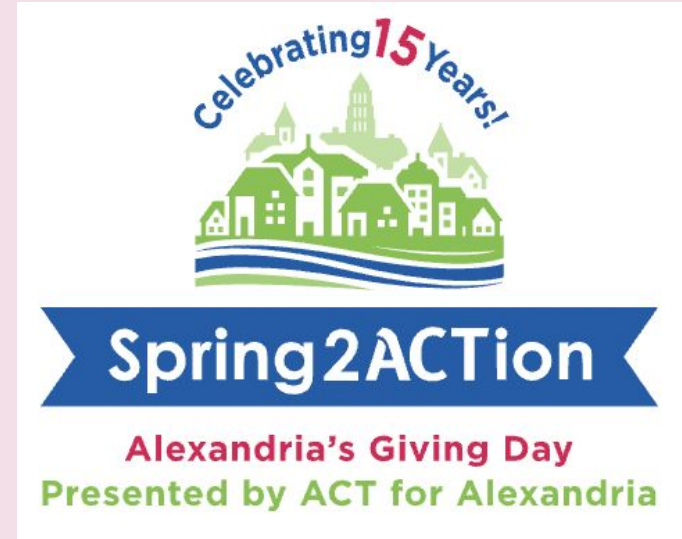


Spring2ACTion 101

January 29, 2025



Your S2A ACT Team



Brandi

Chief Program Officer



Vannice

*Program & Development
Associate*

About ACT for Alexandria

ACT is Alexandria's Community Foundation



Amplifying the work of the community by bringing people and resources together.

What is Spring2ACTion?

- Alexandria's Giving Day - one day when our community comes together to support nonprofits!
- 24-hour online giving event on April 9 through a single giving platform GiveGab
- Connects donors to the charitable causes they care about most and encourages them to take action
- Capacity Building Tool providing customized trainings, tools, templates, and guides to optimize your fundraising efforts all-year round!
- Crowdfunding and free agent fundraising mixed with friendly competition

Meet Your GiveGab Team



Rorey Freeman

Spring2ACTion
Project Manager



Kalia Kornegay

Onboarding
Consultant

Spring2ACTion Overview

spring2action.org | April 9, 2025, 12am - 12am ET

- Donations open online on March 26 at 12am and will remain open until April 13 at 11:59pm
- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits serving City of Alexandria and Fairfax County Alexandria are eligible to participate
- Leaderboards for friendly competition between donor groups
- ACT will feature prizes - more information to come!

Submit Your Questions



Chat Box

A screenshot of a Zoom chat box interface. It features a 'To:' dropdown menu with 'All panelists' selected and marked with a checkmark. Below it, the 'Type' is set to 'All panelists and attendees'. The interface has a clean, modern look with a white background and blue accents.

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

Agenda



- **Spring2ACTion 2025 Overview**
- **Donation Security + Donor Checkout**
- **Completing Your Profile**
 - **Free Agent Fundraisers**
- **Next Steps & Questions**

Benefits of Participating



- Learn to utilize digital fundraising tools, and take advantage of resources that are available year-round!
- Re-Engage with your existing supporters and gain new donors
- Combine your marketing efforts + ACT's marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds will reach your bank account within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in GiveGab
- All participating organizations verified as IRS and state-recognized nonprofits

stripe



Simple Donation Processing



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

Transparent Donations

- **Credit Card, ACH, Mobile Pay** for online transactions
- Donors can cover all fees on behalf of your organization

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13

What's with these fees?

☒ I'll cover the fees!

Privacy Option(s)

☐ Please do not display a name publicly.




☐ Please do not display the donation amount publicly.

☐ Hide my name from this organization and the public.

Total: **\$53.13**

[BACK](#) [SUBMIT](#)

Securely processed with:

 SSL  256 Bit Encryption  reCAPTCHA

[Google Privacy Policy](#) and [Terms of Service](#) apply.
Learn more about how your information is used following a donation: [Privacy Policy](#).

Transparent Donations

Credit Card:

2% Platform Fee
+
2.5% Host Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
7% + \$0.30

ACH:

2% Platform Fee
+
2.5% Host Fee
+
\$3.00 flat bank fee
=
4.5% + \$3.00
**\$100 minimum*



Search

Search (e.g. SPCA, Food Bank)

[View All](#)

Here are some participating initiatives!



Pawnee Food Bank

[VIEW](#)

[DONATE](#)



Covid-19 Emergency Fund

[VIEW](#)

[DONATE](#)



Fund Our New Fridge

[VIEW](#)

[DONATE](#)

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

Donors can make up to 10 gifts in a single transaction.

