We Want You to Achieve Success

And that means offering the highest quality support services you'll find in the Giving Day 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

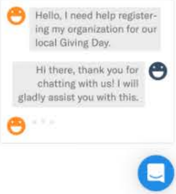
We'll provide you with access to Basecamp, your all-in-one tool for managing the Giving Day project alongside your GiveGab team.

Staying in Touch

You'll be in touch with your project manager regularly to ensure the project is progressing as needed - or just to say hello! After your kick-off call, you'll have regularly scheduled touch points throughout the project. On the day of the event, we'll invite your team to a Slack channel for real-time support (and celebrations)! After the Giving Day, we'll come back together one more time to review key metrics, strategies, and share feedback on ways to improve.

A Network of Support

Partnering with GiveGab means joining the ranks of hundreds of industry leaders who work year-round to innovate and scale their Giving Days. Along with access to this powerhouse network of fundraising professionals, you'll have the option to pair up with a hand-selected Giving Day "buddy" to serve as your go-to peer contact and Giving Day confidant. You'll support each other to accelerate your Giving Day growth and overcome obstacles by discussing strategy, exchanging feedback, and brainstorming solutions around shared challenges together.



Hello, I need help registering my organization for our local Giving Day.

Hi there, thank you for chatting with us! I will gladly assist you with this.

For Your Participants, Fundraisers, and Donors

Live Webinar for Participating Groups and Fundraisers
We'll share best practices with your participating groups or fundraisers on a jointly hosted webinar, based on the thousands of participants we've supported in the past. You'll have the opportunity to add your own content other topics you want to cover as well!

Live Chat Catered to Your Event with GGChat
Our in-house team of Giving Day experts are available to help with any questions you, your participants, your fundraisers, and even your donors, have about fundraising or technical support. Your live chat support hours will be catered to fit your Giving Day based on your event's timeframe.

Robust Help Center
A robust support center with built-in smart suggestions to help you and your team make the most of your Giving Day site.

Best Practice Toolkits
Your Giving Day comes with extensive educational toolkits for your fundraisers built on best practices. You can also fully create your own, or customize as necessary for your unique Giving Day! Toolkits include topics on peer-to-peer fundraising, sample social media and email communications, and more.

Interested in having GiveGab support you or your participants in person? *Have more advanced support or training needs? Fully Branded GG Chat? Let's chat! (+)*

We Want You to Enjoy the Process

And that means offering the easiest and most reliable Giving Day platform out there. Check out all our partners that we're honored to work with.

Flexible Options to Make It Yours

Brand Development
Do you have a vision for Giving Day yet? Not yet? We have you covered. Our in-house design team will work with you to create your Giving Day's brand based on your college or university's brand guidelines. Taking into consideration your ideas for Giving Day, we'll choose brand colors, design a logo, and create social media graphics for your group and fundraiser participants to use to get the word out.

Do you already have an existing brand, or just want a design refresh? No sweat - we can use the existing assets you have to achieve your vision, too.

Your Dashboard

The Command Center. HQ. Mission Control. On GiveGab, it's the Partner Dashboard and you have all the control. You can manage your entire Giving Day right from your Partner Dashboard, offering a complete look into your participating groups, donors, fundraisers, and more.

Landing Page Builder

Share the right information with the right people at the right time and in the right place with the landing page builder and your Giving Day phases, built right into your Partner Dashboard.

As you progress through your milestones with your project manager, your Giving Day will also progress to meet the needs of different audiences. Your landing page builder and Giving Day phases will help you achieve this with ease.

Content Management System

Your Partner Dashboard also allows you to fully manage the secondary content pages that host your toolkits, FAQs, social media, events, and more.

Tiered Admin Access

You'll have full control over which team members can see what information for your Giving Day with GiveGab's tiered admin access:

- Giving Day Admin: full access to Partner Dashboard, with the option to have access to all participating groups.
- Group Admin: full access to an individual participating group. This level is specific to group administrators participating in the Giving Day.
- Profile Admin: limited access to an individual participating group (can only edit Giving Day profile. Cannot see donor data or account settings). We recommend this level for students or faculty managing profiles.

Mobile Responsive

Over 50% of donations made through a Giving Day are from a mobile device, so it's important the mobile experience is flawless. Your entire Giving Day site and admin dashboards for you and group participants are built to be mobile.

