

Getting Ready for Give-N-Day

March 5, 2024



Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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

Agenda

- Who is Bonterra?
- Give-N-Day Overview
- Registering
- Creating Your Profile
- Engaging your Supporters
- Next Steps & Questions



YOU MAY STILL GIVE TO YOUR FAVORITE AREA!

Your Colonel Pride on Display #giveNday

Outcomes & Results		
\$266,117 Raised	1,588 Donors	130 Organizations

Who is Bonterra?

Bonterra's mission is to power those who power social impact

- Host a secure, reliable and transparent platform for Give-N-Day
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is now Bonterra!

How We Support You

Visit Our Help Center

- support.givegab.com

Check Out Our Blog

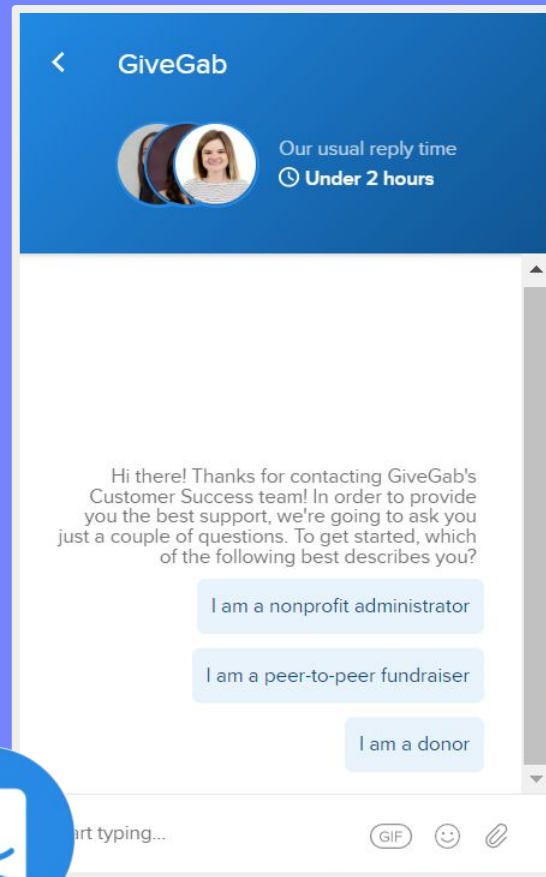
- bonterratech.com/blog

Send us an Email

- CustomerSuccess@givegab.com

Chat with our Customer Success Team

- Look for the little blue chat bubble



Give-N-Day Overview

givenday.org | March 5, 2024

- 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 **February 22**



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 Give-N-Day



Visit www.givenday.org



GIVE N DAY
NICHOLLS STATE UNIVERSITY

Search...  

GIVE N DAY
75

3.5.24
NICHOLLS STATE UNIVERSITY

REGISTER

Your Colonel Pride on Display #giveNday



Find Your Organization

and participate in Give N Day

Start typing in the box above to find your organization.



Find Your Organization

and participate in Give N Day



1 Results



Colonel Athletic Association- Indoor/Beach Volleyball

Thibodaux, Louisiana

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Manage Colonel Athletic Association-Indoor/Beach Volleyball for

Give N Day

Admins: [Jeremy Becker](#) [Hillary Charpentier](#) [Katherine Mabile](#) [Kallie Noble](#) [Quintarius Queen](#)

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

Your First and Last Name

Nickie Fredenburg

Request Access

Your Email

abcemail@email.com

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



GiveGab is the technology provider for Give N Day.

[Learn more](#)



Give N Day

Organization Name * required

Street Address Line 1 * required

Street Address Line 2

City * required

State * required

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

Submit required info!



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 or ext 4006 or Janet Marcel at janet.marcel@nicholls.edu or ext 4657.

1. **College, Department, or Organization Name * required**
2. **Point Person (Main Contact Person) Name * required**
3. **Point Person (Main Contact Person) Title/Position * required**
4. **Point Person (Main Contact Person) Email Address * required**

- Fill out the required information
- Once you submit the form, you will be brought to your Give-N-Day Dashboard
- You will start in 'Pending' status and you will be notified once if additional information is required and when you have been approved.
- Reach out with any questions!

Returning? Copy Your Profile



Give N Day
\$0.00 Raised • 0 Donors • 0 Gifts
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

- Existing information will carry over
- Don't forget to review and update your profile after!
- Double check that your org admins/profile editors are up to date

Completing Your Profile



Giving Day Dashboard

Donation Tools

- Add Offline Donation
- Manage Matches and Challenges
- Manage Donations
- Embed a Donate Button

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- Help Center

Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile
- Mobilize Integration

Share Your Page

<https://www.givenday.org/organ>



Nicholls Foundation

- Home
- Giving Days**
- Reports
- Manage Organization



Give N Day

\$0.00 Raised • 0 Donors • 0 Gifts

Analytics

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give N Day.

