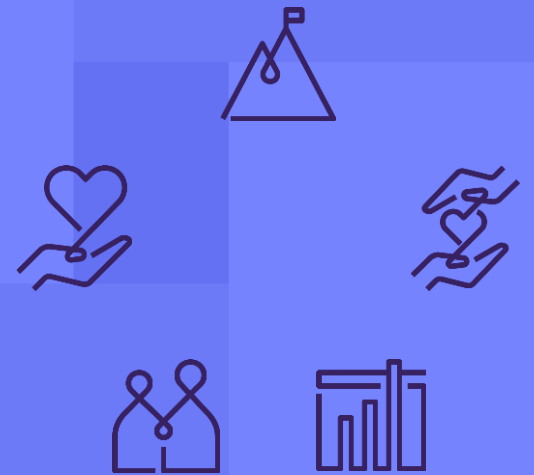


Getting Ready for Your Giving Day

A Primer To Configuring Your Organization's Data in GiveGab



Meet your Trainer...

Victoria Fiordalis

Professional Services Manager

Submitting Your Questions



Chat Box



Q&A

To: All panelists
Type: All panelists and attendees

Please input your question

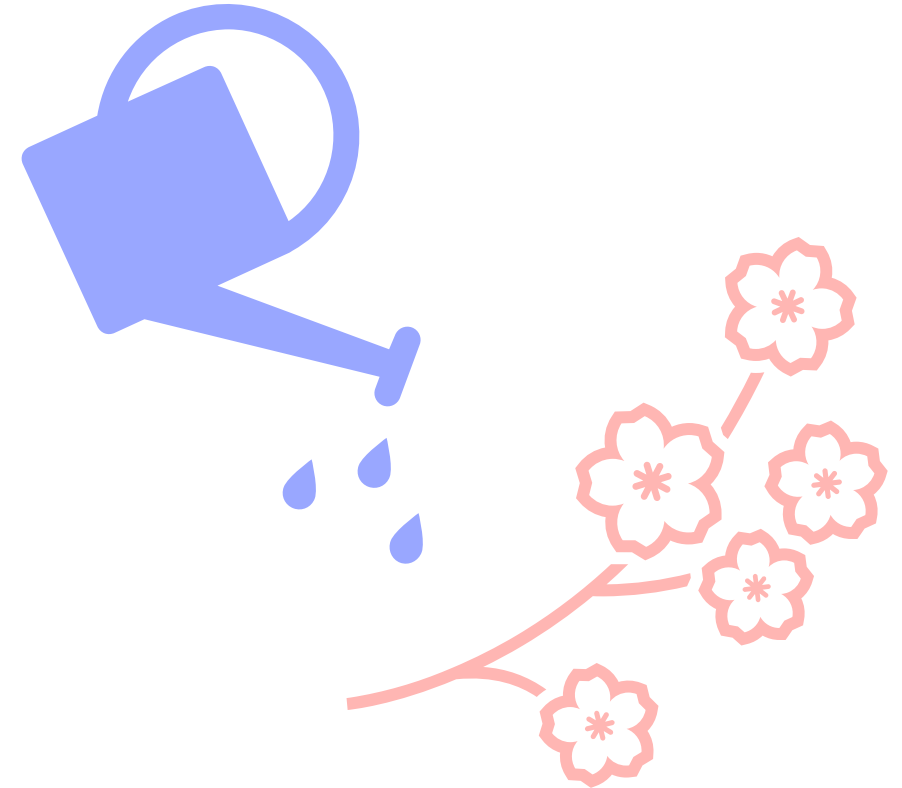
Send Anonymously

Send

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

Agenda

- Overview: What's the difference between my GiveGab profile and my Giving Day profile?
- Registering
- Creating Your Profile
- Next Steps and Questions



