Getting Ready for Valley Giving Guide!

November 28 - December 31

Valley Giving Guide 2023

Agenda

- Valley Giving Guide Overview
- Who is GiveGab?
- Registering
- Creating Your Profile
- Peer-to-Peer Fundraising
- Next Steps & Questions

Valley Giving Guide 2023

What is Valley Giving Guide?

- An initiative that brings together passionate individuals and organizations
- A platform for sharing and supporting meaningful causes

Last year's Valley Giving Guide Results

- $3.44 Million Raised for 165 organizations!
- 1,538 donors!
- 4,325 donations!
- 90% of nonprofits received gifts from new donors!

Meet the BMCF / UW Team

Megan

BMCF Grants Manager

Sara

BMCF Director of Development

Kristin

BMCF Director of Finance

Jodi

United Way Finance Coordinator

Meet the GiveGab / Bonterra Team

Jennifer

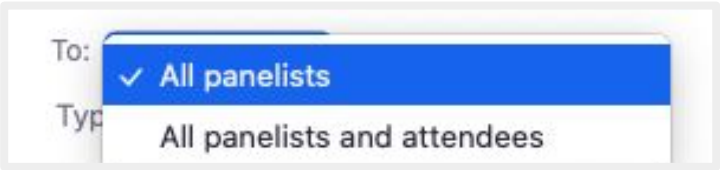
Project Manager

Ashley

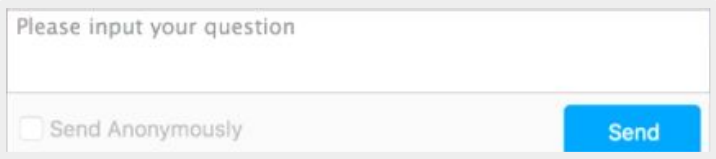
Associate Project Manager

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.

Valley Giving Guide Overview

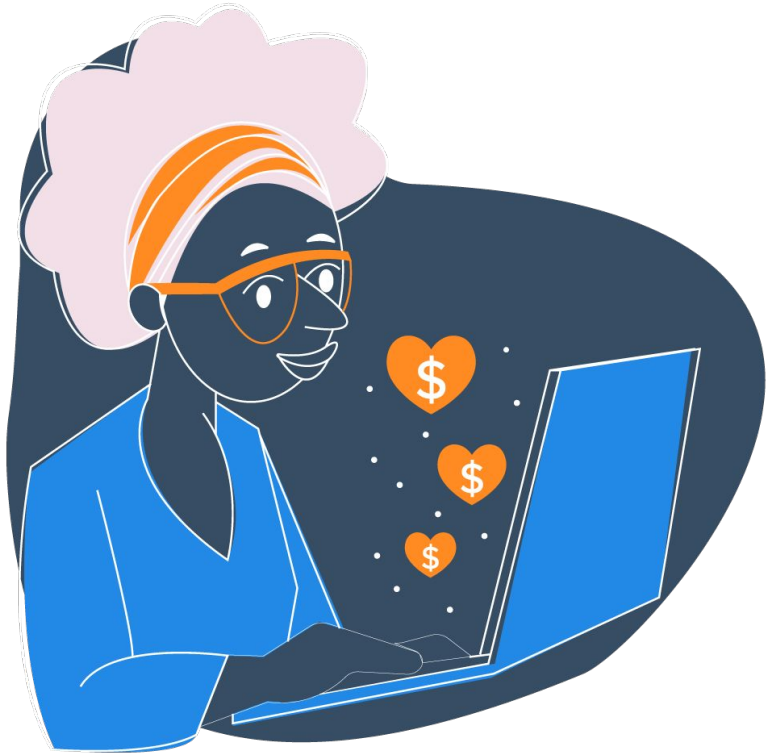
valleygivingguide.org | Tuesday, November 28 - Sunday, December 31

- Every nonprofit conducts their own unique campaign to market and share with their supporters and board members
- Leaderboards for friendly competition
- Donations open at 12:00 AM PT on Giving Tuesday (November 28)
- Donations close at 11:59 PM PT on Sunday, December 31

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 + BMCF and United Way marketing = exponential visibility for all organizations
- Utilize Valley Giving Guide to reach other internal goals
- Motivate donors to make a greater impact with the bonus pool and prizes

How does it work?

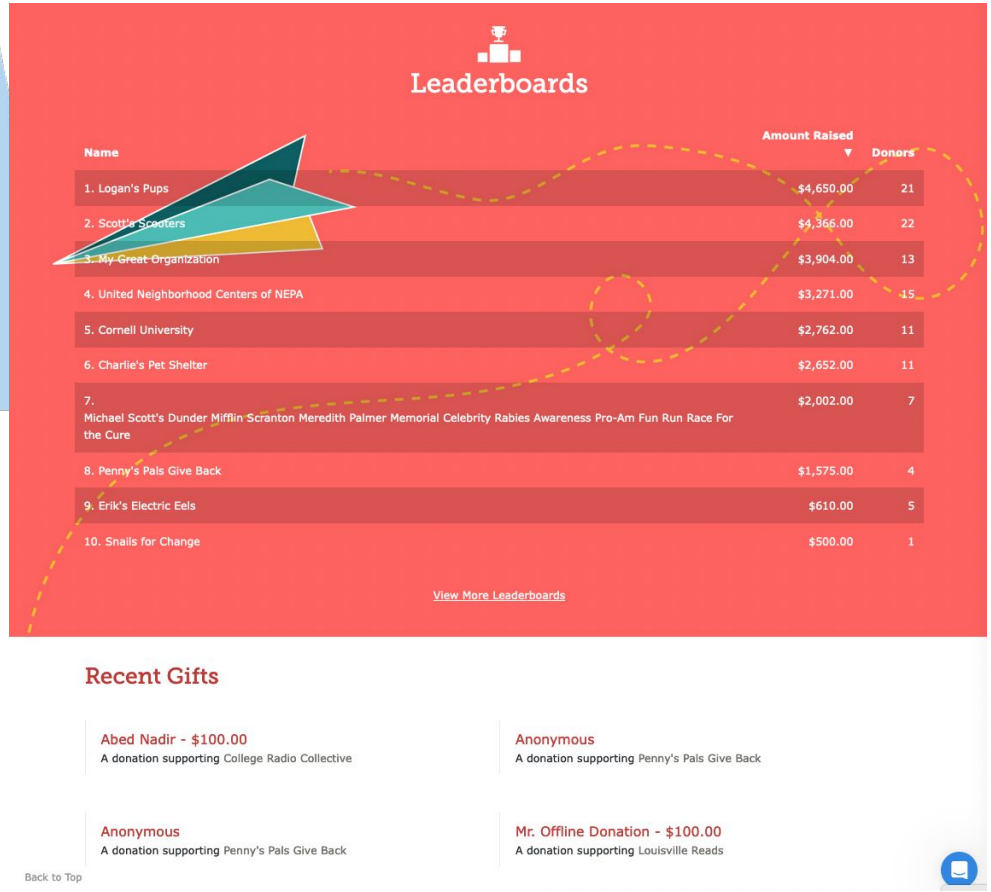


How will donors find my nonprofit?

- Navigate to **valleygivingguide.org**
- Click “Donate” to search for an organization or use the search fields on the main page
- You can also share your unique profile link with donors (less clicks for them!)
- Donors will enter a quick and easy 3-step donation process

What happens after your donors make a gift?

- Your profile totals will increase
- Valley Giving Guide's' totals will increase
- Leaderboard standings will automatically adjust
- Donor recognition on public donor walls (on your profile and main page)
- *Anonymity preferences are always honored! "Anonymous Donor" text will show.*



Who is GiveGab / Bonterra?

Who is GiveGab/Bonterra?

