



COMMUNITY FOUNDATION

Ocala/Marion County

PRESENTS



GIVE4MARION.ORG



WHAT IS A GIVE4MARION?

- ♥ A 24-hour fundraising event, raising money for local nonprofits through a single online donation platform.
- ♥ On this day, we come together to raise as much money as possible for local nonprofits, to connect donors to community needs and to strengthen nonprofit capacity.
- ♥ The Community Foundation intends to build a stronger community for everyone... one passion at a time.



WHEN IS GIVE4MARION?

Save the Date!

**24 Hours of
Giving
beginning
at 10 a.m.
on 10/20/20**



October 20, 2020



WHY SHOULD WE PARTICIPATE?

- ♥ Re-engage with existing supporters.
- ♥ Increase visibility by connecting with the larger community.
- ♥ Utilize this Giving Day to reach internal goals and replace lost event-based revenue.
- ♥ Expand your organization's reach and find new donors.



WHAT DOES IT TAKE TO BE INVOLVED?

- ♥ Complete the online form.
- ♥ Pay the \$200 participation fee.
- ♥ Complete your nonprofit's online giving page.
- ♥ Promote Give4Marion with your staff, volunteers, board, donors, sponsors and more!



WHERE DOES MY \$200 GO?

- ♥ The Community Foundation has made a significant financial investment to bring this GiveGab platform and Giving Day to our community. The registration fee goes to the Community Foundation to cover some of those fees.
- ♥ Each nonprofit will receive GiveGab support throughout the campaign.
- ♥ Paid marketing and communication efforts will be possible through nonprofit registrations.



REGISTRATION NEXT STEPS?

- ♥ Go to Give4Marion.org to register your nonprofit.
- ♥ Use #Give4Marion on social media.
- ♥ Start promoting 10/20/20 as a Save the Date for your donors, staff, and volunteers.
- ♥ Watch your emails and the media announcements for exciting news and updates as we go.



SUCCESS CHECKLIST

- ✓ Ready for donations?
- ✓ The Perfect Profile
- ✓ Matches/Challenges
- ✓ Engage Ambassadors
- ✓ Prepare Communications



ARE YOU DONATION READY?

If you have not become fully verified, we will notify you.

Check your verification status on your admin dashboard.

Status: **Unverified**



Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#)

Status: **Pending**



Additional information is required to verify your organization to accept donations. Please [Contact Us](#) if you have any questions.

Status: **Incomplete**



Please provide your organization's information and verify you can collect donations in your state to be able to collect donations on GiveGab.

Status: **Verified**



Hooray! Your organization has been verified to accept donations on GiveGab.



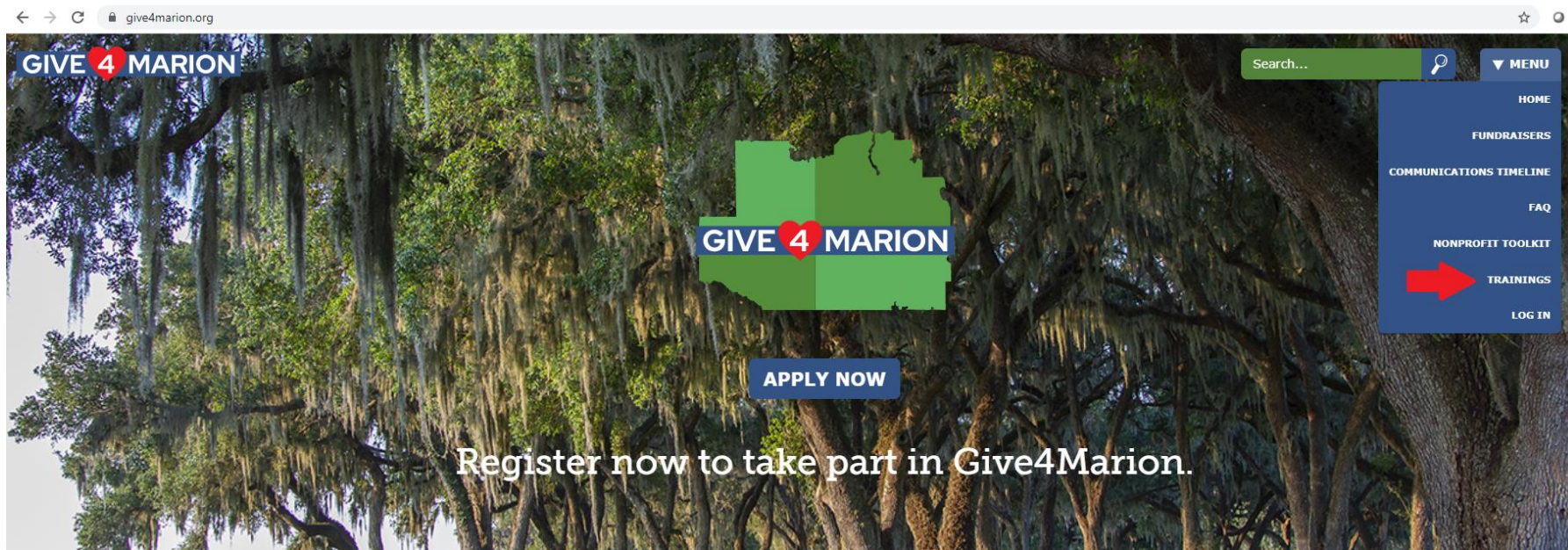
IS YOUR PROFILE COMPLETE?

