Getting Ready for

GIVE MORE 24!

COMMUNITY FOUNDATION FOR SOUTHWEST WASHINGTON

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

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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

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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

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2020 Results

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What's New for 2021

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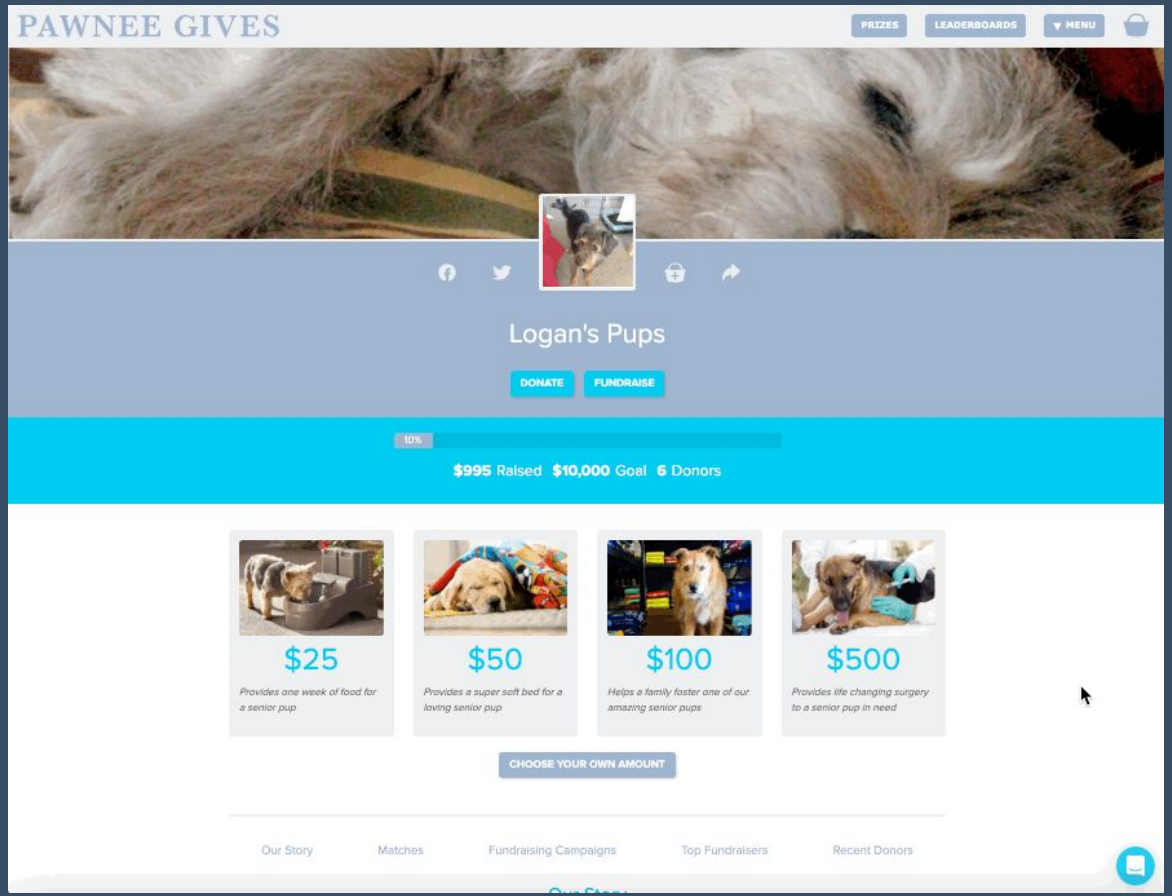
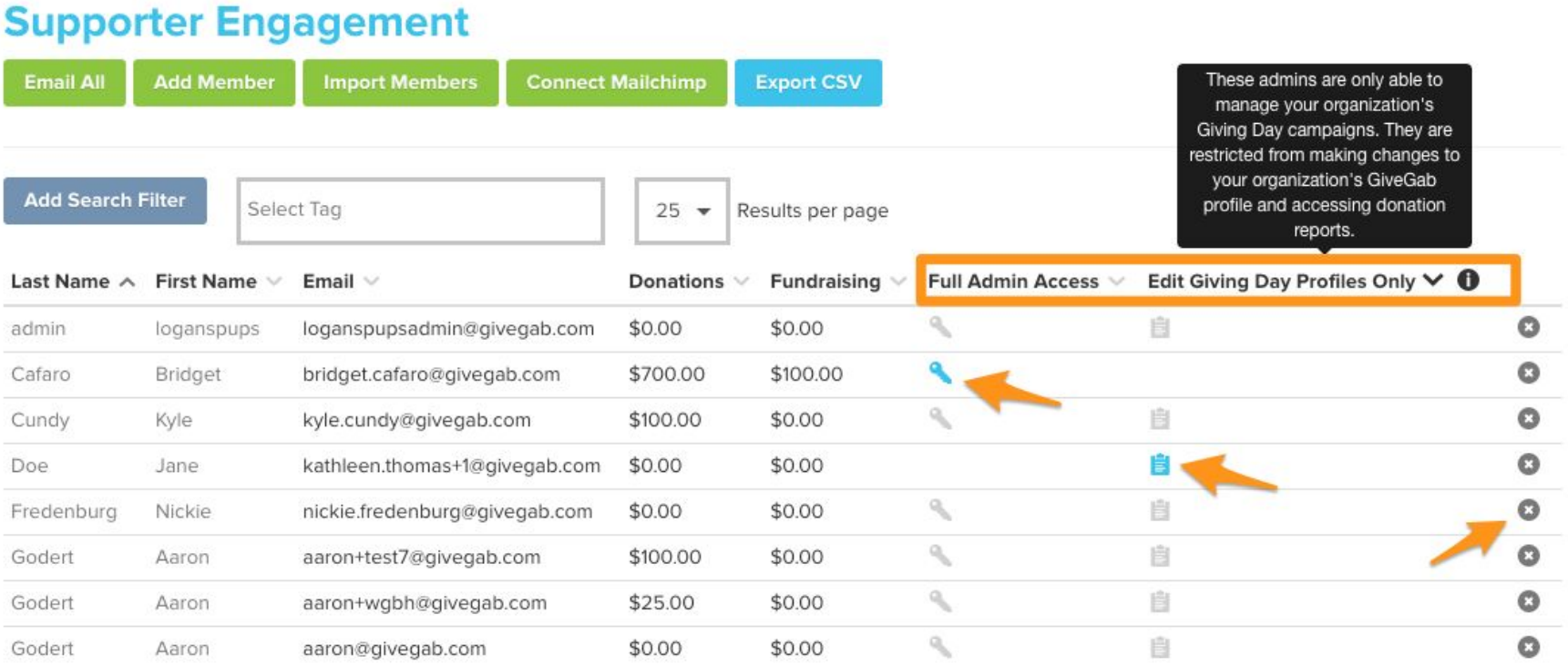
New Profile Design



Tiered Admin Access



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

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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!

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.

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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

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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

stripe GUIDESTAR IRS amazon web services

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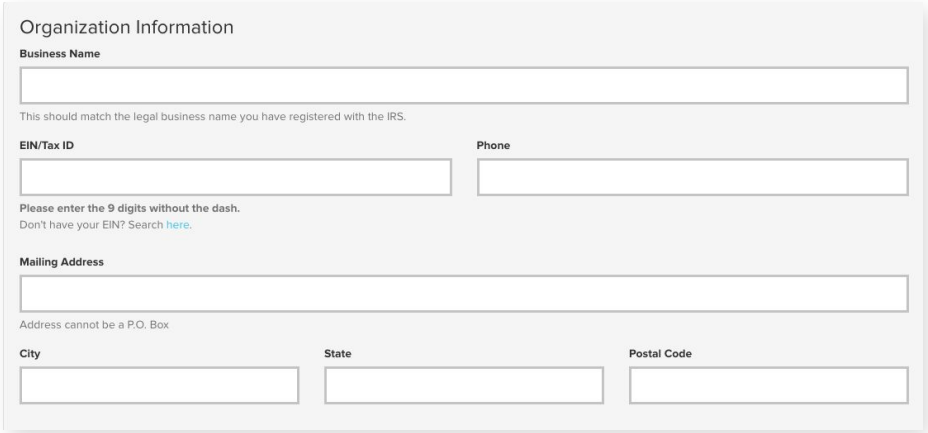
Building Donor Trust

1.



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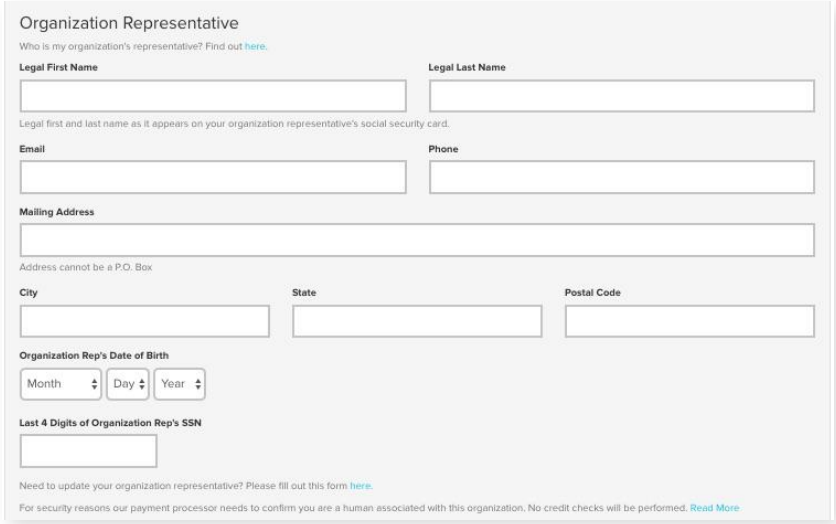

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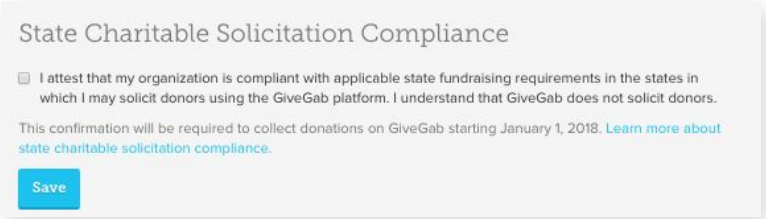

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Transparent Pricing

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*

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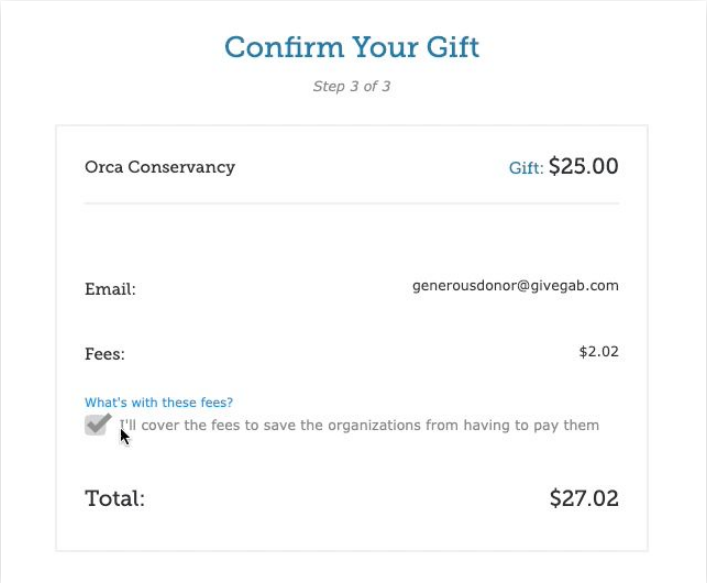
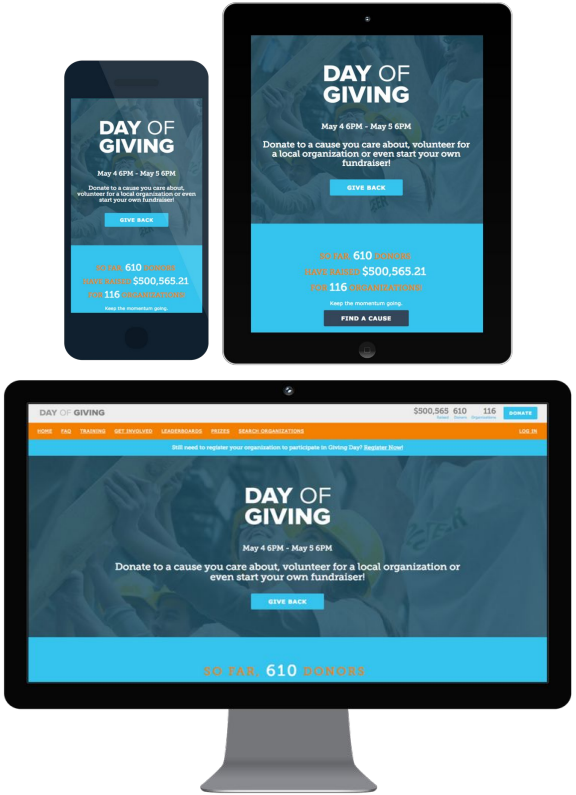
Transparent Pricing *(cont.)*



- 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



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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!

