#KYGives25 Sponsors!

Anthem

LG&E and KU Foundation

aetna

Aetna Better Health® of Kentucky

impressions marketing

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Regional Partner:

- Breckinridge
- Grayson
- Hardin
- Hart
- LaRue
- Marion
- Meade
- Nelson
- Washington

GiveGab is becoming Bonterra

Getting Ready for KY Gives Day 2025

May 13, 2025

GiveGab is becoming Bonterra.

Meet the Team

Laura Whitaker

Associate Director at Kentucky Nonprofit Network

Claire Ripley

Onboarding Consultant

Bonterra Giving Days

Cameron Navarro, LMSW

Onboarding Consultant

Bonterra Giving Days

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Submit Your Questions

Chat Box

If you have questions or comments throughout our training, please use the chat feature!

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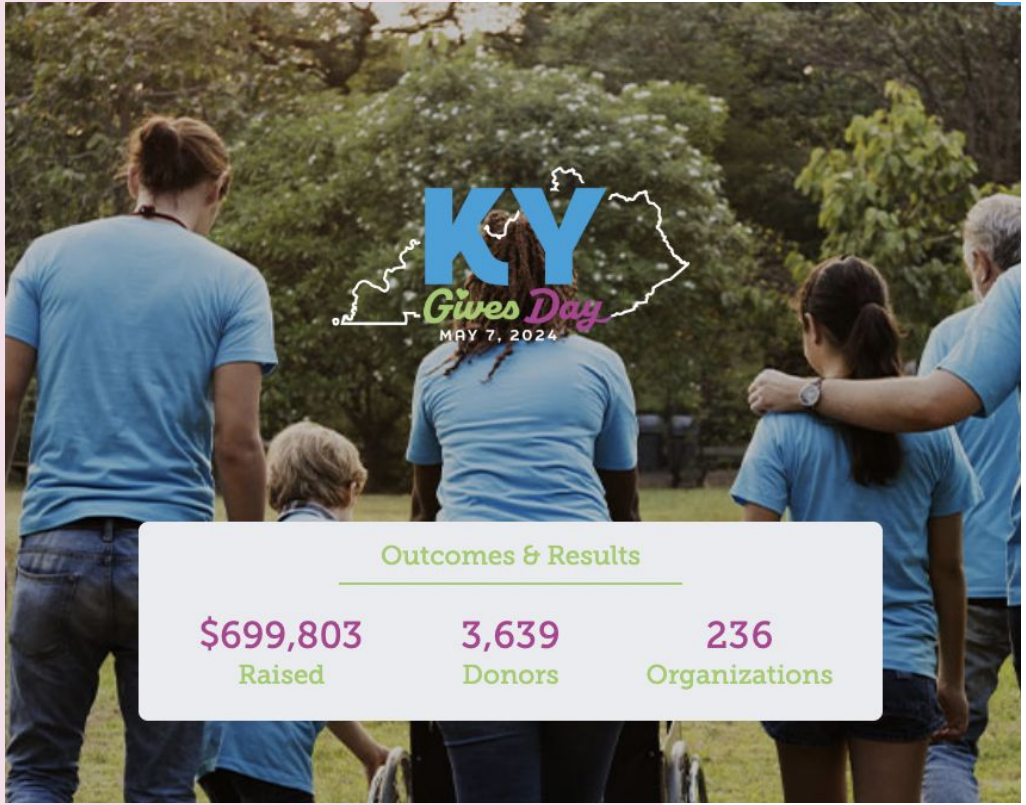
Agenda

- KY Gives Day Overview
- Who is Bonterra
- What's New
- Registering
- Creating Your Profile
- Next Steps & Questions

2024 Results



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KY Gives Day Overview

kygives.org | May 13th 2024, 12:00AM - 11:59PM

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- IRS-recognized nonprofits serving Kentucky are eligible to participate
- Prize incentives
- Donations open on May 1 and close on May 14 at 11:59pm

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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 + KNN 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

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Who is Bonterra?

Who is Bonterra?

Bonterra's mission is to power those who power social impact

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

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Donation Security

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- Direct deposit funds 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

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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!

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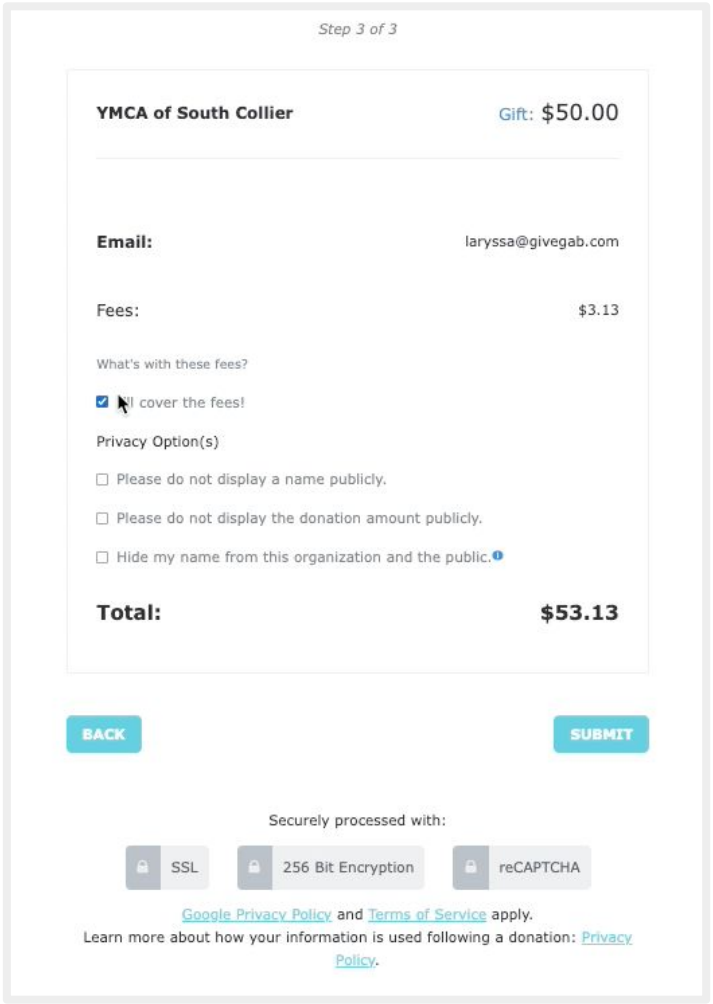
Transparent Donations

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



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Transparent Donations

Credit Card:

3% Platform Fee
+
$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5.5% + $0.30

ACH:

3% Platform Fee
+
$3.00 flat bank fee
=
3% + $3.00

**$100 minimum*

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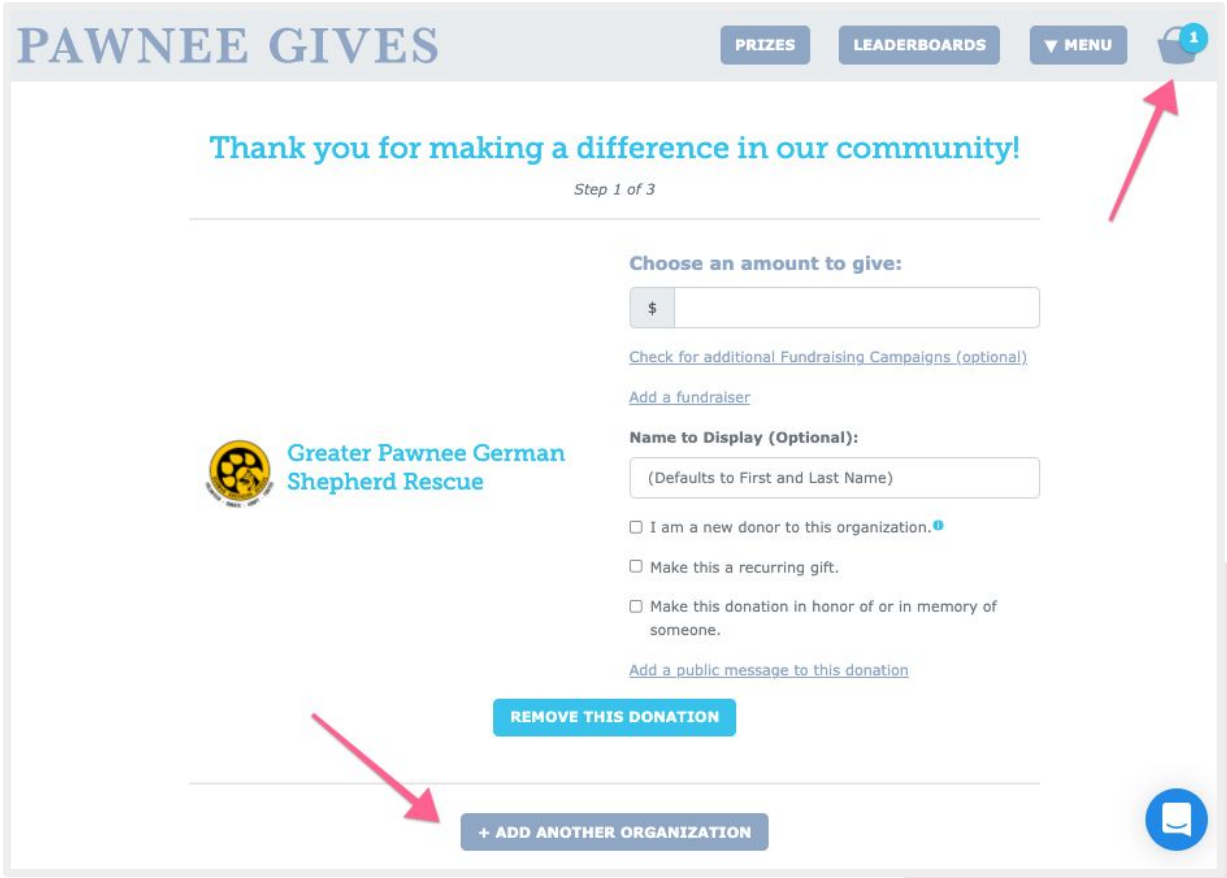

GiveGab's Giving Day Gift Basket makes it easy for donors to support as many causes as they like!

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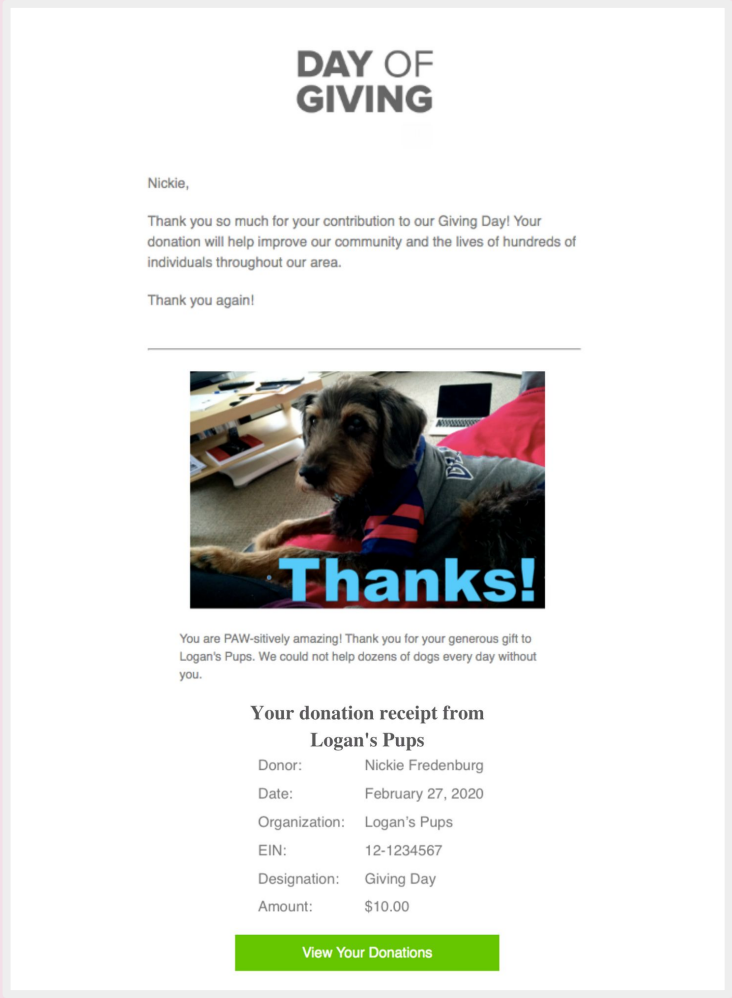
Instant Donor Delight

- 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



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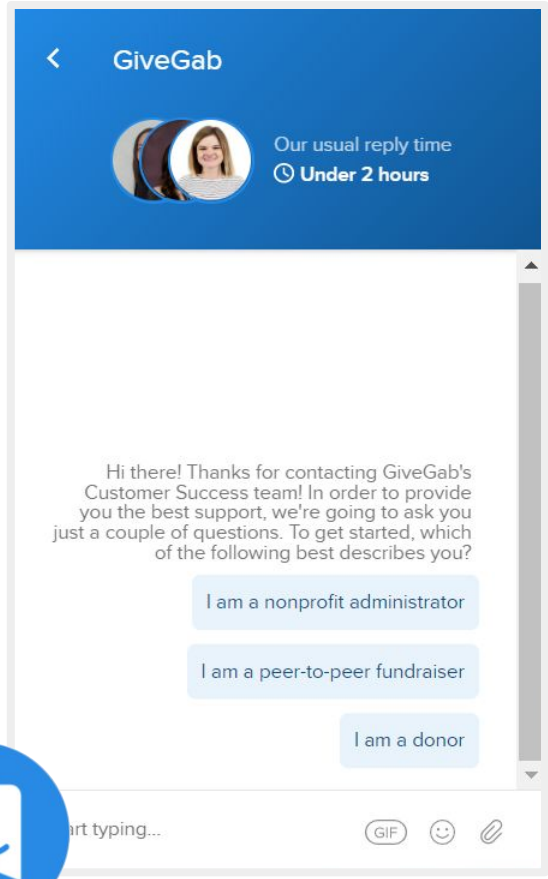
How We Support You

- 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



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Registering for KY Gives Day

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MENU

Find Your Organization

and participate in KY Gives Day 2024

Search for your organization

Start typing in the box above to find your organization.

