Getting Ready for Southern New Mexico Giving Day

April 21, 2023

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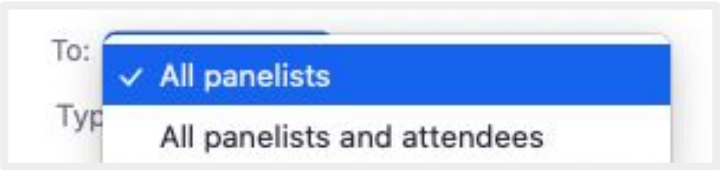
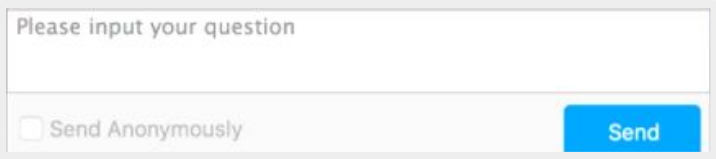
Submit Your Questions

Chat Box



Q&A



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

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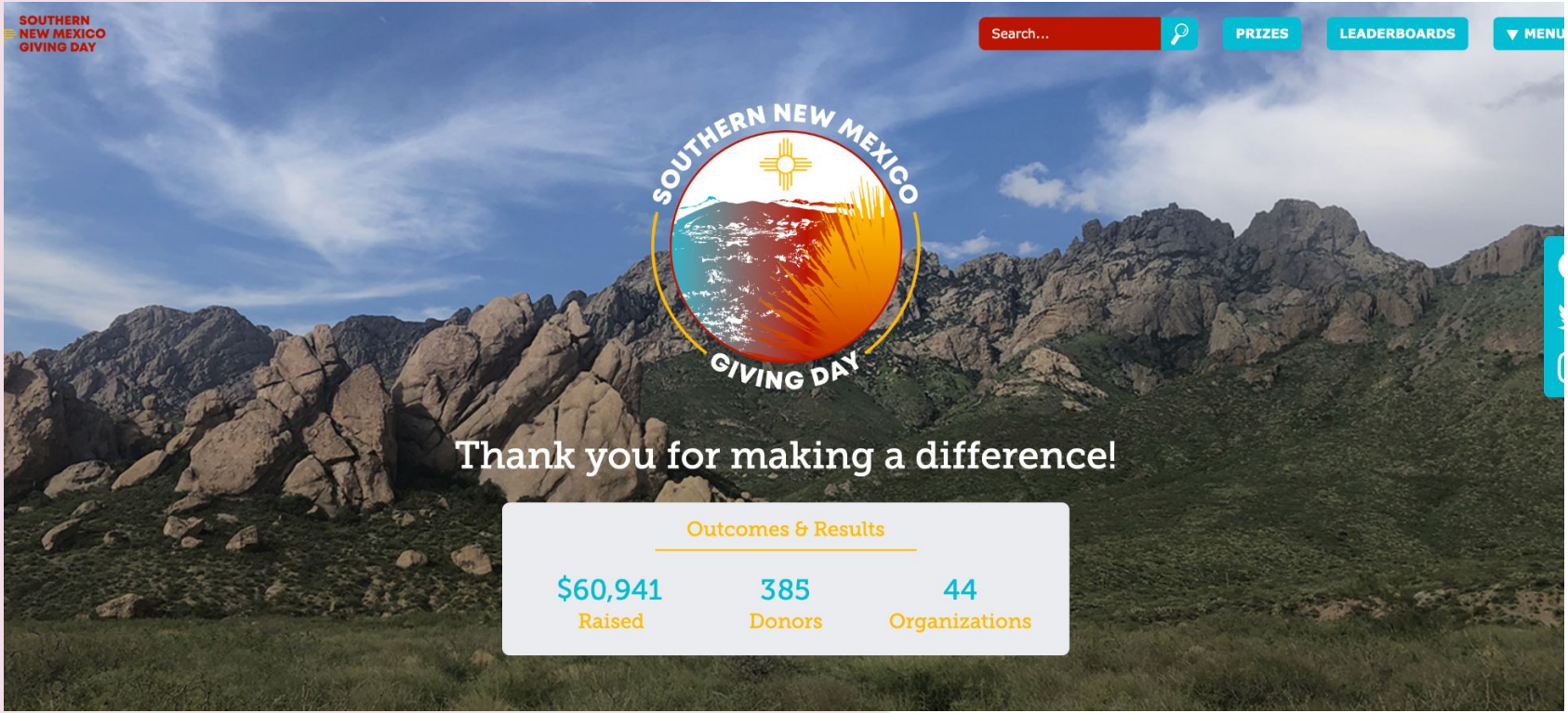
Agenda

- Southern New Mexico Giving Day Overview
- Who is GiveGab?
- What's New
- Creating Your Profile
- Post Giving Day
- Next Steps & Questions

2022 Results



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Giving Day Updates and Reminders

- www.southernnewmexicogivingday.org
- April 21, 2023 12AM -12AM
- Prizes
- Social Media Feed
- Registration Fee Reminder

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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 + Southern New Mexico Giving Day 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

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Who is GiveGab?

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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 Southern New Mexico Giving Day
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

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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!

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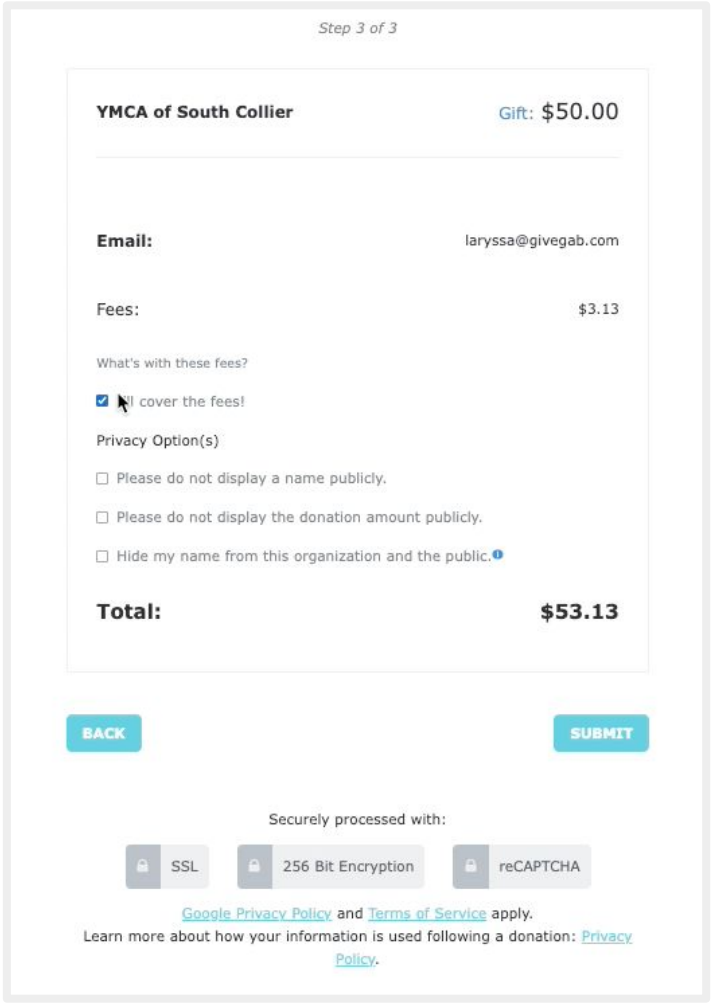
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, donors cover 92.9%% of fees during Southern New Mexico Giving Day
- That means it cost only $4 per $100 raised online!