Have you:

- ✓ Added your logo and a cover photo?
- ✓ Shared an authentic story?
- ✓ Set goals?
- ✓ Included clear calls to action?
- ✓ Featured visual content?
- ✓ Highlighted donation levels?
- ✓ Added Peer to Peer Fundraisers?
- ✓ Added matches/challenges if you have any?



TOOLS AVAILABLE TO YOU: TRAININGS





MATCHING MOTIVATION

- ♥ Matching gifts are pledged donations contributed to your organization when you hit specific milestones.
- ♥ Promotional tools used to motivate potential donors to make a greater impact with their donation.
- ♥ Time based to create a sense of urgency.

We will have some extra MATCHING incentives for all of Give4Marion! Stay tuned for exciting updates!



DO YOU HAVE MATCHES/CHALLENGES?

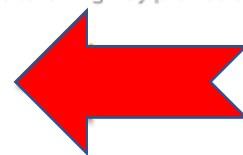
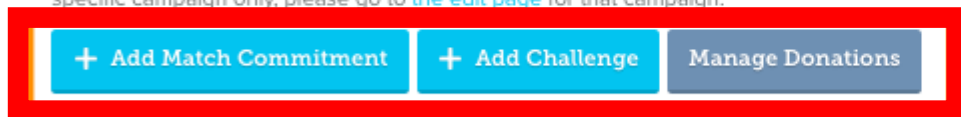
♥ Identify your match/challenge sponsors

- From 2018, #GivingTuesday giving days, organizations that featured matches or challenges raised 8.13 times more

♥ Promote your match/challenge opportunities

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.



Note: All times are assumed to be in Eastern Time.

- Learn more in the Trainings – Matching Challenges



WHO ARE YOUR P2P FUNDRAISERS?

