

**GIVE  
MORE  
24!**

COMMUNITY FOUNDATION  
FOR SOUTHWEST WASHINGTON

# Welcome

The webinar will begin at 11:00 a.m.  
Please introduce yourself in the chat by  
adding your name and organization  
or a favorite cause.

*Powered by*



COMMUNITY  
FOUNDATION  
SOUTHWEST  
WASHINGTON



**GIVE  
MORE  
24!**

COMMUNITY FOUNDATION  
FOR SOUTHWEST WASHINGTON

# 2022 Launch Party

*Presented by*



DAVIDSON  
& ASSOCIATES  
INSURANCE



# Before we get started...

- All attendees are muted
- Have a question? Ask us over chat!
- We've reserved time for questions at the end too.
- We'll email these slides and a link to the recording after the call!



**In 2021...**

**We broke  
our record!**

**\$3.3  
Million**





# Other highlights include...

- 207 nonprofits participated
- 6,609 donors engaged
- \$1.4 million in matching funds fulfilled
- 15% increase for the average total donation
- \$16,221 raised on average per nonprofit



**Check our 2021  
Recap for the full  
scoop. We'll share  
the link in the chat!**

# Our Sponsors

Presented By:



DAVIDSON  
& ASSOCIATES  
INSURANCE

Power Sponsor:



Columbia Bank

## Media Sponsors:



# THE DAILY NEWS



## Boost Sponsor:



## Print Sponsor:



**Thank you.** 



# 2022 Goals

**\$3.5**  
**Million**

**7,000**  
**Donors**





**What is  
Give More 24?**



**On September 22, participating  
nonprofits will rally friends,  
followers, and supporter to make  
a donation at**

**[givemore24.org](https://givemore24.org)**

— Give More 24! is a full day of online giving that engages and inspires do-gooders to give more to local causes in southwest Washington.



**24 hours**



**Prizes**



**Leaderboards**



**Peer-to-peer**



**Matching \$\$**



# How to Find Success

## AVERAGE AMOUNT RAISED

**\$16,221**

Nonprofits that participated  
in Give More 24!

**\$23,976**

Nonprofits that had at  
least one matching gift

**\$25,643**

Nonprofits that had active  
peer-to-peer fundraisers

**Ask your favorite  
sponsors and  
major donors for  
matching funds**

**Let your biggest  
champions work  
their magic as  
P2P fundraisers**

# Our Commitment



# **We will...**

- **Oversee a comprehensive marketing plan**
- **Provide the online platform**
- **Organize an intensive virtual workshop for participants**
- **Stay extremely active on social media**
- **Send timely updates to local media partners**
- **Encourage our donor base to give more**
- **Secure and manage giving day prizes**
- **Seek sponsors and business participation**
- **Nurture community partnerships**

# Your Commitment

# You will...

- **Create an online fundraising campaign plan**
- **Engage your donor or volunteer networks**
- **Complete your profile page on GiveMore24.org**
- **Attend optional workshops & webinars**
- **Promote your page and campaign on social media**
- **Seek out peer-to-peer fundraisers & matching gifts**
- **Personally thank your donors by using website data**
- **Follow all participation rules**



# Participation Rules

- **Qualifying organizations must be 501(c)(3) or have a fiscal agent, and serve Clark, Cowlitz or Skamania Counties**
- **Minimum donation is \$5 and the minimum match gift is \$500**
- **To publicize a match or event on the website, nonprofits must submit the information prior to the communicated deadlines**
- **GiveGab distributes funds via direct deposit within 7 business days from the first gift made and every 24-48 hours thereafter**
- **Additional payments will be made by check within 20 business days for participants that earn prizes or receive contributions from donor advised funds held at the Community Foundation**
- **Donors can cover credit card fees (2.2%+ \$0.30 per transaction)**

# Registration Fee



**\$100**

Annual income is  
less than \$100,000



**\$200**

Annual income  
between \$100,000  
and \$1 million



**\$300**

Annual income is  
greater than \$1 million

**For more information, visit:**

**[givemore24.org](https://givemore24.org)**



# Participation Perks



# Why participate?

- Give More 24! inspires 24 hours of online giving through friendly competition that **uplifts all organizations!**
- Online giving continues to grow with **younger and more diverse donors** engaging online

# Online giving is growing!

The appetite for giving is not waning, and savvy organizations now recognize the opportunity to shift from an episodic mindset to one of continuous engagement and stewardship."