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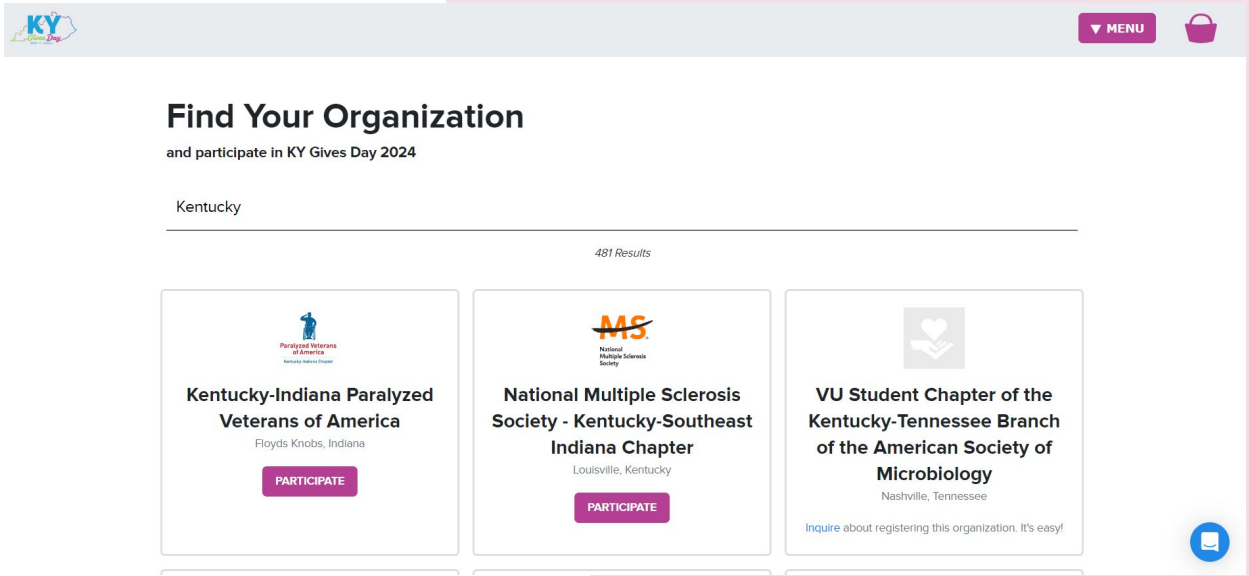

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION

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1. **What is your job title?** ***required***

2. **What is the best phone number to reach you? Please note if this is a work, home, or cell number.** ***required***

3. **Optional secondary contact for KY Gives Day communication - Name:**

4. **Optional secondary contact - Email address:**

5. **To the best of your knowledge, for how many previous years has your organization participated in Kentucky Gives Day?** ***required***

6. **What is your organization's monetary goal for Kentucky Gives Day 2023? (Estimate, for KNN purposes only. You are not required to set an official monetary goal or to share your goal publicly.)** ***required***

7. **What is your organization's size?** ***required***

   Please select one choice.

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Charitable Solicitation Registration with the KY Attorney General

Kentucky and most states have charitable solicitation laws to protect consumers.

If you are soliciting funds in Kentucky, annual registration is required by Kentucky law. If you are actively raising funds in other states (and the definition of "actively raising funds" varies by state), you may also need to register in those states or modify your solicitation strategy in those states.

Maintaining the public's trust is important for the nonprofit sector. Fundraising registration is a simple process, it's free, and again - it's the law.

To participate in Kentucky Gives Day, all nonprofits must be registered with the Kentucky Office of the Attorney General and appear on the Attorney General's list by April 21, 2025 (firm deadline).

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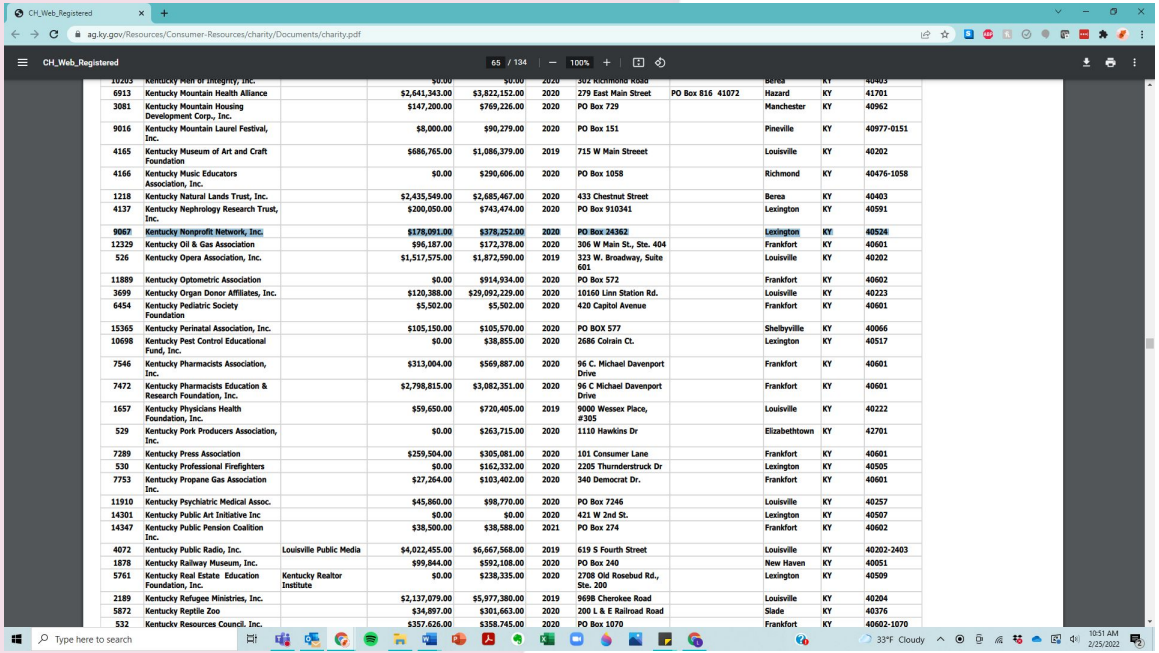
Charitable Solicitation Registration with the KY Attorney General



