



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



Outcomes & Results

\$528,382

Raised

1,373

Donors

64

Organizations

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

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

Who is Bonterra?



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!

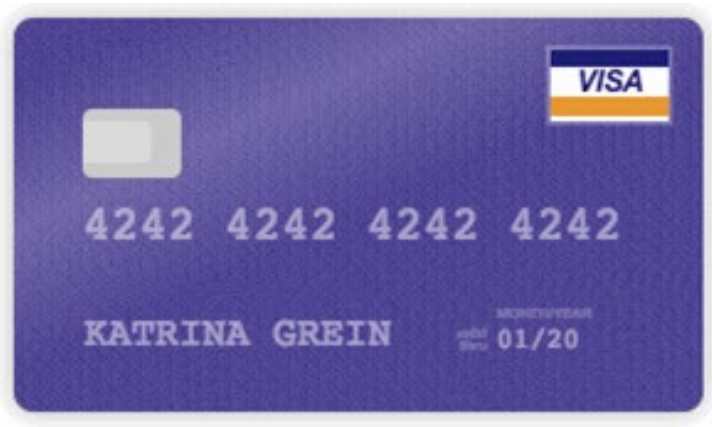
Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Donor credit card information is not revealed or saved in GiveGab

stripe



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!

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!

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

I'll cover the fees!

Privacy Option(s)

Please do not display a name publicly.




Please do not display the donation amount publicly.

Hide my name from this organization and the public.

Total: **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.
Learn more about how your information is used following a donation: [Privacy Policy](#).

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*



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)



**Greater Pawnee German
Shepherd Rescue**

Name to Display (Optional):

(Defaults to First and Last Name)

- I am a new donor to this organization.
- Make this a recurring gift.
- Make this donation in honor of or in memory of someone.

[Add a public message to this donation](#)

REMOVE THIS DONATION

+ ADD ANOTHER ORGANIZATION



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

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](#)

Giving Day Analytics

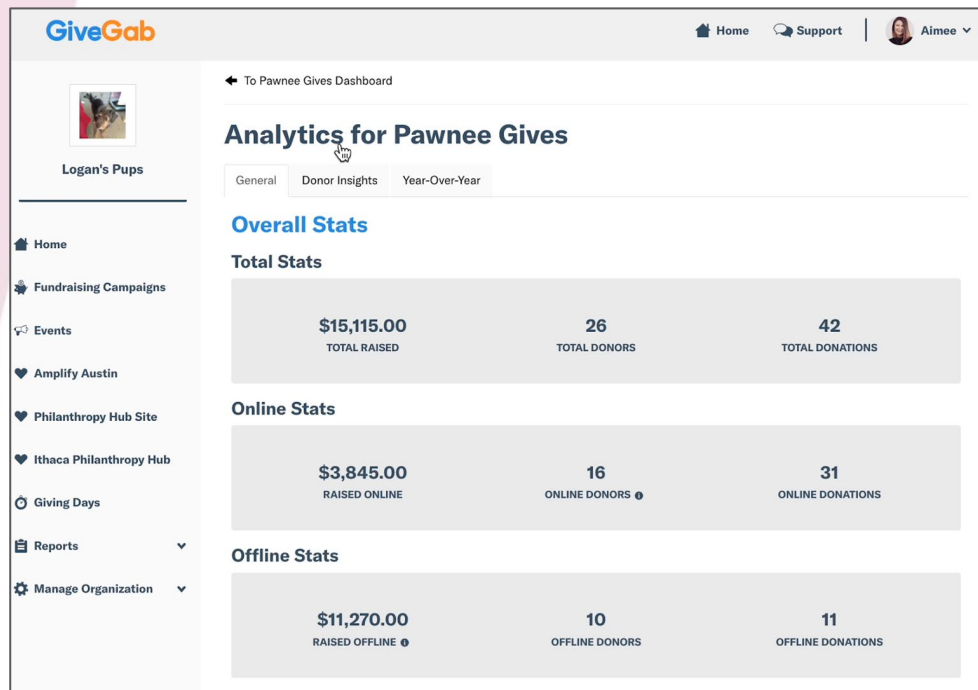
Key stats are available for the following data points:

- 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



Ithaca Gives March 17, 2023
\$0.00 Raised · 0 Donors · 0 Gifts
Analytics ←

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.



