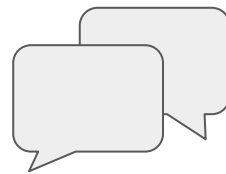# Submit Your Questions!

Chat Box

To: ✓ All panelists

All panelists and attendees

Typ

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.

GiveGab®

Your GiveGab Team

Merlin Komenda
Project Manager

Laryssa Hebert
Senior Project Manager

GiveGab®

Agenda

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

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The Big Give Overview

- **www.thebiggivescc.com** | June, 9th 12AM - 11:59PM

- Every nonprofit conducts their own unique campaign to market and share with their supporters

- IRS-recognized Nonprofits, Community Foundation funds, municipalities, churches, and schools/school groups serving the area are eligible to participate

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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 other internal goals

- Motivate donors to make a greater impact with prizes and match incentives

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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 The Big Give

- Creates the ultimate donor experience

- Provides a dedicated platform support team

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Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for The Big Give website

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stripe GUIDESTAR® IRS

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

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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*

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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

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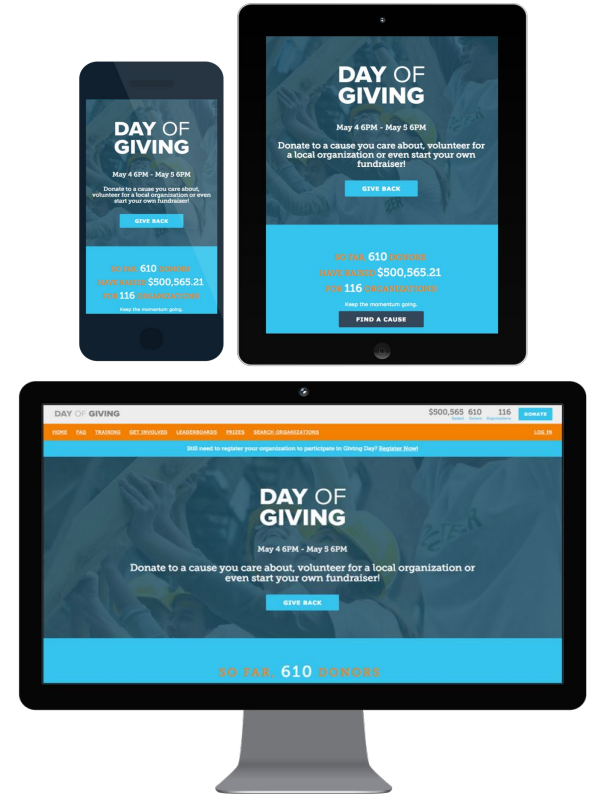
Highlighting the Joy of Giving

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

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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

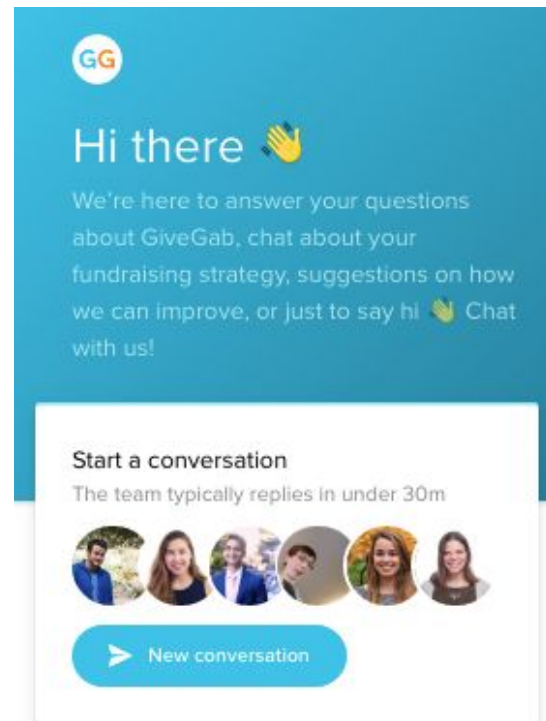- Can be used as a tax-deductible receipt
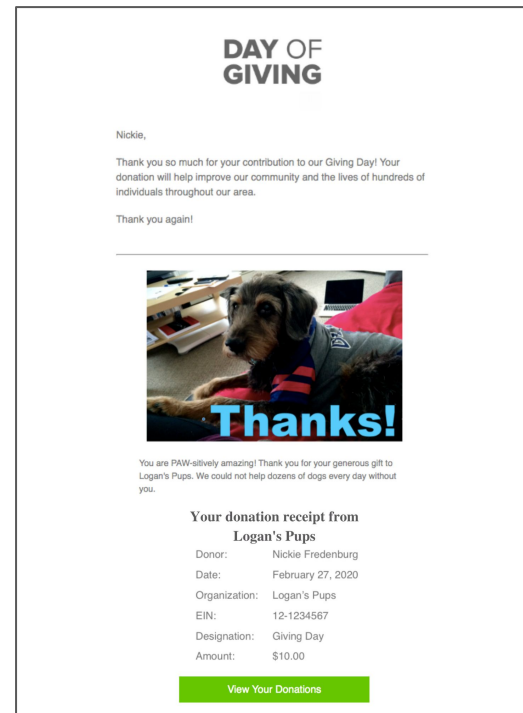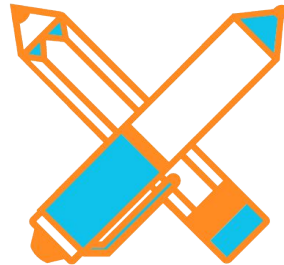

