Agenda

● Give Local basics
● Benefits to participating
● Eligibility requirements
● Overview of GiveGab - your 2020 giving day platform
● Registration and building your profile
● Next steps and questions
The Basics

- 36-hour Campaign: 7 a.m. on April 21 to 7 p.m. on April 22
- One Website: www.GiveLocalCCF.org
- For organizations serving the Foundation’s 21-town service area
- Every dollar raised will be boosted by bonus funds
- Cash prizes available
- Extensive suite of trainings, tools, templates and guides are available

In 2019 Results:
$1.35 Million raised for 268 local organizations!
Benefits of Participating

- Raise unrestricted funds to support your mission
- Hone your skills using digital tools and software
- Tell your organization’s story with a personalized profile
- Re-engage your existing supporters for greater impact
- Increase your visibility and exposure while connecting with a larger community
- Create urgency and motivate donors with prizes and bonus funds
Eligibility Guidelines

- Organizations located in the Foundation’s service area
- 501 (c)(3) organizations in good standing with the IRS (verified by www.Guidestar.org)
- Have a current Connecticut Charitable Solicitation (verified at https://www.elicense.ct.gov)

Not allowed:
- Political, labor or fraternal organizations
- Organizations that exist only to make grants
- Organizations that deny service to a potential client or beneficiary on the basis of race, religion, color, sex, sexual orientation, age, national origin, ancestry, citizenship, veteran, or disability status.
Eligibility Guidelines

Tax exempt religious organizations may participate if:

- 100% of the funds generated will be used for non-religious programs, services and activities (for example, a food pantry). You must describe the specific program in your Give Local profile; and

- Your program must be open to all without discrimination on the basis of religion, race, color, sex, sexual orientation, age, national origin, ancestry, citizenship, veteran, or disability status

There is a separate mini-application for religious organizations to provide this data!
Out of Area Organizations

- Nonprofits that are located outside of the Foundation’s 21-town service area but provide services in the region are encouraged to participate, too!

- An Application for Eligibility is required and must be received by March 13, 2020. A staff committee will review all out of area applications on a weekly basis and notify you as soon as possible.

- New this year - All organizations outside of our service area must complete the application for eligibility, regardless of prior Give Local participation.
Bonus Funds

- Connecticut Community Foundation contributes and solicits bonus funds for you. The first $50,000 that your donors contribute will be enhanced with a percentage of these bonus funds!

- **New this year**: The Foundation will create separate bonus pools for organizations that are based in *Naugatuck, Southbury, Waterbury*, or that work primarily with *Older Adults*. All other organizations will be in the *general bonus pool*.

- **Why are we making this change**: Donors have earmarked some funds for specific towns/issue areas. Creating separate funds for these areas will enable us to distribute bonus dollars more equitably across the board. We will use our unrestricted funds to create the general pool.

Regardless of whether your organization is in the general pool or one of the others, we expect that all organizations will receive a healthy bonus percentage!

In 2019, bonus funds added $10.20 to every $100 your donors gave!
Prizes

What’s new with prizes?

● With only a handful of exceptions, prizes are mainly unrestricted, meaning that all participating organizations are eligible to win them. There will be fewer prizes based on location and issue area.
● We’ve added 2nd and 3rd place runner up prizes in our grand prize categories.
● There are new prizes to entice Peer-to-Peer users
● We’ve added a handful of donor choice prizes as well

A few sample new prizes:

● **Good Samaritan**: Donor who gives to the most organizations is invited to determine the winning organization
● **Go Getter Prize**: The Peer to Peer fundraiser who raises the most on their P2P page wins this prize for their nonprofit
● **County Prizes** – Awarded to New Haven and Litchfield County based organizations that have the most unique donors or dollars raised in a particular time period

Look for a complete prize list coming mid-March
Transaction Fees

- The Foundation does not retain any of the money raised via Give Local!
- GiveGab fee: 2% campaign management fee (capped at $20 per donation)
- Credit Card processing fee: 2.2% + $.30 per transaction for all major credit cards (Visa, MasterCard, American Express, Discover)
- ACH transfers from bank accounts: $3 per transaction. Minimum ACH donation is $50.
- Give Local Bonus funds are added to the full donation amount!
- **New this year:** Donors can give via Mobile Wallet (Apple Pay, Google Pay, Microsoft Pay)

Donors are encouraged to cover the fees when making their donation. In 2019, 87% of donors covered all fees!
Transaction Fees

Credit card gift example
$100  Donation Amount
- $2  GiveGab Fee
- $2.20 Credit Card Fee
- $.30 Transaction Fee
= $95.50 for your nonprofit

Checking Account Gift
$100  Donation Amount
- $2  GiveGab fee
- $3  Transaction Fee
= 95.00 for your nonprofit

Don’t forget – the Give Local bonus fund will also be applied on the full donation amount!
Offline Gifts Policy

- Checks valued at $5,000 or higher will be accepted
- Made payable to Connecticut Community Foundation and must be received by April 15th
- Bonus funds will be added to offline gifts.
- Donors with donor advised funds at the Foundation may make offline gifts in any amount during Give Local.
- Please communicate with the Foundation if you expect offline gifts.

