

Final Steps to Success for PWC Gives! 2024

August 20, 2024

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **August 22nd**.

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

Introduce yourself! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

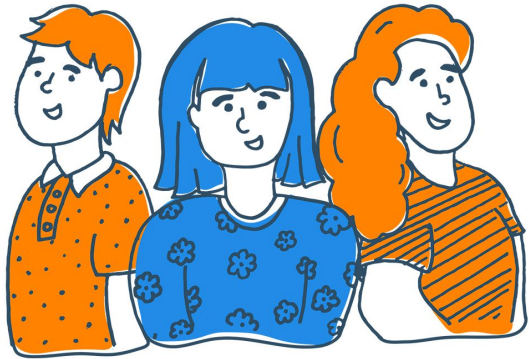
Send Anonymously

Agenda



- **PWC Gives! Updates & Reminders**
- **Your Checklist for Success**
- **After PWC Gives!**
- **Next Steps**
- **Q&A**

PWC Gives! Updates and Reminders



- **pwcgives.org** | September 19 9AM - September 20 9 AM
- Donations open: September 12 at 12AM
- Donation close: September 23 at 11:59PM
- Prizes will be announced closer to the Giving Day
- Social Media Feed

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Are You Able to Accept Donations?

Complete Your Verification



Donation Status: Verified

Hooray! Your organization has been verified to accept donations on GiveGab.

Is Your Profile Complete?

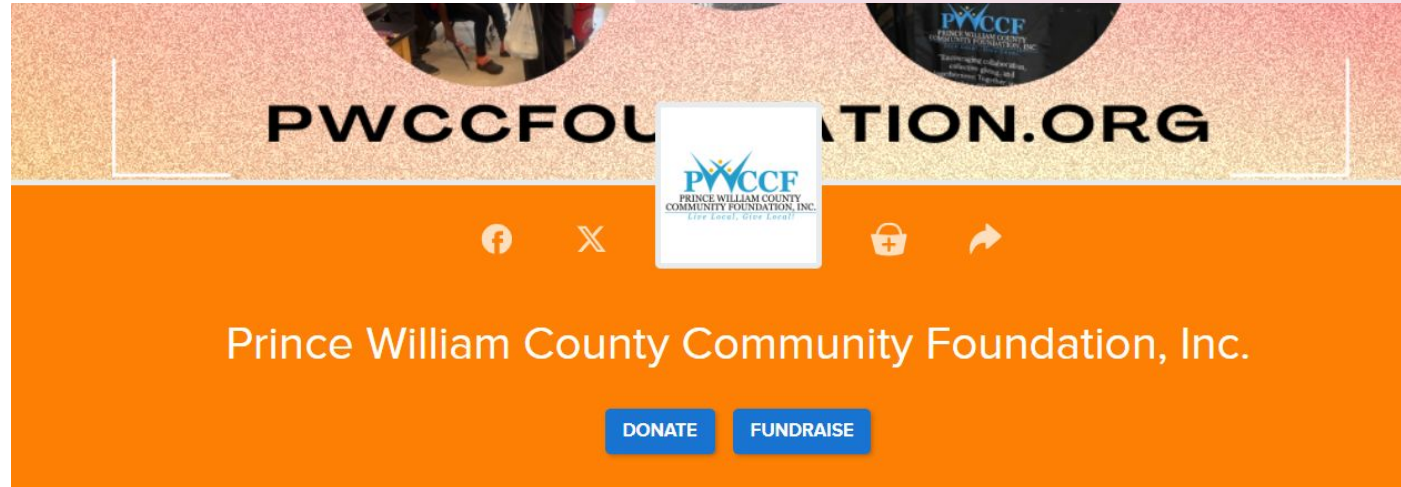
Have you:

- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?

Pro-tip: Share how your organization will use funds raised!



Is Your Profile Complete?



