GiveGab After Your Giving Day

Your guide to GiveGab’s year-round fundraising platform for nonprofits and features that further your mission.

www.GiveGab.com
GiveGab is your all-in-One tool for fundraising events and campaigns, managing your volunteers and donors, running reports and analytics on supporter activities, and Giving Day profiles.

- Collect donations on YOUR website
- Fundraising campaigns year-round
- Peer-to-peer fundraising
- Fundraising events like 5Ks and Bikeathons
- Donor Management
- Finding the plan for you
GiveGab's Customizable Donation Button

Available on all of our Premium Plans
**Donation Button Setup**

**Donation Button Settings**

Add a GiveGab donation button to your website

**Step One:** Choose button text

Donate Now

**Step Two:** Choose button color

#8CC640

**Step Three:** Copy and paste this code into your website

```html
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js"></script>
<button class="givegab-button" data-host="https://www.givegab.com" data-org-id="437721" style="background-color: #8CC640;">Donate Now</button>
```

Copy to Clipboard

**Donation Button Preview**

Click this button to preview your donation form.

*Note:* Donations made through this preview form are real donations. Your credit card will be charged.

Donate Now

---

*GiveGab* | Nonprofit Giving Platform

www.GiveGab.com
Donation Button: Step 1/3

Make a gift to girls inc. of nyc

$10  $25  $50  $100

OR

$ Enter a custom amount

Make this a monthly gift.

Next

Powered by GiveGab®

Securely processed with: SSL  256 Bit Encryption

www.giveGab.com | nonprofit giving platform
Donation Button: Step 2/3

Enter your payment information
Your $50.00 Gift

Cardholder Name
Card Number
MM/YY
Security Code
ZIP/Postal Code
Email

Back  Next

Powered by GiveGab
Securely processed with:
SSL  256 Bit Encryption

Nonprofit Giving Platform www.GiveGab.com
Donation Button: Step 3/3

Confirm Your Donation

Card Number: **** **** **** 1111
Donation: $50.00
GiveGab Platform Fee: $1.00
Credit Card Processing Fee: $1.45

- [ ] I'll cover the fees to save the organization from having to pay them

What's with these fees?

Total: $50.00

- [ ] Please keep my donation anonymous.
- [ ] Make this a monthly gift.

Back Confirm

Powered by GiveGab
Securely processed with:
SSL 256 Bit Encryption
Online Fundraising Campaigns

Unlimited Campaigns Available on our Premium Plans
Why You Need Online Fundraising Year Round

- Fill in the gaps of engagement
- Freshen up or invigorate your standard fundraising cycle
- Fund a special need or project
- Acquire new donors
- Familiarize yourself with online engagement to continually improve
- Reach a new or different audience
- Engage donors in a different way (fundraising, committees)
- Try out new online stewardship ideas on a new crowd
GiveGab Campaign Feature List

- Custom Images, Colors and Templates
- Custom Donation Tiers
- P2P & Team Fundraising
- Video Support
- Social Sharing Prompts
- Auto ‘Thank You’s (with Tax Receipts)
- Live Chat Support
- Easy-to-Use Backend
Support Literacy & Technology at GCCS!
Help bring books, computers, and more to our school's Media Center.
A fundraising campaign for Global Community Charter School

Support Literacy & Technology at GCCS!

90 Donors
$8,889 Raised of $15,000 goal
25 Days left

MAKE A DONATION
START FUNDRAISING

Please Select a Giving Level

$25
Two books for our school library collection

$50
Four books for our school library collection

$150
A Chromebook computer for one of our students

$500
Donations of $500 or more will count toward our purchase of a SMARTboard!

Enter an amount
Don't see your desired giving level? Please enter your own amount.

Make an exponential difference
Spreading awareness is a great way to help support our cause.
"Knowledge sets us free, art sets us free. A great library is freedom." - Ursula K. Le Guin

Since moving into our new space in the spring of 2015, we have renovated our classrooms, bathrooms and kitchens, and now it's time to improve our Media Center, and we need your help!

Your donation will directly support improvements to our students' access to technology with a new computer lab and a SMARTboard interactive whiteboard as well as help expand our library collection.

**What GCCS Needs:**

As part of our Media Center Improvement Plan, GCCS intends to expand its library collection and introduce new technology to our staff, students, and families.

- The computer lab will function as an important technological resource for our school community, and allow us to provide computer literacy instruction, facilitate independent research projects, programming classes and parent workshops.
- A SMARTboard will allow teachers to lead interactive instruction, engage visual, kinesthetic, and auditory learners simultaneously, and facilitate inclusive communication and collaboration between students and teachers.
- We are also expanding our Media Center's library collection by adding more books!

By helping us introduce this technology to our school you will be providing 21st century tools that facilitate learning and empower our students, staff, and families to engage our learning community in new ways.

Help Support our Media Center Today!
Peer-to-Peer Fundraising

Available on all of our Premium Plans
Why You Need Peer to Peer Fundraising

- Increases your average number of donors
- Increases your average number of new donors (each P2P Fundraiser typically brings in 4 new donors per campaign!)
- Engages supporters in a different way by asking them to fundraise instead of donate
- Gets your board involved
- Takes some of the pressure off of you to be the sole fundraiser!
- Campaigns effectively using fundraisers raise on average 33% more
GiveGab Peer to Peer Feature List

- Easy to customize personal page
- Maintains look and feel of overarching campaign/event
- Individual goal, image, video and content about why they are supporting the cause
- Simple import of contacts to spread the word as well as thank donors personally
- All donations made through peer-to-peer campaigns roll up into your overall totals
- Leaderboard of all fundraisers to incite some friendly competition!
Peer to Peer Toolkit

**Brandon's fundraising toolkit for Walk for Animals | Bark for Life 2017**

Complete the steps below to be sure that your fundraiser is successful.

1. **Tell Your Story**
   - Let people know why you're fundraising.

2. **Make a Donation**
   - Show people that you're committed.

3. **Reach Out**
   - Ask for the support of your inner circle.

4. **Share Socially**
   - Tell the whole world about your fundraiser.

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**Progress**

- **60%**
- **$180 Raised of $300 Goal**
- **23 Days Left**
- **7 Donors**

**Share your Fundraiser!**

[https://www.givegab.com/p2p/walk-for-i](https://www.givegab.com/p2p/walk-for-i)

**Your Team**

- Great River Rescue Staff
Brandon Mustful's Fundraiser
For Great River Rescue Staff, a team supporting:
Walk for Animals | Bark for Life 2017

60% funded  $180 raised  $300 goal  7 donors  23 days left

MAKE A DONATION

Join me in supporting Great River Rescue and the American Cancer Society.

Great River Rescues saves, cares for, and finds homes for hundreds of companion dogs and cats each year. They depend on community support to provide high quality care for each and every animal. Great River Rescue is a "no-kill" animal shelter that spays/neuters every pet prior to adoption.

The American Cancer Society’s mission is to eliminate cancer through research, education, advocacy and service. Bark For Life is a fundraising event honoring the life-long contributions of our Canine Caregivers. It presents an opportunity for people to be empowered through their canine companion partnerships and to contribute to cancer cures through the mission of the American Cancer Society.
Fundraising Event Features

Available on all of our Premium Plans
GiveGab Events: Feature List

- Customize (messaging, media, branding, etc)
- Individual Team & P2P Pages
- Custom Registration Forms
- Multiple Registration Types & the ability to register multiple people at once
- Same, Great Easy-to-Navigate Interface
- Swag items (raffle tickets, t-shirts, etc.)
- Easy registrant reporting
NENY Walk to Shine the Light on Lupus

REGISTER | SPONSOR SOMEONE

$ Make a General Donation

A fundraising event for Lupus Alliance of Upstate New York

Event Information

📅 Sunday, March 19, 2017

14% Funded

$15,000 Goal

$2,057 Raised

15 Fundraisers

30 Donors

Share this Event!

Twitter | Facebook
About the Walk

Lupus is the least known major disease of our day. Those with the disease struggle with a multitude of changing symptoms, pain, and not knowing what is happening to them, for an average of five years, before even being diagnosed. Imagine waiting for anything for 5 years, let alone an answer to what’s hurting you! What’s more, lupus affects each person differently, making the lupus journey a very lonely path.

The 2017 Walk to Shine the Light on Lupus is more than a fundraiser. It is a pledge to nearly 13,000 North Eastern New Yorkers that they are not alone. We are walking with and for them, to provide the help and hope they need to be strong and to live their best lives. We are advocating, raising awareness and funding research for earlier detection, better treatment and, ultimately, a cure.

Your contribution will help provide vital resources, new patient orientations and support group meetings, free of charge, for lupus patients and their loved ones. With your help, we can shine the light on lupus and light their path.

Giving Levels and Rewards

- $30 - $199 - Walk T-shirt
- $200 - $299 - Walk T-shirt and cap
- $300 - $499 - Walk T-shirt, cap, and $25 mall gift card
- $500 - $759 - Walk T-shirt, cap, and $50 mall gift card
- $750 - $999 - Walk T-shirt, cap, and $75 mall gift card
- $1000+ Walk T-shirt, cap, and $100 mall gift card

Teams of 5 or more raising $2,500+ win a pizza party, and team members receive prizes according to the amounts they raised!

To be counted toward gift levels, contributions should be in no later than October 14th!

Event Details

Registration: 7:30AM
Walk Start Time: 8:30AM
Address: Crossgates Mall, 1 Crossgates Mall Rd, Albany, NY 12203

Top Fundraisers

<table>
<thead>
<tr>
<th>Fundraising Champion</th>
<th>Amount Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patty Cata</td>
<td>$1,247.00</td>
</tr>
<tr>
<td>Amber Therkildsen</td>
<td>$720.00</td>
</tr>
<tr>
<td>Marilyn Kesperian</td>
<td>$720.00</td>
</tr>
<tr>
<td>Jesse Zwirki</td>
<td>$720.00</td>
</tr>
<tr>
<td>Crystal Ditto</td>
<td>$100.00</td>
</tr>
<tr>
<td>James Cotosnus</td>
<td>$30.00</td>
</tr>
<tr>
<td>Jennifer Smith</td>
<td>$14.00</td>
</tr>
<tr>
<td>Sarah Cotosnus</td>
<td>$45.00</td>
</tr>
<tr>
<td>Alisa Kasparian</td>
<td>$40.00</td>
</tr>
<tr>
<td>Jessica Hicher</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

Top Fundraising Teams

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Amount Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lupus Awareness Walk for Lisa</td>
<td>$1,247.00</td>
</tr>
<tr>
<td>Cathy's Wings</td>
<td>$550.00</td>
</tr>
<tr>
<td>Jim's Warriors</td>
<td>$400.00</td>
</tr>
<tr>
<td>TEAM LAURA</td>
<td>$400.00</td>
</tr>
<tr>
<td>Team Nub Log</td>
<td>$40.00</td>
</tr>
<tr>
<td>Elyse's Angels</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

Recent Donors

- Susan Leader $6.25 For: Sarah Cotosnus's Campaign
  Best of luck.
- Courtney Macy $10.00 For: James Cotosnus's Campaign
- Sarah Cotosnus $23.00 For: Sarah Cotosnus's Campaign
- Jeremy pratico $25.00 For: Jennifer Smith's Campaign
  So proud of my Disney partner! Yahoo! You are amazing! Love ya!
- James Cotosnus $49.00 For: James Cotosnus's Campaign

Register | Donate

View All Donors
GiveGab Events: Registration Form
Step 1/3

Register as:

- Adult $100.00
- Child $50.00

Do you have a registration code?

First Name
Last Name
Email
Phone

Each registrant needs a different email.

ZIP/Postal Code
GiveGab Events: Registration Form
Step 1/3 Continued

Register as:

- Adult: $100.00
- Child: $50.00

Do you have a registration code?

First Name: 
Last Name: 
Email: 
Phone: 

Each registrant needs a different email.

ZIP/Postal Code: 
GiveGab Events: Registration Form
Step 2/3

Would you like to make a gift?

