

Welcome Packet

May 4 @ 5PM - MAY 5 @ 7PM, 2023

missoulagives.org

2023



MISSOULAGIVES

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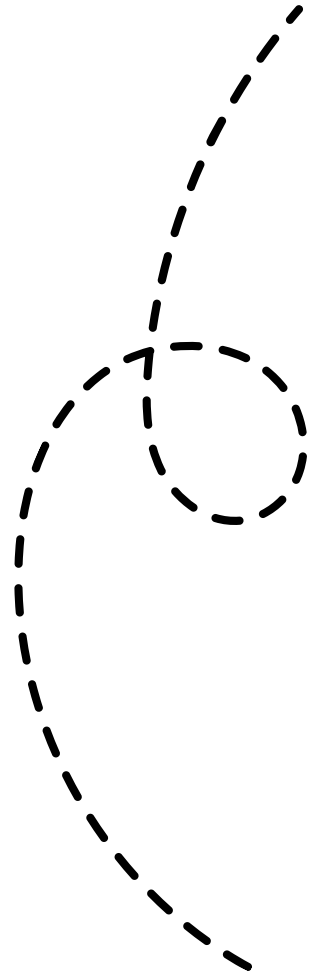
Bitterroot Gives



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Welcome Letter



Dear Friends,

Thank you for joining us for Missoula Gives 2023 – we are excited to be underway!

Missoula Gives is a celebration of our incredible non-profit community, and each participating organization will make the day uniquely their own. Some nonprofits will have the capacity to take advantage of lots of our resources and offerings, others may choose to focus on the tools that will expand their reach, or build their donor base, or get their board more involved in fundraising. However you decide to participate, Missoula Gives has something for you.

Please take some time to look over the training and engagement opportunities outlined in this new Welcome Packet. And note a few things that are new and different:

- We have a new “Ways to Give” page that shows donors how to make offline gifts. There are a few important things to know about the types of offline donations that can be made – via check, stock and fund distributions – and we know that these types of gifts are a good option for many donors.
- Based on the donor survey responses we received about participation in our live stream, we will not have live content this year. We will put our staff time and resources into other outreach efforts that we hope will be more impactful.
- Our focus continues to be making it as easy as possible for donors to give.

It is important to us that each and every non-profit feel supported and lifted up by Missoula Gives. If you need assistance, please:

- Utilize the training series that is offered leading up to the day, and attend them “live” if possible. You can ask questions of the experts, share insights with your peers and learn strategies for expanding your reach.
- Contact GiveGab directly with technical questions about the platform. Their customer service is fast and friendly, and they have the answers you are looking for. The little blue bubble in the lower right corner.
- Reach out to us at the foundation at info@missoulacommunityfoundation.org if there is something you need help with that isn’t addressed in the training videos or associated with the giving platform.

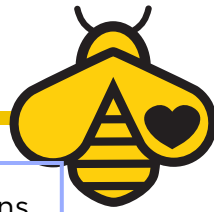
This Giving Guide was prepared with you in mind – so please keep it handy! Again, thank you for partnering with us, we know this is going to be a fantastic 26 hours of giving.

Best Regards,

A handwritten signature in blue ink, appearing to read 'Marcy'.

Marcy Allen, Executive Director

Important Dates



February 1		Missoula & Bitterroot Gives Registration Opens
February 1-28	Deadline	Early Bird Registration Closes
March 1-31	Deadline	Regular Registration
March 1	Training	Virtual: Getting Ready
March 8	Training	Webinar: Creating the Perfect Profile, Story Telling, & Goal Strategies
March 15	Training	Webinar: Engaging Your Board
March 22	Training	Webinar: Matches, Challenges, & Tools to Make the Most of the Giving Day
April 1-9	Deadline	Late Registration
April 5	Training	Webinar: Virtual Engagement & Social Media Strategies
April 12	Deadline	30 Second Ads Due
April 12	Training	Webinar: Stewarding Giving Day Donors
April 14-28	Deadline	30 Second Ad Voting
April 19	Training	Webinar: Final Steps
April 21	Deadline	Donor deadline to request stock, IRA and Donor Advised Fund transfers to Msla CF (for any donors who wish to give in this way and need Msla CF to process it)
April 30	Deadline	Profile pages need to be complete
May 1		Soft opening to accept donations
May 4 @ 5pm		Missoula and Bitterroot Gives begins
May 5 @ 7pm		Missoula and Bitterroot Gives ends
May 12 @11:59	Deadline	Missoula Gives website closes for late donations
May 8-16	Payment	Online Missoula Gives funds distributed by Give Gab to organization via direct deposit
June	Payment	Offline (check, stock, IRA, donor advised funds and prizes) gifts given through Missoula Community Foundation will be consolidated and sent via check to organizations

How to Get Approved



Approval is **MANDATORY** for Missoula and Bitterroot Gives participation

Congratulations! You have now registered to participate in Missoula or Bitterroot Gives. The next step is approval.