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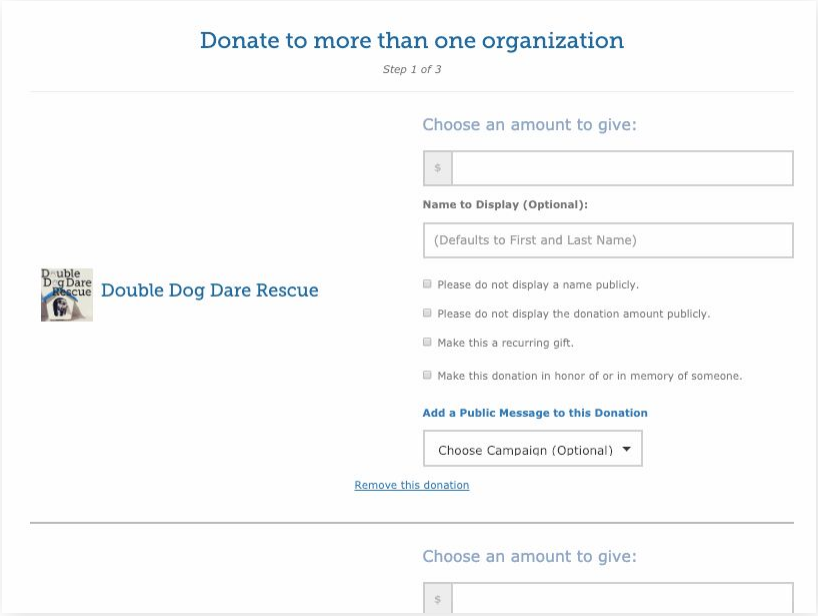
Give, Give, and Give Again!



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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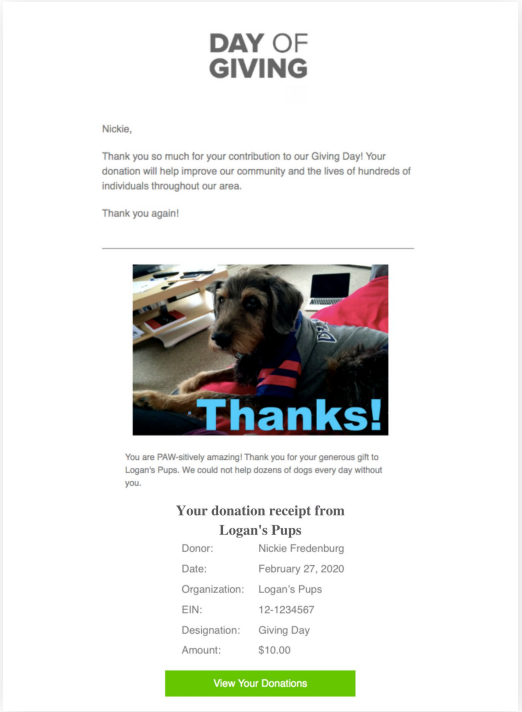
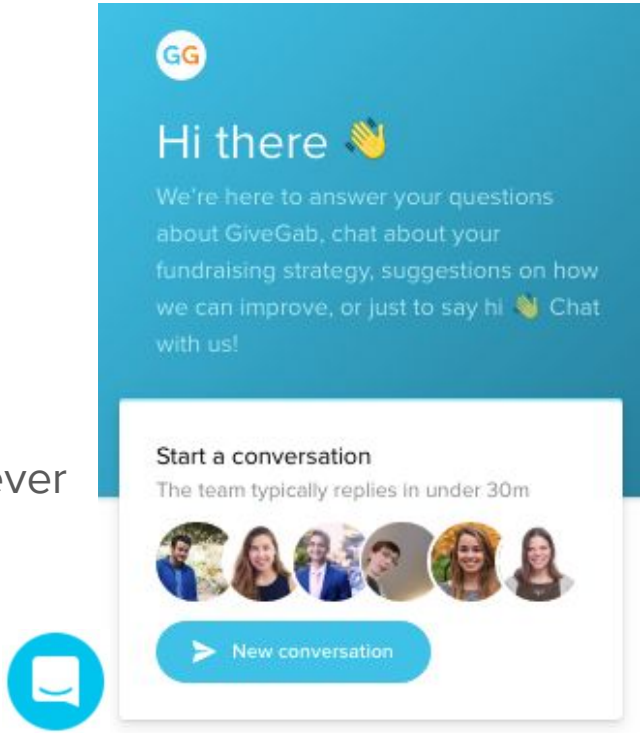
Instantaneous Donor Delight

- 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!**



Signing up for GM24!

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givemore24.org

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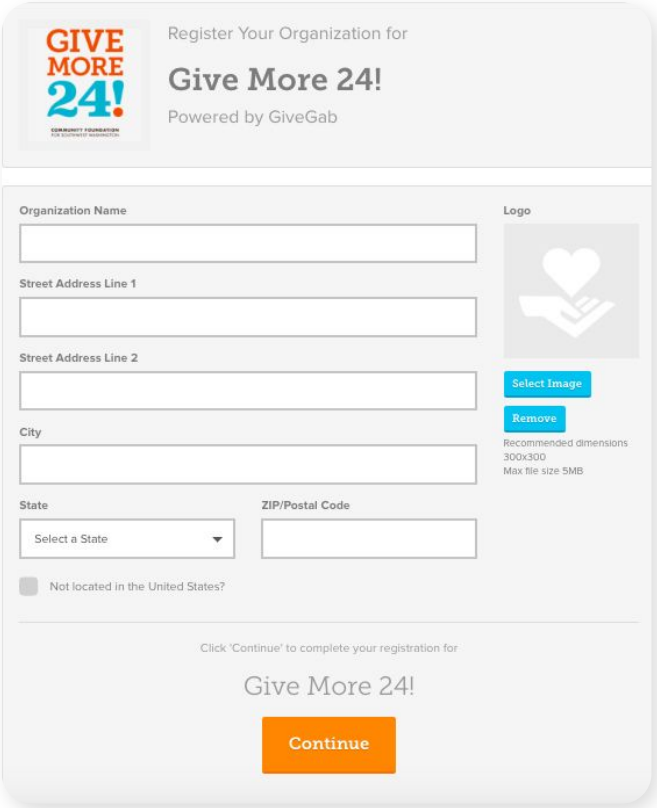
Find Your Organization

