

# Getting Ready for GiveNDay

*March 14, 2023*

**GiveGab**



# Submit Your Questions



**Chat Box**

If you have questions or comments throughout our training, please write in using the chat feature.

# Agenda

- Who is GiveGab?
- GiveNDay Overview
- Registering
- Creating Your Profile
- Engaging your Supporters
- Next Steps & Questions

# Who is GiveGab?

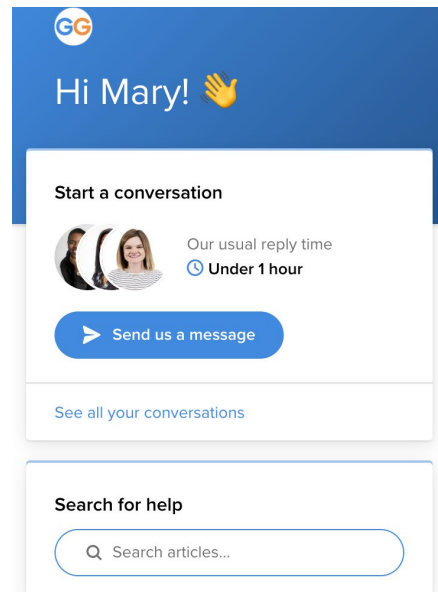
# Who is GiveGab?

**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 GiveNDay
- Create the ultimate donor experience
- Provide a dedicated support team

# 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)
  - Question for the University team?
    - [jeremy.becker@nicholls.edu](mailto:jeremy.becker@nicholls.edu)
    - [hillary.charpentier@nicholls.edu](mailto:hillary.charpentier@nicholls.edu)
- Chat with GiveGab's Customer Success Team



# GiveNDay Overview

GiveGab



# Overview

**givenday.org** | March 14, 2023

- Every organization conducts their own unique campaign to market and share with their supporters
- All Campus Organizations are eligible to participate
- Your marketing efforts + University Efforts = Exponential visibility
- Leaderboards for friendly competition, prize incentives
- Advanced Giving begins on March 1



# Benefits of Participating

- Learn to utilize digital fundraising tools, and take advantage of resources that are available to you
- Engage with your supporters and gain new donors
- Access to trainings, templates, and downloadable graphics
- Utilize Give-N-Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

# Registering for GiveNDay

GiveGab





**REGISTER**

Your Colonel Pride on Display #giveNday

Give N Day begins in  
42 : 15 : 08 : 18  
days hours mins secs





# Find Your Organization

and participate in Give N Day

Athletic



Colonel Athletic Association- Athletic  
Training

**PARTICIPATE**



## First time participating?

### Don't see your organization listed?

You can create an organization by clicking the button below.



**ADD MY ORGANIZATION**



# Returning Organizations



Manage Colonel Athletic Association-Volleyball for

## Give N Day

Admins: Jane Doe

To request access to Colonel Athletic Association-Volleyball, we just need your name and email:

**Your First and Last Name**

Nickie Fredenburg


**Your Email**

nic\*\*\*@givegab.com

**Request Access**

If the admins above are no longer associated with your organization, please reach out to our customer success team via the chat bubble below.

# New Organizations



## Give N Day

**Organization Name \* required**

**Street Address Line 1 \* required**

**Street Address Line 2**

**City \* required**


**State \* required**

Select a State ▼

**ZIP/Postal Code \* required**

☐ Not located in the United States?

**Logo**



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 300x300.

Click 'Continue' to complete your registration for

## Give N Day

Continue



## Give N Day

Thank you for your organization's participation in the Nicholls Give-N-Day event. This event is the university's 24-hour giving campaign that inspires all supporters of Nicholls from current students, to alums, to the local community and region to come together, show their Colonel Pride, and provide essential funding to all areas across the university. This annual event will provide your organization a fundraising opportunity unlike any other at Nicholls in an effort to create a sensation of energy around philanthropy.

Please complete the form to begin the registration process for your organization. If you have any questions, please contact either Jeremy Becker at [jeremy.becker@nicholls.edu](mailto:jeremy.becker@nicholls.edu) or ext 4006 or Hillary Charpentier at [hillary.charpentier@nicholls.edu](mailto:hillary.charpentier@nicholls.edu) or ext 4234.


