

# Getting Ready for Give Local Isabella 2023

*May 2, 2023*



# Meet the Team



**Jaimie  
Capen-Cascaddan**

Mt Pleasant Area  
Community Foundation  
Program Officer



**Kaitie Branton**

GiveGab Project  
Manager

# Submit Your Questions



**Chat Box**

To: ☒ All panelists  
Type: ☐ All panelists and attendees



**Q&A**

Please input your question

☐ Send Anonymously

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

# Agenda



- Give Local Isabella Overview
- What is GiveGab?
- What's New
- Registering
  - Creating Your Profile
  - Next Steps & Questions

# 2022 Results



# Give Local Isabella Overview

**givelocalisabella.org** | May 2, 12:00AM - 11:59PM

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + MPACF = Exponential visibility
- Nonprofits registered with the Mt. Pleasant Area Community Foundation are eligible to participate
- Prize incentives
- Donations open at 12am ET on May 2 and close at 12am ET on May 3

# 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 + MPACF 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?



GiveGab is becoming  Bonterra.



# 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 Give Local Isabella
- 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, 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 85% of total fees during a Giving Day
- That means it cost only \$0.85 per \$100 raised online!

GiveGab is becoming  **Bonterra**.

Step 3 of 3

**YMCA of South Collier** Gift: \$50.00

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**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:

3% Platform Fee  
+  
\$0.30 per transaction &  
2.5% transaction fee  
(Stripe)  
=  
**5.5% + \$0.30**

## ACH:

3% Platform Fee  
+  
\$3.00 flat bank fee  
=  
**3% + \$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



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 that comes from your organization
- Sent immediately after the gift is made

## 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

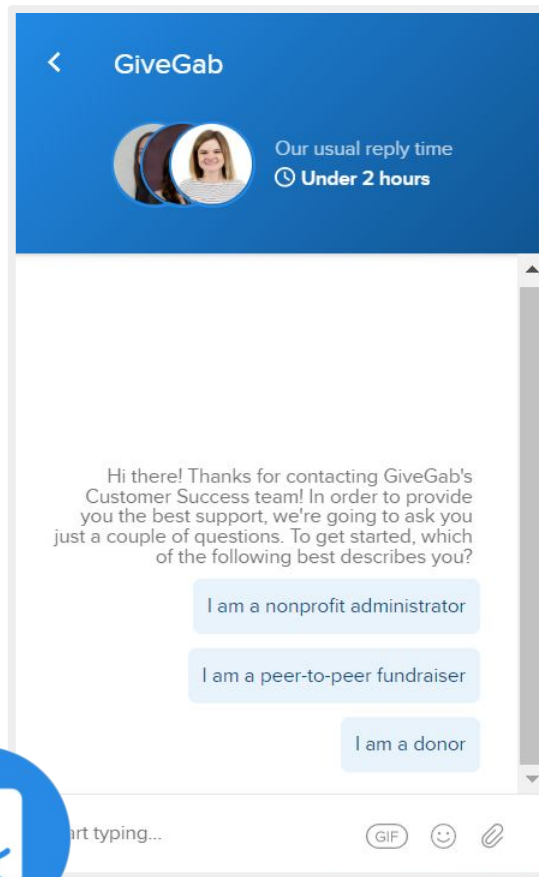
Donor: Nickie Fredenburg  
Date: February 27, 2020  
Organization: Logan's Pups  
EIN: 12-1234567  
Designation: Giving Day  
Amount: \$10.00

[View Your Donations](#)

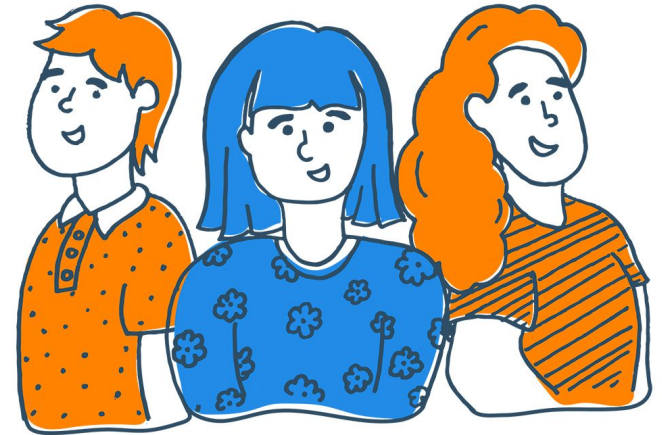


# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [givegab.com/blog](https://givegab.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



