

GiveGab[®]

Getting Ready for

GIVE

LOCAL

757![™]

May 12, 2020

Agenda

- The Basics
- Benefits to Participating
- Highlights for 2020
- Intro to GiveGab - your new Give Local 757 platform!
 - The GiveGab Basics
 - Key Features and Resources
- Registering & Getting Started
- Next Steps and Questions

The Basics

- **GiveLocal757.org** | May 12, 12AM - 12AM
- 24-hour giving event to increase visibility and support for nonprofits in the Hampton Roads region
- Any IRS-recognized nonprofit serving your community can participate
 - Must be verified to accept tax deductible donations and in compliance with state charitable solicitation requirements
 - Able to accept ACH deposit transfers into a valid checking account
 - *Note: You can begin re-initiating your recurring gifts early!* Only giving day donations during the giving will count towards prizes

Benefits of Participating

- Learn to utilize digital fundraising tools and modern software to conduct your own unique campaign on the day
- Re-Engage with your existing supporters
- Increase visibility by connecting with a larger community
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
- Countless resources at your fingertips

Features to Highlight in 2020!

- Plaid (ACH) direct-debit payment option
- Recurring gift option and customizations
- Advanced Online Fundraising Features:
 - Embeddable donate button for your external website, P2P & Matching
- Detailed donor reports for stewardship efforts
- Dedicated technical support staff
- After the giving day, more features and capabilities for year-round donations

Who is GiveGab?

GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. Our platform provides a quick and easy way for fundraising professionals to raise money online.



Quick Guide To GiveGab

- Safe, secure, and reliable platform for giving
- Ultimate donor experience
 - Mobile responsive
 - Easy-to-use and transparent donation form
 - Immediate “thank you”
- Dedicated platform support team

Secure & Reliable (cont'd)

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for Give Local 757 website
- Complete transparency with nonprofits and donors



GUIDESTAR®



Secure & Reliable for You and Donors

1

Organization Information

Business Name

This should match the legal business name you have registered with the IRS.

EIN/Tax ID

Don't have your EIN? Search [here](#).

Mailing Address

City

State

Postal Code

Email

2

Organization Representative

First and Last Name

Last 4 Digits of Organization Rep's SSN

Organization Rep's Date of Birth

Month



Day



Year



3

Bank Information

Routing Number

Checking Account Number

Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.

4

State Charitable Solicitation Compliance

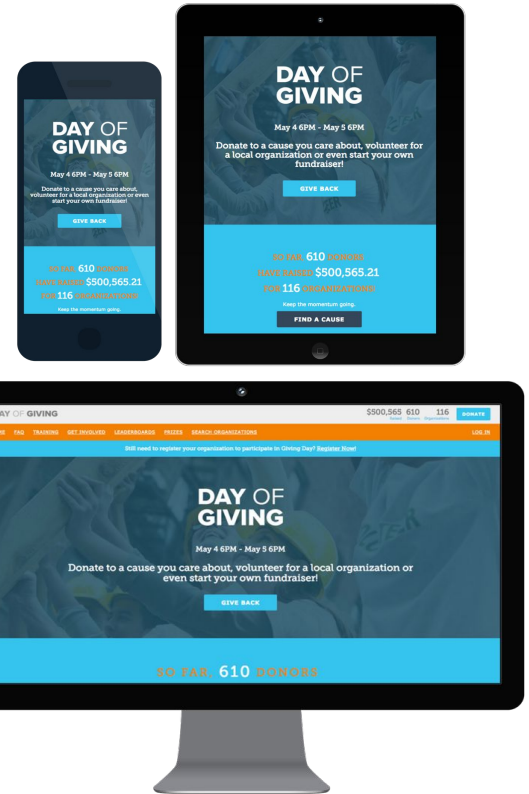
I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation will be required to collect donations on GiveGab starting January 1, 2018. [Learn more about state charitable solicitation compliance.](#)

Save

Easy & Accessible

- On average, **61% of all emails** are opened on a mobile device
- Your Give Local 757 profile is completely responsive on every page
- Donors can give easily on any internet enabled device



Simple Donation Processing



- All major credit cards accepted
- Quick, easy and effective donation form
- Informative reporting for nonprofits
- Securely encrypted through Stripe
- GiveGab's chat support available right within the donation form to help!

Transparent Pricing

Credit Card:

3% Platform Fee
+
\$0.30 per transaction &
2.2% transaction fee
(Stripe)
=
5.2% + \$0.30

ACH:

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

***\$100 minimum*

Transparent Pricing (continued)

Confirm Your Gift

Step 3 of 3

Orca Conservancy

Gift: \$25.00

Email:

generousdonor@givegab.com

Fees:

\$2.02

[What's with these fees?](#)



I'll cover the fees to save the organizations from having to pay them

Total:


\$27.02

- Donors can cover all fees on behalf of your organization, with more info right in the donation form
- Historically, 65-75% of donors do cover fees during a giving day at a minimum

Give, Give, and Give Again!

