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?
Head to GiveGab!

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
www.givingday.org/education-for-all

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.
● **Cover Photo**
  ○ 1500 x 500px
  ○ Front & Center

● **Monetary Goal**
  ○ Optional but encouraged
  ○ Enables a real time progress bar on your profile
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
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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

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

$ 0.00

Image

Select Image Remove

Description

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

Save Cancel
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
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
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
Review Your Perfect Profile

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- Add a 'Thank You' Message
- Add Fundraisers

Share Your Page
www.givingday.com/logans-pups

View Your Page

More Actions
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- Add Offline Donation
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- Manage Donations
Review Your Perfect Profile

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

- Use a captivating cover photo and images throughout your story to 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

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
  - Look for the little blue chat bubble!
Thank You!

Have questions? Email us at customersuccess@givegab.com