

# Creating the Perfect Profile



**WYO  
GIVES**

# Submit Your Questions



**Chat Box**

To:  All panelists  
Type:  All panelists and attendees



**Q&A**

Please input your question

Send Anonymously

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

# Agenda



- **Benefits of Participating**
- **Who is Bonterra?**
- **Creating Your Profile**
- **Additional Resources**
- **Next Steps & Questions**

# Benefits of Participating



- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-Engage with your existing supporters and gain new donors
- Combine your marketing efforts + The Wyoming Nonprofit Network marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

# Who is Bonterra?



# Who is Bonterra?



**Bonterra's mission is to power those who power social impact**

- Host a secure, reliable and transparent platform for WyoGives
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

# Before You Start Your Profile...

## 1. Define Your Goals

- a. How will your donors and supporters need to do to help you be successful according to your giving day goals?
- b. What do you want people to feel when they view your profile?
- c. What do you want the main call to action to be?

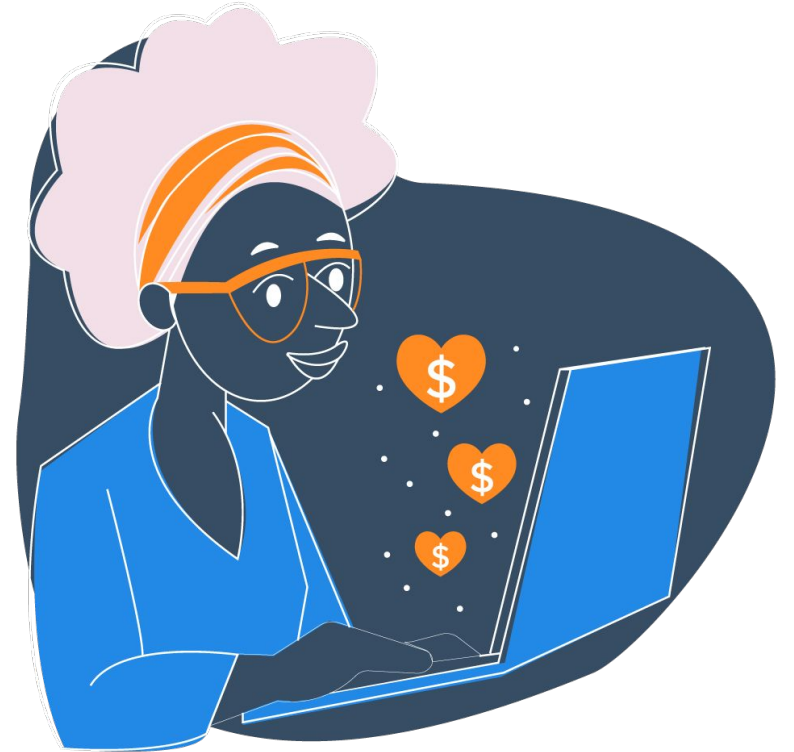
## 2. Gather Your Assets

- a. Do you have several photos, graphics, or videos ready?

## 3. What is your giving day story?

- a. What do your organizations need to know about your organization?

# Completing Your Profile





# Returning? Copy Your Profile

- **Don't forget to review and update your profile after!**
- Existing bank information will carry over
  - Double check that your bank account, org rep and admins on your profile are up to date!

The screenshot displays the WyoGives dashboard. At the top, the WyoGives logo is shown with the text "\$0.00 Raised · 0 Donors · 0 Gifts" and an "Analytics" button. Below this is a "Welcome to Another Giving Day!" message with a sub-message: "As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day." On the right side, there is a "105 Days to Launch" section with a "Participation Approval Status" of "Pending" and a note: "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." The main content area lists four previous giving days: "WyoGives (2023)", "WyoGives (2022)", "WyoGives (2021)", and "WyoGives (2020)". Each entry includes a "WYO GIVES" logo and a "Copy This Profile" button. At the bottom, there is a "Create a New Profile" button.

# Your Giving Day Dashboard

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

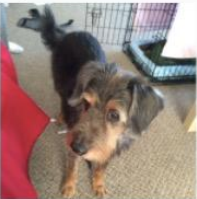
# Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!

✓ Add Your Organization's Info

**Website**

**Logo**



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 300x300.

