



SOLUTIONS

COMMUNITY

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# We Want You to Achieve Success

And that means offering the highest quality support services you'll find in the fundraising space. **Meet your team today.**

## For You

### Your dedicated project manager

Our team will handpick a project manager who is best suited to support you and your goals. Your project manager will be your biggest cheerleader throughout the project. Along the way, they'll fully train you on the platform, offer best practices for setting up the platform for your giving day based on what we've experienced with other partners, and keep you on task to reach success.

### Basecamp project management

We'll provide you with access to Basecamp, your all-in-one tool for managing the implementation project alongside your GiveGab team.



### Staying in touch

You'll be in touch with your project manager regularly to ensure implementation is progressing as needed - or just to say hello! After your kick-off call, you'll have regularly scheduled touch points throughout implementation. Once your donation forms are implemented, we'll come back together to review key metrics, strategies, and share feedback on ways to improve. From there, we'll continue to check-in quarterly to see how else we can support you and discuss new features or strategies year round.



### Live Chat Available with GG Chat

Our in-house team of fundraising experts are available to help with any questions you and your team have about fundraising or technical support within your Admin Panel. Your live chat support hours will be:

**Monday - Friday:** 9:00 A.M. - 5:00 P.M. CT

**Saturday, Sunday:** 9 AM CT to 3 PM CT for emergency issues only, non-critical wait until Monday

### Robust Help Center

A robust support center with built-in smart suggestions to help you and your team make the most of your donation forms and fundraising with GiveGab.

# We Want You to Enjoy the Process

And that means offering the most robust and flexible digital fundraising solution out there.

## Fundraising, your way

### Year-Round Giving

This is your everyday giving form - the one you have up all year round doing most of the heavy lifting for your online giving. You don't typically change this form all that often, and it's your most consistent performer. We can help you make this as robust and customized as you need to meet your fundraising goals.



## Designated Giving

If your organization has multiple funds for donors to designate their gift to, we can help you build this in one simple form. You will also be able to utilize our multi-give form, allowing donors to designate their gift to multiple funds, all in one transaction.



**SUSTAINING MONTHLY GIFT**      **ONE TIME GIFT**

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**Sustaining Monthly Gift Amount**

DVD/CD Combo + 2-CD Original Soundtrack - \$20.00  
Program DVD, The Sound of Music Live, CD, The Sound of Music: 50th Anniversary Edition (Original Broadway Cast Recording) & 2-CD, The Sound of Music: The Collector's Edition (Original Movie Soundtrack)

DVD/CD Combo - \$12.00  
Program DVD, The Sound of Music Live & CD, The Sound of Music: 50th Anniversary Edition (Original Broadway Cast Recording)

DVD, The Sound of Music Live - \$7.00

Other  (minimum \$5.00)

**Contact Information**

## Membership Giving

GiveGab Donation Forms can also support your membership drives, that allows supporters to purchase a membership in exchange for perks or recognition. We also support Fair Market Value, allowing you to set the exact amount their gift is tax deductible based on the specific membership level they purchased.

## Recurring and Installment Giving

Encourage your supporters to give ongoing with the flexibility to give annually, quarterly, monthly, or even weekly. Or, you can allow them to set an amount they'd like to give over a period of time and pay in installments. We can meet you where you, and your donors, are.

We also understand that recurring giving can be a heavy lift for advancement teams. We have tools to help you combat expired credit cards with proactive email notifications, and even allow donors to update their payment details right on your website with our Donor Self-Serve widget. If you'd like to encourage donors to easily upgrade their recurring gift, we have a Payment Upgrade widget that you can utilize to ask donors to increase their recurring gift with just a few clicks of a button!

## Disaster Relief Support

In the unfortunate event that you find your organization needs to support disaster relief efforts in your campus community or beyond, a GiveGab Donation Form is built to encourage sharing. Each form has built-in sharing capabilities that make it easy for anyone to install them on their own website and post them on Twitter or Facebook, all while maintaining your form styling, questions, and control of the funds.

