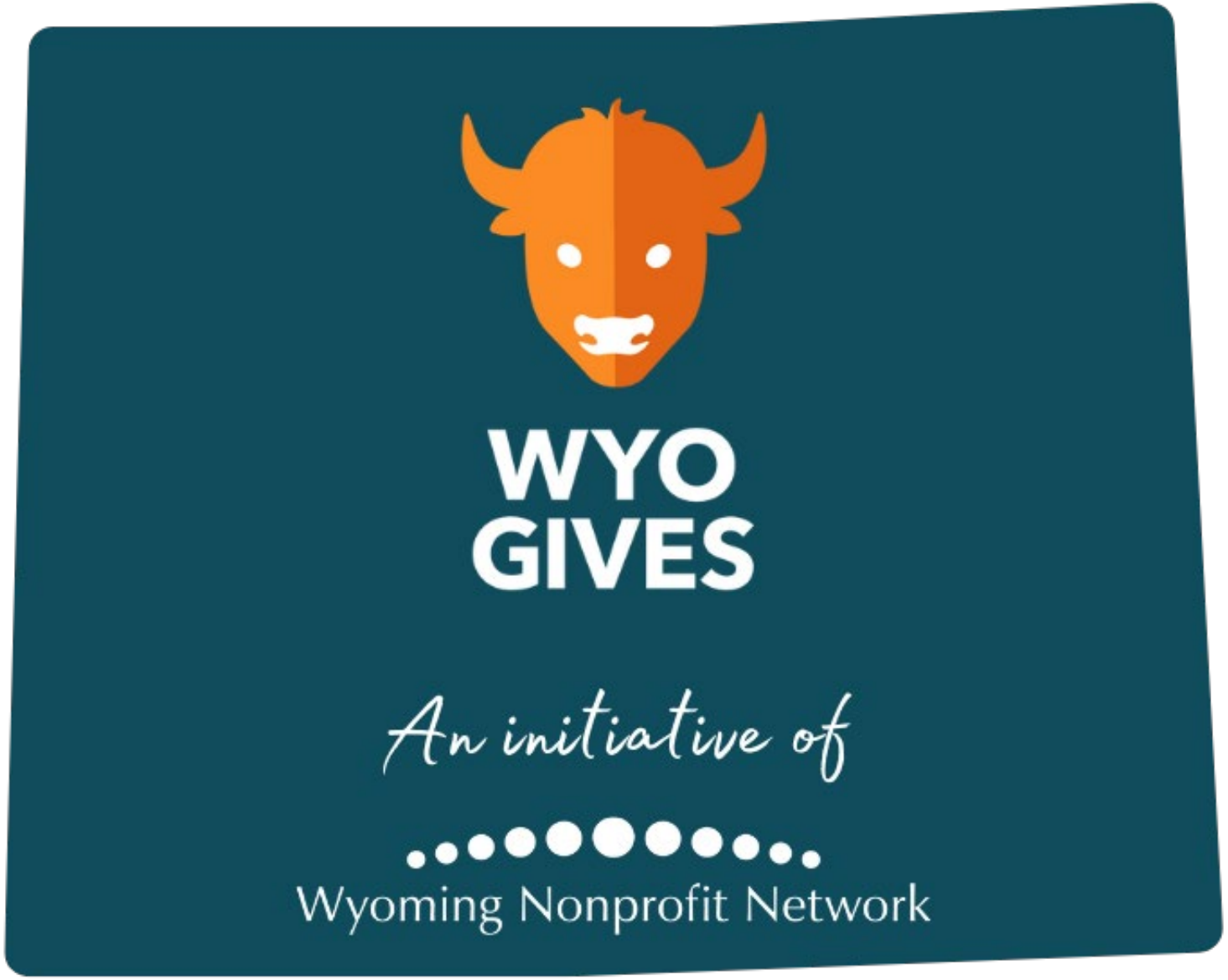
WyoGives Platform Basics Bootcamp

March 15, 2023



July 12, 2023

(4th Annual Event)

Wyoming Nonprofit Network

Jody Shields,
Executive Director
jshields@wynonprofit.org

Kristie Wilson,
WyoGives Coordinator
info@wynonprofit.org

Anna Wilcox,
Director of Learning & Development
awilcox@wynonprofit.org

Elizabeth Colvin,
Membership Coordinator
members@wynonprofit.org

WyoGives Office Hours - March 7th – July 11th
Get your questions answered via drop-in Zoom
Tuesdays and Thursdays 11:00 am – 12:00 pm
Link will be on WyoGives.org 2023 Trainings Page

Agenda

- WyoGives 2022 Highlights
- 2023 Sponsors
- WyoGives 2023
  - Overview
  - Matches and Prizes
  - Payment Processing
  - Apply
  - Dashboard
  - Support, Key Dates, Q & A

One website...

WyoGives.org

One day...

July 13, 2022

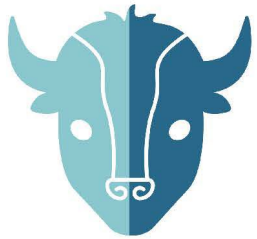
256 Nonprofits

$3,221,413 Raised

5,773 Donors

Causes

Health, Education, Disability Services, Seniors, Arts, Culture, Environment, Poverty, Hunger, Veterans, Social Justice, Homelessness, Housing, Substance Abuse Prevention, Disaster Relief, Animals, Community Advocacy, and more!



