

Getting Ready for Give Big Pittsburgh

November 28, 2023

Pittsburgh Magazine's

givebig
PITTSBURGH

presented by

GBU  **Life**®

GiveGab is becoming  Bonterra.

Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Agenda



- Give Big Pittsburgh Overview
- Who is GiveGab?
- What's New
- Registering
- Creating Your Profile
- Next Steps & Questions

Give Big Pittsburgh Overview

givebigpittsburgh.com | November 28 12:00 AM - 11:59 PM

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Pittsburgh Magazine's Efforts = Exponential visibility
- IRS-recognized nonprofits headquartered or providing services in Western Pennsylvania are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on November 28 at 12:00 AM
- Donations stay open until December 31 at 11:59 PM

Welcome GBU Life as this year's presenting sponsor!



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 + Pittsburgh Magazine's 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

2022 Results

Pittsburgh Magazine's
givebig
PITTSBURGH

Outcomes & Results

\$3,174,318

Raised

10,055

Donors

489

Organizations

Who is GiveGab?



GiveGab is becoming  Bonterra.

Who is GiveGab?



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 Give Big Pittsburgh
- 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



Simple Donation Processing



- All major credit cards 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
- Historically, donors cover 65-75% of fees during a Giving Day
- That means it cost only [X] per \$100 raised online!

Step 3 of 3

YMCA of South Collier Gift: \$50.00

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.

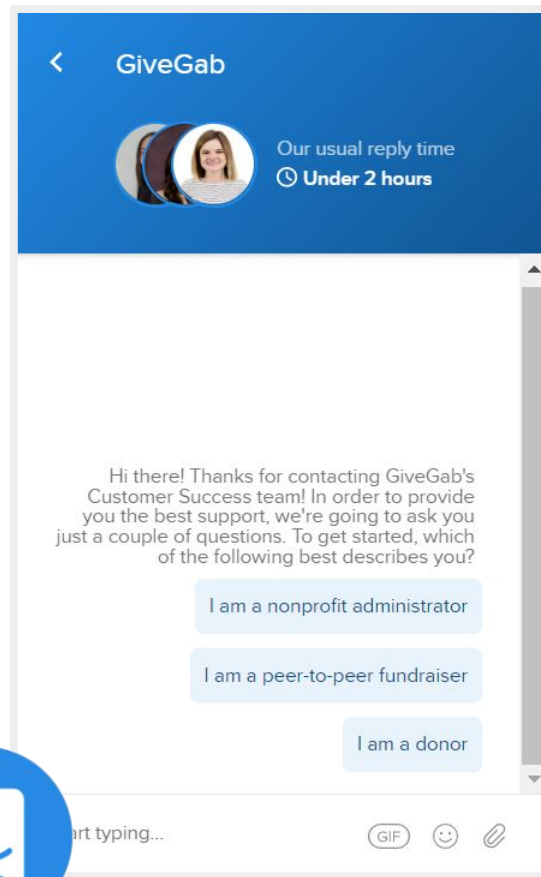
Your donation receipt from Logan's Pups

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

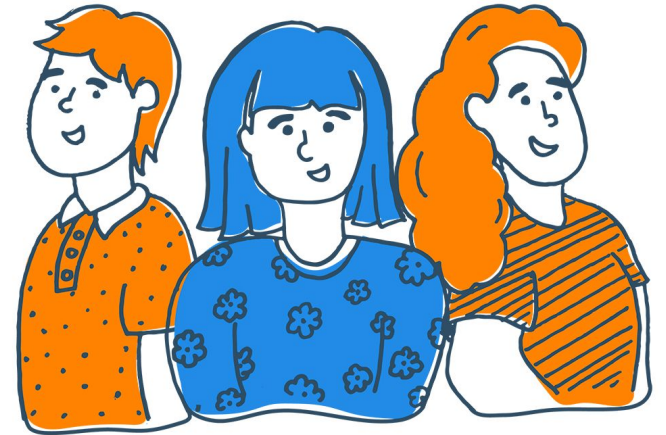
[View Your Donations](#)

How We Support You

- Visit Our Help Center
 - support.givegab.com
- 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?



