GIVE LOCAL
MOV

Group Conversation

- What are your goals for Give Local MOV 2024?
- What are your challenges?
- How do you share your participation in Give Local MOV?
- Is your Board on board?
- New ideas or plans for the 2024 campaign?

Agenda

- Give Local MOV Overview
- Who is Bonterra?
- What's New
- Registering
- Creating Your Profile
- Next Steps & Questions

2023 Results

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Give Local MOV Overview

www.GiveLocalMOV.org | May 7, 2024

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + PACF efforts = Exponential visibility
- Leaderboards for friendly competition, prize incentives
- Trainings and tools available to make the most of your day
- Donations open on May 7

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Benefits of Participating

- Learn to utilize digital fundraising tools
- Re-engage with your existing supporters and gain new donors
- Combine your marketing efforts + PACF 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 matching funds

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Who is Bonterra?

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Who is Bonterra?

Bonterra's mission is to power those who power social impact

- Host a secure, reliable and transparent platform for Give Local MOV
- 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
- Donor credit card information is not revealed or saved in GiveGab

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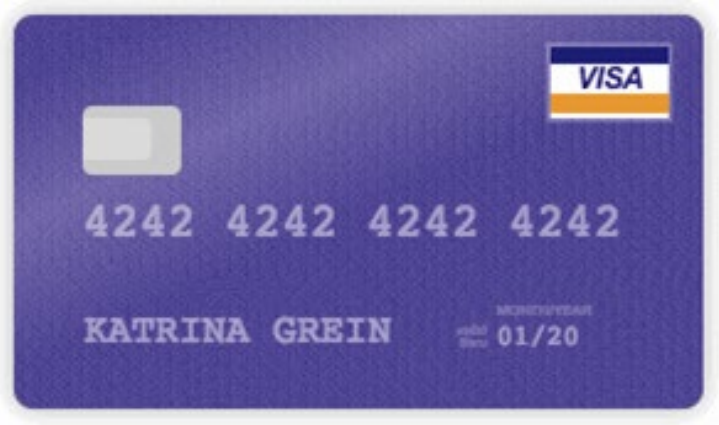
Simple Donation Processing



- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick and easy donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

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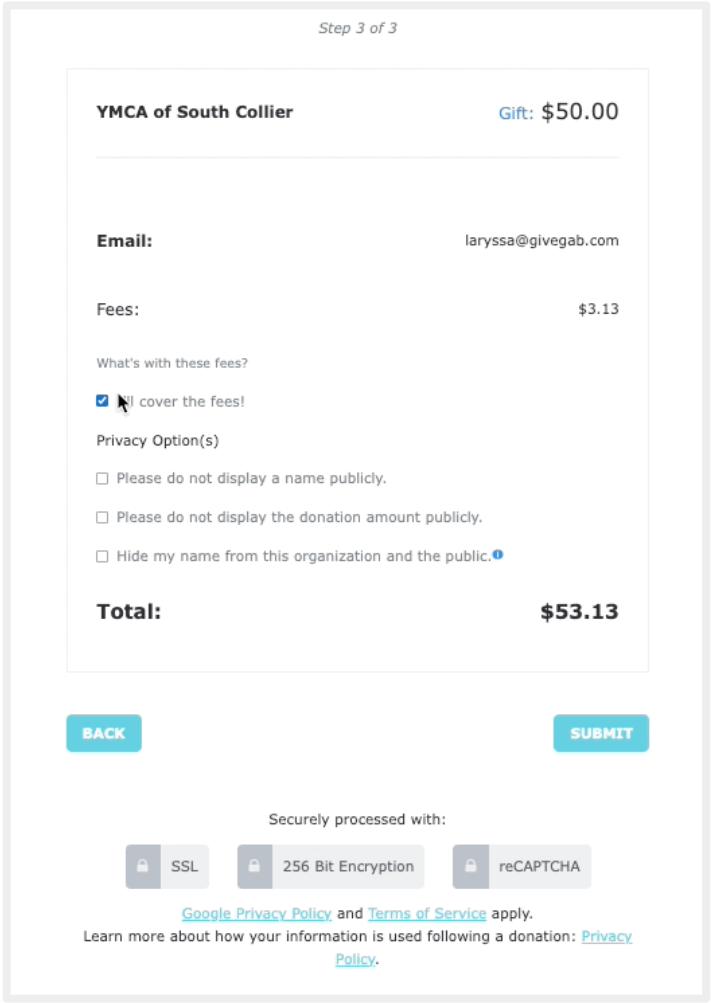
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Last year, donors covered 93% of fees during Give Local MOV
- That means it cost only $0.32 per $100 raised online!



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Transparent Donations

Credit Card:

2.5% Platform Fee
+
$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5% + $0.30

ACH:

