Washington County Gives 101

What you need to know about Washington County Gives 2023

WASHINGTON COUNTY GIVES .ORG

An Initiative of The Community Foundation of Wash. Co. MD, Inc.

GiveGab

What is Washington County Gives?

- **Washington County, Maryland's Giving Day** — one day when our community comes together to support nonprofits!
- 24-hour online giving event on May 9 through a single giving platform, GiveGab
- Connects donors to the charitable causes they care about most and encourages them to take action
- Capacity Building Tool providing customized trainings, tools, templates, and guides to optimize your fundraising efforts all-year round!
- Crowdfunding and peer to peer fundraising mixed with friendly competition

GiveGab

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.

GiveGab

Meet the Team

Cianne

Associate Project Manager

Kaitie

Project Manager

GiveGab

Agenda

- Washington County Gives Overview
- Who is GiveGab?
- Creating Your Profile
- Fundraisers
- Next Steps & Questions

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Washington County Gives Overview

washingtoncountygives.org | May 9, 2023

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Washington Country Gives Efforts = Exponential visibility
- IRS-recognized nonprofit serving Washington County are eligible to participate
- Leaderboards for friendly competition, prize incentives
- Donations open on May 9, 2023

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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 + Washington County Gives 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?

GiveGab

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 Washington County Gives
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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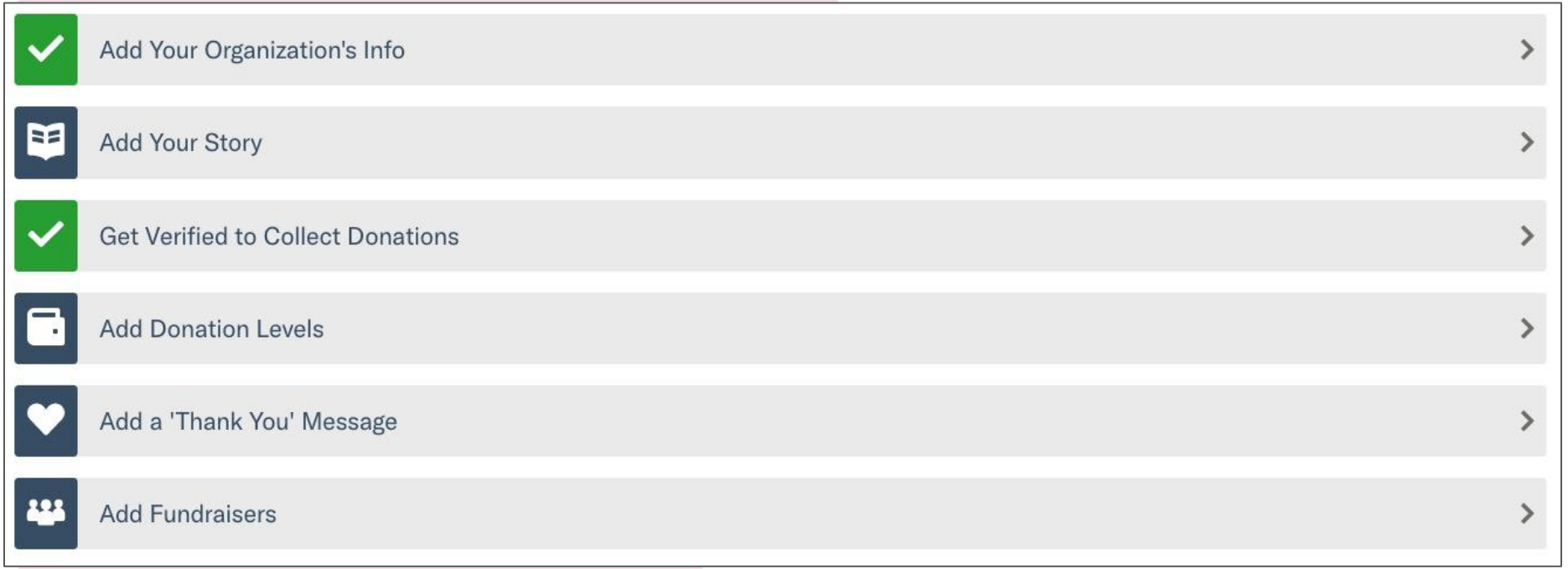
Your Giving Day Dashboard



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Returning? Copy Your Profile!