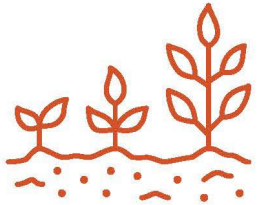
WYO GIVES

After the initial registration fee, the cost for nonprofits was just $1.00 for every $100 raised

2,586 New Donors

WyoGives is an initiative of the Wyoming Nonprofit Network WyNonprofit.org

Growth in Dollars Raised



2020 $571K | 2021 $2.3M | 2022 $3.2M

WyoGives 2023
July 12, 2023
WyoGives.org

WYO GIVES

WyoGives, an initiative of the Wyoming Nonprofit Network, is a 24-hour day of online giving designed to bring the state together as one community to raise funds and awareness for Wyoming's nonprofits.

One Day. One Website.

WELLS FARGO

WYOMING

The Wyoming Nonprofit Network represents the collective voice of the Wyoming charitable nonprofit sector and brings best practices, resources, and support to the nonprofit community.

Wyoming Nonprofit Network

GiveGab® Bonterra™

GiveGab is Wyoming Nonprofit Network's technology partner for WyoGives. They provide the online giving platform, including registration, donation processing, etc.

WyoGives 2023

- WyoGives 2023: July 12 12:00 AM – 11:59 PM

- Registration is an application process that requires approval
- Registration Opens:
  - Monday, March 6, 2023 - Wyoming Nonprofit Network Members
  - Monday, April 3, 2023 – Non-Members
- Registration Deadline:
  - Friday, June 16, 2023
  - NO EXCEPTIONS
- Training Dates - See information on Trainings website page

WYO GIVES

Requirements to participate in WyoGives

- ❑ 501c3 charitable nonprofit in good standing with IRS and Secretary of State;
  - ❑ Or, fiscally sponsored by a 501c3 to collect funds
- ❑ Be headquartered in Wyoming or provide services in Wyoming. If your corporate office is outside of Wyoming, must provide proof of services provided within Wyoming.
- ❑ Must provide bank account information and the following: name, title, date of birth, address, email address, phone number, and SS# for representative of your organization. (If your organization participated last year and no changes to banking information, you will not need to provide this information again)

IMPORTANT: Meeting these requirements means your organization qualifies to participate in WyoGives. It does not mean you automatically qualify for any matches WyoGives administers. There are additional requirements and limitations.

Application Fees and Timeline

Members-only application period:
March 6 – March 31

Regular application period:
April 3 – June 16

Registration Fee for WNN Members:
Operating Budget < $250k - $100
Operating Budget ≥ $250k - $200

Registration Fee for Non-Members:
Operating Budget < $250k - $250
Operating Budget ≥ $250k - $350

The absolute last day to apply is
Friday, June 16th

There are NO EXCEPTIONS!
No refunds will be given

WYO GIVES

Matches

WE ENCOURAGE YOU TO RECRUIT MATCHING PARTNERS

MATCHES ADMINISTERED BY THE WYOMING NONPROFIT NETWORK WILL BE ANNOUNCED AS THEY ARE FINALIZED. ONLY ONLINE DONATIONS WILL BE ELIGIBLE FOR THESE MATCHES.

APPLYING AND BEING ACCEPTED AS A WYOGIVES PARTICIPANT DOES NOT GUARANTEE YOUR PARTICIPATION IN WYOGIVES ADMINISTERED MATCHES AND PRIZES. ADDITIONAL INFORMATION FROM ORGANIZATIONS MAY BE REQUIRED IN ORDER TO PARTICIPATE IN THESE MATCHES AND PRIZES

2023 WyoGives Match

Prior year qualification for Hughes Charitable Foundation match does not constitute qualification for 2023.

Requirements for Hughes Charitable Foundation Match eligibility:

- Must be based on in one of the 22 counties listed below.
- Must have maintained 501(c)(3) status for a minimum of two years and have existing programs and services that can be verified through a recent 990 or 990 Annual Tax Return. A 990N does not qualify for this requirement; these organizations must show proof of programs and services by submitting official financial statements.
- Hughes Charitable Foundation match funds cannot be used for any political purposes.
- **Must complete the HCF Match checklist and be approved**. **This is a separate process**.
  Link: https://www.wyogives.org/info/matching-partners

During the 24-hour period on July 12, 2023, **online** donations will be matched $1-$1 until the $1 million is reached. Up to $1,000 per donor gift will count towards match.

Counties	Maximum match payout per organization
Washakie, Platte, Carbon, Weston, Hot Springs, Big Horn, Niobrara, Goshen, Fremont, Albany	$15,000
Sublette, Lincoln, Campbell, Crook, Laramie, Sweetwater, Converse, Park, Uinta, Johnson, Natrona, Sheridan	$10,000