# What's New for 2023?



# 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

  
Logan's Pups

[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

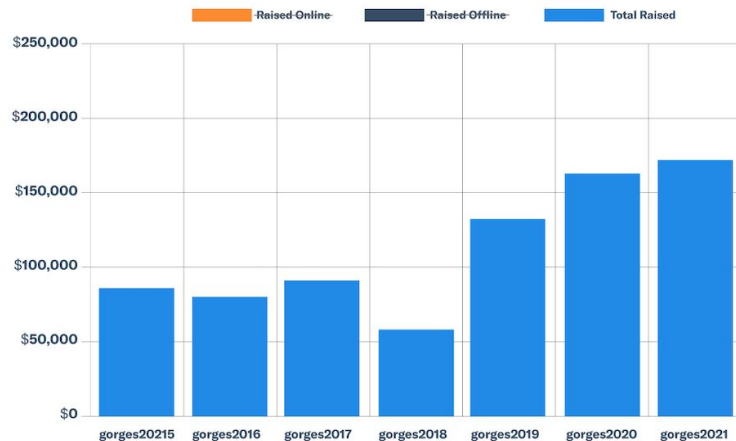
Online Stats		
\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS

Offline Stats		
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS

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

# Year-over-Year Metrics

## Dollars Raised



## Donor Counts



# Give a Little More

## Give Again!

Returning donors, please use the button below to see your donations from last year and make it easy to give again.

GIVE AGAIN

- Opportunity for donors to see which organizations they gave to last year
- Prompts donors to increase their previous donations by 10%, 20%, 30%, or to add a custom amount
- Personalized message from your organization!

GiveGab is becoming  Bonterra.

## Give Again!

Thank you for your continued participation in Giving is Gorges. Below are the funds you have supported in the past and who are participating in this year's giving day. Please consider giving a little more during this year's Giving is Gorges!

### Habitat for Humanity of Tompkins and Cortland Counties



\$ 22

Previous gift amount: \$20.00

+10%

+20%

+30%

### SPCA of Tompkins County



\$ 110

Previous gift amount: \$100.00

+10%

+20%

+30%

Your giving saves lives. General donations go to the daily life-saving efforts of GHS and further our mission of protecting and caring for homeless animals. Your generosity allows us to continue our life saving work and support community programs.

### Ithaca Generator

# New Search Design



- Improved experience for supporters and donors
- Provides a more web-accessible, modern, and engaging experience
- More streamlined process for donating to multiple organizations at once

# Search

Search

[View All](#)

[Hide Filters](#)

17 Results



## Chippewa River District Library System

[VIEW](#)

[DONATE](#)



## Chippewa Watershed Conservancy

[VIEW](#)

[DONATE](#)



## Christian Counseling of Mid Michigan

[VIEW](#)

[DONATE](#)

## Filters

Select a Cause







## Mt. Pleasant Area Community Foundation

\$25

\$50

\$100

Custom Amount

\$

5

ADD TO BASKET

or

CHECKOUT



▼ MENU



### Your Gift Basket



Mt. Pleasant Area  
Community  
Foundation



Amount: \$5.00



Humane Animal  
Treatment Society



Amount: \$25.00

CHECKOUT

# Registering for Give Local Isabella





Search...



▼ MENU



REGISTER



For Good. For Ever. For Isabella County.

Give Local Isabella 2023 begins in

73 : 08 : 32 : 11

days hours mins secs

# Find Your Organization

and participate in Give Local Isabella 2023



Search for your organization

Start typing in the box above to find your organization.



## Find Your Organization

and participate in Give Local Isabella 2023



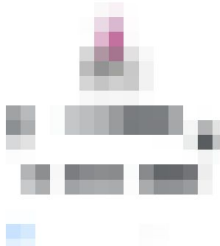
2 Results



### Mt. Pleasant Area Community Foundation

Mt Pleasant , Michigan

**PARTICIPATE**



## Find Your Organization

and participate in Give Local Isabella 2023

Placeholder text



0 Results



No organizations match your search criteria.

### Don't see your organization listed?

You can create an organization by clicking the button below.

