

# GiveGab<sup>®</sup>

Nonprofit Giving Platform

## Thanking Your Donors

How to acknowledge and delight your donors to make them feel like the heroes they are!

# Before The Day



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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.*

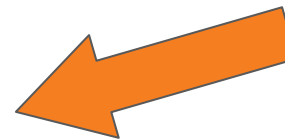
Share Your Page

[View Your Page](#)

More Actions

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





# Instant Gratitude

- Write a personal message to be included in your thank you email to everyone that supports your organization on the Giving Day
- Add your own photo or video
- Sent immediately to your donor's email when they make a gift during the Giving Day period

✓ 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



# Instant Gratitude

## Thank You Email Preview

- Your own custom content alongside your Giving Day's branding
- Includes a link to your organization's website so supporters can continue to learn more after they give
- Message does not come from GiveGab or your Giving Day, but whoever you designate as the contact person for your organization on GiveGab
- Also includes specific donation information to act as a receipt



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>

# After The Day



# Your Giving Day Donation Report



Logan's Pups

[View Profile](#) [Edit Profile](#)

[Overview](#)

[Fundraising](#)

[Donations](#)

[Donation Form](#)

[Embeddable Donation Form](#)

[Campaigns](#)

[Events](#)

[Sponsor Matching](#)

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## Donations

Online Donations

Offline Donations

Total Paid Out: \$326,109.50

Total Pending: \$303.10

### Important Time Zone Notice

As of May 12, 2017, dates and times on this page are displayed in UTC to assist with bank statement reconciliation processes. If you export your donations from this page, dates and times in that file will appear in UTC as well.

Prior to this update, dates and times were shown in Eastern Time.

[Learn More](#)

Id	Donation Date (UTC)	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Donor Covered Fees?	Payout Amount	Payout Date (UTC)	Donor	Display Name	Receipt	Wishes to be Anonymous?	Recurring Donation?	Campaign	Day of Giving	Edit
3838	7/26/2017	\$75.00	\$75.00	\$1.95	\$1.50	No	<b>\$71.55</b>	Pending	Katrina Grein			No	No	One Way Ticket to Forever (Home!)	Giving Day	
3837	7/26/2017	\$75.00	\$75.00	\$1.95	\$1.50	No	<b>\$71.55</b>	Pending	Laryssa Hebert			No	No	2017 Summer Gala	Giving Day	
3826	7/25/2017	\$100.00	\$104.60	\$2.60	\$2.00	Yes	<b>\$100.00</b>	Pending	Baby Elephant Walk			No	No	2017 Dog Walkathon & 5K!	Giving Day	
3822	7/24/2017	\$10.00	\$10.74	\$0.54	\$0.20	Yes	<b>\$10.00</b>	Pending	Travis C			No	No	Giving Day	Giving Day	
3821	7/24/2017	\$50.00	\$52.45	\$1.45	\$1.00	Yes	<b>\$50.00</b>	Pending	Janice Banks			No	Yes			
3809	7/21/2017	\$50.00	\$52.45	\$1.45	\$1.00	Yes	<b>\$50.00</b>	7/24/2017	Kyle Cundy			Yes	No	Giving Day	Giving Day	
3807	7/20/2017	\$50.00	\$52.45	\$1.45	\$1.00	Yes	<b>\$50.00</b>	7/24/2017	Katrina Grein			No	No	Logan's Bones	Giving Day	
3801	7/15/2017	\$73.22	\$76.67	\$1.99	\$1.46	Yes	<b>\$73.22</b>	7/18/2017	Rachel Nonprofit			Yes	Yes			
3799	7/15/2017	\$500.00	\$500.00	\$11.30	\$10.00	No	<b>\$478.70</b>	7/18/2017	test test			No	No	Logan's Bones	Giving Day	
3798	7/14/2017	\$100.00	\$104.60	\$2.60	\$2.00	Yes	<b>\$100.00</b>	7/18/2017	test test			No	No	Logan's Bones	Giving Day	
3791	7/10/2017	\$50.00	\$50.00	\$1.40	\$1.00	No	<b>\$47.60</b>	7/12/2017	Laryssa Hebert			No	No	Logan's Dog Days of Summer Fun Run	Giving Day	
3784	7/6/2017	\$100.00	\$104.60	\$2.60	\$2.00	Yes	<b>\$100.00</b>	7/10/2017	Aaron Godert	Aaron G.		No	No	Giving Day	Giving Day	
3783	7/6/2017	\$100.00	\$104.60	\$2.60	\$2.00	Yes	<b>\$100.00</b>	7/10/2017	Aaron Godert			No	No	Giving Day	Giving Day	
3781	7/6/2017	\$12.00	\$12.00	\$0.56	\$0.24	No	<b>\$11.20</b>	7/10/2017	Travis C			No	No	Logan's Dog Days of Summer Fun Run	Giving Day	
3779	7/5/2017	\$32.00	\$32.00	\$1.00	\$0.64	No	<b>\$30.36</b>	7/6/2017	Travis C			No	No		Giving Day	

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[Export CSV](#) [Edit Bank Account Info](#)

**Pro Tip:** Download a CSV file of your complete donation report for more information





# Maximizing Your Data

- Who increased their giving from year to year?
- Who were your most successful P2P fundraisers?
- Who are your first time donors? Did they come from P2P?
- Who left a personal comment?
- Who chose to donate to a specific campaign?



