Preparing for NEPA Gives 2023

Save the Date!
NEPA Gives is ***June 1-2, 2023***

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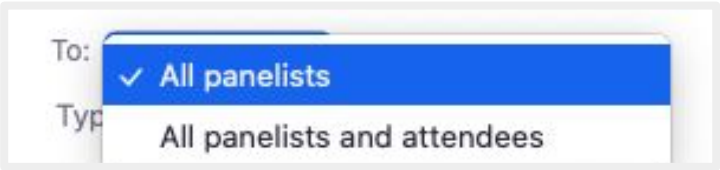
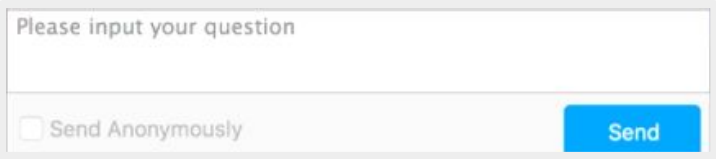
Submit Your Questions

Chat Box



Q&A



This presentation is being recorded and will be available on the Trainings page

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

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Agenda

- NEPA Gives Overview
- Who is GiveGab?
- What's New
- Creating Your Profile
- Next Steps & Questions

2022 Results

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NEPA Gives Overview

NEPAGives.org | June 1, 7PM - June 2, 7PM

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + NEPA Gives Hosts' Efforts = Exponential visibility
- IRS-recognized nonprofits serving Northeastern PA are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on June 1 at 7PM

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Offline Gifts

Do you have cash or check gifts for your organization?

Cash and check donations are considered "offline donations," which count towards your total, but they are not eligible to count towards prizes and incentives.

If you have cash or check donation that you would like to contribute to your organizations' totals for NEPA Gives, you will be able to add them via your Nonprofit Dashboard on **June 1 at 7PM until June 2 at 7PM. *Please plan ahead!***

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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 and gain new donors
- Combine your marketing efforts + NEPA Gives Hosts' marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

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Who is GiveGab?

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Who is GiveGab?

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

- Host a secure, reliable and transparent platform for NEPA Gives
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

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Simple Donation Processing

- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

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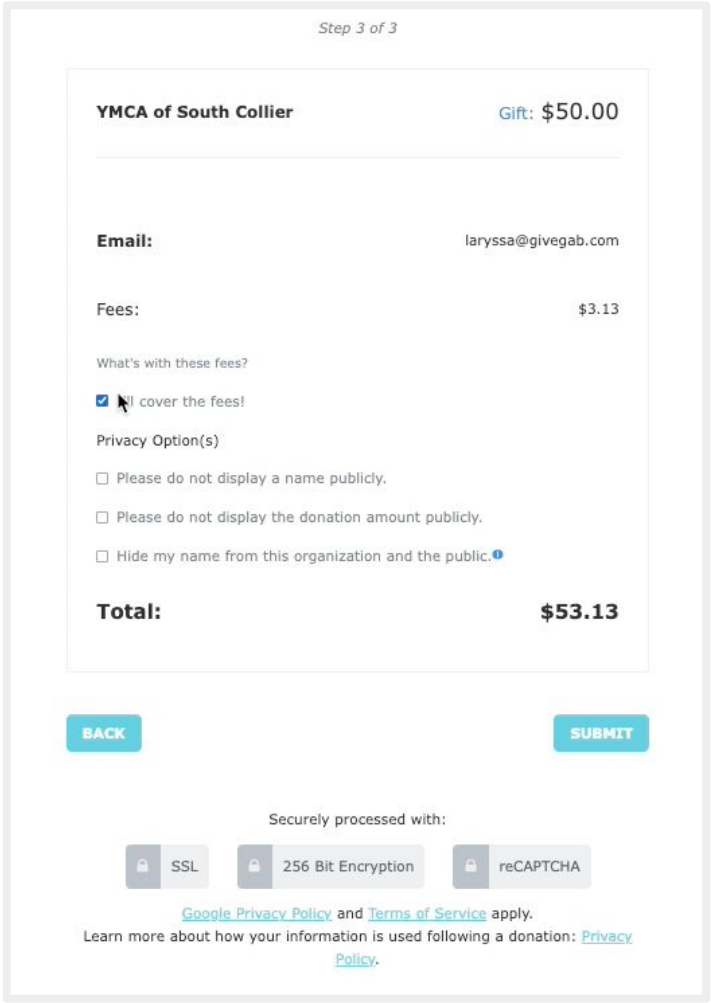
Transparent Donations

- **Credit Card, ACH, Mobile Pay, PayPal, and Venmo** for online transactions
- Donors can cover all fees on behalf of your organization
- In 2022, donors covered fees for **89%** of donations!



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Transparent Donations

Credit Card:

3% Platform Fee
+
$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5.5% + $0.30

ACH:

3% Platform Fee
+
$3.00 flat bank fee
=
3% + $3.00

**$100 minimum*

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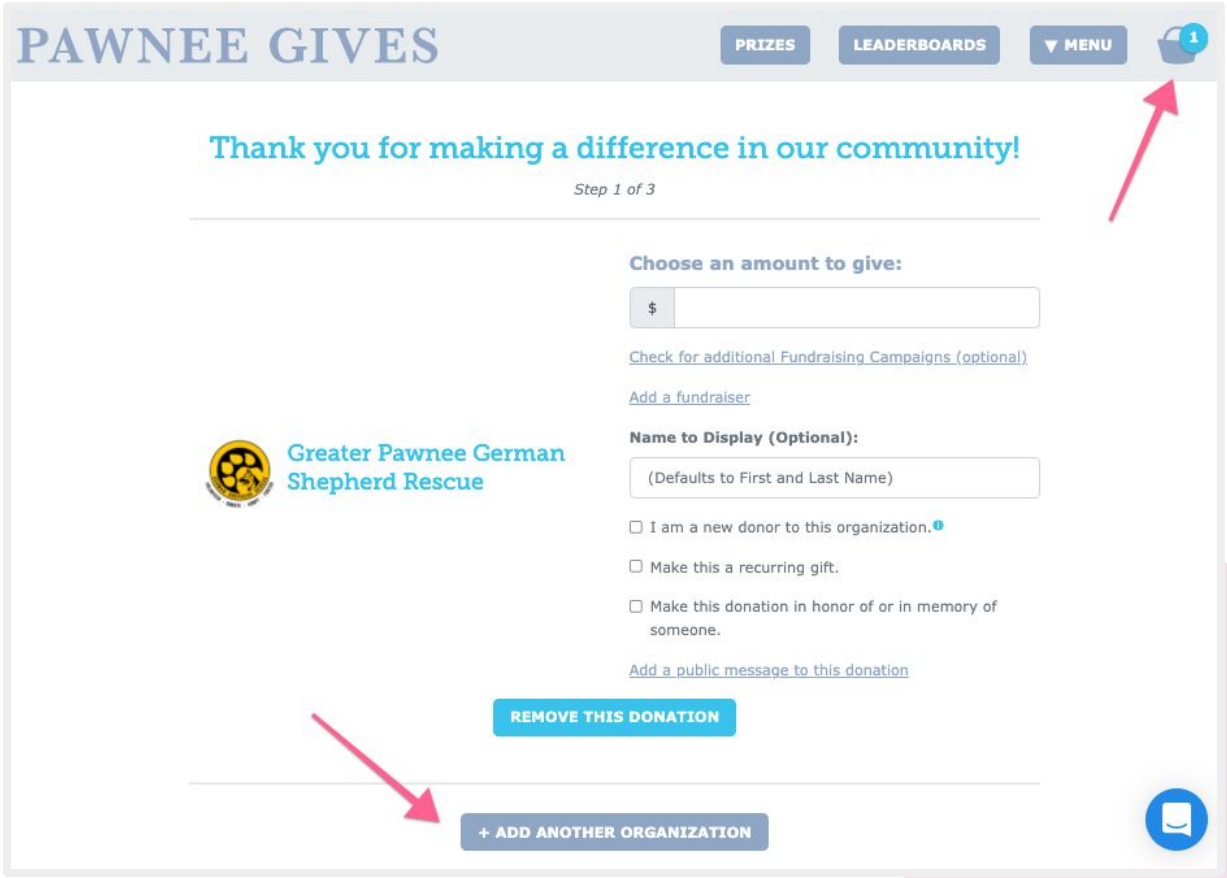

