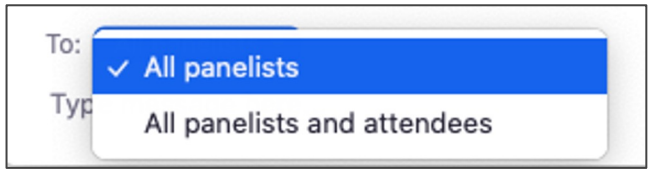
2024 Giving Challenge Kick-Off Webinar: Getting Ready

Presented by the
Community Foundation of Sarasota County

APRIL 9-10 • NOON TO NOON

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.

2024 GIVING CHALLENGE
Be The One
Presented by the Community Foundation of Sarasota County

The Giving Challenge

The Giving Challenge is a 24-hour online fundraising event available *only* to nonprofit organizations that demonstrate transparency by having an updated profile on *The Giving Partner*
www.TheGivingPartner.org

For questions about *The Giving Partner*, email: Nonprofits@CFSarasota.org

2024 GIVING CHALLENGE
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The Giving Challenge Overview

- Each nonprofit conducts their own unique campaign to market and share with their supporters
- Donations are open April 9 - 10, Noon to Noon
- Donor data comes to nonprofit admin dashboard in real time
- Funds raised through online donations during the 24 hours are routed through the Community Foundation. One check including the online donations, prize funds received (if applicable) and The Patterson Foundation match funds will be mailed to each nonprofit by July 1, 2024.

Giving Challenge Outcomes

Overall

- ➔ $75 million raised since 2012
- ➔ $30 million provided by The Patterson Foundation (*matching dollars and donor incentives*)

2022

- ➔ $16,204,718 Donations raised
  - ➔ $6,088,115 Provided by The Patterson Foundation through its Match
- ➔ 667 Nonprofit organizations participated
- ➔ 83,180 Individual gifts
- ➔ 46,371 Donors
- ➔ $225,000 Prizes awarded
- ➔ Average online donation: $96

What we'll review today

- The Basics
- Benefits to Participating
- Who is GiveGab?
- Key Features/Resources
- What's New
- Registering for the 2024 Giving Challenge
- Getting Started
- Prizes & Matches
- Next Steps and Questions

The Basics

- 2024 will be the 9th Giving Challenge
- “Be The One”
- www.GivingChallenge.org
- April 9-10 Noon-Noon (*EST*)
- $25 minimum gift
- Every nonprofit will be conducting their own campaign on the day, using a custom donation 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 **$600,000**:
    - Approximately **$504,000** in staff time and resources to host The Giving Partner and the Giving Challenge
    - **$100,000** in prizes in support of the Giving Challenge
- GiveGab (becoming Bonterra)
  - Technology platform and related support
- Nonprofit Organizations
  - Develop your organization's campaign/giving page
  - Engage your donors
  - Thank your donors
- Team Lead
  - Single point-of-contact with the Community Foundation of Sarasota County

Full outline of roles & responsibilities, available in Giving Challenge Nonprofit Toolkit online

The Giving Challenge: Why We Do It

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

Benefits of Participating

- Learn to **utilize digital fundraising tools**, and take advantage of resources that are available year-round
- **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 **reach other internal goals**
- **Motivate donors to make a greater impact** with prizes and match incentives

Who is GiveGab / Bonterra?

GiveGab®
Nonprofit Giving Platform

GiveGab / Bonterra's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Hosts a secure, reliable and transparent platform for the Giving Challenge!
- Creates the ultimate donor experience
- Provides a dedicated platform support team

GiveGab is becoming Bonterra.

2024 GIVING CHALLENGE

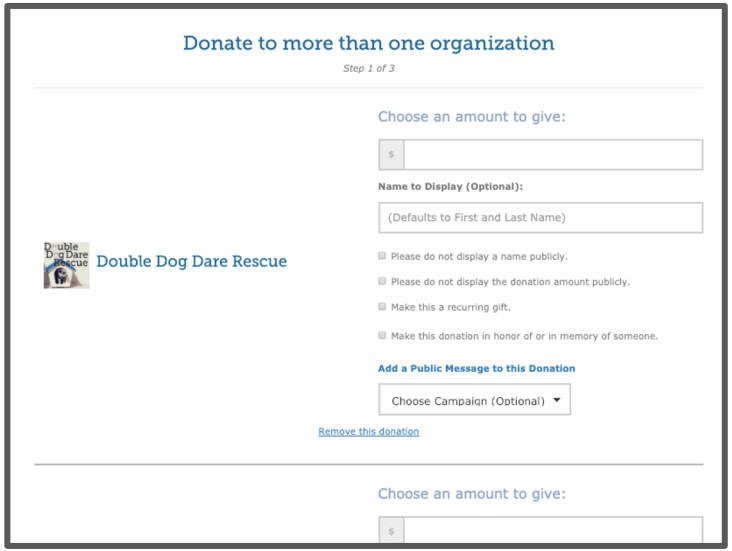
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail Safe Redundancy Plans for the Giving Challenge website
- Complete Transparency with Nonprofits and Donors

Simple Donation Processing

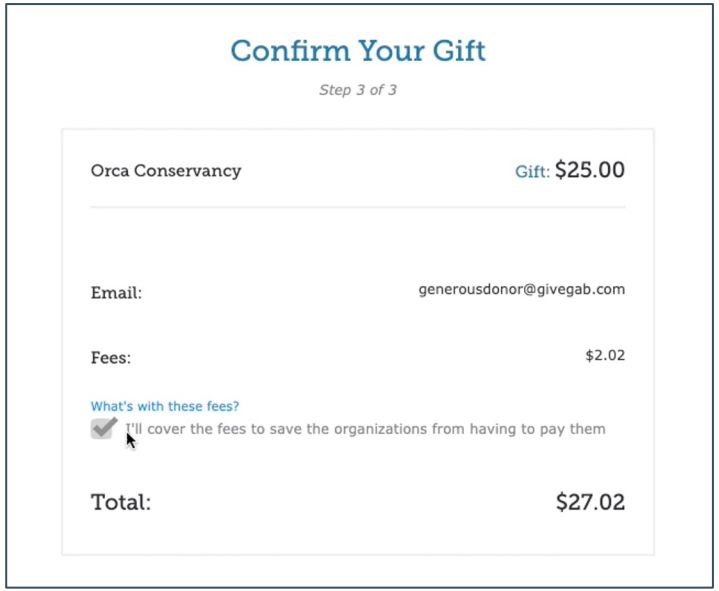
- All major credit/debit cards accepted
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

Highlighting the Joy of Giving



GiveGab's Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!

