

# Giving Day 2024

# Submit Your Questions



**Chat Box**

To:  All panelists  
Type:  All panelists and attendees



**Q&A**

Please input your question

Send Anonymously

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

# Meet the Team



**Wilber Aguilar**

Giving Day  
Coordinator

# Meet the Team



**Claire Ripley**

Associate  
Project  
Manager



**Kaitie Branton**

Project Manager

# Who is Bonterra?



# Who is Bonterra?



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

- Host a secure, reliable and transparent platform for Giving Day 2024
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

# Agenda



- **Giving Day 2024 Overview**
- **What's New**
  - **Registering**
  - **Creating Your Profile**
  - **Next Steps & Questions**

# 2023 Results

SAVE THE DATE for Giving Day 2024, May 1st-2nd!

## Outcomes & Results

**\$674,404**

Raised

**2,732**

Donors

**78**

Organizations



# Giving Day 2024 Overview

**givingday2024.com** | May 1 12:00PM - May 2 12:00PM

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + The Focus Group Efforts = Exponential visibility
- IRS-recognized nonprofits are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on May 1 date (Day ends May 2, but donations open until May 8)

# 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 + The Focus Group 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

# Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- 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** for online transactions
- Donors can cover all fees on behalf of your organization
- Historically, donors cover 65-75% of fees during a Giving Day
- Last year 82% of fees were covered
- That means it cost only \$0.82 per \$100 raised online!

Step 3 of 3

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

---

**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:

2.5% Platform Fee  
+  
\$0.30 per transaction &  
2.5% transaction fee  
(Stripe)  
=  
**5.0% + \$0.30**

## ACH:

2.5% Platform Fee  
+  
\$3.00 flat bank fee  
=  
**3% + \$3.00**  
*\*\$100 minimum*



## Thank you for making a difference in our community!

Step 1 of 3



**Greater Pawnee German  
Shepherd Rescue**

### Choose an amount to give:

\$

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

[Add a fundraiser](#)

### 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

## DAY OF GIVING

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

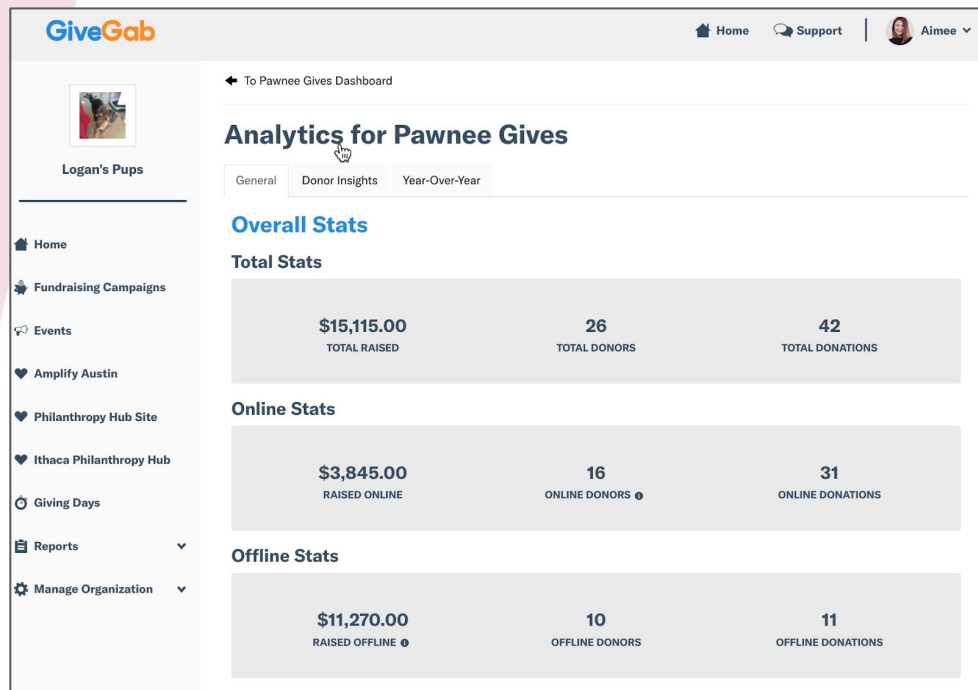
Key stats are available for the following data points:

- 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



**Ithaca Gives** March 17, 2023  
\$0.00 Raised · 0 Donors · 0 Gifts  
**Analytics** ←

**Get Set Up**  
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.



**GiveGab** Home Support Aimee

◀ To Pawnee Gives Dashboard

### Analytics for Pawnee Gives

General Donor Insights Year-Over-Year

#### Overall Stats

##### Total Stats

<b>\$15,115.00</b> TOTAL RAISED	<b>26</b> TOTAL DONORS	<b>42</b> TOTAL DONATIONS
------------------------------------	---------------------------	------------------------------