$ Enter Gift Amount

Enter Your Payment Information

First Name
Last Name
Card Number
MM/YY
Security Code
Postal Code
Email for Receipt

Back Next
Confirm Your Registration

Jane Doe
- Registration Fee - Adult: $100.00
- Toy Duck (1): $5.00

Joan Doe
- Registration Fee - Child: $50.00
- Toy Duck (1): $5.00

Total Registration Costs: $160.00
Additional Donation: $0.00
GiveGab Platform Fee: $3.20
Credit Card Processing Fee: $3.98

I'll cover the fees to save the organization from having to pay them
What's with these fees?
Total: $160.00

Back Register
GiveGab Events: Event Swag

Purchase a T-shirt
This event offers free T-shirts to registrants.

Cost: Free

☐ Yes, I want a shirt

Small

Purchase a performance t-shirt upgrade (men and women's sizes available)
Would you like to purchase a performance t-shirt upgrade (men and women's sizes available)?

$10.00 each

Quantity (up to 1 allowed)

0

Purchase additional dog bandanas
Would you like to purchase any additional dog bandanas?

$5.00 each

Quantity (up to 10 allowed)

0
GiveGab Events: Easy Reporting

Total Registrants: 10

- Adult: 5
- Child: 5

This question is required. You should not be able to move...Read More

I did. 4
No, I'm lazy. 6

Search Registrants

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
<th>Phone #</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Postal Code</th>
<th>T-shirt</th>
<th>Registration Date</th>
<th>Payment Method</th>
<th>Team Name</th>
<th>Total Raised as Fundraiser</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joan</td>
<td>Doe</td>
<td><a href="mailto:joan123@givegab.com">joan123@givegab.com</a></td>
<td>1234567890</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8/3/2017</td>
<td>Credit card</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Jane</td>
<td>Doe</td>
<td><a href="mailto:jane123@givegab.com">jane123@givegab.com</a></td>
<td>1234567890</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8/3/2017</td>
<td>Credit card</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>
Campaign & Event Backend Setup
Backend: Features Overview

- User friendly campaign and event setup
- Downloadable CSV with Donor Data
- P2P Fundraiser Reports
- Campaign Analytics (Advanced with Premium)
- CRM to Manage Donors in GiveGab (Premium)
- Custom Registration Surveys (Events)
- Registrant Reports (Events)
Backend: Campaign and Event Editor

Editing Mutt Strut 5K Run/Walk

General Campaign Information

Important: Please save your changes on each tab before navigating to the next one.

Campaign Title

Mutt Strut 5K Run/Walk

Tip: Choose a compelling campaign title to entice and inform potential donors!

Tagline

Run (or walk) for the rescues by joining Mutt Strut, a dog-friendly 5K benefiting Tails Humane Society.

Tip: Your tagline will be displayed in the campaign header and is a great way to encourage people to learn more.

Fundraising Goal

$10,000

Tip: You can always change your goal, however we recommend sticking to it once you've started your campaign!
Mutt Strut 5K Run/Walk

Saturday, September 16, 2017
10:00 AM
Hopkins Park in DeKalb, IL

Registration Costs

$30  - Adult Runners & Walkers (18 years or older)
$15  - Youth Runners (Under 18 years old)
FREE - Youth Walkers (Under 18 years old) - no t-shirt included

REGISTER EARLY & SAVE - Adult registration is only $25 through Thursday, August 17th

100% of proceeds benefit the animals in our care. As our second largest annual fundraiser, Mutt Strut 5K provides critical operating dollars to help us care for over 2,400 homeless pets each year. Thank you so much for your support!

Looking to help Tails even more? Share your fundraising page with your friends and family. The top fundraiser will nominate the 2018 Master of Ceremonies. The MC is featured on the website, t-shirt (as a caricature) and will ‘lead the charge’ on race day. Plus, the money you raise will help even more animals in need!
## Event Backend: Registrant Info

### Total Registrants: 172

- 1 Adult and 1 Youth Marcher (I'll raise $180) 12
- 2 Adult and 1 Youth Marcher (I'll raise $295) 4
- 2 Adult and 2 Youth Marchers (I'll raise $360) 1
- 2016 SPCA Camper - Discount! 10
- Virtual Marcher (I'll raise $100 from afar) 6
- 2 Adult Marchers (I'll raise $230) 17
- Adult Marcher (I'll raise $115) 113
- Youth Marcher (I'll raise $65) 9

