

Getting Ready for Give DeKalb County 2025



Submit Your Questions



Chat Box

To: All panelists
Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

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



Overview & 2024 Recap

Overview

- Give DeKalb County is a fundraiser **to benefit nonprofits** located in or serving DeKalb County
- Donors give
 - **Online** at GiveDeKalbCounty.org
 - Credit card, debit card, ACH, mobile wallet
 - **By check**
 - Mail-in
 - In-person at the DeKalb County Community Foundation
 - **IRA** via Qualified Charitable Distribution
- Donations leverage a percentage of the **Bonus Pool**
 - Pro-rated match
- Donations pass-through the **Community Foundation** and funds are distributed to organizations





Thank You!

Outcomes & Results

\$2,046,822	2,973	8,501
Raised	Donors	Gifts



Pause Animation

Facts & Figures

Facts & Figures: Participation

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
# of Orgs & Funds	37	44	68	83	93	104	113	130	140	142	154
# of Donations (unique transactions)	873	1,265	2,036	2,965	3,647	4,352	7,534	8,353	7,626	8,306	8,501
# of Individual Donors (online only 2014-16)	482	699	1,041	1,196	1,724	1,901	2,921	3,240	2,780	2,836	2,973
# of States	22	25	30	33	23	43	42	44	50	39	42
# of Countries	1	3	5	3	2	4	10	4	4	2	2

Combined donations: 55,458

Facts & Figures: Fundraising

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
\$ Donations	\$99,443	\$166,525	\$324,547	\$410,892	\$552,639	\$683,062	\$1,069,465	\$1,371,022	\$1,393,858	\$1,587,030	\$1,849,311
\$ Bonus Pool	\$20,000	\$23,000	\$103,750	\$55,986	\$61,915	\$67,988	\$139,836	\$168,987	\$186,000	\$221,205	\$232,915
\$ Grand Total	\$119,443	\$189,525	\$428,297	\$466,878	\$614,555	\$751,050	\$1,209,301	\$1,540,009	\$1,579,858	\$1,808,235	\$2,046,822

Combined total: \$10,753,973

2024 Typical Organization/Fund

Average Raised.....	\$11,618
Average Credit Card Fees.....	\$104
Average GiveGab Fees.....	\$91
Average Bonus Pool Payout.....	\$1,522
Average Total Payout.....	\$13,152

Median Raised.....	\$3,658
Median Bonus Pool Payout.....	\$494
Median Total Payout.....	\$4,166



2025 Overview

Donor Options

- **Online: May 1 - midnight to midnight**

- \$5 minimum
- Donors may give to multiple nonprofits
- Leaderboard shows every nonprofit's progress
- Platform/credit card fees apply

- **Mail-in: April 17 - May 1 (postmarked date)**

- 'No minimum'
- Check payment only, includes IRA/QCD
- Download/complete form, mail form with check to DCCF
- No fees for offline gifts

- **In-person: May 1 - donation drop-off**

- 8am - 1pm



MAY 1, 2025

Payout to Nonprofits & Donation Receipting

- All donations are made to the DeKalb County Community Foundation
 - Tax receipting shows as a gift to the Community Foundation
 - You do not need to issue a donation receipt separately

- Give DeKalb County payout
 - Details to follow



Bonus Pool

- Community Partners give to Bonus Pool
- All donations leverage bonus funds
- The Bonus Pool is distributed proportionately/pro-rated
- No single organization can receive over 7%

Example

- If Org A raises 2% of the grand total, Org A receives 2% of the Bonus Pool
- www.givedekalbcounty.org/info/bonus-pool

Prizes

- **Quick Start:** Unlock \$5,000 for the Bonus Pool if Grand Total is \$250,000 by 10am
- **High Noon:** Unlock \$5,000 for Bonus Pool if you raise \$11,000 in 11 minutes at noon.
- **Stronger Together:** Top 3 organizations in each budget tier with the most donors get a prize

Participation Fee

Operating Budget	Participation Fee
<\$100,000	\$175
\$100,000-\$499,999	\$250
\$500,000-\$2,999,999	\$325
>\$3,000,000	\$400

- Fee deducted from total donations received (**no upfront cost**)
- Fees cover some costs associated with the giving day
- Balance of support provided by Community Foundation/DCNP and volunteers

Next Steps

- Watch for emails (to your admin & DCNP contact)
- Yard signs and banners
- Promotion
- Review eligibility and terms of participation
- DCNP membership deadline: **March 1**



Questions & Comments

- Questions about your profile, admin access, donor reports, registration, and other technical questions...**contact GiveGab**
 - customersuccess@givegab.com
- General questions about eligibility, Bonus Pool, etc....**contact DCNP**
 - dcnp@dekalbccf.org



Meet the Team



Kaitie Branton

Project
Manager

Agenda



- **Benefits of Participating**
- **Who is GiveGab?**
- **Transparent Donations**
- **Registering**
- **Creating Your Profile**
- **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 + DeKalb County Nonprofit Partnership marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with the Bonus Pool

Who is GiveGab?



