

# Final Steps with GiveGab for #HudsonGives 2020



May 14  
12:00AM - 11:59PM

# Agenda

- What's New for #HudsonGives 2020?
- Peer-to-Peer Fundraising
- Matching Gifts
- Key Takeaways
- Q&A / Demo

# What's New for 2020



# Enhanced Donation Reports

**Thrive Youth Center**

- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports**
- Manage Organization

## Donations

*i* 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](#)

Search by name or email **+ More filters**

All Giving Days & Community Giving Sit  All Campaigns  Any Donation Type

Start  End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees
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Viewing Dashboard for **Thrive Youth Center**

# New Peer-to-Peer Fundraiser Index

**#HUDSONGIVES** ▼ MENU

**#HudsonGives Fundraising Champions**  
Find your friends and colleagues to help support your favorite organizations!

Search by name... **SEARCH**

**Kim Germain** is fundraising for [Boys & Girls Clubs of Hudson County](#)  
**VIEW PROFILE** **DONATE**

**Thomas Porac** is fundraising for [Boys & Girls Clubs of Hudson County](#)  
**VIEW PROFILE** **DONATE**

- Donors can easily find the fundraisers they're looking to support
- When the giving day goes “live”, tracks their progress within each individual tile
- Acts like a leaderboard

# Payment Method Options

## # HUDSON GIVES

▼ MENU1


### Enter Your Payment Information

Step 2 of 3


Your \$200.00 Gift


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Payment Method *(Click on one of the following)*




**Card**





**Bank Account**



**Mobile Pay**

GiveGab®

# GiveGab's Mobile Wallet

- Over 66% of online donations were made via mobile device during #HudsonGives 2019
- Donors can opt for a faster checkout experience
- Apple Pay, Google Pay, Microsoft Pay compatible
- Mailing address is still collected for maintaining accurate donor records!



# Expand Your Reach with Peer-to-Peer Fundraising



# What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your #HudsonGives profile.

## P2P Fundraisers will...

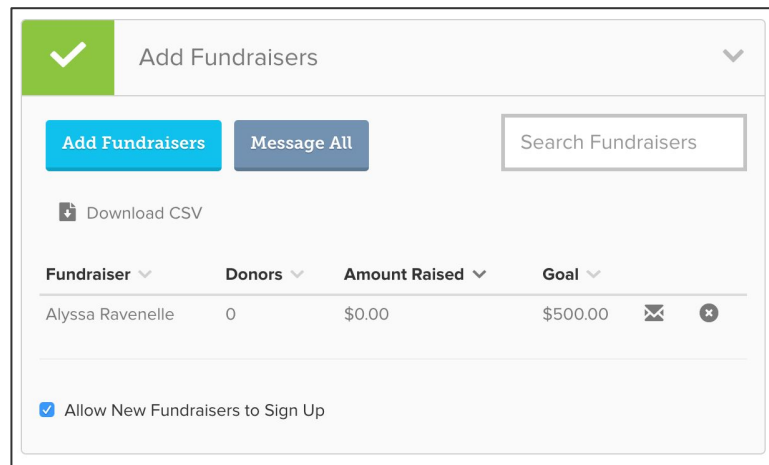
- Expand your network and foster make new connections
- Help you steward existing supporters
- Can help you raise over **4.4x more** than you would without!



\*Based on 2019 #HudsonGives data

# How does it work?

- Fundraisers can invite themselves, or you can make it invitation-only. *See the last tab in your giving day 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!



The screenshot shows a dashboard titled "Add Fundraisers" with a green checkmark icon in the top left corner. Below the title, there are two buttons: "Add Fundraisers" (blue) and "Message All" (grey). To the right is a search box labeled "Search Fundraisers". Below these elements is a "Download CSV" link with a download icon. A table displays fundraiser data with columns for "Fundraiser", "Donors", "Amount Raised", and "Goal". The table contains one row for "Alyssa Ravenelle" with 0 donors, \$0.00 raised, and a \$500.00 goal. Action icons for email and delete are visible for this row. At the bottom, there is a checkbox labeled "Allow New Fundraisers to Sign Up" which is checked.

Fundraiser	Donors	Amount Raised	Goal
Alyssa Ravenelle	0	\$0.00	\$500.00

***Recommended training:***  
***Peer-to-Peer Fundraising***

# P2P Best Practices

- Who should you ask?
- Host an onboarding session
- Returning P2P's? Host a debrief and reflect on last year's success
- Set a benchmark goal for fundraisers
- Encourage storytelling and engaging an audience with their personal connection
- Show them how to share their unique link out so donations count towards their page and yours

A fundraiser for: **Mile Square Theatre**

**DONATE**   

289.4%

33 Gifts \$2,894 Raised \$1,000 Goal



 Jeanne Lubin


Hi, I'm Jeanne Lubin and I'm fundraising for [Mile Square Theatre](#).






As many of you know I have been proudly serving on the board of Mile Square Theatre for a number of years now. It has been thrilling to see the impact the theatre has had in our community! Help me raise funds for MST's youth access programs! I believe in this company and its mission. Donate with me on May 17th to give kids in Hudson County access to high quality arts education. No amount is too small!!

# P2P Best Practices (continued)

 Add Fundraisers 

 Download CSV

Fundraiser	Donors	Amount Raised	Goal	Emails Sent	Facebook Intents	Twitter Intents	Actions
Charlie Mulligan	0	\$0.00	\$500.00	0	0	0	  

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.

# P2P Best Practices (continued)




## Charlie's fundraising toolkit for Pawnee Gives


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

- 


### 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

0%

<b>\$0</b> Raised of \$500 Goal	<b>23</b> Days Left
<b>0</b> Donors	<b>0</b> 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.