Your organization will need to be approved by the GiveGab team for eligibility to accept donations AND by the Missoula Community Foundation team for Missoula and Bitterroot Gives eligibility.

GiveGab Approval

Our website platform, GiveGab, will need to approve your organization to receive funds. This is a multi-step process that involves state charitable solicitation compliance, IRS verification and Stripe (payment processor) verification. You can learn more about all of this in the Give Gab Customer Support Center [here](#).

Due to recent changes in *Know Your Customer* guidelines, your organization may be required to provide additional information this year that you have not been required to provide in the past. To verify whether or not you need to update information, please go to missoulagives.org, select Log In from the drop-down menu, and go to your organization dashboard. Under “Manage Organization”, select “Bank Account & Information”. Please verify that all of your information is up to date. Add it if it isn’t. If you see a large orange button that says, “Update Required Information”, please click it and update the required information. For step-by-step instructions with photos, please see this help article [here](#).

If you have any problems with GiveGab verification, please reach out to the GiveGab team by chatting with them in the blue chat bubble in the bottom right hand corner of missoulagives.org.

Payment Processor Verification

Organization Information

Business Name:

EIN:

Organization Representative:

Need to update your organization representative? Please fill out this form [here](#).

Bank Information

Bank Name:

Checking Account:

Routing Number:

Once your organization's information has been submitted, only the organization representative can request a change be made. If you need to update any of this information, contact us!

Please note: Donation payouts will show up as "GiveGab.com" on your bank account statement.

Additional Information Required

Some additional information is required in order to verify your organization to accept payments.

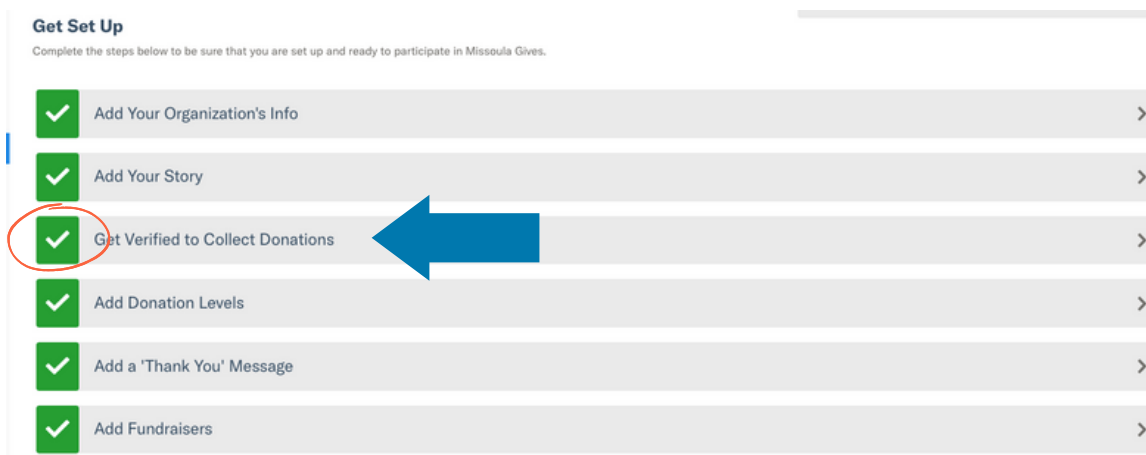
[Update Required Information](#)

Missoula Community Foundation Approval

In order to be eligible for Missoula and Bitterroot Gives, organizations must be:

1. A 501(c)3 organization OR a fiscally sponsored program of a 501(c)3 organization
2. Located in and/or serving Gallatin County
3. Approved by GiveGab to accept donations

You are approved when your dashboard says "Approved" in the upper right corner and there is a green check box next to "Get Verified to Accept Donations"



Training Opportunities



Attending our trainings can help you raise more money, find new donors, and engage your board/volunteers in fundraising. These trainings can be applied to Missoula Gives, but also other events through the year. [Click here to sign up.](#)