GiveGab Home Support Aimee

← To Pawnee Gives Dashboard

Analytics for Pawnee Gives

General Donor Insights Year-Over-Year

Overall Stats

Total Stats		
\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS

Online Stats

\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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Offline Stats

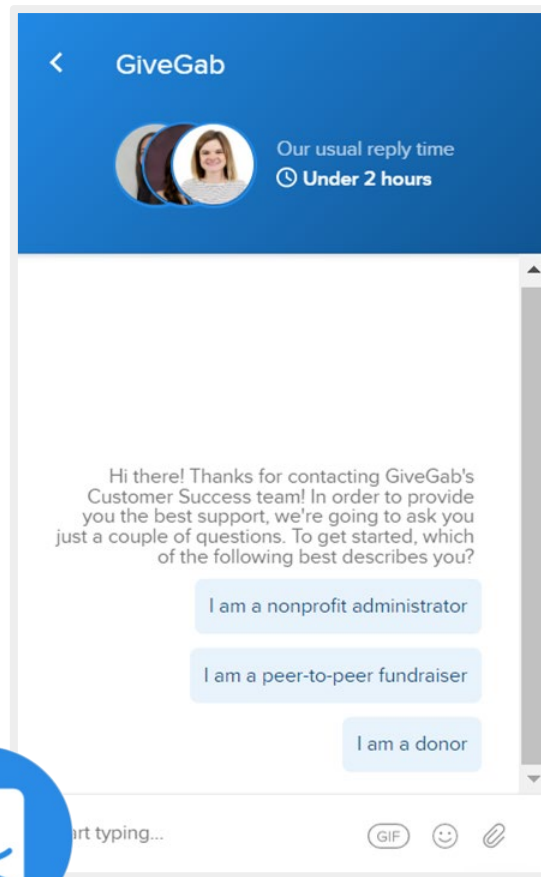
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Logan's Pups

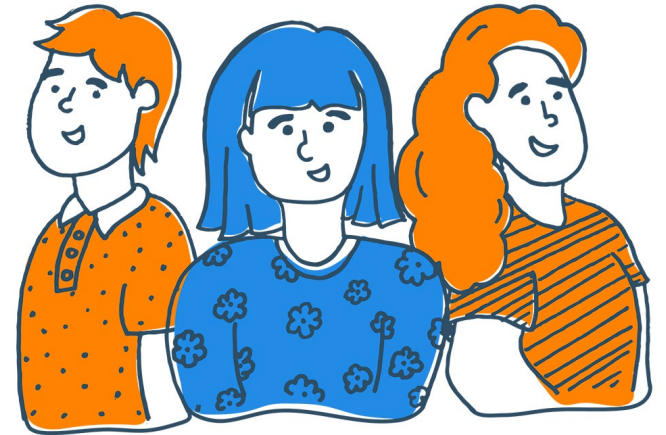
- Home
- Fundraising Campaigns
- Events
- Amplify Austin
- Philanthropy Hub Site
- Ithaca Philanthropy Hub
- Giving Days
- Reports
- Manage Organization

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



What's New for 2024?



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



GIVE LOCAL MOV

REGISTER

May 7, 2024

Give Local MOV 2024 begins in

105 : 11 : 01 : 00
days hours mins secs

GIVE LOCAL
MOV

Mountaineer
FoodBank

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

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*

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



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**

Please select one choice.

Submit


N: * required

al completing registration form: * required

that I'm the most senior staff or Board member of our organization and/or I have permission from the most board member of our organization to complete this registration form on behalf of our organization. * required


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!


