

# #KYGives25 Sponsors!



**Aetna Better Health<sup>®</sup>  
of Kentucky**



**Foundation**



**impressions  
marketing**

# Regional Partner:



*Let's Do Some Good Today!*

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

# Getting Ready for KY Gives Day 2025

*May 13, 2025*



# 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

# Submit Your Questions



**Chat Box**

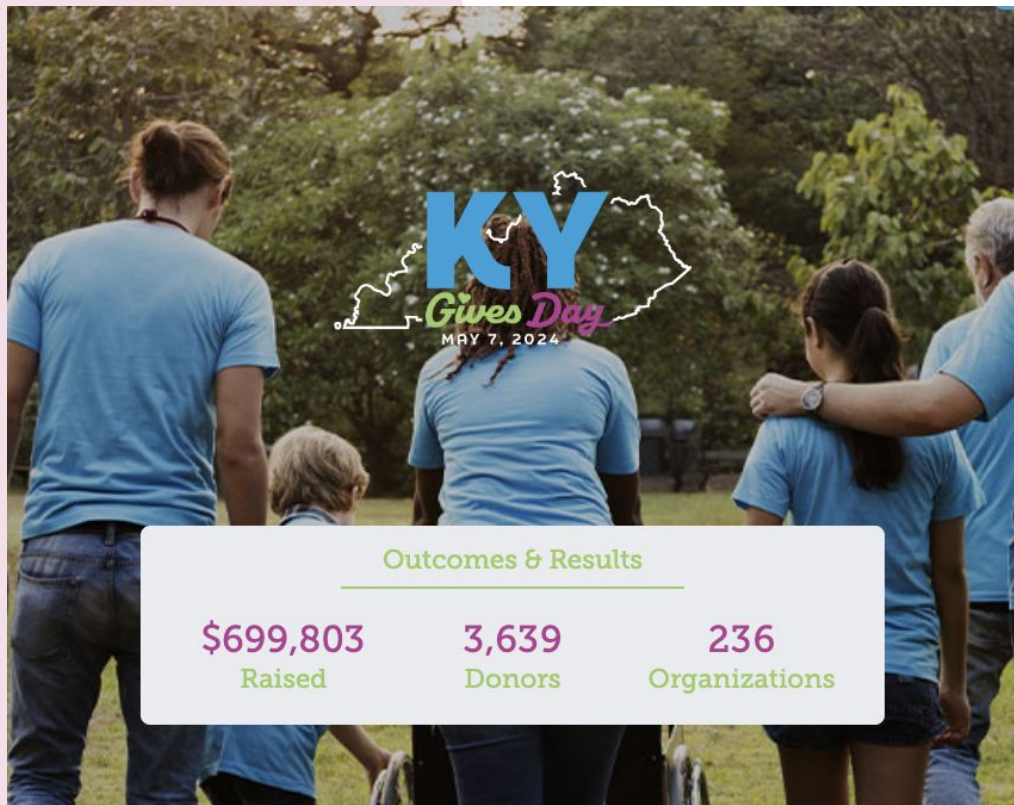
If you have questions or comments throughout our training,  
please use the chat feature!

# Agenda



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

# 2024 Results



# 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



# 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

# Who is Bonterra?



GiveGab is becoming  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!

# 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

stripe



# 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!

# Transparent Donations

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

Step 3 of 3

**YMCA of South Collier** Gift: \$50.00

---

**Email:** laryssa@givegab.com

**Fees:** \$3.13

What's with these fees?

☒ I'll 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:

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*



Thank you for making a difference in our community!

Step 1 of 3

Choose an amount to give:

\$

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

[Add a fundraiser](#)



Greater Pawnee German  
Shepherd Rescue

Name to Display (Optional):

(Defaults to First and Last Name)

- ☐ 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!



# 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

## DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

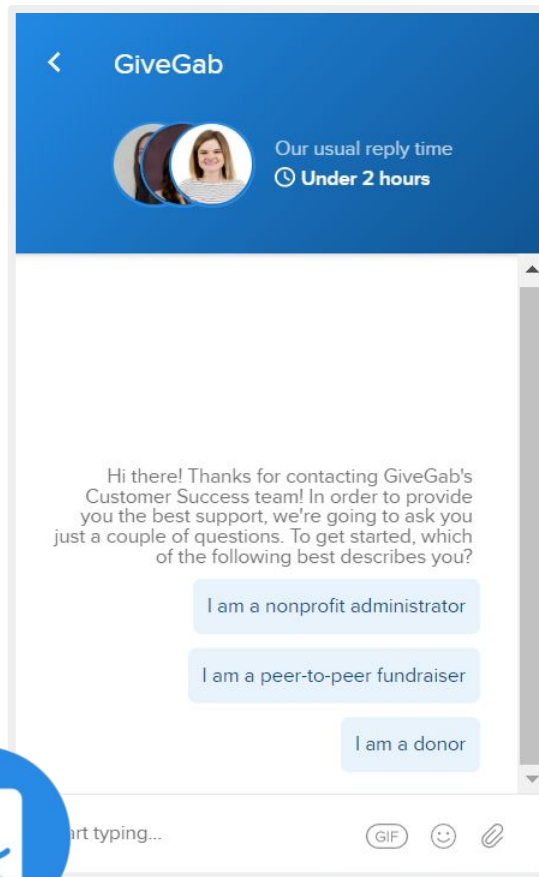
### Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg  
Date: February 27, 2020  
Organization: Logan's Pups  
EIN: 12-1234567  
Designation: Giving Day  
Amount: \$10.00

