Best Practices for #CUNYTUESDAY

#CUNYTUESDAY

24 HOUR GIVING CHALLENGE
11.27.18

October 16, 2018
# Agenda

- #CUNYTUESDAY Timeline
- Completing Your Profile
- Support Areas
- Fundraising Ambassadors
- Matches & Challenges
  - Benefits of using Matches & Challenges
  - Potential Sponsors
  - Creative Matches & Challenges
  - How to Feature your Match or Challenge
- Questions?
#CUNYTUESDAY Timeline

- Oct. 31 - Profile Completion Deadline
  - NOTE: Unverified organizations will not appear on the site when donations open

- Nov. 1 - Early Giving Begins

- Nov. 27 - #CUNYTUESDAY*

*Donations received before 11/1 and after 11/27 will still receive a 0% platform fee, but will not count toward #CUNYTUESDAY totals.
Completing Your Profile

- As a participant in #CUNYTUESDAY, a GiveGab profile has already been created for your College or School.
- To edit your #CUNYTUESDAY page, navigate to your Giving Day Dashboard.
- Edits made to your general GiveGab profile will not be reflected on your #CUNYTUESDAY profile.
Completing Your Profile: Your Preparation Checklist

#CUNYTUESDAY
November 27, 2018

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in #CUNYTUESDAY.

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a ‘Thank You’ Message
- Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Time to launch
47 days

Share Your Page
https://www.cunytuesday.org/organizations/cunytuesday/
Managing Support Areas

- Support Areas give you the ability to run and raise money for sub-campaigns connected to your main campaign.
- Support Areas work well for Departments, Programs Initiatives, Clubs and Teams affiliated with your College, School or Organization.
- Ability to create separate profile and have Fundraising Ambassadors.
- Funds raised roll up under “parent” organization.
Managing Support Areas

Get Set Up

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- Add a 'Thank You' Message
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Time to launch

47 days

Share Your Page

https://www.cunytuesday.org/organizations/cui

View Your Page
Managing Support Areas
Managing Support Areas
Managing Support Areas

Summer Program
at Women in Leadership Honors College

Support our Summer Session!

Our summer program students are busy students. They are usually on a plan to graduate early, or are working throughout the year in conjunction of getting their degree. This summer program allows for more flexibility during the school year.

You donation today supports our Women in Leadership Honors program at Eagleton University.

Fundraising Champions

Bridget Cafaro $0.00
Alyssa Ravenel $0.00
Katrina Grein $0.00
maggie hafele $0.00
Fundraising Ambassadors: The Basics

Organizations using Fundraising Ambassadors raise, on average, 300% more than those that don’t.

Fundraising Ambassadors are an opportunity to:

- Leverage your passionate supporters to rally behind your cause and fundraise on your behalf
- Expand your reach to a new network of potential supporters
- Increase trust and engagement by encouraging supporters to tell their personal stories about their connection to your organization
- Create personal fundraising pages as extensions of your campaign
- Multiply your follower and influence on social media
#CUNYTHUESDAY
November 27, 2018

Get Set Up
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- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Recruit peer-to-peer fundraisers to expand your network of donors.

Share Your Page
https://www.cunytuesday.org/organizations/cunytuesday

View Your Page
Fundraising Ambassadors

Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.

You can now view your fundraisers' activity through the number of emails sent and campaign promotions shared to social media! These numbers reflect data collected starting in early October of 2017.

<table>
<thead>
<tr>
<th>Fundraiser</th>
<th>Amount Raised</th>
<th>Goal</th>
<th>Emails Sent</th>
<th>Facebook Intents</th>
<th>Twitter Intents</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>No fundraisers found.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Set Fundraisers' Story**
  - I support this organization's mission and I want it to have a greater impact on the community.

- **Set Fundraisers' Goal**
  - $500.00

Each fundraiser may customize his or her story and goal by logging into GiveGab.