You can share your form widget with media outlets, other supporting organizations, or businesses who want to support your efforts to put on their website, without the hassle of managing multiple entities and streams of donations.

## Payroll Deductions

Manage your payroll deductions process with a specialized form built to collect specific employee information. Your GiveGab Donation Form has built in shareability, which allows your campus partners to embed your form directly into their website, all with centralized data and form management that you control.

Custom reporting within your admin panel also allows for flexibility to share reports specific to each of your campus partners, directly with them.

## Pledges

Streamline your pledge process by utilizing GiveGab Donation Forms. Ask your supporters to pledge, then let GiveGab manage the follow-up with a direct link to respond to and fulfill their pledge at the right time.

## Tribute and Memorial Giving

Automate your Tribute and Memorial giving with a dedicated form that will send out a customizable email to the identified recipient, with details regarding the gift.

## Simplify Group Fundraising with Profiles

One of the most powerful features of GiveGab Donation Forms is the ability to create and store branding profiles that can be applied to any form. Create a profile for each group, and apply the profiles to one of your forms. Instantly, hundreds of different versions of that form with unique form content and a unique receipt for each profile are created. Even if hundreds of profiled forms on hundreds of different web pages are deployed, you can make a single change to the form in the administrative control panel and each and every deployed version will change instantly.

## Multi-Currency and Multi-Language Giving

Where in the world are your supporters? No matter their location, your GiveGab Donation Forms can accept non-US currencies, and you can translate your forms into multiple language to best present your giving options to your donors.

## Request for Information Forms

You may find that you have forms on your website that don't require any transactional component. By utilizing GiveGab Donation Forms, you can provide contact us forms, volunteer interest forms, and others, all still backed by the robust and customizable options that GiveGab Donation Forms offer - just no transactions!

## Progress Bars and Donor Recognition Widgets

If your fundraising campaign event has a goal component or donor recognition, include a Top Donations, Recent Donations, and Goal Progress widget on your webpage to show your supporters their impact.

## Event Registration and Management

Manage complex event registration from the very first interaction all the way to the event date with these key features to support you:

- GiveGab Donation Forms allow for many different question types, conditionality, and customization options to build the exact form you

- GiveGab Donation Forms allow for many different question types, consistency, and customization options to build the exact form you need for event registration.
- Provide gift or discount codes on your event registration form to offer discounted registration costs for sponsors, or others. You can have multiple codes in multiple amounts as well.
- At your event, utilize the Event Check-in Tool to easily search your database of registrants by using their name, confirmation number, or their unique barcode number. The Event Check-in Tool also allows you to ask additional questions at check-in, or confirm information with the supporter.
- Include a unique barcode on each registration receipt to allow for easy check-in and reference. When combined with the Event Check-in Tool and a USB Barcode Scanner, you'll have your registrants checked in in no time!

### Peer-to-Peer (P2P) and Team Fundraising

Support your Race, Run, Walk or DIY Fundraising with your GiveGab Donation Forms P2P and Team Fundraising Toolset:

- Ability to combine your registration, P2P or Team sign ups, and donation forms all in one simple workflow
- Show progress towards your overall fundraising goals with your Goal Progress widget, with your P2P and Team fundraisers able to set their own goals as well
- Make it simple to find a fundraiser or fundraising team with Fundraiser / Team Search, Top Fundraisers, and Top Teams widgets easily embedded in your webpage
- Provide a complete Peer-to-Peer Dashboard for fundraiser coaching, including page customization with a photo and story, email thank yous for automated outreach after each gift, and ability to add their own offline gifts when they accept cash or checks from their supporters
- Easily create a custom experience for Fundraisers and Teams with individualized pages, all centrally hosted on your website's page
- GiveGab Donation Form widgets still give you the ability to add additional coaching content to your webpage to complement the P2P and Team Fundraising widgets

*Would you prefer that we host your P2P and team fundraising event for you? Our [Donation Sites](#) solution may be the perfect fit. Let's chat! (+)*

### Text-to-Give (+)

Don't be shy - give out your number! Engage with donors over text and encourage them to give through their mobile device by being directed to your website.

