

Final Steps to Success

December 3, 2024



GiveGab is becoming  Bonterra.

Meet the Team



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Submit Your Questions!

This is being recorded. The recording will be available on the /trainings page by **DATE**.

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

Introduce yourself! Name, location, organization.



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

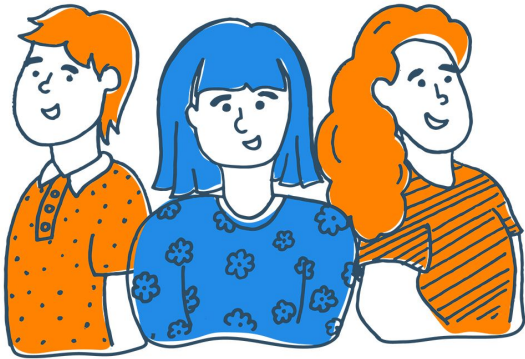
Send Anonymously

Agenda



- **Updates & Reminders**
- **Your Checklist for Success**
- **After the Giving Day**
- **Next Steps**
- **Q&A**

Coastal Giving Tuesday Updates and Reminders



- <https://www.coastalgivingtuesday.org/>
12/3, 12a-12a
- Donations Open: 12/3 12A
- Donations Close: 12/31 11:59p
- Social Media Feed

Your Success Checklist

- ✓ Ready for Donations?
- ✓ The Perfect Profile
- ✓ Gamify with Matches & Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



Are You Able to Accept Donations?

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations ✓
 - Status: Verified**
 - Hooray! Your organization has been verified to accept donations on GiveGab.
 - ✓ Confirmed state fundraising compliance
 - ✓ Bank account and organization information verified

Is Your Profile Complete?

Have you:

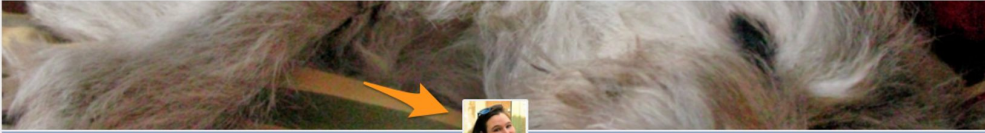
- Added your logo **and** a cover photo?
- Shared an authentic story?
- Set goals?
- Included clear calls to action?
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?



Is Your Profile Complete?

PAWNEE GIVES

PRIZES LEADERBOARDS MENU




Bridget Cafaro's fundraiser for Logan's Pups





DONATE

30% \$100 Raised \$500 Goal 1 Donors


6 Reasons To Adopt A Senior Dog | The Dodo



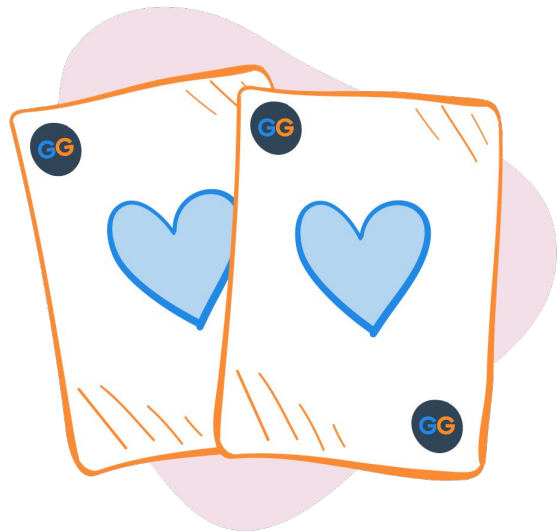
Owning a senior dog changed me for the better and I hope that by supporting Logan's Pups I can help more senior pups find the loving homes the deserve and educate my friends and family about how amazing owning a senior dog can be!

 \$25 Provides one week of food for a senior pup.	 \$50 Provides a super soft bed for a loving senior pup.	 \$100 Helps a family foster one of our amazing senior pups.	 \$500 Provides life changing surgery to a senior pup in need.
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CHOOSE YOUR OWN AMOUNT



Have You Secured a Matching Gift?



- **Why?**
 - Organizations with matching funds raise 4.5x more on average than organizations without a match
- Strategize
 - Set up your match in a way that draws donor attention
 - Credit the sponsors to cross-promote
- There's still plenty of time to start this year!
- First time? Keep it simple.
- **Pro Tip:** Watch the Matches & Challenges training

Your Matching To-Do List

- ✓ Identify sponsors to ask
- ✓ Secure commitment
- ✓ Add Matches and Challenges your profile
- ✓ Verify your match setup with chat support
- ✓ Curate communications to highlight your match

Do You Have Fundraisers?

