Getting Ready for Mohawk Valley Gives

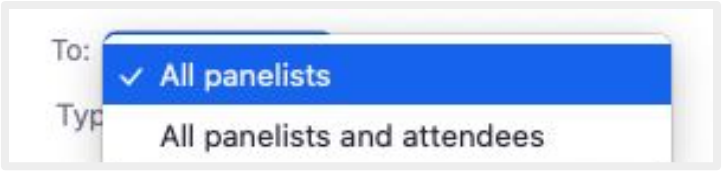
September 20, 2023

MOHAWK VALLEY GIVES
POWERED BY THE COMMUNITY FOUNDATION

GiveGab is becoming Bonterra.

Submit Your Questions

Chat Box



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

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Agenda

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

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2022 Results

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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

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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

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Who is GiveGab?

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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!

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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

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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!

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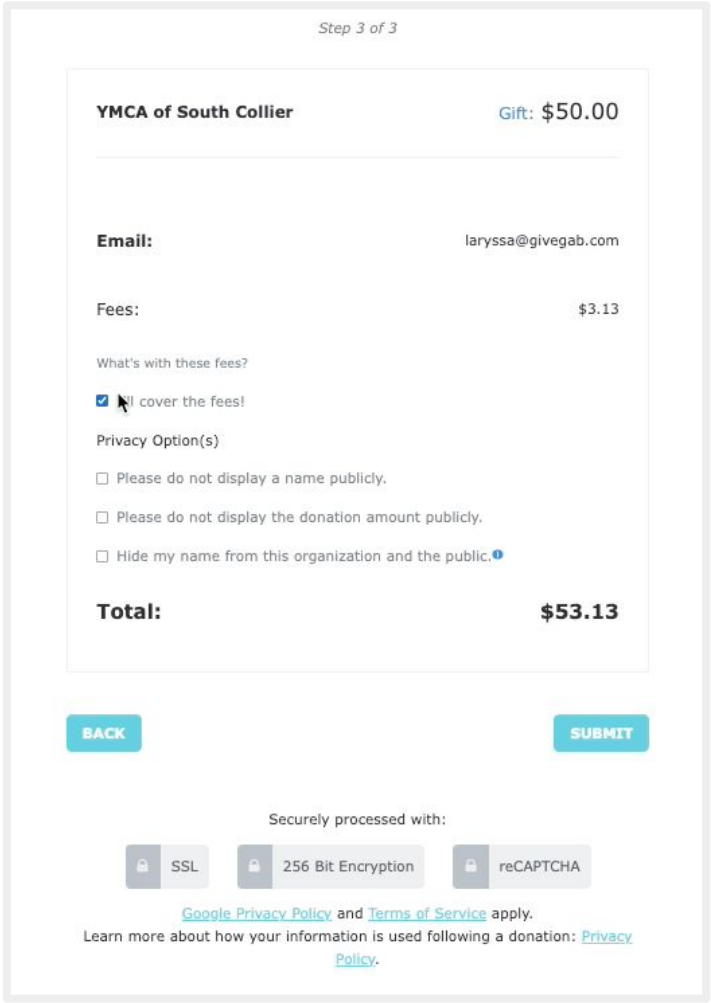
Transparent Donations

- **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!



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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*

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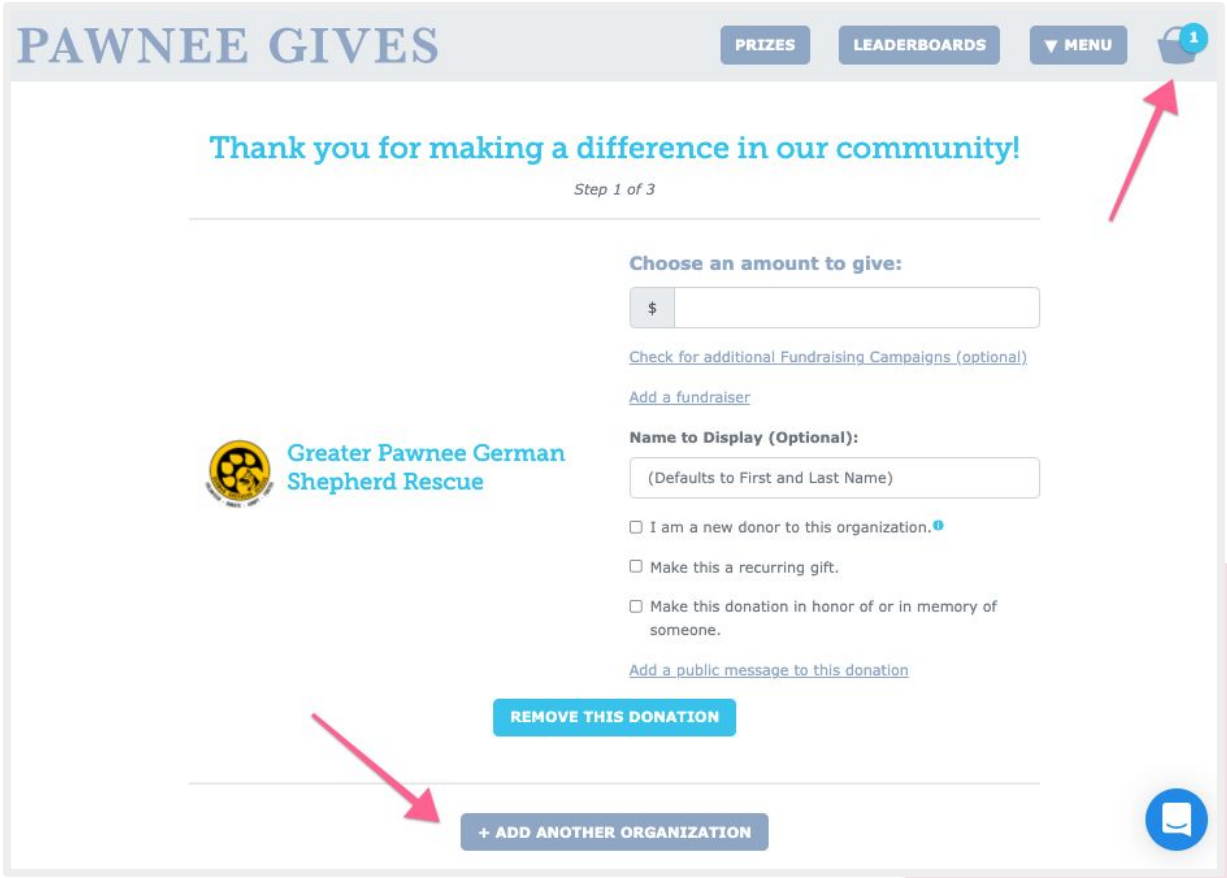