**1. College, Department, or Organization Name *\*required***

**2. Point Person Name *\*required***

**3. Point Person Title/Position *\*required***


# Returning? Copy Your Profile!

- Existing information will carry over
- **Be sure to update your existing content so it's up to date!**

**Give N Day**  
March 14, 2023  
[Analytics](#)

**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.


**43 Days to Launch**  
**Participation Approval Status**  
**Pending**


Give N Day 2022 (2022)  
[Copy This Profile](#)





# Completing Your Profile


# Your Giving Day Dashboard

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


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


**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.*

**Donation Tools**


 Add Offline Donation


 Manage Sponsor Matching


 Manage Donations

 Embed a Donate Button


**Get Prepared**


 Webinars and Workshops


 Giving Day Toolkit

 GGChat


**Donation Tools**


 Manage Sponsor Matching


 Manage Donations


 Embed a Donate Button

**Other Actions**

 Engagement Opportunities



 Add External Fund

 Manage Support Areas

 View Registration Info



**Share Your Page**

<https://giving-days-preprod.herokuapp.com/organizations/veteran-se>

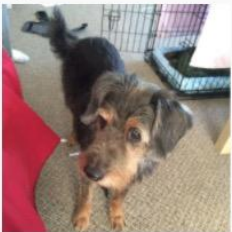


# Basic Info

- Logo
- Website
- Causes

 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**   
**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
- Use a mix of text 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

A

B

I

U

### 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

- 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

 Add Donation Levels

We recommend having 3 or 4 donation levels.

	<b>\$25.00</b> Provides one week of food for a senior pup <a href="#">Edit</a> <a href="#">Remove</a>
	<b>\$50.00</b> Provides a super soft bed for a loving senior pup <a href="#">Edit</a> <a href="#">Remove</a>
	<b>\$100.00</b> Helps a family foster one of our amazing senior pups <a href="#">Edit</a> <a href="#">Remove</a>
	<b>\$500.00</b> Provides life changing surgery to a senior pup in need <a href="#">Edit</a> <a href="#">Remove</a>

Add Donation Level

# Personalized Gratitude

- Add your own message
- Include a photo **or** video a more personal touch!
- Sent immediately to your donors when they complete their gift

☒ 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.




Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 800x600.

# Invite Your Fundraisers

- Ask your friends to reach out to their networks on your behalf
- Each fundraiser/ambassador 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](#)

The screenshot shows the 'Add Fundraisers' page in the GiveGab system. At the top, there's a header with a group icon and the title 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers' and a 'Download CSV' button. To the right are three buttons: 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. A table header is visible with columns: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table, there's a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath is a section titled 'Set Fundraisers' Story' with a large text input area. To the right of this is a 'Set Fundraisers' Goal' section with a currency symbol '\$' and a numeric input field showing '.00'. At the bottom, there's a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.' and a 'Save' button.

# Did you know?

Last year, 72 Peer-to-Peer Fundraisers raised \$29,055 for GiveNDay.



# Share Your Profile

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

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

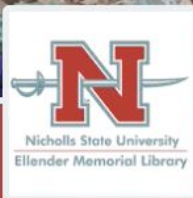
## Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



# A Completed Profile

# ELLENDER MEMORIAL LIBRARY

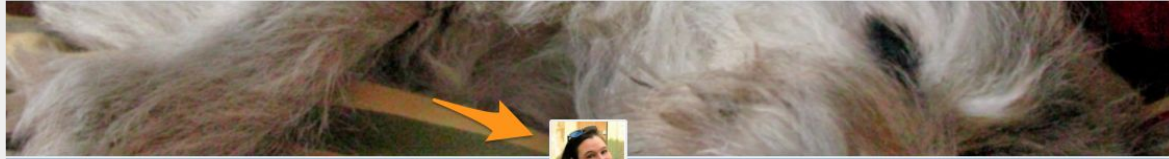


# What is Peer-to-Peer Fundraising?

# What is Peer to Peer Fundraising?

## Peer-to-Peer Fundraising Allows you to:

- Leverage your passionate supporters to champion your cause
- Host personal fundraising pages as a spinoff to your campaign
- Expand your reach by tapping in to P2P network
- Multiply your followers - and influence - on social media



Bridget Cafaro's fundraiser for  
Logan's Pups

DONATE

20%

\$100 Raised \$500 Goal 1 Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



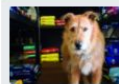
\$25

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



# Benefits of P2P Fundraising

- Reach
- Stewardship
- Engagement
- Trust
- Fun



# P2P Fundraisers Impact



- New Donors
- More Donors
- Dollars Raised
- Social Engagement
- Contact Information