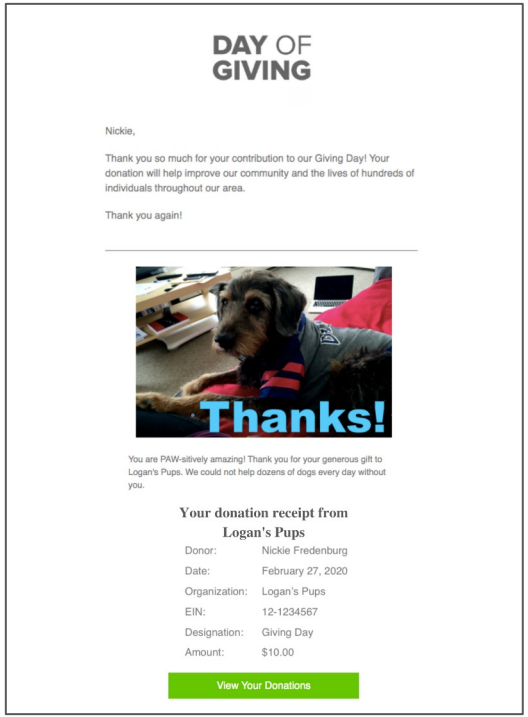
Transparent Donation Processing



- Credit Card for online transactions
- Donors can cover all fees on behalf of your organization
- Donors have the option to cover fees on your behalf
  - 90.5% of donors chose to cover fees for the Giving Challenge in 2022

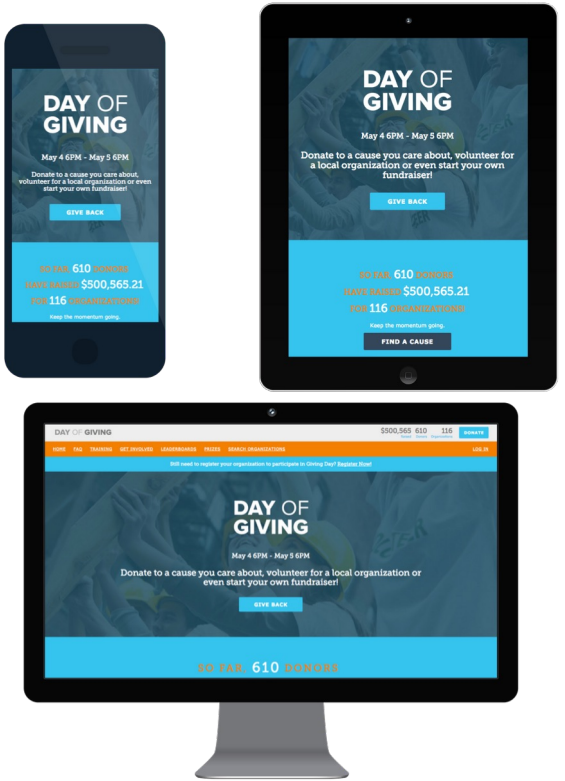
Instantaneous Donor Delight

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



Easy & Accessible

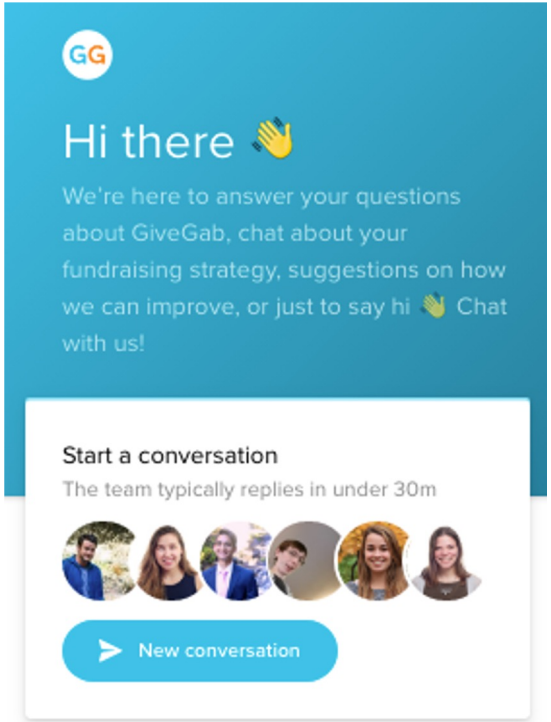
- On average **61% of all emails** are opened on a mobile device
- The entire Giving Challenge site is completely mobile responsive on every page – be sure to test your finished profile out on a phone!
- Donors can give easily on any internet enabled device



Support & Resources

- Community Foundation Resources
  - Website: www.GivingChallenge.org
  - Email: GivingChallenge@CFSarasota.org

- GiveGab Resources
  - Help Center: https://support.givegab.com/
  - Blog: https://www.givegab.com/blog/
  - Email: 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!**