- **Be sure to update your existing content so it's up to date!**
- Existing bank account information will carry over

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Completing Your Profile

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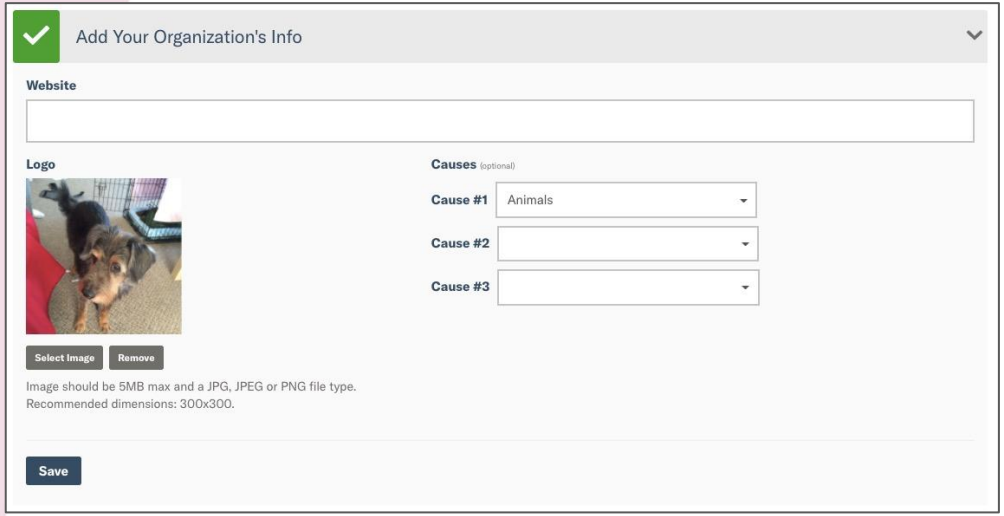
Basic Info

- 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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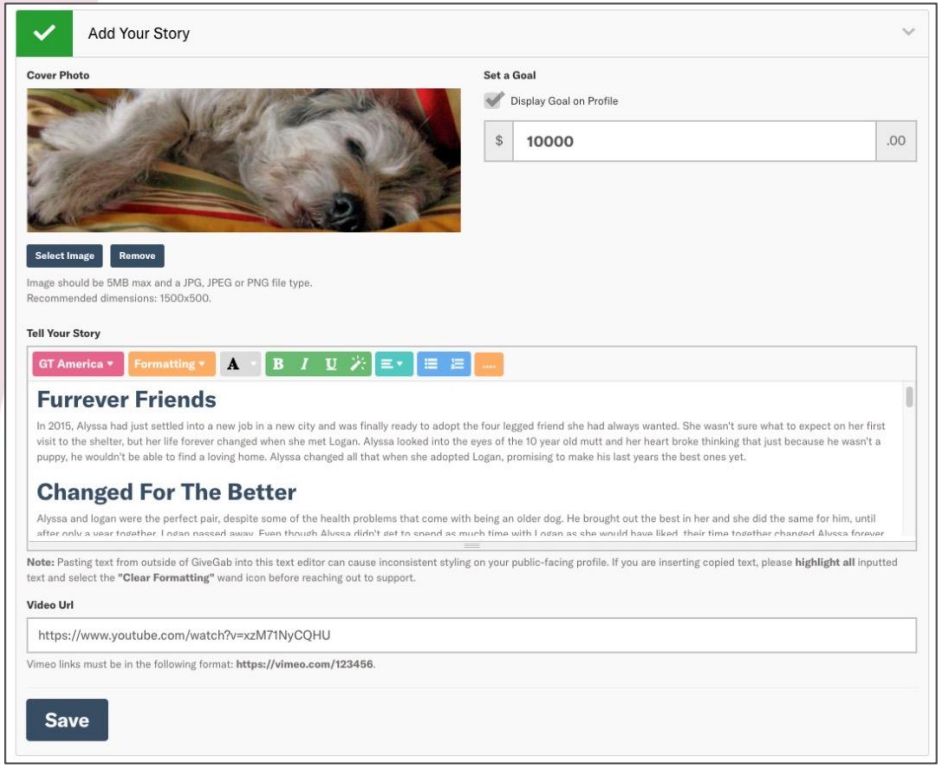
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals



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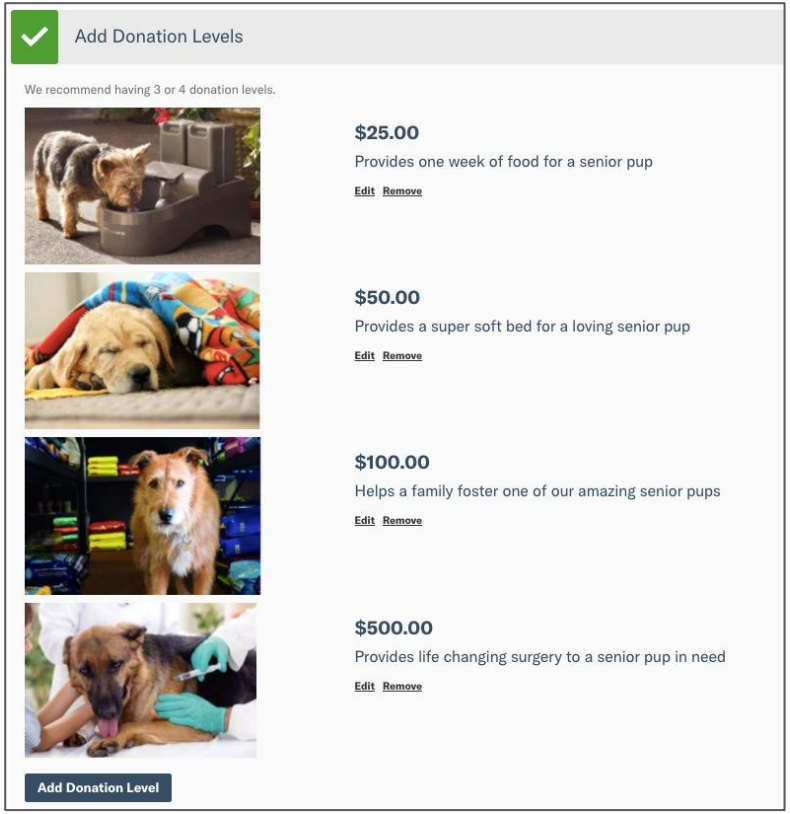
Suggest Donation Levels

- 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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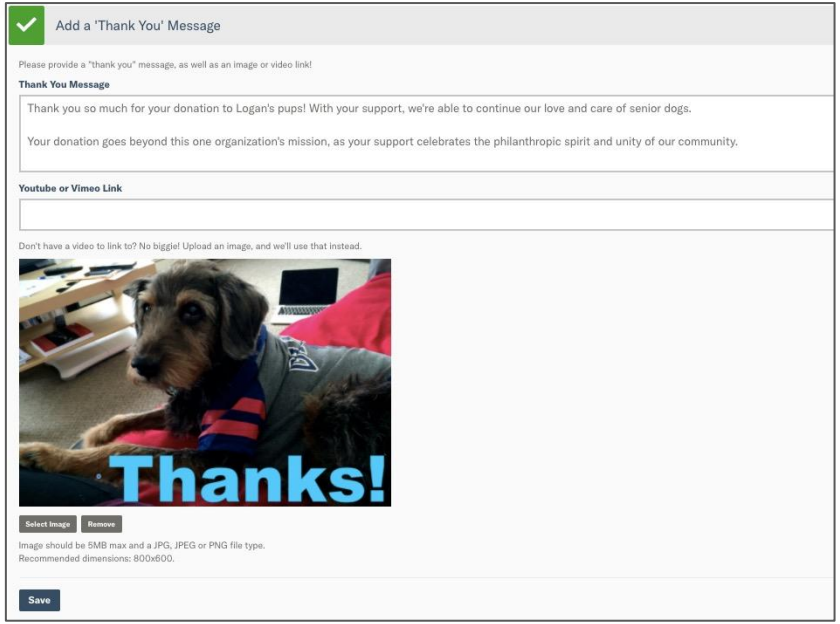
Personalized Gratitude

