

Final Steps to Success

Tuesday, April 29, 2025



Community Foundation of Orange & Sullivan: Hudson Valley Gives

- History of how CFOS teamed up with GiveGab
- Role CFOS plays in this initiative
 - Prizes!
- Campaign growth since 2016
- Celebration of Success on May 21!
- 2025 numbers so far:
 - 246 organizations registered
 - Of those registered, 60 are new and the remaining 186 have participated before



COMMUNITY
FOUNDATION
of
ORANGE and SULLIVAN

2025 HV Gives

Sp      









| Catskills • Hudson Valley



































GiveGab is becoming  Bonterra.

Submit Your Questions!

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

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



- **HV Gives Updates & Reminders**
- **Your Checklist for Success**
- **After HV Gives**
- **Next Steps**
- **Q&A**

HV Gives Updates and Reminders

www.hvgives.org | **May 21, 2025** | 12AM - 11:59PM

- Registration Closes: May 16, 2025 at 11:59PM
- Donations Open: May 1, 2025 @ 12:00AM
- Donations Close: May 31, 2025 @ 12:00AM
- Leaderboards for friendly competition, prize incentives
- Social Media Feed



Your Success Checklist

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



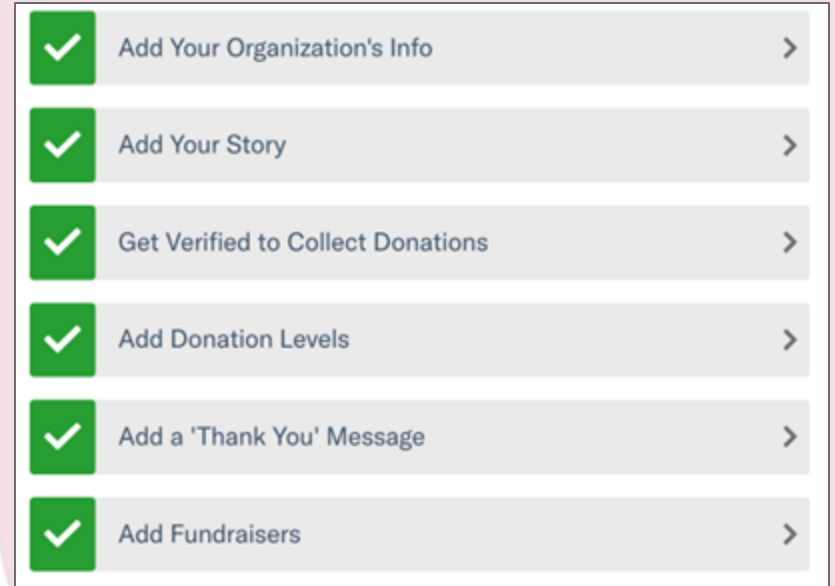
Are You Able to Accept Donations?

- ✓ 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?
- Added a 'Thank You' Message
- Featured visual content?
- Highlighted donation levels?
- Invited your fundraisers?



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

Will You Have Cash/Check Donations?

- Add cash and check donations to your HV Gives totals beginning on May 1
- See “Donation Tools” on your admin dashboard below your checklist
- Attribute to a support area or fundraiser
- Receipts can be sent to donors when an email address is included

Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

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 HV Gives 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 [HV Gives 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

HV Gives eCards



- Supporters can purchase eCards to give to family, friends, coworkers in advance of the day
- The recipient will use to make a gift to their favorite nonprofit(s) when donations open
- Recipient selects “eCard” option during checkout
- Fees charged to the purchaser

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 [HV Gives 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

