

Getting Ready for Give Local 757!

April 23, 2024



GIVE

LOCAL

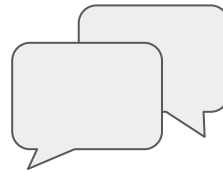
757!™

Submit Your Questions



Chat Box

To: ☒ All panelists
Type: All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously

Send

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/Bonterra?
- Creating Your Profile
- Next Steps & Questions

Quick Poll!

RETURNING FROM LAST YEAR?

RETURNING FROM PREVIOUS YEAR?

NEW?

Welcome to the 11th Annual Give Local 757!

April 23, 2024, 12 AM - 12 AM

- 145 organizations registered so far. 29 are new!
- Referral program for participating organizations \$757 incentive prize



I'm new. What is Give Local 757?

- A 24-hour virtual fundraising event for the entire Hampton Roads community, leveraging a unified marketing strategy to increase impact
- Take advantage of leaderboards and prizes for friendly competition, and see all the online activity generated throughout the day in one place
- Every nonprofit conducts their own unique campaign within the larger event to share with their supporters, and aim to gain new supporters in the process
- IRS-recognized nonprofit serving Hampton Roads are eligible to participate

Benefits of Participating

- Re-Engage with your existing supporters
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives.
- Learn to utilize digital fundraising tools, and take advantage of resources (like valuable trainings) that are available year-round!
- Network with other nonprofits and learn from each other's successes

Wednesday Lunch Chats!



- Every Wednesday @ Noon
- Beginning January 31
- Come with questions, listen in, and brainstorm your campaigns with peers!

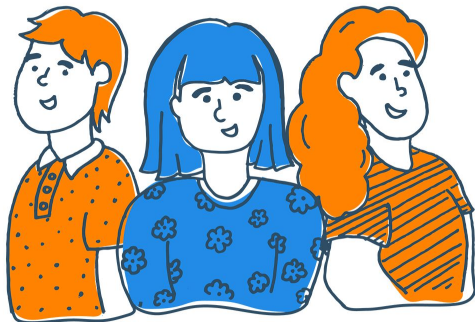
Peer-to-Peer Fundraising Webinar

Tuesday January 23

2PM - 3PM

[Register Here](#) or on the
[Trainings Page](#)

- Average amount raised by organizations **with P2P = \$10,851**
That's 3.5x more on average than orgs who did not!



Final Steps to Success Webinar

Tuesday, March 12th

2PM - 3PM

[Register Here](#) or on the
[Trainings Page](#)



Who is GiveGab/Bonterra?

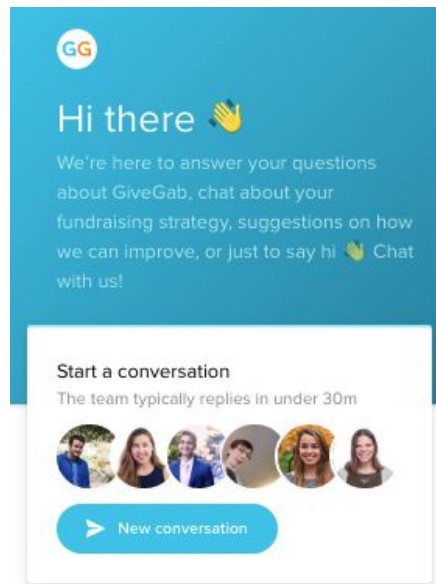
GiveGab is becoming  Bonterra.

Who is GiveGab/Bonterra?

1. Hosts a secure and reliable platform for Give Local 757!
2. Creates the ultimate donor experience
3. Provides a dedicated platform support team

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



Simple Donation Processing

- All major credit cards accepted and securely processed
- Log right into your bank to use the Plaid/ACH payment option
- Your donations are deposited **within 5-7 business days**
- GiveGab's chat support available right within the donation form!



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 easy for
donors to support
many organizations!

(Up to 10 at one time)

Quick Poll!

**Do you want donors to have the option to make their
Give Local 757! gifts recurring?**

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*

Transparent Donation Form

Confirm Your Gift
Step 3 of 3

Orca Conservancy	Gift: \$25.00
<hr/>	
Email:	generousdonor@givegab.com
Fees:	\$2.02
What's with these fees?	
<input checked="" type="checkbox"/> I'll cover the fees to save the organizations from having to pay them	
Total:	\$27.02

- **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


Cost of Fundraising

- Donors covered fees for **88.2%** of donations
- Organizations paid on average **\$0.71 for every \$100** raised online
- In total, the average an organization paid in fees was **\$28.39**

Completing Your Profile


Returning? Copy Your Profile!