### What is your T-shirt size?

<table>
<thead>
<tr>
<th>Size</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Small</td>
<td>38</td>
</tr>
<tr>
<td>Adult Medium</td>
<td>47</td>
</tr>
<tr>
<td>Adult Large</td>
<td>33</td>
</tr>
<tr>
<td>Adult XL</td>
<td>16</td>
</tr>
<tr>
<td>Adult XXL</td>
<td>10</td>
</tr>
<tr>
<td>Adult XXXL</td>
<td>1</td>
</tr>
<tr>
<td>Youth Small</td>
<td>4</td>
</tr>
<tr>
<td>Youth Medium</td>
<td>10</td>
</tr>
<tr>
<td>Youth Large</td>
<td>5</td>
</tr>
<tr>
<td>Virtual Marcher (no T-shirt)</td>
<td>6</td>
</tr>
</tbody>
</table>

### Please select a T-Shirt Size for REGISTRANT #1:

<table>
<thead>
<tr>
<th>Size</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Adult Small</td>
<td>4</td>
</tr>
<tr>
<td>Adult Medium</td>
<td>10</td>
</tr>
<tr>
<td>Adult Large</td>
<td>7</td>
</tr>
<tr>
<td>Adult XL</td>
<td>10</td>
</tr>
<tr>
<td>Adult XXL</td>
<td>2</td>
</tr>
<tr>
<td>Adult XXXL</td>
<td>0</td>
</tr>
<tr>
<td>Youth Small</td>
<td>5</td>
</tr>
<tr>
<td>Youth Medium</td>
<td>4</td>
</tr>
<tr>
<td>Youth Large</td>
<td>6</td>
</tr>
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</table>

### Please select a T-Shirt Size for REGISTRANT #2:

<table>
<thead>
<tr>
<th>Size</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Adult Small</td>
<td>3</td>
</tr>
<tr>
<td>Adult Medium</td>
<td>2</td>
</tr>
</tbody>
</table>

### Please select a T-Shirt Size for REGISTRANT #3:

<table>
<thead>
<tr>
<th>Size</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Small</td>
<td>1</td>
</tr>
<tr>
<td>Adult Medium</td>
<td>0</td>
</tr>
</tbody>
</table>
Donor Management

Available on our Engage and Advance Plans
Why You Need Donor Management

- Creates meaningful interactions with supporters that nurture long-term relationships and sustained support over time.
- Can determine whether or not supporters continue to support your cause.
- You’ll continue to see year over year growth in fundraising and donor engagement.
Why a Donor CRM Should be in Your Life

- Makes Donor Management Easier
- Automatically collects and organizes information about all your contacts in one place with the ability to reach out to them directly from the software.
- Knowing a group of contacts’ donation histories, for instance, allows you to easily segment them into a group and formulate a campaign that can be sent to all of them while still keeping it personalized.
Features to Look For

- Detailed Contact Information – *Provided by the donor AND you*
- Detailed Supporter History - *Including donations, fundraising, and volunteering*
- Custom Notes – *Keep Track of Specific Contact Details*
- Individual Campaign Metrics – *Donor Traffic Sources, Gift Size, and More*
- Offline Donations Attribution – *Account for Donations Made by Cash or Check*
- Contact Segmentation – *Group your Supporters with Strategic Criteria*
- Customizable Tags – *To Better Understand Your Supporters*
- Tasks and Reminders – *To Keep You on Track!*

