Agenda

● The Basics
● Benefits to Participating
● 2019 Results
● What’s New in 2020
● Intro to GiveGab - your 2020 NH Gives platform!
  ○ The GiveGab Basics
  ○ Key Features and Resources
● Registering for NH Gives
● Next Steps and Questions
The Basics

- nhgives.org | June 9 - 10
- Every nonprofit conducts their own unique campaign
- Any IRS recognized nonprofit serving New Hampshire
  - Must be verified to accept tax deductible donations and in compliance with state charitable solicitation requirements
  - Able to accept ACH deposit transfers into a valid checking account
- Trainings, templates and tools to make the most of your day!
Benefits of Participating

- Engage existing donors in new ways
- Reach a new audience and have an opportunity to acquire new donors
- Increase visibility and trust as part of a greater community
- Discover and connect with like-minded organizations
- Raise funds to support your mission
2019 Results

NH GIVES

Thank you for supporting NH Gives!

Outcomes & Results

$549,695 Raised
4,907 Donors
275 Organizations
What’s New in 2020

- Registration approval process
- New recurring gift options
  - Monthly or quarterly
    - “Until I cancel it”
    - “Until a set date” with a specified calendar date
    - “Until a set balance” with a maximum donation amount
- Gifts in memory of/in honor of an individual
- Embeddable donate button
- Filtered donor reports and file exports
- Support areas
Approval Process

- Complete registration survey & pay membership dues in one step through GiveGab
- All registered organizations will be reviewed by NH Center for Nonprofits
- Must be approved to participate
- Email notification and dashboard copy provide information about approval status
NH Gives
June 9, 2020

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in NH Gives.

- Add Your Organization’s Info
  - Let people know who you are.

- Add Your Story
  - Tell potential donors why they should contribute.

- Get Verified to Collect Donations
  - Set up your banking information to receive secure online donations.

- Add Donation Levels
  - Show your donors the impact their donation makes.

- Add a ‘Thank You’ Message
  - Personalize your auto-responder for donors shared time.

- Add Fundraisers
  - Recruit peer-to-peer fundraisers to expand your network of donors.
**Pending**

Your profile is pending and will not show up on the NH Gives site right away. We’re working behind the scenes to confirm your nonprofit status, that you are in good standing with the Charitable Trust Unit and that your banking information is entered so that you are ready to accept donations.

**Approved**

Your NH Gives profile is live! You’ve crossed all your t’s and dotted all your i’s and you are ready for NH Gives!

**In Review**

Your profile is under further review. We have emailed your admin(s) with more information. If you have questions, please contact us at nhgives@nhnonprofits.org

**Ineligible**

It has been determined that your organization is not eligible to participate in NH Gives 2020. If you have questions about this determination, please contact us at nhgives@nhnonprofits.org
Embeddable Donate Button

Customize & brand an embeddable NH Gives donate button on your organization’s website!
Embeddable Donate Button

When a donor clicks on the NH Gives donate button from your website, a small donation form will appear and hover over the page

- Does not direct donors away from your page
- Mirrors the same 3-step donation process on NHGives.org
- Ties in your profile’s branding and NH Gives branding - even pulls in your custom donation levels
- Has the blue chat bubble!
- Copy and paste provided code directly into the HTML of your site.
Setting Up A Donate Button

Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:
- NH Gives

Step Two: Choose the text
- Donate Now

Step Three: Choose the color
- #8CC640

Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are real donations. Your credit card will be charged.

Donate Now

Step Four: Copy and paste this code into your website

```html
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script>
<button class="givegab-button" data-campaign-id="72814" data-host="https://www.givegab.com" data-org-id="473798" data-preview="true" style="background-color: #8CC640;">Donate Now</button>
```
Enhanced Reporting

- Search and sort your donation report directly in your dashboard
Support Areas

- Highlight a special cause or project for your organization on its own page
- Connected to your NHGives.Org profile
- Custom story, donation levels, and more for each support area
- Add support areas to your profile via your dashboard
Support Areas

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

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
  Show your donors the impact their donation makes.
- Add a 'Thank You' Message
- Add Fundraisers

Donation Tools
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
- Add External Fund
- View Registration Info
- View Your Profile

Manage Support Areas

Reset Profile

Site Admin: Resetting the profile will reset the story, thank you message, images, and settings to defaults and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.
GiveGab’s mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for NH Gives website
- Complete transparency with nonprofits and donors
Building Donor Trust

1. Organization Information

   Business Name
   
   This should match the legal business name you have registered with the IRS.
   
