

Giving Day Basics



September 14, 2017



Today's Agenda

- The Basics
- Registration Demo
- Review Next Steps
- Q&A



The Basics

- September 14: 24-hour online day of giving
- Each nonprofit conducts their own campaign on day
- Eligibility: Who can participate
- CFL secures sponsors for media and bonus & incentives prize pool
- Midday Nonprofit Rally at 4th Street Live! to celebrate NPOs

What's New?

- New platform (GiveGab) & new features
 - Peer- to- peer fundraising feature
 - Faster turnaround time on donations
 - Donors can cover transaction fees
 - Real time match tracking
 - Chat feature
- Enhanced training & support
 - Nonprofit support and training provided by CNPE
 - Online toolkit improvements
- Registration: June 1 - July 14
 - Sign up by June 30 and save 50% of the participation fee



Registration Demo





Registration Is Open!

- 2 - step registration process
 - **Step One:** visit www.giveforgoodlouisville.org and click the orange "register" button between June 1 – July 14.
 - **Step Two:** you will receive an email that prompts you to fill out information on your organization dashboard to be verified for the day of giving.
- Kentucky Nonprofit ID

Nonprofit Toolkit



Give For Good
Louisville Planning
Guide

[View](#)



Communications
Timeline

[View](#)



The Ultimate Guide
to Giving Day
Success

[Download \(eBook\)](#)



Building Board
Support

[View](#)



Peer-to-Peer
Fundraisers

[View](#)

Your Next Steps

- Like/Follow the Community Foundation of Louisville on social media



@cflouisville

- Facebook Live updates every week
- Watch your inbox for important emails
 - info@giveforgoodlouisville.org or givegabinfo@giveforgoodlouisville.org
- Check out the [Nonprofit Toolkit](#)



Mark Your Calendar

- Nonprofit Registration
 - Early Bird Discounted Registration **June 1 - June 30** : \$25
 - Registration **July 1 - July 14** : \$50
- Trainings & Webinars
 - **June 1 & June 13**: Giving Day Basics - How a Giving Day Works & What to Expect (at CFL)
 - **June 28**: Creating Powerful Profiles & Donation Level Strategies (Webinar)
 - **July 11**: Maximizing Donor Engagement & Peer-to-Peer Fundraising (at CFL)
 - **July 25**: The Art of Storytelling - Crafting Stories that Matter (at CFL)
 - **August 10**: Don't Be a Best Kept Secret - Marketing & Social Media Best Practices (at CFL)
 - **August 16**: 10 Final Steps to Get Ready for Give For Good Louisville (Webinar)

Need Support?

- Chat Support available through

www.giveforgoodlouisville.org



Just click the little blue bubble on your page whenever you need assistance!

- Email us at info@giveforgoodlouisville.org

Questions?

