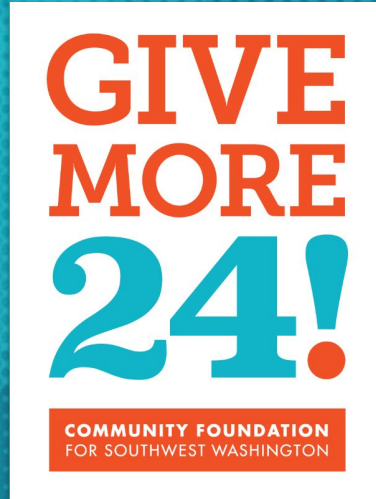


Getting Ready for



*September 23rd,
12am - 11:59pm*

Agenda

- The Basics
- Benefits to Participating
- 2020 Results
- What's New in 2021
- Intro to GiveGab - the tech platform!
 - The GiveGab Basics
 - Key Features and Resources
- Registering for GM24!
- Next Steps and Questions

The Basics

- givemore24.org | September 23 from 12am-11:59pm
- Every nonprofit conducts their own unique campaign
- Trainings, templates and tools to make the most of your day!
- 2021 Registration fees

Who Can Participate

- Every participating organization must have projects or programs that actively engage with and serve residents of [Clark](#), [Cowlitz](#) or [Skamania Counties](#)
- IRS recognized nonprofits eligible to receive tax deductible gifts
 - You can expect to receive emails from GiveGab if we need additional information to verify your organization!
- All participating nonprofits will be required to attest that they are in compliance with state mandated fundraising laws
- The only exception to this rule is when a public charity serves as a fiscal sponsor for an unqualified organization

Benefits of Participating

- Learn to utilize digital fundraising tools and modern software
- Re-engage with your existing supporters
- Increase visibility by connecting with a larger community
- Utilize GM24! to reach other internal goals, such as *increasing volunteer engagement, gaining new donors, or re-engaging repeat donors!*
- Motivate donors to make a greater impact with **P2P fundraising and matching gifts**

2020 Results

Ampl!fy

**GIVE
MORE 24!**

COMMUNITY FOUNDATION SOUTHWEST WASHINGTON

Thank you for supporting Give More 24!!

Outcomes & Results

\$2,901,280

Raised

6,620

Donors

225

Organizations


What's New for 2021



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



Tiered Admin Access

Supporter Engagement

- Email All
- Add Member
- Import Members
- Connect Mailchimp
- Export CSV

Add Search Filter 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			
Fredenborg	Nickie	nickie.fredenborg@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			

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](#)

Who is GiveGab?

GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.



Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
 - Mobile responsive
 - Easy-to-use donation form
 - Immediate “Thank You”
- Dedicated platform support team

Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for GM24! website
- Complete transparency with nonprofits and donors

Building Donor Trust

1.

Organization Information

Business Name

This should match the legal business name you have registered with the IRS.

EIN/Tax ID

Phone

Please enter the 9 digits without the dash.
Don't have your EIN? Search [here](#).

Mailing Address

Address cannot be a P.O. Box

City

State

Postal Code

3.

Bank Information

Routing Number

Checking Account Number

Please note: Donation payouts will show up as "STRIPE TRANSFER" on your bank account statement.

2.

Organization Representative

Who is my organization's representative? Find out [here](#).

Legal First Name

Legal Last Name

Legal first and last name as it appears on your organization representative's social security card.

Email

Phone

Mailing Address

Address cannot be a P.O. Box

City

State

Postal Code

Organization Rep's Date of Birth

Last 4 Digits of Organization Rep's SSN

Need to update your organization representative? Please fill out this form [here](#).

For security reasons our payment processor needs to confirm you are a human associated with this organization. No credit checks will be performed. [Read More](#)

4.

State Charitable Solicitation Compliance

- I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation will be required to collect donations on GiveGab starting January 1, 2018. [Learn more about state charitable solicitation compliance.](#)

Save

Transparent Pricing

Credit Card:

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

ACH:

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

****\$100 minimum**

Transparent Pricing (cont.)