   EIN/Tax ID
   
   Please enter the 9 digits without the dash. Don't have your EIN? Search here.
   
   Phone
   
   Mailing Address
   
   Address cannot be a P.O. Box
   
   City
   State
   Postal Code

2. Organization Representative

   Legal First Name
   Legal Last Name
   
   Legal first and last name as it appears on your organization representative's social security card.
   
   Email
   
   Phone

   Mailing Address
   
   Address cannot be a P.O. Box
   
   City
   State
   Postal Code

   Organization Bye's Date of Birth
   
   Month:
   Day:
   Year:

   Last 4 Digits of Organization Bye's EIN

   Need to validate your organization representative? Please fill out the form here.
   
   For security reasons, out payment processor needs to confirm you are human associated with the organization. No credit checks will be performed. Read More.

3. Bank Information

   Routing Number
   
   Checking Account Number
   
   Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.

4. State Charitable Solicitation Compliance

   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 will be required to collect donations on GiveGab starting January 1, 2018. Learn more about state charitable solicitation compliance.

   Save
Transparent Pricing

Credit Card:

5% Platform Fee  
+ $0.30 per transaction &  
2.2% transaction fee  
(Stripe)  
=  
7.2% + $0.30

ACH:

5% Platform Fee  
+ $3.00 flat bank fee  
=  
5% + $3.00  

**$100 minimum
Transparent Pricing (continued)

- Donors can cover all fees on behalf of your organization, with more info right in the donation form.
- Last year, 74% of donors covered fees during NH Gives!
● On average **61% of all emails** are opened on a mobile device
● Your NH Gives profile is completely mobile responsive on every page
● Donors can give easily on any internet enabled device.
Simple Donation Processing

- All major credit cards accepted
- Quick, easy and fun donation flow
- Log right into your bank using the Plaid/ACH payment
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
GiveGab’s Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Customizable Thank You Emails that come from your organization
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
Giving Day Support & Resources

- Visit Our Help Center
  - [https://support.givegab.com/](https://support.givegab.com/)

- Check Our Our Blog
  - [https://www.givegab.com/blog/](https://www.givegab.com/blog/)

- Send us an Email
  - CustomerSuccess@givegab.com

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - Look for the little blue chat bubble!
Registering for NH Gives
24-hours to celebrate giving across New Hampshire
June 9 - 10, 2020
Find Your Organization
and participate in NH Gives

Search for your organization

SEARCH

You can search by organization name or EIN (Employer Identification Number)

Don't see your organization listed?
You can create an organization by clicking the button below.

ADD MY ORGANIZATION
As stewards of NH Gives, the NH Center for Nonprofits and GiveGab take seriously the task of ensuring that the participating organizations are legitimate charitable organizations that can legally accept tax-exempt donations from the thousands of Granite Staters that support NH Gives. The form below asks for information that will help us accomplish that goal. Please provide complete and accurate information.

The registration fee for NH Gives 2020 is $150 through May 1st. The fee is $300 for organizations that register after that time.

Because membership dues support our capacity to continue to administer NH Gives, we are offering discounts to members of the NH Center for Nonprofits.

Member of the Center: $25 ($50 after May 1st, 5:00 PM)

Members will need a discount code to register. If you are a member and do not have your discount code, DO NOT proceed.

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>NH Gives Registration</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

Do you have a registration code?

1. Please enter the full legal name of the organization (The name registered with the IRS and CTU). *
for information that will help us accomplish that goal. Please provide complete and accurate information.

The registration fee for NH Gives 2020 is $150 through May 1st. The fee is $300 for organizations that register after that time.

Because membership dues support our capacity to continue to administer NH Gives, we are offering discounts to members of the NH Center for Nonprofits.

Member of the Center: $25 ($50 after May 1st, 5:00 PM)

Members will need a discount code to register. Please be sure to enter your code and hit Apply. If you are a member and do not have your discount code, DO NOT proceed.

Registration Type

- NH Gives Registration: $150.00

Do you have a registration code?