**Causes** (optional)

Cause #1 Animals

Cause #2

Cause #3

Save

# Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals

✓ Add Your Story

**Cover Photo**




Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1500x500.

**Set a Goal**

Display Goal on Profile

\$

**Tell Your Story**

GT America Formatting A B I U

### Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

### Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

**Video Url**

Vimeo links must be in the following format: <https://vimeo.com/123456>.

# The Significance of Storytelling

**Storytelling helps donors connect to your organization!**

- Provokes active listening and participation
- Lays the foundation of your organization's "big picture" or "why"
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Even more significant in the digital era!

# Story Writing Prompts

## Focus Story:

- What services do you provide?
- How are services delivered?
- What are the outcomes of these services?

## People Story:



- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?

## Impact Story:

- Tell us about your life before you worked with our organization
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us?

# Get Verified

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your “application” process to participate
- **Pro Tip:** Don't wait to complete this information. It can take at least several days, and in some instances more

 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](#)

# Get Verified

## 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



# Get Verified



Bonterra partners with Stripe for secure financial services.

[← Return to Bonterra](#)

Powered by **stripe**

[Terms](#)

[Privacy](#)

English (US)

Contact Bonterra for support  
[customersuccess@givegab.com](mailto:customersuccess@givegab.com)

## Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our [Services Agreement](#).

Legal business name

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.

Employer Identification Number (EIN)

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this [support article](#).


Doing business as Optional

The operating name of your company, if it's different than the legal name.


# Suggest Donation 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](#)



**\$500.00**  
Provides life changing surgery to a senior pup in need  
[Edit](#) [Remove](#)

Add Donation Level

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- **Pro Tip:** Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal

# Personalized Gratitude

- Add your own message
- Include a photo **or** video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


**Thank You Message**

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

**Youtube or Vimeo Link**

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 800x600.

Save

### Add Fundraisers

Search Fundraisers

Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser Donors Amount Raised Goal Email Phone Actions

No fundraisers found.

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

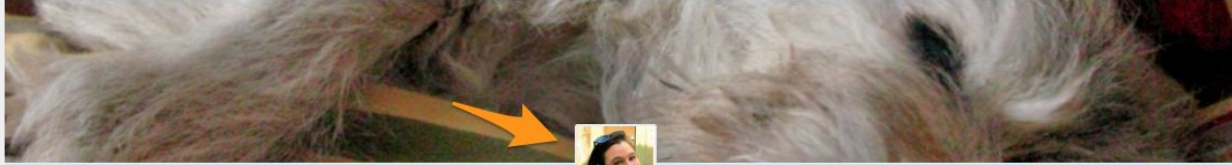
\$ .00

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

Save

# Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- **Pro Tip:** Watch the [Peer-to-Peer Fundraising Training Video](#)



Bridget Cafaro's fundraiser for  
**Logan's Pups**

**DONATE**

20%

**\$100** Raised **\$500** Goal **1** Donors



Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes they deserve and educate my friends and family about how amazing owning a senior dog can be!



**\$25**

*Provides one week of food for a senior pup*



**\$50**

*Provides a super soft bed for a loving senior pup*



**\$100**

*Helps a family foster one of our amazing senior pups*



**\$500**

*Provides life changing surgery to a senior pup in need*

**CHOOSE YOUR OWN AMOUNT**



# Did you know?



Organizations who used P2P fundraising last year raised on average **3.4x more** than those who did not.

# 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>




# Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

## Other Actions

 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

## Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>





# Visual Content: The Facts

**40x** more likely to get shared on social media than other types of content

People remember **80%** of visual information vs. 30% of read information

In a persuasive speech to an audience, **67%** of the audience were persuaded with visuals versus 50% without

**29%** of people consider social media to be the communication tool that most inspires giving

**87%** of donors who first donate from a social referral source make their second donation from a social referral source

# Your Nonprofit Toolkit

**The Nonprofit Toolkit has valuable resources for all your WyoGives needs.**

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!



