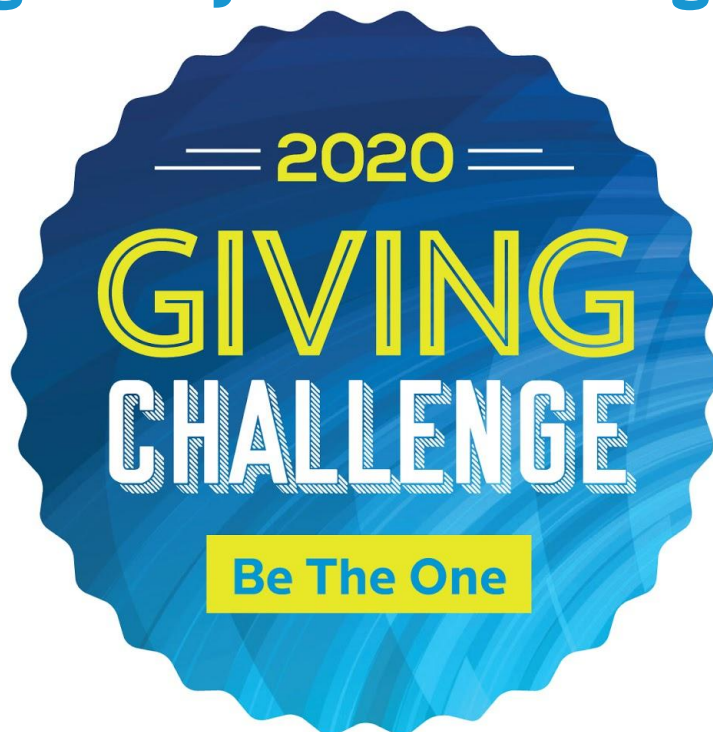


# Getting Ready for the Giving Challenge



Presented by the Community  
Foundation of Sarasota County

**APRIL 28-29 • NOON TO NOON**

[GivingPartnerChallenge.org](http://GivingPartnerChallenge.org)

# The Giving Challenge

The Giving Challenge is a 24-hour online fundraising event *only* to nonprofit organizations that demonstrate transparency by having a current profile on The Giving Partner:

[www.thegivingpartner.org](http://www.thegivingpartner.org)

For questions about The Giving Partner, email: [Nonprofits@CFSarasota.org](mailto:Nonprofits@CFSarasota.org).

# Giving Challenge Outcomes

## Overall

- \$40 million raised since 2012
- \$16 million provided by The Patterson Foundation through matches & prizes

## 2018

- \$6,563,591 Donations raised
- \$5,037,481 Provided by The Patterson Foundation through its Match
- 636 Nonprofit organizations participated
- 74,682 Individual gifts
- 49,207 Unique donors
- \$303,700 Prizes awarded
- Average gift: \$82
- 81% of gifts were \$100 or less

**Everyone has the potential to make a difference!**

# What We'll Review Today

- The Basics
- Benefits to Participating
- What's New in 2020
- Intro to GiveGab - your new website platform!
- Registering for Giving Challenge
- Prizes and Matches
- Next Steps and Questions

# What you can expect from us after this training?

- These slides
- Information Packet
  - Frequently asked questions
  - Easy reference list of prizes
  - Key dates
  - And more!
- Link to register for the 2020 Giving Challenge

# The Basics

- “Be The One”
- [GivingPartnerChallenge.org](http://GivingPartnerChallenge.org)
- April 28-29 Noon-Noon (*EST*)
- \$25 minimum gift
- Every nonprofit will be conducting their own campaign on the day, using a custom page on the Giving Challenge website
- Nonprofit trainings, tools, templates, and guides offered to optimize efforts

# Roles & Responsibilities

- Community Foundation of Sarasota County
  - Invests in excess of **\$500,000**:
    - Approximately **\$325,000** in staff time and resources to host The Giving Partner and the Giving Challenge.
    - **\$200,000** in prizes in support of the Giving Challenge
- GiveGab
  - Technology platform and related support
- Nonprofit Organizations
  - Develop your organization's campaign/giving page
  - Engage your donors
  - Thank your donors
- Team Leaders
  - Single point-of-contact with the CFSC

Full outline of roles & responsibilities, will be included in the info packet

# The Giving Challenge: Why We Do It

- To expose the community to **The Giving Partner** as a source of information about nonprofit organizations.
- To generate community **excitement about charitable giving.**
- To demonstrate that **everyone can be a philanthropist.**
- To heighten awareness about **local choices in giving.**
- To **infuse unrestricted dollars and opportunities beyond the dollar** for local nonprofit organizations.