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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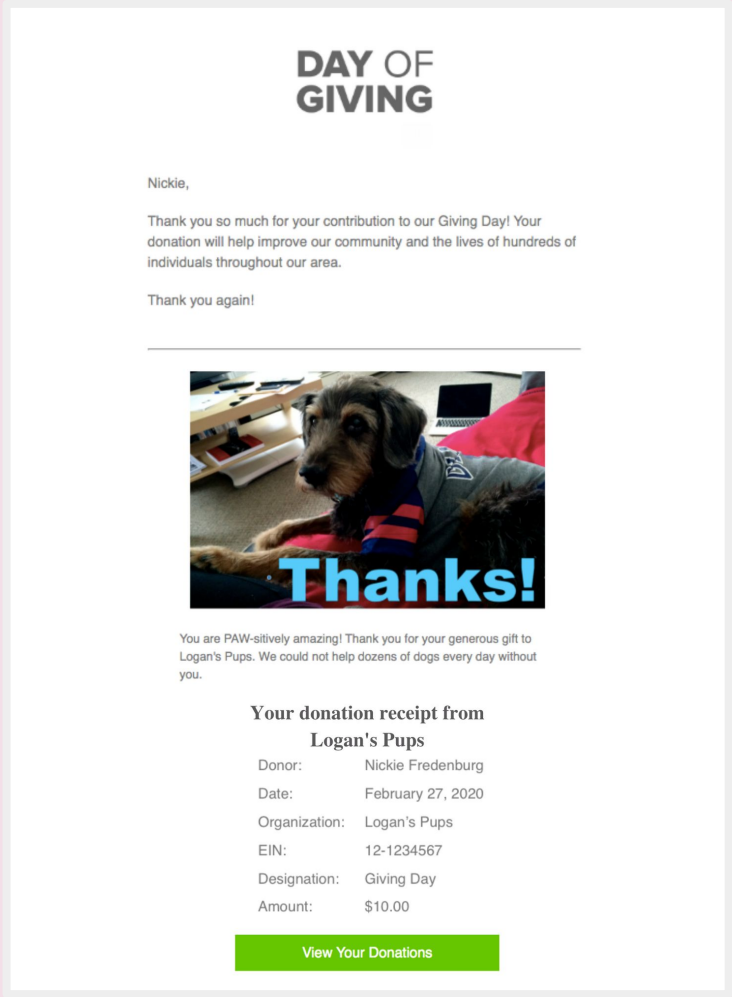
Instant Donor Delight

- A Thank You email is sent immediately after the gift is made
- Includes the donation amount and EIN to act as a tax-deductible receipt



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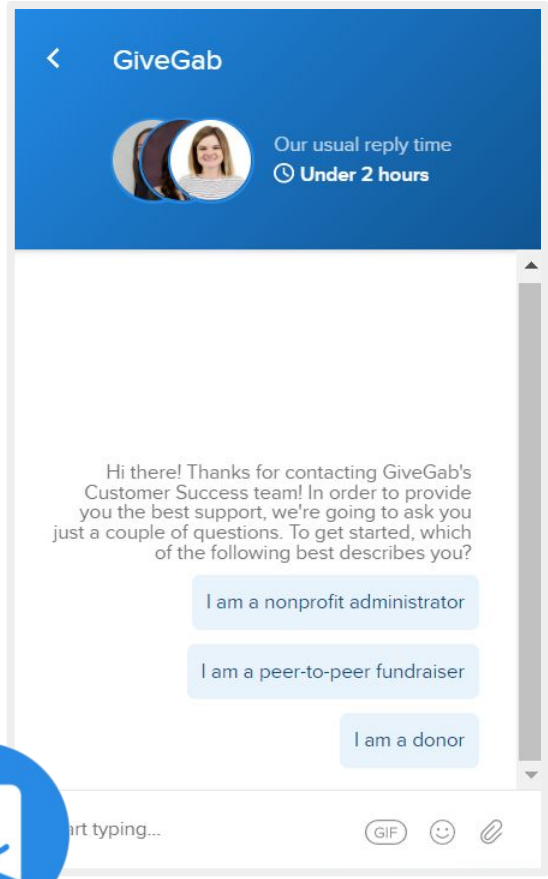
How We Support You

- 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



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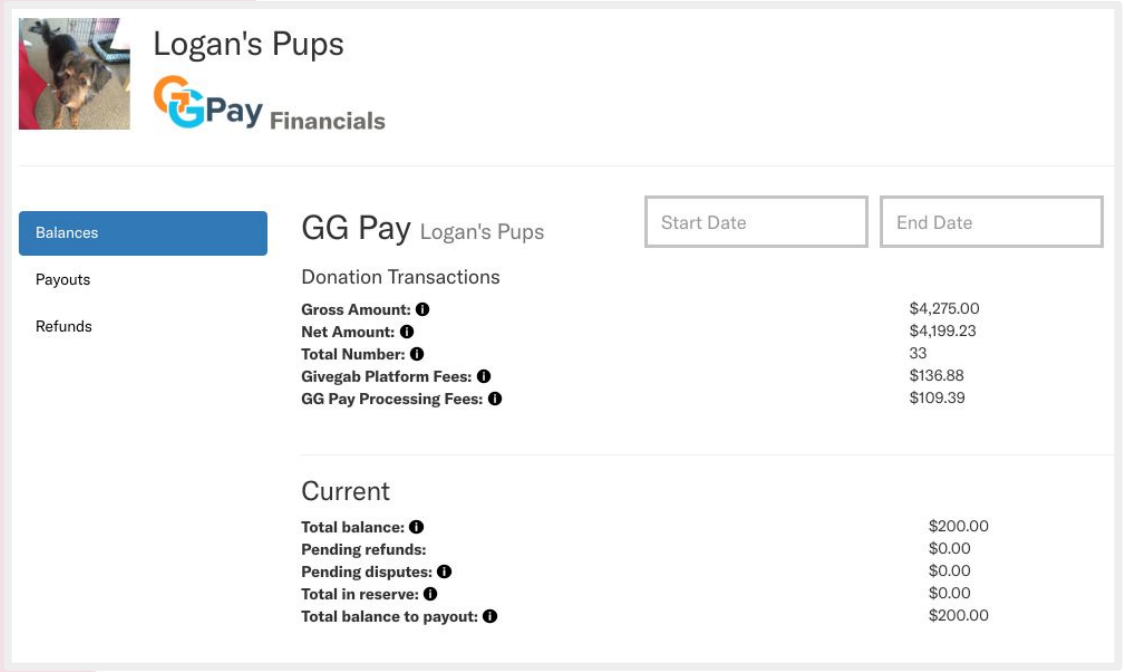
What's New for 2023?