—Ashley Thompson, Managing Director, Blackbaud Institute

## HIGHLIGHTS

9%

Online Giving  
Growth YOY

42%

Three-Year Increase  
in Online Giving

12%

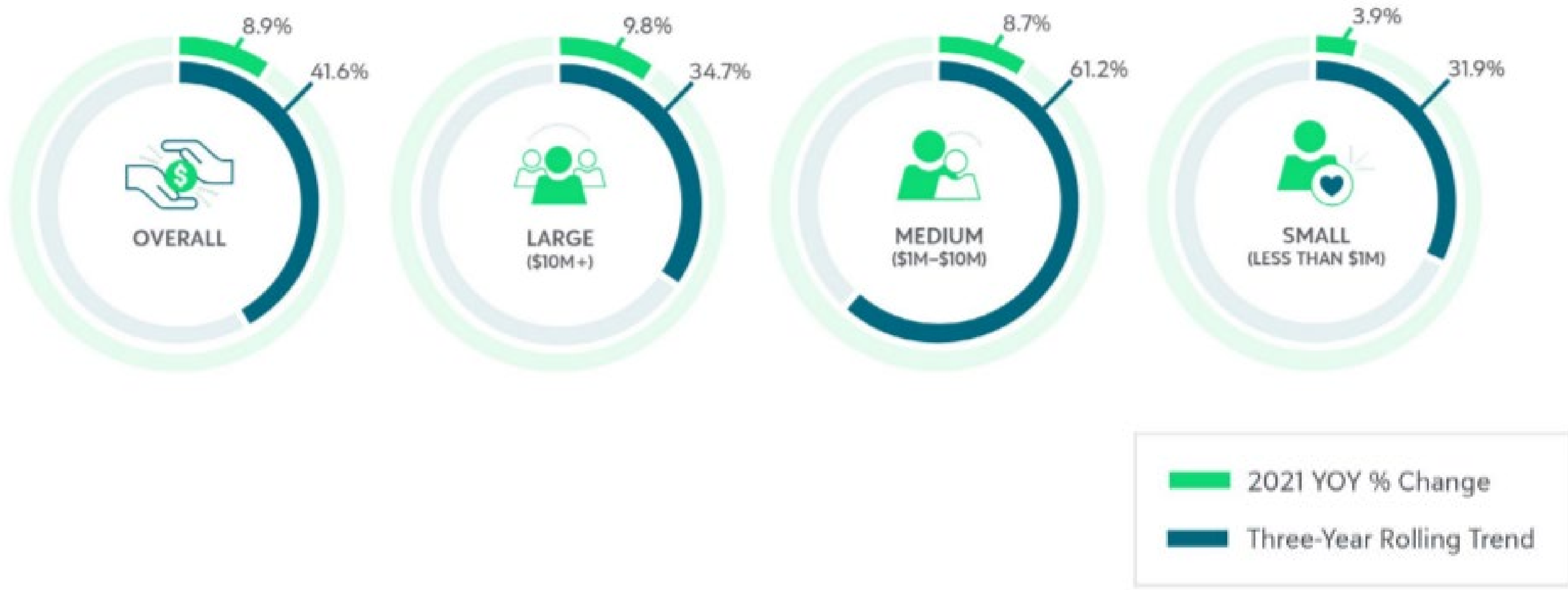
Percent of Total  
Fundraising From  
Online Sources

28%

Percentage of Online  
Contributions from  
a Mobile Device



# Online giving is growing!



Source: <https://institute.blackbaud.com/charitable-giving-report/>

# Why participate?

- Give More 24! inspires 24 hours of giving through friendly competition that **uplifts all organizations!**
- Online giving continues to grow with **younger and more diverse donors** engaging online
- An entire lineup of **free trainings and workshops**
- Sponsored **nonprofit prizes** boost excitement and your efforts
- GiveMore24.org provides a secure and **easy-to-use donation platform** where you can share your organization's story
- Specialized **online tools** for gathering matching gifts and enlisting peer-to-peer fundraisers

