Getting Ready for Giving Day 2022

May 4 - 5, 2022

GiveGab

Submit Your Questions

Chat Box

Q&A

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

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Agenda

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

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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

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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

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Who is GiveGab?

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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

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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

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stripe GuideStar IRS

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!

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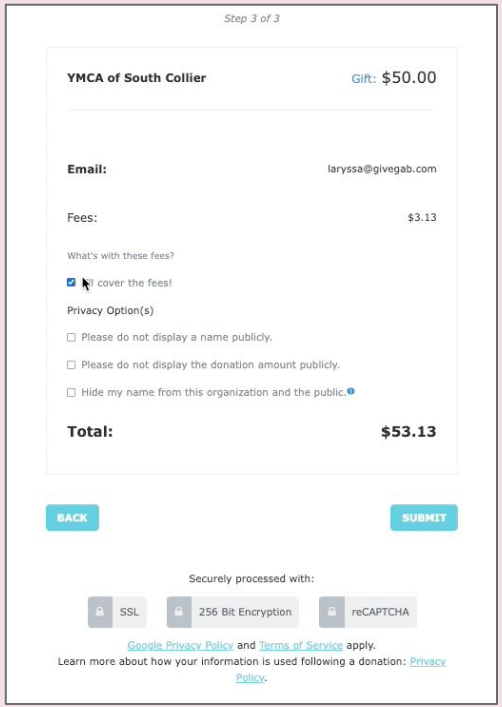
Transparent Donations



- 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!

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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*

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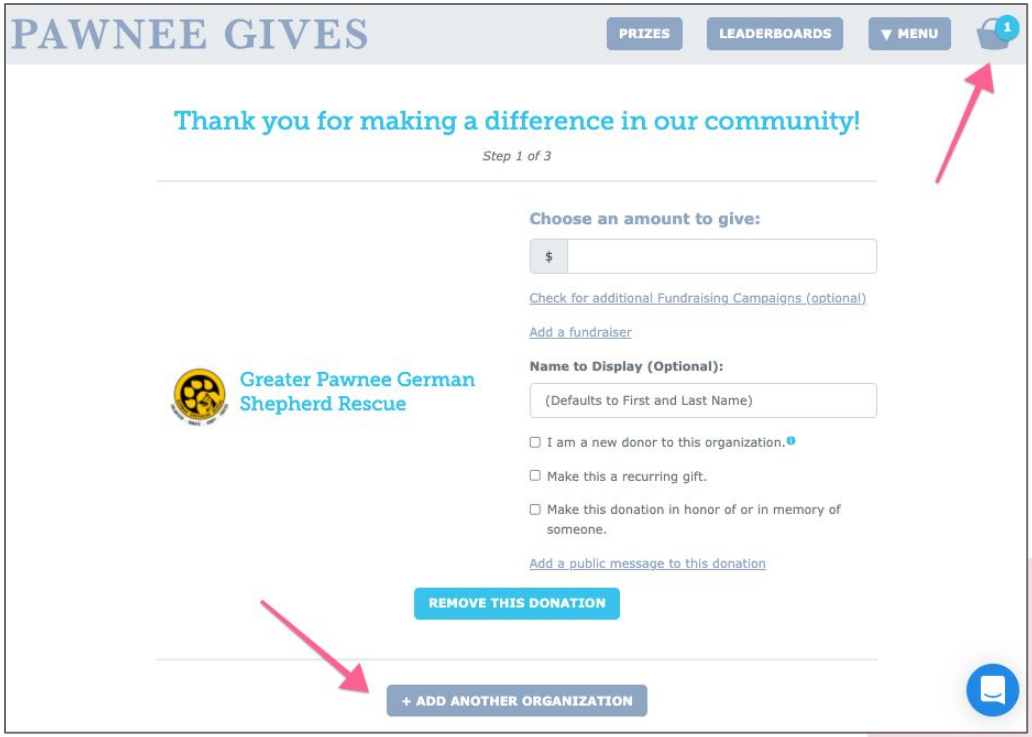