- **Expand your organization's reach** by asking individuals to share your page
- Go one step further: Ask them host their very own fundraising page (Peer-to-Peer)
- Anyone can be a fundraiser
- **Pro Tip:** Watch the Peer-to-Peer Fundraiser training video



Setting Up Your Fundraisers For Success

- Set up a quick info session for Ambassadors and Peer-to-Peer Fundraisers
- Walk them through the [Fundraiser Guide](#)
- Communicate your organization's goals
- Create a simple, suggested timeline for communications
- Provide them with the links they need to share out
- Walk P2P Fundraisers through creating their profile

Do You Have a Communications Plan?

- Plan your online communications ahead of the day
 - How many posts and when?
 - What will your content look like? Examples below:
 - Announcement/Save the Date
 - Campaign Countdown
- No need to start from scratch! Customize the templates available in your Nonprofit Toolkit



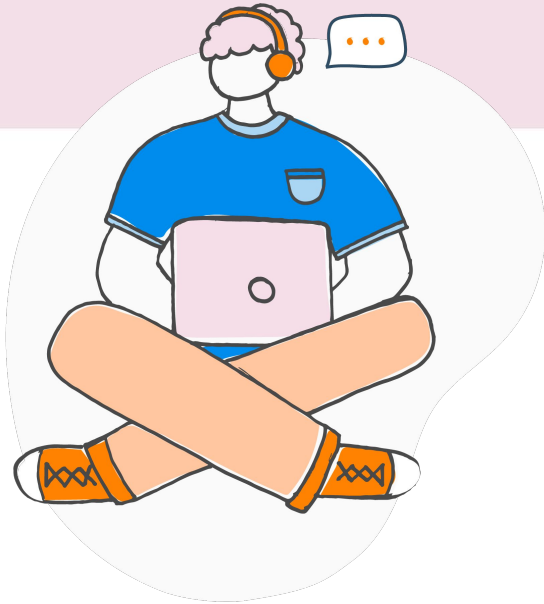
How Will You Communicate?



- Utilize multiple online channels
 - Social Media
 - Email and direct mail communications
- C.O.P.E. Create Once, Post Everywhere!
- Curate authentic visual content
- **Pro Tip:** Create QR codes for your profile

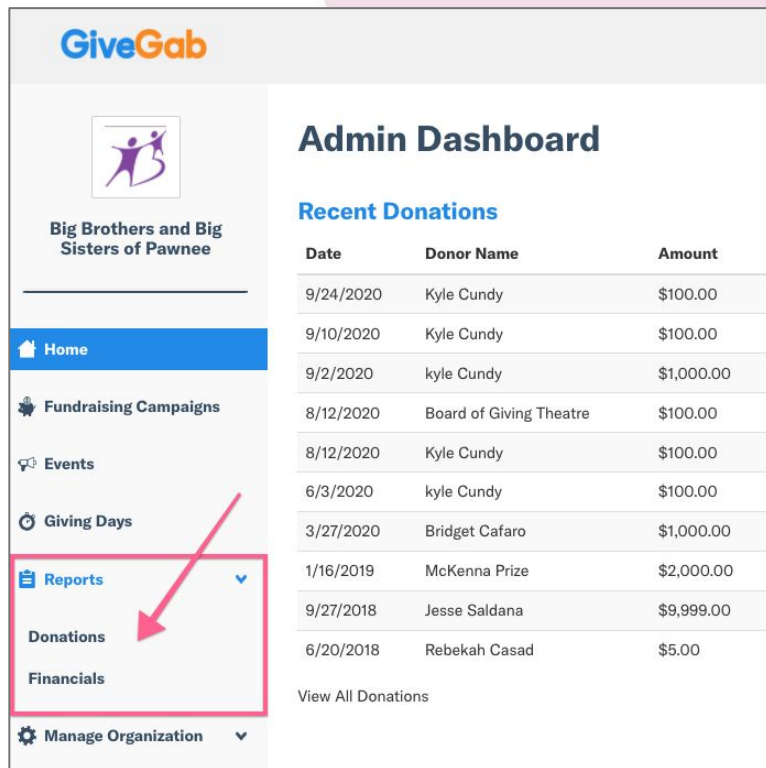
Post-Giving Tuesday Success

How Will You Get Your Donations?



- Donations will be deposited on a rolling basis 5-7 business days after a gift is made
- Deposits will appear on your account from “Stripe”
- Reference your Financials report to reconcile deposits!

Finding Your Donor Data



GiveGab

Big Brothers and Big Sisters of Pawnee


Admin Dashboard

Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)

Filtering Your Data



Pawnee Public Library

Home

Pawnee Gives (Support)

Reports ▾

Donations

Manage Organization ▾










Donations



Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)


▾ ▾ ▾


Actions	Donation ID	Date ▾	Donor ▾	Intended Donati
	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

Exporting Your Donor Data

  	5467	2/10/2021 10:40AM	Laryssa Hebert laryssa.hebert@givegab.com	\$5.00
  	5439	2/2/2021 2:23PM	Jonathan Nay jon.nay11@givegab.com	\$25.00
  	5438	2/2/2021 2:21PM	Jonathan Nay jon.nay1@givegab.com	\$25.00

