

Getting Ready for Give Local Midland 2024



Meet the Team



Ashley

Associate
Project
Manager



Emily

Associate
Project
Manager

Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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

Agenda



- **Benefits of Participating**
- **Who is Bonterra?**
- **Donation Processing**
- **Registering**
- **Creating Your Profile**
- **Next Steps & Questions**



GIVE LOCAL MIDLAND™

Together, we made an impact.

Outcomes & Results

\$472,346

Raised

1,016

Donors

70

Organizations

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 + Midland Area Community Foundation 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

Who is Bonterra?



Who is Bonterra?



Bonterra's mission is to power those who power social impact

- Host a secure, reliable and transparent platform for Give Local Midland 2024
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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
- Chat support available right within the donation form for your supporters!

Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of the foundation, with more info right in the donation form

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

I'll 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](#).

Transparent Donations

Credit Card:

3% Platform Fee

+

\$0.30 per transaction &
2.5% transaction fee
(Stripe)

=

5.5% + \$0.30





Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)



**Greater Pawnee German
Shepherd Rescue**

Name to Display (Optional):

(Defaults to First and Last Name)

- I am a new donor to this organization.
- Make this a recurring gift.
- Make this donation in honor of or in memory of someone.

[Add a public message to this donation](#)

REMOVE THIS DONATION

+ ADD ANOTHER ORGANIZATION



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

Instant Donor Delight

- A Thank You email that comes from The Midland Area Community Foundation
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt

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!



Thank you for your generous donation to our organization. Our programs and initiatives would not be possible without your support.

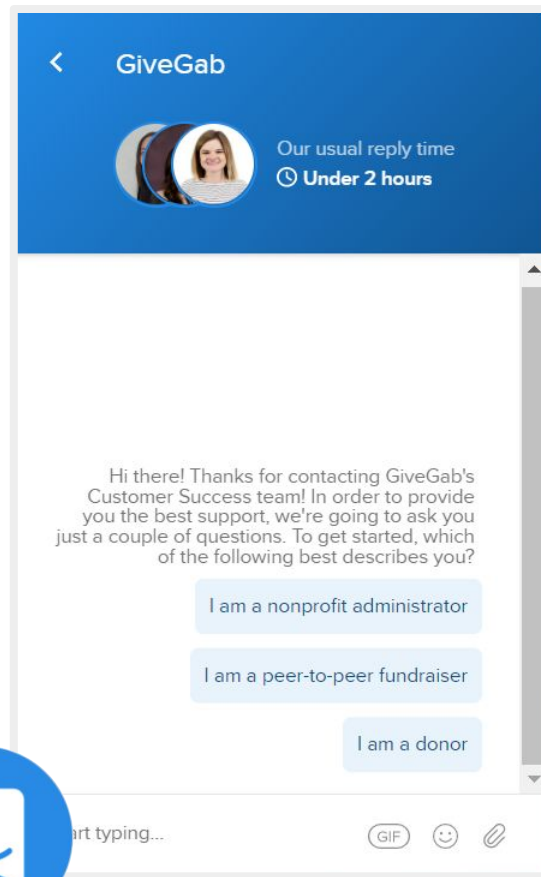
Your donation receipt from Midland Area Community Foundation

Donor: Nickie Fredenburg
Date: January 16, 2020
Organization: ABC Nonprofit
Designation: Give Local Midland
Amount: \$10.00

[View Your Donations](#)

How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - bonterratech.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with our Customer Success Team
 - Look for the little blue chat bubble



Registering for Give Local Midland 2024



GIVE LOCAL MIDLAND



REGISTER

Give Local Midland is coming on May 7th!
Registration opens on March 15th!

May 7 2024



Find Your Organization

and participate in Give Local Midland

Search for your organization

Start typing in the box above to find your organization.



Returning Organizations



Find Your Organization

and participate in Give Local Midland

1 Results





The Arc of Midland
Midland, Michigan

[PARTICIPATE](#)

Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)

New Organizations

Find Your Organization
and participate in Give Local Midland

Abcdefg

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

Register Your Organization for
Give Local Midland
Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State


ZIP/Postal Code

Not located in the United States?

Your First and Last Name

Your Email

Password

Logo 
[Select Image](#)
[Remove](#)
Recommended dimensions 300x300
Max file size 5MB

Click "Continue" to complete your registration for
Give Local Midland

Continue



Give Local Midland

Welcome to Give Local Midland! Please fill out the form below to register for 2023's event. Give Local Midland is a project of the Midland Area Community Foundation. We are excited to work with you to raise as much money as possible on May 2nd for your endowment fund(s)!