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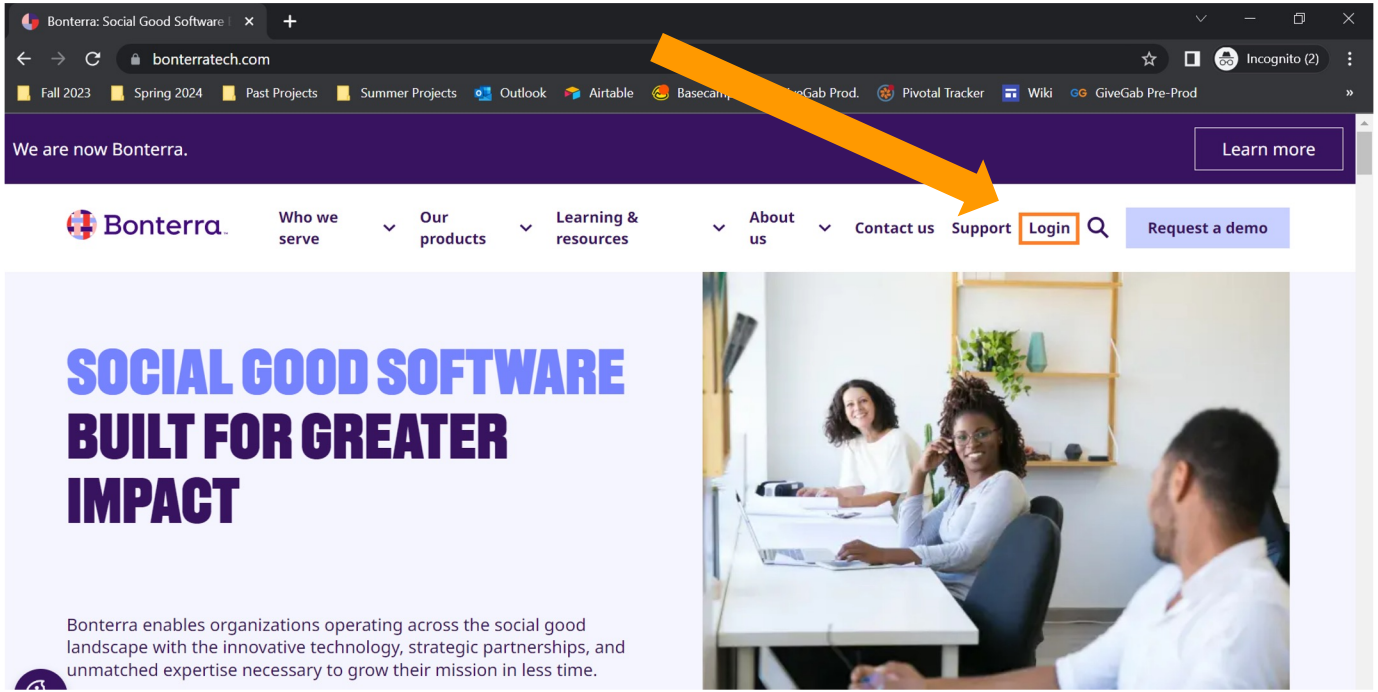
2024 GIVING CHALLENGE

NEW

What's New for 2024

NEW

Updated Log-in Page



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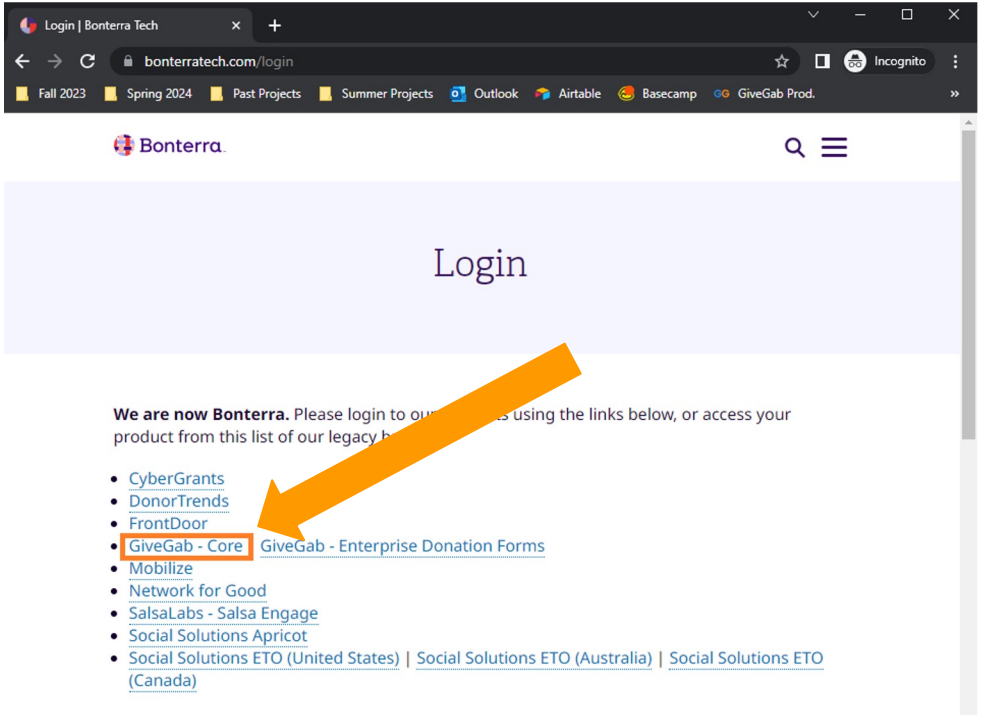
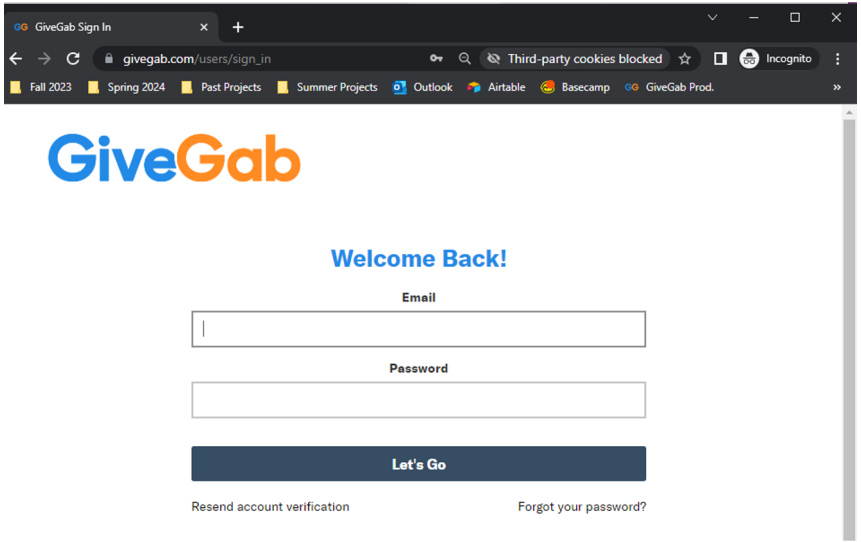