##### Online Stats

<b>\$3,845.00</b> RAISED ONLINE	<b>16</b> ONLINE DONORS	<b>31</b> ONLINE DONATIONS
------------------------------------	----------------------------	-------------------------------

##### Offline Stats

<b>\$11,270.00</b> RAISED OFFLINE	<b>10</b> OFFLINE DONORS	<b>11</b> OFFLINE DONATIONS
--------------------------------------	-----------------------------	--------------------------------

Logan's Pups

- Home
- Fundraising Campaigns
- Events
- Amplify Austin
- Philanthropy Hub Site
- Ithaca Philanthropy Hub
- Giving Days
- Reports
- Manage Organization

# Registering for Giving Day 2024



# Returning? Copy Your Profile

- Don't forget to review and update your profile after!



**Give Local 757!** May 10, 2022  
\$0.00 Raised • 0 Donors • 0 Gifts

## 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.



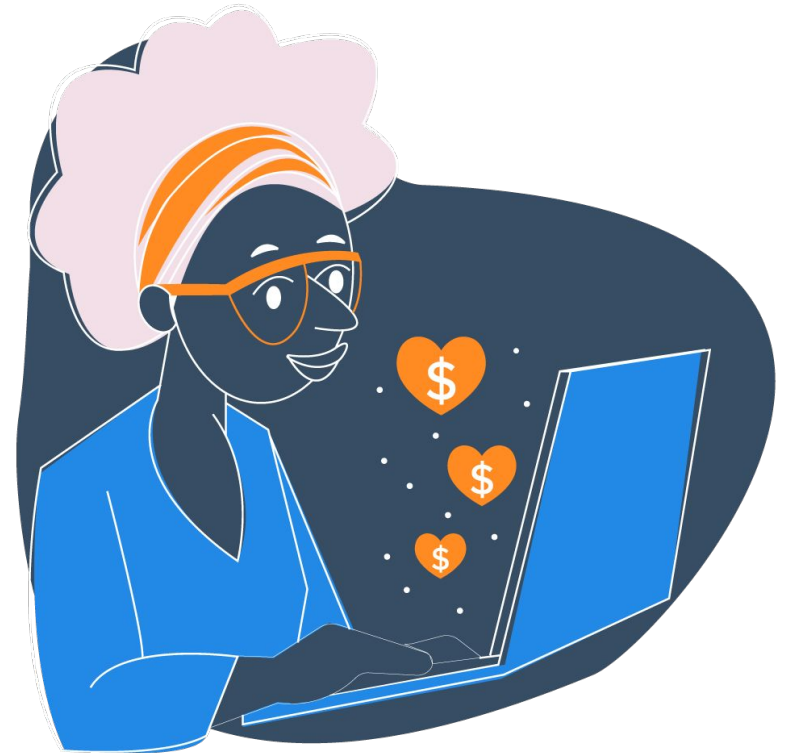
**Give Local 757!** (2021) [Copy This Profile](#)









**Give Local 757** (2020) [Copy This Profile](#)

[Create a New Profile](#)

# Completing Your Profile



# Your Giving Day Dashboard

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

[Reset Profile](#)

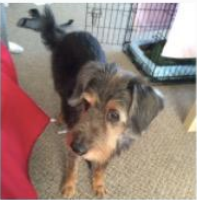
# Basic Info

- 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**




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

**Set a Goal**

Display Goal on Profile

\$

**Tell Your Story**

GT America Formatting A B I U

### 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>.


# 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.



Select Image Remove

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

Save

### 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**

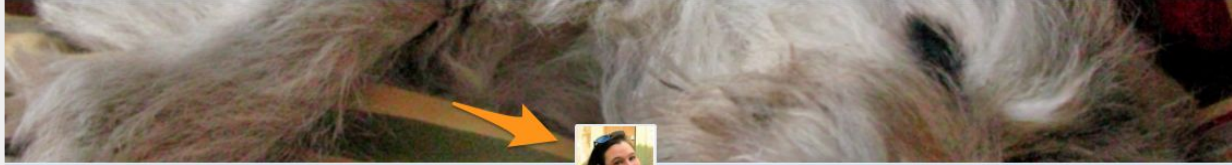
**Set Fundraisers' Goal**

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



# Did you know?



Organizations who used P2P fundraising last year for Giving Day 2024 raised on average **\$21,357** and ones that did not use P2P raised on average **\$2,996**