GiveGab® | Nonprofit Giving Platform
Engage™: GiveGab’s CRM Management Tool

Donation History

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
<th>Campaign</th>
<th>Anonymous</th>
<th>Covered Fees</th>
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<tbody>
<tr>
<td>1/28/2017</td>
<td>$100.00</td>
<td>Same As Senior Dog</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Check</td>
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<tr>
<td>4/11/2017</td>
<td>$500.00</td>
<td>2018 Dog Walkathon &amp; St</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>3/16/2017</td>
<td>$100.00</td>
<td>Logan’s Legacy</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Check</td>
</tr>
<tr>
<td>3/16/2017</td>
<td>$100.00</td>
<td>Same As Senior Dog</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>3/16/2017</td>
<td>$100.00</td>
<td>#MompadaysGiveGab</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Online</td>
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<tr>
<td>3/15/2017</td>
<td>$100.00</td>
<td>Same As Senior Dog</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>3/15/2017</td>
<td>$100.00</td>
<td>#MompadaysGiveGab</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Online</td>
</tr>
<tr>
<td>3/15/2017</td>
<td>$100.00</td>
<td>Same As Senior Dog</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
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<tr>
<td>3/11/2017</td>
<td>$100.00</td>
<td>Logan’s Legacy</td>
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<td>Yes</td>
<td>Online</td>
</tr>
<tr>
<td>12/05/2016</td>
<td>$100.00</td>
<td>Logan’s Legacy</td>
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<td>No</td>
<td>Yes</td>
<td>Online</td>
</tr>
<tr>
<td>11/04/2016</td>
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<td>Online</td>
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<tr>
<td>10/08/2016</td>
<td>$100.00</td>
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<td>No</td>
<td>Yes</td>
<td>Online</td>
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<tr>
<td>10/08/2016</td>
<td>$100.00</td>
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<td>No</td>
<td>Yes</td>
<td>Online</td>
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<tr>
<td>10/06/2016</td>
<td>$100.00</td>
<td>Logan’s Legacy</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Online</td>
</tr>
<tr>
<td>10/06/2016</td>
<td>$100.00</td>
<td>Logan’s Legacy</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Online</td>
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</table>

Volunteer History

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
<th>Opportunity</th>
<th>Task</th>
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</thead>
<tbody>
<tr>
<td>1/20/2017</td>
<td>3.0</td>
<td>GIW Wrap Boxes for the Holidays!</td>
<td></td>
</tr>
<tr>
<td>11/19/2016</td>
<td>2.0</td>
<td>Dog Food Drive</td>
<td></td>
</tr>
</tbody>
</table>

Fundraising History

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>% Complete</th>
<th>More Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Dog Walkathon &amp; St</td>
<td>$500.00</td>
<td>$500.00</td>
<td>100%</td>
<td>1</td>
</tr>
<tr>
<td>Logan’s Legacy</td>
<td>$100.00</td>
<td>$500.00</td>
<td>20%</td>
<td>1</td>
</tr>
</tbody>
</table>
Detailed Contact Information - provided by the donor and you
Custom Supporter Tags
- Helps you quickly group and segment your supporters
### Donation History

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
<th>Campaign</th>
<th>Anonymous</th>
<th>Covered Fees</th>
<th>Recurring</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/28/2017</td>
<td>$100.00</td>
<td>Save A Senior Dog!</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Offline</td>
</tr>
<tr>
<td>4/19/2017</td>
<td>$500.00</td>
<td>2017 Dog Walkathon &amp; 5K!</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>3/16/2017</td>
<td>$100.00</td>
<td>Logan’s Bones</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>3/16/2017</td>
<td>$100.00</td>
<td>Save A Senior Dog!</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>3/16/2017</td>
<td>$100.00</td>
<td>#GivingTuesday on GiveGab</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>3/15/2017</td>
<td>$100.00</td>
<td>Save A Senior Dog!</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>3/15/2017</td>
<td>$50.00</td>
<td>#GivingTuesday on GiveGab</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>3/15/2017</td>
<td>$100.00</td>
<td>Save A Senior Dog!</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
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<tr>
<td>1/17/2017</td>
<td>$40.00</td>
<td>Logan’s Bones</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>12/19/2016</td>
<td>$100.00</td>
<td>#GivingTuesday on GiveGab</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>11/22/2016</td>
<td>$100.00</td>
<td>Logan’s Bones</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>11/18/2016</td>
<td>$100.00</td>
<td>#GivingTuesday on GiveGab</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>11/2/2016</td>
<td>$100.00</td>
<td>Logan’s Bones</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>9/6/2016</td>
<td>$100.00</td>
<td></td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
<tr>
<td>9/6/2016</td>
<td>$10.00</td>
<td></td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Online</td>
</tr>
</tbody>
</table>