# Benefits of Participating

- Learn how to **utilize up and coming digital tools** and modern software
- **Re-engage with your existing supporters** to make a greater impact
- **Increase visibility and exposure** by connecting with a larger community
- Utilize the Giving Challenge to help your organization **reach other internal goals**
- **Motivate donors to make a greater impact** with prizes and match incentives

# What's New in 2020

- Migration to **new tech partner** - GiveGab!
  - Works together with The Giving Partner
- **Peer to Peer Fundraising**
- **In Memory Of/ In Honor Of**
  - Option to send notification email
- Ability to **highlight impact**
- **Thank you email** sent to donor after donation is made - **personalized to your organization**
- **Offline donations** and **offline matches/challenges**

# Who is GiveGab?

GiveGab is modern, easy-to-use software that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, supporter engagement, Giving Days, and so much more!

## What GiveGab Can Offer You



**GiveGab**<sup>®</sup>  
Nonprofit Giving Platform

# Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team
  - Look for the blue chat bubble
- More fundraising opportunities through The Giving Partner



# Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for Giving Challenge
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors



# Simple Donation Processing



- All major credit cards accepted
- Securely processed through Stripe
- Transaction fee is 5%. Covers both platform and credit card fees.
- Donors have the option to cover fees on your behalf
  - 78% of donors chose to cover fees for the Giving Challenge in 2018

# Give, Give, and Give Again!

Donate to more than one organization

Step 1 of 3

---

Choose an amount to give:

\$

**Name to Display (Optional):**

Please do not display a name publicly.

Please do not display the donation amount publicly.

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](#)

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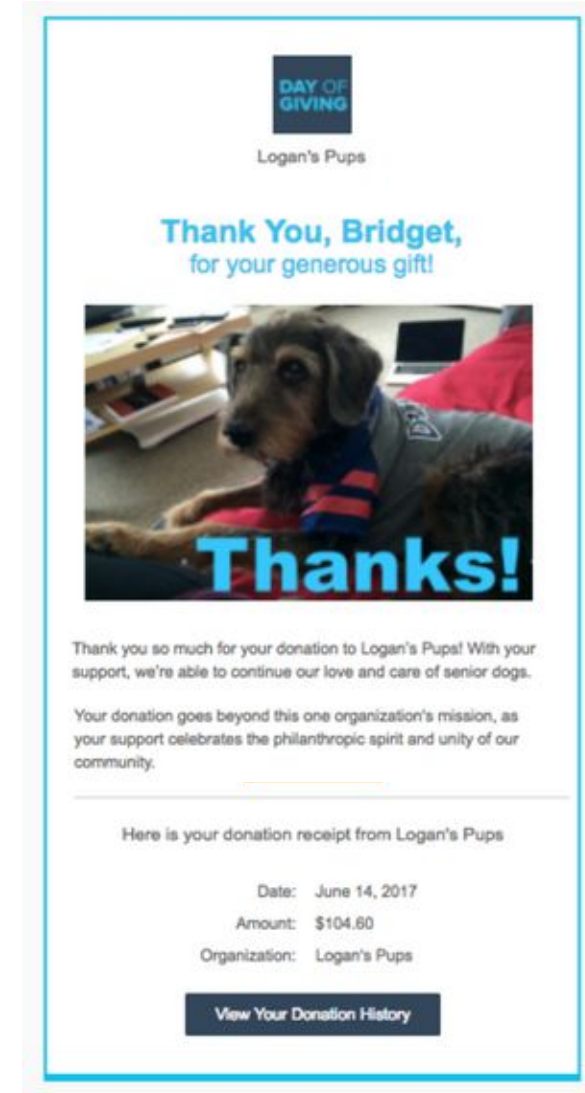
Choose an amount to give:

\$

GiveGab's Gift Basket feature and multi-give donation form makes it quick and convenient for donors to support as many causes in our community as they like!

