Final Steps to Success

WYO GIVES

July 15, 2020
Agenda

- WyoGives Updates & Reminders
- Your Checklist for Success
- After WyoGives
- Your Nonprofit Resources
- Next Steps
- Q&A
Updates & Reminders

- Registration closes on **June 24, 2020**
- Make sure you are verified to collect donations
- WyoGives begins at **12AM on July 15**, and will end at **12AM on July 16**
- The minimum donation is **$5.00**
- Prizes/Challenges and Match opportunities
Your Success Checklist

- Ready for Donations?
- The Perfect Profile
- Matches/Challenges
- Engage Ambassadors
- Prepare Communications
Are you donation ready?

Check your verification status on your admin dashboard

Status: **Unverified**

⚠️ Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us](#)

Status: **Pending**

⚠️ Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.

Status: **Incomplete**

⚠️ Please provide your organization's information and verify you can collect donations in your state to be able to collect donations on GiveGab.

Status: **Verified**

✅ Hooray! Your organization has been verified to accept donations on GiveGab.
Will you have cash/check gifts?

- Add cash/check donations as offline gifts
- Note: Offline donations are not included in prizes

![Add Offline Donation](image)
Is your profile completed?

- Have you:
  - Added your logo and a cover photo?
  - Shared an authentic story?
  - Set goals?
  - Added causes?
  - Included clear calls to action?
  - Featured visual content?
  - Highlighted donation levels?
  - Customize your thank you message?
  - Added P2P Fundraisers?
  - Added matches/challenges?

GiveGab®
Black Dog Animal Rescue (BDAR) is Wyoming's largest non-profit companion animal welfare organization. Founded in 2008, BDAR has grown from a small, one-person operation to an organization with a staff of five and 50+ volunteers. We help over 500 cats and dogs find forever homes each year. As a foster-based rescue, we help the most at-risk pets that do not thrive in a typical shelter environment.

**Matches**

**Anonymous: Casper 4 BDAR**
An anonymous donor in Casper has challenged their community to raise $2,000 for Black Dog Animal Rescue on WyoGives. Will you meet the challenge? Casper is one of our three main hubs for foster homes. Many of our adoptable pets find their forever homes here! In fact, over 200 BDAR dogs and cats live in Casper!

$2,000 MATCH $2,000 REMAINING

**Fundraising Champions**

Christine Stickley $0.00
Britney Wallisch $0.00
Kaitlin Whitman $0.00
Do you have matches/challenges?

- Matching Gifts are pledged donations from generous donors that gamify the giving day experience
- GiveGab’s online matching tool helps donors multiply their impact, no matter the donation size!
  - **1:1 Match**: Each time an eligible gift is made, a corresponding offline gift is added to your totals
  - **Challenge**: When a threshold or goal is met, the whole pledged donation amount will be added to your totals

**Organization Sponsor Matching**

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

*Note*: All times are assumed to be in Eastern Time.
Setting up a match

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time.
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times.

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each online donation that comes in online between the above dates if provided, until all funds are depleted. You can always edit them later if needed. Note: These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Save | Cancel
# Setting up a challenge

**Logo**

**Sponsor Name**

**URL (optional)**

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. **[OPT OUT]**

- Keep Sponsor Anonymous

**Challenge Name**

**Description (optional)**

**Challenge Type**

- **Dollar Challenge**

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.

**Challenge Goal**

How many dollars or donors are needed to complete this challenge?

**Challenge Amount**

How much money is awarded when this challenge is completed?

Select the time period applicable for this challenge:

**Please note that times are in Eastern Time**

- Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

**Donation Matching Start Time (Eastern)**

**Donation Matching End Time (Eastern)**

- **Archived**

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

[Save] [Cancel]
Peer-to-Peer Fundraising is an opportunity to...

- Leverage your passionate supporters to rally behind your cause and fundraise on your organization’s behalf
- Share personal stories and connections to your cause with a new network of potential supporters to expand your reach
- Create personal fundraising pages for your supporters as a spin-off to your main campaign
- Multiply your followers - and influence - on social media

Organizations with P2P raise 3.4 x more than organizations without P2P
Who are your P2P fundraisers?

Find your existing passionate supporters with strong personal connections to your cause!

- Board Members
- Volunteers
- Lower Capacity Donors
- Major Donors (Who have recently made a gift)
- Staff Members
- Friends & Family

View all participating fundraisers on the WyoGives Website!
Do you have a communications plan?

- Plan your online communications ahead of WyoGives
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude

- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing

- Customize the templates, guides, and graphics in your WyoGives Nonprofit Toolkit for the perfect plan!
Are your communications ready?

- Timeline, suggested content, toolkit resources, marketing
- Your WyoGives Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content
After WyoGives

- Donation Reports
- Payout Timeline
- Donor Stewardship
- Trainings - Series 301
How will you get your donor data?

Admin Dashboard

Giving Days

- **Giving Day!**
  - November 13, 2019

View All Giving Days

Fundraising Campaigns

- **It's A Dog's World**
  - December 11, 2017
  - $20,467.22 Raised

View All Campaigns

Fundraising Events

- **2018 Summer Gala**
  - September 29, 2018

Viewing Dashboard for Logan's Pups
### Donations

**Total Paid Out:** $240,804.74

**Total Pending:** $6,164.39

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**Search by name or email**

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<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
<th>Amount Charged</th>
<th>Bank Fees</th>
<th>Platform Fees</th>
<th>Covered Fees</th>
<th>Payout Amount</th>
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**How will you get your donor data?**

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*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]*

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*Manage Organization →*

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*Support →*
## How will you get your donor data?

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<tr>
<th>Donor ID</th>
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<th>Last Gift</th>
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<td>$200.00</td>
<td></td>
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</tr>
</tbody>
</table>

[Export CSV]

[Edit Bank Account Info]
How will you get your donations?

- Donations will be transferred to your bank account 5-7 days after WyoGives

It is important to make sure you are able to receive donations before WyoGives so donations make it to your account.
How will thank your donors?

● Pre-schedule general messaging to all supporters
  ○ Social media posts and overall success update
  ○ Giving Day thank you email to your organization’s email list

● Follow up with donors for more personal stewardship
  ○ Access their contact information in your GiveGab Dashboard

● Highlight impact of donor funded projects
  ○ This doesn’t have to happen right away!
Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- WyoGives Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab
We’re Here For You!

- 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

- Like and Follow **WyoGives** on Social Media!
  - Don’t forget to use **#WyoGives**
- Check your inbox for important emails
- Watch recorded webinars and GiveGab’s on-demand training course videos
- Check out the Nonprofit Toolkit
Wyoming Nonprofit Network

General Questions: info@wynonprofit.org

Platform Questions: CustomerSuccess@givegab.com

WyoGives Zoom Interviews: cdrzial@thealignteam.org