

POWERED BY THE COMMUNITY FOUNDATION OF ABILENE

# P2P Fundraising and Matches/Challenges

May 6 (8 a.m. to 8 p.m. CST)



## **Meet the GiveGab Team**



**Rorey Freeman** 

Project Manager

### **Meet the CFA Team**



Katie Alford

President/CEO



Emerald Cassidy

Marketing Director



Misti Collier

Donor Relations



Meagan Harris
Rural Grants



Patrick Lewis



Kassidy Nygaard



Michelle Parrish

Grants Director



**Dru Pruitt**Finance Administrator



Barbara Richert

Office Administrator



Jennifer Weber
Scholarships

### **Agenda**



• Abilene Gives Overview

P2P Fundraising

Matches/Challenges

Next Steps and Q&A

### **Abilene Gives 2025 Overview**

www.abilenegives.org | May 6 (8 a.m. - 8 p.m.)

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Community Foundation of Abilene Efforts = Exponential visibility
- IRS-recognized nonprofit serving Abilene, Texas and the surrounding area are eligible to participate
- Leaderboards for friendly competition
- Donations open on April 28 (8 a.m. CT) and close on May 8 (12 p.m. CT)

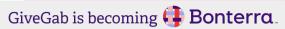
# What is Peer-to-Peer Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Abilene Gives profile. Their totals roll up into your totals!

# Why is P2P fundraising so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization





# 4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct "ask"
- 3 Steward your fundraisers
- 4 Make it fun



# **Identify Potential Fundraisers**

- Staff
- Volunteers
- Community Members
- Board Members
- Businesses
- Friends + Family!



## **Fundraiser Stories**

### Share a personal connection to your mission by asking these questions:

- What made you decide to get involved?
- What do you wish everyone knew about the organization?
- What is your favorite program or service and why?
- Why do you enjoy giving to our organization?
- How do you feel after [working at, volunteering at] our organization?



### Make It Fun!

- Create friendly competition
- Pair it with an event
- Templated graphics, communications and sample content, and ideas for sharing on social media is in the Fundraiser Toolkit
- Ask yourself, what experience would you want to have as a fundraiser?