The screenshot shows the top portion of the PWCCF website. At the top, there is a banner with a corkboard background. On the left and right sides of the banner are circular images: the left one shows people at an event, and the right one shows a black t-shirt with the PWCCF logo and the text "PRINCE WILLIAM COUNTY COMMUNITY FOUNDATION, INC. Together we can do more. Let's get it done!". In the center of the banner, the text "PWCCF FOUNDATION.ORG" is displayed in large, bold, black letters. Below the banner is a solid orange bar. In the center of this bar is the PWCCF logo, which consists of a stylized blue and green starburst above the text "PWCCF PRINCE WILLIAM COUNTY COMMUNITY FOUNDATION, INC. Live Local. Give Local.". To the left and right of the logo are social media icons for Facebook and X. To the right of the logo are icons for a shopping cart and a share button. Below the orange bar, the text "Prince William County Community Foundation, Inc." is written in white. At the bottom of the orange bar are two blue buttons: "DONATE" and "FUNDRAISE".

PWCCF FOUNDATION.ORG

Prince William County Community Foundation, Inc.

[DONATE](#) [FUNDRAISE](#)

\$25

\$50

\$100

\$500

[CHOOSE YOUR OWN AMOUNT](#)

Will You Have Cash/Check Donations?

- Add cash and check donations to your PWC Gives! totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Do You Have a Communications Plan?

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your PWC Gives! Nonprofit Toolkit



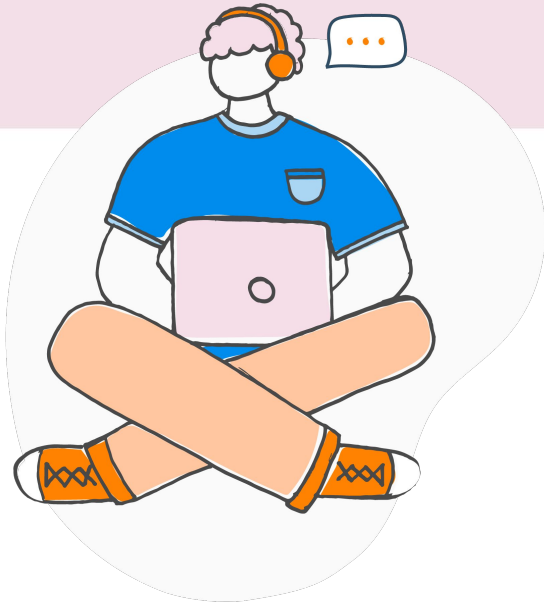
How Will You Communicate?



- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile
 - [Example QR code generator](#)

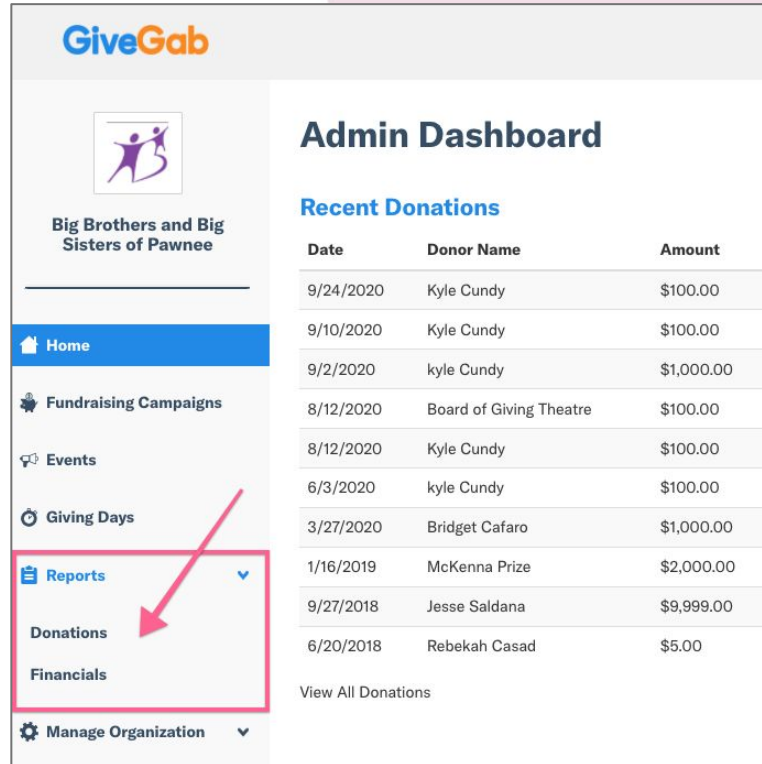
Post-PWC Gives! Success

How will you get your donations?



- **Online** donations will be deposited on a **rolling basis 5-7 business days** after a gift is made
- Deposits will appear on your account from “**Bonterratech**”
- Reference your **new** Financials report to reconcile deposits!
- Offline donations **ARE NOT** paid out by Bonterra!

Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee


Admin Dashboard

Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)

Filtering Your Data



Pawnee Public Library

Home

Pawnee Gives (Support)

Reports ▾

Donations

Manage Organization ▾










Donations



Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


▾ ▾ ▾


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

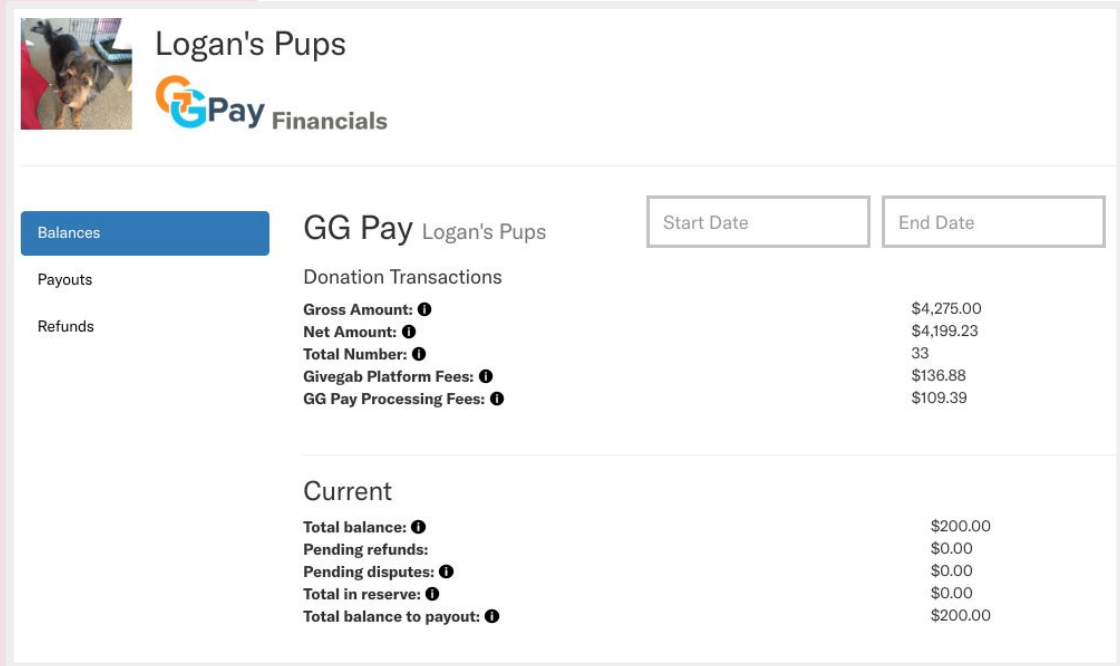
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 [Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for **Pawnee Public Library** 

Reconciliation

- The Financials reporting dashboard allows you to view your balance and donations from an accounting perspective
- Match each online gift to a deposit

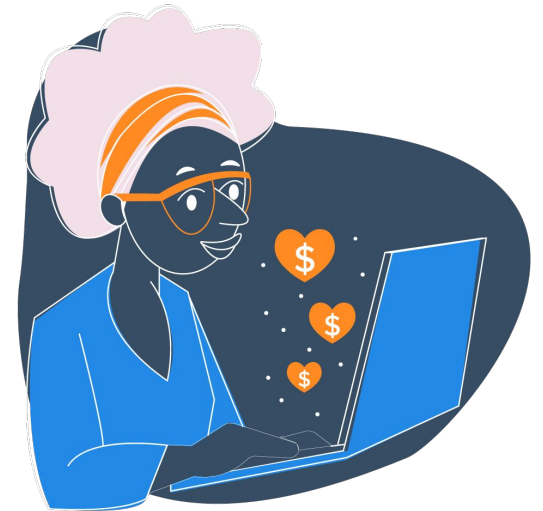


The screenshot shows the GG Pay Financials dashboard for Logan's Pups. At the top left is a profile picture of a dog and the text "Logan's Pups GG Pay Financials". Below this is a navigation menu with "Balances" selected. To the right are "Start Date" and "End Date" input fields. The main content area is titled "GG Pay Logan's Pups" and contains two summary sections: "Donation Transactions" and "Current".

