



**Final Steps to Success**

**GIVEBIG**

May 3, 2018 6 pm - May 4, 2018 6 pm



# Giving Day Updates

- Prizes
- Tagboard
- Website Soft Opening - 6 pm on May 2nd
- Kickoff Party: 5:30 - 7:30 pm, May 3rd @ The Bozeman

Taproom

- Finale Party: 5 -7 pm, May 4th @ The Baxter

# Check Donations

- Offline donation forms will be in “Downloads” section of the Nonprofit Toolkit
- **Friday, May 4th only from 10am-3pm**
  - Bozeman: First Interstate Bank - 202 W. Main
- Donor Receipts - GiveGab
- Unable to provide emails, physical addresses for donors, or phone numbers
- Offline gifts don't count for prizes or matches
- Checks: Made out to the Bozeman Area Community Foundation and dated May 3rd or 4th.

# How will my organization receive the money we raise?

- Offline gifts are deposited into your bank account 24 - 48 hours after Give Big
  - Please double check that your bank account is correct!
- Prizes and offline gifts will be issued as a check
- Give Big Success Celebration
  - 1st or 2nd Week in June
  - If received prizes or offline gifts, will be required to attend to pick up your check

**GIVEBIG**

# Spirit of Give Big

- Day to build awareness and support for the entire nonprofit sector in Gallatin County
- Online Day of Giving
  - Utilizing offline gifts is not a strong strategy
- Make giving fun so that it becomes a habit
  - Honor donor intent and wishes
  - Thank your donors!

# Opting to be Anonymous

Optional

Add a Message

For example: I'm proud to give to Logan's Pups because...

Name to Display

(Defaults to cardholder's name)

- Please do not display a name publicly.
- Please do not display the donation amount publicly.

**BACK**

**NEXT**

Securely processed with:



# Opting to be Anonymous

## Optional

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**NEXT**

Securely processed with:



SSL



256 Bit Encryption

# Opting to be Anonymous

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**BACK**

**NEXT**

Securely processed with:







# Making a Donor Anonymous

## Donations

Online Donations

Offline Donations

Total Paid Out: \$83,911.08

Total Pending: \$10,362.45

### 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](#)

Search by name or email

All Campaigns

Start

End

Clear Dates

Search

ID	Donation Date (UTC)	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Donor Covered Fees?	Payout Amount	Payout Date (UTC)	Donor	Display Name	Email	Receipt	Wishes to be Anonymous?	Recurring Donation?	Campaign	Donation Level	Day of Giving	Referral Source	Referral Medium	Referral Campaign	Edit
6063	3/26/2018	\$50.00	\$52.45	\$1.45	\$1.00	Yes	\$50.00	Pending	Aaron Godert	Aaron and Amy Godert	aaron+test2@givegab.com		No	Yes							
6054	3/24/2018	\$50.00	\$52.45	\$1.45	\$1.00	Yes	\$50.00	Pending	Janice Banks		test-jbanksd@givegab.com		No	Yes							
6048	3/23/2018	\$50.00	\$52.45	\$1.45	\$1.00	Yes	\$50.00	Pending	Kyle Cundy		kyle@givegab.com		No	Yes							
6045	3/23/2018	\$100.00	\$104.60	\$2.60	\$2.00	Yes	\$100.00	Pending	Kyle Cundy	The Cundy Family	kyle.cundy@givegab.com		No	No	Giving Day	Provides food for a mo...	Giving Day				
6030	3/21/2018	\$50.00	\$50.00	\$1.40	\$1.00	No	\$47.60	Pending	Alyssa Ravnella		alyssa@givegab.com		Yes	No	Giving Day		Giving	staging.givegab.com	referral		

Viewing Dashboard for Logan's Pups



# Making a Donor Anonymous



## Editing Donation for Logan's Pups

<b>Donor Name:</b> Aaron Godert
<b>Donor Email:</b> aaron+test2@givegab.com
<b>Donation ID:</b> 6063

### Custom Display Name (optional)

### Attribute to Campaign

### Attribute to Fundraiser or Team

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.