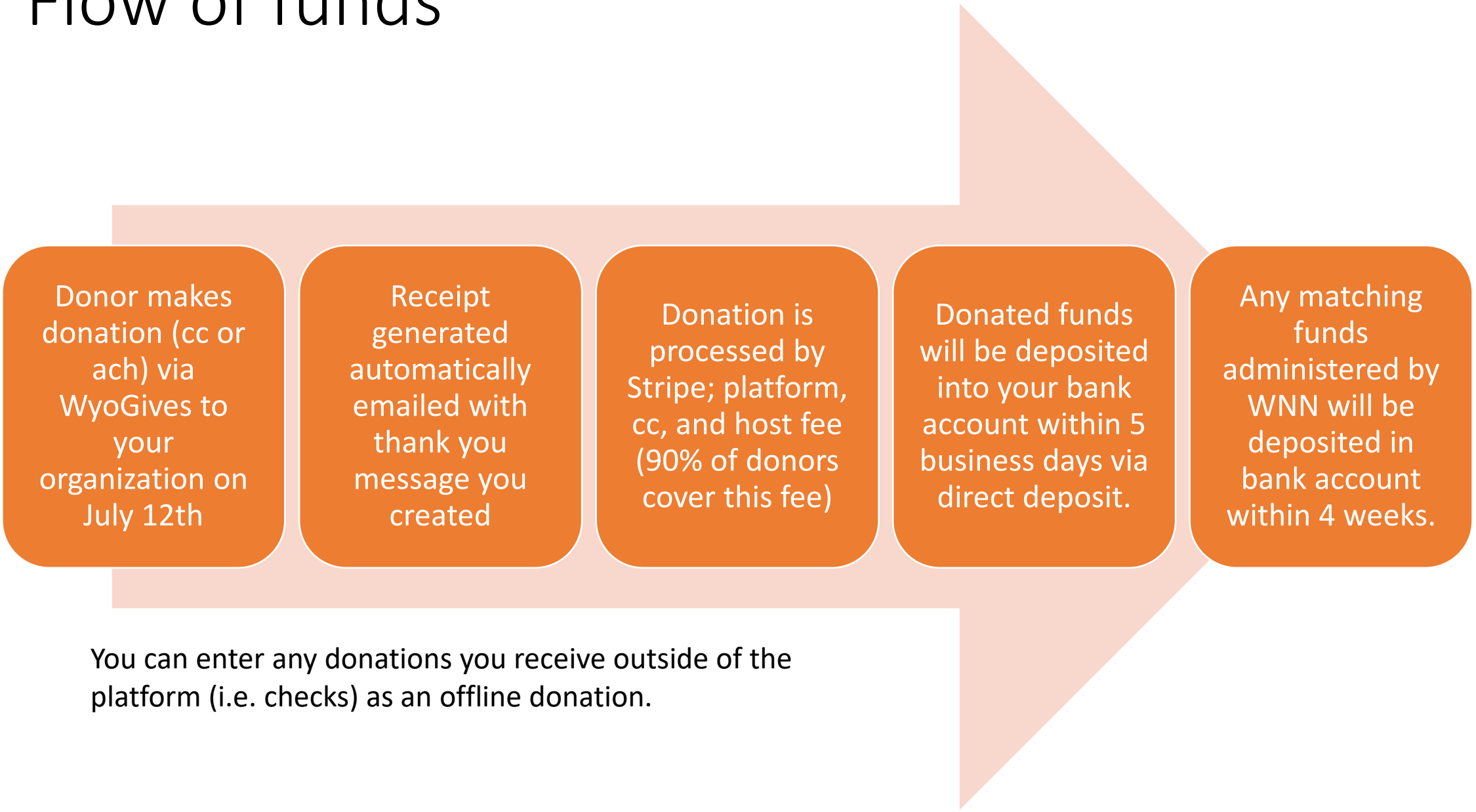
Matches and Prizes

- Other WyoGives administered matches will be announced. These are typically organization specific.
- As in the previous three years, we will have prizes again this year. Stay tuned!
- Registering for WyoGives does not mean that your organization will fit within the requirement of matches. Qualifying for a match may require a separate process. Watch for emails with more information.

Transparent Donation Processing

- GiveGab partners with Stripe, a PCI Level 1 Payment processor for donation processing and direct deposit of funds.
- Your banking information is reviewed with Stripe, and donor credit card information is not revealed or saved in GiveGab
- Payments accepted: Credit Card or ACH for online transactions
  - 3% Platform processing fee
  - Credit Card: 2.5% + $.30 per transaction
  - ACH: 2.5% Platform fee + $3.00 flat bank fee ($100 minimum)
  - A 1% fee is retained by the Wyoming Nonprofit Network for costs related to platform management
- Donors can cover all fees on behalf of your organization. Last year, over 90% of gifts had fees covered
- Donors can support multiple causes through one-check transaction, makes it quick and convenient for donors

Flow of funds



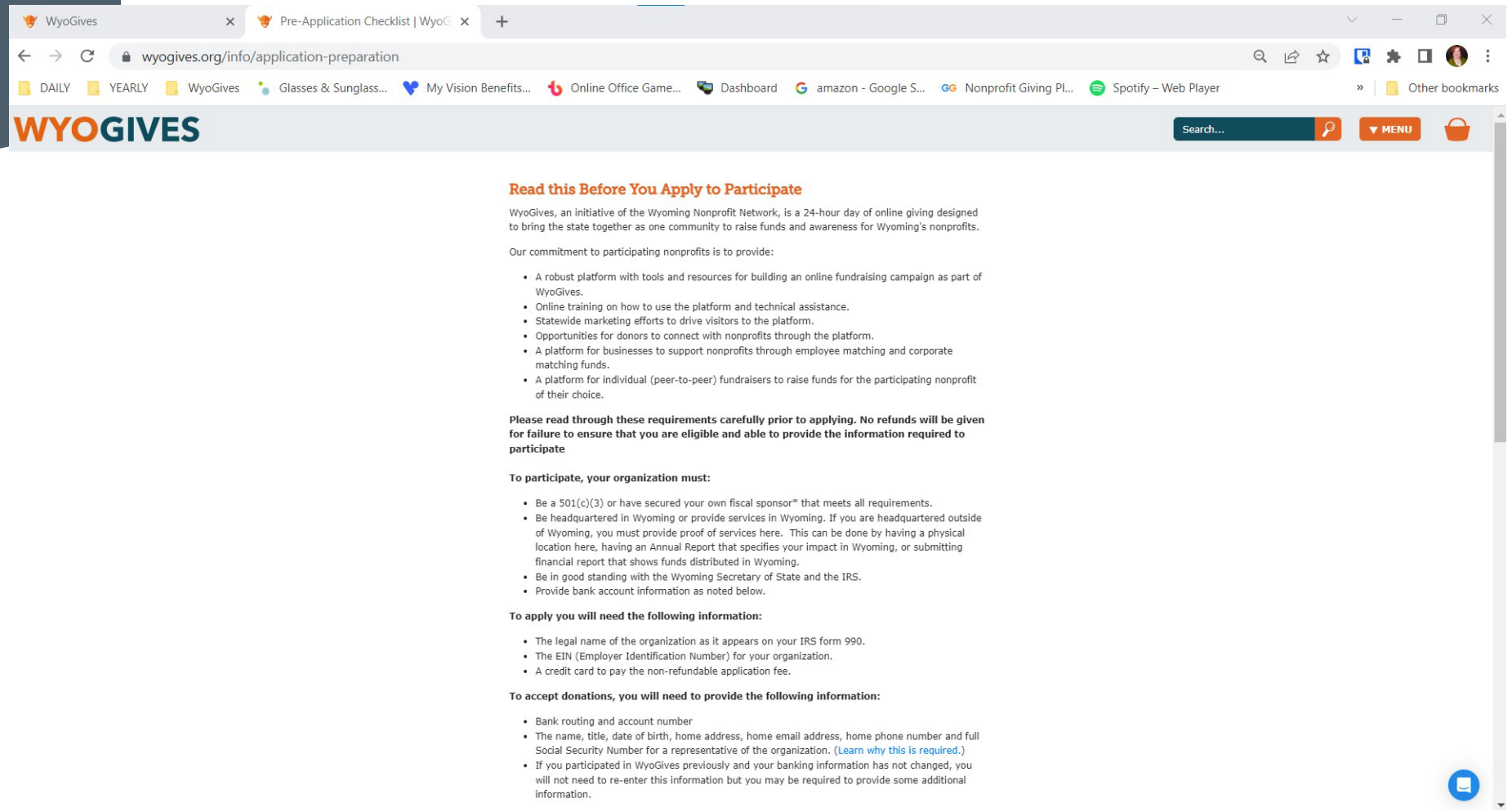
You can enter any donations you receive outside of the platform (i.e. checks) as an offline donation.