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

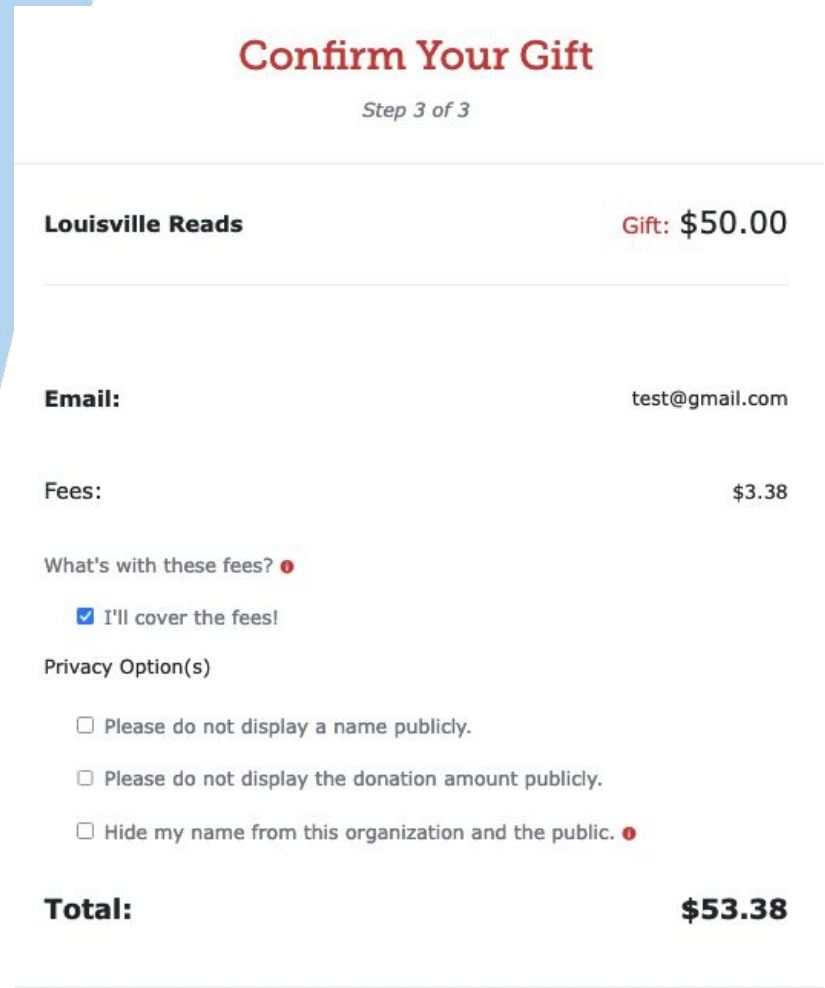
- Host a secure, reliable and transparent platform for Valley Giving Guide
- Create the ultimate donor experience by making GIVING as easy as possible
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

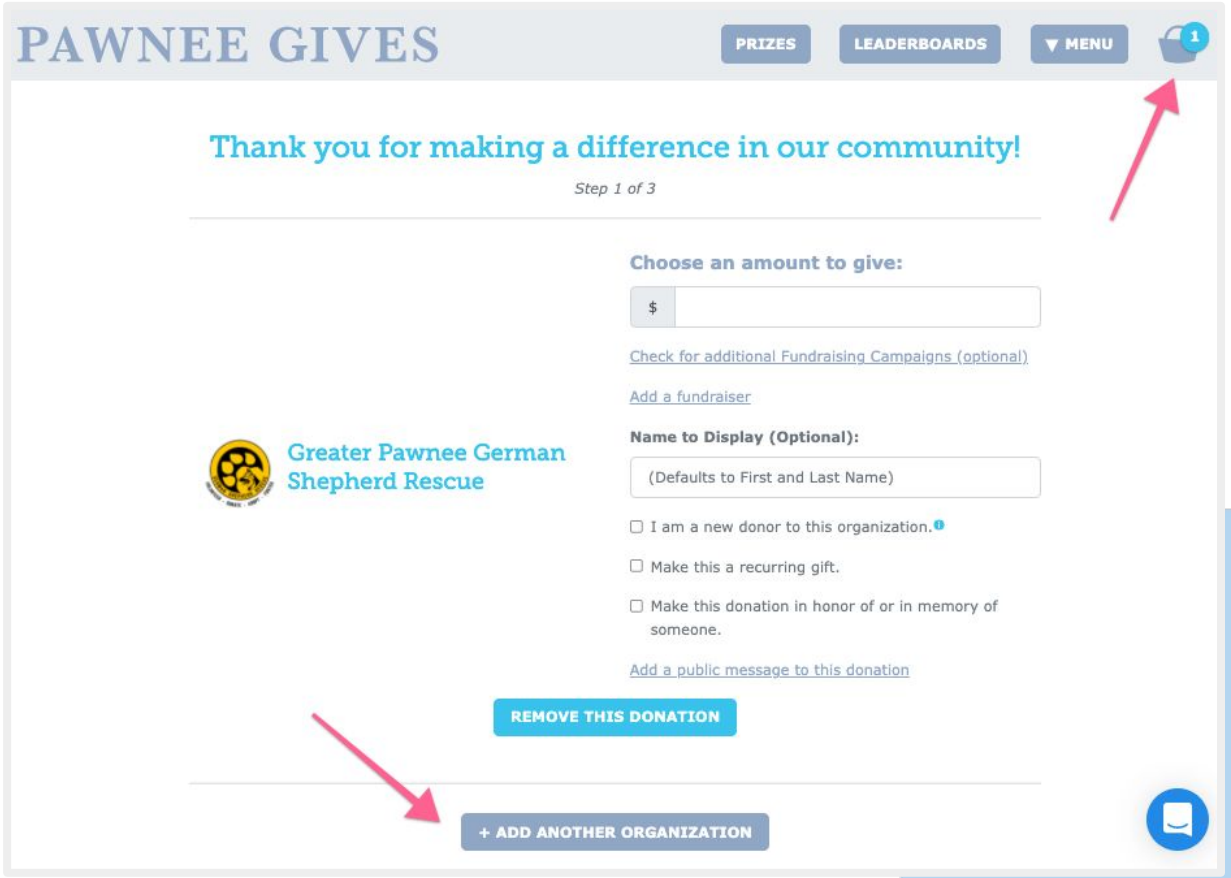
Simple Donation Processing

- All major credit cards accepted (Visa, Mastercard, American Express, and Discover)
- Quick, easy, and fun donation flow
- Securely processed through Stripe (our PCI Level 1 Payment Processor)
    - Donor credit card information is not revealed or saved in GiveGab
- GiveGab's chat support available right within the donation form for your supporters!

Transparent Donations

- **Credit Cards** ($5 minimum) and **ACH** ($100 minimum) accepted for online transactions
- VGG Sponsors to cover all fees!
- Donors CAN choose to cover fees which will add to the bonus pool
- Historically, donors cover 65-75% of fees during a Giving Day

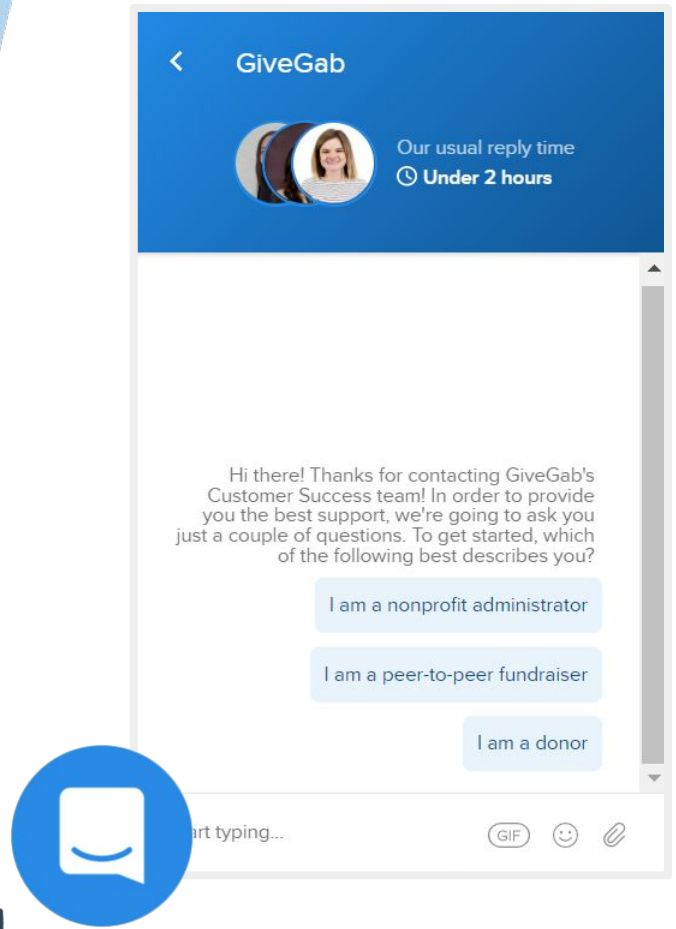




GiveGab's Giving Day Gift Basket makes it easy for donors to support up to 10 nonprofits per transaction!