# Instantaneous Donor Delight

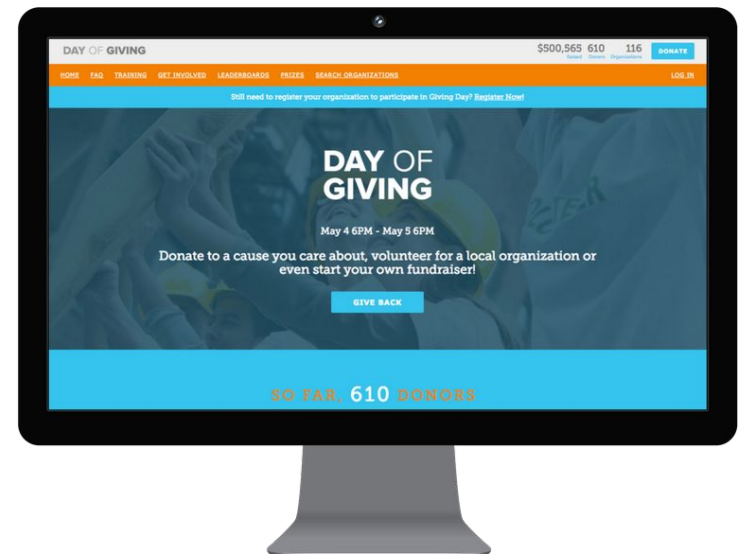
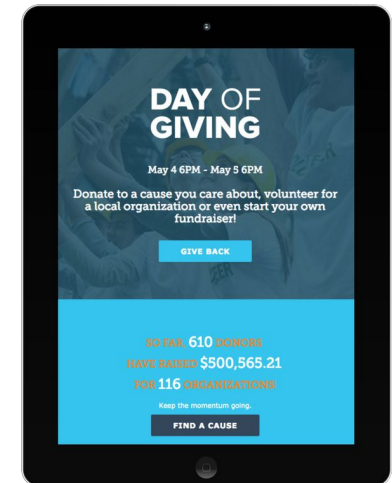
- Customizable Thank You Emails
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Social Share links for more online engagement
- Option to encourage donors to fundraise





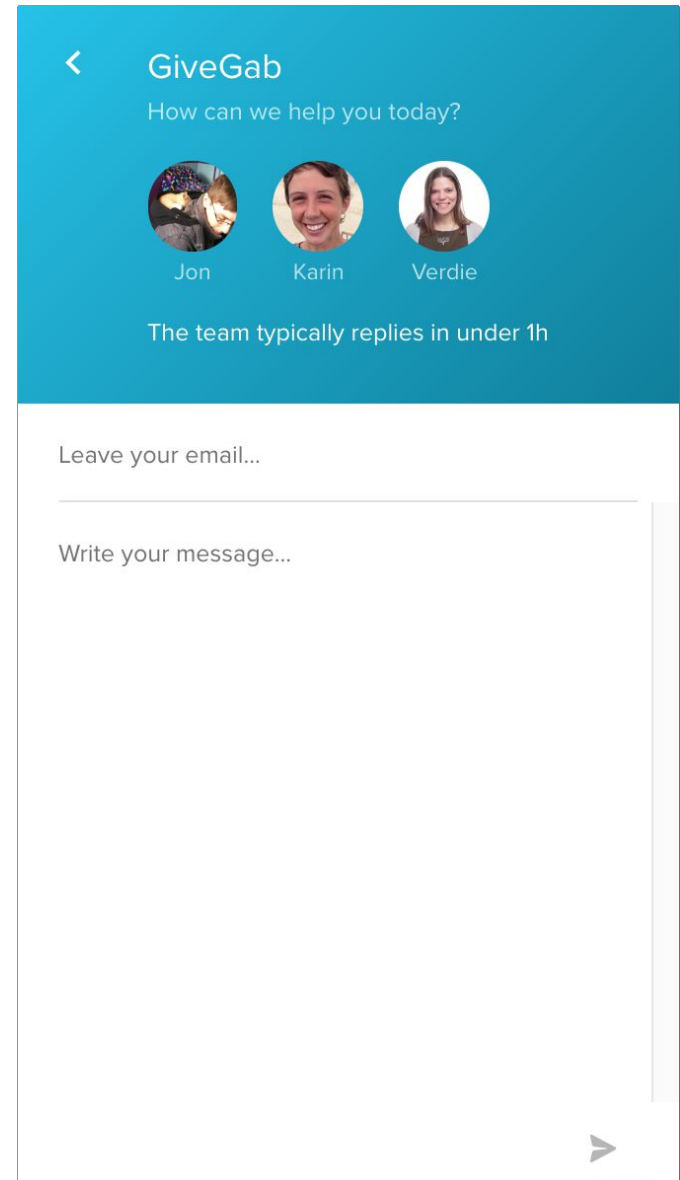
# Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your Giving Challenge profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device