Donor Checkout

Spring2ACTion
Presented by ACT for Alexandria

▼ MENU

Thank you for supporting Spring2ACTion 2025!

1 Amount

2 Payment

3 Confirmation

Choose an organization

[View All](#)

BACK

NEXT

Securely processed with:



SSL



256 Bit Encryption



reCAPTCHA

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

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

Donor Checkout

Spring2ACTion
Presented by ACT for Alexandria

▼ MENU

Thank you for supporting Spring2ACTion 2025!

1 Amount

2 Payment

3 Confirmation

Choose an amount to give:

\$ 10

[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



ACT for Alexandria



Donor Checkout

Enter Your Payment Information

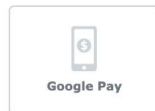
1 Amount

2 **Payment**

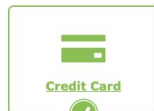
3 Confirmation

Your \$10.00 Gift

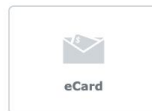
Payment Method (Click on one of the following)



Google Pay



Credit Card



eCard



Bank Account

First Name

Last Name

Credit Card Info

Card number

Autofill link

Email

Mailing Address

Country

United States

Street

City

State

Mailing ZIP/Postal Code

Phone Number

Payment via Bank Account requires a minimum total donation amount of \$100.00

Donor Checkout

What's with these fees? ⓘ

☒ Every transaction incurs a technology fee and a credit card (2.5% + \$0.30) or ACH processing fee in order to support the costs of running a giving event and site.

☐ Please see the FAQs posted on the giving site for a full breakdown.

☐ Please do not display the donation amount

BACK

Confirm Your Gift

1 Amount

2 Payment

3 Confirmation

ACT for Alexandria

Gift: \$10.00

Email: rfreeman@givegab.com

Fees: \$1.03

What's with these fees? ⓘ

☐ I'll cover the fees

Privacy Option(s)

☐ Please do not display a name publicly.

☐ Please do not display the donation amount publicly.

☐ Hide my name from this organization and the public. ⓘ

Total: \$10.00

Newsletter Sign Up

☐ Stay updated on news about our community with the ACT for Alexandria newsletter.

SUBMIT

Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN and 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!



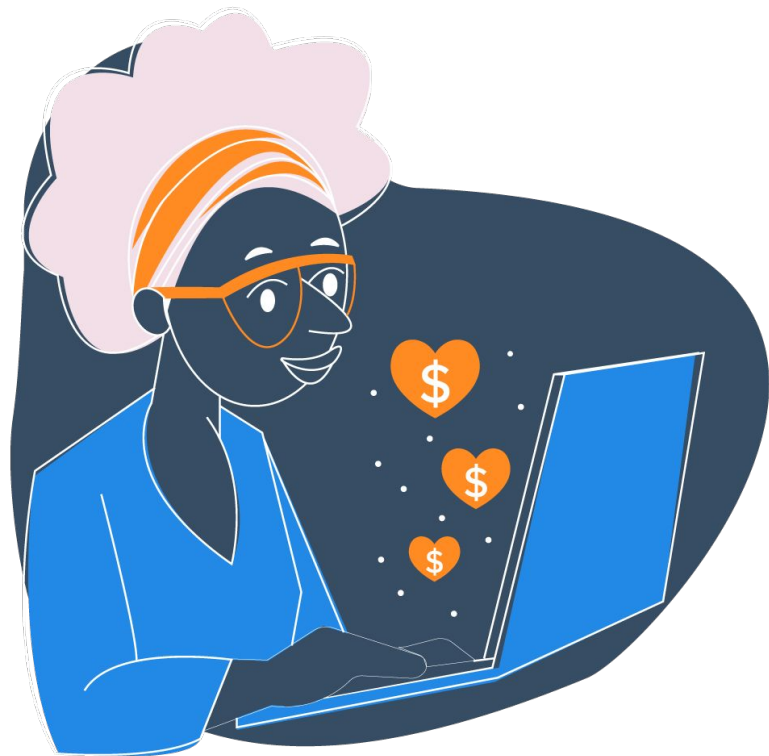
You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

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](#)

Completing Your Profile



Your Giving Day Dashboard

Returning Nonprofits

Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.



Spring2ACTiOn 2023 (2023)

Copy This Profile



Spring2ACTiOn 2024 (2024)

Copy This Profile

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

✓ 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


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



Select Image

Remove

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

Set a Goal

☒ Display Goal on Profile

\$

10000

.00

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 I was 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>.

Save

Get Verified on GiveGab

- 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

 Get Verified to Collect Donations 

Status: **Incomplete**

Please provide your organization's information and verify you can collect donations in your state [here](#).

