Final Steps to Success
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

- Updates & Reminders
- Your Checklist for Success
- After the Giving Day
- Your Nonprofit Resources
- Next Steps
- Q&A
Updates & Reminders

● 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
● Finalize your goals, P2P and Matching strategy
● Prizes
● Tagboard
Your Success Checklist

☑ Ready for Donations?
☑ The Perfect Profile
☑ Matches/Challenges
☑ Engage Ambassadors
☑ Prepare Communications
Are you donation ready?

- Check your verification status on your admin dashboard

**Donation Status: Unverified**
Please verify your organization’s information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us](#).

**Donation Status: Pending**
We are reviewing your submission. This could take up to 48 hours. Please sit tight!

**Donation Status: Pending**
Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.
You can see your currently entered information [here](#).

**Donation Status: Incomplete**
Please provide your organization’s information and verify you can collect donations in your state [here](#).

**Donation Status: Verified**
Hooray! Your organization has been verified to accept donations on GiveGab.

**Donation Status: Pending**
Your organization is pending re-verification but can still accept donations. Are you a religious entity, government agency, or subsidiary of a national organization? Please [Contact Us](#).
Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- Check with your giving day host if this option is available for your campaign
Is your profile completed?

● Have you:
  ○ Added your logo and a cover photo?
  ○ Shared an authentic story?
  ○ Set goals?
  ○ Included clear calls to action?
  ○ Featured visual content?
  ○ Highlighted donation levels?

● Add P2P Fundraises
● Collect and add Matches/Challenges
Viewing & Sharing your profile!
Peer-to-Peer Fundraisers

- Expand your organization’s reach
- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!

Organizations with P2P raise 3.4 x more than organizations without P2P
Tools for Success

- Check out the P2P resources within the **Nonprofit Toolkit**
- Share the **Fundraiser's Guide** with your Peer-to-Peer Fundraisers.
- Watch the recording of our P2P Webinars
- Check out GiveGab’s **support center** and **blog** for tips, tricks, and best practices.
Matches and Challenges

- GiveGab’s online matching tool helps donors multiply their impact, no matter the donation size!
  - 1:1 Match: Each time an eligible gift is made, a corresponding offline gift is added to your totals
- Challenges allow funds to be added to the organization’s total once a goal is reached
  - Goals can be a Donor Count or Dollar Amount
- Watch the Webinar on P2P/Matches and Challenges on the trainings page.

Happy Tails, Inc.: Happy Tails Matching Gift
Happy Tails, Inc. will match every gift that Double Dog Dare Rescue receives during Pawnee Gives!

$2,500 MATCH  $65 REMAINING

Wag: Happy Pups Challenge
Help us unlock an extra $5,000 to Logan’s Pups with your donation!

115 more donors unlocks $5,000!
Do you have matches?
Do you have challenges?

Challenge Name

Description (optional)

Challenge Type

Dollar Challenge

A Dollar Challenge is fulfilled and an offline donation is credited when a certain amount is raised. A Donor Challenge is fulfilled and an offline donation is credited when a certain number of unique donors have given.

Challenge Goal

How many dollars or donors are needed to complete this challenge?

Challenge Amount

$ 0.00

Select the time period applicable for this challenge

Please note that times are in Eastern Time.

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Archived

Archive this challenge to make it visible or prevent it from being displayed in future fundraising.
Tools for Success

- View additional resources on the trainings page.
  - There are multiple presentations on this topic!
- Check out GiveGab’s support center and blog for tips, tricks, and best practices.
Do you have a communications plan?

- Plan your online communications ahead of the Giving Day
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude

- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing

- Customize the templates, guides, and graphics in your Giving Day
  Nonprofit Toolkit for the perfect plan!
Communications Resources

● Timeline, suggested content, toolkit resources, marketing

● Your Giving Day Nonprofit Toolkit is full of communication resources
  ○ Suggested timelines
  ○ Sample content
  ○ Social media posts
  ○ Shareable visual content
After the Giving Day

- Celebrate!
- Payout Timeline
- Donation Reports
- Donor Stewardship
How will you get your donor data?
How will you get your donor data?
How will you get your donor data?

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How will thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization’s email list

- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard

- Highlight impact of donor funded projects
  - This doesn’t have to happen right away!
The Nonprofit Toolkit has valuable resources for all your Giving Day needs!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Giving Day Support & Resources

- Visit Our Help Center
  - [https://support.givegab.com/](https://support.givegab.com/)

- Check Our Our Blog
  - [https://www.givegab.com/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!
Your Next Steps

● Like and Follow the your giving day host on Social Media!
  ○ *Don’t forget to use your giving day hashtag*

● Check your inbox for important emails

● Watch recorded webinars and on-demand training course videos

● Check out the Nonprofit Toolkit
Questions?