

# NPO Registration Training & Kickoff for Year #7

The logo for SO LA Giving Day. The word "SO" is in red, followed by a circular graphic containing a blue map of Louisiana and a gear, and then "LA" in red. A horizontal blue line is below the graphic.

**SO LA**

**GIVING DAY**

*An Event of Community Foundation of Acadiana*



**Missy Bienvenu  
Andrade**  
CEO



**GIVING DAY**

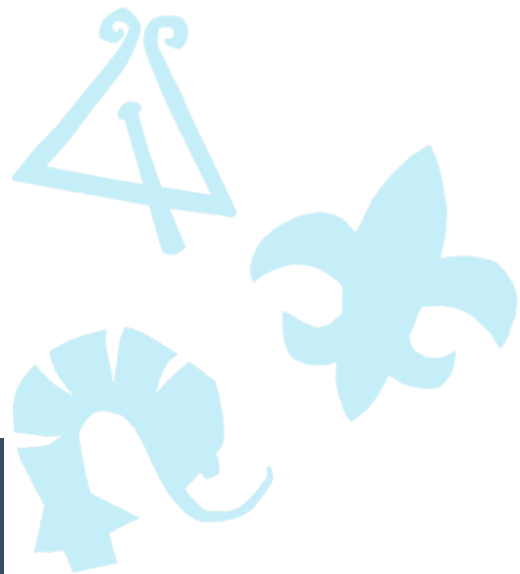
*An Event of Community Foundation of Acadiana*



**COMMUNITY  
FOUNDATION**  
*of Acadiana*

1035 Camellia Boulevard, Suite 100  
Lafayette, LA 70508

**Building legacies and improving  
communities by connecting generous people  
to the causes they care about.**



# Event Results

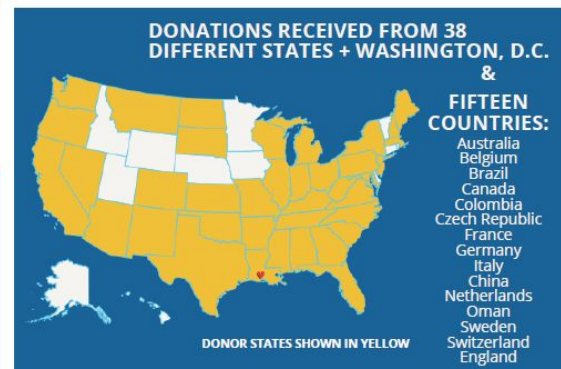
## 2023 SUCCESS

### Celebrating 6 Years of SOLA Giving!



TOTAL IMPACT OF SOLA GIVING DAY  
SINCE INCEPTION IN 2018

MADE POSSIBLE BY



**\$8.47+ MILLION RAISED**

**18,315 DONATIONS**

GiveGab is becoming  Bonterra.

# Your CFA / SOLA Giving Day Team



**Nicole Hebert**

*Events Manager*

[nhebert@cfacadiana.org](mailto:nhebert@cfacadiana.org)



**Chasah West**

*Director of External Affairs  
and Communications*

[cwest@cfacadiana.org](mailto:cwest@cfacadiana.org)

# Thank You Community Sponsors!



james devin mancus  
FAMILY FOUNDATION





# Welcome Bayou & SWLA Organizations!

# Meet the Bonterra Team



**Claire Ripley**

Associate Project Manager



**Madi Mintz**

Process Manager



# Who is Bonterra?



**Bonterra's mission is to power those who power social impact**

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



# Submit Your Questions



**Chat Box**

To: ☒ All panelists

Type: ☐ All panelists and attendees



**Q&A**

Please input your question

☐ Send Anonymously

**Send**

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

# Agenda



- **SOLA Giving Day Overview**
- **What is Bonterra?**
- **Registering for SOLA Giving Day**
- **Getting Started**
- **Creating Your Profile**
- **Next Steps & Questions**

# 2023 Results



# SOLA Giving Day Overview

**[www.solagivingday.org](http://www.solagivingday.org)** | May 2, 2024 | 12AM - 11:59PM CT

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + CFA Efforts = Exponential visibility
- Leaderboards for friendly competition, prize incentives
- Donations open on April 4, 2024

# Early Giving

- **April 4 - May 2**
- Why wait? Donors can begin making donations to your campaign prior to SOLA Giving Day
- Early donations will be visible in your Giving Day totals
  - Can be tracked in your organization's donation report
  - [Here is how to view your donation report](#)
- No login required to make donations

# Donation Security

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

stripe



# 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
- Chat support available right within the donation form for your supporters!