10203	Kentucky Path of Integrity, Inc.		$0.00	$0.00	2020	302 Richmond Road		Berea	KY	40403
6913	Kentucky Mountain Health Alliance		$2,641,343.00	$3,822,152.00	2020	279 East Main Street	PO Box 816 41072	Hazard	KY	41701
3081	Kentucky Mountain Housing Development Corp., Inc.		$147,200.00	$769,226.00	2020	PO Box 729		Manchester	KY	40962
9016	Kentucky Mountain Laurel Festival, Inc.		$8,000.00	$90,279.00	2020	PO Box 151		Pineville	KY	40977-0151
4165	Kentucky Museum of Art and Craft Foundation		$686,765.00	$1,086,379.00	2019	715 W Main Streeet		Louisville	KY	40202
4166	Kentucky Music Educators Association, Inc.		$0.00	$290,606.00	2020	PO Box 1058		Richmond	KY	40476-1058
1218	Kentucky Natural Lands Trust, Inc.		$2,435,549.00	$2,685,467.00	2020	433 Chestnut Street		Berea	KY	40403
4137	Kentucky Nephrology Research Trust, Inc.		$200,050.00	$743,474.00	2020	PO Box 910341		Lexington	KY	40591
9067	Kentucky Nonprofit Network, Inc.		$178,091.00	$378,252.00	2020	PO Box 24362		Lexington	KY	40524
12329	Kentucky Oil & Gas Association		$96,187.00	$172,378.00	2020	306 W Main St., Ste. 404		Frankfort	KY	40601
526	Kentucky Opera Association, Inc.		$1,517,575.00	$1,872,590.00	2019	323 W. Broadway, Suite 601		Louisville	KY	40202
11889	Kentucky Optometric Association		$0.00	$914,934.00	2020	PO Box 572		Frankfort	KY	40602
3699	Kentucky Organ Donor Affiliates, Inc.		$120,388.00	$29,092,229.00	2020	10160 Linn Station Rd.		Louisville	KY	40223
6454	Kentucky Pediatric Society Foundation		$5,502.00	$5,502.00	2020	420 Capitol Avenue		Frankfort	KY	40601
15365	Kentucky Perinatal Association, Inc.		$105,150.00	$105,570.00	2020	PO BOX 577		Shelbyville	KY	40066
10698	Kentucky Pest Control Educational Fund, Inc.		$0.00	$38,855.00	2020	2686 Colrain Ct.		Lexington	KY	40517
7546	Kentucky Pharmacists Association, Inc.		$313,004.00	$569,887.00	2020	96 C. Michael Davenport Drive		Frankfort	KY	40601
7472	Kentucky Pharmacists Education & Research Foundation, Inc.		$2,798,815.00	$3,082,351.00	2020	96 C Michael Davenport Drive		Frankfort	KY	40601
1657	Kentucky Physicians Health Foundation, Inc.		$59,650.00	$720,405.00	2019	9000 Wessex Place, #305		Louisville	KY	40222
529	Kentucky Pork Producers Association, Inc.		$0.00	$263,715.00	2020	1110 Hawkins Dr		Elizabethtown	KY	42701
7289	Kentucky Press Association		$259,504.00	$305,081.00	2020	101 Consumer Lane		Frankfort	KY	40601
530	Kentucky Professional Firefighters		$0.00	$162,332.00	2020	2205 Thurnderstruck Dr		Lexington	KY	40505
7753	Kentucky Propane Gas Association Inc.		$27,264.00	$103,402.00	2020	340 Democrat Dr.		Frankfort	KY	40601
11910	Kentucky Psychiatric Medical Assoc.		$45,860.00	$98,770.00	2020	PO Box 7246		Louisville	KY	40257
14301	Kentucky Public Art Initiative Inc		$0.00	$0.00	2020	421 W 2nd St.		Lexington	KY	40507
14347	Kentucky Public Pension Coalition Inc.		$38,500.00	$38,588.00	2021	PO Box 274		Frankfort	KY	40602
4072	Kentucky Public Radio, Inc.	Louisville Public Media	$4,022,455.00	$6,667,568.00	2019	619 S Fourth Street		Louisville	KY	40202-2403
1878	Kentucky Railway Museum, Inc.		$99,844.00	$592,108.00	2020	PO Box 240		New Haven	KY	40051
5761	Kentucky Real Estate Education Foundation, Inc.	Kentucky Realtor Institute	$0.00	$238,335.00	2020	2708 Old Rosebud Rd., Ste. 200		Lexington	KY	40509
2189	Kentucky Refugee Ministries, Inc.		$2,137,079.00	$5,977,380.00	2019	969B Cherokee Road		Louisville	KY	40204
5872	Kentucky Reptile Zoo		$34,897.00	$301,663.00	2020	200 L & E Railroad Road		Slade	KY	40376
532	Kentucky Resources Council, Inc.		$357,626.00	$358,745.00	2020	PO Box 1070		Frankfort	KY	40602-1070

https://ag.ky.gov/Resources/Consumer-Resources/charity/Documents/charity.pdf

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Charitable Solicitation Registration with the KY Attorney General

If you do not see your organization listed, take steps to register ASAP. The list is updated every Monday.

ANNUAL registration

Registration with Attorney General ≠ Registration with the Secretary of State

If you mailed your registration information a while back and are not showing up on the list, send your information again.

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Charitable Solicitation Registration with the KY Attorney General

- **Monday, April 21 - Deadline to appear on this list:** https://ag.ky.gov/Resources/Consumer-Resources/charity/Documents/charity.pdf
- **Registration requirements & instructions:** https://ag.ky.gov/Resources/Consumer-Resources/charity/Pages/registration.aspx
- **More information on Charitable Solicitation Registration:**
  - **KY Gives Day FAQ:** https://www.kygives.org/info/faq
  - **KNN website:** https://www.kynonprofits.org/learn/fundraisingregistration

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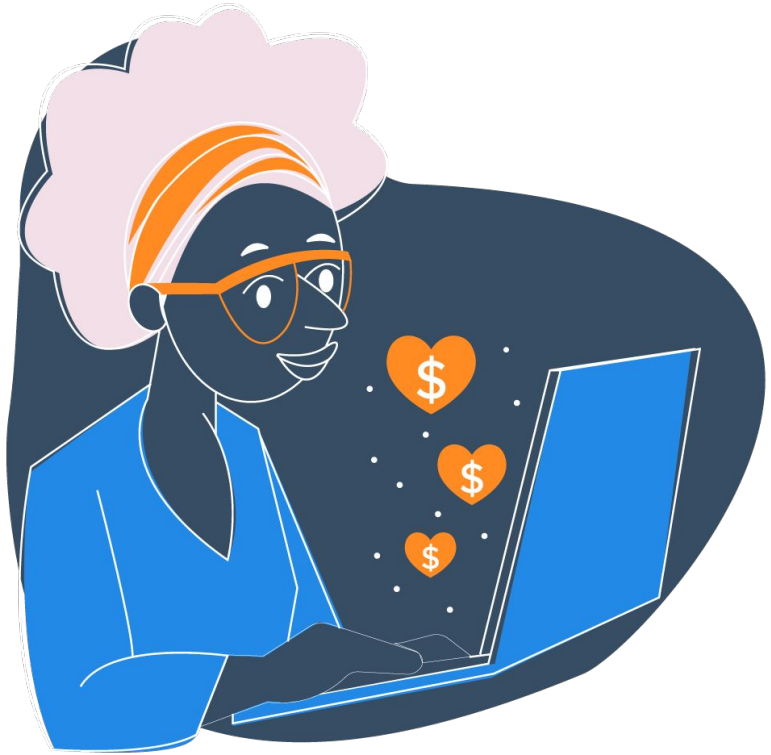
Completing Your Profile