Donate to more than one organization

Step 1 of 3



Double Dog Dare Rescue

Choose an amount to give:

\$

Name to Display (Optional):

(Defaults to First and Last Name)

Please do not display a name publicly.

Please do not display the donation amount publicly.

Make this a recurring gift.

Make this donation in honor of or In memory of someone.

Add a Public Message to this Donation

Choose Campaign (Optional) ▾

[Remove this donation](#)

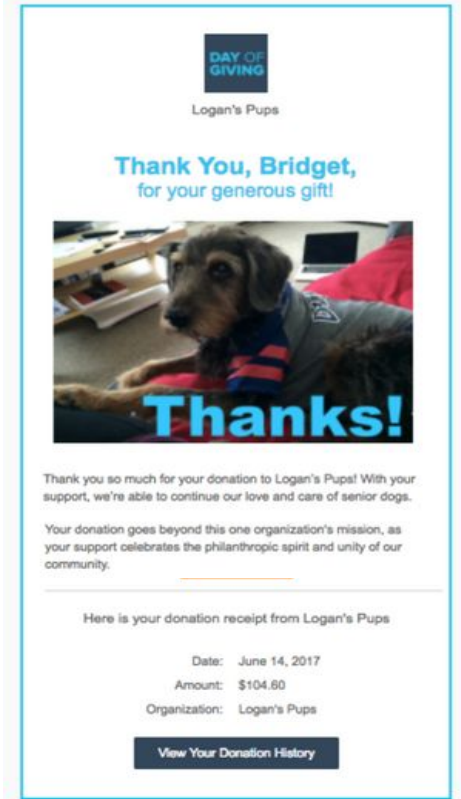
Choose an amount to give:

\$

GiveGab's Gift Basket makes it quick and convenient for donors to support as many causes as they like!

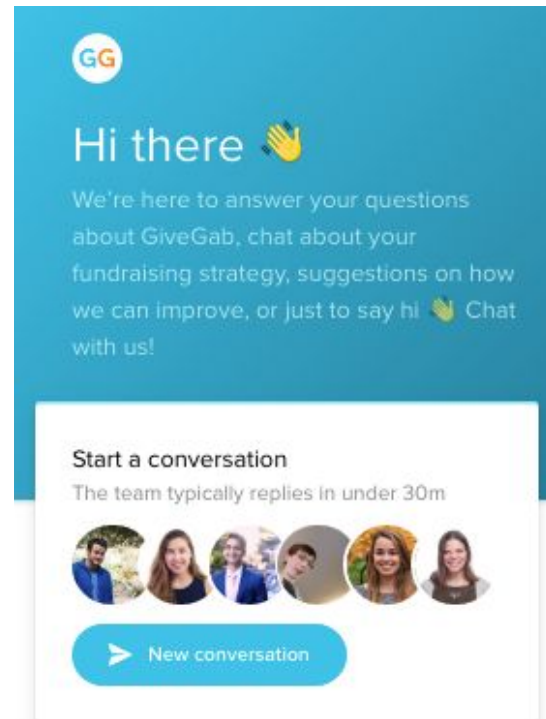
Instantaneous Donor Delight

- Customizable Thank You Emails that **come from your organization** immediately after the gift is made (Last year, from Peninsula CF!)
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt
- Social Share & Fundraising links encourage further online engagement
- **Pro Tip:** *Be sure to customize your receipt before you start sharing your profile for donations!*



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
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!
 - **Look for the little blue chat bubble!**



Registering for Give Local 757!



Search: Step 1



Search: Step 2



The Children's Center



This organization is participating. You can manage it on [GiveGab](#). [Contact us](#) with any questions.



The York Foundatin for Public Education

PARTICIPATE



The Salvation Army of Greater Williamsburg, VA

PARTICIPATE



Young Emerging Professionals Of Williamsburg

[Inquire](#) about applying with this organization. It's easy!

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION





Register Your Organization for

Give Local 757

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

ZIP/Postal Code

Not located in the United States?

Logo



Select Image

Remove

Recommended dimensions
300x300
Max file size 5MB

Your Application for Registration



Register Your Organization for

Give Local 757

Powered by GiveGab

[PLEASE READ THE FULL TERMS AND CONDITIONS FOR GIVE LOCAL 757.](#)

Registration Type

Late Registration - Begins Jan 1, 2020 \$175.00

[Do you have a registration code?](#)







1. Organization's Mailing Street Address

2. Organization's Mailing City

3. Organization's Mailing Zip

4. Organization's Primary Contact Name

Your Preparation Checklist

-  **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](#)
-  [Manage Support Areas](#)
-  [View Registration Info](#)
-  [View Your Profile](#)

Share Your Page

<https://preview.givelocal757.org/organizations/w>



[View Your Page](#)

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GiveGab Customer Success HQ

Your Preparation Checklist



Giving Day!

