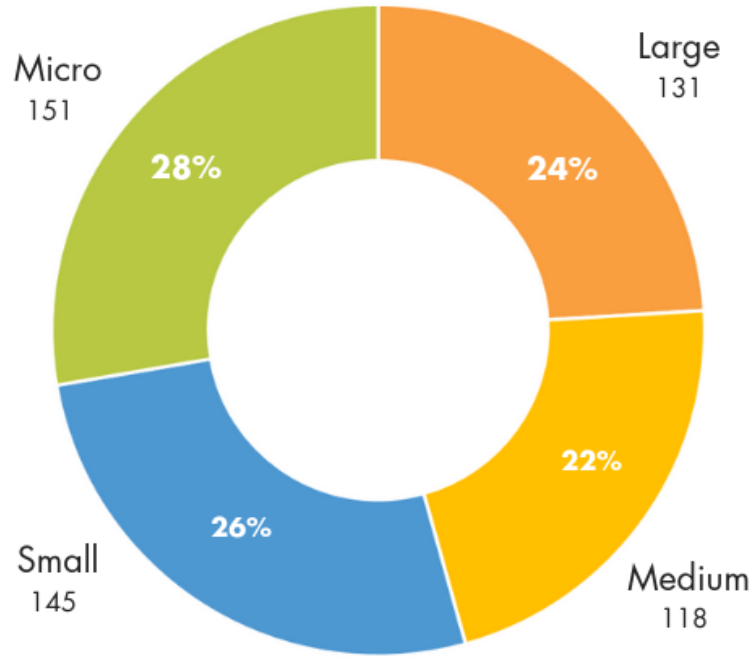
HIGHLIGHTS FROM 2018

TOTAL DOLLARS

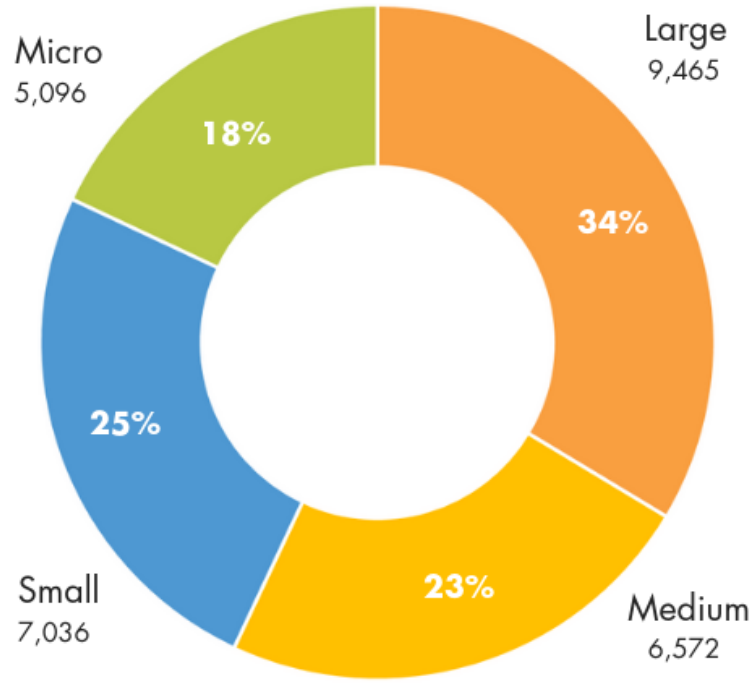


+ 5 MILLION RAISED FOR OVER 500 NONPROFITS IN 2018