# Always Improving

## Recent Additions

- **Improved nonprofit profile page design**
- **Faster nonprofit search capability for donors**
- **Mobile wallet payment option streamlined mobile giving**
- **Updates to comprehensive training suite**
- **Improved leaderboards for causes and size categories**
- **Profile approval process added clarity to registration**
- **Business Fundraisers and Peer-to-Peer Fundraisers**
- **Nonprofit event submission form**





**New for**

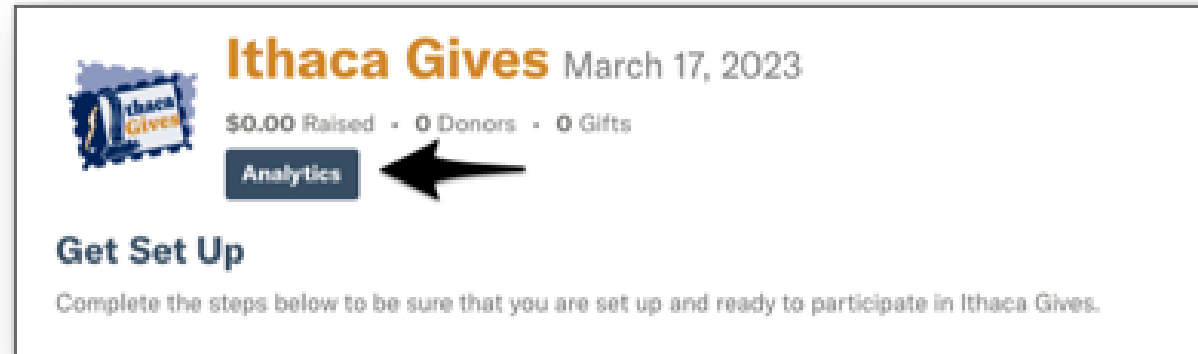