# 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>



# 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

# What's Next?



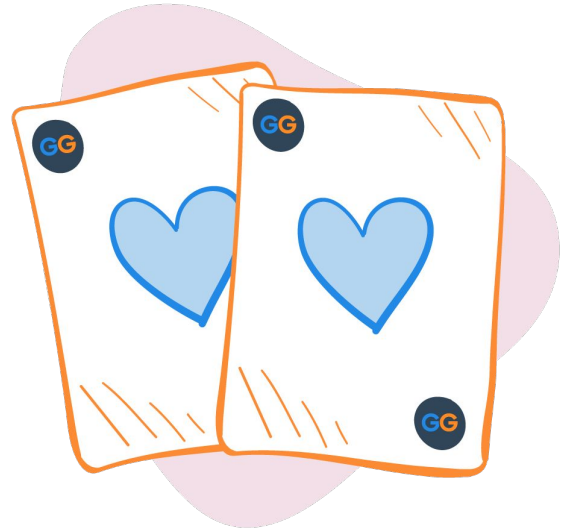


# Step Up Your Fundraising with Matches

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

Once you secure a matching gift, utilize the 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](#)



# Did you know?



Organizations who had a match last year for Giving Day 2024 raised on average **\$22,448** and organizations that didn't use matches and challenges raised on average **\$4,505**

# Your Nonprofit Toolkit

**The Nonprofit Toolkit has valuable resources for all your Giving Day 2024 needs.**

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



# Your Next Steps



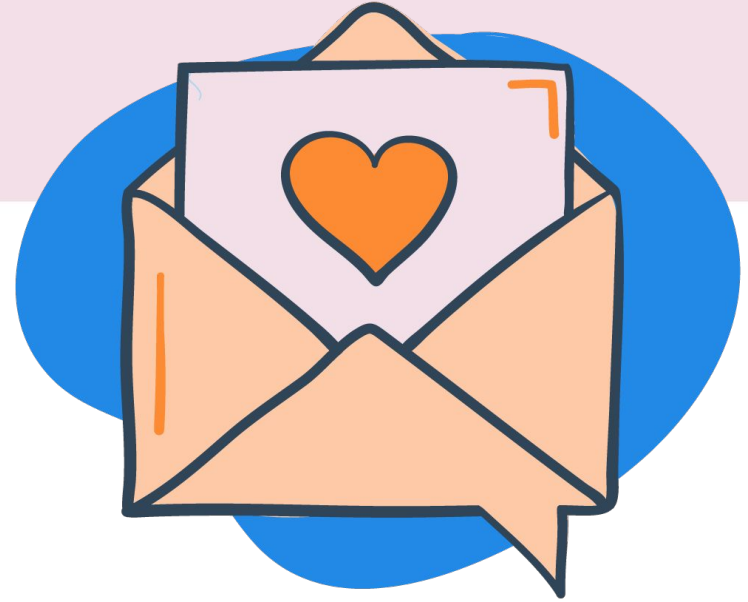
## Take a breath!

- 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
- Giving Day 2024 may not be the right fit for all of your donors - that's okay!

# Your Next Steps

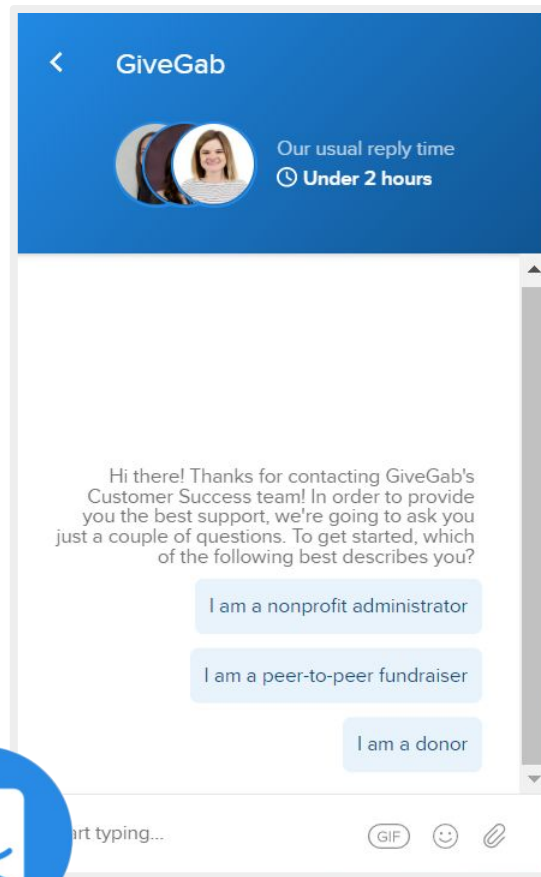
## What to work on over the next few weeks:

- Follow Giving Day 2024 on Social Media and use #GivingDay2024 Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the 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



# Questions?

