

GiveGab[®]

Getting Ready for Giving Day 2021

May 5, 2021

GIVING DAY 2021



the
FOCUS
group
taking donors seriously[®]

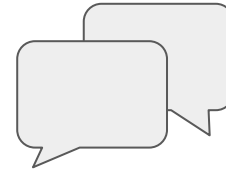
Submit Your Questions!



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.

Your GiveGab Team



Laurel

Project Coordinator



Kelsey

Project Director

Agenda

- Giving Day 2021 Overview
- Who is GiveGab?
- What's New in 2021
- Getting Started
- Next Steps and Questions

Giving Day 2021 Overview

- **NEW URL! www.GivingDay2021.com**
 - May 5, 12 AM - 11:59 PM EST
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- St. Augustine, FL area nonprofits and The FOCUS Group clients all welcome to participate!

Giving Day 2021 Overview

- In 2020, **\$194,380** was raised through **1,089** donors benefiting over **55** nonprofits.
- 2021 Goal: **\$500,000** and **100** nonprofits
- Find you next “million dollar donor”!
- Prizes:
 - Overall: Most Dollars Raised (\$5,000, 1st Place) and Most Unique Number of Donors (\$2,500, 1st Place)
 - St Augustine and TFG group prizes: both time specific and broad competition (ranging from \$1,000-\$500)

Benefits of Participating

- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-engage with your existing & lapsed supporters
- Increase visibility by connecting with a larger community
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Who is GiveGab?

GiveGab'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 Giving Day 2021!
- Creates the ultimate donor experience
- Provides a dedicated platform support team



Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
 - Your banking information is reviewed with Stripe, and donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for Giving Day website

Transparent Donation Processing

Confirm Your Gift

Step 3 of 3

Orca Conservancy	Gift: \$25.00
<hr/>	
Email:	generousdonor@givegab.com
Fees:	\$2.02
What's with these fees?	
<input checked="" type="checkbox"/>	I'll cover the fees to save the organizations from having to pay them
Total:	\$27.02

- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- Last year, 71% of donors chose to cover fees!

Transparent Pricing

Credit Card:

2% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
4.5% + \$0.30

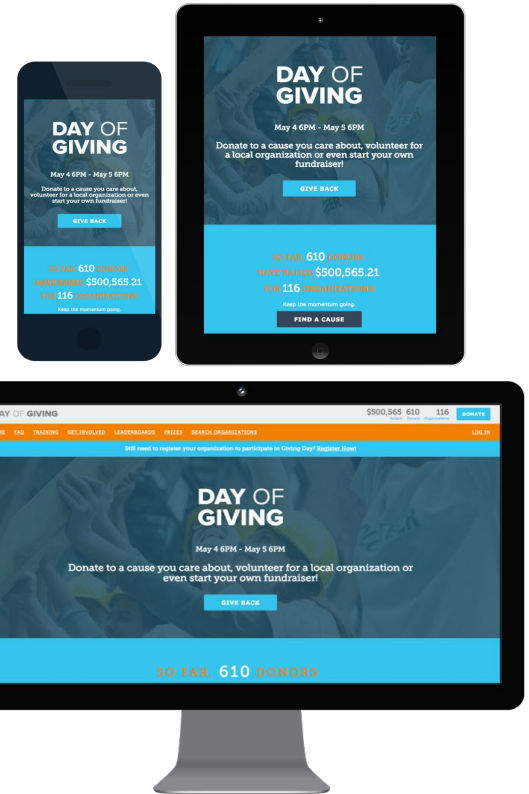
ACH:

2% Platform Fee
+
\$3.00 flat bank fee
=
2% + \$3.00

***\$100 minimum*

Easy & Accessible

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



Simple Donation Processing




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

Highlighting the Joy of Giving

Donate to more than one organization

Step 1 of 3



Double Dog Dare Rescue

Choose an amount to give:

\$

Name to Display (Optional):

(Defaults to First and Last Name)

Please do not display a name publicly.

Please do not display the donation amount publicly.

Make this a recurring gift.

Make this donation in honor of or in memory of someone.

