Getting Ready for The Big Give

September 20-21, 2023

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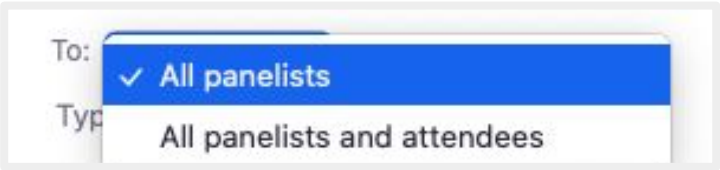
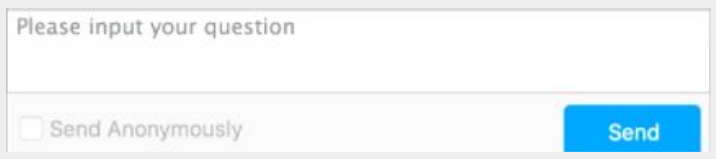
Submit Your Questions

Chat Box



Q&A



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

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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

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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

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Who is GiveGab?

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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

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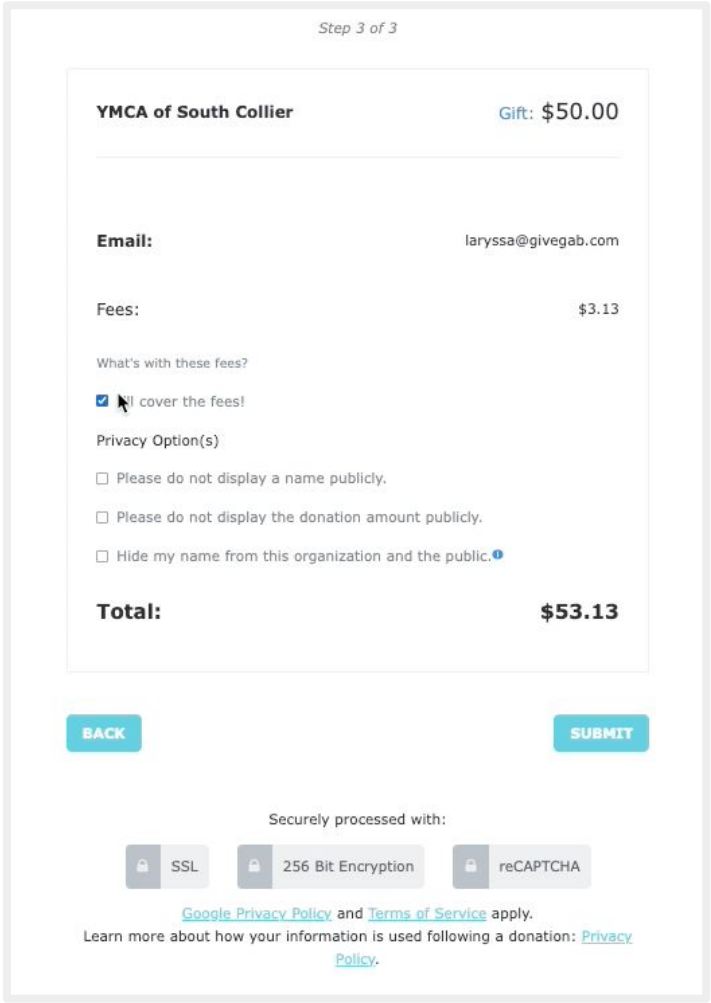
Donation Processing

- **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!



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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*

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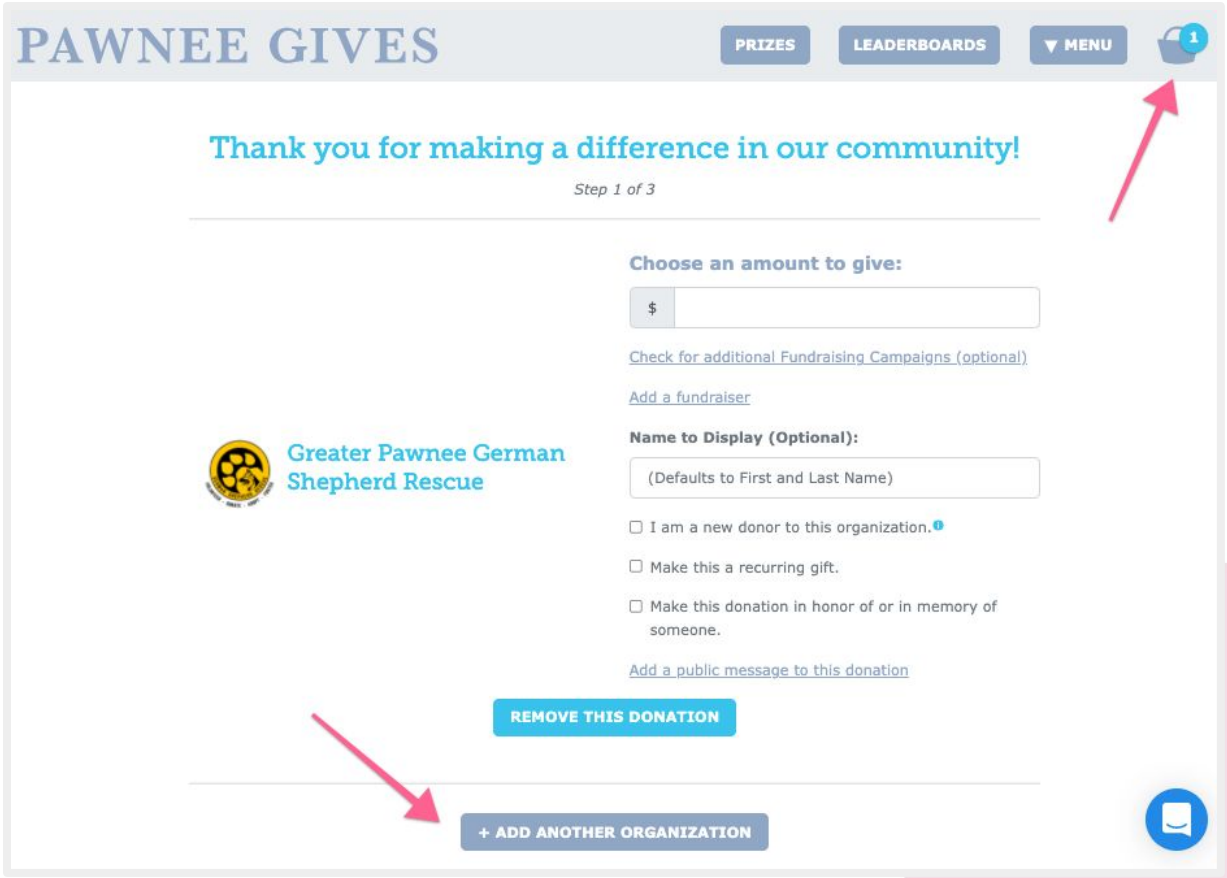

