

Getting Ready for GIVE Roanoke

April 24, 2024



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 Roanoke Overview**
- **Who is GiveGab?**
- **Registering**
- **Creating Your Profile**
- **Next Steps & Questions**

grow • invest •
volunteer • empower

give roanoke

Outcomes & Results

\$360,903

Raised

1,972

Donors

105

Organizations

GIVE Roanoke Overview

GIVERoanoke.org | April 24th, 12 AM - April 25th, 12 AM

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofit serving Roanoke Valley are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on April 1st

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 + Council of Community Services 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

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 Roanoke
- 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 85% of fees during GIVE Roanoke
- That means it cost only \$0.85 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:

3.5% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
6% + \$0.30

ACH:

3.5% Platform Fee
+
\$3.00 flat bank fee
=
3.5% + \$3.00
**\$100 minimum*

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.

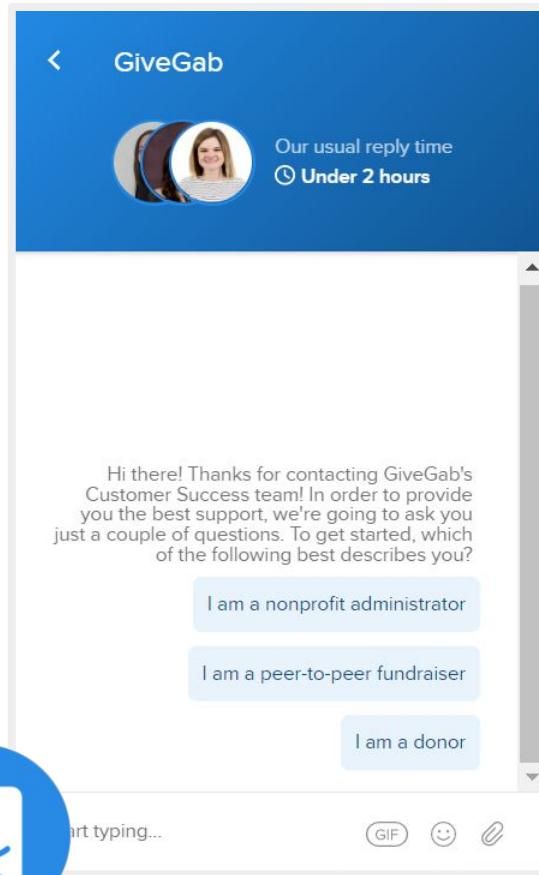
Your donation receipt from Logan's Pups

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



Registering for GIVE Roanoke



grow • invest •
volunteer • empower

give
roanoke

REGISTER TODAY!

GIVE Roanoke 2024 begins in

78 : 08 : 31 : 15
days hours mins secs

LOVE OUR NEIGHBORS

Pause Animation





Find Your Organization

and participate in GIVE Roanoke

roanoke



99 Results



**Center in the Square, Kids
Square, Roanoke Pinball
Museum, Roanoke
STARCADE**
Roanoke, Virginia

PARTICIPATE



**Roanoke Valley Preservation
Foundation**
Roanoke, Virginia

PARTICIPATE



**Roanoke Valley Horse
Rescue**
Hardy, Virginia

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION





GIVE Roanoke

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 Roanoke



Continue



GIVE Roanoke 2024

Thank you for registering your organization for GIVE Roanoke. Please answer all questions below. More details will follow!

Registration Type

GIVE Roanoke 2024 \$25.00

 [Do you have a coupon code?](#)

1. **Organization Name** ** required*

2. **Key Staff Member for GIVE Roanoke** ** required*

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 Roanoke 2024
\$0.00 Raised • 0 Donors • 0 Gifts
Analytics

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.

58 Days to Launch
Participation Approval Status

Approved

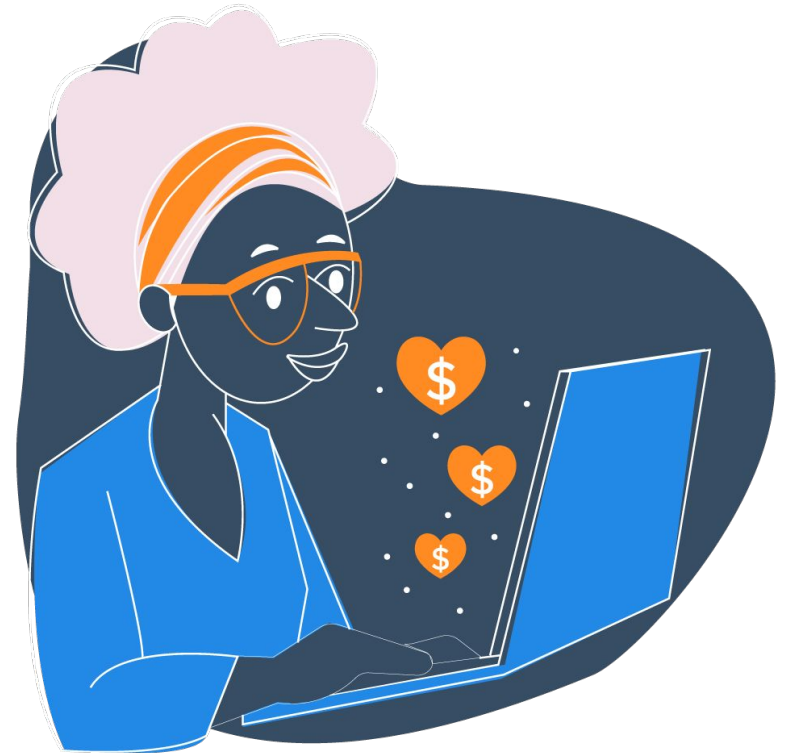
Congratulations, your organization meets all of the requirements and has been approved to participate in GIVE Roanoke! Your public-facing profile on the GIVE Roanoke site is now live.