# Getting your Fundraisers on Board

## Start Early

- Educate your fundraisers about GiveNDay as early as you can

## Be Clear

- Share your goals for the day and how they can help you reach them

## Make it Easy

- Provide a guide or sample content for your fundraisers to use

# Who are your potential P2P Fundraisers?

- YOU!
- Friends and family
- Alumni
- Clubs and Sports teams
- Staff and Faculty



# Motivating your Fundraisers

- Set your fundraisers up for success!
- Set a default goal and story for their pages
- Set them up with social media and email templates
- Share Giving Day graphics with them
- Check in with them before and on the day
- Spark friendly competition between your fundraisers

# Resources to help you Succeed

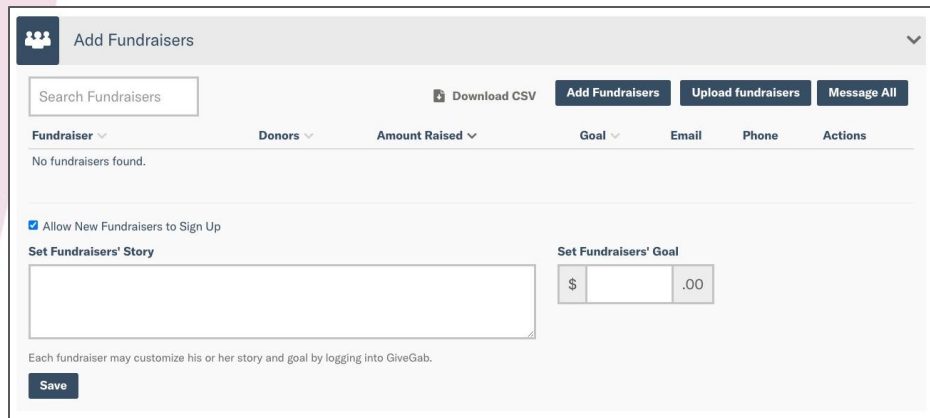


## Check out the Ambassador Toolkit!

- Email Templates
- P2P Guide
- Social Media Posts
- Downloadable Graphics

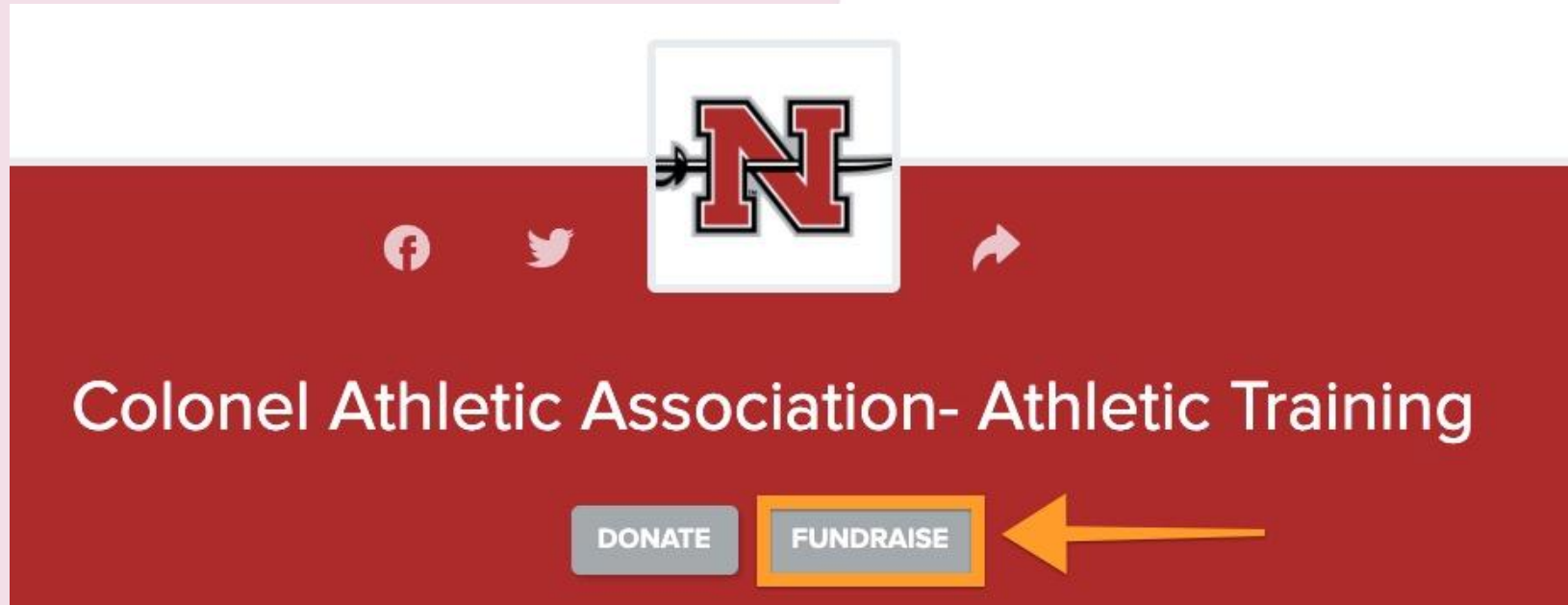
# Invite Your Fundraisers

- Ask your friends to reach out to their networks on your behalf
- Each fundraiser/ambassador 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](#)




The screenshot shows the 'Add Fundraisers' page in the GiveGab system. At the top, there's a header with a group icon and the title 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers' and a 'Download CSV' button. To the right are three buttons: 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. A table header is visible with columns: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table body shows 'No fundraisers found.' Below the table, there's a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath is a section titled 'Set Fundraisers' Story' with a large text input field. To the right of this is a 'Set Fundraisers' Goal' section with a currency symbol '\$', a text input field, and a '.00' suffix. At the bottom, there's a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.' and a 'Save' button.

# Fundraisers can sign up!



# Fundraisers can sign up!



Become a fundraiser for  
Colonel Athletic Association- Athletic  
Training

First and Last Name

Email

Password



New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).


[Forgot your Password?](#)

CANCEL

SUBMIT

# Setting Up Your Fundraisers

 Add Fundraisers 

 Download CSV

Add Fundraisers

Upload fundraisers

Message All

Fundraiser ▾

Donors ▾

Amount Raised ▾

Goal ▾

Email

Phone

Actions

No fundraisers found.

