



# Creating The Perfect Giving Day Profile

*How to develop an engaging and eye catching  
profile to share with your supporters*

CyberGrants 

 everyaction

Network  for Good™

 Social Solutions

GiveGab

 salsa

DONORTRENDS

 Mobilize

 ActionKit

Corporate Social Good  
& Philanthropy

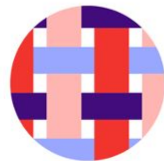
Nonprofit  
Fundraising

&

Relationship  
Management

Case  
Management

are coming together as



**Bonterra™**

We power those who power social impact.

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COLLABORATIVE GIVING DAYS

# Before You Start Your Profile...

## 1. Define Your Goals

- a. What will your donors and supporters need to do to help you be successful according to your giving day goals?
- b. What do you want people to feel when they view your profile?
- c. What do you want the main call to action to be?
- d. If you participated in a previous year, what strategies worked well? What didn't work well? How will your goals differ this year based on the response you saw from supporters last year?

## 2. Gather Your Assets

- a. Do you have several photos, graphics, or videos ready?

## 3. What is Your Giving Day Story?

- a. What do your supporters need to know about your organization?
- b. If you participated in a previous year, how will you make this year's story stand out from last year's?

# Head to GiveGab!



The screenshot shows the homepage of the 'Love Is' website. The background is a blurred image of people sitting on a concrete ledge, with one person holding a skateboard. The website has a dark grey header with the 'Love Is' logo on the left. In the center of the header, it displays '0 DONORS', '\$0 RAISED', and '0 ORGANIZATIONS'. On the right, there is a 'MENU' button with a shopping cart icon. The menu is open, showing links to 'HOME', 'FUNDRAISERS', 'FAQ', 'NONPROFIT RESOURCES', and 'LOG IN'. A blue arrow points to the 'LOG IN' button. Below the header, there is a large orange button that says 'VIEW PARTICIPATING ORGANIZATIONS'. At the bottom, the main text reads 'A Giving Day to Support Healthy Teen Relationships in Orange County' with the date 'February 10, 2021' below it.

**Love Is**

0 DONORS \$0 RAISED 0 ORGANIZATIONS

**Love Is**

A GIVING DAY TO SUPPORT HEALTHY  
TEEN RELATIONSHIPS IN ORANGE COUNTY

**VIEW PARTICIPATING ORGANIZATIONS**

A Giving Day to Support Healthy Teen  
Relationships in Orange County

February 10, 2021

▼ MENU

- HOME
- FUNDRAISERS
- FAQ
- NONPROFIT RESOURCES
- LOG IN**

# Your Giving Day Dashboard

-  Add Your Organization's Info >
-  Add Your Story >
-  Get Verified to Collect Donations >
-  Add Donation Levels >
-  Add a 'Thank You' Message >
-  Add Fundraisers >

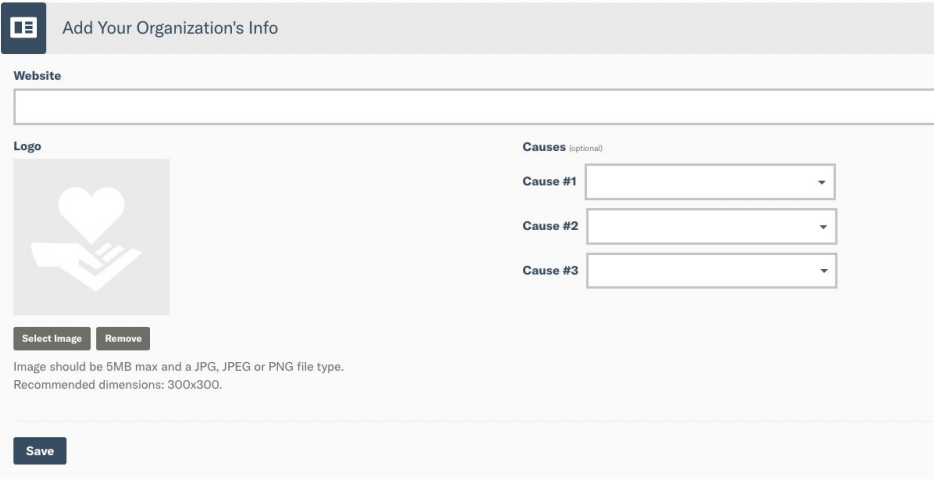
[Reset Profile](#)

**Note:** If you participated in 2022, your profile will automatically be copied over to your 2023 dashboard. This will save some time on your end, but you should still update and edit your profile to keep things fresh and new for your supporters in 2023!