### Volunteer History

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
<th>Opportunity</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/5/2017</td>
<td>3.0</td>
<td>Gift Wrap Bones for the Holidays!</td>
<td></td>
</tr>
<tr>
<td>11/19/2016</td>
<td>2.0</td>
<td>Dog Food Drive!</td>
<td></td>
</tr>
</tbody>
</table>

### Fundraising History

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>% Complete</th>
<th>Num Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 Dog Walkathon &amp; 5K!</td>
<td>$500.00</td>
<td>$500.00</td>
<td>100%</td>
<td>1</td>
</tr>
<tr>
<td>Logan’s Bones</td>
<td>$100.00</td>
<td>$500.00</td>
<td>20%</td>
<td>1</td>
</tr>
</tbody>
</table>
Custom Notes - to keep track of specific details

- Created by: Kyle Cundy on 5/9/2017
  Sent handwritten thank you on 5/8/17

- Created by: Bridget Cafaro on 4/19/2017
  Adopted Senior Dog Mr. Pickles on 7/7/16
Individual Campaign Metrics - donor traffic sources, gift size, and more!

- 69 Donors
- 64% of Donors cover fees
- 13 Fundraisers
- 58% Raised by Fundraisers

- 100.0% Raised on GiveGab
- 0.0% Raised outside of GiveGab
- $131.97 Avg. Online Gift Size
- 68 Online Donors Acquired
- 1 Repeat Online Donor

### Traffic Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Medium</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>loganspups.org</td>
<td>referral</td>
<td>52</td>
</tr>
<tr>
<td>m.facebook.com</td>
<td>referral</td>
<td>36</td>
</tr>
<tr>
<td>facebook.com</td>
<td>referral</td>
<td>21</td>
</tr>
<tr>
<td>(direct)</td>
<td>(none)</td>
<td>12</td>
</tr>
<tr>
<td>google</td>
<td>organic</td>
<td>7</td>
</tr>
</tbody>
</table>
Offline Donation

Donor Name:
Bridget Cafaro

Amount:
550

Attribute to Campaign:
Logan's Bones

Attribute to Fundraiser or Team:
Team: Dog Lovers

Please note: There is no need to select both a fundraiser and a team. Donations attributed to a fundraiser will also count towards the fundraiser's team, if they belong to one.

Email a Receipt

Donor's Email
bridget.cafaro@givegab.com

Cancel  Save
Contact Segmentation - Group your Supporters with Strategic Criteria

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Email</th>
<th>Volunteer Hours</th>
<th>Donations</th>
<th>Fundraising</th>
<th>Admin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banks</td>
<td>Janice</td>
<td><a href="mailto:test-jbanksd@givegab.com">test-jbanksd@givegab.com</a></td>
<td>14.0</td>
<td>$1,091.41</td>
<td>$0.00</td>
<td>✗</td>
</tr>
<tr>
<td>Doe</td>
<td>Jane</td>
<td><a href="mailto:nicole.peinkofer+12222@givegab.com">nicole.peinkofer+12222@givegab.com</a></td>
<td>0.0</td>
<td>$15.00</td>
<td>$15.00</td>
<td>✗</td>
</tr>
<tr>
<td>Goodman</td>
<td>John</td>
<td><a href="mailto:john+35732@givegab.com">john+35732@givegab.com</a></td>
<td>0.0</td>
<td>$250.00</td>
<td>$0.00</td>
<td>✗</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>Rachel</td>
<td><a href="mailto:rachel@nonprofit.net">rachel@nonprofit.net</a></td>
<td>17.0</td>
<td>$5,292.88</td>
<td>$0.00</td>
<td>✗</td>
</tr>
</tbody>
</table>
Finding The Right Plan For You
<table>
<thead>
<tr>
<th>Features</th>
<th>Basic</th>
<th>Launch</th>
<th>Engage</th>
<th>Advance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Management</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>One Campaign per Year</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year-Round Donation Collection on your GiveGab Profile</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guaranteed Support within 3 Business Days</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7% Platform Fee per Donation (capped at $20)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4% Platform Fee per Donation (capped at $20)</td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2% Platform Fee per Donation (capped at $20)</td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Flexible Platform Fee Based on Your Organizations Needs</td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Customizable Donation Form and Button for Your Website</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Premium Campaign and Event Analytics</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Unlimited Fundraising Campaigns</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Unlimited Fundraising Events</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Unlimited Account Administrators</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Unlimited Campaign and Event Peer-to-Peer Fundraising</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Engage Donor Management CRM</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Unlimited Supporters</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Onboarding Training and Initial Data Transfer</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Enhanced User Support (Response Time of 2 Hours from 8am-8pm EST M-F)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Premium Document Library, Toolkits, and Templates</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Elevate Fundraising Consulting Service</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Automatic Thank You Receipting for Online &amp; Offline Gifts</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Suite of Analytics &amp; Supporter Data</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
**Plans & Pricing**