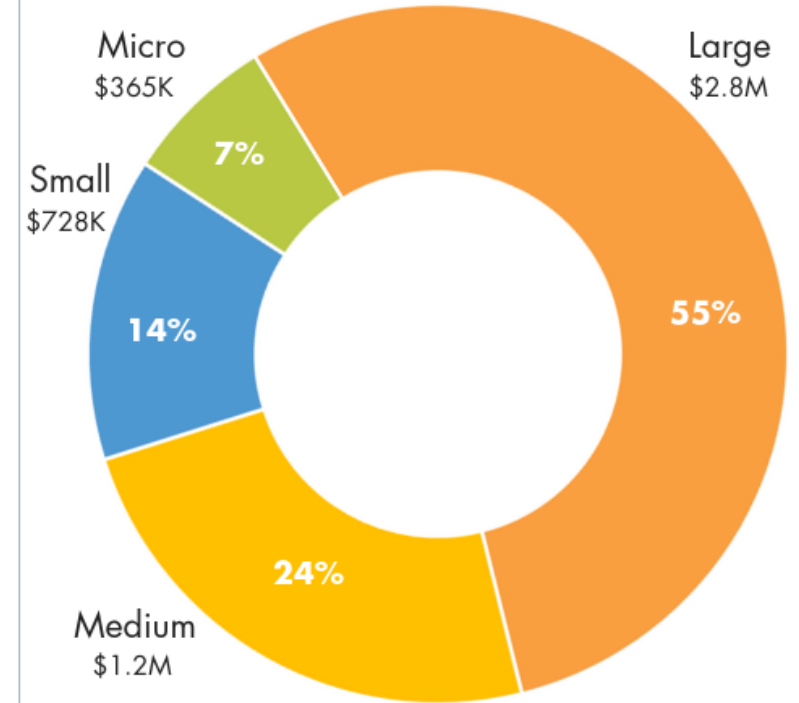
NUMBER OF ORGANIZATIONS



NUMBER OF GIFTS



TOTAL DOLLARS RAISED



Micro=under \$49K **Small**=\$50K-\$250K **Medium**=\$251K-\$1.5M **Large**=over \$1.5M

