



May 14, 2025

Community Foundation Team



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Jackie Hanton



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Agenda

- Big Give 101
 - Who is Bonterra?
 - Getting Started
 - Matches & Challenges
 - Communication Plan/Media Timeline
 - Toolkit/Resources
 - Next Steps and Questions

The Big Give 101

- thebiggivescc.com | May 14th 12 AM - 12 PM
- 24 hour online giving rally
 - Over 1,000 donors in 1 day, Can we top \$700k?
- Every nonprofit conducts their own unique campaign to market and share with their donors
- The Community Foundation provides “Big Give” marketing, awareness and promotion.

Benefits of Participating

- Engaging donors in the ease of online giving
- Exciting opportunity for existing donors
- Discover new donors
- Increase your organizations visibility
- Use The Big Give to reach fundraising goals
- The Bonus Pool will make every \$ go further!

Who is Bonterra?

- Hosts a secure, reliable and transparent platform for The Big Give
- Creates the ultimate donor experience
- Live leaderboards, ease of searching
- Provides a dedicated platform support team
- Use the chat bubble on the site!



Secure & Reliable

- Secure Payment Processing platform for donations
- All participating organizations are approved by the Community Foundation
- Fail-safe redundancy plans for The Big Give website

Transparent Donation Processing

Confirm Your Gift

Step 3 of 3

Orca Conservancy

Gift: \$25.00

Email:

generousdonor@givegab.com

Fees:

\$2.02

[What's with these fees?](#)



I'll cover the fees to save the organizations from having to pay them

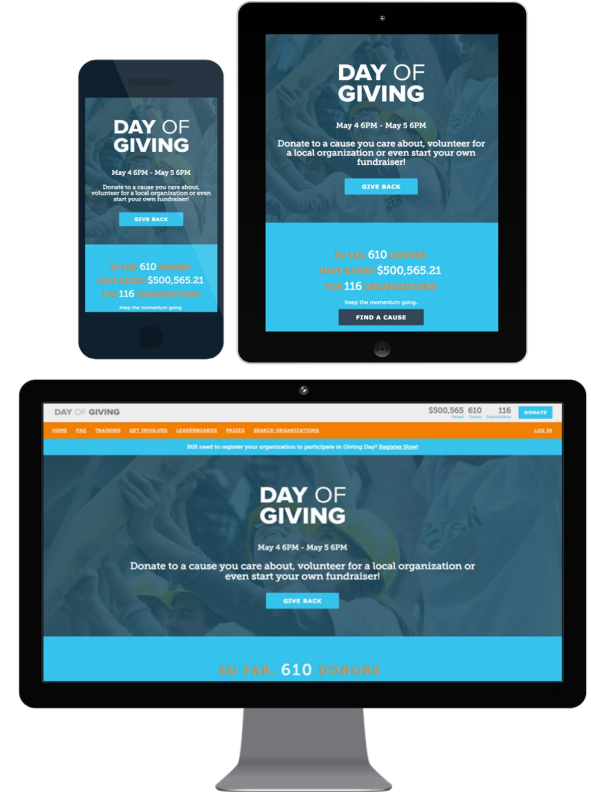
Total:

\$27.02

- Credit Card, ACH, Mobile Pay for online transactions
- Donors **can** cover all fees on behalf of your organization
- Historically, 65-75% of donors do cover fees during a giving day

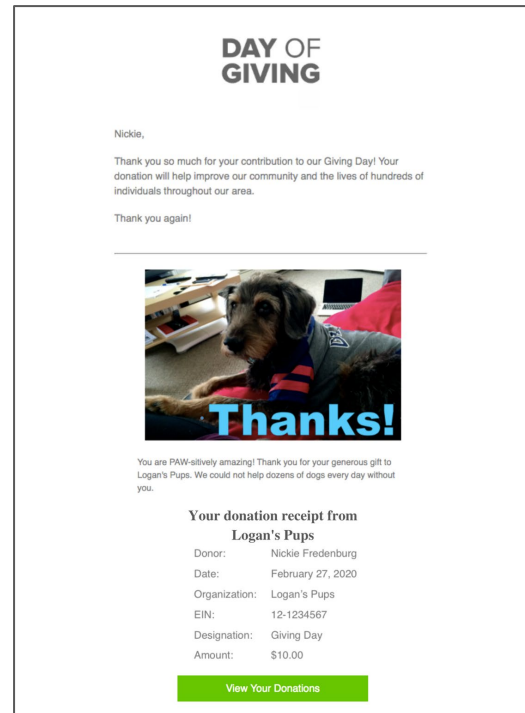
Easy & Accessible

- The entire The Big Give site is completely mobile friendly - be sure to test your finished profile out on a phone!
- Donors can give on any internet enabled device (phones, tablets, laptops)



Thank You's

- Customizable Thank You Emails that come from your organization
 - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Can be used as a tax-deductible receipt



Foundation

Search...

▼ MENU

THE BIG give

[FIND AN ORGANIZATION](#)

Believe in tomorrow, Give today!

