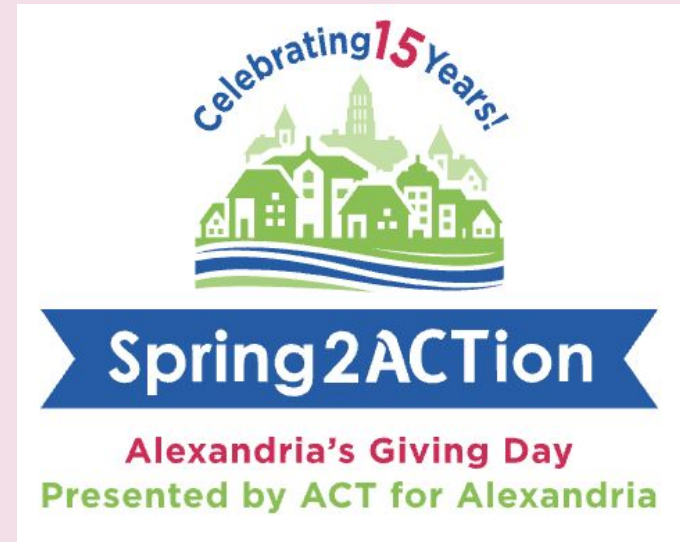


Spring2ACTion 201

February 19, 2025



Your S2A ACT Team



Brandi

Chief Program Officer



Vannice

*Program & Development
Associate*

About ACT for Alexandria

ACT is Alexandria's Community Foundation



ACT *for* **ALEXANDRIA**

A 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

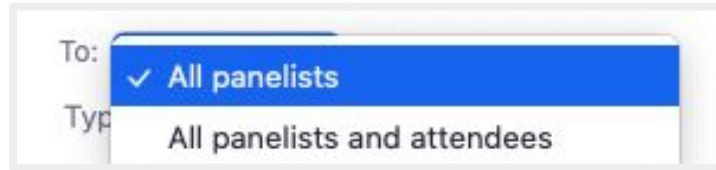
spring2action.org | April 9, 2025, 12am - 12am ET

- 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



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

Agenda



- Free Agent Fundraisers
- Matches/Challenges
- Bank Verification
- Next Steps & Questions

What is Free Agent Fundraising?

Free Agent Fundraising allows your most passionate supporters to create and host their own fundraising page right within your Spring2ACTion profile. Their totals roll up into your totals!

Why is 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 affiliate



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

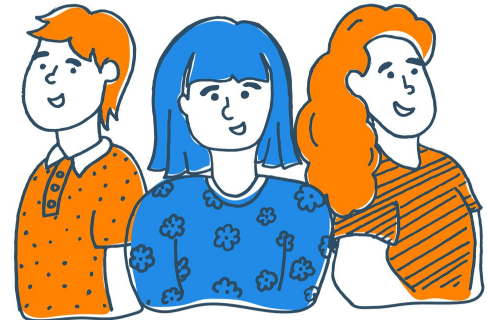
- Staff
- Volunteers
- Board Members
- Friends + Family!



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?

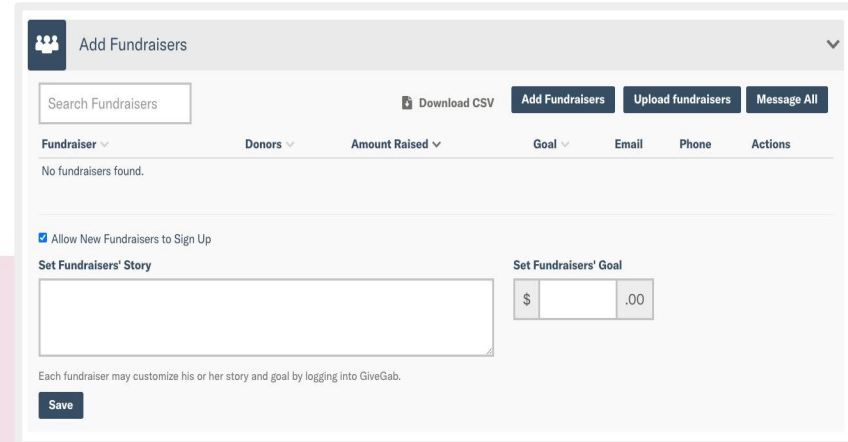




Bonterra FAF Features

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 is a search bar labeled 'Search Fundraisers' and three buttons: 'Download CSV', 'Add Fundraisers', and 'Upload fundraisers'. Below the search bar 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 is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. To the right of this checkbox is a section titled 'Set Fundraisers' Goal' with a text input field containing '\$' and a numeric input field with '.00'. Below this is 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