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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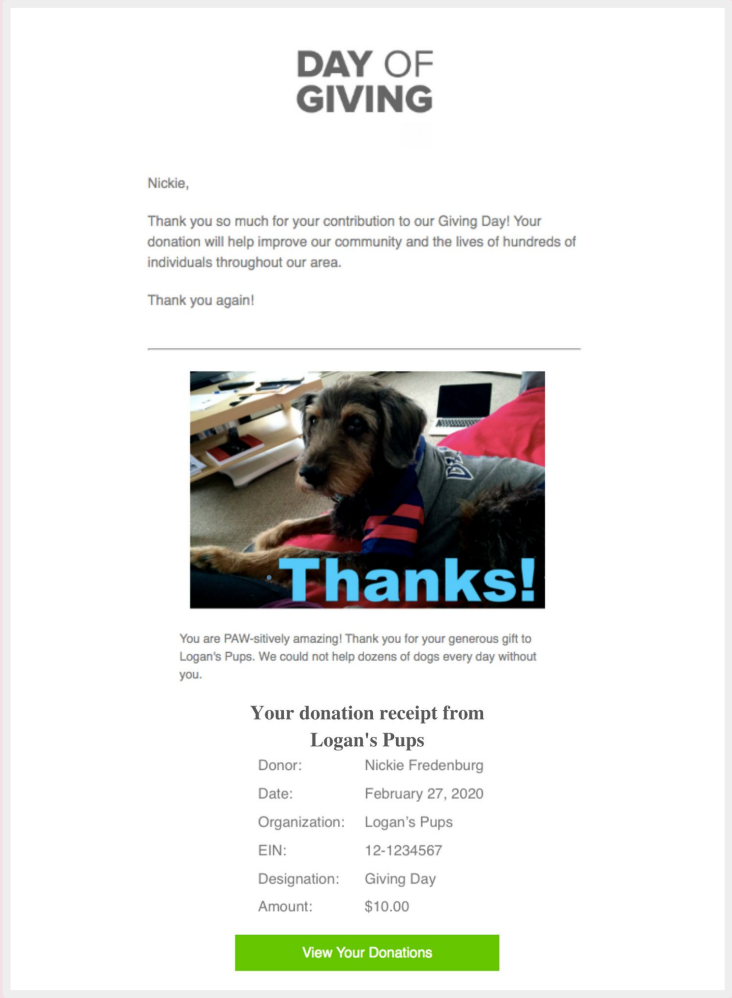
Instant Donor Delight

- 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



DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!

You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

Your donation receipt from Logan's Pups

Donor:	Nickie Fredenburg
Date:	February 27, 2020
Organization:	Logan's Pups
EIN:	12-1234567
Designation:	Giving Day
Amount:	$10.00

View Your Donations

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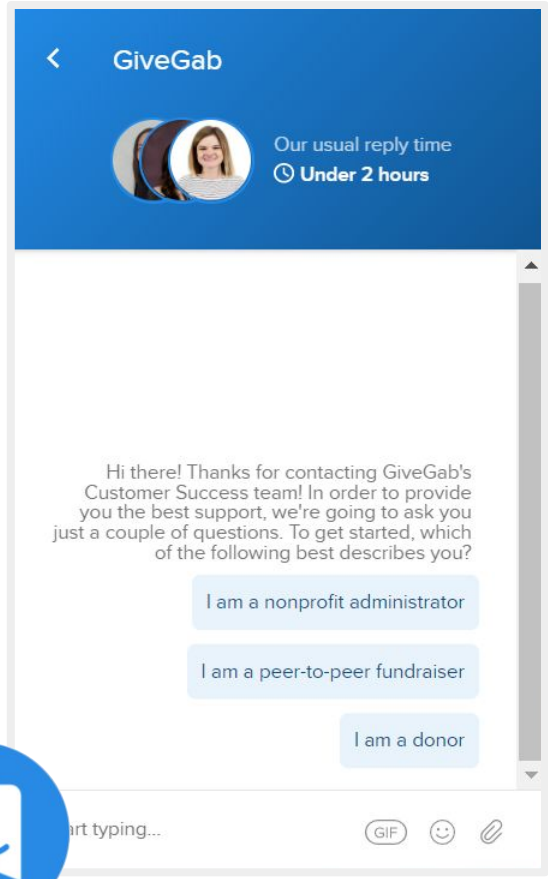
How We Support You

- 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



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What's New for 2023?

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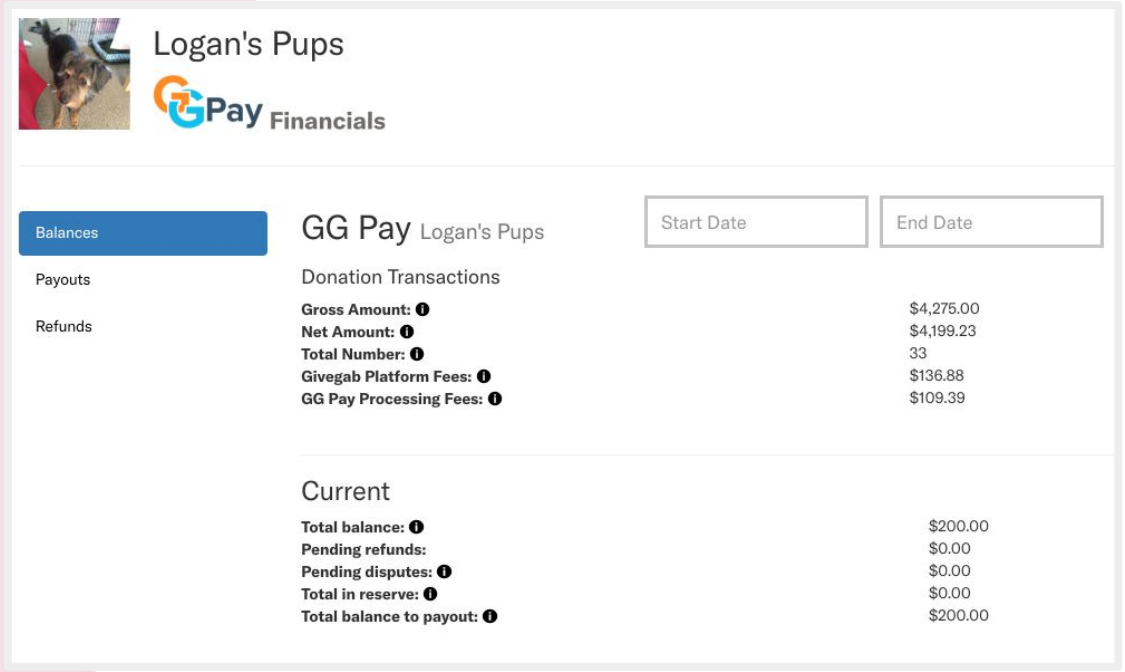
Better Reconciliation

- 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



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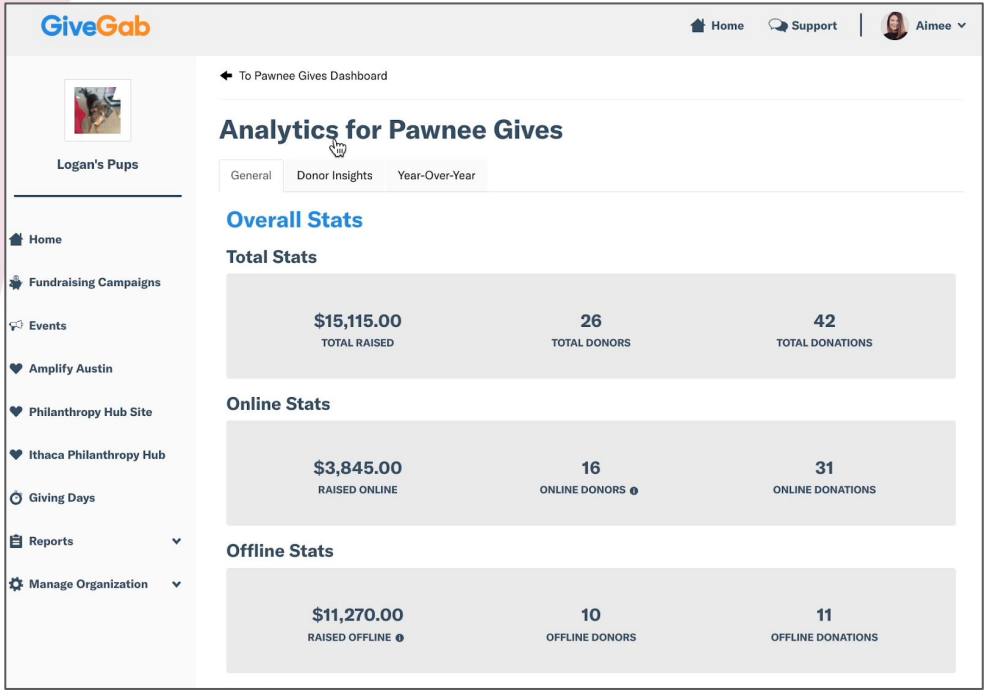
Giving Day Analytics

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



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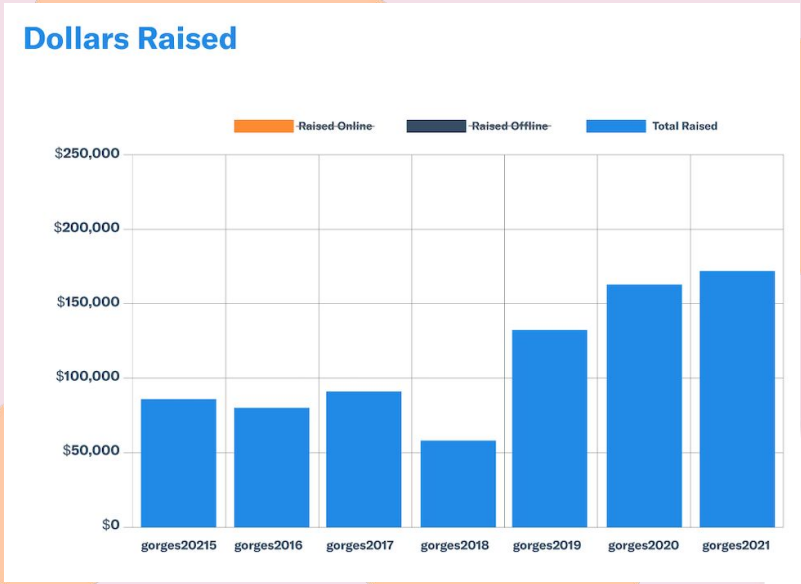
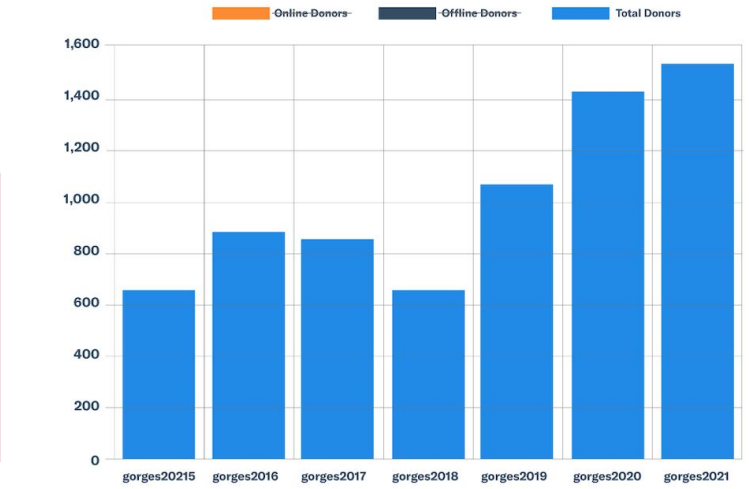
Year-over-Year Metrics

Dollars Raised



Donor Counts



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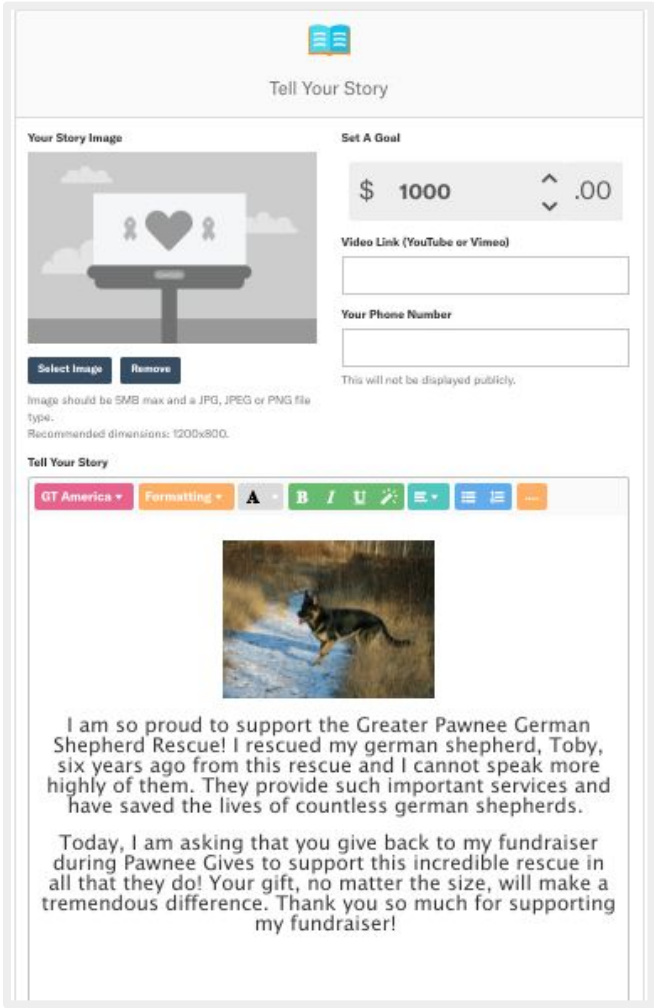
Elevating Fundraisers