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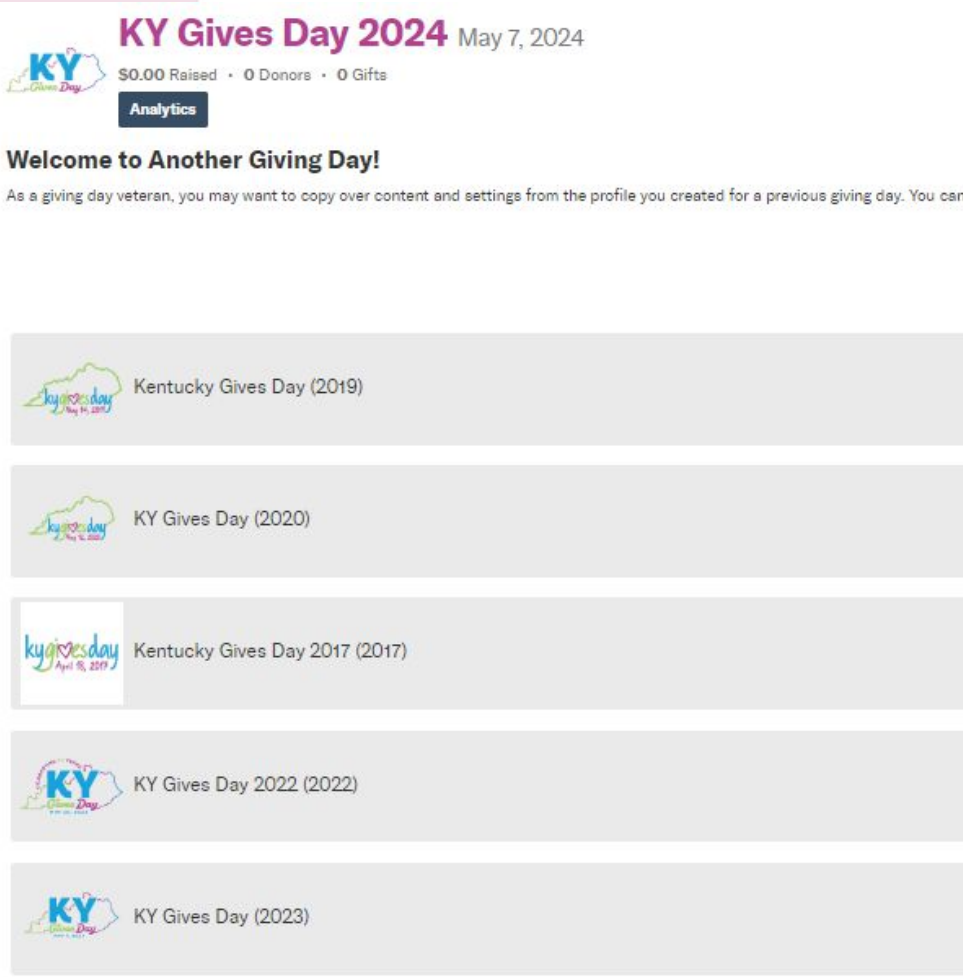
Returning? Copy Your Profile

- **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!



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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

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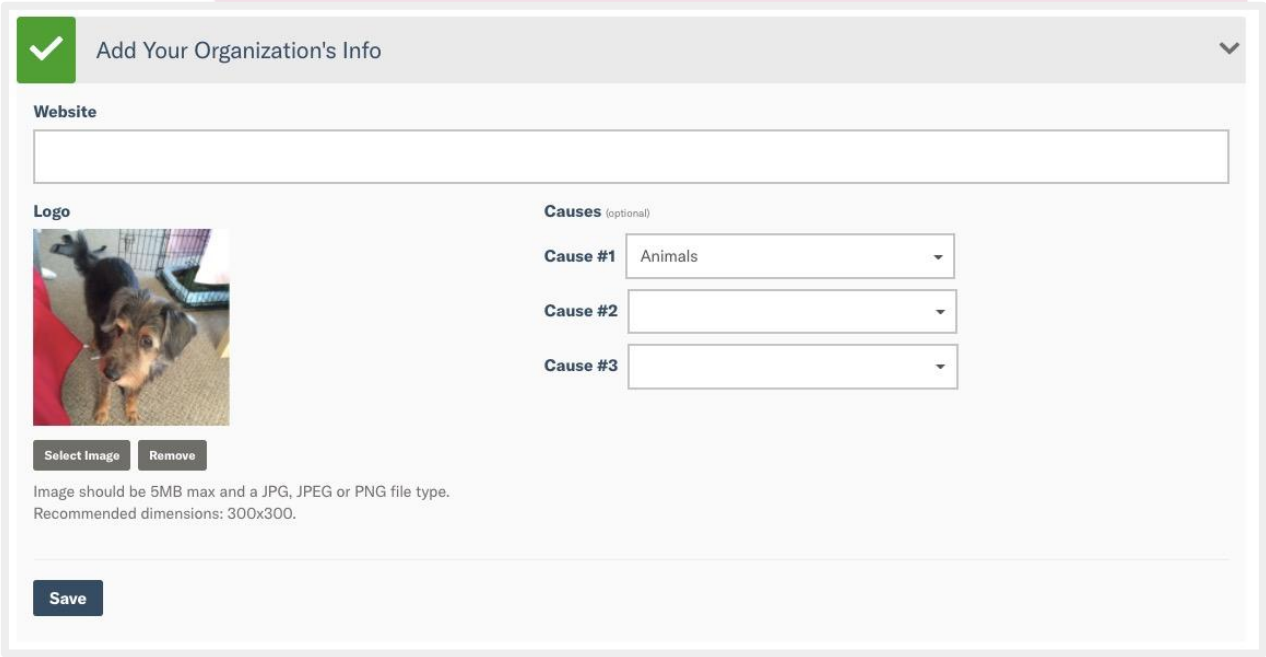
Basic Info

- Logo
- Website
- Causes
- **Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!



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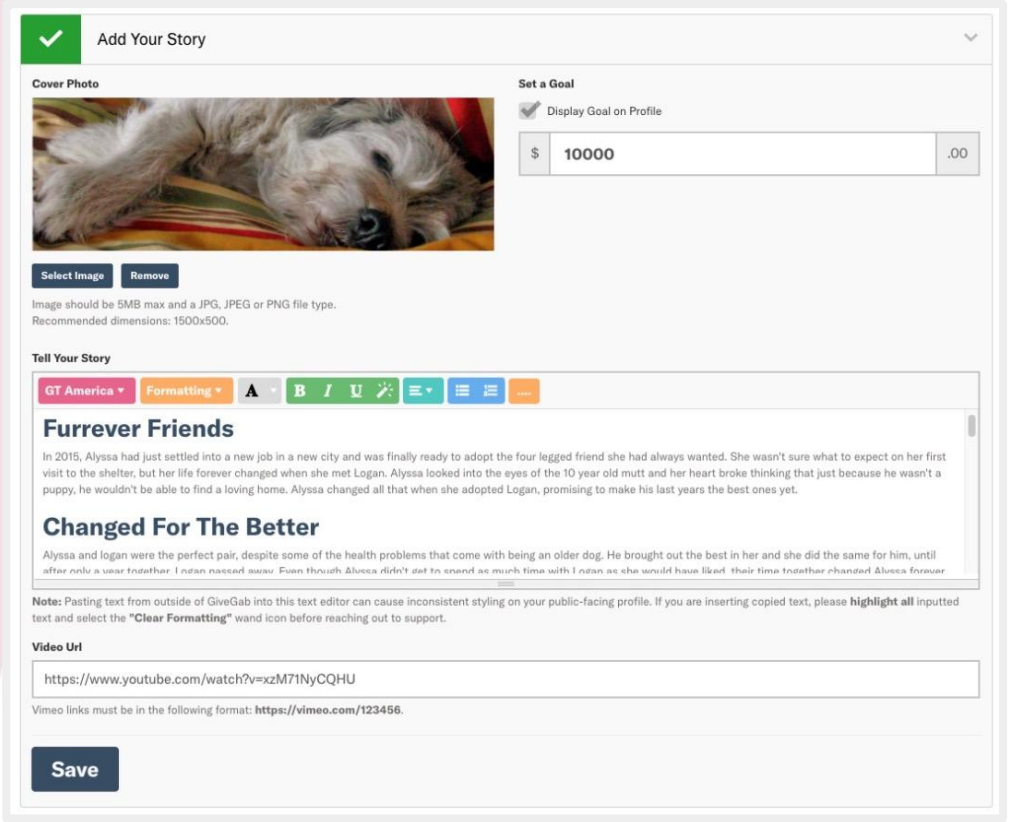
Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your organization's participation in the giving day through words and visuals