# Transparent Donations

- **Credit Card, ACH, Mobile Pay, PayPal, and Venmo** for online transactions
- Donors can cover all fees on behalf of your organization
- In 2023, donors covered 75.7% of the fees during SOLA Giving Day
- That means it cost only \$0.75 per \$100 raised online!

GiveGab is becoming  **Bonterra**.

Step 3 of 3

**YMCA of South Collier** Gift: \$50.00

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**Email:** laryssa@givegab.com

**Fees:** \$3.13

What's with these fees?

☒ I'll cover the fees!

Privacy Option(s)

☐ Please do not display a name publicly.


☐ Please do not display the donation amount publicly.


☐ Hide my name from this organization and the public.


**Total:** **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL

 256 Bit Encryption

 reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.

Learn more about how your information is used following a donation: [Privacy Policy](#).

# Transparent Donations

## Credit Card:

3% + \$0.30 per  
transaction fee

=

**3% + \$0.30**

## ACH:

\$3.00 flat bank fee

=

**\$3.00**

*\*\$100 minimum*

## CFA DAF:

No Fees

+

\$5 minimum

PRIZES

LEADERBOARDS

▼ MENU



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)



Greater Pawnee German  
Shepherd Rescue

Name to Display (Optional):

(Defaults to First and Last Name)

- ☐ I am a new donor to this organization.
- ☐ 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

+ ADD ANOTHER ORGANIZATION



The Gift Basket makes it easy for donors to support as many causes as they like!

# Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes CFA's EIN and donation amount to act as a tax-deductible receipt

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

## Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg  
Date: February 27, 2020  
Organization: Logan's Pups  
EIN: 12-1234567  
Designation: Giving Day  
Amount: \$10.00

[View Your Donations](#)

# 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



## SOLA Giving Day

\$1,320.00 Raised • 5 Donors • 5 Gifts

Analytics



### Overall Stats

#### Total Stats

\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS
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#### Online Stats

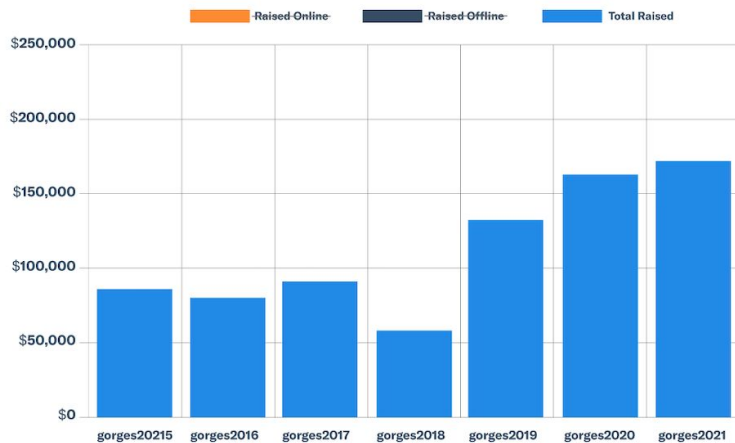
\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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#### Offline Stats

