

Final Steps for Giving Tuesday 2022

November 29, 2022



Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **October 20.**

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



Erik Ader

Associate
Project
Manager



**Danielle
Hunter**

Project
Manager



**Rorey
Freeman**

Associate
Project
Manager



**Kaitie
Branton**

Associate
Project
Manager

Agenda



- Giving Tuesday Overview
- Registering/Creating your Profile
- Your Checklist for Success
- After Giving Tuesday
- Next Steps
- Q&A

Giving Tuesday Overview

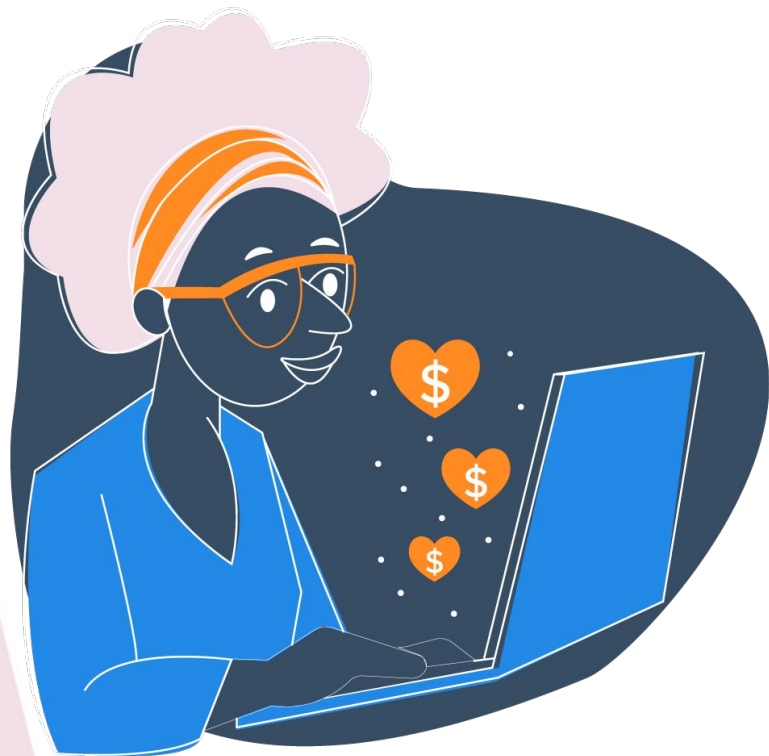
give731.org | www.rccgivingtuesday.org | 1burkegives.org

November 29th 12:00AM - 11:59PM

- There's still time to register!
 - Registration is open for Rutherford and Cannon Counties until October 28
 - Registration is open for 1BurkeGives until November 8
 - Registration is open for 731 until November 10
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + UWWT/UWRCC/1Burke Efforts = Exponential visibility



Registering and Completing your Profile for Giving Tuesday



GiveGab is becoming  Bonterra.



1BURKEGIVES



GiveGab is becoming  Bonterra.



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West Tennessee Area Council, Boy Scouts of America
Jackson, Tennessee

PARTICIPATE



Dyer County Community Cancer Fund
Dyersburg, Tennessee

PARTICIPATE



The Exchange Club Carl Perkins Center for the Prevention of Child Abuse
Jackson, Tennessee

PARTICIPATE

If your organization does **not** appear in the search results, **don't fret!** Just click the "Add My Organization" button to get set up and continue with the registration process.

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

Nonprofit Toolkit

[Getting Started](#)

[Next Steps](#)

[Spread the Word](#)

[Give Thanks](#)

Psst! Remember to Register Your Organization to Participate by **November 10!**

1. Getting Started



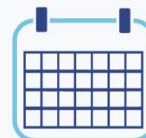
Register!

[Find out how to register here!](#)



Training Sessions

[Sign Up](#)



Key Dates

[View](#)

Get Verified on GiveGab



Get Verified to Collect Donations

Status: **Incomplete**

Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

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

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.

Don't have your EIN? Search [here](#).

[Save](#)

Payment Processor Verification

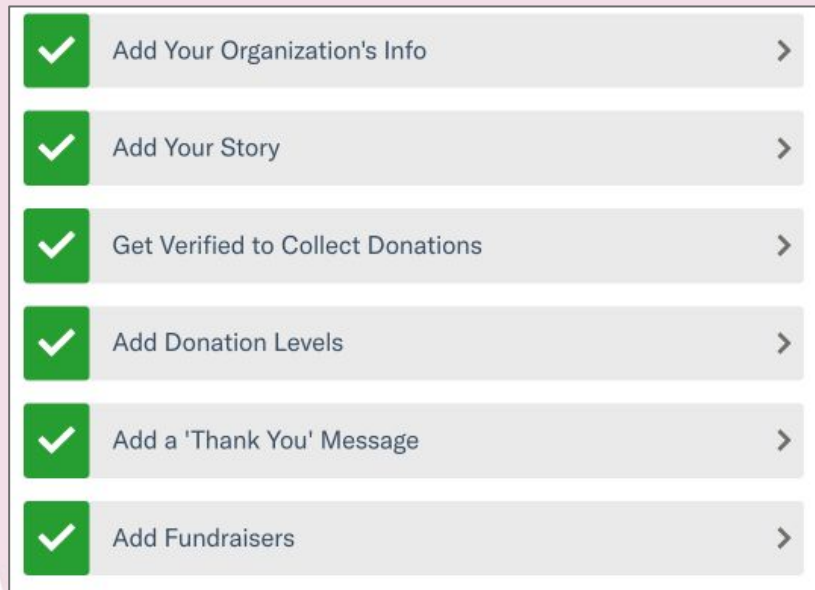
[Verify Your Organization](#)

GiveGab is becoming  **Bonterra**.

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?



Key Dashboard Tools

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



GGChat

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

<https://www.401gives.org/organizations/center-for-media>



Will you have cash or check gifts?

- Add cash and check donations to your Giving Tuesday totals
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included

Donation Tools



Add Offline Donation



Manage Sponsor Matching

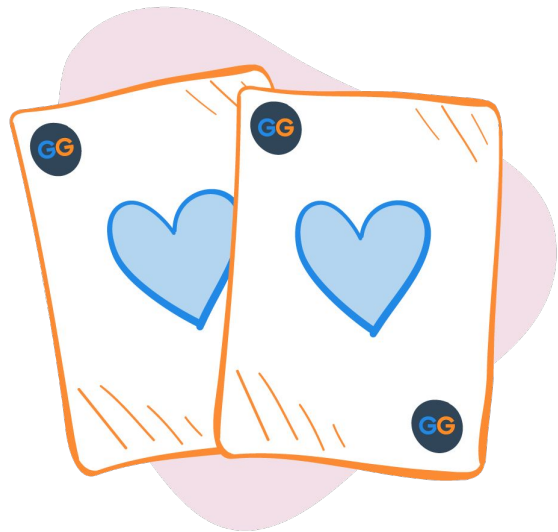


Manage Donations



Embed a Donate Button

Have you secured a matching gift?



- **Why?**
 - Organizations who set up a Match or Challenge for Giving Tuesday with 731 and Rutherford and Cannon Counties raised on average **4x** more in 2021
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges to your Giving Tuesday profile
- ✓ Verify your match setup with GiveGab support
- ✓ Curate communications to highlight your match

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 **Giving Tuesday 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

How to Engage Your Supporters



- Utilize social media tools
- Get creative with your platforms!
- Share your goals for Giving Tuesday and continue to keep your supporters updated
- Share personal stories from your volunteers, staff, benefactors, etc
- Host a “Take Over” on social media
- Have clear Calls to Action for your supporters in your communications

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
- Check out GiveGab's Giving Tuesday social media downloads [here](#)!
- **Pro Tip:** Create QR codes for your 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 Giving Tuesday Nonprofit Toolkit



Building Board Support

- Leverage your board members and their passion for your cause!
- Have a Giving Tuesday kickoff at your next board meeting
- Provide your board members with clear opportunities and steps to help your organization reach your Giving Tuesday goals
- Leverage your board members as P2P Fundraisers
- Encourage your board members to support you on Giving Tuesday with matching funds, social sharing, and promotion of your participation



Your Nonprofit Toolkit

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

- Email Templates
- Communication Guide
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!



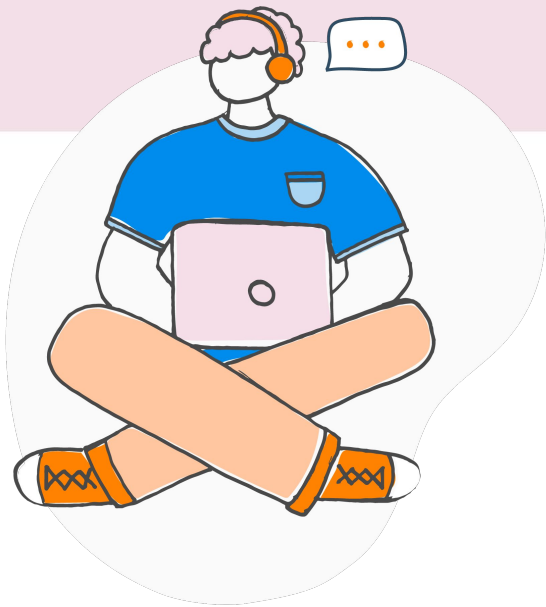
Your Success Checklist

- ✓ **Registered?**
- ✓ **Ready for Donations?**
- ✓ **The Perfect Profile**
- ✓ **Gamify with Matches & Challenges**
- ✓ **Engage Ambassadors**
- ✓ **Prepare Communications**