### Donor's Message

Please note: Messages should only be altered or deleted at the donor's request, or if they are inappropriate.

### Privacy Options

- Do not display the donor's name publicly
- Do not display the donation amount publicly

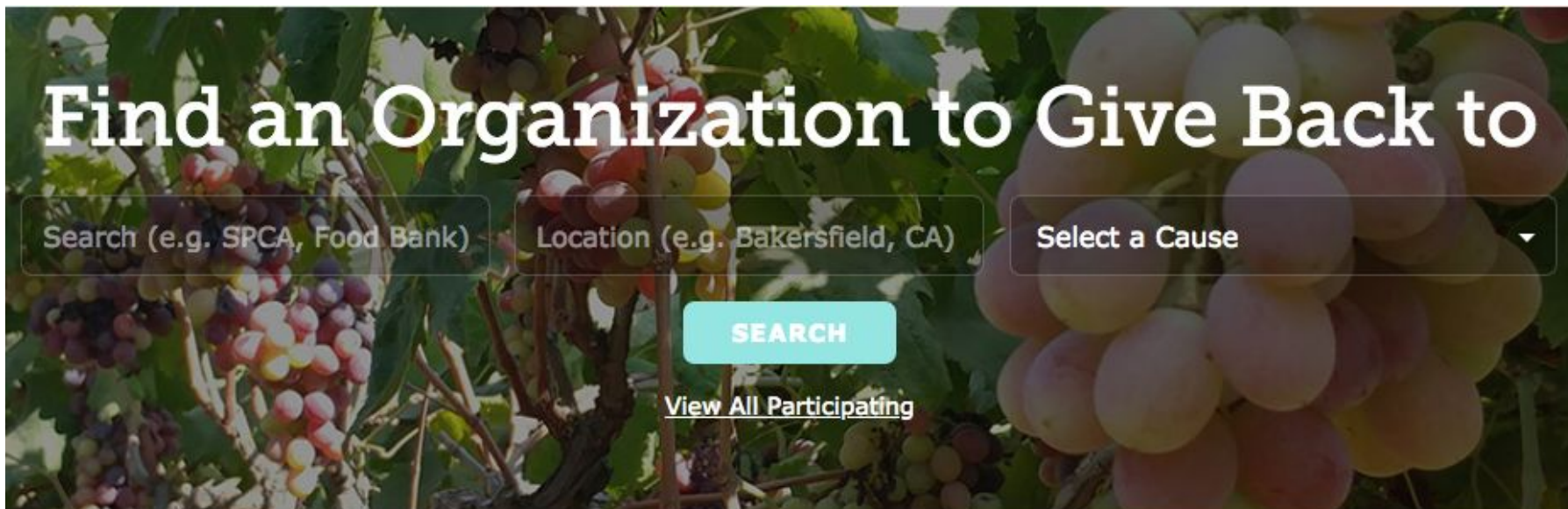


# New to 2018: Multi-Give!

- Donors may give to as many organizations as they want!
- Donors still have the ability to choose to have their name and/or amount anonymous per organization
- Confirmation page collects donor and credit card information once
- Each transaction is processed individually
- Donor will receive a receipt from each organization

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# Multi-Give!



**Find an Organization to Give Back to**

Search (e.g. SPCA, Food Bank)    Location (e.g. Bakersfield, CA)    Select a Cause

**SEARCH**

[View All Participating](#)

**Here are some participating organizations!**



**Boys & Girls Clubs of Kern County**

Bakersfield, California

**DONATE**

**VIEW PROFILE**

**GIVEBIG**

# Multi-Give!

Donating To

## Boys & Girls Clubs of Kern County

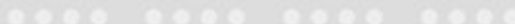
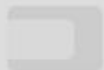
Step 1 of 2

Would you like to make several donations at once?