# 2024 HCF Incentive Pool

Hughes  
Charitable  
Foundation



Requirements for qualification (set by HCF):

- 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 Annual Tax Return. A 990N does not qualify for this requirement; these organizations must show proof of programs and services by submitting official year-end financial statements.
- If you completed this process in 2023 and were approved, you don't need to do anything further other than confirm you are on the 2023 HCF matching list. See the Incentive and Matching Partners page on [WyoGives.org/info/matching-partners](https://WyoGives.org/info/matching-partners)
- If you were not approved in 2023 or are new to WyoGives, you will find information on the Incentive and Matching Partner page. More information is listed on our Wyoming Nonprofit Network WyoGives webpage: [wynonprofit.org/WyoGives](https://wynonprofit.org/WyoGives)

# 2024 HCF Incentive Pool

Hughes  
Charitable  
Foundation



This is no longer a 1-1 match.

- \$1,000,000 Match Pool will be distributed to qualified nonprofits proportionally based on final fundraising totals, not to exceed the maximum payout per organization.
- Each qualifying organization's portion of the Match Pool is determined as follows:  $[\text{total eligible donations for the organization}] \div [\text{total eligible donations to all qualifying organizations}] * \$1,000,000 = \text{payout amount}$ .
- For instance, if the organization raised 1% of the total eligible donations for all qualifying organizations, they would receive 1% of the Incentive Pool.
- If an organization's payout is more than the maximum, the funds over that amount are added back into the Match Pool for distribution to organizations that haven't met the maximum amount.

# 2024 HCF Incentive Pool

Hughes  
Charitable  
Foundation



- New language to use for your profile and donor communication, if you are qualified/approved:
  - We are participating in the Hughes Charitable Foundation Incentive Pool. Every donor who contributes online to {name of organization} via the WyoGives.org platform on July 10th will have their donation boosted by this generous \$1,000,000 incentive pool.
- If you have copied your 2023 profile and have HCF match language in the profile that mentions a 1-1 match, you need to delete it and replace it with the above language.
- It is very important that you review the Ethical Standards document if you are participating in this Incentive Pool.

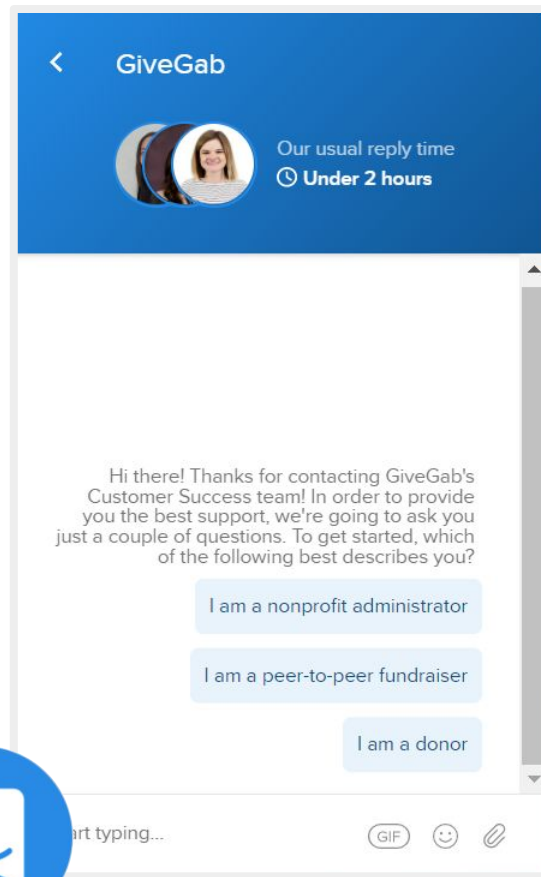
# Importance of Brand Consistency

- Utilize our updated 2024 digital assets to maintain consistency in your marketing efforts.
  - [www.wyogives.org/info/downloads](http://www.wyogives.org/info/downloads)
- Ensure that all communications, including profiles and promotional materials, feature the latest WyoGives logo.



# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Check Out Our Blog
  - [bonterratech.com/blog](https://bonterratech.com/blog)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with our Customer Success Team
  - Look for the little blue chat bubble



# Your Next Steps



## Take a breath!

- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- You don't need to compete for incentives and prizes
- WyoGives may not be the right fit for all of your donors - that's okay!



# Your Next Steps

## What to work on over the next couple of weeks:

- Follow WyoGives on Social Media and use #WyoGives Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for the next webinar - April 18th
- Explore the toolkit



# Questions?



**WYO  
GIVES**