Better Reconciliation

- In addition to your existing reports, you can better manage deposits to your account
- Understand your balance and donations from an accounting perspective
- Match each online gift to a deposit



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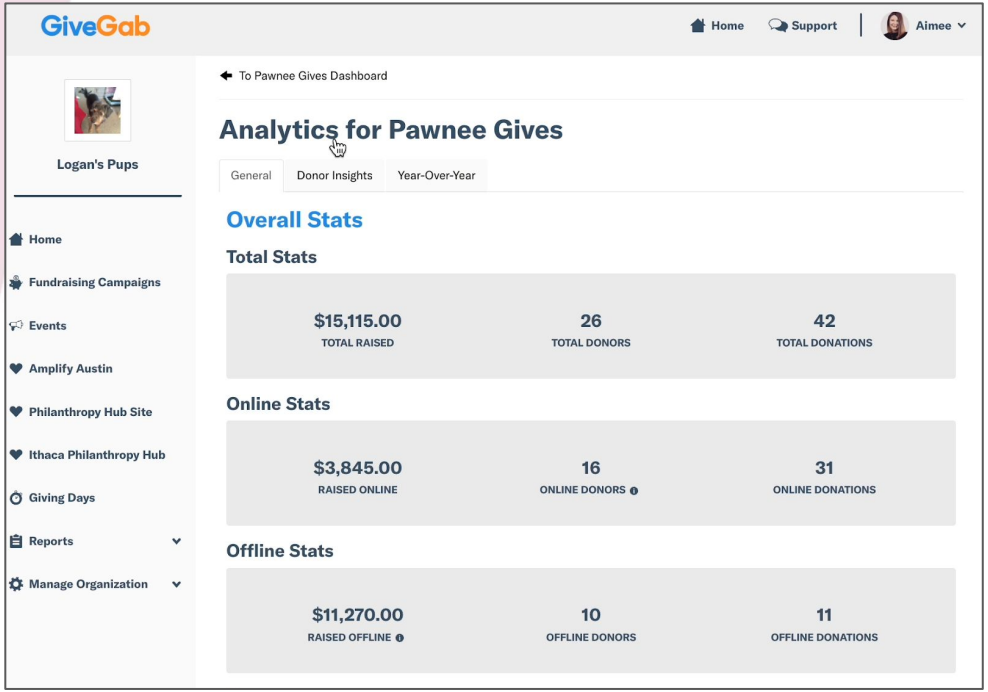
Giving Day Analytics

Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



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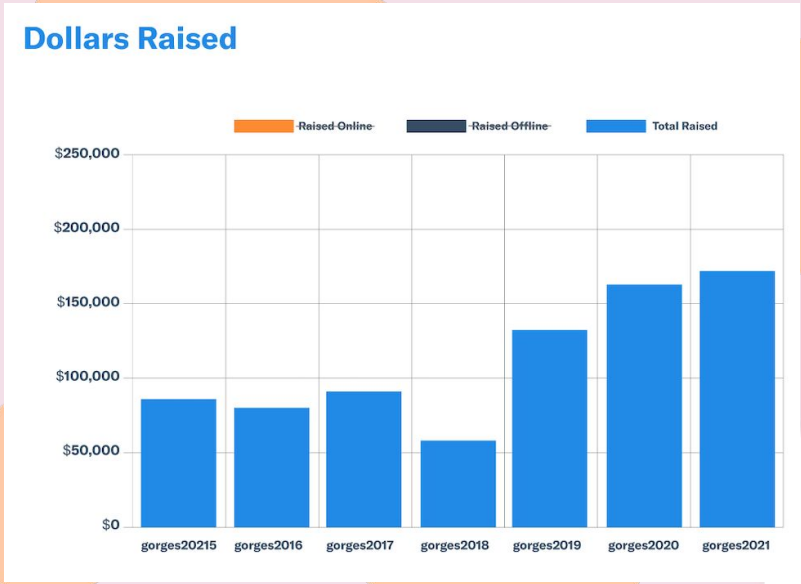
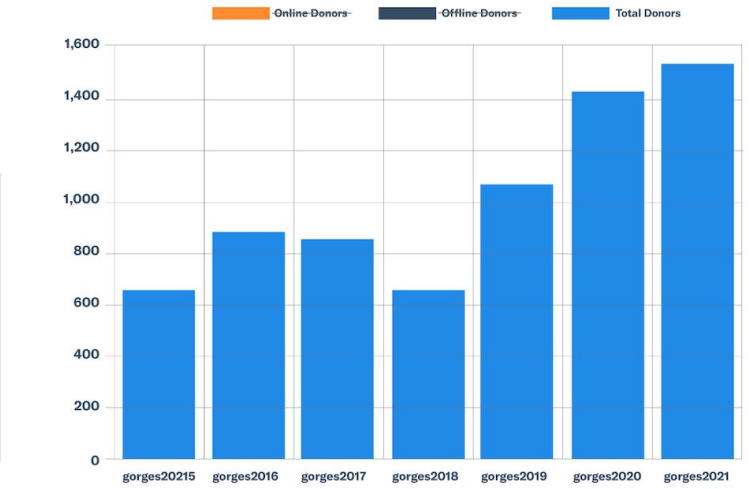
Year-over-Year Metrics

Dollars Raised



Donor Counts



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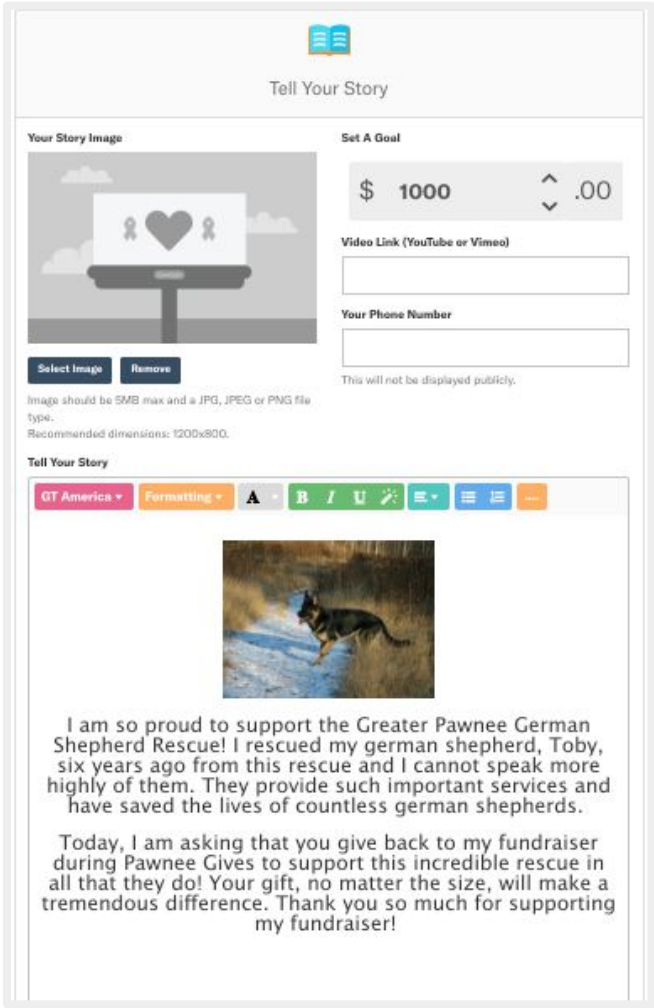
Elevating Fundraisers