GiveGab's mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

- Host a secure, reliable and transparent platform for Give DeKalb County
- Create the ultimate donor experience
- Provide a dedicated support team
- GiveGab is becoming Bonterra!

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 (our PCI Level 1 Payment Processor)
 - Donor credit card information is not revealed or saved in GiveGab
- 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
- Historically, donors cover 76% of fees during a Giving Day

Step 3 of 3

YMCA of South Collier Gift: \$50.00

Email: laryssa@givegab.com

Fees: \$3.13


What's with these fees?

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:

2.25% Platform Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
4.75% + \$0.30

ACH:

2.25% Platform Fee
+
\$3.00 flat bank fee
=
2.25% + \$3.00

**\$100 minimum*



Thank you for making a difference in our community!

Step 1 of 3



Greater Pawnee German Shepherd Rescue

Choose an amount to give:

[Check for additional Fundraising Campaigns \(optional\)](#)

[Add a fundraiser](#)

Name to Display (Optional):

- 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

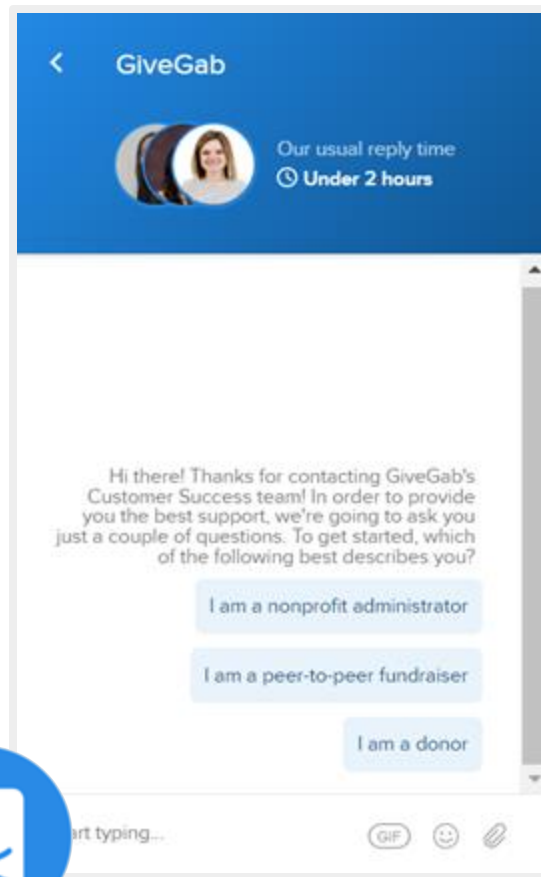
+ ADD ANOTHER ORGANIZATION



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

How We Support You

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



Registering for Give DeKalb County 2025



GIVE DeKalb County

Search... **▼ MENU**

REGISTER

Give DeKalb County
May 1, 2025

Give DeKalb County begins in
85 : 08 : 18 : 49
days hours mins secs

GIVE DeKalb County
GiveDeKalbCounty.org


GIVE DeKalb County
MAY
GiveDeKalbCounty.org

Find Your Organization

and participate in Give DeKalb County

DeKalb Library

2 Results



Friends of the DeKalb Public Library
DeKalb, Illinois

PARTICIPATE



DeKalb Public Library
DeKalb, Illinois

PARTICIPATE

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Give DeKalb County

Organization Name * required

Street Address Line 1 * required

Street Address Line 2

City * required

State * required

ZIP/Postal Code * required

Not located in the United States?

Logo

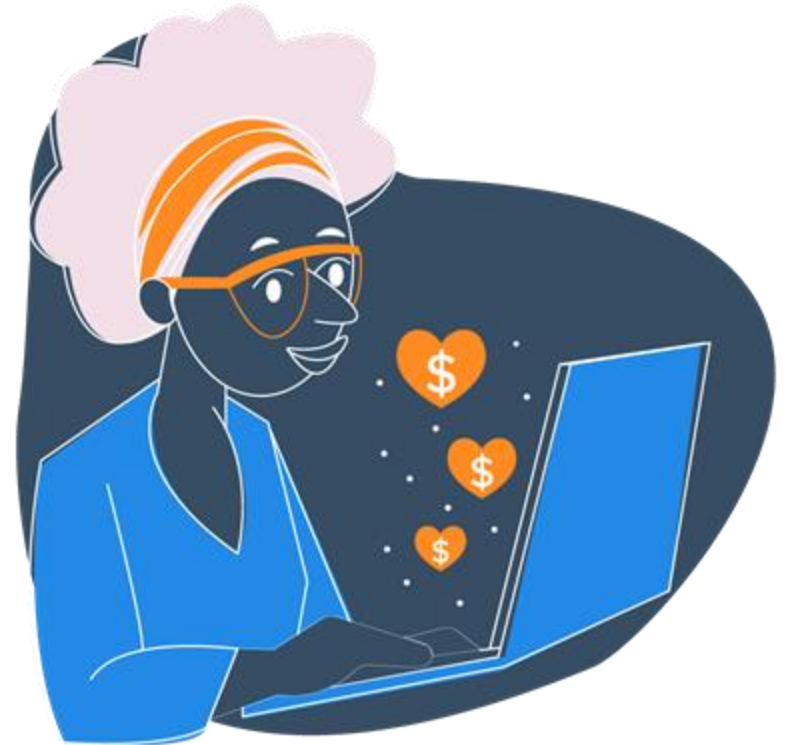


Select Image

Remove

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

Completing Your Profile



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!



Give DeKalb County May 1, 2025

\$0.00 Raised • 0 Donors • 0 Gifts

Analytics

79 Days to Launch

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.



Give DeKalb County (2024)

Copy This Profile



Give DeKalb County (2023)

Copy This Profile

Add New Admins

Home

Giving Days

Reports

Manage Organization

- Edit Information
- Add Administrator
- Bank Account & Verification
- Supporters
- Documents
- EveryAction CRM Integration
- Mobilize Integration

First Name

Last Name

Email









[Redacted]

Make this person an administrator for [Redacted]

Make this person a Giving Day profile editor for [Redacted]

Cancel Add Member


Check Your Current Admins

Last Name ▾	First Name ▾	Email ▾	Donations ▾	Fundraising ▾	Full Admin Access ▾	Edit Giving Day Profiles Only ▾ ⓘ	
roberts	bob	2bobs@fakename.com	\$0.00	\$0.00			
Smith	Bob	charlie1@givegab.com	\$500.00	\$904.00			
Smith	Bob	bobby@smith.com	\$0.00	\$0.00			
Doe	Bob	test@test.com	\$50.00	\$0.00			

All of the supporters that appear when you click these buttons will be labeled as such:

- Blue Key = Administrator Access
- Blue Clipboard = Profile Editor
- Gray Key = Non-administrator
- Gray Clipboard = Non-Profile Editor

Your Giving Day Dashboard

-  Add Your Organization's Info >
-  Add Your Story >
-  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

Themes to Think About:


- Your Founding
- Your Focus
- Your Impact
- Your People
- Your Strengths
- Your Future

Who inspires your stories?

- Beneficiaries
- Volunteers
- Donors
- Staff
- Community Members

Add Your Story

Cover Photo



Set a Goal

Display Goal on Profile

\$ 10000 .00

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

Tell Your Story

GT America

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. From Thursday, Alyssa didn't eat for nearly a month. She was with Logan as she said her last good-byes. Their time together >humanity & love forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling in 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>

Formatting Your Story

Tell Your Story



- Change Font Typeface
- Header Text Formatting
- Text Color & Size
- Paragraph Text Formatting
- Content Alignment
- Add Bulleted or Numbered Lists
- Upload Images
- Add Hyperlinks
- Insert Tables
- Insert Horizontal Lines
- View in Fullscreen
- Edit in HTML
- Undo/Redo last action
- Click to see more/hide more

Suggested Donation Amounts

Help donors understand the impact of their gift by suggesting a donation amount!