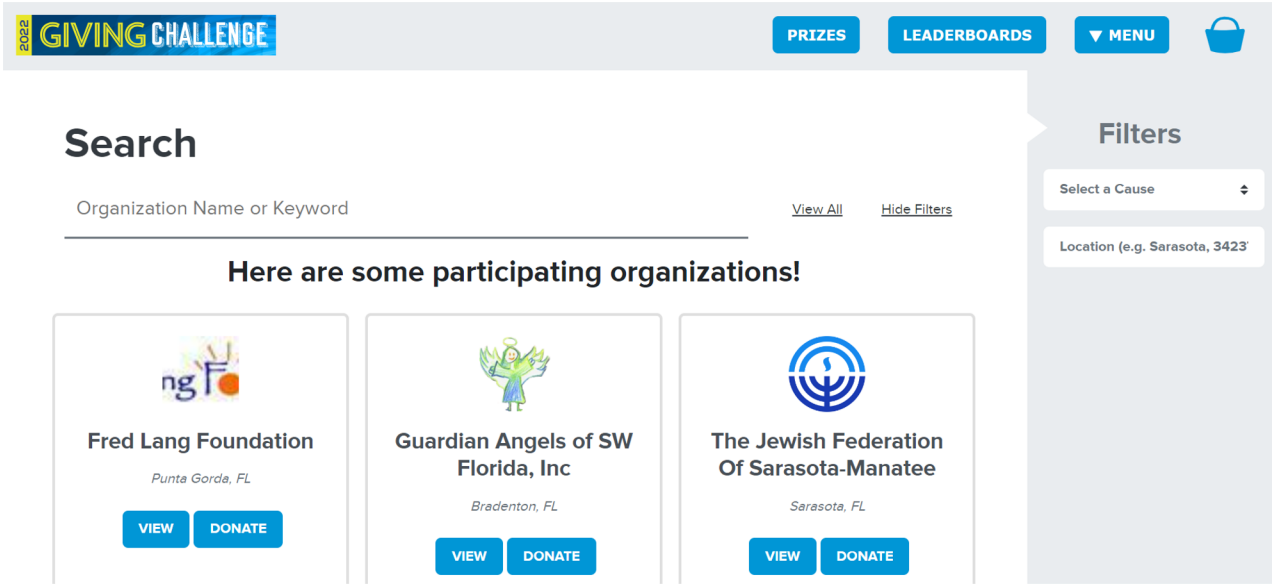


GiveGab is becoming Bonterra.

2024 GIVING CHALLENGE

New Search Page

- Improved experience for supporters and donors
- Provides a more web-accessible, modern, and engaging experience
- More streamlined process for donating to multiple organizations at once



NEW

The Jewish Federation Of Sarasota-Manatee

Sarasota, FL

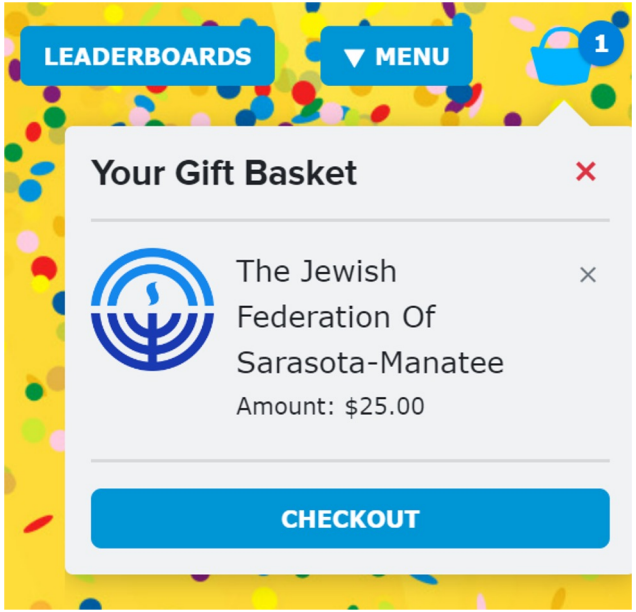
$25,541 Raised

265 Donors

$25 | $50 | $100

Custom Amount

ADD TO BASKET or CHECKOUT



GiveGab is becoming Bonterra.

2024 GIVING CHALLENGE

Registering for the 2024 Giving Challenge

GiveGab is becoming Bonterra.

www.GivingChallenge.org

2024 GIVING CHALLENGE

2024 GIVING CHALLENGE

MENU

Find Your Organization

and participate in Giving Challenge

Search for your organization

Start typing in the box above to find your organization.

Farmhouse Animal and Nature Sanctuary Inc

MYAKKA CITY, Florida

PARTICIPATE

Animal Network, Inc

Bradenton, FL

PARTICIPATE

Last Chance Animal Sanctuary Inc

BRADENTON, FL

PARTICIPATE

GiveGab is becoming Bonterra.