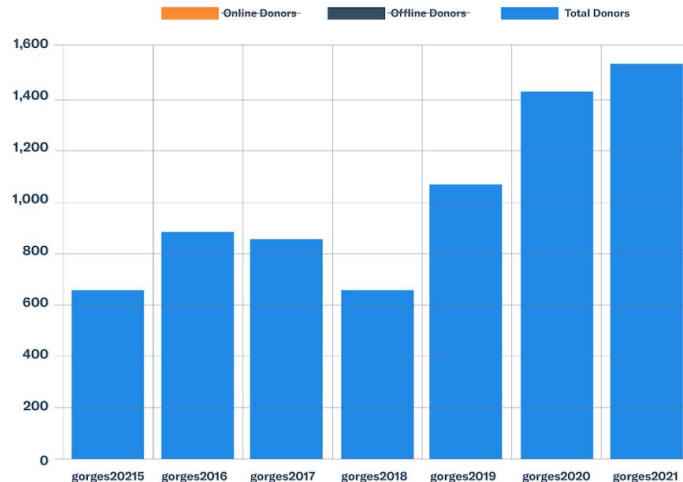
\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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# Year-over-Year Metrics

## Dollars Raised



## Donor Counts



# Registering for SOLA Giving Day





# Registration Fee

- Tiered fee based on organization's operating expenses
  - No refunds
- Payment options: Credit Card during registration process

## Q. What is the cost to register my organization?

Each participating organization will be required to pay a registration fee based on their total annual operating expenses:

Registration Fee	Organization Total Annual Operating Expenses*
\$100	\$0 - \$200,000
\$150	\$200,001 - \$500,000
\$200	\$500,001 +

*\*Your organization's total annual operating expenses can be found on Page 1, line 18 of your most recent Form 990. See example [HERE](#).*

- *As a reminder, the registration fee must be paid before your organization's profile can be made public on the SOLA Giving Day website.*
- *You will be prompted to pay your registration fee online using a credit/debit card during the registration process.*



[REGISTER](#)

Counting down to:  
Thursday, May 2, 2024

# Find Your Organization

and participate in SOLA Giving Day

community foundation of acadia

1 Results



## Community Foundation of Acadiana

Lafayette, Louisiana

**PARTICIPATE**



## Don't see your organization listed?

You can create an organization by clicking the button below.

**ADD MY ORGANIZATION**



**Organization Name *\* required***

**Street Address Line 1 *\* required***

**Street Address Line 2**

**City *\* required***

**State *\* required***

**ZIP/Postal Code *\* required***

☐

Not located in the United States?

**Logo**



Select Image

Remove

Image should be 5MB  
max and a JPG, JPEG or  
PNG file type.  
Recommended  
dimensions: 300x300.

Click 'Continue' to complete your registration for

**SOLA Giving Day**

**Continue**



## SOLA Giving Day

### Registration Type

- ☐ SMALL: Organizations (operating expense: \$0 - \$200,000) \$100.00
- ☐ MEDIUM: Organizations (operating expense: \$200,001 - \$500,000) \$150.00
- ☐ LARGE: Organizations (operating expense: \$500,001+) \$200.00

 [Do you have a coupon code?](#)

1. In which range is your organization's total annual operating expenses? *\*Your organization's total annual operating expenses can be found on Page 1, line 18 of your most recent Form 990. \*required*

Please select one choice.

2. Organization EIN / Tax Identification Number: *\*required*

# Returning? Copy Your Profile

Don't forget to review and update  
your profile afterward!



**SOLA Giving Day** Thursday, May 2, 2024

\$0.00 Raised • 0 Donors • 0 Gifts

[Analytics](#)

## Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

86 Days to Launch

Participation Approval Status

[In Review](#)



SOLA Giving Day (2023)

[Copy This Profile](#)

