

Getting Ready for The Big Give

September 18-19, 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.

Recording will be available on thebiggive.org/info/trainings page by Friday, April 19

Agenda



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

Big Give Overview

www.theBigGive.org | September 18th at 6 PM - September 19th at 6 PM

- 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 11th at 12 AM**

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?



GiveGab is becoming  Bonterra.

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

stripe



Donation Processing

- **Credit Card, ACH (“Plaid”), Mobile Pay**
- Transaction fees: donors can cover ALL fees on behalf of your organization.
- **In 2023, 92% of donors covered fees during the Big Give**
 - *That means it cost each organization paid on average \$55 in transaction fees in total.*
- GiveGab’s chat support available within the donation form for your supporters!

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:

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*



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)



Greater Pawnee German Shepherd Rescue

Name to Display (Optional):

(Defaults to First and Last Name)

- I am a new donor to this organization.
- Make this a recurring gift.
- Make this donation in honor of or in memory of someone.

[Add a public message to this donation](#)

REMOVE THIS DONATION

+ ADD ANOTHER ORGANIZATION



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

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.

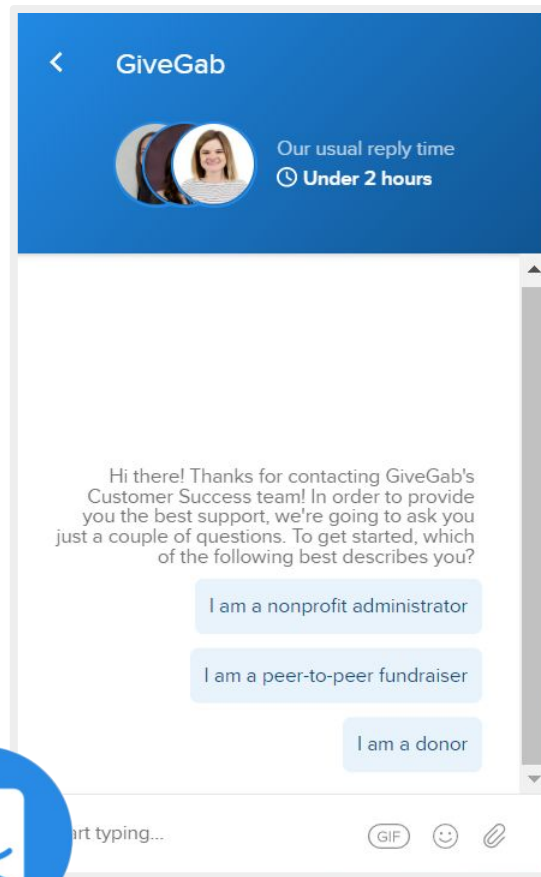
Your donation receipt from Logan's Pups

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 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

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

The Big Give

Continue

The Big Give

YOU MUST READ THE [FULL TERMS AND CONDITIONS](#) FOR BIG GIVE 2023.

Registration Type

Early Registration \$200.00

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

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

Please select one choice.

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

Please select one choice.

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 choice.

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!

The screenshot shows the dashboard for 'The Nonprofit Council' on 'The Big Give' platform. The header includes the organization's logo and name. The main content area displays the event title 'The Big Give' for September 20 & 21, 2023, with statistics for \$0.00 raised, 0 donors, and 0 gifts. A 'Welcome to Another Giving Day!' message is followed by a '166 Days to Launch' counter. A list of previous giving days is shown, with 'The Big Give 2020 (2020)' and 'The Big Give (2021)' each having a 'Copy This Profile' button. A 'Create a New Profile' button is also visible at the bottom of the list. A red box highlights the list of previous giving days.

The Nonprofit Council

The Big Give September 20 & 21, 2023
The Big Give \$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.

166 Days to Launch

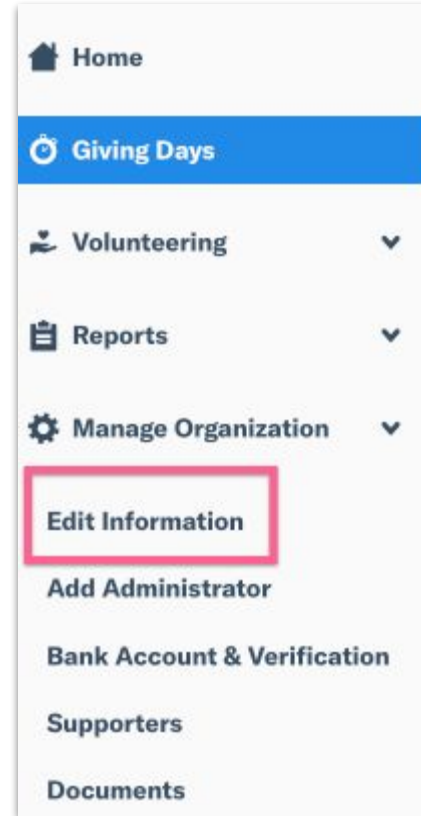
Copy This Profile

Copy This Profile

Create a New Profile

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**Website****Organization Profile Link**

