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

Kelsey
Project Director

Kalia
Customer Success Champion
Agenda

- Terminology/Definitions
- Support Areas
- Embeddable donate button
- Peer to Peer Fundraisers
- Reporting and Admin
- Next Steps and Questions
GiveGab Terminology
# GiveGab vs Rock to Rock Terms

<table>
<thead>
<tr>
<th></th>
<th>GiveGab</th>
<th>Rock to Rock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Area</td>
<td></td>
<td>Teams or Separate Fundraising Page</td>
</tr>
<tr>
<td>P2P Fundraisers</td>
<td></td>
<td>Individual Fundraisers/Riders</td>
</tr>
<tr>
<td>Campaign</td>
<td></td>
<td>Rock to Rock Fundraiser</td>
</tr>
</tbody>
</table>
Support Areas
About Support Areas

- Create a Rock to Rock team!
- Highlight the Rock to Rock campaign for your organization on its own page
- Create a custom story, donation levels, and more for each support area
- Has its own unique link & can be searched for on the giveGreater site
Setting Up Support Areas

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

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers
  Recruit peer-to-peer fundraisers to expand your network of donors.

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

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
Setting Up Support Areas

Support Areas
For giveGreater.org

New Support Area
Title

Cancel  Save
Setting Up Support Areas

Support Areas
For Giving Day

Logan's Pups / Giving Days / Giving Day / Support Areas

Add Support Area

$25 Raffle
View  Edit  Delete

Children's Camp Program Campaign
View  Edit  Delete

Merlin's test Support Area
View  Edit  Delete

Scholarship Fund
Pawnee Nature Conservancy

DONATE  FUNDRAISE
Grow a Garden Fund

at Pawnee Nature Conservancy
Expand Your Reach with Peer-to-Peer Fundraising
Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your organization's profile.

**P2P Fundraisers will...**

- Expand your network and foster make new connections
- Help you steward existing supporters
- Can help you raise almost **2.4x** than you would without!

What is Peer-to-Peer Fundraising?
How does it work?

- Fundraisers can invite themselves, or you can make it invitation-only. See *the last tab in your dashboard*!
- Allow anyone to sign up, or invite fundraisers exclusively
- Each fundraising page has its own unique link for sharing
- Their totals roll up into your totals!
- *Do your P2P’s need help?* Admins can establish default settings, even create and manage pages on their behalf!

Recommended Training video: *Peer-to-Peer Fundraising*
P2P Best Practices

- Who should you ask?
- Have returning P2P’s? Host a debrief and reflect on last year’s success
- Host a virtual onboarding session, and make it fun!
  - Set a benchmark goal for fundraisers, and provide next steps/clear action items for how they can achieve this
  - Encourage storytelling and engaging an audience with their personal connection.
  - Provide them with the P2P Resources available on organizations, and show them how to share their unique profile link!
### P2P Best Practices (continued)

#### Add Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Emails Sent</th>
<th>Facebook Intent</th>
<th>Twitter Intent</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rebekah Casad</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td><img src="#" alt="Edit Button" /></td>
</tr>
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</table>

- **Allow New Fundraisers to Sign Up**
  - **Set Fundraisers’ Story**
    - I support this organization’s mission and I want it to have a greater impact on the community.
  - **Set Fundraisers’ Goal**
    - $500.00

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

[![Save Button](#)](#)
Charlie's fundraising toolkit for Pawnee Gives

Complete the steps below to be sure that your fundraiser is successful.

**Tell Your Story**

Tell your story or why are you fundraising? Add an image and set your fundraising goal.

**Make a Donation**

Make the first donation to show your commitment.

**Reach Out**

Send emails to friends, family and ask for support.

**Share Socially**

Share on Facebook and Twitter.

**Give Thanks**

Email your donors and say “Thanks!”

---

**Progress**

0%

- **$0 Raised** of $500 Goal
- **23 Days Left**
- **0 Donors**
- **0 Emails Sent**

Share Your Fundraiser:

https://giving-days-demo.herokuapp.com

Need some inspiration?

Check out these great fundraising ideas over on the GiveGab blog.
Adding Fundraisers
Give Local Greater Waterbury and Litchfield Hills
April 21, 2020

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Give Local Greater Waterbury and Litchfield Hills.

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

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

Other Actions
- Engagement Opportunities
Setting Up Your Fundraisers

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Search Fundraisers

Add Fundraisers

Message All

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers’ Story

I support this organization’s mission and I want it to have a greater impact on the community.

Set Fundraisers’ Goal

$ 500  .00

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

Save
Setting Up Your Fundraisers

Add Fundraisers

Recruit peer-to-peer fundraisers to expand your fundraising efforts.

Search Fundraisers

Fundraisers

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

I support this organization's mission and I want it to have a greater impact on the community.

Set Fundraisers' Goal

$500

Save
Setting Up Your Fundraisers

Add Fundraisers

First Name  Last Name  Email
Katrina  Grein  katrina@giveGab.com

+ New Fundraiser

Set Fundraisers’ Story
I support this organization’s mission and I want it to have a greater impact on the community.