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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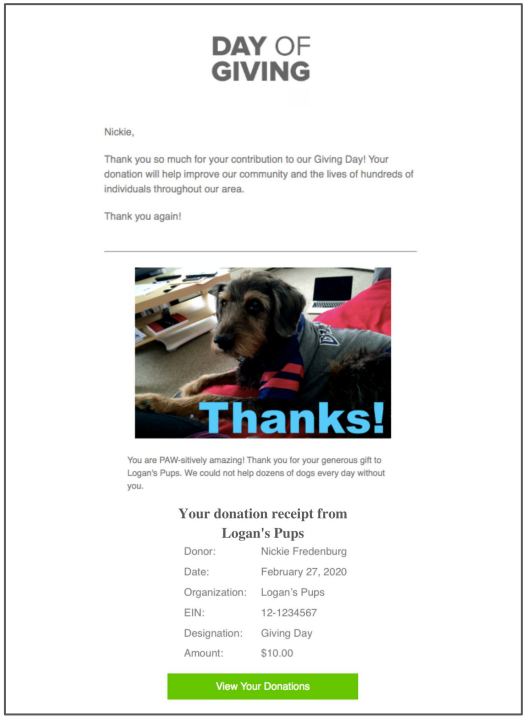
Instant Donor Delight

- 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



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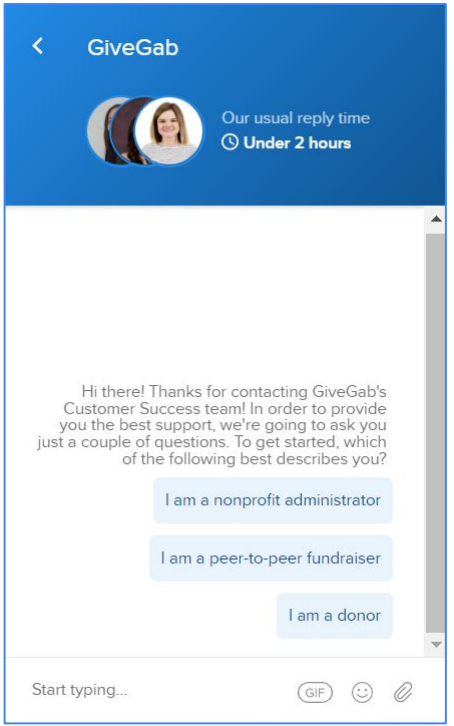
How We Support You

- 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



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Look for the little blue chat bubble!

What's New for 2022?

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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

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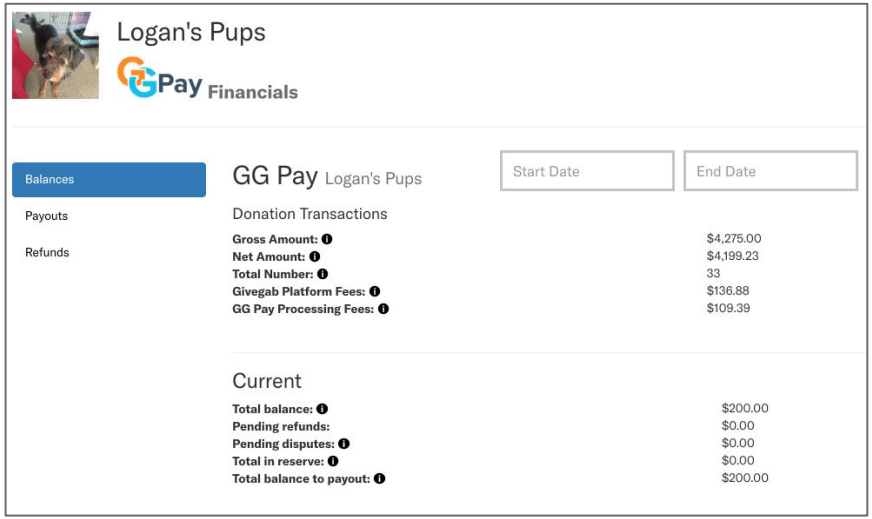
Better Reconciliation

- 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



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Completing Your Profile

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Returning? Copy Your Profile!