October 29, 2019

A Message From The Host

You're approved!

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day!

- Add Your Organization's Info >
- Add Your Story >
- Add Donation Levels >
- Add a 'Thank You' Message >
- Add Fundraisers >

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GiveGab Customer Success HQ

Time to launch

32

days

Donation Tools

- [Manage Sponsor Matching](#)
- [Manage Donations](#)

Other Actions

- [Engagement Opportunities](#)
- [Add External Fund](#)
- [Manage Support Areas](#)
- [View Your Profile](#)

Share Your Page

<https://dog-staging.givegab.com/organizi>



[View Your Page](#)

The Basics

- Logo
- Tagline
- Website
- Causes
 - Select up to 3!

✓ Add Your Organization's Info

Tagline


Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.loganspups.org

Logo



Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Select Image Remove

Recommended dimensions 300x300
Max file size 5MB

Save

Telling Your Story

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Set a Goal (optional)

Display Goal on Profile

\$ 5000

.00

Formatting ▾

B

I

U

✎

☰ ▾

☰ ☰

☰ ☰

🖼️

🔗

📄 ▾

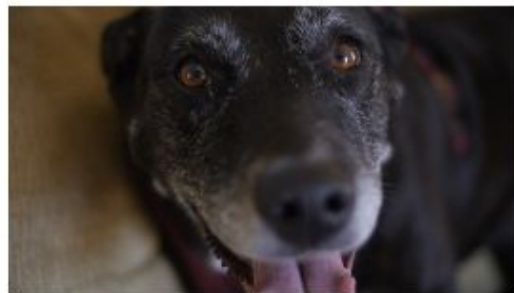
—

✕

</>

Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.




Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups. Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.



Highlighting Impact

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	\$25.00 Provides one week of food for a senior pup Edit Remove
	\$50.00 Provides a super soft bed for a loving senior pup Edit Remove
	\$100.00 Helps a family foster one of our amazing senior pups Edit Remove

Dollar Amount

\$

Description

[Save](#) [Cancel](#)

Image

[Select Image](#) [Remove](#)

Image should be 5MB max and a JPG, JPEG or PNG file type.

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels

Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor's email when they make a gift
- Comes from the individual listed as your organization's contact, so a donor can reply right to your nonprofit

✓ Add a 'Thank You' Message


Please provide a "thank you" message, as well as an image or video link (or both).

Thank You Message

Thank you so much for your donation to Logan's Pups! With your support, we're able to continue our love and care of senior dogs.

Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



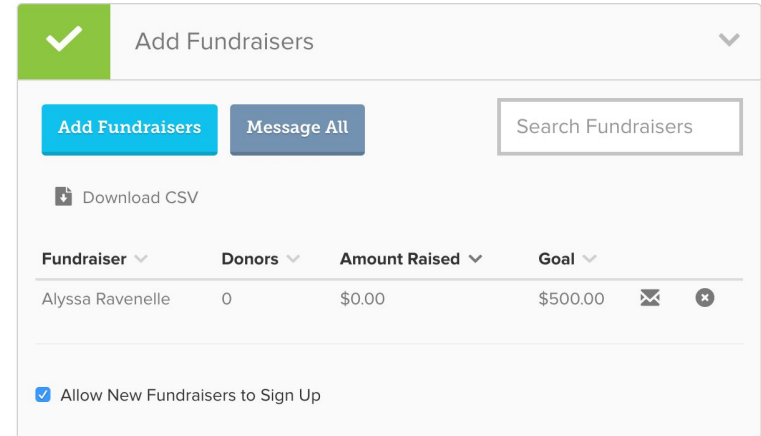
Select Image Remove

Recommended dimensions 800x800
Max file size 5MB

Save

Peer-to-Peer Fundraising


- Use existing supporters to expand your organization's reach
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization's totals!
- *Organizations with fundraisers raise on average **3.4x more** than those without*
- **Pro Tip:** Admins can easily set default settings, track activity, and manage fundraising pages



The screenshot shows the 'Add Fundraisers' admin interface. At the top, there is a green checkmark icon and the title 'Add Fundraisers'. Below the title are two buttons: 'Add Fundraisers' (blue) and 'Message All' (grey). To the right is a search box labeled 'Search Fundraisers'. Below these buttons is a 'Download CSV' link with a download icon. The main area contains a table with the following columns: 'Fundraiser', 'Donors', 'Amount Raised', and 'Goal'. There is one row of data for 'Alyssa Ravenelle' with 0 donors, \$0.00 raised, and a \$500.00 goal. To the right of the goal are two icons: an envelope and a close button. 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

Peer-to-Peer Fundraisers (cont'd)







A fundraiser for:

Logan's Pups


Helping find senior dogs loving homes in their last years

Causes: [Animals](#), [Education](#)

[DONATE](#)   


20% 

\$100 Raised \$500 Goal 1 Donors



Bridget Cafaro

Hi, I'm Bridget Cafaro and I'm fundraising for [Logan's Pups](#).