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Transparent Donations

Credit Card:

3.5% Platform Fee
+
$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
6% + $0.30

ACH:

3.5% Platform Fee
+
$3.00 flat bank fee
=
3.5% + $3.00

**$100 minimum*

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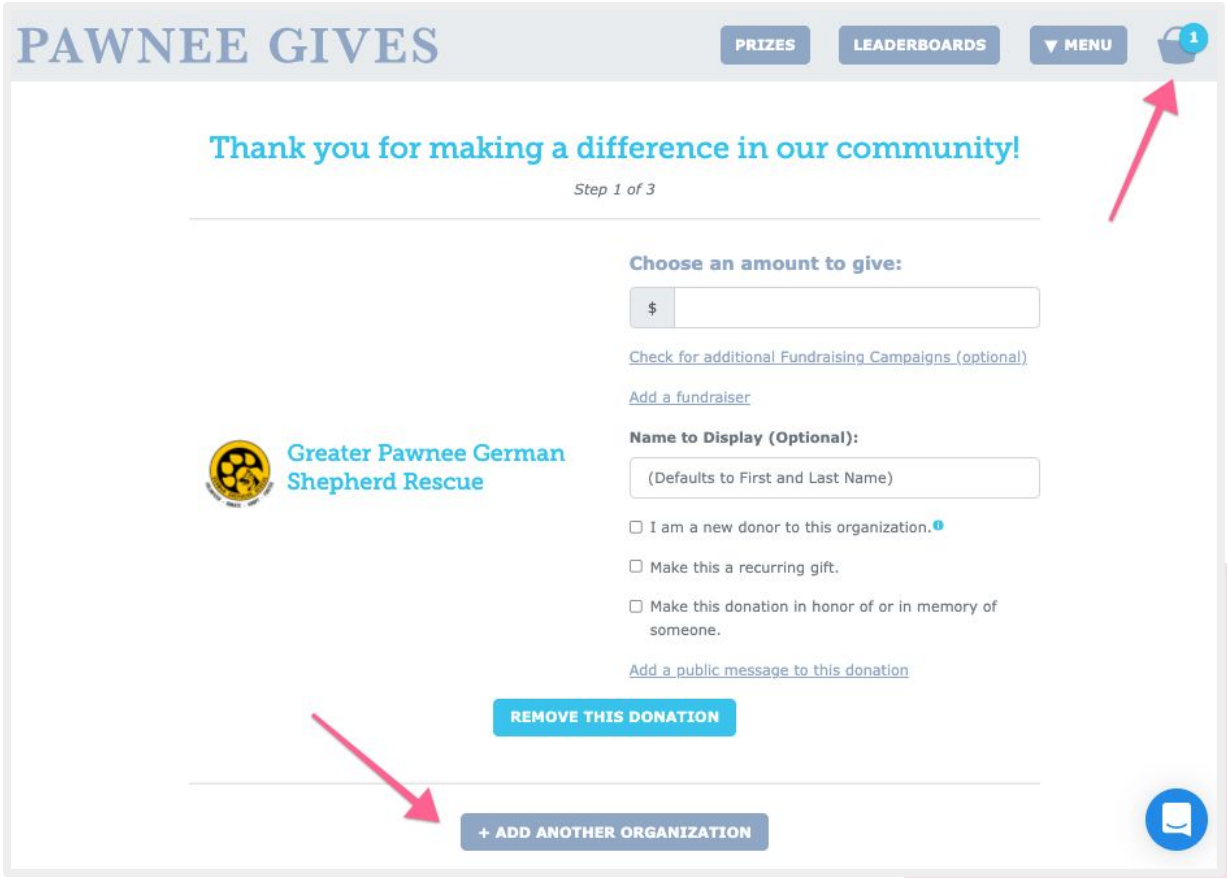

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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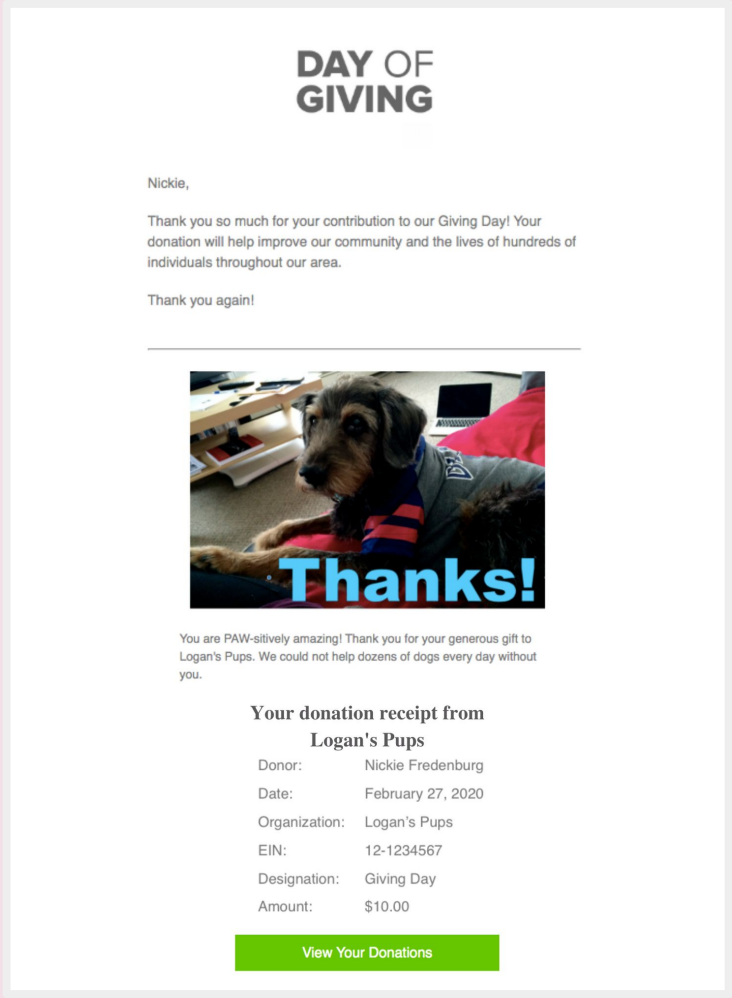
Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt



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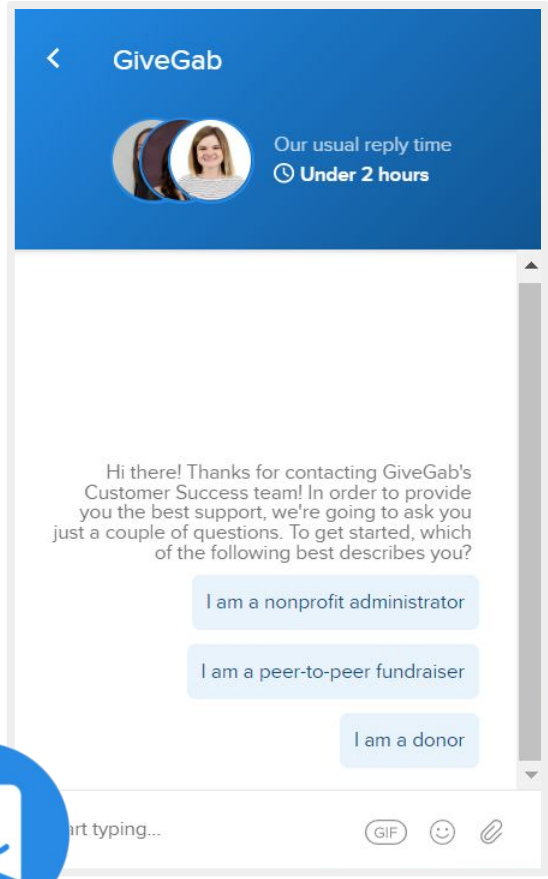
How We Support You

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



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What's New for 2023?