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

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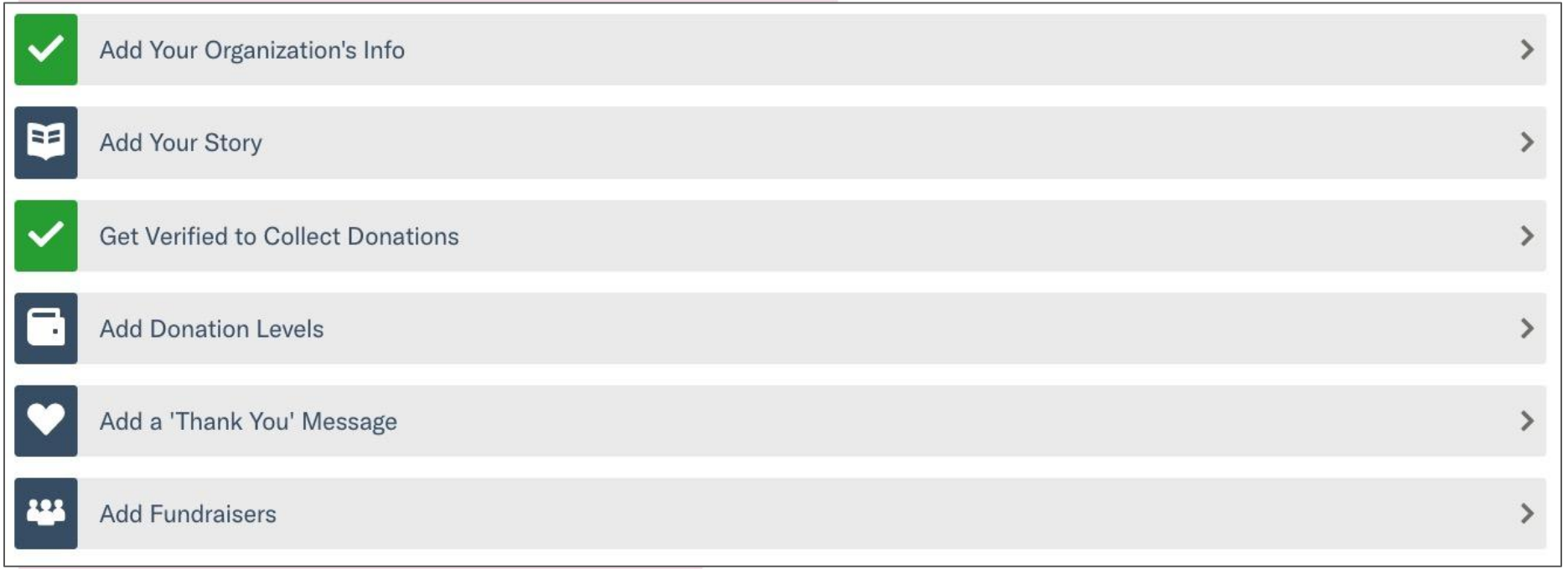
Your Giving Day Dashboard



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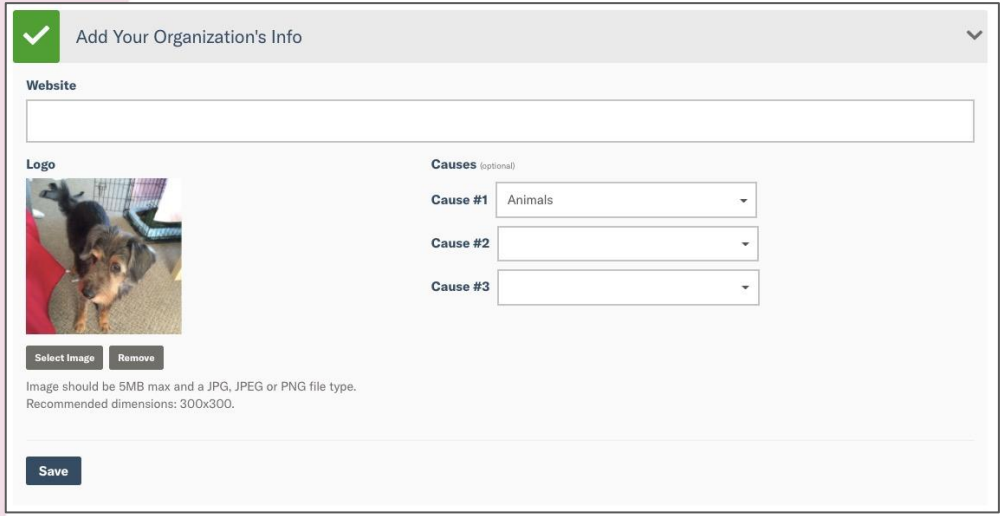
Basic Info