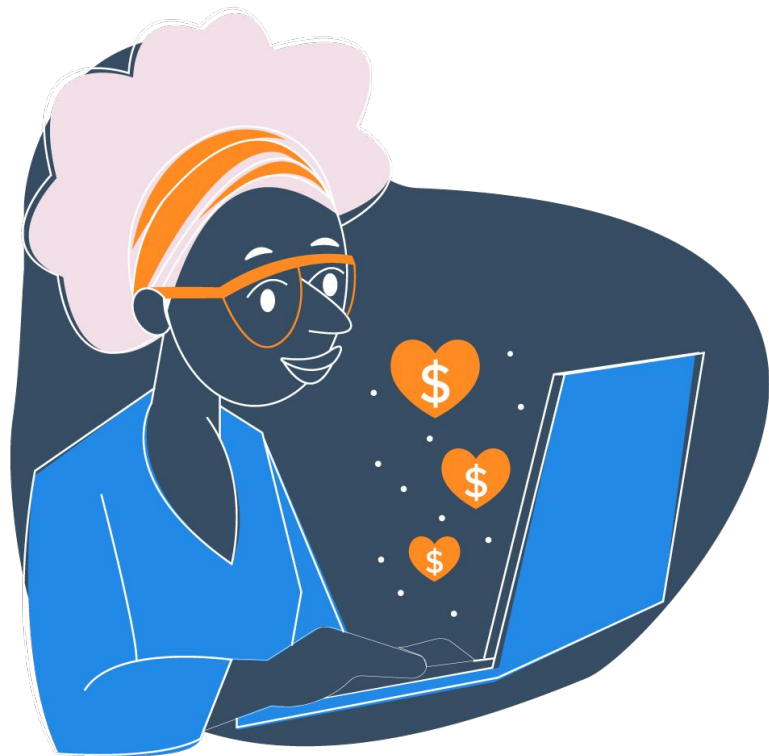


SOLA Giving Day (2022)

[Copy This Profile](#)

[Create a New Profile](#)

# Completing Your Profile










# Your Giving Day Dashboard

## Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in SOLA Giving Day.

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


# Organization Info

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

✓ Add Your Organization's Info

Website

Logo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 300x300.

Causes (optional)

Cause #1

Animals

Cause #2

Cause #3


Save

# 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

✓ Add Your Story

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1500x500.

Set a Goal

☒ Display Goal on Profile

\$

10000

.00

Tell Your Story

GT America

Formatting

A

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🌈

🔗

📄

📁

🔍

### Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

### Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.


Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video Url


Vimeo links must be in the following format: <https://vimeo.com/123456>.

Save


# Suggest Donation 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](#)



**\$500.00**  
Provides life changing surgery to a senior pup in need  
[Edit](#) [Remove](#)

Add Donation Level

- 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

# 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

☒ Add a 'Thank You' Message

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

**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.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

**Youtube or Vimeo Link**

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.






Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 800x600.

 Add Fundraisers

 Download CSV

Add Fundraisers

Upload fundraisers

Message All

Fundraiser ▾

Donors ▾

Amount Raised ▾

Goal ▾

Email

Phone

Actions

No fundraisers found.

☒ Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

\$

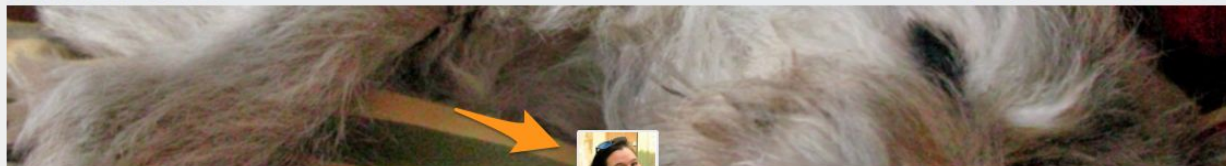
.00

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

Save

# 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](#)

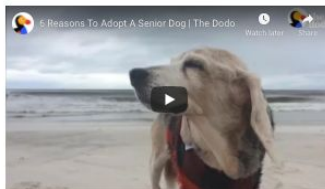


Bridget Cafaro's fundraiser for  
Logan's Pups

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 they deserve and educate my friends and family about how amazing owning a senior dog can be!



