

GiveGab®

Final Steps to Success



May 6, 2020

Agenda

- St. Augustine Giving Day Updates & Reminders
- St. Augustine Giving Day & COVID-19
- Your Checklist for Success
- After St. Augustine Giving Day
- Your Nonprofit Resources
- Next Steps
- Q&A

Updates & Reminders

- Giving Day: May 6th - 12:00 AM - 11:59 PM
 - Donations open from 12 AM on April 29 to 11:59 PM on May 13
- [Prizes](#)
 - New Social Media Prize!
- Tagboard

St. Augustine Giving Day & COVID-19

What unique opportunities do current circumstances present?

- People are engaged online about what is going on in their communities
- Donors and individuals want to continue to feel a sense of community and belonging while isolated
- Communities are looking for ways to make a direct impact without putting themselves or others at risk
- Remember: Giving Day goals can go beyond dollars raised

St. Augustine Giving Day & COVID-19

What does this mean for your participation in St. Augustine Giving Day?

- Steward and engage existing donors through new means
- Reach new donors
- Lean on Peer-to-Peer Fundraising
- Hone your team's social media and marketing skills

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications

Ask yourself: Have you adjusted your page to address current circumstances?

Donations

- May 5th: National Giving Tuesday Now
 - Based on feedback, we are not changing our approach/marketing
 - However giving is open a week before and after May 6th (like last year)
 - If your org is participating in National Giving Tuesday Now, you are welcomed to used the St. Augustine Giving Day site
 - **Note that prizes are for May 6th online gifts only

Are you donation ready?

- Check your verification status on your admin dashboard



Status: **Unverified**

Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#)



Status: **Pending**

Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.



Status: **Incomplete**

Please provide your organization's information and verify you can collect donations in your state to be able to collect donations on GiveGab.

Status: **LAPSED**

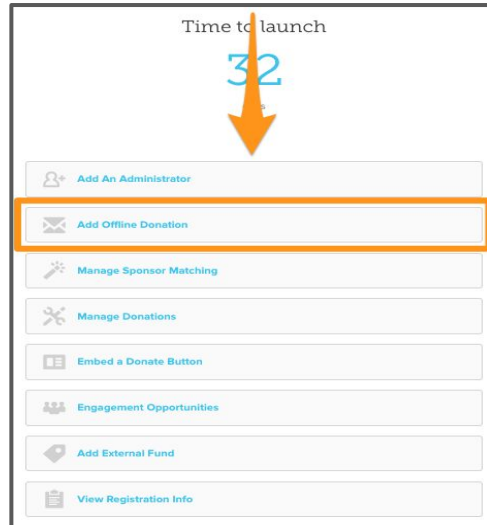


Status: **Verified**

Hooray! Your organization has been verified to accept donations on GiveGab.

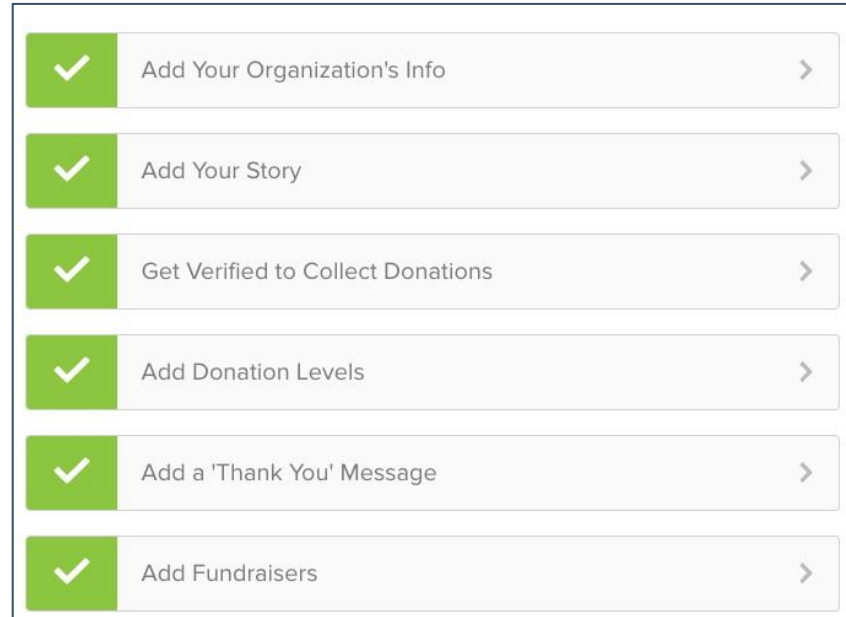
Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- Note: Offline donations **are** included in leaderboards but **not counted for prizes**



Is your profile completed?