2.5% Platform Fee
+
$3.00 flat bank fee
=
2.5% + $3.00

**$100 minimum*

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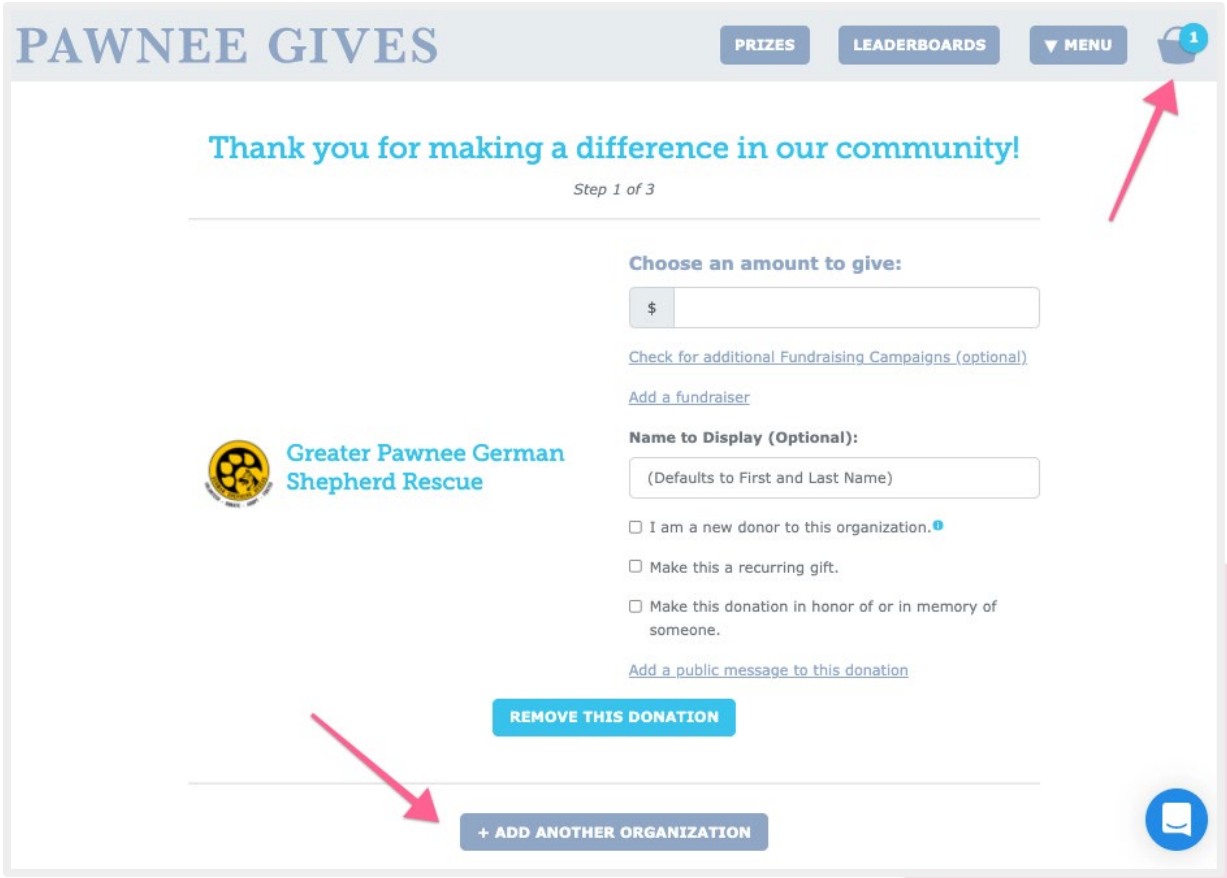

The Gift Basket makes it easy for donors to support as many causes as they like!

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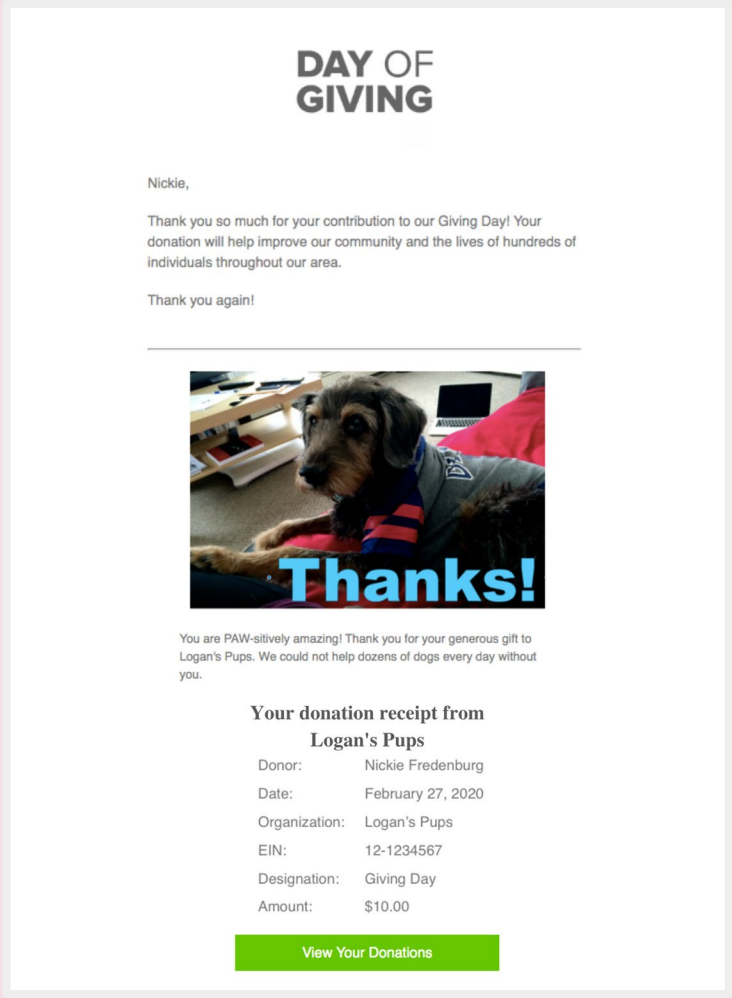
Instant Donor Delight

