Getting Started and What's New for Palmetto Giving Day

May 2-3, 2023
Agenda

- Palmetto Giving Day Overview
- Benefits of participating
  - Who is GiveGab & Bonterra?
    - What’s New
    - Registering
Palmetto Giving Day Overview

https://www.palmettogivingday.org | 6:00AM on May 2 - 6:00PM on May 3

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Frances P. Bunnelle Foundation Efforts = Exponential visibility
- IRS-recognized nonprofit serving the Georgetown area are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Nonprofit registration opens on December 6, 2022 and ends on December 16, 2022
2022 Results

Thank you to everyone that participated in Palmetto Giving Day

Outcomes & Results

$3,001,663 Raised  3,641 Donors  6,197 Gifts  62 Organizations
Benefits of Participating

- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-Engage with your existing supporters and gain new donors
- Combine your marketing efforts + Frances P. Bunnelle Foundation marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
Who is GiveGab?
Who is GiveGab & Bonterra?

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 Palmetto Giving Day
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!
Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- 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
Get Verified on GiveGab

Complete Your Verification

Set Up Donations

State Charitable Solicitation Compliance Attestation

☐ I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. Learn more about state charitable solicitation compliance.

Save

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash. Don't have your EIN? Search here.

Save

Payment Processor Verification

Verify Your Organization
Simple Donation Processing

- All major credit cards and mobile pay options accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Last year, donors covered 91% of fees during Palmetto Giving Day
  - That means that the average cost in fees is $1.28 per every $100 raised
**Transparent Donations**

**Credit Card:**
- 3% Platform Fee
- $0.30 per transaction & 2.5% transaction fee (Stripe)

\[= 3\% + 0.30\]

**ACH:**
- 3% Platform Fee
- $3.00 flat bank fee

\[= 3\% + 3.00\]

* $100 minimum
GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!
Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team
  - Look for the little blue chat bubble
What’s New for 2023?
Share The Joy of Giving

- Supporters can purchase eCards to give to family, friends, coworkers in advance of the day
- The recipient will use to make a gift to their favorite nonprofit(s) when donations open
- Recipient selects “eCard” option during checkout
- Fees charged to the purchaser
Better Reconciliation

- In addition to your existing reports, you can better manage deposits to your account
- Understand your balance and donations from an accounting perspective
- Match each online gift to a deposit
Giving Day Analytics

Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons
Year-over-Year Metrics

Dollars Raised

Donor Counts
Elevating Fundraisers

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor
- Chosen P2P will appear in donor’s receipt

I am so proud to support the Greater Pawnee German Shepherd Rescue! I rescued my German Shepherd, Toby, six years ago from this rescue and I cannot speak more highly of them. They provide such important services and have saved the lives of countless German shepherds.

Today, I am asking that you give back to my fundraiser during Pawnee Gives to support this incredible rescue in all that they do. Your gift, no matter the size, will make a tremendous difference. Thank you so much for supporting my fundraiser!
New Search Page

- New format
- Search keywords
  - Add directly to your profile so donors can easily find you!
The Nonprofit Toolkit has valuable resources for all your Palmetto Giving Day needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!
Your Next Steps

Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- You don’t need to compete for incentives and prizes
- Palmetto Giving Day may not be the right fit for all of your donors - that’s okay!
Your Next Steps

What to work on over the next month:

- Follow Palmetto Giving Day on Social Media and use #palmettogivingday Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
  - December 6
  - March 28
- Explore the toolkit
Questions?

PALMETTO GIVING DAY

May 2-3, 2023