2024 GIVING CHALLENGE

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: *

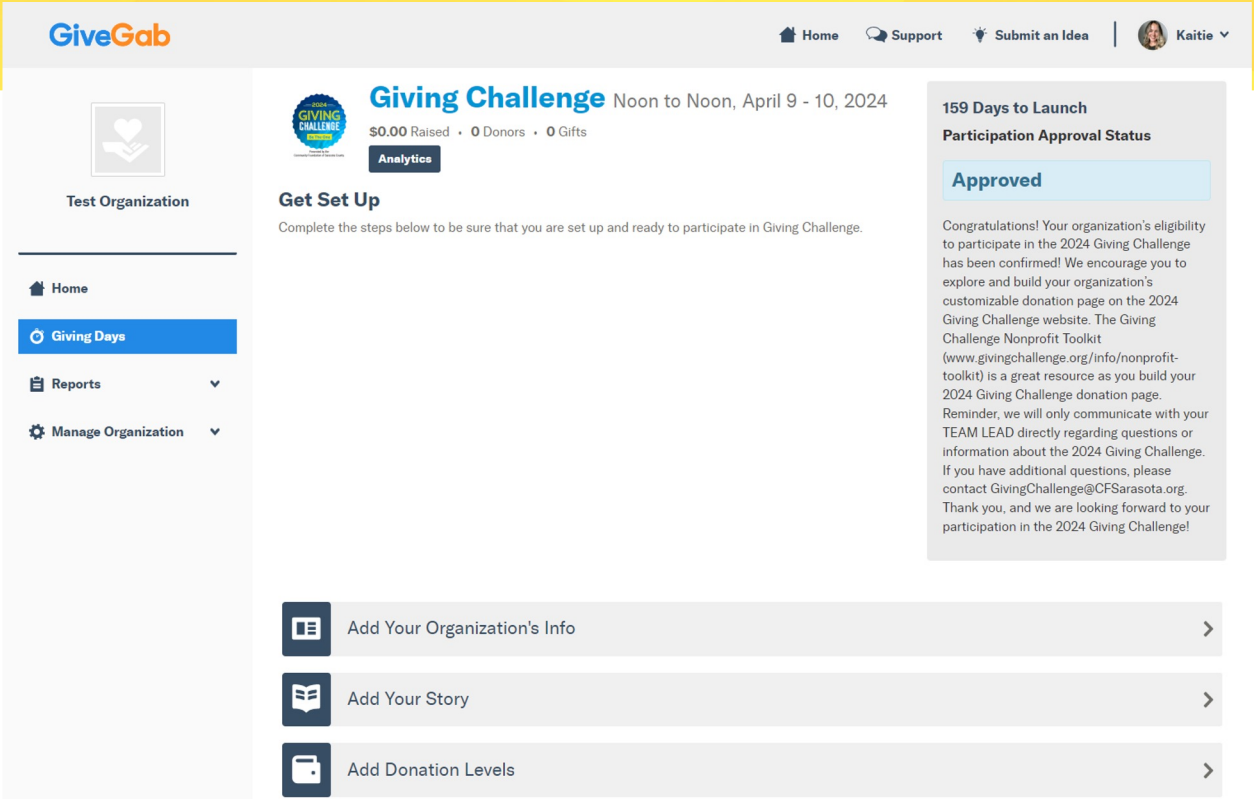
Please select one choice

Approval Process

- ***Pending:** Once you apply/register online your 2024 Giving Challenge status will automatically be “Pending”- you can work on your profile but it is not public
- **Needs Further Review:** If your 2024 Giving Challenge application status goes into this status category it is most likely because your profile in The Giving Partner is not updated yet.
- **Approved**: Once the Community Foundation team verifies your eligibility, you’ll be notified via email you’ve been “Approved” and your profile is visible to the public

**An initial confirmation email for your 2024 Giving Challenge application will be sent from notifications@givegab.com to the email of the person completing the application (based on the email used to sign into GiveGab to complete the application).*

*Once your Giving Challenge application status is changed from the initial Pending status, all **full admins** for your organization will receive those status update emails.*



*Having an updated profile in **The Giving Partner** is key to your organization's 2024 Giving Challenge application being approved. We strongly encourage profiles in The Giving Partner be updated as early as possible.*

GiveGab is becoming Bonterra.

2024 GIVING CHALLENGE

Getting Started

Building Your Profile, Exploring Your Dashboard and More!

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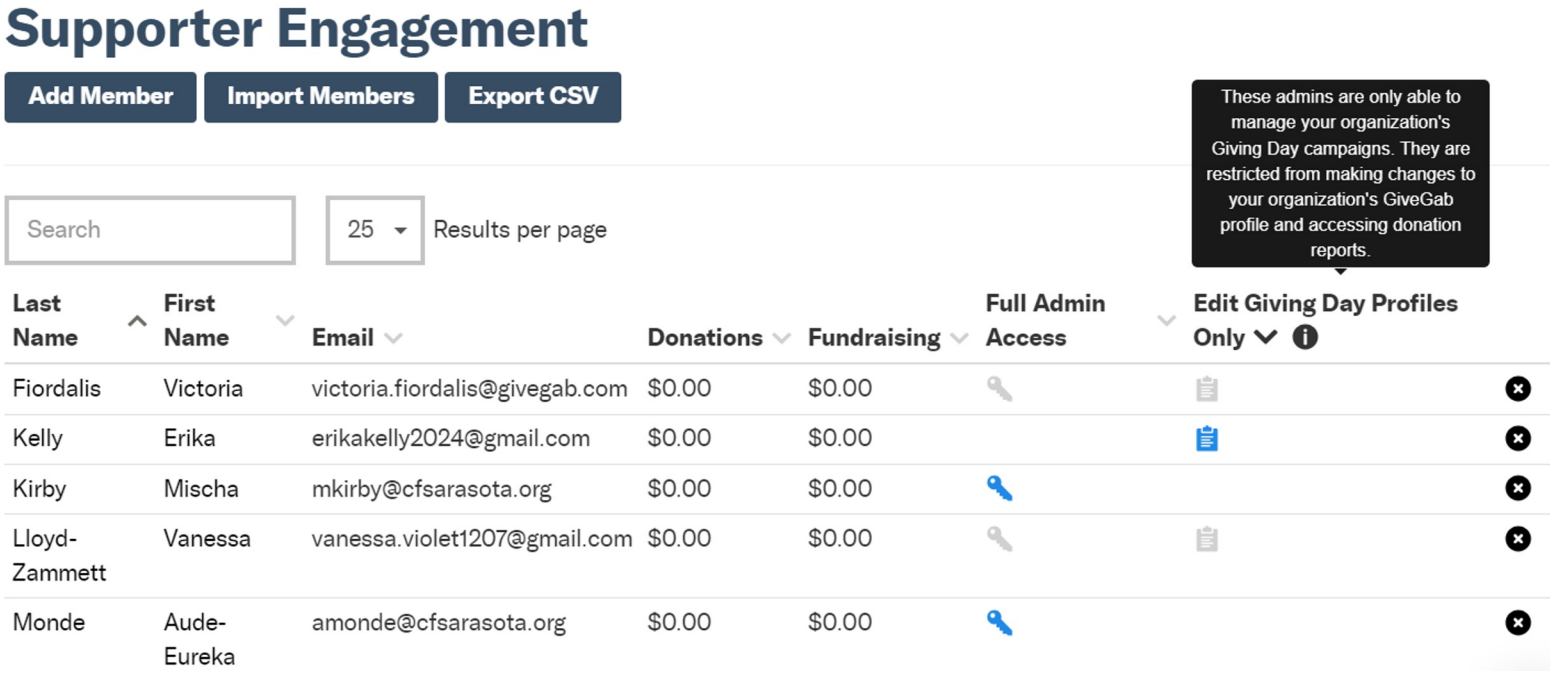
2024 GIVING CHALLENGE

Tiered Admin Access



Returning? Copy Your Profile!

- If you participated in the Giving Challenge in 2022, you can choose to copy your profile from previous years.
  - **Be sure to update existing content with new dates, photos, etc.**

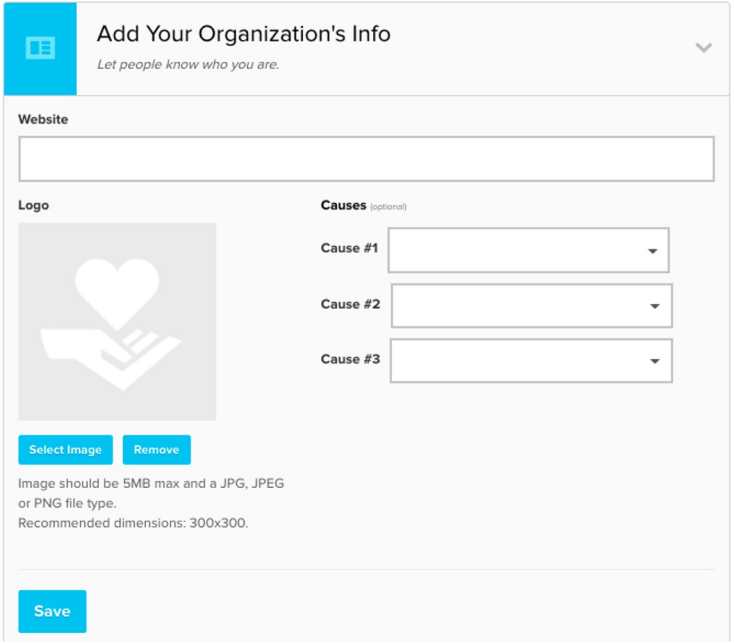
Your 2024 Giving Challenge Dashboard

GiveGab is becoming Bonterra.