# Support Team

- Visit Our Help Center  
<https://support.givegab.com/>
- Send us an email at  
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand
  - *Look for the little blue chat bubble!*



# How can my organization participate?

The image shows a screenshot of the website for the 2020 Giving Challenge. The background is a vibrant yellow with a pattern of radiating lines and a dotted texture. At the top left, there is a blue banner with the text "2020 GIVING CHALLENGE". To the right of this banner are a search bar labeled "SEARCH..." and a menu button labeled "MENU". In the center of the page is a large, dark blue, scalloped-edged badge that reads "2020 GIVING CHALLENGE" in white and yellow text, with a smaller yellow box below it that says "Be The One". Below the badge, it says "Presented by the Community Foundation of Sarasota County". At the bottom center, there is a blue button with the text "APPLY NOW" in white, flanked by two blue arrows pointing towards it. On the right side of the page, there is a vertical blue bar containing social media icons for Facebook, Twitter, Instagram, and a calendar icon.



# Find Your Organization

and participate in The Giving Challenge

Search for your organization

**SEARCH**

You can search by organization name or EIN (Employer Identification Number)



Sarasota Military Officers Foundation Inc

**PARTICIPATE**



Pines of Sarasota Foundation Inc

**PARTICIPATE**

## Don't see your organization listed?

You can create an organization by clicking the button below.

**ADD MY ORGANIZATION**



Register Your Organization for

# The Giving Challenge

Powered by GiveGab

Name of your organization as it appears on The Giving Partner \*

Your first & last name \*

Phone Number \*

Your title at organization \*

I hereby affirm that I have authority to enter into this Service and Terms Agreement in my fiduciary capacity on behalf of our nonprofit organization named above \*

Please select one choice

My organization has a profile in The Giving Partner and we: \*

Please select one choice

# Your Dashboard

## Admin Dashboard

Current Plan  
Basic

### Giving Days



The Giving Challenge  
April 28, 2020

[View All Giving Days](#)



- Home
- The Giving Partner
- Giving Days**
- Reports
- Manage Organization ▾



# Your Preparation Checklist



## Add Your Organization's Info

*Let people know who you are.*



## Add Your Story

*Tell potential donors why they should contribute.*



## Add Donation Levels

*Show your donors the impact their donation makes.*



## Add a 'Thank You' Message

*Personalize your auto-response for donors ahead of time.*



## Add Fundraisers

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













# Your Preparation Checklist

Participation Approval Status

**Approved**

Registration information has been approved.

-  Add Your Organization's Info 
-  Add Your Story 
-  Add Donation Levels 
-  Add a 'Thank You' Message 
-  Add Fundraisers 



# The Basics

- Logo
  - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand.
- Tagline
  - A quick one sentence overview of your organization or giving day campaign.
- Website
  - Add your website so donors will be able to learn more about your organization.
- Causes
  - Select up to 3 causes to help donors find causes they're interested in.

