

Tools to Make the Most of Rock to Rock



Zoom Etiquette

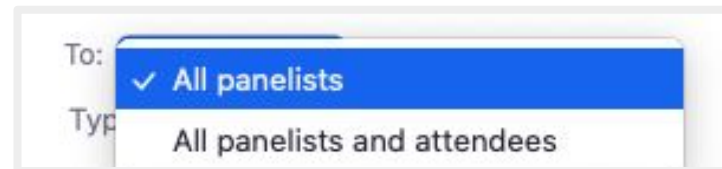
This is being recorded. The recording will be available on the [Rock to Rock](#) page by **end of day January 26, 2024.**

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

Introduce yourself! Name, location, organization.



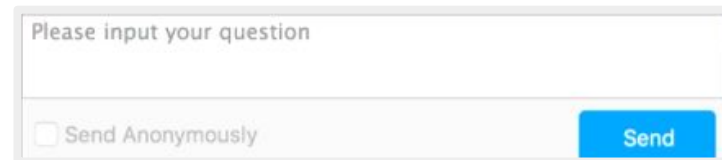
Chat Box



The screenshot shows the 'To:' dropdown menu in the Zoom chat interface. The dropdown is open, showing two options: 'All panelists' (which is selected and highlighted in blue) and 'All panelists and attendees' (which is in a light gray box below it). The 'Typ' label is partially visible on the left side of the dropdown.



Q&A



The screenshot shows the Zoom Q&A input form. It features a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

Agenda



- Terminology/Definitions
- Admin Management
- Leveraging Support Areas
- Peer-to-Peer Fundraisers
- Embeddable donate button
- Accessing Donation Reports
- Resources available to your organization

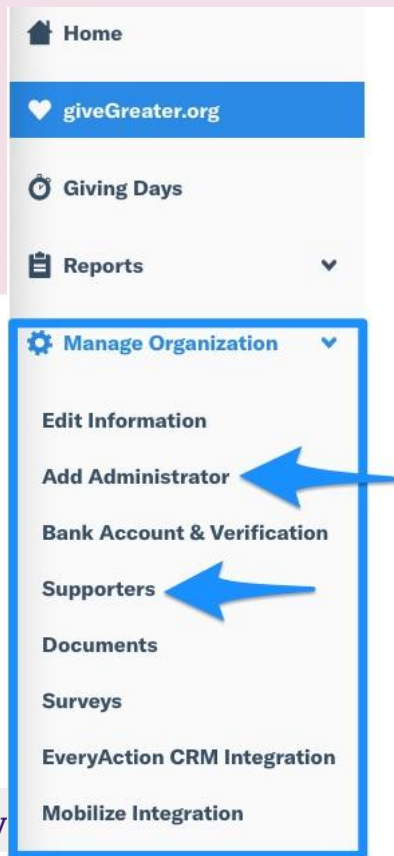
Let's get on the same page!



GiveGab vs Rock to Rock Terminology

GiveGab	Rock to Rock
Support Area	Teams or Separate Fundraising Page
P2P Fundraisers	Individual Fundraisers/Riders
Campaign	Rock to Rock Fundraiser


Add New Admins



A form for adding a new administrator. It contains the following fields and options:

- First Name**: Text input field.
- Last Name**: Text input field.
- Email**: Text input field.
- ☐ [Redacted]
- ☒ Make this person an administrator for [Redacted]
- ☐ Make this person a Giving Day profile editor for [Redacted]
- Buttons**: Cancel and Add Member.

Check Your Current Admins

Last Name ▾	First Name ▾	Email ▾	Donations ▾	Fundraising ▾	Full Admin Access ▾	Edit Giving Day Profiles Only ▾ ⓘ	
roberts	bob	2bobs@fakename.com	\$0.00	\$0.00			
Smith	Bob	charlie1@givegab.com	\$500.00	\$904.00			
Smith	Bob	bobby@smith.com	\$0.00	\$0.00			
Doe	Bob	test@test.com	\$50.00	\$0.00			

All of the supporters that appear when you click these buttons will be labeled as such:

- Blue Key = Administrator Access
- Blue Clipboard = Profile Editor
- Gray Key = Non-administrator
- Gray Clipboard = Non-Profile Editor



Support Areas

What is a Support Area?