API Access

See your name in lights! We can provide you with public API access via a JSON feed to showcase stats publicly on billboards or other digital screens around campus.

Easily Manage Your Participating Groups

Import Group Participants (+)

If you have a list of participating groups you know will be participating, we can work with you to import these into your Giving Day. After the initial import, participating groups will have access to further update and customize their profiles.

Robust Profile Pages

Your participating groups will be able to shine through with their own robust profile page that has elements of their story while still staying true to your Giving Day design. With GiveGab, each group participant can really make their profile their own, including elements that can illustrate their impact:

- Storytelling
- Donation Levels
- Video
- Fundraisers
- Recent Donors
- Matches / Challenges
- Real-Time Stats

After the Giving Day, your participating groups will have the option to continue stewarding their donors with gift data available to export in a .csv format. This download is only available for certain administrative levels and can be disabled for any person you'd like to suppress this data from.

Support Areas

Give your donors more options to give to what they love with support areas! Support areas make it easy to drill down into any top level group for specific giving opportunities. Use it for majors within schools, teams within athletics, or student groups within student life! This two-tiered system lets donors pinpoint their gift to a specific cause that means the most to them. *Each group can support multiple support areas.*

Matches and Challenges

Encourage donors to give - and give again! Our matching functionality allows participating groups to showcase the 1:1 matches they've secured on their profiles and see the progress towards completion in real time. You can highlight all of the matches on a landing page for even more visibility!

Are you looking for ways to "unlock" funds once a goal is achieved? We support that too, through our Challenges feature.

Highlight Volunteer Opportunities

Groups aren't limited to just asking for donations through their Giving Day profiles - they can ask for time too! Encourage your groups to highlight engagement opportunities for their supporters.

Showcase Community Events (+)

Advertising and managing events hosted in celebration of your day is a cinch with our centralized Events

Manager & Display, powered by Airtable. We'll equip you with an event submission form, a display gallery embedded on your site, and training on how to use these tools. You can customize the info you'd like to highlight, and you'll have oversight to review each event submission before publishing.

Expand Your Reach

Peer-to-Peer Fundraising for Participating Groups

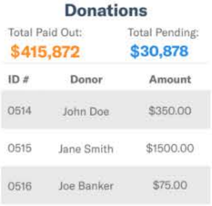
Your group participants will be able to tap into their supporter networks and expand their reach through our built-in peer-to-peer fundraising pages. The fundraisers will have their own Giving Day toolkit and profile pages, customized to include the fundraiser's name, picture, mini-story, and even a video.

Peer-to-Peer Fundraising for the Giving Day

Your Giving Day can have peer-to-peer fundraisers, too! Also known as Free Agent Fundraisers, these supporters want to fundraise for the Giving Day but don't have a specific group they want to support. Instead, these fundraisers will get credit for any donors that donated through them, regardless of the group the donor chose.

The fundraisers will have their own Giving Day toolkit and profile pages, customized to include the fundraiser's name, picture, mini-story, and even a video.

Add Some Excitement to Your Event



Donations

Total Paid Out: $415,872

Total Pending: $30,878

ID #	Donor	Amount
0514	John Doe	$350.00
0515	Jane Smith	$1500.00
0516	Joe Banker	$75.00

Live Total and Stats

See your progress in real time! As donations are rolling in, you can watch your stats ticker increase with each gift without refreshing your homepage.

Tint Integration

We'll provide a Tint license for your Giving Day to track all of the social media happening around the big day before, during and after the event. You'll be able to pick from a variety of layout options to showcase your content in a way that best fits your event!

Leaderboards

Foster healthy competition and increase giving among your participating groups and fundraisers with leaderboards. Your leaderboards will show dollars raised and unique donors or total gifts across all groups. In addition, you can create competition among donor affiliation or class years with a leaderboard of donors who gave by class year or affiliation. Or, if you're encouraging peer-to-peer fundraising, include a leaderboard of fundraisers!

Do you have other leaderboard ideas? Let's chat! (+)

Ready. Set. Give!
Prizes, Challenge Funds, or Matches, however you're incentivizing giving, we can support you! Our prize picking tool makes choosing prize winners quick and easy based on dollars raised or unique donors. Site-wide matches and challenges support important affiliate based or class year opportunities.