- Customizable Thank You Emails that come from your organization
  - Gifts made to **one organization** at a time will receive your custom thank you message
  - Gifts made to **multiple organizations** at a time will receive a thank you message from the Community Foundation
- Sent immediately after the gift is made
- Serves as a tax receipt from the PACF



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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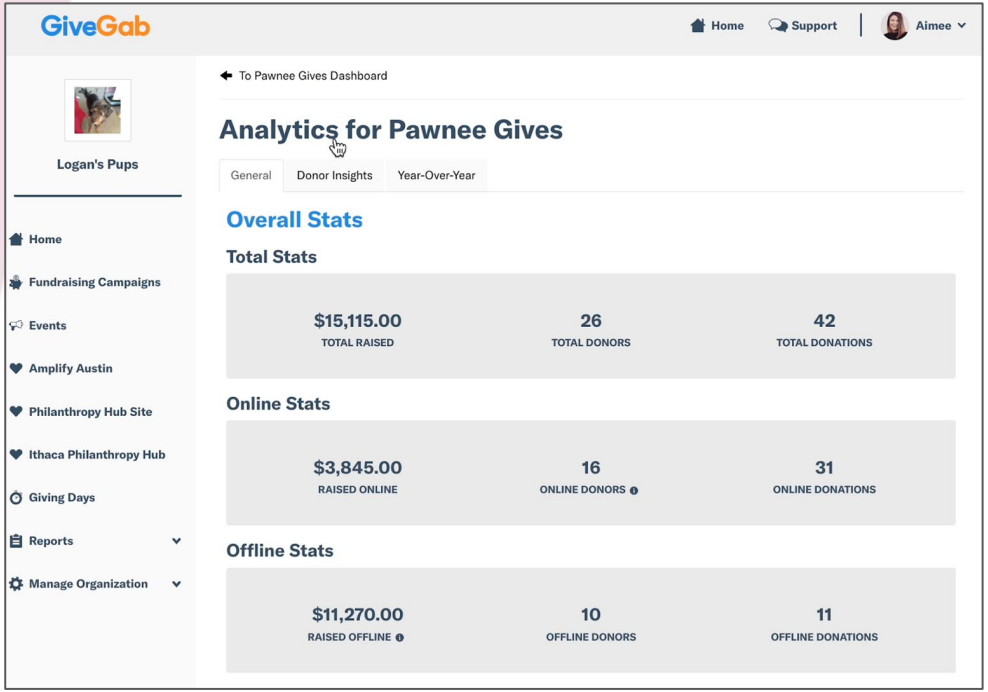
Giving Day Analytics

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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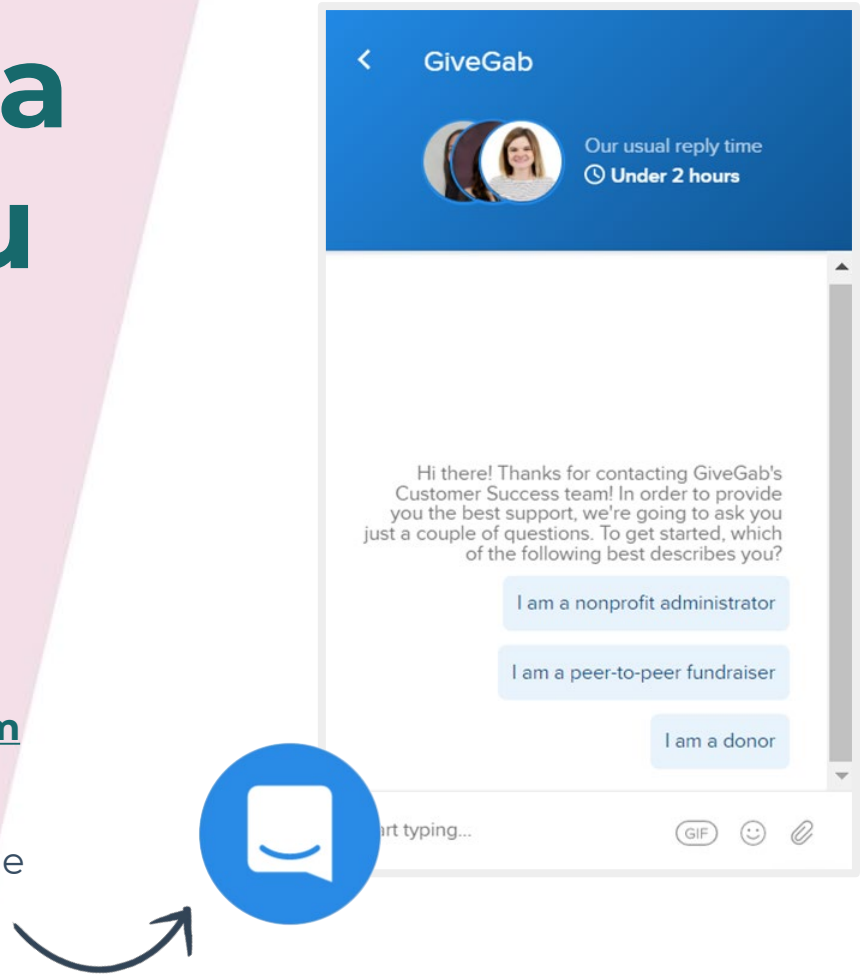
How Bonterra Supports You

- Help Center
  - support.givegab.com
- Blog
  - bonterratech.com/blog
- Email
  - CustomerSuccess@givegab.com
- Customer Success Team
  - Look for the little blue chat bubble



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What's New for 2024?

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Updated Match/Challenge Features

- You can now create ratioed matches! Double or triple the impact of your match
  - 1:1
  - 2:1
  - 3:1
- We also now feature gift-based challenges
  - The challenge is met and the funds will be released once you reach a set number of donations/gifts to your organization.

Registering for Give Local MOV

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GIVE LOCAL
MOV
REGISTER
May 7, 2024
Give Local MOV 2024 begins in
105 : 11 : 01 : 00
days hours mins secs

Find Your Organization

and participate in Give Local MOV 2024

Parkersburg

28 Results

Bike and Hike Parkersburg
Parkersburg, West Virginia

PARTICIPATE

Humane Society of Parkersburg
Parkersburg, West Virginia

PARTICIPATE

Parkersburg Art Center
Parkersburg, West Virginia

PARTICIPATE

Actors Guild of Parkersburg
Parkersburg, West Virginia

PARTICIPATE

Parkersburg Catholic Schools
Parkersburg, West Virginia

PARTICIPATE

WV Symphony Orchestra - Parkersburg
Vienna, West Virginia

PARTICIPATE

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Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

Give Local MOV 2024

Organization Name *required*

Street Address Line 1 *required*

Street Address Line 2

City *required*

State *required*

Select a State

ZIP/Postal Code *required*

Not located in the United States?

Logo

Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300

Click 'Continue' to complete your registration for

Give Local MOV 2024

Continue

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Give Local MOV 2024

By signing this memo, our organization agrees to participate in Give Local MOV, an initiative of the Parkersburg Area Community Foundation (PACF), to be held on May 7, 2024, and I:

1. **Acknowledge our review of the Give Local MOV FAQs webpage and agree to follow the guidelines/procedures provided.** ****required***
   Please select one choice.

2. **Understand that an organization representative did attend one of the PACF's mandatory Give Local MOV orientation trainings held on January 30, 2024 and January 31, 2024.** ****required***
   Please select one choice.

3. **Agree to create our nonprofit profile page on the Give Local MOV website by March 1, 2024.** ****required***
   Please select one choice.

4. **Agree to list our organization on www.GiveLocalMOV.org and understand that the PACF will collect all donations from the public on our behalf during the event date.** ****required***

N: ****required***

al completing registration form: ****required***

hat I'm the most senior staff or Board member of our organization and/or I have permission from the most ard member of our organization to complete this registration form on behalf of our organization. ****required***
Please select one choice.

Submit

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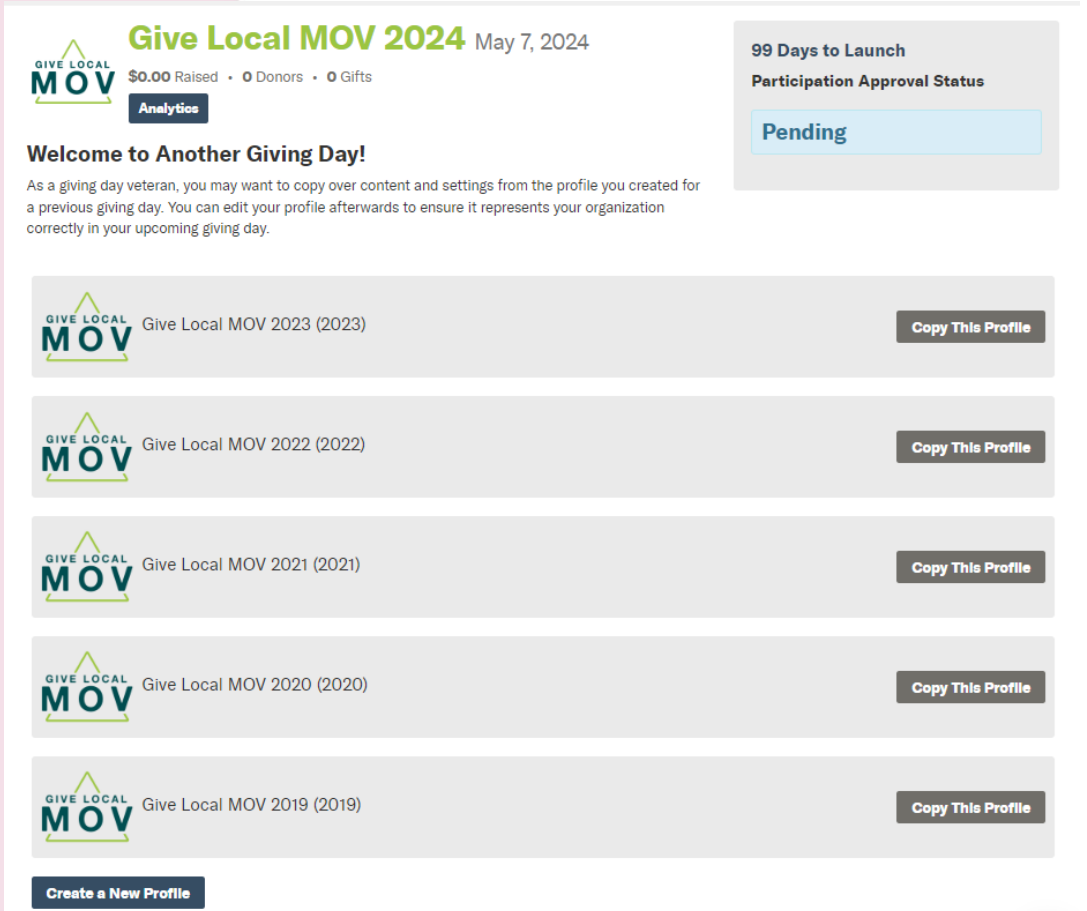
Returning? Copy Your Profile

- **Don’t forget to review and update your profile after!**
- Double check that your admins on your profile are up to date!