The Big Give begins in
55 : 04 : 37 : 00

Add Your Organization's Info

- Logo
- Website
- Causes

✓ Add Your Organization's Info

Tagline

Helping find senior dogs loving homes in their last years

18 Characters Left

Website

http://www.loganspups.org

Logo

Causes (optional)

Cause #1 Animals

Cause #2 Education

Cause #3

Select Image Remove

Recommended dimensions: 300x300
Max file size: 5MB

Save

Pro Tip:

Adding causes to your profile can help new donors find your organization!

Add Your Story

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.

Set a Goal (optional)

☒ Display Goal on Profile

\$ 5000 .00

Formatting ▾

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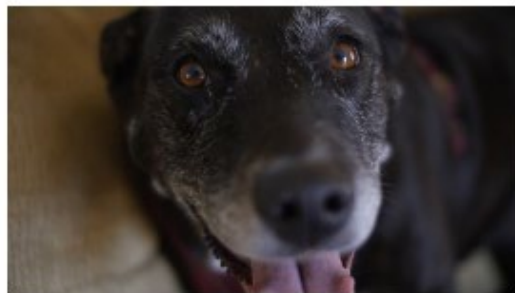
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Logan's Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan's Pups, adopted.


Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her hearts and she'll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups. Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.




Add 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](#)

Dollar Amount

\$

Description

Image

[Select Image](#)

[Remove](#)

Image should be 5MB max and a JPG, JPEG or PNG file type.

[Save](#)

[Cancel](#)

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels

Pro Tip:

Using custom amounts in your donation levels helps your donors connect more closely with your organization's needs and impact.

Add a 'Thank You' Message

- Add your own message
- Include a photo or video
- Sent immediately to your donor's email when they make a gift

Pro Tip:

The "Thank You" message can support either a YouTube/Vimeo video or a photo image. Choose the feature that works best for your donors!

✓ Add a 'Thank You' Message


Please provide a 'thank you' message, as well as an image or video link (or both!)

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.

Youtube or Vimeo Link

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



Thanks!

Select Image Remove

Recommended dimensions 800x500
Max file size 5MB

Save

Find Your Big Give Team

Find your existing passionate supporters with strong personal connections to your cause!

- Board Members
- Volunteers
- Lower Capacity Donors
- Donors who have not recently made a gift
- Staff Members
- Friends & Family



How can Donors Give?

- ONLINE!!!
- Check- make *note of the check procedures*
- Cash
- Donor Advised Fund- contact Jackie or Sue and we can provide details for them to make a grant
- QCD- Give from your IRA: begin the process now Contact Sue or Jackie for details
- Stock- contact Jackie as soon as possible to get transfer instructions

Jackie, Jackie@stclairfoundation.org Sue sschmid@stclairfoundation.org

Matches!

- Organizations with a match or challenge raise on average **4.5x more** than organizations without
- *How can you implement a match this year?*
- *Who used matches in 2021?*

Pro Tip:

Watch **Matches & Challenges Training** available in the Nonprofit Toolkit for more info!