✓ Add Your Organization's Info

**Tagline**


Helping find senior dogs loving homes in their last years

18 Characters Left

**Website**

http://www.loganspups.org

**Logo**



**Causes (optional)**

Cause #1 Animals

Cause #2 Education

Cause #3

Select Image Remove

Recommended dimensions 300x300  
Max file size 5MB

Save

# Telling Your Story

### Cover Photo












Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

### Set a Goal (optional)

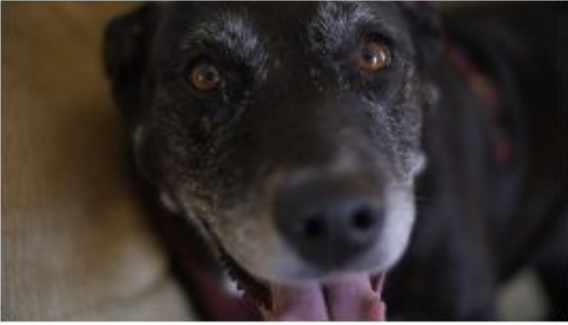
Display Goal on Profile

\$	5000	.00
----	------	-----

Formatting **B** *I* U         

## Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.




Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups. Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.



# Highlighting Impact

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<p>\$25.00</p> <p>Provides one week of food for a senior pup</p> <p>Edit Remove</p>
	<p>\$50.00</p> <p>Provides a super soft bed for a loving senior pup</p> <p>Edit Remove</p>
	<p>\$100.00</p> <p>Helps a family foster one of our amazing senior pups</p> <p>Edit Remove</p>

**Dollar Amount**

\$ 0.00

**Description**

**Image**

Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Save Cancel

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

# Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor's email when they make a gift

✓ Add a 'Thank You' Message


Please provide a "thank you" message, as well as an image or video link (or both!)

**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.

**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

Recommended dimensions 800x600  
Max file size 5MB

Save

# Peer-to-Peer Fundraisers

- Use your supporters, board members, and volunteers to expand your organization's reach
- Each fundraiser champion has their own fundraising page and every dollar they raise goes toward your organization's totals!
- Organizations with fundraisers raise on average 3.4 x more than organizations without fundraisers.

✓ Add Fundraisers

[Add Fundraisers](#) [Message All](#)

[Download CSV](#)

Fundraiser	Donors	Amount Raised	Goal
Alyssa Ravenelle	0	\$0.00	\$500.00

Allow New Fundraisers to Sign Up

# Peer-to-Peer Fundraisers



A fundraiser for:

## Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

DONATE



20%

\$100 Raised \$500 Goal 1 Donors



Bridget Cafaro

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 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!


# Add Offline Donations


You can record cash or check gifts as offline donations!


*\*However, only credit card transactions will be eligible for prizes and The Patterson Foundation Match*


Time to launch


32








****














Share Your Page

<https://doq-staging.giveqab.com/organizations/logan-s-pups>

### Add Offline Donation

For Giving Day!

Donor's Name Amount

\$


Custom Display Name (optional)

Donor's Message

Privacy Options

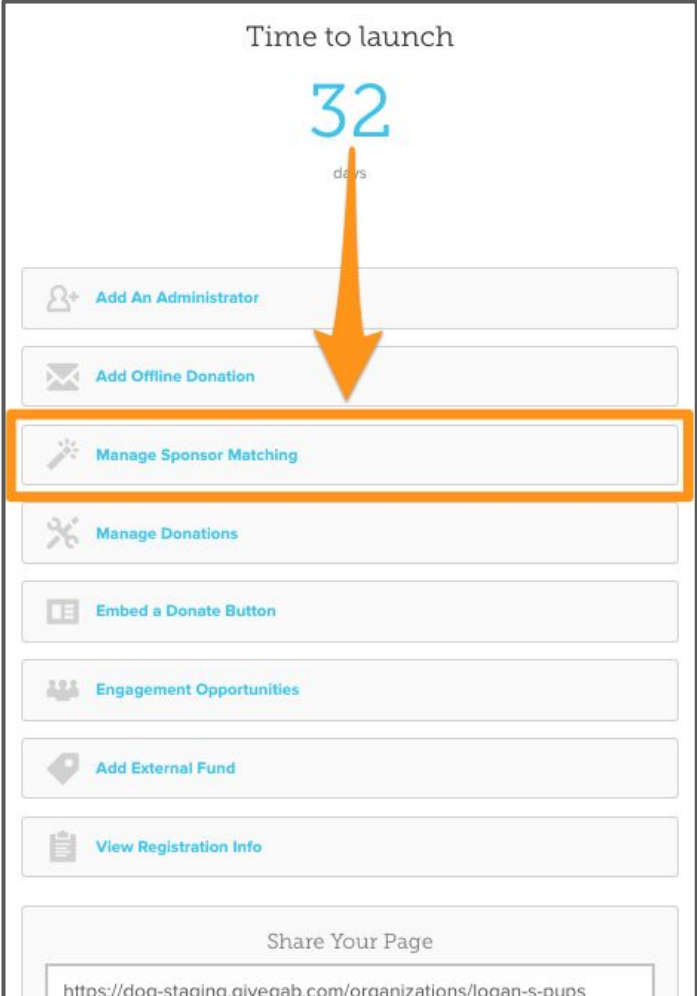
Do not display the donor's name publicly

