



HUDSON VALLEY  
— GIVES —

Workshop



# Why Participate?

## What is a Day of Giving?

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A Day of Giving is a powerful 24-hour online fundraising event that unites a community around local causes.

## Why should my organization participate?

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A Day of Giving offers some great benefits that you can only achieve with such a large philanthropic event:

A way to build community, expose nonprofits to donors, teach organizations to use digital tools and generate excitement for all involved.

Leverage the marketing power of the whole and the platform being used to increase donors, donations, and engagement.

Raise awareness and money for your organization in a single day.

Attract and find new volunteers and donors.



# How can I Participate?

## 1. Register!

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A. Head over to [www.HVGives.org](http://www.HVGives.org)

B. Click the big blue 'Register' button:



C. Search for your organization. If you can't find it, select 'Add New Organization':

**Don't see your organization listed?**

You can create an organization by clicking the button below.

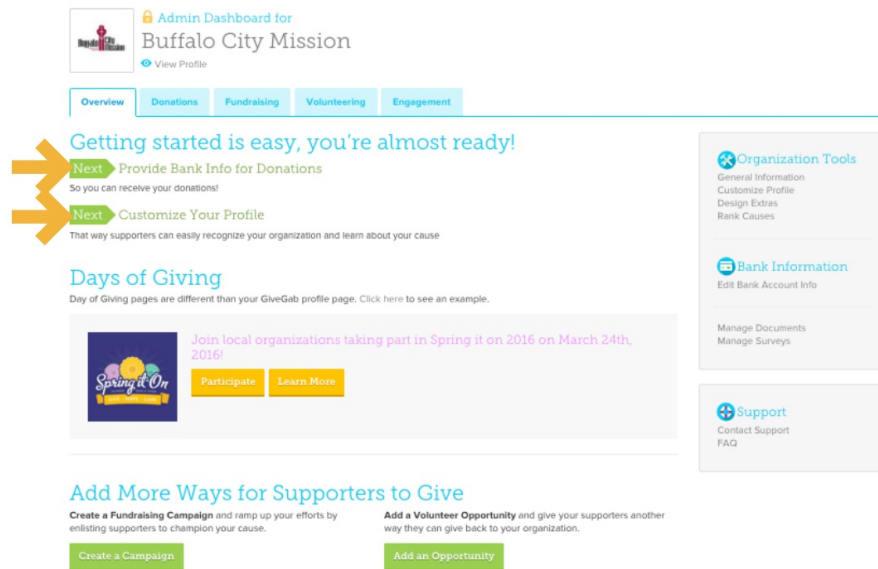


**ADD MY ORGANIZATION**

D. Enter your information, and you're done!

## 2. Customize Your Profile And Add Bank Details

A. Once you click 'Save', you'll be brought to your Admin Dashboard on GiveGab. Select 'Customize Your Profile':



The screenshot shows the 'Admin Dashboard for Buffalo City Mission'. At the top, there's a navigation bar with tabs: Overview, Donations, Fundraising, Volunteering, and Engagement. Below this, a message says 'Getting started is easy, you're almost ready!' with two next steps: 'Next Provide Bank Info for Donations' and 'Next Customize Your Profile'. The 'Customize Your Profile' step is highlighted. Below this, there's a section for 'Days of Giving' with a link to 'Join local organizations taking part in Spring it on 2016 on March 24th, 2016!'. There are also buttons for 'Participate' and 'Learn More'. At the bottom, there's a section for 'Add More Ways for Supporters to Give' with buttons for 'Create a Campaign' and 'Add an Opportunity'. On the right side, there's a sidebar with links for 'Organization Tools', 'Bank Information', and 'Support'.

B. Enter your organization's tagline, an About Us, your logo, a great cover photo, and select your causes, so your page looks like this!