**2022**

**Website**

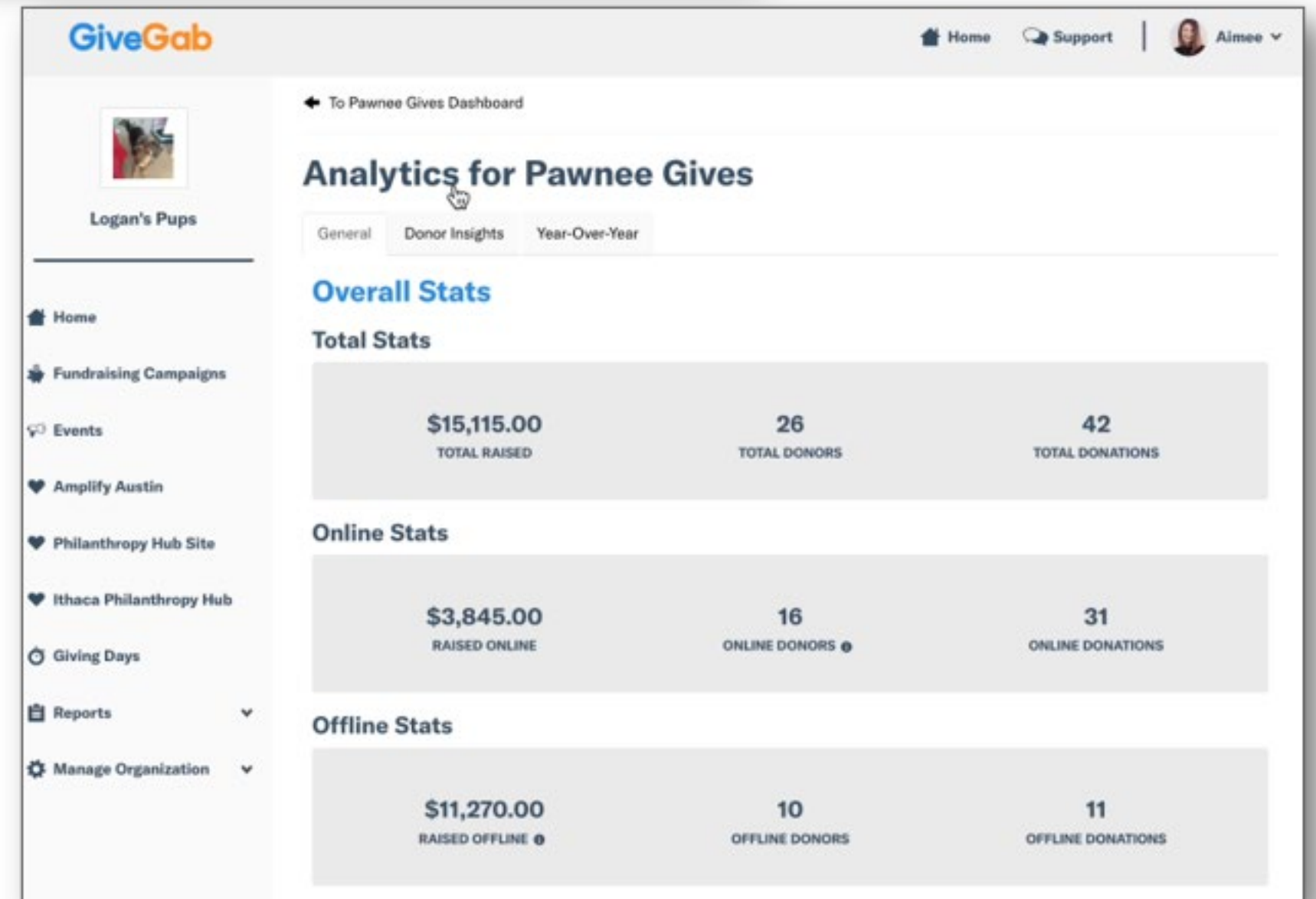
# Giving Day Analytics

Key stats are available for the following data points:

- Donor counts
- Donation counts
- 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		
\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS

#### Online Stats

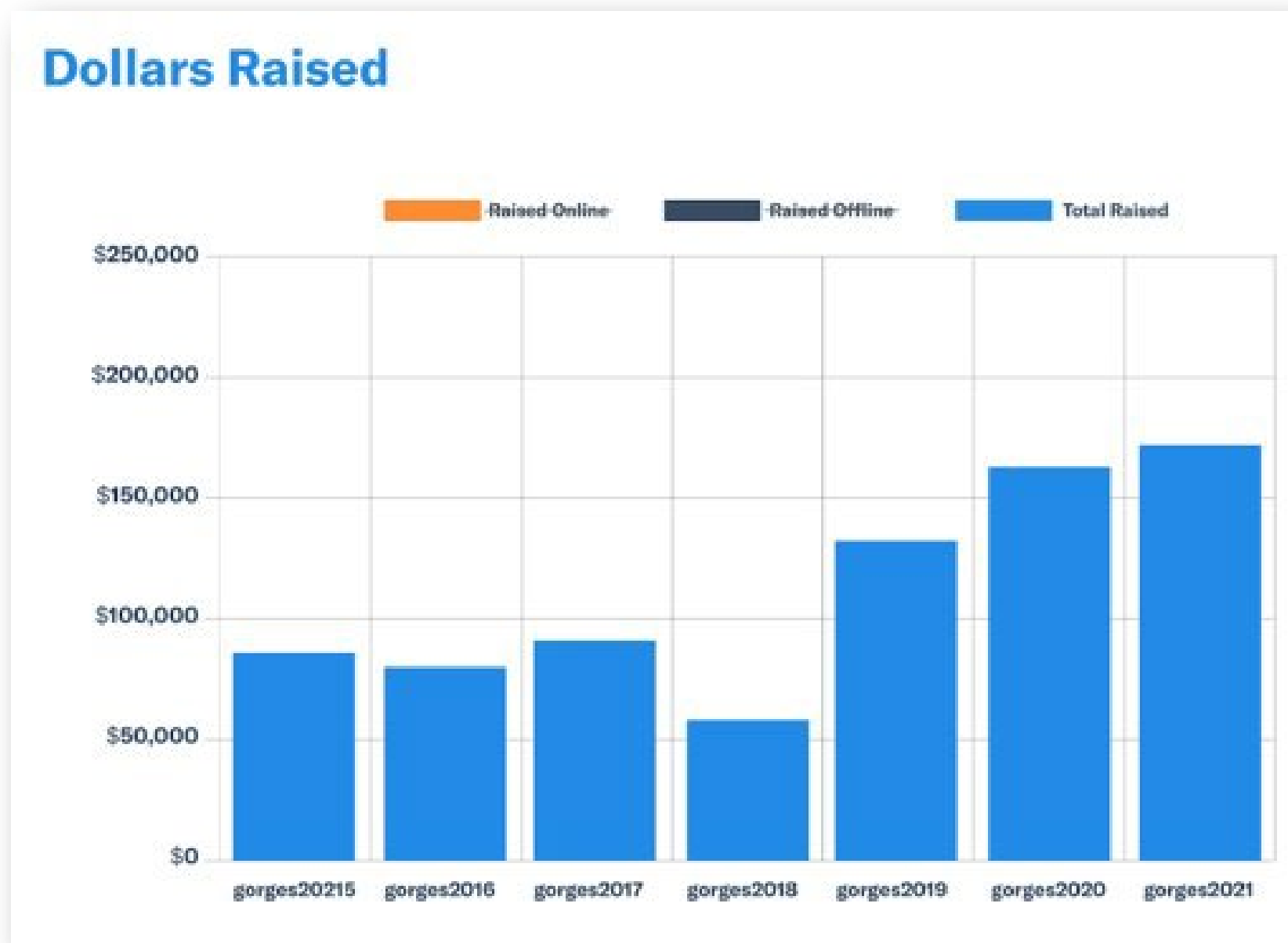
\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
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#### Offline Stats

\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
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# Year-Over-Year Metrics

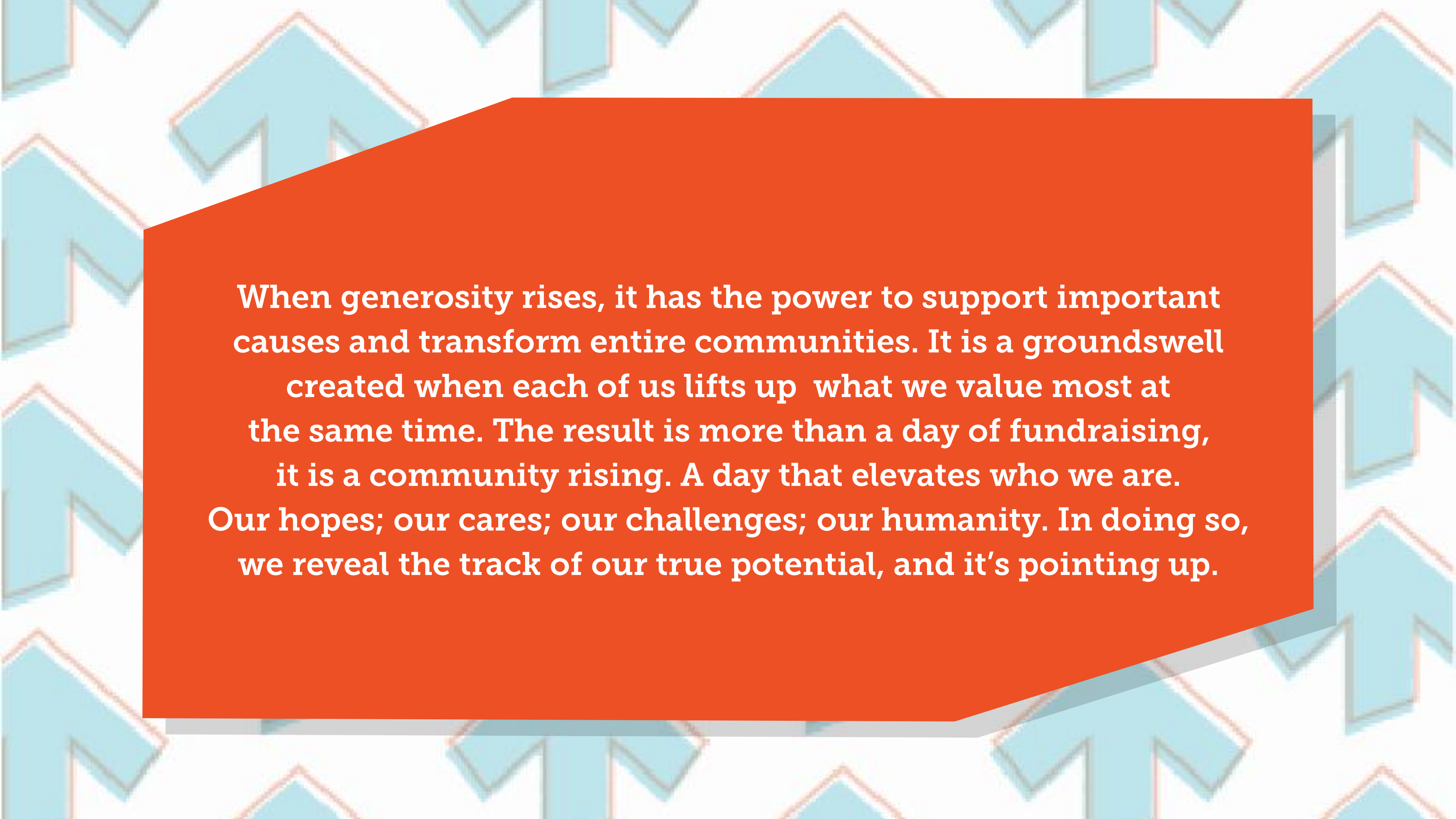


**Theme**



GENEROSITY  
**RISING**





**When generosity rises, it has the power to support important causes and transform entire communities. It is a groundswell created when each of us lifts up what we value most at the same time. The result is more than a day of fundraising, it is a community rising. A day that elevates who we are. Our hopes; our cares; our challenges; our humanity. In doing so, we reveal the track of our true potential, and it's pointing up.**



# First Looks





**Next Steps**

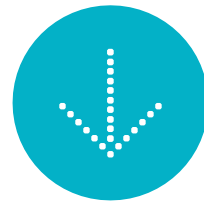


**Register and create your  
fundraising profile at  
[GiveMore24.org](https://www.givemore24.org)**

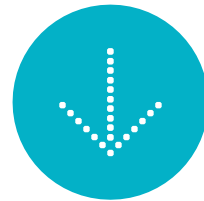


# Profile approval process:

**Register**



**Pending**



**Approved**

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](https://givemore24.org). Thank you for your patience!

The message you'll see in the upper right corner when you login to manage your organization's fundraising profile.

**1**

**Register and create your  
fundraising profile at  
GiveMore24.org**

**2**

**Keep up with key dates  
and attend webinars and  
the virtual workshop**

# Key dates:

## Thursday, June 9

"Getting Ready & What's New" webinar prepares you with the giving day basics