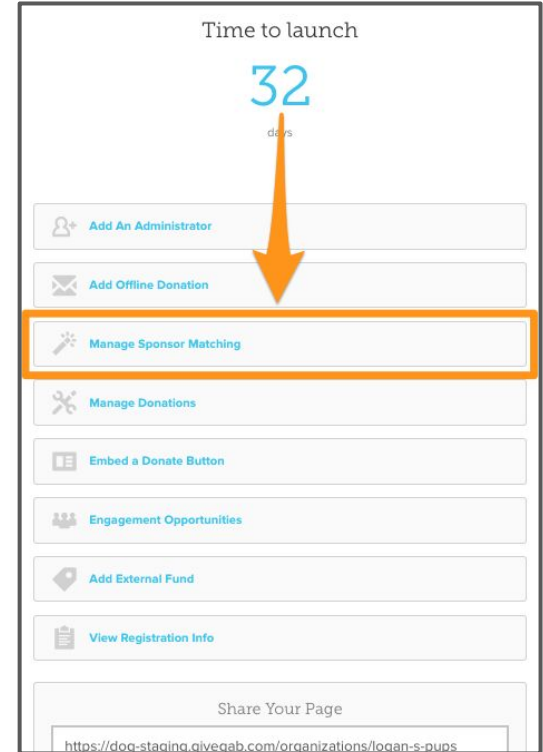
Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!

Peer-to-Peer Fundraising (cont'd)

- Your Give Local 757! Team strongly recommends that every organization employ this strategy, as it nearly guarantees a successful campaign!
- This was the most successful strategy in the past for organizations that took advantage.
- Nearly \$100,000 in donations came through peer-to-peer fundraising for 50 organizations last year. *Let's see this surpassed in 2020!*
- **Fundraising stats to highlight:**
 - In 2019, a boy raised \$5,000 - the most of any individual fundraiser. This went to an organization that provided services for his brother with Down Syndrome.
 - Vanguard Landing and DREF raised the most of any orgs: \$16k and \$13k, respectively

Highlighting Matching Gifts

- **1:1 Match:** each online donation will be matched dollar for dollar
- **Challenge:** Funds will be added to your organization's total once a set goal is achieved
- Organizations that use matches and challenges on their profile raise on average **4.5x more** than those who do not
- **Pro Tip:** Watch GiveGab's Matching Training video, or chat into the blue chat bubble for strategy help!



Viewing & Sharing Your Profile



Giving Day

September 5, 2018

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

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

Time to launch

61

days

- + Add An Administrator
- ✉ Add Offline Donation
- 🔦 Manage Sponsor Matching
- ✂ Manage Donations
- 📄 View Registration Info

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups>



[View Your Page](#)





Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: [Animals](#), [Seniors](#)

[Manage this on GiveGab](#)

DONATE



0%

\$0 Raised \$5,000 Goal 0 Donors



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Helps a family foster one of our amazing senior pups



\$500

Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

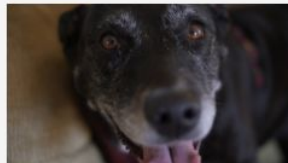
To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

DONATE



Matches

Board of Trustees: #NVBigGive Match

On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's big Give 2018!

\$5,000 MATCH

\$5,000 REMAINING

Fundraising Champions

[Bridget Cafaro](#)

\$0.00

[Alyssa Ravenelle](#)

\$0.00

Tips, Tools, and Resources

[The Nonprofit Toolkit](#) has everything you need to reach your Give Local 757 goals!

- Communication Timelines and Templated Messaging
- Give Local 757! Graphics
- Resources to share with board members, fundraisers, and other giving day supporters
- More training videos for online fundraising strategies!
- Endless technical support resources



Webinars and
Workshops



Giving Day Toolkit



GiveGab Customer
Success HQ

Your Next Steps

- Apply to register for Give Local 757 as soon as possible!
- Follow Give Local 757 on Social Media!
 - Use #GiveLocal757
- Watch your inbox for important emails
- Sign up for webinars and watch available trainings
- Explore the Nonprofit Toolkit

GiveGab[®]

Questions?

GIVE

LOCAL

757![™]

May 12, 2020