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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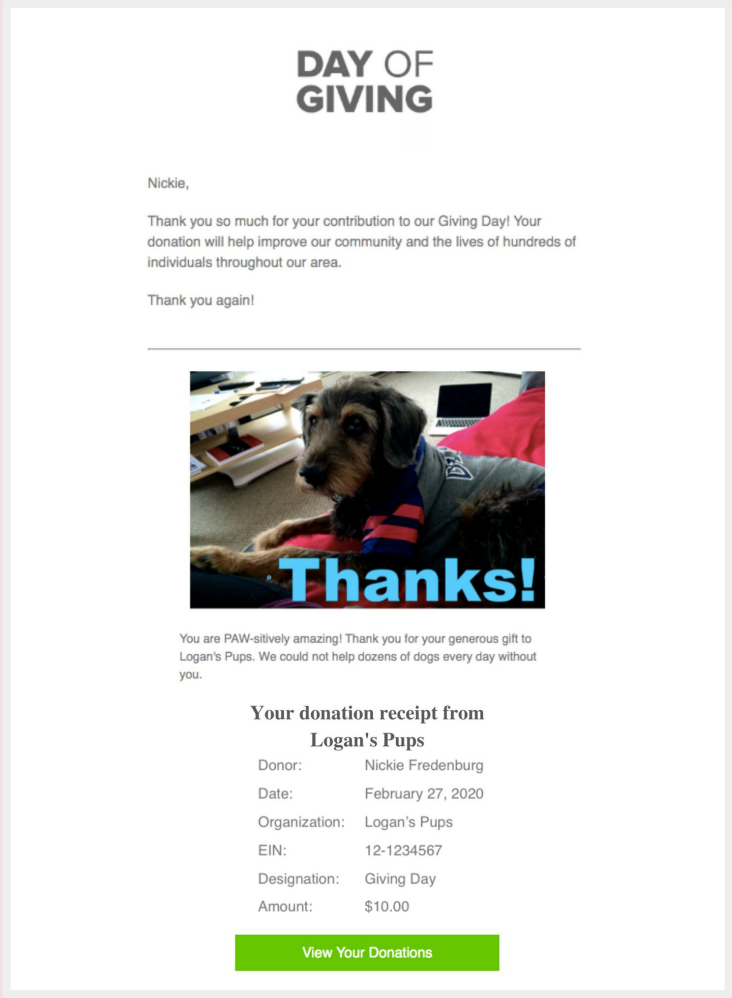
Instant Donor Delight

- 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



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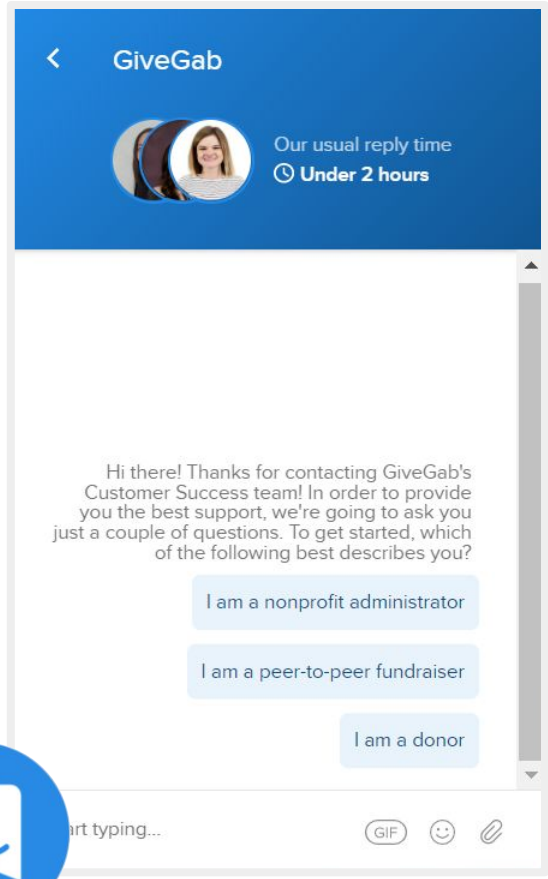
How We Support You

- 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



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Registering for Big Give

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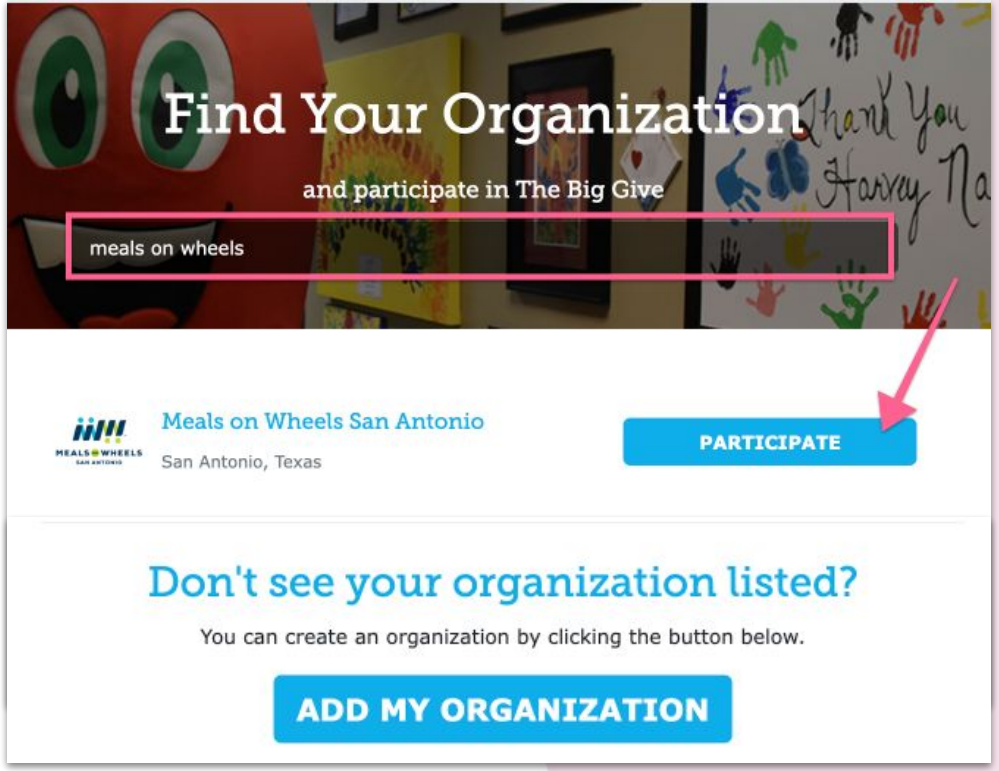