- Have you:
 - Added your logo and a cover photo?
 - Shared an authentic story?
 - Set goals?
 - Included clear calls to action?
 - Featured visual content?
 - Highlighted donation levels?
 - Added matches/challenges
 - Added peer-to-peer fundraisers?



Ask yourself:

- Why are funds critical now more than ever?
- What service do you provide to your community in this time of need?
- Have your goals changed?
- How can supporters help you if they are unable to donate?
- What programs, services, or offerings are relevant **now**?

Adjust your page to reflect your answers to these questions!

Is your profile completed?



St. Augustine Lighthouse & Maritime Museum, Inc.

#LoveYourLighthouse

Causes: **Education, Arts and Culture, Veterans**

DONATE

FUNDRAISE



\$25

Snack sponsor during one day of summer camp.



\$50

This donation helps with hands-on activity materials during summer camp.



\$100

This donation helps provide field trips during summer camp.



\$225

Sponsors a K-5 child for summer camp.



\$300

Sponsor a program that takes place during summer camp each year.



#LoveYourLighthouse

The St. Augustine Lighthouse & Maritime Museum, Inc. is a non-profit organization that preserves and saves our maritime past in everything we do. Our mission to discover, preserve, and keep alive the stories of the Nation's Oldest Port as symbolized by our working St. Augustine Lighthouse. Supporters help us save history, preserve six historic buildings, conserve 19,000 artifacts and maritime archaeological specimens. Help us preserve maritime heritage for future generations.

Stay Safe and #LoveYourLighthouse ❤️

Your St. Augustine Lighthouse & Maritime Museum is closed to protect you and your lighthouse family from COVID-19. Your Gift of Love for our Maritime Heritage Makes A Difference. Donate today, or take advantage of deep discount opportunities by visiting www.staugustinelighthouse.org.

DONATE

Fundraising Champions

Samantha Washburn

\$0.00

Do you have matches/challenges?

- Identify your match/challenge sponsors
- Promote your match/challenge opportunities on your profile, in emails, and on social media
- Watch our [training video](#) for best practices!

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to [the edit page](#) for that campaign.

+ Add Match Commitment

+ Add Challenge

Manage Donations



Note: All times are assumed to be in Eastern Time.

Matches



York Traditions Bank: Double Your Dollar

Every dollar you donate will be DOUBLED by York Traditions Bank! Double your gift when you give today!

\$1,000 MATCH

\$1,000 REMAINING

Setting Up Your Match

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

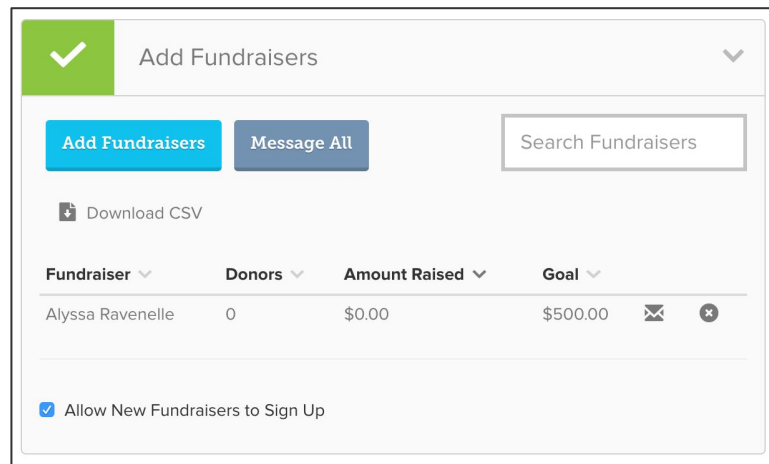
Who are your P2P fundraisers?

- P2P have their own fundraising page
- Every dollar they raise goes toward your totals!
- Expand your organization's reach and fosters connection
- Their online presence will be crucial; encourage posting more often and sharing save the dates
- Ask your P2P fundraisers to host FB Live videos and incite engagement in their posts

Organizations with P2P raise 3.4 x more than organizations without P2P

How does it work?

- Fundraisers can add themselves, or you can make it invitation-only. *See the last tab in your giving day dashboard!*
- Allow anyone to sign up, or add fundraisers exclusively
- Each fundraising page has its own unique link for sharing
- *Do your P2P's need help?* Admins can establish default settings, even create and manage pages on their behalf!