- 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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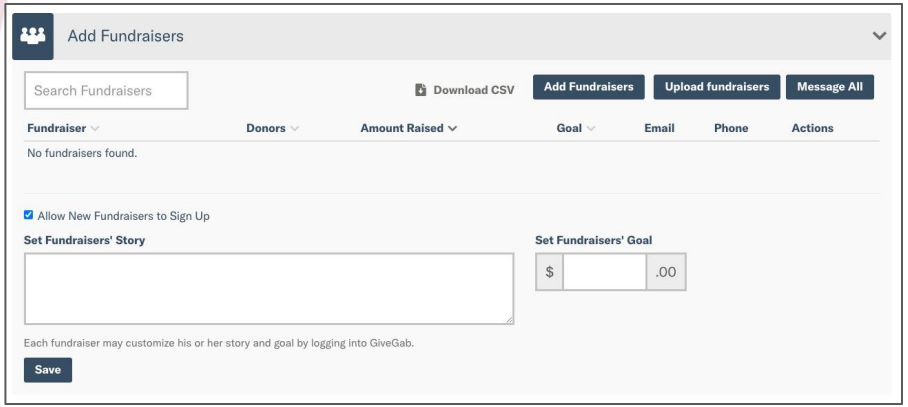
Invite Your Fundraisers

- 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:** Watch the [Peer-to-Peer Fundraising Training Video]



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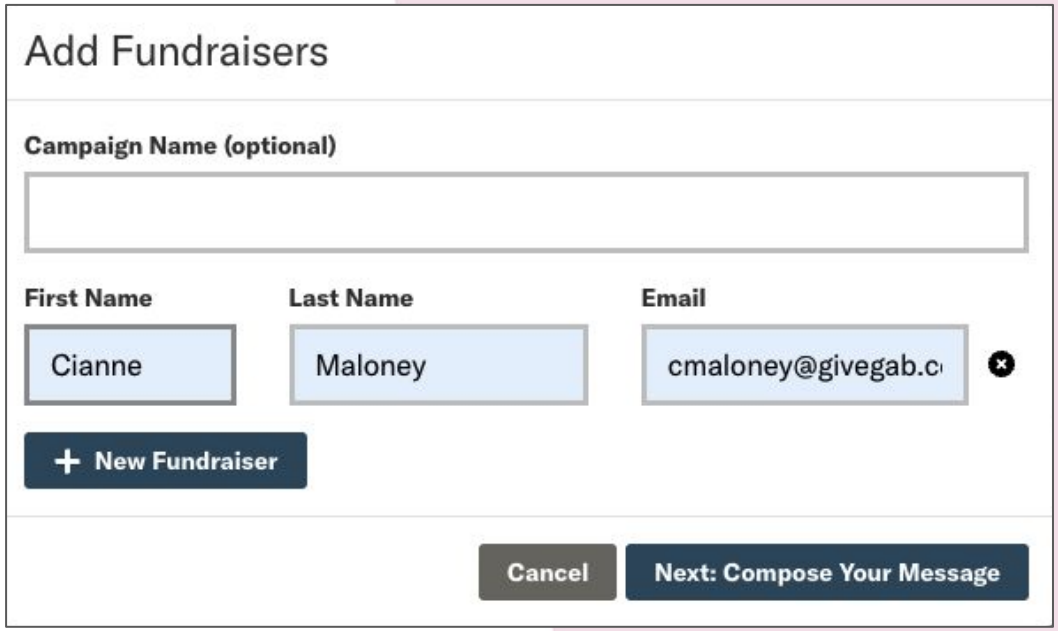
Add Fundraisers