Save
Fundraising Ambassadors

● Add one, or multiple, Fundraising Ambassadors

Then send an email to all of your Fundraising Ambassadors welcoming them to your campaign

Write a Message to Your Recruits

To: Amy G
Subject
Hello Amy
Message
We invite you to become a Fundraising Ambassador for #CUNYTUESDAY!
Fundraising Ambassadors

#CUNYTUESDAY

CUNY Athletic Conference
America's Dream Machine in the Big Apple

MAKE A GIFT  FUNDRAISE

$25 Provides top notch awards to CUNYAC's Graduating Scholar-Athletes

$50 Provides nutritional snacks to student-athletes competing at championships

$100 Provides students with disabilities an opportunity to compete in athletics

$250 Provides t-shirts to student-athlete competing in CUNYAC championships
Fundraising Ambassadors

#CUNYTUESDAY

Start Fundraising

SIGN UP WITH FACEBOOK

First and Last Name

Amy Gergely

Email

amy@givegab.com

Password

************

CANCEL SUBMIT

$25 Provides top notch awards to CUNYAC's Graduating Scholar-Athletes

$50 Provides nutritional snacks to student-athletes competing at championships

$100 Provides students with disabilities an opportunity to compete in athletics

$250 Provides t-shirts to student-athlete competing in CUNYAC championships
Fundraising Ambassadors

The CUNY Athletic Conference had 184 Senior Scholar-Athletes Graduate with a GPA of 3.20 or above in 2018

A fundraiser for:
CUNY Athletic Conference
AMERICA'S DREAM MACHINE IN THE BIG APPLE

Hi, I'm Amy Gergely and I'm fundraising for CUNY Athletic Conference.

- **$25**: Provides top notch awards to CUNYAC's Graduating Scholar-Athletes
- **$50**: Provides nutritional snacks to student-athletes competing at championships
- **$100**: Provides students with disabilities an opportunity to compete in athletics
- **$250**: Provides t-shirts to student-athletes competing in CUNYAC championships
## Fundraising Ambassadors

Amy's fundraising toolkit for #CUNYTUESDAY

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

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tell Your Story</td>
<td>Why are you fundraising? Tell a story about this organization, add an image, and set your fundraising goal!</td>
</tr>
<tr>
<td>Make a Donation</td>
<td>Make the first donation to show your commitment.</td>
</tr>
<tr>
<td>Reach Out</td>
<td>Send emails to friends and family and ask for support.</td>
</tr>
<tr>
<td>Share Socially</td>
<td>Share to Facebook and Twitter.</td>
</tr>
<tr>
<td>Give Thanks</td>
<td>Email your donors and say <em>Thanks!</em></td>
</tr>
</tbody>
</table>

### Progress

<table>
<thead>
<tr>
<th>$0</th>
<th>Raised of $500 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>48</td>
<td>Days Left</td>
</tr>
<tr>
<td>0</td>
<td>Donors</td>
</tr>
<tr>
<td>0</td>
<td>Emails Sent</td>
</tr>
</tbody>
</table>

Share Your fundraiser!

https://www.cunytuesday.org/p2p/5279/

### Need some inspiration?

Check out these great fundraising ideas over on the GiveGab blog.
Fundraising Ambassadors

Women in Leadership Honors College
Supporting female-identifying leaders from the Eagleton community
Causes: Women's Issues, Education

Fundraising Champions
Lisa Krueger $200.00
Rachel Rachel $0.00
Veronica Johnson $0.00
Patrice DeLane $0.00
Lisa De Lane $0.00
See More Champions
Fundraising Ambassadors

A fundraiser for:

Women in Leadership Honors College
Supporting female-identifying leaders from the Eagleton community

Hi, I'm Lisa Krueger and I'm fundraising for Women in Leadership Honors College.

I support this organization's mission and I want it to have a greater impact on the community.

- $50 Sponsor one table at a networking dinner
- $100 Sponsor one day of peer mentoring
- $200 Sponsor one hour of guest speaking
- $500 Sponsor one full day workshop
Fundraising Ambassadors

Add Fundraisers

You can now view your fundraisers' activity through the number of emails sent and campaign promotions shared to social media! These numbers reflect data collected starting in early October of 2017.

<table>
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<tr>
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<th>Emails Sent</th>
<th>Facebook Intents</th>
<th>Twitter Intents</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amy Gergely</td>
<td>0</td>
<td>$0.00</td>
<td>$500.00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Allow New Fundraisers to Sign Up

Set Fundraisers' Story

I support this organization's mission and I want it to have a greater impact on the community.

Set Fundraisers' Goal

| $ | 500 |

Each fundraiser may customize his or her story and goal by logging into GiveGab.
Matches & Challenges

#CUNYTUESDAY
November 27, 2018

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in #CUNYTUESDAY.

- Add Your Organization's Info
- Add Your Story
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- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers
  Recruiting peer-to-peer fundraisers to expand your network of donors.

