Getting Ready For

March 11th at 6PM-March 12th at 11:59PM

RAISE THE FCFP REGION

March 11th at 6PM-March 12th at 11:59PM
Agenda

- The Basics
- Benefits to participating
- Applying to participate in Raise the Region®
- Customizing Your Raise the Region® Profile
  - Key Features & Resources
- Next Steps and Questions
The Basics

- wwwraisetheregion.org
- March 11th at 6PM-March 12th at 11:59PM
- Every nonprofit conducting their own unique campaign on the day
- IRS recognized nonprofits that are headquartered or provide services in north central Pennsylvania region. [They must have a physical address in one of the following counties: Columbia, Lycoming, Montour, Northumberland, Snyder or Union.]
  - Must be verified to accept tax deductible donations and be registered in the state of PA
- Nonprofit trainings, tools, templates, and guides offered to optimize efforts
- PRIZE Categories will be disclosed during the Final Steps Webinar!! So stay tuned!
Who Can Participate?

- Organizations located in or directly serving north central Pennsylvania region.
  
  [They must have a physical address in one of the following counties: Columbia, Lycoming, Montour, Northumberland, Snyder or Union.]

- IRS recognized nonprofits eligible to receive tax deductible gifts

- Registered to fundraise in the state of PA

- Places of worship and Higher Education Institutions are not eligible to participate in Raise the Region®. Programs with fiscal agents, and government/public taxing entities are not eligible to participate in Raise the Region®. Also, Raise the Region® 2019 participating organizations that did not obtain at least 10 unique donors are not eligible to participate in Raise the Region® 2020.
Benefits of Participating

- Learn how to utilize up and coming digital tools and modern software
- Re-Engage with your existing supporters to make a greater impact
- Increase visibility and exposure by connecting with a larger community
- Utilize the Raise the Region to help your organization reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

★ Unites your community in the effort to meet increasing needs of your region that are being addressed through the work of local nonprofits

★ Creates a sense of urgency for supporters to make an impact during the 30-hour event, helping your organizations raise more in a short period of time
How can my organization participate?

www.raisetheregion.org

Apply Now

March 11-12, 2020

wwwraisetheregion.org
Find Your Organization

Raise the Region is not accepting applications at this time.

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

- Williamsport Chamber Choir & Orchestra
- Williamsport Area School District Education Foundation
If you did not participate in Raise the Region 2019 ...

You will see a button that says “Add My Organization” at the bottom.

Click that button and you will be prompted to enter your organization’s basic information before starting the registration survey.
Register Your Organization for Raise the Region
Powered by GiveGab

Organization Name
Logo
Street Address Line 1
Street Address Line 2
City
State
ZIP/Postal Code
Select a State
Remove
Recommended dimensions 300x300
Max file size 5MB
Not located in the United States?

Click 'Continue' to complete your registration for Raise the Region

Continue
1. What is your Annual Operating Budget for 2019? *

Please select one choice

- Small (Budget of Less than $250,000)

2. Please select all of the areas your organization provides direct services to: *

Please select all that apply

- Bradford
- Clinton
- Columbia
- Lycoming
- Montour
- Northumberland
- Snyder
- Sullivan
- Susquehanna
- Tioga
- Union

3. Does your organization have a physical address in one of the following counties: Columbia, Lycoming, Montour, Northumberland, Snyder or Union *

Please select one choice

- Yes
Logging in

- Once registered, you’ll be navigated directly to your Raise the Region Dashboard to customize your profile.
- In the future, we’d recommend logging back in through the www.raisetheregion.org site.
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 for donors ahead of time.
Your Preparation Checklist

1. Add Your Organization's Info
2. Add Your Story
3. Add Donation Levels
4. Add a 'Thank You' Message
you participated in 2019 ...

- You’re able to copy last year’s profile. This is a wonderful feature because you’re not starting from scratch again and you’re still able to edit everything!
- If you copy your profile, please make sure information is updated.
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 to help donors find causes they’re interested in.
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 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. 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.
● Custom Amounts
● Unique Descriptions
● Optional Photos
● Unlimited Giving Levels

★ $25 minimum donation level
Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
Viewing & 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
- Add Bank Account Info
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Share Your Page

www.givingday.com/logans-pups

More Actions
- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
The Nonprofit Toolkit has everything you need to plan, prepare, and promote Raise the Region and reach your goals!

- Customizable Templates
- Communication Timelines
- Raise the Region Graphics
- Helpful resources for your board members, volunteers, and fundraisers
• Click “Reports” from the menu on the left hand side of the screen
### Donations

**Total Paid Out:** $244,799.56  
**Total Pending:** $18,502.97

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**  
**More filters**

- **All Giving Days**  
- **All Campaigns**  
- **Any Donation Type**

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Transparent Pricing

2% Fee for FCFP + 3% Platform Fee + 2.2% Credit Card Fee + $.30 per transaction = 7.2% + $0.30

- No registration cost or subscription required to participate
- Donors ALWAYS have the option to cover all fees on behalf of your organization
- Historically 65-75% of donors cover fees on your behalf
Who is GiveGab?

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

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
- Mobile responsive
- Easy-to-use donation form
- Immediate “Thank You”
- Dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for your Giving Day
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors
Easy & Accessible

- On Average **61% of all emails** are opened on a mobile device
- Your Giving Day is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
Simple Donation Processing

- All major credit cards accepted
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf
  - On average, between 65-75% of donors choose to cover all fees on a Giving Day
Support Team

- Visit Our Help Center
  https://support.givegab.com/

- Send us an email at
  CustomerSuccess@givegab.com

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
  - Look for the little blue chat bubble.
Your Next Steps

- Register for Raise the Region®
- Customize your Raise the Region profile
- Follow Raise the Region® on Social Media!
- Watch your inbox for important emails
- Sign up for upcoming training sessions
- Check out the Nonprofit Toolkit
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