Do not display the donation amount publicly



# Utilize Your Own Donors to Create Match/Challenge Opportunities

- Matches allow each online donation to your organization to be matched on a 1:1 ratio.
- Challenges allow funds to be added to the organization's total once a goal is reached.
- Counted as offline donation
- Organizations with matching funds raise on average 4.5 x more than organizations without a match.



Time to launch

32  
days

- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching**
- Manage Donations
- Embed a Donate Button
- Engagement Opportunities
- Add External Fund
- View Registration Info

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups>



# Your Success Depends on You!

- There are **more than 700 organizations eligible** to participate in the 2020 Giving Challenge
- People generally do not go to the Giving Challenge site to browse
- Your level of participation and preparation is directly proportional to the success of your Giving Challenge campaign!

# Viewing & Sharing Your Profile



Giving Day

September 5, 2018

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

Time to launch

61

days

- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- View Registration Info

Share Your Page

<https://dog-staging.givegab.com/organizations/logan-s-pups>



[View Your Page](#)





## Logan's Pups

Helping senior dogs find loving homes in their final years

Causes: **Animals, Seniors**

[Manage this on GiveGab](#)

**DONATE**



0%

\$0 Raised \$5,000 Goal 0 Donors



**\$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**

Covers medical expenses for a senior pup in need

**CHOOSE YOUR OWN AMOUNT**

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

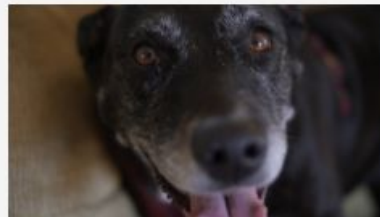
To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups.

Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

**Your donation will help us continue offering these services for years to come.**

**DONATE**



## Matches

Board of Trustees: #NVBigGive Match

On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's big Give 2018!

**\$5,000** MATCH

**\$5,000** REMAINING

## Fundraising Champions

[Bridget Cafaro](#) **\$0.00**

[Alyssa Ravenelle](#) **\$0.00**

# Tips, Tools, and Resources

- The **Nonprofit Toolkit** has everything you need to plan, prepare, and promote Giving Challenge and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - Giving Challenge Graphics
  - Helpful resources for your board members, volunteers, and fundraisers
- Even more **training videos** for Matches/Challenges and Giving Challenge strategy



Training Sessions  
[Sign Up](#)



Getting Started Guide  
[Download \(PDF\)](#)  
(Coming soon!)