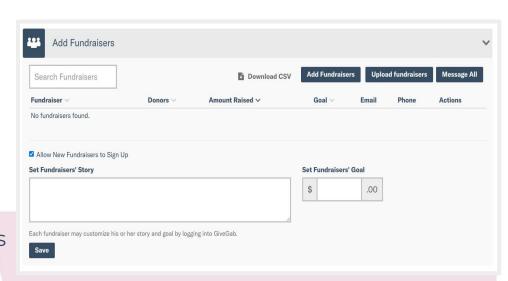




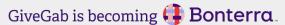
# Bonterra P2P Features

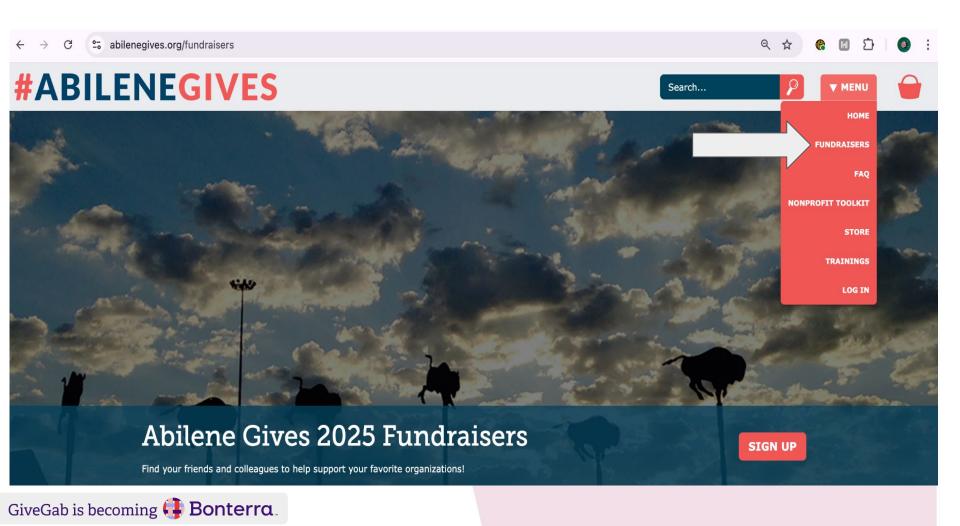
### **Invite Your Fundraisers**

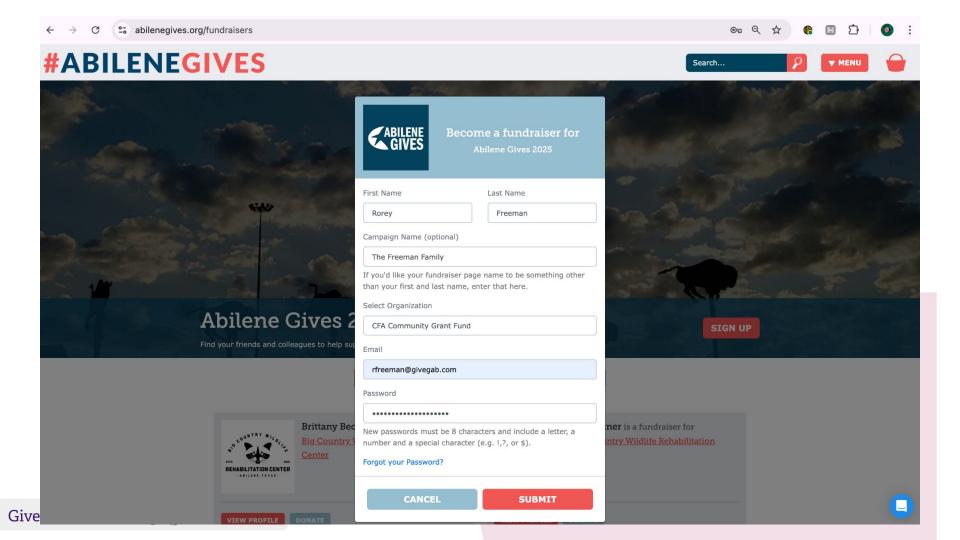
- Orgs with peer-to-peer fundraisers raise 3.4x more on average
- Ask supporters to reach out to their networks on to fundraise on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages via the Fundraiser Dashboard
- To sign up as a fundraiser, go to abilenegives.org/fundraisers



 Fundraisers who sign up will appear in this section of your dashboard: Add Fundraisers.
 If you need to make edits to their pages, you can do so here.







### **#ABILENEGIVES**











The Freeman Family is a fundraiser for

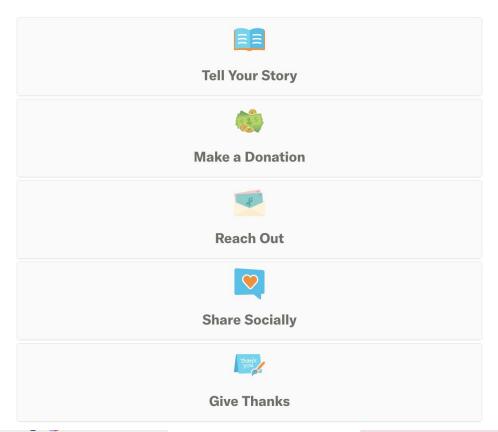
**CFA Community Grant Fund** 

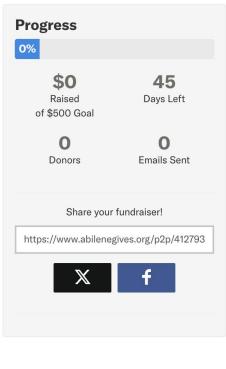
DONAT



## The Freeman Family's fundraising dashboard for CFA Community Grant Fund

Complete the steps below to be sure that your fundraiser is successful.