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

Logan's Pups
GG Pay Financials

Balances
Payouts
Refunds

GG Pay Logan's Pups

Start Date
End Date

Donation Transactions

Gross Amount:	\$4,275.00
Net Amount:	\$4,199.23
Total Number:	33
Givegab Platform Fees:	\$136.88
GG Pay Processing Fees:	\$109.39

Current

Total balance:	\$200.00
Pending refunds:	\$0.00
Pending disputes:	\$0.00
Total in reserve:	\$0.00
Total balance to payout:	\$200.00

Giving Day Analytics

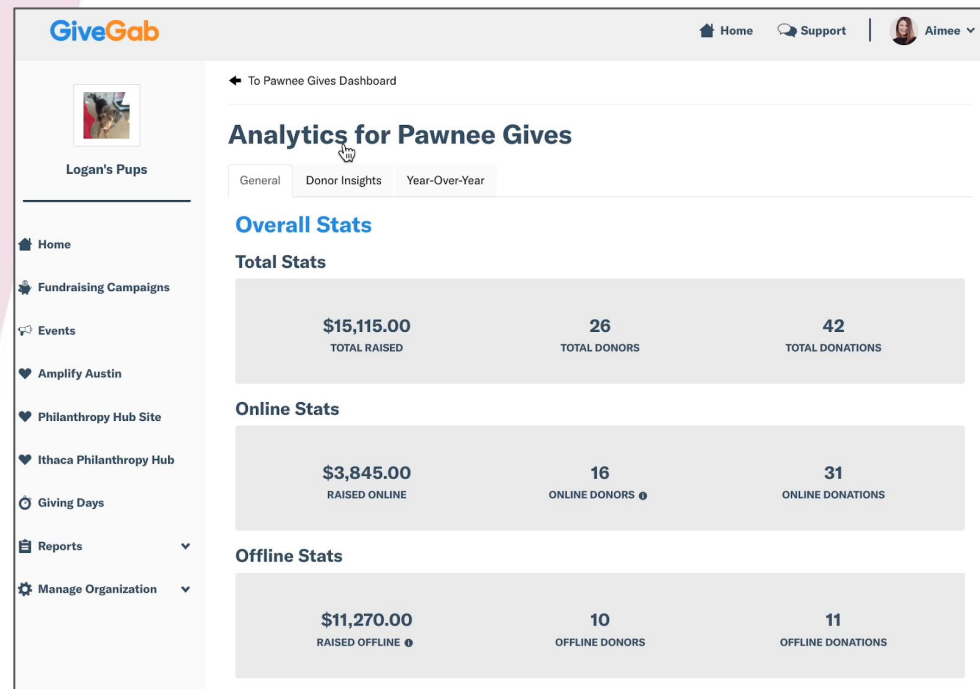
Key stats are available for the following data points:

- 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



Ithaca Gives March 17, 2023
\$0.00 Raised · 0 Donors · 0 Gifts
Analytics ←

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.



GiveGab Home Support Aimee

◀ To Pawnee Gives Dashboard

Analytics for Pawnee Gives

General Donor Insights Year-Over-Year

Overall Stats

Total Stats

\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS
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Online Stats

\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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Offline Stats

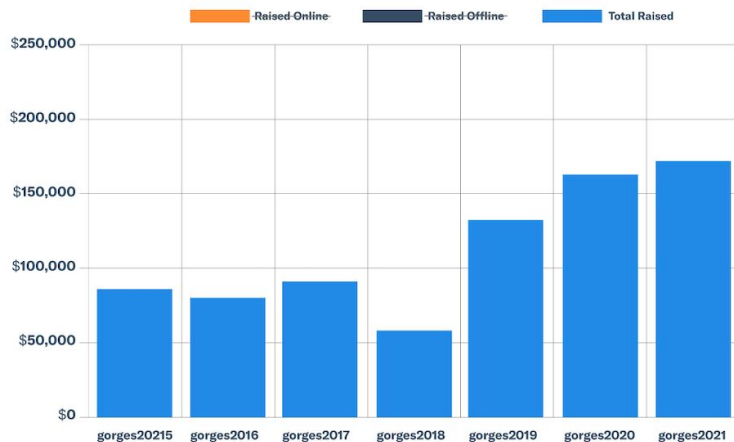
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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Logan's Pups

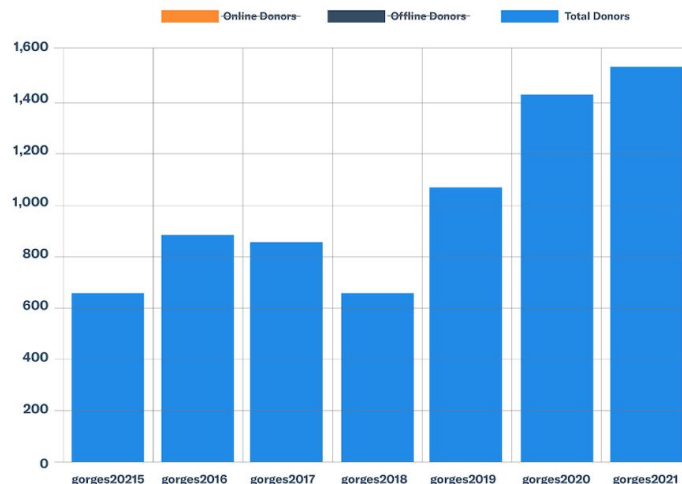
- Home
- Fundraising Campaigns
- Events
- Amplify Austin
- Philanthropy Hub Site
- Ithaca Philanthropy Hub
- Giving Days
- Reports
- Manage Organization