# The Basics

- Logo

- As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand
- If you participated in the past, this will be copied over from 2022, so you probably won't need to update it! **Make sure you review the logo in this section in case your logo has changed**





The screenshot shows a web form titled "Add Your Organization's Info". It contains a "Website" text field, a "Logo" section with a placeholder image of a heart in hands, "Select Image" and "Remove" buttons, and a "Causes (optional)" section with three dropdown menus labeled "Cause #1", "Cause #2", and "Cause #3". A "Save" button is at the bottom. A note specifies: "Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300."

- Website

- Add your website so donors will be able to learn more about your organization

# Tell Your Giving Day Story

 Add Your Story

**Cover Photo**  
  

Select ImageRemove

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

**Set a Goal**  
☒ Display Goal on Profile  

\$

- **Cover Photo**
  - 1500 x 500px
  - Front & Center
- **Monetary Goal**
  - Enables a real-time progress bar on your profile

# Tell Your Giving Day Story

- Your Giving Day story should be specific to the 2023 Giving Day and **should start with a clear ask that reinforces the monetary goal established on your profile**
- If you participated last year, your story and video from 2022 will already be copied over
- Having your story copied over from last year will save you lots of time when it comes to building out your story, but be sure to take time to craft a brand new appeal for 2023

### Tell Your Story

▼

Formatting ▼

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**Note:** Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing **Formatting** wand icon before reaching out to support.

**Video Url**

Paste Youtube or Vimeo Link Here

Vimeo links must be in the following format: **https://vimeo.com/123456**.

**Search Keywords**

Enter space-separated search keywords

**Note:** Search Keywords optimize search results on the campaign website. Add terms relevant to your organization those. Example: dog rehoming, foster, senior cats

Save

# Tell Your Giving Day Story

## Our Story

**EXCITING UPDATE!!!:** Planned Parenthood received an additional match opportunity allowing us to now match every donation made **TODAY ONLY**, dollar-for-dollar, up to **\$10,000.00!**

# double your impact!

Every donation to PPOSBC will  
be matched **DOLLAR FOR DOLLAR** up to **\$10,000.00**

Our robust comprehensive sex education programs provide the information needed to understand all aspects of sexual and reproductive health.

We reached **68,452 PEOPLE** last year through community outreach and education events

Did you know?

It's also been a **RECORD-BREAKING YEAR!**

We've provided **210,549 TOTAL MEDICAL VISITS**

**95% of our services are PREVENTATIVE CARE**

Services like well woman exams, STI testing and treatment, contraception, and more

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# A note about Stripe:

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- 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
- Due to the “Know your Customer” act, updates require information about organization representatives
  - [Here is a helpful article](#)

# Important Stripe Information

- Due to a commitment to security, Stripe will occasionally flag suspicious activity during a Giving Day. If your organization is flagged, it could prevent you from collecting donations. In this instance, please reach out immediately to the blue chat bubble or to [customersuccess@givegab.com](mailto:customersuccess@givegab.com)
- GiveGab/Bonterra team will periodically check your verification status leading up to the Giving Day
- We **strongly** encourage you to keep an eye on this and report if you have received any notification from Stripe about additional verification needs
- The green checkmark will revert back to navy blue square on your profile



Get Verified to Collect Donations

# Highlight Impact for Your Donors



## Add Donation Levels

We recommend having 3 or 4 donation levels.



\$25.00

Purchases supplies for a teen to participate in an arts and culture program

Edit Remove



\$50.00

Supports our advocacy in OC

Edit Remove



\$100.00

Sponsors a Zoom Program for 10 Teens

Edit Remove

Add Donation Level



- Customize Amounts
- Create Unique Descriptions
- Add Photos
- Unlimited Levels
  - *3-4 is the sweet spot!*

On the day, donors can still customize their donation amount beyond the levels you've suggested!