- 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 A Support Area

Donation Tools



Add Offline Donation



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Toolkit



Help Center

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile



Mobilize Integration

Share Your Page



Setting Up A Support Area

Support Areas

For giveGreater.org

Add Support Area



New Support Area

Title

2023 Org Name Rock to Rock Campaign

Cancel Save

Setting Up A Support Area

Edit Support Area

Profile | Donation Levels | Fundraisers | Matching


a Title
Scholarship Fund


b Video Link (Youtube or Vimeo)
Youtube or Vimeo link
Vimeo links must be in the following format: <https://vimeo.com/123456>.

c Support Area Page Link
/campaigns/ scholarship-fund-







d Position

Enter a number to customize the order in which your Support Areas appear. Support Areas will be ordered in ascending order.

e Cover Photo

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



f Story Image

Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 1200x800.


g Story

Proxima Nova | Formatting | A | B | I | U |  |  |  |  |  |  | Save

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.


Thank You Message

h  




\$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

[Our Story](#)

[Matches](#)

[Fundraising Campaigns](#)

[Top Fundraisers](#)

[Recent Donors](#)

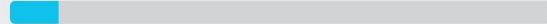
Our Story



Matches

Bank of America: Giving Tuesday Super Match!

All gifts made on Giving Tuesday will be matched up to \$10,000 thanks to our sponsor at Bank of America!



\$10,000 Match

\$9,055 Remaining

SEE MORE MATCHES

Fundraising Campaigns

Dog Food Bank



DONATE

Fundraising Champions

1	<u>Bridget Cafaro</u>	\$100.00
2	<u>Molly Heslin</u>	\$70.00
3	<u>Aimee McManus</u>	\$0.00
4	<u>Alyssa Ravenelle</u>	\$0.00

Recent Donors

Aimee McManus	\$100
Aimee McManus	\$100
Colley Coates	\$150
Molly Heslin	
Kyle Cundy	\$50

SEE MORE DONATIONS



Peer-to-Peer Fundraisers

What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your profile. Their totals roll up into your totals!

Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization

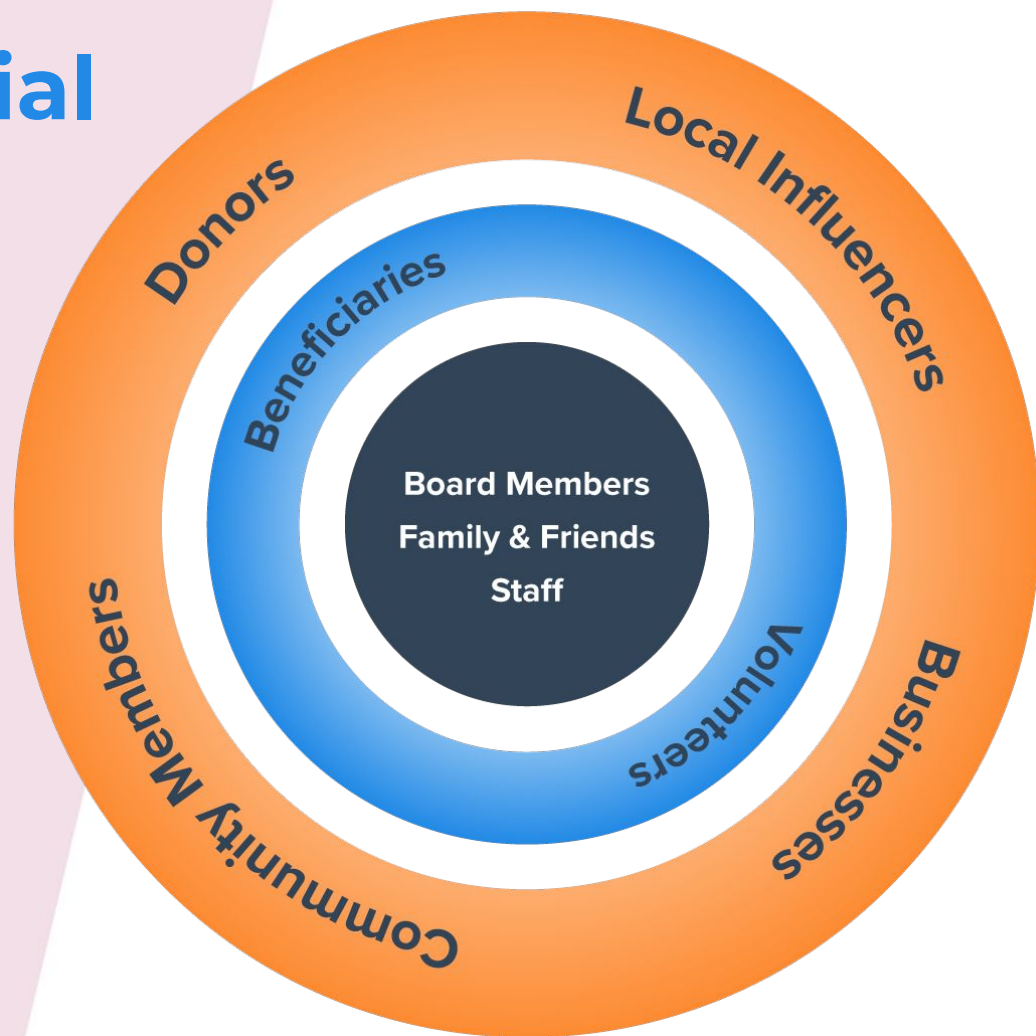


4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



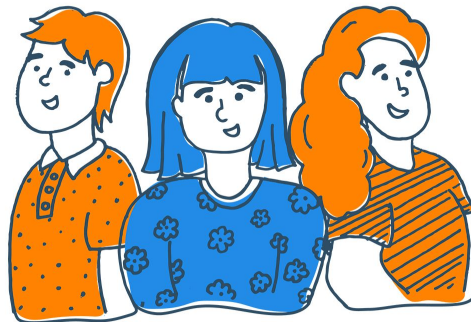
Identify Potential Fundraisers



Capture Fundraiser Stories

Motivate fundraisers to share their personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise

Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



Set Your Fundraisers Up For Success



Start Early

- Educate your fundraisers
- Understand their capacity for this ask



Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



Make It Easy

- Provide the content they need
- Take time to check-in





Inviting Your Fundraisers


Demo

Navigate to your Fundraisers Tab in your giveGreater.org or Support Area Dashboard.

Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested





 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

Demo


Select "Add Fundraisers"


 Add Fundraisers 


 Download CSV  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

Demo

Invite one or multiple fundraisers at once. You will need first name, last name, and email address.

Add Fundraisers

Fundraiser Display Name (optional)

First Name

Last Name

Email
 ✕

Fundraiser Display Name (optional)

