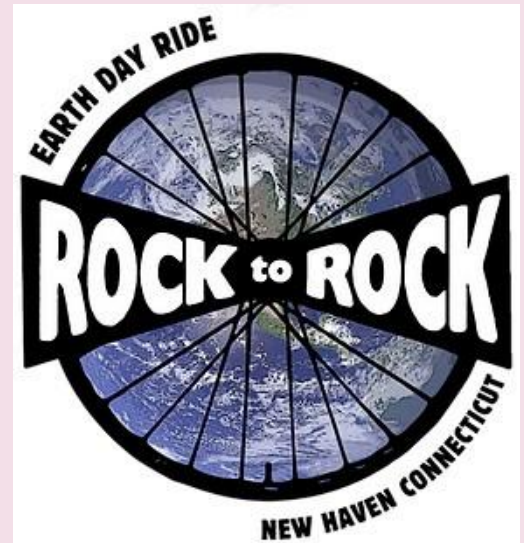


# Tools to Make the Most of Rock to Rock



# Zoom Etiquette

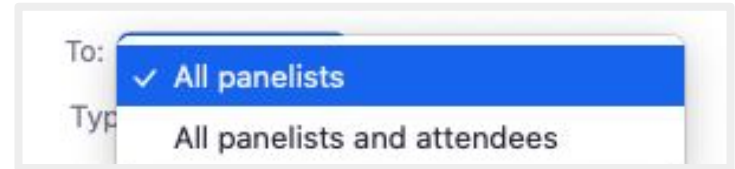
This is being recorded. The recording will be available on the [Rock to Rock](#) page by **end of day Feb 1, 2025.**

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

Introduce yourself! Name/organization.



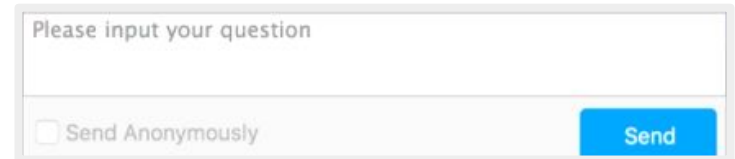
## Chat Box



To:  All panelists  
Type: All panelists and attendees



## Q&A



Please input your question

Send Anonymously

# Agenda



- Terminology/Definitions
- Admin Management
- Leveraging Support Areas
- Peer-to-Peer Fundraisers
- Embeddable donate button
- Accessing Donation Reports
- Resources available to your organization

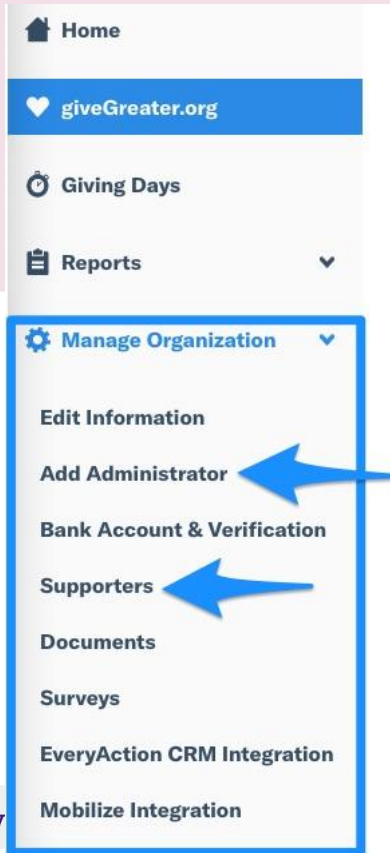
Let's get on  
the same  
page!



# GiveGab vs Rock to Rock Terminology

GiveGab	Rock to Rock
Support Area	Teams or Separate Fundraising Page
P2P Fundraisers	Individual Fundraisers/Riders
Campaign	Rock to Rock Fundraiser