I would like to give \$

Enter an Amount

**USD**



FULL NAME

Expiration  
MM / YY

## Donate to more than one organization

Step 1 of 3



**Boys & Girls Clubs of Kern County**

Bakersfield, California

Choose an amount to give:

Name to Display (Optional):

- Please do not display a name publicly.
- Please do not display the donation amount publicly.
- Make this a monthly gift.

**Add a Message to this Donation**

[Remove this organization](#)

**+ ADD ANOTHER ORGANIZATION**

**GIVEBIG**

# Multi-Give!



**Boys & Girls Clubs of Kern County**

Bakersfield, California

**name to display (Optional):**

(Defaults to cardholder's name)

- Please do not display a name publicly.
- Please do not display the donation amount publicly.
- Make this a monthly gift.

**Add a Message to this Donation**

[Remove this organization](#)



**Have A Heart Humane Society**

Tehachapi, California

**Choose an amount to give:**

\$

**Name to Display (Optional):**

(Defaults to cardholder's name)

- Please do not display a name publicly.
- Please do not display the donation amount publicly.

## Enter Your Payment Information

Step 2 of 3  
Your \$20.00 Gift



**First Name**

**Last Name**

**Mailing Address**

**Card Number**

**MM/YY**

**City**

**State**



# Donor Lounges

- What are they?
- What are the “rules” around them?
- Consider organizational capacity?
- Use iPads, phones, computers, etc.
- CLEAR THE GIVING SCREEN AFTER A DONATION - Favorite Give Big website to streamline.
- We provide gift receipts - you thank donors!



# Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Add Engaging Visuals
5. Empower Ambassadors
6. Prepare Communications
7. Rally Your Team
8. Review Your Campaign
9. Plan The Big Day
10. Create A Stewardship Plan



# Do you have defined goals?

Your Give Big Gallatin Valley goals can go beyond dollars raised:

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches

# Is your story authentic?

- Focus on a specific person, program, initiative, etc.
  - How do donors make these stories possible?
- Include photos, graphics, and key statistics
- Make sure your story reflects your initial goals
- Keep it consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!



# Are your calls to action clear?

- Include a link to your Give Big Gallatin Valley profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference on Give Big Gallatin Valley
- Cater your calls to action to different goals and audiences
  - Fundraise! Donate! Volunteer! Join! Subscribe!

# Are you featuring visual content?

- On your Give Big Gallatin Valley Profile...
  - Cover Photo & Logo
  - Donation Levels
  - Story Photos or Infographics
  - Embedded Video
- Across your digital platforms...
  - On your website and Social Accounts
- In Your Communications...
  - Emails & Social Media Posts

**Visuals help tell  
your story and  
increase online  
engagement!**

# Are your ambassadors prepared?

- Identify your Give Big Gallatin Valley Ambassadors
  - Social Ambassadors
  - Board Members
  - P2P Fundraisers
  - Internal Support
- Arm them with key messaging and shareable content
  - Sample posts and graphics in your Give Big Gallatin Valley Nonprofit Toolkit!
- Communicate your goals and campaign game plan
  - Break down tasks into manageable responsibilities



# Do you have a communications plan?

- Plan your online communications ahead of Give Big Gallatin Valley
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Customize the templates, guides, and graphics in your Nonprofit Toolkit for the perfect plan!



**GIVEBIG**

# Is your Give Big Gallatin Valley Team ready?

- Gather your team before Give Big Gallatin Valley or send a campaign specific email with helpful tools and updates
  - What are your goals? How can they help you achieve them?
  - Where can they find crucial campaign resources?
  - What are the roles that your Give Big Gallatin Valley team will play?
- Play to your team's strengths and capacity
- Make it fun for everyone involved (And say thanks!)