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$

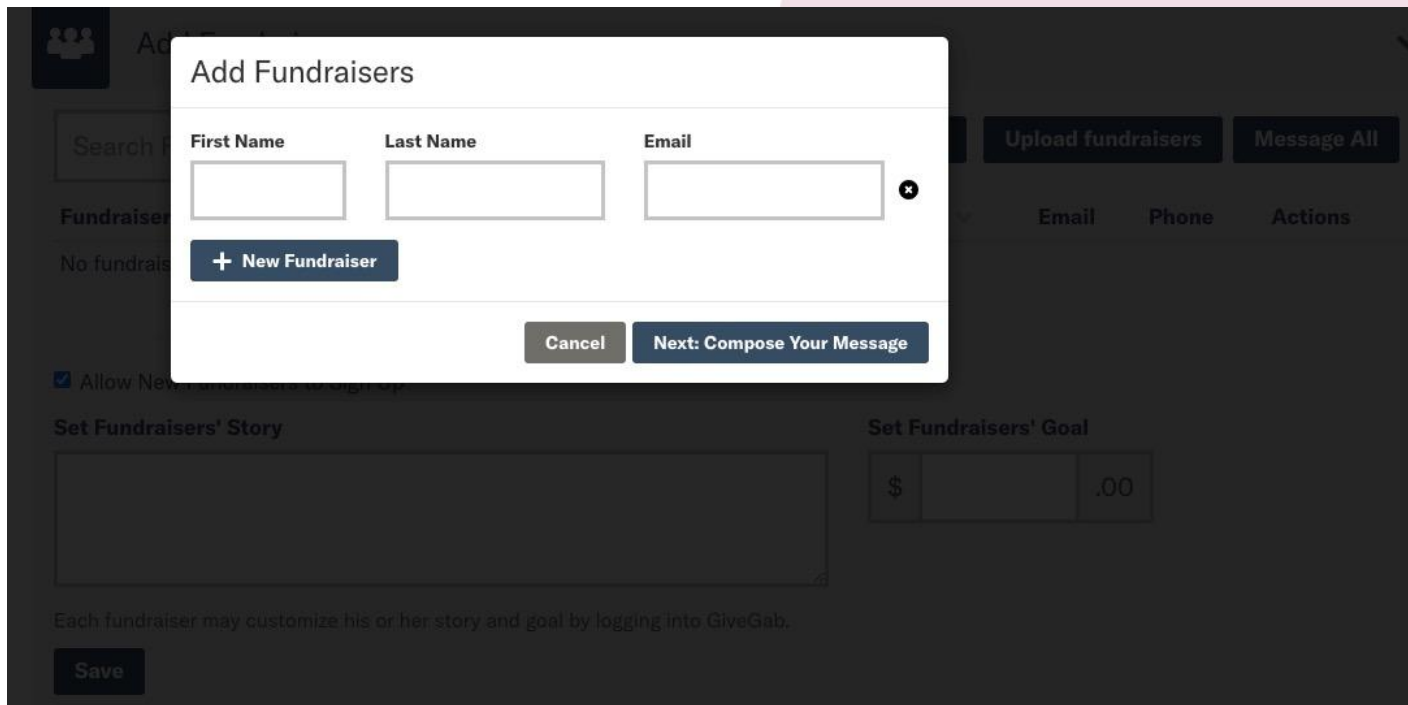
.00

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

Save



# Setting Up Your Fundraisers



The image shows a dark-themed web interface with a white modal window titled "Add Fundraisers". The modal contains three input fields for "First Name", "Last Name", and "Email". Below these fields is a dark blue button with a white plus icon and the text "+ New Fundraiser". At the bottom of the modal are two buttons: a grey "Cancel" button and a dark blue "Next: Compose Your Message" button. The background interface is dimmed but shows a search bar, a table with headers "Email", "Phone", and "Actions", and two sections: "Set Fundraisers' Story" with a large text area and "Set Fundraisers' Goal" with a currency input field showing "\$" and ".00".

**Add Fundraisers**

First Name Last Name Email \*

+ New Fundraiser

Cancel Next: Compose Your Message

Search Fundraisers

No fundraisers

Upload fundraisers Message All

Email Phone Actions

Set Fundraisers' Story

Set Fundraisers' Goal

\$ .00

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

Save

# Setting Up Your Fundraisers

## Add Fundraisers

First Name	Last Name	Email
Nickie	Fredenburg	nickie.fredenburg@gi

+ New Fundraiser

Cancel

Next: Compose Your Message

# Setting Up Your Fundraisers

## Write a Message to Your Recruits

**To:** Nickie Fredenburg

**Subject**

Make a difference and fundraise for Giving Day 2021!



**Message**


Please join my organization and become a Peer-to-Peer Fundraiser for our giving day campaign. Thank you for supporting our cause!

Back

Send

# Setting Up Your Fundraisers











 Add Fundraisers 

 Download CSV

Add Fundraisers