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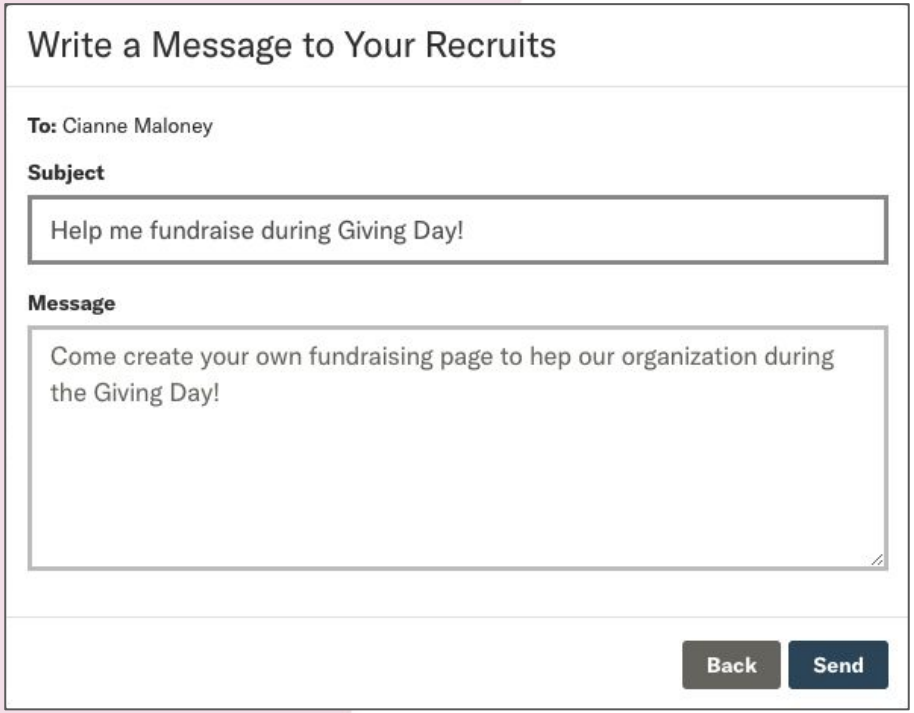
Add Fundraisers