First Name

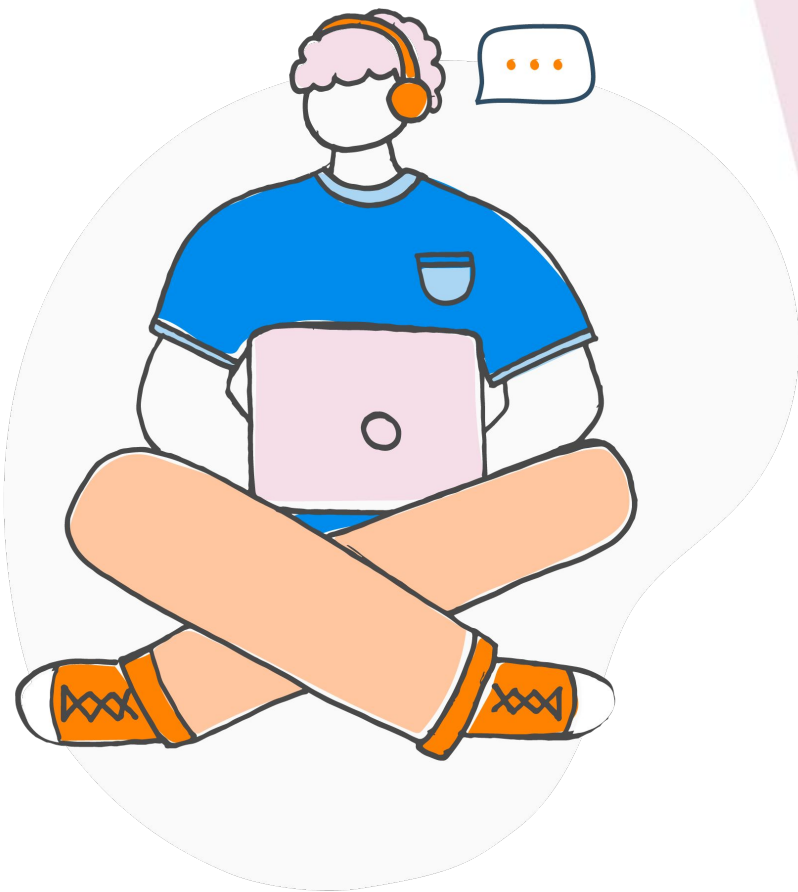
Last Name

Email
 ✕

+ New Fundraiser

Cancel

Next: Compose Your Message



Takeaways & Resources

Timeline for P2P Recruitment



Peer-to-Peer 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](#)





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



Embed A Donate Button

Donation Tools



Add Offline Donation



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Toolkit



Help Center

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile



Mobilize Integration

Share Your Page



Embed A Donate Button

Configure Your Donation Button

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

giveGreater.org

Step Two: Choose the text

Donate Now

Step Three: Choose the color

#269E32



Embed A Donate Button

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.

