Getting Ready for

MISSOULAGIVES

April 30 - May 1
Agenda

● The Basics
● Benefits to Participating
● 2019 Results
● What’s New in 2020
● Intro to GiveGab - your 2020 Missoula Gives platform!
  ○ The GiveGab Basics
  ○ Key Features and Resources
● Registering for Missoula Gives/Bitterroot Gives
● Next Steps and Questions
The Basics

- missoulagives.org | 5pm on April 30 - 7pm on May 1
- Every nonprofit conducts their own unique campaign
- Any IRS recognized nonprofit serving the Missoula, Ravalli or Mineral counties
  - Must be verified to accept tax deductible donations and in compliance with state charitable solicitation requirements
  - Able to accept ACH deposit transfers into a valid checking account
- Trainings, templates and tools to make the most of your day!
Benefits of 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
Thank you for supporting Missoula Gives!

Outcomes & Results

$410,000 Raised
2,338 Donors
162 Organizations
What’s New in 2020

- Office hours
- Plaid - ACH withdrawal payment option
- Mobile Wallet
- Filtered donor reports and file exports
- Donations in memory or honor of an individual
- Embed a donate button on your website
Embeddable Donate Button

Giving Day!
November 13, 2019

A Message From The Host
You're approved!

Get Set Up
Complete the steps below to be sure you are set up and ready to participate in Giving Day:

- Add Your Organization’s Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a ‘Thank You’ Message
- Add Fundraisers

Get Prepared
Naming your campaign is not enough to be successful during Giving Day! Use the resources below to learn the best practices on get started.

Time to launch
119

 irrational

GiveGab®
Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:

Giving Day

Step Two: Choose the text

Donate Now

Step Three: Choose the color

#8C640

Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are not real donations. Your credit card will not be charged.

Donate Now

Step Four: Copy and paste this code into your website

```html
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script>
<button class="givegab-button" data-campaign-id="795" data-host="https://staging.givegab.com" data-org-id="2831" data-preview="" style="background-color: #8C640;">Donate Now</button>
```

Copy to Clipboard
Who is GiveGab?

GiveGab’s mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
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 Missoula Gives 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
● Donors can cover all fees on behalf of your organization, with more info right in the donation form

● Last year, 78.7% of gifts had fees covered
Easy & Accessible

- Your Missoula Gives profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
- Over 50% of Missoula Gives online traffic came from a mobile device
- 26% of donors gave on a mobile device in 2019
Simple Donation Processing

- All major credit cards accepted
- Mobile Wallet
- Log right into your bank using the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
Give Gab's Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Customizable Thank You Emails that come from your organization
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
- Social Share & Fundraising links encourage further online engagement
Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Our Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - info@missoulagives.org
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - Look for the little blue chat bubble!
Registering for Missoula Gives
Find Your Organization
and participate in Missoula Gives

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

Helping Hand Home for Children

Rutland County Parent Child Center

PARTICIPATE

PARTICIPATE
Find Your Organization
and participate in Missoula Gives

123
SEARCH

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

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

**Missoula Gives**
Powered by GiveGab

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<tr>
<th>Organization Name</th>
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Click 'Continue' to complete your registration for

**Missoula Gives**

[Continue]
Welcome to Missoula Gives! Please fill out the form below to register for Missoula Gives 2020. Please fill out the form as completely as you can, the more information you provide the better. Missoula Gives is a program of the Missoula Community Foundation. We are excited to work together to better our community! Together let's raise a Half Million for Missoula this year!

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<tr>
<td>Small Bitterroot Community NPO ($0-$149,999k) Early Bird 2/4-3/1</td>
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Your Preparation Checklist

Get Set Up

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

1. Add Your Organization’s Info
   - Let people know who you are.

2. Add Your Story
   - Tell potential donors why they should contribute.

3. Get Verified to Collect Donations
   - Set up your banking information to receive secure online donations.

4. Add Donation Levels
   - Show your donors the impact their donations make.

5. Add a ‘Thank You’ Message
   - Personalize your auto-response for donors ahead of time.

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

Share Your Page

https://staging.giveGab.com/organizations/logan-s-papsx
Your Preparation Checklist

Giving Day 2019
January 31, 2020

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day 2019.

- Add Your Organization’s Info
- Add Your Story
- Get Vetted to Collect Donations
- Add Donation Levels
- Add a Theme: Your Message
- Add Fundraisers

Get Prepared

Donation Tools
- Add Online Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
- Add Internal Fund
- Manage Support Notes
- View Registration Info
- View Your Profile

View Your Page
http://[your-giving-day-url]/organizations/login

Time to launch
18 Days
The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!
Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts 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.
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels
Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes from the individual listed with your organization’s contact information!
Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization’s reach.
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!
- Organizations with fundraisers raise on average 3.4x more than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!
Peer-to-Peer Fundraisers

A fundraiser for:
Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: Animals, Education

Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
Highlight Sponsor Matches!

● 1:1 Match: each online donation will be matched dollar for dollar
● Challenge: Funds will be added to your organization’s total once a set goal is achieved.
● Organizations with matching funds raise on average 4.5x more than organizations without a match or challenge!
● Watch GiveGab’s Matching Training video

GiveGab®
Logan’s Pups
Helping senior dogs find loving homes in their final years
Cause: Animals, Seniors

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 forever homes.

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

DONATE

Matches
Board of Trustees: #XVBigGive Match
On 3/23 our generous board of trustees will DOUBLE all donations made to our organization during Nevada’s Big Give 2019!

$5,000 MATCH $5,000 REMAINING

Fundraising Champions
Bridget Catayco $0.00
Alyssa Ravanelle $0.00

DONATE
The **Nonprofit Toolkit** has everything you need to reach your Giving Day goals!

- Customizable Templates
- Communication Timelines
- Missoula Gives/Bitterroot Gives Graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Take a breath, you can do this!

- If this is your first time participating in Missoula Gives, enjoy this process!
- Your role as a nonprofit administrator can seem overwhelming
- You don’t need to compete for incentives and prizes
- Missoula Gives/Bitterroot Gives may not be the right fit for all of your donors - that’s okay!
Your Next Steps

- Register for Missoula Gives/Bitterroot Gives by **April 17**
- Follow Missoula Community Foundation on Social Media!
  - Use **#MissoulaGives**
- Watch your inbox for important emails from Team Missoula Gives
- Sign up for upcoming trainings and
- Find short and helpful articles in GiveGab’s support center
- Explore the Nonprofit Toolkit
Questions?

April 30 - May 1