PERFORMANCE BY SIZE OF NONPROFIT



Micro



Small



Medium

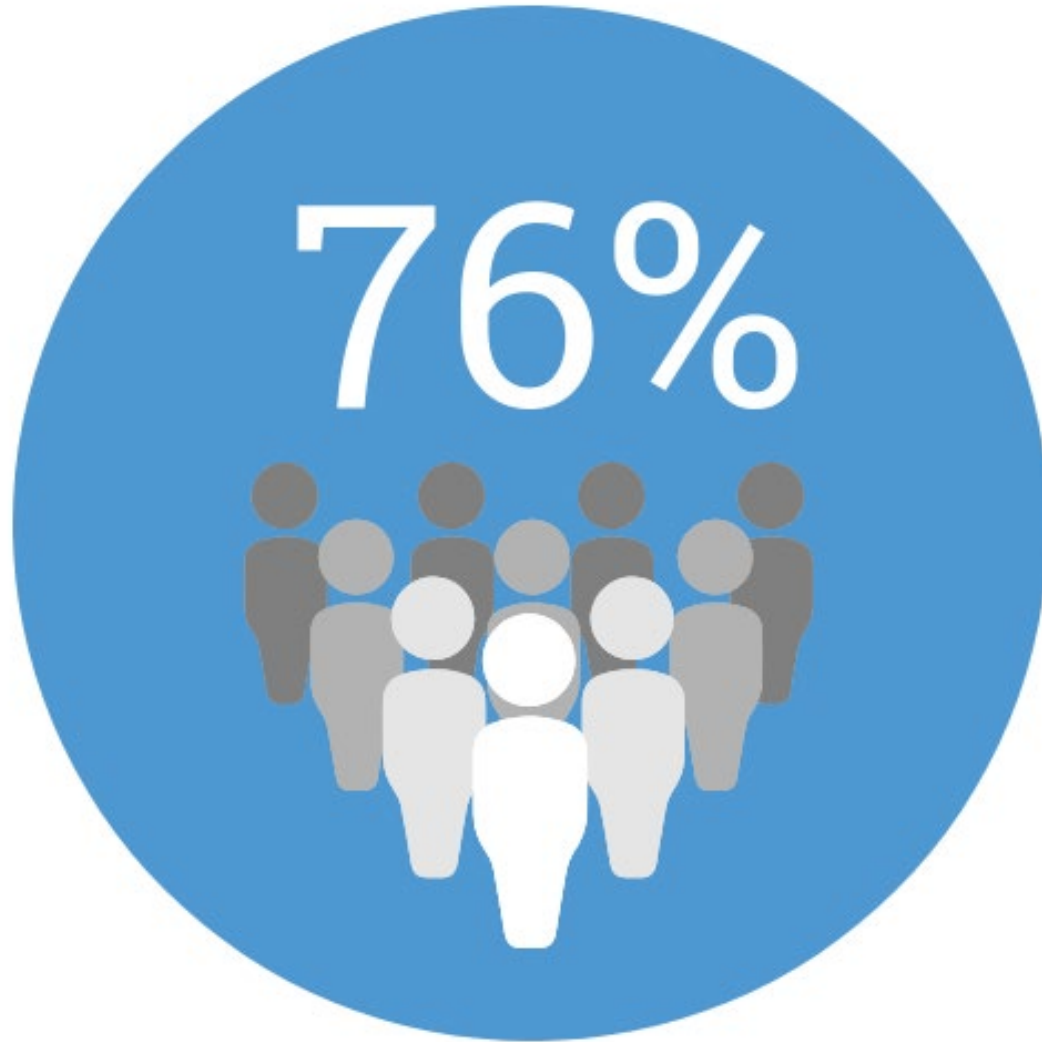


Large

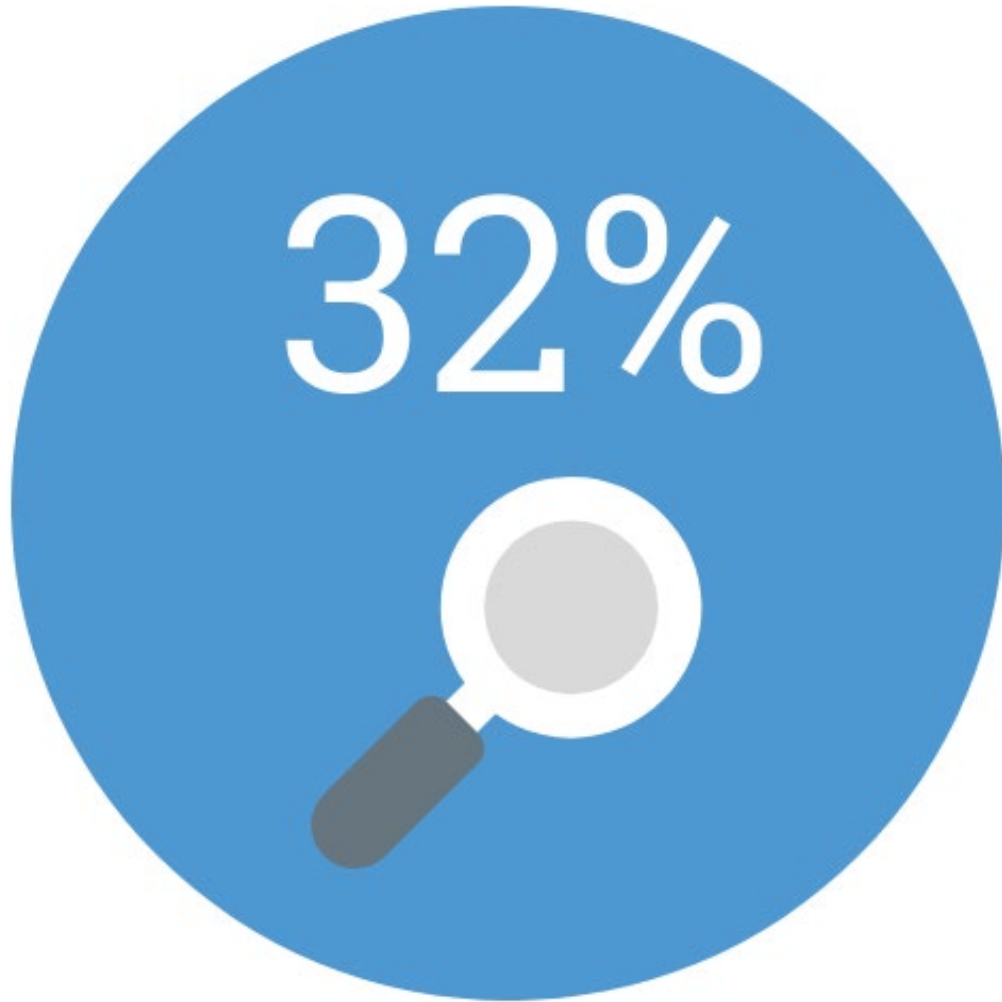