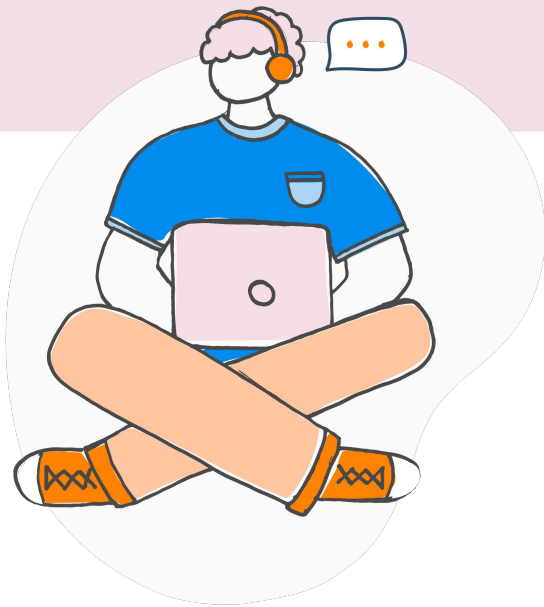
Donate Now

Step Four: Copy and paste this code into your website



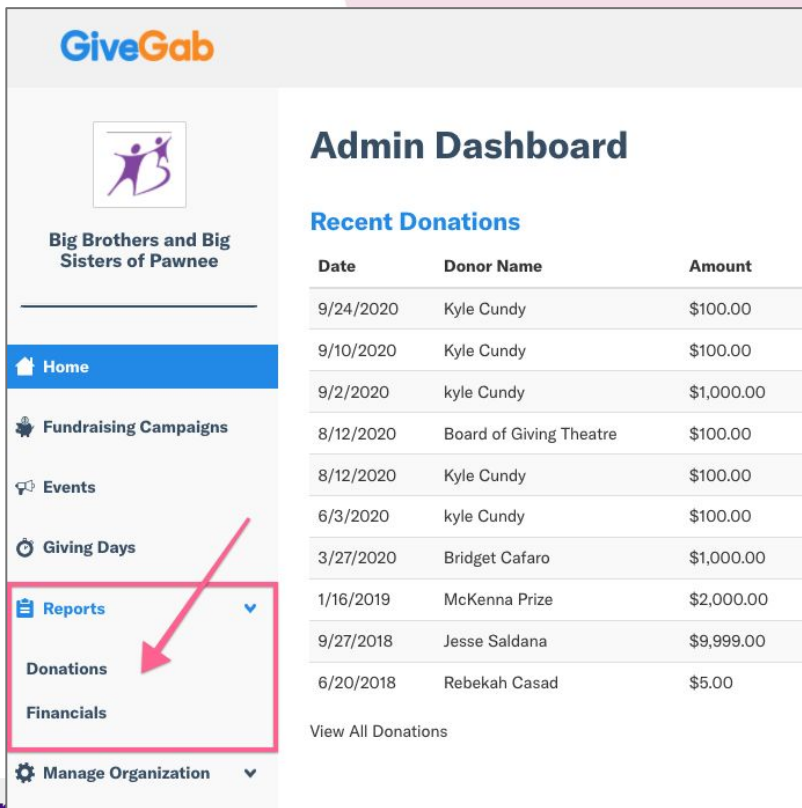
Copy to Clipboard

How will you get your donations?




- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Bonterra”
- Reference your **new** Financials report to reconcile deposits!

Finding Your Donor Data



GiveGab


Big Brothers and Big Sisters of Pawnee

Admin Dashboard

Recent Donations


Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)


Navigation Menu:


- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports** (highlighted with a red box and arrow)
- Donations
- Financials
- Manage Organization


Filtering Your Data




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾

Donations

 Manage Organization ▾


Donations


 Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


All Giving Days & Community Giv ▾


All Campaigns ▾




Any Donation Type ▾

 Start
















 End



Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00
<div>  Page 2 of 2</div> <div> Export CSV Edit Bank Account Info</div>				

Viewing Dashboard for **Pawnee Public Library** 

Your Next Steps



Take a breath!

- If your not already on giveGreater.org - Sign up!
 - Already have a profile, create a Support Area page for The Rock to Rock 2024
- Any questions about your status contact Stephanie Chung at schung@cfgnh.org
- Start recruiting, training, and signing up your fundraisers
- Visit the P2P Resources

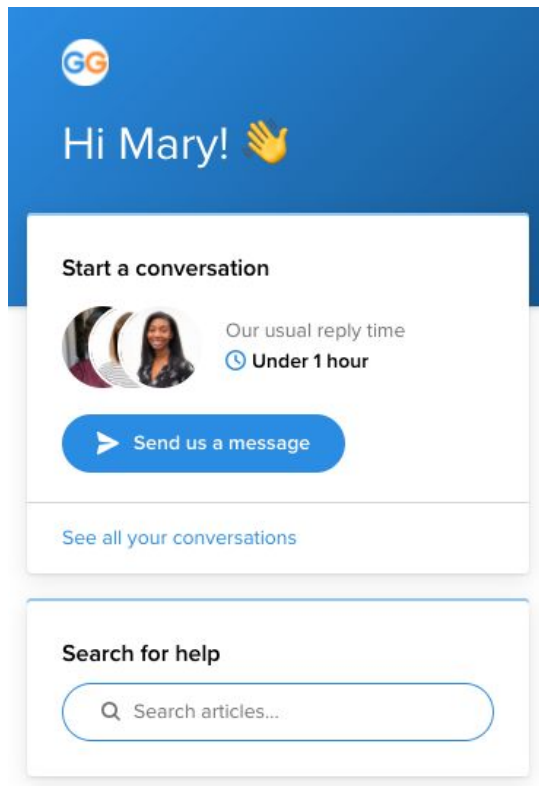
Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

GiveGab is becoming  **Bonterra**.



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Questions?