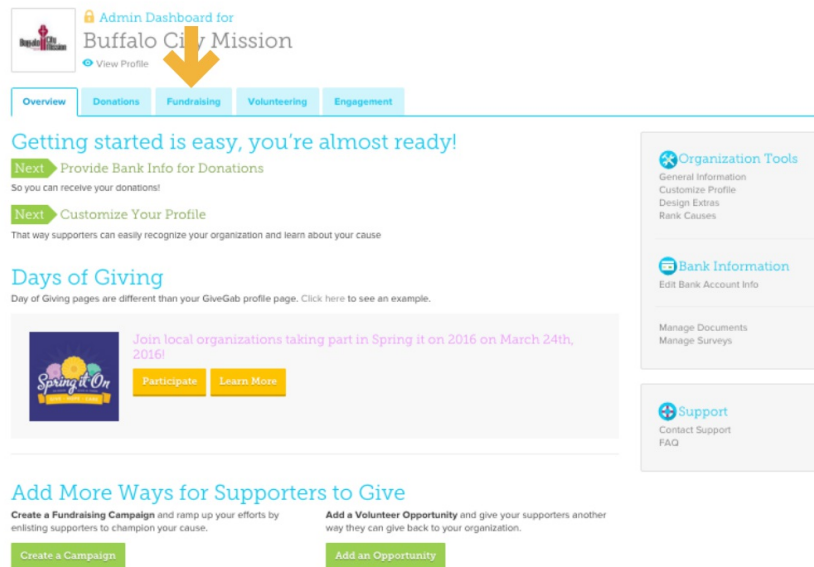
The screenshot shows the profile page for the 'Community Foundation of Orange and Sullivan NY'. The header includes the organization's logo, name, and tagline 'Connecting People Who Care with Causes that Matter'. Below this, there's a 'DONATE' button and social media icons for Twitter and Facebook. A link 'Manage this on GiveGab' is also present. The main content area features a large green background with the title 'About Us' and the text 'Causes we support: Community Advocacy'. The text describes the foundation's history and mission, stating it was founded in 1999 and administers a charitable endowment. It also mentions that donors can elect to use the foundation to establish a charitable fund or facilitate their charitable giving and grant making. The text concludes by stating that each fund was established by one or more generous donors who wished to make a difference on a local scale.

C. Add your Banking Details so you can receive donations on the day of!



# 3. Create a Fundraising Campaign

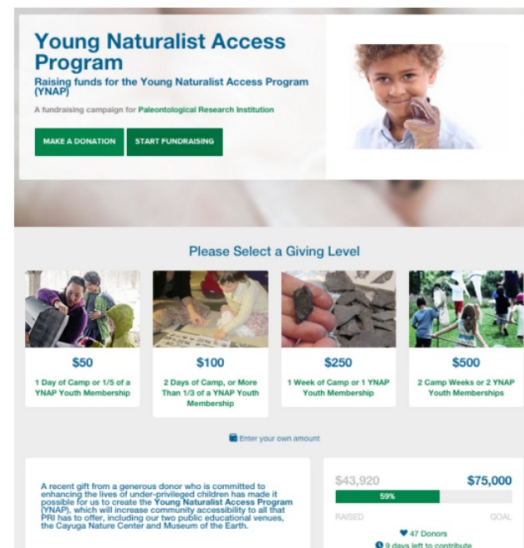
A. Head back to your Admin Dashboard and head to the Fundraising tab



B. Click on 'Start a Campaign' to start designing and creating a beautiful campaign like this one:

Make sure you have these 3 things for a successful campaign:

1. A compelling story - don't just make a campaign for your 'Annual Fund'. Make it for the playground you want to build, or the 50,000 meals you want to serve this year.
2. Engaging imagery. A picture speaks more than a thousand words with a fundraising campaign.
3. Calls to Action in the form of Donation Tiers! Help your donors out by telling them exactly how \$10 will help your organization.



*Do I need to create a campaign? Can't I just share my HV Gives Profile?*

You're right. You don't need to create a campaign if you don't want to. The minimum you need to collect donations on Hudson Valley Gives with GiveGab is a profile (and your bank account details). However, having a campaign will help donors see your vision. It helps put their donation to a cause, and more specifically, a meaningful cause because they fully understand what they're donating to! It can make stewardship in the future much easier!

## 4. Promote!

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Once you've registered, customized your profile and created your campaign, there's only one more thing to do: Promote!

- Tell everyone you know about Hudson Valley Gives
- Recruit fundraising champions for your campaign
- Get your board involved as champions, or just to spread the word
- Get active on Social Media. Use the hashtag #hvgives to get in on the conversation and create a buzz on social media, before, during (the most important time!), and after
- Use newsletters to tease the day out to your supporters ahead of time to make sure they're ready the day of!
- Prepare your email asks NOW so you're not scrambling the day of!

There's so much more to learn and do before the big day, and you can find all sorts of resources that the Community Foundation of Orange and Sullivan, AFP Mid-Hudson, and United Way of the Dutchess-Orange Region has provided for you, right on the website, in the Nonprofit Toolkit. Remember just to head to [www.HVGives.org](http://www.HVGives.org) and access the toolkit as shown below:

