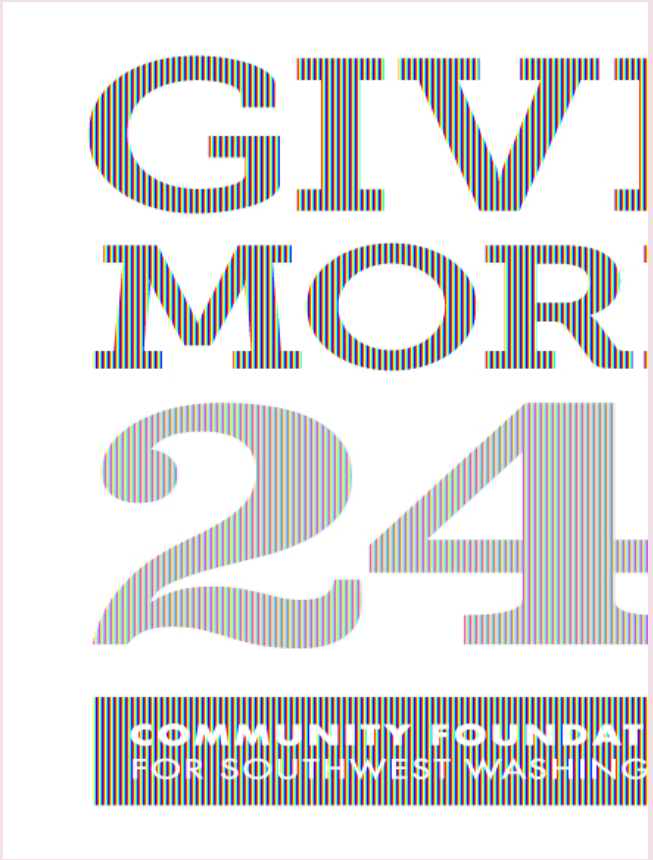
Getting Ready for Give More 24!

September 22, 2022



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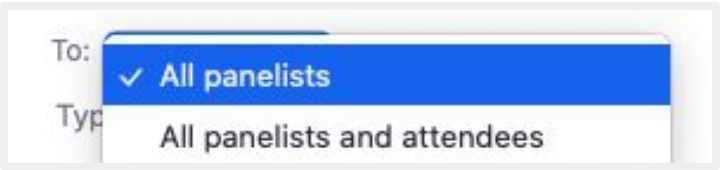
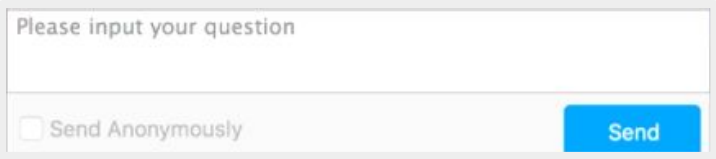
Submit Your Questions

Chat Box



Q&A



If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

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Agenda

- Give More 24! Overview
- Who is GiveGab?
- What's New
- Registering
- Creating Your Profile
- Next Steps & Questions

Give More 24! Overview

www.GiveMore24.org | September 22nd

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + CFSWW Efforts = Exponential visibility
- IRS-recognized nonprofits with projects or programs that actively engage with and serve residents of Clark, Cowlitz or Skamania Counties are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on September 12

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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 and gain new donors
- Combine your marketing efforts + CFSWW marketing = exponential visibility for all organizations
- 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?

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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!

- Host a secure, reliable and transparent platform for Give More 24!
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

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Simple Donation Processing

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

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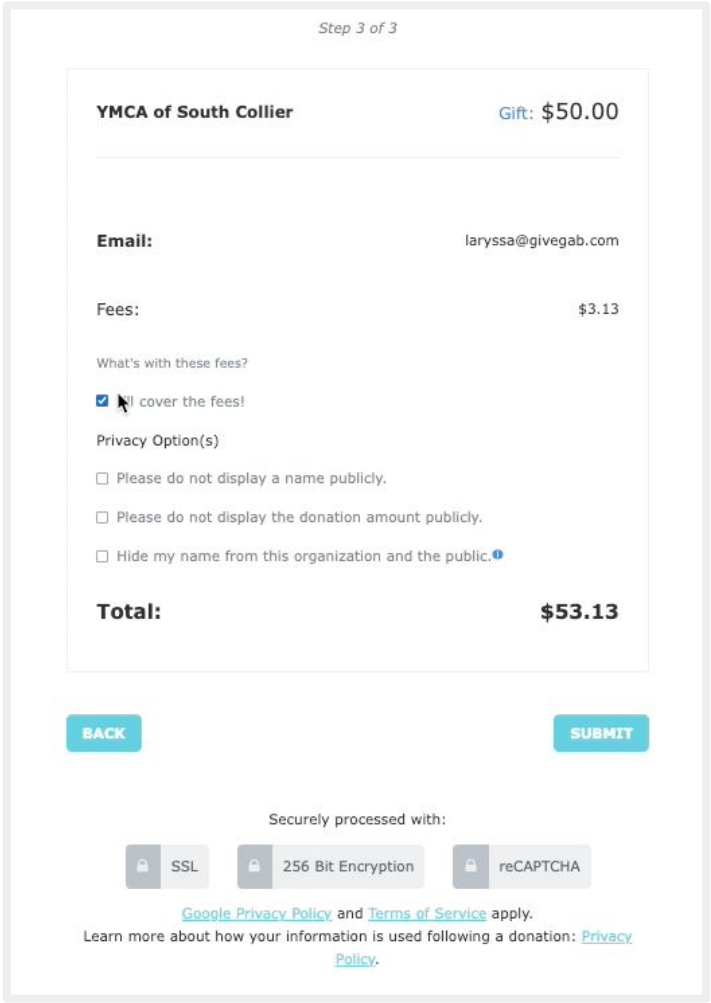
Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization
- Last year, 76% of donors covered fees!