# Segmenting Acknowledgements

- Every donor is important, but not necessarily equal
- Determine your donor segments
  - By Giving Level
  - By Entry Point
  - By Giving History
- Create a realistic strategy to thank all of your donors appropriately based on their segment



# Segmenting Example

\$1-\$99  
48 Donors



Thank You Email

\$100-\$499  
31 Donors



Thank You Email



Personal Letter

\$500-\$999  
15 Donors



Thank You Email



Personal Letter



Online Acknowledgement

\$1000 +  
6 Donors



Thank You Email



Personal Letter



Online Acknowledgement



Public Acknowledgement

The larger the gift the more personal the acknowledgement



# The Importance of Segmenting

- Crucial component of effective donor stewardship
- Allows for personalized customization
- Ability to allocate time and resources to donors with the most potential for growth within your organization
- Helps you reach your internal goals quickly and easily



# General Acknowledgement Tips

- If possible, personalize your acknowledgements!
  - *Example:* “Hi Bridget,” vs. “Dear Friend,”
- Highlight the impact of the donor’s contribution
  - *Example:* “With the dollars raised we have helped 50 people in need”
- Include additional opportunities to get involved
  - *Example:* “Join us on Sunday for our Summer BBQ Jamboree”
- If publically acknowledging any donors, be sure they are comfortable with how their names are being displayed



# Creative Thank You Ideas

1. Thank You Video
2. Naming Opportunity
3. Appreciation Party
4. Donor Spotlight
5. Handwritten Note
6. Behind The Scenes Look
7. Future Discount
8. Milestone Recognition
9. Public Display
10. Giving Level Perks



## Key Takeaways

- Creating a strategy for acknowledging donors can help you build stronger and longer lasting relationships
- Highlighting the donor's impact allows the donor to appreciate the value of their contribution
- Providing more opportunities to get involved is crucial

There is no such thing as too much gratitude!



# We're Here For You!

- Visit Our Help Center

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

- Send us an email at

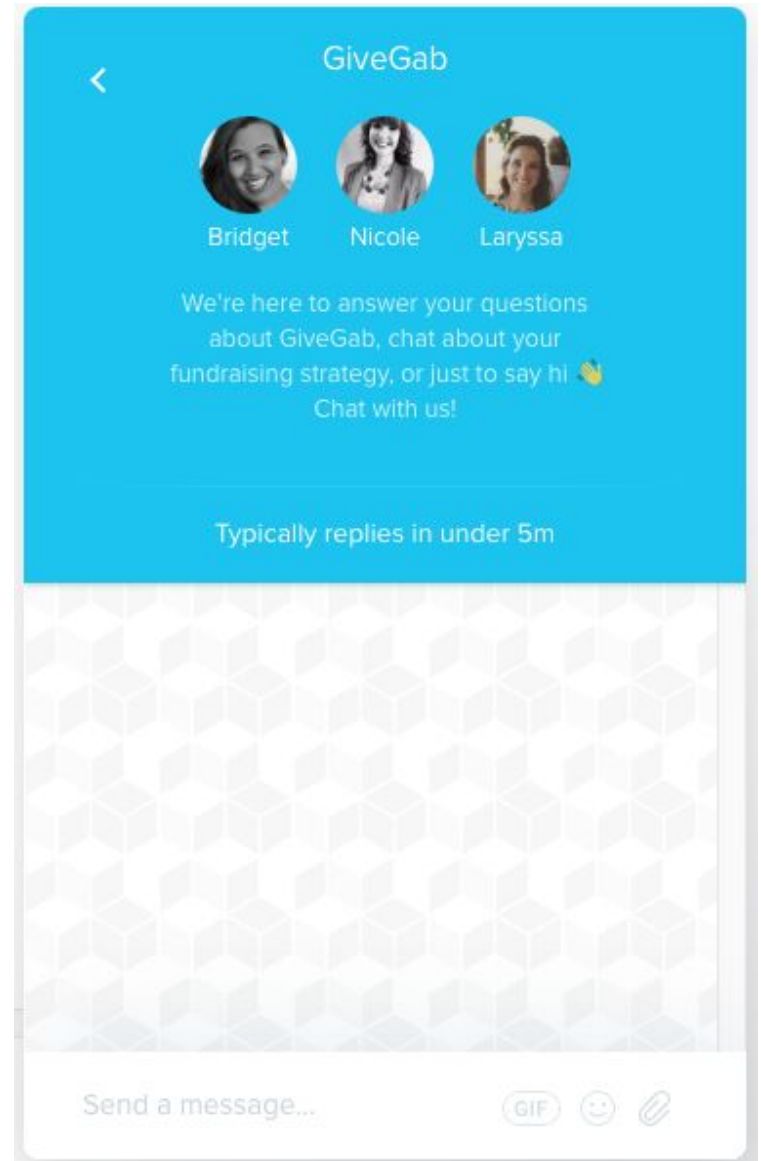
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- 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](http://www.GiveGab.com)