How We Support You

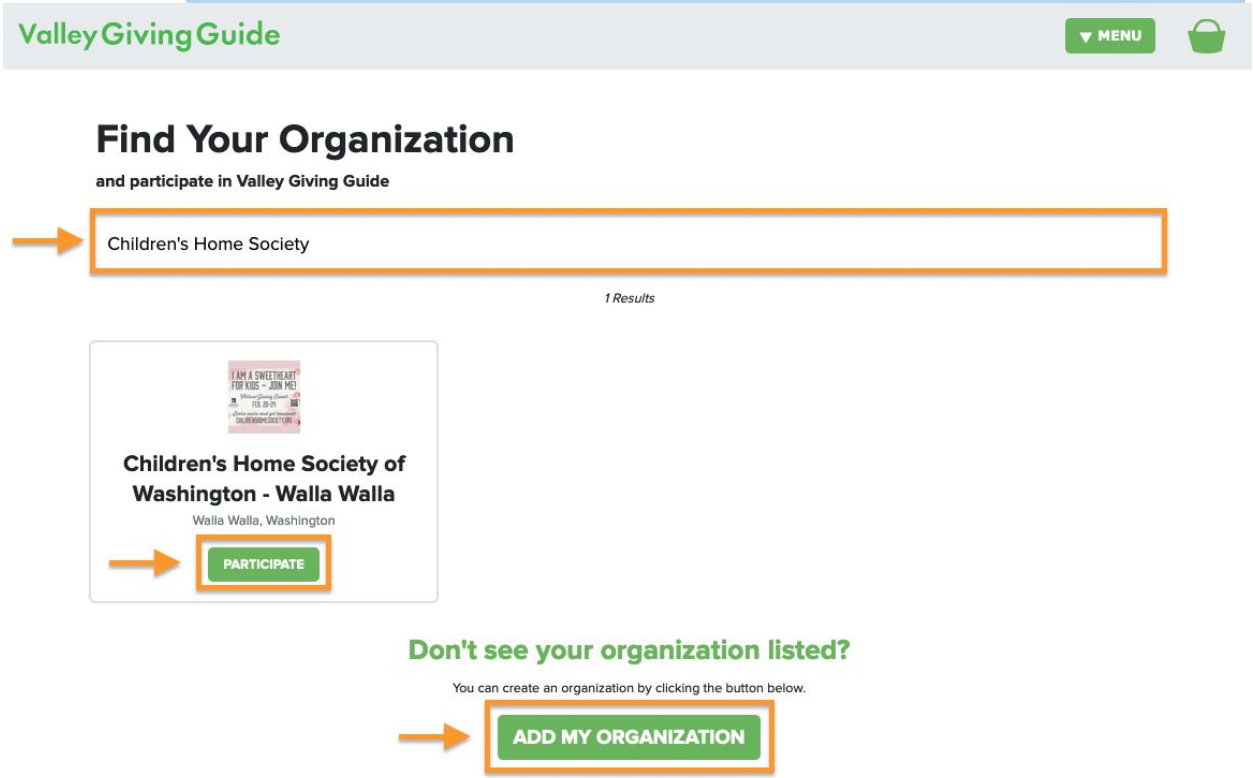
- Visit Our Help Center
  - support.givegab.com
- Check Out Our Blog
  - givegab.com/blog
- Send us an email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



Registering for Valley Giving Guide

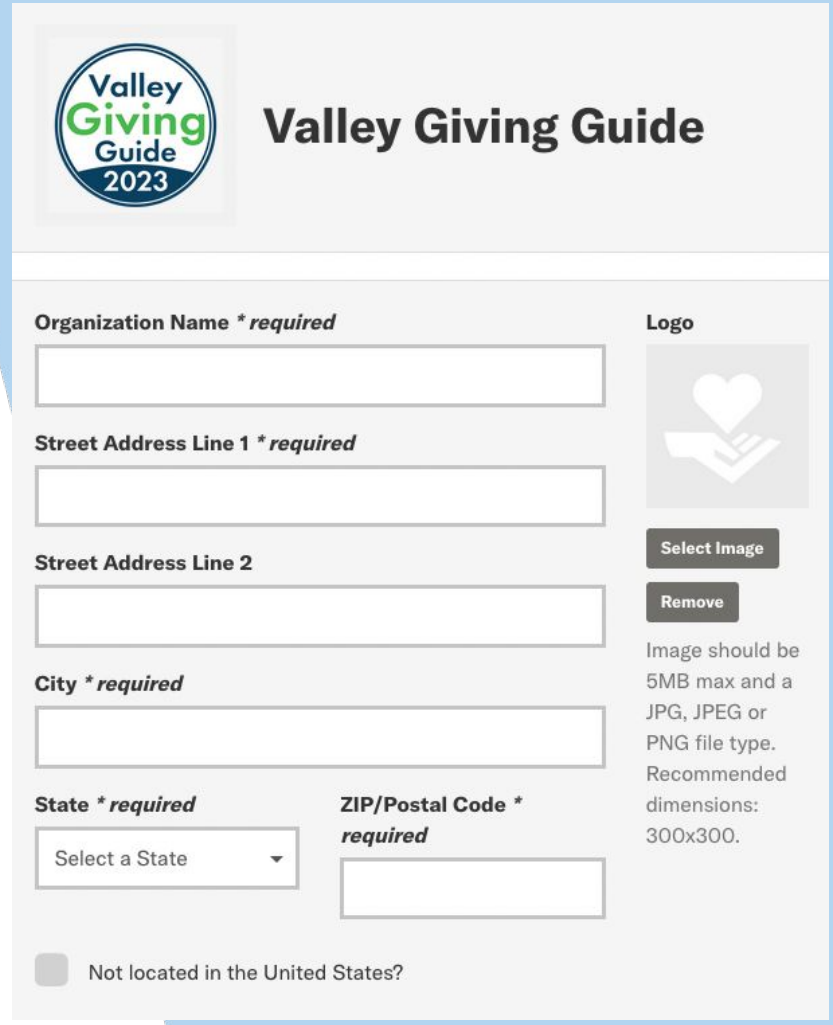
Valley Giving Guide
Search...
MENU
Valley Giving Guide 2023
REGISTER
Count me in! Register now!
November 28 - December 31
Valley Giving Guide begins in
89 : 19 : 54 : 38
days hours mins secs
Photo by Steve Lenz

1. Search for your nonprofit
2. If your nonprofit is listed in the search results, click **Participate**. Note that only nonprofits that have created a profile on the GiveGab platform in the past will appear in the search results.
3. If your nonprofit isn't listed in the search results, click **Add My Organization**.

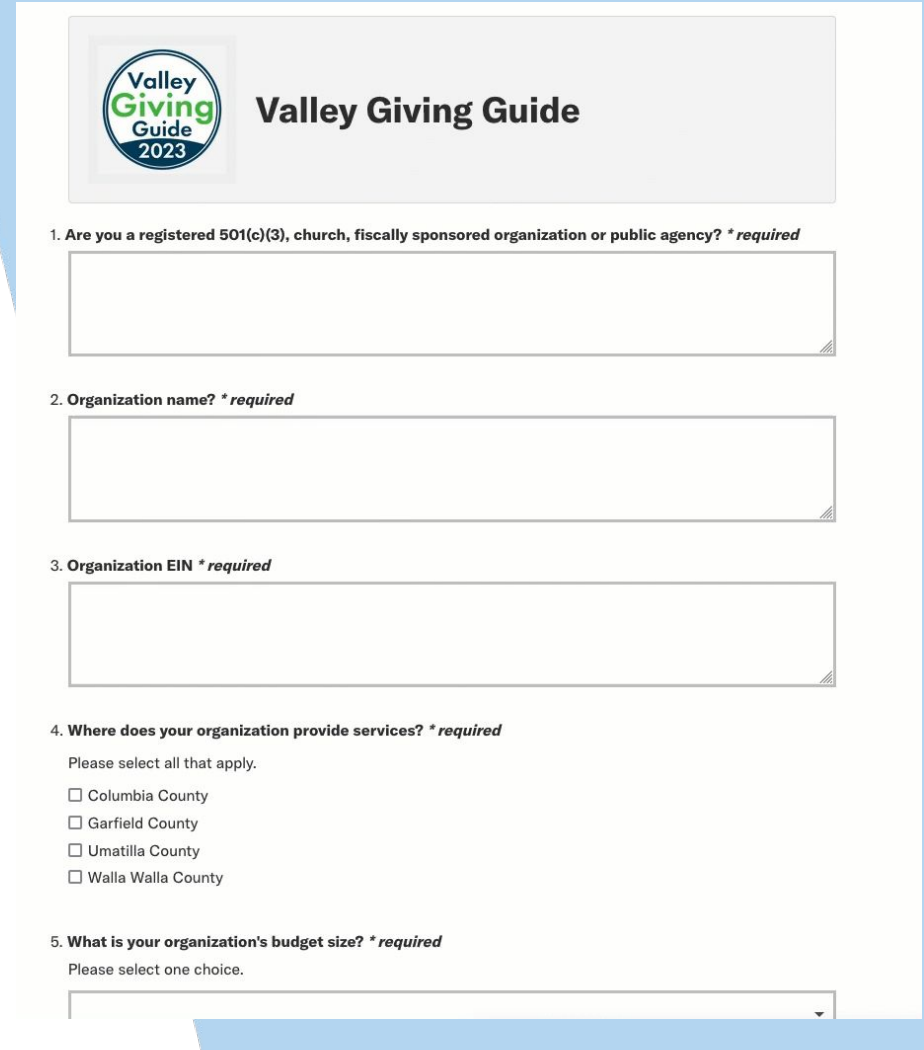


If you clicked **Add My Organization**, you'll first need to complete this form.

If you clicked **Participate**, you'll skip this step since your organization has already created an account with GiveGab sometime in the past.