## Friday, July 1

Access our online giving day toolkit to build a successful campaign

## Thursday, June 30

Give More 24! nonprofit registration window closes for 2022

## Thursday, July 12

Attend our virtual workshop for tips on planning an online fundraising campaign



**A PDF version is available on the website. We'll share the link in the chat!**

# Key dates:

## Thursday, August 4

Attend “Leveraging Matches and Peer-to-Peer Fundraising” webinar

## Tuesday, August 16

Attend “10 Final Steps to Success” webinar to check your last to-dos

## Thursday, Sept. 1

Deadline to finalize fundraising profile and submit event information

## Monday, Sept. 12

Pre-event giving begins for those who want to give early



## Thursday, Sept. 22

Give More 24! kicks off at midnight and lifts local causes with 24 hours of generosity!





**1**

**Register and create your  
fundraising profile at  
[GiveMore24.org](https://www.givemore24.org)**

**2**

**Keep up with key dates  
and attend webinars and  
the virtual workshop**

**3**

**Rally your friends,  
followers and donors  
on September 22nd**



**Let's do this!**

# Connect:



[fb.com/cfsww](https://fb.com/cfsww)



[@givemore24](https://@givemore24)



[@givemore24](https://@givemore24)



## CONTACT

**General Information**

360.694.2550 | [givemore24@cfsww.org](mailto:givemore24@cfsww.org)

**Support**

Use the blue chat bubble at [givemore24.org](https://givemore24.org)