Getting Ready for the Giving Challenge

2020 GIVING CHALLENGE
Be The One

Presented by the Community Foundation of Sarasota County

APRIL 28-29 • NOON TO NOON
GivingPartnerChallenge.org
The Giving Challenge

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

www.thegivingpartner.org

For questions about The Giving Partner, email: 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
- 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!
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!

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
- 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?

givingpartnerchallenge.org
Find Your Organization
and participate in The Giving Challenge

Search for your organization

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

No

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

Please select one choice

No
Your Dashboard

Admin Dashboard

Giving Days

The Giving Challenge
April 28, 2020

View All Giving Days
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

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

Participation Approval Status

Approved

Registration information has been approved.
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.
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

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

Dollar Amount

| $ | 0.00 |

Description

Image

Select Image  Remove

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

Save  Cancel
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
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.
Peer-to-Peer Fundraisers

A fundraiser for:
Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: Animals, Education

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
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.
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

Donate

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

Donate

$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

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
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
Logos & Branding Guidelines

#GivingChallenge2020
#BeTheOne

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.

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.
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.
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.
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).
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 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**

Link to application form will be emailed to Team Leaders on February 28.
Prize Sponsors - Foundations

40 YEARS OF COMMUNITY IMPACT
COMMUNITY FOUNDATION
of Sarasota County

THE PATTERSON FOUNDATION

Strengthening Nonprofits Through the 2020 Giving Challenge

MANATEE COMMUNITY FOUNDATION

WILLIAM G. & MARIE SELBY FOUNDATION
Prize Sponsors - Media

SUNCOAST NEWS NETWORK

Sarasota Magazine

SRQ MEDIA

iHeart MEDIA

Herald-Tribune media group

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

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