Average

AVERAGE GIFT SIZE



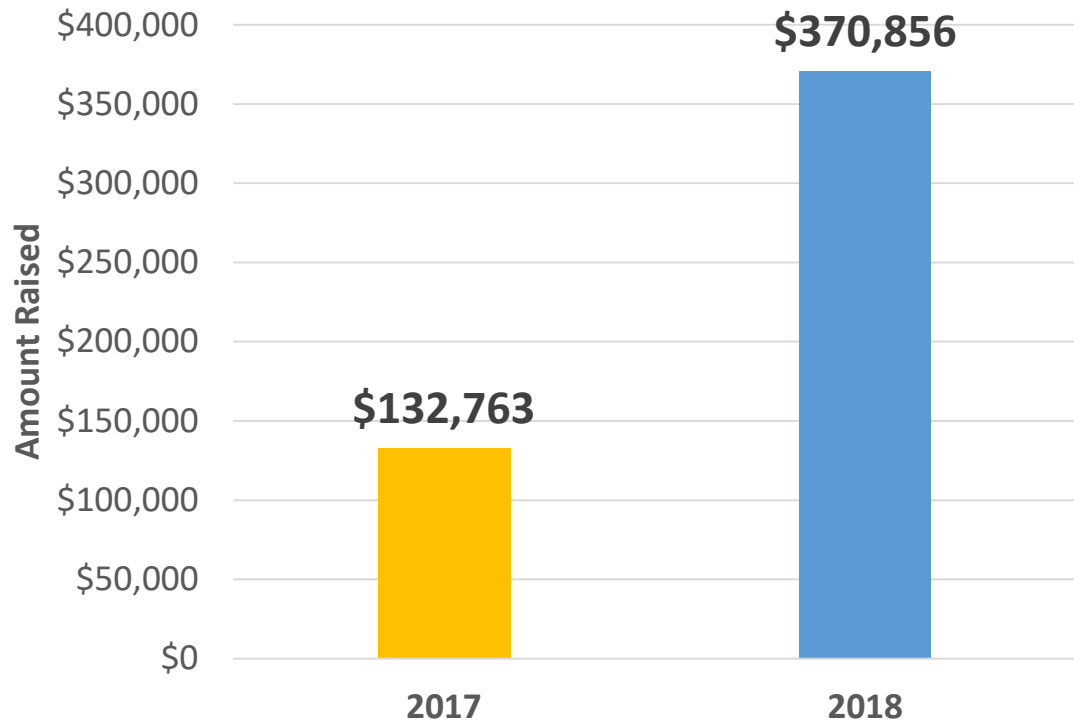
76% of nonprofits
acquired new donors
through Give For Good
Louisville