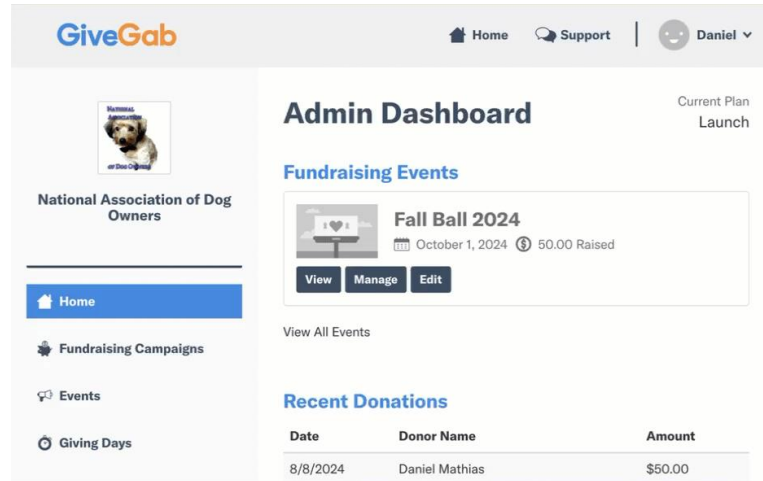
Giving Day Overview

Benefits of Participating

- Learning to utilize digital fundraising tools and take advantage of resources that are available year-round!
- Re-engagement with your existing supporters and gain new donors
- Combining your marketing efforts + the overall Day of Giving marketing, which provides exponential visibility for all organizations
- Utilizing the Giving Day to reach other internal goals
- Motivating your donors to make a greater impact with prizes and match incentives



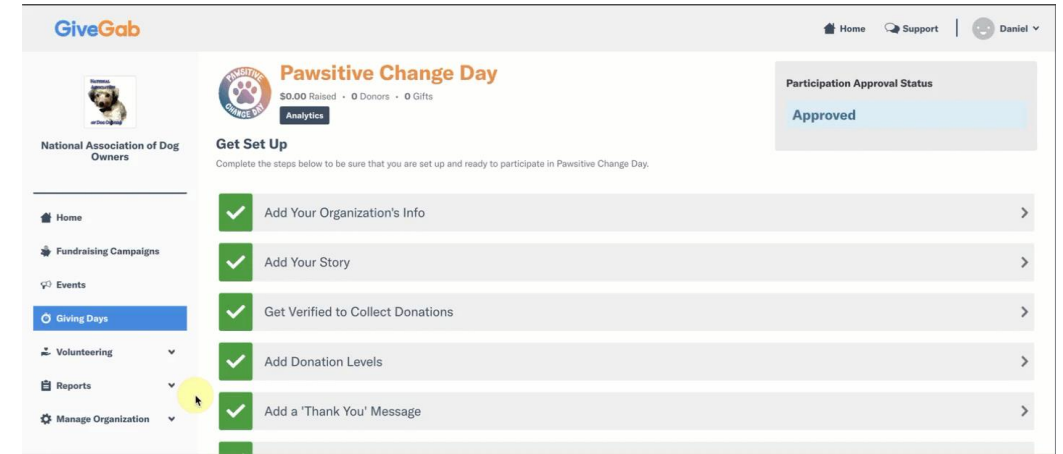
Your GiveGab profile and your Giving Day profile



The screenshot shows the GiveGab Admin Dashboard for the National Association of Dog Owners. The dashboard includes a navigation menu on the left with options for Home, Fundraising Campaigns, Events, and Giving Days. The main content area is titled "Admin Dashboard" and features a "Fundraising Events" section with a card for the "Fall Ball 2024" event, scheduled for October 1, 2024, with \$50.00 raised. Below this is a "Recent Donations" table.

Date	Donor Name	Amount
8/8/2024	Daniel Mathias	\$50.00

On GiveGab, you can manage your volunteers and donors, run fundraising campaigns and events, create volunteer opportunities, and more! Your page on GiveGab is available for you to use all year long if you choose and can provide overview information about your organization. You only have one page on GiveGab!



