

# Getting Ready for Give-N-Day

*March 18, 2025*



# Submit Your Questions



## Chat Box

To:  All panelists  
 All panelists and attendees

Type



## 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.

# Agenda

- Who is Bonterra?
- Give-N-Day Overview
- Registering
- Creating Your Profile
- Engaging your Supporters
- Next Steps & Questions

**GIVE-N-DAY**  
75  
3.5.24  
NICHOLLS STATE UNIVERSITY

**YOU MAY STILL GIVE TO YOUR FAVORITE AREA!**

Your Colonel Pride on Display #giveNday

Outcomes & Results

<b>\$204,355</b> Raised	<b>1,300</b> Donors	<b>128</b> Organizations
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# Who is Bonterra?

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

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

# How We Support You

## Visit Our Help Center

- [support.givegab.com](https://support.givegab.com)

## Check Out Our Blog

- [bonterratech.com/blog](https://bonterratech.com/blog)

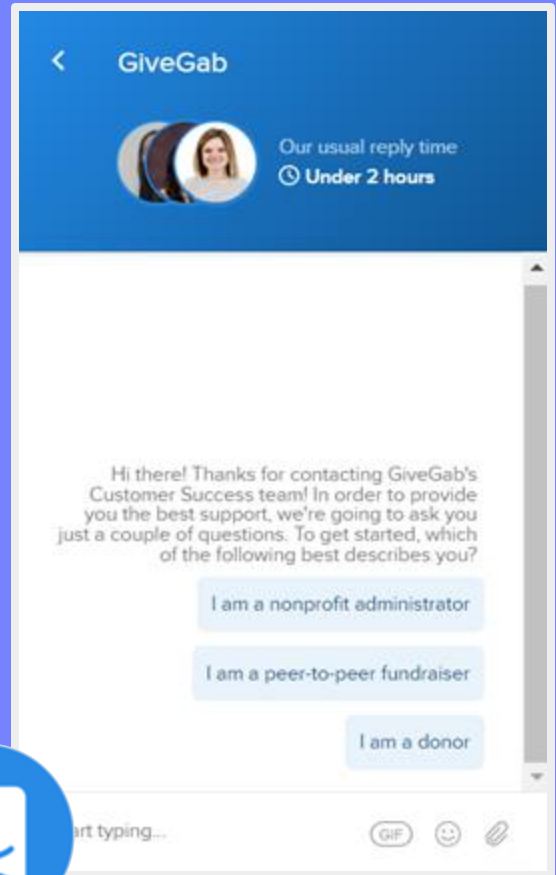
## Send us an Email

- [CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

## Chat with our Customer Success Team



• Look for the little blue chat bubble



# Give-N-Day Overview

## [giveday.org](https://giveday.org) | March 18, 2025

- Every organization conducts their own unique campaign to market and share with their supporters
- All Campus Organizations are eligible to participate
- Your marketing efforts + University Efforts = Exponential visibility
- Leaderboards for friendly competition, prize incentives
- Advanced Giving begins on **March 6**



# Benefits of Participating

- Learn to utilize digital fundraising tools, and take advantage of resources that are available to you
- Engage with your supporters and gain new donors
- Access to trainings, templates, and downloadable graphics
- Utilize Give-N-Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

# Registering for Give-N-Day





# Visit [www.givenday.org](http://www.givenday.org)

**GIVE N DAY**  
NICHOLLS STATE UNIVERSITY

Search... MENU

**GIVE N DAY**  
3.18.25  
NICHOLLS STATE UNIVERSITY

**REGISTER**

**Your Colonel Pride on Display #giveNday**  
March 18, 2025

Give N Day begins in  
41 : 17 : 37 : 18  
days hours mins secs

Facebook, X, Instagram, Calendar icons

# Find Your Organization

and participate in Give N Day



Search for your organization

Start typing in the box above to find your organization.