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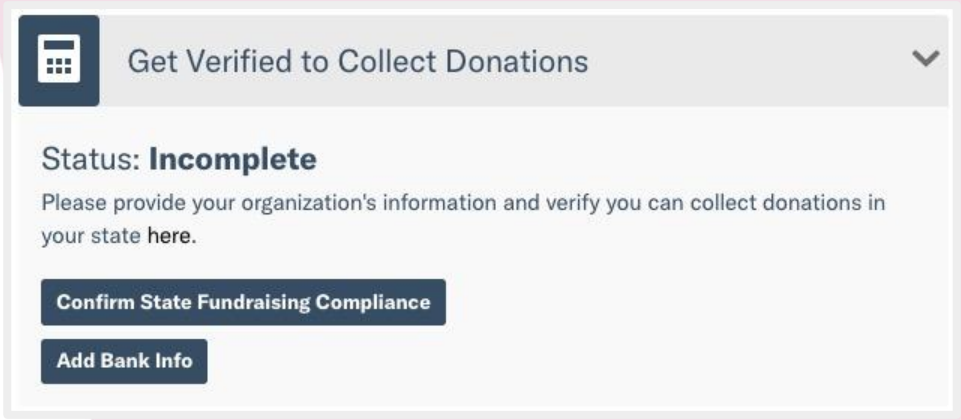
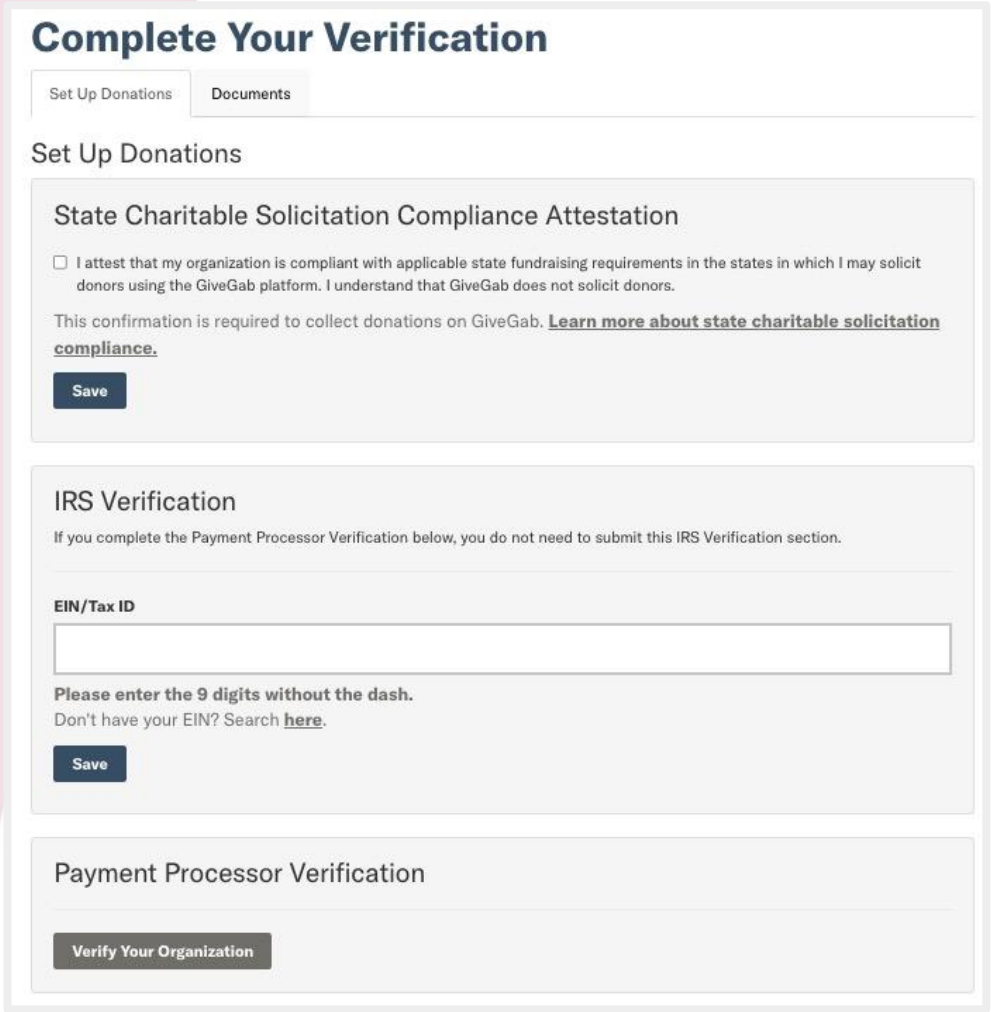
Get Verified on GiveGab

- 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 on GiveGab



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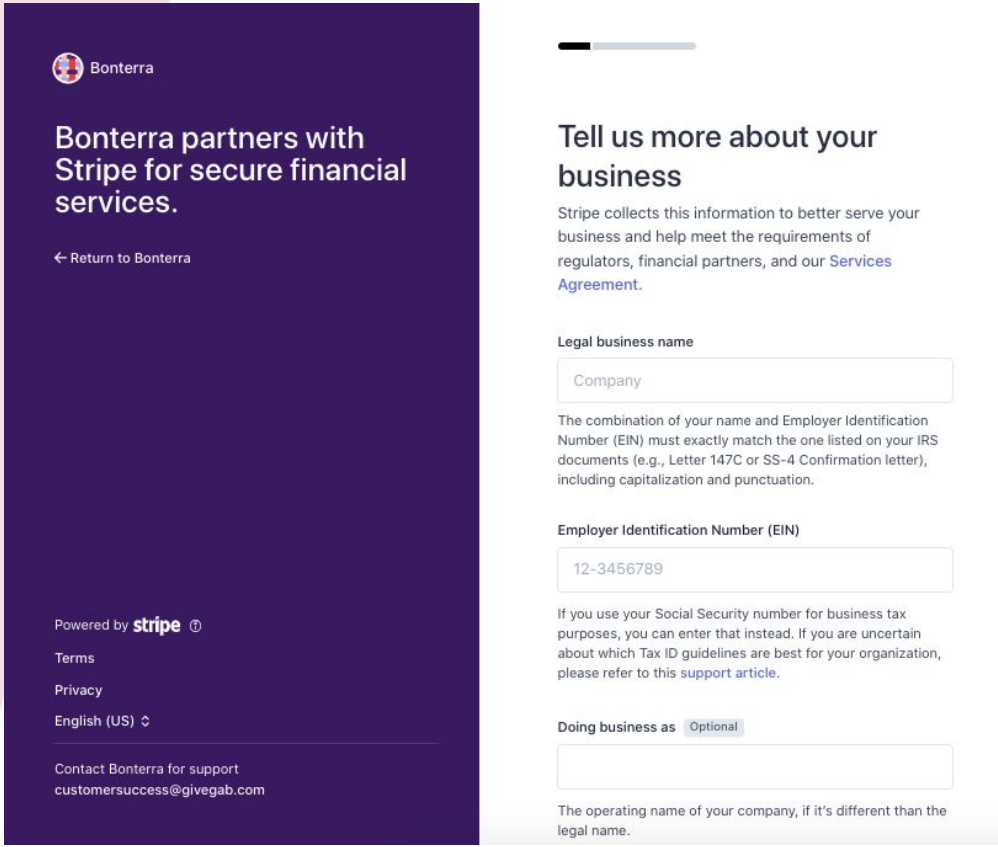
Get Verified on GiveGab



