Getting Ready for Mohawk Valley Gives

September 20, 2023
Submit Your Questions

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

- Mohawk Valley Gives Overview
- Who is GiveGab?
- What’s New
- Registering
- Creating Your Profile
- Next Steps & Questions
2022 Results

Outcomes & Results

$630,287 Raised
1,937 Donors
137 Organizations
Mohawk Valley Gives

Overview

givemv.org | September 20, 2023 at midnight

• Every nonprofit conducts their own unique campaign to market and share with their supporters
• IRS-recognized nonprofit serving Herkimer and Oneida Counties are eligible to participate
• Leaderboards for friendly competition, prize incentives
• Donations open on September 13, 2023
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 and gain new donors
- Combine your marketing efforts + Community Foundation marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
Who is GiveGab?
Who is GiveGab?

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

- Host a secure, reliable and transparent platform for Mohawk Valley Gives
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!
Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits
Simple Donation Processing

- All major credit cards accepted
- Log right into your bank to use 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!
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, donors cover 92% of fees during a Giving Day
- That means it costs only $.70 per $100 raised online!
Transparent Donations

**Credit Card:**
3.5% Platform Fee 
+ $0.30 per transaction & 2.5% transaction fee (Stripe) 
= 6% + $0.30

**ACH:**
3.5% Platform Fee 
+ $3.00 flat bank fee 
= 3.5% + $3.00

*$100 minimum
GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!
Instant Donor Delight

- A “Thank You” email will be sent from your organization immediately after the gift is made
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team
  - Look for the little blue chat bubble
What’s New for 2023?
Better Reconciliation

- In addition to your existing reports, you can better manage deposits to your account
- Understand your balance and donations from an accounting perspective
- Match each online gift to a deposit
Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons
Year-over-Year Metrics

Dollars Raised

Donor Counts
Elevating Fundraisers

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor
- Chosen P2P will appear in donor’s receipt
Registering for Mohawk Valley Gives
Returning? Copy Your Profile!

- Don’t forget to review and update your profile after
- Existing bank information will carry over
  - Double check that your bank account, org rep and admins on your profile are up to date!
Completing Your Profile
## Your Giving Day Dashboard

<table>
<thead>
<tr>
<th>Task</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Your Organization's Info</td>
<td>✔️</td>
</tr>
<tr>
<td>Add Your Story</td>
<td></td>
</tr>
<tr>
<td>Get Verified to Collect Donations</td>
<td>✔️</td>
</tr>
<tr>
<td>Add Donation Levels</td>
<td></td>
</tr>
<tr>
<td>Add a 'Thank You' Message</td>
<td></td>
</tr>
<tr>
<td>Add Fundraisers</td>
<td></td>
</tr>
</tbody>
</table>
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization’s participation in the giving day through words and visuals
Get Verified on GiveGab

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don’t wait to complete this information. It can take at least several days, and in some instances more.

Get Verified to Collect Donations

Status: **Incomplete**

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

- Confirm State Fundraising Compliance
- Add Bank Info
Get Verified on GiveGab

Complete Your Verification

Set Up 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

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.

Don't have your EIN? Search here.

Save

Payment Processor Verification

Verify Your Organization
Get Verified on GiveGab

Bonterra partners with Stripe for secure financial services.

Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our Services Agreement.

Legal business name

Company

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.

Employer Identification Number (EIN)

12-3456789

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this support article.

Doing business as

Optional

The operating name of your company, if it’s different than the legal name.
Suggest Donation Levels

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal
Personalized Gratitude

- Add your own message
- Include a photo or video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly
Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video](#)
Bridget Caffato’s fundraiser for Logan’s Pups

DONATE

$100 Raised  $500 Goal  1 Donors

"Donating a senior dog changed me for the better and I hope that by supporting Logan's Pups, I can help more senior pups find a loving forever home. Help us end senior dog homelessness and celebrate my friend's efforts to save these amazing senior dogs!"

$25
Provides one week of food for a senior pup

$50
Provides a booster seat for a senior puppy

$100
Provides a forever foster home for an elderly senior pup

$500
Provides life-saving surgery for a senior pup in need"
Did you know?

Organizations who used P2P fundraising last year for Mohawk Valley Gives raised on average 2.5x more than those who did not.
# Key Dashboard Tools

<table>
<thead>
<tr>
<th>Donation Tools</th>
<th>Other Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Offline Donation</td>
<td>Engagement Opportunities</td>
</tr>
<tr>
<td>Manage Sponsor Matching</td>
<td>Add External Fund</td>
</tr>
<tr>
<td>Manage Donations</td>
<td>Manage Support Areas</td>
</tr>
<tr>
<td>Embed a Donate Button</td>
<td>View Registration Info</td>
</tr>
</tbody>
</table>

## Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- GGChat

## Share Your Page

https://www.401gives.org/organizations/center-for-media
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info
- View Your Profile

Share Your Page

https://giving-days-preprod.herokuapp.com/organizations/
What’s Next?
Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab’s matching tool to add that money into your totals, according to the criteria you set.

- 1:1, 2:1, or 3:1 Matches
- Donor, Dollar, or Donation Challenges
- **Pro Tip:** Watch the [Matching Training Video](#)
Did you know?

Organizations who had a match last year for Mohawk Valley Gives raised on average 3.2x more than those who did not.
Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Mohawk Valley Gives needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!
Your Next Steps

What to work on over the next couple months:

- Register if you haven’t already!
- Follow Mohawk Valley Gives on Social Media and use #MohawkValleyGives
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars and training sessions
- Explore the toolkit
Questions?

September 20, 2023