Time to launch
47 days

Add An Administrator
Add Offline Donation
Manage Sponsor Matching
Manage Donations
Manage Support Areas

Share Your Page
https://www.cunytuesday.org/organizations/cu

View Your Page
Matches: The Basics

What is a Match?

- Matching gifts allow donations to be doubled on a 1:1 ratio
- Time-based to create a sense of urgency
- Promotional tool to incentivize donors of all capacities

Ann's Coffee Cafe: Giving Day Match

Ann's Coffee Cafe has graciously offered to match all donations received between February 19th and February 25th up to $1,000!

$1,000 MATCH  $125 REMAINING
Challenges: The Basics

What is a Challenge?

- Challenges allow funds to be added to the organization’s total once a goal is reached.
- Goals can be a Donor Count or Dollar Amount.

Wag: Happy Pups Challenge
Help us unlock an extra $5,000 to Logan's Pups with your donation!

115 more donors unlocks $5,000!

Lizzy’s Pet Supply: Let’s boost Logan’s Pups!
When Logan’s Pups reaches its goal of $100,000, Lizzy’s Pet Supply will give an extra $10,000!

$21,298.13 more unlocks $10,000!
Benefits of Matches & Challenges

Organizations with matching funds raise on average 400% more than organizations without a match.

- Incentivize donors with the knowledge their gift will have a greater impact
- Opportunity to highlight your business sponsor or major donor
- Organizations with matching funds raise on average 400% more than organizations without a match
Potential Sponsors

- Major Donors
- Faculty Members
- Staff/Employees
- Corporate Partners
- Community Members

Educate your match sponsors on the benefits their gift can provide and how their contribution is stretched for greater overall impact.
Motivating Matches
Power Hour Matches

- Set match parameters to a specific time frame, creating a greater sense of urgency during the day
- Opportunity to stimulate donors during non-peak hours
- Great for featuring smaller matches and multiple sponsors

Morning Match!
All donations made from 7am - 9am will be DOUBLED thanks to our generous sponsor, Debbie’s Pet Supply!
Social Engagement Match

- Encourage more online engagement through a social media match through liking and sharing
- Opportunity to cross promote with match sponsors existing social media network and your own

*Social Superstars Match*

For every like this post receives, our generous board of trustees will donate $1 up to $1,000! Like and share today only and help us make a difference!
New Donor Match

- Motivate those who have not yet supported your cause to take the first step in making a difference
- Great way to capture new donors and build new relationships with them after the day

**Fresh Faces Match!**

Have you been waiting for the perfect opportunity to make your first donation to Logan’s Pups? Now’s your chance! First time donors will have their gift DOUBLED thanks to a match from Debbie’s Pet Supply!
Adding a Match to your #CUNYTUESDAY Campaign
**Add a Match Opportunity**

**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 |
| ✔️ | Add Your Story |
| ✔️ | Get Verified to Collect Donations |
| ✔️ | Add Donation Levels |
| ✔️ | Add a 'Thank You' Message |
| ✔️ | Add Fundraisers |

**From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”**
Add a Match Opportunity

Click the button to create a new matching opportunity to feature right on your #CUNYTUESDAY profile.

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

[Buttons: Add Match Commitment, Add Challenge, Manage Donations]
Enter Match Information

Highlight Matching Sponsor

- Sponsor Name
- Sponsor website
- Sponsor logo
- Or keep your sponsor anonymous

<table>
<thead>
<tr>
<th>Logo</th>
<th>Sponsor Name</th>
<th>URL (optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Debby's Pet Supply</td>
<td><a href="http://www.debbyspetsupply.com">www.debbyspetsupply.com</a></td>
</tr>
</tbody>
</table>

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

- Keep Sponsor Anonymous
Customize Your Match

Update Match Details

- Match Name
- Match Description
- Matching Funds Available
- Maximum Match Per Donor

Match Name
Giving Tuesday Match!

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

Total Matching Funds Available
5000

Maximum Match per Individual Donation
Customize Your Match

Update Match Parameters

- Match Start Time (optional)
- Match End Time (optional)
- Auto Matching
  - Enables 1:1 donation matching to eligible online gifts in real time

Does this match only apply to donations made within a certain time period? (optional)

Please note that times are in Eastern Time.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

<table>
<thead>
<tr>
<th>Donation Matching Start Time (Eastern)</th>
<th>Donation Matching End Time (Eastern)</th>
</tr>
</thead>
</table>

- Enable Auto Matching

We will automatically generate a matching offline donation for each GiveGab donation that comes in online between the above dates (if provided), until all the funds are depleted! (You can always edit them later if needed.)

