



Creating The Perfect Giving Day Profile

*How to develop an engaging and eye catching profile
to share with your supporters*

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?

Head to GiveGab!

The screenshot shows the GiveGab website interface for the Day of Giving event. At the top left, it says "DAY OF GIVING". To the right are navigation buttons for "SEARCH...", "PRIZES", and "LEADERBOARDS", followed by a "MENU" dropdown. The menu is open, showing options: HOME, PRIZES, LEADERBOARDS, MATCHES, FUNDRAISERS, BUSINESS FUNDRAISERS, VOLUNTEER OPPORTUNITIES, and LOG IN. An orange arrow points to the "VOLUNTEER OPPORTUNITIES" option. Below the navigation bar, a dark banner displays the text: "SO FAR, 1,758 DONORS HAVE RAISED \$12,091,075 FOR 415 ORGANIZATIONS". The main content area features a large "DAY OF GIVING" title and a "DONATE" button. Below this is a call to action: "Donate to a cause you care about, volunteer for a local organization or even start your own fundraiser!". At the bottom, a countdown timer shows "16 : 04 : 30" with "hours", "mins", and "secs" labels.

DAY OF GIVING

SEARCH... PRIZES LEADERBOARDS MENU

SO FAR, 1,758 DONORS HAVE RAISED \$12,091,075 FOR 415 ORGANIZATIONS

DAY OF GIVING

DONATE

Donate to a cause you care about, volunteer for a local organization or even start your own fundraiser!

16 : 04 : 30
hours mins secs

VOLUNTEER OPPORTUNITIES

Your Giving Day Dashboard



Giving Day!

November 13, 2019

Participation Approval Status

Pending

You are pending.

Get Set Up

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

Please provide documents as requested by 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.



[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.

Donation Tools



[Add Offline Donation](#)



[Manage Sponsor Matching](#)



[Manage Donations](#)

Other Actions



[Engagement Opportunities](#)



[Add External Fund](#)



[Manage Support Areas](#)



[View Your Profile](#)

Share Your Page

<https://dog-staging.givegab.com/organiz>



[View Your Page](#)

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.

✓ Add Your Organization's Info

Tagline


Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.loganspups.org

Logo



Select Image Remove

Recommended dimensions 300x300
Max file size 5MB

Causes (optional)


Cause #1 Animals

Cause #2 Education

Cause #3

Save

Tell Your Giving Day Story

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

Cover Photo



Select Image

Remove

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

Set a Goal (optional)

Display Goal on Profile

\$ **5000**

.00

- Cover Photo
 - 1500 x 500px
 - Front & Center
- Monetary Goal
 - Optional, but encouraged!
 - Enables a real-time progress bar on your profile



Logan's Pups

Helping find senior dogs loving homes in their last years

Causes: [Animals](#), [Education](#)

DONATE

FUNDRAISE



32%


\$1,580 Raised \$5,000 Goal 6 Donors

Tell Your Giving Day Story

Proxima Nova ▾ **B** *I* U ✂ ☰ ☰ ☰ 🖼️ 🔗 📄 - ✕ </>

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.



Tell Your Giving Day Story

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[DONATE](#)

Matches

Anonymous: Board of Trustee Match

Our generous Board of Trustees has offered to match every dollar raised up to \$10,000! Give today to make an exponential impact!

\$10,000 MATCH

\$9,102 REMAINING

Recent Donors

Anonymous **\$50.00**

Kyle Cundy **\$50.00**

Anonymous **\$100.00**


Anonymous **\$100.00**

Pro Tip: Use the formatting tools in the editor to highlight the most important elements of your story


Highlight Impact for Your Donors

✓ Add Donation Levels


We recommend having 3 or 4 donation levels.



\$50.00
Provides a super soft bed for a loving senior pup
[Edit](#) [Remove](#)



\$100.00
Provides food for a month for a senior pup
[Edit](#) [Remove](#)



\$200.00
Provides veterinary care and essential vaccines for a senior pup
[Edit](#) [Remove](#)

[Add Donation Level](#)

- Customize Amounts
- Create Unique Descriptions
- Add Photos
- Unlimited Levels
 - *3-4 is the sweet spot!*

On the day, donors can still customize their donation amount beyond the levels you've suggested!

Highlight Impact for Your Donors

Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: **Animals, Education**

DONATE **FUNDRAISE**

32%
\$1,580 Raised \$5,000 Goal 6 Donors

- \$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
- \$250**
Covers cost of rescuing a senior pup from a kill shelter
- \$500**
Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

Pro Tip: Have the mid-range donation level be what your median gift amount is

Personal Gratitude

- Write your own custom 'Thank You' message
- Add your own video or photo
- Sent immediately to your donor's email when they make a gift

✓ Add a 'Thank You' Message


Please provide a 'Thank you' message, as well as an image or video link (or both)

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.