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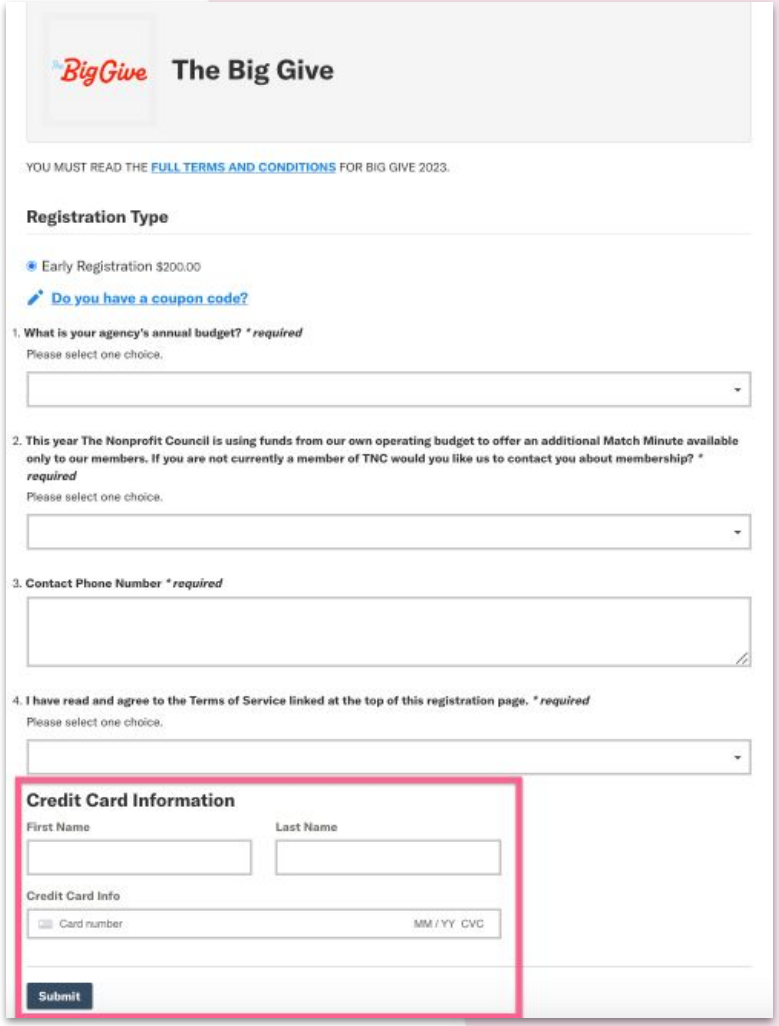

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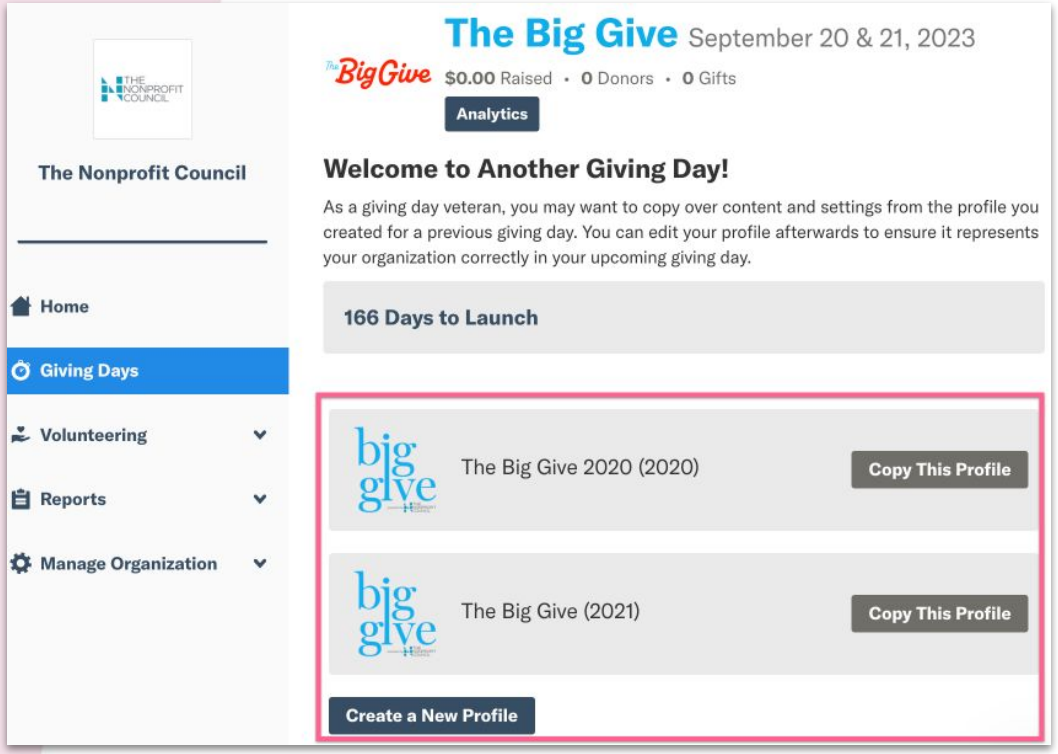
Returning? Copy Your Profile

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



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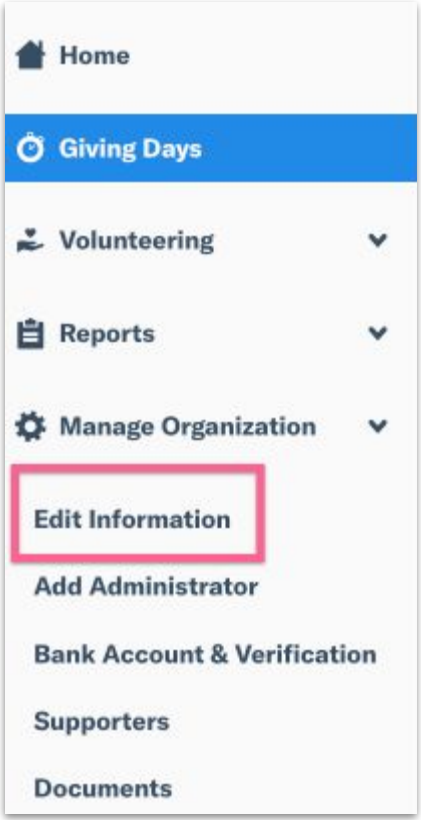
Returning? Update Info

