Agenda

- The Basics
- Benefits to Participating
- Intro to GiveGab - your 2020 Roanoke Valley Gives platform!
  - The GiveGab Basics
  - Key Features and Resources
- Registering for Roanoke Valley Gives
- Next Steps and Questions
The Basics

- NEW WEBSITE: https://www.rvgives.org
- March 18, 2020 12:00 AM to 11:59 PM
- Every nonprofit conducting their own unique campaign on the day
- Any IRS recognized 501c3 nonprofit serving at least one of the following areas: the cities of Roanoke and Salem, the counties of Roanoke, Botetourt, Craig, and Franklin
  - Must be verified to accept tax deductible donations
  - Must be able to accept ACH deposit transfers into a valid checking account
- Nonprofit trainings, tools, templates, and guides offered to optimize efforts
Benefits of Participating

- Learn how to utilize up and coming digital tools and modern software
- Re-Engage with your existing supporters to make a greater impact
- Increase visibility and exposure by connecting with a larger community
- Utilize the Giving Day to help your organization reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
Transparent Pricing

3% Platform Fee

+ 

$.30 per transaction

+ 2.2% Credit Card Fee

= 

$0.30 + 5.2%

*ACH 3% platform fee + $3.00 flat fee (minimum $100 donation)

- No registration cost or subscription required to participate

- Donors ALWAYS have the option to cover all fees on behalf of your organization

- Historically around 65-75% of donors cover fees on your behalf
Who is GiveGab?

GiveGab is modern, easy-to-use software that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, supporter engagement, Giving Days, and so much more!
Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for Roanoke Valley Gives
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors
Simple Donation Processing

- All major credit cards accepted
- ACH donation option for gifts $100 or greater
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf
  - Again around 65-75% of donors choose to cover all fees on a Giving Day
Give, Give, and Give Again!

GiveGab’s Gift Basket feature and multi-give donation form makes it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Customizable Thank You Emails
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Comes from YOUR organization
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
- Social Share links for more online engagement
- Option to encourage donors to fundraise
How can my organization participate?

https://www.rvgives.org
Find Your Organization
and participate in Roanoke Valley Gives

asegawg

SEARCH

You can search by organization name or EIN (Employer Identification Number)

No match your search criteria.

Don't see your organization listed?
You can create an organization by clicking the button below

ADD MY ORGANIZATION
Welcome to Roanoke Valley Gives! Eligible organizations must be a 501(c)3 nonprofit located in or serving at least one of the following areas: the cities of Roanoke and Salem, the counties of Roanoke, Botetourt, Craig, and Franklin. The Community Foundation is informed of all nonprofits registering to participate and reserves the right to reject any organization that it believes violates the mission and values of the Community Foundation. Governmental institutions are not eligible to participate.

Please fill out the form below to register for Roanoke Valley Gives 2020. Should you have any questions or need any assistance during the registration process, please click on the blue chat bubble located in the bottom right corner of your screen.

Roanoke Valley Gives, an initiative of Community Foundation Serving Western Virginia, is a 24-hour online giving event designed to inspire and grow philanthropy across the Roanoke Valley. We hope to empower those who love the community to easily support their favorite causes or charitable organizations.

What is Your Organization EIN? *

Is your organization a governmental agency? *
Please select one choice

Yes

What is your organization website address? If you organization does not have a website please enter “N/A”

What is your organization’s primary cause? *
Please select one choice

Animals

How many staff members do you have? *
Your Preparation Checklist

**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**
  
  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.

**Time to launch**

85 days

**Share Your Page**

https://dog-staging.giveag.com/organizations/login-s-pups-c

View Your Page
Your Preparation Checklist

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

<table>
<thead>
<tr>
<th>Task</th>
<th>Status</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Your Organization’s Info</td>
<td>✔️</td>
<td>Add An Administrator</td>
</tr>
<tr>
<td>Add Your Story</td>
<td>✔️</td>
<td>Add Offline Donation</td>
</tr>
<tr>
<td>Get Verified to Collect Donations</td>
<td>✔️</td>
<td>Manage Sponsor Matching</td>
</tr>
<tr>
<td>Add Donation Levels</td>
<td>✔️</td>
<td>Manage Donations</td>
</tr>
<tr>
<td>Add a ‘Thank You’ Message</td>
<td>✔️</td>
<td>View Registration Info</td>
</tr>
<tr>
<td>Add Fundraisers</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>

Time to launch: 85 days

Share Your Page
https://dog-staging.givesgab.com/organizations/logan-s-pups

View Your Page
Dashboard Messaging

Roanoke Valley Gives
March 18, 2020

Status: Incomplete

Please provide your organization's information and verify you can collect donations in your state here.

Participation Approval Status
Pending

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Roanoke Valley Gives.

1. Please provide documents as requested by Roanoke Valley Gives.

Add Your Organization's Info
Let people know who you are.

Add An Administrator

View Registration Info
The Basics

- **Logo**
  - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand.

- **Tagline**
  - A quick one sentence overview of your organization or giving day campaign.

- **Website**
  - Add your website so donors will be able to learn more about your organization.

- **Causes**
  - Select up to 3 causes to help donors find causes they’re interested in.
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.
Verification Process

Organization Information
Business Name
EIN/Tax ID
Mailing Address
City State Postal Code
Email

Organization Representative
First and Last Name
Last 4 Digits of Organization Rep’s SSN
Organization Rep’s Date of Birth

Bank Information
Routing Number
Checking Account Number

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
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving 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 directly from your organization’s contact
Peer-to-Peer Fundraisers

- Use your supporters, board members, and volunteers to expand your organization’s reach

- Each fundraiser has their own fundraising page and every dollar they raise goes toward your organization’s totals!

- Organizations with fundraisers raise on average 3.4 x more than organizations without fundraisers.
Peer-to-Peer Fundraisers

A fundraiser for:
Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: Animals, Education

20%
$100 Raised  $500 Goal  1 Donors

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!
● Matches allow each online donation to be matched on a 1:1 ratio.

● Challenges allow funds to be added to the organization’s total once a goal is reached.

● Organizations with matching funds raise on average 4.5x more than organizations without a match.

● Time based to create a sense of urgency
Viewing & Sharing Your Profile

Get Set Up

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- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Share Your Page

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

[Social Sharing Buttons]
Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: Animals, Seniors

Manage this on GiveGab

Donate

$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 heart 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.

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 plan, prepare, and promote Roanoke Valley Gives and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - Roanoke Valley Gives Graphics
  - Helpful resources for your board members, volunteers, and fundraisers

- Even more training videos for Matches/Challenges and strategy
Your Next Steps

- Register for Roanoke Valley Gives on November 1st
- Follow Roanoke Valley Gives on Social Media!
  - Use #rvgives2020
- Watch your inbox for important emails
- Sign up for upcoming training sessions and check out the Nonprofit Toolkit
- Join the Community Foundation nonprofit Mailing list if you have not done so already
Customer Success

- Visit Our Help Center
  https://support.givegab.com/

- Send us an email at
  CustomerSuccess@givegab.com

- Look for the little blue chat bubble
Questions?