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



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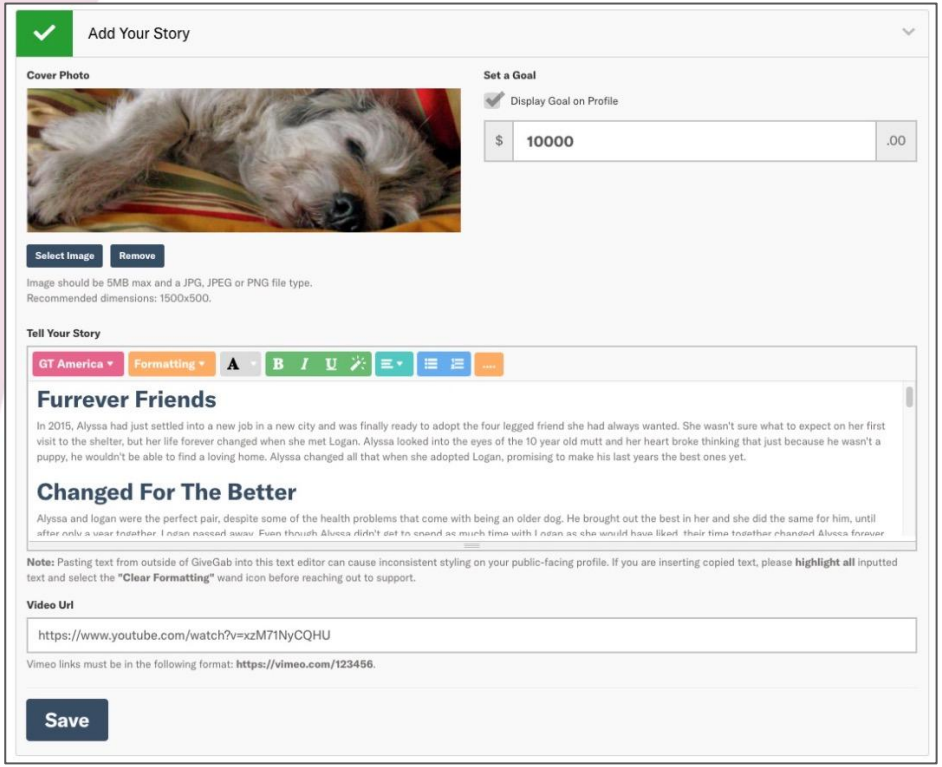
Curate Your Story

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



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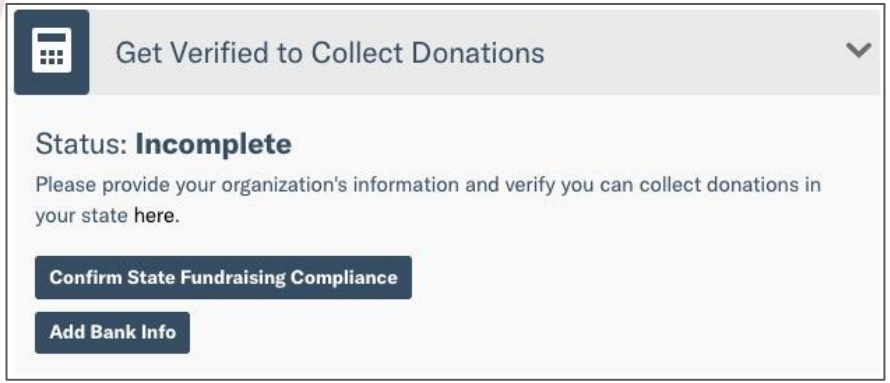
Get Verified on GiveGab