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Transparent Donations

Credit Card:

2% Platform Fee

CFSWW Pays

+

$0.30 per transaction &
2.5% transaction fee

=

~~**4.5% + $0.30**~~

2.5% + $0.30 with CFSWW Coverage

ACH:

2% Platform Fee

CFSWW Pays

+

$3.00 flat bank fee

=

~~**2% + $3.00**~~

$3.00 with CFSWW Coverage

**$100 minimum*

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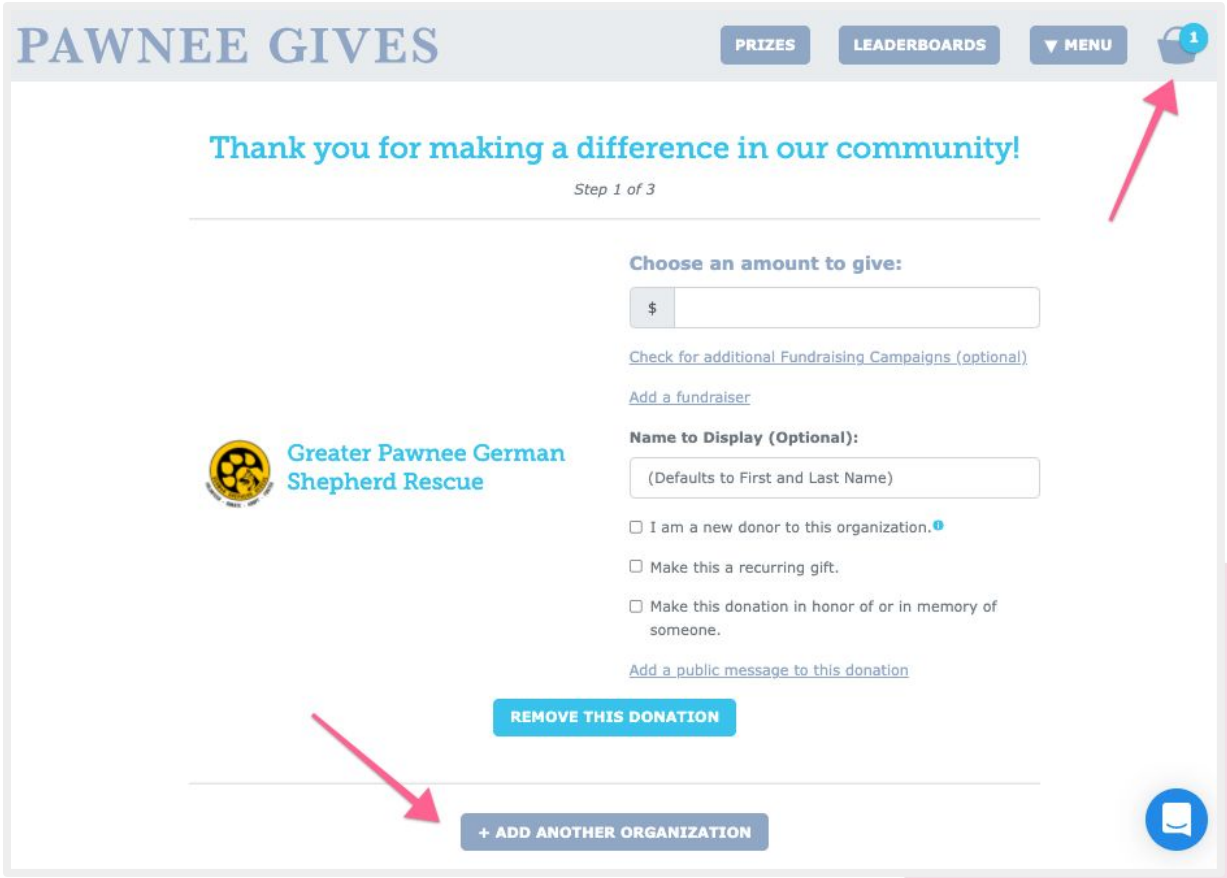