Next, you will complete a registration form specific to Valley Giving Guide



Valley Giving Guide

1. **Are you a registered 501(c)(3), church, fiscally sponsored organization or public agency?** ***required***

2. **Organization name?** ***required***

3. **Organization EIN** ***required***

4. **Where does your organization provide services?** ***required***

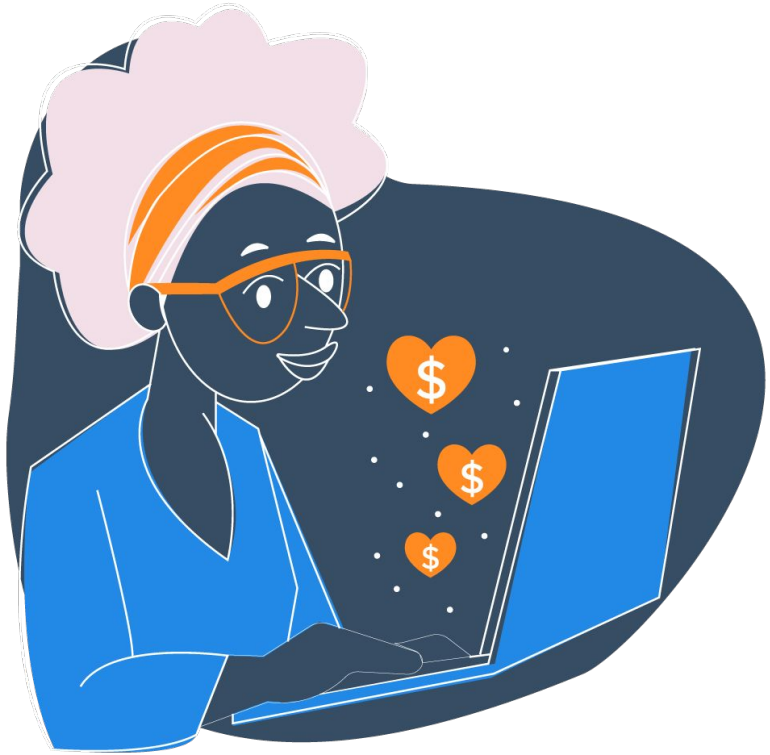
   Please select all that apply.

   - ☐ Columbia County
   - ☐ Garfield County
   - ☐ Umatilla County
   - ☐ Walla Walla County

5. **What is your organization's budget size?** ***required***

   Please select one choice.

Completing Your Profile

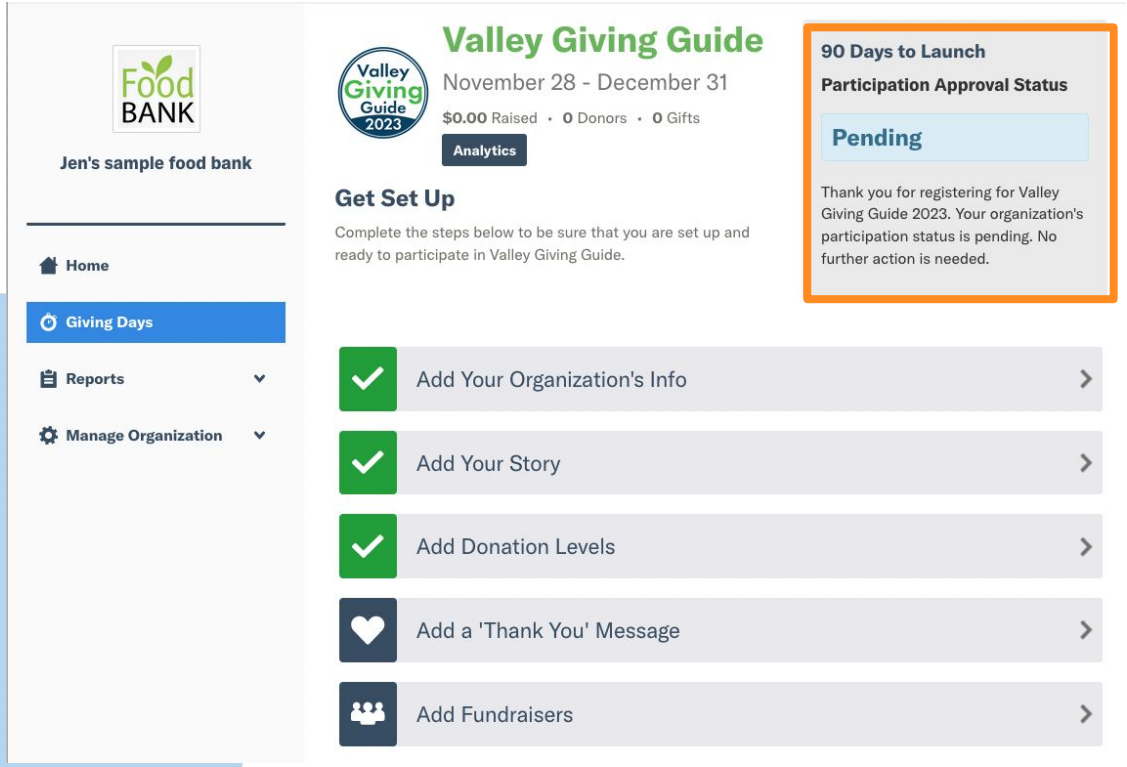


Your Giving Day Dashboard - Pending Status

Once you complete the registration forms, you will be able to access your nonprofit dashboard.

Note that your nonprofit will be in a Pending status while the Valley Giving Guide team reviews your submission.

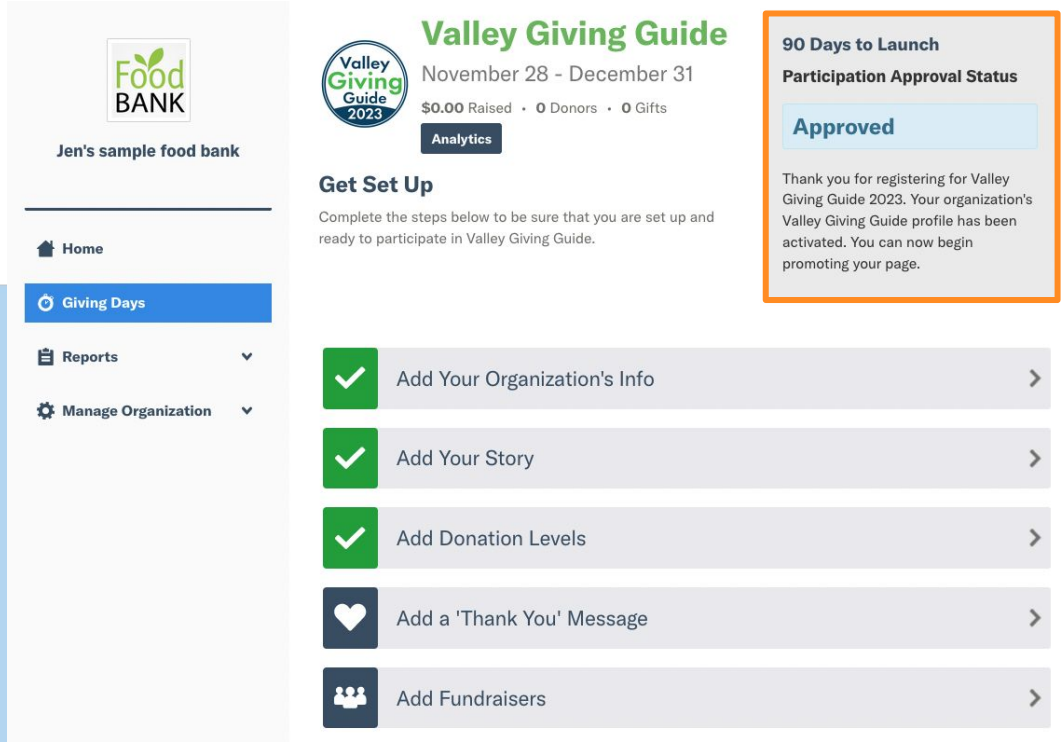
You may begin creating your nonprofit's profile while in Pending status.



Your Giving Day Dashboard - Approved Status

You will receive an email to let you know when your participation status has changed to Approved.

You will also see Approved as the status within your nonprofit dashboard.