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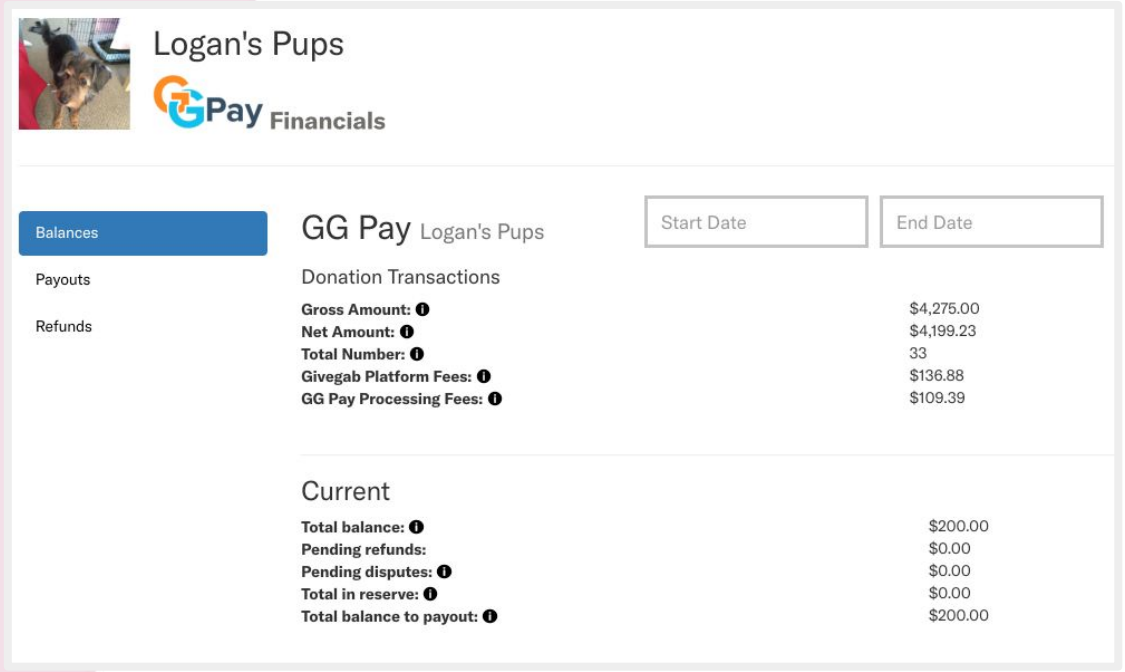
Better Reconciliation

- In addition to your existing reports, you can better manage deposits to your account
- Understand your balance and donations from an accounting perspective
- Match each online gift to a deposit



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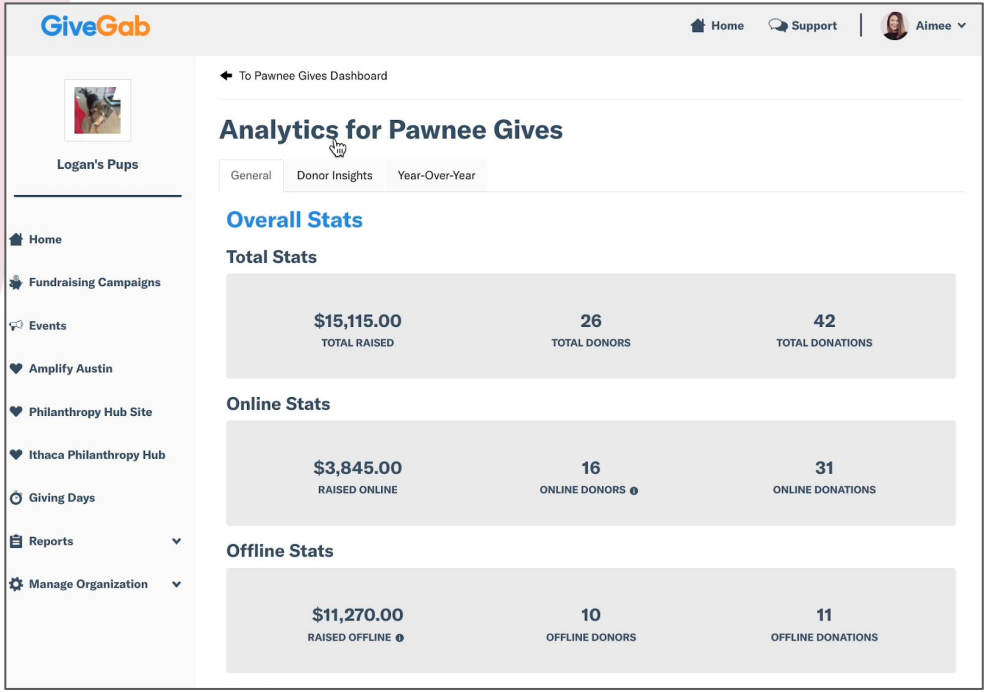
Giving Day Analytics

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



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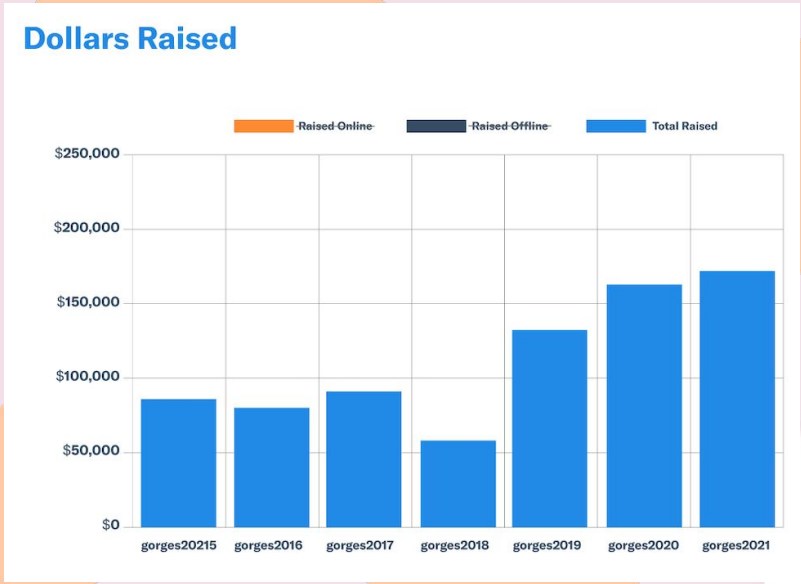
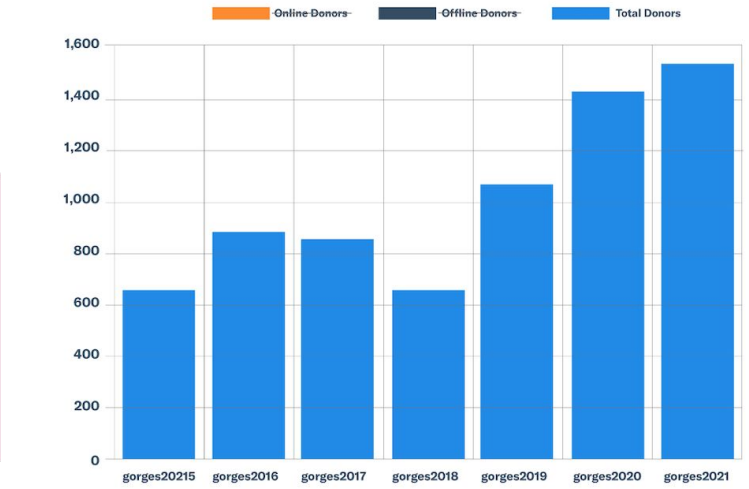
Year-over-Year Metrics

Dollars Raised



Donor Counts



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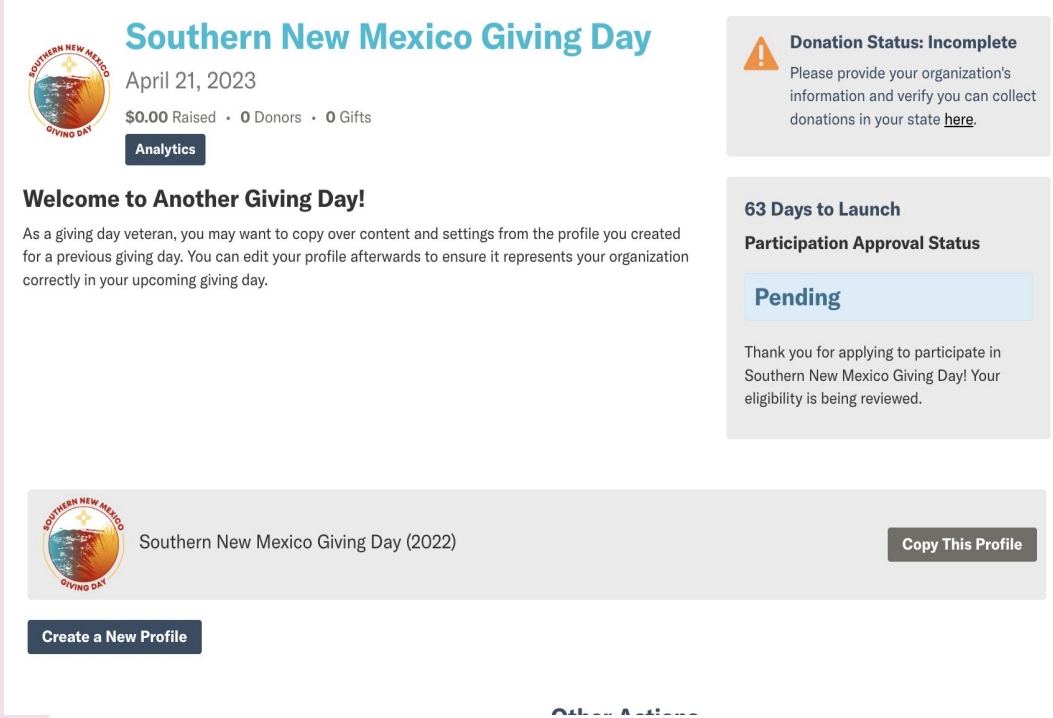
Returning? Copy Your Profile

- **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!



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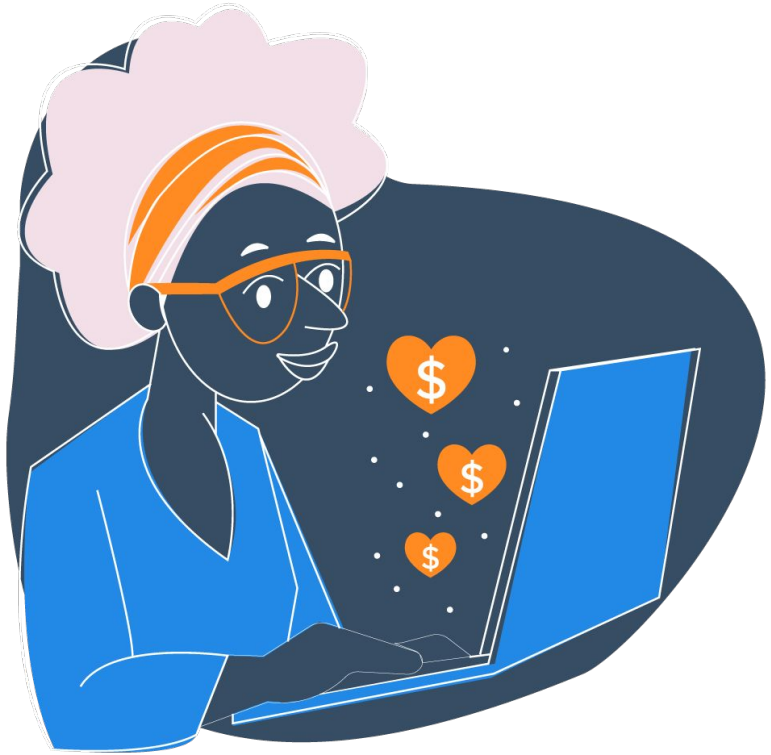
Completing Your Profile



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Your Giving Day Dashboard

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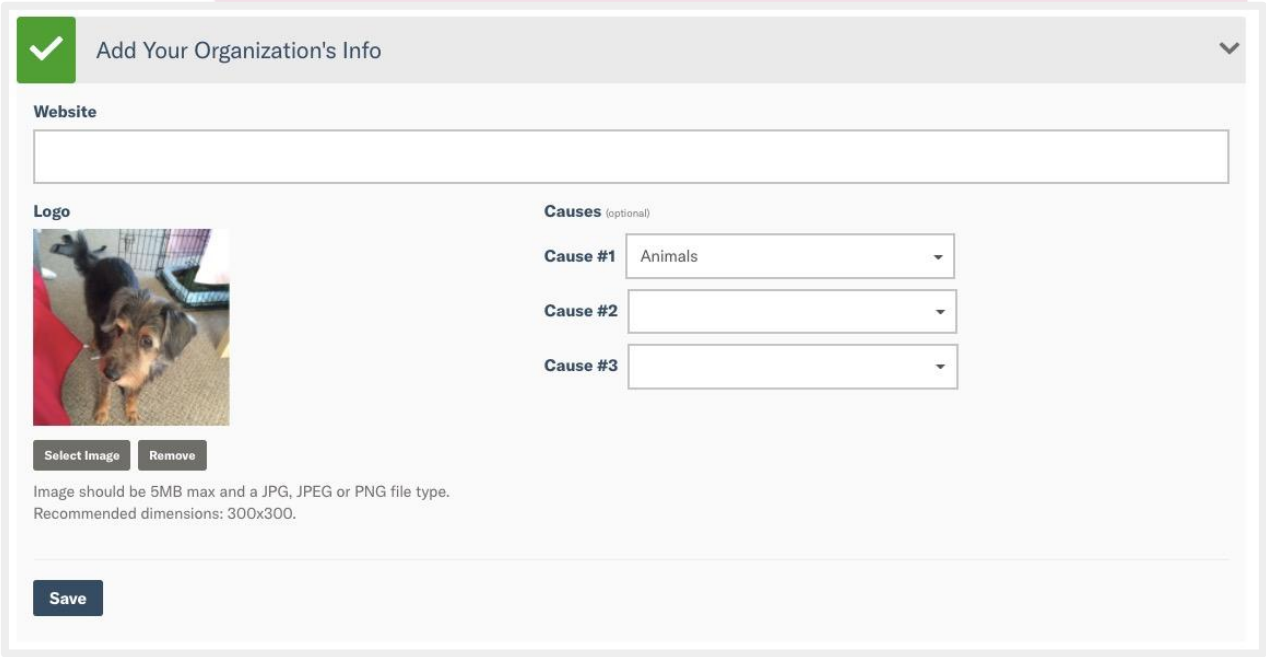
Basic Info