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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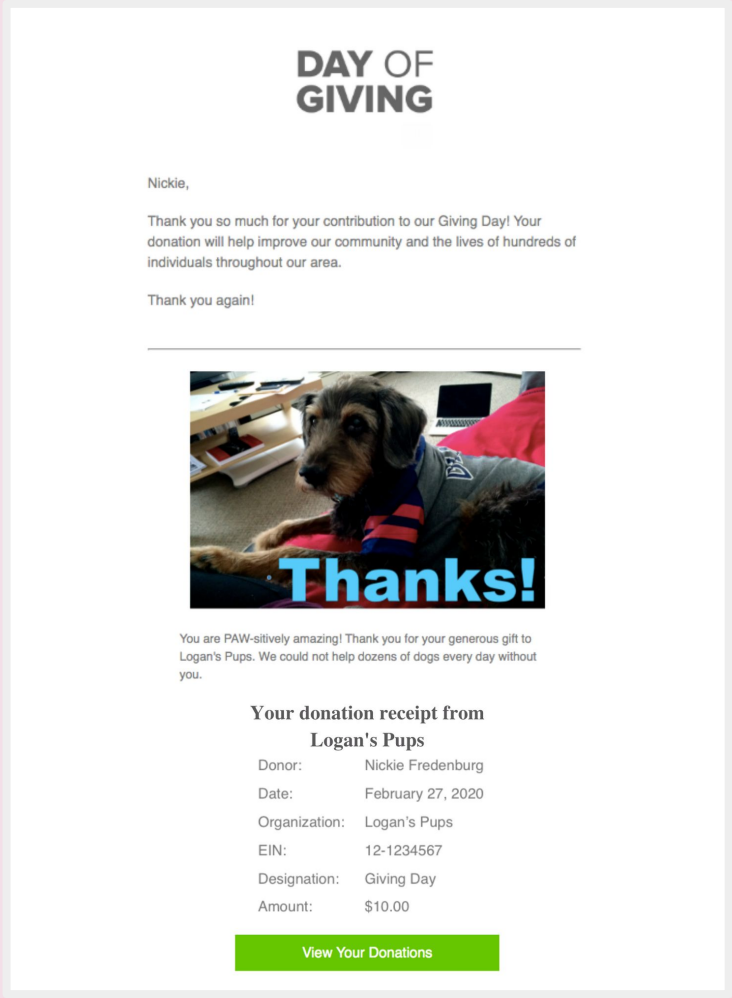
Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt



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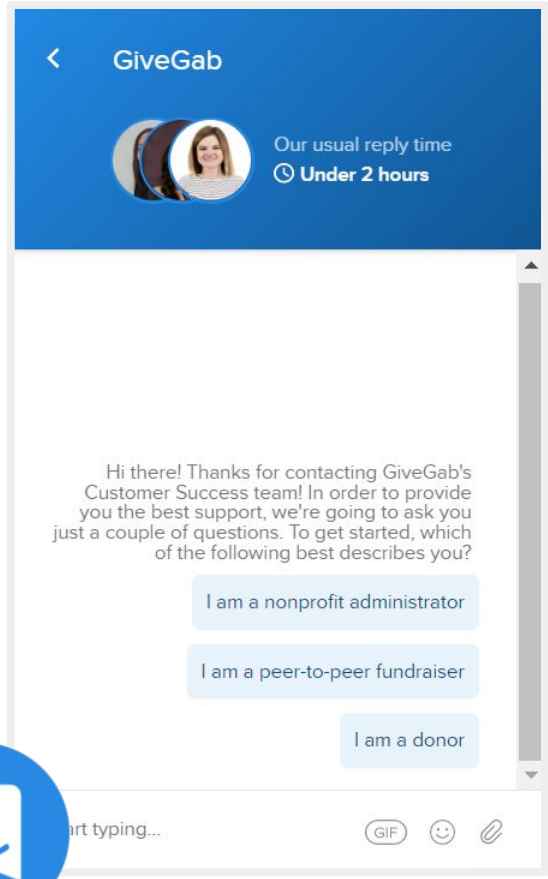
How We Support You

- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



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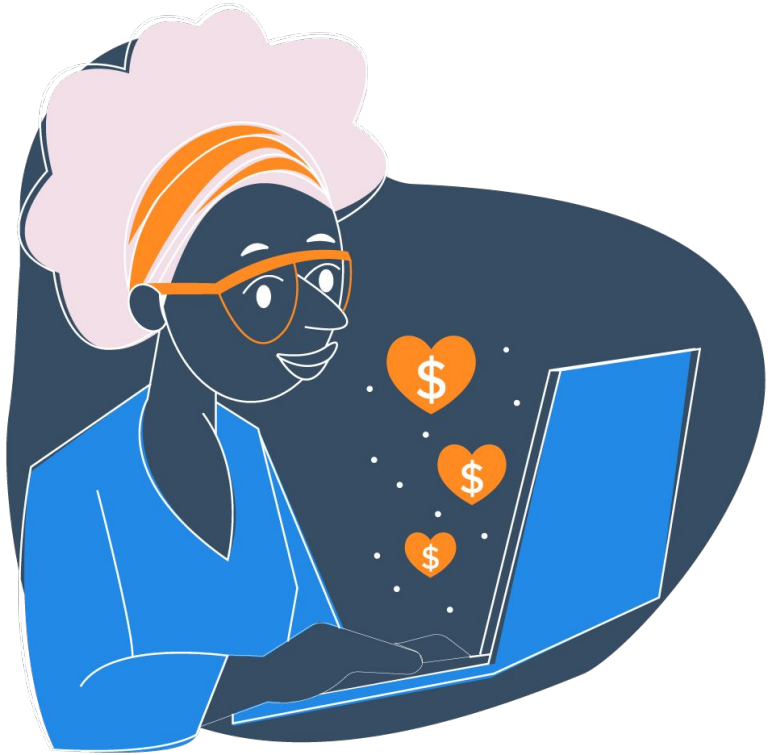
Completing Your Profile



