



Getting Ready for The Big Give



June 9th, 2021

Submit Your Questions!



Chat Box

Please input your question

☐ Send Anonymously

Send

If you have questions or comments throughout our training,
please write in using the chat or Q&A.

Your GiveGab Team



Merlin Komenda
Project Manager



Laryssa Hebert
Senior Project Manager

Agenda

- The Big Give Overview
 - Who is GiveGab?
 - Getting Started
 - Matches & Challenges
 - Peer-to-peer Fundraising
 - Next Steps and Questions

The Big Give Overview

- www.thebiggivescc.com | June, 9th 12 AM - 11:59 PM
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- The Community Foundation is providing “Big Give” marketing, awareness and promotion.

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
- Increase visibility by connecting with a larger community
- Utilize the Giving Day to reach fundraising goals
- Motivate donors to make a greater impact with prizes and the bonus pool or match incentives from your organization

Who is GiveGab?

*GiveGab's mission is to make it incredibly easy to
fundraise!*

- Hosts a secure, reliable and transparent platform for The Big Give
- Creates the ultimate donor experience
- Provides a dedicated platform support team



Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- All participating organizations are approved by the Community Foundation
- Fail-safe redundancy plans for The Big Give website

Transparent Donation Processing

Confirm Your Gift

Step 3 of 3

Orca Conservancy

Gift: \$25.00

Email: generousdonor@givegab.com

Fees: \$2.02

[What's with these fees?](#)

☒ 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
- Historically, 65-75% of donors do cover fees during a giving day

Transparent Pricing

Credit Card:

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

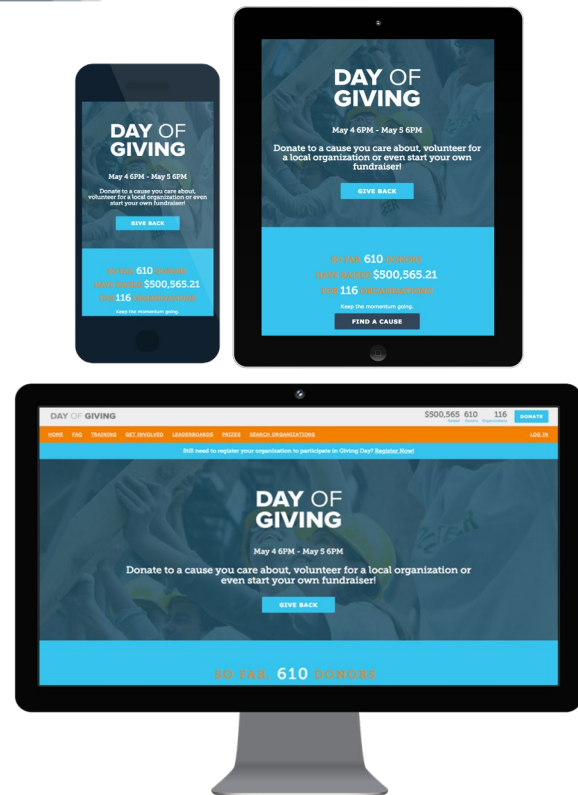
ACH:

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

***\$100 minimum*

Easy & Accessible

- On average 61% of all emails are opened on a mobile device
- The entire The Big Give 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



Highlighting the Joy of Giving

Double Dog Dare Rescue

Double Dog Dare Rescue

Donate to more than one organization

Step 1 of 3

Choose an amount to give:

\$

Name to Display (Optional):

☐ 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

[Remove this donation](#)

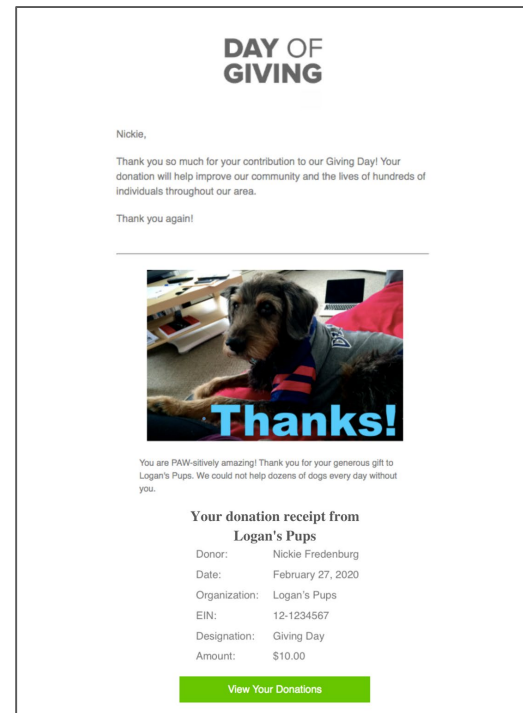
Choose an amount to give:

\$

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

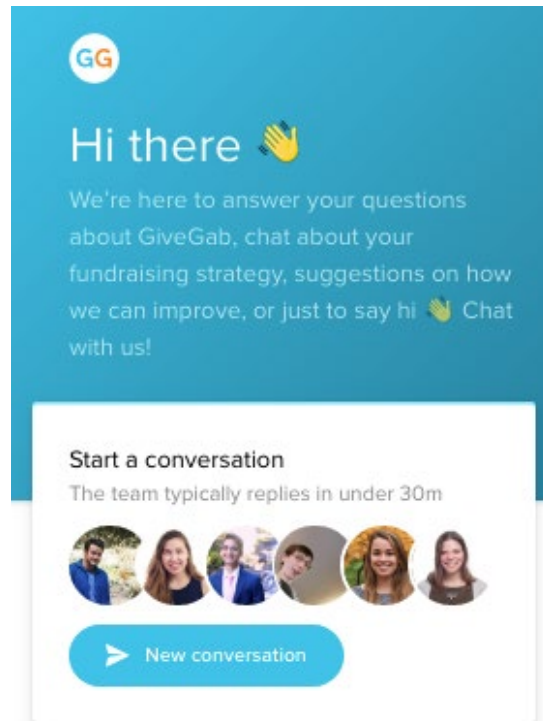
Instant Donor Delight

- Customizable Thank You Emails that come from your organization
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Can be used as a tax-deductible receipt

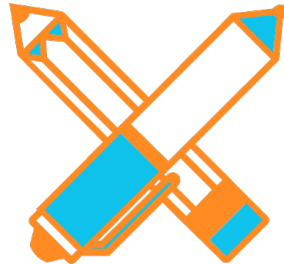


Giving Day Support & Resources

- 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!



Registered for The Big Give



THE BIG give

Community Foundation
of St. Clair County

REGISTER HERE

Believe in tomorrow, Give today!

June 9, 2021

The Big Give begins in

82 : 02 : 43 : 57
days hours mins secs

Hide Countdown

Your Big Give Dashboard



Add Your Organization's Info

Let people know who you are.



Add Your Story

Tell potential donors why they should contribute.



Get Verified to Collect Donations

Set up your banking information to receive secure online donations.



Add Donation Levels

Show your donors the impact their donation makes.



Add a 'Thank You' Message

Personalize your auto-response for donors ahead of time.



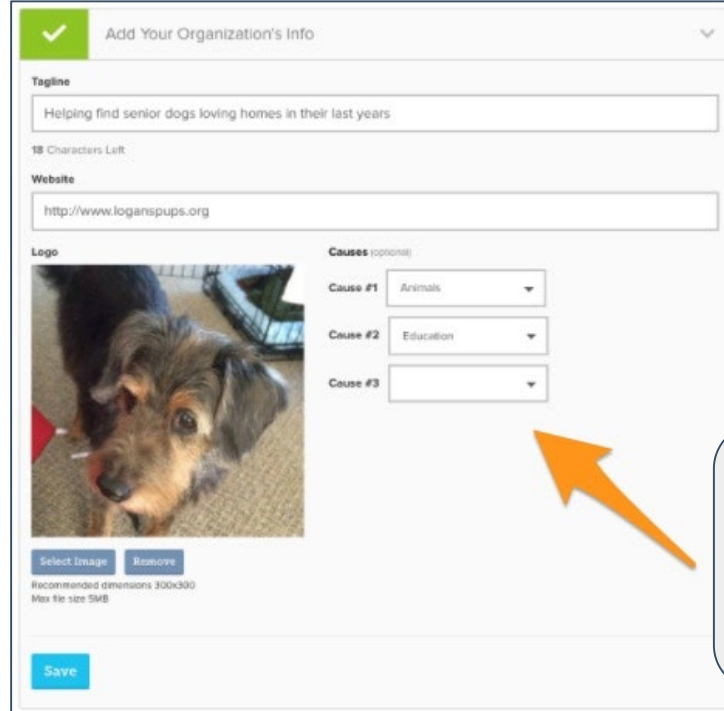
Add Fundraisers

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



Add Your Organization's Info

- Logo
- Website
- Causes



The screenshot shows a web form titled "Add Your Organization's Info" with a green checkmark icon in the top left corner. The form contains the following fields and sections:

- Tagline:** A text input field containing "Helping find senior dogs loving homes in their last years". Below it, it says "18 Characters Left".
- Website:** A text input field containing "http://www.loganspups.org".
- Logo:** A section with a placeholder image of a dog. Below the image are two buttons: "Select Image" and "Remove". Below these buttons, it says "Recommended dimensions: 300x300" and "Max file size: 5MB".
- Causes (optional):** A section with three dropdown menus labeled "Cause #1", "Cause #2", and "Cause #3". "Cause #1" is set to "Animals", "Cause #2" is set to "Education", and "Cause #3" is empty.
- Save:** A blue button at the bottom left of the form.