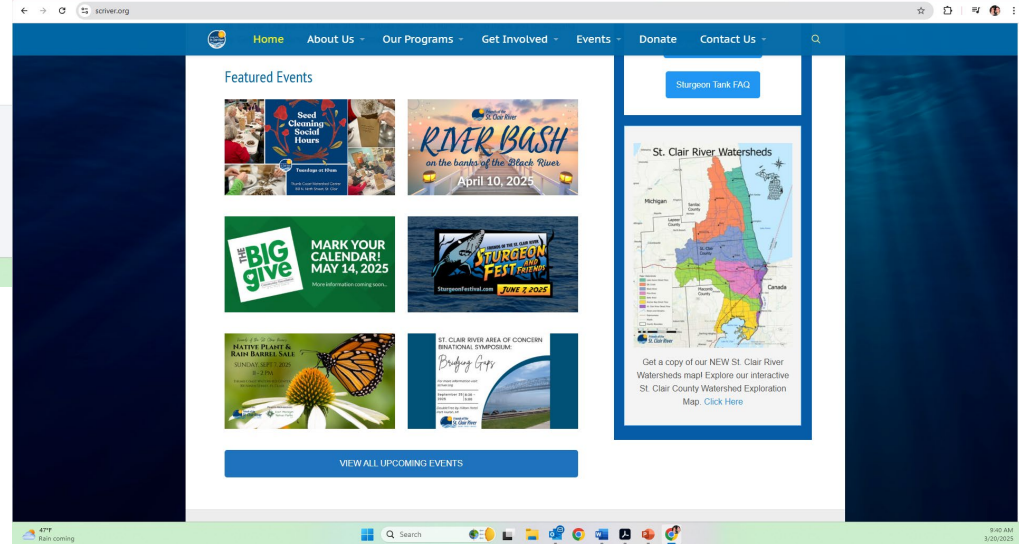
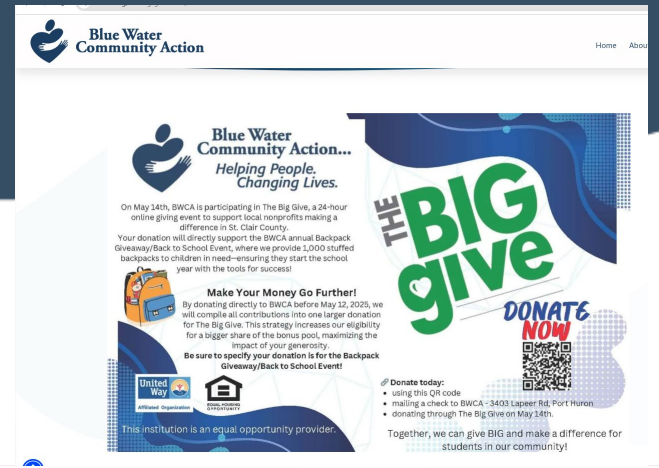
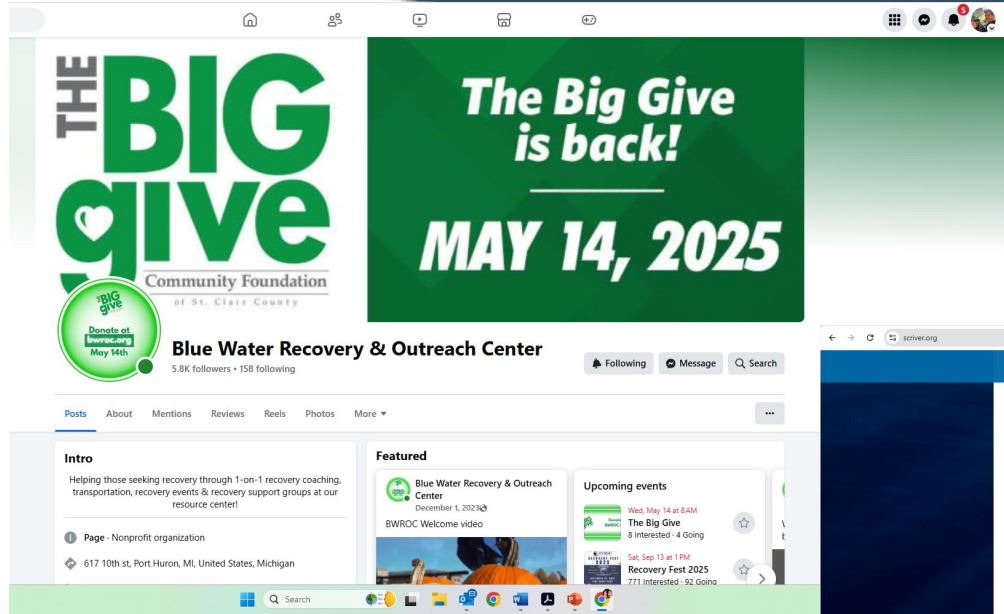
Communication Plan

Now!

- Send emails/notes to donors to let them know details about The Big Give!
- Place the Big Give logo (Nonprofit Toolkit/Graphics & Downloads) on your website and Facebook page and link to your unique Big Give page.
- Main Big Give website- thebiggivescc.com
- Be sure to include information about The Big Give in **all** communications going to donors, volunteers and staff
- Consider what donors could give you matching funds to leverage giving during the event

See your Nonprofit Communication Plan handout (also in the toolkit)

Examples



Community Foundation Marketing

Local Media

- Promo Video- out now!
 - 1 month before the event
 - Thumbcoast TV
 - 2 weeks before the event- ad campaigns
 - Radio First
 - WGRT
 - Hope FM
 - Sunday before Big Give
 - ½ page ad in Times Herald
 - News stories on the Comm Foundation website in April/May
 - May 14th- Live remote broadcast on Q Country w/Matt Markum
 - Photographer on site
 - Going Live from social media pages

Nonprofit Toolkit

Valuable resources!

- Customizable templates
- Communication timelines
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!

Links for the toolkit will be emailed
Thebiggivescc.com

FAQs

● Can someone pay by check?

YES! Have them **payable to your organization** and cash them. **THEN...**

- Put all donor details in the provided excel template (must be used)
- Email spreadsheet to sue@stclairfoundation.org and bring 1 check for total amount to the Foundation before 5pm on May 14th
- Donations collected outside of the Big Give platform will be added by “offline donation”

● Promotion items for the Big Give?

- Checkout the “nonprofit toolkit” on thebiggivescc.com under graphics & downloads

● Do donations on my website count towards The Big Give?

- You can use the “[Embed](#)” tool to add a button link to The Big Give.

● Can we be on site the day of the Big Give?

- Yes! Your organization can put up a table in our outdoor courtyard area (weather permitting).
Details coming...

Your Next Steps

- **Finalize your page by April 6th**
- Follow The Big Give on Facebook!
 - Use #BigGive25
 - Community Foundation event page
- Watch your inbox for important emails
- Meet internally to discuss goals and matching strategy
- Sign up for virtual trainings
- Explore the Nonprofit Toolkit



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