## **Matches and Challenges**

- Organizations who utilize matches/challenges raise more!
- Featuring a match or challenge is a great incentive for donors as it encourages them to give, knowing their gifts go farther!
- Match = every time an online gift comes in, it is matched by an offline gift (this can be 1:1, 2:1, or 3:1 matching)
- Challenge = every time an online gift comes in, it gets you
   closer to unlocking 1 lump sum donation



# **Key Dashboard Tools**

#### **Donation Tools**





Embed a Donate Button

### **Get Prepared**

Webinars and Workshops

Giving Day Toolkit

Help Center

#### **Other Actions**

Engagement Opportunities

Add External Fund

li View Registration Info

View Your Profile

Mobilize Integration

**Share Your Page** 

GiveGab is becoming • Bonterra

# Match Set-Up

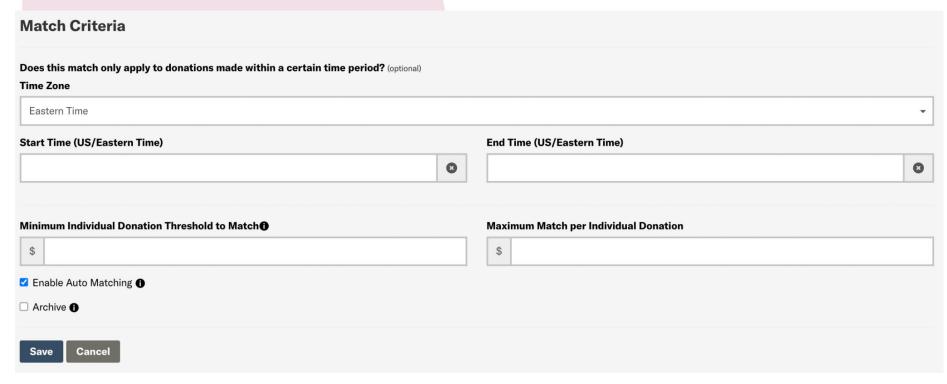
#### **Match Details**

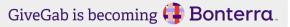
| Match Name  Description   | Image  match_commitment_image_0772220109_img  Select Image Remove  Tip: Disable adblockers on this page for the best image uploading experience. |
|---|--|
| Total Matching Funds Available (1)  \$ Matching Ratio (1)   |  |
| <ul> <li>1:1 example: \$10 donation is matched by \$10</li> <li>2:1 example: \$10 donation is matched by \$20</li> <li>3:1 example: \$10 donation is matched by \$30</li> </ul> |  |

# **Match Set-Up**

| Sponsor Donor Details  |                                       |
|--|---------------------------------------|
| Sponsor Donor Name   |                                       |
| Sponsor Donor Name is for your reporting purposes and will not display publicly unless you check t | he box below.                         |
|  | ☐ Display Sponsor Donor Name Publicly |
|  |                                       |
| Sponsor Business URL (optional)  | -                                     |
|  |                                       |
|  |                                       |

# Match Set-Up





## Challenge Set-Up

#### **Challenge Details**

| Challenge Name                      | Image   |
|-------------------------------------|---|
|                                     | match_commitment_image_6078088626_img   |
| Description                         | Tip: Disable adblockers on this page for the best image uploading experience. |
| Challenge Unlock Amount ①           |   |
|                                     |   |
| Challenge Type                      | Challenge Goal  |
| ✓ Dollar Challenge                  |   |
| Donor Challenge  Donation Challenge | How many dollars are needed to complete this challenge?                       |

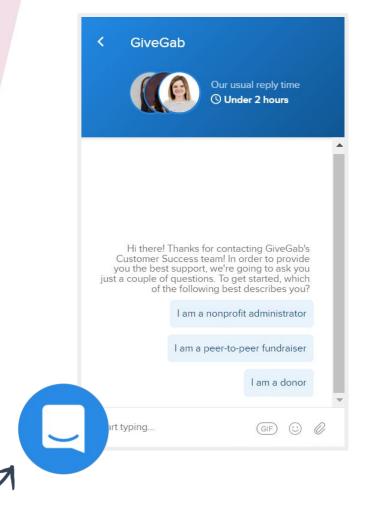
# Make sure you're verified to collect donations!