- 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.ddrtx.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

Address

Street Address Line 1 ** required*

PO Box 17736

Street Address Line 2

City ** required*

San Antonio

State/Region ** required*

Texas

ZIP/Postal Code ** required*

78217-0736

Country

United States

Contact Information

First and Last Name

Lillie Kneeland

Title

Big Give Team Lead

Email

ddrtxinfo@gmail.com

Phone

2108622890

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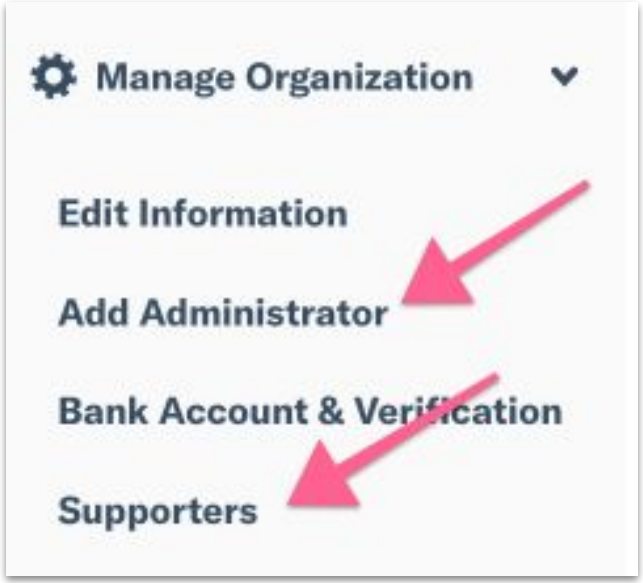
Returning? Update Admins

- 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



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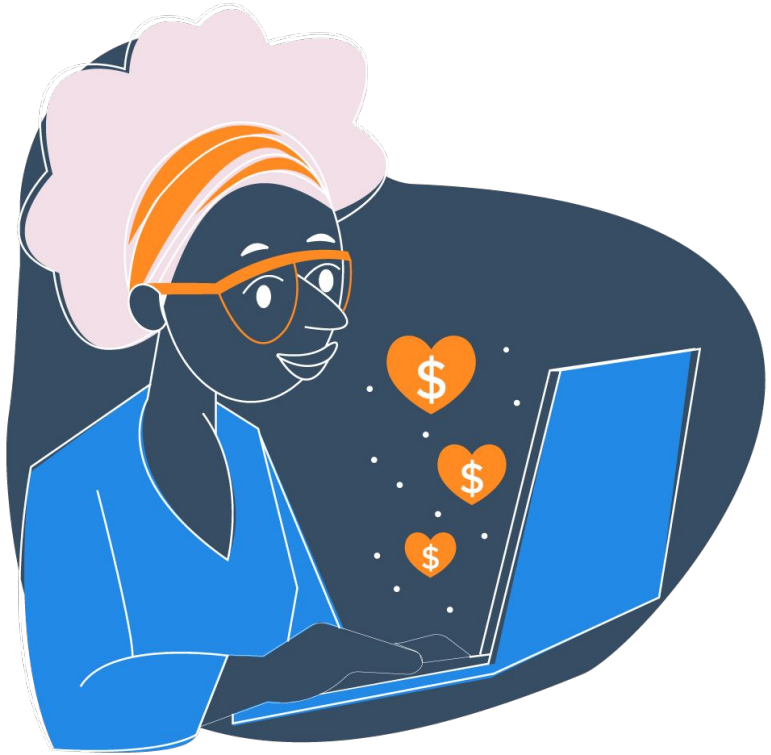
Completing Your Profile



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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

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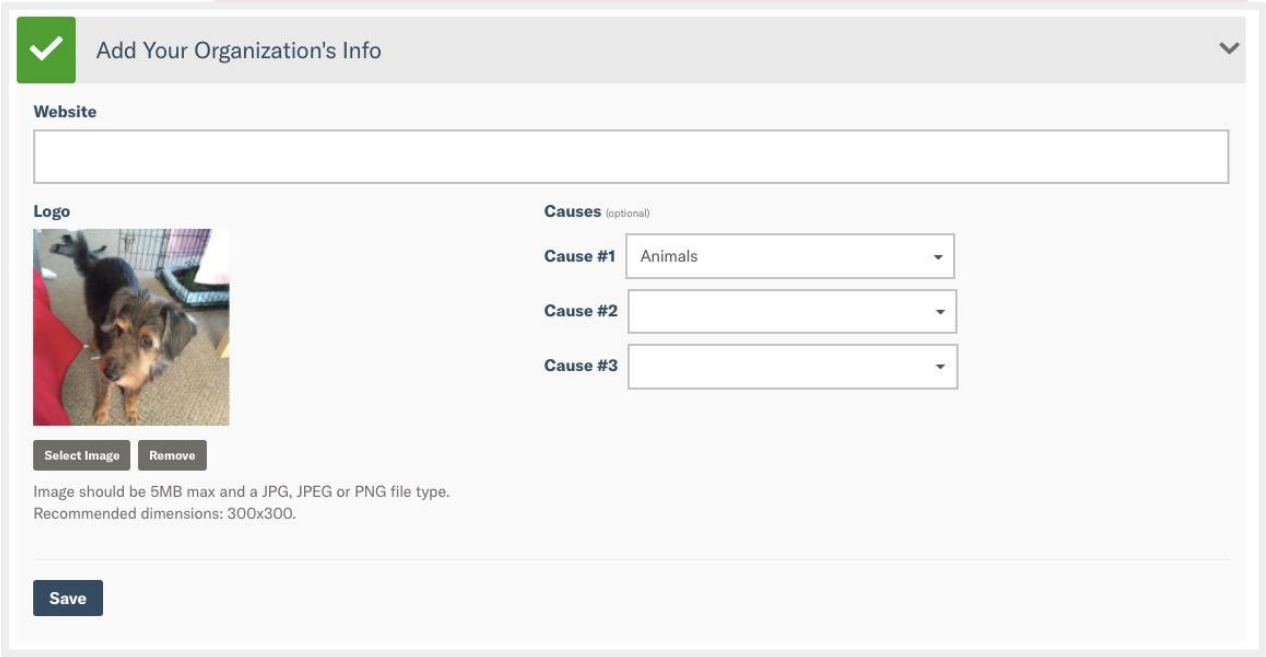
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!



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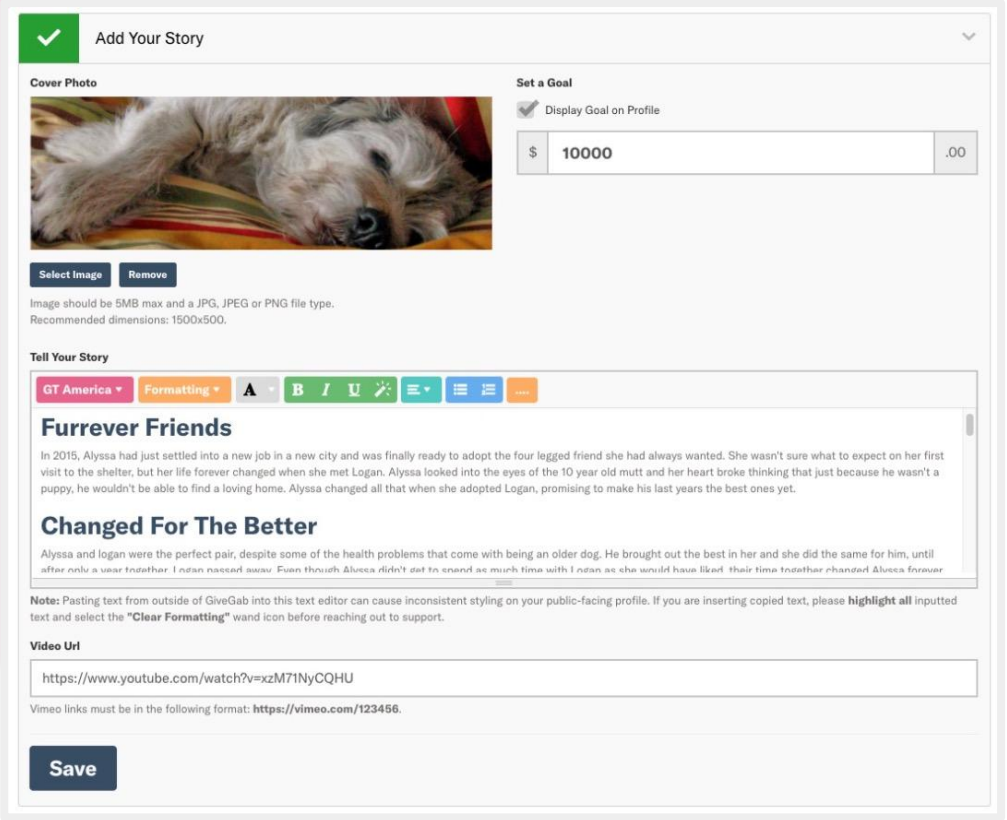
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals



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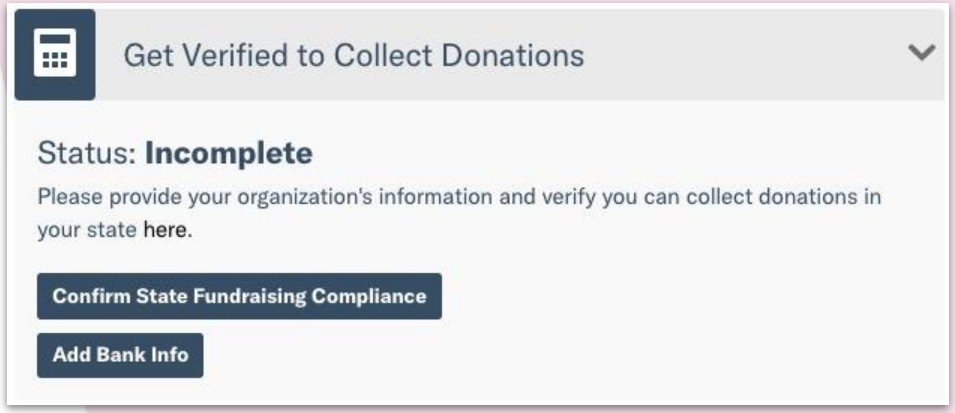
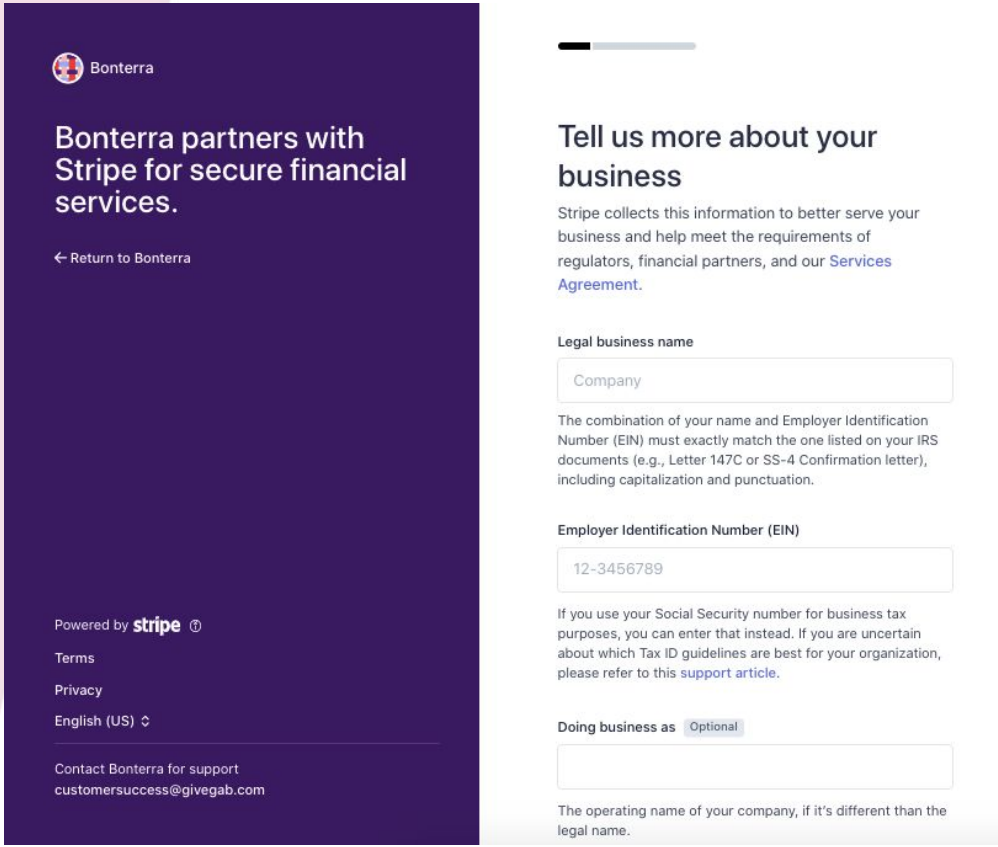
Get Verified on GiveGab