- 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



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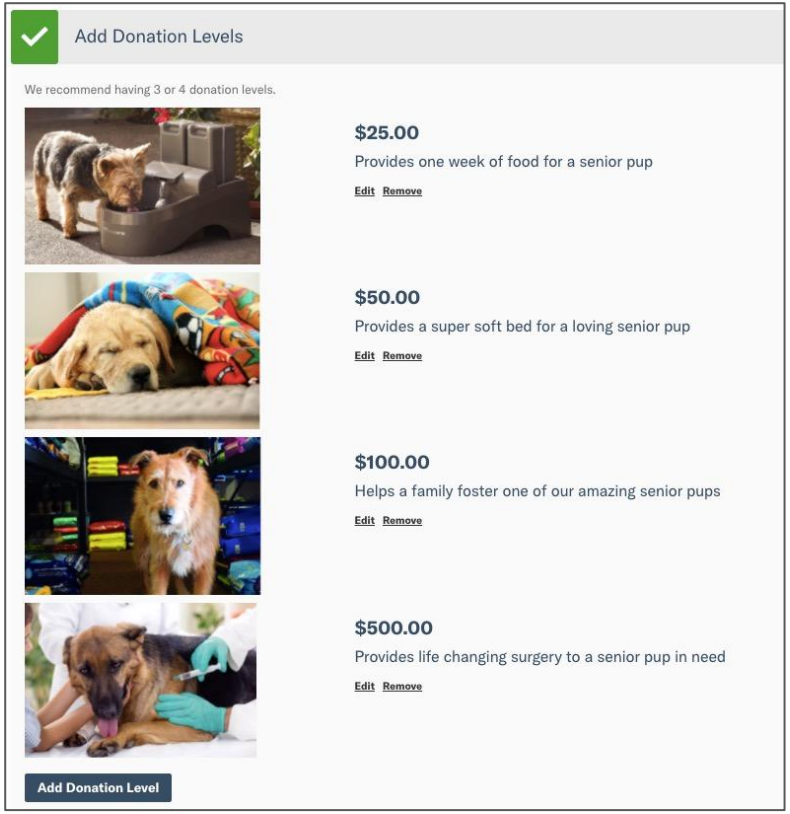
Suggest Donation Levels

- 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



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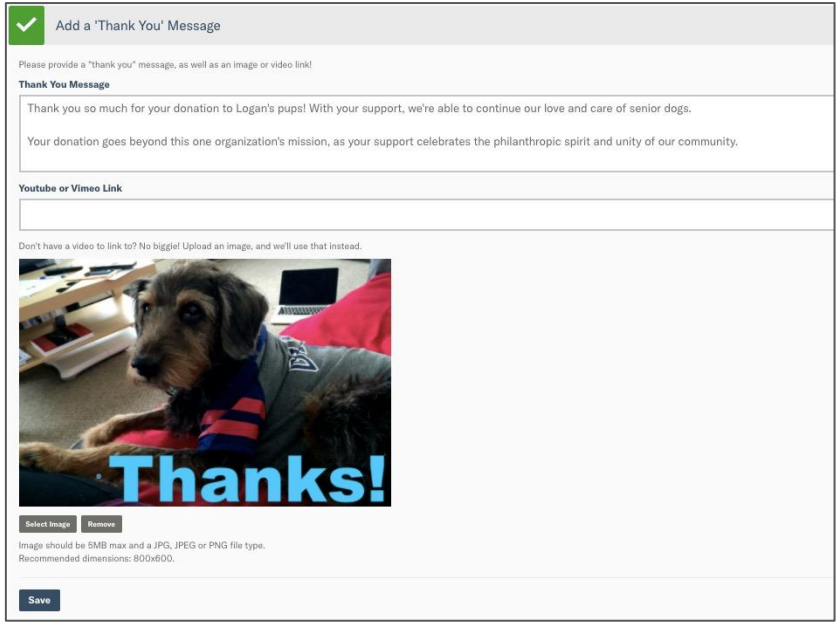
Personalized Gratitude

- 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



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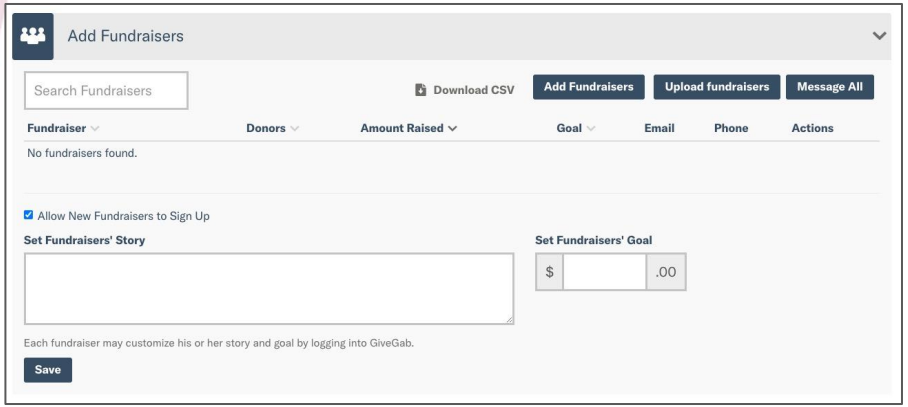
Invite Your Fundraisers

- 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



Register for the upcoming webinar:

Peer-to-Peer Fundraising and Virtual Engagement for Giving Day 2022

Wednesday, April 14 at 12:00PM ET

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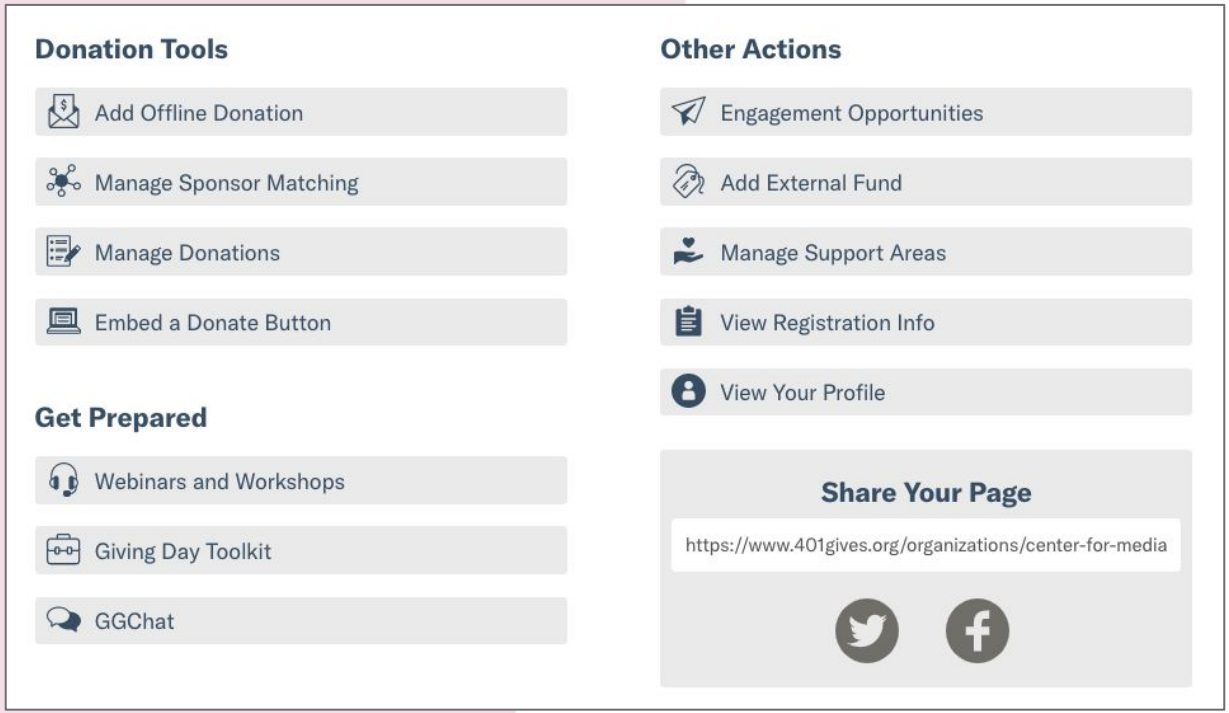
Key Dashboard Tools