How it Works: Matching offline donations will be created automatically in the amount equal to the matched online donation (up to the maximum individual match allowed). If the remaining available matching funds are less than these values, a donation will be partially matched. If a time range is provided, matching offline donations will only be created for online donations made during this time range.
View Your Match

$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

More Than Just A Shelter

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

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
Creative Challenges
Dollar vs. Donor Challenges

- Dollar based Challenges unlock funds once a dollars raised milestone is met
- Donor based Challenges unlock the pledged funds once a donor milestone is met

Excite your supporters!
Motivate your donors and supporters to reach the challenge goal so that their support can go even further.
Create Dollar Challenges

Example:

- A CUNY College has a $25,000 fundraising goal for their campaign
- A major donor agrees to contribute $10,000 if the College reaches their $25,000 goal
- As soon as the College reaches their goal, the $10,000 donation is released to the College’s total funds raised
Create Donor Challenges

Example:

- Sponsored funds are released when a donor milestone is met, rather than dollar milestone

- Example: A major donor agrees to give $5,000 to a CUNY College once 500 unique donors have made a gift

Note: Your nonprofit is responsible for gaining and receiving funds from the sponsor. GiveGab does not collect the matching or challenging funds from your sponsor on your behalf. GiveGab simply reports the amount raised.
Adding a Challenge to your #CUNYTuesday Campaign
From your Giving Day Dashboard on GiveGab, click “Manage Sponsor Matching”
Add a Challenge Opportunity

Organization Sponsor Matching

Any and all donations to your organization will be eligible for these matches, including donations to Giving Day profiles and all campaigns/events. To set up matching for a specific campaign only, please go to the edit page for that campaign.

Click the button above to create a new challenge opportunity to feature right on your #CUNYTUESDAY profile.
Enter Challenge Information

Logo

Sponsor Name

URL (optional)

Does the sponsor wish to be anonymous for this match? We can hide their name from donation listings and match announcements. (optional)

Keep Sponsor Anonymous

Challenge Name

Description (optional)

Challenge Type

Dollar Challenge

Challenge Goal

How many dollars or donors are needed to complete this challenge?

Challenge Amount

$ .00

A Dollar Challenge is fulfilled and an offline donation is created when a certain amount is raised. A Donor Challenge is fulfilled and an offline donation is created when a certain number of unique donors have given.
Customize Your Challenge

Set Challenge Details

- Start Time (Eastern)
- End Time (Eastern)

Please note that times are in Eastern Time.

Please make sure you convert your local time to Eastern to ensure your matches are distributed at the proper times!

Start Time (Eastern)  End Time (Eastern)

- Archived

Archive this challenge to mark it as inactive and prevent it from being displayed in future fundraising.

Save  Cancel
View Your Challenge

Meet Buster

In March of 2015, the rescue team at Logan's Pups traveled to Georgia to rescue several older dogs who were scheduled to be euthanized. In that bundle of pups there was a particularly special dog named Buster. Buster was a 10 year old bulldog mix with arthritis that made making the most out of play time a little tough. However despite this, our team could tell within moments of meeting him that he had a heart of gold and quickly became a favorite when he was brought back to the Logan's Pups sanctuary.

Meet Emily

Emily had just graduated from college and was moving to a new city to start her first ever full time job. Her whole life she was only ever a few minutes away from home, but her dream job was taking her across the country for the very first time. Emily was nervous about starting her career in a place she had never been before, and afraid that she might be lonely without any friends or family nearby. However when Emily arrived at her new job she met Cady, one of our long time volunteers at Logan's Pups. When Emily mentioned she was looking to adopt a dog in need, Cady immediately recommended that she check out Logan's Pups.
Important Tips

● A Match or Challenge remains active for the set date and time parameters. If you do not set a date, it will become active once donations open.

● If you opt out of Auto Matching, you need to manually apply gifts to your match.

● If you did not meet the amount necessary to deplete the match, but wish to release the entire sponsored amount, select “Deplete Match” before the end of #CUNYTUESDAY to have it count toward your total.

● When you no longer wish to display your match or challenge, select the “Archive” checkbox within the match or challenge editor.
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!