

# Getting Ready for Valley Giving Guide!

*November 28 - December 31*



# 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**

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.

# 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

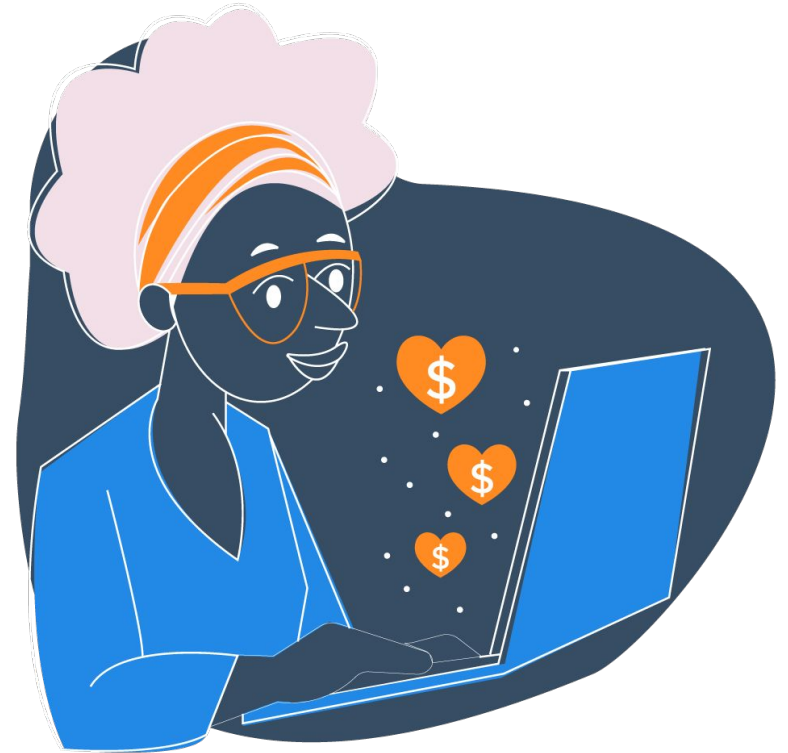
# Benefits of Participating



- 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](http://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



The screenshot displays the homepage of the Valley Giving Guide 2023. At the top center is the logo for "Valley Giving Guide 2023" featuring a bird in flight. Below the logo is a green "DONATE" button, which is highlighted with an orange box and an arrow. The main text reads "Put your money where your heart is!" followed by the dates "November 28 - December 31" and a countdown timer showing "124 : 09 : 27 : 32" (days, hours, mins, secs). Below the timer is a "Pause Animation" button. At the bottom, there is a green search bar titled "Search For An Organization To Support" with three input fields: "Search (e.g. SPCA, Food Ban)", "Location (e.g. Ithaca, NY)", and "Select a Cause". A "SEARCH" button and a "View All" link are also present. A Facebook icon is visible in the top right corner.

# 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.*



## Leaderboards

Name	Amount Raised	Donors
1. Logan's Pups	\$4,650.00	21
2. Scott's Scooters	\$4,366.00	22
3. My Great Organization	\$3,904.00	13
4. United Neighborhood Centers of NEPA	\$3,271.00	15
5. Cornell University	\$2,762.00	11
6. Charlie's Pet Shelter	\$2,652.00	11
7. Michael Scott's Dunder Mifflin Scranton Meredith Palmer Memorial Celebrity Rabies Awareness Pro-Am Fun Run Race For the Cure	\$2,002.00	7
8. Penny's Pals Give Back	\$1,575.00	4
9. Erik's Electric Eels	\$610.00	5
10. Snails for Change	\$500.00	1

[View More Leaderboards](#)