# Highlight Impact for Your Donors



**\$25**

*Purchases supplies for one teen to participate in arts and culture program*



**\$50**

*Supports our advocacy in OC*




**\$100**

*Sponsors a Zoom Program for 10 Teens*

**CHOOSE YOUR OWN AMOUNT**

**Pro Tip:** Have the mid-range donation level be what your median gift amount is

# Start Recruiting Your P2P Fundraisers

 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

**New this year:** Easily add your Peer to Peer Fundraisers all at once by uploading a CSV file of your fundraisers

# P2P Fundraising Resources

- Head to “Menu,” then “Nonprofit Resources” to check out on-demand training videos and resources on P2P strategy, as well as the P2P Fundraisers Toolkit
- Your 2023 Giving Day Table of Contents through the Collaborative Giving Day Google Drive will also contain links to all relevant trainings and resources on P2P Fundraising
- The P2P Fundraisers Toolkit is geared towards fundraisers and contains social media and email templates that make it super easy for your fundraisers to spread the word



## Helpful Support Articles:

[How do I add P2P Fundraisers?](#)

[How do I upload my P2P Fundraisers as a CSV?](#)

[How do I edit and view my P2P Fundraisers' profiles?](#)

# Set Up Your Matches and Challenges

## Matches and Challenges

Avenues for Hope

Matches

Challenges

+ Add Match



### Home for All

Sponsored by Home Partnership Foundation

Total Amount **\$2,500.00** Amount Remaining **\$0.00** ✓ Auto-Matching Enabled × Archived

Starts **12/9/2021 10:00am** Ends **1/1/2022 2:00am**

As the campaign host, the Home Partnership Foundation...

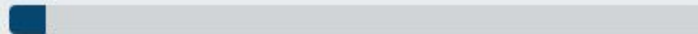
Edit Unarchive Remove

## Matches



### Wegman's Match: Double Your Donation!

Our generous sponsor will be providing a 1:1 donation match - that means for every \$1 you give, Wegman's will match your gift, up to \$500! Donate now to double your impact!



**\$10,000** Match

**\$10,000** Remaining

- The Match and Challenge functionality allows for you to create a visual representation of match or challenge opportunities on your external profile
- Using this functionality you can highlight your matching sponsor and link to their website
- When setting up a match, make sure to leverage the “Auto-Matching Enabled” functionality

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# What's the Difference?

- **Match**

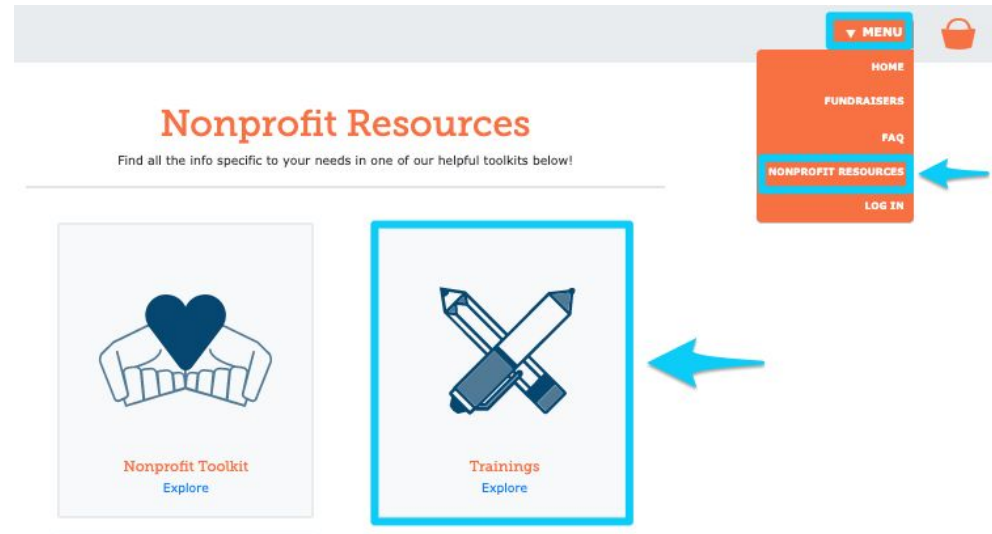
- A way for donations to be matched “dollar-for-dollar” or a 1:1 ratio
- Example:
  - The Avengers Corporation has donated \$5,000 1:1 match to the Asgardian Nonprofit! This is a great opportunity to double your impact!

- **Challenge**

- Goal-driven incentives in which donors make donations to contribute to a set goal. After goal is reached, money is “unlocked”
- Can be based on dollars or donors
  - The Gotham Nonprofit has set at \$3,000 fundraising goal for their campaign. The Wayne Foundation agrees to donate \$1,000 dollars if the Gotham Nonprofit can reach their goal of \$3,000! If that happens, the \$1000 will be unlocked!

# Matches and Challenges Resources

- Head to “Menu,” then “Nonprofit Resources” to check out on-demand training videos and resources on Matches and Challenges
- Your 2021 Giving Day Table of Contents through the Collaborative Giving Day Google Drive will also contain links to all relevant trainings and resources on Matches and Challenges



## Helpful Support Articles:


[How do I add a matching opportunity?](#)

[How do I create a challenge?](#)

[What is auto-matching?](#)

# Personal Gratitude

- Write your own custom 'Thank You' message
- Add your own video or photo
- Include donation disclaimer, if needed
- Sent immediately to your donor's email when they make a gift


 Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!

**Thank You Message**

**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.

**Donation Disclaimer**

Your disclaimer will appear at the bottom of the donation receipt.

**Save**

# Personal Gratitude



Aimee,

Through Protect & Preserve we are funding seven leading nonprofits that are working to sustain the ecosystems of Orange County.



Your generous gift provides our patients with a second chance at life!  
With sincere gratitude,  
From all of us at PMMC

## Your donation receipt from Pacific Marine Mammal Center

Donor: Aimee McManus  
Date: September 18, 2020  
Organization: Pacific Marine Mammal Center  
EIN:   
Designation: Protect & Preserve  
Amount:   
Total:

[View Your Donations](#)

Generally, donations made using the GiveGab platform are not in exchange for any goods or services. However, for donations of \$250 or more, you may want to verify this with the organization directly for income tax compliance reasons. Please consult a tax professional to determine what portion of the donation, if any, may be claimed as a charitable deduction.

## Your “Thank You” Email

- Sent immediately to donor
- Custom Content + Your Giving Day Branding
- Comes from whoever you set as the contact person for your organization
- Doubles as a donor’s receipt - can be submitted for tax reporting efforts

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COLLABORATIVE GIVING DAYS

# Review Your Perfect Profile

## Get Set Up

Complete the steps below to be sure that you are set up and ready to participate i

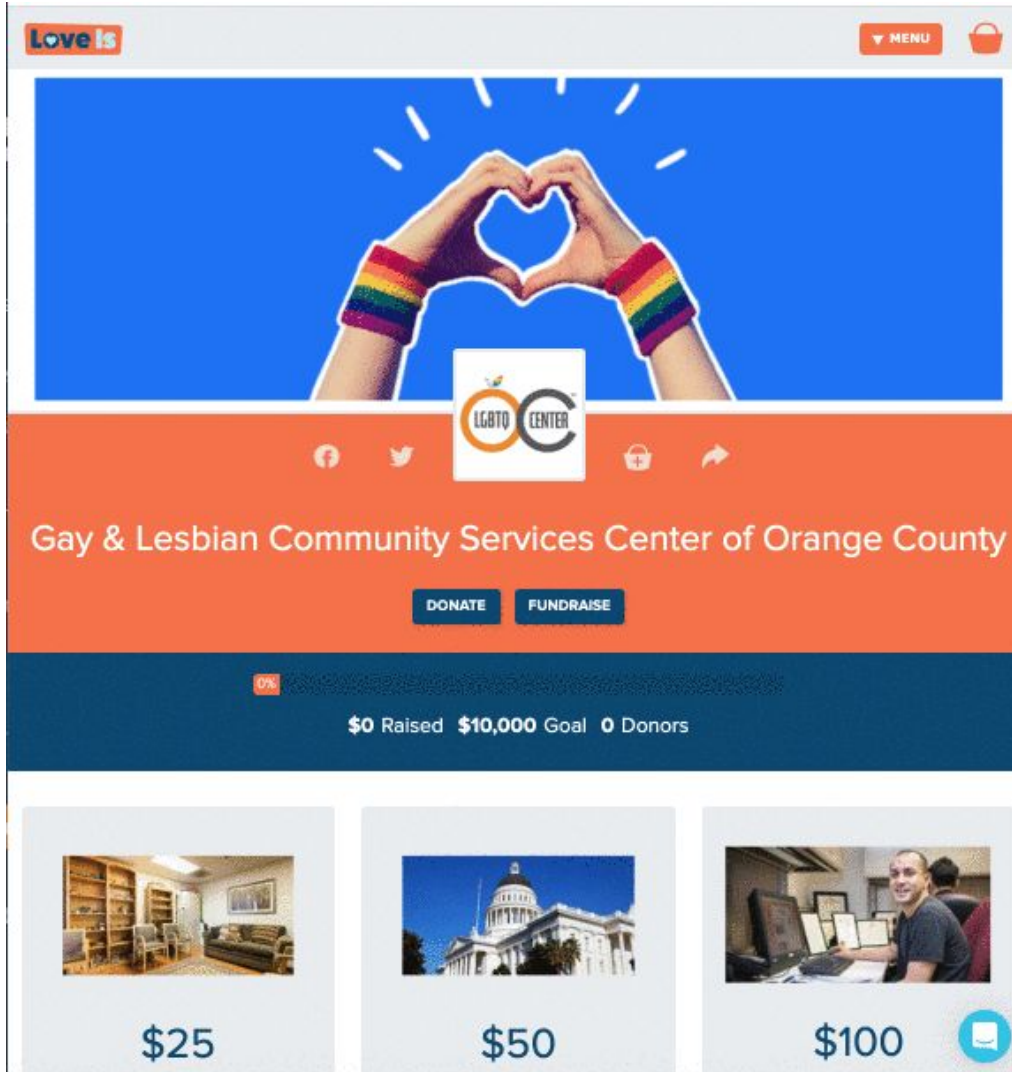
- ✓ Add Your Organization's Info
- ✓ Add Your Story
- ✓ Get Verified to Collect Donations
- ✓ Add Donation Levels
- ✓ Add a 'Thank You' Message
- ✓ Add Fundraisers

