

The background of the slide features a photograph of several hands of different skin tones cupped together, holding a mound of dark soil. The entire image is overlaid with a semi-transparent red filter. In the center, the text 'i ♥ OC' is displayed in a white, clean, sans-serif font. The 'i' is lowercase, the heart is a solid white shape, and 'OC' is uppercase.

i ♥ OC

Creating The Perfect Giving Day Profile

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

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!

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** >
Let people know who you are.
-  **Add Your Story** >
Tell potential donors why they should contribute.
-  **Get Verified to Collect Donations** >
Set up your banking information to receive secure online donations.
-  **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](#)

Other Actions

-  [Engagement Opportunities](#)
-  [Add External Fund](#)
-  [View Registration Info](#)
-  [View Your Profile](#)

Share Your Page

https://giving-days.herokuapp.com/?dog_name=c



[View Your Page](#)

Note: If you participated last year, your profile will automatically be copied over to your current Giving Day 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!!

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 the previous year so you probably won't need to update it!
Make sure you review the logo in this section in case your logo has changed
- Website
 - Add your website so donors will be able to learn more about your organization

Add Your Organization's Info


Let people know who you are.

Tagline

75 Characters Left

Website

Logo




Recommended dimensions: 300x300
Max file size: 5MB

←

Tell Your Giving Day Story

✓ 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 (optional)

Display Goal on Profile

\$.00

- 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 this year's 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 that year 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 this year's fundraising goal!

Tell Your Story

Proxima Nova ▾ 14 ▾ A ▾ B I U ✨ ☰ ☰ ☰ ☰ ☰

Welcome to the LGBTQ Center OC's page! We are excited to be a part of this collaborative giving day to help our teens get the proper teen relationship education that they all deserve. With your help, together, we can educate our teens on the difference between a healthy relationship, abusive relationship and/or what a relationship should look like to them. Together, we can create a better future! Because of wonderful supporters, the donations received will be matched up to \$2500!

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

<https://www.youtube.com/watch?v=HPQeAJRaPf0&feature=youtu.be>

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

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




i♥OC

COLLABORATIVE GIVING DAYS

Highlight Impact for Your Donors

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<p>\$25.00</p> <p>Purchases supplies for a teen to participate in an arts and culture program</p> <p>Edit Remove</p>
	<p>\$50.00</p> <p>Supports our advocacy in OC</p> <p>Edit Remove</p>
	<p>\$100.00</p> <p>Sponsors a Zoom Program for 10 Teens</p> <p>Edit Remove</p>

[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



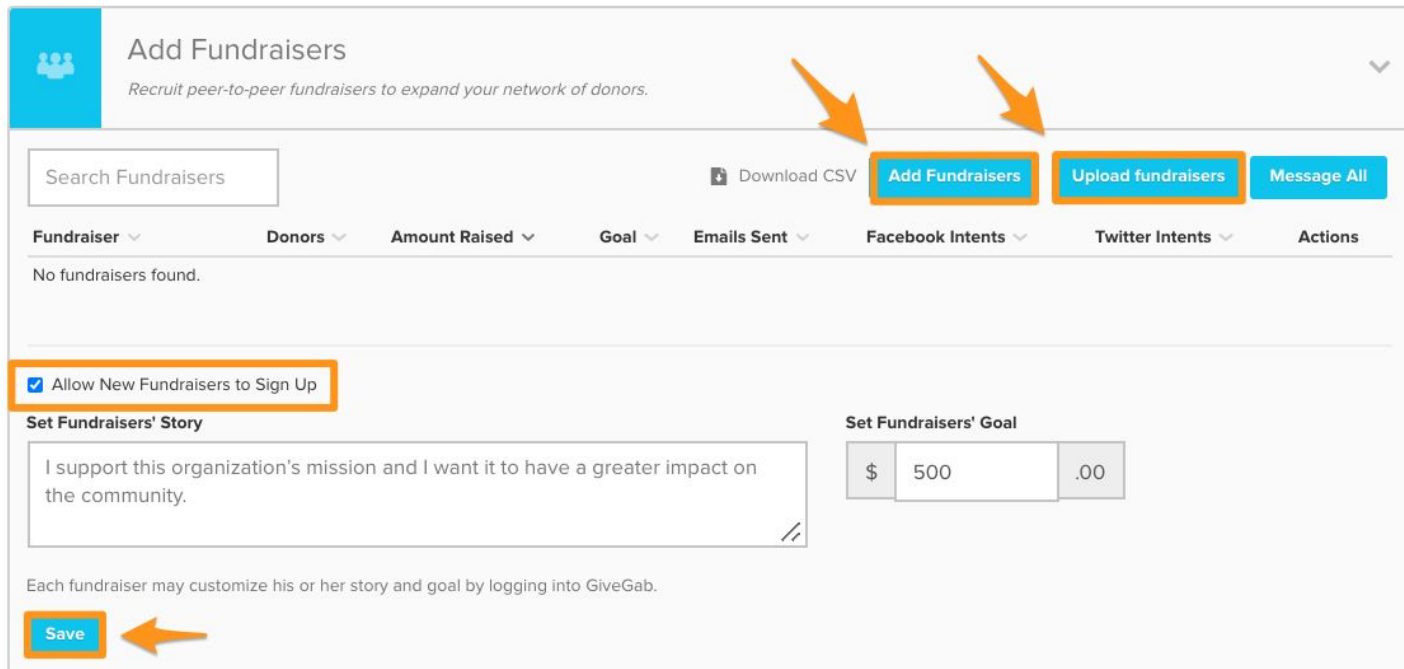
\$100

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



The screenshot shows the 'Add Fundraisers' interface. At the top, there is a search bar labeled 'Search Fundraisers' and a 'Download CSV' button. Two orange arrows point to the 'Add Fundraisers' and 'Upload fundraisers' buttons, which are highlighted with orange boxes. Below these buttons is a table header with columns: Fundraiser, Donors, Amount Raised, Goal, Emails Sent, Facebook Intents, Twitter Intents, and Actions. The table content shows 'No fundraisers found.' Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked and highlighted with an orange box. Underneath, there are two sections: 'Set Fundraisers' Story' with a text area containing 'I support this organization's mission and I want it to have a greater impact on the community.' and 'Set Fundraisers' Goal' with a numeric input field showing '\$ 500 .00'. At the bottom left, a 'Save' button is highlighted with an orange box and an orange arrow points to it from the right.

Tip: 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 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

← Back

Matches and Challenges

Love Is

+ Add Match Commitment + Add Challenge Manage Donations

Note: All times are assumed to be in Eastern Time.

Double Your Donation!

Sponsored by Wegman's Match

Total Amount	Amount Remaining	Per Donation Cap
\$10,000.00	\$10,000.00	\$500.00

Wegmans

✓ Auto-Matching Enabled

Starts 2/10/2021 3:00am Ends 2/12/2021 6:00pm

Our generous sponsor will be providing a 1:1 donation m...

Edit Remove Deplete Match

- 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

Matches

Wegmans

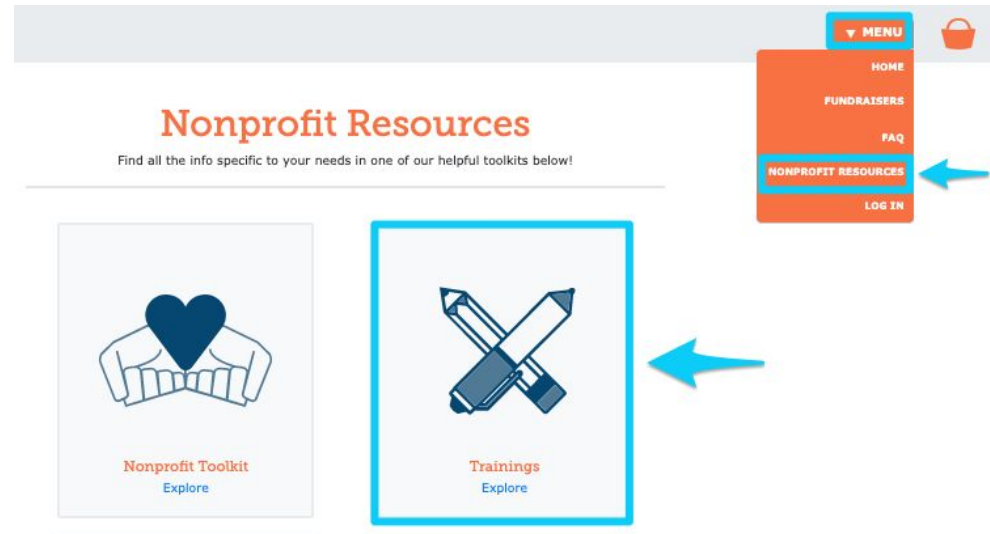
Wegman's Match: Double Your Donation!

