



Final Steps to Success

GIVEBIG

MAY 2 & 3, 2019

Hosted by the Bozeman Area Community Foundation



Agenda

- General Updates
- Success Checklist
- Next Steps
- Questions



Giving Day Updates

- Prizes
- Tagboard
- Make sure you are donatable!
 - Must be able to accept donations to participate!
 - Reach out to the blue chat bubble with any questions :)
- Mandatory Meeting - April 10th 12-1pm at Bozeman Public Library
- Fill out Google Form Maggie sent with Giving Guide and Donor Lounge information
 - If your organization did not receive an email on 4/1, check in with Maggie!

GIVEBIG

Donation Guide for Nonprofits

New! →

	ONLINE DONORS	OFFLINE DONORS	
	GiveBigGV.org	Check Donation Station	Directly to Nonprofit
When can donors give?	6pm May 2 – 6pm May 3	9am - 4pm May 3	Before 6pm on May 3
Who do donor's write their checks out to?	N/A	BOZEMAN AREA COMMUNITY FOUNDATION (funds will then be distributed appropriately)	Your nonprofit
Who will receipt the donor?	GiveGab – via email	BOZEMAN AREA COMMUNITY FOUNDATION	YOU Receipt donors just like you would any donation.
How will we get our donor's information?	Your GiveGab profile	After Give Big with your check from BACF	It goes directly from the donor to you!
Can donors give to multiple orgs at once?	YES	YES	NO



Offline Donations - Nonprofit

- New this year! You are now able to accept offline donations made directly to your organization!
- If a donor mails you or gives you a check during Give Big, you will upload that donation through your GiveGab profile.
- Offline donations uploaded through your GiveGab profile will be added to your organization's total.
- **You will be responsible for receipting offline donors who give directly to your organization.**
- Offline gifts do not count for prizes or matches!



Check Donation Station

- Friday, May 3rd from 9am-4pm at First Interstate Bank - 202 W. Main St. Bozeman
- Checks: Made out to the Bozeman Area Community Foundation and dated May 2nd or 3rd.
- Donor's will be receipted by BACF.
- Offline donation forms will be in the Nonprofit Toolkit
- BACF will provide Check Donation Station donor information to your organization after Give Big so you can thank them for their gift!
- Offline gifts don't count for prizes or matches

How will my organization receive the money we raise?

- Online gifts are deposited into your bank account 24 - 48 hours after Give Big
 - Please double check that your bank account is correct!
- Offline gifts directly to your nonprofit will be processed by you just like any other donation.
 - You can collect checks leading up to Give Big but they need to be dated May 2 or 3, 2019 & processed during Give Big.
- Prizes and gifts through the Check Donation Station will be issued as a check from the Bozeman Area Community Foundation.
 - Give Big Check Office Hours will be held in the 1st or 2nd week of June.
 - If you received prizes or Check Donation Station gifts, you 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:



SSL



256 Bit Encryption

Opting to be Anonymous

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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 Pavenello		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

Donor Name: Aaron Godert

Donor Email: aaron+test2@givegab.com

Donation ID: 6063

Custom Display Name (optional)

Aaron and Amy Godert

Attribute to Campaign

None

Attribute to Fundraiser or Team

None

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

Save





Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Rally Your Team
5. Matches and Challenges Review
6. Peer to Peer Fundraisers Review
7. Create A Stewardship Plan
8. Resources



Do you have defined goals?

Your Give Big 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!

Call to Action

A Call To Action (C.T.A) is intended to entice the reader, listener, or viewer to take a specific action that will ultimately help your organization reach its goals and make your supporters feel satisfied with their engagement.

- **Make A Difference Today** → Link to your donation form
- **Share Your Personal Story** → Link to create a P2P fundraising page
- **Join Us This Thursday** → Link to volunteer or event sign up
- **Learn More About Our Programs** → Link to your website
- **Sign Up Today** → Link to your newsletter subscription
- **Help Five People At Once** → Link to donation form at corresponding amount
- **Let Us Know You'll Be There** → Link to RSVP form

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MAY 2 & 3, 2019

Clear Call to Actions

Wisconsin Women's Network advances the status of women and girls in Wisconsin.

Strengthening Wisconsin women's voices while working together on issues that promote equity and justice for women and their families through communication, education, advocacy, and connections.

You are Wisconsin Women's Network!