## Recent Gifts

**Abed Nadir - \$100.00**  
A donation supporting College Radio Collective

**Anonymous**  
A donation supporting Penny's Pals Give Back

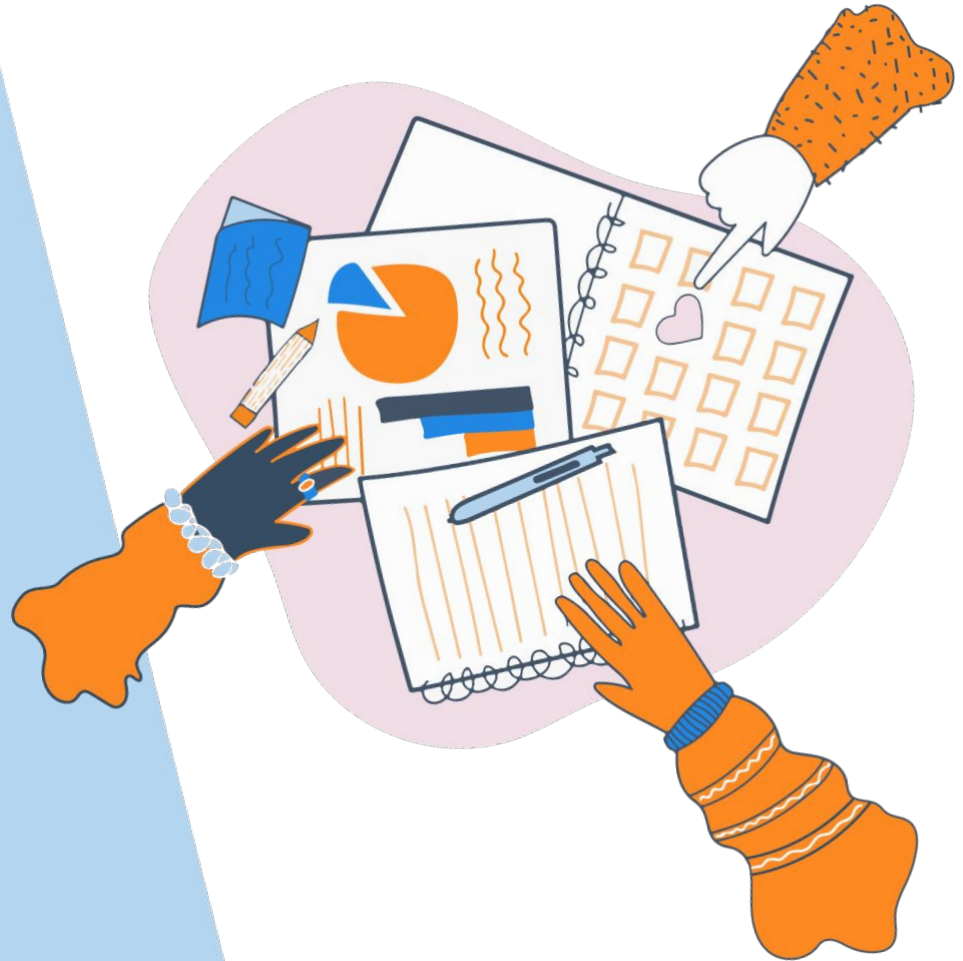
**Anonymous**  
A donation supporting Penny's Pals Give Back

**Mr. Offline Donation - \$100.00**  
A donation supporting Louisville Reads

[Back to Top](#)



# 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

## Confirm Your Gift

Step 3 of 3

**Louisville Reads**

**Gift: \$50.00**

**Email:**

test@gmail.com

**Fees:**

\$3.38

What's with these fees? ⓘ

I'll cover the fees!

Privacy Option(s)

Please do not display a name publicly.

Please do not display the donation amount publicly.

Hide my name from this organization and the public. ⓘ

**Total:**

**\$53.38**



## Thank you for making a difference in our community!

Step 1 of 3

### Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)



**Greater Pawnee German Shepherd Rescue**

### Name to Display (Optional):

(Defaults to First and Last Name)

- I am a new donor to this organization.
- Make this a recurring gift.
- Make this donation in honor of or in memory of someone.