Applying

WYOGIVES
Search...
MENU
WYO
GIVES
APPLY NOW
Live Here, Give Here
July 12, 2023
WyoGives begins in
119 : 18 : 24 : 03
days hours mins secs
Pause Animation

Pre-Application Checklist

VERY IMPORTANT!



Applying

At the bottom of the Pre-Application Checklist there is an “Apply Now” link

If you are a past participant, be sure to find your organization.

If you are new, it will say “Don’t see your organization listed?” and there will be a button to “Add my organization”.

Returning Participant

WYO GIVES

If you participated in WyoGives in the past:

- Don’t forget to create a 2023 profile in addition to applying
- you can choose to copy your profile from previous years.
- Be sure to update existing content with new dates, photos, etc.
- Existing bank account information will/should carry over.

Returning participants:

Forgot password

Last year’s administrator is gone

Adding administrators

GiveGab

Home | Support | Submit an Idea | Kristie

United Way of Southwest Wyoming

- Home
- Giving Days
- Reports
- Manage Organization

Admin Dashboard

Current Plan
Basic

Giving Days

WyoGives
July 12, 2023

View All Giving Days

Recent Donations

Date/Donor Name/Amount
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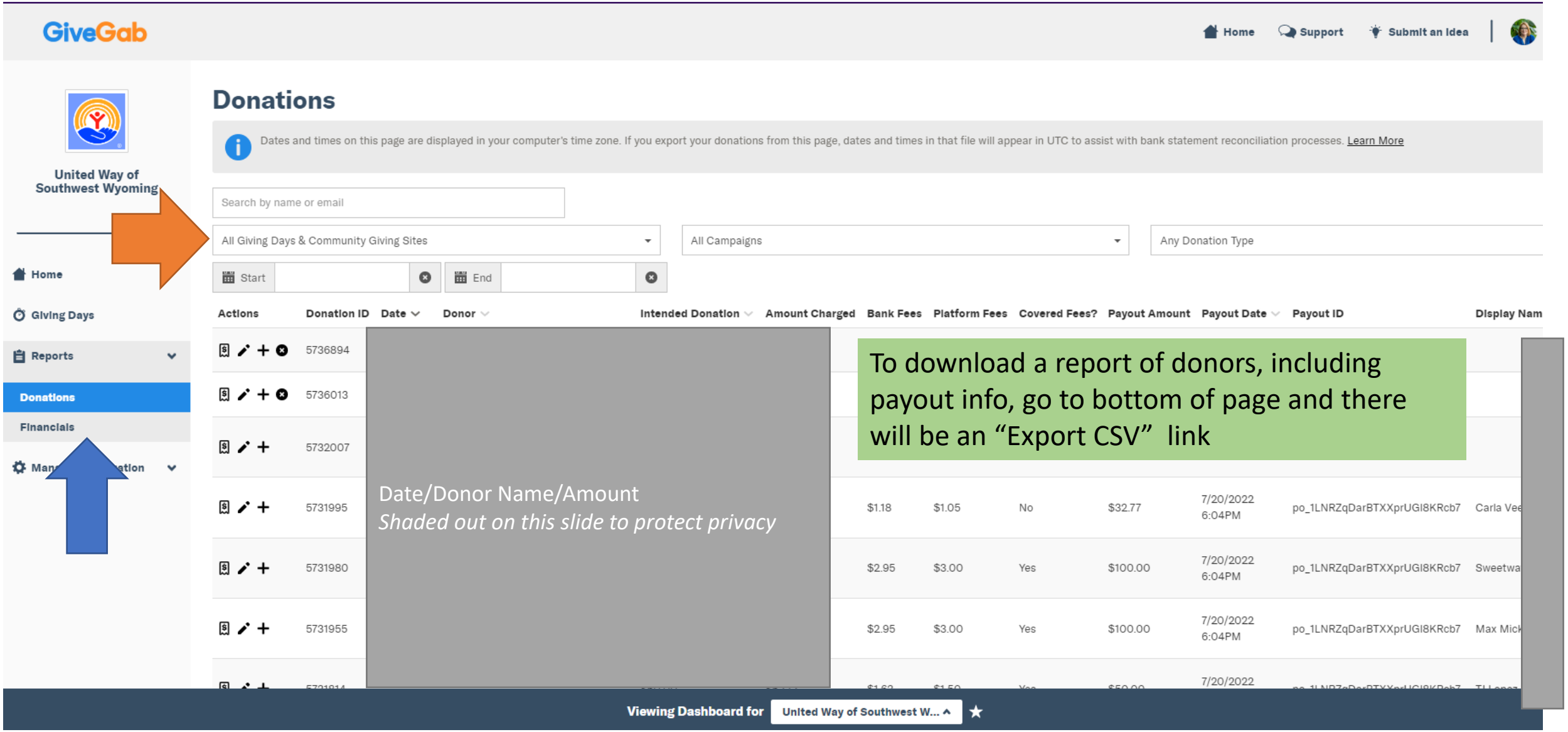
GiveGab
Home
Support
Submit an Idea
United Way of Southwest Wyoming
Donations
Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. Learn More
Search by name or email
All Giving Days & Community Giving Sites
All Campaigns
Any Donation Type
Start
End
Home
Giving Days
Reports
Donations
Financials
Actions
Donation ID
Date
Donor
Intended Donation
Amount Charged
Bank Fees
Platform Fees
Covered Fees?
Payout Amount
Payout Date
Payout ID
Display Nam
5736894
5736013
5732007
5731995
$1.18
$1.05
No
$32.77
7/20/2022 6:04PM
po_1LNRZqDarBTXXprUGI8KRcb7
5731980
$2.95
$3.00
Yes
$100.00
7/20/2022 6:04PM
po_1LNRZqDarBTXXprUGI8KRcb7
5731955
$2.95
$3.00
Yes
$100.00
7/20/2022 6:04PM
po_1LNRZqDarBTXXprUGI8KRcb7
Date/Donor Name/Amount
Shaded out on this slide to protect privacy
To download a report of donors, including payout info, go to bottom of page and there will be an “Export CSV” link
Viewing Dashboard for
United Way of Southwest W...