- 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



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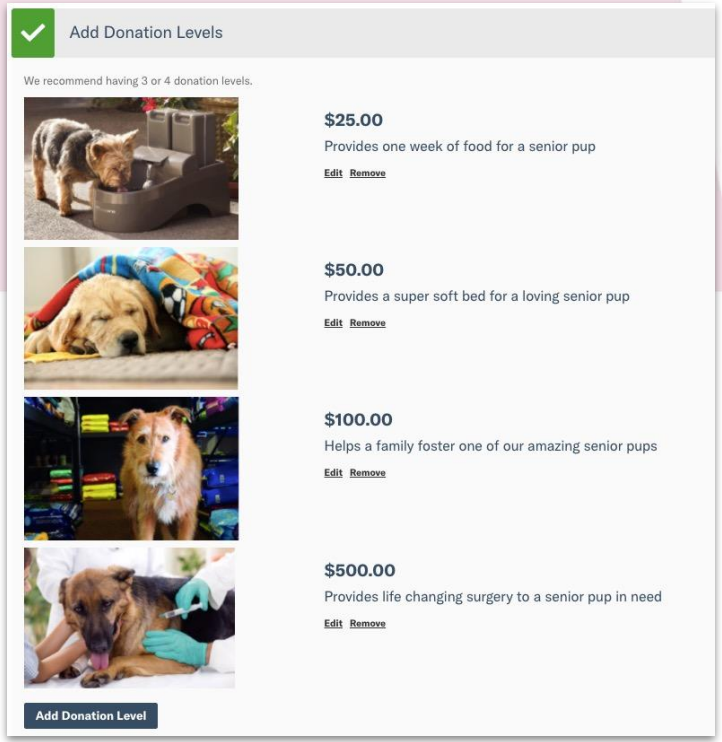
Suggest Donation Levels



- 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

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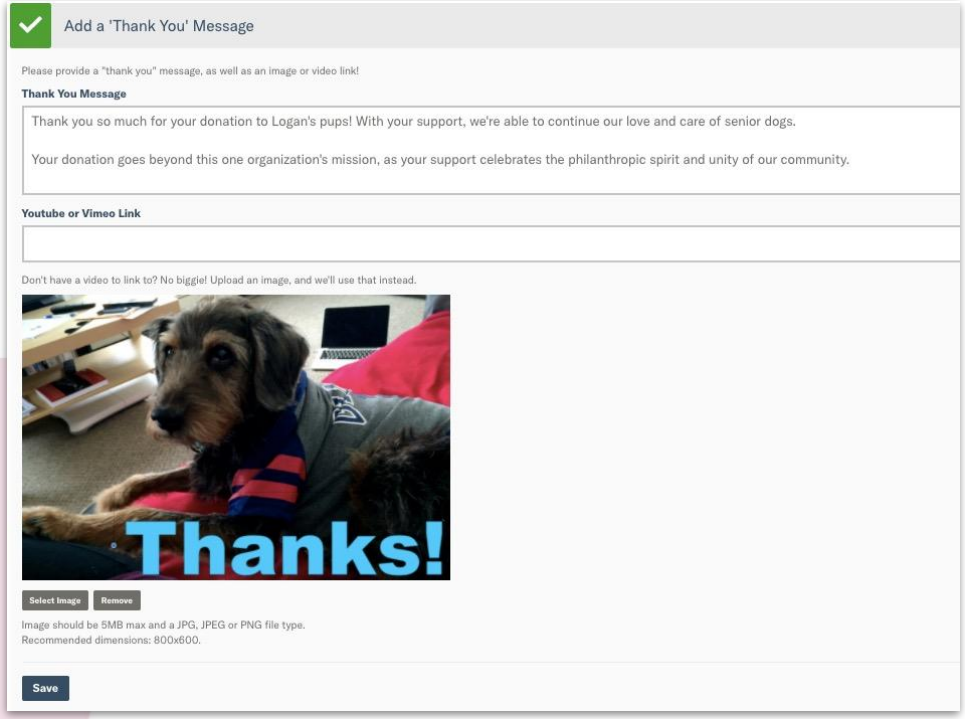
Personalized Gratitude

- 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



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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

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Did you know?

Organizations who used P2P fundraising last year for Big Give raised on average **4.3x more** than those who did not.

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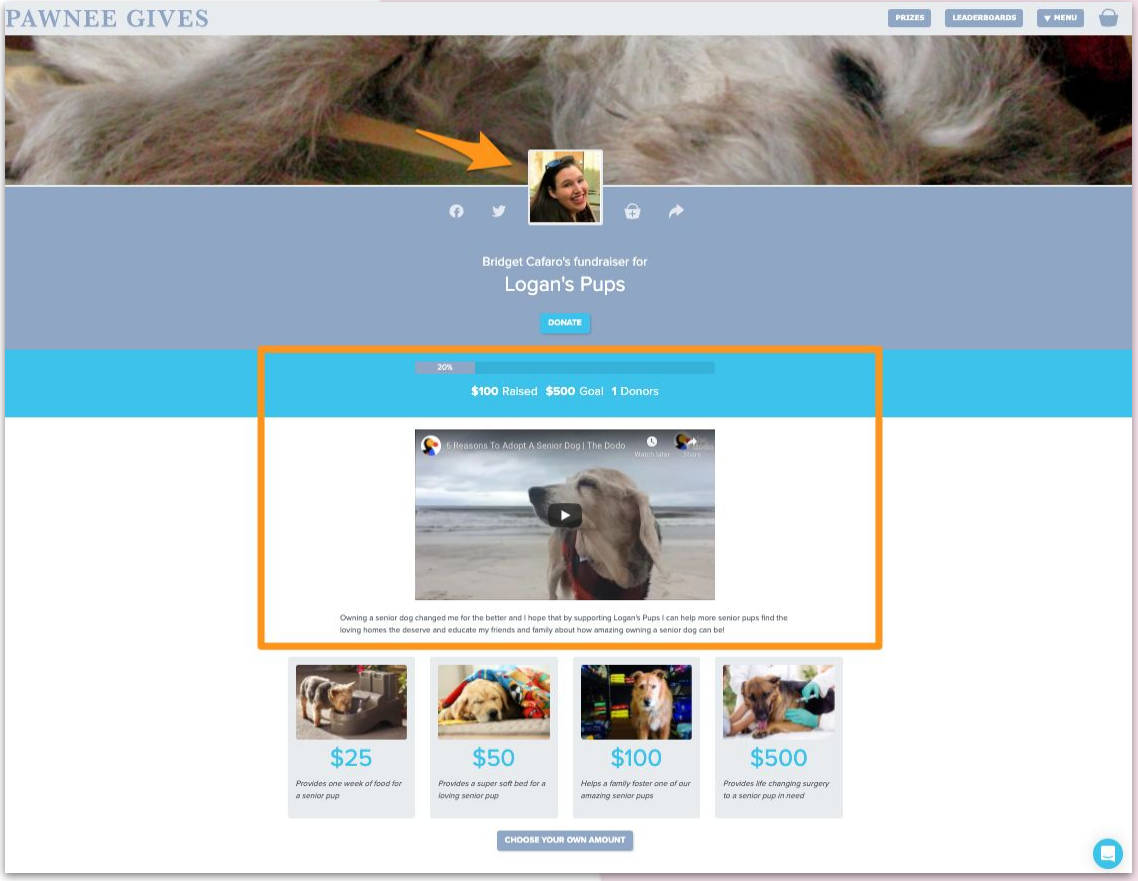