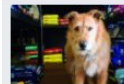
\$25

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





# Key Dashboard Tools

## Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

## Get Prepared



Webinars and Workshops



Giving Day Toolkit



GGChat

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

## Share Your Page

<https://www.401gives.org/organizations/center-for-media>



# Add Support Areas

Additional giving options for your donors

Community Foundation of Acadiana / Giving Days / SOLA Giving Day / Support Areas

## Support Areas

For SOLA Giving Day

Add Support Area



- Allow donors to give to specific projects, initiatives, or locations
- Each Support Area has a unique page, URL and appears in site search results
- All donations made to Support Areas impact your organization's totals
- Organization matches/challenges respond to support area donations
- We recommend about 1-3 areas maximum

# Share Your Profile

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

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

## Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



# A Completed Profile

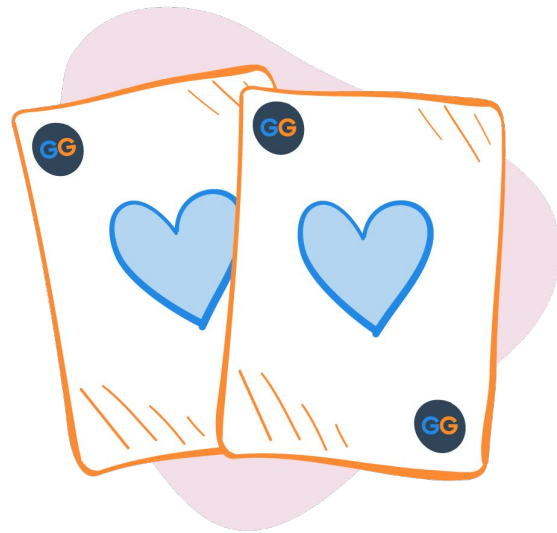
The screenshot displays a fundraising profile for the Boys & Girls Clubs of Acadiana. At the top, a navigation bar includes links for MATCHES, PRIZES, LEADERBOARDS, and a MENU. The main header features a large image of a smiling young girl with the text "This is where it counts." and the organization's logo. Below this, the organization's name "Boys & Girls Clubs of Acadiana" is shown, along with "DONATE" and "FUNDRAISE" buttons. A progress bar indicates that \$103,510 has been raised towards a \$65,000 goal, with 44 donors. Four preset donation amounts are listed: \$100 (Aids & Crafts Supplies), \$250 (Sports Equipment), \$500 (Mental and Nutritional Health), and \$1,000 (Education and Technology (STEM)). A button allows users to "CHOOSE YOUR OWN AMOUNT". The page is divided into three sections: "Our Story", "Fundraising Campaigns", and "Recent Donors". The "Our Story" section contains a video titled "10-22 boys and girls club (10000) (1).mp4" showing a young boy in a red shirt. Below the video, text describes the organization's mission to provide a safe space for youth and support their development through various programs. The text also mentions the organization's commitment to providing a world-class Club experience that instills success in every young person who enters their doors.

# Step Up Your Fundraising with Matches

**Use pledged donations as a donor incentive to increase impact!**

Once you secure a matching gift, submit the details to the SOLA Giving Day team here: [Match Details Form](#)

- Dollar-for-Dollar (1:1) Matches
- \$1,000 minimum amount
- Organizations may handle funds collection directly
  - No need to route through CFA (unless match is coming from a CFA DAF)
- **Pro Tip:** Watch the [Matching Training Video](#)



# Did you know?



Organizations who had a match last year for SOLA Giving Day raised on average **6x more** than those who did not.