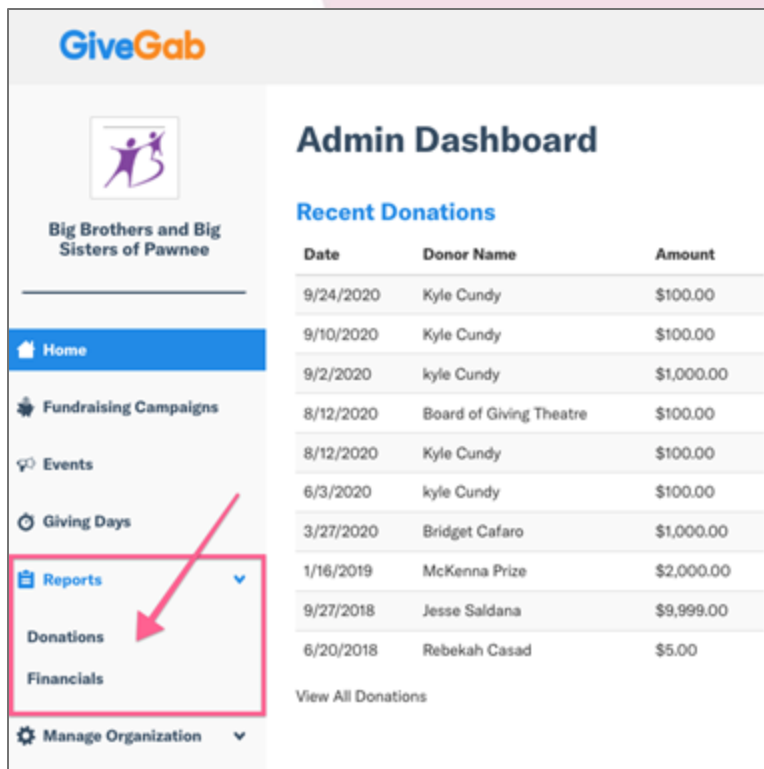
Post-HV Gives Success

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

Donations










Search by name or email



All Giving Days & Community Giv | All Campaigns | Any Donation Type


Start | End


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

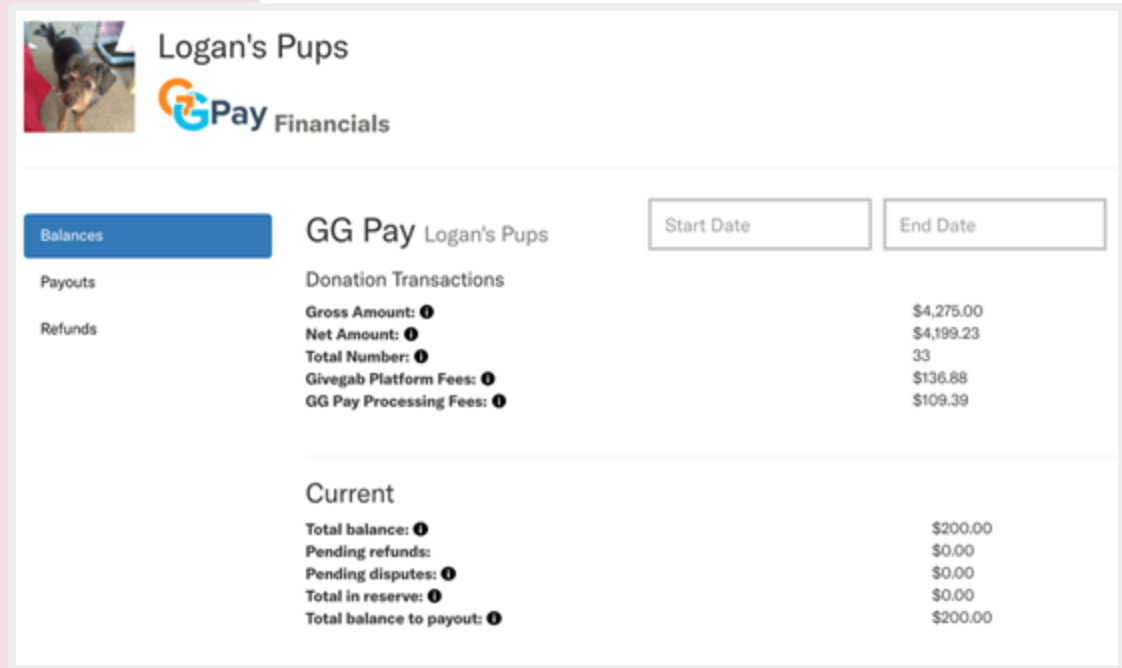
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 [Export CSV](#) [Edit Bank Account Info](#)

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

Current

Total balance: ⓘ	\$200.00
Pending refunds:	\$0.00
Pending disputes: ⓘ	\$0.00
Total in reserve: ⓘ	\$0.00
Total balance to payout: ⓘ	\$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
- HV Gives Downloadable Graphics
- Resources for Board Members and P2P Fundraisers
- How-To Videos on the HV Gives 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 by May 1
- Ensure you are verified to collect donations
- Keep an eye out for important emails!
- Follow HV Gives on Social Media and use the #HVGives Hashtag
- Watch on-demand training course videos
- Check out the [Nonprofit Toolkit](#)



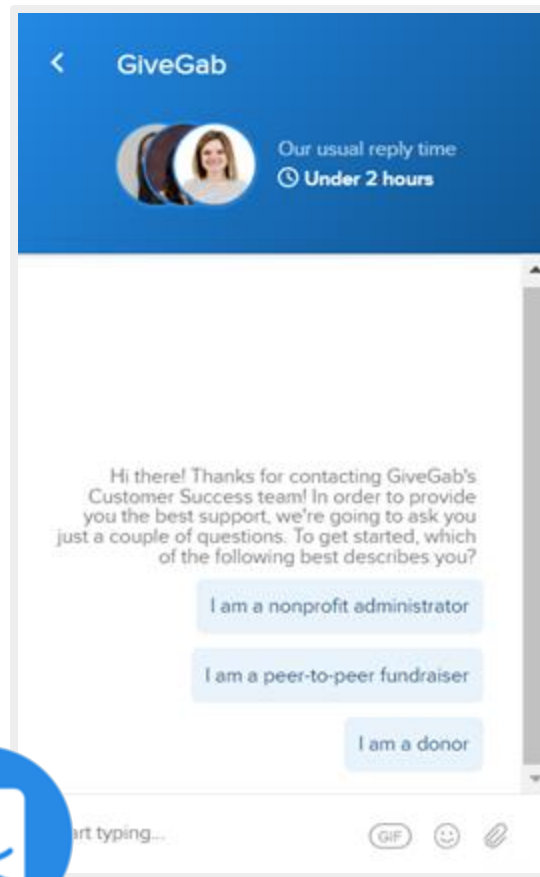
How We Support You

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

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



Questions?

