Getting Ready for Give For Good Louisville

Thursday, September 17, 2020
Agenda

• The Basics
• Benefits to participating
• 2019 Results
• GiveGab Platform Basics
• Registering for Give For Good Louisville
• Next Steps and Questions
The Basics
The Basics: Who is Who?

Community Foundation of Louisville  
*Host of the giving day*

GiveGab  
*Platform/technology partner*
The Basics: What is Give For Good Louisville?

• 24-hour online giving day
• September 17, 2020 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 prize funds
How People Give

• Online at www.giveforgoodlouisville.org

• Direct donation page links shared by nonprofits

• Community Foundation of Louisville fundholders may give through their Donor Advised Funds or Charitable Checking Funds early in August, by using their online donor portal, or contacting the Community Foundation staff
Benefits to Participating
Benefits to Participating

• Learn to utilize digital fundraising tools and modern software
• Re-Engage with your existing supporters
• Increase visibility by connecting with a larger community
• Utilize the Giving Day to reach other internal goals
• Motivate donors to make a greater impact with prizes and match incentives
• Access capacity-building training opportunities crafted to address nonprofits current community needs
2019 Results
2019 Results

+$26 million
2019 Results: breakdown by size

**NUMBER OF ORGANIZATIONS**
- Micro: 134 (25%)
- Small: 141 (26%)
- Medium: 138 (25%)
- Large: 132 (24%)

**NUMBER OF GIFTS**
- Micro: 5,098 (16%)
- Small: 6,686 (21%)
- Medium: 8,721 (28%)
- Large: 11,007 (35%)

**DOLLARS RAISED**
- Micro: $340K (5%)
- Small: $680K (10%)
- Medium: $1.9M (29%)
- Large: $3.6M (56%)

Micro = under $49K, Small = $50K-$250K, Medium = $251K-$1.5M, Large = over $1.5M
2019 Results: average gift size

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

$53  $70  $98  $109  $88

Average
2019 Results

- 69% of nonprofits acquired new donors
- 36% of nonprofits from previous years transitioned new giving day donors into recurring donors
- 88% of donors covered online credit card fees
2019 Results: gifts around Louisville
2019 Results: gifts around the USA
2019 Results: Peer-to-Peer Fundraising

$105k

$172k

$335k
GiveGab Platform Basics
What’s New in 2020

- Filtered donor reports and file exports
- Payment option visibility
- Mobile wallet
Filtered Donor Reports and File Exports

Donations

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC.

Search by name or email

More filters

<table>
<thead>
<tr>
<th>Actions</th>
<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
<th>Amount Charged</th>
<th>Bank Fees</th>
<th>Platform Fees</th>
<th>Covered Fees?</th>
<th>Pa</th>
</tr>
</thead>
</table>

GiveGab
Mobile Wallet

Enter Your Payment Information
Step 2 of 3
Your $100.00 Gift

Payment Method (Click on one of the following)
- Card
- Donor Advised Fund
- Bank Account
- Mobile Pay

First Name
Last Name

Confirm Your Gift
Step 3 of 3
Creasey Mahan Nature Preserve
Gift: $100.00

Email: Natalie.siedhof@giveGab.com
Fees: $4.60
What's with these fees?
✓ I'll cover the fees!

Total: $104.60

BACK

GiveGab®
Quick Guide To GiveGab

● Safe, secure, and reliable platform
● Ultimate donor experience
  ○ Mobile responsive
  ○ Easy-to-use donation form
  ○ Immediate “Thank You”
● Dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for Give For Good Louisville website
- Complete transparency with nonprofits and donors
**Transparent Pricing**

Credit Card:

2% Platform Fee  
+ $0.30 per transaction & 2.2% transaction fee (Stripe)  
= 4.2% + $0.30

ACH:

2% Platform Fee  
+ $3.00 flat bank fee  
= 2% + $3.00  
**$100 minimum**
Transparent Pricing (continued)

- Donors can cover all fees on behalf of your organization, with more info right in the donation form.
- Historically, 65-75% of donors do cover fees during a giving day.
Registering for Give For Good

How Give For Good Louisville Works
Registration Eligibility

• 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
# Register Online

**June 1 – June 30**

Visit: [www.GiveForGoodLouisville.org](http://www.GiveForGoodLouisville.org)

**Have handy:**
- Organization name
- Official street address
- Phone number
- EIN
- Size (based on total revenue from your most recent 990)
- Credit card payment for participation fee