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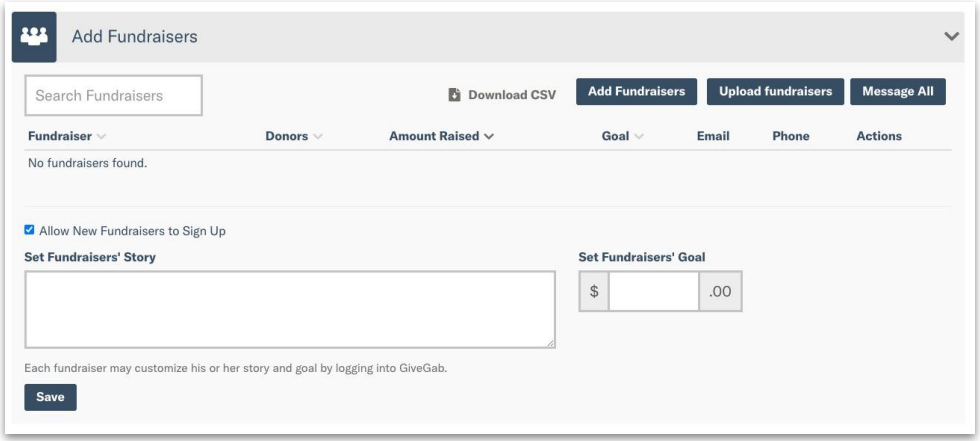

Leading Your Fundraisers

- 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**

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Key Features

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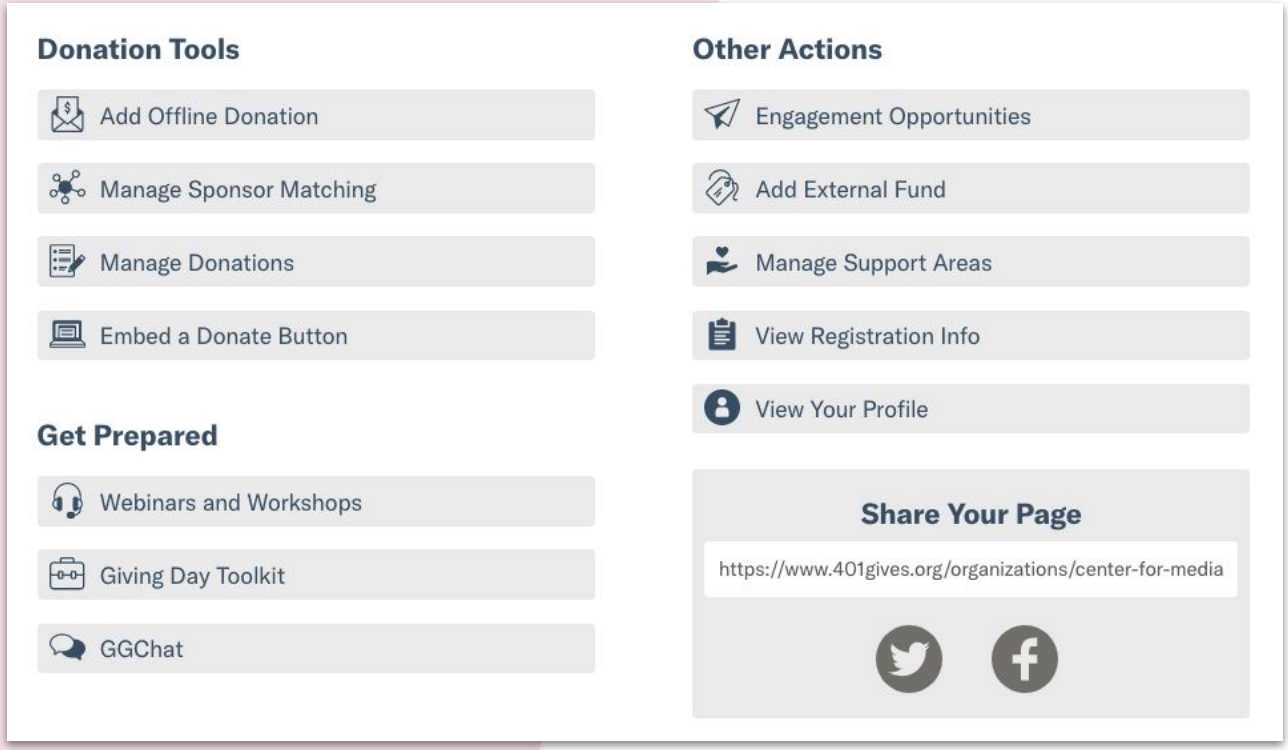
Additional Tools