Do you have other prize or challenge ideas? Let's chat! (+)

$811,294
THANK YOU FOR WATCHING THIS YEAR'S MISSOULA GIVES EVENT!

Campaign Tiles (+)
Show off your participating groups on your main landing page with branded tiles showcasing the total dollars raised and unique donors or total gifts.

Gift Heat Map (+)
Where in the world are your gifts coming from? Include a gift heat map on your homepage to show everyone how far reaching your supporters truly are.

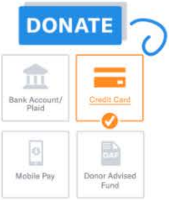
Go LIVE! (+)
Giving Days are all about having fun - virtually! Host a virtual party on YouTube Live and embed it right on your homepage. Pair this with **GiveGab Live**, GiveGab's real-time virtual event dashboard and experience even more generosity LIVE! GiveGab Live includes our confetti celebrations feature, which allows you to virtually surprise and delight your supporters by triggering animated confetti on your landing page as you achieve key milestones throughout your Giving Day.

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. When paired with *Mobile Wallet* it's the fastest way to give. *Included with GiveGab Live.*

Goal Thermometer (+)
Track progress to your overall Giving Day goal in real-time with a goal thermometer on your landing page.

Spotlight Community Stories (+)
It's easy to collect stories from your alumni and campus community in celebration of your day with our centralized Story Manager & Display, powered by Airtable. We'll equip you with a story submission form, a display gallery embedded on your site, and training on how to use these tools. You can customize the info you'd like to collect, and you'll have oversight to review each story submission before publishing.

Easy, Enjoyable, and Effective Giving Options



Secure Giving Options with GG Pay
Give your donors what they want - the easiest way for them to donate. With GG Pay, you have options:

- Credit/Debit Card Processing

- ACH Payments
- Mobile Wallet
- PayPal*
- Venmo*
- Cash and Check Gifts
- Recurring Giving

**Requires a pre-existing PayPal business account and available only with certain disbursement options.*

The Gift Basket
Let's get giving! With the Gift Basket, your donors can browse profiles, add them to their Gift Basket, then checkout all in one easy transaction.

Treat your VIPs like VIPs
Grant your leadership donors exclusive access to donate before the Giving Day opens with VIP Giving. By utilizing UTM parameters, you'll be able to customize the giving portal for each individual and address them by name - truly treating them like VIPs!

Donor Preferences
We know that each Giving Day is unique - and so are your donors! Donors will have the option to remain anonymous, make their gift in honor or memory of someone, and confirm their new or returning donor status for each gift.

Capture Important Donor Demographics
Understand your donor demographics easily by adding additional questions to the donation form to collect important donor data such as affiliation and class year.

Branded Thank Yous + Receipts
Making stewardship easy. After a donor makes their gift, they immediately receive your thank you message and a receipt acknowledging their gift through the Giving Day.

Keep the Giving Going
Donors can share their love for your institution by purchasing and sending virtual gift cards to their family and friends through your Giving Day site. eCard recipients aren't restricted to any particular fund, and can make gifts to whichever areas resonate most with them during your event.

eCards are available only with certain disbursement options.

Robust Offline Donation Uploader
Donors give in so many different ways, and we won't limit you in reflecting their impact in your totals. With the offline donation uploader you can add in gifts received via phone bank, pledge cards, cash, check, early giving, and any other method outside of the Giving Day site, all through a simple .csv upload. We'll provide the template - you provide the data!

With the ability to batch upload your gifts ahead of the event, you can strategically plan out when you'll release certain gifts on the day to spur the most excitement.

Highlight a Fund
Within the gift basket, you can make an additional ask for donors to give to a specific fund such as the Annual Fund or Scholarships.

Address Autocomplete (+)

Minimize entry errors, obtain clean and consistent donor data for streamlined reporting, and increase conversion rates by creating a significantly faster donation experience with our address autocomplete, powered by the Google Places API.

Simplify Reconciliation with GiveGab

Donor and Gift Data
Export a full report of all donor and gift data across your Giving Day in easy to use .csv format.

Reporting Made Easy
Easily reconcile all of your Giving Day financial activity in one place using our Financials Tab. This powerful tool offers at-a-glance reporting on all of your Giving Day financial activity, including deposits, refunds, fee breakdowns, and more.