Upload fundraisers

Message All

Fundraiser 	Donors 	Amount Raised 	Goal 	Email	Phone	Actions
Nickie Fredenburg	0	\$0.00	\$500.00	nickie.fredenburg@givegab.com	  	  

☒ 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

# Your Fundraiser's Dashboard




## Nickie's fundraising dashboard for Logan's Pups


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




Tell Your Story




Make a Donation



Reach Out



Share Socially



Give Thanks

### Progress

0%

\$0

Raised of \$500 Goal

79

Days Left

0



Donors

0

Emails Sent

Share your fundraiser!

<https://giving-days-preprod.herokuapp.com>





## Tell Your Story

### Your Story Image



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Recommended dimensions: 1200x800.

### Set A Goal

\$ 500



.00

### Video Link (YouTube or Vimeo)

### Your Phone Number

This will not be displayed publicly.

### Tell Your Story

GT America ▾

Formatting ▾

**A** ▾

**B**

*I*

U



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



[Make a Donation](#)

Logan's Pups is not currently accepting donations.



[Make a Donation](#)

Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

[Donate](#)



## Reach Out

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

[Send Email](#)[Access Contacts](#)

Note: We recommend importing no more than 25 contacts at one time to prevent errors.

Name	Email	Emails Sent	Actions
------	-------	-------------	---------

Here's a template to get you started, though the more you can personalize it, the better!

Hi,

I am thrilled to be supporting Logan's Pups by helping them fundraise for their campaign: Giving DuPage Days.

I hope you can consider supporting me in this endeavor by donating \$25, \$50 or even \$100. Every little bit counts.