The screenshot shows a dashboard titled "Add Fundraisers" with a green checkmark icon in the top left corner. Below the title, there are two buttons: "Add Fundraisers" (blue) and "Message All" (grey). To the right is a search box labeled "Search Fundraisers". Below these buttons is a "Download CSV" link with a download icon. A table with four columns is displayed: "Fundraiser", "Donors", "Amount Raised", and "Goal". The table contains one row for "Alyssa Ravenelle" with 0 donors, \$0.00 raised, and a \$500.00 goal. To the right of the goal are icons for email and delete. At the bottom, there is a checkbox labeled "Allow New Fundraisers to Sign Up" which is checked.

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

Recommended training:
Peer-to-Peer Fundraising

Are your communications ready?

Your St. Augustine Giving Day Nonprofit Toolkit is full of communication resources

- Suggested timelines
- Sample content
- Social media posts
- Shareable visual content

Communication Strategy

In all of your communications...

- Focus on building relationships
- Grab attention, don't bury the lead
- Be transparent about WHY you need support
- Rally a team of ambassadors - this is key!
- Now, more than ever, make donors feel like your hero
- Go beyond monetary donations
 - Offer alternatives for those who can't give: share, write a testimonial,

Do you have a communications plan?

- Plan your online communications ahead of St. Augustine Giving Day
 - Announcement/Save The Date
 - Campaign Countdown
 - Day-Of Updates
 - Supporter Gratitude
- Utilize multiple online channels for the best engagement
 - Social Media
 - Email Communications
 - Organization Website
 - Ambassador Sharing
- Customize the templates, guides, and graphics in your St. Augustine Giving Day Nonprofit Toolkit for the perfect plan!

Hosting the Day Online

- Virtual events are accessible to all donors
- Coordinate with the other participating nonprofits
- Engaging remote audiences in real-time
 - Online forums, discussions, and hangouts (activity = visibility on social media)
 - Create Facebook or Instagram Poll for a dare for the ED or a staff member
 - “If this post gets 100 likes” ... “When we reach X dollars”
 - Utilize Facebook Live and tell people when you’re doing it!

After St. Augustine Giving Day

- Donation Reports
- Payout Timeline
- Donor Stewardship

How will you get your donor data?

The screenshot shows the GiveGab Admin Dashboard for an organization named "Logan's Pups". The dashboard is divided into several sections:

- Header:** The GiveGab logo (Nonprofit Giving Platform) is on the left. On the right, there are links for "Home" and "Support", and a user profile picture.
- Left Sidebar:** A navigation menu with icons and labels for "Home", "Fundraising Campaigns", "Events", "Giving Days", "Reports", and "Manage Organization".
- Admin Dashboard:** The main content area is titled "Admin Dashboard" and shows the "Current Plan" as "Engage".
- Giving Days:** A section titled "Giving Days" features a card for "DAY OF GIVING" on "November 13, 2019". Below the card is a link to "View All Giving Days".
- Fundraising Campaigns:** A section titled "Fundraising Campaigns" features a card for "It's A Dogs World" on "December 11, 2017" with "\$20,467.22 Raised". The card includes a "View", "Manage", and "Edit" button. Below the card is a link to "View All Campaigns".
- Fundraising Events:** A section titled "Fundraising Events" features a card for "2018 Summer Gala" with "View", "Manage", and "Edit" buttons.
- Footer:** A dark blue bar at the bottom contains the text "Viewing Dashboard for Logan's Pups" and a user profile icon.

How will you get your donor data?

GiveGab
Nonprofit Giving Platform

Home Support

Logan's Pups

Donations

Total Paid Out: \$240,804.74 Total Pending: \$6,164.39

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)