Helpful Support Articles  
[View](#)



Building Board Support  
[View](#)



Peer-to-Peer Fundraisers  
[View](#)



Giving Day Blog Articles  
[View](#)



Email Marketing Templates  
[View](#)

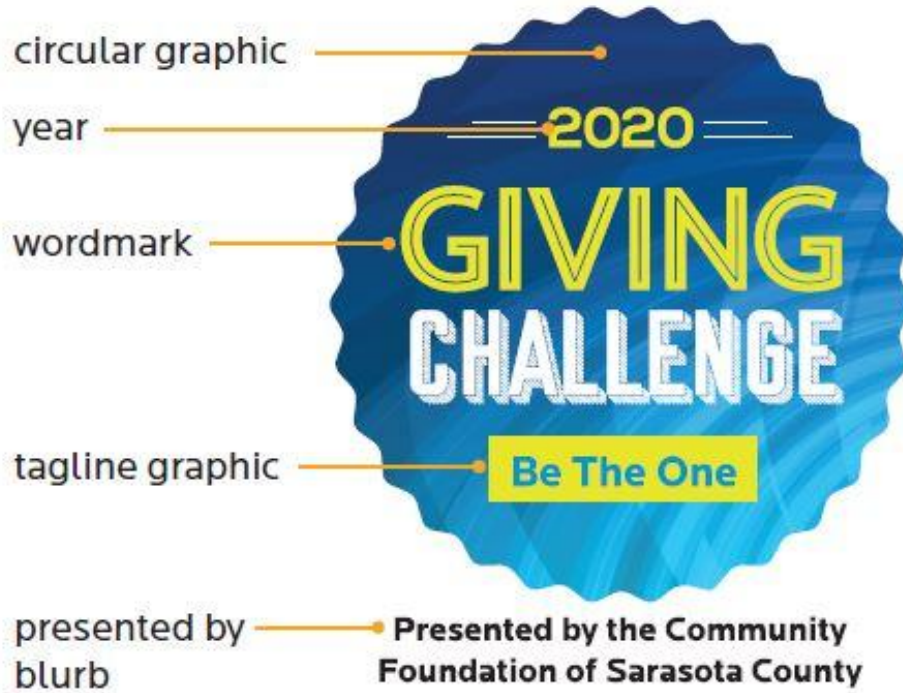


Social Media Tips  
[View](#)



Download the Giving Challenge Graphics  
[View Downloads](#)

# Logos & Branding Guidelines



Minimum size for print

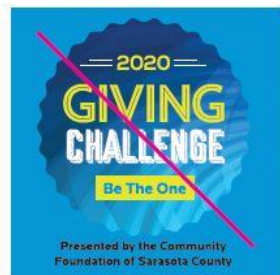


Minimum size for web/social media



To ensure the logo stands out, it should be placed on a background that is a light or bright contrasting color which compliments the logo colors. "GC\_YellowStarburst.jpg" will be supplied, if you choose to use it. A white background is acceptable as well.

**#GivingChallenge2020**  
**#BeTheOne**



Do not place the logo on a dark or blue background of similar value

# Prizes

- More than 260 prize opportunities
- More than \$260,000 available in prizes
- **Automatically eligible vs application required**
- Full details about prizes, including how to apply, will be emailed to **Team Leaders**.

# Prize Categories

Most prizes will be awarded across three categories **based on organization size**:

**Small:** Organizations with expenses less than \$60,000

**Medium:** Organizations with expenses \$60,000- \$500,000

**Large:** Organizations with expenses greater than \$500,000

# The Patterson Foundation

- The Patterson Foundation is a fully endowed charitable entity that strengthens the efforts of people, organizations and communities by focusing on issues that address common aspirations and foster wide participation, along with ways organizations learn and share as they evolve.
- The Patterson Foundation has strengthened The Giving Partner and the Giving Challenge since 2012.



Strengthening Nonprofits Through the 2020 Giving Challenge



# The Patterson Foundation Match

- The Patterson Foundation will provide a **1:1 match** for donations **up to \$100** per unique donor, per nonprofit organization. A “unique” donor is a singular, specific, and distinct person or entity (business, foundation, etc.)
- There is no limit to the number of individual matches a nonprofit organization can receive during the 2020 Giving Challenge.
- There is no limit to the number of nonprofit organizations a donor can give to and still get matched.



**All donor entries are reviewed by the GiveGab system and staff to ensure uniqueness.** 41

# The Patterson Foundation Prizes

The Patterson Foundation will award **\$51,000 in prizes** to nonprofit organizations that cultivate the **most unique donors** during the 2020 Giving Challenge.

A total of **30 prizes** will be awarded across **three categories** (small, medium, large).