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

35 Days to Launch

Participation Approval Status

Approved

Thank you for completing the registration form for the Nicholls Give-N-Day event for you organization. Your registration is APPROVED and your site is ready for you to share with your donors. If you have any questions, please contact Jeremy Becker at jeremy.becker@nicholls.edu or Janet Marcel at janet.marcel@nicholls.edu



Basic Info

✓ Add Your Organization's Info

Website

Logo

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

Select Image Remove

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

Save

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

Curate Your Story

✓ Add Your Story

Cover Photo




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. I mean 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>.

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

Suggest Donation Levels

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

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

Add Donation Level

- 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

Personalized Gratitude

✓ 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.



Select Image Remove

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

Save

- 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

Invite Your Fundraisers

The screenshot shows the 'Add Fundraisers' interface. At the top, there's a header with a group icon and the text 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers'. To the right of the search bar are three buttons: 'Download CSV', 'Add Fundraisers', and 'Upload fundraisers', followed by a 'Message All' button. Below the buttons is a table header with columns: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table content shows 'No fundraisers found.' Below the table, there are two sections: 'Allow New Fundraisers to Sign Up' with a checked checkbox, and 'Set Fundraisers' Story' with a text area. To the right of the text area 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.

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser 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

Did you know?

Organizations who used P2P fundraising last year for Give-N-Day raised an average of 2.5x more than those who did not utilize P2P.



Key Dashboard Tools


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/k>



Donation Tools


 Add Offline Donation

 Manage Sponsor Matching

 Manage Donations

 Embed a Donate Button

Get Prepared

 Webinars and Workshops

 Giving Day Toolkit

 GGChat

Other Actions

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 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

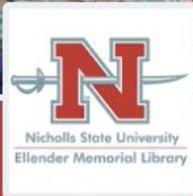
Share Your Page

<https://www.401gives.org/organizations/center-for-media>



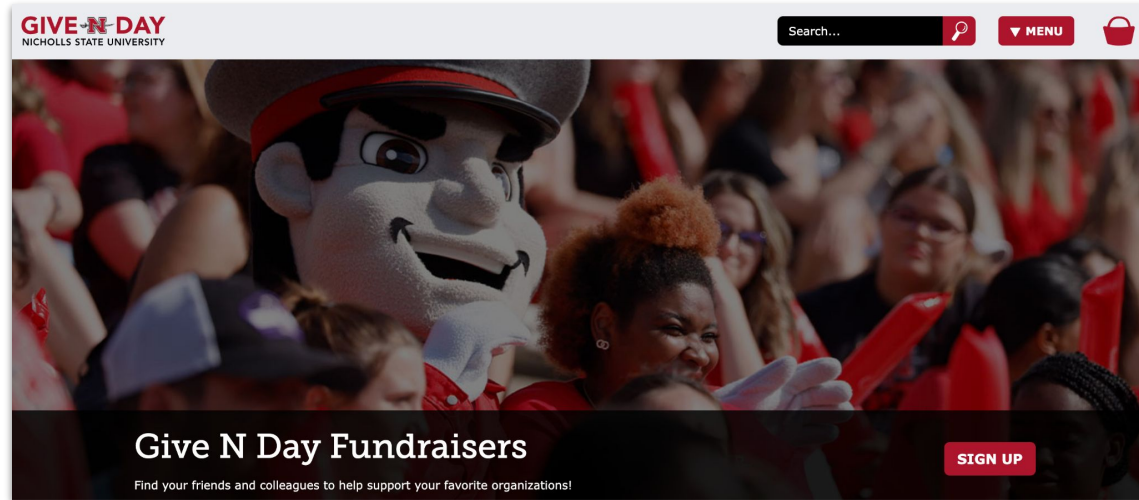
A photograph of a large, white, rectangular sign with the words "ELLENDER MEMORIAL LIBRARY" in raised, silver-colored letters. The sign is positioned in front of a modern building with large glass windows. The foreground is filled with autumn leaves and some green plants.

ELLENDER MEMORIAL LIBRARY



What is P2P Fundraising?

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



P2P 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



Impact on Give-N-Day Last Year

Raise 2.5x more with P2P fundraising!