Confirm Your Gift

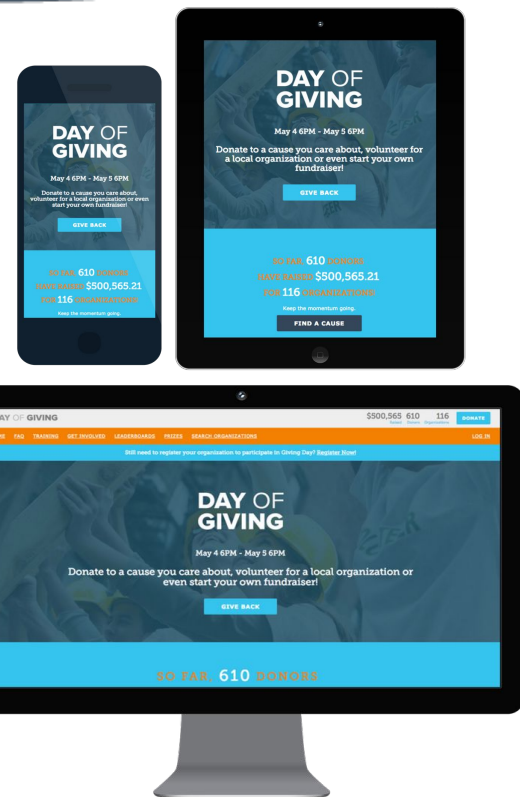
Step 3 of 3

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

- Donors can cover all fees on behalf of your organization, with more info right in the donation form
- Last year, **70%** of donors covered fees during GM24!

Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your GM24! profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
 - Almost **36%** of donors in 2019 gave using a mobile device or tablet



Simple Donation Processing



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

Give, Give, and Give Again!

Donate to more than one organization

Step 1 of 3

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](#)

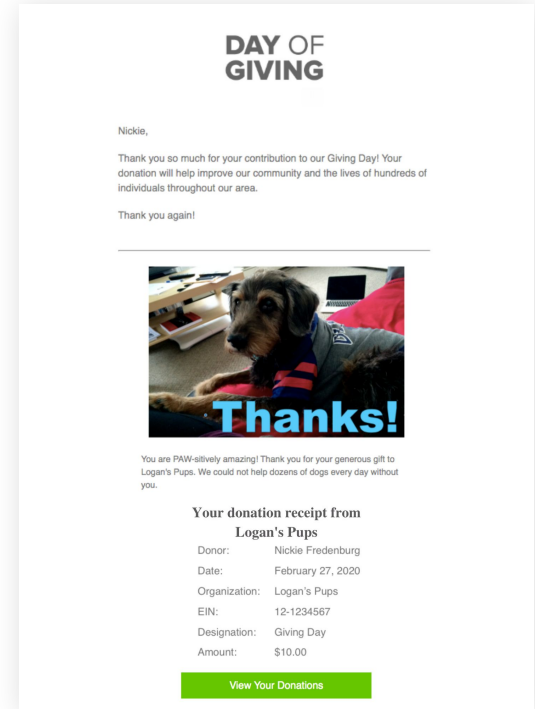
Choose an amount to give:

\$

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

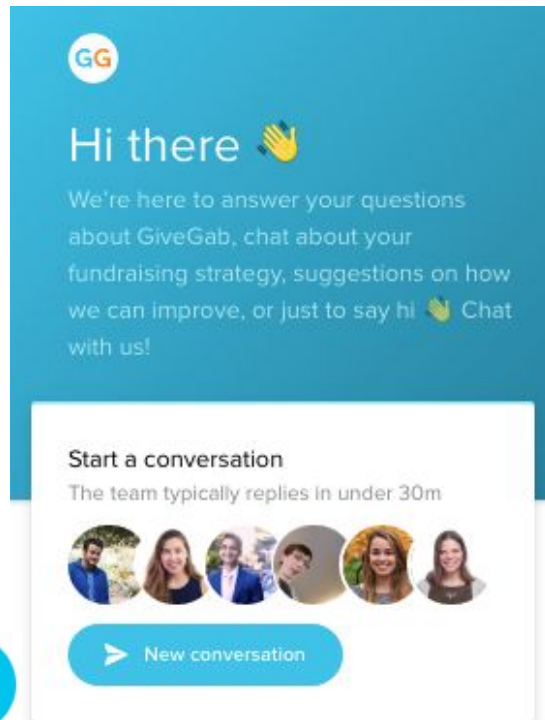
Instantaneous Donor Delight

- 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

- 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!**



GIVE
MORE 24!

Signing up for GM24!

GIVE MORE 24!

Search... MENU

GIVE MORE 24!

COMMUNITY FOUNDATION
FOR SOUTHWEST WASHINGTON

REGISTER

Your generosity is Boundless on September 23rd!

Give More 24! begins in
117 : 16 : 13 : 50
days hours mins secs

Facebook, Twitter, Instagram, +

Find Your Organization

Find Your Organization

and participate in Give More 24!

Search for your organization

SEARCH

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

 Humane Society for Southwest Washington

PARTICIPATE



Don't see your organization listed?


You can create an organization by clicking the button below.

ADD MY ORGANIZATION





Create New Account (If applicable)



Register Your Organization for
Give More 24!
Powered by GiveGab

Organization Name

Street Address Line 1

Street Address Line 2


City

State

ZIP/Postal Code

Not located in the United States?

Logo



[Select Image](#)

[Remove](#)

Recommended dimensions
300x300
Max file size 5MB

Click 'Continue' to complete your registration for

Give More 24!

[Continue](#)

Registration Form

Register Your Organization for

Give More 24!

Powered by GiveGab

Welcome to Give More 24!

Before registering your nonprofit organization, please review our [Terms of Participation](#). Also, don't forget the deadline to finish your fundraising profile page is Wednesday, September 1, 2021. Other important dates are located in our [Key Dates](#) document.

We are excited to have you onboard!

Registration Type

<input type="radio"/> Small Organization (annual income less than \$100,000)	\$100.00
<input type="radio"/> Medium Organization (annual income between \$100,000 and \$1 Million)	\$200.00
<input type="radio"/> Large Organization (annual income greater than \$1 Million)	\$300.00

[Do you have a registration code?](#)

1. 1. What is the phone number of your organization's primary contact? Ex. (XXX)XXX-XXXX *

2. 2. Copy and paste your Facebook URL here: (Ex. facebook.com/username) (If you do not have Facebook, add N/A) *

3. 3. Copy and paste your Instagram URL here: (Ex. instagram.com/username)(If you do not have Instagram, add N/A) *

4. 4. Copy and paste your Twitter URL here: (Ex. twitter.com/username)(If you do not have Twitter, add N/A) *

5. 5. For Leaderboards - Select your primary cause (you will still be able to select causes in your Give More 24! 2021 profile): *

Please select one choice

▼
 Arts and Culture

6. 6. Did your organization participate in 2020? *

Please select one choice

▼
 Yes

7. 7. Where is your organization's physical office located? Single-Select • Required *

Please select one choice

▼
 Clackamas County

Register

Your Preparation Checklist









Give More 24! September 23, 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 Give More 24!.

-  **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.

Donation Status: **Pending**



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

[You can see your currently entered information here.](#)

118 Days to Launch

Participation Approval Status

Pending

Thank you for registering your organization for Give More 24! Your registration status is currently PENDING. Our team will review your organization's information and confirm your eligibility to participate. You will be notified via email shortly once your status changes to Approved or Needs Further Review. If you have any questions, please use the blue chat bubble at givemore24.org. Thank you for your patience!