1. Are you a member of the NH Center for Nonprofits? If yes, enter your discount code above and click "Apply".
   Please select one choice
   - Yes

2. Please enter the full legal name of the organization (The name registered with the IRS and CTU).
**Giving Day!**
November 13, 2019

**Participation Approval Status**
Approved
You're approved!

**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.

**Get Prepared**
Simply registering is not enough to be successful during Giving Day! Use the resources below to learn the best practices or get help!

- [Webinars and Workshops](#)
- [Giving Day Toolkit](#)
- [GiveGab Customer Success HQ](#)
Your Preparation Checklist

Get Set Up

- **Add Your Organization's Info**
  Let people know who you are.

- **Add Your Story**
  Tell potential donors why they should contribute.

- **Get Verified to Collect Donations**
  Set up your banking information to receive secure online donations.

- **Add Donation Levels**
  Show your donors the impact their donation makes.

- **Add a 'Thank You' Message**
  Personalize your auto-response for donors ahead of time.

- **Add Fundraisers**
  Recruit peer-to-peer fundraisers to expand your network of donors.

Time to launch

85

days

Share Your Page

https://dog-staging.giveGab.com/organizations/login-s-pars/<

View Your Page
Your Preparation Checklist

Giving Day!
October 29, 2019

A Message From The Host

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

- Add Your Organization’s Info
- Add Your Story
- Add Donation Levels
- Add a ‘Thank You’ Message
- Add Fundraisers

Donation Tools
- Manage Sponsor Matching
- Manage Donations

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile

Get Prepared

Webinars and Workshops
Giving Day Toolkit
Givebly Customer Success HQ

Share Your Page
https://idog-staging.givebly.com/organiz

Time to launch
32 days
The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!
Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her heart and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels
Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes from the individual listed with your organization’s contact information!
Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization’s reach.
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!
Peer-to-Peer Fundraisers

A fundraiser for:
Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: Animals, Education

Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's Pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
Highlight Sponsor Matches!

- 1:1 Match: each online donation will be matched dollar for dollar
- Challenge: Funds will be added to your organization’s total once a set goal is achieved.
- Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!
- **Watch GiveGab’s Matching Training video**

https://dag-storage.givegab.com/organizations/100001-s-puns
## Viewing & Sharing Your Profile

### Giving Day
September 5, 2018

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

<table>
<thead>
<tr>
<th>Task</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Your Organization's Info</td>
<td>✔️</td>
</tr>
<tr>
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</tr>
</tbody>
</table>

### Time to Launch
61 days

### Share Your Page

https://dog-staging.giveGab.com/organizations/logan-s-pups

- [Tweet](#)
- [Share on Facebook](#)

**View Your Page**
Logan's Pups
Helping senior dogs find loving homes in their final years

Choices: Animals, Seniors

Donate $0 Raised $10,000 Goal 0 Donors

$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 Covers medical expenses for a senior pup in need

Choose Your Own Amount

Alyssa adopted Logan in 2015 and although he was a bit grumpy at times, he grew on her. She gave him a new lease on life and he lived to the ripe old age of 16. Alyssa wanted to make sure other senior dogs are well taken care of.

Logan's Pups is also a sanctuary, saving the dogs that are often overlooked and providing them with a loving home.

Every year, we house, on average, 25 dogs at any time, and help place up to 30 younger dogs in their forever homes.

Your donation will help us continue offering these services for years to come.

Matches
Board of Trustees: #HVBigGive Match
On 3/22, our generous board of trustees will DOUBLE all donations made to our organization during #HVBigGive 2018.

$5,000 MATCH $5,000 remaining

Fundraising Champions
Bridget Catarvo $0.00
Alyssa Rameylo $0.00
Tips, Tools, and Resources

The Nonprofit Toolkit has everything you need to reach your NH Gives goals!

- Customizable Templates
- Communication Timelines
- NH Gives Graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Your Next Steps

Take a breath!

- If this is your first time participating in NH Gives, enjoy this process!
- Your role as a nonprofit administrator can seem overwhelming
- You don’t need to compete for incentives and prizes
- NH Gives may not be the right fit for all of your donors - that’s okay!
Your Next Steps

● Register for NH Gives by June 1st
● Follow NH Gives on Social Media!
  ○ Use #NHGives
● Watch your inbox for important emails
● Sign up for upcoming trainings
● Explore the Nonprofit Toolkit
GiveGab®

Questions?

NH GIVES

June 9 - 10