Getting Ready for NEPA GIVES

June 5th, 2020
Agenda

- Update and Reminders
- The Basics
- Benefits to Participating
  - The GiveGab Basics
  - Key Features and Resources
- Registering for NEPA Gives
- Next Steps and Questions
Every nonprofit conducts their own unique campaign

$20 registration fee paid through

[https://scranton.fcsuite.com/erp/donate/create?event_date_id=1132&edt_id=1099]

Any IRS recognized nonprofit serving Lackawanna, Luzerne, Wayne, or Pike counties in Northeastern Pennsylvania

○ Must be verified to accept tax deductible donations and in compliance with state charitable solicitation requirements

○ Able to accept ACH deposit transfers into a valid checking account

Trainings, templates and tools to make the most of your day!
Benefits of Participating

● Learn to utilize digital fundraising tools and modern software
● Re-Engage with your existing supporters
● Increase visibility by connecting with a larger community
● Utilize the Giving Day to reach other internal goals
● Motivate donors to make a greater impact with prizes and match incentives
Who is GiveGab?

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

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing and direct deposit of funds
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for [DoG] website
- Complete transparency with nonprofits and donors
Building Donor Trust

1. Organization Information

   Business Name: 
   
   EIN/Tax ID: 
   
   Phone: 
   
   Address: 
   
   City:  
   State:  
   Postal Code:  

   *Note: Donation payouts will be listed as "STRIPE TRANSFER" on your bank account statement.*

2. Organization Representative

   Legal First Name: 
   
   Legal Last Name: 
   
   Email: 
   
   Phone: 
   
   Mailing Address: 
   
   City:  
   State:  
   Postal Code:  

3. Bank Information

   Routing Number: 
   
   Checking Account Number: 
   

4. State Charitable Solicitation Compliance

   I attest that my organization is compliant with applicable state fundraising requirements in the states in which I solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

   This confirmation will be required to collect donations on GiveGab starting January 1, 2018. 
   
   [Save]
Transparent Pricing

Credit Card:
3% Platform Fee + $0.30 per transaction & 2.5% transaction fee (Stripe) = 5.5% + $0.30

ACH:
3% Platform Fee + $3.00 flat bank fee = 3% + $3.00
**$100 minimum**
Transparent Pricing (continued)

- Donors can cover all fees on behalf of your organization, with more info right in the donation form
- Historically, 65-75% of donors do cover fees during a giving day
Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your giving day profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
Simple Donation Processing

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

GiveGab’s Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Customizable Thank You Emails that come from your organization
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
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
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  - Look for the little blue chat bubble!
Registering for NEPA Gives
Screenshot of Organization Search
Screenshot of “Add My Organization” information screen
Screenshot of Survey

IF APPLICABLE
Your Preparation Checklist

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

1. **Add Your Organization’s Info**
   - Let people know who you are.

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

3. **Get Verified to Collect Donations**
   - Set up your banking information to receive secure online donations.

4. **Add Donation Levels**
   - Show your donors the impact their donation makes.

5. **Add a ‘Thank You’ Message**
   - Personalize your auto-response for donors ahead of time.

6. **Add Fundraisers**
   - Recruit peer-to-peer fundraisers to expand your network of donors.

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**Time to launch**: 85 days

- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
- View Registration Info

Share Your Page
https://dog-steing.givegab.com/organizations/logan-s-pups-c

View Your Page
Your Preparation Checklist

**Giving Day!**
October 29, 2019

**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

**Time to launch**
32 days

**Donation Tools**
Manage Sponsor Matching
Manage Donations

**Other Actions**
- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile

**Share Your Page**
https://dof.staging.givegab.com/organiz
The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!
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 heart 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.
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels
Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
- Comes from the individual listed with your organization’s contact information!
Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization’s reach.
- Each individual creates their own fundraising page and every dollar they raise goes toward your organization’s totals!
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!
Peer-to-Peer Fundraisers

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

Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
1:1 Match: each online donation will be matched dollar for dollar

Challenge: Funds will be added to your organization’s total once a set goal is achieved.

Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!

*Watch GiveGab’s Matching Training video*
Viewing & Sharing Your Profile

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

Time to launch
61 days

Share Your Page
https://dog-staging.giveGab.com/organizations/logan-s-pups

View Your Page
Logan’s Pups
Helping senior dogs find loving homes in their final years

Causes: Animals, Seniors

Share this on GiveGab

$25 Provides one week of food for a senior pup
$50 Provides a super soft bed for a living senior pup
$100 Helps a family foster one of our amazing senior pups
$500 Covers medical expenses for a senior pup in need

CHOOSE YOUR OWN AMOUNT

DONATE

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge paw print on her heart and she’ll never forget him. He had a gentle soul 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.

Matches
Board of Trustees #NVBigGive Match
On 3/12 our generous board of trustees will DOUBLE all donations made to our organization during Nevada’s big Give 2018!

$5,000 MATCH $5,000 REMAINING

Fundraising Champions
Bridget Caffaro $50
Alyssa Ravenelle $50

DONATE
The Nonprofit Toolkit has everything you need to reach your giving day goals:

- Customizable Templates
- Communication Timelines
- NEPA Gives Graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Live Demo of Toolkit

Point out highlights
Your Next Steps

Take a breath!

● If this is your first time participating in NEPA Gives, enjoy this process!
● Your role as a nonprofit administrator can seem overwhelming
● You don’t need to compete for incentives and prizes
● NEPA Gives may not be the right fit for all of your donors - that’s okay!
Your Next Steps

- Register for NEPA Gives by May 22nd
- Follow NEPA Gives on Social Media!
  - Use #NEPAgives
- Watch your inbox for important emails
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit