



# Final Steps to Success

**GIVING** 20  
**DAY** 21



the  
**FOCUS**  
group  
taking donors seriously®

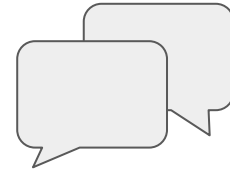
# Submit Your Questions!



## Chat Box

To:  All panelists

Type: All panelists and attendees



## Q&A

Please input your question

Send Anonymously

Send

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

# Your GiveGab Team



**Laurel**

*Project Coordinator*



**Becca**

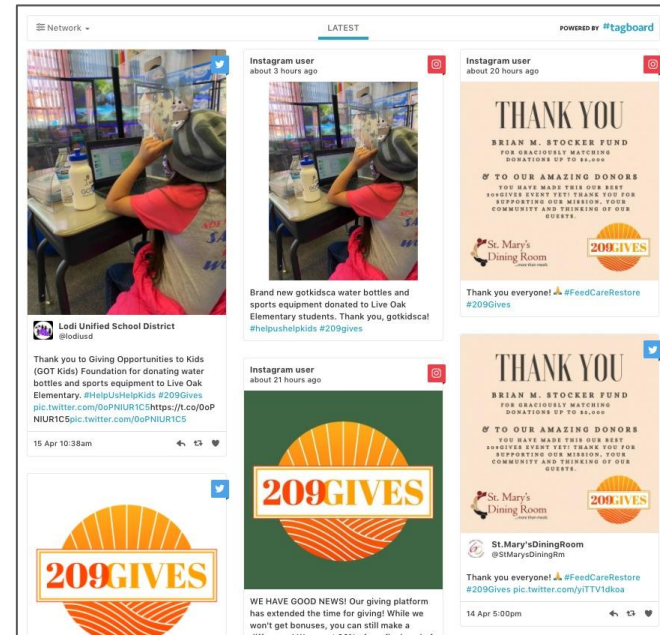
*Project Coordinator*

# Agenda

- Giving Day 2021 Updates & Reminders
- Your Checklist for Success
- After Giving Day
- Your Nonprofit Resources
- Next Steps
- Q&A

# Giving Day 2021 Updates & Reminders

- <https://www.givingday2021.com/> | May 5, 2021
- Donations open: May 5 at 12:00 AM ET
- Donations close: May 14 at 11:59 PM ET
- Prizes
  - May 5th only
- Tagboard









# Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



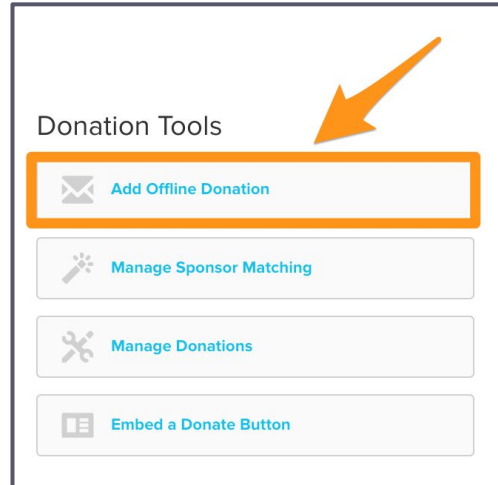
# Are you donation ready?

- Check your verification status on your admin dashboard

	<b>Donation Status: Unverified</b> Please verify your organization's information <a href="#">here</a> to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? <a href="#">Chat with us!</a>
	<b>Donation Status: Pending</b> We are reviewing your submission. This could take up to 48 hours. Please sit tight!
	<b>Donation Status: Pending</b> Additional information is required to verify your organization to accept donations. Please <a href="#">Contact Us</a> if you have any questions. You can see your currently entered information <a href="#">here</a> .
	<b>Donation Status: Incomplete</b> Please provide your organization's information and verify you can collect donations in your state <a href="#">here</a> .
	<b>Donation Status: Verified</b> Hooray! Your organization has been verified to accept donations on GiveGab.
	<b>Donation Status: Pending</b> Your organization is pending re-verification but can still accept donations. Are you a religious entity, government agency, or subsidiary of a national organization? Please <a href="#">Contact Us!</a>

# Do you have cash/check gifts?

- Add cash/check donations as offline gifts at any time via your dashboard
- Note: Offline donations **do not count towards prizes**



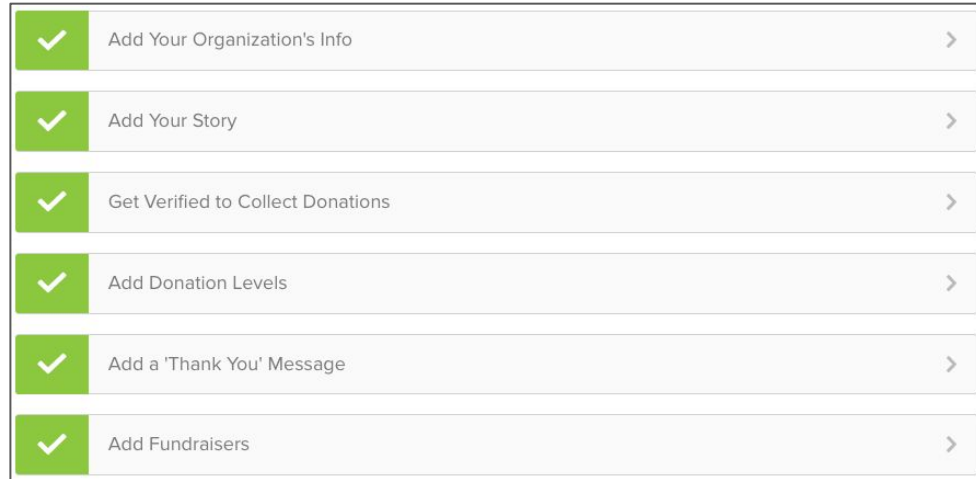
A screenshot of the 'Add Offline Donation' form. It contains the following fields and options:

- Donor's First Name:
- Donor's Last Name:
- Amount: \$
- Custom Display Name (optional):
- Add donor address
- Attribute to Campaign:
- Donor's Message:
- Privacy Options:
  - Do not display the donor's name publicly
  - Do not display the donation amount publicly
- Receipt Email:  Email a receipt to
- Buttons:   (highlighted with an orange arrow)



# Is your profile completed?

- Have you:
  - Added your logo and a cover photo?
  - Shared an authentic story?
  - Set goals?
  - Included clear calls to action?
  - Featured visual content?
  - Highlighted donation levels?
  - Invited P2P fundraisers?



# Is your profile completed?

The screenshot shows a fundraising page for Ayla's Acres No-Kill Animal Rescue. At the top, there is a navigation bar with a 'Living Day 2018' badge, a 'PRIZES' button, a 'MENU' button, and a cart icon. Below this is a large collage of photos featuring various animals: a dog, a woman holding a cat, a man holding a dog, a white horse, a woman with a horse, a black goat, a ginger cat, a dog's face, a woman with a dog, and two dogs. In the center of the collage is the organization's logo, which depicts a bus and the text 'Ayla's Acres NO-KILL ANIMAL RESCUE'. Below the collage are social media icons for Facebook, Twitter, and a share icon, followed by the organization's name 'Ayla's Acres No-Kill Animal Rescue'. There are two buttons: 'DONATE' and 'FUNDRAISE'. The main content area features five fundraising options, each with a photo, a price, and a description:

Amount	Description
\$15	Microchips a dog or cat to get them adoption-ready.
\$25	Feeds one foster dog or cat for one month.
\$75	One month foster supplies: flea/tick/heartworm, bed, bowls, food, litter.
\$140	Fur-ever home readiness for one animal: vet exam, vaccines, microchip, etc.
\$220	Feed our 126 Sanctuary animals for an entire week.