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

Recommended dimensions 800x600
Max file size 5MB

Save

Personal Gratitude

Your “Thank You” Email

- Sent immediately to donor
- Custom Content + Your Giving Day Branding
- Comes from whoever you set as the contact person for your organization
- Doubles as a donor’s receipt - can be submitted for tax reporting efforts

**DAY OF
GIVING**

Isaiah,

Thank you so much for participating in Giving Day! This is the donation form thank you.

Sincerely,

GiveGab



Review Your Perfect Profile

DAY OF GIVING **Giving Day!**
November 13, 2019

Time to launch
110
days

Participation Approval Status

Approved
You're approved!

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




[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.

- + Add An Administrator
- ✉ Add Offline Donation
- ⚙ Manage Sponsor Matching
- ✂ Manage Donations
- 📄 Embed a Donate Button
- 👥 Engagement Opportunities
- 📍 Add External Fund
- 📄 View Registration Info
- 👤 View Your Profile

Get Prepared

Simply registering is not enough to be successful during Giving Day! Use the resources below to learn the best practices or get help!

-  Webinars and Workshops
-  Giving Day Toolkit
-  GiveGab Customer Success HQ

 Share Your Page
<https://dog-staging.givegab.com/organizations/logar>
 
[View Your Page](#)

Key Takeaways

- ✓ Branded Logo
- ✓ Custom Cover Photo
- ✓ Unique Story
- ✓ Specific Giving Levels
- ✓ Clear Calls To Action
- ✓ Customized Thank You

The screenshot shows a fundraising page for 'Logan's Pups'. At the top, there's a banner image of a dog. Below it, the title 'Logan's Pups' is displayed in white on an orange background, with a 'DONATE' button and 'FUNDRAISE' link. A progress bar shows 40% completion towards a \$5,000 goal, with \$1,980 raised and 8 donors. Below the progress bar are four donation options with images of dogs: \$25 (one week of food), \$50 (super soft bed), \$100 (family foster), and \$250 (rescuing a senior pup). A 'CHOOSE YOUR OWN AMOUNT' button is also present. The main text describes the organization's mission and mentions Logan, a special senior dog. A 'Matches' section shows a \$10,000 match goal with \$9,102 remaining. A 'Recent Donors' list includes 'Anonymous \$30.00', 'Kyle Cundy \$50.00', and two more anonymous donations of \$100.00. A 'DONATE' button is at the bottom.

Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: [Animals](#), [Education](#)

40%
\$1,980 raised \$5,000 Goal 8 Donors

\$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

\$250
Covers cost of rescuing a senior pup from a kill shelter

CHOOSE YOUR OWN AMOUNT

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Matches
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Our generous Board of Trustees has offered to match every dollar raised up to \$10,000! Give today to make an exponential impact!

\$10,000 MATCH **\$9,102 REMAINING**

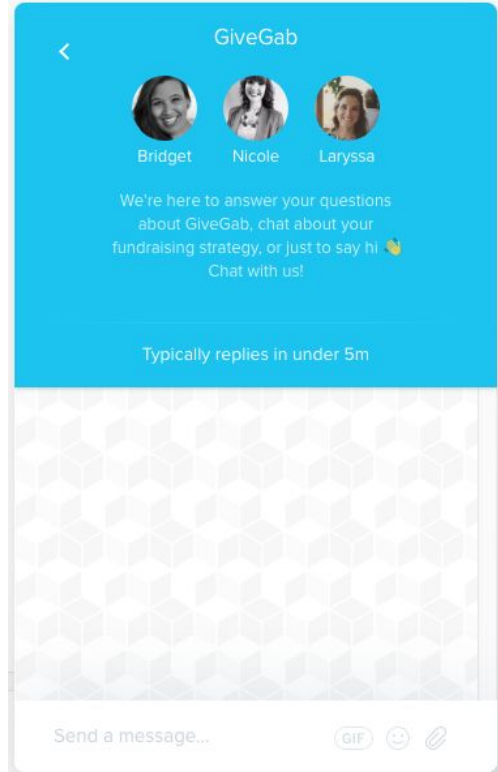
Recent Donors
Anonymous **\$30.00**
Kyle Cundy **\$50.00**
Anonymous **\$100.00**
Anonymous **\$100.00**

DONATE

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!





Thank You!

Have questions? Email us at customersuccess@givegab.com