### Combine Giving Opportunities with Form Chooser

Form Chooser allows you to present multiple giving options, each designed to fulfill a specific purpose, with a single marketable URL that allows donors to then choose the donation path they prefer.

For example, you could have two separate forms dedicated to one-time giving and recurring giving. Form chooser allows you to present to your supporters a unified giving experience, while allowing you to have a customized version of each form dedicated to their specific purpose with their own donation levels and questions.

## Your organization - your brand - your voice

### Your Admin Panel

The Command Center. HQ. Mission Control. On GiveGab Donation Forms, it's the Admin Panel and you have all the control. You can manage your entire Donation Form implementation right from your Admin Panel, offering a complete look into your forms, branding, reporting, and more.

### Fully Embedded On Your Website

The GiveGab Donation Forms widget is a powerful patented web application that enables dynamic and responsive functionality. The widget is controlled via our easy-to-use administrative control panel. The widget and control panel operate on our highly secure and scalable platform. GiveGab customers work without limits - free to forget about technology and focus on results.

*Would you prefer that we host your donation forms for you? Our [Donation Sites](#) solution may be the perfect fit. Let's chat! (+)*

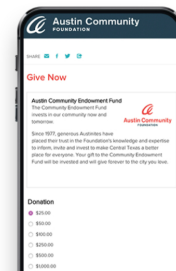
### Flexible Styling with HTML and CSS

The GiveGab Donation Form widget always adopts the existing style of your website. By default, the GiveGab Donation Forms widget uses the typefaces, font sizes, and colors of the page on which it is installed, so there is no need to write additional code after installing the snippet code.

The GiveGab Donation Forms widgets can be further controlled and styled using standard CSS code so that they can truly be customized to your ideal donor experience.

### Customizable Receipting and On-Screen Confirmation Message

Making stewardship easy. After a donor makes their gift, they will immediately receive your



making stewardship easy. After a donor makes their gift, they will immediately receive your on-screen confirmation message for instant gratification. Then, they'll receive your thank you message and a fully customizable receipt in their inbox, acknowledging their gift through their specific giving method. Each form you create can have a custom receipt as well, tailored to each giving experience.



### Mobile Responsive

GiveGab Donation Form widgets are fully compatible with mobile browsers, and since they can be installed anywhere, adding a form to mobile-formatted pages is easy.

### Secure giving options with GGPAY

Give your donors what they want - the easiest way for them to donate. With GGPAY, you have options:

- Credit/Debit Card Processing
- ACH Payments
- Mobile Wallet, including Apple Pay, Google Pay, and Microsoft Pay
- Recurring Giving

### Payment Gateway Flexibility

If you have your own payment gateway, we can work with you as well! Configure one or more default and backup payment gateways. We work with the following gateways:

Payment Gateway	One-Time Payment	Recurring Payments	Future/Deferred Payments	ACH* Support <small>*bank account or e-checks</small>	PayPal	Mobile Wallet <small>*ApplePay and GooglePay</small>	Accepts Standard Card Types**
<b>GG Pay</b> <small>*powered by Stripe and GiveGab Preferred</small>	YES	YES	YES	YES	NO	YES	<ul style="list-style-type: none"> <li>✓ Visa</li> <li>✓ MasterCard</li> <li>✓ American Express</li> <li>✓ JCB</li> <li>✓ Discover</li> <li>✓ Diners Club</li> </ul>
<b>Authorize</b>	YES	YES	YES	YES	YES*	NO	<ul style="list-style-type: none"> <li>✓ Visa</li> <li>✓ MasterCard</li> <li>✓ American Express</li> <li>✓ JCB</li> <li>✓ Discover</li> <li>✓ Diners Club</li> </ul>
<b>Braintree</b>	YES	YES	YES	NO	YES	NO	<ul style="list-style-type: none"> <li>✓ Visa</li> <li>✓ MasterCard</li> <li>✓ American Express</li> <li>✓ JCB</li> <li>✓ Discover</li> <li>✓ Diners Club</li> </ul>
<b>Cybersource</b>	YES	YES	YES	YES	NO	NO	<ul style="list-style-type: none"> <li>✓ Visa</li> <li>✓ MasterCard</li> <li>✓ American Express</li> <li>✓ JCB</li> <li>✓ Discover</li> <li>✓ Diners Club</li> </ul>
<b>Elavon</b>	YES	YES	YES	NO	NO	NO	<ul style="list-style-type: none"> <li>✓ Visa</li> <li>✓ MasterCard</li> <li>✓ American Express</li> <li>✓ JCB</li> <li>✓ Discover</li> <li>✓ Diners Club</li> </ul>
<b>Vantiv (Litle)</b>	YES	YES	YES	YES	NO	NO	<ul style="list-style-type: none"> <li>✓ Visa</li> <li>✓ MasterCard</li> <li>✓ American Express</li> </ul>
<b>Payflow Pro</b>	YES	YES	YES	YES	YES	NO	<ul style="list-style-type: none"> <li>✓ Visa</li> <li>✓ MasterCard</li> <li>✓ American Express</li> <li>✓ Discover</li> </ul>
<b>Paya</b>	YES	YES	YES	YES	NO	NO	<ul style="list-style-type: none"> <li>✓ Visa</li> <li>✓ MasterCard</li> <li>✓ American Express</li> <li>✓ JCB</li> <li>✓ Discover</li> <li>✓ Diners Club</li> </ul>

\*\*Please reference the respective Payment Gateway provider website for more detail and current information  
\*One-Time Payments Only



## Advanced transactional and form intelligence

### Optional Transactions

You can create an information only form with an optional transaction component. If the supporter only answers the question but does not give a gift, they bypass the transaction screens and can receive a different confirmation or no confirmation depending on how follow-up is configured.

### Answer Based Transactions

Fees can also be associated with questions and specific answers. For example, registrants requesting a t-shirt could be charged an additional \$10, whereas registrants not choosing this option would checkout with a different price.

### Scheduled Form Changes

GiveGab Donation Forms can also be configured to turn off a specific time. If a campaign ends on a fixed date, your forms will

GiveGab Donation Forms can also be configured to turn off at a preset time. If a campaign ends on a fixed date, your form will automatically turn off at an exact time specified. Even if your form is installed in hundreds of places, they will all turn off simultaneously without any need to edit the code of the webpage.

### **Inventory Management**

Similarly, it is also possible to configure a form to change over time. For example, create an inventory for each registration type and if the 5K race option, for example, reaches full capacity while the marathon option remains open, the 5K registration type will automatically be removed from the form and the marathon option will remain. As always, there is no need to change any code. It just happens automatically.

### **Scheduled Pricing Changes**

The price of registrations can also be set to change over time, for example, if the price increases closer to the event date. Further, an inventory of discount codes can be created that expire once they are all used. Both of these can automatically occur and adjust the behavior of the widget without the widget having to be changed, even if the options are re-configured many times.

# Powerful tools to simplify and perfect your donor experience

Donations with ID, Donor and Amount given

### **Install Anywhere with Only One Line of HTML Code**

The GiveGab Donation Forms widget can be installed on any existing web page. You will not have to create a new web page or new website to install GiveGab's advanced fundraising and registration applications. To install the widget, simply copy the single line "snippet" from the GiveGab Donation Forms Admin Panel or from the widget itself and paste the code into any webpage.

### **Prefill Forms with Previous Donor Data**

Provide an easy way for previous donors to give again without having to fill out their personal details multiple times. A custom URL can be created for each donor, which will reference their data already stored securely in your GiveGab Donations Forms records, and the forms will appear prefilled when they load your webpage!