Create New Account (If applicable)



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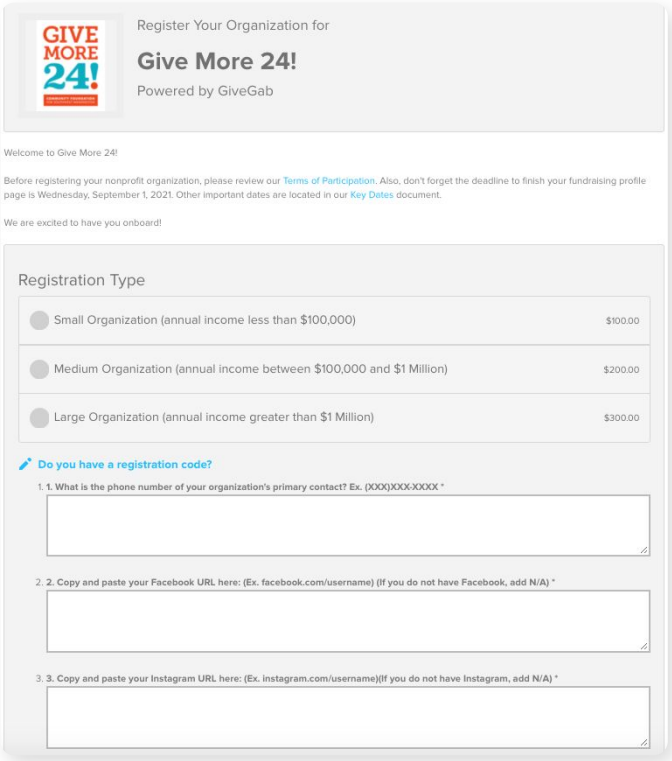
Registration Form



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

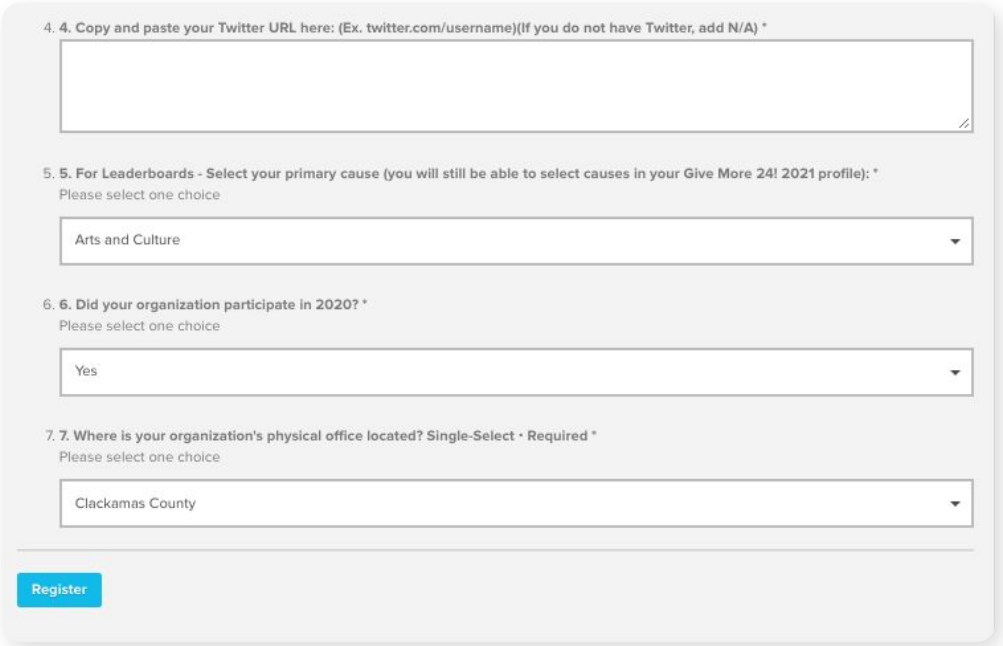
- Small Organization (annual income less than $100,000) — $100.00
- Medium Organization (annual income between $100,000 and $1 Million) — $200.00
- Large Organization (annual income greater than $1 Million) — $300.00

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

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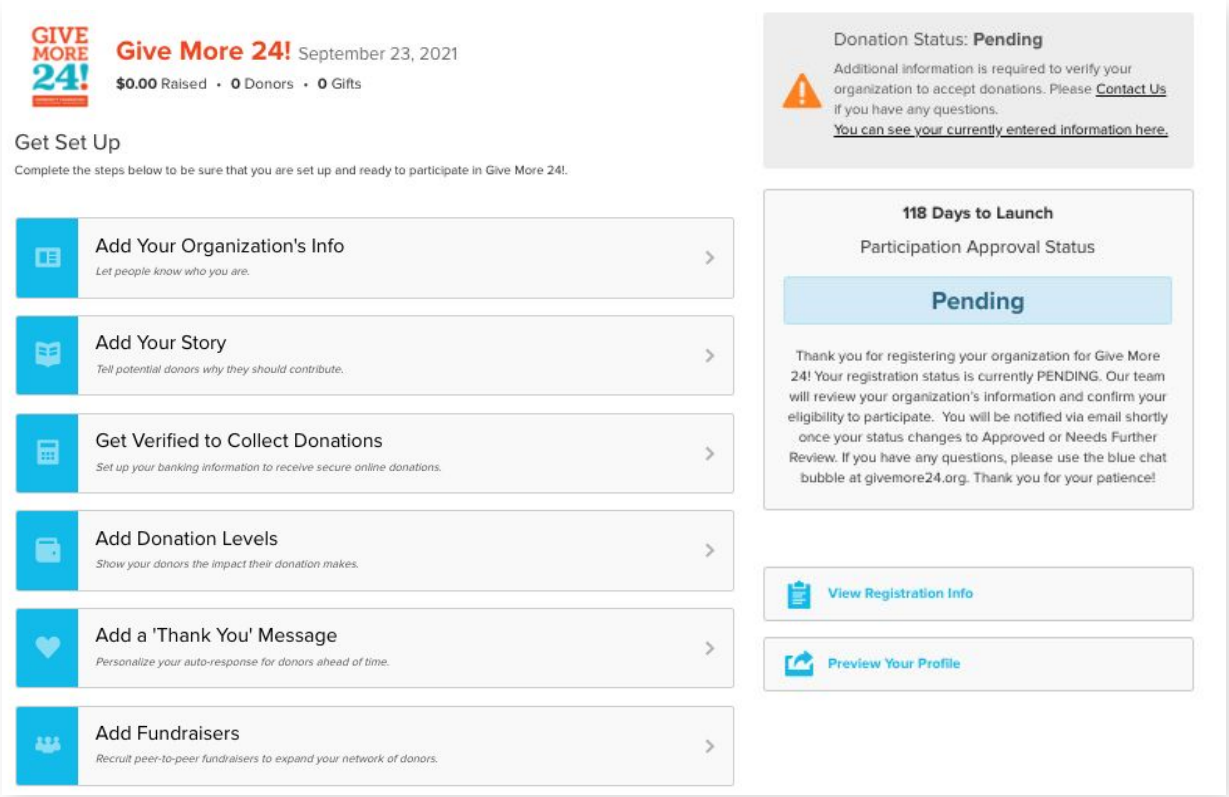
Your Preparation Checklist



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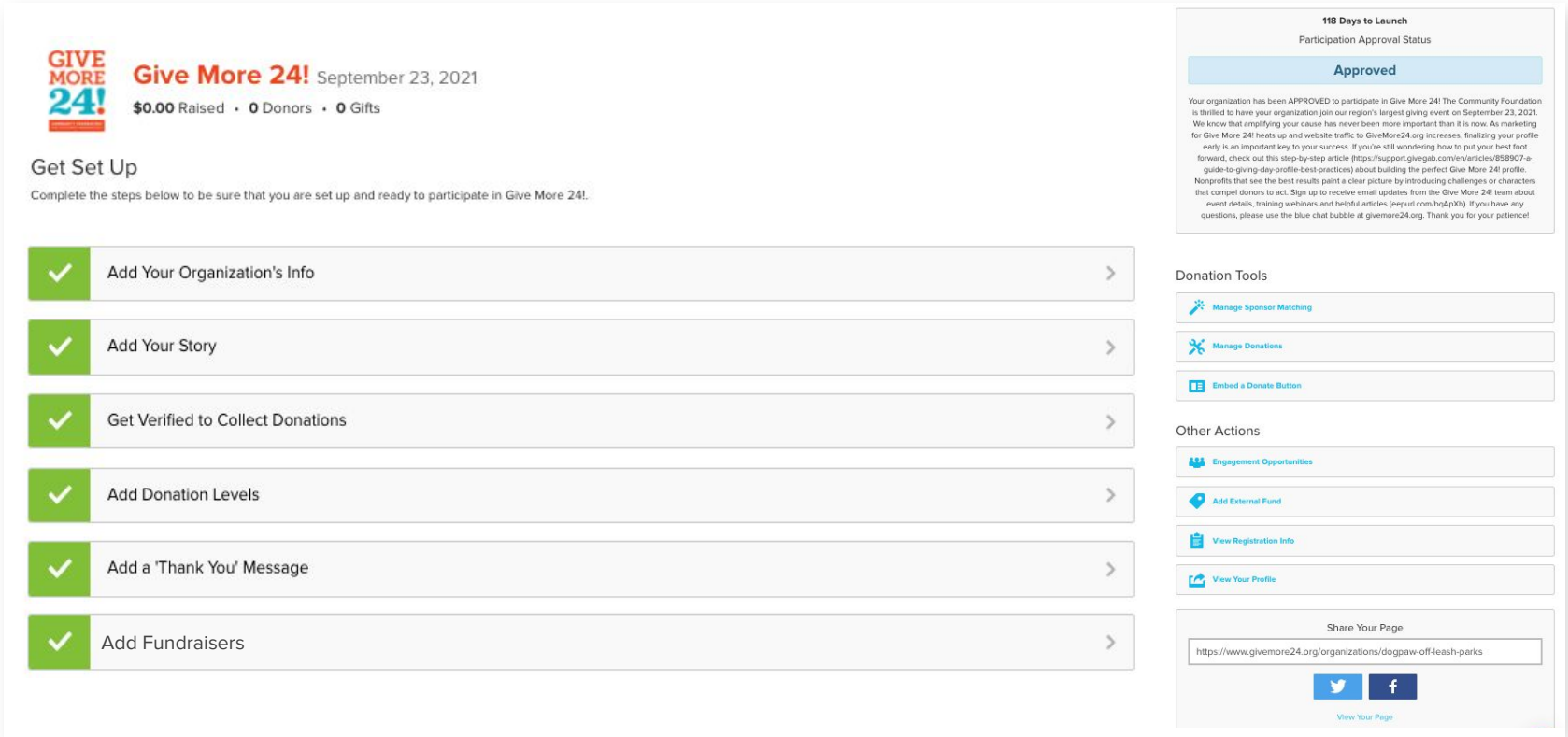
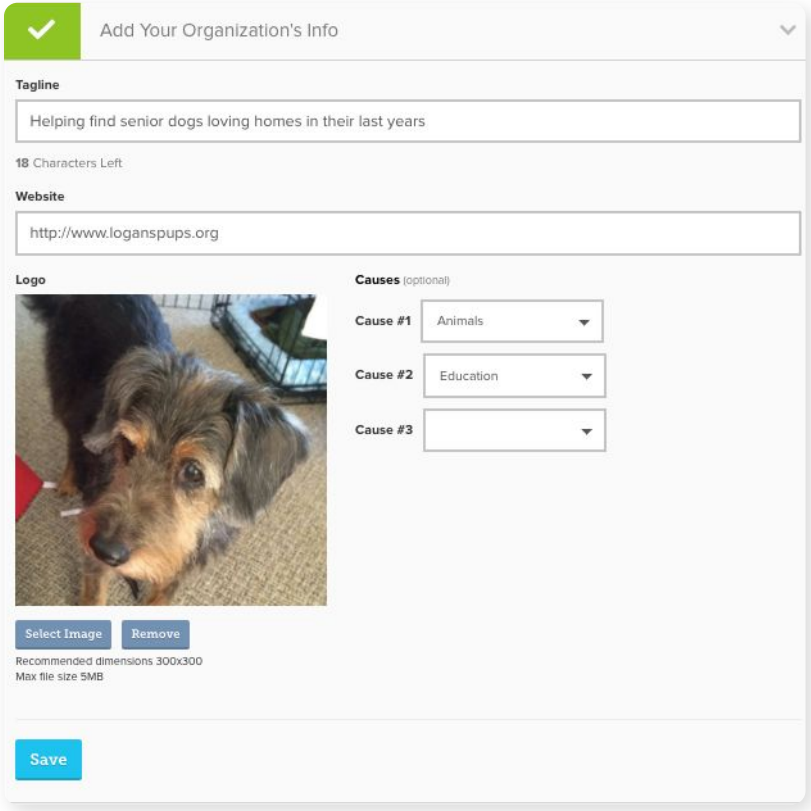
Your Preparation Checklist



The Basics

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



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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.