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



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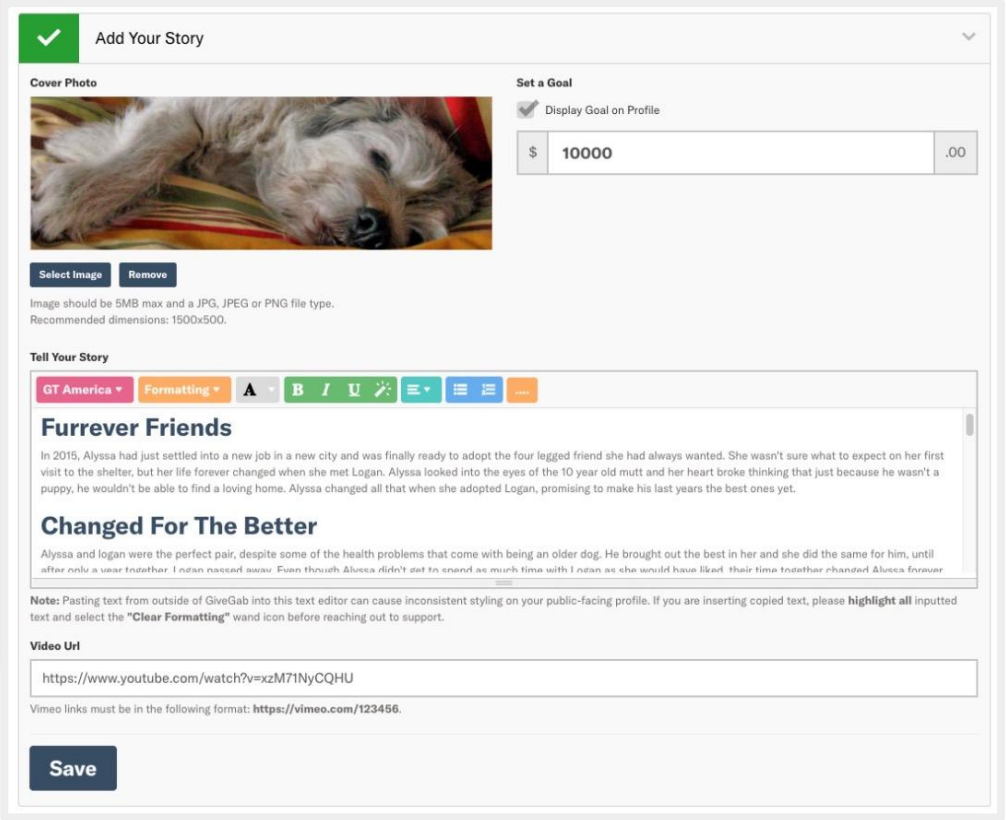
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals



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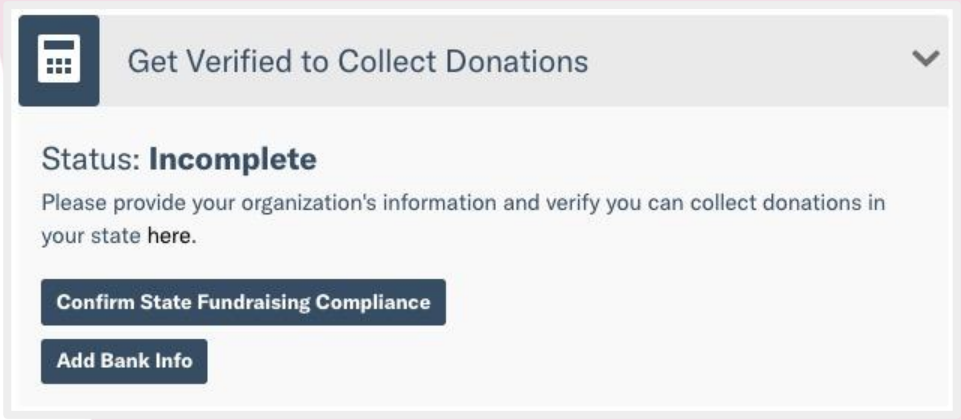
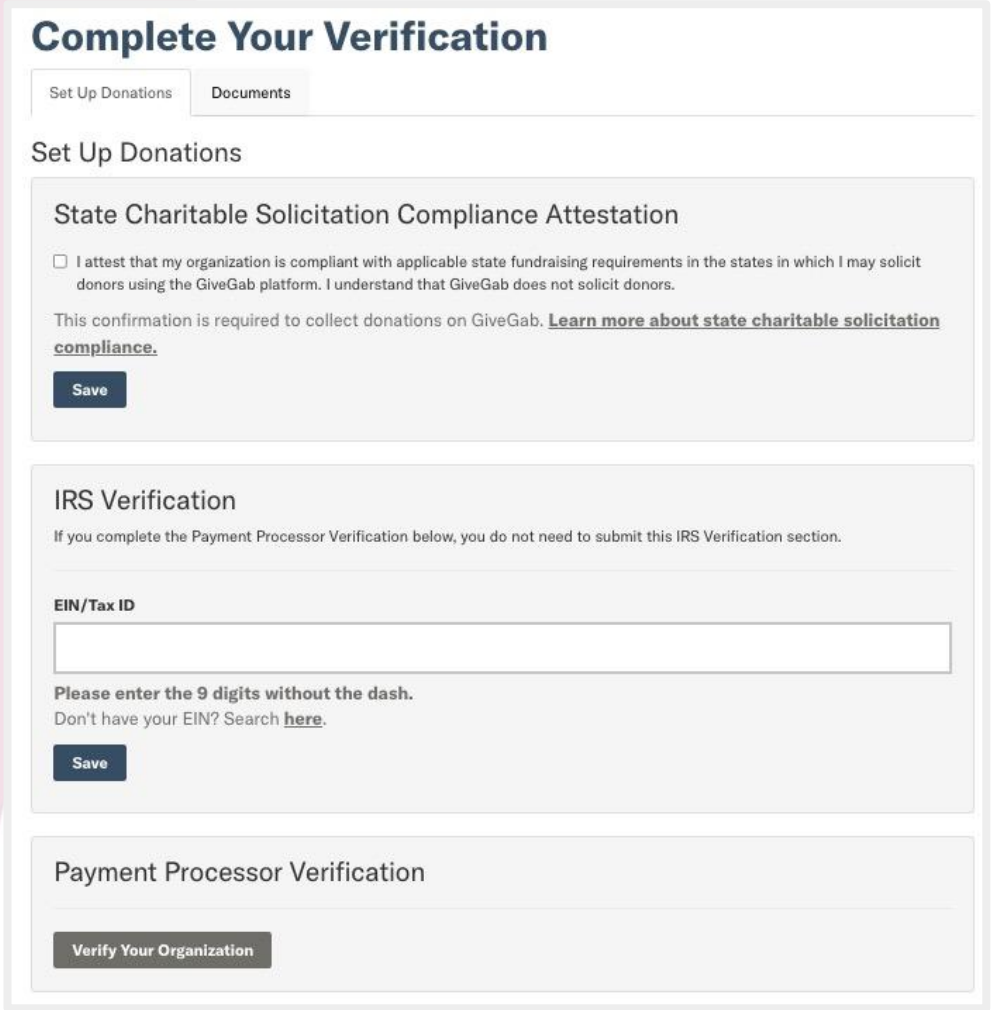
Get Verified on GiveGab

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don’t wait to complete this information. It can take at least several days, and in some instances more