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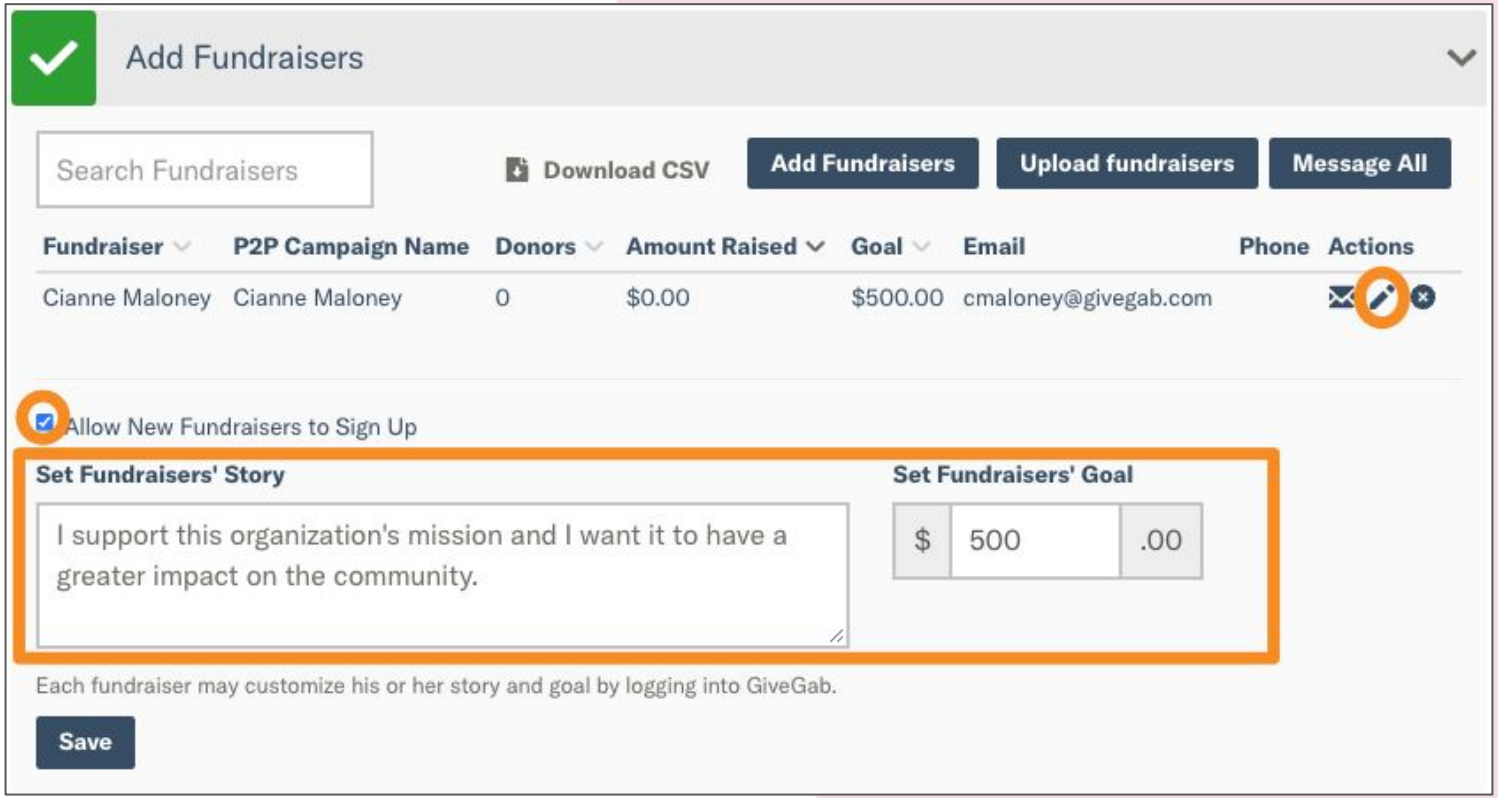
Add Fundraisers