[Confirm State Fundraising Compliance](#)

[Add Bank Info](#)

Get Verified on GiveGab

The screenshot shows the GiveGab dashboard with a left sidebar and a main content area. The sidebar includes links for Home, Giving Days, Reports, Manage Organization, Edit Information, Add Administrator, Bank Account & Verification, Supporters, Documents, EveryAction CRM Integration, and Mobilize Integration. The main content area lists five tasks, each with a green checkmark icon and a right arrow: 'Add Your Organization's Info', 'Add Your Story', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. Below these tasks is a red 'Reset Profile' button and a small informational text block.

Home

Giving Days

Reports

Manage Organization

Edit Information

Add Administrator

Bank Account & Verification

Supporters

Documents

EveryAction CRM Integration

Mobilize Integration

✓ Add Your Organization's Info >

✓ Add Your Story >

✓ Add Donation Levels >

✓ Add a 'Thank You' Message >

Add Fundraisers >

Reset Profile

Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

- If you've participated in S2A in the past and were previously verified, make sure to review your bank account info and ensure there are no outstanding requirements.


Manage Payments Verification

Payments: Enabled ✓


Payouts: Enabled ✓

You have no outstanding requirements.


Suggest Donation Levels

 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

- 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

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

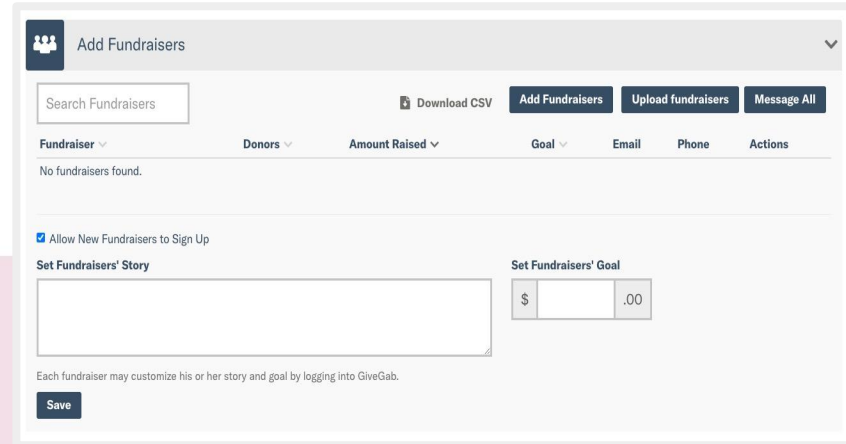
Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 800x600.

Save

GiveGab is becoming  Bonterra.

Invite Your Fundraisers

- **Orgs with free agent 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 spring2action.org/fundraisers



The screenshot shows the 'Add Fundraisers' dashboard. At the top, there's a header with a group icon and the title 'Add Fundraisers'. Below this is a search bar labeled 'Search Fundraisers' and a 'Download CSV' button. To the right are three buttons: 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. Below these is a table with columns: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table currently shows 'No fundraisers found.' Below the table, there's a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. Underneath is a section titled 'Set Fundraisers' Story' with a large text input field. To the right of this is a 'Set Fundraisers' Goal' section with a currency selector '\$' and a numeric input field showing '.00'. At the bottom, there's a note: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.' and a 'Save' button.

- 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.



HOME

FUNDRAISERS

DONOR FAQ

EVENTS

NONPROFIT FAQ

NONPROFIT TOOLKIT

TRAININGS

YOUR IMPACT

LOG IN

Spring2ACTion 2025 Fundraisers

Find your friends and colleagues to help support your favorite organizations!

SIGN UP

Search by name...

SEARCH



Become a fundraiser for Spring2Action 2025

First Name

Last Name

Campaign Name (optional)

If you'd like your fundraiser page name to be something other than your first and last name, enter that here.

Select Organization

Email

Password

New passwords must be 8 characters and include a letter, a number and a special character (e.g. !,?, or \$).

[Forgot your Password?](#)

CANCEL

SUBMIT

SIGN UP

Spring2Action

Find your friends and colleagues to help support



Rorey Freeman is a fundraiser for
ACT for Alexandria

DONATE





Rorey Freeman's fundraising dashboard for ACT for Alexandria

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



Tell Your Story



Make a Donation



Reach Out

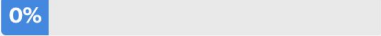


Share Socially



Give Thanks

Progress



\$0
Raised
of \$500 Goal

89
Days Left

0
Donors

0
Emails Sent

Share your fundraiser!