The screenshot shows the GiveGab Giving Day profile for "Pawsitive Change Day" for the National Association of Dog Owners. The profile includes a "Get Set Up" checklist with the following items: Add Your Organization's Info, Add Your Story, Get Verified to Collect Donations, Add Donation Levels, and Add a 'Thank You' Message. A "Participation Approval Status" box indicates the profile is "Approved".

Your Giving Day profile is only available to you for a short period of time. It can be thought of as a campaign or appeal page where you can incorporate a specific, compelling story to draw supporters and donors. You'll want to share the [direct link](#) to your profile to excite supporters about the big day!

What is Bonterra?

Bonterra's mission is to power those who power social impact

- Host a secure, reliable and transparent platform for your Day of Giving
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is now Bonterra!



Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Donor credit card information is not revealed or saved in Bonterra

stripe



Simple Donation Processing




- All major credit cards accepted
- Quick, easy and fun donation flow
- Securely processed through Stripe
- Chat support available right within the donation form for your supporters!

Transparent Donations

- **Credit Card** for online transactions
- Donors can cover all fees on behalf of your organization
- Last year, 84% of donors elected to cover the fees during Giving Day

Step 3 of 3

YMCA of South Collier	Gift: \$50.00
<hr/>	
Email:	laryssa@givegab.com
Fees:	\$3.13
What's with these fees?	
<input checked="" type="checkbox"/> I cover the fees!	
Privacy Option(s)	
<input type="checkbox"/> Please do not display a name publicly.	
<input type="checkbox"/> Please do not display the donation amount publicly.	
<input type="checkbox"/> Hide my name from this organization and the public. 	
Total:	\$53.13

BACK

SUBMIT

Securely processed with:



[Google Privacy Policy](#) and [Terms of Service](#) apply.

Learn more about how your information is used following a donation: [Privacy Policy](#).

The Gift Basket

The Gift Basket makes it easy for donors to support multiple causes all at once!

PAWNEE GIVES

PRIZES

LEADERBOARDS

▼ MENU



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](#)

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



Greater Pawnee German Shepherd Rescue

Instant Donor Delight

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

**DAY OF
GIVING**

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

**Your donation receipt from
Logan's Pups**

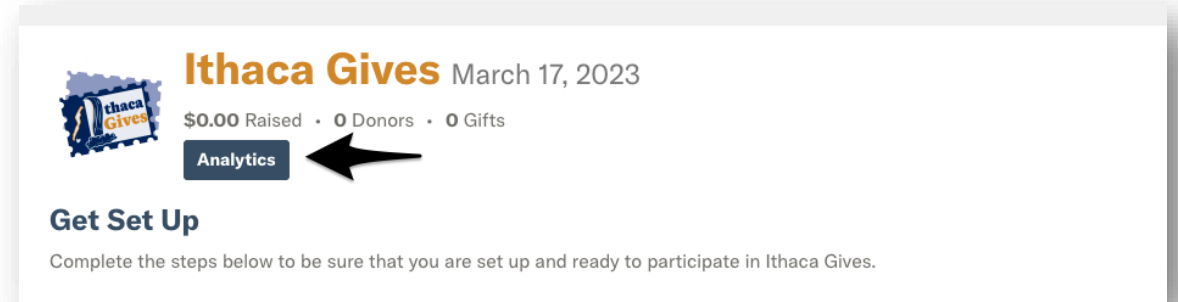
Donor: Nickie Fredenburg
Date: February 27, 2020
Organization: Logan's Pups
EIN: 12-1234567
Designation: Giving Day
Amount: \$10.00

[View Your Donations](#)