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Your Giving Day Dashboard

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

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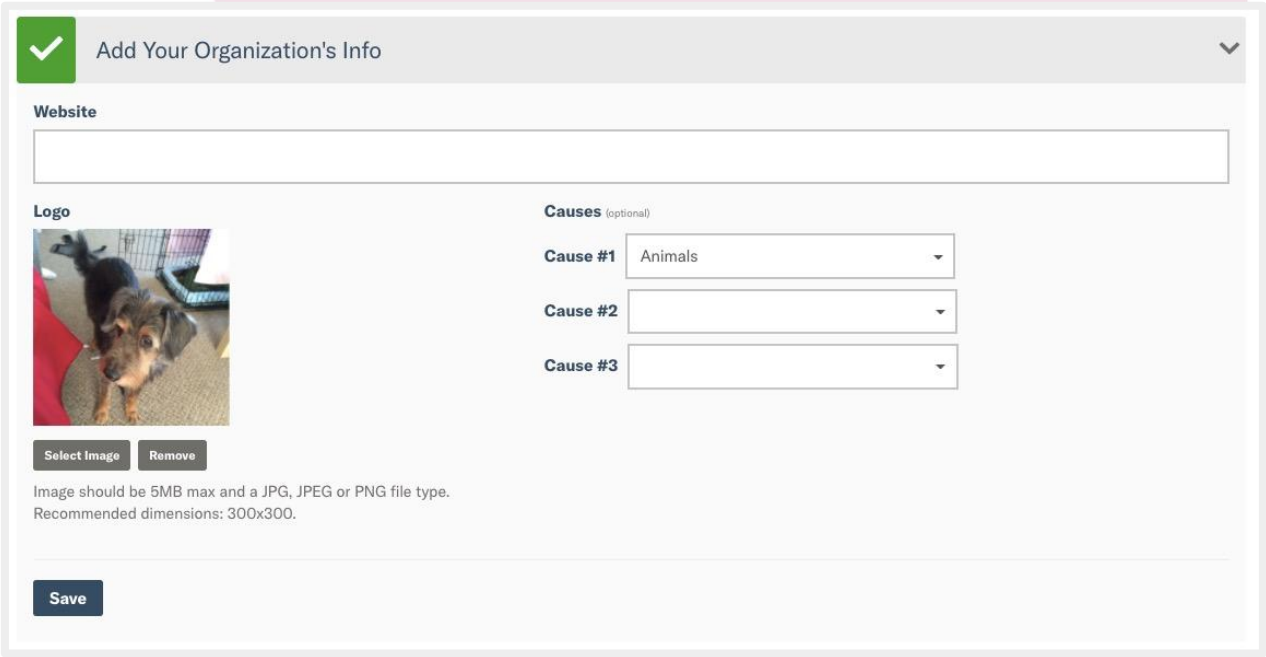
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!



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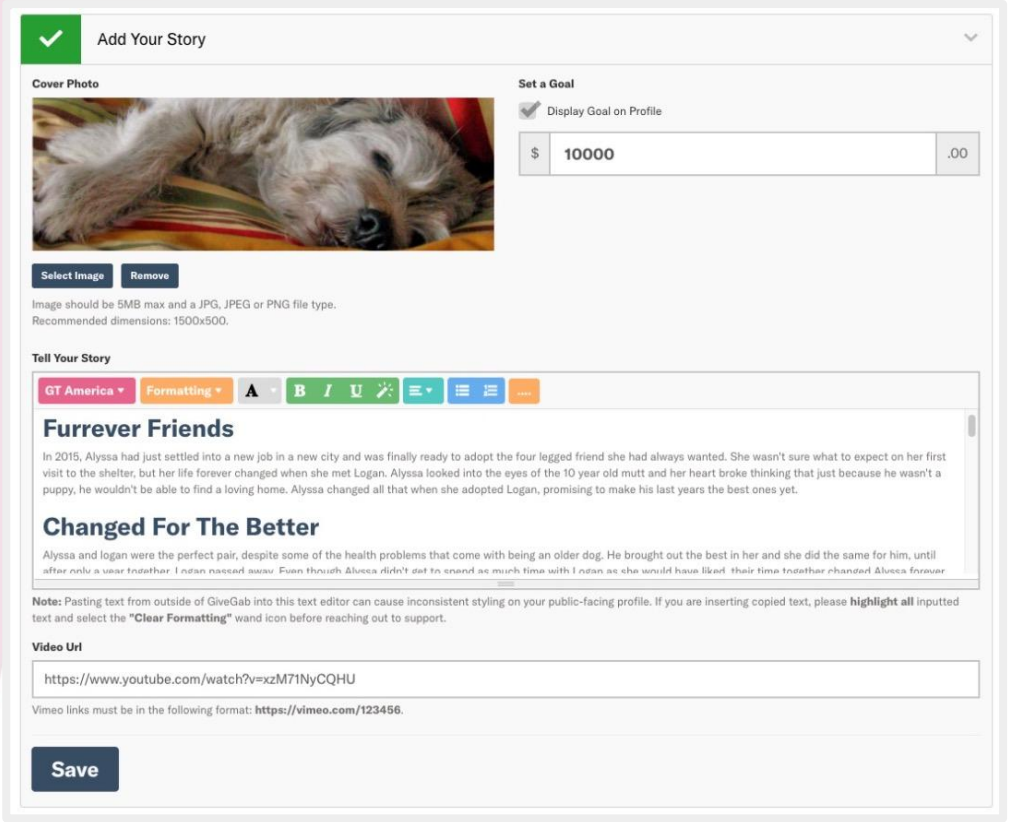
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals
- **Pro tip:** Check out the Storytelling Webinar on the trainings page!