[View Your Donations](#)

# How We Support You

- Visit Our Help Center
  - [support.givegab.com](https://support.givegab.com)
- Send us an Email
  - [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)
- Chat with GiveGab's Customer Success Team
  - Look for the little blue chat bubble



# Registering for KY Gives Day





Search...



▼ MENU



REGISTER





▼ 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.



GiveGab is becoming  Bonterra.

## Find Your Organization

and participate in KY Gives Day 2024

Kentucky

481 Results



### Kentucky-Indiana Paralyzed Veterans of America

Floyds Knobs, Indiana

[PARTICIPATE](#)



### National Multiple Sclerosis Society - Kentucky-Southeast Indiana Chapter

Louisville, Kentucky

[PARTICIPATE](#)



### VU Student Chapter of the Kentucky-Tennessee Branch of the American Society of Microbiology

Nashville, Tennessee

[Inquire](#) about registering this organization. It's easy!



## Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)

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.

# 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).



# Charitable Solicitation Registration with the KY Attorney General

CH\_Web\_Registered

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

65 / 134 100%

0203	Kentucky Post of Emergency, Inc.		\$0.00	2020	202	Kichmont Road	Berea	KY	40103
6913	Kentucky Mountain Health Alliance		\$2,641,342.00	2020	\$3,821,152.00	279 East Main Street	Harard	KY	41781
3081	Kentucky Mountain Housing Development Corp., Inc.		\$147,200.00	2020	\$769,226.00	PO Box 729	Manchester	KY	40962
9016	Kentucky Mountain Laurel Festival, Inc.		\$8,000.00	2020	\$96,279.00	PO Box 151	Pineville	KY	40977-0151
4165	Kentucky Museum of Art and Craft Foundation		\$686,765.00	2019	\$1,086,379.00	715 W Main Street	Louisville	KY	40202
4166	Kentucky Music Educators Association, Inc.		\$0.00	2020	\$296,606.00	PO Box 1058	Richmond	KY	40476-1058
1218	Kentucky Natural Lands Trust, Inc.		\$2,435,549.00	2020	\$2,685,467.00	433 Chestnut Street	Berea	KY	40403
4137	Kentucky Nephrology Research Trust, Inc.		\$200,050.00	2020	\$743,474.00	PO Box 910341	Lexington	KY	40591
9067	Kentucky Nongraft Network, Inc.		\$178,091.00	2020	\$378,252.00	PO Box 24362	Lexington	KY	40524
12329	Kentucky Oil & Gas Association		\$96,187.00	2020	\$172,378.00	306 W Main St., Ste. 404	Frankfort	KY	40601
526	Kentucky Opera Association, Inc.		\$1,517,575.00	2019	\$1,872,590.00	323 W. Broadway, Suite 601	Louisville	KY	40202
11889	Kentucky Optometric Association		\$0.00	2020	\$914,934.00	PO Box 572	Frankfort	KY	40602
3699	Kentucky Organ Donor Affiliates, Inc.		\$120,388.00	2020	\$29,092,229.00	10160 Linn Station Rd.	Louisville	KY	40223
6454	Kentucky Pediatric Society Foundation		\$5,502.00	2020	\$5,502.00	420 Capitol Avenue	Frankfort	KY	40601
15365	Kentucky Perinatal Association, Inc.		\$105,150.00	2020	\$105,570.00	PO BOX 577	Shelbyville	KY	40066
10698	Kentucky Pest Control Educational Fund, Inc.		\$0.00	2020	\$38,855.00	2686 Colrain Ct.	Lexington	KY	40517
7546	Kentucky Pharmacists Association, Inc.		\$313,004.00	2020	\$569,887.00	96 C. Michael Davenport Drive	Frankfort	KY	40601
7472	Kentucky Pharmacists Education & Research Foundation, Inc.		\$2,798,815.00	2020	\$3,082,351.00	96 C Michael Davenport Drive	Frankfort	KY	40601
1657	Kentucky Physicians Health Foundation, Inc.		\$59,650.00	2019	\$720,405.00	9000 Wessex Place, #305	Louisville	KY	40222
529	Kentucky Pork Producers Association, Inc.		\$0.00	2020	\$263,715.00	1110 Hawkins Dr	Elizabethtown	KY	42701
7289	Kentucky Press Association		\$259,504.00	2020	\$305,081.00	101 Consumer Lane	Frankfort	KY	40601
530	Kentucky Professional Firefighters		\$0.00	2020	\$162,332.00	2205 Thunderstruck Dr	Lexington	KY	40505
7753	Kentucky Propane Gas Association Inc.		\$27,264.00	2020	\$103,402.00	340 Democrat Dr.	Frankfort	KY	40601
11910	Kentucky Psychiatric Medical Assoc.		\$45,860.00	2020	\$98,770.00	PO Box 7246	Louisville	KY	40257
14301	Kentucky Public Art Initiative Inc.		\$0.00	2020	\$0.00	421 W 2nd St.	Lexington	KY	40507
14347	Kentucky Public Pension Coalition Inc.		\$38,500.00	2021	\$38,588.00	PO Box 274	Frankfort	KY	40602
4072	Kentucky Public Radio, Inc.	Louisville Public Media	\$4,022,455.00	2019	\$6,667,568.00	619 S Fourth Street	Louisville	KY	40202-2403
1878	Kentucky Railway Museum, Inc.		\$99,844.00	2020	\$592,108.00	PO Box 240	New Haven	KY	40051
5761	Kentucky Real Estate Education Foundation, Inc.	Kentucky Realtor Institute	\$0.00	2020	\$238,335.00	2708 Old Rosebud Rd., Box 200	Lexington	KY	40509
2189	Kentucky Refugee Ministries, Inc.		\$2,137,079.00	2019	\$5,977,380.00	9698 Cherokee Road	Louisville	KY	40204
5872	Kentucky Reptile Zoo		\$34,897.00	2020	\$301,663.00	200 L & E Railroad Road	Slade	KY	40376
532	Kentucky Resources Council, Inc.		\$357,626.00	2020	\$358,745.00	PO Box 1070	Frankfort	KY	40602-1070