[View Registration Info](#)



[Preview Your Profile](#)

Your Preparation Checklist



Give More 24! September 23, 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 Give More 24!

- ✓

Add Your Organization's Info ➤
- ✓

Add Your Story ➤
- ✓

Get Verified to Collect Donations ➤
- ✓

Add Donation Levels ➤
- ✓

Add a 'Thank You' Message ➤
- ✓

Add Fundraisers ➤

118 Days to Launch

Participation Approval Status

Approved

Your organization has been APPROVED to participate in Give More 24! The Community Foundation is thrilled to have your organization join our region's largest giving event on September 23, 2021. We know that amplifying your cause has never been more important than it is now. As marketing for Give More 24! heats up and website traffic to GiveMore24.org increases, finalizing your profile early is an important key to your success. If you're still wondering how to put your best foot forward, check out this step-by-step article (<https://support.givemore.com/en/articles/858907-a-guide-to-giving-day-profile-best-practices>) about building the perfect Give More 24! profile. Nonprofits that see the best results paint a clear picture by introducing challenges or characters that compel donors to act. Sign up to receive email updates from the Give More 24! team about event details, training webinars and helpful articles (esupport.com@dogpaw.com). If you have any questions, please use the blue chat bubble at givemore24.org. Thank you for your patience!

Donation Tools

[Manage Sponsor Matching](#)

[Manage Donations](#)

[Embed a Donate Button](#)

Other Actions

[Engagement Opportunities](#)

[Add External Fund](#)

[View Registration Info](#)

[View Your Profile](#)

Share Your Page

<https://www.givemore24.org/organizations/dogpaw-off-leash-perks>



[View Your Page](#)

The Basics

- Logo
- Tagline
- Website
- Causes
 - Select up to 3!

✓ Add Your Organization's Info

Tagline


Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.loganspups.org

Logo



Select Image Remove

Recommended dimensions 300x300
Max file size 5MB

Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Save

Telling 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

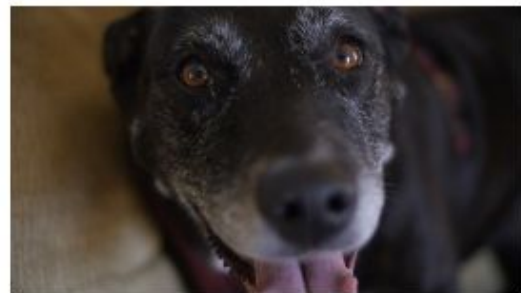
.00

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.



Highlighting Impact

✓
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

Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor's email when they make a gift
- Comes from the individual listed with your organization's contact information!

✓ 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: 800x800
Max file size: 5MB

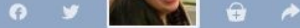
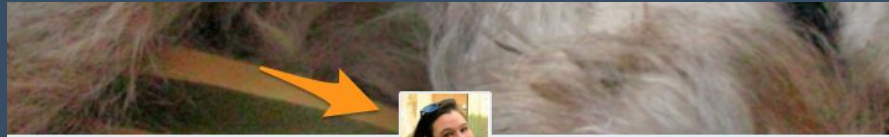
Save

Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization's reach
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization's totals!
- Organizations with fundraisers raised on average **2.7x more** than organizations without fundraisers during GM24! 2020.
- Admins can easily create and manage pages for them if needed!

The screenshot shows the 'Add Fundraisers' interface. At the top, there is a green checkmark icon and the text 'Add Fundraisers'. Below this, there are two buttons: 'Add Fundraisers' (blue) and 'Message All' (grey). To the right is a search box labeled 'Search Fundraisers'. Below the buttons is a 'Download CSV' link with a download icon. A table follows with columns for '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. There are also icons for email and delete for this row. 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