- **Update existing content with new dates, photos, etc.**
- Existing bank account information will carry over
- Admins from last year will remain
- P2P's do NOT carry over!

**Give Local 757!** May 10, 2022
\$0.00 Raised • 0 Donors • 0 Gifts

Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

Give Local 757! (2021)[Copy This Profile](#)

Give Local 757 (2020)[Copy This Profile](#)


[Create a New Profile](#)

Your Giving Day Dashboard

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


Basic Info

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

 Add Your Organization's Info

Website

Logo



Select Image

Remove

Causes (optional)

Cause #1

Community Advocacy

Cause #2

Homelessness & Housing

Cause #3

Education

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300.


Save

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

✓ 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

☐ Display Goal on Profile

Tell Your Story

GT America

Formatting

A

B

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U

The Peninsula Community Foundation exists to make the Virginia Peninsula a better place for everyone who lives here. Imagine every child born on the Peninsula was born healthy and received the love, nurturing and education necessary to grow up strong and independent. Imagine every person living here had a place to call home that was safe and secure. Imagine every graduating high school senior knew what they were going to do next and was prepared to make it happen. Imagine all of our neighborhoods, including the oldest, were safe places to live and great places to raise families.


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

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


Search Keywords

Note: Search Keywords optimize search results on the campaign website. Add terms relevant to your organization that are not captured in your story, name, or selected causes, as search functionality accounts for those. Example: dog rehoming, foster, senior cats

GiveGab is becoming  Bonterra.

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



Get Verified to Collect Donations

Set up your banking information to receive secure online donations.

Status: Incomplete


Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)


[Add Bank Info](#)

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

 Add Donation Levels


We recommend having 3 or 4 donation levels.



\$10.00
Supplies for one 90 household grocery distribution (75% home delivery)
[Edit](#) [Remove](#)



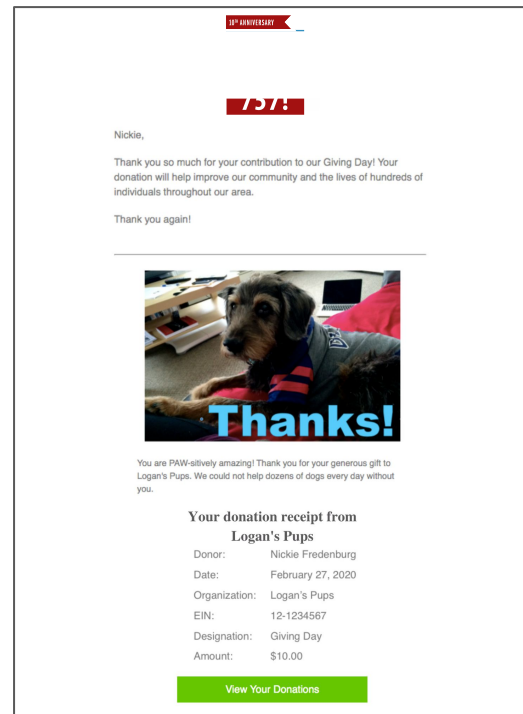
\$15.00
Packaging supplies for our To-Go meals.
[Edit](#) [Remove](#)



\$21.00
Bundle of 5 1-day bus passes
[Edit](#) [Remove](#)

Thanking Your Donors

- Customize the message 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



Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

<https://www.givelocal757.org/organizatio>



View Your Page

Profile Example

Now, let's talk strategy...

**Last year, we
had a challenge
for you.**



2023 Stats

35% more organizations used P2P, and helped raise an additional **\$400k from 5K donations**. **What can we achieve this year?**

- 4,574 donors (300 more than 2022) gave through this feature!
- 77 organizations had P2P fundraisers, compared to 57 in 2022
- Average amount raised by organizations **with P2P = \$10,851 (raised on average 3.5x than orgs who did not)**
- **Let's not forget about Matching Gifts.** Organizations who used this feature raised on average **6x MORE than organizations who did not.**
- **Pro Tip:** Watch the [Matching Training Video](#)

Let's make
YEAR 11 even
bigger!

300 Nonprofits
\$3 Million
\$10,000



Your Next Steps

GiveGab is becoming  Bonterra.

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!

To-Do's

- Begin planning with your teams, break down your goals into tangible milestones
- Follow **Give Local 757!** and the Peninsula Community Foundation on Social Media
- Use **#GiveLocal757** Hashtag
- Watch your inbox for important emails from GiveGab and the Peninsula Community Foundation
- Meet internally to discuss goals, start researching and thinking about P2P
- Register for [upcoming trainings](#)

Questions?



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