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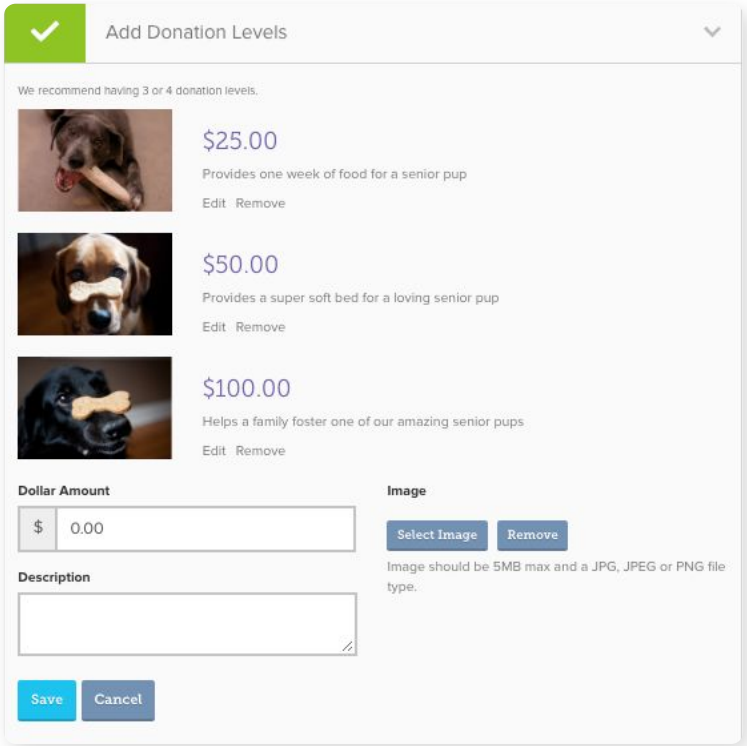
Highlighting Impact



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

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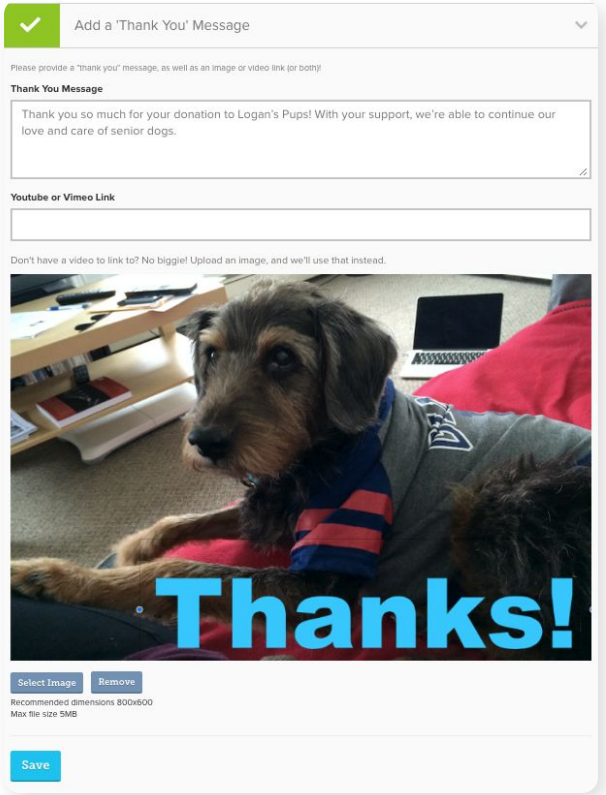
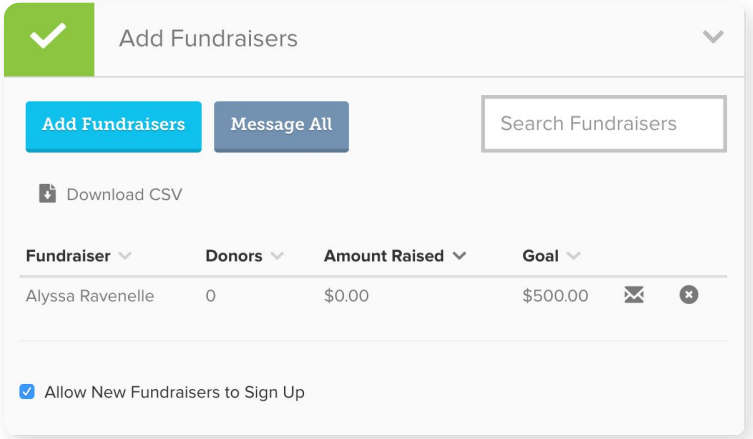
Personal Gratitude

- 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!



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!