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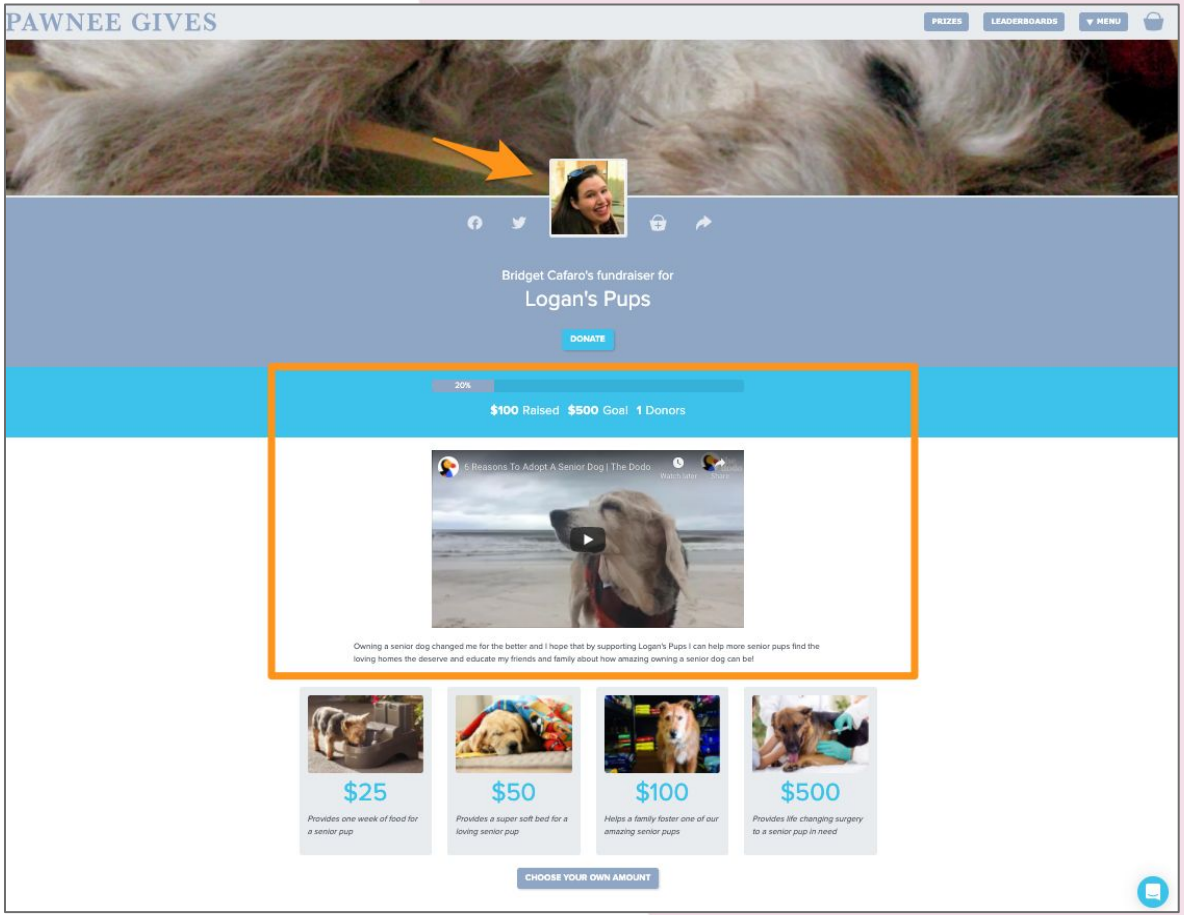
PAWNEE GIVES
PRIZES
LEADERBOARDS
MENU
Bridget Cafaro's fundraiser for
Logan's Pups
DONATE
20%
$100 Raised $500 Goal 1 Donors
6 Reasons To Adopt A Senior Dog | The Dodo
Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving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

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Did you know?

Organizations who used P2P fundraising last year for Washington County Gives raised on average **3.3x more** than those who did not.

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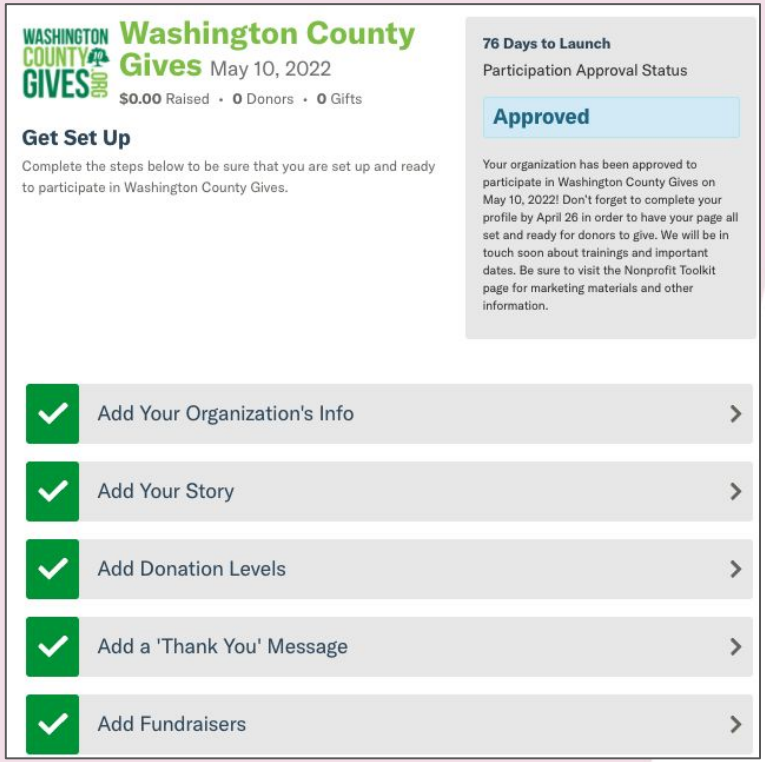
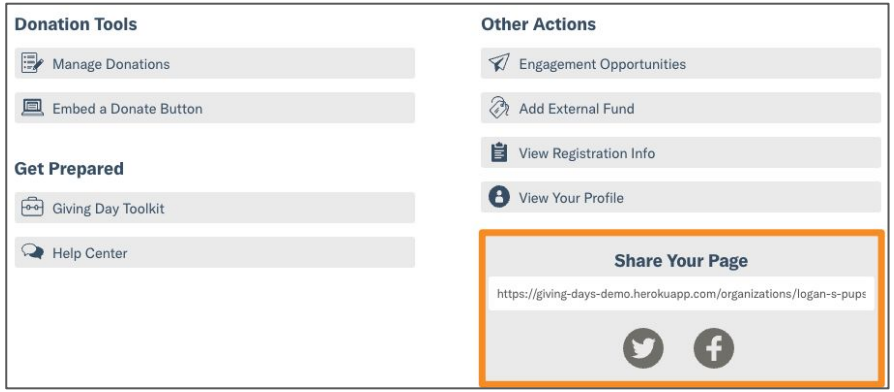
Your Completed Dashboard





