

Final Steps to Success



March 13 & 14, 2024

Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **tomorrow.**

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

Introduce yourself! Name, location, organization.



Chat Box

To: ✓ All panelists
Type: All panelists and attendees



Q&A

Please input your question

☐ Send Anonymously Send

Meet the Team



Danielle Hunter

Project Manager



Cianne Maloney

Project Manager

Agenda



- **Raise the Region® Updates & Reminders**
- **Your Checklist for Success**
- **After Raise the Region®**
- **Next Steps**
- **Prizes**
- **Q&A**

Raise the Region® Updates and Reminders



- **raisetheregion.org**
 - March 13, 6PM to March 14, 11:59PM
- Prizes
- Social Media Feed
 - **#RaiseTheRegion2024**

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Are you ready to participate?

- Check the State Charitable Solicitation Compliance Attestation
- Enter your EIN

GiveGab Home Support Submit an Idea Danielle ▾

Organization Name

Complete Your Verification

Set Up Donations Documents

Set Up Donations

State Charitable Solicitation Compliance Attestation

☐ I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. [Learn more about state charitable solicitation compliance.](#)

Save

IRS Verification

EIN/Tax ID

46-1396825

Payment Processor Verification

Please complete this Payment Processor Verification section only if your organization is accepting donations via direct deposit.

Is your profile complete?

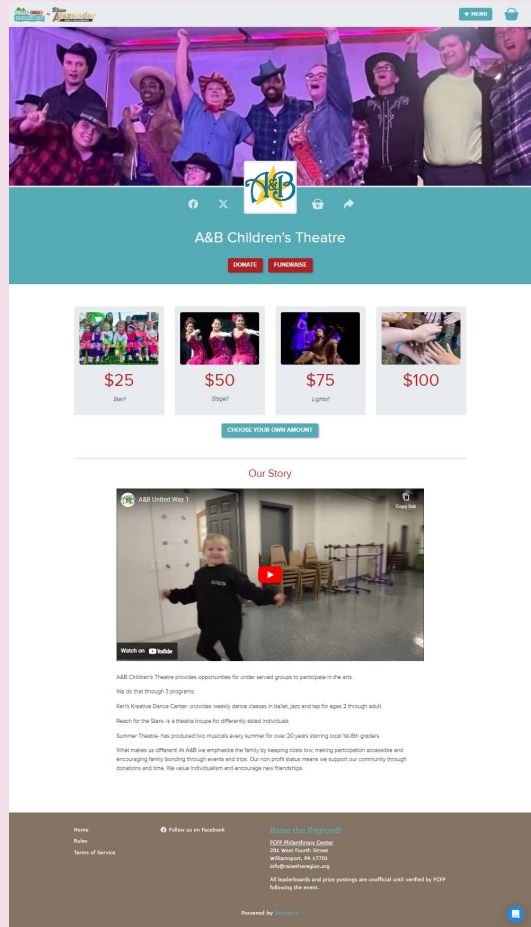
Have you:

- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?



Is your profile complete?

A&B Children's Theatre



The screenshot shows a fundraising page for A&B Children's Theatre. At the top is a banner image of a group of children and adults in costumes, with a 'Y MENU' button in the top right corner. Below the banner is a teal header with the organization's name 'A&B Children's Theatre' and two buttons: 'DONATE' and 'FUNDRAISE'. The main content area features four ticket price cards: '\$25 Star!', '\$50 Stage!', '\$75 Light!', and '\$100'. Below these is a 'CHOOSE YOUR OWN AMOUNT' button. A section titled 'Our Story' contains a video player showing a child in a room. Below the video is a paragraph of text about the organization's programs and mission. The footer includes contact information, a 'Follow us on Facebook' button, and a 'Raise the Region' link.

A&B Children's Theatre

DONATE FUNDRAISE

\$25
Star!

\$50
Stage!

\$75
Light!