If you have a donor that would like to make a distribution from their IRA via Give Local, this is possible! Please allow enough time for processing (we recommend the donor requests the check no later than March 20)
Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Gift basket feature for giving to multiple organizations
  - Mobile responsive
  - Easy-to-use donation form
  - All major credit cards accepted, including ACH, and mobile pay
  - Immediate “Thank You”
- Dedicated platform support team
How can my organization participate?

www.GiveLocalCCF.org
Find or add your organization

Find Your Organization
and participate in Give Local Greater Waterbury and Litchfield Hills

Search for your organization

You can search by organization name or EIN (Employer Identification Number)
Complete Registration Questions

• These questions are designed to give the Foundation some basic information. These answers will not appear on your public profile!

• Look for email confirmations!
Your Admin Dashboard

Give Local Greater Waterbury and Litchfield Hills
April 21, 2020

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Give Local Greater Waterbury and Litchfield Hills.

Add Your Organization's Info
Let people know who you are.

Add Your Story
Tell potential donors why they should contribute.

Add Donation Levels
Show your donors the impact their donation makes.

Add a 'Thank You' Message
Personalize your auto-response to donors ahead of time.

Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.

These fields are used to create your online Give Local profile that is visible to the public!
The Basics

- **Logo** - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand.

- **Tagline** - A quick one sentence overview of your organization or giving day campaign.

- **Website** - Add your website so donors will be able to learn more about your organization.

- **Causes** - Select up to 3 causes that apply to your organization's work to help donors find causes they're interested in. (These have no impact on prizes).
Telling Your Story

Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her heart and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
Highlighting Impact

- Customize your donation amounts (4-5 recommended)
- Create unique descriptions
- Add photos (optional)
Personal Gratitude

- Write your own custom thank you message (optional)
- Add your own photo or video
- Sent immediately to your donor via email when they make a gift
- Comes directly from your organization’s contact
- Your message must not include tax language

If a donor gives to more than one organization in a single transaction, they will receive a confirmation email from the Foundation and not this customized email.
## Peer-to-Peer Fundraising

- Use your supporters, board members, and volunteers to expand your organization’s reach.

- Each fundraiser has their own page and every dollar they raise goes toward your organization’s totals!

- Organizations using P2P raise on average 3.4 x more than organizations without fundraisers.

---

### Add Fundraisers

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Donors</th>
<th>Amount Raised</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alyssa Ravenelle</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
</tr>
</tbody>
</table>

---

We will be covering Peer to Peer in more detail in a webinar on March 3!
Peer-to-Peer Fundraisers

A fundraiser for:
Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: Animals, Education

Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
Highlight Matches/Challenges

- Matches allow each online donation to be matched on a 1:1 ratio.

- Challenges allow funds to be added to the organization’s total once a goal is reached.

- Organizations with matching funds raise on average 4.5 x more than organizations without a match.

- Can be time based to create a sense of urgency

We will be covering Matches and Challenges in more detail in a webinar on March 3!
Viewing and Sharing Your Profile

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

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

Share Your Page
https://dog-staging.givegab.com/organizations/logan-s-pups

View Your Page
After you register, your page may look a little bland! Be sure to go back to your admin dashboard to personalize things.
Sample of Complete Profile

Logan's Pups
Helping senior dogs find loving homes in their final years
Causes: Animals, Seniors

Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes.

Your donation will help us continue offering these services for years to come.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups.

$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 Covers medical expenses for a senior pup in need

DONATE

Bridget Cafaro
$0.00
Alyssa Ravenelle
$0.00

Board of Trustees: #NVBigGive Match
On 3/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada’s big give 2018!

$5,000 MATCH
$5,000 REMAINING

 MATCH

Fundraising
Champions
Tips, Tools, and Resources

The Nonprofit Toolkit page has everything you need to plan, prepare, and promote Give Local!

https://www.givelocalccf.org/info/nonprofit-toolkit
More Training

Utilizing Matching and Peer-to-Peer Fundraising for Give Local
March 3, 2020 - 2:00 pm
Peer-to-Peer Fundraising and utilizing matching funds are two key ways to expand your reach during Give Local by engaging your most passionate supporters! In this training course we'll cover everything you need to know about recruiting and empowering fundraisers, how to secure matches, and tips for communicating about these pieces.

Final Steps to Success for Give Local
March 24, 2020 - 1:30 pm
In this webinar we’ll go over last minute tips and best practices to engage with your supporters and increase your success. The GiveGab and Foundation team will be available to answer any and all of your last minute questions.

PLUS, an entire suite of pre-recorded trainings available to you at https://www.givelocalccf.org/info/workshops
Your Next Steps

● Apply to participate for Give Local by April 6, 2020
● Spend some time on your profile
● Check out the Nonprofit Toolkit
● Create your strategy
● Watch your inbox for important emails
● Sign up for upcoming training sessions
● Follow us on social media using #givelocalGWLH
Support

- Call/Email Tricia: 203.753.1315 x130
givelocal@conncf.org

- Visit GiveGab’s Help Center
  https://support.givegab.com/

- Email Give Gab
  CustomerSuccess@givegab.com

- Chat with GiveGab’s Team via the little blue chat bubble
Questions?