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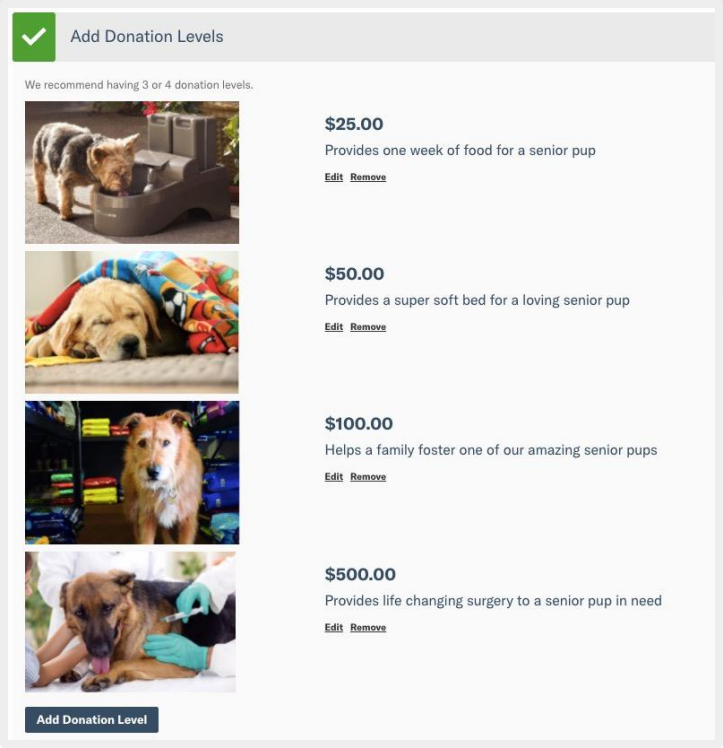
Suggest Donation Levels



- 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

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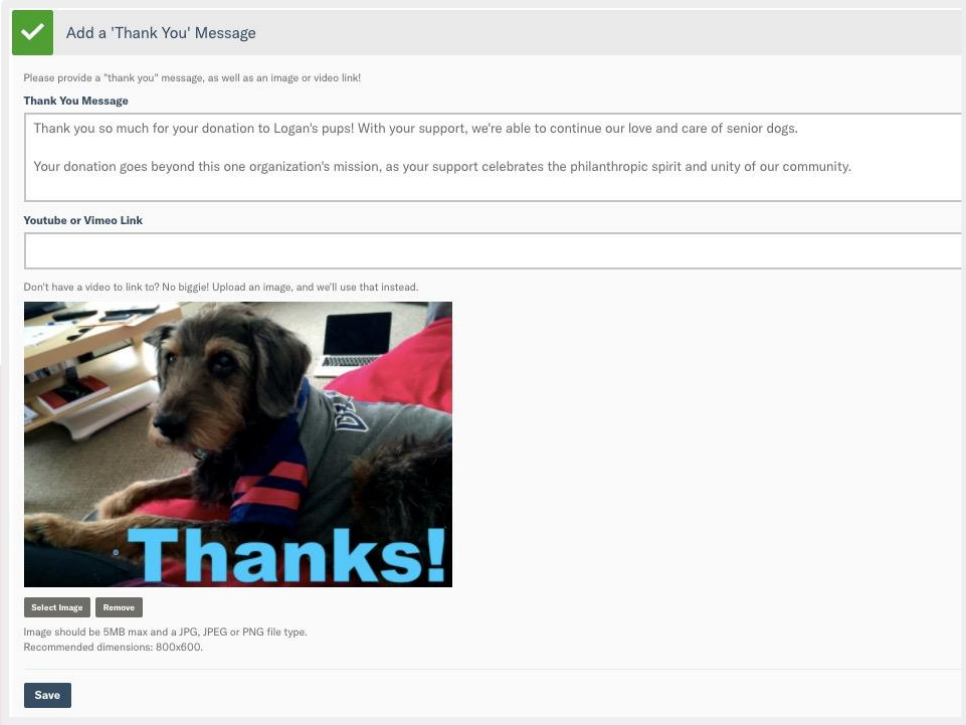
Personalized Gratitude

- 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



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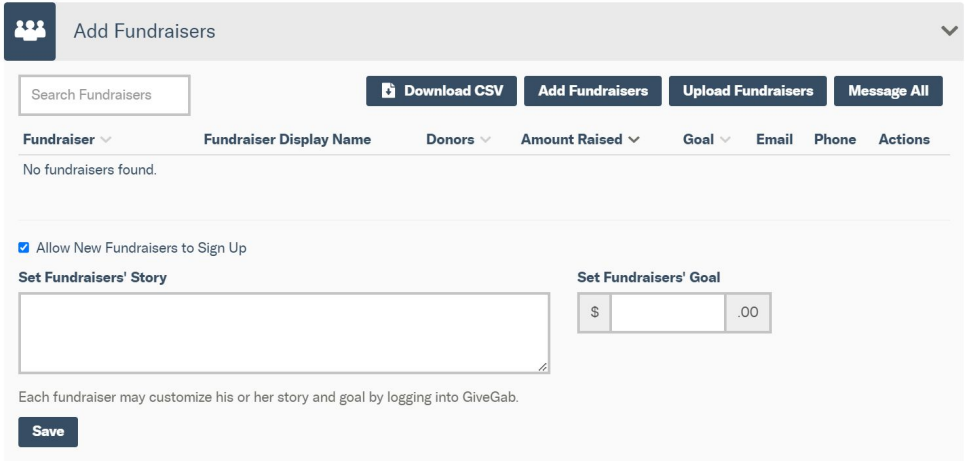

Invite Your Fundraisers

- 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]