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor
- Chosen P2P will appear in donor's receipt



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Registering for Mohawk Valley Gives

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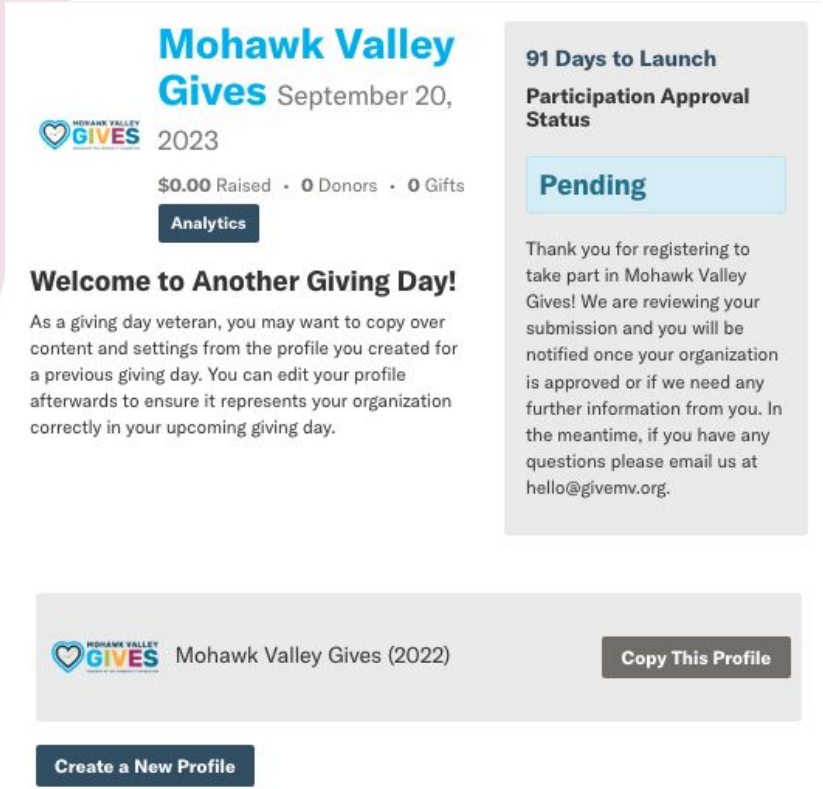
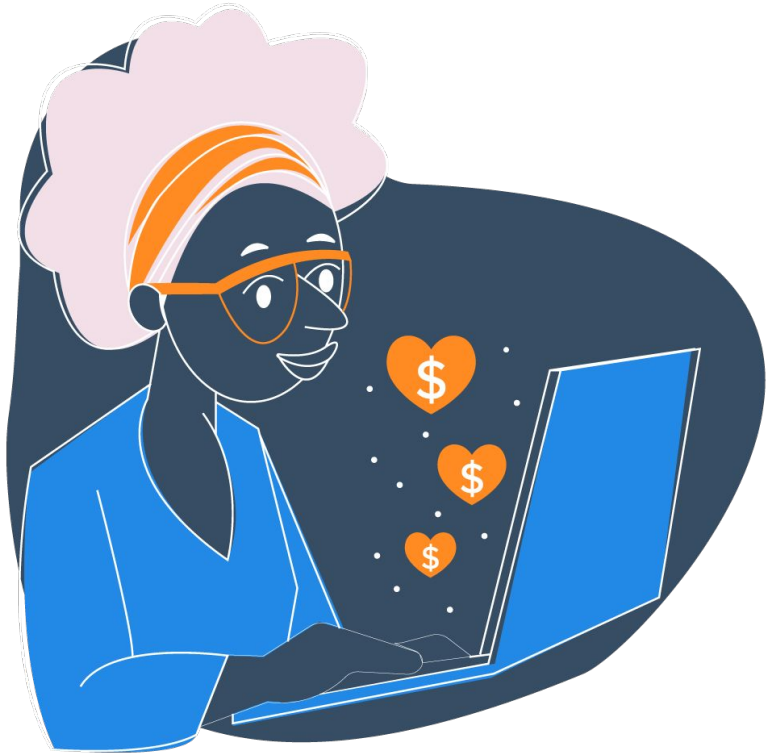
Returning? Copy Your Profile!

- **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



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Your Giving Day Dashboard

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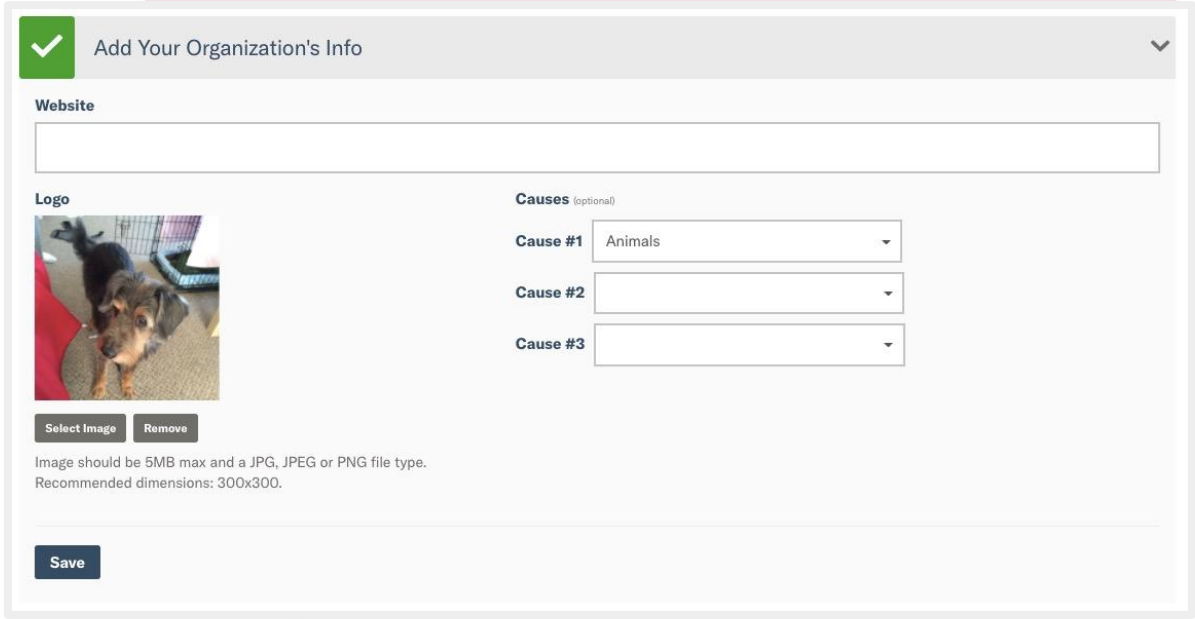
Basic Info