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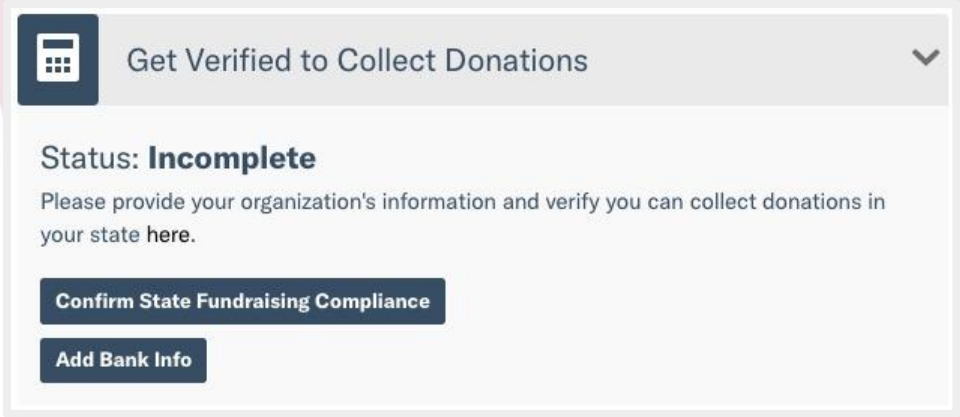
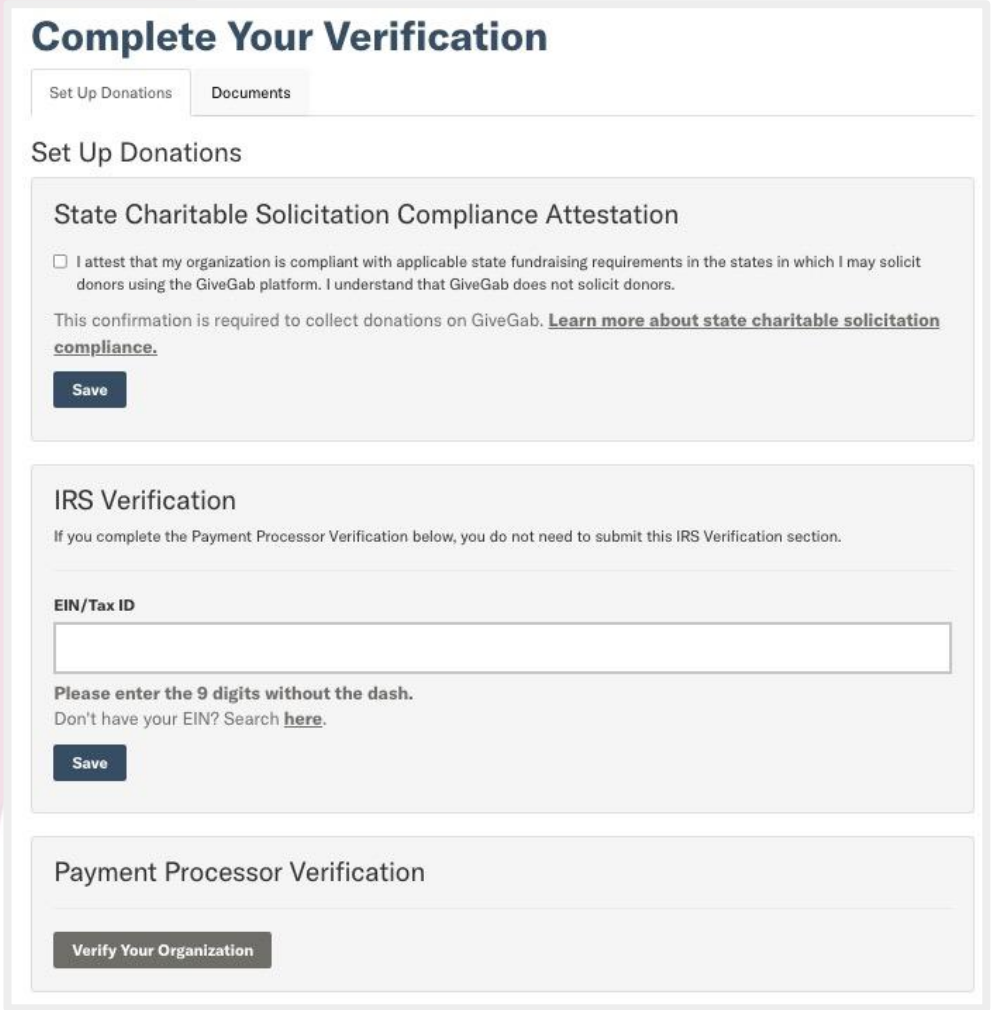
Get Verified on GiveGab

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don’t wait to complete this information. It can take at least several days, and in some instances more



Get Verified on GiveGab



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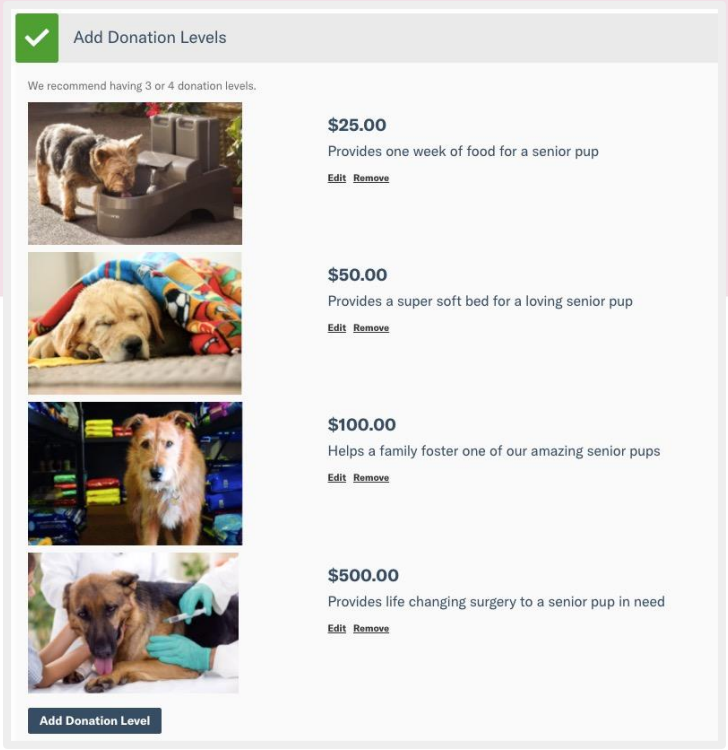
Suggest Donation Levels



- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal

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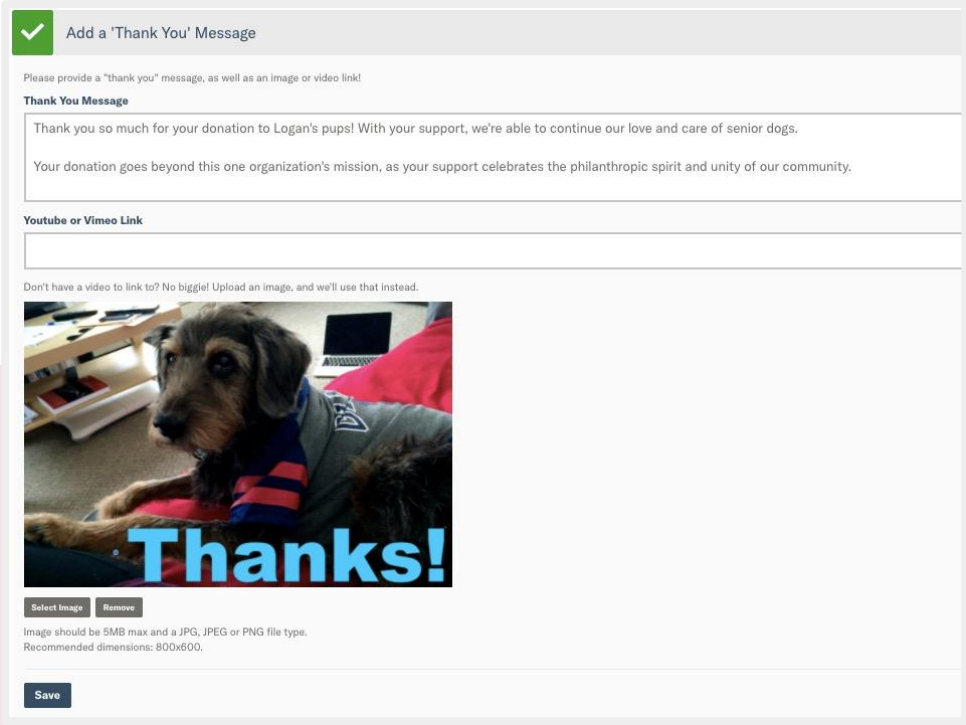
Personalized Gratitude

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly



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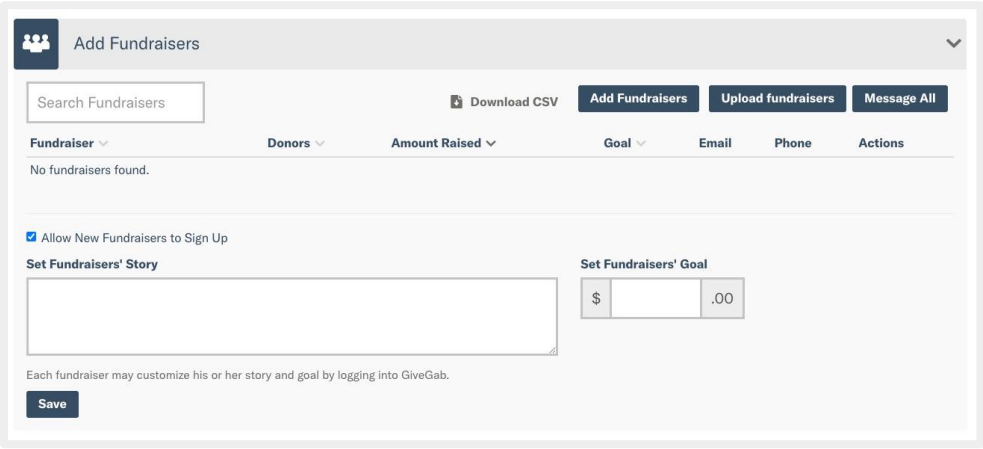

Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Sign up for the P2P and Matches training on August 4!

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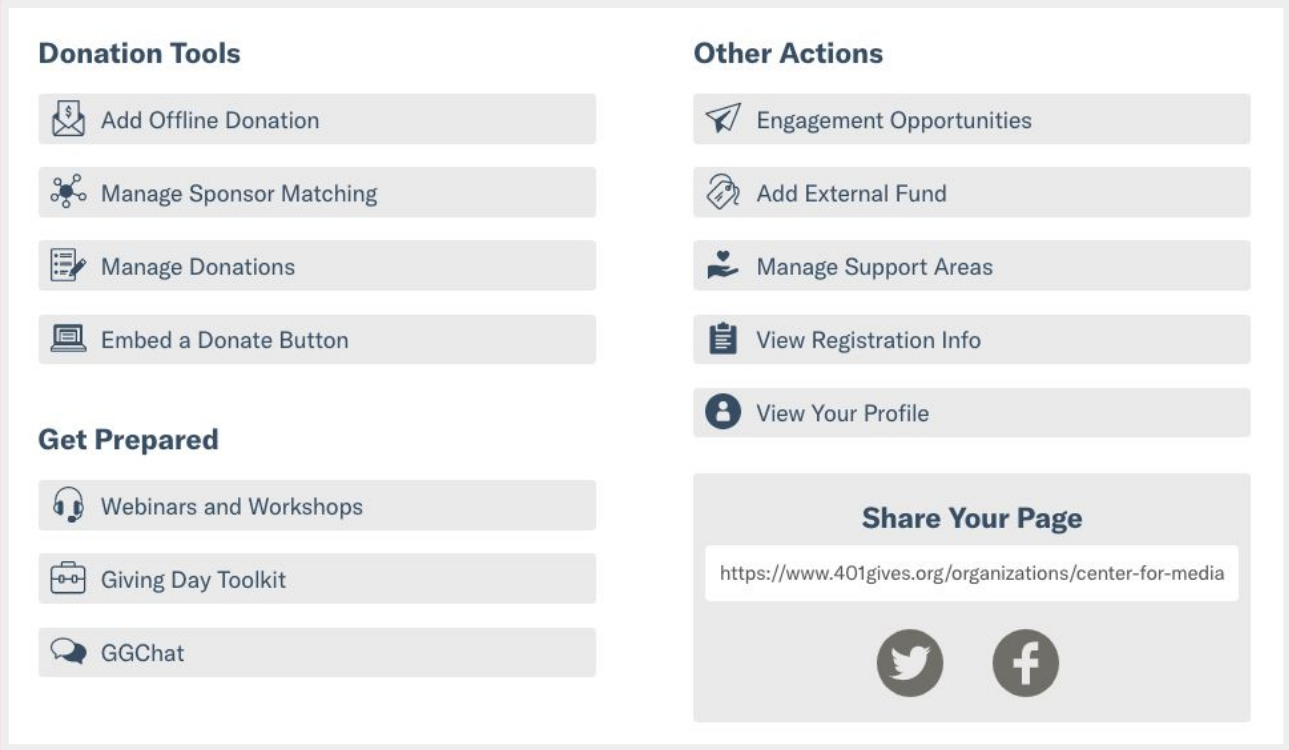
Key Dashboard Tools