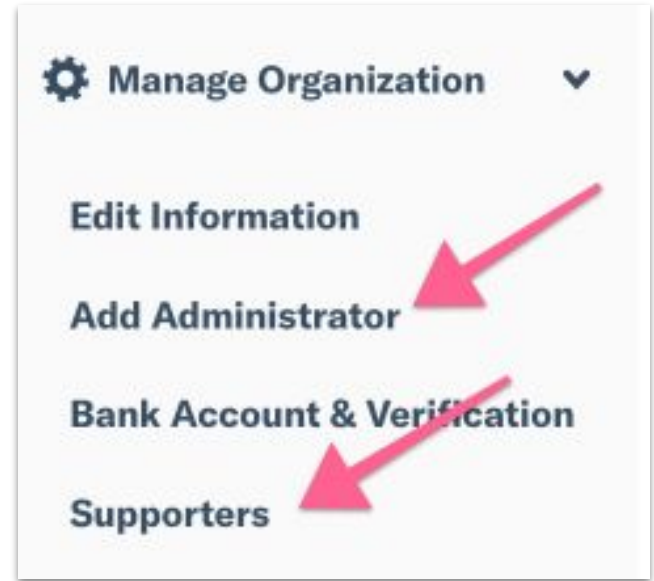
If you change your organization's link, the old link will no longer work. The link can only contain lowercase letters, numbers, and dashes (-).

Address & Contact

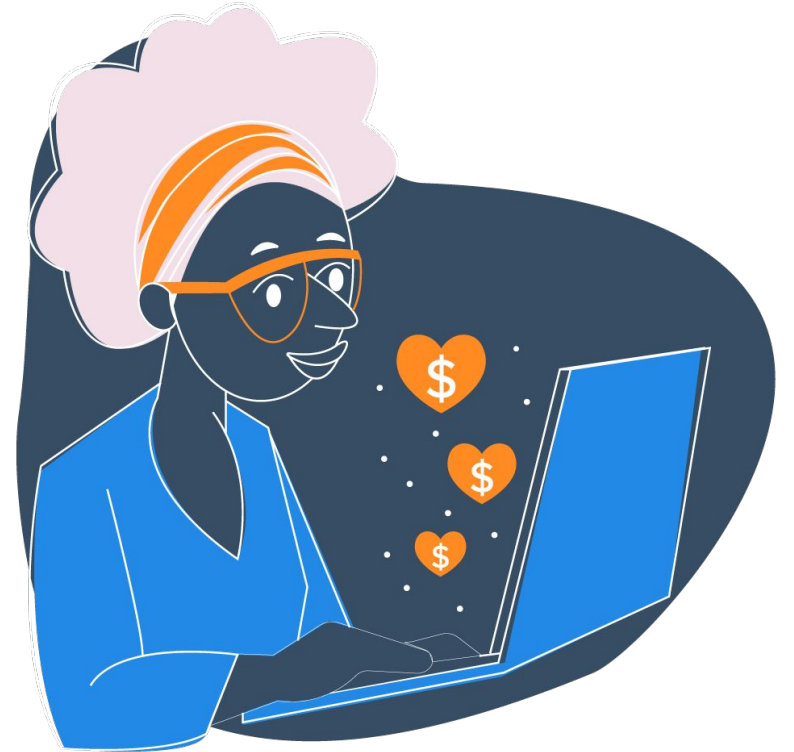
Address**Street Address Line 1 * required****Street Address Line 2****City * required****State/Region * required****ZIP/Postal Code * required****Country****Contact Information****First and Last Name****Title****Email****Phone**

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 >

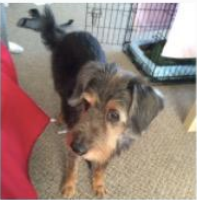
Basic Info

- Logo
- 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

- **Returning?** Make sure you are still verified!
Stripe has made recent compliance updates.
- State Attestation Compliance ✓
- Basic information about your organization ✓
- Banking information for your organization ✓
- Organization Representative information ✓