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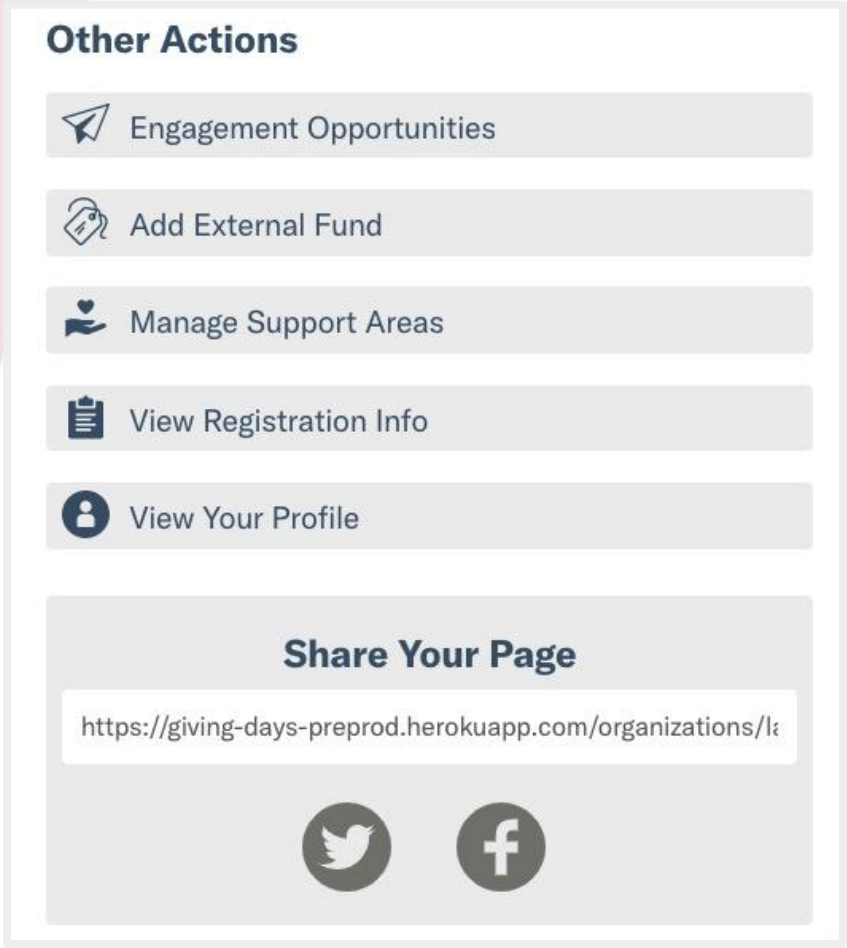
Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard



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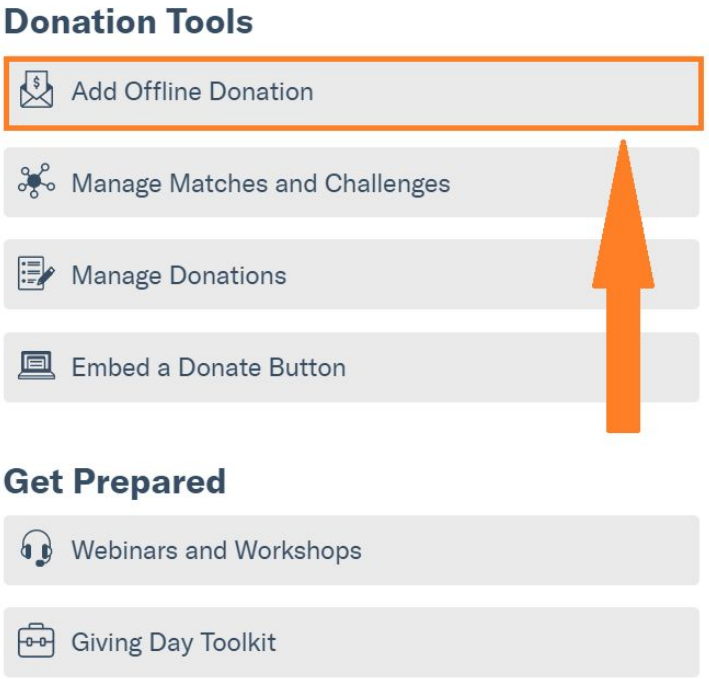
Add Offline Donations



Offline Donations can be added to your KY Gives Day totals!

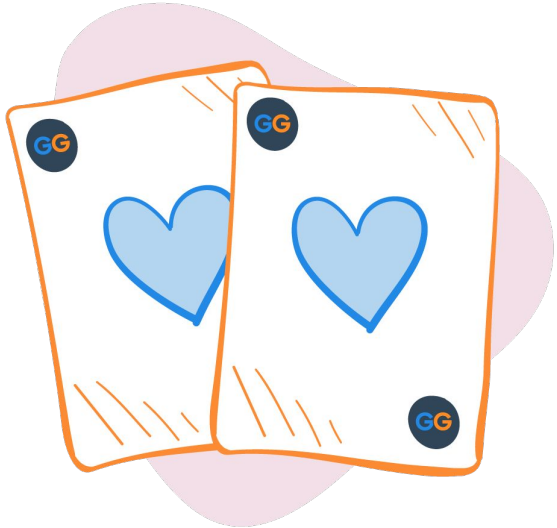
- Cash or Checks
- You can begin adding offline donations as soon as you register!
- Adding offline donations can be done directly on your dashboard.

Step Up Your Fundraising with Matches

Use pledged donations as a donor incentive to increase impact!

Once you secure a matching gift, utilize GiveGab's matching tool to add that money into your totals, according to the criteria you set.

- 1:1, 2:1, and 3:1 Dollar-for-Dollar Matches
- Donor, Dollar, and Donation (Gifts) Challenges
- **Pro Tip:** Watch the **Matching Training Video**



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Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your KY Gives Day needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!

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Your Next Steps

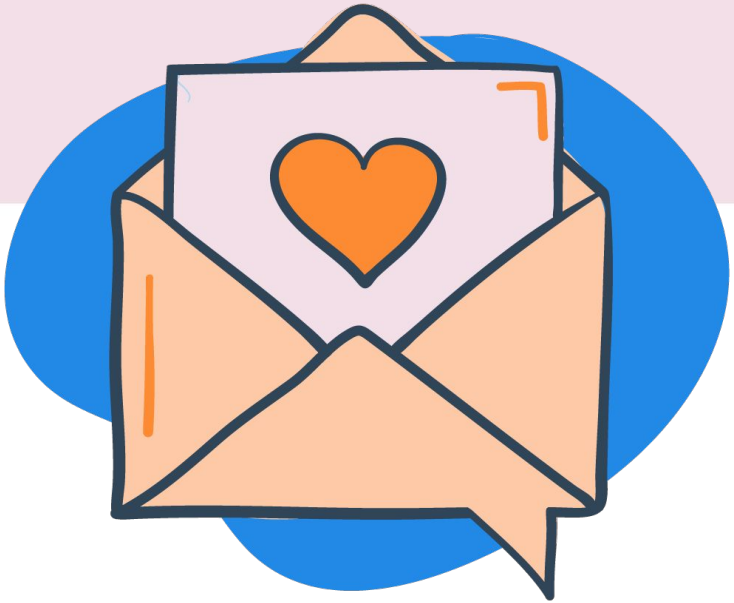
Take a breath!

- 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
- KY Gives Day 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 Ky Gives Day on Social Media and use #KYGives25 Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkit



Questions?

KY Gives Day 2025

May 13th, 2025

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