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 [Export CSV](#) [Edit Bank Account Info](#)

Viewing Dashboard for **Pawnee Public Library** 

Reconciliation

- The Financials reporting dashboard allows you to view your balance and donations from an accounting perspective
- Match each online gift to a deposit

Logan's Pups
GGPAY Financials

Balances
Payouts
Refunds

GG Pay Logan's Pups

Start Date
End Date

Donation Transactions

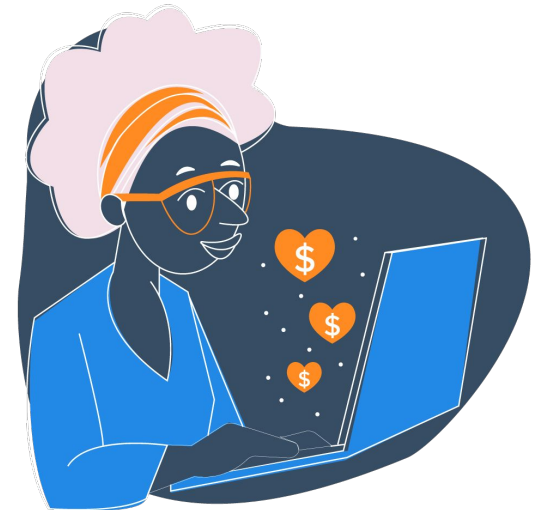
Gross Amount: ❶	\$4,275.00
Net Amount: ❶	\$4,199.23
Total Number: ❶	33
Givegab Platform Fees: ❶	\$136.88
GG Pay Processing Fees: ❶	\$109.39

Current

Total balance: ❶	\$200.00
Pending refunds:	\$0.00
Pending disputes: ❶	\$0.00
Total in reserve: ❶	\$0.00
Total balance to payout: ❶	\$200.00

How Will You Thank Your Donors?

- Start during and right after the day!
- Treat your donors like your heroes
- Talk about how their gift had a tangible impact, and what you were able to achieve as a result
- Review your donor data, compare it to previous years
- Watch the [available training](#) on Donor Stewardship!



How Will You Thank Your Donors?

- Pre-schedule general messaging to all supporters
 - Social media posts and overall success update
 - Thank You email to your organization's email list
- Follow up with individual donors
 - Access their contact information in your Giving Day Dashboard, keep an eye out for anonymity!
- Highlight impact of donor-funded projects with updates
 - What did these donors do for your organization as a result?
 - This outreach can happen a few weeks after



'Thank You' Resources

- Customizable Email Templates and Guides for stewardship
- Sample Social Media Posts and Best Practices
- Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- How-To Videos on the Trainings page



Next Steps

Key Takeaways

- Make sure your profile reflects your story and your organization's voice
- Use authentic, visual content
- Work with your top supporters to be ambassadors or fundraisers
- Secure potential matches
- Develop a stewardship plan for your donors

Final Checklist

- Complete your profile ASAP
- Ensure you are verified to collect donations
- Keep an eye out for important emails!
- Follow Coastal Giving Tuesday on Social Media and use #coastalgives Hashtag
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit

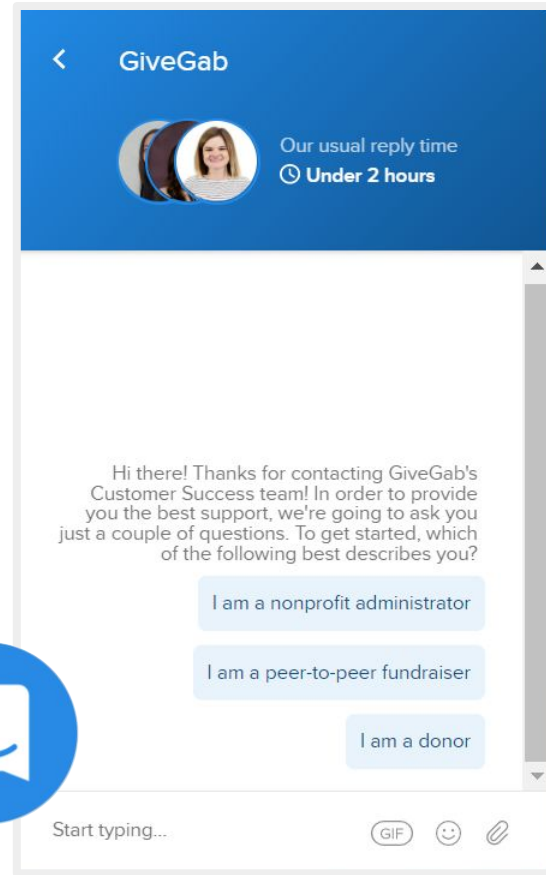
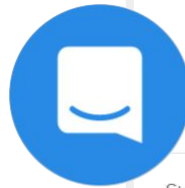


Giving Day Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Chat with our Customer Success Team
Look for the little blue chat bubble



Questions?

Giving Tuesday: December 3, 2024