Getting Ready for Give Local 757!

April 25-26, 2023
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

● Give Local 757! Overview
● Who is GiveGab?
● What’s New
● Creating Your Profile
● Next Steps & Questions
Welcome to the 10th Anniversary of Give Local 757!

GiveLocal757.org

April 25-26, 2023, 10 AM - 10 AM
Welcome to the 10th Anniversary of Give Local 757!

- **New!** Prize structure, Lunchtime Learning Sessions, ECards and referral program for returning organizations
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofit serving Hampton Roads are eligible to participate

GiveGab
Wednesday Lunch Chats!

- Every Wednesday, Feb 15 - March 15
- Come with questions, listen in, and brainstorm your campaigns with peers!
Benefits of Participating

- Conduct your own unique campaign to market and share with their supporters
- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- 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
Cost of Fundraising

- Donors covered fees for **89.7%** of donations
- Effective Rate of **1.27%** This is the ‘true’ cost to fundraise online for the giving day. In other words, it cost organizations on average $1.27 for every $100 raised online
- Donation Realization Rate: **98.73%** (The inverse of effective rate) This is how much each organization ‘took home’ on average
  - How much did each org actually pay (on average) in fees? $60.63
Who is GiveGab?
Who is GiveGab?

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

- Hosts a secure, reliable and transparent platform for Give Local 757!
- Creates the ultimate donor experience
- Provides a dedicated platform support team
Transparent Donations

- Credit Card, ACH, Mobile Pay, eCards for online transactions
  - Fees for eCards are charged on purchase, not redeeming of card
- Donors can cover all fees on behalf of your organization
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
Simple Donation Processing

- All major credit cards accepted
- Quick, easy and fun donation flow
- Log right into your bank to use the Plaid/ACH payment
- Securely processed through Stripe
- Your donations are deposited within 5-7 business days
- GiveGab’s chat support available right within the donation form!
GiveGab’s Gift Basket makes it easy for donors to support many organizations!

(Up to 10 at one time)
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
Giving Day Support

- 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?
Summary of New Features

- Enhanced search on GiveLocal757.org
- E Cards
- Search keyword field in profile
- Donor phone numbers available in all gift reports
- Matches & Challenges updates
- Payout descriptor for your deposits will now say Bonterratech.com
Participant Search

Search

Search (e.g. SPCA, Food Bank)

Here are some participating organizations!

- Autism Society Tidewater Virginia
  - Virginia Beach, Virginia
  - View, Donate

- The Hurrah Players
  - Norfolk, Virginia
  - View, Donate

- Community Knights Inc
  - Newport News, Virginia
  - View, Donate

- Ivy Foundation of Hampton, Inc
  - Hampton, Virginia
  - View, Donate

- Tidewater Wooden Boat Workshop
  - Norfolk, Virginia
  - View, Donate

Filters

Select a Cause

Location (e.g. Hampton, VA)

The Hurrah Players

Norfolk, Virginia

- $25
- $50
- $100

Custom Amount

ADD TO BASKET or CHECKOUT

GiveGab
E-Cards

- Purchase here: www.givelocal757.org/ecards
- E-Card FAQ page: www.givelocal757.org/info/ecard-faq
- So many ways to market!
  - Encourage board members to purchase and give to friends, family, networks
  - Gift to children to get them engaged in philanthropy
Completing Your Profile
Returning? Copy Your Profile!

- Be sure to update existing content with new dates, photos, etc.
- Existing bank account information will carry over.
## Your Giving Day Dashboard

<table>
<thead>
<tr>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Your Organization's Info</td>
</tr>
<tr>
<td>Add Your Story</td>
</tr>
<tr>
<td>Get Verified to Collect Donations</td>
</tr>
<tr>
<td>Add Donation Levels</td>
</tr>
<tr>
<td>Add a 'Thank You' Message</td>
</tr>
</tbody>
</table>
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!

Image should be 1MB max and a JPEG, JPG or PNG file type. Recommended dimensions: 300x500.
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization’s participation in the giving day through words and visuals
Get Verified on GiveGab

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don’t wait to complete this information. It can take at least several days, and in some instances more
Suggest Donation Levels

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard
What’s Next?
Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video](#)
Did you know?

Organizations who used P2P fundraising last year for Give Local 757! raised on average 3.5x more than those who did not.
2022 P2P Fundraiser Stats

- 28% (57) organizations used P2P
- Total raised through P2P: $682,092
- Total donors that came through P2P feature: 4,247
- Accounts for 39% of all donations received during Give Local 757!

- Average amount raised by organizations with P2P = $12,426
- Average amount raised by organizations without P2P = $3,566
Fundraiser Pro Tips

- Check out and share the Fundraiser Guide
- Come up with your goals and expectations for fundraisers
- Host an onboarding session for them to work on their profiles, outline their own goals, ask questions
- Share a suggested communication game plan
- Last but not least: ensure they are editing their 2023 profile and using the correct link!
What if you’ve secured Matching Funds?
Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab’s matching tool to add that money into your totals, according to the criteria you set.

- 1:1 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- **Pro Tip:** Watch the [Matching Training Video](#)
Did you know?

Organizations who had a match last year for Give Local 757! raised on average 3.8x more than those who did not.
2022 Matching Stats

- **76% matches** successful (fully exhausted) - that means 24% of matches were left unlocked!
- $78,174 in Matching Funds released

- Average amount raised by organizations **with** matches/challenges = $18,131
- Average amount raised by organizations **without** matches/challenges = $4,749
Matching Pro Tips

- Double check your set “Start” and “End” times to ensure that eligible donations will be matched.
- Time your matches with a prize, or particular period of the day that you want to boost engagement.
- Pool together donations to create a matching opportunity (board members, repeat large donors, etc.).
- Just ask! :)

GiveGab
A challenge for you!

LET'S DO THIS!
A challenge for you!

Want to grow your numbers this year?

Each organization should aim to secure at least 5 Peer-to-Peer Fundraisers and 1 Matching Gift for 2023!
Next Steps
Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give Local 757! needs.

- Customizable templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Your Next Steps

What to work on over the next 2 months:

- Follow Give Local 757! and the Peninsula Community Foundation on Social Media!
- Use #GiveLocal757 Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals, how you’ll approach our P2P and Matching Challenge
- Sign up for upcoming trainings
- Explore the toolkit
Questions?

10th Anniversary
GIVE LOCAL 757!™

April 25-26, 2023