# 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**



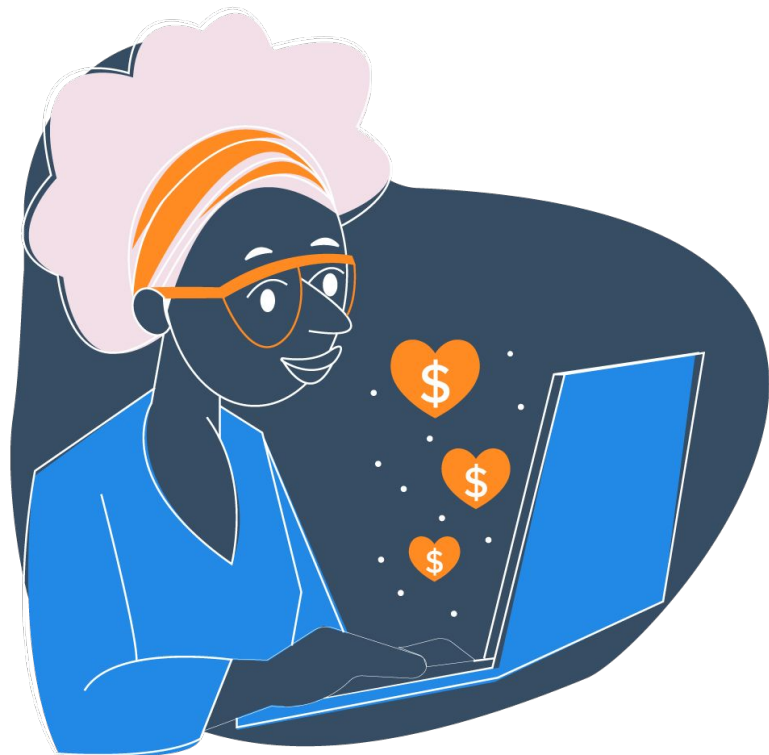
**Registration with the Secretary of State**

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

# 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>

# 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!



**KY Gives Day 2024** May 7, 2024

\$0.00 Raised • 0 Donors • 0 Gifts

[Analytics](#)

## 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



Kentucky Gives Day (2019)



KY Gives Day (2020)



Kentucky Gives Day 2017 (2017)



KY Gives Day 2022 (2022)



KY Gives Day (2023)

# 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




# 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

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

✓ Add Your Story

Cover Photo



Select Image

Remove

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

Set a Goal

☒ Display Goal on Profile

\$

10000

.00

Tell Your Story

GT America

Formatting

A

B

I

U

🌈

🔗

📄

📁

🔍

### 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 I was passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

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

Save



# 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

## Complete Your Verification

Set Up Donations

Documents

### Set Up Donations

#### State Charitable Solicitation Compliance Attestation

☐ I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. [Learn more about state charitable solicitation compliance.](#)

Save

#### IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.

Don't have your EIN? Search [here](#).