Get Verified on GiveGab



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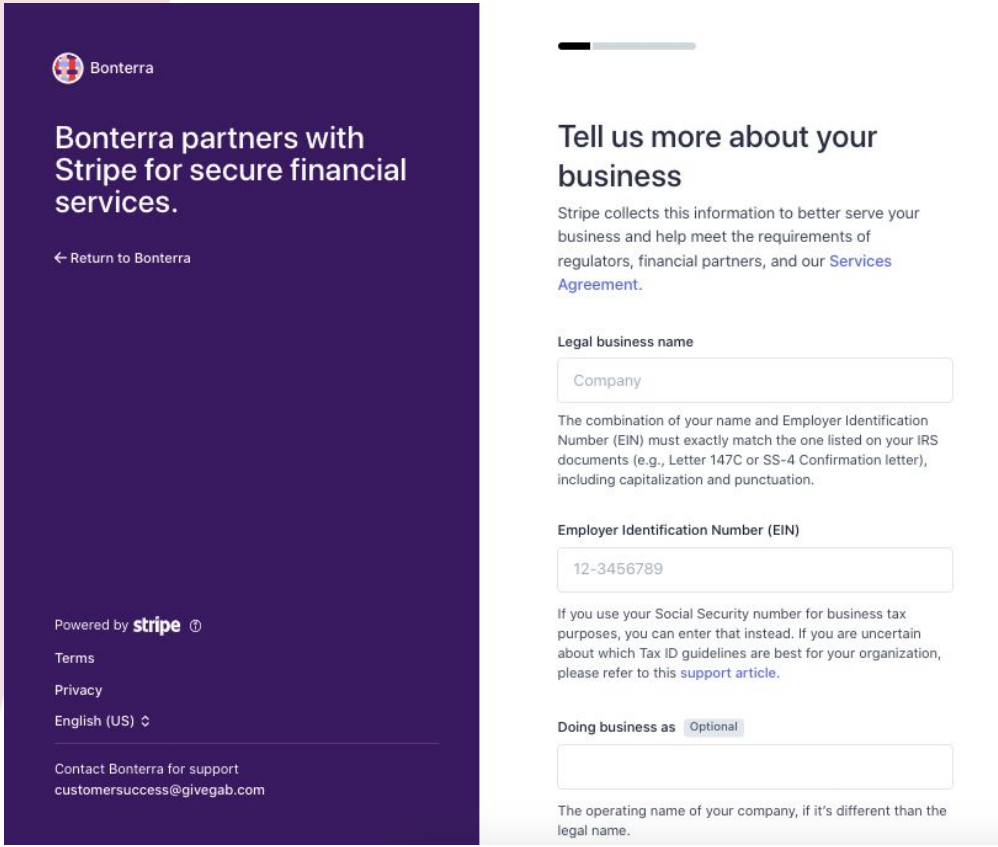
Get Verified on GiveGab



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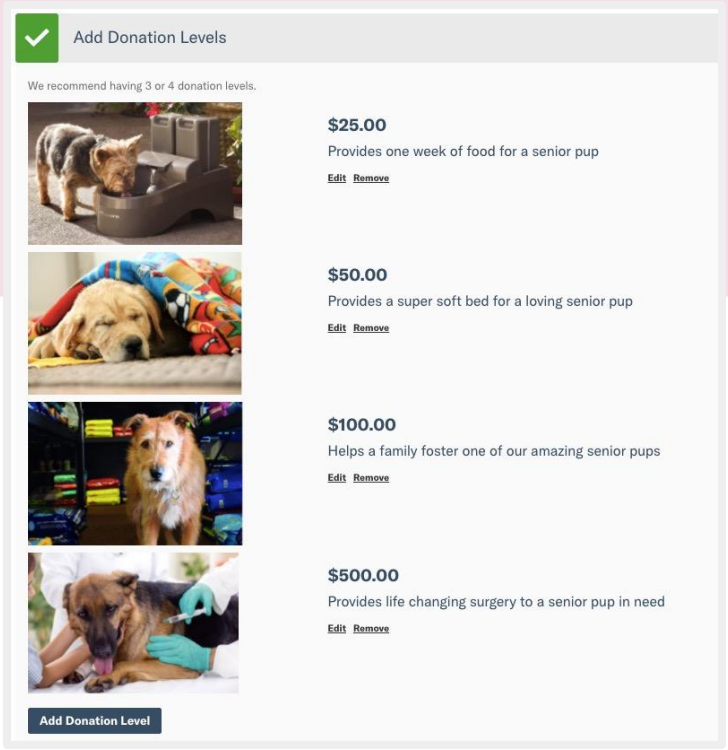
Suggest Donation Levels



- 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

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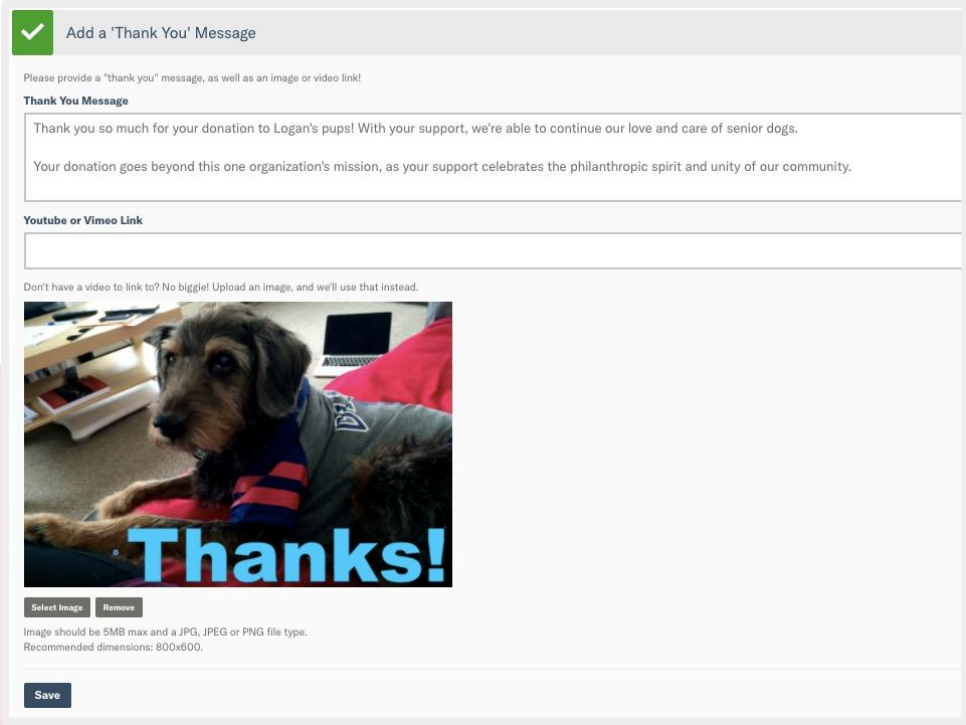
Personalized Gratitude

