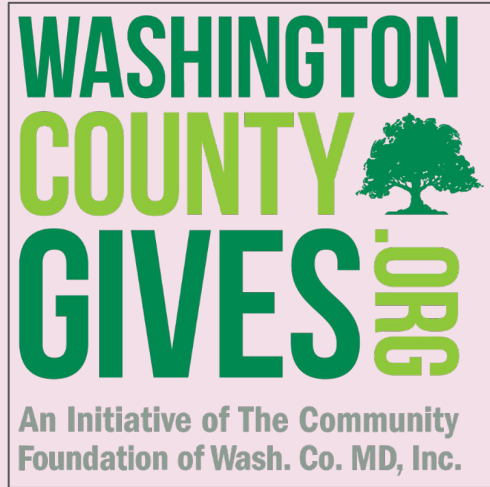


Washington County Gives 101

*What you need to know about
Washington County Gives 2023*



What is Washington County Gives?

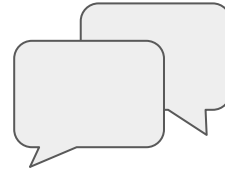
- **Washington County, Maryland's Giving Day** — one day when our community comes together to support nonprofits!
- 24-hour online giving event on May 9 through a single giving platform, GiveGab
- Connects donors to the charitable causes they care about most and encourages them to take action
- Capacity 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

Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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

Meet the Team



Cianne

Associate
Project
Manager



Kaitie

Project
Manager

Agenda

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

Washington County Gives Overview

[washingtoncountygives.org](https://www.washingtoncountygives.org) | May 9, 2023

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Washington County 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



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

Who is GiveGab?



Who is GiveGab?



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

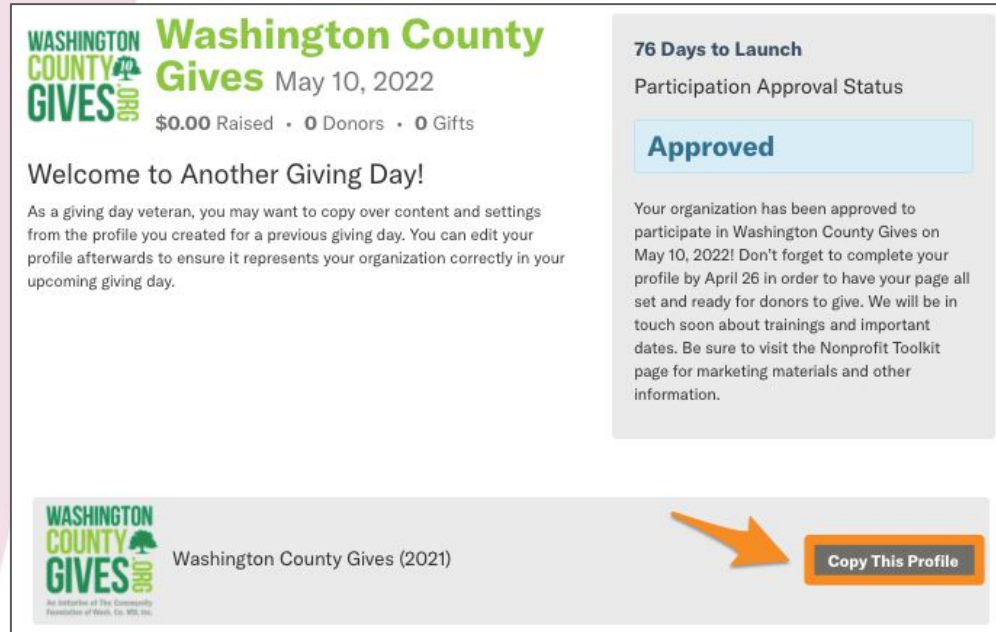
- Host a secure, reliable and transparent platform for Washington County Gives
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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 >

Returning? Copy Your Profile!

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



The screenshot shows a profile page for 'Washington County Gives' on the GiveGab platform. The profile is for the year 2022, with a launch date of May 10, 2022. It shows \$0.00 raised, 0 donors, and 0 gifts. The profile status is 'Approved' for participation. A 'Copy This Profile' button is highlighted with an orange arrow.

WASHINGTON COUNTY GIVES **Washington County Gives** May 10, 2022
\$0.00 Raised • 0 Donors • 0 Gifts

Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

76 Days to Launch
Participation Approval Status

Approved

Your organization has been approved to participate in Washington County Gives on May 10, 2022! Don't forget to complete your profile by April 26 in order to have your page all set and ready for donors to give. We will be in touch soon about trainings and important dates. Be sure to visit the Nonprofit Toolkit page for marketing materials and other information.

WASHINGTON COUNTY GIVES Washington County Gives (2021)
An Initiative of The Community Foundation of Wash. Co. 993, Inc.

Copy This Profile

Completing Your Profile

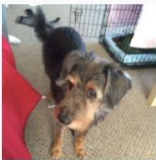
Basic Info

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

✓ Add Your Organization's Info

Website

Logo



Select Image Remove

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 300x300.


Save

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

✓ Add Your Story

Cover Photo



Set a Goal

Display Goal on Profile

\$ 10000 .00

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Tell Your Story

GT America Formatting A B I U

Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together I now never want to leave Logan. Alyssa didn't get to spend as much time with Logan as she would have liked their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Video Url





Video links must be in the following format: <https://vimeo.com/123456>.