- Fundraisers are asked to provide their phone numbers (optional)
- More robust story editor
- Chosen P2P will appear in donor's receipt



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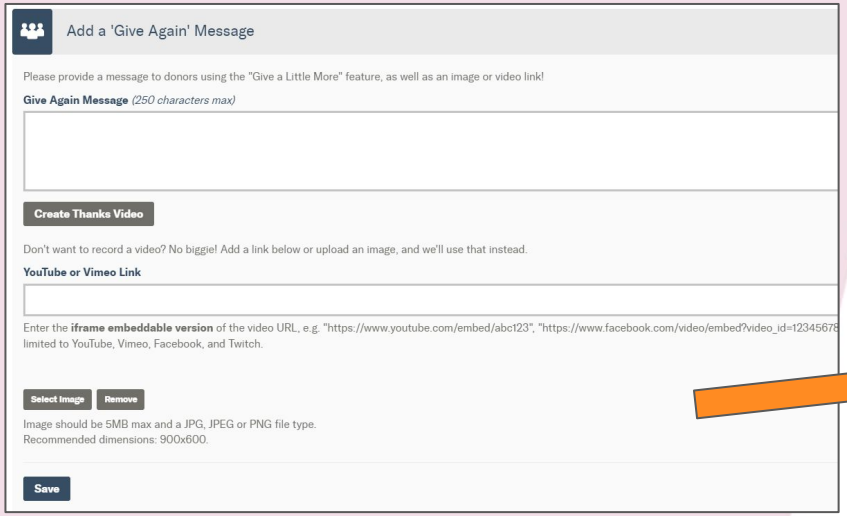
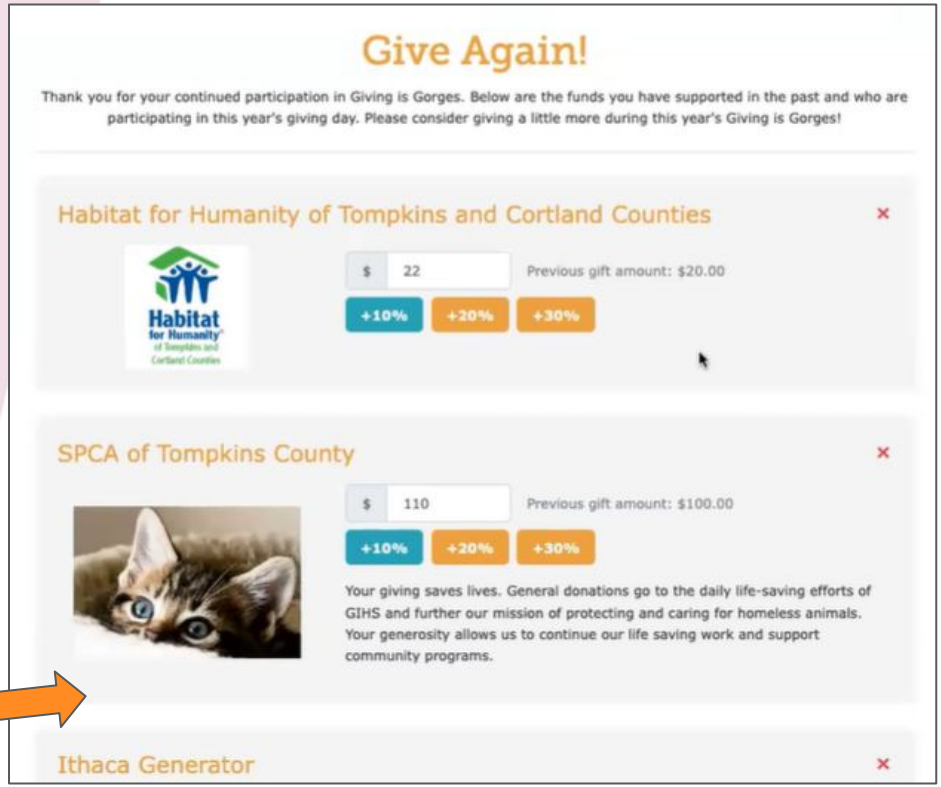
Give a Little More

Allows returning donors to review their gifts from 2022 and prompts them to Give a Little More!

Optional tool: donors do not need to sign in or create an account to make a gift





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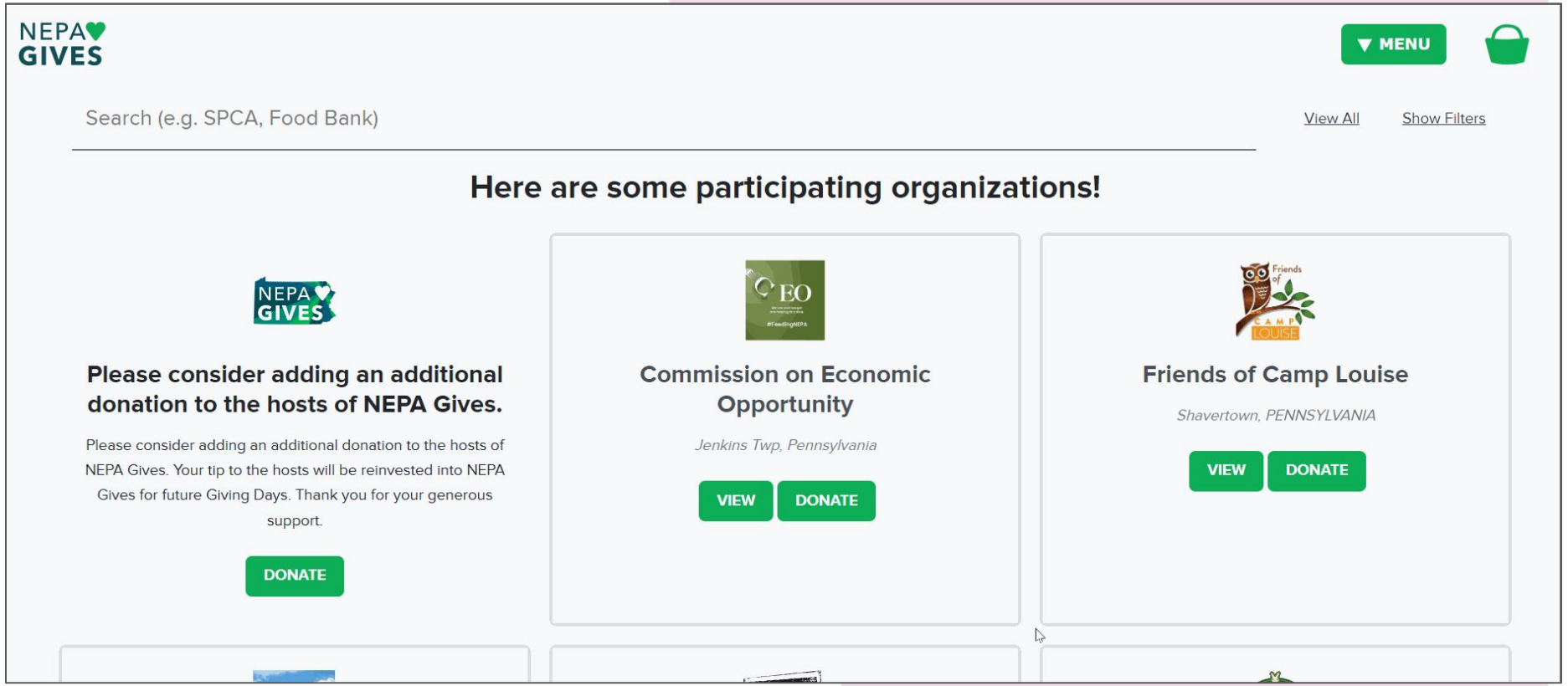
New Search Page!