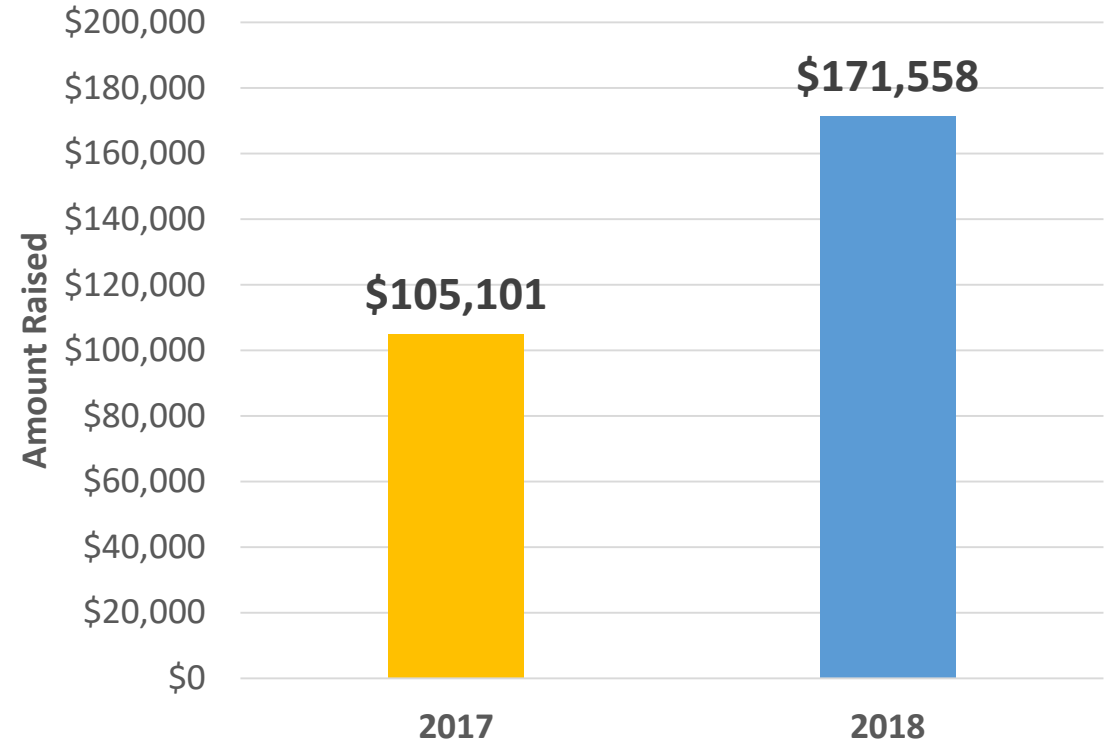
32% of donors supported organizations for the first time through Give For Good Louisville

WHAT DID THE DONORS SAY?

NONPROFIT-SPECIFIC MATCHES



P2P FUNDRAISER PERFORMANCE



EMBRACE THE PLATFORM FEATURES



Community Foundation of Louisville was live.
about 9 months ago · 🌐

#GettingToKnowTheGood with Tyson's Chance Animal Foundation! Make sure to mark your calendar for September 14 to give back to your favorite nonprofits! #GiveForGoodLou

👍❤️ 50 28 Shares 2.1K Views

👍 Like 💬 Comment ➦ Share ⚙️

Comments Up Next

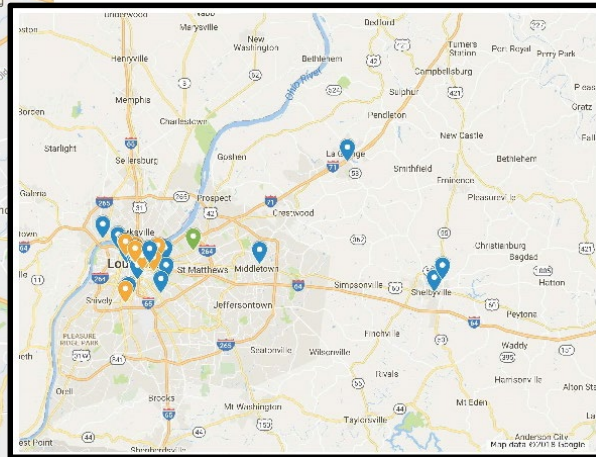
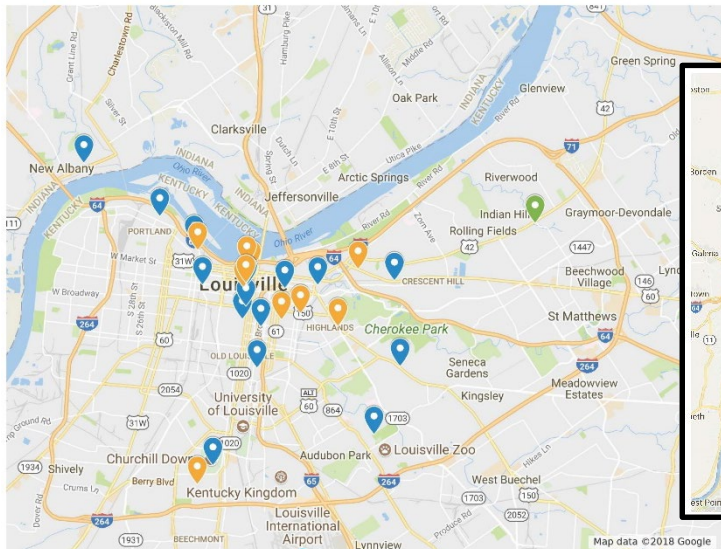
Comments (5) Top Comments