[Add a public message to this donation](#)

REMOVE THIS DONATION

+ ADD ANOTHER ORGANIZATION

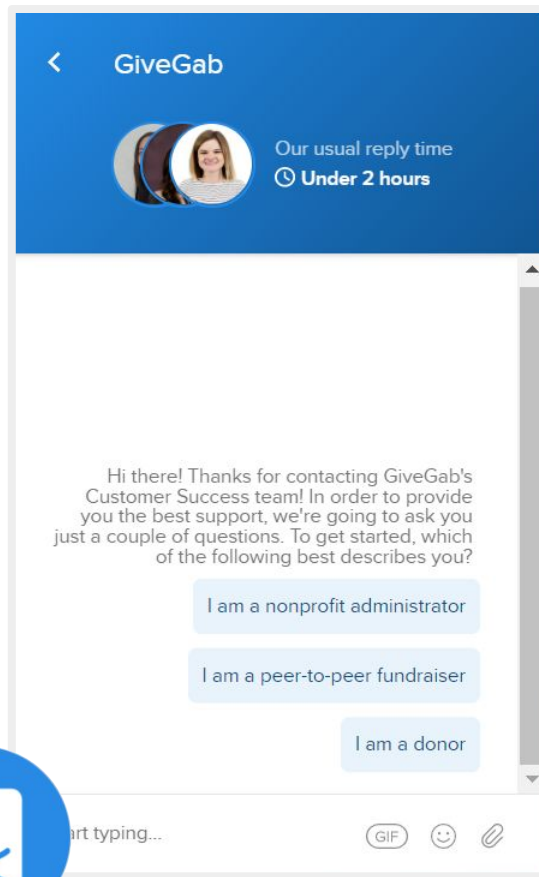


GiveGab's Giving Day Gift Basket makes it easy for donors to support up to 10 nonprofits per transaction!



# How We Support You

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



# Registering for Valley Giving Guide





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**.



## Find Your Organization

and participate in Valley Giving Guide

Children's Home Society

1 Results

**Children's Home Society of Washington - Walla Walla**  
Walla Walla, Washington

**PARTICIPATE**

## Don't see your organization listed?

You can create an organization by clicking the button below.

**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.



## Valley Giving Guide

Organization Name *\* required*

Street Address Line 1 *\* required*

Street Address Line 2

City *\* required*

State *\* required*

ZIP/Postal Code *\* required*

Logo



Select Image

Remove

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

Not located in the United States?

# 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*

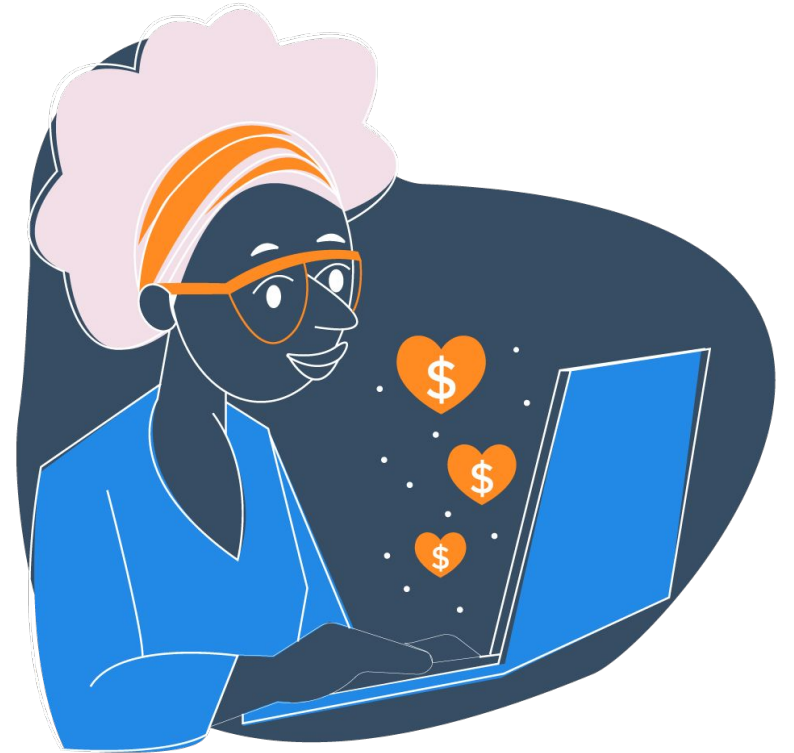
Please select all that apply.

- 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.

