

Getting Ready for Giving Day 2022

May 4 - 5, 2022



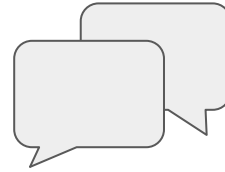
Submit Your Questions



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

- Giving Day 2022 Overview
- Who is GiveGab?
- What's New
- Creating Your Profile
- Matches & Challenges
- Next Steps & Questions

Giving Day 2022 Overview

www.GivingDay2022.com | May 4 at 12 PM ET - May 5 at 11:59 AM ET

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits are eligible to participate
- Leaderboards for friendly competition, prize incentives

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
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Who is GiveGab?

Who is GiveGab?

GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Host a secure, reliable and transparent platform for Giving Day 2022
- Create the ultimate donor experience
- Provide a dedicated support team

Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits



Simple Donation Processing

- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!



Transparent Donations

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

I'll cover the fees!

Privacy Option(s)

Please do not display a name publicly.




Please do not display the donation amount publicly.

Hide my name from this organization and the public.

Total: \$53.13

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.
Learn more about how your information is used following a donation: [Privacy Policy](#).

- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization
- Last year, 91% of donors covered fees
- It cost only \$0.61 in fees per \$100 raised online!

Transparent Donations

Credit Card:

2.5% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5% + \$0.30

ACH:

2.5% Platform Fee
+
\$3.00 flat bank fee
=
2.5% + \$3.00

**\$100 minimum*



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

\$

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)



Greater Pawnee German
Shepherd Rescue

Name to Display (Optional):

(Defaults to First and Last Name)

- I am a new donor to this organization.
- Make this a recurring gift.
- Make this donation in honor of or in memory of someone.

[Add a public message to this donation](#)

REMOVE THIS DONATION

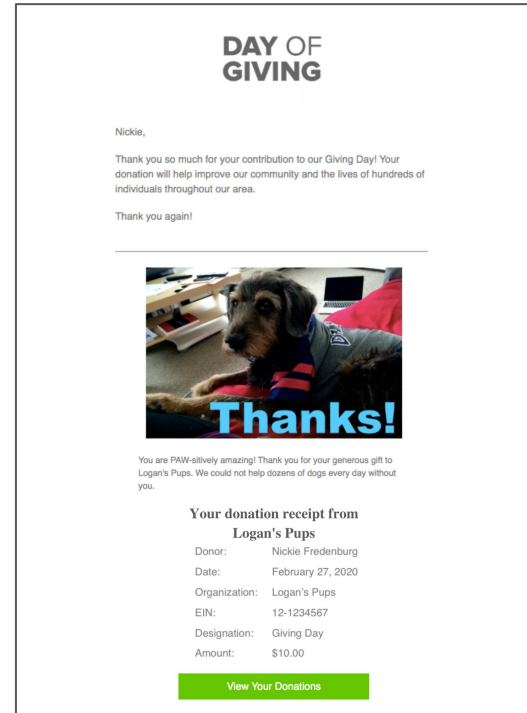
+ ADD ANOTHER ORGANIZATION



GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

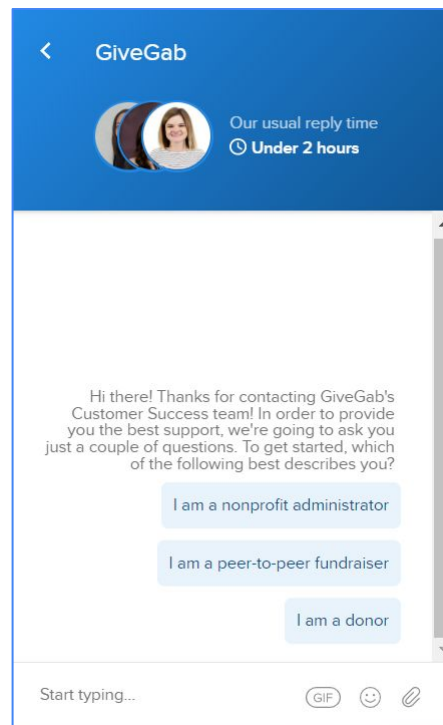
Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a tax-deductible receipt



How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



What's New for 2022?

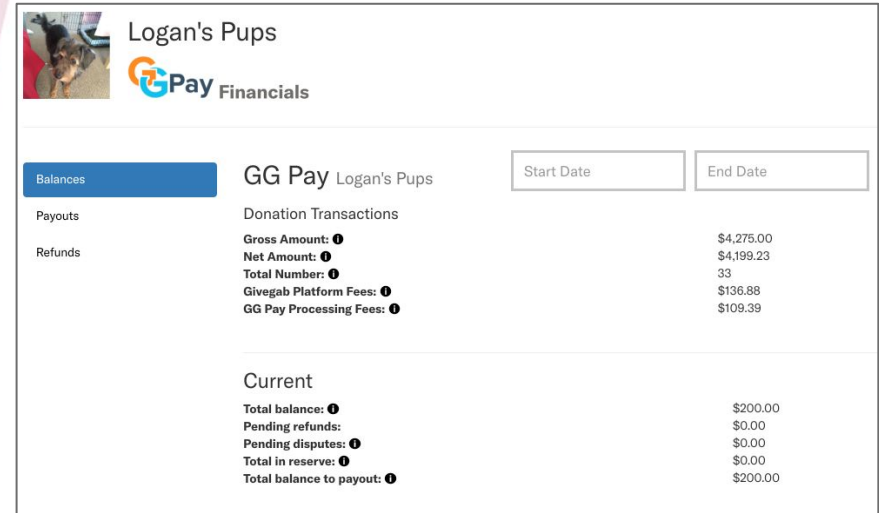
Share The Joy of Giving

- Supporters can purchase eCards to give to family, friends, coworkers in advance of the day
- The recipient will use to make a gift to their favorite nonprofit(s) when donations open
- Recipient selects “eCard” option during checkout
- Fees charged to the purchaser



Better Reconciliation

- In addition to your existing reports, you can better manage deposits to your account
- Understand your balance and donations from an accounting perspective
- Match each online gift to a deposit




The screenshot displays the GG Pay Financials interface for Logan's Pups. It includes a header with the organization's name and logo, a navigation menu on the left, and a main content area with filters and a summary table.

| | GG Pay Logan's Pups | Start Date | End Date |
|-----------------|-----------------------------------|------------|------------|
| Balances | | | |
| Payouts | Donation Transactions | | |
| Refunds | | | |
| | Gross Amount: ⓘ | | \$4,275.00 |
| | Net Amount: ⓘ | | \$4,199.23 |
| | Total Number: ⓘ | | 33 |
| | Givegab Platform Fees: ⓘ | | \$136.88 |
| | GG Pay Processing Fees: ⓘ | | \$109.39 |
| | Current | | |
| | Total balance: ⓘ | | \$200.00 |
| | Pending refunds: | | \$0.00 |
| | Pending disputes: ⓘ | | \$0.00 |
| | Total in reserve: ⓘ | | \$0.00 |
| | Total balance to payout: ⓘ | | \$200.00 |

Completing Your Profile

Returning? Copy Your Profile!

- Be sure to update your existing content so it's relevant!
- Bank account information will carry over



Giving Day 2022 May 4th - 5th, 2022

\$0.00 Raised • 0 Donors • 0 Gifts

[Analytics](#)


Welcome to Another Giving Day!


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.

40 Days to Launch
Participation Approval Status

Approved

Thank you and see you on May 4th-5th!

 Giving Day 2021 (2021) [Copy This Profile](#)

 St. Augustine Giving Day (2020) [Copy This Profile](#)

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 >

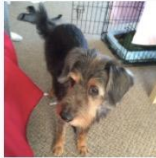
Basic Info

- 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

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

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


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



Set a Goal

Display Goal on Profile

\$ 10000 .00

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

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 I now never want to leave. 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

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

Get Verified on GiveGab

- 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](#)

Suggest Donation Levels

- 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

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

| | |
|---|---|
|  | <p>\$25.00</p> <p>Provides one week of food for a senior pup</p> <p>Edit Remove</p> |
|  | <p>\$50.00</p> <p>Provides a super soft bed for a loving senior pup</p> <p>Edit Remove</p> |
|  | <p>\$100.00</p> <p>Helps a family foster one of our amazing senior pups</p> <p>Edit Remove</p> |
|  | <p>\$500.00</p> <p>Provides life changing surgery to a senior pup in need</p> <p>Edit Remove</p> |

Add Donation Level

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.



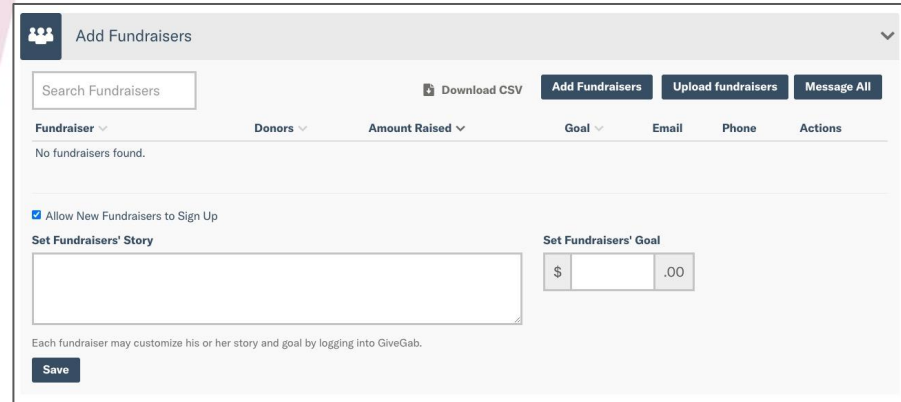
Select Image Remove

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

Save

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



The screenshot shows the 'Add Fundraisers' interface. At the top, there is a search bar labeled 'Search Fundraisers' and a 'Download CSV' button. Below the search bar, there are buttons for 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. A table header is visible with columns for 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. Below the table, there is a checkbox for 'Allow New Fundraisers to Sign Up' which is checked. Underneath, there is a section for 'Set Fundraisers' Story' with a large text input field and a 'Set Fundraisers' Goal' section with a currency symbol '\$' and a numeric input field set to '.00'. A 'Save' button is located at the bottom left of the form area.