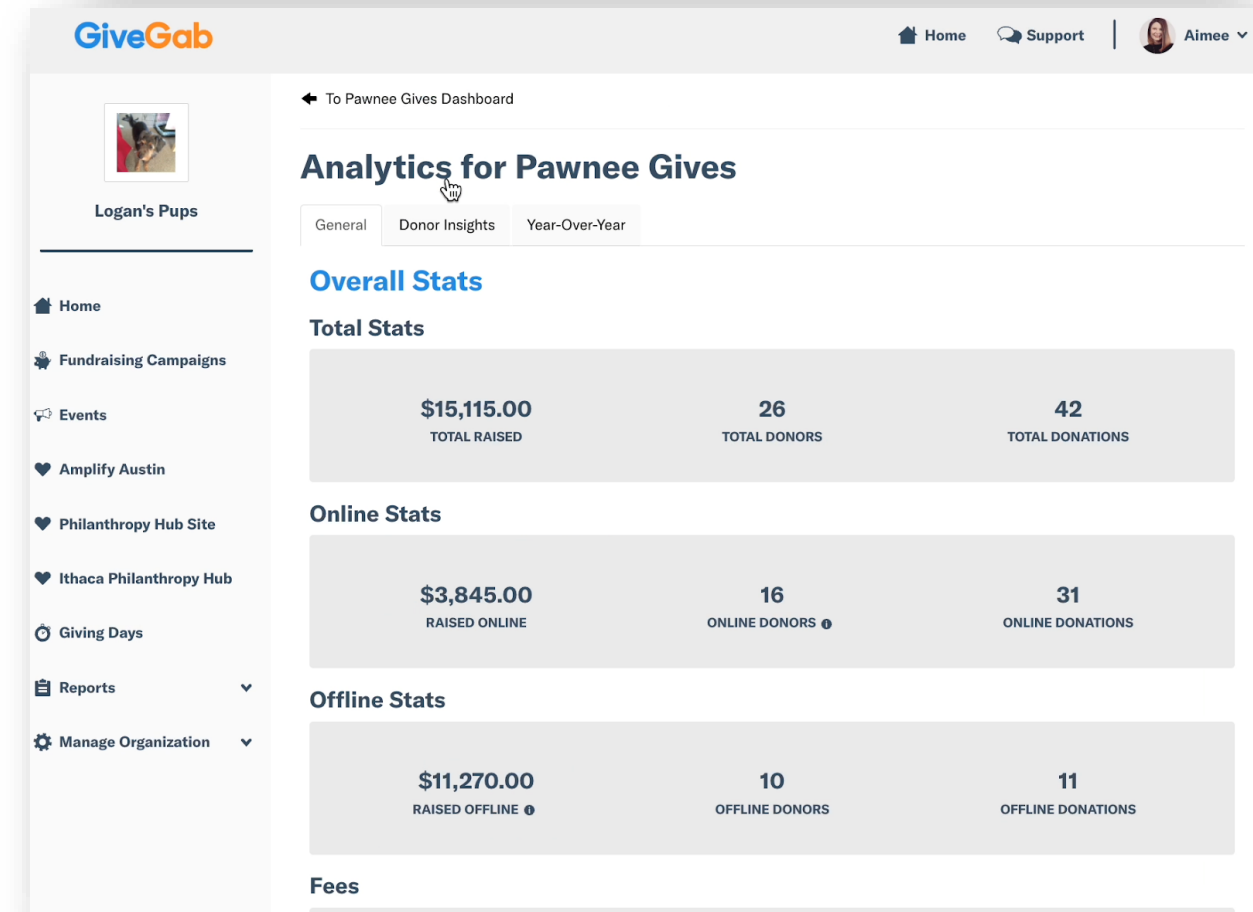
Giving Day Analytics

Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons



Ithaca Gives March 17, 2023
\$0.00 Raised • 0 Donors • 0 Gifts
Analytics ←
Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.