1. Do you have an endowment fund with the Midland Area Community Foundation? **required*

Please select one choice.

2. Will your organization develop a strategy around the incentive prizes (Power Hours and Golden Tickets) to raise more money? **required*

Please select one choice.

Submit



GiveGab is the technology provider for Give Local Midland.

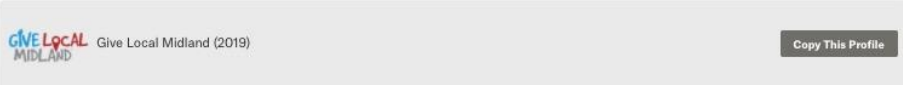
[Learn more](#)

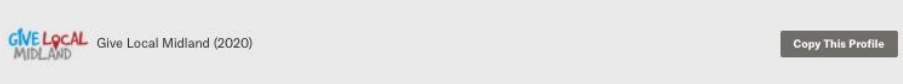
Returning? Copy Your Profile

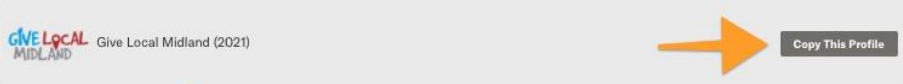
- Existing profile content will carry over
- **Be sure to update your existing content so it's up to date!**


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.




 [Copy This Profile](#)

 [Copy This Profile](#)





 [Copy This Profile](#)

[Create a New Profile](#) 



Donation Tools

-  Manage Sponsor Matching
-  Manage Donations
-  Embed a Donate Button

Other Actions



-  Engagement Opportunities
-  Add External Fund
-  View Registration Info
-  View Your Profile

Get Prepared

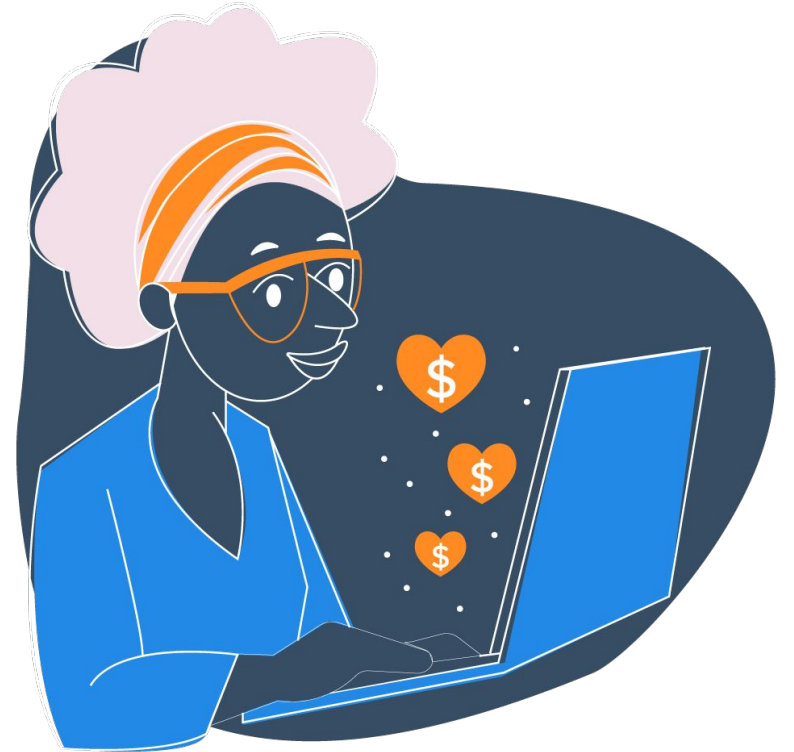
-  Giving Day Toolkit
-  Help Center

Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/mic>

Completing Your Profile



Your Giving Day Dashboard

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give Local Midland.

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

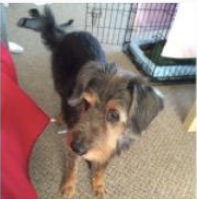
Basic Info

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

✓ Add Your Organization's Info

Website

Logo



Select Image Remove

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

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

Save

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 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

\$

Tell Your Story

GT America Formatting 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>.