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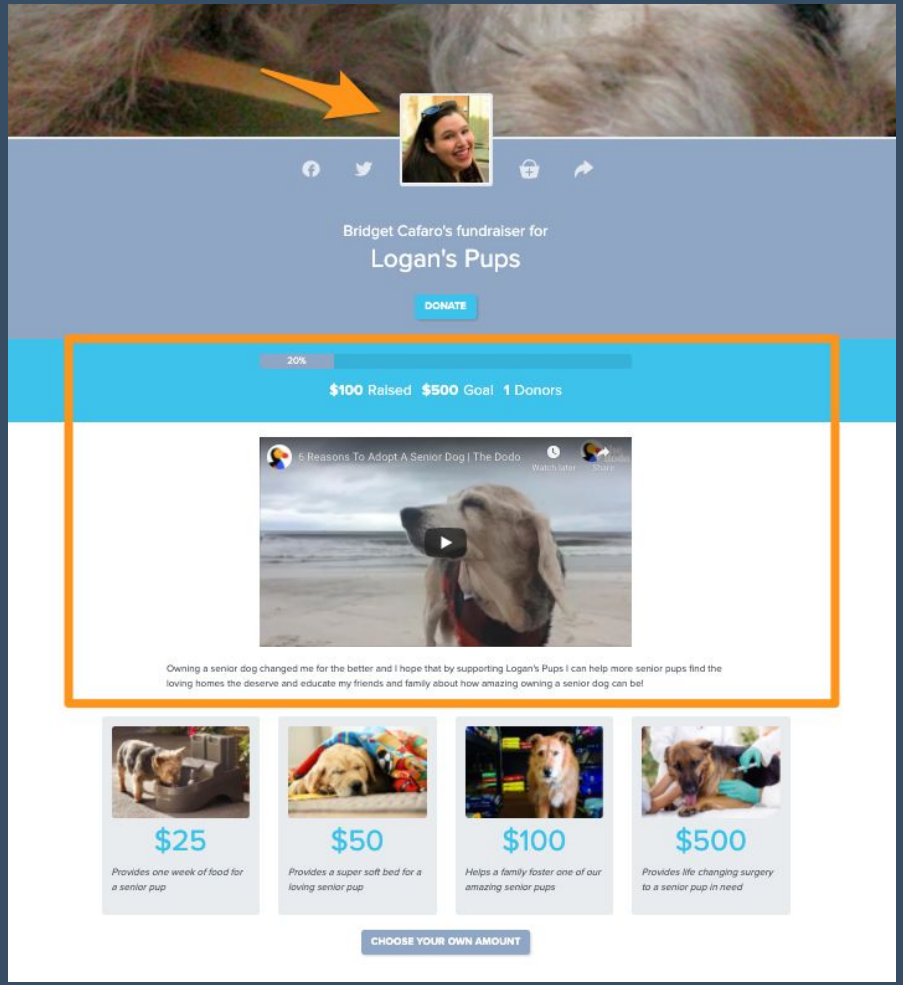
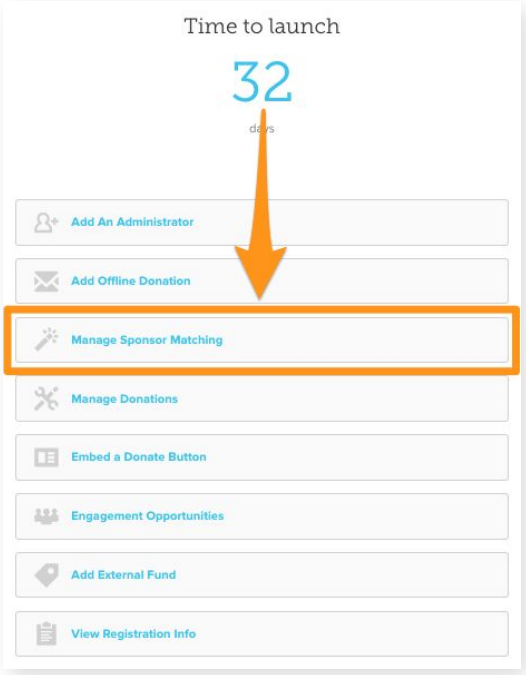

Bridget Cafaro's fundraiser for
Logan's Pups
DONATE
20%
$100 Raised $500 Goal 1 Donors
6 Reasons To Adopt A Senior Dog | The Dodo
Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes the deserve and educate my friends 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

Highlight Sponsor Matches!

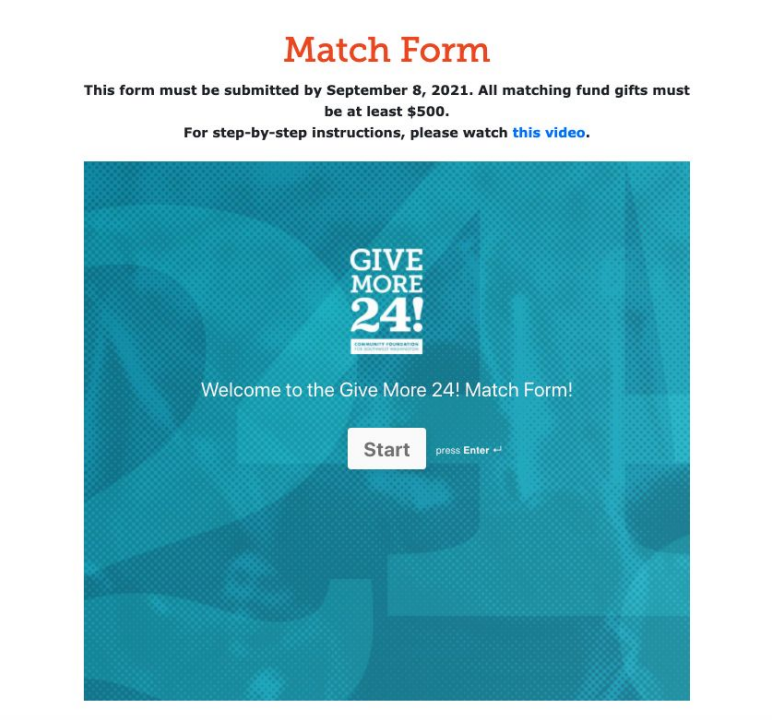
- 1:1 Match: each online donation will be matched dollar for dollar
- Challenge: Funds will be added to your organization's total once a set goal is achieved.
- Organizations with matching funds raised on average **7.1x more** than organizations without a match or challenge during GM24! 2020!
- **You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