Below these options is a 'CHOOSE YOUR OWN AMOUNT' button. At the bottom of the page, there are two links: 'Our Story' and 'Top Fundraisers'.

# Viewing & Sharing your profile

**DAY OF GIVING** **Giving Day!**  
October 29, 2019

Time to launch  
**32**  
days

## A Message From The Host




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 >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >





### Get Prepared

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

### Donation Tools



-  [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](#)

# Matches and Challenges

- GiveGab's online matching tool helps donors multiply their impact, no matter the donation size!
  - **1:1 Match:** Each time an eligible gift is made, a corresponding offline gift is added to your totals
- Challenges allow funds to be added to the organization's total once a goal is reached
  - Goals can be a Donor Count or Dollar Amount
- Watch the training video on Matches and Challenges on the trainings page



## Happy Tails, Inc.: Happy Tails Matching Gift

Happy Tails, Inc. will match every gift that Double Dog Dare Rescue receives during Pawnee Gives!

**\$2,500** MATCH

**\$65** REMAINING

## Wag: Happy Pups Challenge

Help us unlock an extra \$5,000 to Logan's Pups with your donation!



**115** more donors unlocks **\$5,000!**

# Do you have matches?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Match Name

Description

Total Matching Funds Available

Maximum Match per Individual Donation

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in **Eastern Time**.  
Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! You can always edit them later if needed. **Note:** These donation amounts may not be reflected in your organization's totals on a giving day profile depending on the preference of your giving day host.

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.

Archive this match opportunity to mark it as inactive and prevent it from being displayed in future fundraising.

Archived

# Do you have challenges?

Logo

Tip: Disable adblockers on this page for the best logo uploading experience.

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Challenge Name

Description (optional)

Challenge Type

Dollar Challenge ▼

Challenge Goal

Challenge Amount

\$  .00

A **Dollar Challenge** is fulfilled and an offline donation is created when a certain amount is raised. A **Donor Challenge** is fulfilled and an offline donation is created when a certain number of unique donors have given.

How many dollars or donors are needed to complete this challenge?

How much money is awarded when this challenge is completed?

Select the time period applicable for this challenge

Please note that times are in **Eastern Time**.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Donation Matching Start Time (Eastern)

Donation Matching End Time (Eastern)

Archived


Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

# Strategies for Success

- Communicate with your matching sponsor early about logistics
  - How much is available, what happens if you don't reach your goal/finish the match, how the match will be distributed, etc.
- Check out GiveGab's [support center](#) and [blog](#) for tips, tricks, and best practices

[Matches & Challenges](#)

Dollars can go a lot further when leveraged as Matches and Challenges. Learn what these gifts are, how they function in GiveGab, and gain some unique strategies to successfully gamify your day with these larger donations!



How to inspire donors to make an exponential impact on your Giving Day

[WATCH VIDEO](#) [DOWNLOAD SLIDES](#)

Looking for more information on creating and leveraging match and challenge opportunities? Check out the resources below!

[How to Add a Match to Your Profile](#) [How to Add a Challenge to Your Profile](#)

[How to Manually Apply a Match to an Online Donation](#) [How to Deplete a Match or Challenge](#)

# Who are your P2P fundraisers?

- Dedicated supports, board members, staff or volunteers, even friends and family
- Expand your organization's reach
- P2P have their own fundraising page connected to your organization's page

Organizations with P2P raise 3.4 x more than organizations without P2P



# Tools for Success

- Check out the P2P resources within the **Nonprofit Toolkit**
- Share the [Fundraiser's Guide](#) with your Peer-to-Peer Fundraisers.
- Watch the P2P training video
- Check out GiveGab's [support center](#) and [blog](#) for tips, tricks, and best practices.