Set Fundraisers’ Goal
$ 500 00

Save
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Katrina Grein

Subject:

Message:

I support this organization’s mission and I want you to join me on the community.

Save

Back Send
Setting Up Your Fundraisers

Write a Message to Your Recruits

To: Katrina Grein
Subject: Let's make a difference together!
Message: Please join me in fundraising on our behalf for Day of Giving!
Sign Me Up!
The Community Foundation for Greater New Haven

Opportunity for All

Causes: Community Advocacy
Thanks for signing up to be a fundraiser! You can manage your profile on GiveGab. We've sent you an email with more details.

Be sure to share the link below with potential supporters.

https://givegreater.cfnh.org/p2p/175746/kelsey-rossbach-20

Tell Your Story
Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal.

Make a Donation
Make the first donation to show your commitment.

Reach Out
Send emails to friends and family and ask for support.

Share Socially
Share to Facebook and Twitter.

Give Thanks
Email your donors and say “thanks!”

Progress
1% $5 Raised of $500 Goal 719 Days Left
1 Donor 0 Emails Sent

Share Your Fundraiser!
https://givegreater.cfnh.org/p2p/175746

Need some inspiration?
Check out these great fundraising ideas over on the GiveGab blog.
Embeddable Donate Button
Embeddable Donate Button

- Same seamless donation process as on the giveGreater.org website
- Ties in your profile’s branding and giveGreater.org branding
- All donations count towards your totals
- Easy to set up

Contact GiveGab support for help center articles, tips, and resources to get set up!
Setting Up Your Donate Button

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

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button
Setting Up Your Donate Button

1. Customize the button text
2. Select your button color
3. Preview the form by clicking the button in GiveGab
4. Copy & Paste the code provided into your organization’s website

**Note:** Test gifts made when previewing the form are real transactions.
When a donor-clicks on the 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 as giveGreater.org site
- Pulls in your custom suggested donation levels, cover photo, and the giveGreater.org logo
- Has the blue chat bubble!
Reporting & Admins
Adding Administrators

- Located on the left panel
- When you add an administrator, an email gets sent to the individual from notifications@givegab.com.
- The email contains login information.
## Tiered Admin Access

### Supporter Engagement

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Email</th>
<th>Donations</th>
<th>Fundraising</th>
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</thead>
<tbody>
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<td>$0.00</td>
<td>$0.00</td>
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<tr>
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<td>Bridget</td>
<td><a href="mailto:bridget.cafaro@givegab.com">bridget.cafaro@givegab.com</a></td>
<td>$700.00</td>
<td>$100.00</td>
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<tr>
<td>Cundy</td>
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<td><a href="mailto:kyle.cundy@givegab.com">kyle.cundy@givegab.com</a></td>
<td>$100.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Doe</td>
<td>Jane</td>
<td><a href="mailto:kathleen.thomas+1@givegab.com">kathleen.thomas+1@givegab.com</a></td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Frodenburg</td>
<td>Nickie</td>
<td><a href="mailto:nickie.frodenburg@givegab.com">nickie.frodenburg@givegab.com</a></td>
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</tr>
<tr>
<td>Godert</td>
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<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

These admins are only able to manage your organization’s Giving Day campaigns. They are restricted from making changes to your organization’s GiveGab profile and accessing donation reports.

[Full Admin Access] [Edit Giving Day Profiles Only]
How will you get your donor data?
How will you get your donor data?

<table>
<thead>
<tr>
<th>Donations</th>
</tr>
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<tbody>
<tr>
<td><strong>Total Paid Out: $240,804.74</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Search by name or email</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>All Giving Days</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Any Donation Type</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Actions</strong></td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Viewing Dashboard for **Logan’s Pages**
<table>
<thead>
<tr>
<th>ID</th>
<th>Date</th>
<th>Amount</th>
<th>Payment Method</th>
<th>Donor Status</th>
<th>Refund</th>
<th>Date</th>
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<tbody>
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<td>$22.22</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14266</td>
<td>5/23/2019 2:21pm</td>
<td>$22.22</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14265</td>
<td>5/23/2019 2:21pm</td>
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<tr>
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<td>5/22/2019 9:28am</td>
<td>$500.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Next Steps
Reminders

● Sign Up for giveGreater.org
  ○ Any questions about your status contact Stephanie Chung at schung@cfgnh.org

● Update Your Profile

● Start recruiting, training, and signing up your fundraisers

● Visit the P2P Resources
P2P Resources

- **P2P Toolkit** - For Nonprofits
- **P2P Fundraisers Guide** - For P2P Fundraisers
- **Email Templates** - Both Nonprofits and P2P Fundraisers
- **Support Articles** - [Visit the Help Center](#)
  - Broaden Your Organization's Reach with Peer-to-Peer Fundraising
  - What is Peer-to-Peer Fundraising?
  - Best Practices for Peer-to-Peer Fundraising
Campaign 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!
Questions?