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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”

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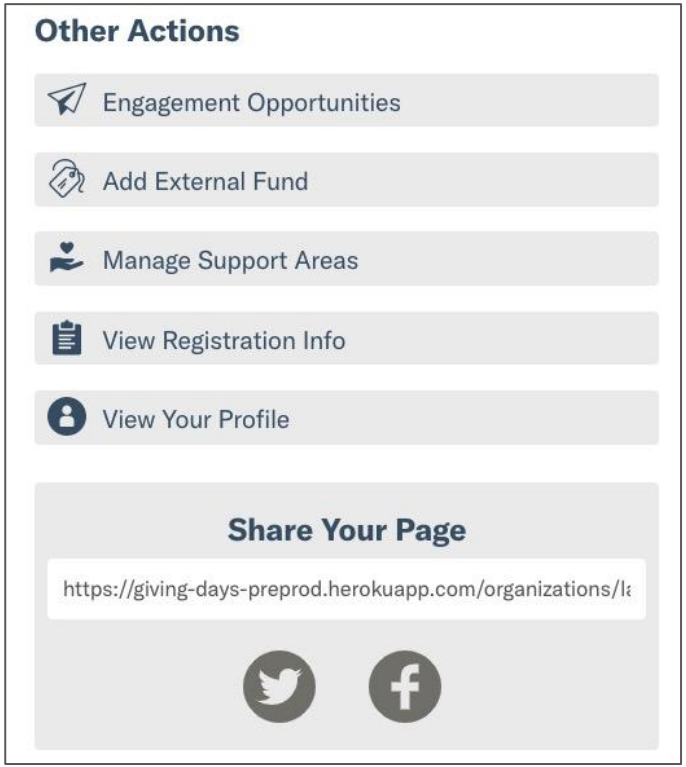
Share Your Profile

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



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A Completed Profile

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Matches & Challenges

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Did you know?

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

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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*!

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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

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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?

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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!

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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

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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 your reach your goal or raising X amount

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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

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Next Steps

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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!

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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

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May 4th at 12 PM ET to

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How We Support You

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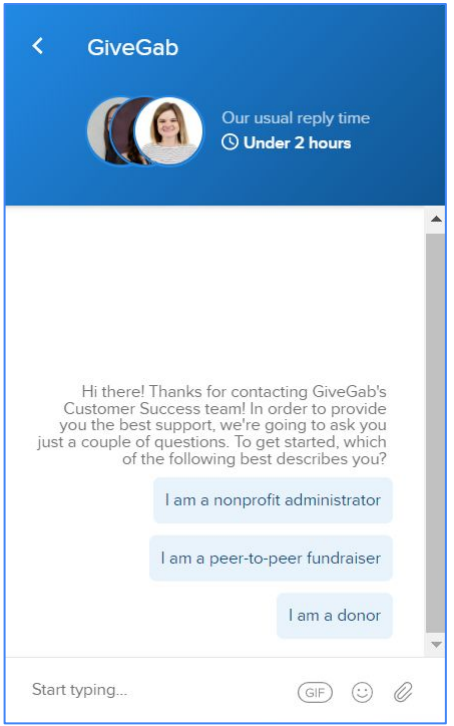
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team



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