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

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<p>\$25.00</p> <p>Provides one week of food for a senior pup</p> <p>Edit Remove</p>
	<p>\$50.00</p> <p>Provides a super soft bed for a loving senior pup</p> <p>Edit Remove</p>
	<p>\$100.00</p> <p>Helps a family foster one of our amazing senior pups</p> <p>Edit Remove</p>
	<p>\$500.00</p> <p>Provides life changing surgery to a senior pup in need</p> <p>Edit Remove</p>

Add Donation Level

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

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


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.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



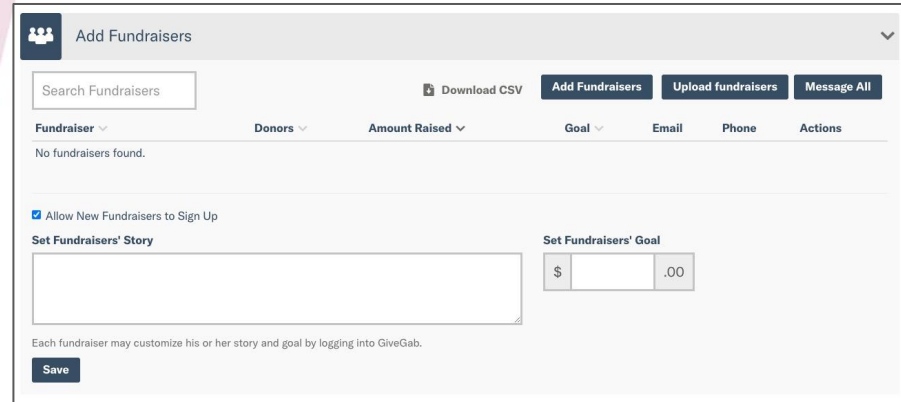
Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

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](#)




The screenshot shows the 'Add Fundraisers' interface. At the top, there is a search bar labeled 'Search Fundraisers' and a 'Download CSV' button. Below these are three buttons: 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. A table header is visible with columns: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table content shows 'No fundraisers found.'. Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath, there are two sections: 'Set Fundraisers' Story' with a large text input field, and 'Set Fundraisers' Goal' with a currency selector '\$' and a numeric input field showing '.00'. A 'Save' button is located at the bottom left. A note at the bottom states: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

Add Fundraisers

Add Fundraisers

Campaign Name (optional)

First Name **Last Name** **Email**

Cianne Maloney cmaloney@givegab.c 

+ New Fundraiser

Cancel **Next: Compose Your Message**

Add Fundraisers

Write a Message to Your Recruits

To: Cianne Maloney

Subject

Help me fundraise during Giving Day!

Message




Come create your own fundraising page to help our organization during the Giving Day!

[Back](#) [Send](#)

Add Fundraisers

Add Fundraisers ▼

Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser	P2P Campaign Name	Donors	Amount Raised	Goal	Email	Phone	Actions
Cianne Maloney	Cianne Maloney	0	\$0.00	\$500.00	cmaloney@givegab.com		  

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

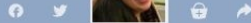
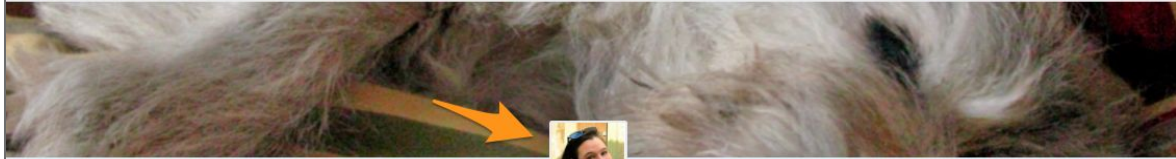
I support this organization's mission and I want it to have a greater impact on the community.

Set Fundraisers' Goal

\$ 500 .00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save



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!



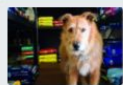
\$25

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



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.

Your Completed Dashboard

WASHINGTON COUNTY GIVES **Washington County Gives** May 10, 2022
\$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 Washington County Gives.

76 Days to Launch
Participation Approval Status

Approved

Your organization has been approved to participate in Washington County Gives on May 10, 2022! Don't forget to complete your profile by April 26 in order to have your page all set and ready for donors to give. We will be in touch soon about trainings and important dates. Be sure to visit the Nonprofit Toolkit page for marketing materials and other information.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

Donation Tools

- Manage Donations
- Embed a Donate Button

Get Prepared



- Giving Day Toolkit
- Help Center

Other Actions

- Engagement Opportunities
- Add External Fund
- View Registration Info
- View Your Profile

Share Your Page

<https://giving-days-demo.herokuapp.com/organizations/logan-s-pups>

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!

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.

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.

Your Nonprofit Toolkit

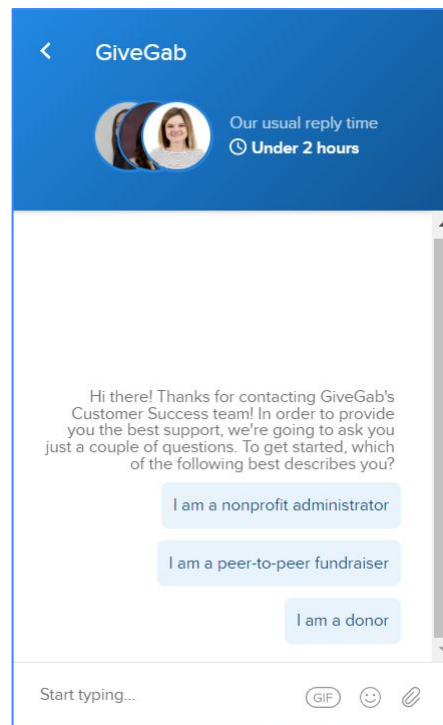
The Nonprofit Toolkit has valuable resources for all your Washing County Gives needs.

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



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



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

Questions?



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

May 9, 2023