### **Expand on Prefill Forms with SimplePay**

An optional expansion of Prefill, SimplePay leverages your payment gateway's payment authorization tokens, allowing your donors a 'one-click payment' to complete their gift that much faster.

### **Auto Data Capture Rules**

Easily track your traffic source data to measure the performance of your marketing efforts with custom Auto Data Capture rules set on each form.

### **Conversion Tracking to Track Effectiveness**

Your GiveGab Donation Forms can track impressions, touches, and completion metrics for each form or a group of forms in the same campaign. This allows you to understand how effective your forms are for converting visitors to donors.

### **A/B Form Testing to Maximize Effectiveness**

A | B widgets can be used to test different registration prices, different donation levels, specific language within a form or literally any aspect of a form to determine the absolute best offer. When your supporter hits a page containing an A | B widget, they are presented with one of the forms at random. Combined with live reporting in the GiveGab control panel, A | B testing gives instant feedback on which forms work better, maximizing your effectiveness.

### **Advanced Tracking with Google Analytics**

With Google Analytics available to integrate with your GiveGab Donation Forms, you'll have access to powerful data about your website traffic and supporter behavior.

The following Google Analytics (gtag.js) tracking options can accept data input from the GiveGab Donation Forms widget:

- **Page Views** in a funnel towards a defined goal on the organization website
- **Events** that occur within third party apps installed on a web page (flash movies, widgets, etc.)
- **E-commerce Transactions** that can be tied into an existing Google AdWords campaign

### **Conditional Questions**

GiveGab Donation Forms widgets are smart and can adapt and change so that each supporter gets the exact experience they need. Our advanced conditionality logic means that each registrant or donor is asked only the exact right questions.

Questions can be conditionalized to display based on the donation type or registration type selected. For example, someone signing up for a 5K race can be asked different questions than someone signing up for a full marathon on the same form.

GiveGab Donation Forms also enables conditionality between questions making it easy to ask follow-up questions only when appropriate. For example, you might ask a participant if they would like to purchase a commemorative shirt and then ask the follow-up question of their shirt size only if they request a shirt.

### **Question Library**

GiveGab Donation Forms also intelligently manages questions across the entire system. It is possible to create a central question that can

be used in multiple donation or registration forms. Change this question once, and all the forms change instantly and all the answers to this question can be viewed across all interactions.

It is also possible to create question templates that can be reused over and over again. Once a question is created about shirt size, for example, it does not have to be created again. Just make a new form and include it.

#### Remote Form Control

Your Donation Form widget is always controlled centrally inside the GiveGab administrative control panel. Once the widget is installed, the HTML snippet code does not need to be edited again to make changes to your widget.

Any changes made to the form, such as changing registration types or questions, instantly updates the widget wherever it is installed.

## Robust reporting tools to learn from your data



#### Predefined Reports

Start on your reporting journey with pre-defined reports to get you started with basic data needed for your day to day operations. These predefined reports include:

- **Form Answers** reports: Build a report containing data recorded when a donor or registrant completes a form.
- **Financial Transactions** reports: Build a report containing the financial data recorded when a debit or credit is charged to a credit card account. This is where you go to get all the information your accounting department ever wanted.
- **Installment/Ongoing Payment Plan** reports: Build a report to list existing payment schedules including the type of schedule (installment or ongoing), the form, and the date the payment schedule was created.

#### Custom Reports

Your GiveGab Donation Forms are robust and customizable - and your reports will be too. You'll have options to build the reports you need to meet your business processes.

#### Filtering

Further scope your reports with filters, including by time period, specific question answers, transaction amounts, discount or gift codes used, and much more.

#### Visibility and Access

Reports can be viewed in real-time at anytime via secure URLs and downloaded as standalone XLS, CSV or JSON files.