Fund / Allocation Code Tracking
Prior to the Giving Day, your team will be able to assign Fund or Allocation Codes to each group participant and support area to make reconciliation against your internal fund codes even easier. These codes will pull through to your gift report in real-time during the Giving Day.

Multiple Deposit Options
GiveGab will direct deposit funds to your bank account in one lump sum after the Giving Day or on a daily basis. You have choices with GiveGab.

Internal Donor ID Matching (+)
After the Giving Day, we'll help match your internal donor IDs to your GiveGab Giving Day donors based on primary and alias email addresses. By matching your internal donor IDs to your GiveGab donors, you'll be able to pull a report that includes GiveGab donation records with a column of your institutional donor ID, making the gift processing back into your system that much easier.

Advanced Prize and Reconciliation Reports (+)
If our built-in reports are missing an important piece of data, or your team needs a specific report to pull a certain prize, or to allocate gifts for a matching grant, we can work with you to get the data you need.

Access to Powerful Analytics to Learn From Your Data

Google Analytics Tracking
With Google Analytics on your Giving Day platform, you'll have immediate access to powerful data about your website traffic and user behavior. You'll also be able to track gift source data through the Google Analytics dashboard to understand what appeals were the most successful across a variety of metrics.

Google Tag Manager
Your giving day platform was built with Google Tag Manager integrated.
Use Tag Manager to manage your marketing tools simply and easily.

Analysis at a Glance
In-app advanced analytics empower you to seamlessly track the metrics you care most about. Measure progress and celebrate success with year-over-year stats, donor insights, fee coverage data, participant engagement info, and more – all at your fingertips 24/7/365.

Facebook Pixels
Easily add Facebook pixels to your giving event through the Google Tag Manager integration.

Advance UTM Parameter Tracking
Your Giving Day automatically tracks 5 standard UTM parameters which you'll be able to track in Google Analytics: source, medium, campaign, term, content. These parameters will automatically pull through to your gift data in real-time as well.

You'll also have the ability to track one unique identifier to your organization or institution, such as an internal Donor ID, from URL to your gift report. (+)

Extend Giving Year-Round

Collect Gifts Year-Round (+)
Do your participants want to keep fundraising after the Giving Day is over? With our extended giving window, your areas and departments can collect donations for months after your Giving Day concludes - until it's time to switch your site over for the next year!

Crowdfunding (+)
Ignite philanthropy among your alumni, faculty, staff, parents, and students by providing a centralized portal where supporters can go to learn about and support important events and initiatives happening at your school. You'll highlight critical funds, campaigns, and giving opportunities that support your school's core mission. *Learn more here.*

Donation Forms (+)
Give your donors a custom tailored giving experience built just for them. Forms are fully embedded on your site, allowing you to build and brand your giving experience to your exact specifications. You'll have access to advanced reporting capabilities to build the exact reports you need to match your organization's processes, as well as powerful tools to simplify and perfect your donor experience including pre filled forms, A | B testing, conversion tracking, and more. Integrations available for RaisersEdge, Double the Donation, HEPData, and an in-house secure API for even more flexibility. *Learn more here.*

Donation Sites (+)
All the robust functionality of Donation Forms, without having to maintain the technology in-house. Donation Sites are mobile-responsive, custom-branded, and cloud-hosted websites that allow schools to launch an unlimited number of donation landing pages in minutes to support time-critical student emergency relief efforts, memorial and honorary scholarships, new impact funds, and more. *Learn more*

here.

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 Giving Day 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
By partnering with GiveGab, you'll be processing gifts through GG Pay, powered by Stripe. This partnership allows for a built-in extensive fraudulent actors database to detect and prevent fraudulent charges in real-time.

WCAG 2.1 Level AA Compliant
Our Giving Day platform is WCAG 2.1 Level AA compliant. GiveGab is continuously reviewing new standards of accessibility to ensure compliance.

Learn more about the security and reliability of the platform here.

GiveGab
a division of everyaction

GIVING DAYS
- Your Giving Day
- Giving Day Network
- Beyond Your Giving Day

YEAR-ROUND FUNDRAISING
- Donation Forms
- Donation Sites
- Peer-to-Peer Suite

PRODUCTS & PRICING
- Learn More
- Get a Demo

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

GIVING DAY LEADERS
- All Partners
- Giving Day Leader Forum

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

LOGIN

GET A DEMO

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