An orange arrow points from the "Causes" section towards a "Pro Tip" callout box on the right.

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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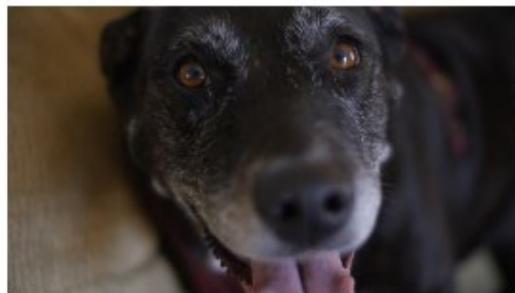
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Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.


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.




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

\$

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

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.



Thanks!

Select Image

Remove

Recommended dimensions 800x600
Max file size 5MB

Save

Your Completed Dashboard

Texoma Gives

September 10, 2020

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



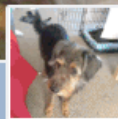
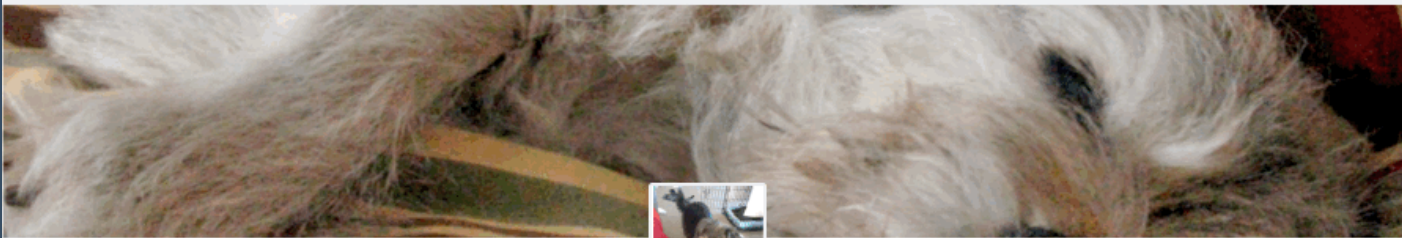
View Registration Info

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



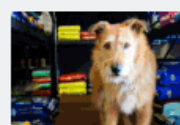
\$25

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



Peer-to-Peer Fundraising



What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization's behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign
- Multiply your followers - and influence - on social media


Engaging Potential Fundraisers


Find your existing passionate supporters with strong personal connections to your cause!

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (Who have recently made a gift)
- Staff Members
- Friends & Family



Setting Up Your Fundraisers

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

 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](#)

Add Fundraisers


First Name

Last Name

Email

Nickie

Fredenburg

nickie.fredenburg@gi 

[+ New Fundraiser](#)

[Cancel](#)

[Next: Compose Your Message](#)

Your Fundraiser's Dashboard



Nickie's fundraising dashboard for Logan's Pups

Complete the steps below to be sure that your fundraiser is successful.



Tell Your Story



Make a Donation



Reach Out



Share Socially



Give Thanks

Progress

0%

\$0
Raised
of \$500 Goal

79
Days Left

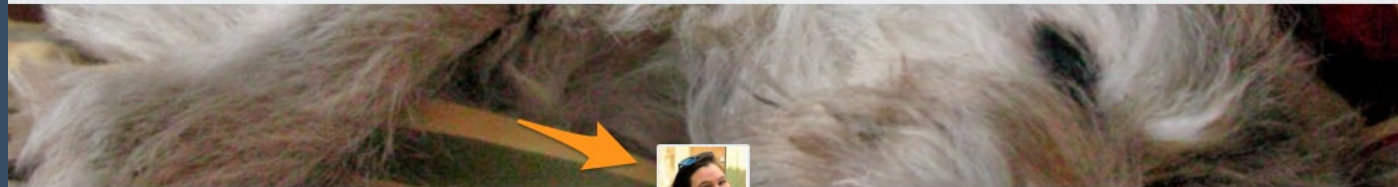
0
Donors

0
Emails Sent

Share your fundraiser!