2024 GIVING CHALLENGE

Add Your Organization’s Info

- Logo
- Website
- Causes



Pro Tip:
Adding causes to your profile can help new donors find your organization!

Add 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

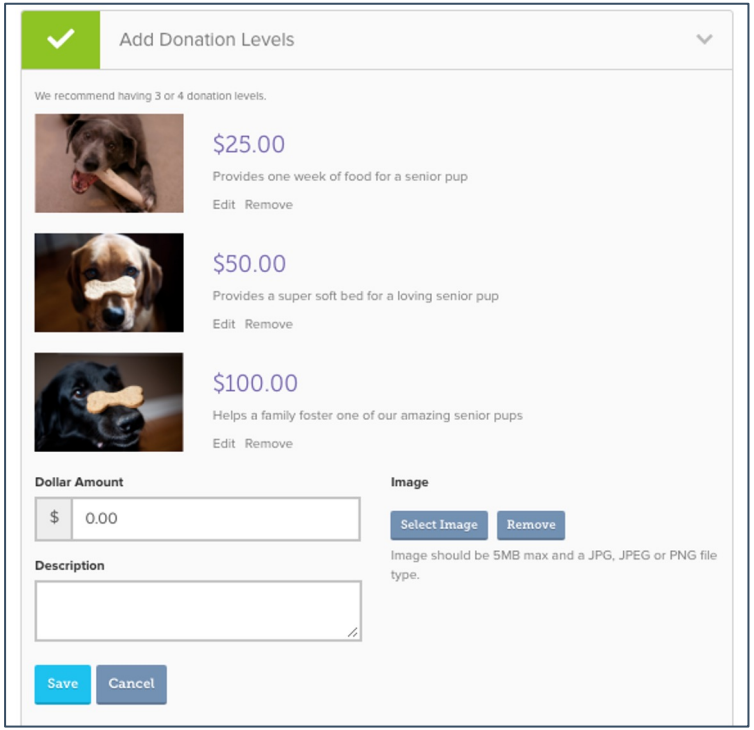
$ 5000 .00

Formatting

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.

Add Donation Levels

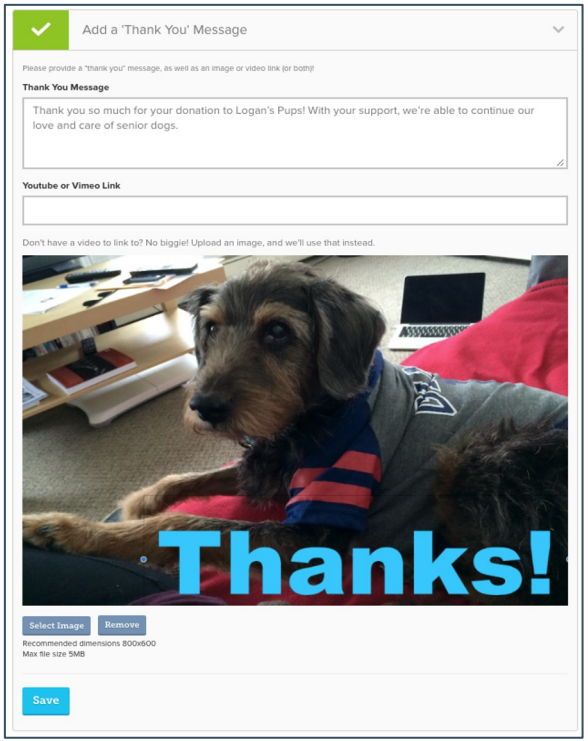


- Custom Amounts
- Unique Descriptions
- Optional Photos

Pro Tip:

Using custom amounts in your donation levels helps your donors connect more closely with your organization's needs and impact.

Add a ‘Thank You’ Message



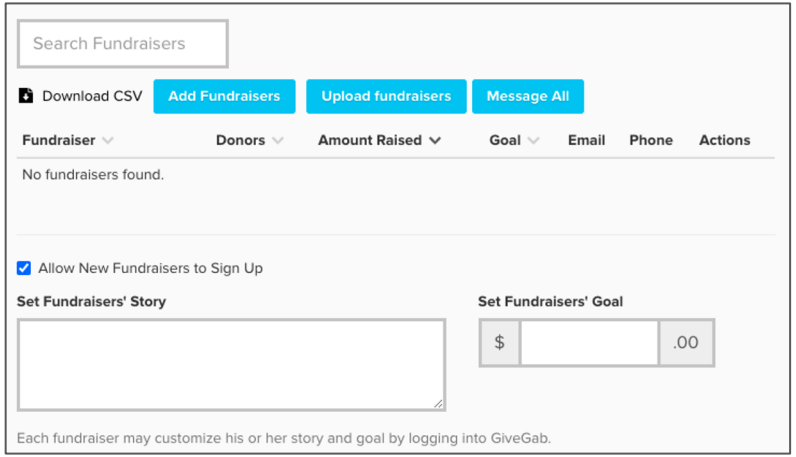
- Add your own message
- Include a photo or video
- Sent immediately to your donor’s email when they make a gift

Pro Tip:

The “Thank You” message can support either a YouTube/Vimeo video **or** a photo image. Choose the feature that works best for your donors!