# Find Your Organization

and participate in Give N Day



1 Results



## Colonel Athletic Association- Indoor/Beach Volleyball

Thibodaux, Louisiana

[PARTICIPATE](#)

### Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)



Manage Colonel Athletic Association-Indoor/Beach Volleyball for

## Give N Day

Admins: [Jeremy Becker](#) [Hillary Charpentier](#) [Katherine Mabile](#) [Kallie Noble](#) [Quintarius Queen](#)

To request access to Colonel Athletic Association-Indoor/Beach Volleyball, we just need your name and email:

Your First and Last Name

Nickie Fredenburg

[Request Access](#)

If the admins above are no longer associated with your organization, please reach out to our customer success team via the chat bubble below.



GiveGab is the technology provider for Give N Day.

[Learn more](#)



## Give N Day

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](#)

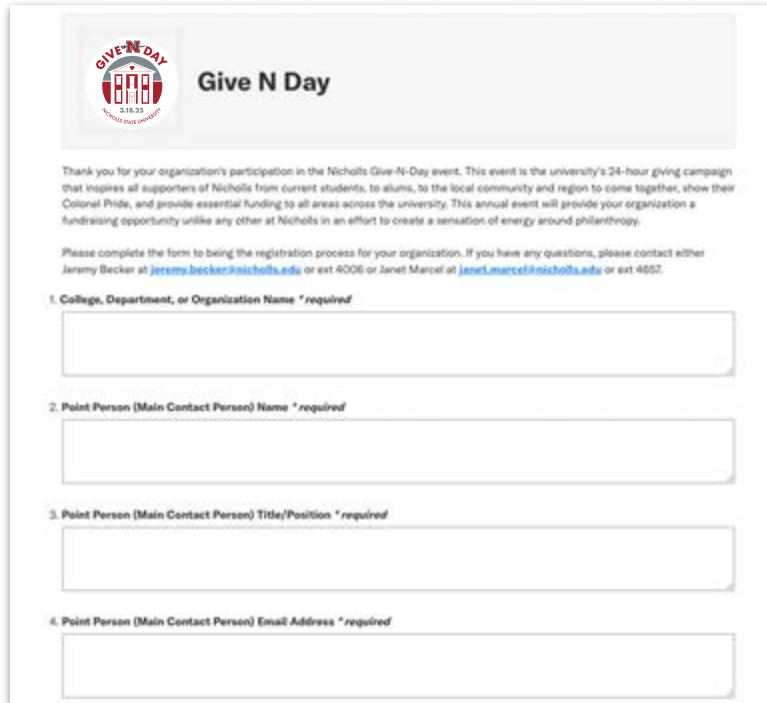
Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300

Click 'Continue' to complete your registration for

## Give N Day

[Continue](#)

# Submit required info!



The screenshot shows a registration form for the Give N Day event. At the top left is the Give N Day logo, which features a stylized building and the text 'GIVE-N-DAY' and '3.18.25'. To the right of the logo is the text 'Give N Day'. Below the logo and text is a paragraph of introductory text: 'Thank you for your organization's participation in the Nichols Give-N-Day event. This event is the university's 24-hour giving campaign that inspires all supporters of Nichols from current students, to alumni, to the local community and region to come together, show their Colonial Pride, and provide essential funding to all areas across the university. This annual event will provide your organization a fundraising opportunity unlike any other at Nichols in an effort to create a sensation of energy around philanthropy.' Below this is another paragraph: 'Please complete the form to begin the registration process for your organization. If you have any questions, please contact either Jeremy Becker at [jeremy.becker@nicholls.edu](mailto:jeremy.becker@nicholls.edu) or ext 4006 or Janet Marcel at [janet.marcel@nicholls.edu](mailto:janet.marcel@nicholls.edu) or ext 4557.' The form consists of four numbered sections, each with a text input field: 1. College, Department, or Organization Name \*required; 2. Point Person (Main Contact Person) Name \*required; 3. Point Person (Main Contact Person) Title/Position \*required; 4. Point Person (Main Contact Person) Email Address \*required.

- Fill out the required information
- Once you submit the form, you will be brought to your Give-N-Day Dashboard
- You will start in 'Pending' status and you will be notified once if additional information is required and when you have been approved.
- Reach out with any questions!