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

Matches and Challenges Resources

- Head to “Menu,” then “Nonprofit Resources” to check out on-demand training videos and resources on Matches and Challenges
- Your 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
- Sent immediately to your donor's email when they make a gift!

 Add a 'Thank You' Message ▼
Personalize your auto-response for donors ahead of time.

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


Thank You Message

Thank you so much for your generous donation. Your support means so much to so many!

Youtube or Vimeo Link


<https://www.youtube.com/watch?v=HPQeAJRaPf0&feature=youtu.be>

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](#) 

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: [REDACTED]
Designation: Protect & Preserve
Amount: [REDACTED]
Total: [REDACTED]

[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



COLLABORATIVE GIVING DAYS


Review Your Perfect Profile

Home Support 









Gay & Lesbian Community Services Center of Orange County

- Home
- Orange County Nonprofit Central
- Giving Days
- Reports
- Manage Organization



Get Set Up




Complete the steps below to be sure that you are set up and ready to participate in LOVE IS 2020.

-  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](#)

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.





Get Prepared

-  Webinars and Workshops
-  Giving Day Toolkit
-  GiveGab Customer Success HQ

Donation Tools



-  [Add Offline Donation](#)
-  [Manage Sponsor Matching](#)
-  [Manage Donations](#)
-  [Embed a Donate Button](#)


Other Actions


-  [Engagement Opportunities](#)
-  [Add External Fund](#)
-  [View Registration Info](#)
-  [View Your Profile](#)

