Getting Ready for The Big Give

September 20-21, 2023
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.
Agenda

- Big Give & GiveGab Overview
- How to Register
- Creating Your Profile
- Key Features
- Next Steps, Q&A
Big Give Overview

www.theBigGive.org | September 20th at 6pm - September 21st at 6pm

- IRS-recognized nonprofit serving South Central Texas are eligible to participate
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + The Nonprofit Council efforts = Exponential visibility
- Leaderboards for friendly competition
- Prize and matching incentives
- Donations open on a week early on September 13th
Benefits of Participating

- Learn to utilize digital fundraising tools to multiply your impact (peer-to-peer fundraising and matching gifts!)
- Resources available year-round!
- Re-Engage with your existing supporters and gain new donors
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
Who is GiveGab?
Who is Bonterra (GiveGab)?

- Host a secure, reliable and transparent platform for the Big Give
- Create the ultimate donor experience to strengthen your relationship with your donors
- Provide a dedicated support team
- *GiveGab is becoming Bonterra!*
Payment Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and payouts
- Your banking information is verified by Stripe
- Direct deposits within 5-7 business days
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits
Donation Processing

- **Credit Card, ACH (“Plaid”), Mobile Pay**
- Transaction fees: donors can cover all fees on behalf of your organization
- **In 2022, 91% of donors covered fees during the Big Give**
  - That means it cost each organization just $1 per $100 raised online!
- Remember: GiveGab’s chat support available within the donation form for your supporters!
Transparent Donations

Credit Card:
2.5% Bonterra Fee  
+  
2% TNC Fee  
+  
$0.30 per transaction &  
2.5% transaction fee  
(Stripe)  
=  
7% + $0.30

ACH:
2.5% Bonterra Fee  
+  
2% TNC Fee  
+  
$3.00 flat bank fee  
=  
4.5% + $3.00

*$100 minimum
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
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 Big Give
Find Your Organization

and participate in The Big Give

meals on wheels

Meals on Wheels San Antonio
San Antonio, Texas

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION
The Big Give

Organization Name *required

Street Address Line 1 *required

Street Address Line 2

City *required

Select a State

ZIP/Postal Code *required

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

Not located in the United States?

Click 'Continue' to complete your registration for

The Big Give

Continue
YOU MUST READ THE FULL TERMS AND CONDITIONS FOR BIG GIVE 2015.

Registration Type

- Early Registration $100.00

Do you have a coupon code?

1. What is your agency's annual budget? *required

   Please select one option.

2. This year The Nonprofit Council is using funds from our own operating budget to offer an additional Match Minutes available only to our members. If you are not currently a member of THC would you like us to contact you about membership? *required

   Please select one option.

3. Contact Phone Number *required

4. I have read and agree to the Terms of Service linked at the top of this registration page. *required

   Please select one option.

Credit Card Information

First Name

Last Name

Credit Card Info

Card number

MM / YY / CVC

Submit
Returning?
Copy Your Profile

- Don’t forget to review and update your profile after!
- Existing bank information will carry over. Double check it!
Returning?
Update Info

- Review your organization’s contact information and settings
- These do not change year-over-year unless you update them.
- Contact name and email is especially important - it impacts the “reply to” for receipts
### Organization Name
Diamond Dachshund Rescue of Texas

### Website
http://www.ddrts.org

### Organization Profile Link
If you change your organization's link, the old link will no longer work. The link can only contain lowercase letters, numbers, and dashes (-).
www.giveGab.com/nonprofits/diamond-dachshund-rescue-of-texas

## Address & Contact

### Contact Information
<table>
<thead>
<tr>
<th>First and Last Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lillie Kneeland</td>
<td>Big Give Team Lead</td>
</tr>
</tbody>
</table>

### Email
ddrtxinfo@gmail.com

### Phone
2108522890

### Street Address Line 1 *required
PO Box 17736

### City *required
San Antonio

### State/Region *required
Texas

### ZIP/Postal Code *required
78217-0736

### Country
United States
Returning?
Update Admins

- Ensure your administrators are current. Check the “supporters” tab to see who has a blue key next to their name.
- You can grant full admin access, or simply “profile editing access”.
- Easy toggle on/off
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!
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
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 on GiveGab

Bonterra partners with Stripe for secure financial services.

Tell us more about your business

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)

12-3456789

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

The operating name of your company, if it’s different than the legal name.

Powered by stripe

Terms
Privacy
English (US)

Contact Bonterra for support customersuccess@givegab.com
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
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
Peer-to-Peer Fundraising

What is Peer-to-Peer (P2P) Fundraising?

- Ask your passionate supporters to create their own fundraising page on behalf of your organization.
- Watch your totals increase as their funds raised roll into yours.
- Multiply your reach by leveraging their networks.
Did you know?

Organizations who used P2P fundraising last year for Big Give raised on average 4.3x more than those who did not.
Bridge: Cafes and Fundraisers for
Logan's Pups

$100 Raised  $500 Goal  1 Donors

Donate

During a senior dog developed me for the better and I hope that by supporting Logan's Pups, we can help more senior dogs find the loving homes, the forever, 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 sugar shock for a loving senior pup

$100
Helps a family foster care of our amazing senior pets

$500
Provides life-saving surgery for a senior pup in need

Choose Your Own Amount
Leading Your Fundraisers

● Easily manage their pages
● P2P Fundraising can be as involved or simple as you like!
● **Pro-Tip:** Plan to invite 5-6 fundraisers, and set a goal for how much they should raise
● Watch the [Peer-to-Peer Fundraising Training Video](#)
Key Features
Additional 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

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Share Your Page

https://giving-days-preprod.herokuapp.com/organizations/
Actionable Reporting

What is information is available?

- Detailed donation reports available in real time
- Advanced Analytics
- Year-over-year reporting for the next Giving Day
What do donors provide?

- Contact Information
- If the donor is ‘new’ to your organization
- Their chosen display settings
- Donors have the option to be completely anonymous to your organization
- Resend their receipt!
Giving Day Analytics

- Donor counts (online, offline, total)
  - “Unique donors”
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons
Leverage Matches for Big Give

- Use pledged donations as a donor incentive to increase impact!
- Begin thinking about your plan for matching gifts
- Year-over-year reporting for the next Giving Day
Matching Gifts on GiveGab

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** (even 2:1, and 3:1 ratios!)
- Donor or Dollar **Challenges**
- **Pro Tip:** Watch the [Matching Training Video](#)
Did you know?

Organizations who had a match last year for Big Give raised on average 4x more than those who did not.
What’s Next?
Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Big Give 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
- Big Give may not be the right fit for all of your donors - that's okay!
Your Next Steps

What to work on over the next few months:

● Follow Big Give on Social Media and use #BigGive Hashtag
● Watch your inbox for important emails
● Meet internally to discuss goals
● Sign up for upcoming webinars
● Explore the toolkit
Questions?

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