# Multiply Impact with Matching Gifts

# Basics of Matches & Challenges

- A pledged donation by a sponsor, donor, or pool of donors, that requires a condition to be met in order to receive the funds
- Promotional tools used to motivate potential donors to make a greater impact with their donation. Add a logo and website!
- Opportunity to stimulate donors during non-peak hours
- Recorded in GiveGab as an offline donation. The physical funds must be collected outside of GiveGab, usually directly from the sponsor.
  - **Note:** *Don't use the cash/check tool we previously mentioned! This will duplicate the gift.*

# Impact of Matches & Challenges

## During #HudsonGives 2019...

Organizations with matching funds raised on average almost [7x more](#) than those without (**\$8,009** vs. **\$1,219**)

*Let's see how we can increase in 2020!*



# Understanding Matches in GiveGab

- **What is a Match?**

- Every online gift received will generate a corresponding offline gift to your organization from this pledged match; thereby increasing your totals by twice the amount of the online gift.

- **What you need to know about Matches:**

- Always a 1:1 ratio
- Effective in displaying immediate dollar impact and progress, great for larger pledged donations
- Set a cap for max amount that can be matched
- Set a date/time if applicable (*and double check the dates you set!*)

# 1:1 Match

- All donations made from 6am to 8am will be DOUBLED thanks to our generous sponsor, Rudy's Pet Supply!
- Each gift will also help us work towards the Big Give Rise and Shine prize!



## Rudy's Pet Supply: Puppy Power Hour

DOUBLE your impact by making a gift during the 6am-8am power hour. Rudy's Pet Supply will match all gifts, up to \$20

**\$300** MATCH

**\$300** REMAINING

# Understanding Challenges in GiveGab

- **What is a Challenge?**

- Your nonprofit receives the pledged match upon achieving the goal that's been set. The amount pledged becomes “unlocked”

- **What you need to know about Challenges:**

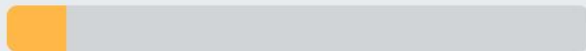
- Can go beyond a 1:1 ratio! Get creative with the funds you've received
- Effective in rallying a team behind a common goal, and leveraging smaller pledged gifts
- Set a date/time (*and double check the dates you set!*)

# Donor & Dollar Challenges



## Rudy's Pet Supply: Puppy Power

All gifts, no matter how small, will do mighty things for Cadi's Canines! \$300 will unlock an additional \$1,000 thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.



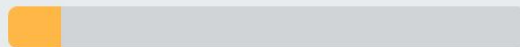
**\$300** more unlocks **\$1,000!**

✓ \$300 will unlock  
\$1,000



## Rudy's Pet Supply: Puppy Power

All gifts, no matter how small, will do mighty things for Cadi's Canines! If we receive 25 unique donors during The Great Give®, an additional \$1,000 will be unlocked thanks to a GENEROUS gift from our friends at Ruby's Pet Supply.



**25** more donors unlocks **\$1,000!**

✓ 25 unique donors  
will unlock \$1,000

# Best Practices

- Time your match or challenge with a particular prize
  - Check your start/end time, and select the correct date
- Keep “automatching” enabled - set it and forget it!
- Begin building your relationships with matching donors
  - Don't have one secured in time? Ask a committed donor to use their gift as a match instead, and explain the measurable impact it can have.
- Reach out to GiveGab's support team to review

# Remember, matches don't work alone!

- Ensure your match(es) are front and center on your campaign
- Communicate impact in a measurable way
- Promote the match through all marketing mediums, leading up to and on the day
  - Create a story around the match and communicate progress throughout the day
- Make the matching sponsor feel like a hero

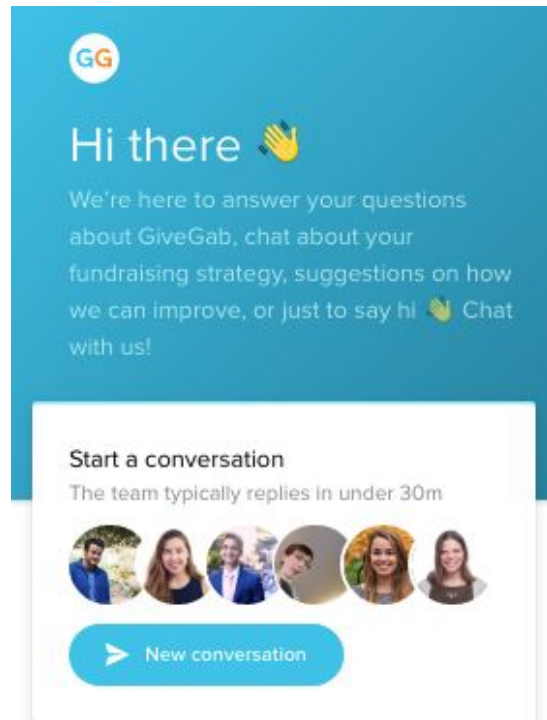
# Key Takeaways & Resources

# Giving Day Support & Resources

- Visit Our Help Center
  - <https://support.givegab.com/>
- Check Our Our Blog
  - <https://www.givegab.com/blog/>
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto: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!**





# Your Next Steps

- Check out the COVID-19 Resource Toolkit
  - Watch GiveGab's training on *Strategies for An Impactful Giving Day During COVID-19*
- Register for #HudsonGives by April 24
- Follow #HudsonGives on Social Media!
  - Use #HudsonGives hashtag
- Watch your inbox for important emails

# Thank You!



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