GG Pay Logan's Pups		Start Date	End Date
Donation Transactions			
Gross Amount:	1		\$4,275.00
Net Amount:	1		\$4,199.23
Total Number:	1		33
Givegab Platform Fees:	1		\$136.88
GG Pay Processing Fees:	1		\$109.39
Current			
Total balance:	1		\$200.00
Pending refunds:			\$0.00
Pending disputes:	1		\$0.00
Total in reserve:	1		\$0.00
Total balance to payout:	1		\$200.00

How Will You Thank Your Donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the [available training](#) on Donor Stewardship!



How Will You Thank Your Donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your Giving Day Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after

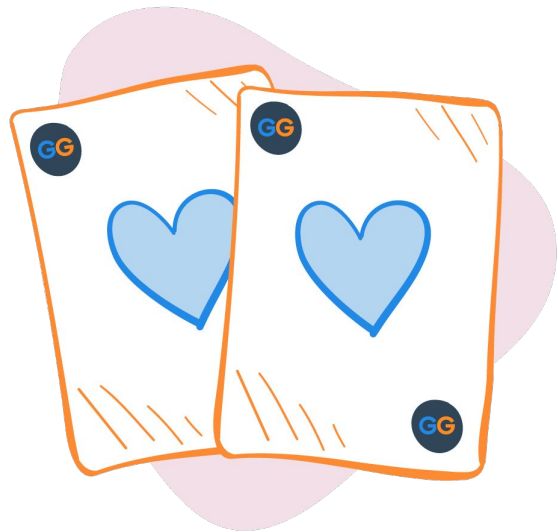


'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- PWC Gives! Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- How-To Videos on the PWC Gives! Trainings page



Have You Secured a Matching Gift?



- **Why?**
 - Organizations with matching funds raise 4.5x more on average than organizations without a match
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Do You Have Fundraisers?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be a fundraiser
- **Pro Tip:** [Watch the Peer-to-Peer Fundraiser training video](#)



Next Steps

Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

Final Checklist

- Complete your profile by September 9
- **Ensure you are verified to collect donations**
- Keep an eye out for important emails!
- Follow PWC Gives! on Social Media and use #PWC Gives! Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

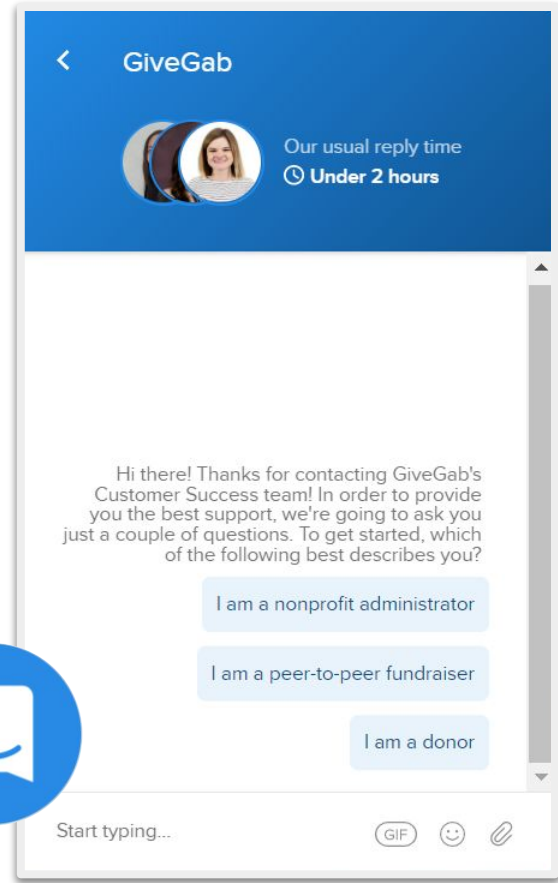
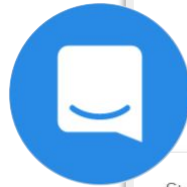


Giving Day Support & Resources

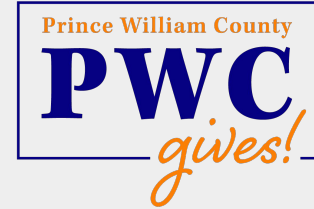
Visit our [Help Center](#)

Check out [Our Blog](#)

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?



September 19 - 20, 2024