Search by name or email + More filters

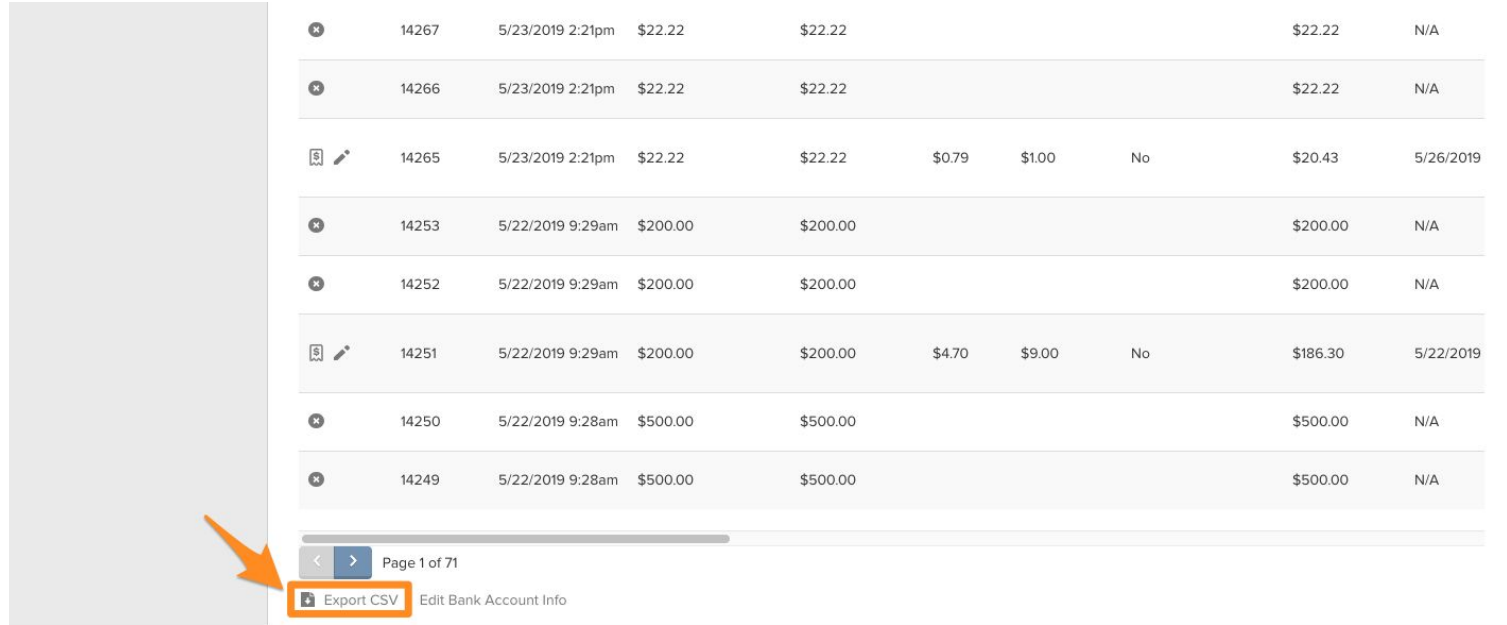
All Giving Days All Campaigns Any Donation Type

Start End

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca , New York 1485 United States
	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca, New York 1485 United States
	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca , New York 1485 United States
	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for Logan's Pups

How will you get your donor data?



The screenshot shows a table of donor transactions. An orange arrow points to the 'Export CSV' button at the bottom left of the table.

✕	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✕	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✕	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✕	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✕	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✕	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A

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[Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for

Logan's Pups



How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after the St. Augustine Giving Day
- Ensure you are verified to receive donations **before May 1st**
 - If you are not verified on May 1st, your page will not be visible on the site until you become verified



Status: **Verified**

Hooray! Your organization has been verified to accept donations on GiveGab.


How will you thank your donors?

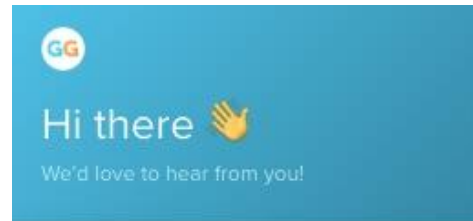
- Start your stewardship process immediately after St. Augustine Giving Day
- Generate some post-giving day messaging to all supporters
 - Social media posts and overall success update
 - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
 - Access information in your GiveGab Dashboard
- Highlight impact of donor-funded projects 5 - 8 months after St. Augustine Giving Day

Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- St. Augustine Giving Day Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab

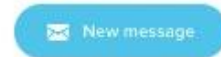
Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Our Our Blog
 - <https://www.givegab.com/blog/>
- Send us an 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!**



Leave us a message

The team typically replies in under 20m



Find an answer yourself



Your Next Steps

- Like and Follow St. Augustine Giving Day on Social Media!
 - Don't forget to use #StAugGivingDay
 - Share the last giveaway currently running on Instagram! (ends Sunday!)
 - Be on the lookout for extra social media ideas coming soon!
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

GiveGab[®]
Questions?



**ST. AUGUSTINE
GIVING DAY**

May 6, 2020