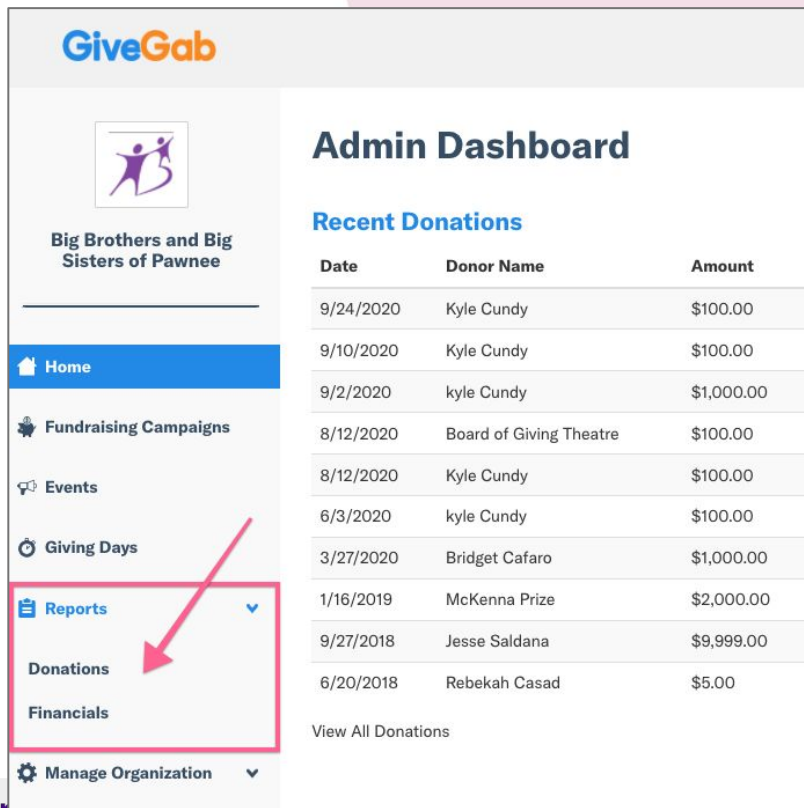
Post-Giving Tuesday Success

How will you get your donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
- 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)
- 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

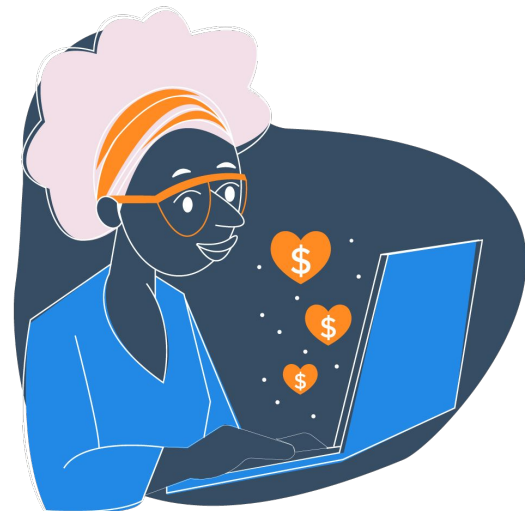
Exporting Your Donor Data

  	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!



How will you thank your donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your GiveGab Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



‘Thank You’ Resources

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



Next Steps



Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

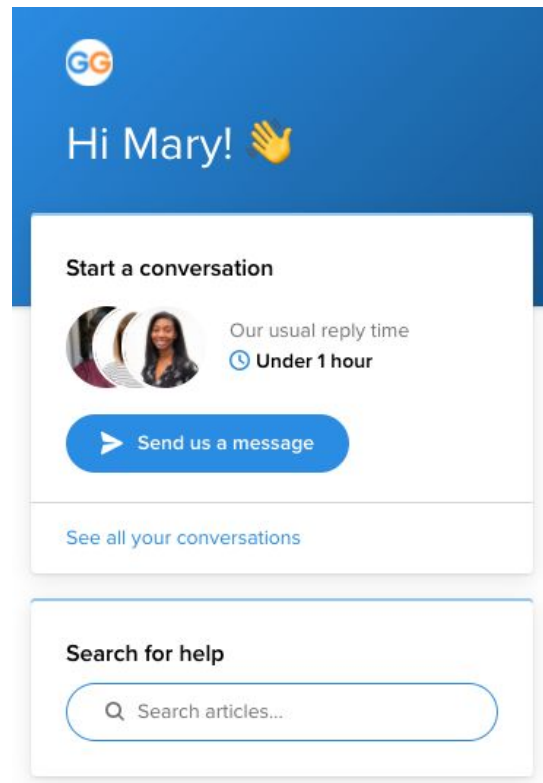
Final Checklist


- Ensure you are verified to collect donations in GiveGab
- Keep an eye out for important emails!
- Follow Giving Tuesday on Social Media and use #RCCGivingTuesday, #1burkegives #GivingTuesday731 Hashtags
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit



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. 

Questions?



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