Add a Public Message to this Donation

Choose Campaign (Optional) ▾

[Remove this donation](#)

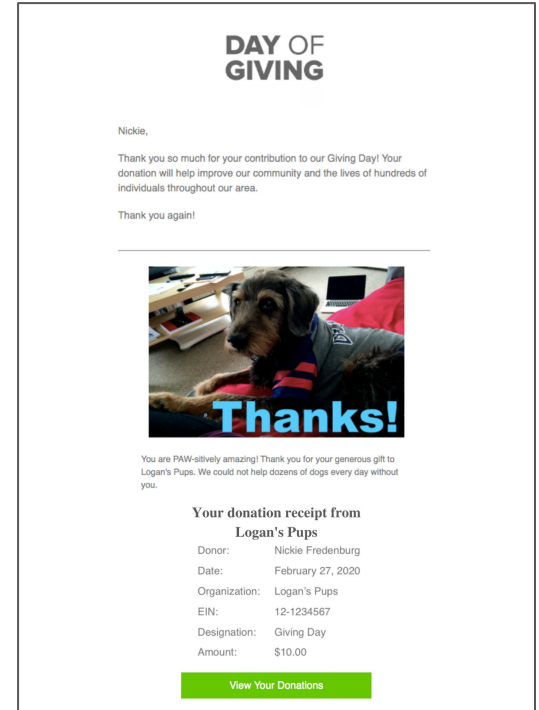
Choose an amount to give:

\$

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

Instant Donor Delight

- Customizable Thank You Emails that come from your organization
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt

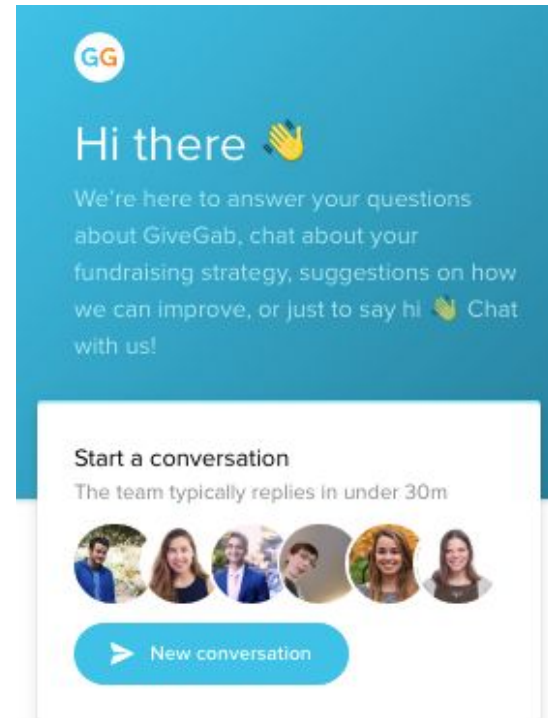


Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Out 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!



What's New for 2021



New Name, URL, and Look - Same Mission!

- Name: Giving Day 2021
- URL: <https://www.givingday2021.com/>



New Downloadable Graphics



Zoom Background 1

[Download](#)



Zoom Background 2

[Download](#)



GIVE BACK TODAY!

Giving Day Gif


[Download](#)

New digital marketing materials, like Zoom backgrounds, GIFs, customizable templates and more! Promote your participation in Giving Day 2021 throughout your virtual communications.

New Profile Design

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



Updated Training Suite

Giving Day Training Videos

[Creating the Perfect Profile](#)

[Telling Your Story](#)

[Goal Setting Strategies](#)

[Engage Your Board](#)

[Peer-to-Peer Fundraising](#)

[Social Media Strategies](#)

[Matches & Challenges](#)

[Stewarding Your Giving Day Donors](#)

Giving Day Training Videos

[Creating the Perfect Profile](#)

Learn how to complete all of the components of your profile to create an engaging experience for your supporters.



[WATCH VIDEO](#)

[DOWNLOAD SLIDES](#)

Looking for more information to help you craft your perfect profile? Check out the resources below!

[How to Log In to Edit Your Giving Day Profile](#)

[How to Copy Your Giving Day Profile From a Previous Giving Day](#)

[Giving Day Profile Cheat Sheet](#)

[Giving Day Profile Best Practices](#)

Setting up your Giving Day 2021 Profile

Logging in: Option 1 - GivingDay2021.Com

The screenshot displays the GivingDay2021.Com website interface. At the top left, there is a logo for "GIVING DAY 21" and "The Focus Group". The main banner features a collage of photos: a group of students, a sign that says "GOD BLESS YOU Healthy & Giving NEED KNOWS NO SEASON", and a group of people in safety vests participating in a community activity. Overlaid on the banner is a large graphic with three surfboards and the text "GIVING DAY 2021". In the top right corner, there is a search bar labeled "Search...", a "MENU" dropdown with options for "HOME", "FAQ", "NONPROFIT TOOLKIT", and "LOG IN", and social media icons for Facebook, Twitter, Instagram, and a calendar. At the bottom center, there is a prominent "REGISTER" button.

