



Getting Started Guide

What is a Giving Day?

- 24-hour fundraising event
- Engages donors, volunteers, and communities in philanthropy
- Raises valuable unrestricted funds for nonprofits





What is a Give DeKalb County?

- 24-hour fundraising event where donors can make donations to participating nonprofits either online or in-person
- Online: www.givedekalbcounty.org
 - Midnight to midnight on the giving day by credit card
 - Minimum donation = \$5
- In-person: DeKalb County Community Foundation
 - 8am to 8pm on the giving day by check or cash
 - Minimum donation = 1 cent



Who Can Participate?

- 501(c)3 organizations
- Located in, serving, and/or conducting organizational activities in DeKalb County
- Legally registered with the Attorney General's office to solicit donations in Illinois
- DCNP members by stated deadline
- Agency funds of participating nonprofits held at the Community Foundation
- Eligibility policy: www.givedekalbcounty.org/info/nonprofit-eligibility



Give Online

- www.givedekalbcountry.org
- Donors give from midnight to midnight
- Donors may give to multiple nonprofits
- Donors may choose to be anonymous
- Leaderboard shows every nonprofit's progress:
 - Total donations
 - Total donors



Give In-Person

- Offline donations accepted 8am to 8 pm at the DeKalb County Community Foundation
- No fees for offline gifts
- Cash/check payment only
- Checks must be delivered *“in-person, by the person”*
 - The person handing over the check, must match the name on the check
 - Nonprofits may not collect checks on behalf of donors

Check Distribution

- All donations are made to the Community Foundation
- Checks issued to participating organizations at a wrap-up event





Bonus Pool

- Community Partners give to bonus pool
- Every donation made during Give DeKalb County leverages bonus funds
- The bonus pool is distributed proportionately

Example

- If Org A raises 2% of the grand total, Org A receives 2% of the bonus pool...if they raise 5% of the grand total, then they receive 5% of the bonus pool
- www.givedekalbcountry.org/info/bonus-pool

Participation Fee

Operating Budget	Participation Fee
<\$100,000	\$100
\$100,000-\$499,999	\$175
\$500,000-\$2,999,999	\$250
>\$3,000,000	\$325

- Fee will be deducted from total donations received (no upfront cost to participate)
- Fees cover **some** costs associated with the giving day
- Balance of support provided by Community Foundation/DCNP and volunteers



GiveGab

- DCNP partners with GiveGab to offer Give DeKalb County
- Based in Ithaca, New York
- GiveGab provides a platform for robust online fundraising, donor management, supporter engagement, Giving Days, and much more
- www.givegab.com



Online Donation Fees

- 2.25% platform fee
- 2.2% credit card fee + \$0.30 per transaction
- Donors have the option to cover fees on behalf of participating nonprofits
- Historically, 65-75% of donors cover fees



Promotion

- Media Sponsors help raise awareness about Give DeKalb County
- All participating nonprofits are encouraged to like/share/engage with the Give DeKalb County Facebook page
 - www.facebook.com/GiveDeKalbCounty/
- Nonprofits should promote their involvement and contact their donors appropriately leading up to the giving day
- Tools available for nonprofits: www.givedekalbcounty.org/info/nonprofit-toolkit
- Custom downloads: www.givedekalbcounty.org/info/downloads

Yard Signs & Banners

- DCNP will provide yard signs for organizations to post throughout DeKalb County
 - Yard signs are re-used each year, so organizations are responsible for pick up and return of their yard sign
- Banners are available to be loaned out in March/April
 - Banners are then placed in their 'final' locations during the two weeks leading up to Give DeKalb County
 - Banners are placed in geographically strategic locations for high visibility



Training

- DCNP coordinates training opportunities to help participating organizations prepare for Give DeKalb County
- Videos are available on general topics to help prepare and custom webinars are also hosted
- In-person training is offered each spring leading up to the giving day
- www.givedekalbcounty.org/info/workshops



Assistance

- Use the blue chat bubble in the lower right hand corner of the Give DeKalb County website to contact the GiveGab support team
 - They will provide individual assistance via chat or follow up via email
- You can also directly email GiveGab with questions
 - customersuccess@givegab.com
- Questions about your profile, administrator access, reports, website functionality, registration, and other technical questions should be directed to GiveGab
- General questions about the giving day such as eligibility, bonus pool, etc. can be directed to dcnp@dekalbccf.org