<https://www.spring2action.org/p2p/3991E>



Key Dashboard Tools

-  Add Your Organization's Info
-  Add Your Story
-  Get Verified to Collect Donations
-  Add Donation Levels
-  Add a 'Thank You' Message
-  Add Fundraisers

Reset Profile

 Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Donation Tools

-  Manage Matches and Challenges
-  Manage Donations
-  Embed a Donate Button

Get Prepared

-  Webinars and Workshops
-  Giving Day Toolkit
-  Help Center

Other Actions

-  Engagement Opportunities
-  Add External Fund
-  View Registration Info
-  View Your Profile
-  Mobilize Integration

Share Your Page

Key Dashboard Tools

Donation Tools



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



Help Center

Other Actions



Engagement Opportunities



Add External Fund



View Registration Info



View Your Profile



Mobilize Integration

Share Your Page

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/>



Matches and Challenges

- Organizations who utilize matches/challenges raise more on average than those who do not.
- Featuring a match or challenge is a great incentive for donors as it encourages them to give, knowing their gifts go farther.



Key Dashboard Tools

Donation Tools



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

Get Prepared



Webinars and Workshops



Giving Day Toolkit



Help Center

Other Actions



Engagement Opportunities



Add External Fund



View Registration Info



View Your Profile



Mobilize Integration

Share Your Page

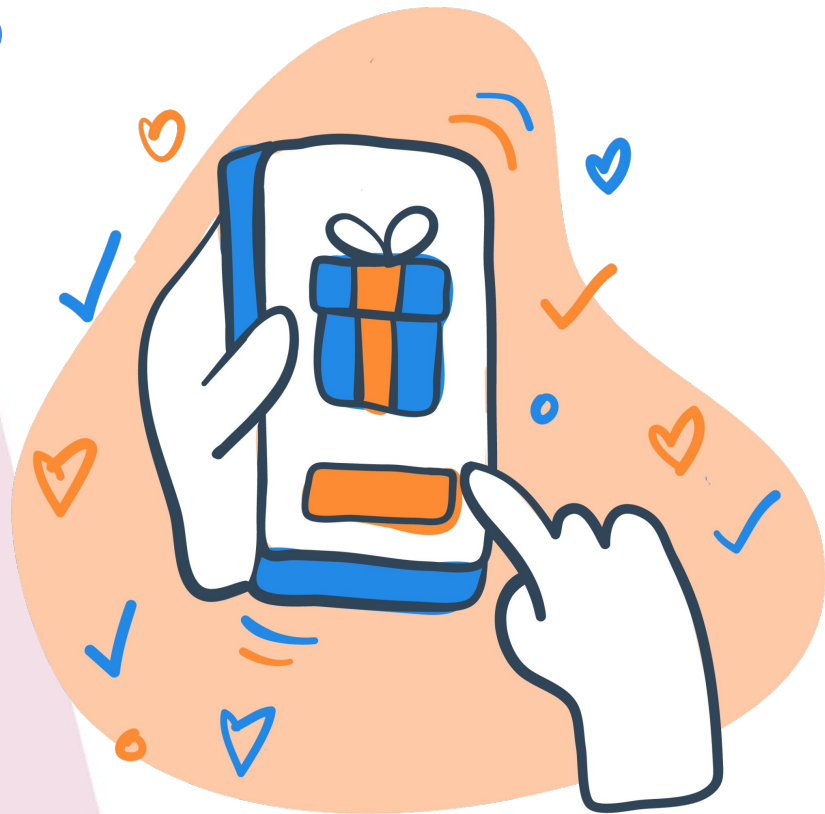
ALX Dog Walk - Spring2ACTion Nonprofit Village

- **When:** Saturday, April 5th, 2025 | 7:00 AM – 11:00 AM
- **Where:** Oronoco Bay Park, Old Town Alexandria
- **Why Register:**
 - Join the 4th Annual ALX Dog Walk and connect with the community.
 - Showcase your nonprofit in the Spring2ACTion Nonprofit Village with 40 organizations.
 - Host a plastic-free event table to promote your mission.
- **Cost:** \$25 (includes table and two chairs).



Questions? Contact Julie Chapman at julie.chapman@alxdogwalk.com

What's Next?