Share Your Page

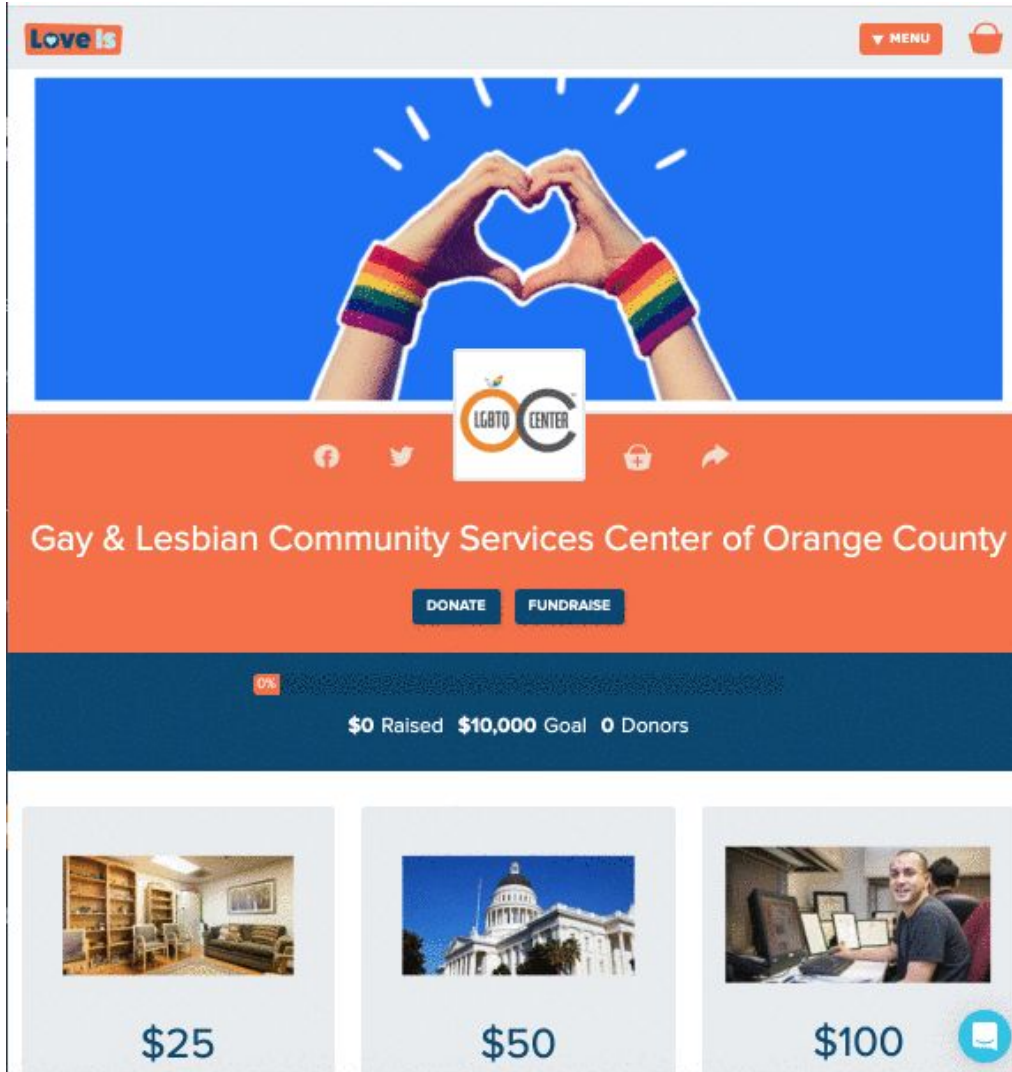
<https://love-is-giving-day.ocnonprofitcentral.org>

 [View Your Page](#)



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](#)




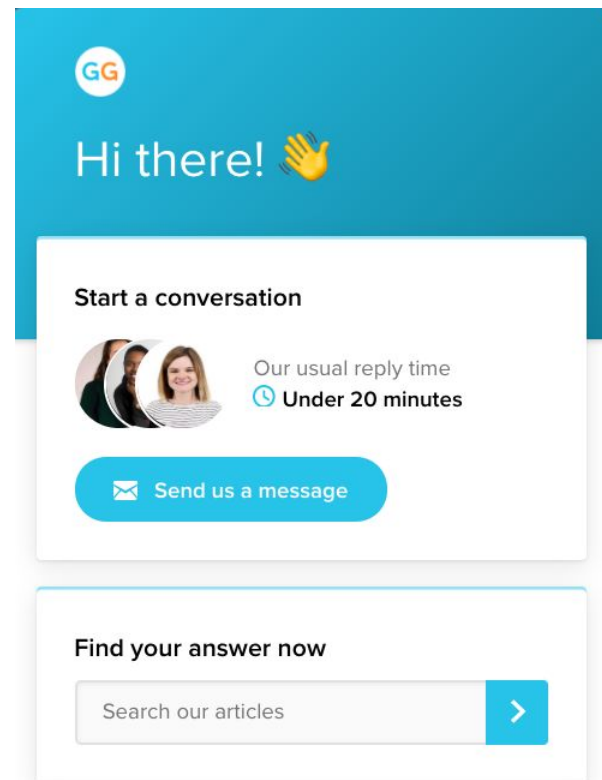
Board Member Toolkit
[Explore](#)

i♥OC

COLLABORATIVE GIVING DAYS

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
 - Look for the little blue chat bubble:  9:00 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 group of people are gathered around a table, likely at a social event or party. In the foreground, a woman with long blonde hair is looking up and smiling. To her right, another woman with her hair in a bun is looking towards the center. In the background, several other people are seated at the table, which is covered with a patterned tablecloth and has a large cake on it. The entire scene is overlaid with a semi-transparent red filter.

Thank you!