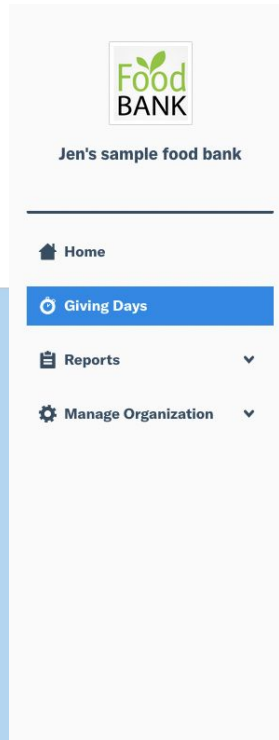
The screenshot displays the dashboard for 'Jen's sample food bank' on the Valley Giving Guide 2023 platform. The navigation menu includes Home, Giving Days (highlighted), Reports, and Manage Organization. The main content area shows the event dates (November 28 - December 31), fundraising progress (\$0.00 Raised, 0 Donors, 0 Gifts), and an Analytics button. A 'Get Set Up' section lists tasks: Add Your Organization's Info, Add Your Story, Add Donation Levels, Add a 'Thank You' Message, and Add Fundraisers. A callout box on the right indicates '90 Days to Launch' and 'Participation Approval Status' is 'Pending', with a message: 'Thank you for registering for Valley Giving Guide 2023. Your organization's participation status is pending. No further action is needed.'



# 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.



The screenshot shows a nonprofit dashboard for 'Jen's sample food bank'. At the top is the 'Food BANK' logo. Below the logo is a navigation menu with four items: 'Home', 'Giving Days' (highlighted in blue), 'Reports', and 'Manage Organization'.



## Valley Giving Guide

November 28 - December 31

\$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 Valley Giving Guide.

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

### 90 Days to Launch

#### Participation Approval Status

Approved

Thank you for registering for Valley Giving Guide 2023. Your organization's Valley Giving Guide profile has been activated. You can now begin promoting your page.

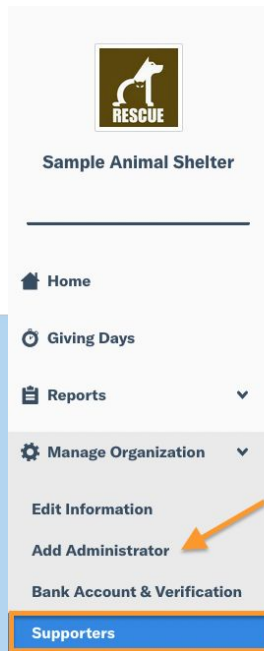
# Administrative Access

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.).

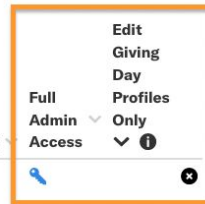


## Supporter Engagement

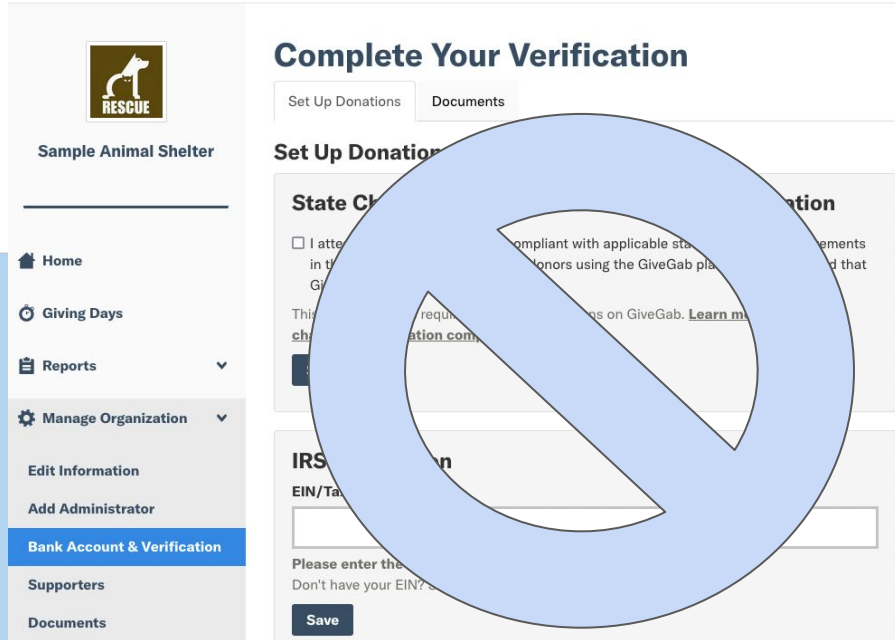
Add Member Import Members Export CSV

Search 25 Results per page

Last Name	First Name	Email	Donations	Fundraising
Fisher	Jennifer	jennifer.fisher@bonterratech.com	\$0.00	\$0.00