Logging in: Option 2 - GiveGab.Com

A screenshot of the GiveGab website homepage. The background is dark blue. At the top left is the GiveGab logo. To its right are three navigation links: 'WHO WE SERVE', 'SOLUTIONS', and 'RESOURCES', each with a small downward arrow. On the top right, there are two buttons: a blue 'LOG IN' button and an orange 'REQUEST DEMO' button. The main heading is 'Experience the Joy of Fundraising' in large white text. Below it is the subtext 'With the #1 Digital Solution for Giving Days and Year-Round Giving'. At the bottom left is an orange 'REQUEST A DEMO' button. On the right side, there is a graphic of two blue hands holding an orange heart.

GiveGab[®] ▼ WHO WE SERVE ▼ SOLUTIONS ▼ RESOURCES

LOG IN REQUEST DEMO

Experience the Joy of Fundraising

With the #1 Digital Solution for **Giving Days** and **Year-Round Giving**

REQUEST A DEMO

Finding Your Giving Day Dashboard

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

- Header:** Includes the GiveGab logo (Nonprofit Giving Platform), navigation 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, Volunteering, Reports, and Manage Organization.
- Admin Dashboard:** The main content area, titled "Admin Dashboard", which includes:
 - Giving Days:** A section titled "Giving Days" showing a "DAY OF GIVING" event on November 13, 2019. Below this is a link to "View All Giving Days".
 - Fundraising Campaigns:** A section titled "Fundraising Campaigns" featuring a campaign named "It's A Dogs World" held on December 11, 2017, which raised \$23,097.22. It includes "View", "Manage", and "Edit" buttons and a link to "View All Campaigns".
 - Fundraising Events:** A section titled "Fundraising Events" featuring a "2018 Summer Gala" held on June 1, 2018, which raised \$15,497.21. It also includes "View", "Manage", and "Edit" buttons.
- Footer:** A dark blue bar at the bottom indicating the user is "Viewing Dashboard for Logan's Pups" with a star icon and a chat bubble icon.

Your Giving Day Dashboard



Giving Day 2021 May 5, 2021

\$0.00 Raised • 0 Donors • 0 Gifts

50 Days to Launch

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day 2021.



Add Your Organization's Info



Add Your Story



Get Verified to Collect Donations



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.



Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Other Actions



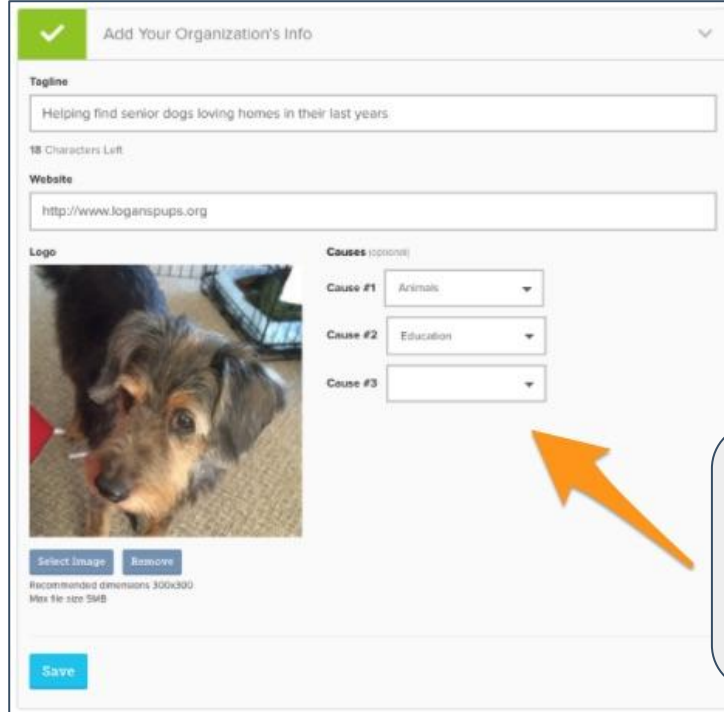
Engagement Opportunities



Add External Fund

Add Your Organization's Info

- Logo
- Website
- Causes



✓ Add Your Organization's Info

Tagline

Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.logenspups.org

Logo

Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Select image Remove

Recommended dimensions: 300x300
Max file size: 5MB

Save

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 ▾

B *I* U ✎

☰ ▾

☰ ☰ ☰

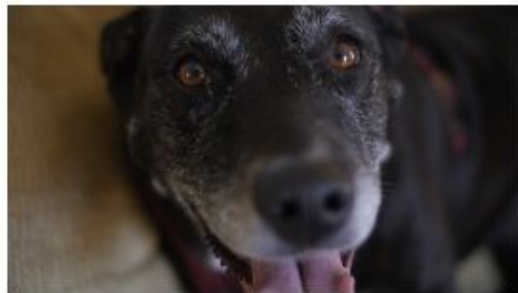
🖼️ 🔗 📄 ▾

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✕ </>

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.