- 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



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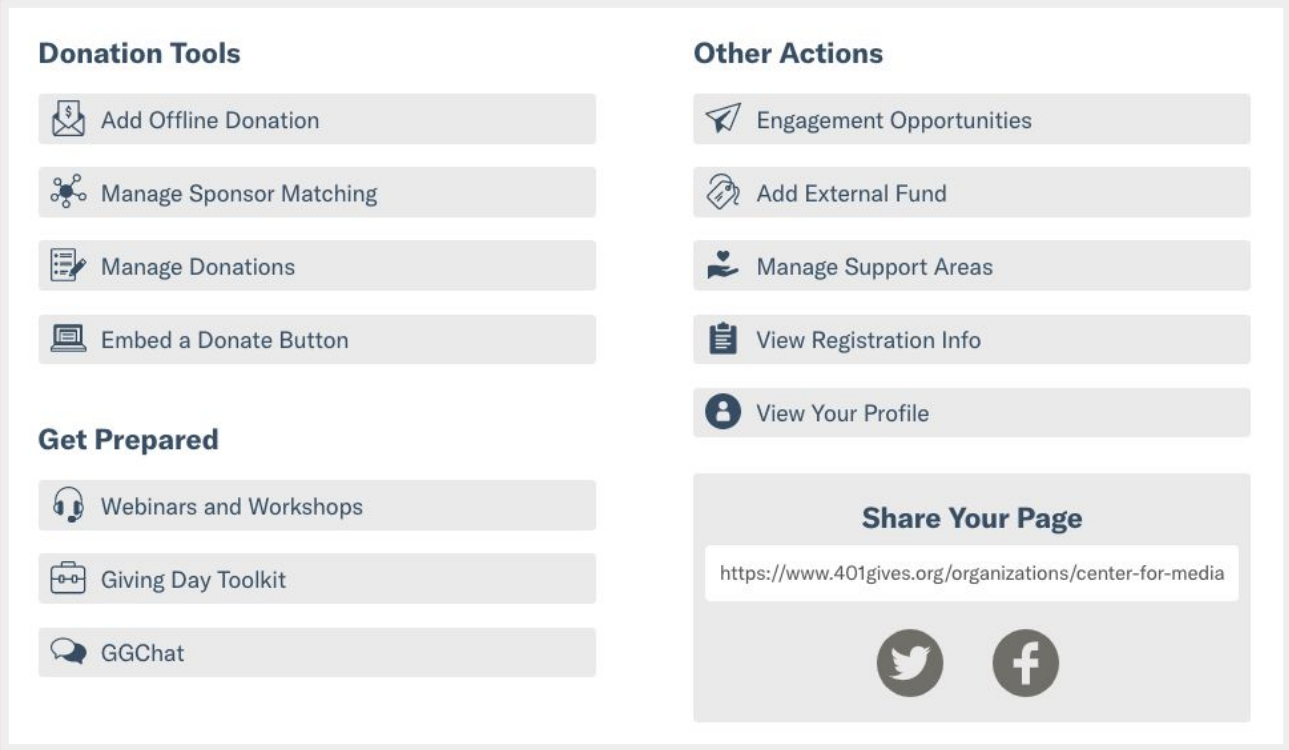
Key Dashboard Tools



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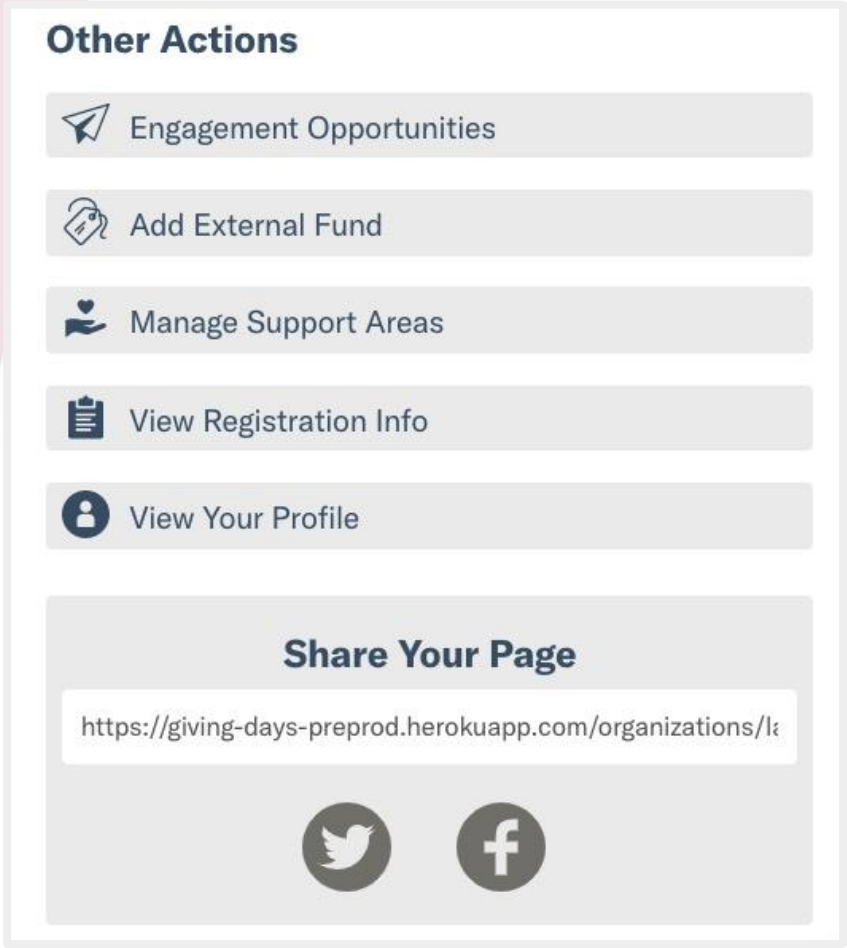
Share Your Profile

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



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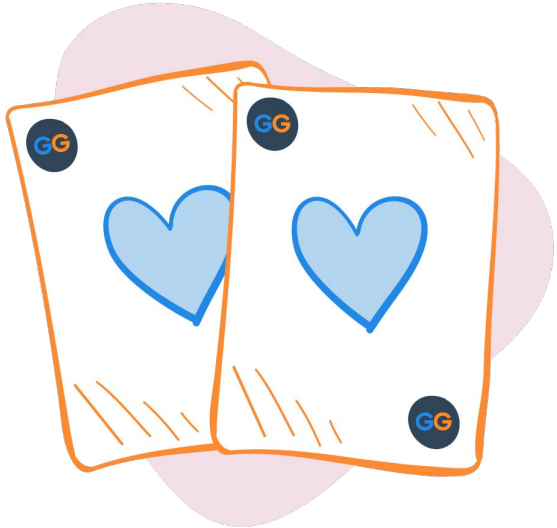
Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab's matching tool to add that money into your totals, according to the criteria you set.

- 1:1 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- **Pro Tip:** Watch the [Matching Training Video]



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Do you have a communications plan?

- Plan your online communications ahead of the day
  - How many posts and when?
  - What will your content look like? Examples below:
    - Announcement/Save the Date
    - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Southern New Mexico Giving Day Nonprofit Toolkit

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How will you communicate?

- Utilize multiple online channels
  - Social Media
  - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