1. Make your voice heard!

Now is a critical time to maintain and build momentum, fighting injustice with education, information, and action. The Wisconsin Women's Network is dedicated to actively improving the lives of women and girls in Wisconsin and **your voice and gift helps amplify that change.**

2. Invest in making a real difference!

We focus every penny we spend on programs that **make a direct difference.** Through our mentorship program, our policy institute, and our networking and educational events, **your support informs, educates, and transforms our communities.**

3. Ensure you're part of the change! #IamWWN

Now is our time! You choosing to be a part of the change is an important part in helping our communities. **You are the Wisconsin Women's Network** and your donation will make a difference in [the programs](#) WWN is able to provide.

Want to make sure your donation goes even farther? [Donate](#) during our power hour (12-1 pm) and **your contribution will be matched, up to \$500!**

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!**



Is Your Team Ready?

- 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
- Make sure you say thank you and celebrate!

Do you have a communications plan?

- Plan your online communications ahead of Give Big
 - 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 Give Big Gallatin Valley Nonprofit Toolkit for the perfect plan!

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!

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Are Your Matches/Challenges Set?



\$25

Provides one week of food for a senior pup



\$50

Provides a super soft bed for a loving senior pup



\$100

Covers cost of rescuing a senior pup from a kill shelter



\$500

Provides life changing surgery to a senior pup in need

CHOOSE YOUR OWN AMOUNT

More Than Just A Shelter



At Logan's Pups we offer more than just a home to dogs in need, we're in the business of turning lives around. Each

Matches

[Debbie's Pet Supply: Giving Tuesday Match!](#)

Your donations will be DOUBLED on #GivingTuesday thanks to a generous match from our friends at Debbie's Pet Supply!

\$5,000 MATCH

\$4,850 REMAINING

Fundraising Champions

[Laryssa Hebert](#)

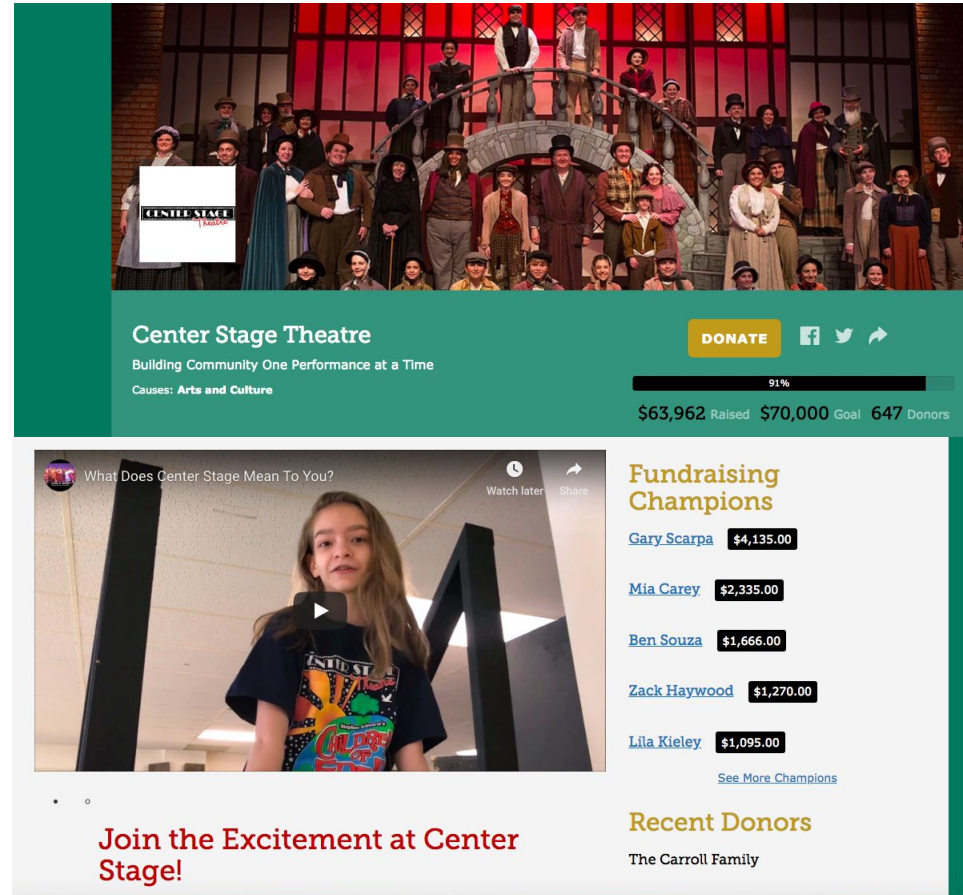
\$500.00

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Are your P2P Fundraisers prepared?