# Add New Admins



Home

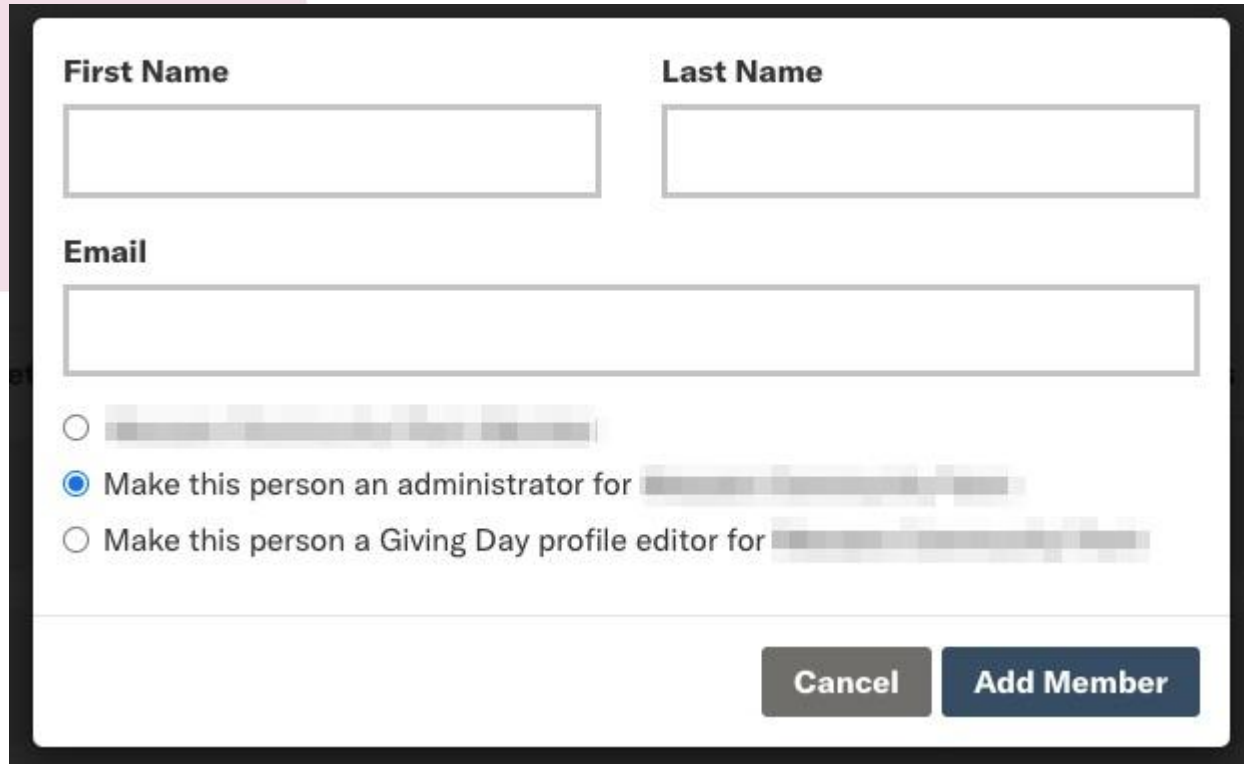
giveGreater.org

Giving Days

Reports

**Manage Organization**

- Edit Information
- Add Administrator**
- Bank Account & Verification
- Supporters**
- Documents
- Surveys
- 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



# Support Areas



# What is a Support Area?



- Create a Rock to Rock team!
- Highlight the Rock to Rock campaign for your organization on **its own page**
- Create a custom story, donation levels, and more for each support area
- Has its own unique link & can be searched for on the giveGreater site

# Setting Up A Support Area

## Donation Tools



Add Offline Donation



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

## Get Prepared



Webinars and Workshops



Toolkit



Help Center

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile



Mobilize Integration

## Share Your Page



# Setting Up A Support Area

## Support Areas

For giveGreater.org

Add Support Area



### New Support Area

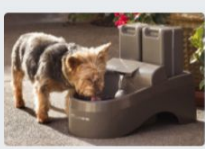
Title

2025 Org Name Rock to Rock Campaign

Cancel

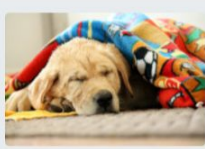
Save





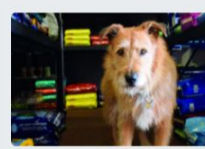
\$25

*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*

CHOOSE YOUR OWN AMOUNT



[Our Story](#)

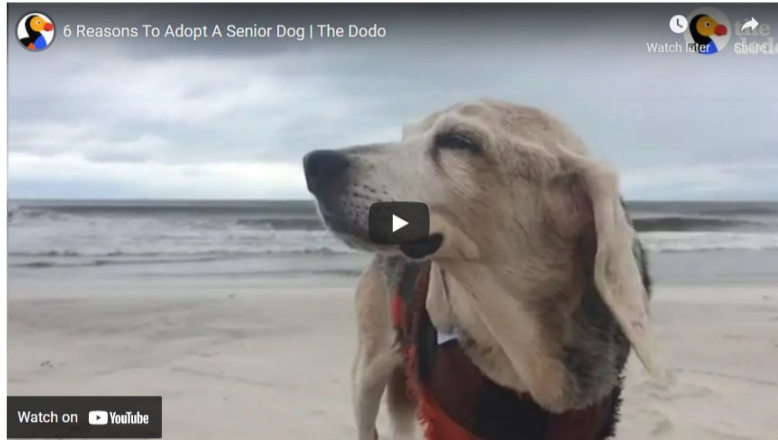
[Matches](#)