Harbor House Louisville · 5:32 Good job Tyson's! Thanks for all you do!
Like · Reply · Message · 37w 🌟 5

Ann Ellerkamp · 1:47 Already on my calendar, Tyson's, Fairness, Louisville Orchestra, Paws with Purpose and Muhammad Ali Center!
Like · Reply · Message · 37w 🗨️ 4

Kids Center for Pediatric Therapies · 6:17 Keep up the good work!
Like · Reply · Message · 37w 🌟 5

- 📍 St Elizabeth Catholic
- 📍 Sowing Seeds With Faith
- 📍 Fairness Campaign
- 📍 Backside Learning Center
- 📍 Mom's Closet Resource
- 📍 Anchal Project
- 📍 Louisville Story Program
- 📍 Kentucky Shakespeare
- 📍 Salvation Army
- 📍 Cat Cafe - KY Humane
- 📍 Louisville Grows
- 📍 Hope Health Clinic
- 📍 A Place To Sleep
- 📍 First Christian Church
- 📍 Nativity Academy
- 📍 Louisville Nature Center
- 📍 La Casita Center
- 📍 Fourth Street Live!
- 📍 Home of the Innocents
- 📍 GlowTouch Technologies
- 📍 Champagnery-Paws w Purpose
- 📍 Community Foundation
- 📍 Galt House
- 📍 Fourth Street Live!
- 📍 Center for Interfaith Relations
- 📍 McQuixote - Lou Literary Arts
- 📍 Grace Kids Childrens Church
- 📍 Kentucky Yoga Initiative
- 📍 Smoketown
- 📍 Gordon Biersch - Legal Aid
- 📍 Wick's - Tyson's Chance & Derby City Dog Rescue



GETTING TO KNOW THE GOOD



Facebook*

357 CFL Posts
31,627 engaged users
474,882 paid impressions

1.1 million impressions

Twitter**

4,373 tweets
2,309 original tweets
116 @ tweets
1,948 retweets

14.7 million timeline deliveries

Instagram**

1,212 posts
38,380 likes
822 comments
358 contributors

2.2 million impressions

Approximately 18 million impressions generated on social media.

Data from Hashtracking.com and Facebook Insights. 5/1/18 – 9/20/18
*Facebook = all posts, **Twitter & Instagram = Give For Good Louisville-specific.

SOCIAL MEDIA MADE AN IMPACT



Uspiritus
7 days ago

Thank you to everyone who participated in yesterday's #GiveForGoodLou event, hosted by the Community Foundation of Louisville!

You helped Uspiritus raise valuable funding for our Horticulture Program

If you m
yesterd

ForecastleFoundation @ForecastleFound
7 days ago

A big THANK YOU to our #naturallyawesome donors! We raised over \$56,200 yesterday during @cflouisville's #GiveForGoodLouisville!



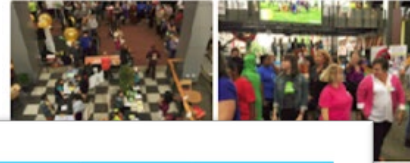
Metro United Way @MetroUnitedWay
Sep 14

3+ hours left = #GiveforGoodLou but let's go ahead & send a glimorous THANK YOU to our friends @cflouisville for bringing us all together!



Mayor Greg Fischer @louisvillemayor
Sep 14 · Louisville

Last year #GiveforGoodLou @cflouisville raised \$4.3 million in 24 hours. Let's beat that mark this year!



WHASCrusade Children @CrusadeChildren
Sep 14

Good morning Kentuckian! Support #WIASCrusade 2DAY #GiveforGoodLou @cflouisville Go [giveforgoodlouisville.org/organizations/...](http://giveforgoodlouisville.org/organizations/) @WHAS11



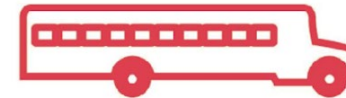
Backside Learning Center
7 days ago

Yesterday during #GiveforGoodLou 117 donors came together to donate \$9,285 to the BLC! Thank you to all who gave! A special thanks to the Community Foundation of Louisville for hosting and to our peer-to-peer fundraisers for helping us spread the word and ...