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





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!



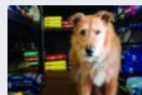
\$25

Provides one week of food for a loving 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



Matches & Challenges



Go Beyond Your Checklist with Matches!

- Use pledged donations to increase impact during The Big Give
- 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



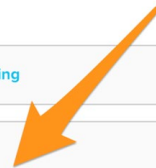
Manage Sponsor Matching



Manage Donations

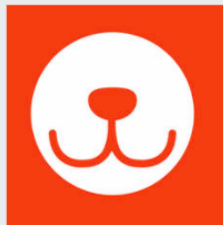


Embed a Donate Button



What are Matching Gifts?

- Matching Gifts are pledged donations from generous donors that gamify the giving day experience
- GiveGab's online matching tool helps donors multiply their impact, no matter the donation size!
 - **1:1 Match:** Each time an eligible gift is made, a corresponding offline gift is added to your totals



Happy Tails, Inc.: Happy Tails Matching Gift

Happy Tails, Inc. will match every gift that Double Dog Dare Rescue receives during Pawnee Gives!

\$2,500 MATCH

\$65 REMAINING

What are “Challenges”?

- Challenges allow funds to be added to the organization’s total once a goal is reached
- Goals can be a Donor Count or Dollar Amount

Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



115 more donors unlocks **\$5,000!**

Lizzy's Pet Supply: Let's boost Logan's Pups!

When Logan's Pups reaches its goal of \$100,000, Lizzy's Pet Supply will give an extra \$10,000!

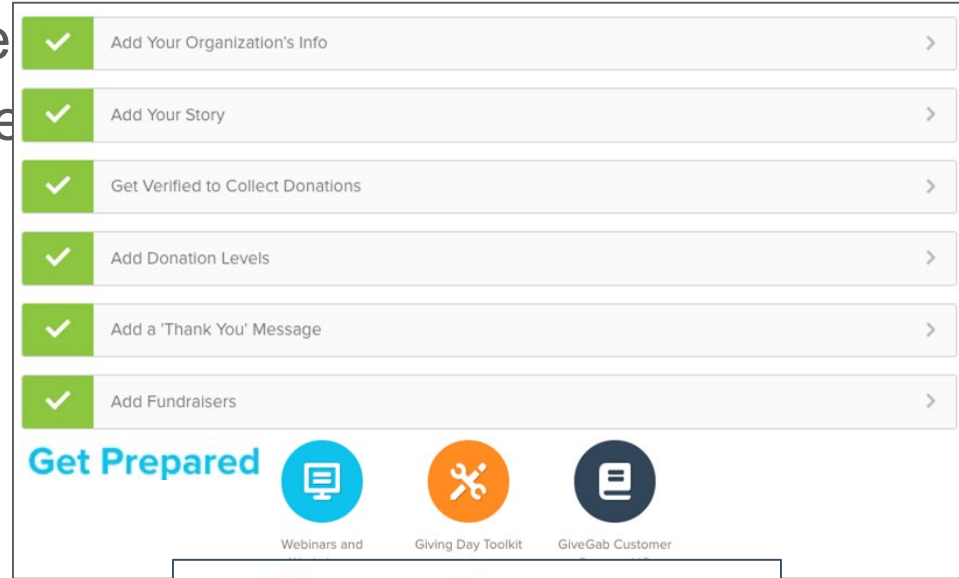


\$21,298.13 more unlocks **\$10,000!**

Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your The Big Give needs!

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



Your Next Steps

- **Finalize your page by April 11th**
- Follow The Big Give on Social Media!
 - Use #BigGive21
 - Community Foundation event page
- Watch your inbox for important emails
- Meet internally to discuss goals, P2P and Matching strategy
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit

Questions

- Can someone pay by check?

- YES! But be sure the check is dated June 9, 2021 and payable to “Community Foundation”
- You must deliver them to the Community Foundation before 5pm on June 9th
- Donations collected outside of the Big Give platform will be added by your organization on June 9th via “add offline donation” button on your organization’s page. (*More details later*)


- Will signage be provided to promote Big Give?

- Checkout the “nonprofit toolkit” on www.thebiggivescc.com under graphics & downloads

- Do donations on my website count towards The Big Give?

- You can use our “[Embed](#)” tool to add a button link to The Big Give.

- Can we be on site the day of the Big Give?

-  Yes! Your organization can put up a table in our outdoor courtyard area (weather permitting). Details will be sent at a later date.

GiveGab®

Questions?



June 9, 2021