1. Identify 3 - 4 dollar amounts to suggest
2. Determine what each amount can support
3. Add an image & short description for each



\$25

Purchases 10 Books



\$50

Sponsors one membership in a computer literacy course



\$100

Purchases 5 new keyboards for community computer use

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

✓ 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

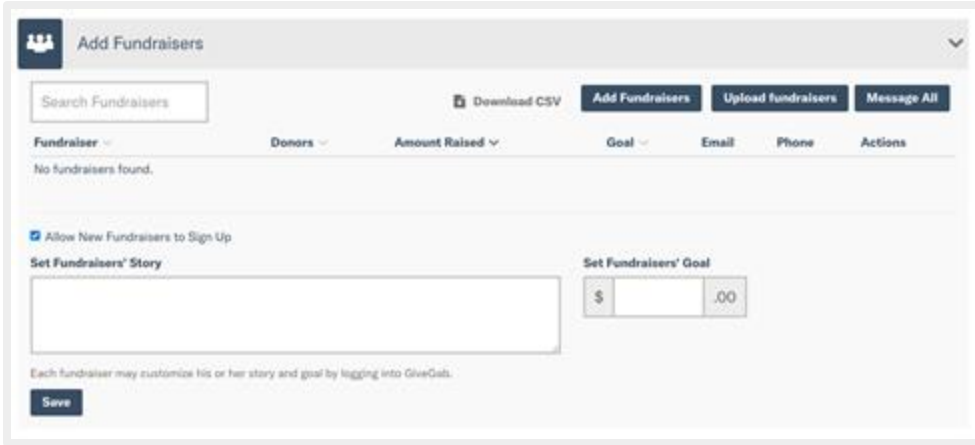
Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

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

Save



Add Fundraisers

Search 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

\$

.00

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

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](#)

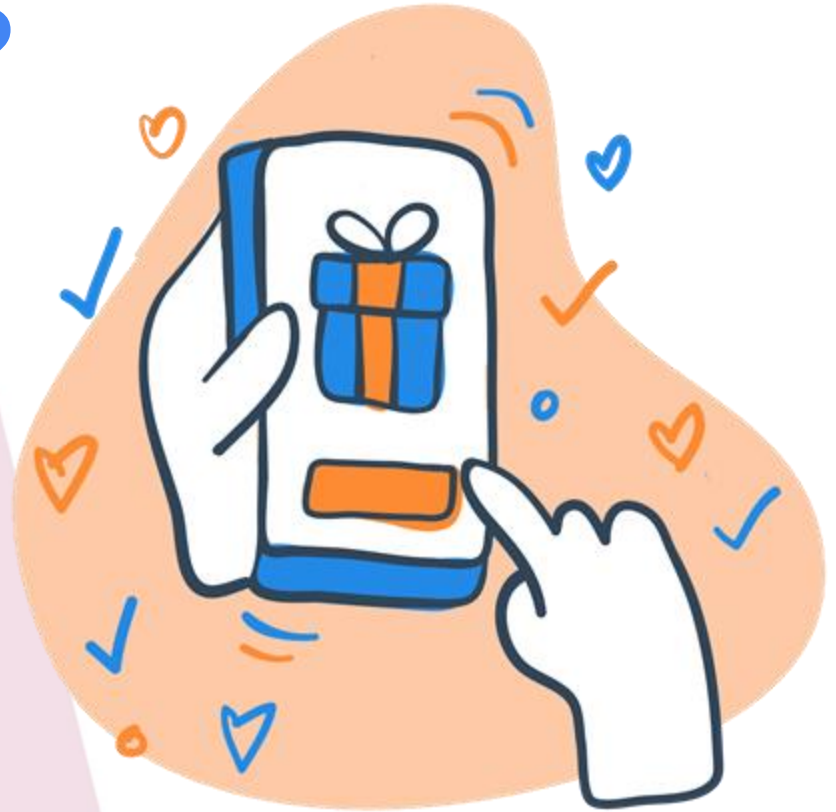
Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Give DeKalb County needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!
- [New Participants Resources](#)



What's Next?



Your Next Steps



Take a breath!

- If this is your first time, enjoy it!
- Your role as a nonprofit admin can seem overwhelming
- Give DeKalb County may not be the right fit for all of your donors - that's okay!
- Connect with other participating organizations on the [Give DeKalb County Facebook Group](#)

Your Next Steps

- DCNP membership by March 1
- Register by April 1
- Follow Give DeKalb County on social media!
 - Use #GiveDeKalbCounty
- Watch your inbox for important emails
- Meet internally to discuss goals
 - Board Engagement
 - Peer-to-Peer Fundraisers
- Sign up for training and office hours!
- Explore the Nonprofit Toolkit



Questions?



May 1, 2025