



Nonprofit Giving Platform

# Creating The Perfect Giving Day Profile

How to develop an engaging and eye catching profile to share with your supporters



# Getting Ready

- Define Your Goals
  - What do you want people to feel when they view your profile?
  - What do you want the main call to action to be?
- Gather Your Assets
  - Do you have several photos, graphics, or videos ready?
- Tell Your Story
  - How can your supporters help you make a difference?



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## DAY OF GIVING

May 4 6PM - May 5 6PM

24 Hours Dedicated to Philanthropy in Our Community

Register your organization to participate.







[REGISTER NOW!](#)



# Your Giving Day Dashboard

## Get Set Up

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

-  **Add Your Organization's Info** >  
*Let people know who you are.*
-  **Add Your Story** >  
*Tell potential donors why they should contribute.*
-  **Add Bank Account Info** >  
*Set up your banking information to receive secure online donations.*
-  **Add Donation Levels** >  
*Show your donors the impact their donation makes.*
-  **Add a 'Thank You' Message** >  
*Personalize your auto-response for donors ahead of time.*
-  **Add Fundraisers** >  
*Recruit peer-to-peer fundraisers to expand your network of donors.*

Share Your Page

  
   
[View Your Page](#)

More Actions

- [Add An Administrator](#)
- [Add Offline Donation](#)
- [Manage Sponsor Matching](#)
- [Manage Donations](#)



# The Basics

- Logo
  - As one of the first things a donor sees on your profile, make sure your logo is current and represents your brand
- Tagline
  - A quick one sentence overview of your organization or giving day campaign
- Website
  - Add your website so donors will be able to learn more about your organization
- Causes
  - Select up to 3 causes to help donors find causes they're interested in.

✓ Add Your Organization's Info

**Tagline**

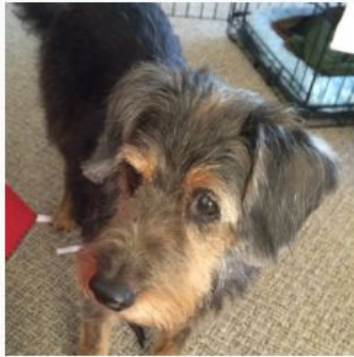
Helping find senior dogs loving homes in their last years

18 Characters Left

**Website**

<http://www.loganspups.org>

**Logo**



Select Image Remove

Recommended dimensions 300x300  
Max file size 5MB

**Causes (optional)**

Cause #1 Animals

Cause #2 Education


Cause #3

Save



# Telling Your Story

**Cover Photo**



[Select Image](#) [Remove](#)

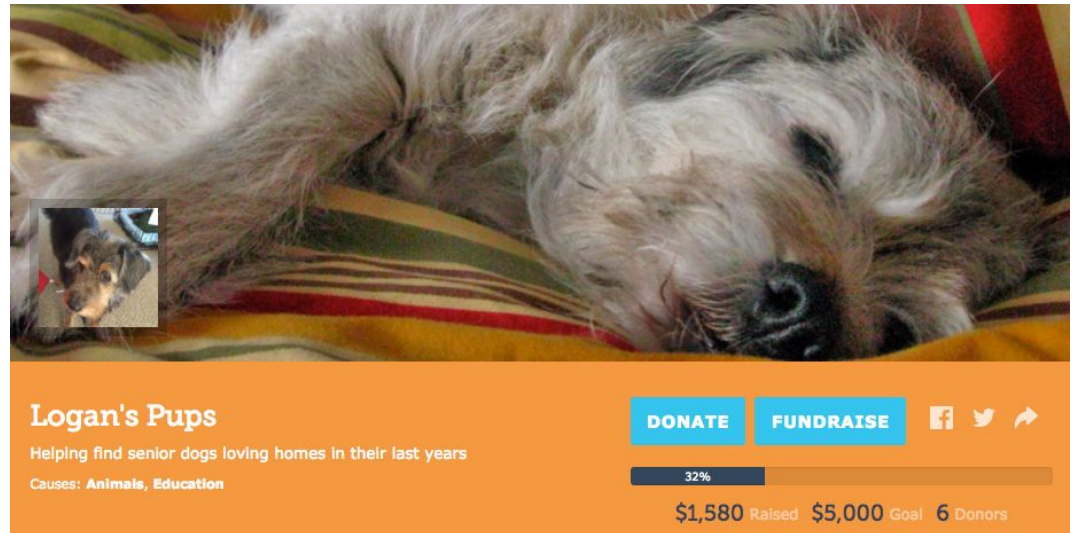
Image should be 5MB max and a JPG, JPEG or PNG file type.

