Submit Your Questions!

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

- Review Matches and Challenges
- Review How to Engage Your Team
- Your Nonprofit Resources
- Q&A
"Thank you for finding a platform that will make our lives so much easier!"

"GiveGab is a great tool for nonprofits. We kicked off our first annual Catholic schools giving day this year with huge success. GiveGab provided us with a great website, valuable training and very thorough reporting. We could not have been happier with the service they provided."

“I’d like to thank the GiveGab crew for your wonderful service and support during the past two years I’ve been involved. You provide an invaluable tool for nonprofit fundraisers — especially for people like me who didn’t really know what they were doing when they started.”

“Thank you for setting up the infrastructure for this event! The $2,145 you helped us raise will go entirely back into the community as we purchase things like food, personal care items, healthcare items, and other items needed by clients of the agencies we support!”

Great analytics and customer service, easy to use.”

“GiveGab is one of the best partners I’ve worked with in 20 years in Advancement. They are incredibly agile, innovative, and their customer service is second to none.”
Matches & Challenges

Highlighting Donation Incentives
Promotional tool used to motivate donors to make a greater impact with their donation

- **Match**: A pledged donation that’s contributed whenever a gift is made
- **Challenge**: A pledged donation that is unlocked whenever a specific milestone is reached

- Identify your organization’s match and/or challenge donor
  - Major donors
  - Local businesses
  - Board members
Manage Sponsor Matching

Matches and Challenges
The Giving Partner

Add Match Commitment  Add Challenge  Manage Donations

Note: All times are assumed to be in Eastern Time.

Donation Tools

Add Offline Donation
Manage Sponsor Matching
Manage Donations
Embed a Donate Button
Setting Up Your Match

- Sponsor Name
- URL (optional)
- Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time.

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically match all donations that come in online between the listed dates (if provided), until all funds are depleted. You can always edit these parameters later if needed. Note: These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation. Up to the maximum individual match allowed. If the remaining available matching funds are less than these values, a portion will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to make it inactive and prevent it from being displayed in future fundraising.

Save  Cancel
Setting Up Your Match

Step 1: Sponsor Information

- **Logo**
- **Sponsor Name**
- **URL (optional)**

Tip: Disable ad blockers on this page for the best logo uploading experience.

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

- [ ] Keep Sponsor Anonymous
## Setting Up Your Match

### Step 2: Match Details

<table>
<thead>
<tr>
<th>Match Name</th>
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<table>
<thead>
<tr>
<th>Description</th>
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<table>
<thead>
<tr>
<th>Total Matching Funds Available</th>
<th>Maximum Match per Individual Donation</th>
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</table>
# Setting Up Your Match

## Step 3: Timeframe

<table>
<thead>
<tr>
<th>Donation Matching Start Time (Eastern)</th>
<th>Donation Matching End Time (Eastern)</th>
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</table>

**Does this match only apply to donations made within a certain time period? (optional)**

*Please note that times are in Eastern Time.*

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

- **Enable Auto Matching**
  - We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization’s totals on a giving day profile depending on the preference of your giving day host.

**How it Works:** Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

- **Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.**
  - [Archive](#)
## Setting Up Your Challenge

### Logo

**Sponsor Name**

**URL (optional)**

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

- Keep Sponsor Anonymous

### Challenge Name

**Description (optional)**

### Challenge Type

**Challenge Goal**

- **Dollar Challenge**: A Dollar Challenge is fulfilled and an offline donation is created when a certain amount is raised. A Dollar Challenge is fulfilled and an offline donation is created when a certain number of unique donors have given.

**Challenge Amount**

- **$**

### Select the time period applicable for this challenge

*Please note that times are in Eastern Time*

**Donation Matching Start Time (Eastern)**

**Donation Matching End Time (Eastern)**

**And You**

*Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.*

**Save**

**Cancel**
Setting Up Your Challenge

Step 1: Sponsor Information

Logo

Sponsor Name

URL (optional)

Tip: Disable ad blockers on this page for the best logo uploading experience.

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous
Setting Up Your Challenge

Step 2: Challenge Details

Challenge Name

Description (optional)

Challenge Type

- Dollar Challenge

A Dollar Challenge is fulfilled and an offline donation is created when a certain amount is raised. A Donor Challenge is fulfilled and an offline donation is created when a certain number of unique donors have given.

Challenge Goal

How many dollars or donors are needed to complete this challenge?

Challenge Amount

How much money is awarded when this challenge is completed? $0.00
Setting Up Your Challenge

Step 3: Timeframe

Select the time period applicable for this challenge

Please note that times are in Eastern Time.
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

- Donation Matching Start Time (Eastern)
- Donation Matching End Time (Eastern)

Archive

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Save  Cancel
Deplete a match when you want to mark the match/challenge as completed.
Profile Example

More Than Just A Shelter

At Logan’s Pups we offer more than just a home to dogs in need, we’re in the business of turning lives around. Each

Matches
Debbie’s Pet Supply: Giving Tuesday Match!
Your donations will be DOUBLED on GivingTuesday thanks to a generous match from our friends at Debbie’s Pet Supply!