Reminder: This is separate from your “application”
to participate

 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](#)


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

Peer-to-Peer Fundraising

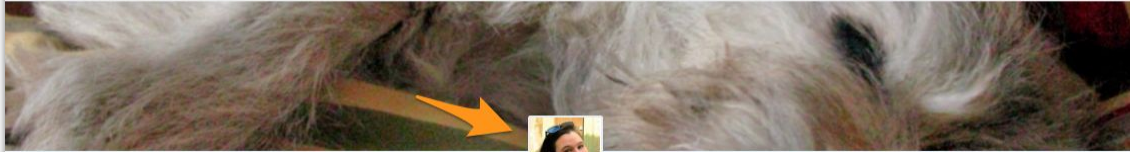
What is Peer-to-Peer (P2P) Fundraising?

- 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 during **Big Give 2023** raised on average **4.5x more** than those who did not!



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



Add Fundraisers

Search 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

\$.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

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 Tools



Helpful 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/>



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!

Donations

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

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged
   	6170665	2/8/2023 8:44AM	John Donor	\$250.00	\$250.00
   	6170662	2/8/2023 8:44AM	Laryssa Test	\$5,000.00	\$5,000.00

 Export CSV [Edit Bank Account Info](#)

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

The screenshot shows a dashboard for 'The Big Give' event. On the left is the logo for 'THE NONPROFIT COUNCIL' with the text 'The Nonprofit Council' below it. To the right, the event title 'The Big Give' is in red script, followed by 'September 20 & 21, 2023'. Below that, the statistics '\$0.00 Raised • 0 Donors • 0 Gifts' are displayed. A dark blue button labeled 'Analytics' is centered between two red arrows pointing towards it from the left and right. At the bottom, the text 'Welcome to Another Giving Day!' is shown.

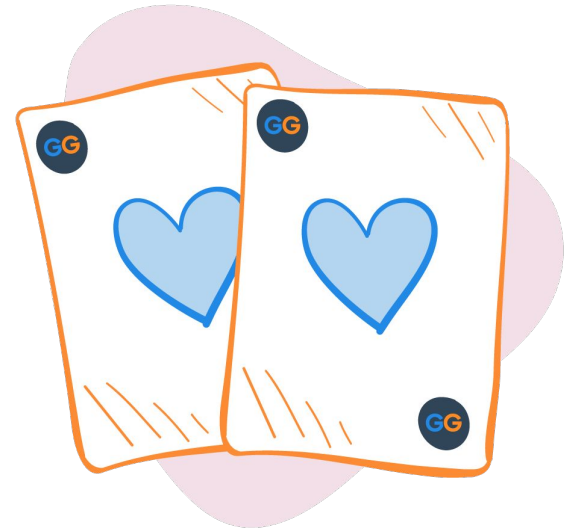
Leverage Matches for Big Give

- 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



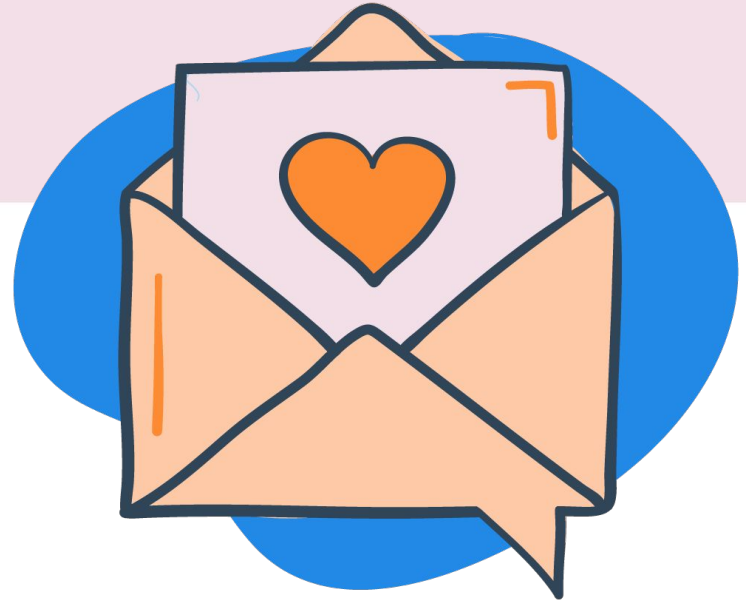
Take a breath!

- 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?



September 18-19, 2024