Getting Ready for Your Giving Day
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Your GiveGab Team

Laurel
Project Coordinator

Nickie
Project Coordinator
Agenda

- Giving Day Overview
- What’s New in 2021
- Who is GiveGab?
- Registering for your Giving Day
- Getting Started
- Next Steps and Questions
Overview

- **Giving Days:**
  - Give Great Falls
  - Give Big Gallatin Valley
  - Greater Helena Gives
  - Missoula Gives
  - Yellowstone Valley Gives

- Every nonprofit conducts their own unique campaign to market and share with their supporters.

- IRS-recognized nonprofits are eligible to participate.
  - Able to accept ACH deposit transfers into a valid checking account.
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
- 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
Who is GiveGab?

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

- Hosts a secure, reliable and transparent platform for your Giving Day
- Creates the ultimate donor experience
- Provides a dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds.
  - Your banking information is reviewed with Stripe, and donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for the Giving Day website
Transparent Donation Processing

- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, 65-75% of donors do cover fees during a giving day
Easy & Accessible

● On average **61% of all emails** are opened on a mobile device
● The entire Giving Day site is completely mobile responsive on every page - be sure to test your finished profile out on a phone!
● Donors can give on any internet enabled device
Simple Donation Processing

- All major credit cards accepted
- Quick, easy and fun donation flow
- Log right into your bank to use the Plaid/ACH payment
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
GiveGab’s Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!
Instant 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
Giving Day Support & Resources

- Visit Our Help Center
  - https://support.givegab.com/
- Check Out Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - Look for the little blue chat bubble!
What’s New for 2021
New Profile Design
## Tiered Admin Access

### Supporter Engagement

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**Full Admin Access**  
These admins are only able to manage your organization's Giving Day campaigns. They are restricted from making changes to your organization's GiveGab profile and accessing donation reports.

**Edit Giving Day Profiles Only**  
admin

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*GiveGab*
Updated Training Suite

**Giving Day Training Videos**

- Creating the Perfect Profile
- Telling Your Story
- Goal Setting Strategies
- Engage Your Board
- Peer-to-Peer Fundraising
- Social Media Strategies
- Matches & Challenges
- Stewarding Your Giving Day Donors

**Giving Day Training Videos**

- Creating the Perfect Profile
  
  Learn how to complete all of the components of your profile to create an engaging experience for your supporters.

Looking for more information to help you craft your perfect profile? Check out the resources below!

- How to Log In to Edit Your Giving Day Profile
- How to Copy Your Giving Day Profile From a Previous Giving Day
- Giving Day Profile Cheat Sheet
- Giving Day Profile Best Practices
New digital marketing materials, like Zoom backgrounds, GIFs and more! Promote your participation in the Giving Day throughout your virtual communications.
Nonprofit Registration
Support - Connect - Give

May 6-7, 2021

Missoula Gives begins in

73: 07: 11: 11

days  hours  mins  secs

Hide Countdown
Find Your Organization
and participate in Missoula Gives

Missoula

SEARCH

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

Page 1 of 7

MCT. Inc.: The Missoula Children's Theatre and the Missoula Community Theatre

This organization is participating. You can manage it on GiveGab. Contact us with any questions.

Family Promise of Missoula

PARTICIPATE
Don't see your organization listed?

You can create an organization by clicking the button below.

**ADD MY ORGANIZATION**
Welcome to Missoula Gives & Bitterroot Gives! Please fill out the form below to register for the 2021 giving day. Please choose your registration type carefully as it is based on your operating budget size:

Small NPO - <$100k
Medium NPO - $100k-$500k
Large NPO - >$500k

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 communities! Together let's raise a HALF MILLION for Missoula & Ravalli Counties this year!

**Registration Type**

- Early Bird small budget $100.00
- Early Bird medium budget $130.00
- Early Bird large budget $175.00

*Do you have a registration code?*

1. What is your business phone number? *

**Credit Card Information**

First Name

Last Name

Credit Card Info

Card number

MM / YY CVC

Register
If you participated in your Giving day in the past, you can choose to copy your profile from previous years.

- **Be sure to update existing content with new dates, photos, etc.**
- Existing bank account information will carry over.

**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.
Your Giving Day Dashboard

- 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.
Add Your Organization’s Info

- Logo
- Website
- Causes

**Pro Tip:**
Adding causes to your profile can help new donors find your organization!
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.
Get Verified to Collect Donations

State Charitable Solicitation Compliance Attestation

☐ I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. Learn more about state charitable solicitation compliance.

Save

Keep in mind!
It can take several business days to get verified. Don’t wait until the last minute.
Add Donation Levels

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

**Pro Tip:**
Using custom amounts in your donation levels helps your donors connect more closely with your organization’s needs and impact.
Add a ‘Thank You’ Message

- Add your own message
- Include a photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes from your organization’s admin!

Pro Tip:
The “Thank You” message can support either a YouTube/Vimeo video or a photo image. Choose the feature that works best for your donors!
Invite Fundraisers

- Expand your reach and invite supporters, board members, volunteers and staff
- Each individual creates their own fundraising page. Every dollar they raise is included in your organization’s totals!
- Admins can easily create and manage pages on their behalf
- Invite fundraisers or allow open-signups through your profile page
- Watch the Peer-to-Peer Fundraising Training!

Did you know? P2P Fundraisers can make a BIG impact! On average, organizations with P2P raise 3.4x more than those without P2P!
Bridget Cafaro's fundraiser for
Logan's Pups

$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 the deserve and also offer my friends and family about how amazing owning a senior dog can be!

$25
Resolves one week of food for a senior pup

$50
Presents a senior with love for a loving senior pup

$100
Needs a simply amazing view for an amazing senior pup

$500
Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT
### Get Set Up

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

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<tr>
<th>Task</th>
<th>Description</th>
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<tbody>
<tr>
<td>✔️</td>
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### Share Your Page

https://dog-testing.giveab.com/organizations/logan-s-pups

[Share on Twitter][Share on Facebook]
What’s Next?
Go Beyond Your Checklist with Matches!

- Use pledged donations to increase impact during the Giving Day
- Organizations with a match or challenge raise on average 4.5x more than organizations without.
- *How can you implement a match this year?*

**Pro Tip:**
Watch GiveGab’s **Matches & Challenges Training** available in the Nonprofit Toolkit for more info!
The Nonprofit Toolkit has valuable resources for all of your needs!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Take a breath!

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

Your Next Steps
Your Next Steps

- Register for the Giving Day by the deadline set by your host
- Follow the Giving Day host on Social Media!
  - Use your hashtag!!
- Watch your inbox for important emails
- Meet internally to discuss goals, P2P and Matching strategy
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit
Questions?