# Are you campaign confident?

- Review your game plan and Give Big Gallatin Valley profile
  - Is your profile complete? Does it reflect your goals and mission?
  - Are your communications ready? Are they clear and concise?
- Are you promoting your Give Big Gallatin Valley profile consistently across all of your digital platforms?
- Try going through the process as if you were a donor, from the first point of access to donation success!



# Is your big day BIG enough?

- Assign day-of roles for your Give Big Gallatin Valley team
  - Play to your team strengths and capacity!
- Mix in pre-scheduled communications with live updates
- Share any in-person opportunities with supporters
  - Don't forget to take pictures and videos to share online!
- Have fun with your team and your supporters!

# How will you thank your supporters after Give Big Gallatin Valley?

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
  - This doesn't have to happen right away!

# Your Nonprofit Resources

- [Customizable Email Templates and Guides](#)
- [Sample Social Media Posts](#) and [Best Practices](#)
- Give Big Gallatin Valley [Downloadable Graphics](#)
- On-Demand [Training Course Videos](#)
- Resources for [Board Members](#) and [P2P Fundraisers](#)
- [Blog Articles](#) and [How-To Videos](#) from GiveGab



# We're Here For You!

- Visit Our Help Center

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

- Send us an email at

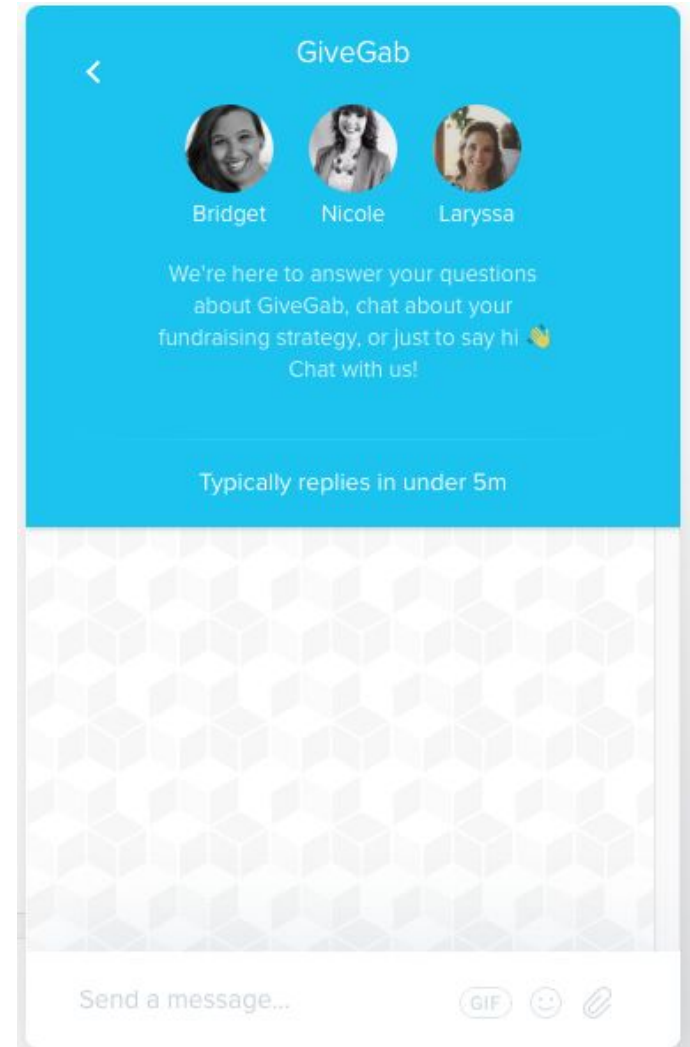
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!



# Your Next Steps

- Like and Follow Give Big Gallatin Valley on Social Media!
  - Don't forget to use **#GiveBigGV**
- Check your inbox for important emails
- Fill out the Donor Lounge Survey located on the Nonprofit Toolkit page
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Attend Give Big 201 Strategy Session TOMORROW from 1 - 2:30 at Eagle Mount



Questions?

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