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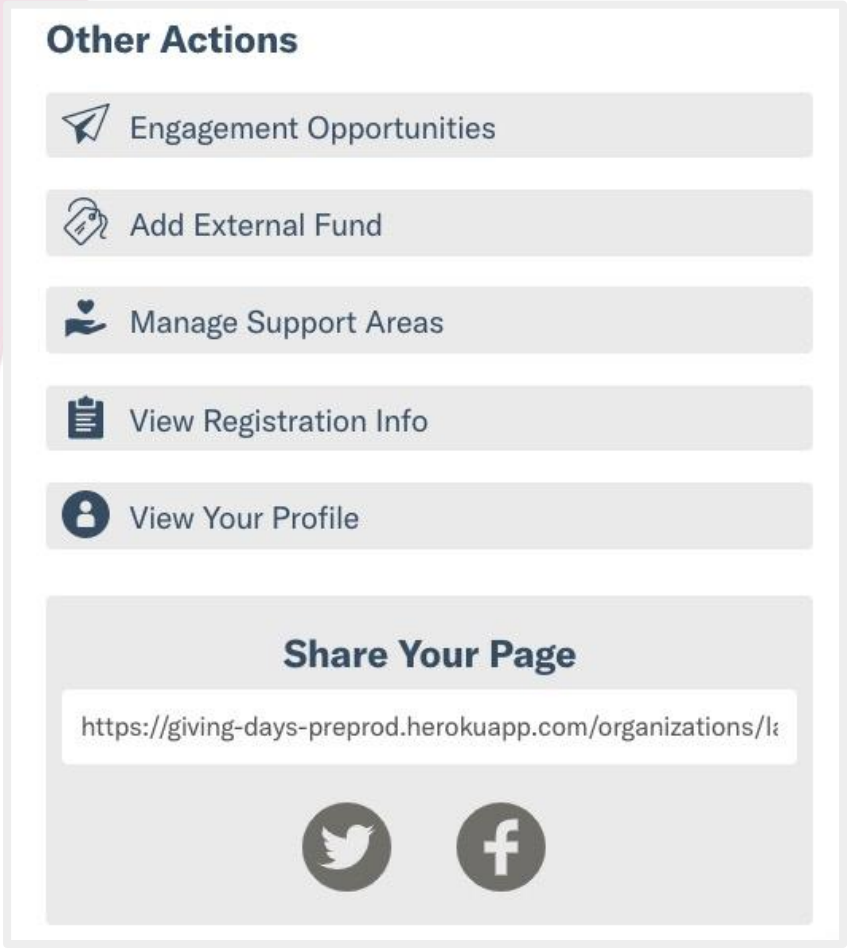
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard



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A Completed Profile

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What's Next?

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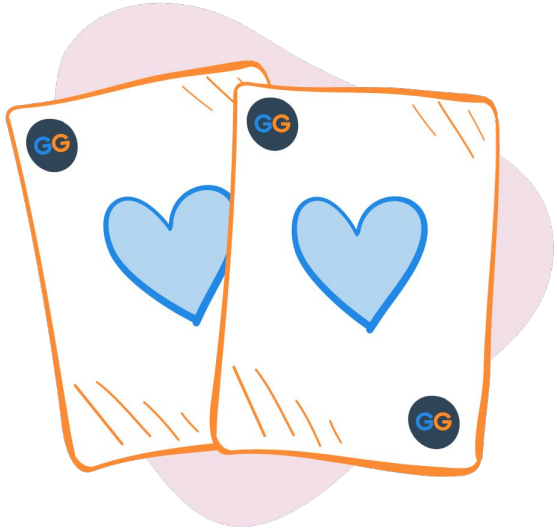
Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab's matching tool to add that money into your totals, according to the criteria you set.

- 1:1 Dollar-for-Dollar Matches
- Donor or Dollar Challenges
- **Pro Tip:** Sign up for the P2P and Matches training on August 4
- New this year: Match forms are not required!



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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give More 24! needs.

- Templates
- Downloadable graphics - *coming soon!*
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!

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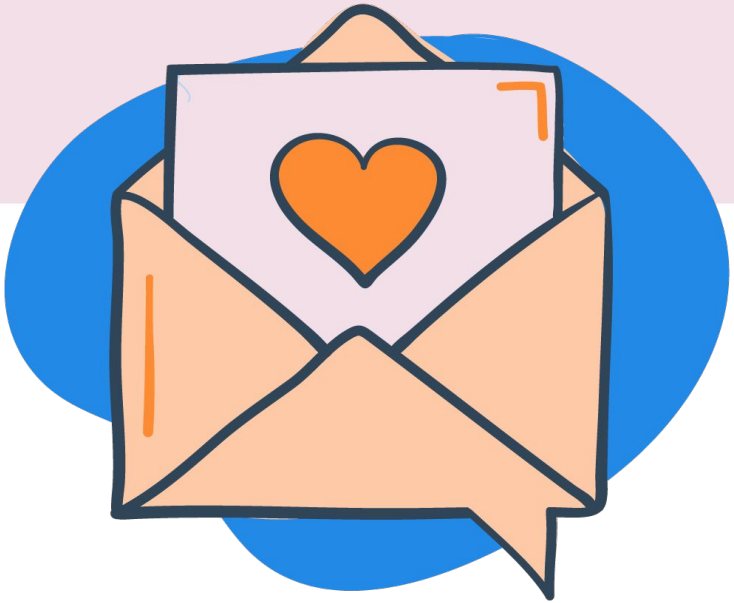
Your Next Steps

What to work on over the next few months:

- Finish your profile by September 1st *at the latest*
- Follow Give More 24! on Social Media and use #GiveMore24 when posting
- Watch your inbox for important emails
- Meet internally to discuss goals
- **Sign up** for upcoming webinars
- Explore the toolkit



Questions?

September 22, 2022

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