[Cancel](#)[Send](#)

### Choose Your Address Book

[Google Contacts](#)[Yahoo](#)[Outlook.com](#)[AOL](#)[Mac Contacts](#)[LinkedIn](#)





Share Socially

Share Your Logan's Pups Page!

https://p2p/183306/nickie-fredenburg-aa0466f0-b70a-45





## Give Thanks

No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

### Thank Selected Donors

<input type="checkbox"/>	Name	Amount	Comment
<input type="checkbox"/>	John Smith	\$10.00	<input checked="" type="checkbox"/> Thanked

## Your donors are the greatest!

And you should tell them all about it

To: John Smith

Thanks for making an impact for Logan's Pups!

Dear friends,

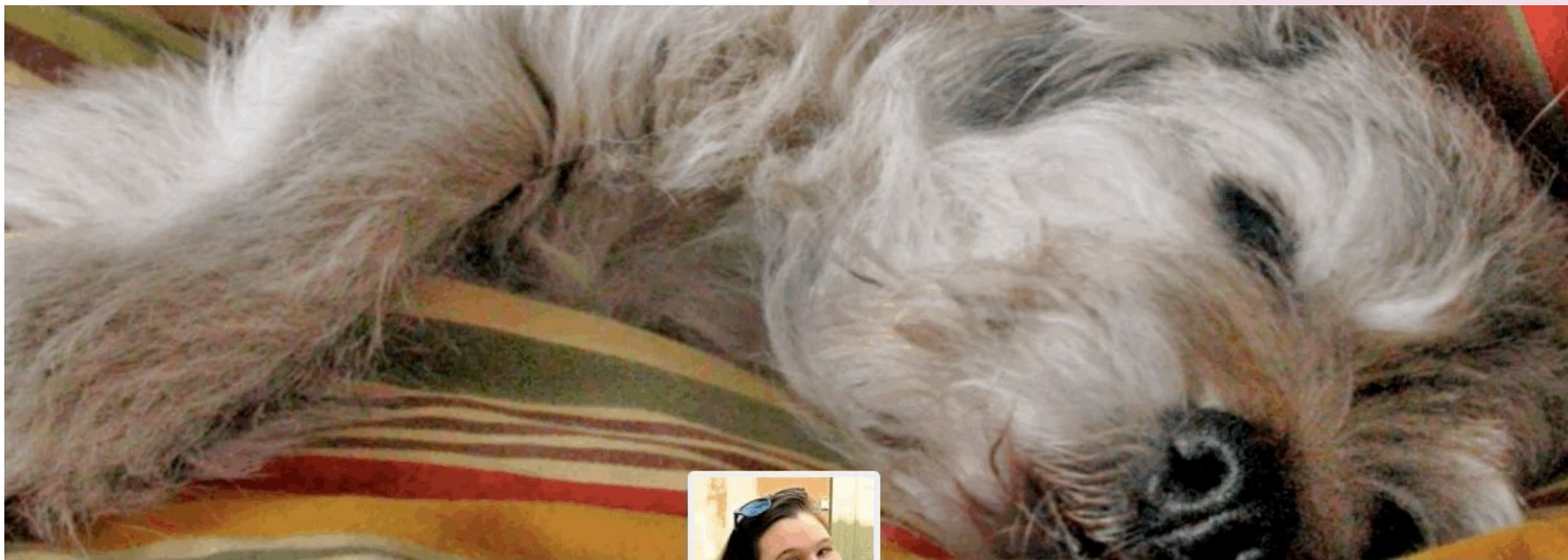
Thank you so much! I am truly grateful that you chose to contribute to my campaign. Thanks to your donation, I've raised 0% of my \$500 goal. Your support and encouragement is making a huge difference for Logan's Pups. I will keep you posted on the progress of my campaign. If you know anyone else that may be drawn to this cause, please share it!

Thank you again,  
Nickie Fredenburg

Cancel

Send Thanks

# P2P Fundraiser's Page



# Your Ambassador Toolkit

**The Ambassador Toolkit has valuable resources for all your GiveNDay needs.**

- Templates
- Downloadable graphics
- Resources for your team and your P2P fundraisers
- Training videos for fundraising strategies!



**<https://www.givenday.org/info/ambassador-toolkit>**

# What's Next?

# Your Next Steps

## What to work on over the next few weeks:

- Follow GiveNDay on Social Media and use **#GiveNDay** Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for tomorrow's webinar
- Explore the toolkit

# Questions?



*March 14, 2023*