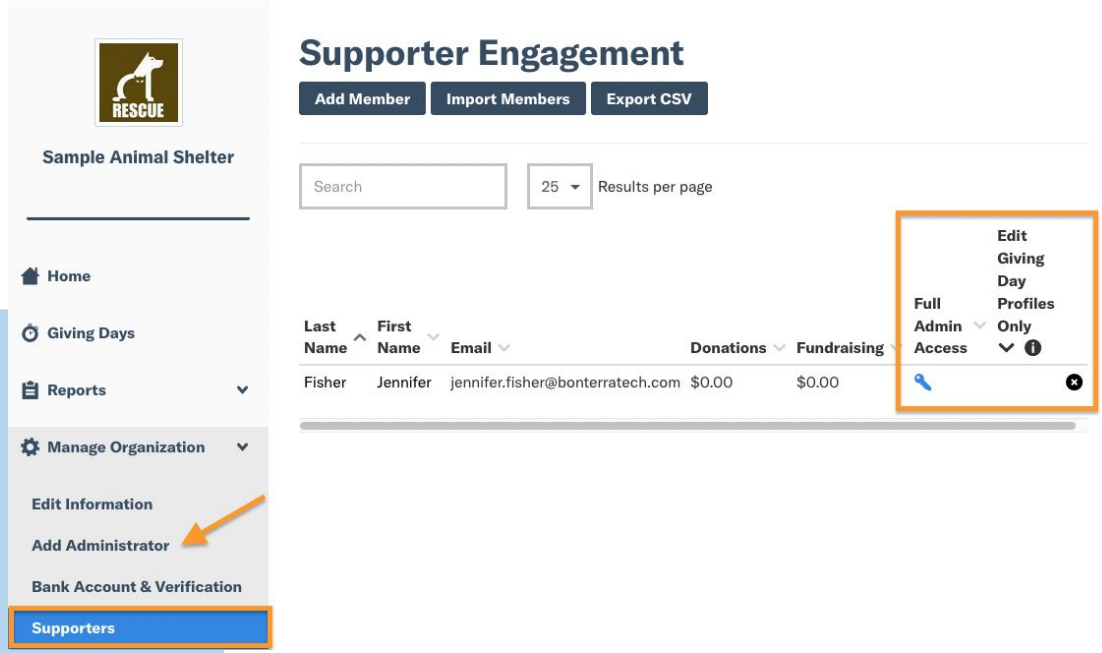
Administrative Access

Need to add more administrators to GiveGab for your nonprofit? We got you!

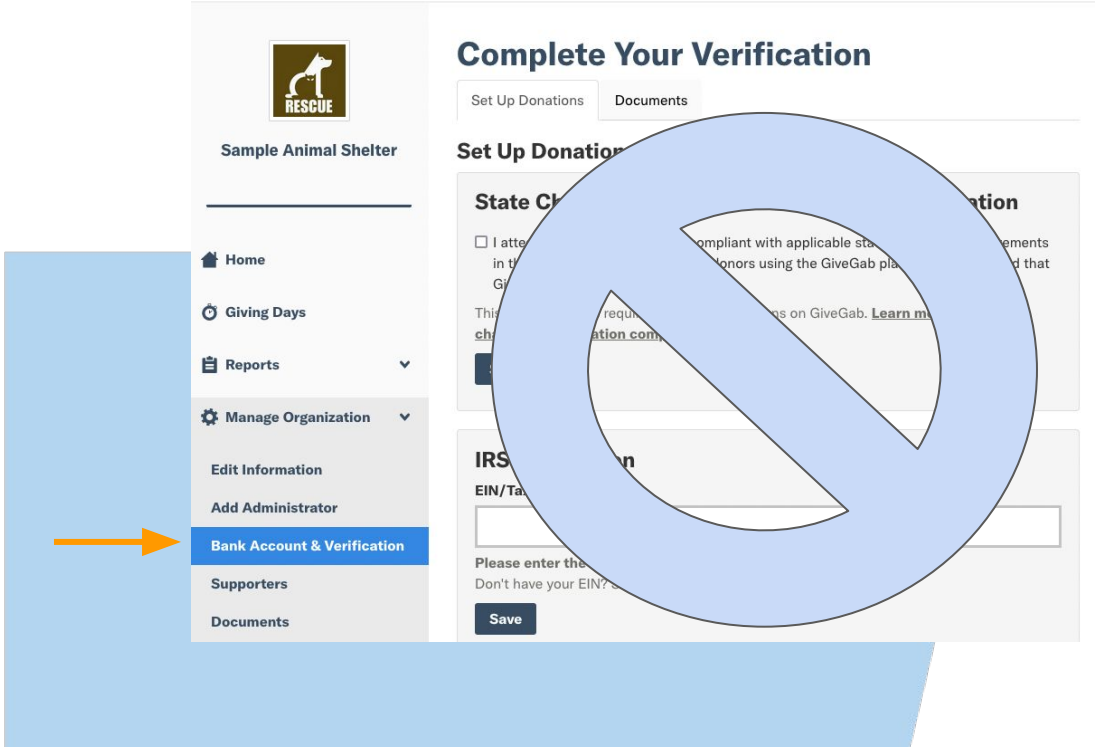
Click on the Add Administrator menu option from within your nonprofit dashboard.

The Supporters menu option allows you to then add or revoke admin access.

There are two levels of admin access: profile editor only or full admin (can edit profile and also view donations, supporters, etc.).



Please ignore the Bank Account & Verification Menu



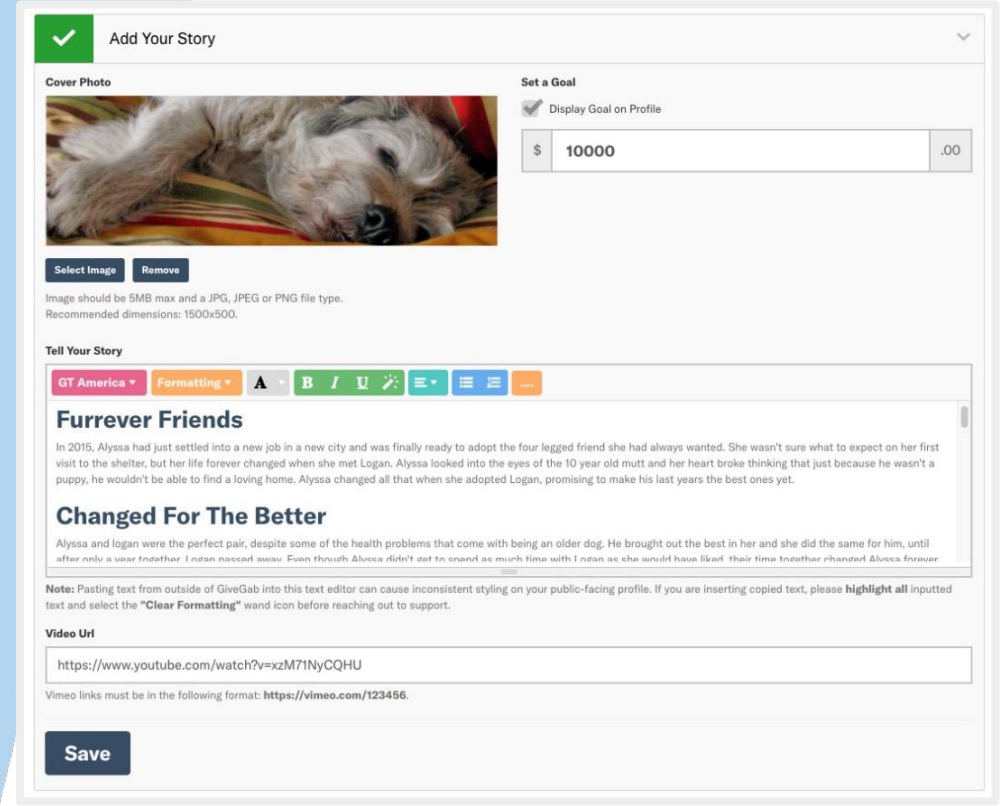
This is not applicable to Valley Giving Guide, as all participating nonprofits will receive their donations and any bonus pool and prize funds via a check from Blue Mountain Community Foundation in January.

Basic Info

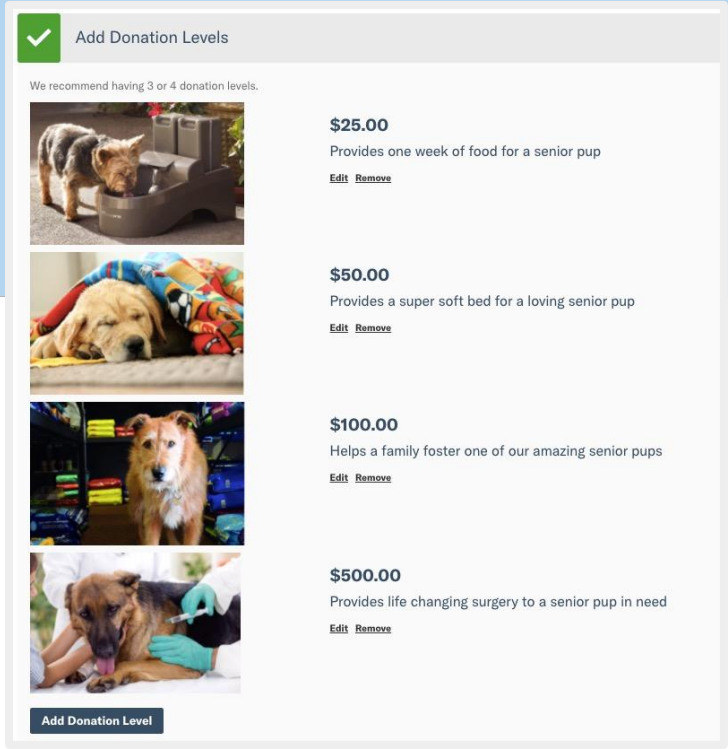
- Your logo
- Your website
- Your causes
- **Pro Tip:** Adding causes to your profile can help new donors find you in our cause-based search!

Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in Valley Giving Guide.
- Share your impact through words and visuals!