Spring2Action

Find your friends and colleagues to help support

SIGN UP



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%

\$0

Raised
of \$500 Goal

89

Days Left

0

Donors

0

Emails Sent

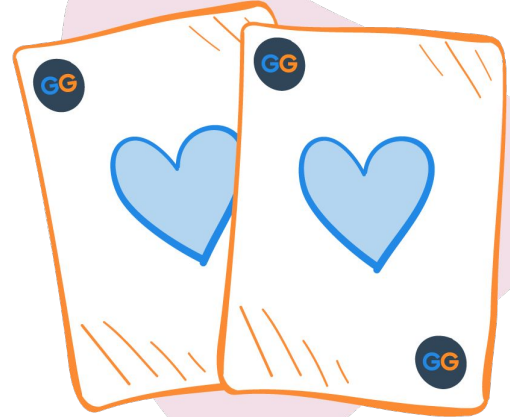
Share your fundraiser!

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



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!



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

Match Set-Up

Match Details

Match Name

Description

Total Matching Funds Available ⓘ

Matching Ratio ⓘ

- 1:1** example: \$10 donation is matched by \$10
- 2:1** example: \$10 donation is matched by \$20
- 3:1** example: \$10 donation is matched by \$30

Image

 match_commitment_image_0772220109_img

Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

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 the box below.

Display Sponsor Donor Name Publicly

Sponsor Business URL (optional)

Match Set-Up

Match Criteria

Does this match only apply to donations made within a certain time period? (optional)

Time Zone

Eastern Time

Start Time (US/Eastern Time)

End Time (US/Eastern Time)

Minimum Individual Donation Threshold to Match ⓘ

Maximum Match per Individual Donation

Enable Auto Matching ⓘ

Archive ⓘ

Save

Cancel

Challenge Set-Up

Challenge Details

Challenge Name

Description

Challenge Unlock Amount ?

Image

 match_commitment_image_6078088626_img

Select Image

Remove

Tip: Disable adblockers on this page for the best image uploading experience.

Challenge Type

- ✓ Dollar Challenge
- Donor Challenge
- Donation Challenge

Challenge Goal

How many dollars are needed to complete this challenge?

What's Next?



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 a dashboard with a left-hand navigation menu and a main content area. The navigation menu includes: Home, Giving Days (highlighted), Reports, Manage Organization, Edit Information, Add Administrator, Bank Account & Verification, Supporters, Documents, EveryAction CRM Integration, and Mobilize Integration. The main content area displays a list of five verification steps, each with a green checkmark and a right-pointing arrow: 'Add Your Organization's Info', 'Add Your Story', 'Add Donation Levels', 'Add a 'Thank You' Message', and 'Add Fundraisers'. Below this list is a red 'Reset Profile' button and a small informational note: '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.

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



Get Your Promo Kit

To help promote Spring2ACTION, ACT for Alexandria is offering Spring2ACTION Promotion Kits for the first time!

- Your organization can purchase a promotion kit that includes **2-yard signs** and **1 Spring2ACTION T-shirt for just \$30.**
- Your **order must be paid for by February 25** and picked up from the ACT office between March 17 - April 4.

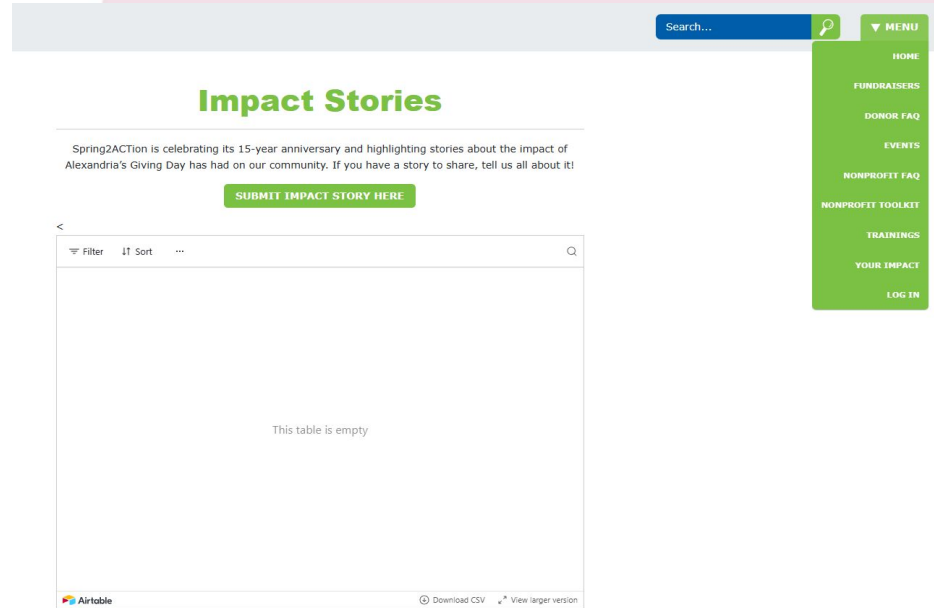


Questions? Contact Vannice Evans, vannice.evans@actforalexandria.org.