Fundraising Champions
Larysa Hebert $500.00
Things to Remember

Come up with a game plan in advance

● Is your organization’s match set to auto-match?
  ○ Do you need to manually match donations?
● Who will monitor your organization’s match periodically?
● How are you going to promote your organization’s match/challenge?
Resources

- Training Videos - thegivingpartner.org
  - Matching Challenges
- Support Articles - Support.GiveGab.com
  - Setting up your match/challenge
  - How to manually apply your match
  - What is auto-matching
  - How to deplete your match
Engage Your Team

Peer-to-Peer Fundraisers
Peer-to-Peer Fundraisers

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization’s behalf
- Fundraisers create own page to share with their networks - expands your organization’s reach!
- Identify your team
  - Staff
  - Volunteers
  - Board Members
  - Donors
  - Family and friends
Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Emails Sent</th>
<th>Facebook Intents</th>
<th>Twitter Intents</th>
<th>Actions</th>
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</tbody>
</table>

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

I support this organization’s mission and I want it to have a greater impact on the community.

Set Fundraisers' Goal

$ 500

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

Save
Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Add Fundraisers

First Name: Rebekah  Last Name: Casad  Email: rebekah@givegab.co

New Fundraiser

Cancel  Next: Compose Your Message

Each fundraiser may customize their story and goal by logging into GiveGab.

Save
Write a Message to Your Recruits

To: Honey Bee

Subject

Help us fundraise!

Message

Come create your own fundraising page to help our organization fundraise through The Giving Partner!
Add Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Emails Sent</th>
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<tr>
<td>Rebekah Casad</td>
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</table>

Allow New Fundraisers to Sign Up

**Set Fundraisers' Story**

I support this organization’s mission and I want it to have a greater impact on the community.

**Set Fundraisers' Goal**

$500 .00

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

Save
Fundraiser Toolkit

Tell Your Story
Let people know why you’re fundraising.

Make a Donation
Show people that you’re committed.

Reach Out
Ask for the support of your inner circle.

Share Socially
Tell the whole world about your fundraiser.

Give Thanks
Thank your supporters.

Progress
0%

$0 Raised of $500 Goal
85 Days Left
0 Donors

Share your Fundraiser!
https://www.theamazinggive.org/p2p/ali

Need some inspiration?
Check out these great fundraising ideas on our GiveGab blog.
Tell Your Story

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about providing senior dogs with the love and care they need.

Tell Your Story Image

Set A Goal

$500

Video Link (YouTube or Vimeo)
Fundraiser Toolkit

Make a Donation

Make the first donation to show your commitment.

Start your campaign off right. Make the first donation to show your commitment to the cause. This will give your campaign the momentum it needs as you share it out to others.

Donate

Make a Donation

Make the first donation to show your commitment.

You donated $200.00
Fundraiser Toolkit

Support my fundraiser for the shelter!

Here's a template to get you started, though the more you can personalize it, the better!

Hi Laryssa,

I am thrilled to be supporting Logan's Pups by helping them fundraise on our community Giving Day on November 28!

This cause means a lot to me because: 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!

I hope you can consider supporting me in this endeavor by donating $25, $50 or even $100. Every little bit counts.

Thank you,
Bridget
Share Socially

Share to Facebook and Twitter.

After you've reached out to your inner circle, it's time to tap into your social networks and cast a wider net. Did you know that your online influence is just as important to this cause as volunteering or donating?

https://giving-days-demo.herokuapp.com?dog_name=seattlefoundation/p2p/566/natalie-siedh
No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

<table>
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<th>Amount</th>
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<tr>
<td>Lisa Krueger</td>
<td>$25.00</td>
<td>Keep up the great work you do!</td>
</tr>
<tr>
<td>Lisa Krueger</td>
<td>$25.00</td>
<td></td>
</tr>
<tr>
<td>Lisa Krueger</td>
<td>$25.00</td>
<td></td>
</tr>
<tr>
<td>Lisa Krueger</td>
<td>$50.00</td>
<td>Great Job!!</td>
</tr>
<tr>
<td>Lisa Fisher</td>
<td>$250.00</td>
<td>Love what you do!!</td>
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</table>
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 senior animals find loving homes and compassionate people to care for them in their final years. Every gift to Logan’s Pups helps a dog escape suffering in a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan’s Pups!
Resources: Support.givegab.com

- **Fundraisers Toolkit**
  - Attract Peer-to-Peer Fundraisers with an Eye Catching Campaign or Event
  - Motivating Your Peer-to-Peer Fundraisers
  - Best Practices for Peer-to-Peer Fundraising
  - P2P Fundraising Blog

- **Board Member Toolkit**
  - Engaging Your Board
  - Board Member Resources
    - Storytelling Worksheet
    - Sample Social Media Posts
Accessing Donation Reports
• Donations transferred to your bank account in 5-7 days
All donation data can be accessed by clicking on Reports on the left-side panel.
## Donations Report

### Donations

**Total Paid Out:** $0.00  
**Total Pending:** $66,621.58

Dates and times on this page are displayed in your computer’s time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More]

[Search by name or email]

[More filters]

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<th>Donor</th>
<th>Intended Donation</th>
<th>Amount Charged</th>
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Resources

● Nonprofit Toolkit
  ○ Templates
  ○ Timelines
  ○ Downloadable graphics
  ○ Training videos

● Resources for board members, volunteers, staff, and peer-to-peer fundraisers
GiveGab Customer Success

- Visit our help center: https://support.givegab.com/
- Check out our blog: https://www.givegab.com/blog/
- Send us an email: CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - Look for the little blue GG Chat bubble!
Q&A

Write into Chat Box

Use the Q&A Panel