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



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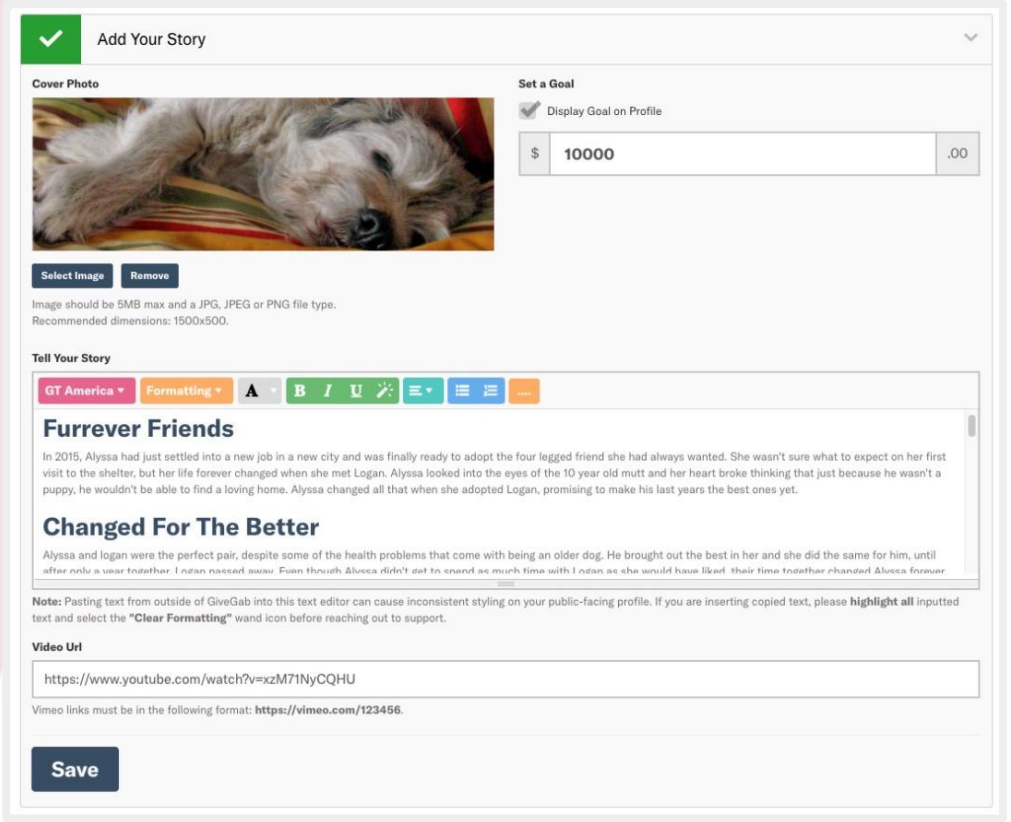
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals



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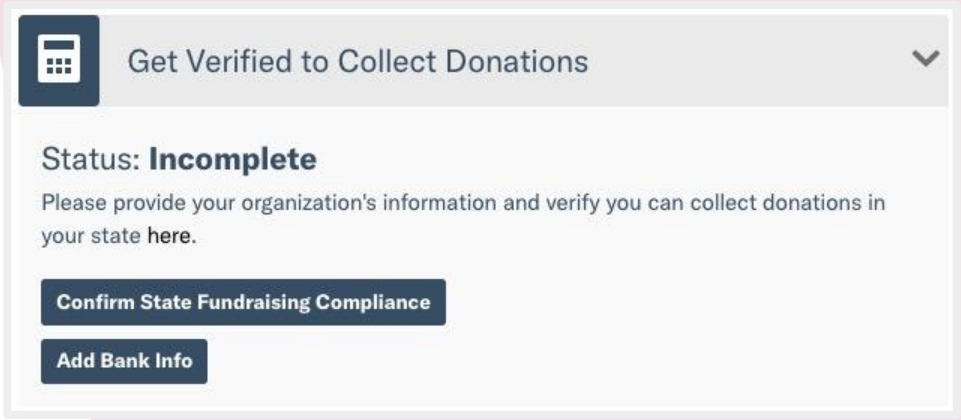
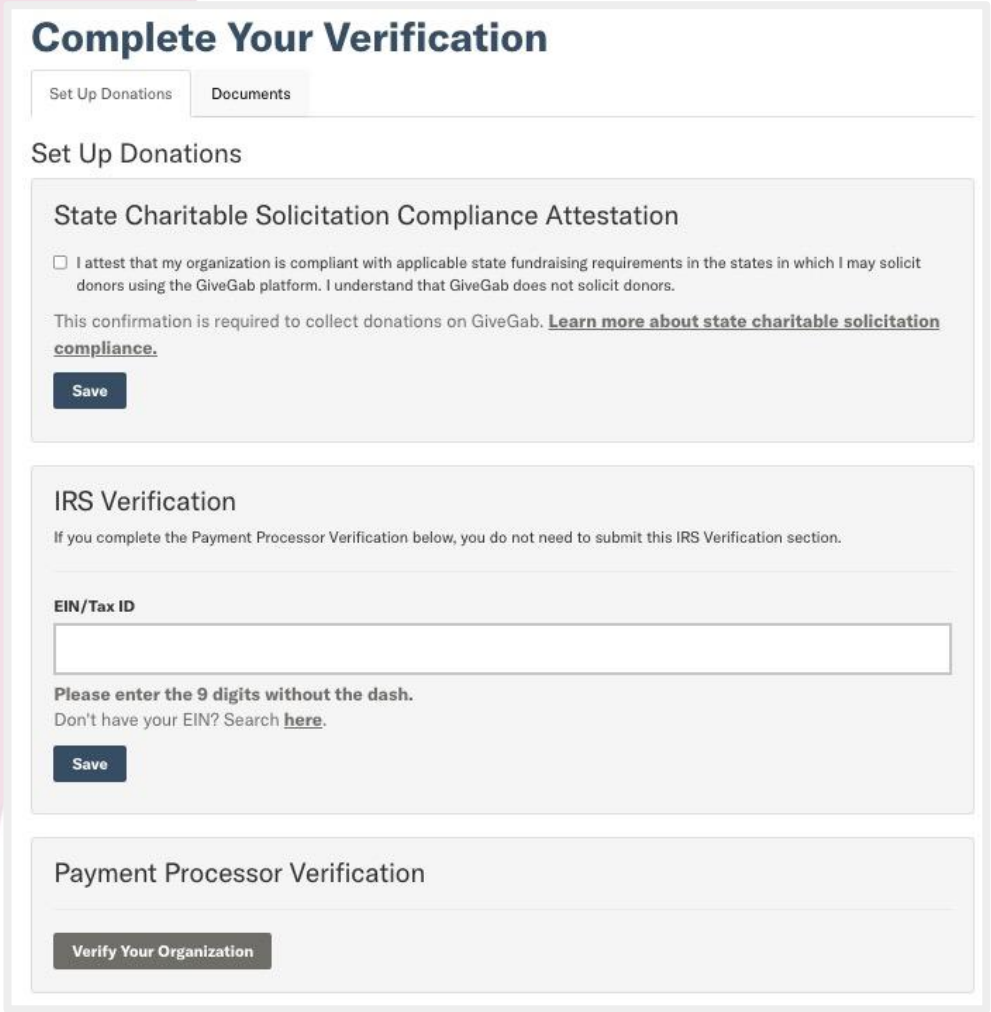
Get Verified on GiveGab