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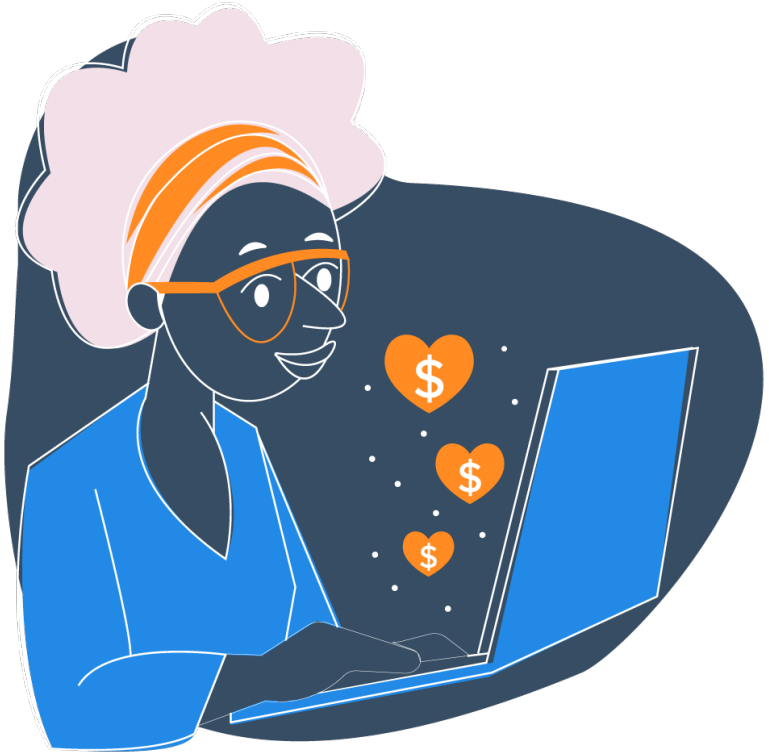
Completing Your Profile



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Your Giving Day Dashboard

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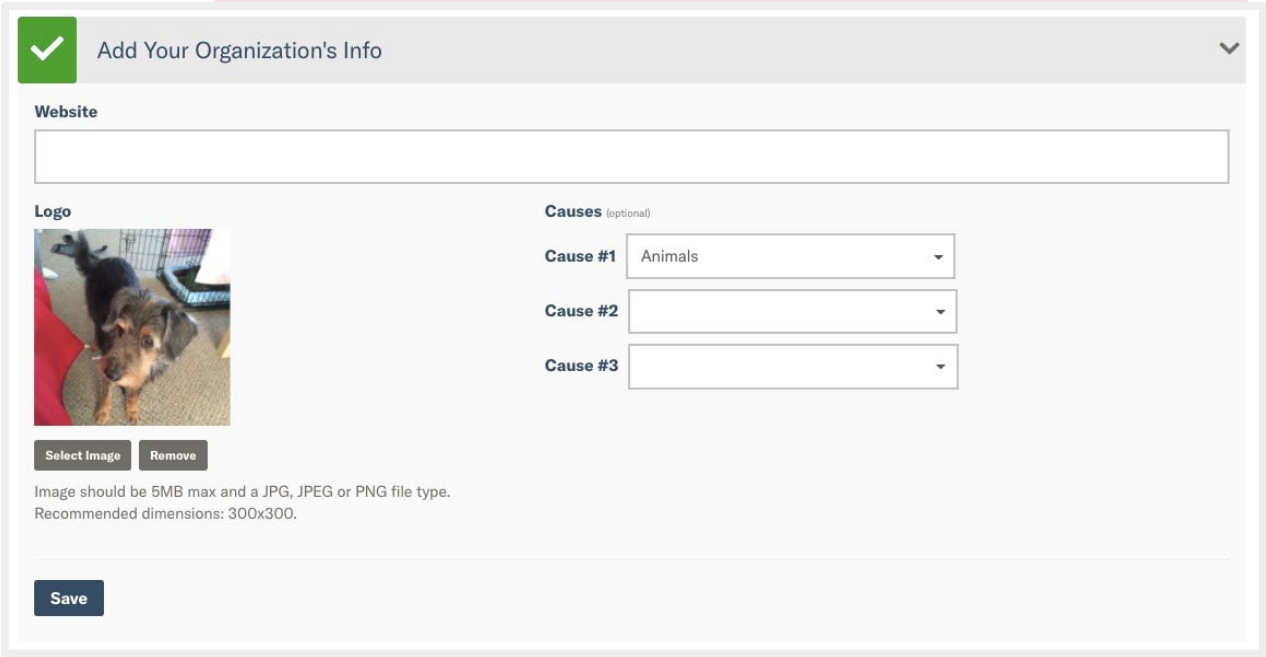
Basic Info

- 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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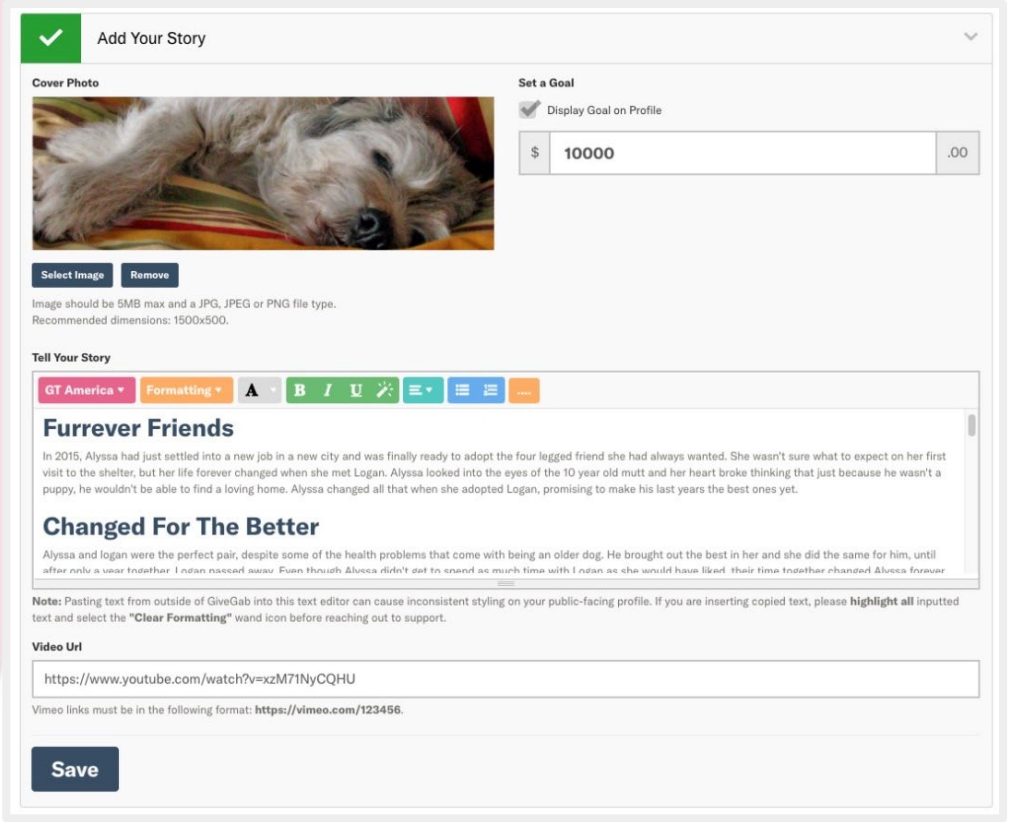
Curate Your Story

- 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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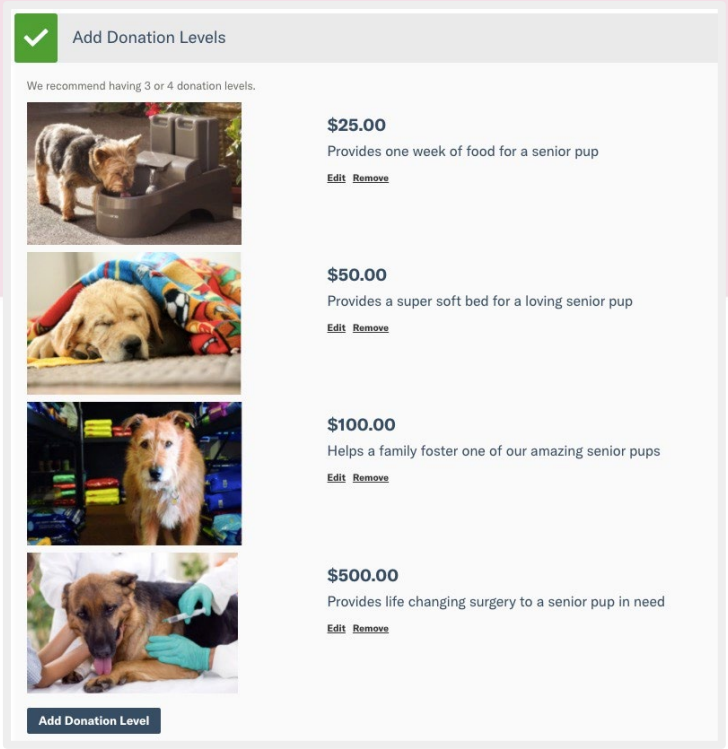
Suggest Donation Levels



- 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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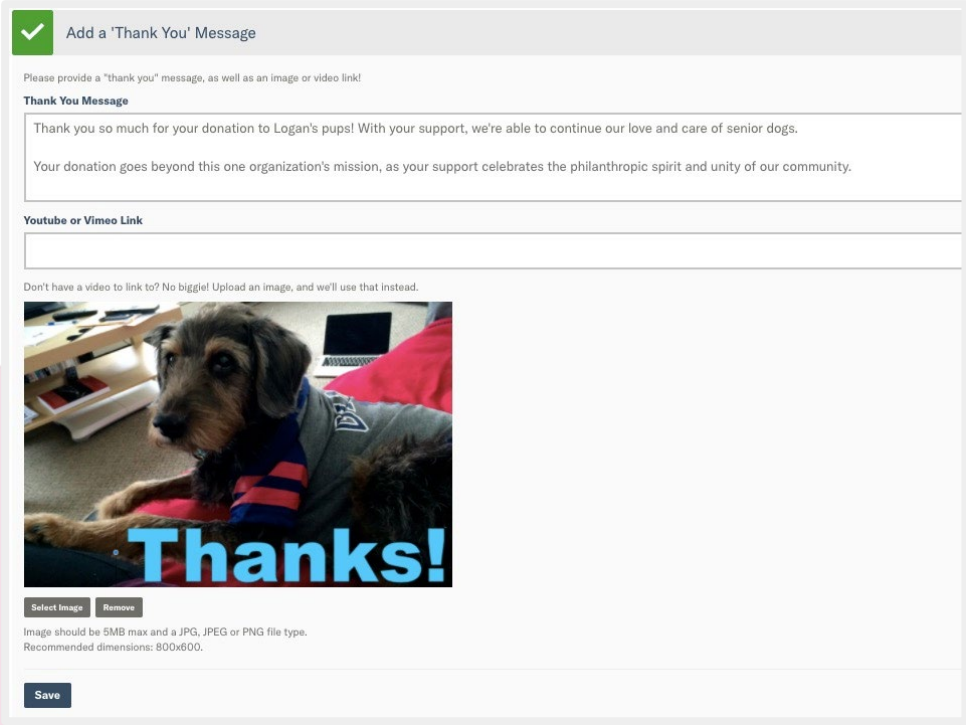
Personalized Gratitude