\$100

CHOOSE YOUR OWN AMOUNT

Our Story

A&B United Way 1

Watch on **YouTube**

A&B Children's Theatre provides opportunities for under-served groups to participate in the arts. Via us that through 3 programs:

Kelly's Creative Dance Center: provides weekly dance classes in ballet, jazz and tap for ages 2 through adult.

Reach for the Stars: is a theatre troupe for differently-abled individuals.

Summer Theatre: has produced live musicals every summer for over 20 years starting from 1st to 8th grades.

What makes us different At A&B we emphasize the family by keeping costs low, making participation accessible and encouraging family bonding through events and tags. Our non-profit status means we support our community through donations and time. We value individualism and encourage new friendships.

Home
Rules
Terms of Service

Follow us on Facebook

Raise the Region

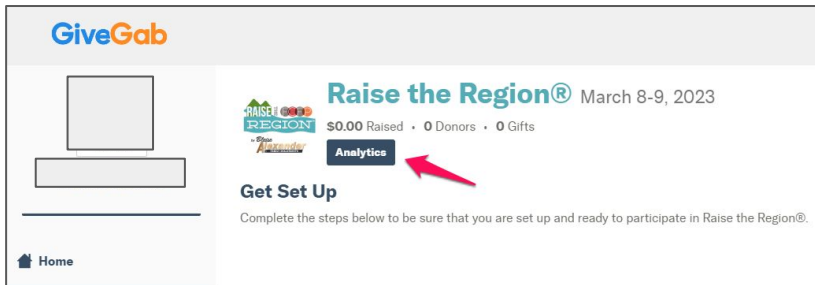
ICCB Headquarters Center
20 West Fourth Street
Williamsport, PA 17701
info@bonterra.org

All trademarks and price postings are unofficial until verified by ICCP following the event.

Powered by **Bonterra**

What's New for 2024?

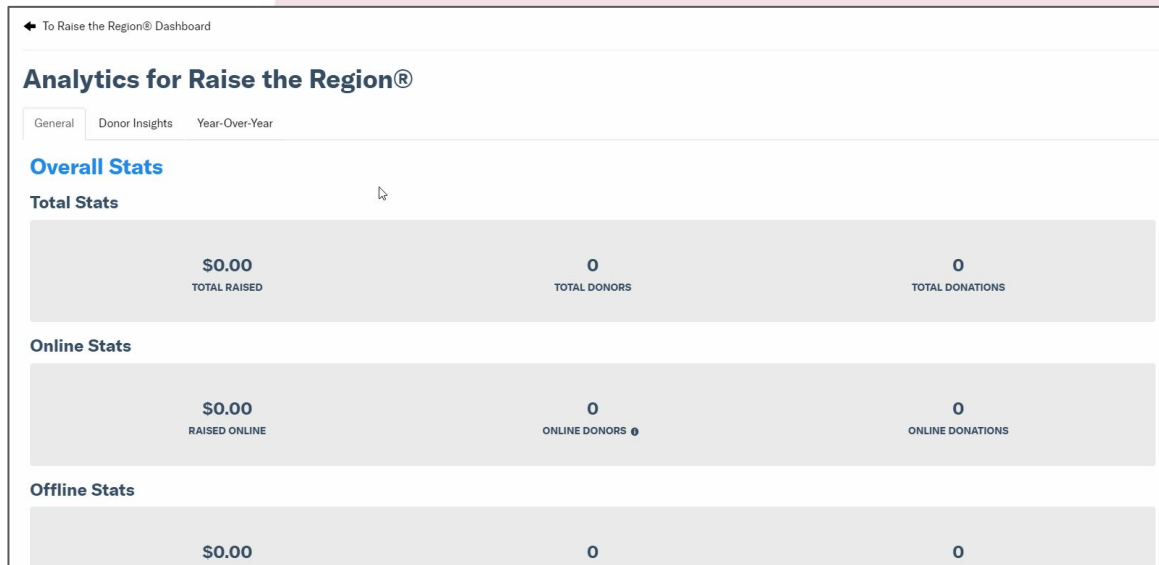
Advanced Analytics



Review general stats, donor insights, and year-over-year data *(if applicable)*

Leverage this information!