Your Nonprofit Toolkit

The Spring2ACTion Nonprofit Toolkit has valuable resources for all your Spring2ACTion needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers



Your Next Steps



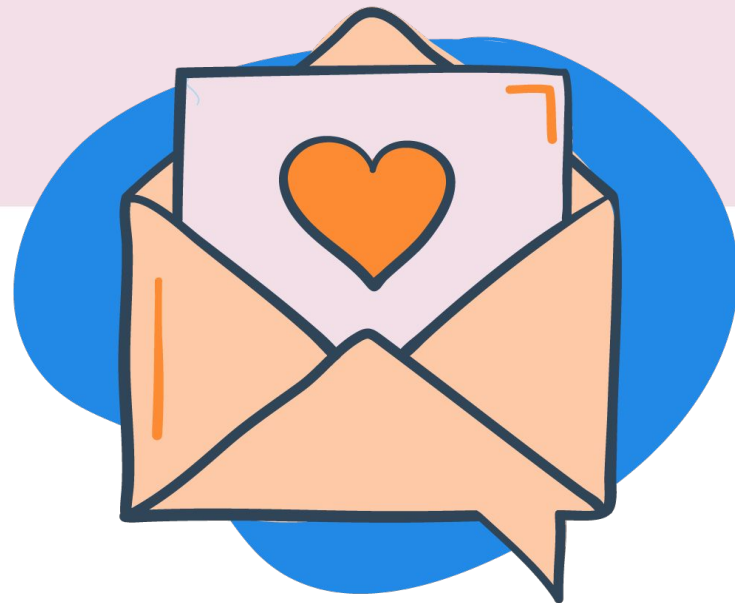
Take a breath!

- 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
- Spring2ACTion may not be the right fit for all of your donors - that's okay!

Your Next Steps

What to work on over the next few weeks:

- Follow ACT on Social Media and use #Spring2ACTion Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit

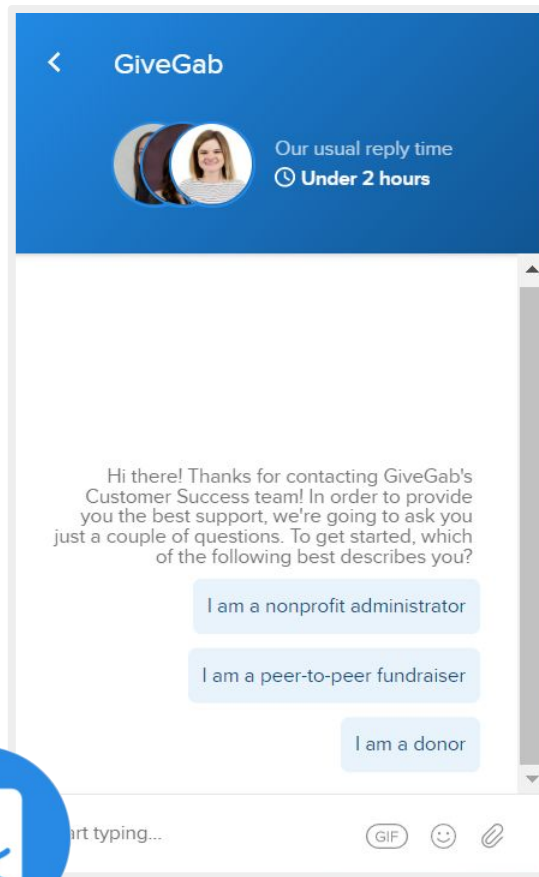


Important Dates

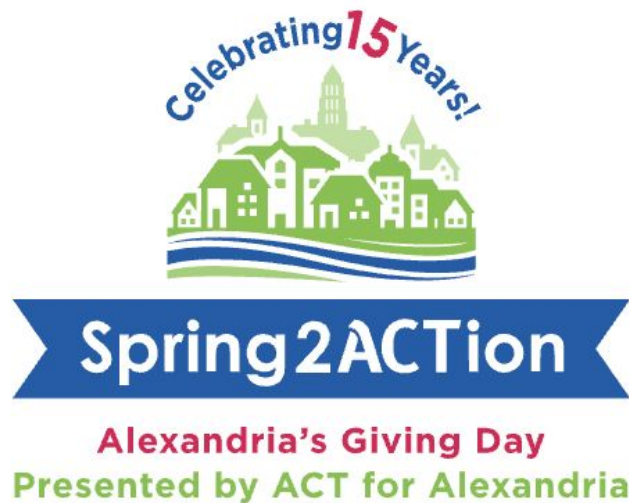
- **Early Registration - \$30 (January 9 - February 14)**
 - **Regular Registration - \$50 (February 15 - March 14)**
 - **Late Registration - \$75 (March 15 - 23)**
 - **Donations Open - March 26**
 - **Giving Day - April 9**
 - **Donation Close - April 13**
-
- **Spring2ACTion Webinar 101 - January 29**
 - **Spring2ACTion Webinar 201 - February 19**
 - **Spring2ACTion Webinar 301 - March 12**

How We Support You

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



Questions?



GiveGab is becoming  Bonterra.