Getting Ready for
WYO GIVES
July 15, 2020
Agenda

- The Basics
- Benefits to Participating
- Intro to GiveGab - your WyoGives platform!
  - The GiveGab Basics
  - Key Features and Resources
- Platform Overview
- Registering for WyoGives
- Next Steps and Questions
The Basics

- wyogives.org
- July 15, 2020 - midnight to midnight
- Every nonprofit conducting their own unique campaign on the day
- Any IRS recognized nonprofit serving the state of Wyoming
  - Must be verified to accept tax deductible donations (and be registered in the state of Wyoming)
  - Must be able to accept ACH deposit transfers into a valid checking account
- Prizes/Challenges will be announced soon!
- Nonprofit trainings, tools, templates, and guides offered to optimize efforts
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 Giving Day to help your organization reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
Who is GiveGab?

GiveGab is modern, easy-to-use software that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, supporter engagement, Giving Days, and so much more!
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
● More fundraising opportunities beyond WyoGives
2.5% Platform Fee

$0.30 per transaction

+ 2.2% Credit Card Fee

= 4.7% + $0.30

- Donors ALWAYS have the option to cover all fees on behalf of your organization
- Historically around 65-75% of donors cover fees on your behalf
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 WyoGives
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors
Simple Donation Processing

- All major credit cards accepted
- ACH donation option  
  - $100 minimum donation - $3 processing fee
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf  
  - Around 65-75% of donors choose to cover all fees on a Giving Day
- Embeddable donation widget
Give, Give, and Give Again!

GiveGab’s Gift Basket feature and multi-give donation form makes it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Customizable Thank You Emails
  - Add your own text, photo, or video!

- Sent immediately after the gift is made

- Comes from YOUR organization

- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt

- Social Share links for more online engagement

- Option to encourage donors to fundraise
Easy & Accessible

- On average **61% of all emails** are opened on a mobile device.
- Your WyoGives profile is completely mobile responsive on every page.
- Donors can give easily on any internet enabled device.
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!
How can my organization participate?

wyogives.org
Find Your Organization
and participate in WyoGives

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

No organizations match your search criteria.

Don't see your organization listed?
You can create an organization by clicking the button below.

ADD MY ORGANIZATION
Registration Fees

Members of the Wyoming Nonprofit Network (WNN) can take advantage of a discounted registration rate for WyoGives.

Not a member yet?
We have a deal for you! Join the Wyoming Nonprofit Network by **December 31, 2019** and receive $25 off your membership dues.
Instructions: go to [https://wynonprofit.org/Membership-Application](https://wynonprofit.org/Membership-Application) and register/pay for membership using the discount code **WGNEW**. Then come back to WyoGives website and register as a member.

If you decide to register for WyoGives as a non-member, the registration rate is based on your annual operating budget.

Registration Type
- WNN Member: Registration by Dec 31, 2019 $25.00
- WNN Member: Registration starting January 1, 2020 $50.00
- Non-Member: $0 - $99,999 annual budget $100.00
- Non-Member: $100,000 - $999,999 annual budget $150.00
- Non-Member: $1,000,00 and higher annual budget $200.00
Welcome to WyoGives, an initiative of the Wyoming Nonprofit Network! We are excited to partner with you to support the vital work of Wyoming's Nonprofits.

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Non-Member: $0 - $99,999 annual budget $100.00
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Non-Member: $1,000,00 and higher annual budget $200.00
Your Preparation Checklist

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**
  Let people know who you are.

- **Add Your Story**
  Tell potential donors why they should contribute.

- **Get Verified to Collect Donations**
  Set up your banking information to receive secure online donations.

- **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.