# Returning? Copy Your Profile



## Give N Day

\$0.00 Raised • 0 Donors • 0 Gifts

Analytics

43 Days to Launch

Participation Approval Status

Pending

### 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 N Day 2022 (2022)

Copy This Profile

- Existing information will carry over
- Don't forget to review and update your profile after!
- Double check that your org admins/profile editors are up to date

# Completing Your Profile





# Giving Day Dashboard

### Donation Tools

- Add Offline Donation
- Manage Matches and Challenges
- Manage Donations
- Embed a Donate Button

### Get Prepared

- Webinars and Workshops
- Giving Day Toolkit
- Help Center

### Other Actions

- Engagement Opportunities
- Add External Fund
- Manage Support Areas
- View Your Profile
- Mobilize Integration

### Share Your Page

<https://www.givenday.org/organ>



Nicholls Foundation

- Home
- Giving Days
- Reports
- Manage Organization



## Give N Day

\$0.00 Raised • 0 Donors • 0 Gifts

Analytics

### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Give N Day.

- Add Your Organization's Info
- Add Your Story
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

35 Days to Launch

Participation Approval Status

Approved

Thank you for completing the registration form for the Nicholls Give-N-Day event for you organization. Your registration is APPROVED and your site is ready for you to share with your donors. If you have any questions, please contact Jeremy Becker at [jeremy.becker@nicholls.edu](mailto:jeremy.becker@nicholls.edu) or Janet Marcel at [janet.marcel@nicholls.edu](mailto:janet.marcel@nicholls.edu)




# Basic Info

✓ 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

Cause #2

Cause #3


Save

- Logo
- Website
- Causes

# Curate Your Story

Add Your Story

**Cover Photo**



**Select Image** **Remove**

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1000x500.

**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...

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...

Note: Pasting text from outside of GiveSub into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** imported text and select the "Clear Formatting" word icon before reaching out to support.

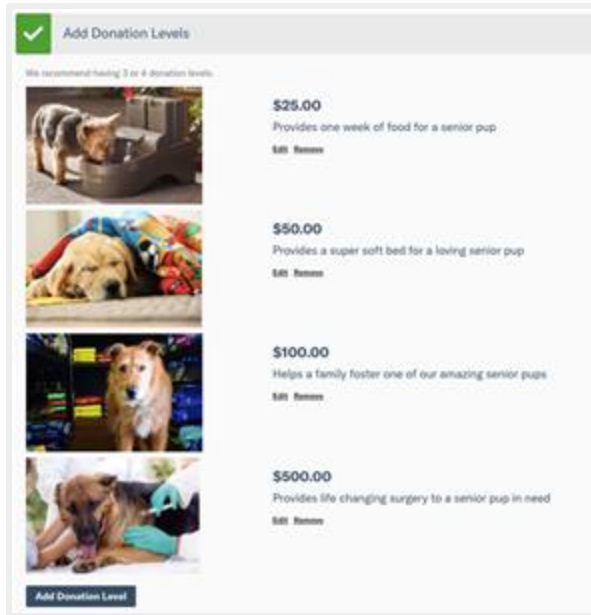
**Video Url**

Video links must be in the following format: <https://vimeo.com/123456>.

**Save**

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

# 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

# Personalized Gratitude

✓ 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 Video Link**

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




Image should be 1000 max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 800x600

- 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

# Invite Your Fundraisers

The screenshot shows the 'Add Fundraisers' page in GiveGab. At the top, there's a search bar and buttons for 'Download CSV', 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. Below this is a table with columns for 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table is currently empty, showing 'No fundraisers found.'. Below the table, there are two sections: 'Allow New Fundraisers to Sign Up' (checked) and 'Set Fundraisers' Story' (a text input field). To the right of the story field is a 'Set Fundraisers' Goal' section with a currency selector '\$' and a numeric input field set to '.00'. A 'Save' button is at the bottom left. A note at the bottom states: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'

- 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

# P2P Allows you to:

- Leverage your passionate supporters to champion your cause
- Host personal fundraising pages as a spinoff to your campaign
- Expand your reach by tapping in to P2P network
- Multiply your followers - and influence - on social media



# Did you know?

**Organizations who used P2P fundraising raise an average of 3.4x more than those who did not utilize P2P.**



# Who are your potential P2P Fundraisers?

- YOU!
- Friends and family
- Alumni
- Clubs and Sports teams
- Staff and Faculty





# Why is P2P 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





# ELLENDER MEMORIAL LIBRARY



# P2P Impact on Give-N-Day Last Year



<b>111</b> TOTAL P2P FUNDRAISERS	<b>28</b> P2P FUNDRAISERS WITH FUNDS	<b>\$90,300.00</b> COMBINED P2P GOAL
<b>\$9,424.00</b> RAISED	<b>164</b> DONORS	<b>190</b> DONATIONS
<b>25</b> ORGANIZATIONS WITH P2P	<b>\$2,017.59</b> AVG. RAISED W/ FUNDRAISERS	<b>\$1,440.33</b> AVG. RAISED W/O FUNDRAISERS

Accounted for 4.5% of total raised

# 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



# Strategize and Plan

## Start Early

- Educate your fundraisers about Give-N-Day as early as you can

## Be Clear

- Share your goals for the day and how they can help you reach them

## Make it Easy

- Provide a guide or sample content for your fundraisers to use



# Motivating your Fundraisers

- Set your fundraisers up for success!
- Set a default goal and story for their pages
- Set them up with social media and email templates
- Share Giving Day graphics with them
- Check in with them before and on the day
- Spark friendly competition between your fundraisers



# Timeline for P2P Recruitment



# Tools for Success



## Tools for Organizations:

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers

## Tools for P2P Fundraisers:

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

## Check out the Ambassador Toolkit!

- Email Templates
- P2P Guide
- Social Media Posts
- Downloadable Graphics



# Inviting Your Fundraisers



### Add Fundraisers

Search 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](#)

- Navigate to your Fundraisers Tab in your Giving Day Dashboard.
- Set a default story and goal for your P2Ps
- Make fundraising invite-only, or open to anyone interested

**Add Fundraisers**

Search 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 one or multiple fundraisers. You will need first name, last name, and email address.
- Upload a CSV to invite a group of fundraisers at once.

**Add Fundraisers**

**Fundraiser Display Name (optional)**

**First Name**  **Last Name**  **Email**

**Fundraiser Display Name (optional)**

**First Name**  **Last Name**  **Email**

[+ New Fundraiser](#)

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

**Write a Message to Your Recruits**

To: Nickie Fredenburg

**Subject**

**Message**

[Back](#) [Send](#)

**Add Fundraisers**

Search Fundraisers:

[Download CSV](#) [Add Fundraisers](#) [Upload Fundraisers](#) [Message All](#)

Fundraiser	Donors	Amount Raised	Goal	Email	Phone	Actions
Nickie Fredenburg	0	\$0.00	\$500.00	nickie.fredenburg@givegab.com	800-300-0088	<a href="#">✉</a> <a href="#">🗑️</a>