- 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



# How We Support You

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



# Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Abilene Gives needs.

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



# **Your Next Steps**

#### What to work on over the next few months:

- Follow the Community Foundation of Abilene on Social Media and use hashtag #AbileneGives when posting about the giving day
- Watch your inbox for important emails
- Meet internally to discuss goals
- Explore the Nonprofit Toolkit and Trainings page



# Questions?



May 6, 2025 (8 a.m. - 8 p.m.)



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# WHAT'S NEW A few updates for this year's giving day.



Michelle Parrish

Grants Director



### **BEFORE**

Required to submit additional verification form for all offline gifts (cash/check), AND match/challenge funds.

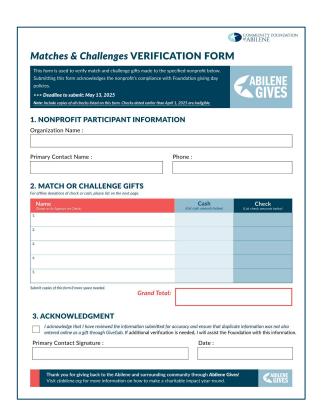


### **NOW**

Verification form and check copies required ONLY to confirm match or challenge funds gifts.

## **VERIFYING MATCHES**

- Submit required form and check copies as early as possible, but no later than Tuesday, May 13
- Fillable PDF can be found in FAQs
- Email completed form to mparrish@cfabilene.org
- Submitting the form does not activate your match; you must add through your dashboard



### CASH. CHECK. NO PROBLEM.

Here's how to process offline gifts.

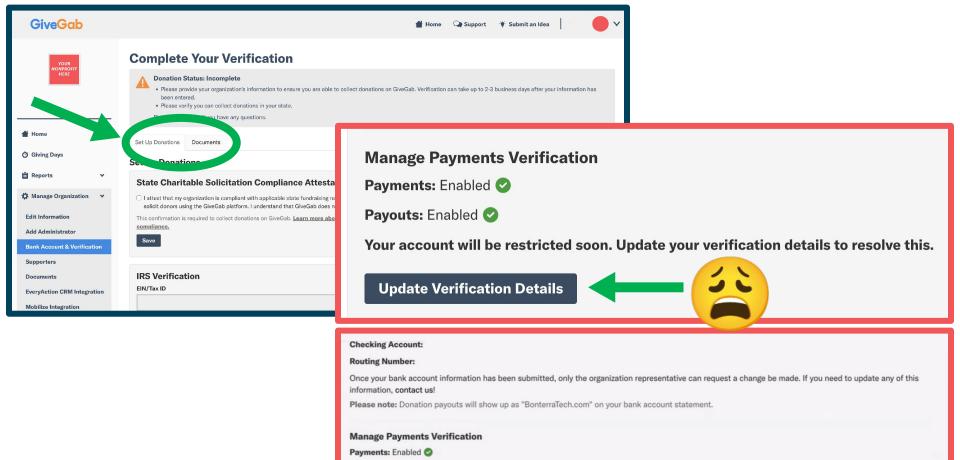
- Delivered directly to the NPO.
- NPO responsible for entering the gift in the GiveGab portal on or before 8 p.m. on May 6.
- Offline gifts are not eligible for bonus prizes.
- Offline gifts are subject to review by the CFA.

### **REGISTRATION**

I have to register with Stripe? Yes, and here's why:



- Allows the NPO to accept online donations directly
- Funds are sent directly to the NPO's bank account



Payouts: Enabled

You have no outstanding requirements.



### **2025 PRIZES**

- Prizes every 15 minutes
- Types of prizes
  - Pregiving
    - Board engagement
    - Social media

- Pep rally
  - Team spirit
- Giving day
  - 8 a.m. to 8 p.m.