Invite Peer-to-Peer (P2P) Fundraisers

- Peer-to-Peer, P2P, Champion Fundraiser, Fundraising Champion
- Expand your reach and invite supporters, board members, volunteers and staff
- Each individual creates their own fundraising page. Every dollar they raise is included in your organization's totals!
- Admins can easily create and manage pages on their behalf
- Invite fundraisers or allow open-signups through your profile page
- ***Check out the slides from our P2P fundraising webinar!***

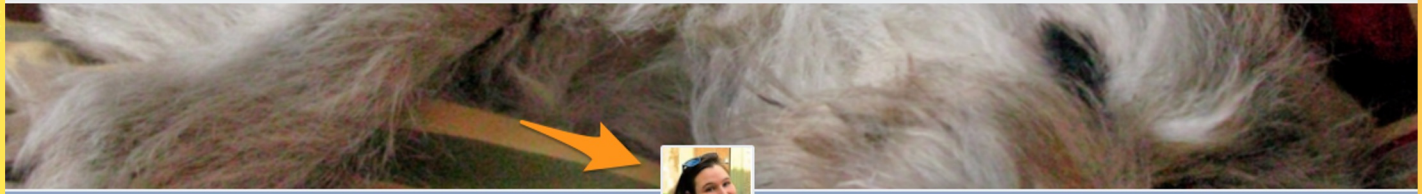


Did you know?

P2P Fundraisers can make a **BIG** impact! On average, organizations with P2P raise 3.4x more than those without P2P!

PAWNEE GIVES

PRIZES LEADERBOARDS MENU



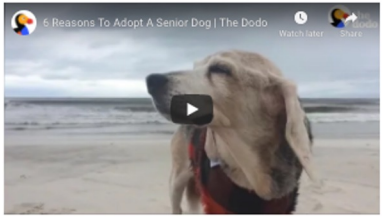
Bridget Cafaro's fundraiser for

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 the 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

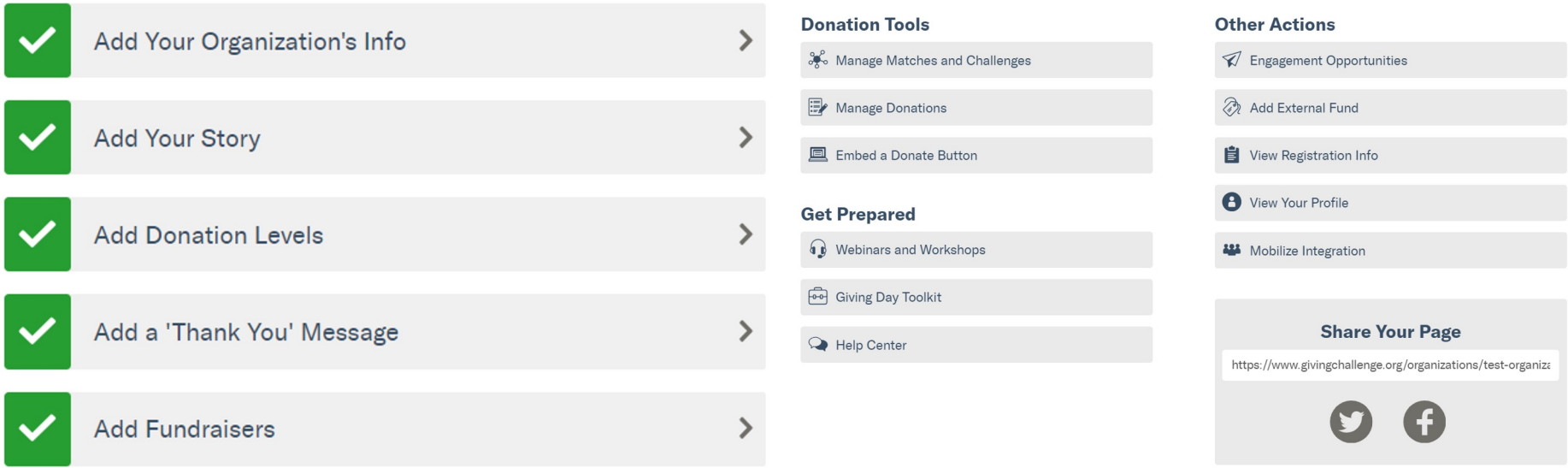
Helps a family foster one of our amazing senior pups

$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

Your Completed Dashboard



PAWNEE GIVES

PRIZES LEADERBOARDS ▼ MENU

Logan's Pups

DONATE FUNDRAISE

10%

$995 Raised **$10,000** Goal **6** 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

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

Our Story Matches Fundraising Campaigns Top Fundraisers Recent Donors

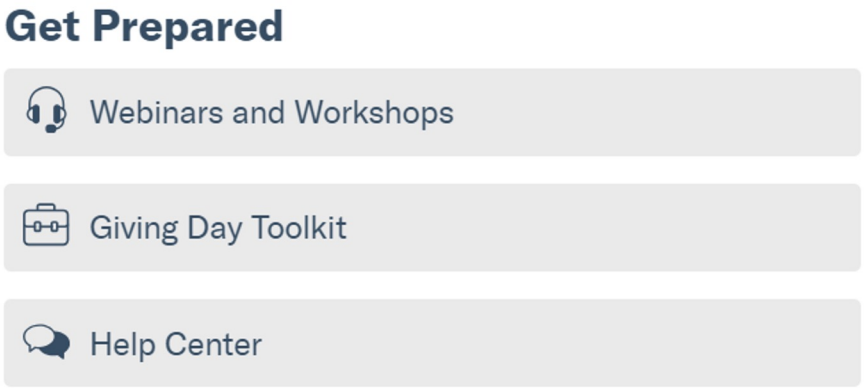
Go Beyond the Checklist

- Matches and Challenges
  - Increase impact during Giving Challenge
- Engagement Opportunities
  - Highlight volunteer opportunities that you have associated with the Giving Challenge - different than those that show up on The Giving Partner

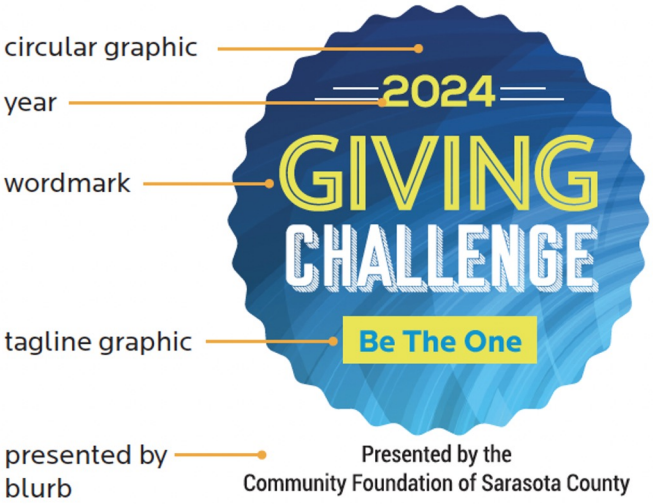
Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving Challenge needs!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!