Year-over-Year Metrics

Dollars Raised

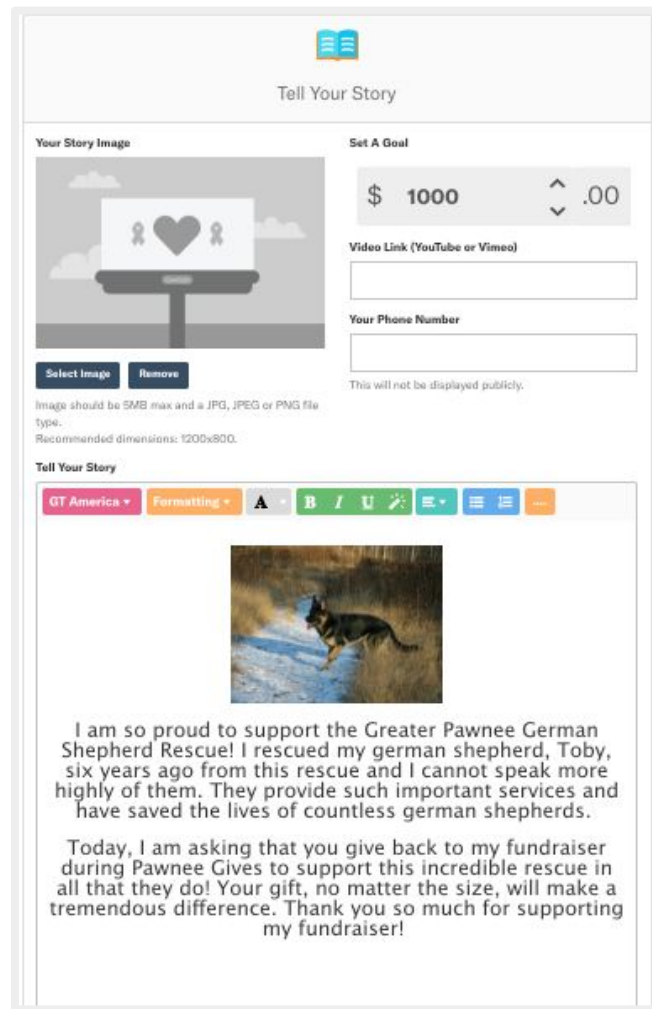


Donor Counts



Elevating Fundraisers

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



The image shows a 'Tell Your Story' form interface. At the top, there is a logo of an open book and the title 'Tell Your Story'. Below this, the form is divided into several sections:

- Your Story Image:** A placeholder image showing a presentation board with a heart and two figures. Below it are 'Select Image' and 'Remove' buttons.
- Set A Goal:** A field showing '\$ 1000' with up and down arrows and a '.00' multiplier.
- Video Link (YouTube or Vimeo):** An empty text input field.
- Your Phone Number:** An empty text input field.

Below the input fields, there is a note: 'Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 1200x800.' and 'This will not be displayed publicly.'

The bottom section is the 'Tell Your Story' text editor, which includes a rich text toolbar with options for 'GT America', 'Formatting', bold, italic, underline, link, unlink, list, and indent. The text area contains a photo of a German Shepherd dog running in a field, followed by two paragraphs of text:

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!

Registering for Give Big Pittsburgh





Pittsburgh Magazine's
givebig
PITTSBURGH
presented by
GBU Life

REGISTER

Give Big Pittsburgh begins in

70 : 12 : 17 : 36
days hours mins secs

Pause Animation





Find Your Organization

and participate in Give Big Pittsburgh

Search for your organization

Start typing in the box above to find your organization.





Give Big Pittsburgh

Organization Name ** required*

Street Address Line 1 ** required*

Street Address Line 2

City ** required*

State ** required*

ZIP/Postal Code ** required*

Not located in the United States?

Logo



Select Image

Remove

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

Click 'Continue' to complete your registration for

Give Big Pittsburgh

Continue



Give Big Pittsburgh

1. What is the size of your operating budget? * required

Please select one choice.

2. What cause does your organization most closely identify with? * required

Please select all that apply.