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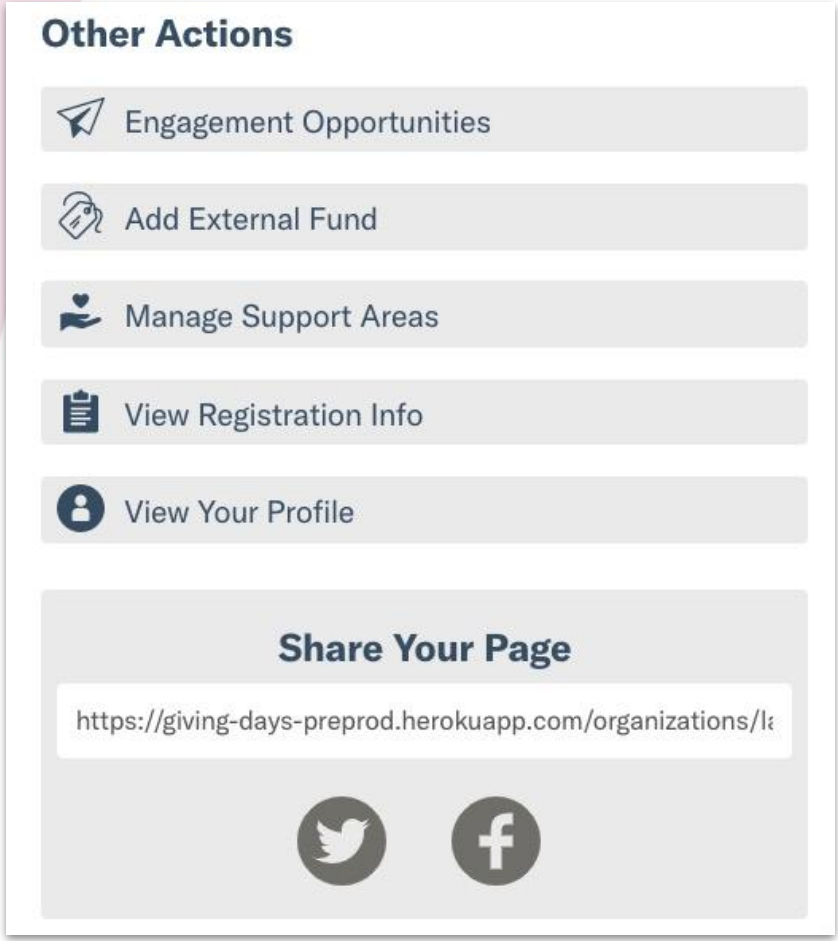
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard



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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

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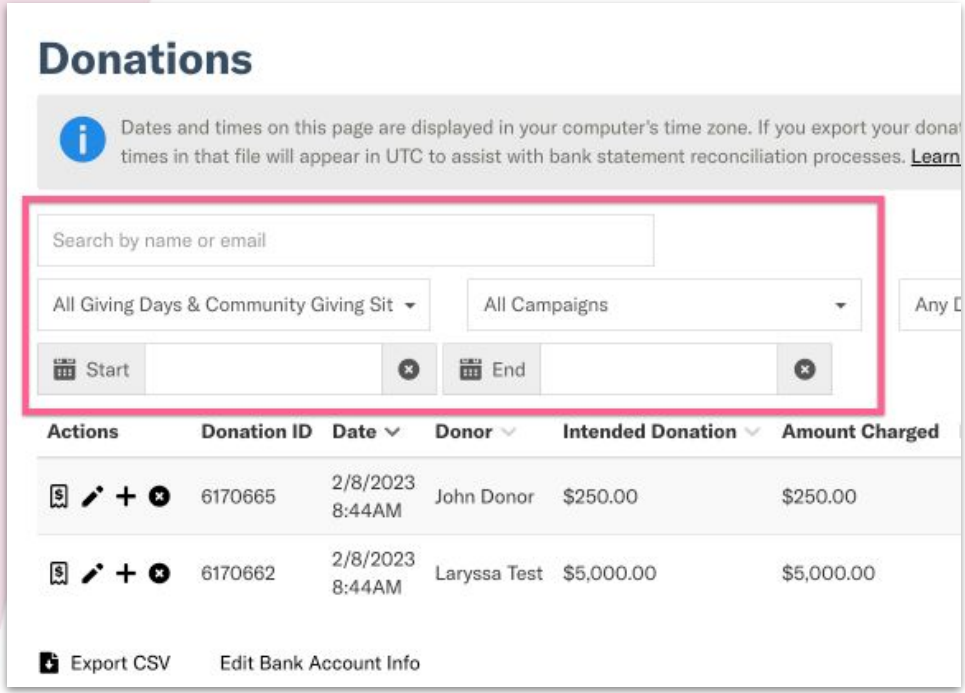
What do donors provide?

- 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!



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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

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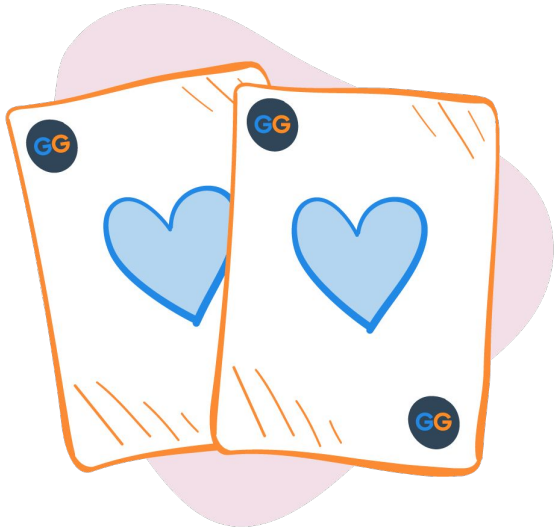
Leverage Matches for Big Give

- 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.

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What's Next?

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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!

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Your Next Steps

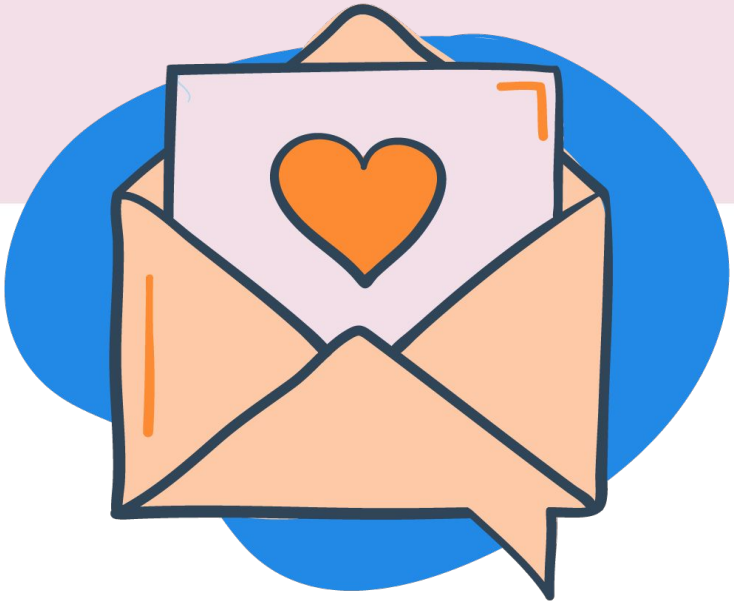
Take a breath!

- 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



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Questions?

September 20-21, 2023

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