Get Verified to Collect Donations

1. Attest your compliance with applicable state fundraising laws
2. Provide your organization's EIN, address, and business other details
3. Supply the information for an Account Representative (Name, birthday, last four digits of SSN and contact info)
4. Provide the details for a valid checking account that can receive ACH Deposits


Keep in mind!

It can take several business days to get verified. Don't wait until the last minute.


Add 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

Dollar Amount

\$ 0.00

Description

Image

Select Image Remove

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

Save Cancel

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

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
- Comes from your organization's admin!

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!

✓ Add a 'Thank You' Message


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

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.

Youtube or Vimeo Link

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



Select Image Remove

Recommended dimensions 800x600
Max file size 5MB

Save

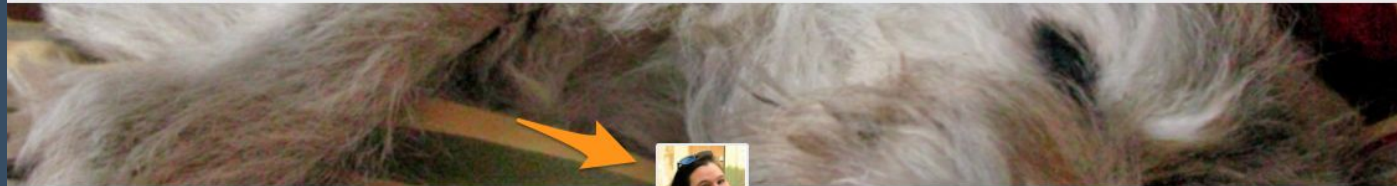
Invite Fundraisers

- 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
- **Watch the Peer-to-Peer Fundraising Training!**

The screenshot shows a web interface for managing fundraisers. At the top, there is a search bar labeled "Search Fundraisers". Below it are four buttons: "Download CSV", "Add Fundraisers", "Upload fundraisers", and "Message All". A table header is visible with columns: "Fundraiser", "Donors", "Amount Raised", "Goal", "Email", "Phone", and "Actions". The table content shows "No fundraisers found.". Below the table, there is a checkbox labeled "Allow New Fundraisers to Sign Up" which is checked. Underneath, there are two sections: "Set Fundraisers' Story" with a large text input area, and "Set Fundraisers' Goal" with a currency selector (\$), a numeric input field, and a ".00" suffix. At the bottom, a note states: "Each fundraiser may customize his or her story and goal by logging into GiveGab."

Did you know?

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



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



Your Completed Dashboard



Giving Day 2021 May 5, 2021

\$0.00 Raised • 0 Donors • 0 Gifts

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Texoma Gives.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

- [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

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



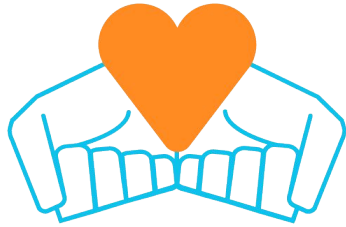
\$500

Provides life changing surgery to a senior pup in need


CHOOSE YOUR OWN AMOUNT



What's Next?



Add Page Administrators







Logan's Pups

- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports
- Manage Organization

Fundraising Events

Create Event

	<p>2018 Summer Gala</p> <p>June 1, 2018 \$ \$15,147.21 Raised</p>	View Manage Edit
	<p>5K Fun Run</p> <p>March 1, 2019 \$ \$6,842.00 Raised</p>	View Manage Edit
	<p>Logan's Dog Days of Summer Fun Run</p> <p>January 31, 2019 \$ \$63,859.92 Raised</p>	View Manage Edit
	<p>Logan's Bee</p> <p>January 28, 2018 \$ \$16,954.67 Raised</p>	View Manage Edit

New This Year: Tiered Admin Access

Supporter Engagement

Email All

Add Member

Import Members

Connect Mailchimp

Export CSV

Add Search Filter

Select Tag

25

Results per page

These admins are only able to manage your organization's Giving Day campaigns. They are restricted from making changes to your organization's GiveGab profile and accessing donation reports.