- 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 on GiveGab



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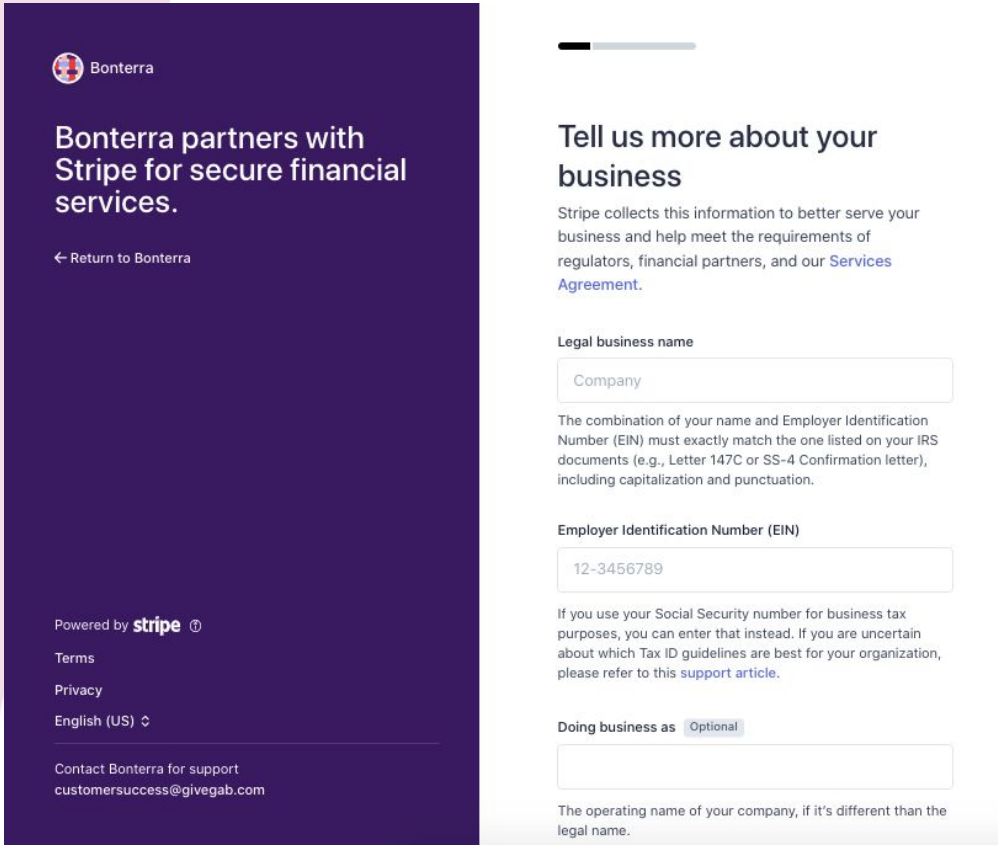
Get Verified on GiveGab



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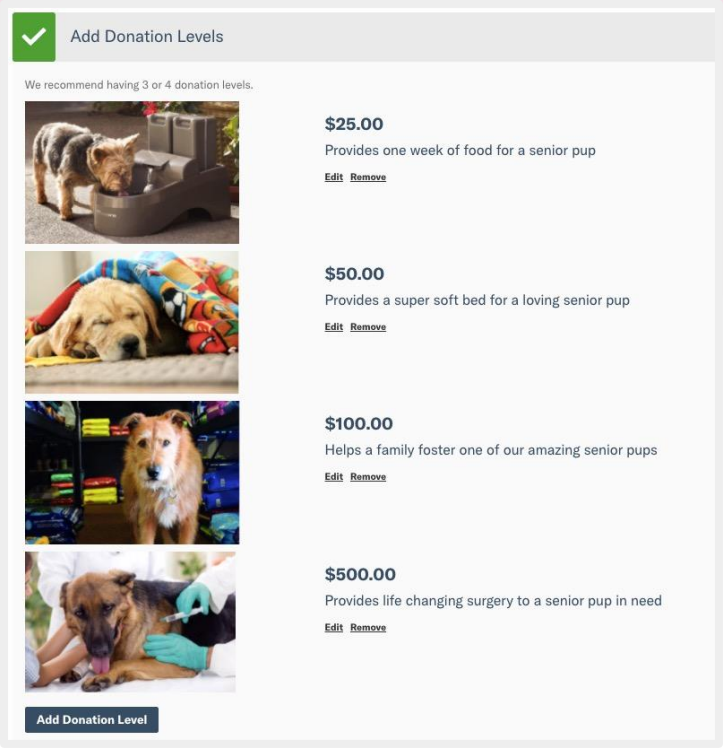
Suggest Donation Levels



