

# Getting Started and What's New for Palmetto Giving Day

*May 7-8, 2024*



# Agenda



- Palmetto Giving Day Overview
  - Benefits of participating
    - Who is GiveGab & Bonterra?
    - What's New
      - Next Steps

# Palmetto Giving Day Overview

<https://www.palmettogivingday.org> | 6:00AM on May 7 - 6:00PM on May 8

- 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 11, 2023** and ends on **December 22, 2023**

# 2023 Results



# 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?



GiveGab is becoming  Bonterra.

# 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

stripe





# Get Verified on GiveGab



Bonterra partners with  
Stripe for secure financial  
services.

[← Return to Bonterra](#)

Powered by **stripe** <sup>①</sup>

[Terms](#)

[Privacy](#)

English (US) <sup>↕</sup>

Contact Bonterra for support  
[customersuccess@givegab.com](mailto:customersuccess@givegab.com)

## Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our [Services Agreement](#).

### Legal business name

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.

### Employer Identification Number (EIN)

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this [support article](#).

### Doing business as Optional

The operating name of your company, if it's different than the legal name.

# Get Verified on GiveGab

## Complete Your Verification

Set Up Donations

Documents

### 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

GiveGab is becoming  Bonterra.

# 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 92% of fees during Palmetto Giving Day
  - That means that the average cost in fees is \$1.16 per every \$100 raised

Step 3 of 3

**YMCA of South Collier** Gift: \$50.00

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**Email:** laryssa@givegab.com

**Fees:** \$3.13

What's with these fees?

☒ I'll cover the fees!

Privacy Option(s)

☐ Please do not display a name publicly.


☐ Please do not display the donation amount publicly.


☒ Hide my name from this organization and the public.


**Total:** **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL

 256 Bit Encryption

 reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.

Learn more about how your information is used following a donation: [Privacy Policy](#).

# Transparent Donations

## Credit Card:

3% Platform Fee  
+  
\$0.30 per transaction &  
2.5% transaction fee  
(Stripe)  
=  
**5.5% + \$0.30**

## ACH:

3% Platform Fee  
+  
\$3.00 flat bank fee  
=  
**3% + \$3.00**  
  
*\*\$100 minimum*



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)


[Add a fundraiser](#)



Greater Pawnee German  
Shepherd Rescue

Name to Display (Optional):

(Defaults to First and Last Name)

- ☐ I am a new donor to this organization. 
- ☐ Make this a recurring gift.
- ☐ Make this donation in honor of or in memory of someone.

[Add a public message to this donation](#)

REMOVE THIS DONATION

+ ADD ANOTHER ORGANIZATION



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

## DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

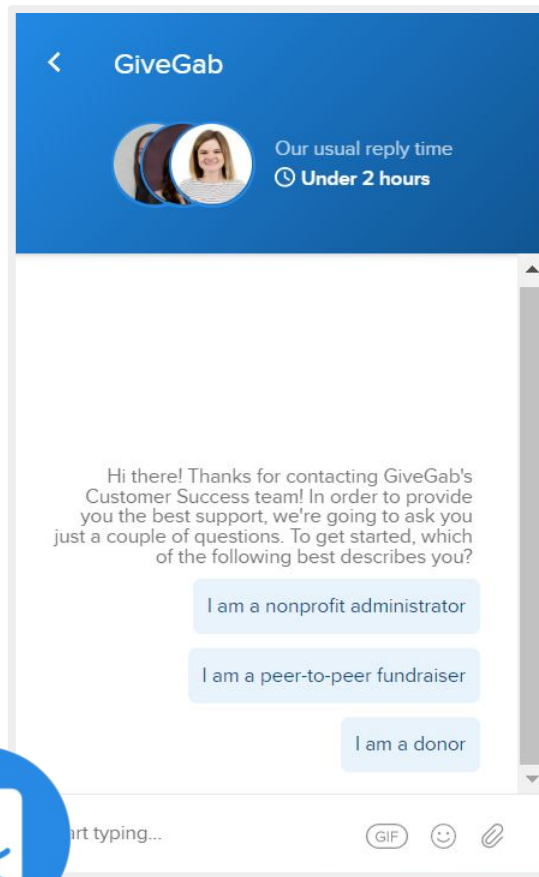
### Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg  
Date: February 27, 2020  
Organization: Logan's Pups  
EIN: 12-1234567  
Designation: Giving Day  
Amount: \$10.00

[View Your Donations](#)

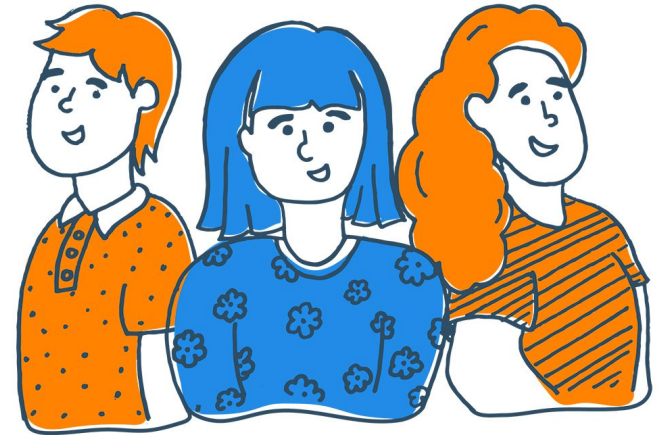
# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [bonterratech.com/blog](https://bonterratech.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



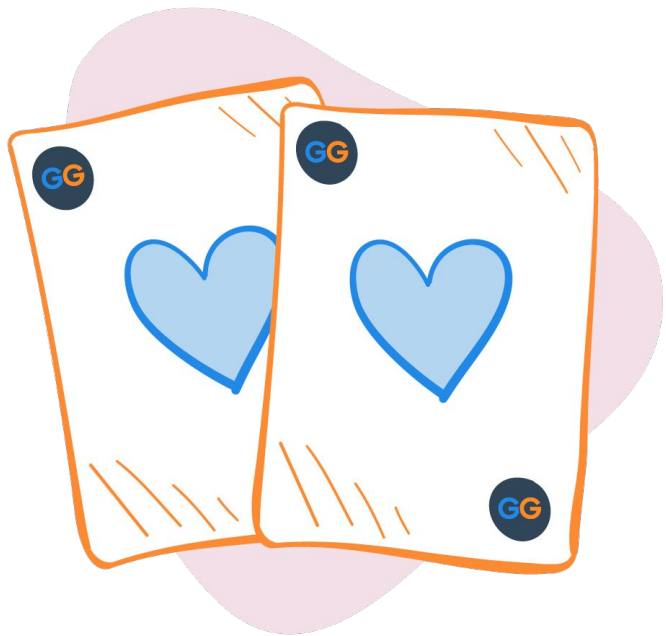


# What's New for 2024?



GiveGab is becoming  Bonterra.

# Updated Match/Challenge Interface



- Now featuring 2:1 & 3:1 matches
- Gift-based challenges

# Your Nonprofit Toolkit

**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
- Upcoming webinars
  - December 19
  - March 7
- Explore the toolkit



# Questions?

  
**PALMETTO**  
GIVING DAY

*May 7-8, 2024*