# Your Nonprofit Toolkit

**The Nonprofit Toolkit has valuable resources for all your SOLA Giving Day needs.**

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

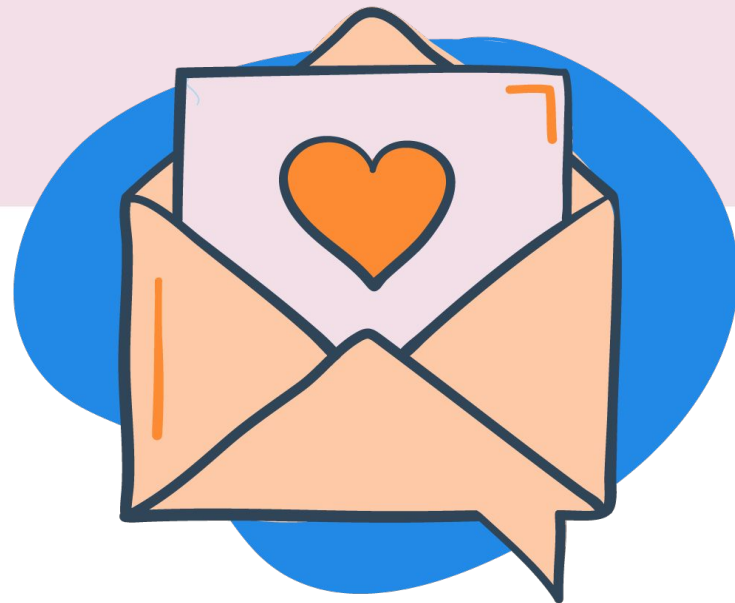
[www.solagivingday.org/info/nonprofit-toolkit](http://www.solagivingday.org/info/nonprofit-toolkit)



# Your Next Steps

## What to work on over the next two months:

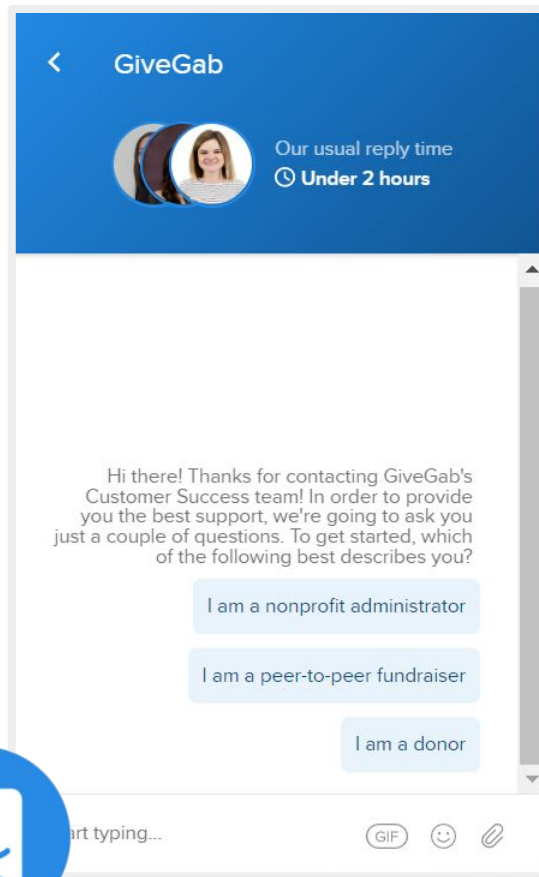
- Register to participate
- Set up your SOLA Giving Day profile
- Follow SOLA Giving Day on Social Media and use #SOLAGivingDay hashtag
- Watch your inbox for important emails
- [Sign up](#) for the P2P Fundraising webinar on March 12
- Explore the [Nonprofit Toolkit](#)





# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [bonterratech.com/blog](https://bonterratech.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with our Customer Success Team
  - Look for the little blue chat bubble



# Key Dates

- **January 30** — Nonprofit Registration Opened
- **February 27** — Early Bird Registration Deadline
- **March 7** — Nonprofit Registration Closes
- **April 4** — Early Giving Opens
- **April 4** — Community Fundraising Pages Open
- **April 25** — Match Gift Submission Deadline
- **May 2** — 24-hour SOLA Giving Day!



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## GIVING DAY

*An Event of Community Foundation of Acadiana*

# Questions?

We'd Love to Hear From You:



**By Email:**

[solagivingday@cfacadiana.org](mailto:solagivingday@cfacadiana.org)



**By Mail:**

Community Foundation  
of Acadiana  
Attn: SOLA Giving Day  
1035 Camellia Blvd.  
Suite 100  
Lafayette, LA 70508



**By Phone:**

Main Line: 337-769-4840  
Giving Day: 337-769-4851

# SOLA

## GIVING DAY

*An Event of Community Foundation of Acadiana*