Suggest Donation Levels



- Custom amounts (minimum $5)
- Unique descriptions
- Optional photos
- Unlimited donation levels, but we recommend 3 - 4
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects donors to your goal

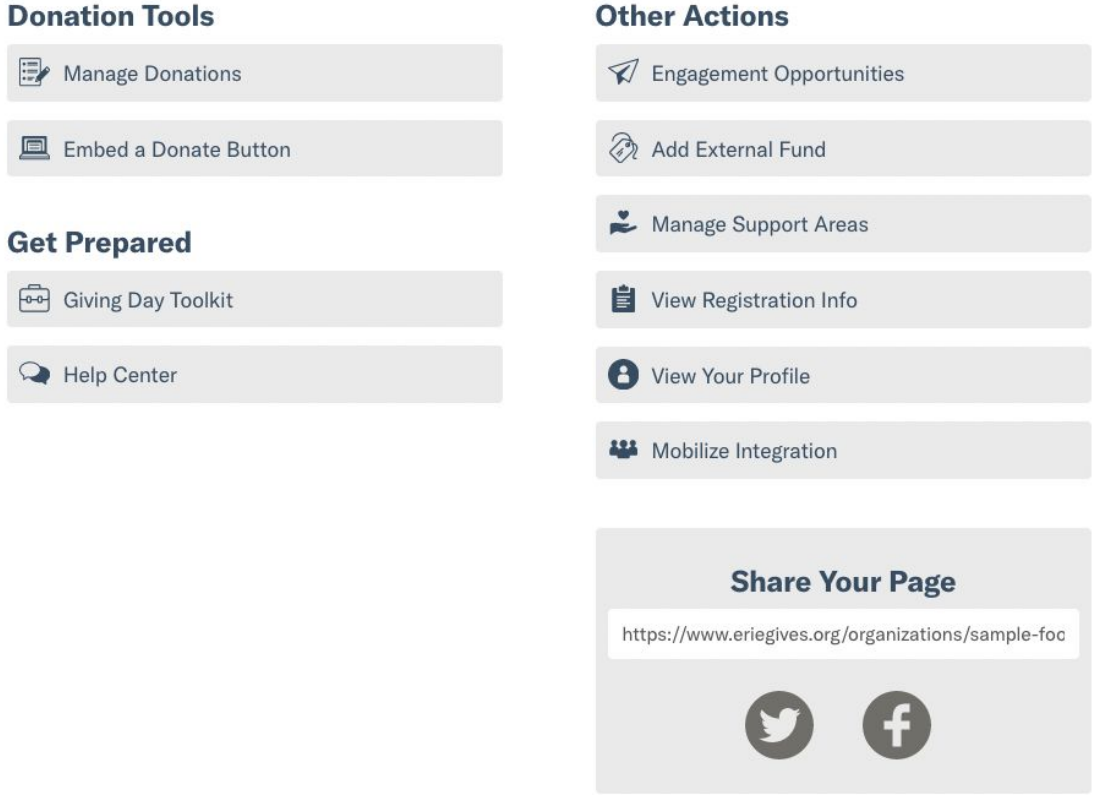
Key Dashboard Tools

See your detailed donation info

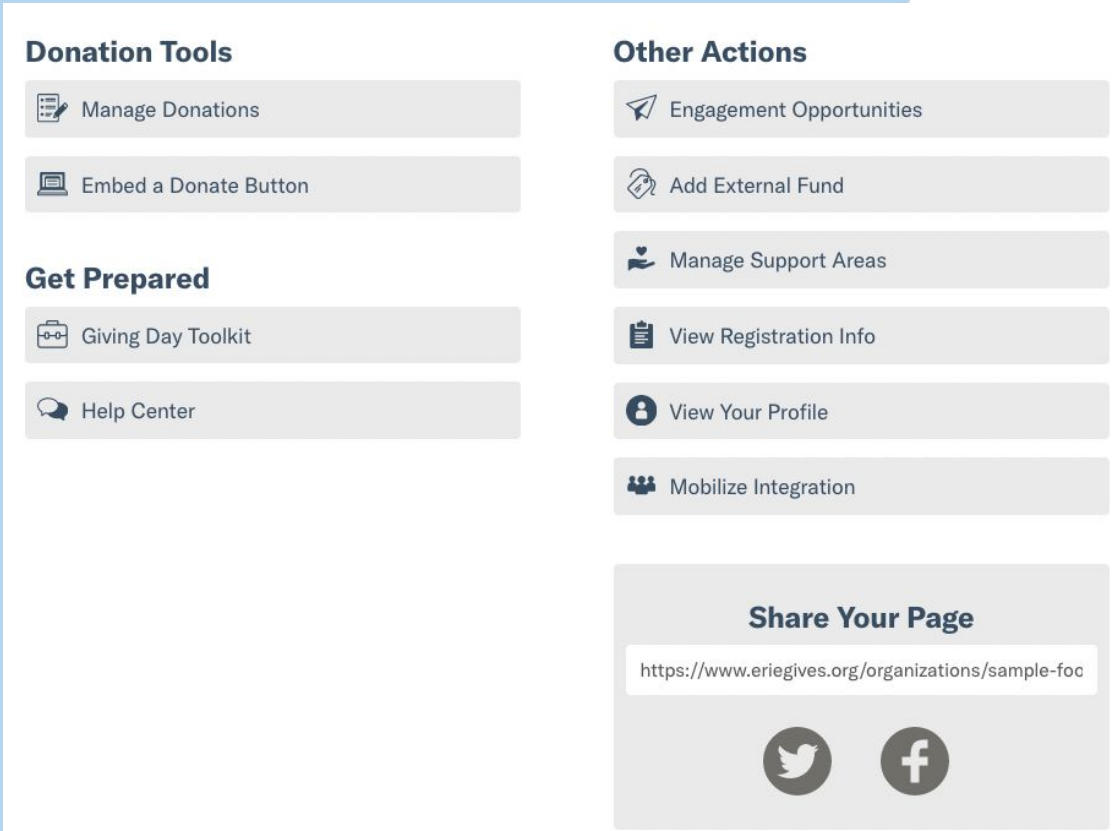
Add a button on another site to link to your VGG profile page!

Please check this out! Lots of tools and templates for you, your Board, your P2P fundraisers, etc.!

A library of GiveGab support articles



More Key Dashboard Tools



Share events, volunteer opportunities, etc.

Optional internal fund number (may be useful if using Support Areas)

Create profile pages and fundraise for special projects

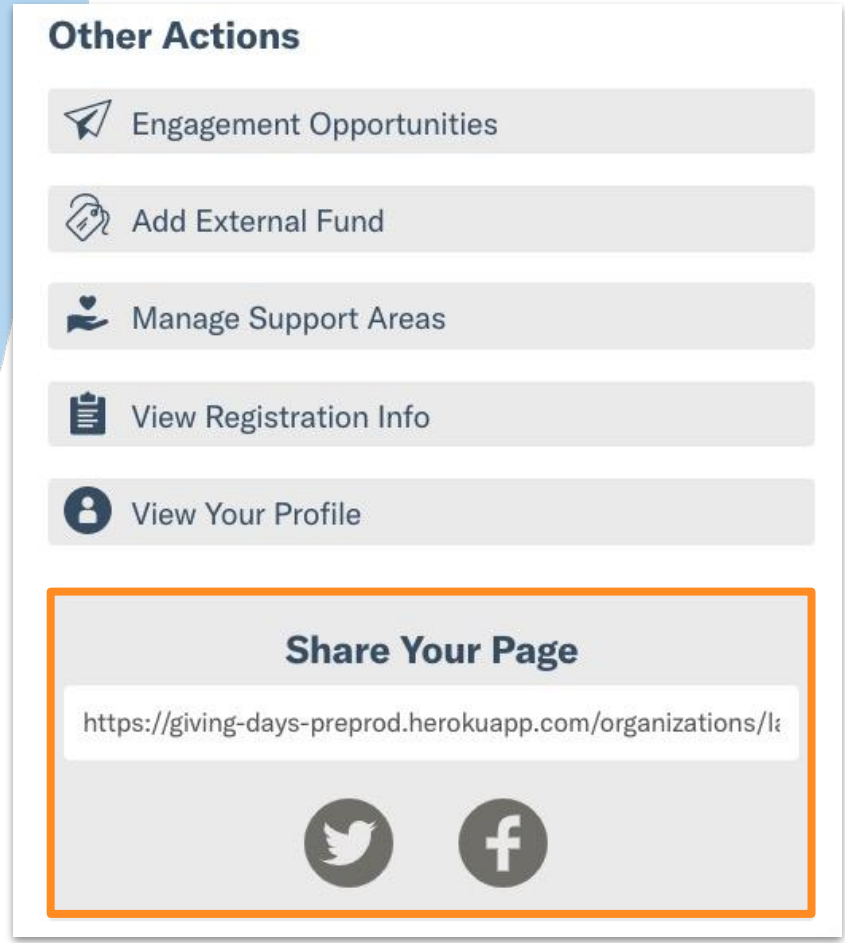
Review the answers you provided on the VGG registration form

While in Pending status, this will say “Preview Your Profile”