# Please ignore the Bank Account & Verification Menu



The screenshot shows a nonprofit organization's dashboard. On the left is a navigation menu with the following items: Home, Giving Days, Reports, Manage Organization (with a dropdown arrow), Edit Information, Add Administrator, Bank Account & Verification (highlighted in blue), Supporters, and Documents. An orange arrow points to the 'Bank Account & Verification' item. The main content area is titled 'Complete Your Verification' and has two tabs: 'Set Up Donations' and 'Documents'. Below the tabs is a section for 'Set Up Donations' with a 'State Ch...' dropdown and a checkbox labeled 'I attest...'. Below that is an 'IRS' section with an 'EIN/Tax' input field and a 'Save' button. A large, semi-transparent blue circle with a diagonal slash is overlaid on the 'Bank Account & Verification' menu item and the 'Set Up Donations' section.

**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!

✓ Add Your Organization's Info ▼

**Website**

**Logo**



[Select Image](#) [Remove](#)

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

**Causes** (optional)

**Cause #1**  ▼

**Cause #2**  ▼

**Cause #3**  ▼

# 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!

Add Your Story

---

**Cover Photo**




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

**Set a Goal**

Display Goal on Profile

\$

---

**Tell Your Story**

GT America  **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 can't even say. Even though 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 Uri**

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


# Suggest Donation Levels

✓ Add Donation Levels


We recommend having 3 or 4 donation levels.




**\$25.00**  
Provides one week of food for a senior pup  
[Edit](#) [Remove](#)



**\$50.00**  
Provides a super soft bed for a loving senior pup  
[Edit](#) [Remove](#)



**\$100.00**  
Helps a family foster one of our amazing senior pups  
[Edit](#) [Remove](#)



**\$500.00**  
Provides life changing surgery to a senior pup in need  
[Edit](#) [Remove](#)

Add Donation Level

- 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



## Donation Tools

 Manage Donations

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



 Embed a Donate Button

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




## Get Prepared

 Giving Day Toolkit

A library of GiveGab support articles




 Help Center

## Other Actions


 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

 Mobilize Integration

## Share Your Page

<https://www.eriegives.org/organizations/sample-foc>



# More Key Dashboard Tools


## Donation Tools

 Manage Donations

 Embed a Donate Button

## Get Prepared


 Giving Day Toolkit

 Help Center


## Other Actions


 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

 Mobilize Integration

## Share Your Page

<https://www.eriegives.org/organizations/sample-foc>



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

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

## Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



# 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](#)

## Donation Tools

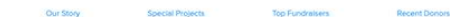
 Manage Matches and Challenges

 Manage Donations

 Embed a Donate Button

# 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



## Our Story



Sample Food Bank leads the community to feed the hungry and conquer the cycle of need. We fulfill this mission through innovative programs, efficient operations, and by partnering with 300+ food pantries, shelters, and kitchens throughout the area. With the generous support of our donors, we are on track to distribute more than 20 million meals this year. We could not do this without supporters like you stepping up and making a difference.

## Special Projects



# 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



Sample Food Bank

Home

Giving Days

Reports

Donations

Financials

Manage Organization

## Donations



Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)

Search by name or email

Erie Gives (2023)

All Campaigns

Any Donation Type



Start



End



Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Ban
	6226186	3/13/2023 9:57PM	Test Gift	\$200.00	\$200.00	
	6226185	3/13/2023 9:57PM	Jim Smith	\$50.00	\$50.00	
	6226184	3/13/2023 9:56PM	Jane Donor	\$100.00	\$100.00	