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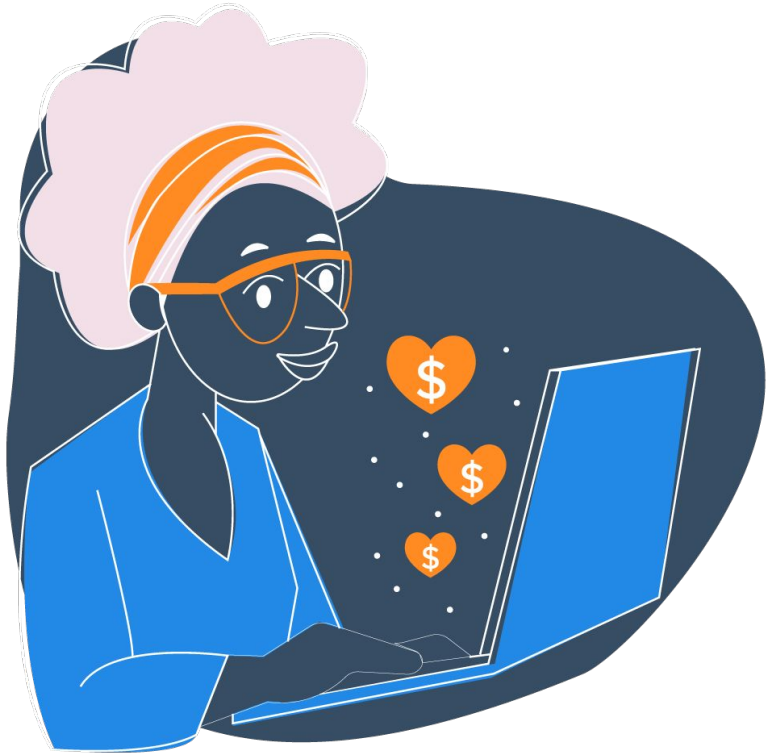
Completing Your Profile



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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

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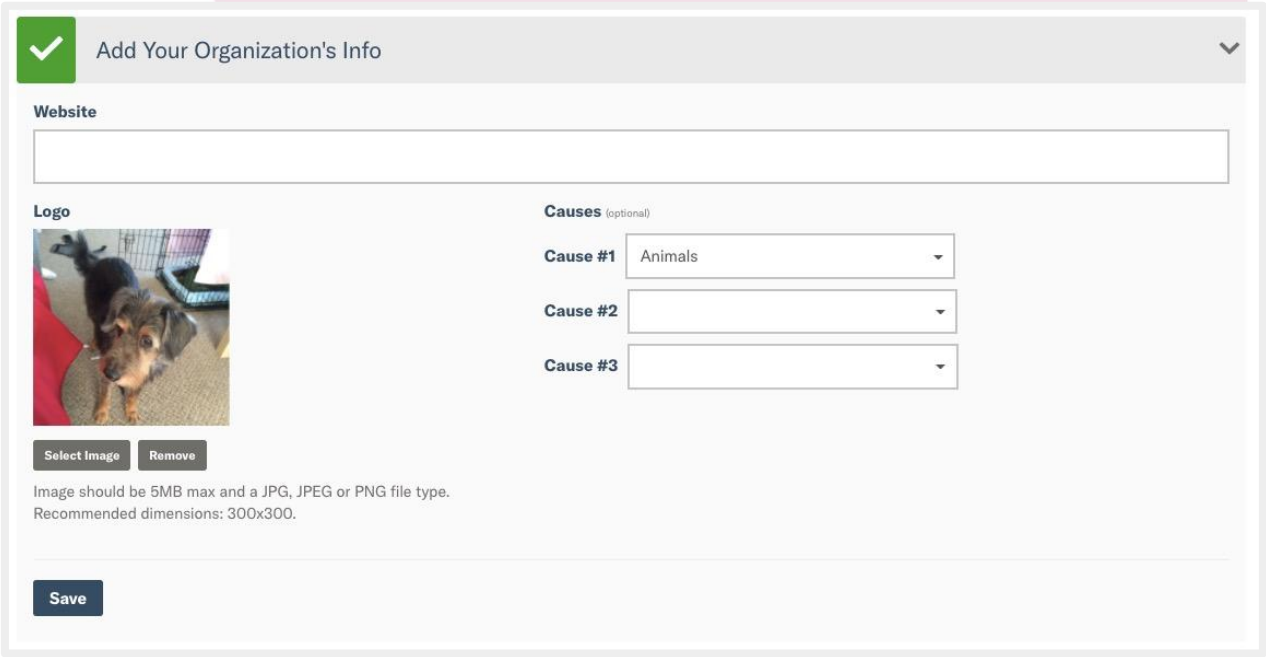
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!



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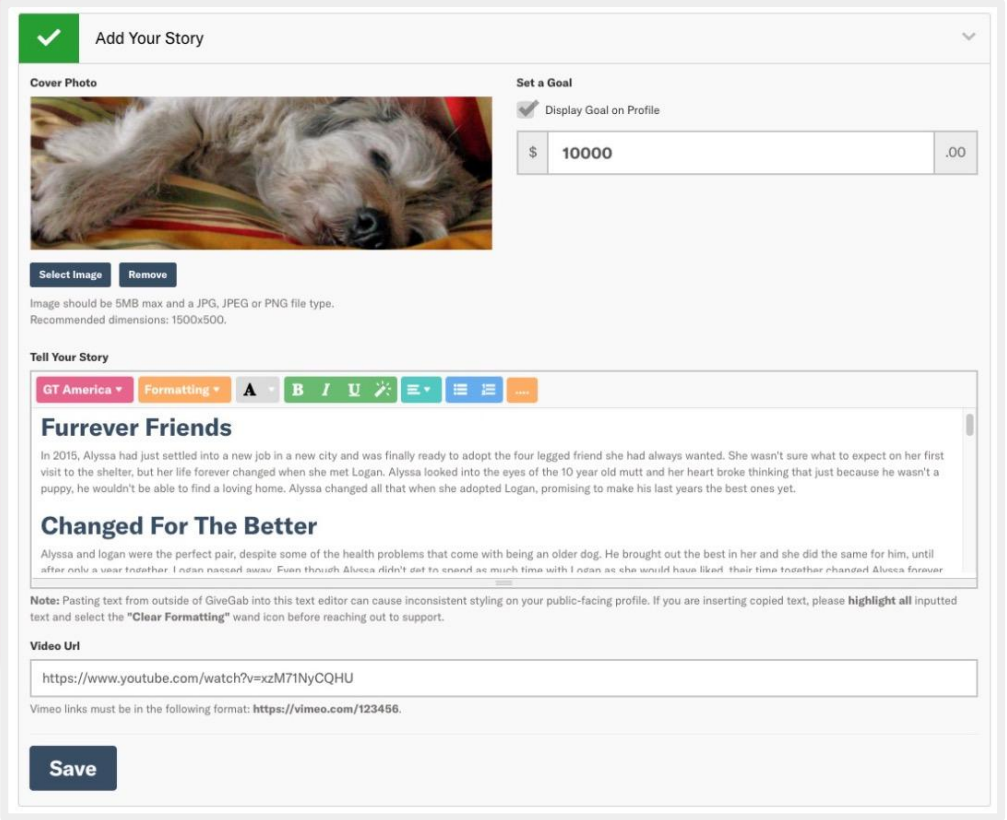
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals



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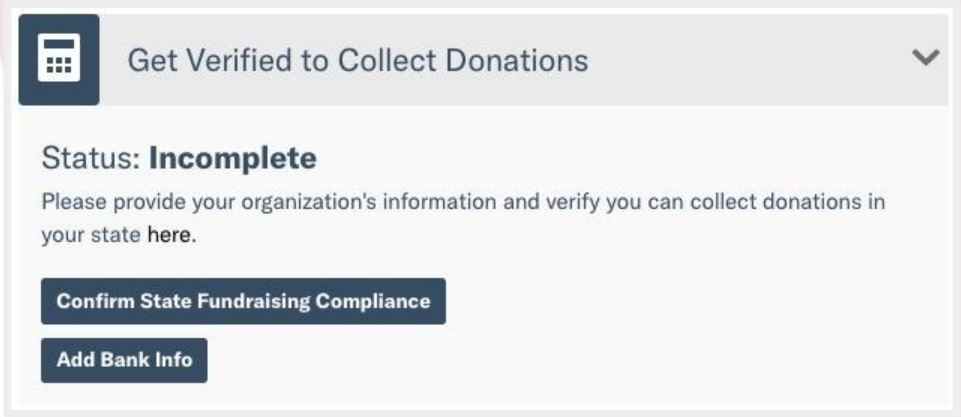
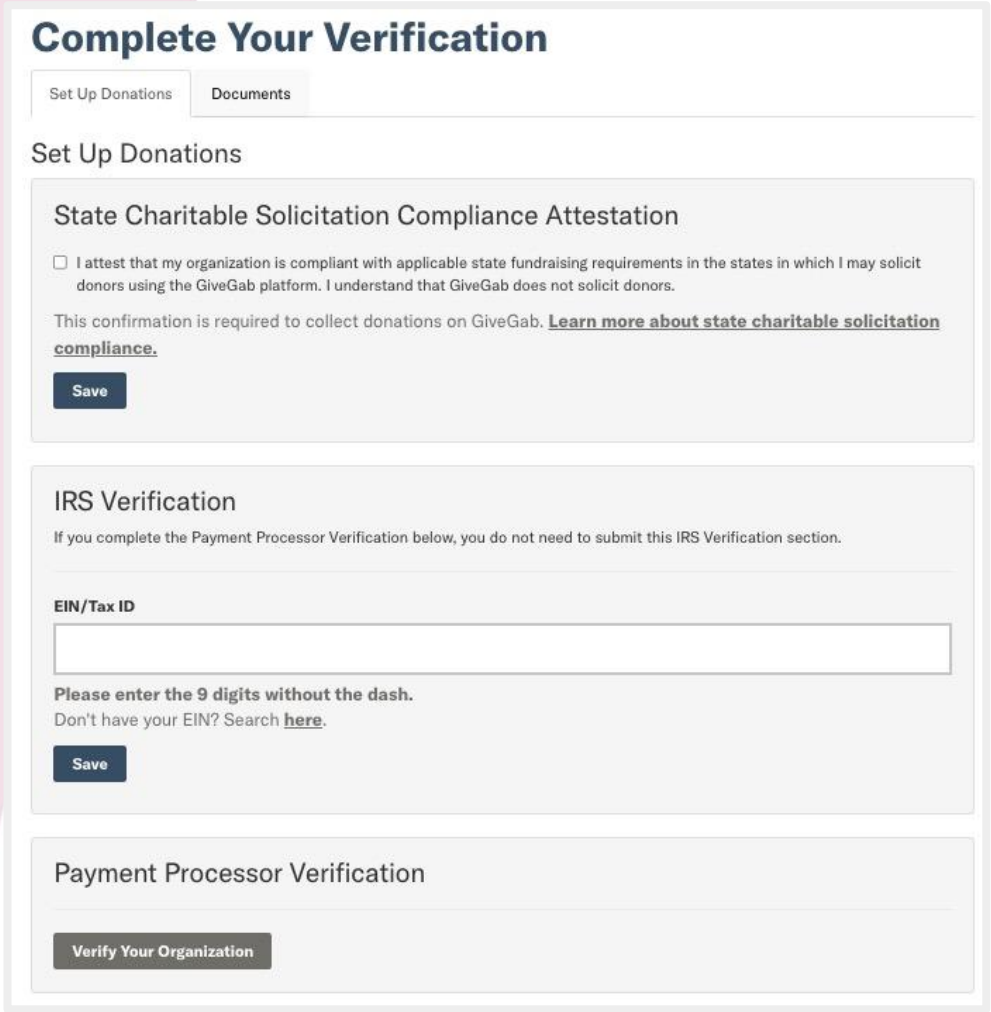
Get Verified on GiveGab

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don’t wait to complete this information. It can take at least several days, and in some instances more



Get Verified on GiveGab



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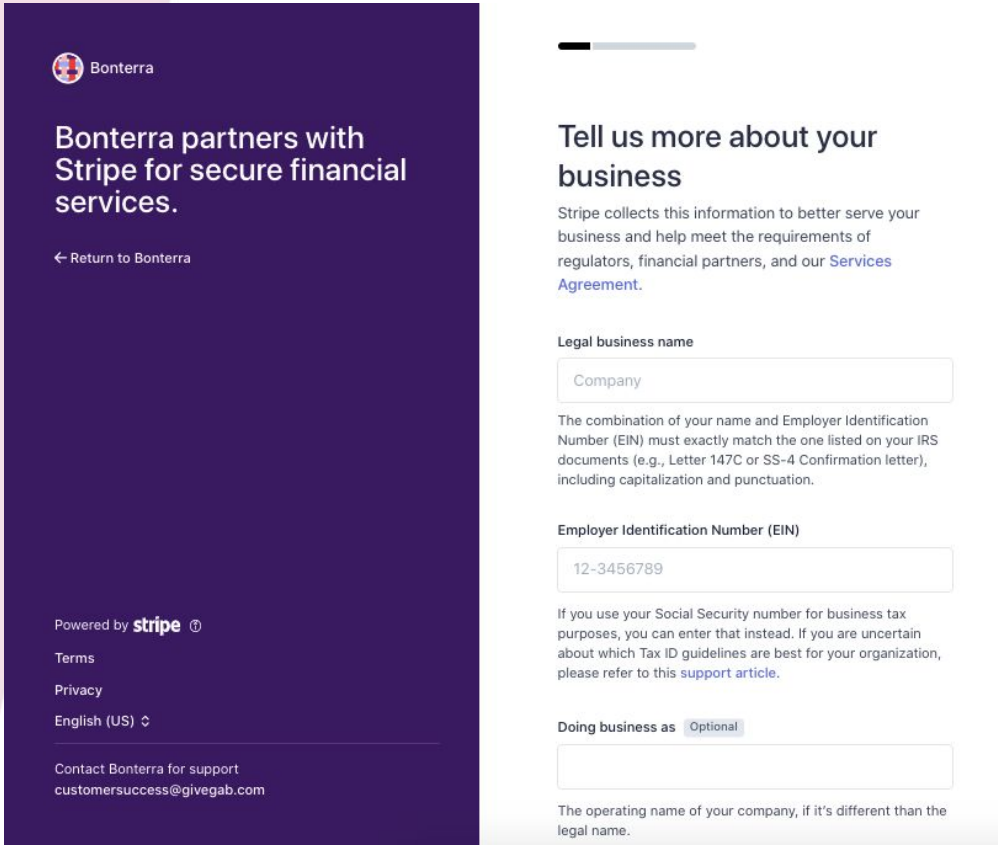
Get Verified on GiveGab