GiveGab | Apply to Participate in WyoGives | GiveGab

givegab.com/nonprofits/wyoming-nonprofit-network/financials#financials_balances

GiveGab

Home | Support | Jody

Back to Wyoming Nonprofit Network Dashboard

Wyoming Nonprofit Network

GG Pay Financials

- Balances
- Payouts
- Refunds

GG Pay Wyoming Nonprofit Network

Start Date | End Date

Donation Transactions

Gross Amount:
Net Amount:
Total Number:
Givegab Platform Fees:
GG Pay Processing Fees:

Date/Donor Name/Amount *Shaded out on this slide to protect privacy*

Current

Total balance:
Pending refunds:
Pending disputes:
Total in reserve:
Total balance to payout:

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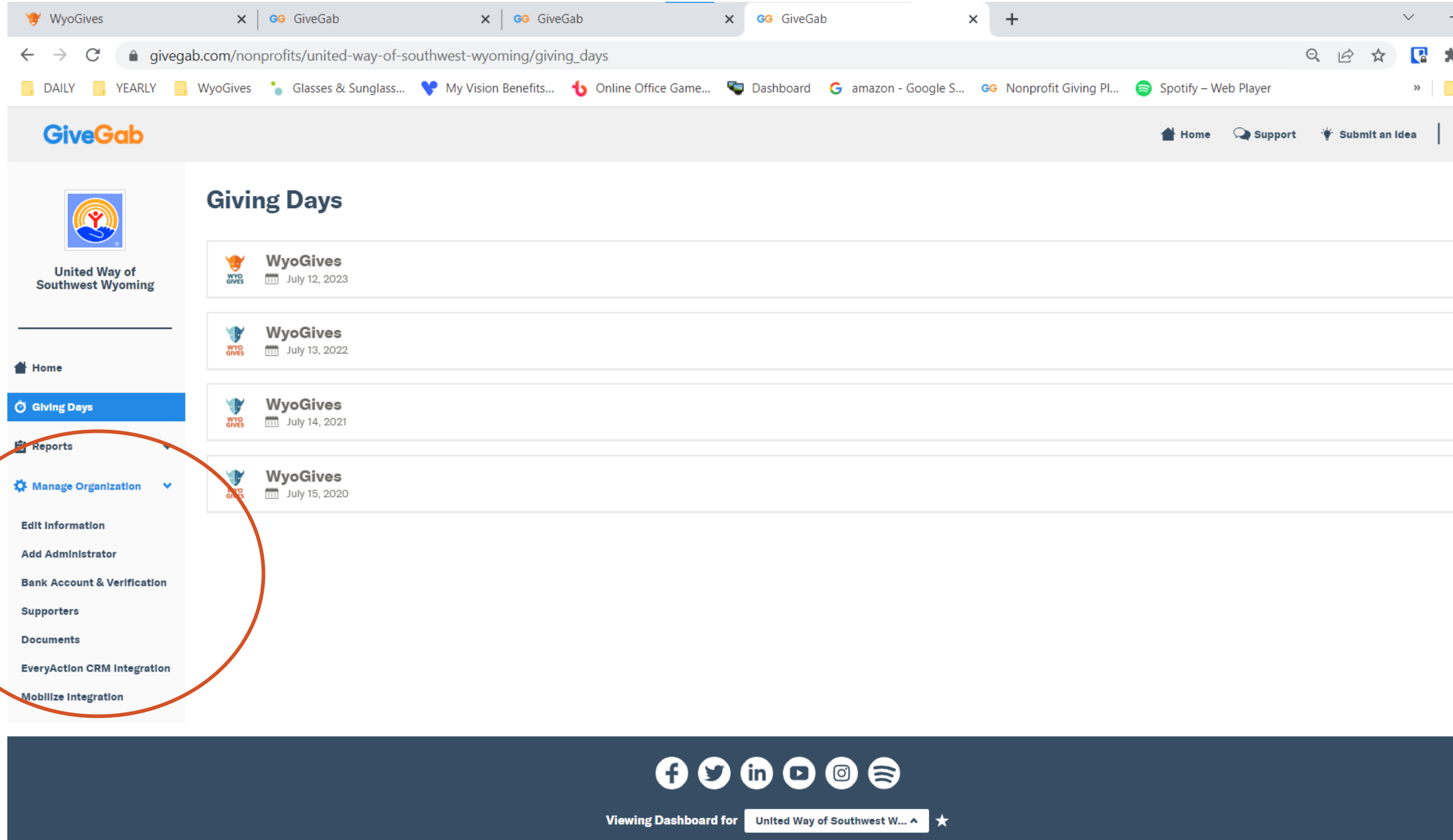
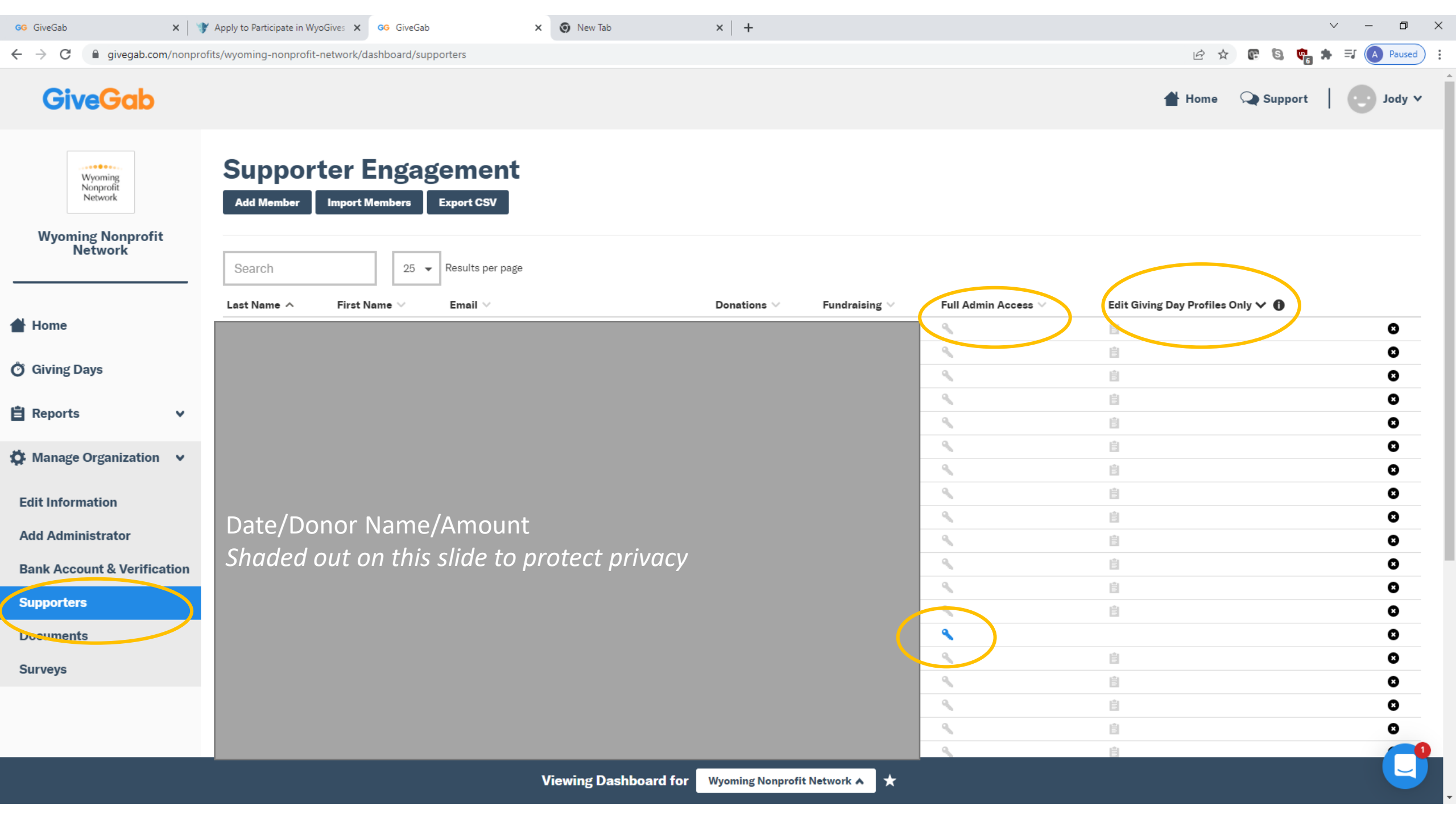
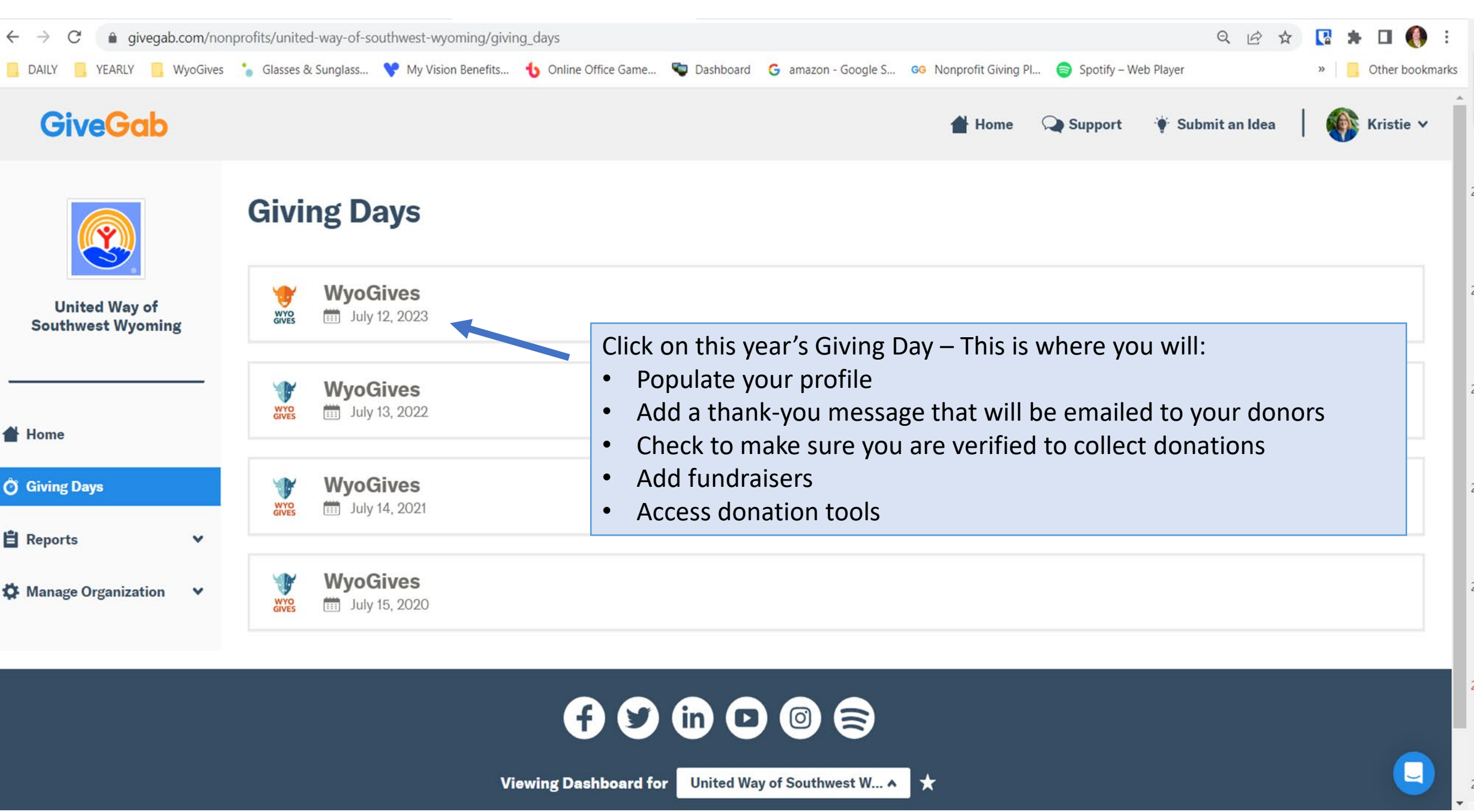