**Set a Goal (optional)**

Display Goal on Profile

\$

- Cover Photo
  - 1500 x 500px
  - Front & Center
- Monetary Goal
  - Optional but encouraged
  - Enables a real time progress bar on your profile



**Logan's Pups**

Helping find senior dogs loving homes in their last years

Causes: **Animals, Education**

[DONATE](#) [FUNDRAISE](#) [f](#) [t](#) [r](#)

32%

\$1,580 Raised \$5,000 Goal 6 Donors



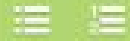
# Telling Your Story

Formatting ▾

**B**

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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.





# Formatting Your Story



- **Custom Formatting**
  - Change your text & header size
- **Text Highlighting**
  - Bold, italicize, or underline text
- **Content Alignment**
  - Justify text and images to the left, right, or center of your profile
- **Add Lists**
  - Bulleted or numbered lists
- **Full Screen Mode**
  - Edit in a larger window
- **Upload Images**
  - Upload, crop, or rotate photos
- **Add Links**
  - Link to other pages on text or photos
- **Feature Tables**
  - Organize information in a table
- **Insert Horizontal Lines**
  - Add a line to break up content
- **Edit in HTML**
  - Familiar with HTML? Use the code editor to customize your profile





# Telling Your Story

## 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.



[DONATE](#)

## Matches

**Anonymous: Board of Trustee Match**  
Our generous Board of Trustees has offered to match every dollar raised up to \$10,000! Give today to make an exponential impact!

**\$10,000 MATCH**

**\$9,102 REMAINING**

## Recent Donors

Anonymous **\$50.00**

Kyle Cundy **\$50.00**

Anonymous **\$100.00**

Anonymous **\$100.00**

**Pro Tip:** Use the formatting tools in the editor to highlight the most important elements of your story



## Quick Storytelling Tips




- Focus on a specific person, community, or program
- Make it authentic and easy to understand
- Create clear calls to action so donors know how they can have a direct impact on your mission
- Highlight the “joy of giving” to your cause
- Make your donor the hero of the story!



# Highlighting Impact

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<p>\$25.00</p> <p>Provides one week of food for a senior pup</p> <p>Edit Remove</p>
	<p>\$50.00</p> <p>Provides a super soft bed for a loving senior pup</p> <p>Edit Remove</p>
	<p>\$100.00</p> <p>Helps a family foster one of our amazing senior pups</p> <p>Edit Remove</p>

**Dollar Amount**

\$ 0.00

**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 Giving

Levels




# Highlighting Impact

**Logan's Pups**  
Helping find senior dogs loving homes in their last years  
Causes: **Animals, Education**


**DONATE** **FUNDRAISE**   

32%


**\$1,580** Raised **\$5,000** Goal **6** Donors




**\$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



**\$250**  
Covers cost of rescuing a senior pup from a kill shelter



**\$500**  
Provides life changing surgery to a senior pup in need

**CHOOSE YOUR OWN AMOUNT**

**Pro Tip:** Add between 4-5 donation levels to your profile for the best engagement and donation flow



# Quick Donation Level Tips

- Personalize Your Donation Levels
  - Think outside the “\$25, \$50, \$100” box
  - How much does an item you use cost?
  - How much does it cost to help one person?
- Help Donors Visualize Their Impact
  - Add photos or stock images to show what their donation “buys”
- Tie Together Your Story & Donation Levels
  - Make sure the goals of your story and donation levels are aligned
  - **Example:** If your story is focused on a specific program or project, have your donation levels reflect how much different elements of that project cost



# Personal Gratitude

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

✓ 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.



Select Image Remove

Recommended dimensions 800x600  
Max file size 5MB

Save



# Personal Gratitude

## Thank You Email Preview

- Custom Content + Your Giving Day Branding
- Link to your organization's website to learn more
- Comes from whoever you set as the contact person for your organization



Logan's Pups

**Thank You, Bridget,**  
for your generous gift!



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.

Thank you for your donation during Giving Day!

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

Learn more about us: <http://www.loganspups.org>



# Personal Gratitude

- Encourages donors to create their own P2P Fundraising page to help you raise funds
- Doubles as a donor's receipt - can be submitted for tax reporting efforts
- Option for donors to review all their donations made online

Can you help spread the word about "Giving Day" to your friends and family? Your influence can help raise more money for this cause that you care about.

It's easy.

[Click here to share it on Facebook.](#)

[Click here to Tweet it.](#)

Better yet, you can create your own fundraising page for this campaign.