[Fundraising Campaigns](#)

[Top Fundraisers](#)

[Recent Donors](#)

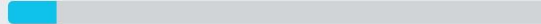
## Our Story



## Matches

### Bank of America: Giving Tuesday Super Match!

All gifts made on Giving Tuesday will be matched up to \$10,000 thanks to our sponsor at Bank of America!



\$10,000 Match

\$9,055 Remaining

SEE MORE MATCHES

## Fundraising Campaigns

### Dog Food Bank



DONATE

## Fundraising Champions

1	<a href="#">Bridget Cafaro</a>	\$100.00
2	<a href="#">Molly Heslin</a>	\$70.00
3	<a href="#">Aimee McManus</a>	\$0.00
4	<a href="#">Alyssa Ravenelle</a>	\$0.00

## Recent Donors

Aimee McManus	\$100
Aimee McManus	\$100
Colley Coates	\$150
Molly Heslin	
Kyle Cundy	\$50

SEE MORE DONATIONS



# Peer-to-Peer Fundraisers

# What is P2P Fundraising?

Peer-to-Peer Fundraising allows your most passionate supporters to create and host their own fundraising page right within your profile. Their totals roll up into your totals!



# Why is it so effective?

- Multiplies your reach to potential donors
- Results in more authentic outreach and messaging
- Uses the power of social influence
- Increases your social media presence
- Establishes another avenue for engagement with your organization