N/A for Valley Giving Guide

Share Your Profile

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



Step Up Your Fundraising with Matches

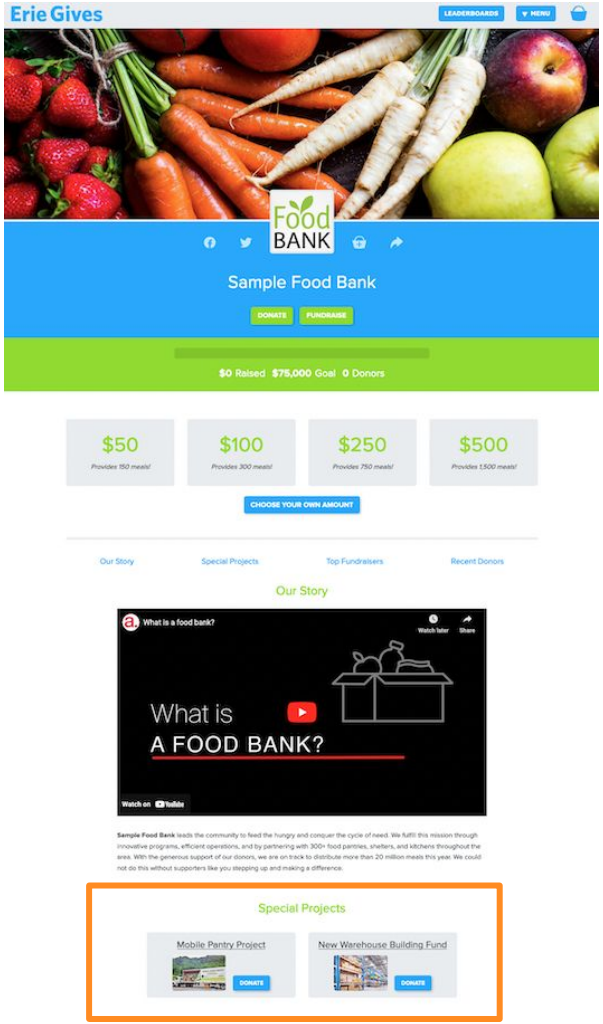
Use pledged donations as a donor incentive to increase impact!

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, 2:1, or 3:1 Matches
- Donor, Dollar, or Donation Challenges
- **Pro Tip:** Watch the **Matching Training Video**

Support Areas (aka Special Projects)

- An optional feature which allows nonprofits to create separate pages to raise awareness and fundraise for specific projects / initiatives
- Donations to a support area will display on the support area profile AND will roll up to your nonprofit's totals



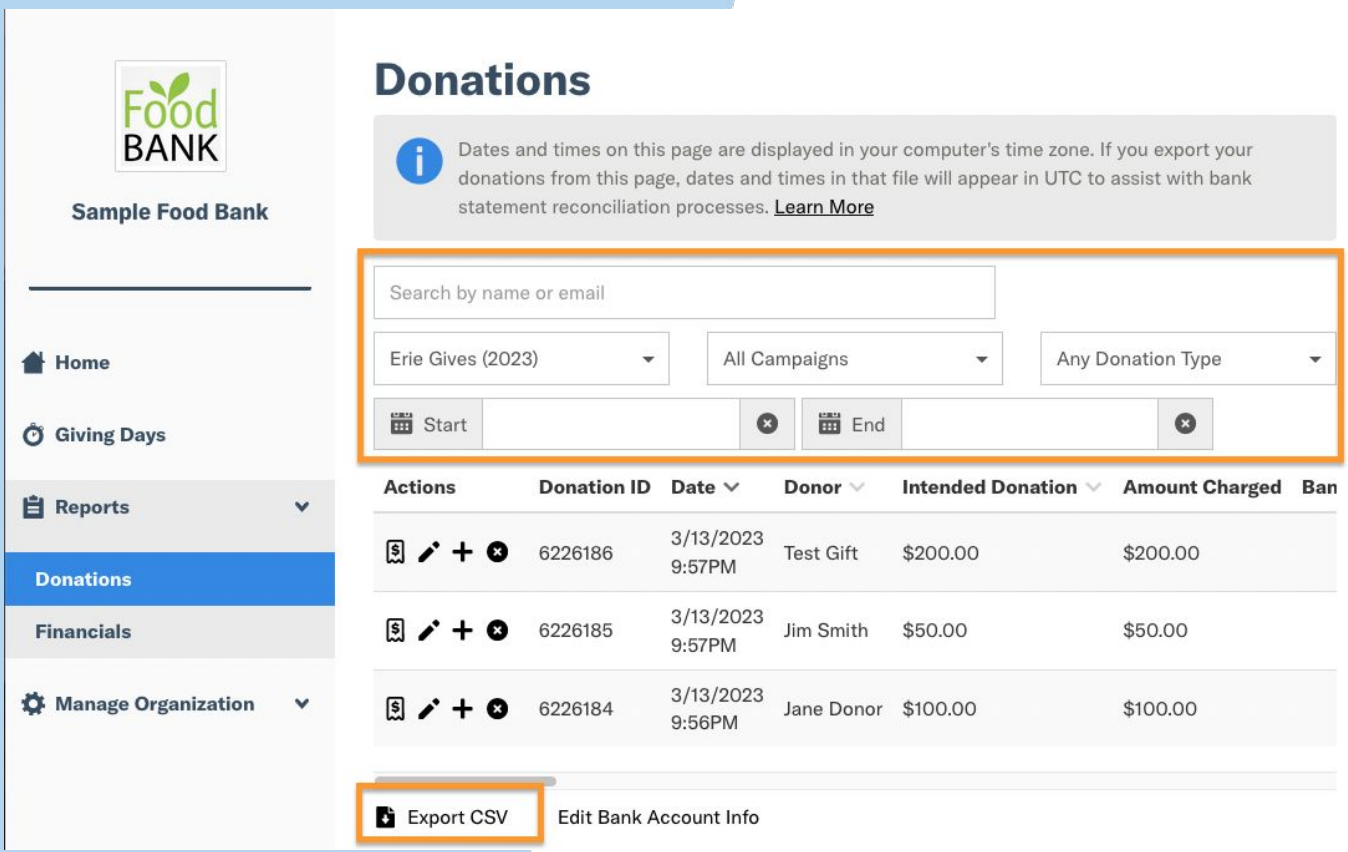
Key Features

Actionable Reporting

What information is available?

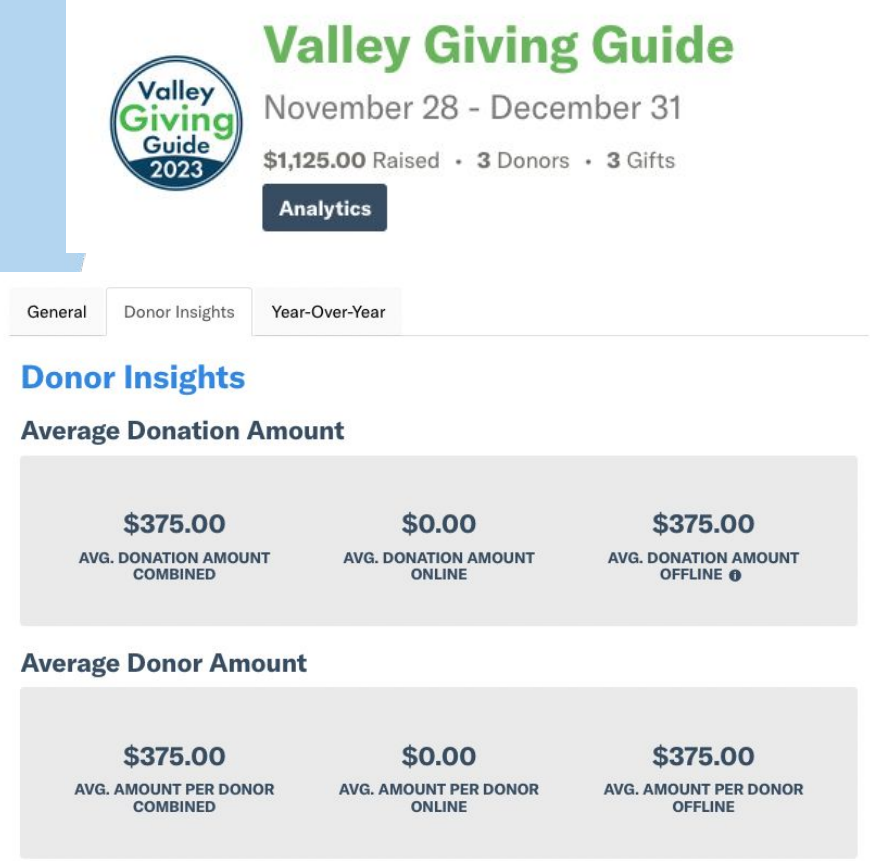
- Detailed donation reports available in real time
- Advanced Analytics
- Year-over-year reporting for Valley Giving Guide 2024 and beyond