- Marketing efforts,
- Social media posts,
- Communications with your fundraisers
- Communications with board members



Statement Descriptor Notice

The payment descriptor on a donors credit card will read as:

RAISE THE REGION FCFP

Important note: Each financial institution may have varied character limits and abbreviations. **Please prepare your donors!**

Final Details!

GiveGab is becoming  Bonterra.

Do you have ambassadors?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be an ambassador or a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Setting Up For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the [Raise the Region® Fundraiser Guide](#)
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Do you have a communications plan?

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Raise the Region® Nonprofit Toolkit



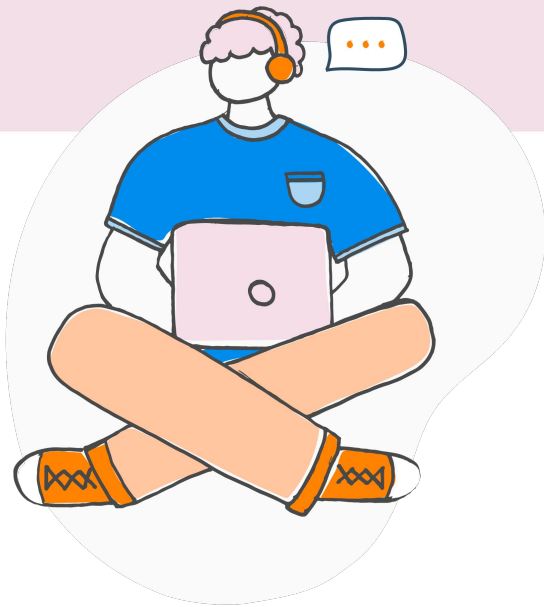
How will you communicate?



- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

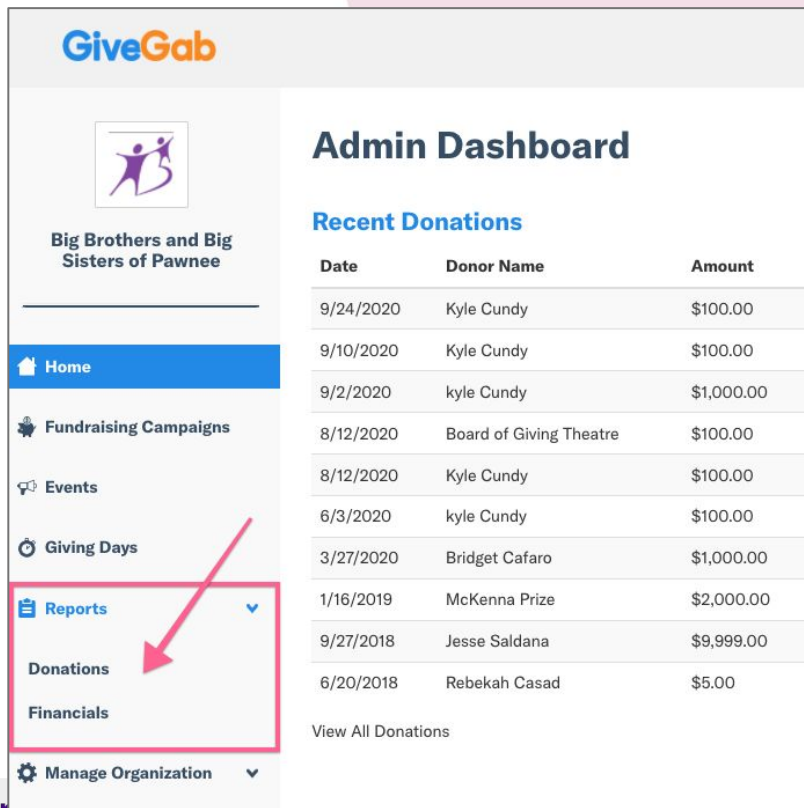
Post-Raise the Region® Success

How will you get your donations?




- Donations will be granted back to your organization after incentive funds, stretch funds, and prize dollars (if any) are applied.
- The Community Foundation will strive to confirm and announce all incentive grant recipients within 3 business days, with grant checks distributed within 30 days of the event.
- Reference your **new** Financials report to reconcile deposits!