Suggest Donation Levels

✓ 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

- 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

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



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

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

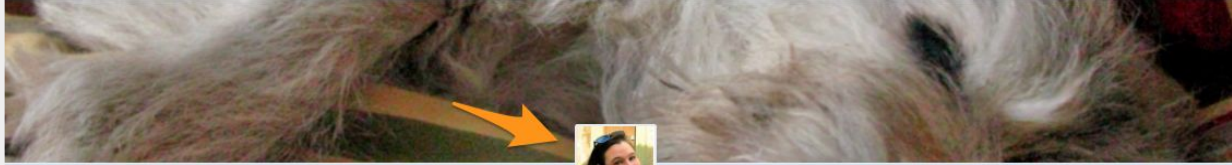
\$.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

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



Bridget Cafaro's fundraiser for
Logan's Pups

DONATE

20%

\$100 Raised **\$500** Goal **1** Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Helps a family foster one of our amazing senior pups



\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



Did you know?



Organizations who used P2P fundraising last year raised on average **3x more** than those who did not.

Key Dashboard Tools

Donation Tools

 Manage Matches and Challenges

 Manage Donations

 Embed a Donate Button

Get Prepared

 Giving Day Toolkit

 Help Center

Other Actions

 Engagement Opportunities

 Add External Fund

 View Registration Info

 View Your Profile

 Mobilize Integration

Share Your Page

<https://www.givelocalmidland.org/organizations/midland-s-opr>




Share Your Profile

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

Other Actions

 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



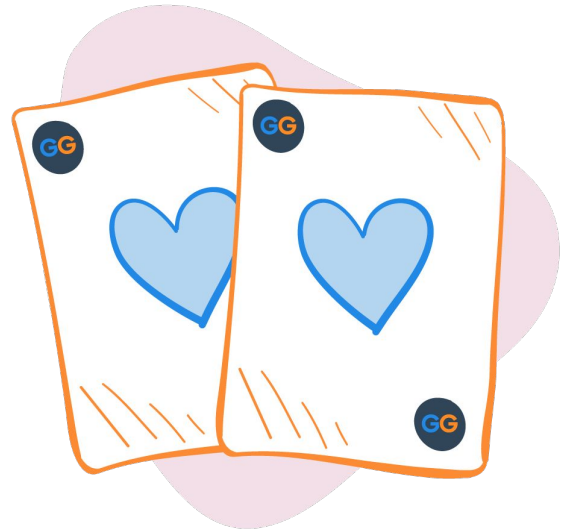


Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

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



Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give Local Midland 2024 needs.

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



Your Next Steps



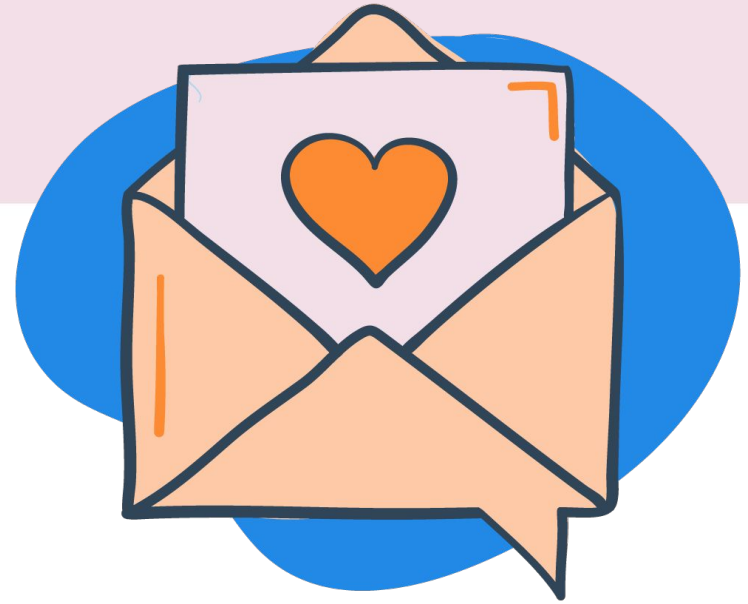
Take a breath!

- 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
- Give Local Midland 2024 may not be the right fit for all of your donors - that's okay!

Your Next Steps

What to work on over the next few weeks:

- Follow Give Local Midland 2024 on Social Media and use #GiveLocalMidland
- Watch your inbox for important emails
- Meet internally to discuss goals
- Registration begins March 15th
- Sign up for the next webinar
- Explore the toolkit



Questions?



May 7th 2024