**Give Local MOV 2024** May 7, 2024
\$0.00 Raised • 0 Donors • 0 Gifts
[Analytics](#)


99 Days to Launch
Participation Approval Status
Pending


Welcome to Another Giving Day!
As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

 Give Local MOV 2023 (2023) [Copy This Profile](#)

 Give Local MOV 2022 (2022) [Copy This Profile](#)

 Give Local MOV 2021 (2021) [Copy This Profile](#)

 Give Local MOV 2020 (2020) [Copy This Profile](#)

 Give Local MOV 2019 (2019) [Copy This Profile](#)

[Create a New Profile](#)

Completing Your Profile



Your Giving Day Dashboard



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers




Basic Info

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

✓ Add Your Organization's Info

Website

Logo



[Select Image](#) [Remove](#)

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

Causes (optional)

Cause #1

Cause #2

Cause #3


[Save](#)

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

✓ Add Your Story

Cover Photo



[Select Image](#) [Remove](#)





Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

Display Goal on Profile

\$

Tell Your Story

GT America **Formatting** **A** **B** *I* U    

Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together I was passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the **"Clear Formatting"** wand icon before reaching out to support.

Video Uri


Vimeo links must be in the following format: <https://vimeo.com/123456>.

[Save](#)


Suggest Donation Levels

✓ Add Donation Levels


We recommend having 3 or 4 donation levels.




\$25.00
Provides one week of food for a senior pup
[Edit](#) [Remove](#)



\$50.00
Provides a super soft bed for a loving senior pup
[Edit](#) [Remove](#)



\$100.00
Helps a family foster one of our amazing senior pups
[Edit](#) [Remove](#)



\$500.00
Provides life changing surgery to a senior pup in need
[Edit](#) [Remove](#)

Add Donation Level

- 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

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


Thank You Message

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Youtube or Vimeo Link


Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

 Add Fundraisers ▼

Search Fundraisers Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser ▼ Donors ▼ Amount Raised ▼ Goal ▼ Email Phone Actions

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story Set Fundraisers' Goal

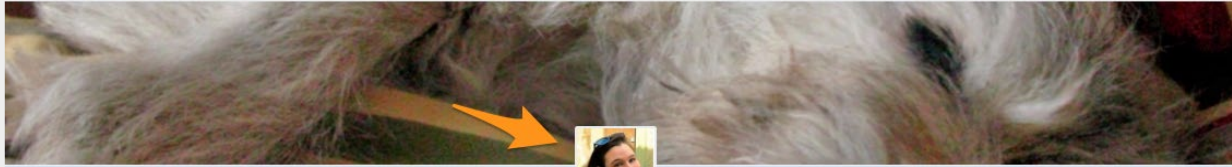
\$.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

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 Cafaro's fundraiser for
Logan's Pups

DONATE

20%

\$100 Raised **\$500** Goal **1** Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Helps a family foster one of our amazing senior pups



\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



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.

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


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/>

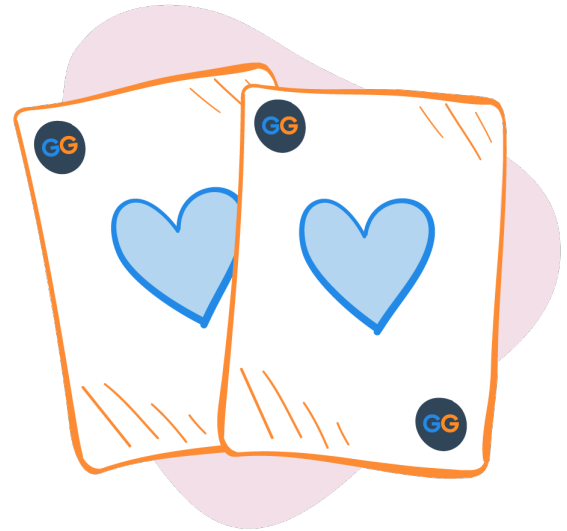


What's Next?



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.



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.

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!



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!

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





GIVE LOCAL

MOV