TITLE	Descriptions
Getting Started	Learn everything you need to know about the Giving Day, including how to register your organization for the big event and the features available to make your organization as successful as possible. We'll conclude by answering any of your Giving Day questions and highlighting the resources available to make getting ready for The Giving Day a breeze!
Creating The Perfect Profile, Storytelling, & Goal Setting Strategies	Learn how to complete all of the components of your profile to create an engaging experience for your supporters. We'll discuss strategies to develop and communicate your goals and how you can meet your donors where they are, and help them become vested in your mission through successful storytelling.
Peer-to-Peer Fundraising	Peer-to-Peer Fundraising leverages your most passionate supporters to fundraise on behalf of your organization. This training will provide the tools you need to recruit and empower champions for your cause by enabling them to share their personal stories with their own networks. Learn how P2P fundraising can expand your reach, introducing new donors and additional donations to your organization.
Getting your Board on Board	Having your board, 'on board' for The Giving Day can strengthen your network of both support and outreach. We'll discuss some ways to effectively engage board members in the day at varying capacities!
Matches & Challenges & Tools to Make the Most of the Giving Day	Dollars can go a lot further when leveraged as Matches and Challenges. Learn what these gifts are, how they function in GiveGab, and gain some unique strategies to successfully gamify your day with these larger donations! We'll also talk about a few other tools that will help you make the most of your Giving Day!
Virtual Engagement & Social Media Strategies	Learn about obtaining and sustaining supporter engagement, virtually! We'll talk about how you can rally your ambassadors and develop key social media strategies to broaden your organization's reach. We'll also cover a few best practices for hosting live streams or virtual events during the giving day.
Stewarding Giving Day Donors	Learn about how to acknowledge and delight your donors to make them feel like the hero they are! Learn about strategies to build stronger relationships with your donors and how to utilize your Giving Day data to measure engagement and craft effective messaging for your donor stewardship plan.
Final Steps	With The Giving Day just around the corner, there's still plenty of time to make sure your campaign is ready to go. In this webinar we'll go over last minute tips and best practices to engage with your supporters and increase your success. The Giving Day team will also be available to answer any and all of your last minute questions.

Non-Profit Toolkit



This is your holy grail!

You can find it on your menu bar on the upper left of the Missoula Gives site or [HERE](#)

Here you will find instruction on how to register, sample email communications for both donors and fundraisers, templates for communications plans, graphics to use for the day, social media templates, and suggestions on how to engage your board.

Some Highlights

Peer to Peer Fundraisers: These are supporters who rally around your cause to fundraise on your behalf. These supporters create their own fundraising page as a spin off of your main Missoula Gives & Bitterroot Gives profile. Organizations using Peer to Peer last year earned on average \$12,384.12 compared to those without earning on average \$4,816.29. Learn more [here](#).

Engage Your Board

Past participants have said that their board did not know how to raise money until they followed the formula laid out on this platform (they are now consistently in the top 5 fundraising organizations!) You can find lots of tools to help you engage your board here. (Remember your board members can attend any of the trainings!)

Graphics and Downloads

To support nonprofits in promoting your participation in Missoula and Bitterroot Gives, the Missoula Community Foundation team has put together a variety of social media graphics and downloads for you to use. These can be found on the downloads page at [Graphics and Downloads](#).



30 Second Ad Challenges



What is it?

The Missoula Gives 30-second Ad Challenge is a competition for participating nonprofits to win **one of 5 advertising spots on KPAX TV**, Social Media, and Streaming the week of Missoula and Bitterroot Gives.

There will be 5 winning videos one from the following registration tiers; Small NPO, Medium Missoula, Large NPO, one from Ravalli County.

It great way to tell people about the work your organization does to benefit our community. This is a chance to create and submit a video that can be used on your giving day profile, in your future marketing efforts, and more. We are challenging you to create a 30-second video. Share your stories and show us what you do. Submissions will be voted on by the public, so you will have an opportunity to push your supporters to vote for you. The top finalists will have their video aired on local television. You can do this, it doesn't have to be professionally done.

[You can find more information here.](#)

What is the timeline?

Accepting **Submission**: March 30- April 12

Public **Voting**: April 14-28

Winning Ads Run on KPAX and our Social Media: May 1-5

Technology Specifications

While you are creating your videos please follow the specifications given to us by KPAX in order for your ad to be able to run on their station's media. You can find them [HERE](#).

If you have questions about ad specs please reach out to info@missoulacommunityfoundation.org or call 406.926.2846



Polly Photo Contest



What is it?

Polly, our mascot and pollinator of philanthropy, will be visiting our sponsor locations the week of Missoula & Bitterroot Gives. People who snap a picture with her and submit it online will be able to win one of three \$500 prizes to be able to give to their favorite nonprofit during Missoula & Bitterroot Gives. We also will be giving out one print from our missoulagives.org home page photographer, [Brian Christianson](#).

So send out your staff or donors to meet Polly and win some money for you! It is a great way also to promote the day and get people excited to give.



What is the timeline?

Polly Appearances: April 26 -May 4

Time: 12-1:30



We will post Polly's Schedule here by April 12.

Please check back on the [Key Dates Page](#) and our social media for an agenda.



Media Partner Discounts



Who are our media partners?

We are grateful for our media partners that make this day happen. They help us get the word out about the giving day and they love participating. They are also grateful for all the work the nonprofit community does.

Advertising Discounts for Registered Nonprofits

If you are planning on doing some advertising the week of Missoula and Bitterroot Gives the following partners will offer a discount to Missoula & Bitterroot Gives Participants. Learn more [HERE](#).



[Missoula Events and Missoula Indoor Ads](#)

[KPAX media \(social offer and TV\)](#)

[Missoula Broadcasting \(U104.5, Trail 103.3, 102.9 ESPN Radio, and Jack 105.0\)](#)