Your Donation Dashboard

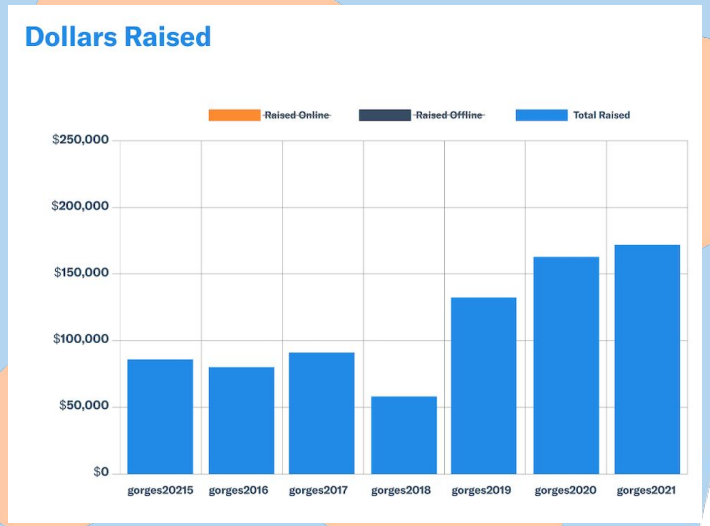


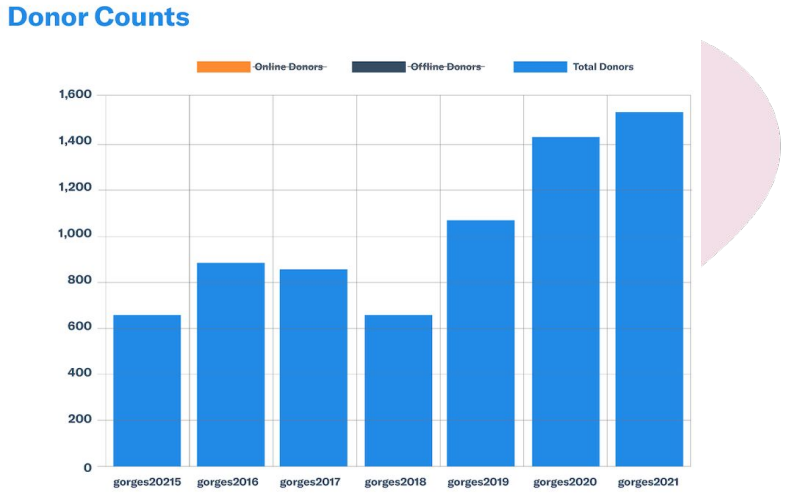
Giving Day Analytics

- Donor counts (online, offline, total)
  - “Unique donors”
- Donation counts (online, offline, total)
- Average donation size
- Average donation per donor
- Fee coverage
- Year-Over-Year comparisons (for 2024 and beyond)



Year-over-Year Metrics (for 2024 and beyond)





Peer-to-Peer Fundraising

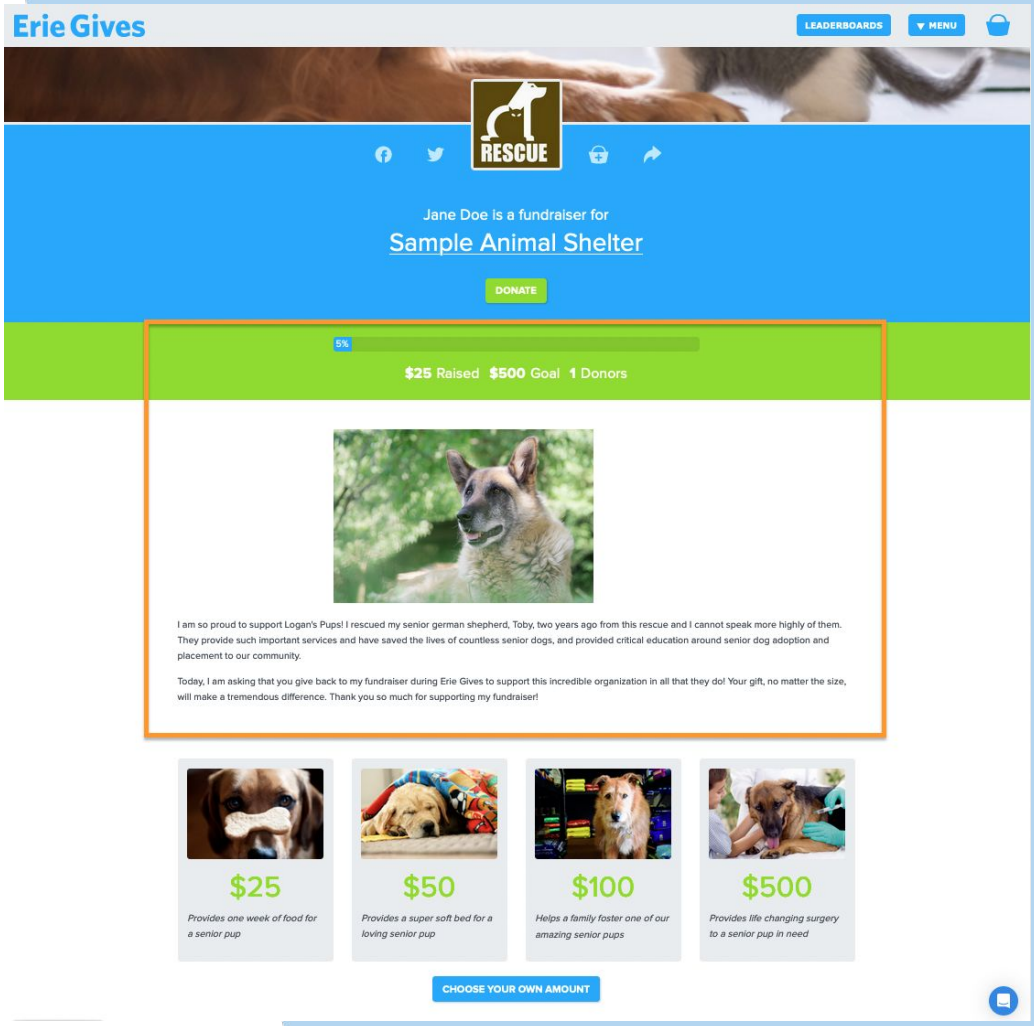
- Ask your passionate supporters and Board Members to create their own fundraising page on behalf of your nonprofit
- Watch your totals increase as their funds raised roll up into yours
- Multiply your reach by leveraging their networks

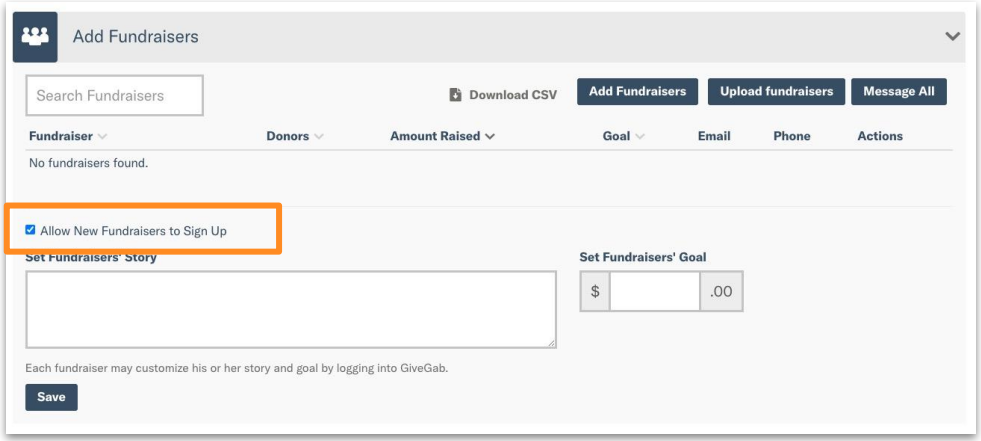
Did you know?

Nonprofits who used Peer-to-Peer (P2P) Fundraising on average raised **3.4x more** than those who did not.

A sample P2P profile page

- Your nonprofit's main photo, logo, donation levels, and story are pulled over
- The fundraiser can add their own picture or video as well as their personal story
- Donations made on any of your fundraisers' pages roll up to your nonprofit's main page and stats





Leading Your Fundraisers

- Easily manage their pages
- P2P Fundraising can be as involved or simple as you like!
- **Pro-Tip:** Plan to invite 5-6 fundraisers, and set a goal for how much they should raise
- Watch the **Peer-to-Peer Fundraising Training Video**

What’s Next?

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Valley Giving Guide needs.

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

Your Next Steps

Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- You don’t need to compete for incentives and prizes
- Valley Giving Guide may not be the right fit for all of your donors - that’s okay!
- Simply telling your story is a good start to building relationships.

Your Next Steps

What to work on over the next few months:

- Follow Valley Giving Guide on Social Media and use #VGG23
- Watch your inbox for important emails
- Review the Nonprofit Toolkit
- Discuss and communicate goals with your team
- Sign up for upcoming webinars

Questions?

Valley Giving Guide is
November 28 - December 31