[Start Fundraising](#)

Here is your donation receipt from Logan's Pups

Date: June 21, 2017  
Amount: \$104.60  
Organization: Logan's Pups  
EIN: 000000000  
Campaign: [Giving Day](#)

[View Your Donation History](#)





# Review Your Perfect Profile

## Get Set Up

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

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Add Bank Account Info >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- ✓ Add Fundraisers >

Share Your Page

[www.givingday.com/logans-pups](http://www.givingday.com/logans-pups)

[View Your Page](#)

More Actions

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# Review Your Perfect Profile

- Branded Logo
- Custom Cover Photo
- Specific Giving Levels
- Unique Story
- Specific Goals
- Clear Calls To Action

The screenshot shows a GiveGab profile for "Logan's Pups". The profile features a custom cover photo of a dog's face. Below the cover, there is a header with the organization's name, a mission statement, and a progress bar showing 40% raised towards a \$5,000 goal. The main content area displays four donation options with specific descriptions: \$25 for food, \$50 for a bed, \$100 for foster care, and \$250 for rescue. A "DONATE" button is visible at the bottom of the page.

**Logan's Pups**  
Helping find senior dogs loving homes in their last years  
Causes: Animals, Education

40%  
\$1,980 Raised \$5,000 Goal 8 Donors

**\$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

**\$250**  
Covers cost of rescuing a senior pup from a kill shelter

CHOOSE YOUR OWN AMOUNT

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**Recent Donors**

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Kyle Cundy \$50.00  
Anonymous \$100.00  
Anonymous \$100.00

**DONATE**



## Key Takeaways

- Use a captivating cover photo and images throughout your story help attract potential donors
- Focus on a unique story that's easy to understand
- Make it clear how donors can have an impact by utilizing donation levels
- Delight your donors instantly by customizing your thank you message

Don't forget to have fun!



## Next Level Tips

- Feature a Video on your profile
- Recruit P2P Fundraisers
- Secure a Sponsored Match
- Post Volunteer Opportunities

Check out our other training videos  
for more information on these topics!



# We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

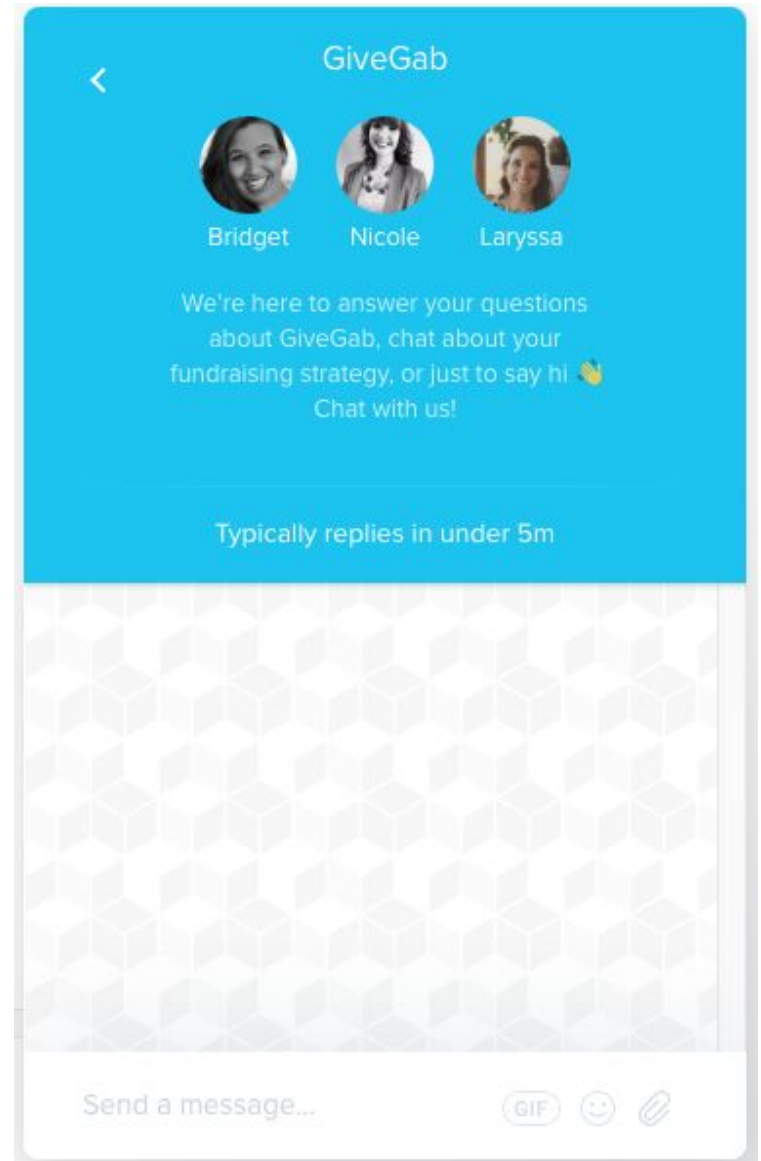
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



# GiveGab<sup>®</sup>

Nonprofit Giving Platform

# Thank You!

Have questions? Email us at [customersuccess@givegab.com](mailto:customersuccess@givegab.com)

www.GiveGab.com