Logos & Brand Guidelines



#GivingChallenge2024

#BeTheOne

The logo should be placed on the background image supplied, **(GC2024_Yellow_Bkgd.jpg)** or a white background.

DO NOT USE
the background image from a previous Giving Challenge.

GiveGab is becoming Bonterra.

Downloadable Graphics

Social Backgrounds

Zoom Background Logo Left

Zoom Background Logo Right

Digital marketing materials, like Zoom backgrounds, GIFs and more! Promote your participation in the Giving Challenge throughout your virtual communications.

Your Success Depends on You!

- There are **more than 700 organizations eligible** to participate in the 2024 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 2024 Giving Challenge campaign!

Prizes & Matches

Prizes

- Full prize opportunities will be posted over the next few months
- About $130,000 available in prizes
- **Automatically eligible** vs **application required**
- Full details about prizes available on www.GivingChallenge.org
- How to apply, will be emailed to **Team Leads**

Automatically Eligible Prizes

Every nonprofit organization participating in the 2024 Giving Challenge is **automatically eligible** for the following prizes. No application is required.

*All prize below will be awarded **during** the Giving Challenge*

- **The Fast 50**
- **Donor Shout Out Social Media Post**

Automatically Eligible Prizes - *If Criteria Met*

Automatically eligible for the following prize if profile in ***The Giving Partner*** is updated by 5:00 pm December 12, 2023. No application is required.

- **Get it Current! Keep it Current! –** *awarded **before** the Giving Challenge*

Automatically eligible for the following prizes if criteria for that prize is met. No application is required.

*All prize below will be awarded **after** the Giving Challenge*

- ***NEW* All Volunteer Organization**
- ***NEW" Giving Challenge Newbie**
- ***NEW* DeVoted to DeSoto**

Application Prizes: *Pre-Giving Challenge*

Prizes below will be awarded **before** the Giving Challenge. Each requires an **application submission** by 5:00 pm **March 5, 2024**.

- **Best 2022 Giving Challenge Story**
- **Best Video Commercial**

Link to application forms will be available online **Feb 1, 2024.**

Application Prizes: *Post-Giving Challenge*

- Full details coming soon!
- Will be awarded **after** the Giving Challenge. Each requires an **application submission**.
- Up to three post-Giving Challenge application-required Prize
- **Prize Categories**: Most will be awarded across three categories **based on organization size**
  - Small, Medium, Large
  - Creates an equal opportunity for nonprofit organizations to compete among its peers
  - Size categories to be announced in February, 2024

Prize Sponsors

Herald-Tribune

LOCALiQ

Sarasota Magazine

GiveGab is becoming Bonterra.

Key Prize Dates

Dec 12, 2023	Prize Eligibility Deadline (5:00 PM): ● *Get it Current! Keep it Current!*
Feb 1, 2024	Pre-Giving Challenge Prize Applications Open: ● *Best 2022 Giving Challenge Story* ● *Best Video Commercial* Size Categories Announced for Post-Giving Challenge Prizes
March 5, 2024	Pre-Giving Challenge Prize Application Deadline (5:00 PM): ● *Best 2022 Giving Challenge Story* ● *Best Video Commercial*
April 11, 2024	Post-Giving Challenge Prize Applications Open: ● See www.GivingChallenge.org for full list of prize opportunities
May 2024	Post-Giving Challenge Prize Recipients Announced

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

Strengthening Nonprofits Through the 2024 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 2024 Giving Challenge.
    - There is no limit to the number of nonprofit organizations a donor can give to and still get matched.

THE PATTERSON FOUNDATION

Strengthening Nonprofits Through the 2024 Giving Challenge

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

Promoting This Support & Opportunity

- Giving Challenge-specific logo
- Acknowledgement guide
- Please spell out The Patterson Foundation in writing
- Resources available on Giving Challenge website

THE PATTERSON FOUNDATION

Strengthening Nonprofits Through the 2024 Giving Challenge

Key Dates

November 1, 2023	**Nonprofit Registration Opens**: 2024 Giving Challenge
November 2, 2023	**Kick off Webinar**: 2024 Giving Challenge: Getting Ready (12:00-1:00pm)
December 12, 2023	Prize Eligibility Deadline (5:00 PM): *Get it Current! Keep it Current!*
December 19, 2023	**2nd Quarterly Giving Challenge Virtual Open House** (12:00 PM)
January 12, 2024	**Deadline for NEW profiles in *The Giving Partner to be submitted*** (5:00 PM) **Deadline to update EXISTING profiles in *The Giving Partner*** (5:00 PM) **Nonprofit Registration Deadline**: 2024 Giving Challenge (5:00 PM)
March 5, 2024	**Webinar**: Final Steps for Success (10:00-11:00am)
April 9-10, 2024	**Giving Challenge!** (Noon to Noon)

Your Next Steps

Take a breath!

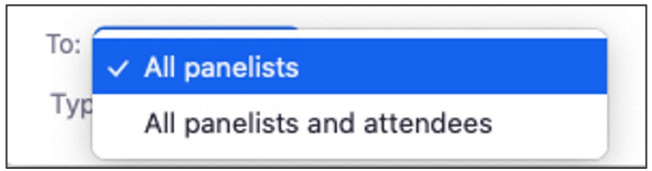
- If this is your first time participating in the Giving Challenge enjoy this process!
- Your role as a nonprofit administrator can seem overwhelming
- You don’t need to compete for incentives and prizes
- The Giving Challenge may not be the right fit for all of your donors - that’s okay!

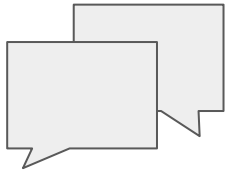
Your Next Steps

- **Update your Profile in The Giving Partner**
- Watch your inbox for important emails (GivingChallenge@CFSarasota.org)
  - Explore the Nonprofit Toolkit online
- **Register online for the Giving Challenge** by January 12, 2024 (5:00 PM)
- Sign up for upcoming trainings, watch recorded trainings
- Follow Giving Challenge on Social Media!
  - Use #GivingChallenge2024 and #BeTheOne
  - Connect with other Nonprofit organizations on The Giving Partner Huddle on Facebook
- Meet internally to discuss goals, P2P, and Matching strategy

Questions?

Chat Box





Q&A