**ADD MY ORGANIZATION**



# Please fill out this Survey!

1

**Primary Contact Name for Give Local Isabella \*required**

2

**Primary Contact Email for Give Local Isabella \*required**

3

**Give Local Isabella Designated Fund \*required**

4

**What is your organization hoping to gain by taking part in Give Local Isabella?**



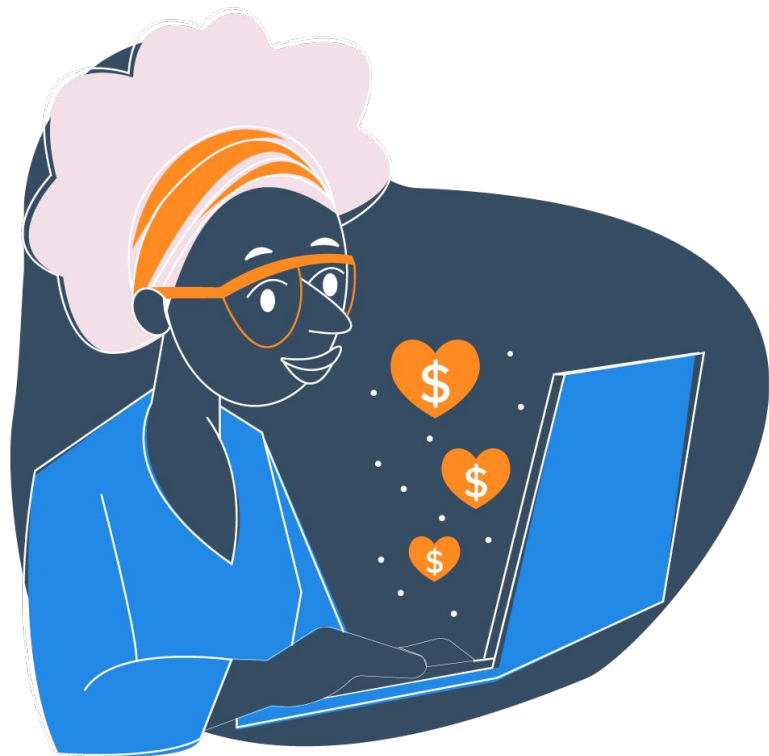
# Returning? Copy Your Profile

- **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

-  Add Your Organization's Info >
-  Add Your Story >
-  Add Donation Levels >
-  Add a 'Thank You' Message >
-  Add Fundraisers >

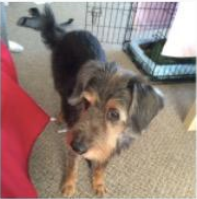
# Basic Info

- 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

Animals

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

\$

10000

.00

Tell Your Story

GT America

Formatting

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🔗

📄

📁

🔍

### 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, Logan 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 Url


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 

 Download CSV


Add Fundraisers


Upload Fundraisers


Message All

Fundraiser 

Fundraiser Display Name

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](#)



# Did you know?




Organizations who used P2P fundraising last year for Give Local Isabella raised on average **2.6x more** than those who did not.

# Share Your Profile

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


## Donation Tools

 Manage Donations

 Embed a Donate Button

## Get Prepared

 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.givelocalisabella.org/orgar>



# What's Next?



# Your Nonprofit Toolkit

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

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



# Your Next Steps



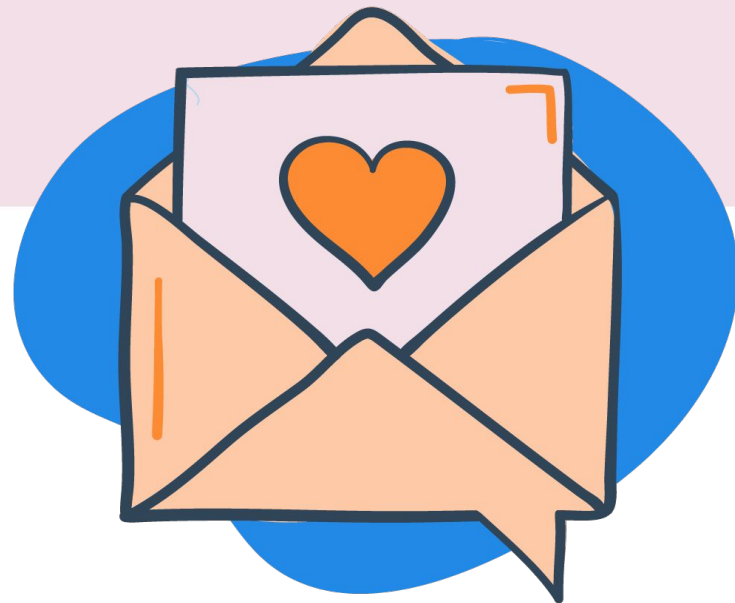
## Take a breath!

- 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 Isabella 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:

- Follow Give Local Isabella on Social Media and use #givelocalisabella Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



# Questions?



*May 2, 2023*