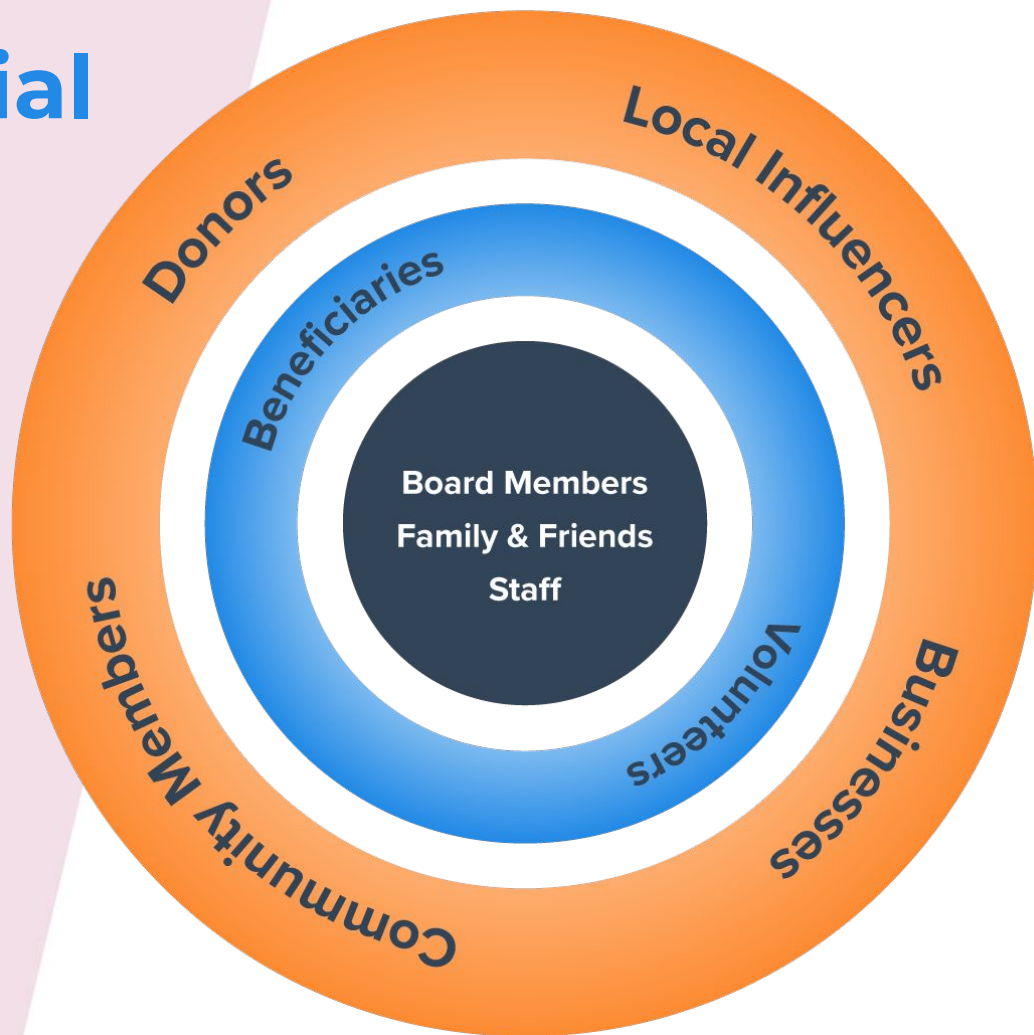


# 4 Steps to Fundraising Success

- 1 Select individuals who will be your loudest voices
- 2 Communicate that storytelling is vital, and can replace a direct “ask”
- 3 Steward your fundraisers
- 4 Make it fun



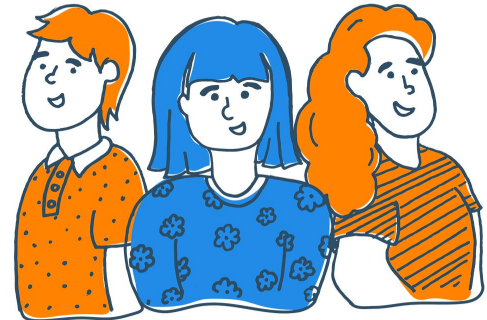
# Identify Potential Fundraisers



# Capture Fundraiser Stories

**Motivate fundraisers to share their personal connection to your mission by asking these questions:**

- What made you decide to get involved?
- What do you wish everyone knew about this organization?
- Why do you enjoy giving to our organization?
- What is your favorite program or service and why?
- How do you feel after [working at, volunteering at] our organization?



# Steward Your Fundraisers



- Treat fundraisers like major donors
- Acknowledge fundraising for your organization as a higher level of participation
- Recognize those who raise a lot for your cause
- Invest in your long term relationship
- Ensure your fundraisers have a great experience regardless of how much they raise

# Make It Fun!

- Create friendly competition
- Pair it with an event
- Provide templated graphics, communications and sample content ideas for sharing on social media
- Ask yourself, what experience would you want to have as a fundraiser?



# Set Your Fundraisers Up For Success



## Start Early

- Educate your fundraisers
- Understand their capacity for this ask



## Be Clear

- Be transparent with your goals
- Set expectations for your fundraisers



## Make It Easy

- Provide the content they need
- Take time to check-in



# Inviting Your Fundraisers



# Demo

Navigate to your Fundraisers Tab in your giveGreater.org or Support Area Dashboard.

Set a default story and goal for your P2Ps

Make fundraising invite-only, or open to anyone interested

## 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**




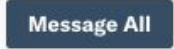
Each fundraiser may customize his or her story and goal by logging into GiveGab.

[Save](#)

# Demo

Select "Add Fundraisers"

 Add Fundraisers ▼

 Download CSV   

**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**

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



# Demo

Invite one or multiple fundraisers at once. You will need first name, last name, and email address.