Save

#### Payment Processor Verification

Verify Your Organization

GiveGab is becoming  Bonterra.

# Get Verified on GiveGab



Bonterra partners with  
Stripe for secure financial  
services.

[← Return to Bonterra](#)

Powered by **stripe** <sup>①</sup>

[Terms](#)

[Privacy](#)

English (US) <sup>↕</sup>

Contact Bonterra for support  
[customersuccess@givegab.com](mailto:customersuccess@givegab.com)

## Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our [Services Agreement](#).

### Legal business name

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.


### Employer Identification Number (EIN)

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this [support article](#).


### Doing business as Optional

The operating name of your company, if it's different than the legal name.


# Suggest Donation Levels

 Add Donation Levels


We recommend having 3 or 4 donation levels.




**\$25.00**  
Provides one week of food for a senior pup  
[Edit](#) [Remove](#)



**\$50.00**  
Provides a super soft bed for a loving senior pup  
[Edit](#) [Remove](#)



**\$100.00**  
Helps a family foster one of our amazing senior pups  
[Edit](#) [Remove](#)



**\$500.00**  
Provides life changing surgery to a senior pup in need  
[Edit](#) [Remove](#)

Add Donation Level

- 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

# 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

GiveGab is becoming  Bonterra.


 Add Fundraisers 

 Download CSV


Add Fundraisers


Upload Fundraisers


Message All

Fundraiser 

Fundraiser Display Name

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](#)

# Share Your Profile

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

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

## Share Your Page

<https://giving-days-preprod.herokuapp.com/organizations/>



# Add Offline Donations

## Donation Tools

 Add Offline Donation


 Manage Matches and Challenges

 Manage Donations

 Embed a Donate Button



## Get Prepared

 Webinars and Workshops

 Giving Day Toolkit

## 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.

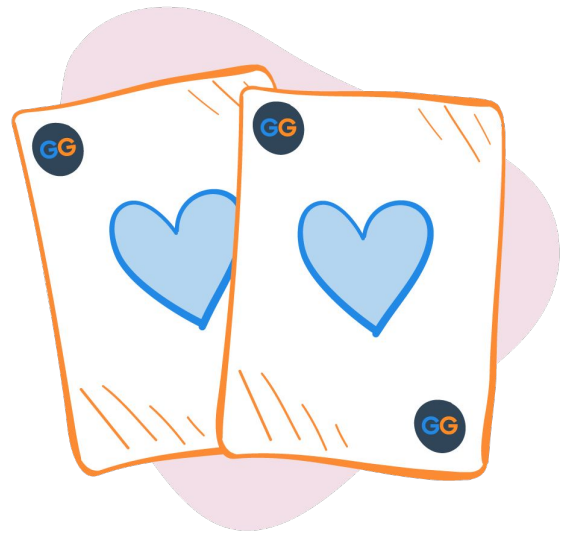


# Step Up Your Fundraising with Matches

**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](#)



# 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!



# Your Next Steps



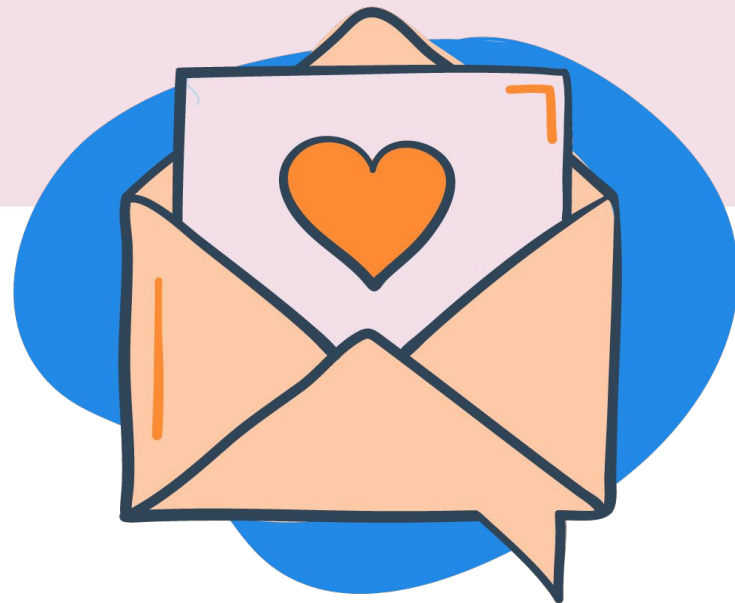
## Take a breath!

- 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*