Submit Your Impact Story

ACT is seeking Spring2ACTION Impact Stories. These stories can include:

- Why Spring2ACTION is important to your organization.
- A highlight of last year's Spring2ACTION or how Spring2ACTION has helped your organization.

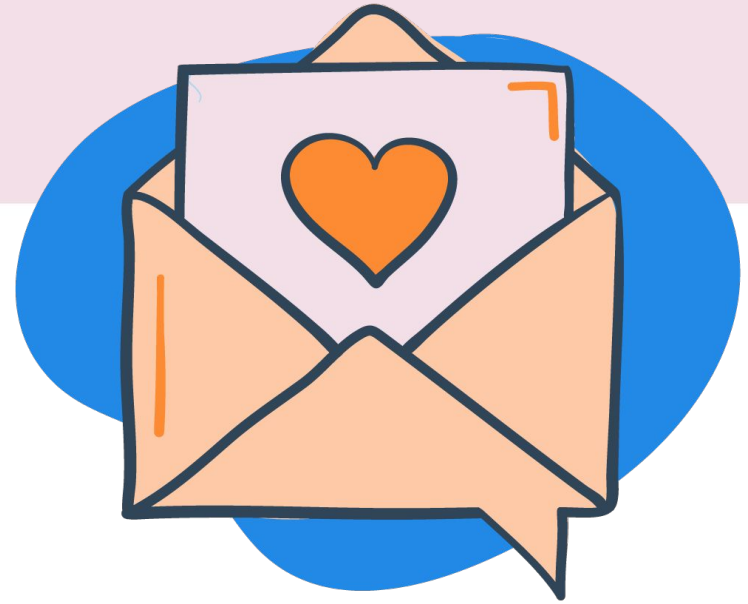


Submit your impact story before **March 1st** to receive a **free Spring2ACTION Yard Sign** and be featured on the Spring2ACTION website!

Your Next Steps

What to work on over the next few weeks:

- Identify your fundraisers and determine how they will sign up
- Follow ACT on Social Media and use #Spring2ACTion Hashtag
- Meet internally to discuss goals
- Sign up for March 12 training
- Consider hosting an event between March 26 - April 9
- Explore the toolkit

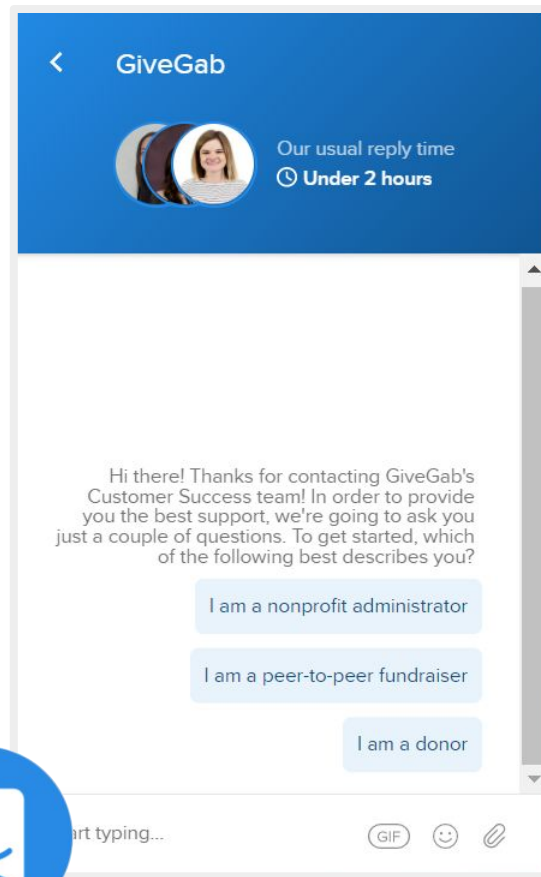


Important Dates

- ~~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 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?



Spring2ACTion

Alexandria's Giving Day

Presented by ACT for Alexandria

GiveGab is becoming  Bonterra.