- 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

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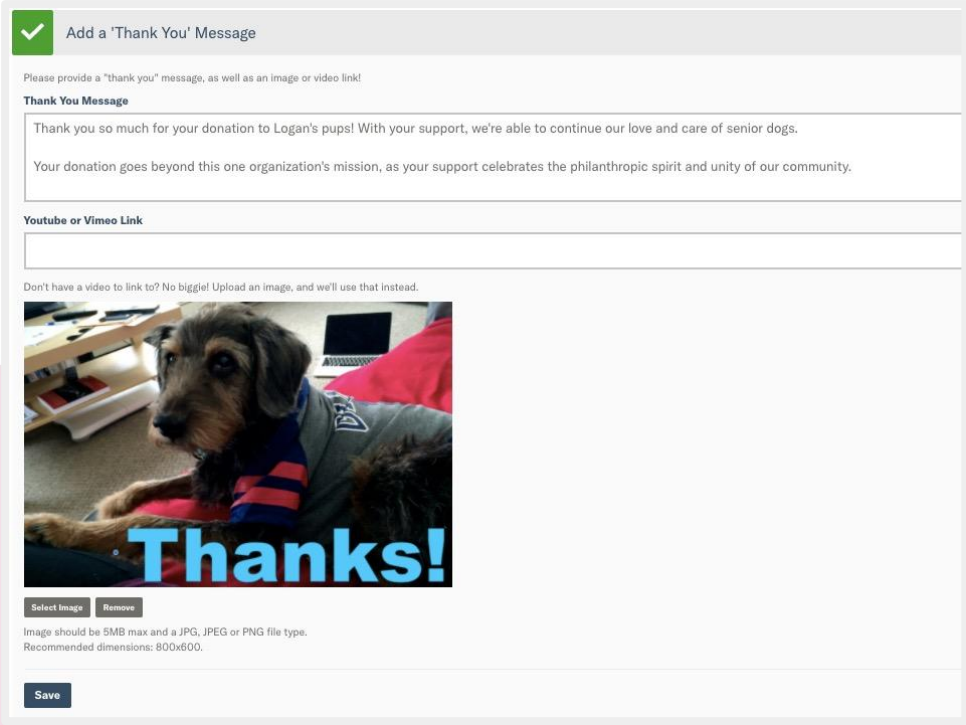
Personalized Gratitude

- 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



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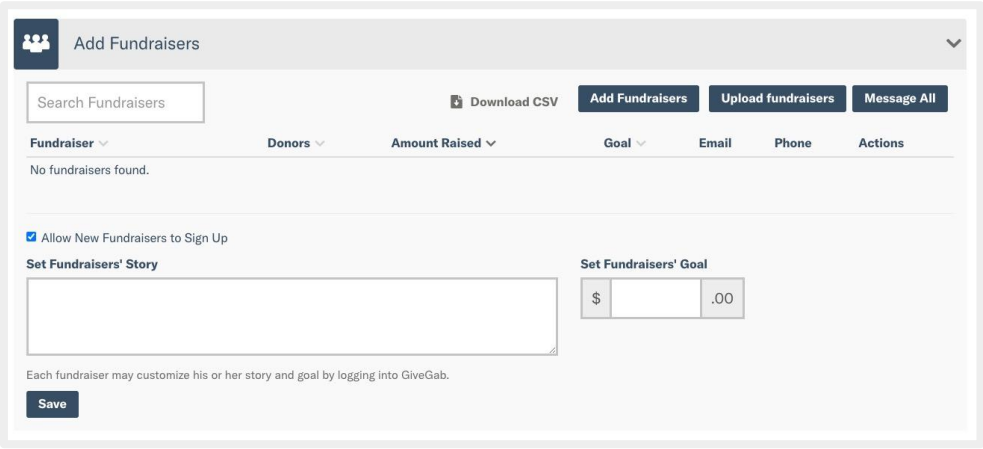

Invite Your Fundraisers

- 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]

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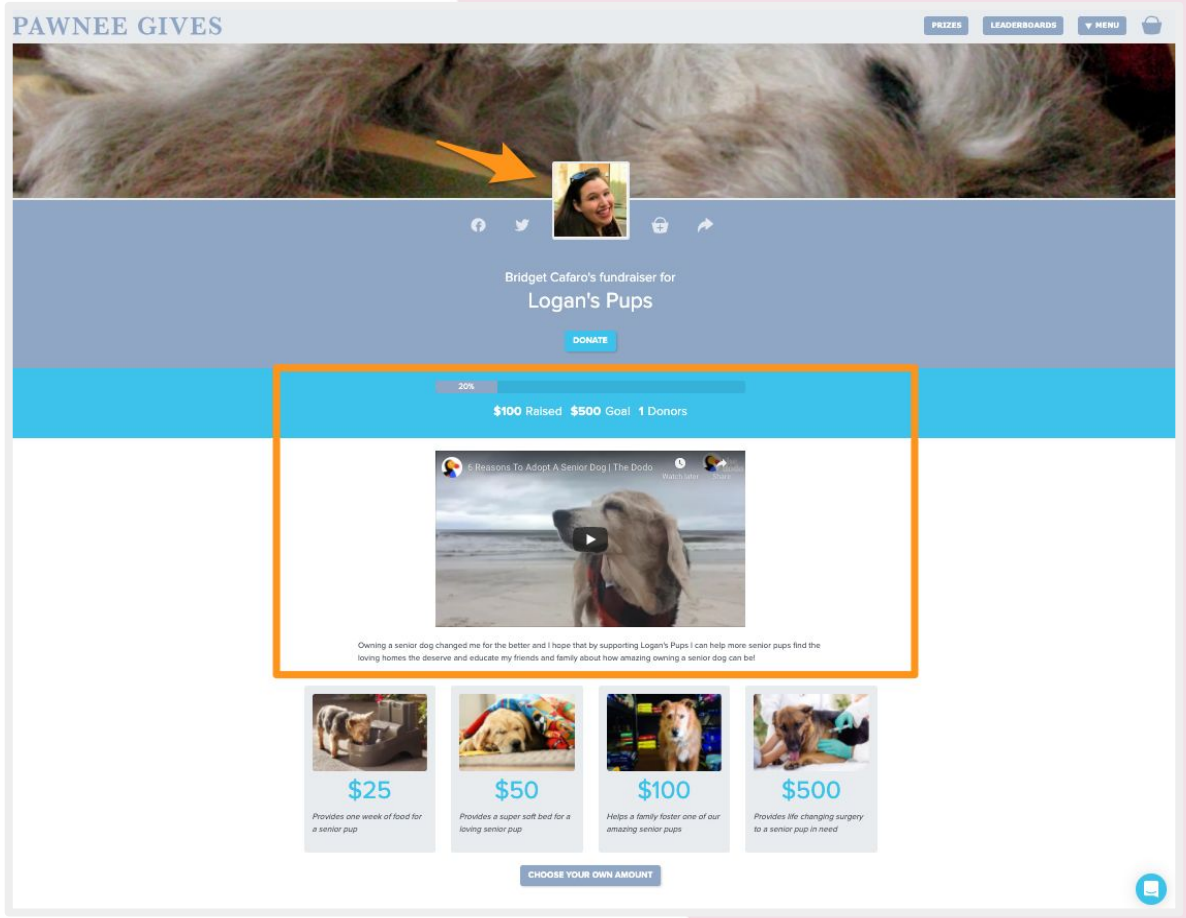

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Did you know?