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Giving Day Support & Resources

- 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!**

GG

Hi there 👋

We're here to answer your questions about GiveGab, chat about your fundraising strategy, suggestions on how we can improve, or just to say hi 👋 Chat with us!

Start a conversation
The team typically replies in under 30m

New conversation

GiveGab®

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

GiveGab®

16

Find Your Organization

and participate in The Big Give

SEARCH

You can search by organization name or EIN (Employer Identification Number)

PARTICIPATE ⬅

Don't see your organization listed?

You can create an organization by clicking the button below.

➡ **ADD MY ORGANIZATION** ⬅

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Register Your Organization for

The Big Give

Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2

City

State

Select a State

ZIP/Postal Code

Not located in the United States?

Your First and Last Name

Your Email

Password

Logo

Select Image

Remove

Recommended dimensions
300x300
Max file size 5MB

Click 'Continue' to complete your registration for

The Big Give

Continue

Register Your Organization for

The Big Give

Powered by GiveGab

Registration Type

⦿ The Big Give Registration Fee $100.00

✏ **Do you have a registration code?**

1. **What size is your organization?** *
   Please select one choice

   | Please select the size of your organization ▾ |

2. **Who will be the primary contact for your organization during The Big Give?** *

3. **What is your primary contact's email?** *

4. **What is your organization's mailing address?** *

5. **What is your organization's phone number?** *

6. **What is your organization's website address?** *

7. **What is your organizations EIN number (tax id number)?** *

8. **Are you a new or returning organization to The Big Give?** *
   Please select one choice

   | New participant ▾ |

9. **If a returning organization: Have you connected with or re-engaged with your Big Give donors after the last event?**
   Please select one choice

   | Yes ▾ |

10. **Tell us about your organization's work in a few sentences** *

11. **Age of individuals your organization serves** *
    Please select all that apply

    ☐ 18 - under
    ☐ 19 - 24
    ☐ 25 - 64
    ☐ 65 and over

11. **Age of individuals your organization serves** *
Please select all that apply

☐ 18 - under
☐ 19 - 24
☐ 25 - 64
☐ 65 and over

12. **Race/ethnicity population of individuals that your organization serves** *

[text area]

13. **What is your general geographic focus area?** *

[text area]

14. **Do you have any specific goals for The Big Give?** *
Please select all that apply

☐ Monetary goal
☐ Number of new donors
☐ Other

15. **How do you plan to promote The Big Give?** *
Please select all that apply

☐ Facebook
☐ Twitter
☐ Email
☐ Direct mail
☐ Posters
☐ Events
☐ Website
☐ Other?

16. **There will be one mandatory Big Give training via zoom (two different options to attend) which training date will your organization plan to have someone attend?** *
Please select one choice

March 24th, 2021: 11AM - 12PM	▾

17. **What training topics are of most interest to you? (Please select 3)** *
Please select all that apply

☐ 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

18. **How will your organization use the funds raised during the Big Give, where are they needed most?** *

[text area]

19. **Would you like to have a table at the Foundation on the day of Giving? (Pending if it is safe to do so, alternative plans will be for tables to be outside in the courtyard)** *
Please select one choice

Yes	▾

20. **In 2020, did your fundraising:** *
Please select one choice

Meet your needs	▾

21. **Would you like to learn more about setting up a fund with the Community Foundation to support your organization?** *
Please select one choice

Yes	▾

22. **Any other feedback you would like to share?**

[text area]

23. **What is your organization's primary cause?** *
Please select one choice

Animals	▾

Credit Card Information

First Name

Last Name

Credit Card Info

| 💳 Card number | MM / YY CVC |

Register

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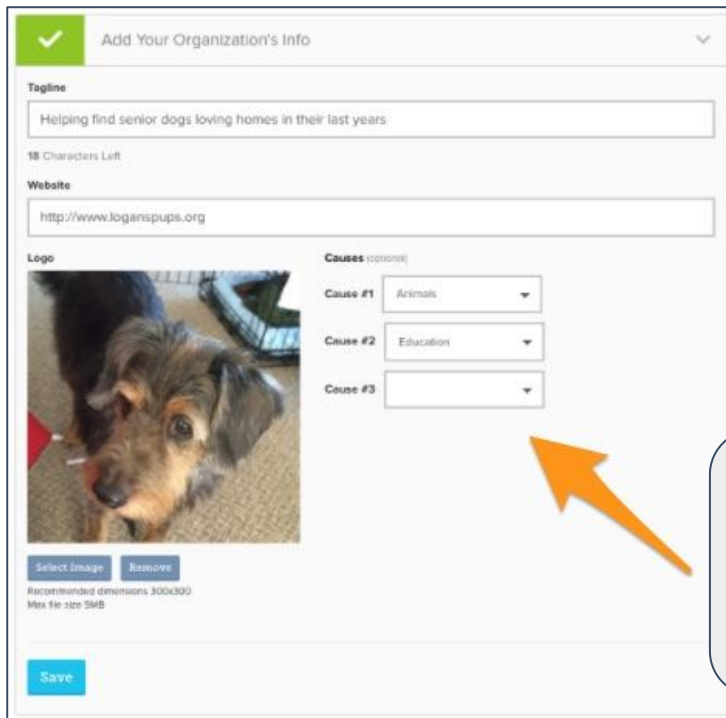
Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.

Add Your Organization's Info

- Logo

- Website

- Causes

Pro Tip:
Adding causes to your profile can help new donors find your organization!

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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 🪄   ☰▾   ☷ ☷   🖼 🔗 ☷▾   —   ⛶ </>

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.

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Add Donation Levels

- 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.

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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!

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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

🐦 f

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

Our Story   Matches   Fundraising Campaigns   Top Fundraisers   Recent Donors

Our Story

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

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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

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Setting Up Your Fundraisers

Your Fundraiser's Dashboard

Bridget Cafaro's fundraiser for
Logan's Pups

DONATE

20%

$100 Raised **$500** Goal **1** Donors

6 Reasons To Adopt A Senior Dog | The Dodo

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 the 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

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!
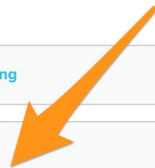
Time to launch

22

days

Donation Tools

Manage Sponsor Matching

Manage Donations

Embed a Donate Button

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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

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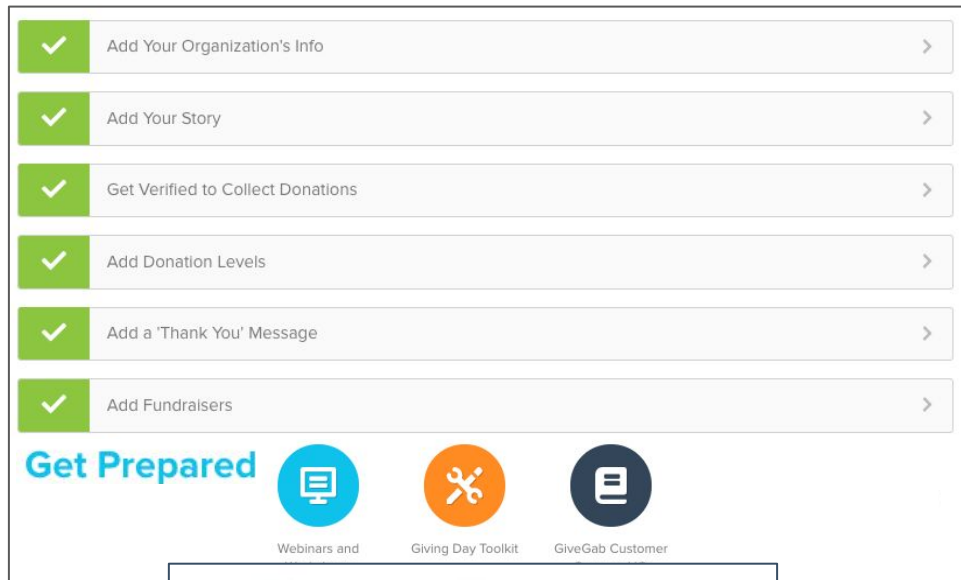
$21,298.13 more unlocks **$10,000**!

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Nonprofit Toolkit

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

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

Your Next Steps

- Register for The Big Give by March 31

- Follow The Big Give on Social Media!
  - Use #thebiggive

- Watch your inbox for important emails

- Meet internally to discuss goals, P2P and Matching strategy

- Sign up for upcoming trainings

- Explore the Nonprofit Toolkit

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Questions

- Will signage be provided to promote Big Give?

    - More information/resources will be provided to the [downloads](#) page

- 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.

- Is there a fee if a person wants to set up a Peer to Peer page?

    - Nope, no fee associated with P2P fundraising

- If limited, what is best to focus on for strategies?

    - We recommend assessing what resources you have and focusing on Peer-to-peer fundraising and Matches & Challenges

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