### Add Fundraisers

**Fundraiser Display Name (optional)**

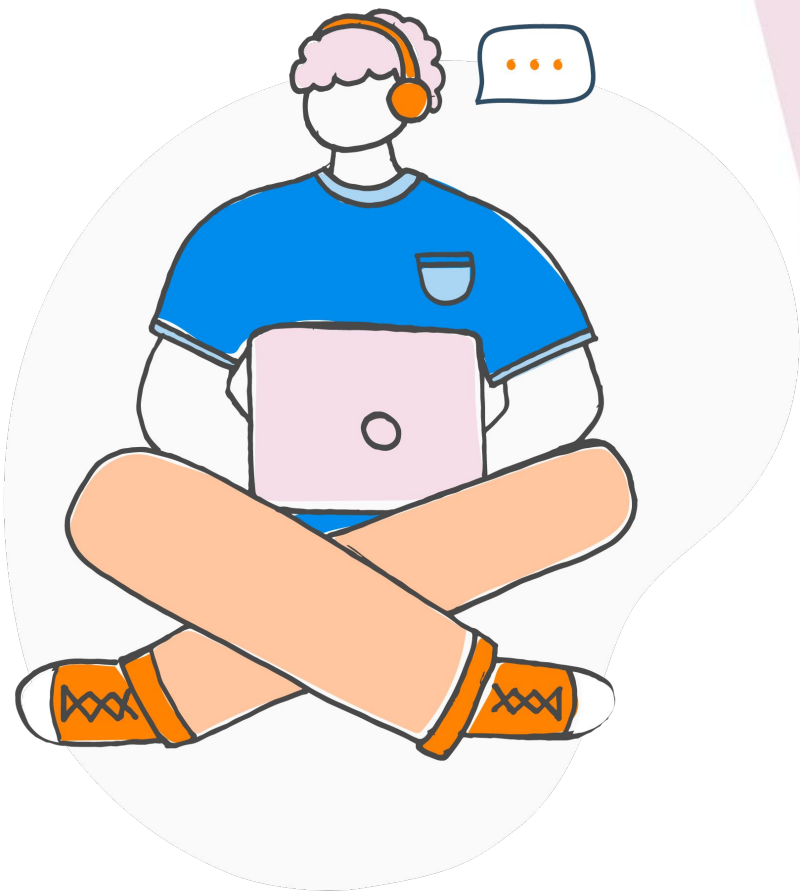
<b>First Name</b>	<b>Last Name</b>	<b>Email</b>
<input type="text" value="Laryssa"/>	<input type="text" value="Hebert"/>	<input type="text" value="test@givegab.com"/> *

**Fundraiser Display Name (optional)**

<b>First Name</b>	<b>Last Name</b>	<b>Email</b>
<input type="text" value="Jane"/>	<input type="text" value="Doe"/>	<input type="text" value="test2@givegab.com"/> *

[+ New Fundraiser](#)

[Cancel](#) [Next: Compose Your Message](#)



# Takeaways & Resources

# Timeline for P2P Recruitment



# Peer-to-Peer Resources

- [P2P Toolkit](#) - For Nonprofits
- [P2P Fundraisers Guide](#) - For P2P Fundraisers
- [Email Templates](#) - Both Nonprofits and P2P Fundraisers
- Support Articles - [Visit the Help Center](#)
  - [Broaden Your Organization's Reach with Peer-to-Peer Fundraising](#)
  - [What is Peer-to-Peer Fundraising?](#)
  - [Best Practices for Peer-to-Peer Fundraising](#)





# Embeddable Donate Button

# Embeddable Donate Button

Same seamless donation process as on the [giveGreater.org](https://giveGreater.org) website

- Ties in your profile's branding and [giveGreater.org](https://giveGreater.org) branding
- All donations count towards your totals
- Easy to set up





# Embed A Donate Button

## Donation Tools



Add Offline Donation



Manage Matches and Challenges



Manage Donations



Embed a Donate Button

## Get Prepared



Webinars and Workshops



Toolkit



Help Center

## Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile



Mobilize Integration

## Share Your Page



# Embed A Donate Button

## Configure Your Donation Button

**Step One:** Add a GiveGab donation button to your website for:

giveGreater.org

**Step Two:** Choose the text

Donate Now

**Step Three:** Choose the color

#269E32



# Embed A Donate Button

## Donation Button Preview

Click this button to preview your donation form.