**LAUNCH**

**FUNDRAISING**

$49/month  
Annual Subscription Required

**GET STARTED**

4% PLATFORM FEE  
+ Credit Card Fees

- Unlimited Event Fundraising
- Unlimited Campaign /Crowdfunding
- Customizable Donation Form for Your Website
- Built-In Fraud Protection and Verification
- Next-Day Direct Deposit of Donations
- Volunteer Management
- Unlimited Administrators

**Typical Effective Rate**
On average, over 85% of donors choose to cover fees. This means organizations pay approximately $2.30 for every $100 raised on GiveGab.

**ENGAGE**

**FUNDRAISING + DONOR MANAGEMENT**

$199/month  
Annual Subscription Required

**GET STARTED**

2% PLATFORM FEE  
+ Credit Card Fees

- Everything in LAUNCH
- Engage Donor CRM™
- Onboarding Training Session
- Enhanced User Support
- Premium Document Library and Toolkits

**Typical Effective Rate**
On average, over 65% of donors choose to cover fees. This means organizations pay approximately $1.50 for every $100 raised on GiveGab.

**ADVANCE**

**ENTERPRISE LEVEL**

**Custom**

Pricing That Fits Your Nonprofit

**GET STARTED**

- Everything in ENGAGE
- Dedicated Customer Success Representative
- Apple Pay® Donation Integration
- ELEVATE: Personal Fundraising Consulting Service
- CRM Data Import Services into Engage Donor CRM™
The Launch Plan Broken Down

- Lower platform fee at 4% (which donors usually cover!)
- Unlimited Administrators
- Unlimited Campaign and Event Fundraising
- Unlimited Peer-to-Peer (Crowd) Fundraising
- Customizable Donation Form for YOUR website
- Next-Day Direct Deposit of your donations
- Build-In Fraud Protection and Verification
- Volunteer Management Tools
- 0% platform fees on Giving Tuesday

If you plan to raise more than $24,000 online this year, this is the plan for you!
The Engage Plan Broken Down

- Lower platform fee at 2% (which donors usually cover!)
- The Engage Donor CRM™
- And everything in Launch!
  - Unlimited Administrators
  - Unlimited Campaign and Event Fundraising
  - Unlimited Peer-to-Peer (Crowd) Fundraising
  - Customizable Donation Form for YOUR website
  - Next-Day Direct Deposit of your donations
  - Built-In Fraud Protection and Verification
  - Volunteer Management Tools
  - 0% platform fees on Giving Tuesday

If you want to put better donor stewardship strategies into place, this is the plan for you!
The Advance Plan Broken Down

- Dedicated Customer Success Representative
- Apple Pay Donation Integration
- ELEVATE Consulting Services for Your First Campaign
- The Engage Donor CRM™
- **Everything** in Engage!

If you have unique or custom fundraising needs, this is the plan for you!
The Basic Plan Broken Down

- 7% platform fee (capped at $20)
- One fundraising campaign per year (plus any giving days)
- Volunteer management tools
- Year-Round donation collection on your GiveGab profile
- Limited Customer Support (within 3 business days)

No setup costs or monthly fees
Get Started!

- Book a meeting with GiveGab’s Nonprofit Engagement Specialist
gvgb.co/EngageGiveGab

- Chat with GiveGab’s Customer Success Team to answer any questions you have about GiveGab
  - Look for the little blue chat bubble!
Thank You!

Have questions? Email us at customersuccess@givegab.com