WyoGives Platform Basics Bootcamp

March 15, 2023

An initiative of Wyoming Nonprofit Network

July 12, 2023
(4th Annual Event)
Wyoming Nonprofit Network

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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
5,773 Donors
$3,221,413 Raised

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

Growth in Dollars Raised
2020 2021 2022
$571K $2.3M $3.2M

2,586 New Donors
WyoGives is an initiative of the Wyoming Nonprofit Network WyNonprofit.org

Save the date
WyoGives 2023
July 12, 2023
WyoGives.org
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.

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.
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
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
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.
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](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.

<table>
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<tr>
<th>Counties</th>
<th>Maximum match payout per organization</th>
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<tbody>
<tr>
<td>Washakie, Platte, Carbon, Weston, Hot Springs, Big Horn, Niobrara, Goshen, Fremont, Albany</td>
<td>$15,000</td>
</tr>
<tr>
<td>Sublette, Lincoln, Campbell, Crook, Laramie, Sweetwater, Converse, Park, Uinta, Johnson, Natrona, Sheridan</td>
<td>$10,000</td>
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• 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.
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
Pre-Application Checklist

VERY IMPORTANT!

Read this Before You Apply to Participate

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.

Our commitment to coordinating nonprofits is to provide:
- A robust platform and resources for building an online fundraising campaign as part of WyOgives.
- Online training on how to use the platform and technical assistance.
- Statewide marketing efforts to drive visitors to the platform.
- Opportunities for donors to connect with nonprofits through the platform.
- A platform for businesses to support nonprofits through employee matching and corporate matching funds.
- A platform for individual (peer-to-peer) fundraisers to raise funds for the participating nonprofit of their choice.

Please read through these requirements carefully prior to applying. No refunds will be given for failure to ensure that you are eligible and able to provide the information required to participate.

To participate, your organization must:
- Be a 501(c)(3) or have secured your own fiscal sponsor that meets all requirements.
- Be headquartered in Wyoming or provide services in Wyoming. If you are headquartered outside of Wyoming, you must provide proof of services here. This can be done by having a physical location here, having an Annual Report that specifies your impact in Wyoming, or submitting a financial report that shows funds disbursed in Wyoming.
- Be in good standing with the Wyoming Secretary of State and the IRS.
- Provide bank account information as noted below.

To apply you will need the following information:
- The legal name of the organization as it appears on your IRS Form 990.
- The EIN (Employer Identification Number) for your organization.
- A credit card to pay the non-refundable application fee.

To accept donations, you will need to provide the following information:
- Bank routing and account number.
- The name, title, date of birth, home address, home phone number and full Social Security number for a representative of the organization (Learn why this is required.)
- If you participated in WyOgives previously and your banking information has not changed, you will not need to re-enter this information but you may be required to provide some additional information.
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.”
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
Admin Dashboard

Giving Days

 ха WyoGives

Jul 12, 2023

View All Giving Days

Recent Donations

Date/Donor Name/Amount

Shaded out on this slide to protect privacy
To download a report of donors, including payout info, go to the bottom of the page and there will be an “Export CSV” link.

<p>| Date/Donor Name/Amount | Shaded out on this slide to protect privacy |</p>
<table>
<thead>
<tr>
<th>Date/Donor Name/Amount</th>
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<tr>
<td>Shaded out on this slide to protect privacy</td>
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<td>Last Name</td>
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**Full Admin Access**

**Edit Giving Day Profiles Only**

*Date/Donor Name/Amount*

*Shaded out on this slide to protect privacy*
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
3. Spread the Word

- Social Media Tips & Tricks
- Sample Email Content
- Graphics & Downloads

4. Give Thanks
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
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 – WYOOGIVES!
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)
Q and A

Contact information:
Kristie Wilson
info@wynonprofit.org

307-772-9050 (all calls)

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