#### Scheduling

Reports can be scheduled to be delivered to one or more individuals. Each report scheduling is unique to accommodate various team and admin needs.

#### Segmented Admin Access

You'll have full control over which team members can see what information for your GiveGab Donation Forms with GiveGab's segmented admin access:

- **Change configuration:** User may make changes to campaigns, forms, reports, and Library Items
- **Unlock campaigns:** User may unlock campaigns
- **View Data:** User may view specific data such as reports, recent responses, donation/registration details, and financial transaction details
- **Change Data:** User may modify donation/registration details and recognitions
- **Issue Refund:** User may refund a transaction
- **Issue Charge:** User may add a charge to a schedule or donation

You can also create non-administrative users to support external web applications and API access to the platform.



## Integrations available to streamline your processes

In House Secure API Access for Even More Flexibility



Our in house API accommodates advanced and automated programmatic integrations with any third-party systems that accept secure API access. This allows for real-time pulling of transaction and donor data as it happens, breaking down barriers between your systems.

#### Double the Donation

Leverage your Double the Donation account and embed this value-add feature on your GiveGab Donation Forms to seamlessly integrate a path for increasing your fundraising dollars through employer matching programs.

*Requires a Double the Donation 360MatchPro Subscription to utilize this feature.*

#### Raiser's Edge and Raiser's Edge NXT

Powered by Importacular and integrated directly within Raiser's Edge and Raiser's Edge NXT, Importacular lets you connect to your GiveGab donation forms and bring data directly into the Raiser's Edge and RE NXT, allowing for completely customizable mapping and matching criteria.

Download the Importacular plugin for Raiser's Edge and bring in any data from forms, donations or other financial transactions you choose from your GiveGab donation forms. Create a report in the data management section of your GiveGab admin area and include the fields you want to import into Raiser's Edge.

*Advanced import fields require an Importacular subscription. A Raiser's Edge or Raiser's Edge NXT subscription is always required.*

#### Salesforce Sync Integration (+)

GiveGab Sync for Salesforce is the ultimate solution to all your supporter management needs, allowing you to seamlessly build a complete picture of your donors, delivering the insight you need to engage at a more personal level and develop deeper relationships.

Our Salesforce Sync integration provides the flexibility to map virtually any standard or custom objects and automate the flow of your data and harness the power of Salesforce as your database of record.

*Requires a GiveGab Sync for Salesforce and a Salesforce, Salesforce NGO Connect, or Salesforce Nonprofit Success Pack subscription.*

## You can count on our technology



#### Reliable Cloud-Based Hosting

GiveGab is hosted on several different industry leading IaaS and PaaS in parallel for market-leading reliability. Our tech stack is fully scalable, redundant, and fault-tolerant, with a 24x7x365 monitoring schedule.

#### Stringent Compliance Requirements

All GiveGab systems are PCI Level I and SOC 1 Type 2 compliant.

#### Your Data is Secure

All data living in our GiveGab databases in support of your fundraising is fully encrypted at rest using the strongest AES 256 bit encryption protocol. In addition, all transmission of data is over HTTPS or TLS or TLS 1.2 / SSL 3.0

#### Fraud Prevention

Increase your fraud protection by utilizing GG Pay, GiveGab's in-house payment processor, powered by Stripe. This partnership allows for a built-in extensive fraudulent actors database to detect and prevent fraudulent charges in real-time.

*Only available if you choose to use GG Pay as your payment processor.*

**Learn more about the security and reliability of the platform [here](#).**

*Last Updated: January 12, 2020*



#### GIVING DAYS

- Your Giving Day
- Giving Day Network
- Beyond Your Giving Day

#### YEAR-ROUND FUNDRAISING

- Donation Forms
- Donation Sites

#### RESOURCES

- Blog
- Success Stories
- Support Center
- Downloads
- Podcast
- Giving Tuesday

#### ABOUT US

- Our Story
- Careers
- News
- Legal
- Privacy
- Your Privacy Choices

Reports, Peer Suite

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