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



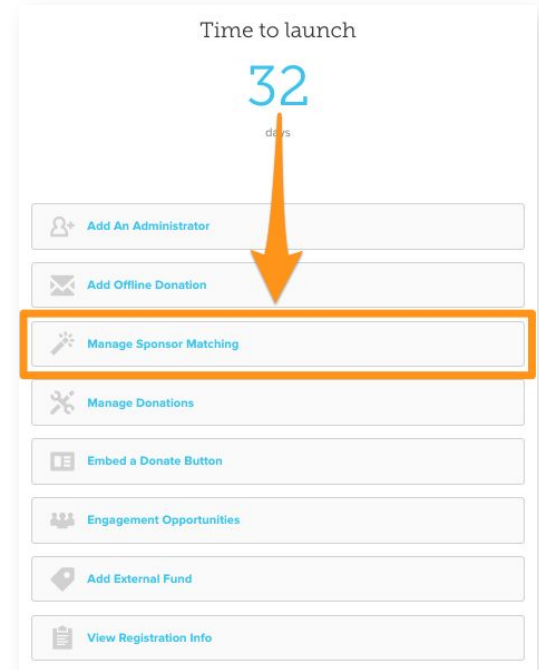
\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

Highlight Sponsor Matches!

- 1:1 Match: each online donation will be matched dollar for dollar
- Challenge: Funds will be added to your organization's total once a set goal is achieved.
- Organizations with matching funds raised on average **7.1x more** than organizations without a match or challenge during GM24! 2020!
- **You must complete the Match Form before adding the match/challenge to your profile**



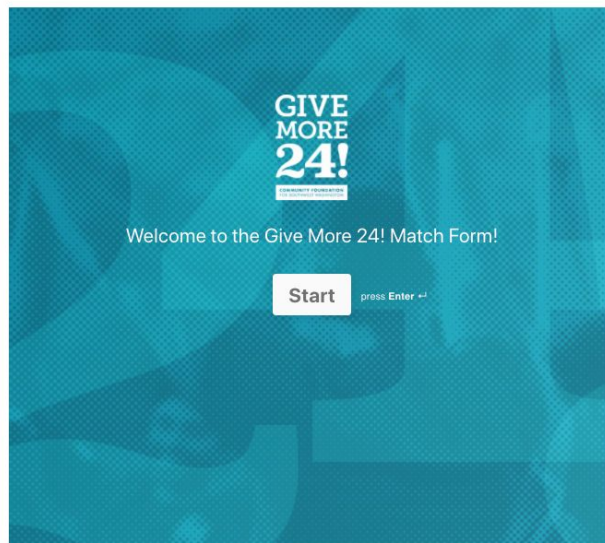
Match Form

Find in the Nonprofit Toolkit!

Match Form

This form must be submitted by September 8, 2021. All matching fund gifts must be at least \$500.

For step-by-step instructions, please watch [this video](#).



Viewing/Sharing Your Profile



Giving Day

September 5, 2018

Time to launch

61

days

Get Set Up

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

- ✓ 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](#)



Completed Profile

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](#)

Tips, Tools, and Resources

The Nonprofit Toolkit has everything you need to reach your GM24! goals!

- Customizable Templates
- Communication Timelines
- GM24! Graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!



Live Demo of Toolkit

Nonprofit Toolkit

Getting Started

Next Steps

Spread the Word

Nonprofits can sign up to receive emails [here](#).

1. Getting Started



Register today!

Find out how to register
here!



Training Sessions

[Sign Up](#)



Key Dates

[View](#)

Your Next Steps

Take a breath!

- If this is your first time participating in GM24!, **enjoy this process!**
- Your role as a nonprofit administrator can seem overwhelming
- You don't need to compete for incentives and prizes
- GM24! may not be the right fit for all of your donors - that's okay!

Your Next Steps

- Register for GM24! by June 30
- Follow GM24! on Social Media!
 - Use [#GiveMore24](#) in your posts
- Watch your inbox for important emails
- Sign up for upcoming trainings
- Explore the [Nonprofit Toolkit](#)

Questions?



*September 23rd,
12am - 11:59pm*