GIVE Roanoke (2023) [Copy This Profile](#)








Roanoke Valley Gives 2020 (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 a 'Give Again' Message >
-  Add Fundraisers >

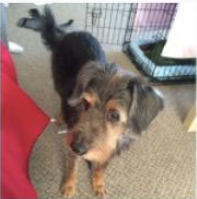
Basic Info

- 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


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

Give A Little More

- Add your 'Give Again' message
- Embed a video
 - OR Add an image
- Save your work

Add a 'Give Again' Message

Please provide a message to donors using the "Give a Little More" feature, as well as an image or video link!

Give Again Message (250 characters max)

1

Video Embed URL

2

Enter the **iframe embeddable version** of the video URL, e.g. "https://www.youtube.com/embed/abc123", "https://www.facebook.com/video/embed?video_id=123456789." Supported platforms include but are not limited to YouTube, Vimeo, Facebook, and Twitch.

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.

3

Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 900x600.

4 Save

Add 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

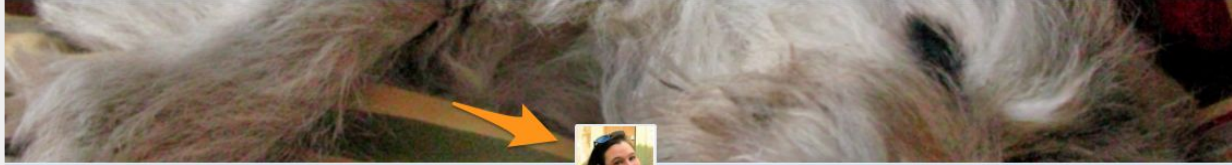
Set Fundraisers' Goal

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 used P2P fundraising last year for GIVE Roanoke raised on average **3.7x more** than those who did 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/>

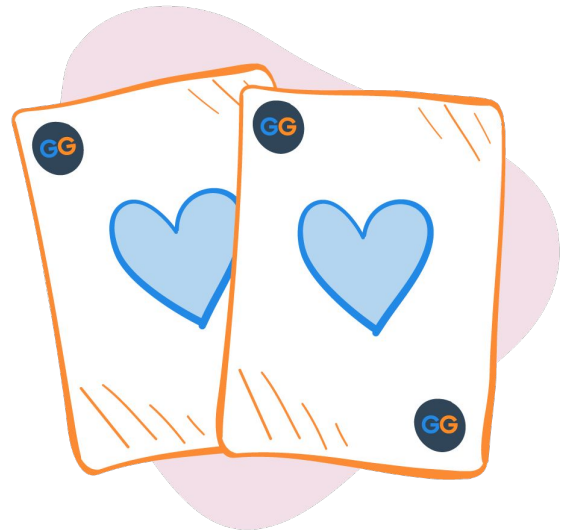


Step Up Your Fundraising with Matches

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 Roanoke raised on average **4x more** than those who did not.

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your GIVE Roanoke needs.

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



Your Next Steps



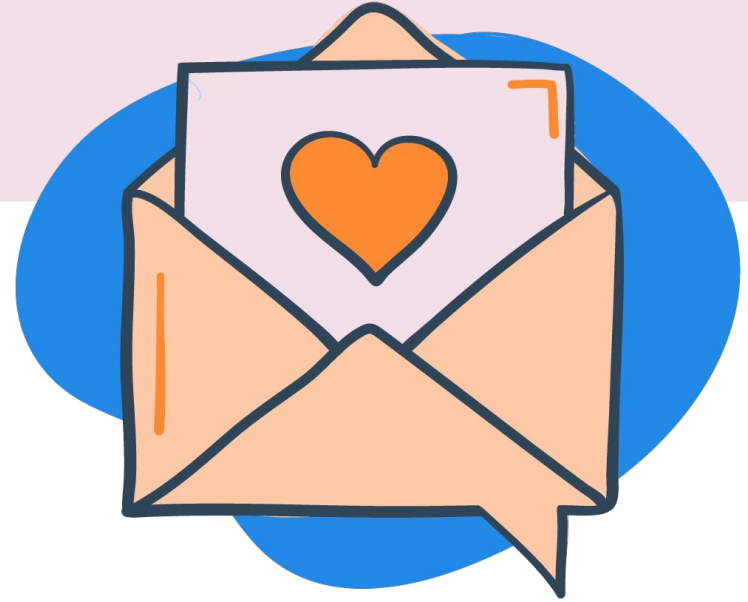
Take a breath!

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

Your Next Steps

What to work on over the next month:

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



Questions?



April 24, 2024