Like Comment Share

Actors Theatre @ATLouisville

Today is #GiveforGoodLou! Many thanks and congrats to @cflouisville for bringing us such a wonderful day of community-driven generosity!



A donation of \$250 brings one busload of students to experience the wonder of live theatre!



8:42 AM · 14 Sep 2017

2 Retweets · 5 Likes

of Kentucky @ACLUSKY

on #GiveForGoodLou! 185 donors, \$85,518 prize \$ to come!! Incredible! Thank you so @cflouisville



LouisvilleWaterfront @wfpark
Sep 15

@cflouisville, thank you for a wonderful #GiveForGoodLou Day! You are so awesome to organize this every year, and you are appreciated!





HOW GIVE FOR GOOD LOUISVILLE WORKS

- IRS approved 501(c)(3) public charities
- All 509(a)(3) supporting organizations must state their designation (type I, II, or III) upon registration
- Programs or projects that have a fiscal sponsor
- Schools and churches with proper IRS documentation
- Located in 8-county area around Louisville
- In compliance with state fundraising laws

June 3 – July 3 at 5:00 PM

Visit: www.GiveForGoodLouisville.org

Have handy:

- Organization name
- Official street address
- Phone number
- EIN
- Size (based on total revenue from your most recent 990)
- Primary cause category
- 25-word description of your organization (for a giving guide)
- Credit card payment for participation fee

Size Category	Participation Fee
Large: over \$1.5M	\$75
Medium: \$251K - \$1.5M	\$50
Small: \$50K - \$250K	\$25
Micro: under \$49K	\$25

REGISTRATION FEES



REGISTER

The biggest day of local giving!

September 12, 2019

00 : 00 : 00 : 00
days hours mins secs



REGISTRATION PROCESS



Find Your Organization

Give For Good Louisville is not accepting registrations at this time.

Search for your organization

SEARCH

You can search by organization name or EIN (Employer Identification Number)

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

[Home](#)
[Register](#)
[FAQ](#)
[Terms of Service](#)
[Trainings](#)

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

Give For Good Louisville



REGISTRATION PROCESS



Register Your Organization for
Give For Good Louisville
Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Logo

[Select Image](#)

[Remove](#)

Recommended dimensions 300x300
Max file size 5MB

Click 'Continue' to complete your registration for
Give For Good Louisville

GiveGab Nonprofit Giving Platform

Dashboard Newsfeed Discover Search GiveGab You

Register Your Organization for
Give For Good Louisville
Powered by GiveGab

Registration Type

<input type="radio"/> Micro NPO Registrant (<\$49k)	\$25.00
<input type="radio"/> Small NPO Registrant (\$50-\$250k)	\$25.00
<input type="radio"/> Medium NPO Registrant (\$251k-\$1.5m)	\$50.00
<input type="radio"/> Large NPO Registrant (>\$1.5m)	\$75.00

1. Please provide the legal name of your organization (Not your DBA/Doing Business As.) *

2. If applicable, what is your DBA?

Credit Card Information

First Name

Last Name







Credit Card Info

REGISTRATION PROCESS

- Dashboard
- Checklist
 - Bank Account Information
 - First Name, Last Name, Date of Birth, the last 4 digits of their Social Security Number
 - Requirement of Patriot Act
 - Will be removed from participation if not completed by August 1
 - About Your Organization
 - Tell Your Story
 - Verifying Your Nonprofit
 - Giving Levels
 - Donor Information
 - Automatic Thank Yous
 - P2P Fundraisers
 - Match Dollars

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

-  Add Your Organization's Info
Let people know who you are.
-  Add Your Story
Tell potential donors why they should contribute.
-  Get Verified to Collect Donations
Set up your banking information to receive secure online donations.
-  Add Donation Levels
Show your donors the impact their donation makes.
-  Add a 'Thank You' Message
Personalize your auto-response for donors ahead of time.
-  Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.