WyoGives
GiveGab
GiveGab
GiveGab
givegab.com/nonprofits/united-way-of-southwest-wyoming/giving_days
DAILY
YEARLY
WyoGives
Glasses & Sunglass...
My Vision Benefits...
Online Office Game...
Dashboard
amazon - Google S...
Nonprofit Giving Pl...
Spotify – Web Player
GiveGab
Home
Support
Submit an Idea
United Way of Southwest Wyoming
Home
Giving Days
Reports
Manage Organization
Edit Information
Add Administrator
Bank Account & Verification
Supporters
Documents
EveryAction CRM Integration
Mobilize Integration
Giving Days
WyoGives
July 12, 2023
WyoGives
July 13, 2022
WyoGives
July 14, 2021
WyoGives
July 15, 2020
Viewing Dashboard for
United Way of Southwest W...


GiveGab
Apply to Participate in WyoGives
GiveGab
New Tab
givegab.com/nonprofits/wyoming-nonprofit-network/dashboard/supporters
Paused
GiveGab
Home
Support
Jody
Wyoming Nonprofit Network
Wyoming Nonprofit Network
Supporter Engagement
Add Member
Import Members
Export CSV
Search
25
Results per page
Last Name
First Name
Email
Donations
Fundraising
Full Admin Access
Edit Giving Day Profiles Only
Date/Donor Name/Amount
Shaded out on this slide to protect privacy
Home
Giving Days
Reports
Manage Organization
Edit Information
Add Administrator
Bank Account & Verification
Supporters
Documents
Surveys
Viewing Dashboard for
Wyoming Nonprofit Network


givegab.com/nonprofits/united-way-of-southwest-wyoming/giving_days
DAILY
YEARLY
WyoGives
Glasses & Sunglass...
My Vision Benefits...
Online Office Game...
Dashboard
amazon - Google S...
Nonprofit Giving Pl...
Spotify – Web Player
Other bookmarks
GiveGab
Home
Support
Submit an Idea
Kristie
United Way of Southwest Wyoming
Giving Days
WyoGives
July 12, 2023
WyoGives
July 13, 2022
WyoGives
July 14, 2021
WyoGives
July 15, 2020
Home
Giving Days
Reports
Manage Organization
Click on this year's Giving Day – This is where you will:
• Populate your profile
• Add a thank-you message that will be emailed to your donors
• Check to make sure you are verified to collect donations
• Add fundraisers
• Access donation tools
Viewing Dashboard for
United Way of Southwest W...

Wyoming Nonprofit Network

Wyoming Nonprofit Network

Home
Giving Days
Reports
Manage Organization

WYO GIVES

WyoGives July 12, 2023

$0.00 Raised · 0 Donors · 0 Gifts

Analytics

Get Set Up

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

119 Days to Launch

Participation Approval Status

Pending

Your application will be reviewed and you will be notified of your status within 15 business days. If we need additional information to approve your organization, we will let you know during the review process.

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

Reset Profile

Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- Help Center

Other Actions

- Engagement Opportunities
- Add External Fund
- View Registration Info
- Preview Your Profile

3. Spread the Word

Social Media Tips & Tricks

View

Sample Email Content

View

Graphics & Downloads

View

4. Give Thanks

wyogives.org/info/downloads

DAILY | YEARLY | WyoGives | Glasses & Sunglass... | My Vision Benefits... | Online Office Game... | Dashboard | amazon - Google S... | Nonprofit Giving Pl... | Spotify – Web Player | Other bookmarks

WYOGIVES

Search... ▼ MENU

Downloads

Download all of the downloads by clicking here.

Logos

WYO GIVES

Official Logo

PNG

Social Backgrounds

Cover Photo 1

Facebook | Twitter | Email

Cover Photo 2

Facebook | Twitter | Email

Zoom Background 1

Download

Zoom Background 2

Download

Social Shares

Zoom Background 1

Download

Zoom Background 2

Download

Social Shares

Social Share Image Bundle

Download

Instagram Story Bundle

Download

I Gave Badge

PNG | JPG

Donor Badge

PNG | JPG

WYO GIVES

GIVE BACK TODAY!

Giving Day Gif

GIVE BACK TODAY!

Giving Day Gif

Download

Printables

I Give Because Poster

JPG | PDF

Thank You Card

Digital | PDF

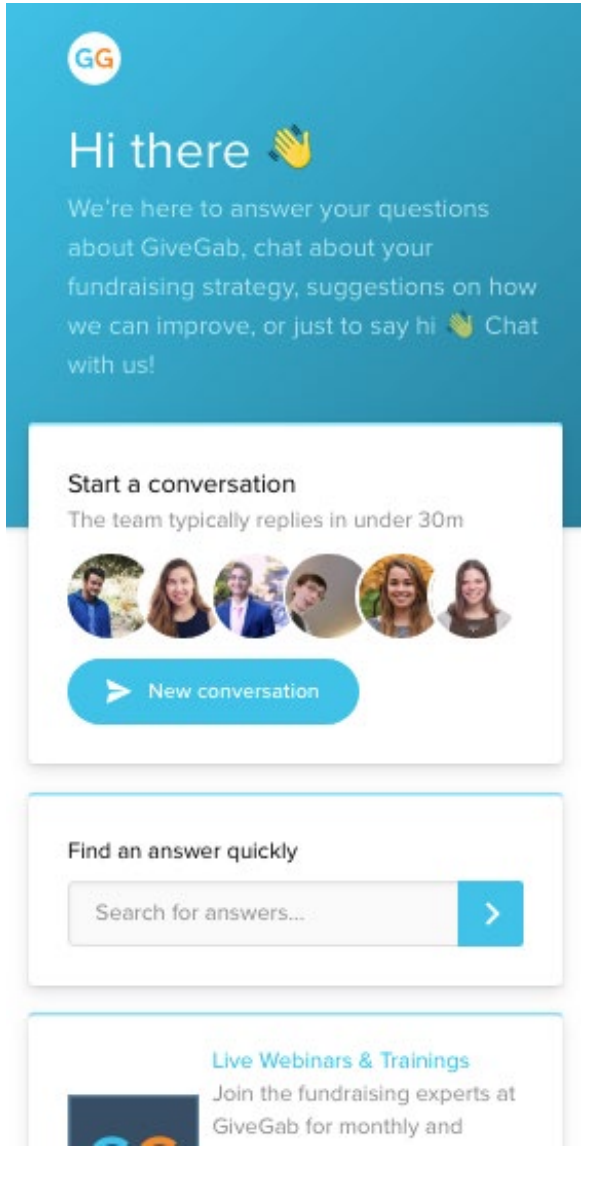
Flyer

JPG | PDF

WyoGives
info@wynonprofit.org
WyoGives is an initiative of the Wyoming Nonprofit Network

Platform Support

- Visit GiveGab Help Center https://support.givegab.com/
- Send an email to CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand



Next Steps

- Apply for WyoGives 2023 if you haven’t already
- Be sure you are verified to collect donations!
- Create your goals and plan, including a calendar of key tasks
- Register for the trainings
- Explore the Toolkit on WyoGives.org

WYO GIVES

Attend
Watch
Read

Emails from Wyoming Nonprofit Network

Follow WyoGives Facebook Page

Wyoming Nonprofit Network Member Bulletin

WyoGives Informational Video Messages

WyoGives Specific Trainings & Office Hours

www.wyogives.org/info/trainings2023

Dates to put on your calendar now:

- March 29 – Webinar: Securing Matches & Peer-to-Peer Fundraisers
- April 3 – Registration opens for non-members
- April 5 – Webinar: Using Social Media to Steer Traffic to your WyoGives Campaign
- May 9 – Webinar: The Art of Donor Stewardship
- June 5 – In-Person: WyoGives Networking Mixer (WNN Summit June 6-7)
- June 16 – Final day to register (no exceptions)
- June 21 – Webinar: Final Steps to Success
- July 12 – WYOGIVES!

Not a member?

Not sure if you're a member?
Check the WNN membership directory to see if you're a member:

wynonprofit.org/Member-Directory

Apply for membership and pay online here:

wynonprofit.org/join

Wyoming Nonprofit Network (WNN) membership dues are separate from the WyoGives registration fee.

- WNN member dues are annual from the month you join – Join at wynonprofit.org
- WyoGives registration fee required each year – Register at WyoGives.org

Membership Questions? Contact:
Elizabeth Colvin, Membership Coordinator
members@wynonprofit.org
307-772-9050 (all calls)

Wyoming Nonprofit Network

Q and A

Contact information:
Kristie Wilson
info@wynonprofit.org

307-772-9050 (all calls)

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