- Awarded prizes are subject to audit and will be finalized by the Community Foundation of Abilene no later than May 15 at 5 p.m.
- Prizes may be revoked or withheld if gifts or matches can't be validated or if donations do not qualify as "Unique Gifts" or "Unique Donations," including falsifying donor email addresses or matches.
- A "Unique Gift" or "Unique Donation" is defined as one donation of \$10 or more to one organization from one donor. Multiple gifts made by the same donor to the same organization will only be counted as one "unique donation." Donors can make eligible gifts to multiple organizations.

- Organizations cannot donate to themselves to generate prizes or create match/challenge funds.
- Gifts made online at abilenegives.org during the early giving period
   (April 28 May 6) will count towards pre-giving prizes (i.e. "Get On Board") but will not count toward any possible prizes on the giving day itself.
- The "Spur The Giving" prize is for rural nonprofits (located within a 150-mile radius around Oplin, Texas) only. Abilene nonprofits are ineligible for these rural prizes.

- Organizations can win only one of the following types of prizes:
  - "Time is Money"
  - "Show Me the Money"
  - "Golden Ticket"
  - "Platinum Ticket"
  - "Cue the Confetti"
- Rules on the social media contest can be found linked in the FAQs
- Anyone who attempts to game the system runs the risk of being caught in our audit.

- Failure to comply with these rules may result in your organization being prohibited from participating in a future Abilene Gives campaign.
- In order to receive the prize money, an organization must raise donations equal to or greater than the prize dollars awarded. For example, if you receive a prize of \$1,000, you must raise at least \$1,000 in donations. If the organization only raises \$250, it will only receive \$250 of the prize money awarded.
- Prizes are subject to change based on the discretion of the Foundation.

## THE SOCIAL GAME\$

- Connecting with CFA on social media
- Campaigns (video and non-video)
- Bonus social prizes (pre-giving and giving day)



## **0000, TAG ME!**

- Connect with the giving day through social media
  - RSVP for the official event
  - Use the "@ mention" to tag the Foundation
  - Use the hashtag, #AbileneGives
    - There is NO profile for Abilene Gives

#### **Create post**





**Emerald Cassidy** 

♣ Friends ▼

#### @Community Foundation of



**Community Foundation of Abilene** 

Page · 3.8K followers



**Community Foundation of North Louisiana** 

Page · 5.7K followers



Community Foundation of Middle Tennessee 🧇

Page · 20K followers



**Community Foundation of Sarasota County** 

Page · 11K followers



**Community Foundation of West Texas** 

Daga 19K followers



#### **Community Foundation of Abilene**

January 27 at 1:58 AM · 🔇

Sor will be celebrating their "hundredth day" of school this week. At the Foundation, we'll own countdown, too... 100 days to Abilene Gives 2025!

nonpress, rollow the Laws at abilenegives.org. Early bird registration begins comprow, Jan 27. #AbileneGives



Tue, May 6 at 2 PM IST

#### **Abilene Gives 2025**

Community Foundation of Abilene Causes · 112 people



## CAMPAIGN\$

- Best Video
- Best Non-Video

Must submit the official entry form, provide link to Support Document, to be eligible.

bit.ly/AG25SocialMediaCampaign



- "Absolutely Fabulous"
  - Abilene Gives t-shirt or NPO





- Fan Favorite
  - Reply to Facebook post on CFA's profile using a photo
  - Photo with the most reactions by the deadline wins!







- Suggestion Box
  - Using the CFA's story, use the "Add Yours" sticker that will add a story to your profile.
    - Include #AbileneGives, tag CFA and your favorite NPO





#### ADD TO CART.

- Shop official "Abilene Gives" merch from the online store hosted by Lone Star Dry Goods.
- Store closes 11:59 p.m. on April 16.



#### ADD TO CART.

#### **Specs**

Cost: \$20 ea

Brand: Bella+Canvas

Sizes: youth and adult available

abilenegives.org/info/store



#### **YOUR NEXT STEPS**

- Subscribe to our email newsletters
- Register to participate in the giving day
  - \$150 Through April 9
  - Registrations cannot be submitted after this April 9 deadline



#### **YOUR NEXT STEPS**

- Complete giving day profile
- Access resources like nonprofit toolkit
- Build a campaign unique to your NPO
  - Digital
  - Print
  - Video

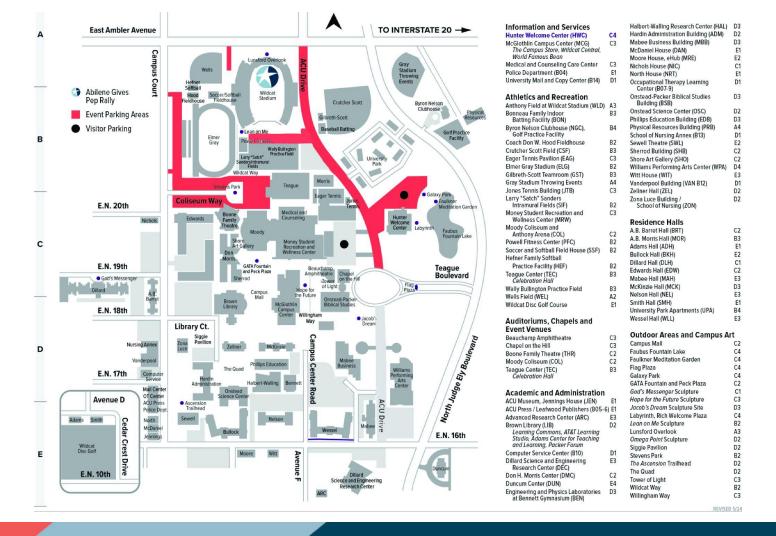
#### **GIVING DAY PEP RALLY**

- May 6
  - **8 a.m.** Doors open; **8:30 a.m.** Presentation begins
  - Wildcat Stadium (3rd Floor Club Level)

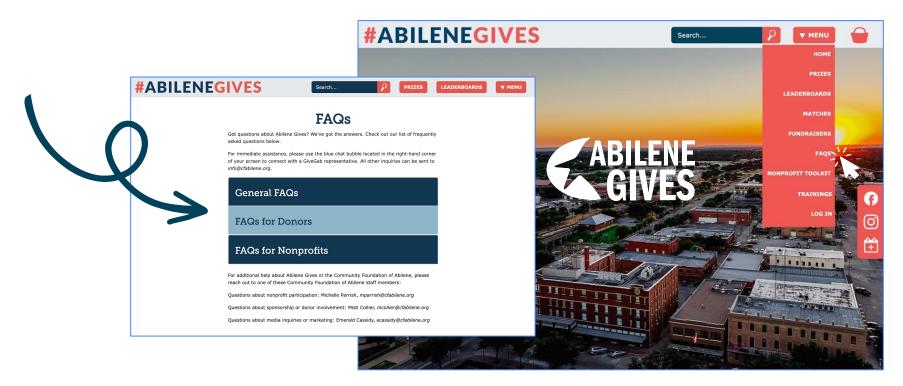
Wear your nonprofit merch, bring signs...
We're looking to award a prize for most team spirit!







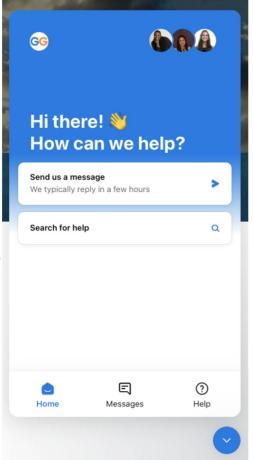
# GOTQUESTIONS? Our FAQs have answers.



# GOT QUESTIONS? GiveGab has answers, too.







## **QUESTIONS?**



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