GiveGab Home Support | Aimee ▾

← To Pawnee Gives Dashboard

Analytics for Pawnee Gives

General Donor Insights Year-Over-Year

Overall Stats

Total Stats		
\$15,115.00 TOTAL RAISED	26 TOTAL DONORS	42 TOTAL DONATIONS

Online Stats

\$3,845.00 RAISED ONLINE	16 ONLINE DONORS	31 ONLINE DONATIONS
-----------------------------	---------------------	------------------------

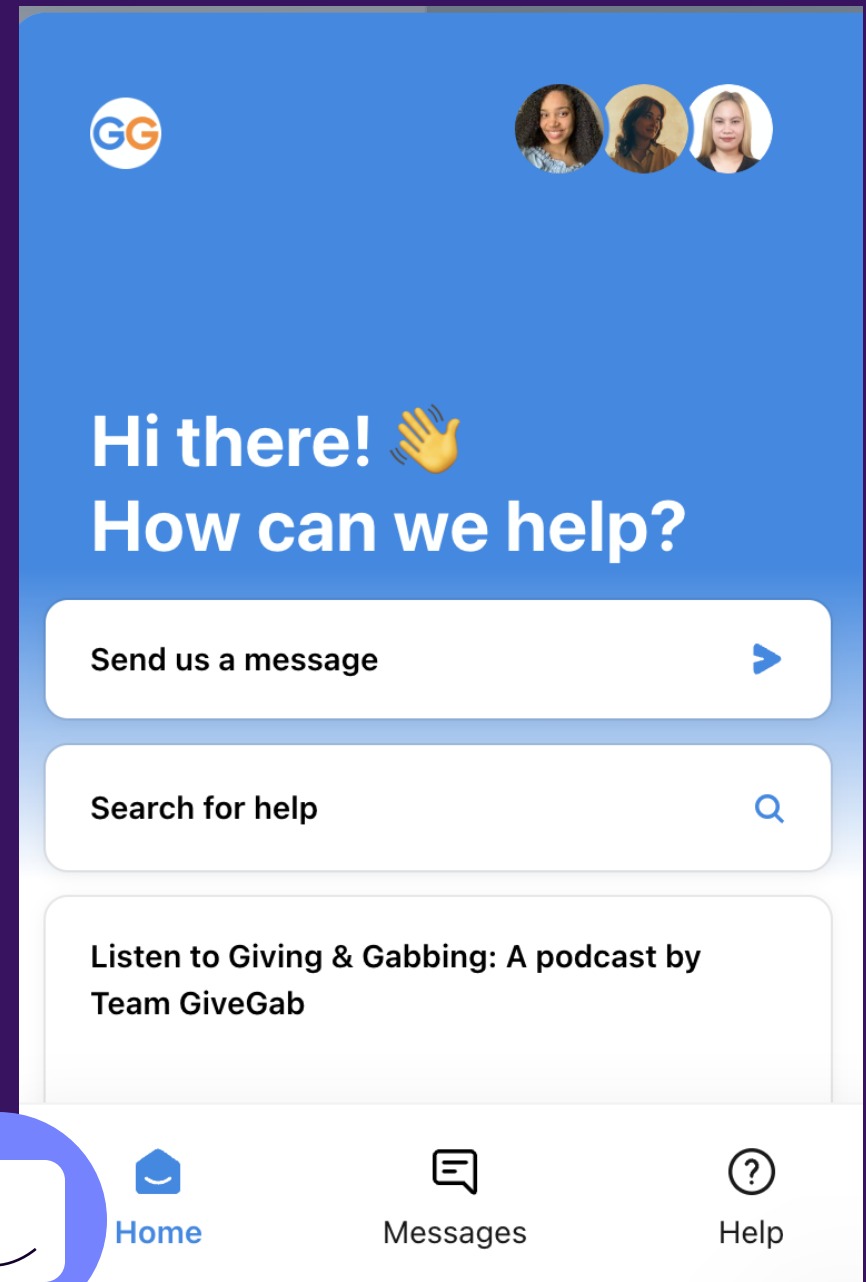
Offline Stats

\$11,270.00 RAISED OFFLINE	10 OFFLINE DONORS	11 OFFLINE DONATIONS
-------------------------------	----------------------	-------------------------

Fees

How We Support You

- Visit Our Help Center
 - <https://support.givegab.com/en/>
- Check Out Our Blog
 - bonterratech.com/blog
- Send us an Email
 - support@givegab.com
- Chat with our Customer Success Team
 - Look for the little blue chat bubble



Registering For Your Giving Day



PAWNEE GIVES

Search...