- Animals
- Arts & Culture
- Community Advocacy
- Disaster Relief
- Education
- Emergency Response
- Entrepreneurship
- Environment
- Ethnic/Immigrant Services
- Family Violence Shelters, Services
- Health & Wellness
- International
- International Migration/Refugee issues
- LGBTQ+
- Politics
- Poverty & Hunger
- Racial Equity
- Religion
- Seniors
- Social Justice
- Veterans
- Woman's Issues
- Youth

3. What county do you primarily serve? * required

Please select all that apply.

- Allegheny
- Westmoreland
- Butler
- Beaver
- Washington

Submit

Returning? Copy Your Profile

- **Don't forget to review and update your profile after!**
- Existing bank information will carry over
 - Double check that your bank account, org rep and admins on your profile are up to date!

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

Welcome to Another Giving Day!

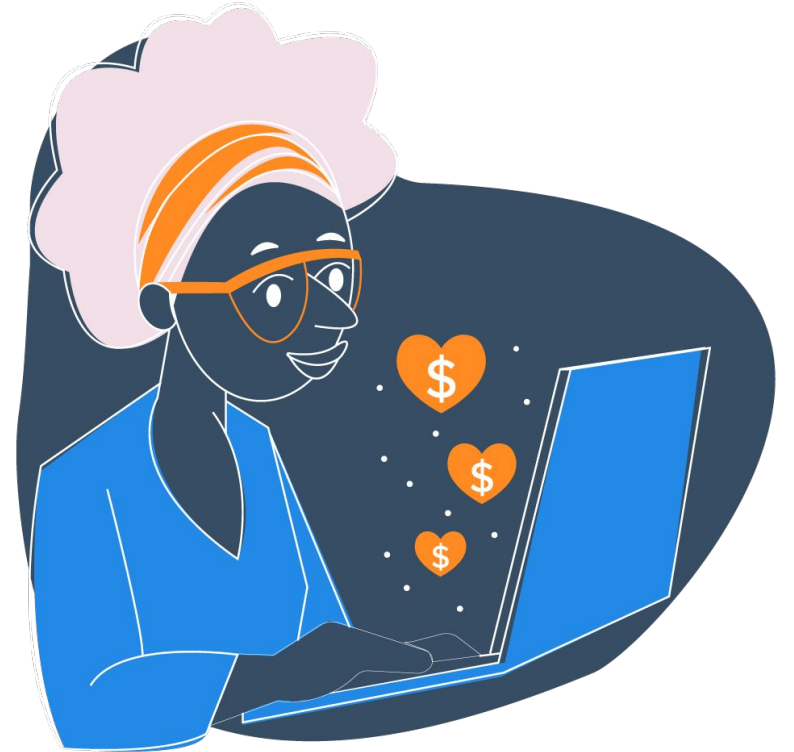
As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

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

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

[Create a New Profile](#)

Completing Your 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 >
-  Add Fundraisers >

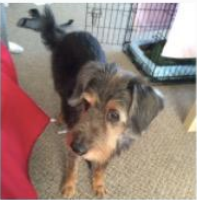
Basic Info

- 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

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

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

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




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 I U

Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

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>.

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 

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](#)

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

Get Verified on GiveGab



Bonterra partners with Stripe for secure financial services.

[← Return to Bonterra](#)

Powered by **stripe** ⓘ

[Terms](#)

[Privacy](#)

English (US) ⇅

Contact Bonterra for support
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.


Suggest Donation Levels

✓ 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](#)



\$500.00
Provides life changing surgery to a senior pup in need
[Edit](#) [Remove](#)

Add Donation Level

- 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

Personalized Gratitude

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


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.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

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

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

Add Fundraisers

Search Fundraisers

Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser Donors Amount Raised Goal Email Phone Actions

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

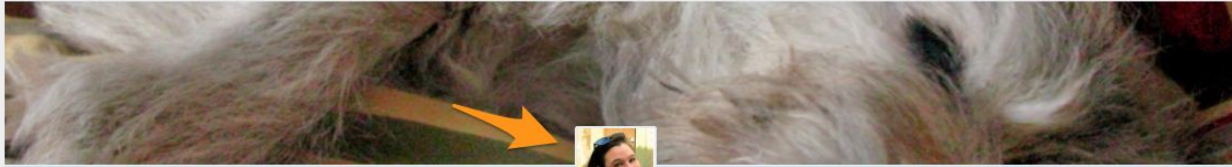
\$.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

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](#)



Bridget Cafaro's fundraiser for
Logan's Pups

DONATE

20%

\$100 Raised **\$500** Goal! **1** Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



\$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

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT



Did you know?