Last Name ^	First Name v	Email v	Donations v	Fundraising v	Full Admin Access v	Edit Giving Day Profiles Only v	i
admin	loganspups	loganspupsadmin@givegab.com	\$0.00	\$0.00			
Cafaro	Bridget	bridget.cafaro@givegab.com	\$700.00	\$100.00			
Cundy	Kyle	kyle.cundy@givegab.com	\$100.00	\$0.00			
Doe	Jane	kathleen.thomas+1@givegab.com	\$0.00	\$0.00			
Fredenburg	Nickie	nickie.fredenburg@givegab.com	\$0.00	\$0.00			
Godert	Aaron	aaron+test7@givegab.com	\$100.00	\$0.00			
Godert	Aaron	aaron+wgbh@givegab.com	\$25.00	\$0.00			
Godert	Aaron	aaron@givegab.com	\$0.00	\$0.00			

Go Beyond Your Checklist with Matches!

- Use pledged donations to increase impact during Giving Day 2021
- Organizations with a match or challenge raise on average **4.5x more** than organizations without.
- *How can you implement a match this year?*

Pro Tip:
Watch GiveGab's **Matches & Challenges Training** available in the Nonprofit Toolkit for more info!

Time to launch

22

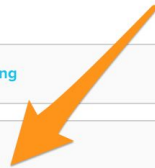
days

Donation Tools

 [Manage Sponsor Matching](#)

 [Manage Donations](#)

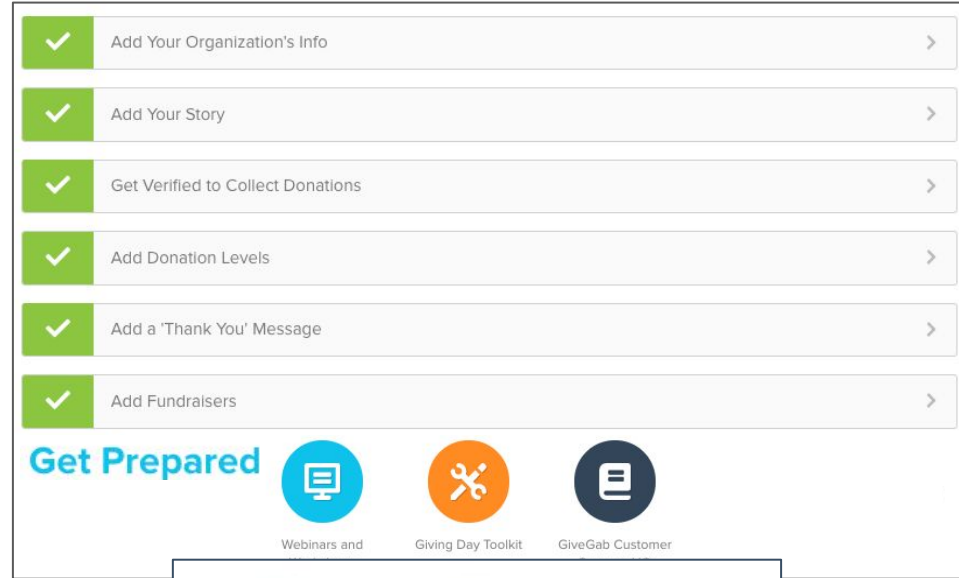
 [Embed a Donate Button](#)



Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving Day 2021 needs!

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



A screenshot of the Nonprofit Toolkit interface. It features a checklist of six tasks, each with a green checkmark icon on the left and a right-pointing arrow on the right. The tasks are: 'Add Your Organization's Info', 'Add Your Story', 'Get Verified to Collect Donations', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. Below the checklist is a section titled 'Get Prepared' in blue text. Underneath this title are three circular icons: a blue circle with a white monitor icon labeled 'Webinars and', an orange circle with a white scissors icon labeled 'Giving Day Toolkit', and a dark blue circle with a white document icon labeled 'GiveGab Customer'.



A close-up view of the 'Get Prepared' section. It shows three circular icons arranged horizontally. The first is a blue circle with a white monitor icon, labeled 'Webinars and Workshops'. The second is an orange circle with a white scissors icon, labeled 'Giving Day Toolkit'. The third is a dark blue circle with a white document icon, labeled 'GiveGab Customer Success HQ'.

Live Demo of Toolkit



Your Next Steps

- Register for Giving Day 2021 by April 21
- Follow us on Social Media: @givingday2021
 - Use #GIVINGDAY2021, #givingday2021
- Watch your inbox for important emails
- Meet internally to discuss goals, P2P and Matching strategy
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit

GiveGab[®]

Questions?

GIVING 20
DAY 21



the
FOCUS
group
taking donors seriously[®]