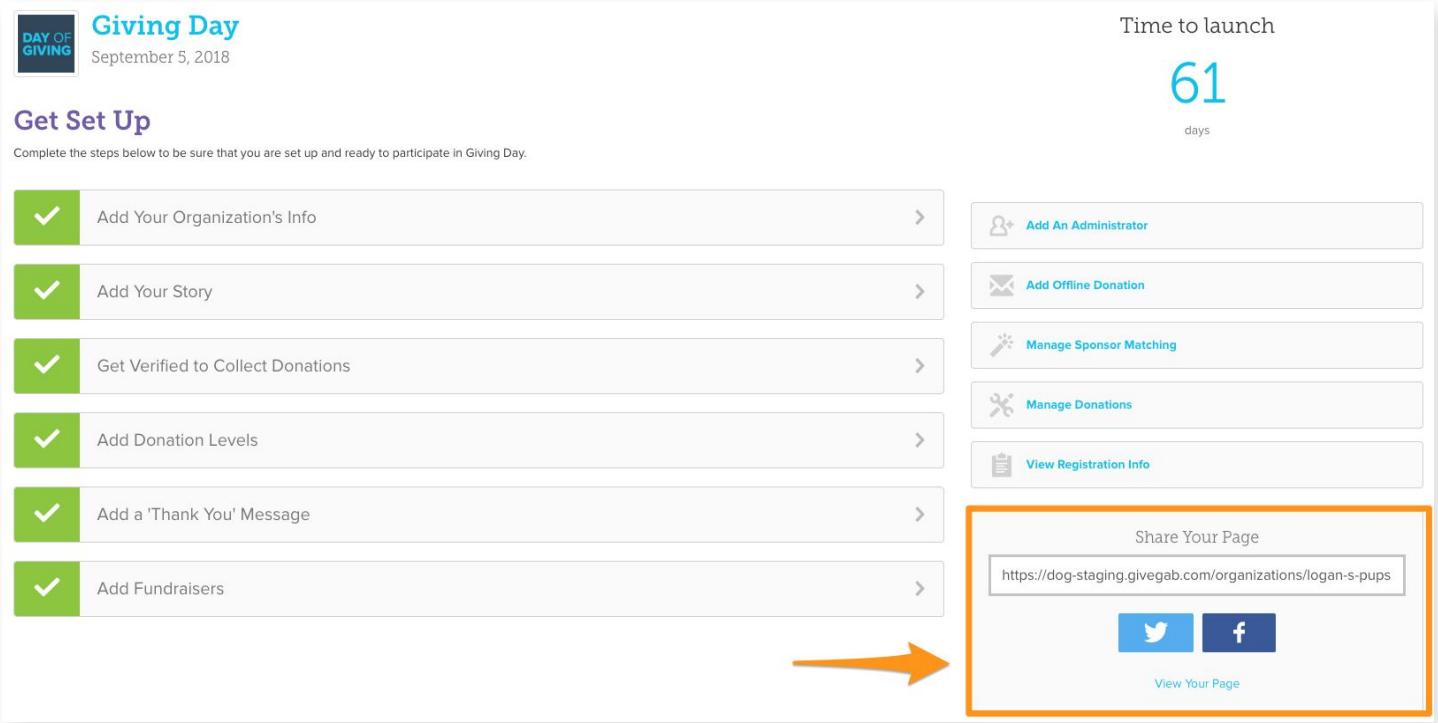
Don't forget to watch GiveGab's Matching Training video!

Match Form

Find in the Nonprofit Toolkit!

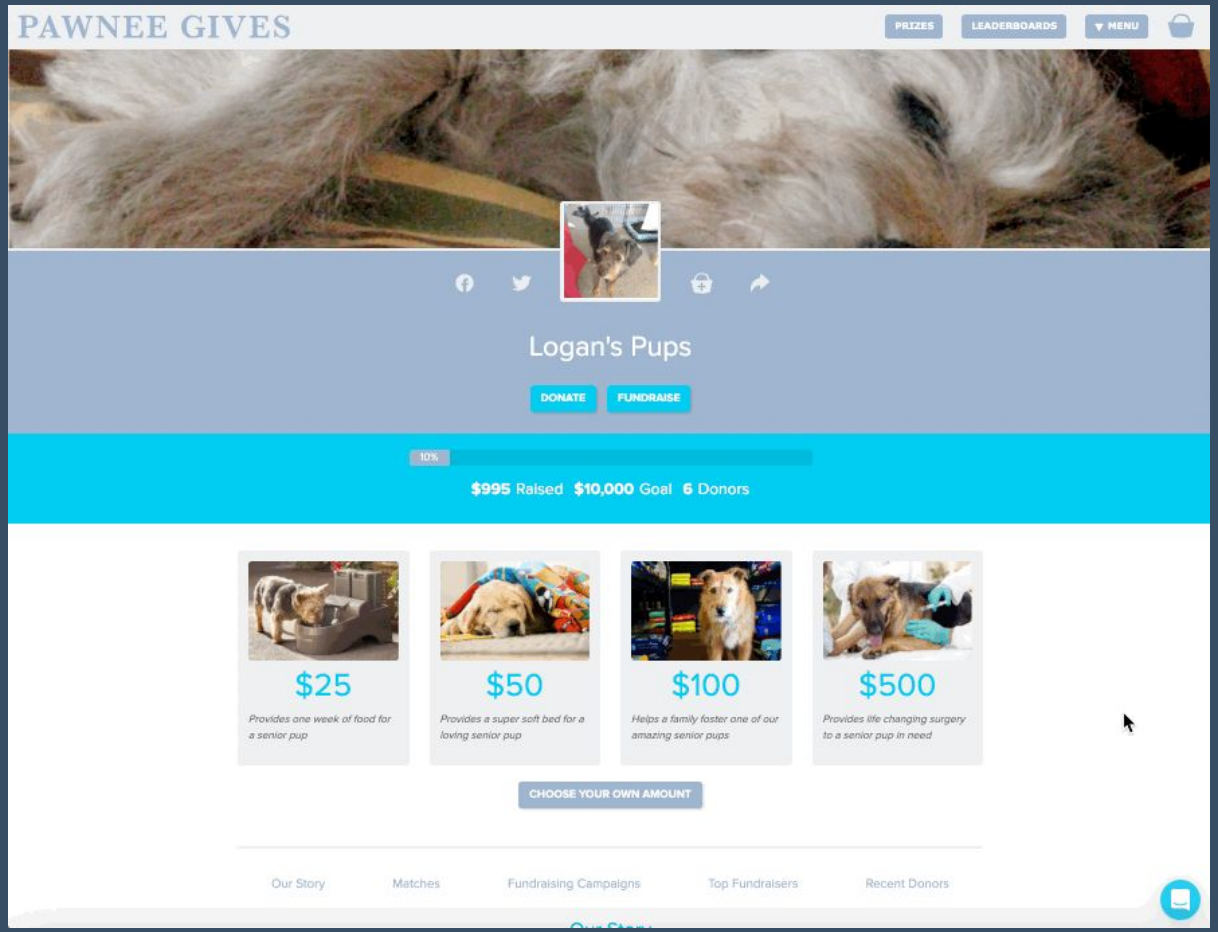


Viewing/Sharing Your Profile



GIVE MORE 24!

Completed Profile



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!

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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

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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?

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COMMUNITY FOUNDATION FOR SOUTHWEST WASHINGTON

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12am - 11:59pm