Allow New Fundraisers to Sign Up

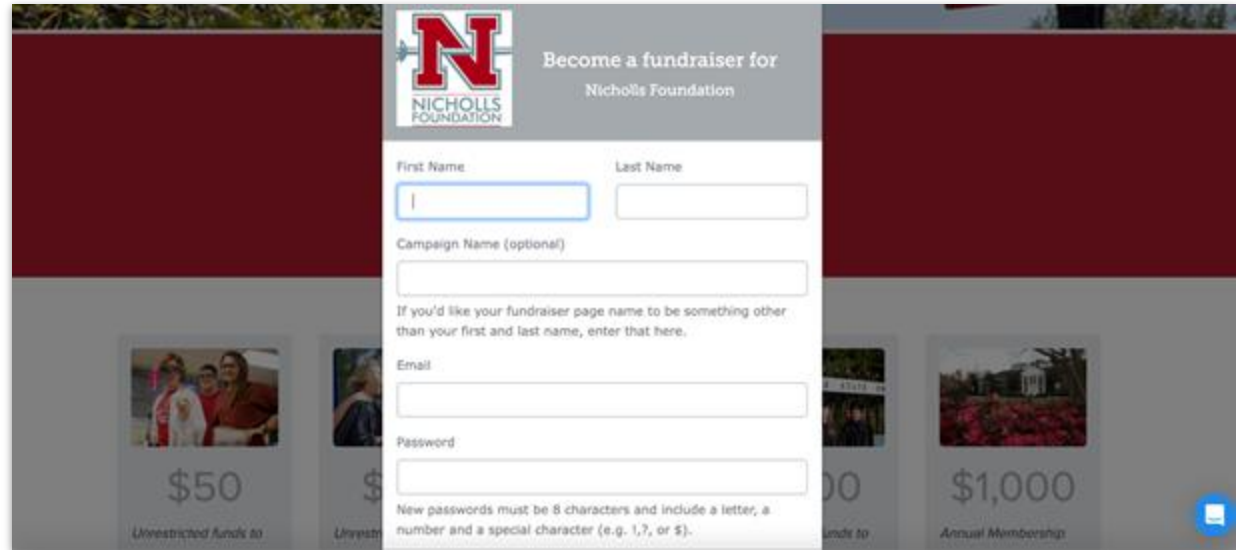
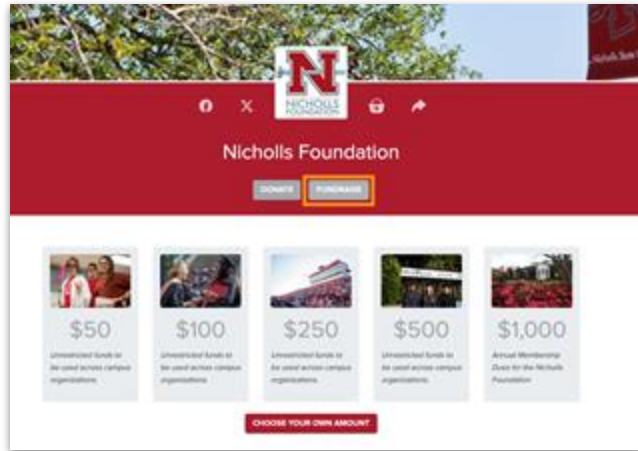
Set Fundraisers' Story

Set Fundraisers' Goal \$  .00

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

[Save](#)

# Fundraisers can sign up!



# View Current Fundraisers and Sign up from the Give-N-Day Website

**GIVE-N-DAY**  
NICHOLLS STATE UNIVERSITY

Search...

▼ MENU

- HOME
- FUNDRAISERS
- AMBASSADOR TOOLKIT
- FAQ
- SPONSORS
- LOG IN

## Give N Day Fundraisers

Find your friends and colleagues to help support your favorite organizations!

Search by name... SEARCH

**SIGN UP**

**GIVE-N-DAY**  
NICHOLLS STATE UNIVERSITY

### Become a fundraiser for Give N Day

First Name

Last Name

Campaign Name (optional)

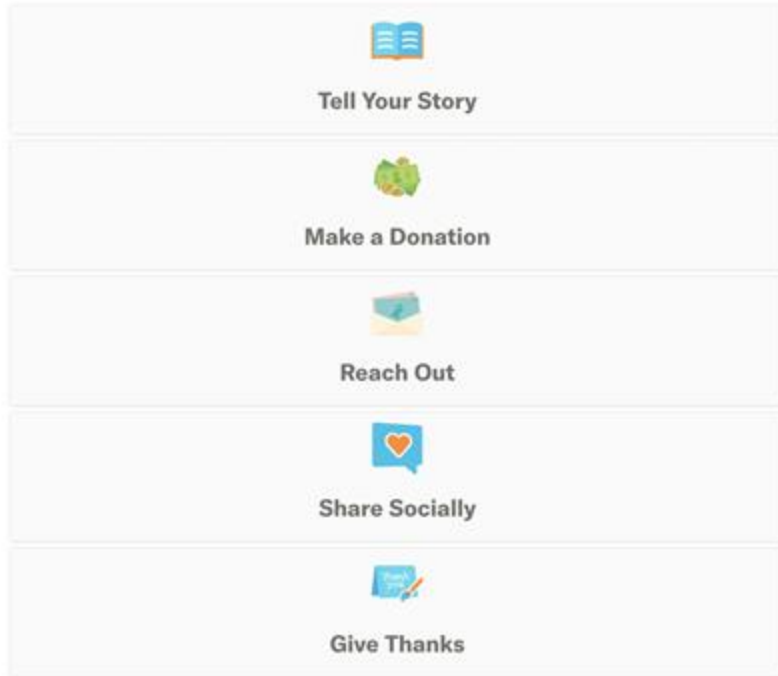
If you'd like your fundraiser page name to be something other than your first and last name, enter that here.

