Getting Ready For Your Giving Day

Everything you need to know about participating in a Giving Day on GiveGab!
What is a Giving Day?

- A powerful 24-hour online fundraising event that unites a community around local causes to promote a growing culture of philanthropy
- Leverages the combined marketing power of an entire community’s nonprofit sector and the platform being used
- Provides opportunities to capitalize on the energy, branding, and goodwill of an established day to engage with supporters across the community
- Creates a sense of urgency for supporters to make an impact during the 24-hour event, helping organizations raise more in a short period of time
What are the advantages of participating?

- Learn how to utilize up and coming digital tools and modern software
- Re-Engage with your existing supporters to make a greater impact
- Increase visibility and exposure by connecting with a larger community
- Utilize the Giving Day to help your organization reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
Who can participate?

- Are you located in or do you serve the community hosting the Giving Day?
- Are you an IRS recognized nonprofit eligible to receive tax deductible donations?
- Are you registered with your state to solicit donations?
- Do you have a US bank account ready to receive ACH direct deposit transfers?
- Are you ready to have fun and raise awareness for your cause?

If you answered yes to all of these questions, then your organization is eligible to participate! Yay!
When should I get started?

NOW!

- Every organization is different, and so is their planning process!
- The earlier you get started, the more likely you are to develop an effective strategy for success that works for you and the resources you have.
- On average, organizations spend **at least 20 hours** preparing for their Giving Day during a 4 month period.
- On average, organizations spend between **2-5 hours a week** on tasks specific to their Giving Day.
Tips, Tools, & Resources for Nonprofits

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote your Giving Day and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - Giving Day Graphics
  - Helpful resources for your board members, volunteers, and fundraisers

GiveGab | Nonprofit Giving Platform
How can my organization participate?

Head to your Giving Day site and click the “Register” button to get started!
Get Set Up

Complete the steps below to be sure 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.
Who is GiveGab?

GiveGab is modern, easy-to-use software that cultivates long-term giving relationships between nonprofits and their supporters by providing robust online fundraising, donor management, supporter engagement, Giving Days, and so much more!
Giving Days on GiveGab

- Customizable profiles for every participating organization
- Peer-to-Peer fundraising
- Easy social sharing
- Automatic 1:1 Donation Matching
- Recognize cash and check gifts
- Access to donor information instantly and year round
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor
- All participating organizations verified as IRS and State recognized nonprofits
- Fail Safe Redundancy Plans for your Giving Day
  - Load Testing
  - Cloud Services
  - Backup Plans
- Complete Transparency with Nonprofits and Donors
Easy & Accessible

- On Average **61% of all emails** are opened on a mobile device
- Your Giving Day is completely mobile responsive on every page
- Donors can give easily on any internet enabled device

Source: adestra.com/top10
Simple Donation Processing

- All major credit cards accepted
- Securely processed through Stripe
- Donors always have the option to cover all fees on your behalf
  - On average, between 65-75% of donors choose to cover all fees on a Giving Day
- Option for donors to schedule monthly recurring donations
Give, Give, and Give Again!

GiveGab’s Multi-Give features make it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

- Customizable Thank You Emails
  - Add your own text, photo, or video!
- Sent immediately after the gift is made
- Comes from YOUR organization
- Includes your organization’s EIN and donation amount to act as a tax-deductible receipt
- Social Share links for more online engagement
- Option to encourage donors to fundraise
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