Finding Your Donor Data



GiveGab


Big Brothers and Big Sisters of Pawnee

Admin Dashboard

Recent Donations


Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)


Navigation Menu:


- Home
- Fundraising Campaigns
- Events
- Giving Days
- Reports** (highlighted with a red box and arrow)
- Donations
- Financials
- Manage Organization


Filtering Your Data




Pawnee Public Library

 Home


 Pawnee Gives (Support)

 Reports ▾

Donations

 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](#)


All Giving Days & Community Giv ▾


All Campaigns ▾




Any Donation Type ▾

 Start
















 End



Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

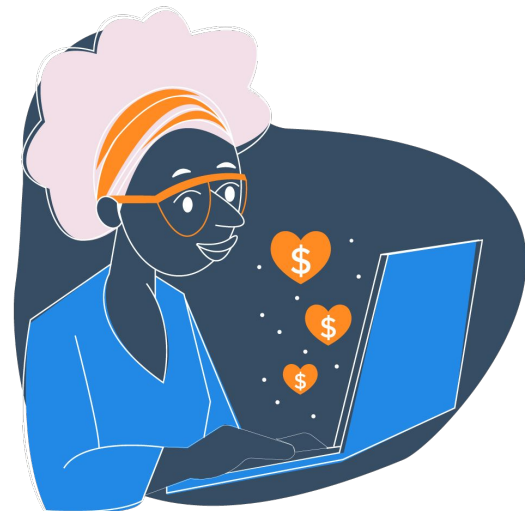
Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00
<div><div> </div>Page 2 of 2</div> <div> Export CSV Edit Bank Account Info</div>				

Viewing Dashboard for **Pawnee Public Library** 

How will you thank your donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the [available training](#) on Donor Stewardship!



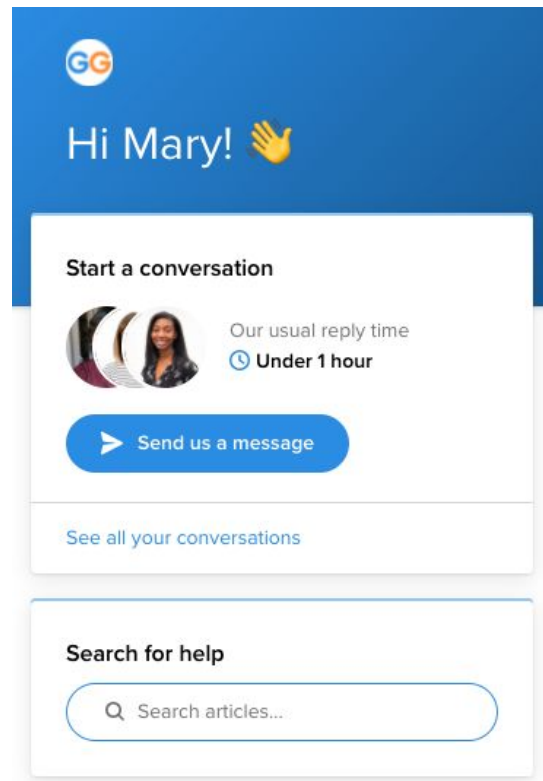
‘Thank You’ Resources


- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Raise the Region® Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



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



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

PRIZE OPPORTUNITIES

\$120,000+



Blaise
Alexander
FAMILY DEALERSHIPS



UPMC
LIFE CHANGING MEDICINE

UPMC HEALTH PLAN



GiveGab is becoming  Bonterra.

GRAND PRIZES

Blaise Alexander Family Dealerships' Grand Prize:	\$5,000
Blaise Alexander Family Dealerships' 2nd Place Prize:	\$2,000
Blaise Alexander Family Dealerships' 3rd Place Prize:	\$1,000

Grand Prizes will be awarded to a Large, Medium & Small Nonprofit

Winner is decided by the most number of Unique Donors.