Peer-to-Peer Fundraisers

[View](#)

# Do you have a communications plan?

- Plan your online communications ahead of Giving Day 2021
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Customize the templates, guides, and graphics in your Giving Day 2021 Nonprofit Toolkit for the perfect plan!

# Communications Resources

- Timeline, suggested content, toolkit resources, marketing
- Your Giving Day Nonprofit Toolkit is full of communication resources
  - Suggested timelines
  - Sample content
  - Social media posts
  - Shareable visual content



Social Media Tips & Tricks

[View](#)



Sample Email Content & Communications Milestones

[View](#)

# After Giving Day 2021

# How will you get your donor data?

The screenshot shows the GiveGab Admin Dashboard for an organization named "Logan's Pups". The dashboard is divided into several sections:

- Header:** Includes the GiveGab logo (Nonprofit Giving Platform), navigation links for Home and Support, and a user profile icon.
- Left Sidebar:** A navigation menu with icons and labels for Home, Fundraising Campaigns, Events, Giving Days, Reports, and Manage Organization.
- Admin Dashboard:** The main content area, titled "Admin Dashboard" for "Logan's Pups". It shows the current plan as "Engage".
- Giving Days:** A section titled "Giving Days" featuring a "DAY OF GIVING" event on November 13, 2019. A link "View All Giving Days" is provided.
- Fundraising Campaigns:** A section titled "Fundraising Campaigns" featuring a campaign "It's A Dogs World" from December 11, 2017, with "\$20,467.22 Raised". Action buttons for "View", "Manage", and "Edit" are present. A link "View All Campaigns" is also shown.
- Fundraising Events:** A section titled "Fundraising Events" featuring a "2018 Summer Gala" event. Action buttons for "View", "Manage", and "Edit" are visible.
- Footer:** A dark blue bar at the bottom stating "Viewing Dashboard for Logan's Pups" with a star icon and a chat bubble icon.