Share Your Page

<https://dog-staging.givegab.com/org/>







[View Your Page](#)

More Actions

- [Add An Administrator](#)
- [Add Offline Donation](#)
- [Manage Sponsor Matching](#)
- [Manage Donations](#)
- [View Registration Info](#)

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

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-  Add Your Story
-  Get Verified to Collect Donations
-  Add Donation Levels
-  Add a 'Thank You' Message
-  Add Fundraisers



Logan's Pups

Help a senior dog with your donation!

Causes: **Animals**, Education

DONATE

FUNDRAISE



\$63,203 Raised \$100,000 Goal 144 Donors



\$50

Provides a super soft bed for a loving senior pup



\$100

Provides food for a month for a senior pup



\$200

Provides vet care and essential vaccines for a senior pup



\$500

Feeds every dog in the sanctuary for a week

CHOOSE YOUR OWN AMOUNT

CHECK OUT OUR TRAINING VIDEOS!

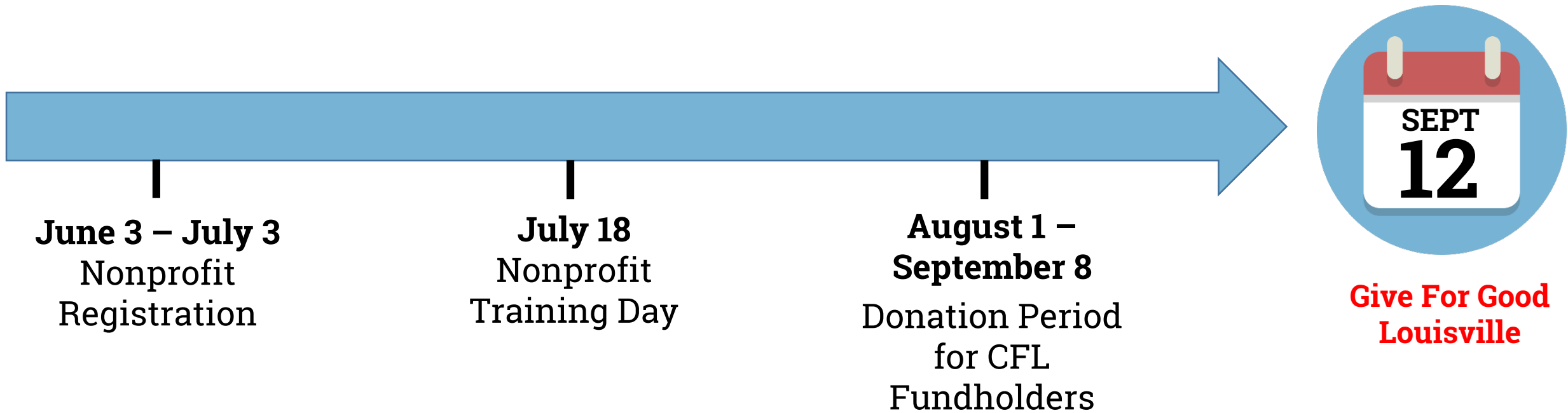
- Online at www.giveforgoodlouisville.org or through direct link to the nonprofit's donation page
 - Fees:
 - Credit Card gifts: 2% platform fees + 2.2% credit card fee +\$.30/transaction capped at \$20
 - Donations of \$100 or more are eligible for ACH transfer and will incur a \$3 flat fee in addition to the 2% platform fee
 - Donors have the option to elect to cover these fees and donor data shows that ~65% do.
 - The Community Foundation does not receive any of the fees
- Foundation Donors
 - CFL Donors have the option to give from their funds for and are not subject to any fees from August 1 – September 8.



NEXT STEPS

- Register!
- Create your profile
- Sign-up for in-person training day
 - July 18: Louisville Central Community Center
- Utilize Online Resources
 - How-To & Training Videos
 - Nonprofit Toolkit
- Connect On Social Media (@cflouisville)
 - Use Hashtag #GiveForGoodLou
 - Join Give For Good Louisville Facebook Group
- Use Chat Bubble

GET STARTED



MARK YOUR CALENDAR



BE A FORCE FOR GOOD