LEADERBOARDS

▼ MENU



0 DONORS \$0 RAISED 0 ORGANIZATIONS



REGISTER

Bringing Pawnee together since 1817



PAWNEE GIVES

Search...



LEADERBOARDS

▼ MENU



0 DONORS \$0 RAISED 0 ORGANIZATIONS



REGISTER

Bringing Pawnee together since 1817





New Organization

2 Results



ATX Org

Austin, Texas

[Inquire](#) about registering this organization. It's easy!



YMCA of Ithaca and Tompkins County

Ithaca, NY

[Inquire](#) about registering this organization. It's easy!

Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)





Erie Gives

Welcome to Erie Gives 2024!

If you participated in Erie Gives last year, we need you to review and update your profile by July 31, 2024.

If you are new to Erie Gives, to be eligible, you must be a 501(c)(3), have a fund at The Erie Community Foundation OR be a member of the Nonprofit Partnership. Your membership to the Nonprofit Partnership does more for you than make you eligible for Erie Gives, the Nonprofit Partnership offers you year-round educational opportunities to enhance your work and build the capacity of your nonprofit. If you have issues registering, please call our offices at 814.454.0843.

Remember to engage your board, your staff and your donors to participate.
After Erie Gives, we would like your feedback--watch your email for details.
We wish you a successful Erie Gives 2024!

1. What is your nonprofit's annual operating expense budget? ** required*

Please select one choice.

2. Do you have an endowment with The Erie Community Foundation? ** required*

Please select one choice.



Returning? Copy Your Profile!

Don't forget to review and update your profile after!

- Existing bank information will carry over
 - Double check that your bank account, org rep and admins on your profile are up to date!

The screenshot shows the GiveGab user interface. At the top left is the GiveGab logo. On the right, there are navigation links for Home, Support, and a user profile for 'Aja'. The main content area features a profile for 'House of Hope' with a photo of a dog. Below the profile name is a navigation menu with options: Home, Philanthropy Hub Site, Pawnee Community Giving, Giving Days (highlighted in blue), Reports, and Manage Organization. The main content area displays a campaign titled 'Pawsitive Change Day (Support)' with a 'Pawsitive Change Day' logo, '\$0.00 Raised', '0 Donors', and '0 Gifts'. Below this is a 'Welcome to Another Giving Day!' message and a list of previous giving days. The list includes 'Pawnee Gives (2022)', 'Pawsitive Change Day (2022)' (highlighted with an orange arrow), and 'Pawnee Community Giving (2021)'. Each entry has a 'Copy This Profile' button. A 'Participation Approval Status' box on the right shows 'Pending'.

Completing Your 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 >

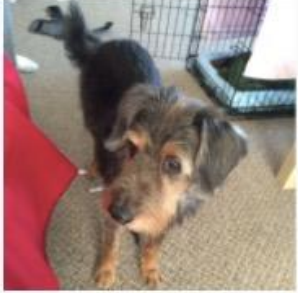
Basic Info

- Logo
- Website
- Causes

✓ Add Your Organization's Info

Website

Logo



Select Image Remove

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

Causes (optional)

Cause #1 Animals

Cause #2

Cause #3

Save

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

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




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

Set a Goal

Display Goal on Profile

\$

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. Logan passed away. 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


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

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.