# How will you get your donor data?

**GiveGab**  
Nonprofit Giving Platform

Home Support

## Donations

Total Paid Out: \$240,804.74 Total Pending: \$6,164.39

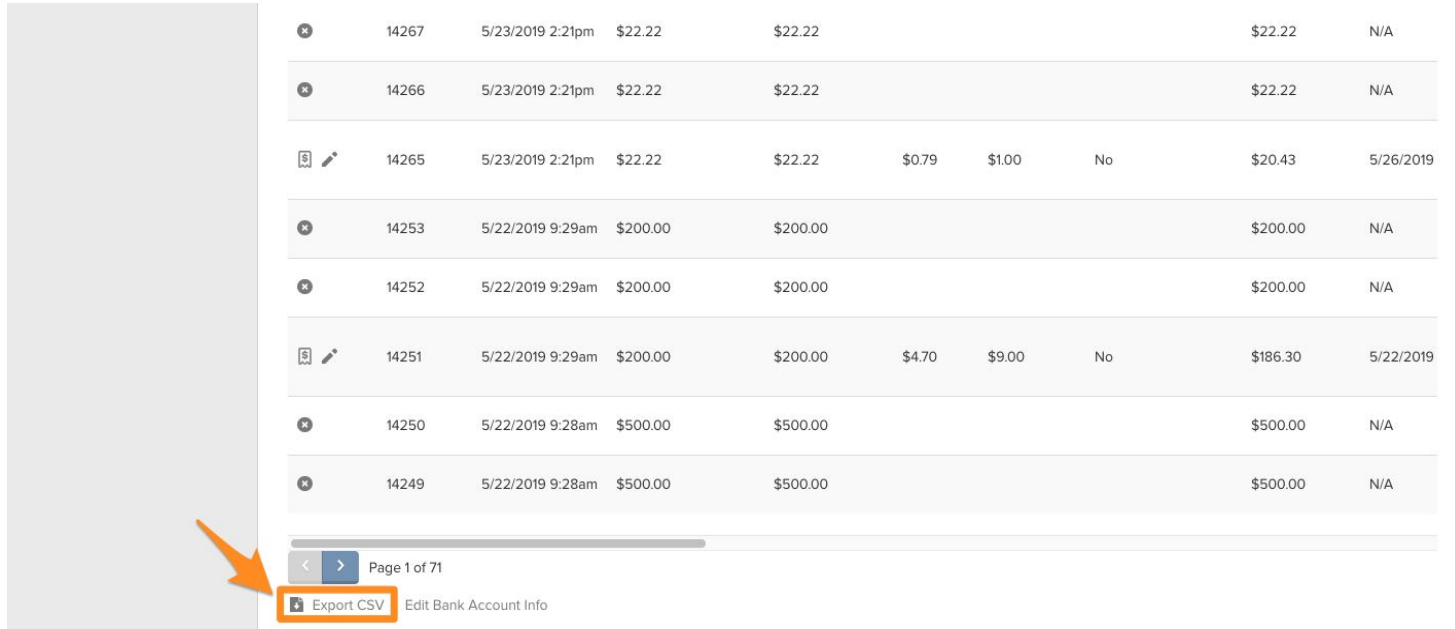
Search by name or email + More filters

All Giving Days All Campaigns Any Donation Type

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca, New York 1485 United States
	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca, New York 1485 United States
	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca, New York 1485 United States
	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for Logan's Pups

# How will you get your donor data?



The screenshot shows a table of donor transactions. An orange arrow points to the 'Export CSV' button at the bottom left of the table.

✖	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✖	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✖	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✖	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✖	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✖	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A

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[Export CSV](#) [Edit Bank Account Info](#)



# How will you thank your donors?

- Start your stewardship process immediately after Giving Day 2021
- Generate post-giving day messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with more personal stewardship
  - Access detailed information in your GiveGab Dashboard Donation Report
- Highlight impact of donor-funded projects
  - This doesn't have to happen right away - send progress update in 2-6 months
- Watch the [available training](#) on Donor Stewardship!



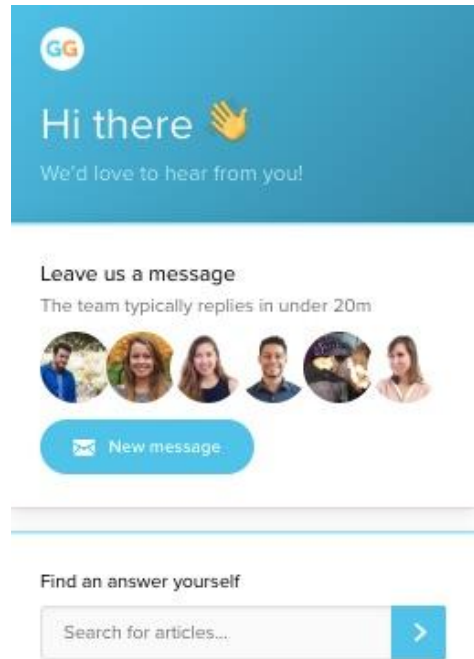
# Your Nonprofit Resources

- Customizable Email Templates and Guides
- Sample Social Media Posts and Best Practices
- Giving Day 2021 Downloadable Graphics
- On-Demand Training Course Videos
- Resources for Board Members and P2P Fundraisers
- Blog Articles and How-To Videos from GiveGab



# Giving Day Support & Resources

- Visit Our Help Center
  - <https://support.givegab.com/>
- Check Our Our Blog
  - <https://www.givegab.com/blog/>
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto: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!**



# Your Next Steps

- Like and Follow @GivingDay2021 on Social Media!
  - Don't forget to use #GivingDay2021
- Check your inbox for important emails
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- **TFG Clients - Reach out to your Consultant**



# Questions?

**GIVING** 20  
**DAY** 21



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