- Do they know your goals for Give Big?
- Do they understand their impact they can have on your campaign?
- Can you help them customize their profile?
- Can they help you win any prizes?





The screenshot shows the fundraising profile for Center Stage Theatre. At the top is a large group photo of the cast on a stage. Below the photo, the organization's name "Center Stage Theatre" is displayed, along with its mission "Building Community One Performance at a Time" and its cause "Arts and Culture". A green "DONATE" button and social media icons are visible. A progress bar indicates that 91% of the goal has been reached, with \$63,962 raised towards a \$70,000 goal from 647 donors. Below this, a video player shows a young girl answering the question "What Does Center Stage Mean To You?". To the right of the video is a "Fundraising Champions" list with names and amounts raised. At the bottom, there is a call to action "Join the Excitement at Center Stage!" and a "Recent Donors" section listing "The Carroll Family".

Center Stage Theatre
Building Community One Performance at a Time
Causes: Arts and Culture

DONATE   

91%
\$63,962 Raised \$70,000 Goal 647 Donors

What Does Center Stage Mean To You?  

Fundraising Champions

Gary Scarpa	\$4,135.00
Mia Carey	\$2,335.00
Ben Souza	\$1,666.00
Zack Haywood	\$1,270.00
Lila Kieley	\$1,095.00

[See More Champions](#)

Recent Donors
The Carroll Family

Join the Excitement at Center Stage!



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/>

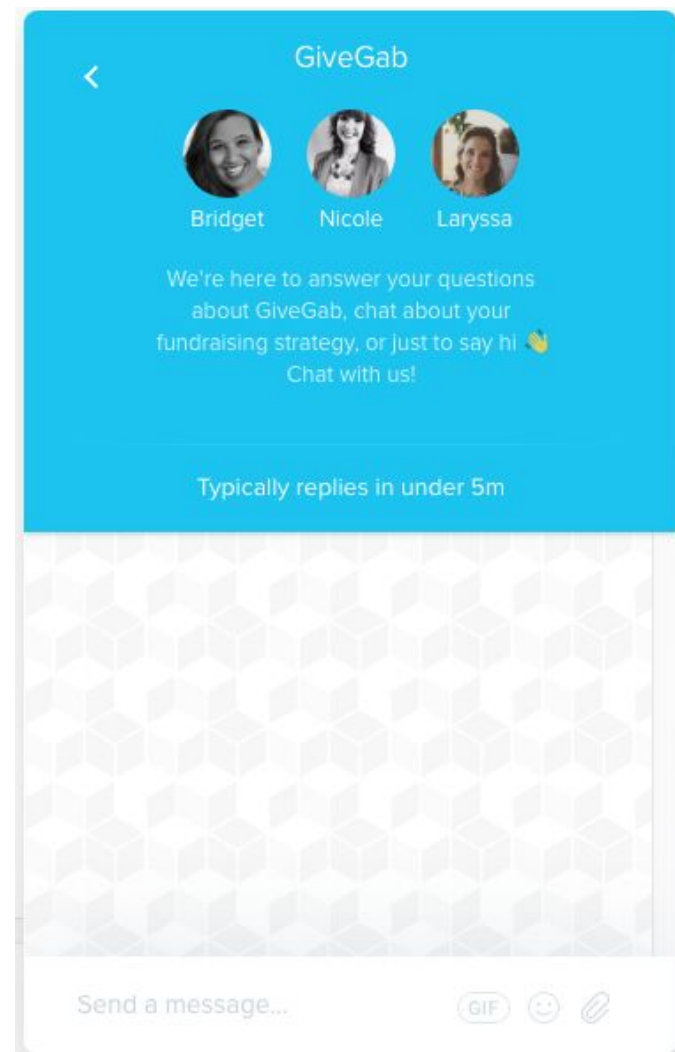
- Send us an email at

CustomerSuccess@givegab.com

- 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 Bozeman Area Community Foundation on Facebook and Give Big on Instagram!
 - Don't forget to use #GiveBigGV
- Check your inbox for important emails from Maggie and GiveGab
- Watch on-demand training course videos
- Check out the Nonprofit Toolkit
- Attend the Mandatory Meeting on April 10th.
- Enter Giving Guide and Donor Lounge information into Google Form Maggie sent.



Questions?

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