Strengthening Nonprofits Through the 2020 Giving Challenge

# Promoting This Support & Opportunity

- Giving Challenge-specific logo
- Acknowledgement guide
- Please spell out The Patterson Foundation in writing



# Prizes: Automatically Eligible

Every nonprofit organization participating in the 2020 Giving Challenge is **automatically eligible** for the following prizes. No application is required.

- **The Fast 50**
- **Donor Shout Out Tweet**
- **Donor Shout Out Facebook Post**
- **Donor Shout Out Instagram Post**
- **iHeart Media**

*All prizes above will be awarded **during** the Giving Challenge*

- **Most Unique Donors** - awarded **after** Giving Challenge

# Prizes: Application Required

Prizes below will be awarded **after** Giving Challenge. Each requires an “**intent to participate**” **acknowledgement** by **March 27** and **application submission** by **May 7**.

- **Best Giving Challenge Photo**
- **Best Giving Challenge Community Event**
- **Best Use of Social Media**
- **Best Nonprofit Partnership**
- **Best Business Partnership**
- **Best Board Member Engagement**
- **Best Giving Challenge Video**
- **Best Giving Challenge Turnaround**
- **Best Giving Challenge Newbie**
- **Best All Volunteer Organization Campaign**
- **Best Overall Campaign**

Links to online “**intent to participate**” forms will be **emailed to Team Leaders on February 28**.

# Prizes: Application Required

Prize below will be awarded **before** Giving Challenge. Requires an **Application submission by March 27**

- **Best Giving Challenge 2018 Story**

# Prize Sponsors - Foundations



# Prize Sponsors - Media



**Sarasota Magazine**



**And More To Come...**



# Pop-Up Giving Stations

- A Place to Connect, Collaborate, Come Together
- Official Pop-Up Giving Stations require:
  - 5 or more participating nonprofit organizations
  - Application submitted by March 27
- List of Pop-Up Giving Stations will be posted April 1 on [www.GivingPartnerChallenge.org](http://www.GivingPartnerChallenge.org) & [www.CFSarasota.org](http://www.CFSarasota.org)

# Key Dates

January 15, 2020	2020 GC registration opens
January 31, 2020	Deadline for NEW profiles in TGP
February 28, 2020	Deadline to update existing profiles in TGP 2020 GC registration deadline “Intent to participate” prize forms emailed to Team Leaders
March 27, 2020	Deadline to submit ‘intent to participate’ forms for prizes Deadline to submit application for “Best GC 2018 Story” prize
March 31, 2020	2nd GC training webinar (2-3pm)
April 28-29, 2020	Giving Challenge!
May 7, 2020	Deadline to submit “Best of” prize grant applications

# Take a Breath



- The role of team leader can seem overwhelming
- You don't need to compete for every prize
- Everyone "wins" in the Giving Challenge
- This may not be the right fit for **every** one of your organization's donors – that's okay
- This may not be the right fit for **most** of your organization's donors – that's also okay

**Make the most of what works for your organization,  
and don't get caught up in what doesn't!**

# Your Next Steps

- Update profile in The Giving Partner
  - Jan 31 - NEW nonprofit organizations
  - Feb 28 - Existing nonprofit organizations
- Watch your inbox for important emails
  - Add **GivingChallenge@CFSarasota.org** to your contacts
- Read the information packet
- Register for the Giving Challenge by February 28
- Check out the Nonprofit Toolkit online
- Follow Giving Challenge on Social Media!
  - #GivingChallenge2020
  - #BeTheOne
  - Join The Giving Partner Huddle Facebook Group

# March 31 Webinar

What we'll cover in the next webinar training

- Peer-to-Peer Fundraising
- Leaderboards
- How to access donor information
- Thanking Your Donors
- Timing/Process for receiving GC Checks from the CFSC

Sign up for March 31 webinar training session at [GivingPartnerChallenge.org](http://GivingPartnerChallenge.org)

# Questions?



**Presented by the Community  
Foundation of Sarasota County**

**APRIL 28-29 • NOON TO NOON**

**[GivingPartnerChallenge.org](http://GivingPartnerChallenge.org)**