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FAQs

- What is the minimum/maximum donation?
  - $10 minimum, no maximum

- When do donations begin?
  - Donations for Washington County Gives 2023 will begin May 9 at 12:00AM.

- Can donors cover the fees?
  - Yes! Each donor is given the option to cover the credit card, platform, and Washington County Gives fees. In 2022, donors covered the fees for 75.8% of gifts!

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FAQs

- Who receives the donor information?
  - Each individual organization receives their own donor information. The Washington County Gives team and GiveGab also has access to this information. GiveGab will *never* contact your donors without your permission except to send donation receipts.

    Note: If a donor chooses to be anonymous from the public and the organization, nonprofits will not be able to see identifying donor information.

    Washington County Gives will only email donors to thank them for participating in Washington County Gives and notify them about Washington County 2023 when giving begins.

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FAQs

- Do I need to issue a receipt to donors?
  - No! Immediately after your donor makes a gift, they will automatically receive a receipt.
- When will I receive my donations from Washington County Gives?
  - All donations will be disbursed no later than June 30th, via check

Visit FAQs at www.washingtoncountygives.org for more details.

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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Washing County Gives needs.

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

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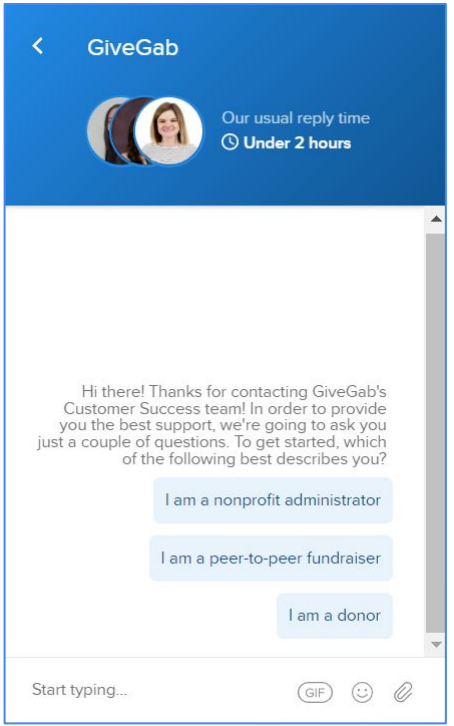
How We Support You

- 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



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Look for the little blue chat bubble!

Your Next Steps

What to work on over the next few weeks:

- Follow Washington County Gives on Social Media and use #WashingtonCountyGives
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit

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Questions?

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