Export CSV

Edit Bank Account Info

# 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)



## Valley Giving Guide

November 28 - December 31

\$1,125.00 Raised • 3 Donors • 3 Gifts

Analytics

General

Donor Insights

Year-Over-Year

### Donor Insights

#### Average Donation Amount

**\$375.00**

AVG. DONATION AMOUNT  
COMBINED

**\$0.00**

AVG. DONATION AMOUNT  
ONLINE

**\$375.00**

AVG. DONATION AMOUNT  
OFFLINE 

#### Average Donor Amount

**\$375.00**

AVG. AMOUNT PER DONOR  
COMBINED

**\$0.00**

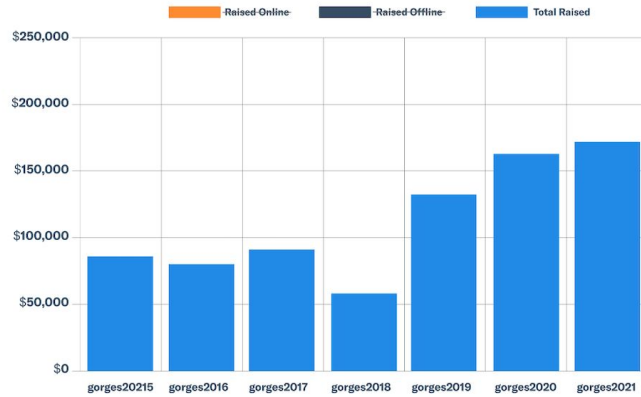
AVG. AMOUNT PER DONOR  
ONLINE

**\$375.00**

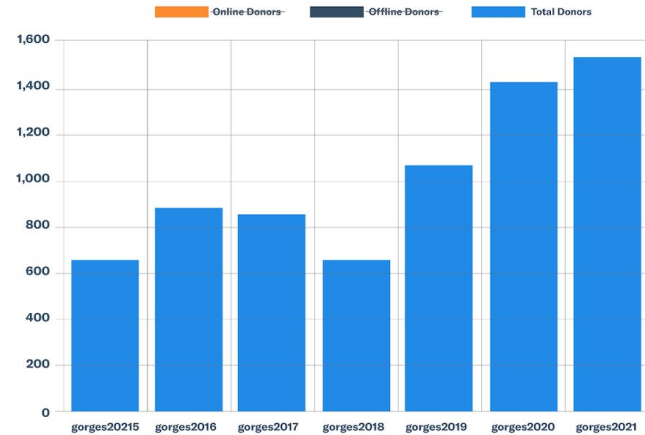
AVG. AMOUNT PER DONOR  
OFFLINE

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

## Dollars Raised



## Donor Counts





# 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


The screenshot shows a fundraising profile for 'Sample Animal Shelter' on the 'Erie Gives' website. The header includes the 'Erie Gives' logo, 'LEADERBOARDS', 'MENU', and a shopping cart icon. The main banner features a dog's face and the 'RESCUE' logo. Below the banner, it identifies the fundraiser as 'Jane Doe' and includes a 'DONATE' button. A progress bar shows '5%' completion, with '\$25 Raised', '\$500 Goal', and '1 Donors'. The central content area, highlighted with an orange border, contains a photo of a German Shepherd and a personal story from the fundraiser. Below this are four donation options: \$25 (one week of food), \$50 (super soft bed), \$100 (family foster), and \$500 (life-changing surgery). A 'CHOOSE YOUR OWN AMOUNT' button is at the bottom.

**Erie Gives** LEADERBOARDS MENU

Jane Doe is a fundraiser for  
**Sample Animal Shelter**

DONATE

5%  
\$25 Raised \$500 Goal 1 Donors



I am so proud to support Logan's Pups! I rescued my senior german shepherd, Toby, two years ago from this rescue and I cannot speak more highly of them. They provide such important services and have saved the lives of countless senior dogs, and provided critical education around senior dog adoption and placement to our community.

Today, I am asking that you give back to my fundraiser during Erie Gives to support this incredible organization in all that they do! Your gift, no matter the size, will make a tremendous difference. Thank you so much for supporting my fundraiser!

**\$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

### Add Fundraisers

Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser	Donors	Amount Raised	Goal	Email	Phone	Actions
No fundraisers found.						

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

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

Save

# 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*