173 TOTAL P2P FUNDRAISERS	82 P2P FUNDRAISERS WITH FUNDS	\$196,250.00 COMBINED P2P GOAL
\$37,326.01 RAISED	439 DONORS	490 DONATIONS
24 ORGANIZATIONS WITH P2P	\$3,898.60 AVG. RAISED W/ FUNDRAISERS	\$1,577.06 AVG. RAISED W/O FUNDRAISERS

Accounted for 14% of total raised

Why is P2P 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



Who are your potential P2P Fundraisers?

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



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



Strategize and Plan

Start Early

- Educate your fundraisers about Give-N-Day 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



Timeline for P2P Recruitment

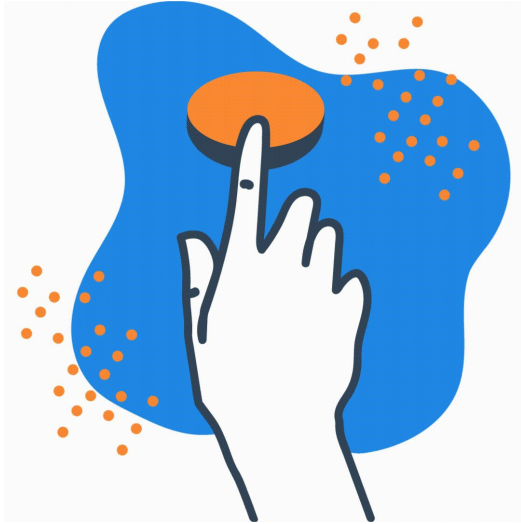


Motivating your Fundraisers

- 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



Tools for Success



Tools for Organizations:

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers

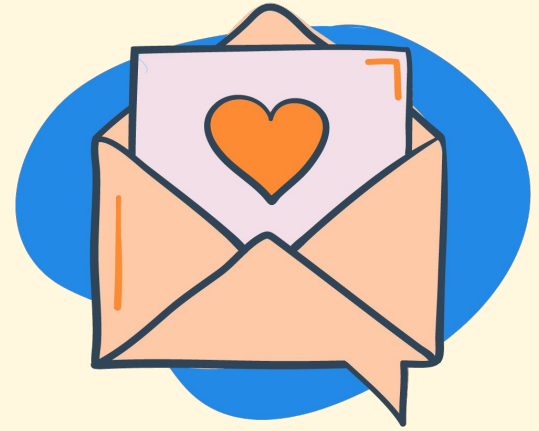
Tools for Fundraisers:

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

Check out the Ambassador Toolkit!

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

Inviting Your Fundraisers



Add Fundraisers

Search 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

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

[Save](#)

- Navigate to your Fundraisers Tab in your Giving Day Dashboard.
- Set a default story and goal for your P2Ps
- Make fundraising invite-only, or open to anyone interested

Add Fundraisers

Search 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](#)

- Invite one or multiple fundraisers. You will need first name, last name, and email address.
- Upload a CSV to invite a group of fundraisers at once.

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](#)

Write a Message to Your Recruits

To: Nickie Fredenburg

Subject

Message

[Back](#) [Send](#)

