



MISSOULAGIVES

Bitterroot Gives



2024

Welcome Packet

May 2 @ 5PM - MAY 3 @ 7PM, 2024

missoulagives.org

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Welcome Letter



Dear Friends,

Thank you for partnering with us for Missoula Gives 2024!

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 Welcome Packet -- a few things to note:

- We are implementing a hard deadline for registration this year -- all registrations must be complete and verified by April 10th
- 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. Reach them via the little blue bubble in the lower right corner of your screen.
- 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.

Thank you for joining us -- let's do this!

Best Regards,

A handwritten signature in blue ink, appearing to read 'Marcy Allen', located below the 'Best Regards,' text.

Marcy Allen
Executive Director

Important Dates



February 1		Missoula & Bitterroot Gives Registration Opens
February 1-29	Deadline	Early Bird Registration Closes
March 1-31	Deadline	Regular Registration
March 6	Training	Webinar: Getting Started
March 13	Training	Webinar: Creating the Perfect Profile, Story Telling, & Goal Strategies
March 20	Training	Webinar: Getting Your Board on Board
March 27	Training	Webinar: Matches & Challenges & Tools to Make the Most of the Giving Day
April 1-10	Deadline	Late Registration (CLOSES APRIL 10 at 11:59 PM)
April 3	Training	Webinar: Peer to Peer Fundraising
April 10	Deadline	30 Second Ads Due
April 10	Training	Webinar: Virtual Engagement & Social Media Strategies
April 15-25	Deadline	30 Second Ad Voting
April 17	Training	Webinar: Stewarding your Giving Day Donors
April 26	Deadline	Donor deadline to request stock, IRA and Donor Advised Fund transfers to Msla CF
April 24	Training	Webinar: Final Steps
April 28	Deadline	Profile pages need to be complete
April 29		Soft opening to accept donations
May 2 @ 5pm		Missoula and Bitterroot Gives begins
May 3 @ 7pm		Missoula and Bitterroot Gives ends
May 10 @11:59	Deadline	Missoula Gives website closes for late donations
May 6-14	Payment	Online Missoula Gives funds distributed by Give Gab to organization via direct deposit
June	Payment	Offline gifts given through Missoula Community Foundation will be 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 Missoula or Ravalli 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"

Get Set Up

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

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >



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 go-to resource!

You can find the toolkit on your menu bar on the upper right of the Missoula Gives site or [HERE](#). You will find instructions on how to register, sample email communications for both donors and peer fundraisers, templates for communications plans, graphics for marketing, social media templates, and suggestions on engaging 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](#).

[Graphics and Downloads](#)

The Missoula Community Foundation team has put together a variety of social media graphics and downloads for you to use. Find them on the [Graphics and Downloads](#) page.



New for 2024!

Missoula & Bitterroot Gives Canva Designs

Click on these links to customize:

[Stories](#)

[Social Shares](#)

... easy peasy!



[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!)

30 Second Ad Challenge



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 and a Juried Selection.

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 10

Public **Voting**: April 15 - 25

Winning **Ads Run** on KPAX and our Social Media: April 29 - May 3

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 the required specs [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?

Our mascot Polly, a busy pollinator of philanthropy, will be buzzing around town the week of Missoula Gives. People who snap a picture with her and submit it online will be entered to win one of three \$500 prizes -- money to gift to their favorite nonprofit during Missoula & Bitterroot Gives!

So add a date with Polly to your calendars and send out your staff or donors to meet her -- they could win some money for you! And it is a fun way to promote the day and celebrate giving.



What is the timeline?

Polly Appearances: April 24 -May 2



**We will post Polly's Schedule
on the Missoula Gives Menu Bar by April 10th
... and our social media as well!**



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](#)