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

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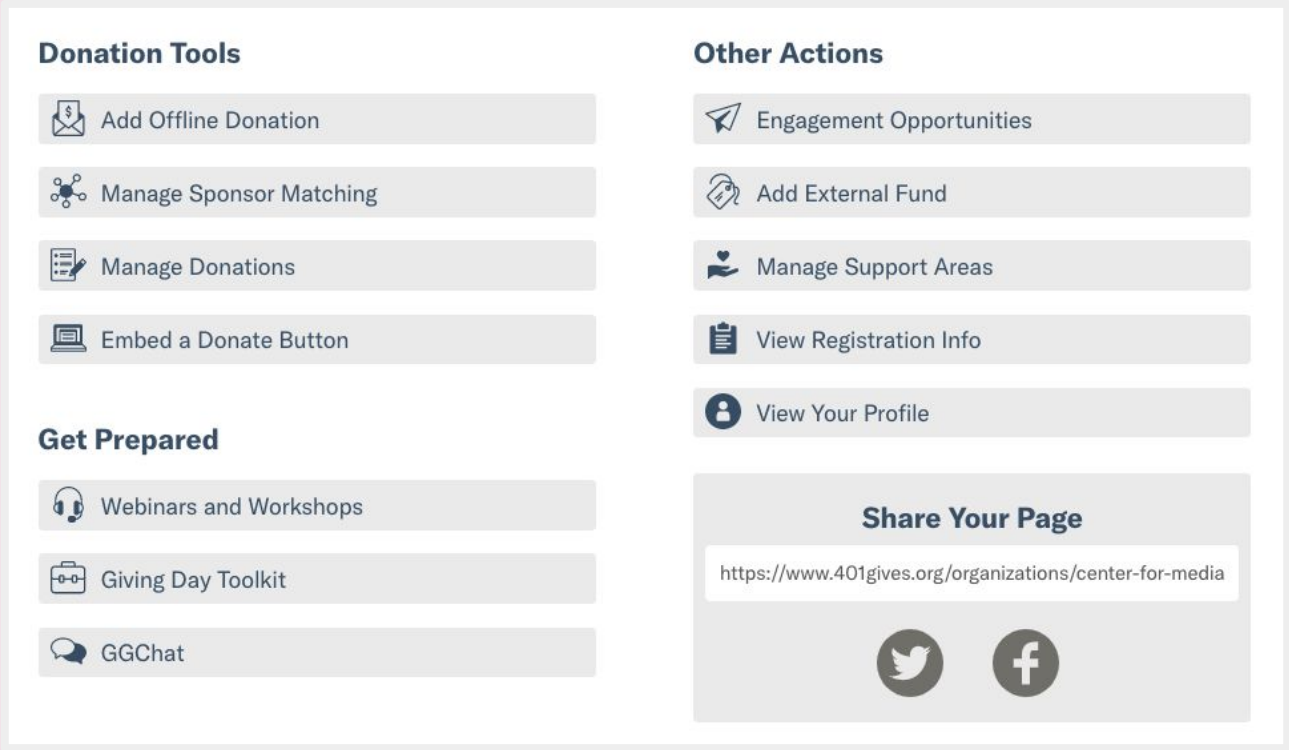
Key Dashboard Tools



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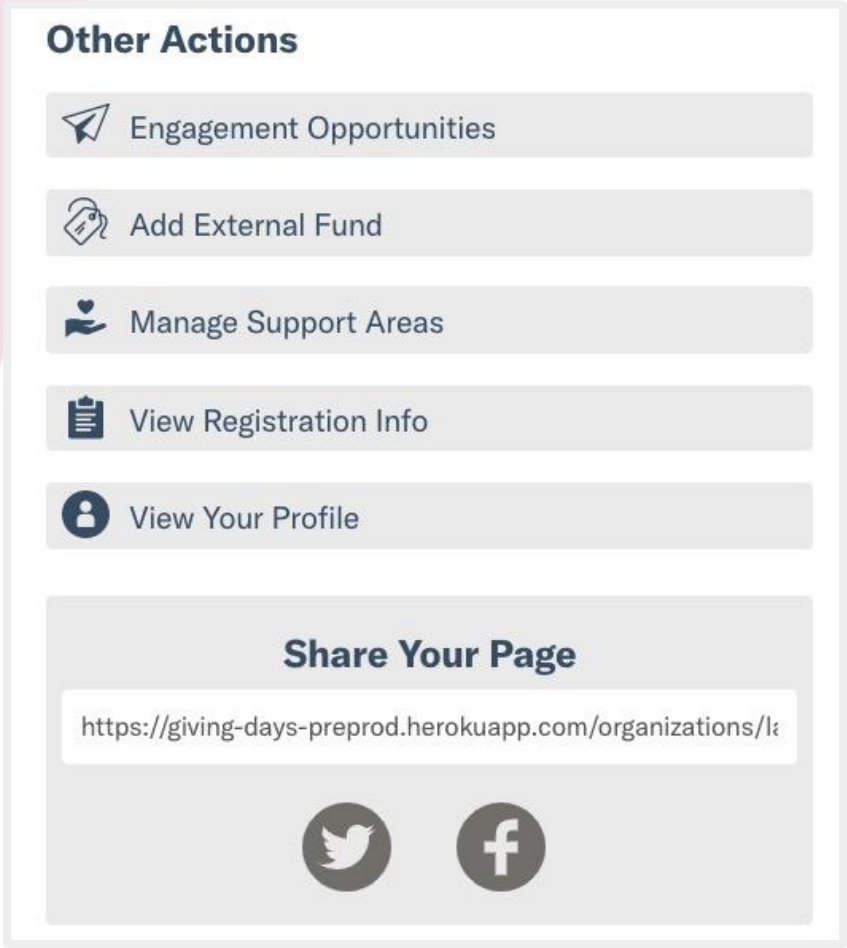
Share Your Profile

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



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What’s Next?

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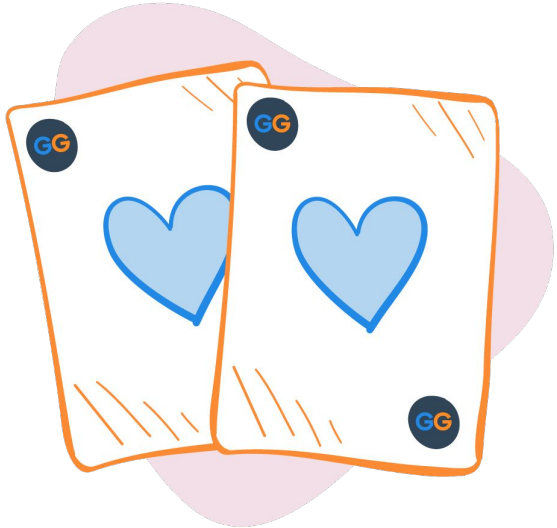
Step Up Your Fundraising with Matches

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]



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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.

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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!

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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

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