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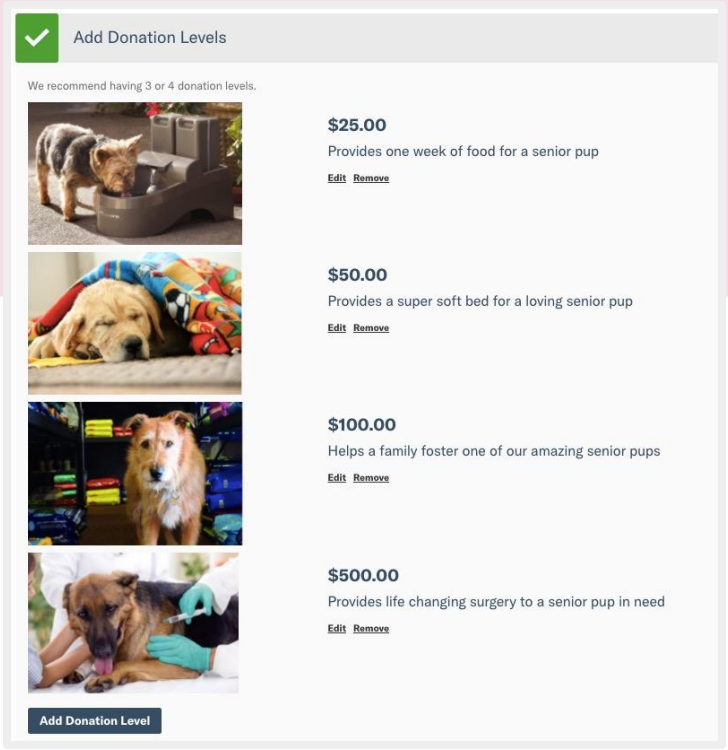
Suggest Donation Levels



- 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

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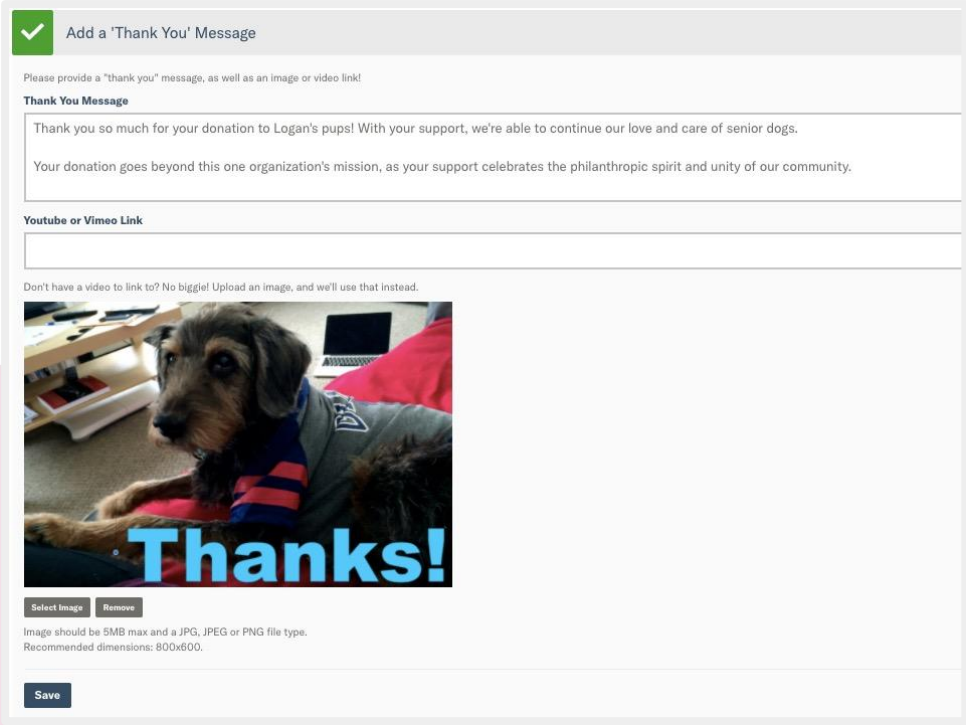
Personalized Gratitude

- 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



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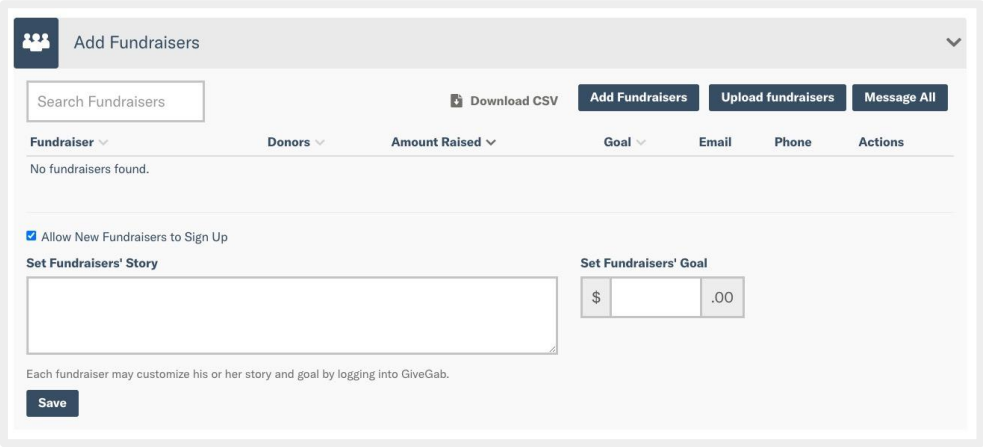

Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video]

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Did you know?

Organizations who used P2P fundraising last year for NEPA Gives raised on average **3x more** than those who did not.