Unique Donor [yoo-neek doh-ner] - an individual, a person who donates to participating organizations during Raise the Region. A person who is the owner of a valid credit card and decides to use said credit card to make a gift during Raise the Region.

- **PA Skill by Miele Manufacturing's Participant Selection Prize** – Random selection of a guest at the kick-off event. That person will select one nonprofit to win a \$1,000 prize.
- **Evergreen Wealth Solutions' Participant Selection Prize** – Random selection of a guest at the kick-off event. That person will select one nonprofit to win a \$1,000 prize.
- **Weis Market's Fast Start Prize** – the nonprofit with the most money between 6:00 pm and 6:30 pm on Wednesday during the kickoff event. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).

- **UPMC's Kick-off Challenge** – the first nonprofit with the single largest gift between 6:30 pm and 7:00 pm on Wednesday during the kickoff event. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **First Citizens Community Bank's Social Media Prize** – Random drawing of nonprofits that uses #RaisetheRegion2024 and tags @FCFPGives on a Social Media post between March 9th and March 12th at noon, promoting their participation in Raise the Region 2024. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **Larson Design Group's Best Design Award** – The nonprofit that has been selected by a committee to determine the best designed profile page. (Large category nonprofit will receive \$500. Medium category nonprofit will receive \$500. Small category nonprofit will receive \$500). Profiles must be completed by noon on March 1st for judging.

- **UPMC's Prime Time Prize** – the nonprofit that raises the most money between 8:00 pm and 10:00 pm on Wednesday (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **PA Skill by Miele Manufacturing's Skillful Gifting Prize** – the nonprofit that has the most \$100 gifts between 10:00 pm and midnight on Wednesday. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **Toyota's Sleep-Walker Prize** – the nonprofit that raises the most money from midnight to 5:00 am (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).

- **UPMC's Rise & Shine Prize** - the nonprofit with the most money between 6:00 am and 9:00 am on Thursday (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **Evergreen Wealth 100 Reasons to Give** - On Thursday from 10:00 am – 11:00 am, every gift of \$100 or more will be entered into a random drawing to award the recipient nonprofit an additional \$1,000 prize.
- **KC101 Challenge** – Awarded to the Tioga County nonprofit with the most gifts between 10:00 am and 11:00 am on Thursday will win \$1,000.

- **Weis Market's Lucky Ticket** – One Large, one Medium and one Small nonprofit will be drawn at 10AM on Thursday for a random drawing to win \$500 each.
- **Larson Design Group's Powerful Communities Prize** - Every participating nonprofit that has at least 10 unique donors by noon on Thursday will be entered to win a random prize. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **UPMC's Social Media Challenge** – Random Drawing of nonprofits that posts a picture that includes a Raise the Region yard sign promoting your participation in Raise the Region, use the tag @FCFPGives and use #RaisetheRegion2024 in a Social Media post on Thursday by 3:00 pm (Large category nonprofit will receive \$500. Medium category nonprofit will receive \$500. Small category nonprofit will receive \$500).

- **Subaru's Mid-Day Prize** - the nonprofit with the most \$50 gifts between 11:00 am and 2:00 pm on Thursday (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **Weis Market's Lucky Ticket** – One Large, one Medium, and one Small nonprofit will be drawn at 3 pm on Thursday for a random drawing to win \$500 each.
- **PA Skill by Miele Manufacturing's Peer to Peer Award** – Organizations that have a minimum of 5 P2P fundraisers who each have raised at least \$250 by 3:00 pm through their individual fundraiser pages will be entered for a random \$1,000 prize.

- **First Citizens Community Bank's 10-4 Challenge** – Every participating nonprofit with at least 10 unique donors by 4:00 pm on Thursday will be entered to win a random prize. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **PA Skill by Miele Manufacturing's Afternoon Drive** – the nonprofit that has the most unique donors between 2:00 pm and 5:00 pm on Thursday. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **Evergreen Wealth Solutions Challenge** – the nonprofit with the most \$50 gifts between 5:00 pm and 7:00 pm on Thursday. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).