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

**Time to launch**
85 days

**Add An Administrator**

**Add Offline Donation**

**Manage Sponsor Matching**

**Manage Donations**

**View Registration Info**

**Share Your Page**
https://dog-staging.giveGab.com/organizations/login-s-pups-c

**View Your Page**
Your Preparation Checklist

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

Donation Tools
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- Embed a Donate Button

Other Actions
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Registration Info

Reset Profile

Site Admin: Resetting the profile will reset the story, thanks message, images, and settings to defaults, and remove any donation levels. If the nonprofit has other giving day profiles they will have the option to copy one of them again.
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.
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 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.
Get Verified to Collect Donations

Set up your banking information to receive secure online 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

Organization Information
- Business Name
- EIN/Tax ID
- Mailing Address
- City, State, Postal Code
- Email

Organization Representative
- First and Last Name
- Last 4 Digits of Organization Rep's SSN
- Organization Rep's Date of Birth (Month, Day, Year)

Bank Information
- Routing Number
- Checking Account Number

State Charitable Solicitation Compliance
- 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 will be required to collect donations on GiveGab starting January 1, 2018. Learn more about state charitable solicitation compliance.

Save
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Giving Levels

Add Donation Levels

We recommend having 3 or 4 donation levels.

$25.00
- Provides one week of food for a senior pup
- Edit Remove

$50.00
- Provides a super soft bed for a loving senior pup
- Edit Remove

$100.00
- Helps a family foster one of our amazing senior pups
- Edit Remove

Dollar Amount

$ 0.00

Description

Image

Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Save Cancel
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
- Comes directly from your organization’s contact
Peer-to-Peer Fundraisers

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

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

- Organizations with fundraisers raise on average 3.4 x more than organizations without fundraisers.
Adding P2P Fundraisers

Add Fundraisers

Search Fundraisers

Download CSV Add Fundraisers Message All

Fundraiser Donors Amount Raised Goal Emails Sent Facebook Intents Twitter Intents Actions

Allow New Fundraisers to Sign Up

Set Fundraisers’ Story

I support this organization’s mission and I want it to have a greater impact on the community.

Set Fundraisers’ Goal

$ 500.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

Add Fundraisers

First Name Last Name Email

+ New Fundraiser

Next: Compose Your Message

Write a Message to Your Recruits

To: Katrina Green
Subject:
Let's make a difference together!

Message:
Please join us in celebrating ExtraGive and fundraiser on our behalf!
Engage your P2P Fundraisers

Start Early

- Educate your Peer-to-Peer Fundraisers about WyoGives as early as you can
- Gauge involvement to better understand how your fundraisers like to engage

Be Clear

- Share your goals for the day and how they can help you reach them
- Set expectations for your Peer-to-Peer Fundraisers so they know what to do

Make it Easy

- Provide a guide or sample content for your Peer-to-Peer Fundraisers to use
- Set up a time to meet with them before the day to boost their confidence
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**
  ○ A pool of funds donated from a business or donor used to double the amount raised by your organization.

● **Challenges**
  ○ A pool of funds that can be “unlocked” by meeting a specific dollar or donor goal.

● Highlight match or challenge incentives on your profile
  ○ You can have multiple matches/challenges running simultaneously

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

● Time based to create a sense of Urgency

Check out our pre-recorded training videos for more information on how to utilize matches and challenges!
Add Offline Donations

You can record cash or check gifts as offline donations

![Add Offline Donation form]

- Donor's Name
- Amount
- Custom Display Name (optional)
- Donor's Message
- Privacy Options
  - Do not display the donor's name publicly
  - Do not display the donation amount publicly

Create Donation
# Viewing & Sharing Your Profile

**Giving Day**
September 5, 2018

## Get Set Up

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

<table>
<thead>
<tr>
<th>Task</th>
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</tr>
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## Share Your Page

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

[View Your Page](#)
Logan's Pups
Helping senior dogs find loving homes in their final years

Causes: Animals, Seniors

Donate on GiveGab

$0 Raised $5,000 Goal 0 Donors

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

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

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DONATE

Matches
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

Fundraising Champions

Bridget Cafaro $0.00
Alyssa Ravenelle $0.00
Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote WyoGives and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - WyoGives Graphics
  - Helpful resources for your board members, volunteers, and fundraisers

- Even more training videos for Matches/Challenges and WyoGives strategy
Your Next Steps

- Register for WyoGives by May 15, 2020
- Follow WyoGives on Social Media!
  - Use #WyoGives
- Watch your inbox for important emails
- Sign up for upcoming training sessions
- Check out the Nonprofit Toolkit
Customer Success

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

- Send us an email at
  CustomerSuccess@givegab.com

- Look for the little blue chat bubble