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Post Giving Day Success

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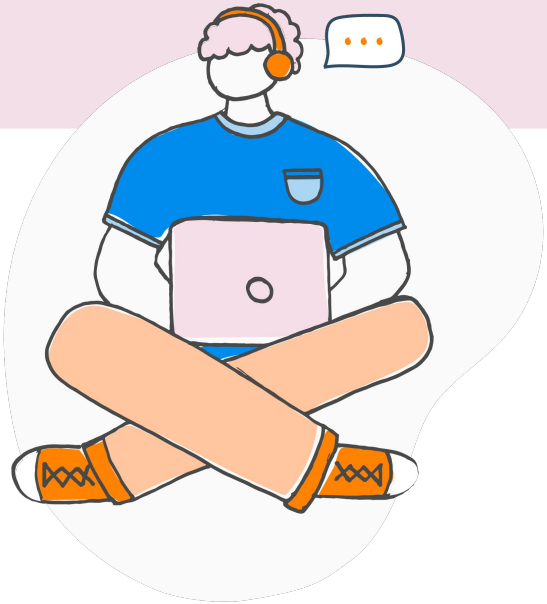
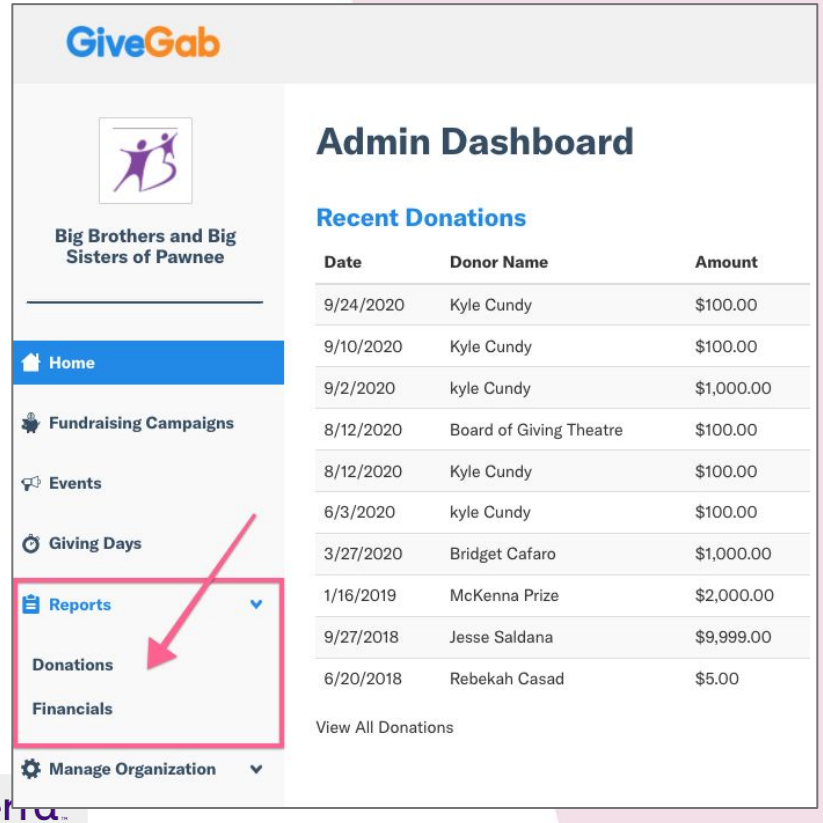
How will you get your donations?



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

Finding Your Donor Data



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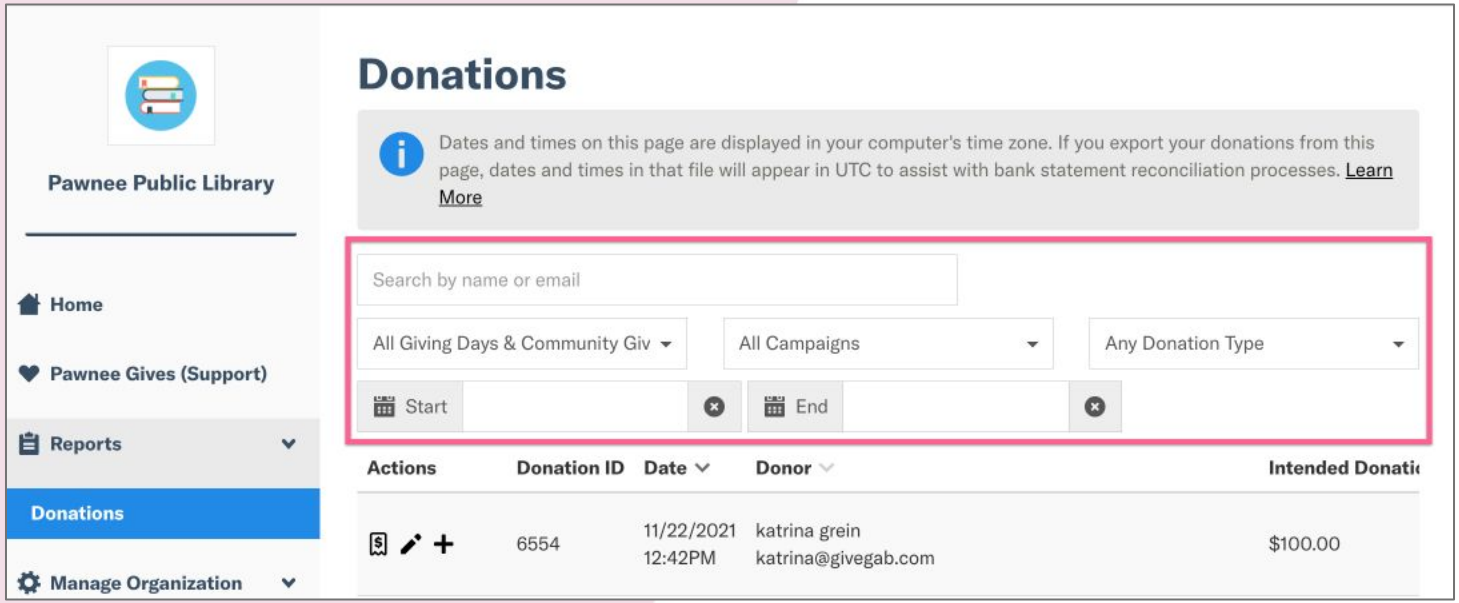
Filtering Your Data



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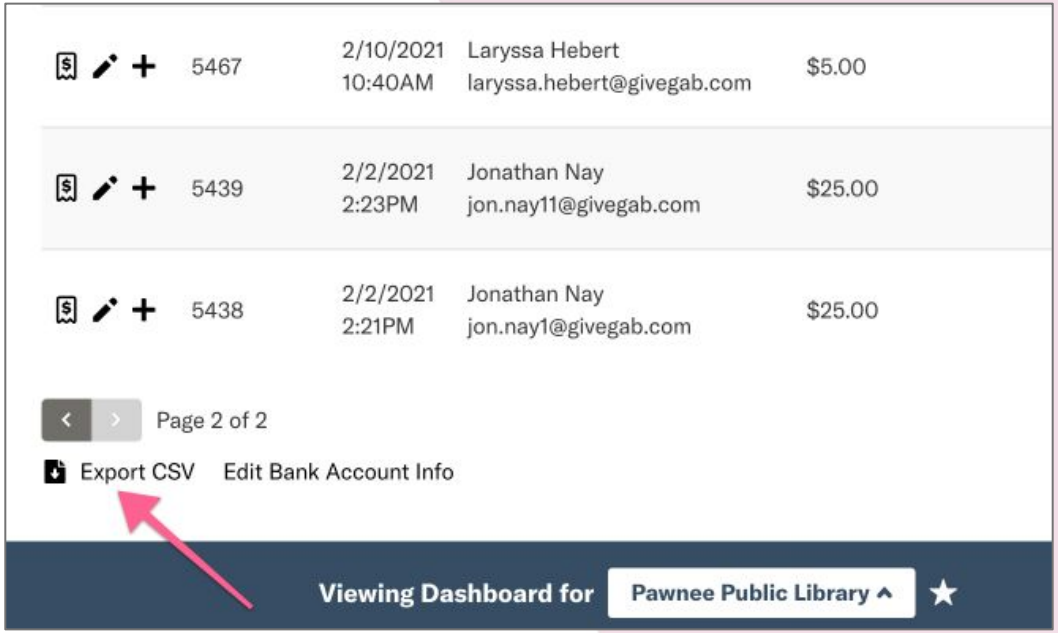
Exporting Your Donor Data



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How will you thank your donors?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Thank You email to your organization's email list
- Follow up with individual donors
  - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
  - What did these donors do for your organization as a result?
  - This outreach can happen a few weeks after

‘Thank You’ Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- [DoG NAME] Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Southern New Mexico Giving Day needs.

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

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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
- Southern New Mexico Giving Day may not be the right fit for all of your donors - that's okay!

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Final Checklist

- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow the Southern New Mexico teams on Social Media and use #SNMGivingDay
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

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Questions?

April 21, 2023

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