- 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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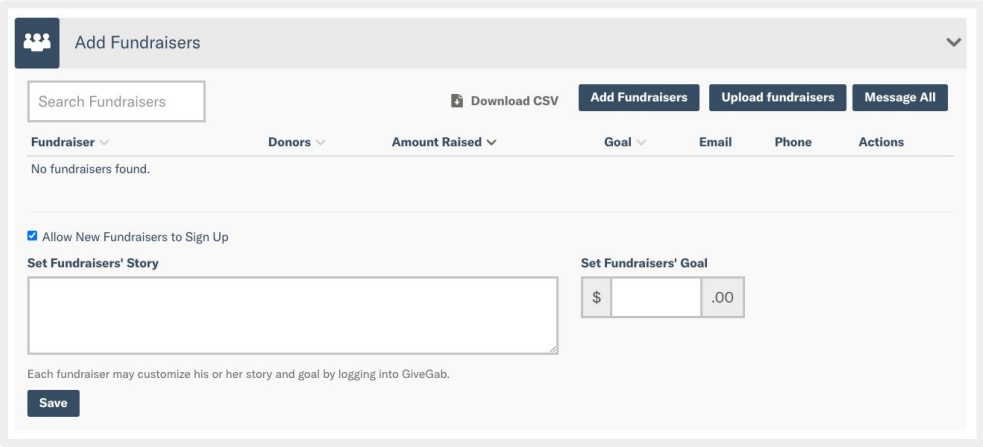

Invite Your Fundraisers

- 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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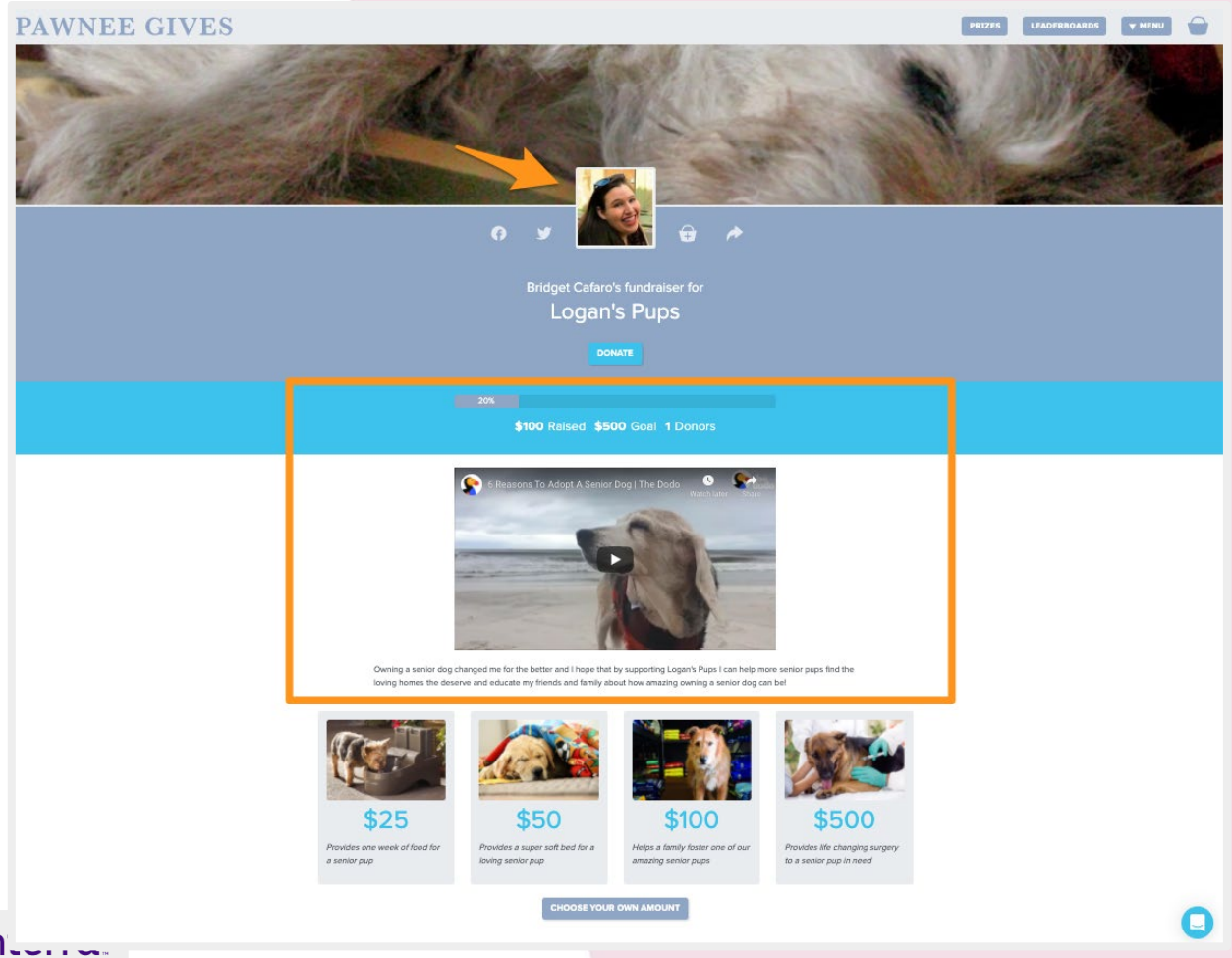

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Did you know?