Organizations who use P2P fundraising raise on average **3.4x more** than those who do not.

Key Dashboard Tools

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GGChat

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

<https://www.401gives.org/organizations/center-for-media>




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://giving-days-preprod.herokuapp.com/organizations/>




A Completed Profile

giveGab by GAB Life

Search...

▼ MENU



Tree Pittsburgh

Tree Pittsburgh

DONATE FUNDRAISE

\$25 \$50 \$100 \$250

CHOOSE YOUR OWN AMOUNT

Our Story

Happy #GivingTreesday!

Join us as we celebrate with a generous \$ for \$ match and a special gift for you.

We're also sharing some good news about the city's urban forest - **new data shows a net gain of 4 acres of tree canopy between 2015-2020.** This is big news! It shows the impact of our work and we couldn't have gotten to this point without the support of our partners, volunteers, and you.

But there's still so much to be done and we need your support. Despite the canopy gain in the City of Pittsburgh, we are still losing trees at an alarming rate across the region. The equivalent of 1788 trees was lost every day in Allegheny County from 2015 to 2020.

To help, a local family foundation is matching YOUR donation to Tree Pittsburgh today. Your financial donations will fuel our continued work across the county to plant, care for, and distribute trees to help reverse canopy loss.

And as our thanks, we'll send you our new limited-edition Black'n Gold logo tree sticker. Perfect for showing your Pittsburgh pride and commitment to a more resilient urban forest!



What's Next?

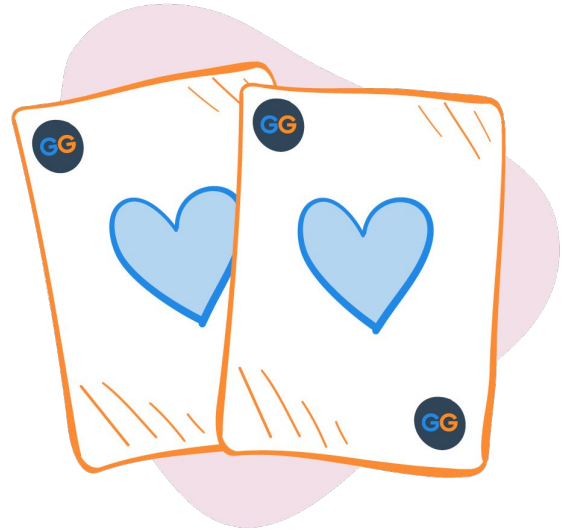


Step Up Your Fundraising with Matches

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, 2:1, or 3:1 Matches
- Donor, Dollar, or Donation Challenges
- **Pro Tip:** Watch the [Matching Training Video](#)



Did you know?



Organizations who have a match raise on average **4.5x more** than those who did not.

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give Big Pittsburgh needs.

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



Your Next Steps



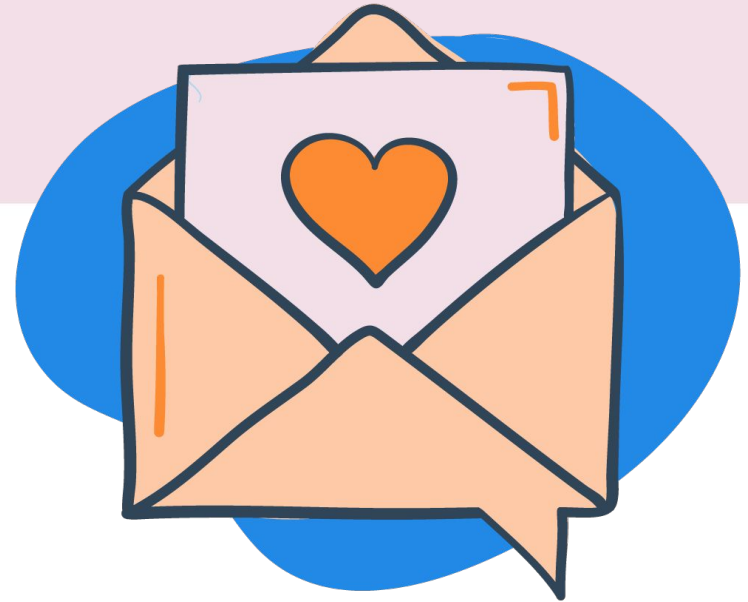
Take a breath!

- 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
- Give Big Pittsburgh may not be the right fit for all of your donors - that's okay!

Your Next Steps

What to work on over the next couple months:

- Follow Pittsburgh Magazine on Social Media and use #givebigpittsburgh Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



Questions?

Pittsburgh Magazine's

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November 28, 2023

GiveGab is becoming  Bonterra.