<table>
<thead>
<tr>
<th>Size Category</th>
<th>Participation Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 4: over $1.5M</td>
<td>$150</td>
</tr>
<tr>
<td>Tier 3: $251K - $1.5M</td>
<td>$75</td>
</tr>
<tr>
<td>Tier 2: $50K - $250K</td>
<td>$35</td>
</tr>
<tr>
<td>Tier 1: under $49K</td>
<td>$25</td>
</tr>
</tbody>
</table>
Registration Step 1: click the "Apply Now" button
Registration Step 2: search for your organization
Registration Step 3: add your organization
Registration Step 4: fill out the registration form
Registration Step 5: pay the registration fee
Give For Good Louisville

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.

Give For Good Louisville 2017 (2017)  Copy This Profile

Create a New Profile

2020 Update: approval process
Next Steps
Prepare Your Giving Day Profile

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
Get 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 how impactful their donation makes.

Add a 'Thank You' Message
Personalize your thank you responses for donors of every amount.

Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.

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
https://dog-staging.give.org/

Add Your Story

Get Verified to Collect Donations

Add Donation Levels

Add a 'Thank You' Message

Add Fundraisers

Share Your Page
https://dog-staging.give.org/

More Actions
Add an Administrator
Add Offline Donation
Manage Sponsor Matching
Manage Donations
View Registration Info

View Your Page
Logan’s Pups
Helping senior dogs find loving homes in their final years

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her heart and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

DONATE

Matches
Board of Trustees: #NVBigGive Match

On 3/22 our generous boards of trustees will DOUBLE all donations made to our organization during Nevada’s big give 2018!

Fundraising Champions

Bridget Galaxey $0.00
Alyssa Ravnelle $0.00
Take Advantage of the Nonprofit Toolkit

1. Getting Started
   - Register
   - Training Sessions
   - Key Dates
   - COVID-19 Resources

2. Next Steps
   - Peer-to-Peer Fundraising
   - Donor Engagement
   - Building Board Support
   - Matching Toolkit

3. Spread the Word
   - Social Media Tips & Tricks
   - Sample Email Communications
   - Graphics & Downloads

For more questions regarding Give for Good Louisville, please contact CustomerSupport@giveforgood.org.

Don’t forget to check out the BlueCard Blog.

Navigate from the home page!
Register For More Trainings

Guiding Giving Day Success Webinar Series

Leveraging Your Giving Day
July 22, 2020 | 1:00 p.m. ET
Now more than ever, there is the opportunity to leverage your giving day to have maximum impact. Leaders at GiveGab will discuss how to set-goals for this year’s giving day, platform enhancements and tools for impact, how to pivot and use your giving day to fill spring & fall in-person fundraising gaps, how to run your giving day with volunteers, and more!

Register

Fundraising During COVID-19
July 28, 2020 | 1:00 p.m. ET
During any crisis, it is important that nonprofits continue to engage with their stakeholders and connect their communities with actionable ways to make a difference. In this webinar, the GiveGab team and a guest speaker from another statewide giving day will offer ways to rewrite your fundraising story during a time of crisis, how to pivot your events to 100% digital fundraising campaigns, and tools to continue engaging your community.

Register

Building Community Through Storytelling On Social Media
August 5, 2020 | 1:00 p.m. ET
Learn how storytelling can be your most powerful tool in connecting with previous and new supporters on social media. Join the Giving Day Guy, Chris Strub -- who has co-hosted Give For Good Louisville on Facebook Live since 2017 -- for a fun, interactive session designed to help you think creatively and strategically about growing an engaged community through social media storytelling in the lead-up to Give For Good Louisville 2020. We will explore successful nonprofit giving day campaigns from around the country – particularly those in the wake of fundraising during COVID-19.

Register

Boosting Your Donor Engagement
August 11, 2020 | 1:00 p.m. ET
Join the Development and Communication team at the Community Foundation of Louisville to learn how to use the giving day to connect with your different audiences, steward your donors, and communicate with them in the most effective, efficient, and appropriate way.

Register

Navigate from the home page!
Keep In Touch

• Connect with us on Social Media (@cflouisville)
  • Use Hashtag #GiveForGoodLou
  • Join Give For Good Louisville Facebook Group
• Keep an eye out for our weekly email series beginning in July
• Need Assistance?
  • Use the chat bubble on www.giveforgoodlouisville.org
  • Email info@giveforgoodlouisville.org
Questions?
Thanks For Joining!