**Note:** Donations made through this preview form are real donations. Your credit card will be charged.

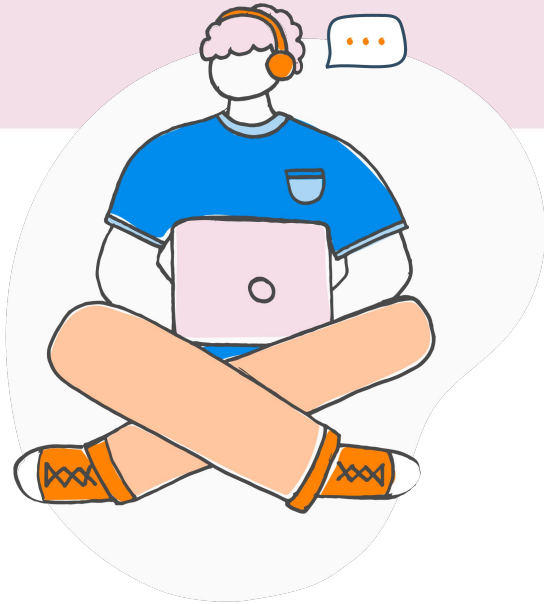
Donate Now

**Step Four:** Copy and paste this code into your website



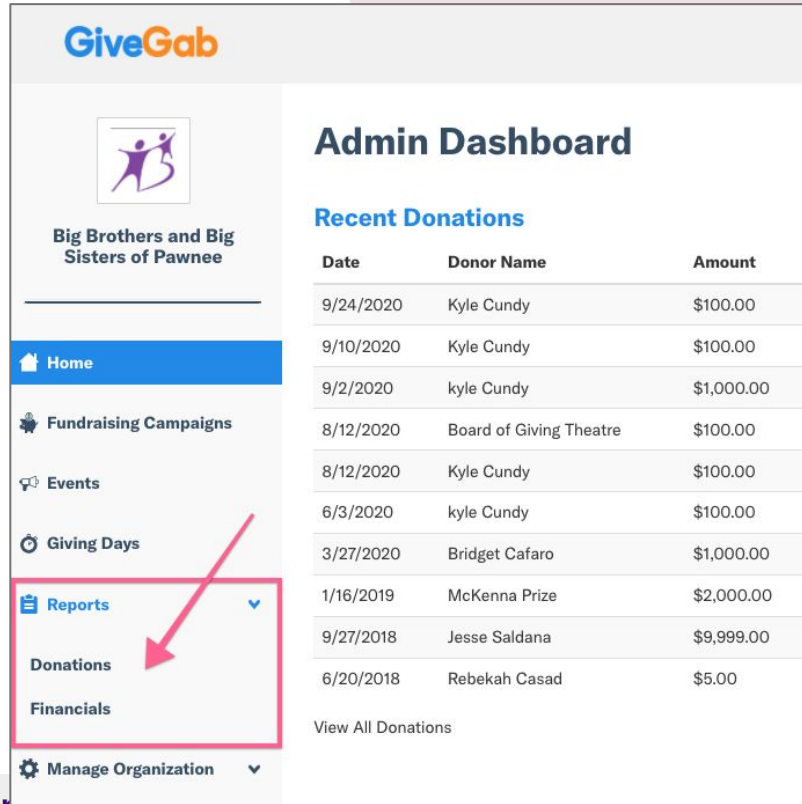
Copy to Clipboard

# 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 “Bonterra”
- Reference your **new** 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](#)

**GiveGab is becoming  Bontena.**

# 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

  Page 2 of 2

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

Viewing Dashboard for **Pawnee Public Library** 

# Your Next Steps



## Take a breath!

- If you are not already on [giveGreater.org](https://giveGreater.org) - Sign up!
  - Already have a profile, create a Support Area page for The Rock to Rock 2025
- Any questions about your status contact Stephanie Chung at [schung@cfgnh.org](mailto:schung@cfgnh.org)
- Start recruiting, training, and signing up your fundraisers
- Visit the P2P Resources

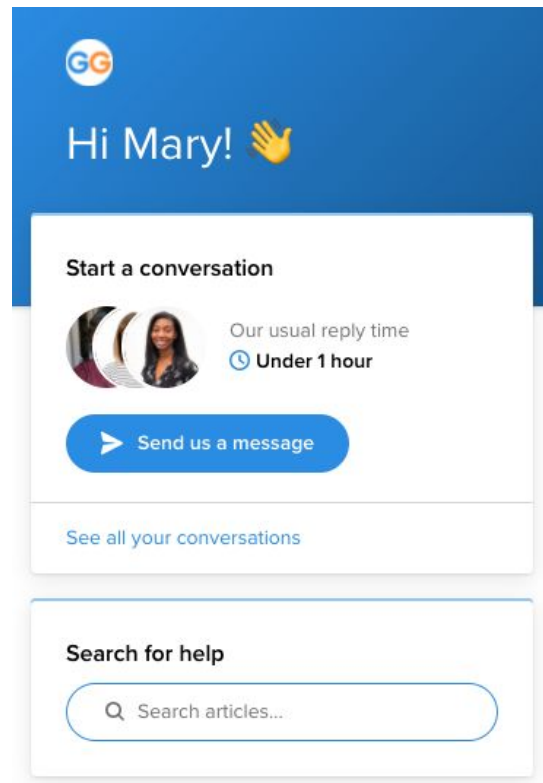



# Support & Resources

Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at  
[CustomerSuccess@GiveGab.com](mailto:CustomerSuccess@GiveGab.com)



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

# Questions?