Organizations who used P2P fundraising last year for Give Local MOV 2023 raised on average **1.7X more** than those who did not.

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Key Dashboard Tools

Donation Tools

- Manage Matches and Challenges
- Manage Donations
- Embed a Donate Button

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- Help Center

Other Actions

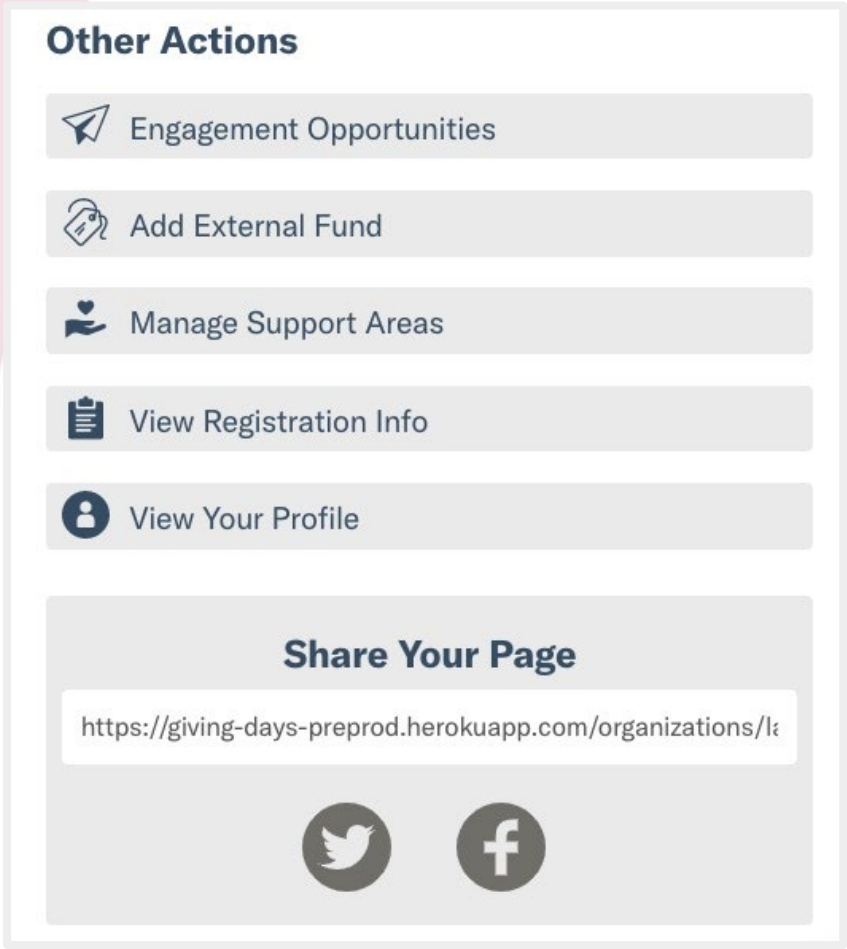
- Engagement Opportunities
- Add External Fund
- View Registration Info
- View Your Profile
- Mobilize Integration

Share Your Page

https://www.givelocalmov.org/organizations/parkersburg-catholic-schools

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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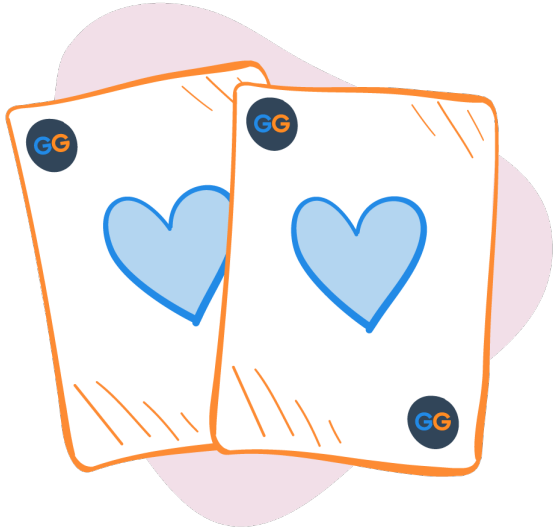
Secure Private Challenges for Your Organization

- 1:1, 2:1, or 3:1 Matches
- Donor, Dollar, or Donation Challenges
- **Pro Tip:** Watch the **Matching Training Video**

- Once you secure a matching gift or “Private Challenge,” notify the PACF to add to your profile.



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Did you know?

Organizations who had a match last year for Give Local MOV 2023 raised on average **3.6 more** than those who did not.

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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give Local MOV needs.

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

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Your Next Steps

Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- You don't need to compete for incentives and prizes
- Give Local MOV may not be the right fit for all of your donors - that's okay!

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Your Next Steps

What to work on over the next few weeks:

- Register and complete your profile
- Follow Give Local MOV on social media and use #GiveLocalMOV
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit

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