Add Fundraisers

Search 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

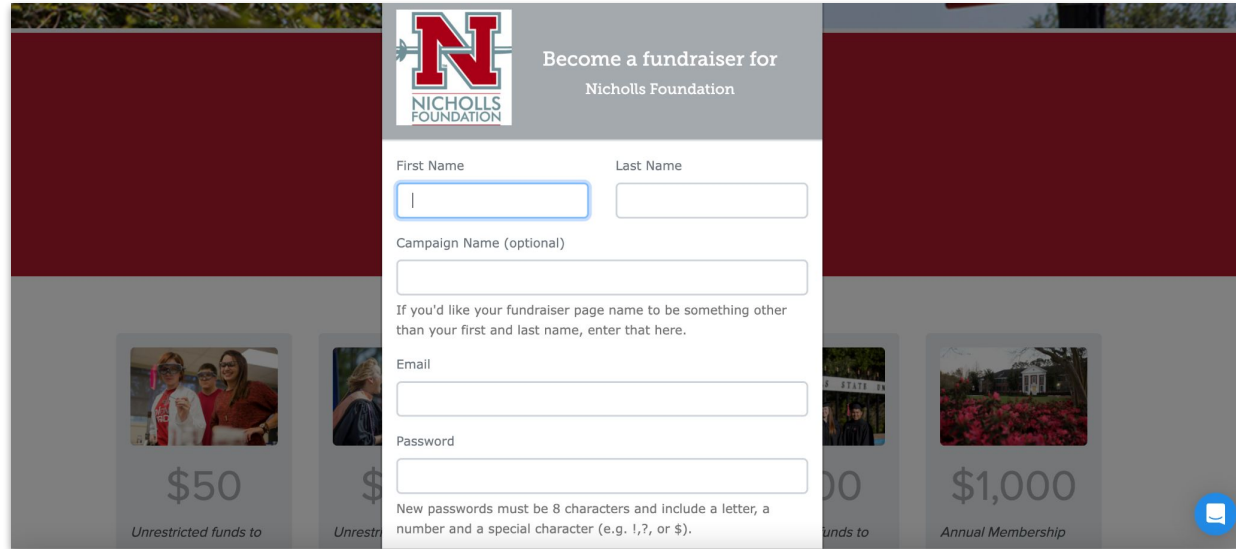
Set Fundraisers' Story

Set Fundraisers' Goal \$.00

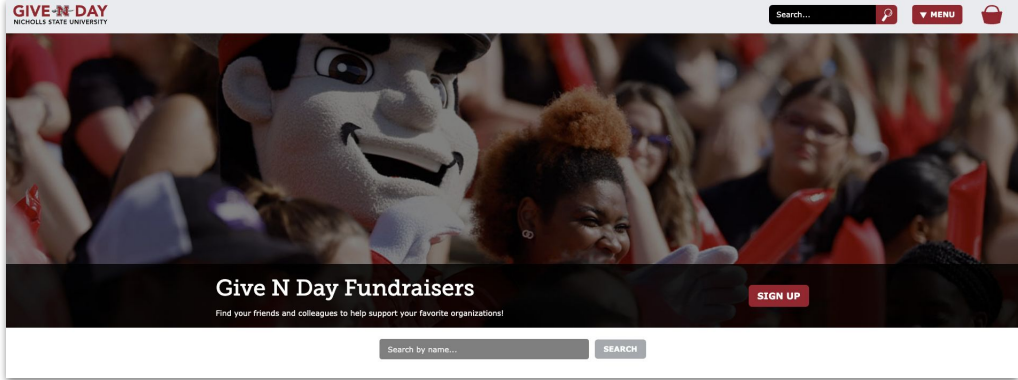
Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)


Fundraisers can sign up!




View Current Fundraisers and Sign up from the Give-N-Day Website




Fundraiser Dashboard




Tell Your Story




Make a Donation



Reach Out



Share Socially



Give Thanks

Progress

0%

\$0
Raised
of \$500 Goal



58
Days Left

0
Donors

0
Emails Sent

Share your fundraiser!

<https://giving-days.herokuapp.com/p2p/3>

P2P's have their own dashboard to easily manage their page!

Pro Tip: View and share the Ambassador Toolkit for all your Give-N-Day needs:

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

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

Completed P2P Profile



Your Next Steps



What to work on over the next few weeks:

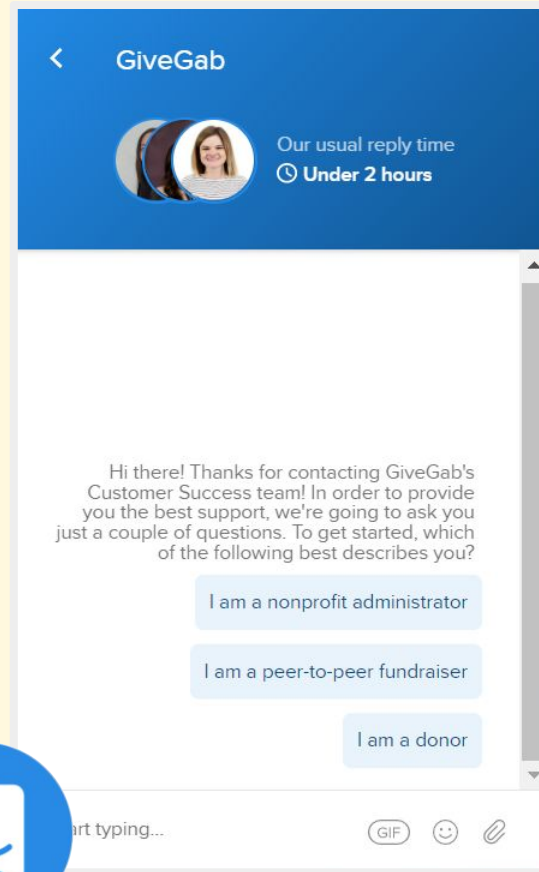
- Follow GiveNDay on Social Media and use **#GiveNDay** Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Start your P2P Strategy
- Explore the toolkit

Giving Day Support & Resources

Visit our [Help Center](#)

Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?