\$25.00
Provides one week of food for a senior pup
[Edit](#) [Remove](#)



\$50.00
Provides a super soft bed for a loving senior pup
[Edit](#) [Remove](#)



\$100.00
Helps a family foster one of our amazing senior pups
[Edit](#) [Remove](#)



\$500.00
Provides life changing surgery to a senior pup in need
[Edit](#) [Remove](#)

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

Pro Tip: Watch the [Peer-to-Peer Fundraising Training Video](#)

 Add Fundraisers ▼

Download CSV Add Fundraisers Upload fundraisers Message All

Fundraiser ▼	Donors ▼	Amount Raised ▼	Goal ▼	Email	Phone	Actions
No fundraisers found.						

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

Set Fundraisers' Goal

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save

PAWSITIVE
CHANGE DAY

▼ MENU



National Association of Dog Owners

Did You Know?

Organizations who used P2P fundraising raised on average **3X** than those who did not.



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>



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/>



So....

What's Next?



Your Nonprofit Toolkit

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

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



Your Next Steps

First and foremost: take a breath!

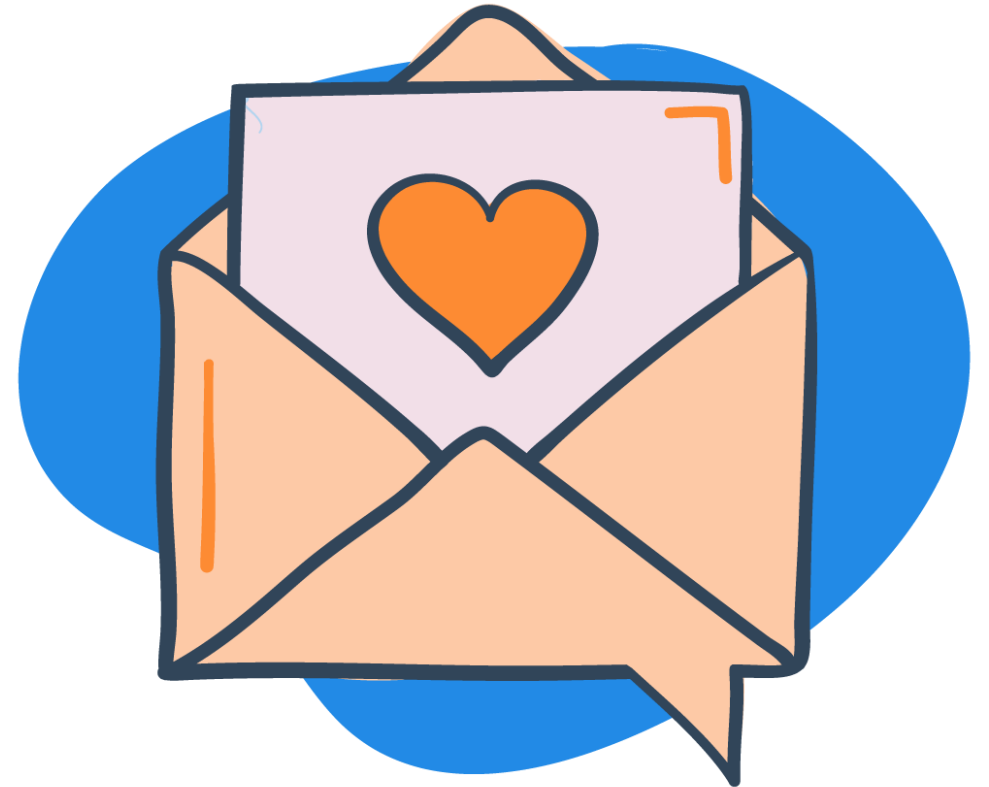
- If this is your first time participating, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- You don't need to compete for incentives and prizes



Your Next Steps

What to work on over the next weeks:

- Follow your giving day's host or site on Social Media and use your social links to get the word out!
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit
- Utilize The Nonprofit Partnership



Questions?



Additional Resources

Additional Training

- Bonterra Academy: <https://help.everyaction.com/s/article/Bonterra-Academy-Self-Signup>
- Foundational Webinar Series
- Upcoming initiatives
- Videos in Bonterra Academy



Thank You for Attending!