Select Organization






- Phi Mu
- Colonel Cats
- Bayou Region Incubator
- Bridge to Independence
- Kappa Sigma

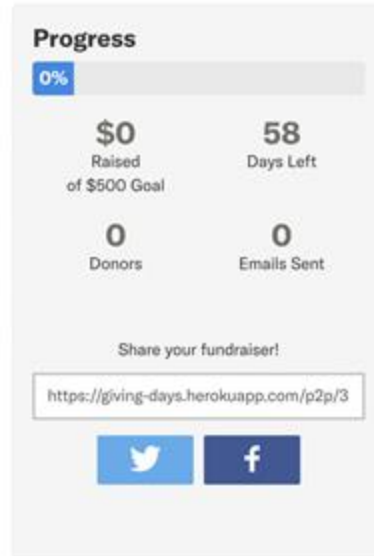
**SIGN UP**

# Fundraiser Dashboard



A vertical navigation menu with five items, each with an icon and text:

-  Tell Your Story
-  Make a Donation
-  Reach Out
-  Share Socially
-  Give Thanks



Progress

0%

\$0  
Raised  
of \$500 Goal



58  
Days Left

0  
Donors

0  
Emails Sent

Share your fundraiser!

<https://giving-days.herokuapp.com/p2p/3>

P2P's have their own dashboard to easily manage their page!

**Pro Tip:** View and share the Ambassador Toolkit for all your Give-N-Day needs:

- Templates
- Downloadable graphics
- Resources for your team and your P2P fundraisers
- Training videos for fundraising strategies!

<https://www.givenday.org/info/ambassador-toolkit>

# Completed P2P Profile



# Your Next Steps



What to work on over the next few weeks:

- Follow GiveNDay on Social Media and use **#GiveNDay** Hashtag
- Watch your inbox for important emails
- Meet internally to discuss goals
- Start your P2P Strategy
- Explore the toolkit

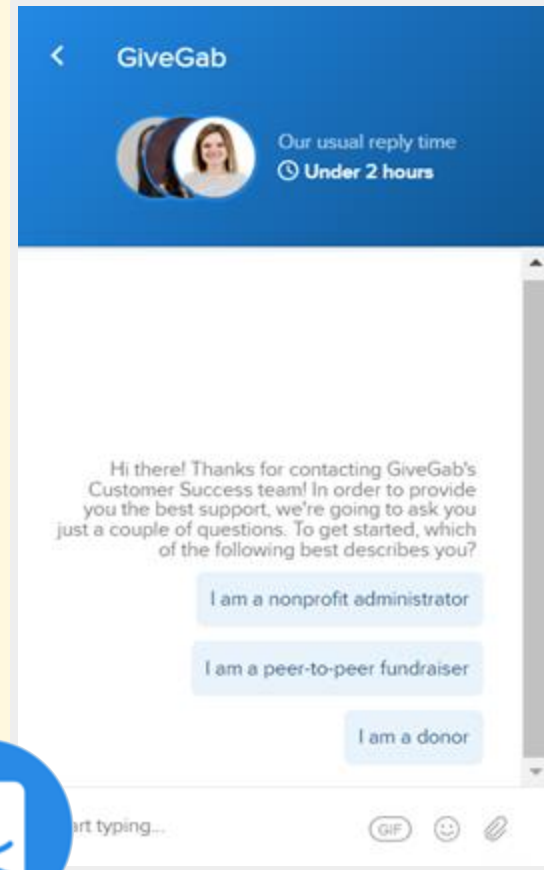


# Giving Day Support & Resources

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



# Questions?