## Share Your Page

<https://preserving-dignity-giving-day.ocnonprofitcentral.org/or>



# Key Takeaways



- ❑ Branded Logo
- ❑ Custom Cover Photo
- ❑ Clear Giving Day Appeal
- ❑ Unique Story
- ❑ P2P Fundraisers
- ❑ Matches & Challenges
- ❑ Specific Giving Levels
- ❑ Customized Thank You

# Tips, Tools, and Resources

- The Nonprofit Resources section of the site has everything you need to plan, prepare, and promote your Giving Day and reach your goals
  - Customizable Templates
  - Communication Timelines
  - Giving Day Graphics
  - Helpful resources for your board members, volunteers, and fundraisers
- Even more training videos for Matches/Challenges, P2P Fundraising, and Giving Day strategy

## Nonprofit Resources

Find all the info specific to your needs in one of our helpful toolkits below!



Nonprofit Toolkit  
[Explore](#)



Trainings  
[Explore](#)



Digital Asset Toolkit  
Coming Soon




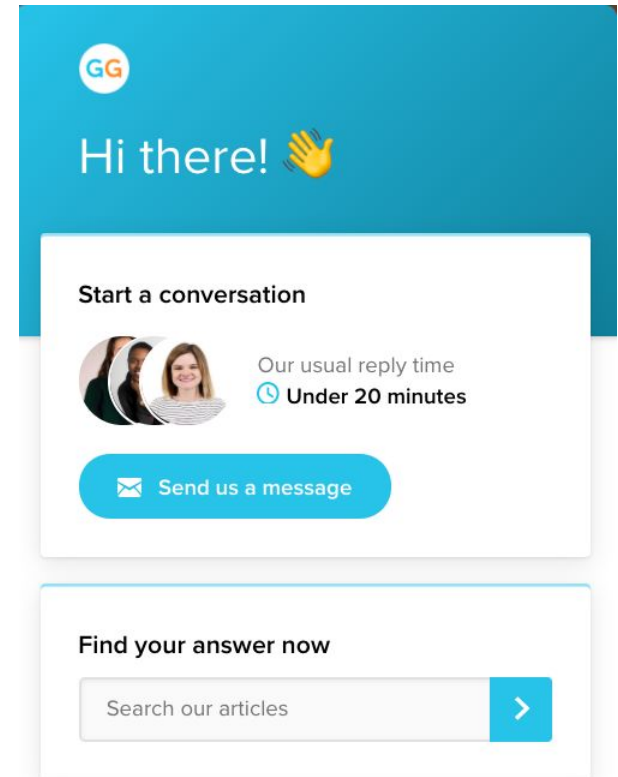
P2P Fundraisers Toolkit  
[Explore](#)



Board Member Toolkit  
[Explore](#)

# We're Here for you!

- Visit Our Help Center  
<https://support.givegab.com/>
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand creating or updating your profile
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
  - Look for the little blue chat bubble:  A.M. -2:00 P.M. PT
- Day Of Support: 12:00 A.M. PT - 1:00 A.M. PT; 5:00 A.M. PT - 1:00 A.M. PT



A photograph of a woman with her hair in a bun, wearing a patterned dress, smiling and looking down at a young girl. The girl is wearing a white dress and looking up at the woman. They are seated at a table covered with a patterned tablecloth. In the background, there are other people and a large umbrella, suggesting an outdoor event. The entire image is overlaid with a semi-transparent red filter.

**Thank you!**