[Register for the upcoming webinar:](#)
**Peer-to-Peer Fundraising and Virtual
Engagement for Giving Day 2022**

Wednesday, April 14 at 12:00PM ET

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>




Add Support Areas

- Highlight a special cause or project for your organization on its own page
- Connected to your GivingDay2022.com profile and searchable on the site
- Custom story, donation levels, and more for each support area
- Add support areas to your profile via your dashboard
- Publicly listed as “Campaigns”

Other Actions

 Engagement Opportunities

 Add External Fund

 **Manage Support Areas**

 View Registration Info

 View Your Profile

Share Your Page






<https://www.givingday2022.com/organizations/nefloridafca>



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/lk>

A Completed Profile

Matches & Challenges

Did you know?

Organizations who had a match last year for Giving Day 2021 raised on average **9x more** than those who did not.

What is a Match or Challenge?

- A pledged donation that is used to incentivize giving by multiplying impact
- Usually secured in advance, and marketed alongside your Giving Day efforts
- **Match:** Donations are multiplied on a 1:1 (dollar-for-dollar) ratio *in real time*
- **Challenge:** Funds are added to your organization's total after a set goal is reached. Goals can be a *Donor Count or Dollar Amount!*

Match and Challenge Strategies

Timed Matches & Challenges

- Plan around a prize opportunity
- Coordinate a “Power Hour”
- Stimulate donors during non-peak hours
 - check your donation report from last year!
- First hour and last hour of the day

Challenge Goals

- Use your overall Giving Day goals as challenge goals
- Create goals for certain timeframes throughout the day and motivate donors during those times
- To ‘match’ gifts on a non-1:1 ratio, set your challenge goal and challenge amount to that ratio

Advanced Match Strategies

To take your match/challenge strategy to the next level, try these manual match incentives:

- New donor match: Match everyone who identifies as a new donor
- Social engagement match: Match every donor who posts about their gift online and tags you
- Location-based match: Match every out-of-state donor
- Gift amount match: Only match donations of a certain amount or higher
- Peer-to-Peer Match: Only match donors who give via a P2P Page

Help article: [How do I manually match online donations?](#)

Match & Challenge Tips

- 1 Match and challenge funds should always be donated to your Organization **'offline' via cash or check** - not on the GivingDay2022.com website!
- 2 If your match donor committed to the full amount, but you didn't reach it - **"deplete"** to release remaining funds!
- 3 Set up your match(es) ASAP and ask GiveGab to review!

Securing Multiple Matches

If you secure more than one match or challenge, list them strategically on your Giving Day 2022 profile!

- Multiple matches & challenges will automatically run concurrently unless
 - Time parameters are set
 - Auto-matching is turned off for one or more match
- If you have multiple matches or challenges pledged to your organization, get creative!
 - Option 1: Set matches to run during different key timeframes to motivate donors throughout the Giving Day
 - Option 2: Let them run at the same time to triple or quadruple a donor's gift
- If you want one match to start counting after the first one runs out, manually check and uncheck auto-matching at strategic times

Matches & Challenges Require Marketing!

In advance of Giving Day 2022

- Let potential donors know that their gift will go further if they give during Giving Day
- Give clear information about the incentive
 - “Every donor will get us closer to unlocking \$5,000!”
 - “Every donation will be doubled between 2 and 4 on May 4th!”
- Promote your match sponsor and make them feel like the hero

During and after Giving Day 2022

- Provide progress updates throughout the day
- Share a success update once you finish your match or meet your challenge goal
- Thank your match sponsor for helping you reach your goal or raising X amount

More Match & Challenge Resources

Check out the Trainings Page and GiveGab support center for more resources!

- GiveGab's Pre-Recorded [Matching Training Video](#)
- 2021 Webinar Recording: [Maximizing Impact Through Matches and Challenges During Your Giving Day](#)
- GiveGab [Help Center Resources](#):
 - 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

Next Steps

Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Giving Day 2022 needs.

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



Your Next Steps

What to work on over the next month:

- Follow Giving Day 2022 on Social Media and use #GivingDay2022
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit
- Sign up for the webinar on April 14: [Peer-to-Peer Fundraising and Virtual Engagement for Giving Day 2022](#)

Questions?



*May 4th at 12 PM ET to
May 5th at 11:59 AM ET*

How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - givegab.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team