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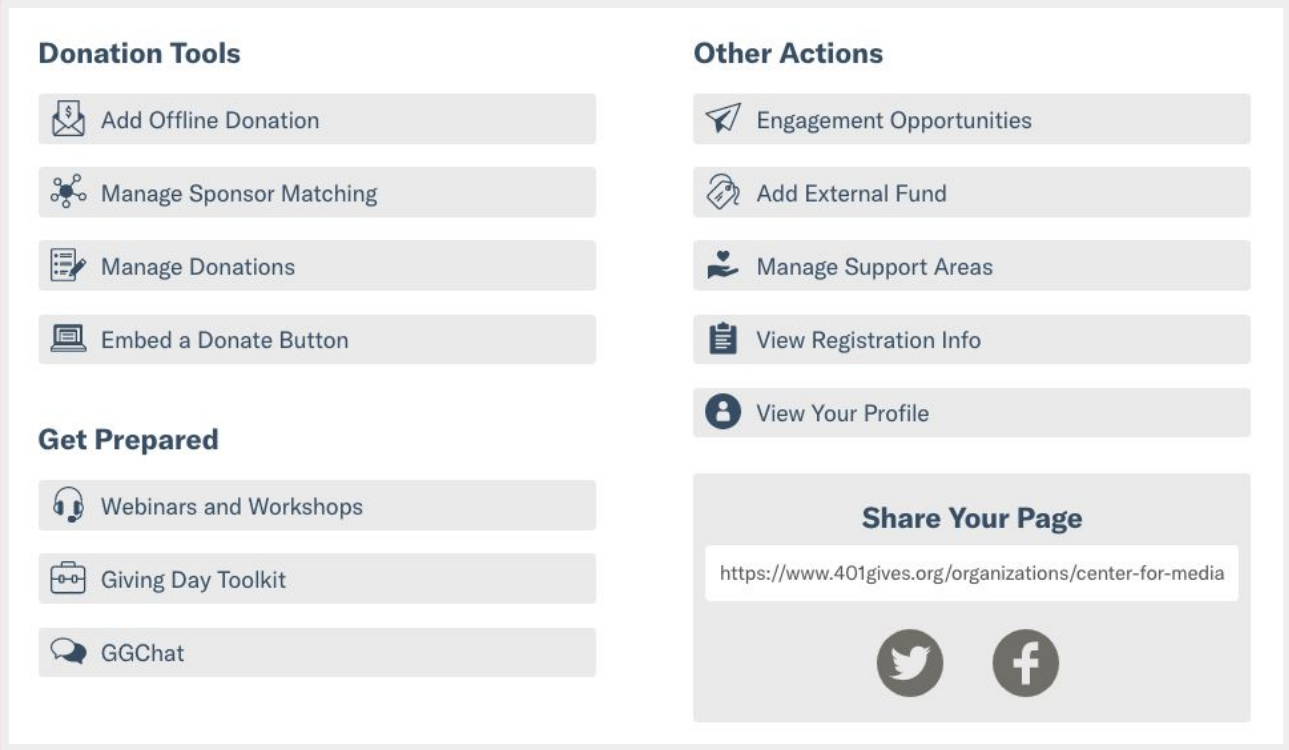
Key Dashboard Tools



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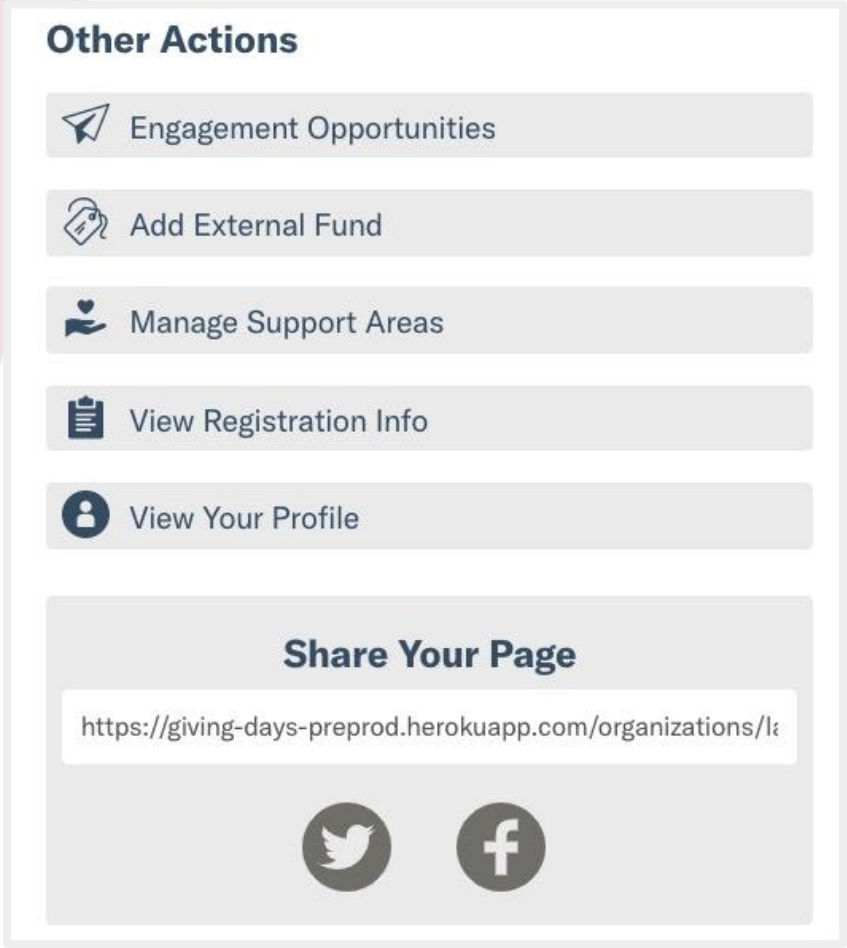
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard



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A Completed Profile

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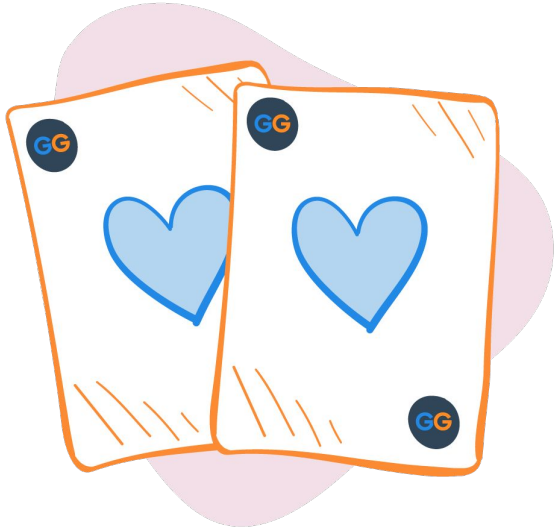
Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

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, 2:1, or 3:1 Matches
- Donor, Dollar, or Donation Challenges
- **Pro Tip:** Watch the [Matching Training Video]



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Did you know?

Organizations who featured a match or challenge last year for NEPA Gives raised on average **3x more** than those who did not!

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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your NEPA Gives needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!

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Your Next Steps

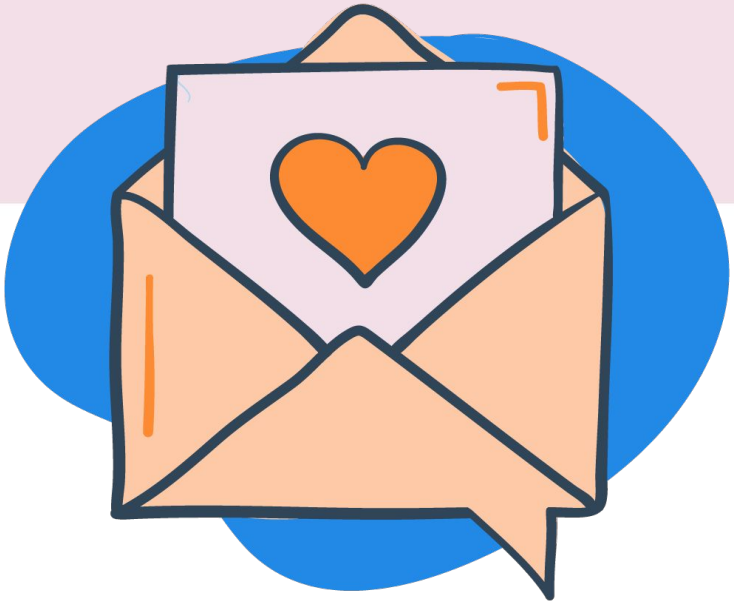
Take a breath!

- 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

Your Next Steps

What to work on over the next month:

- Follow NEPA Gives on Social Media and use #NEPAGives2023 Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



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Questions?

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