- **First Citizens Community Bank's Largest Gift Challenge** - the nonprofit that sees the largest gift from 6:00 pm and 7:00 pm on Thursday (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **Weis Market's Lucky Ticket** – One Large, one Medium and one Small nonprofit will be drawn at 7PM on Thursday for a random drawing to win \$500 each.
- **Minute Match, presented by Larson Design Group, UPMC, PA Skill by Miele Manufacturing, Subaru, Toyota, Evergreen Wealth Solutions, First Citizens Community Bank and Weis Markets.** At 7:16 PM on Thursday, gifts of \$100 will be matched dollar for dollar for one minute or until the total match funds has been allocated. (Multi-gift transactions to the same nonprofit will only receive match dollars for one gift. Winners are calculated to the thousands of a second

- **PA Skill by Miele Manufacturing Evening Challenge** – the nonprofit with the most unique donors between 7:00pm and 8:00pm on Thursday, (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **UPMC's 100 Reasons to Give Prize** – On Thursday from 8:00 pm to midnight, every gift of \$100 or more given to a nonprofit will be entered a random drawing to award the recipient nonprofit an additional \$1,000 prize.
- **Subaru's Share the Love Prizes** - Six nonprofits who have not won a prize will be entered into a random drawing at 9PM. Each will receive \$500.

- **Subaru's White Flag Prize** – the nonprofit that raises the most money between 8:00 pm and 10:00 pm on Thursday (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **First Citizens Community Bank's Checkered Flag Prize** – the nonprofit that receives the most gifts between 10:00 pm and 11:59:59 pm on Thursday. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
- **Larson Design Group's Growth Prize** - Awarded to the nonprofit with the largest percentage of growth of online dollars raised in 2023 vs. 2024 (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).

- **PA Skill by Miele Manufacturing's Go Getter Prize** - The fundraiser who raises the most money on their individual fundraising, peer to peer page will win their nonprofit a prize (Large category nonprofit will receive \$500. Medium category nonprofit will receive \$500. Small category nonprofit will receive \$500).
- **UPMC's New Participant Award** - \$1,000 will be awarded to the nonprofit that is participating for the first time in Raise the Region and achieves the most unique donors. *not eligible, if nonprofit wins a grand prize with the same criteria.

- **County Based Prizes**

Random drawing among the nonprofits in that county. Each award will be for a \$1,000.

- **Subaru's Columbia County Prize**
- **Subaru's Lycoming County Prize**
- **Subaru's Union County Prize**
- **Subaru's Montour County Prize**
- **Toyota's Northumberland County Prize**
- **Toyota's Snyder County Prize**
- **First Citizens Community Bank's Tioga County Prize**

- **Subaru's Most Patriotic Prize** – Awarded to the nonprofit that receives a gift from the most US states during Raise the Region. Location of the donor will be calculated based on the billing address associated with the credit card used for the gift. If there is a tie, a random drawing will be the tie breaker. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000). Random drawing for tiebreaker.
- **Weis Market's Good Samaritan Prize** – Awarded to the nonprofit of choice by the donor who gives to the most nonprofits. The “Good Samaritan” will select one nonprofit to receive \$1,000. No splitting prize among nonprofits.

- **First Citizens Community Bank's Homebase Prize** – Awarded to the Tioga County nonprofit that earns the most money during the 30 hours.
*not eligible if nonprofit wins one of the top 3 unique donor prizes or a top value award.
- **UPMC Lucky Dog Prizes** – Two nonprofits who have not won a prize will be entered into a random drawing for a \$500 prize.
- **First Citizens Community Bank's Top Value Award** – The nonprofit that raises the most money during the entire 30 hours of Raise the Region. (Large category nonprofit will receive \$1,000. Medium category nonprofit will receive \$1,000. Small category nonprofit will receive \$1,000).
*not eligible if nonprofit wins one of the top 3 unique donor prizes.

Thursday, March 14th

Blaise Alexander Chrysler Dodge Jeep
Route 15 Highway
Registration coming soon!



Questions?



March 13 & 14, 2024