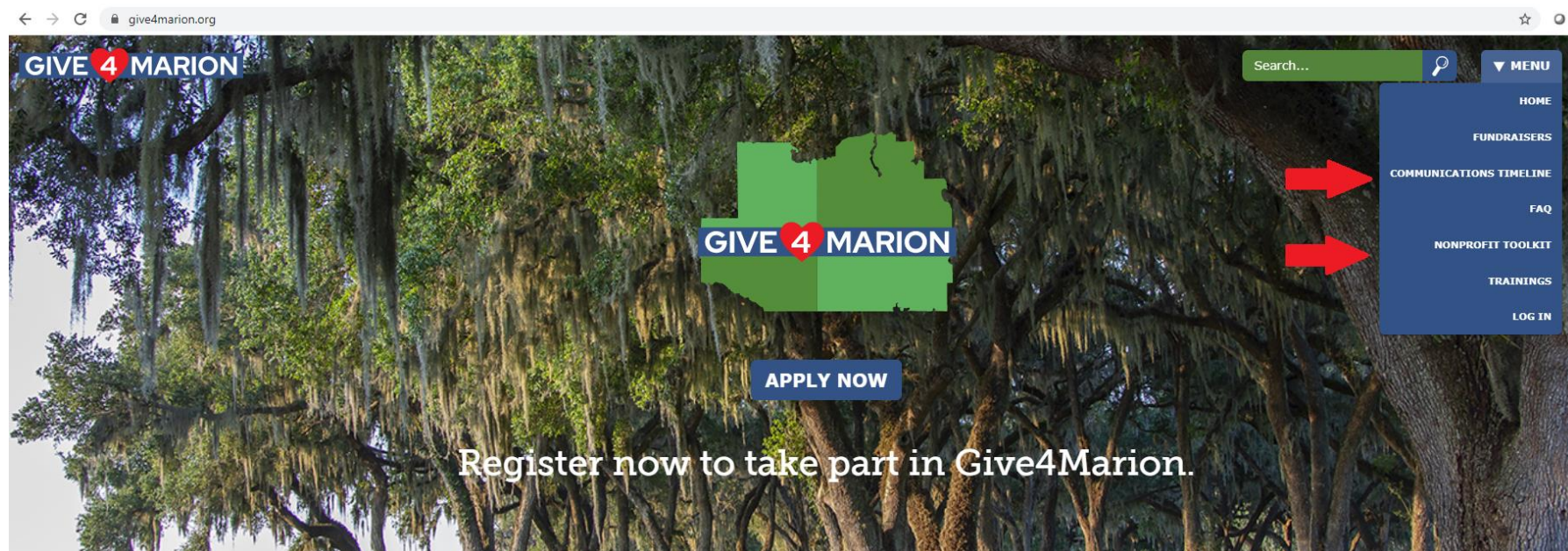
- ♥ Help your biggest fans fundraise on your behalf and share their personal stories of why to give.
- ♥ Expand your organization's reach.
- ♥ P2P have their own fundraising page.
- ♥ Every dollar they raise goes toward your goals!

Organizations with P2P raise 3.4xmore than organizations without P2P

Learn more in the Trainings – The Power of Peer to Peer Fundraising



ARE YOUR COMMUNICATIONS READY?



♥ Timeline, suggested content, toolkit resources, marketing

♥ Your Nonprofit Toolkit is full of communication resources



ARE YOUR COMMUNICATIONS READY?



- ♥ Sample Email Content
- ♥ Sample Social Media Text
- ♥ Communications Timeline and more.



DO YOU HAVE A COMMUNICATIONS PLAN?

♥ Plan your online communications ahead of giving day.

- Announcement/Save the Date
- Campaign Countdown
- Day-of Updates
- Supporter Gratitude

♥ Utilize multiple online channels for best engagement.

- Social Media
- Email Communications
- Organization Website
- Ambassador Sharing

♥ Customize the templates, guides and graphics in your Nonprofit Toolkit for the perfect plan!



HOW WILL YOU GET YOUR DONOR DATA?

❤️ Click on “Reports” in your Admin Dashboard to be taken to your organization’s donation records and information.

The screenshot shows the GiveGab Admin Dashboard for an organization named "Logan's Pups". The dashboard is divided into several sections:

- Header:** Includes the GiveGab logo, navigation links for Home and Support, and a user profile icon.
- Left Sidebar:** Contains navigation links for Home, Fundraising Campaigns, Events, Giving Days, Reports, and Manage Organization.
- Main Content Area:**
 - Admin Dashboard:** The main heading for the dashboard.
 - Giving Days:** A section showing a "Giving Day!" on November 13, 2019, with a "DAY OF GIVING" badge. Below it is a link to "View All Giving Days".
 - Fundraising Campaigns:** A section showing a campaign titled "It's A Dogs World" which ran from December 11, 2017, and raised \$20,467.22. It includes a "View", "Manage", and "Edit" button. Below it is a link to "View All Campaigns".
 - Fundraising Events:** A section showing a "2018 Summer Gala" event. It includes a "View", "Manage", and "Edit" button.
- Footer:** A dark blue bar at the bottom stating "Viewing Dashboard for Logan's Pups" with a star icon and a chat bubble icon.



HOW WILL YOU GET YOUR DONOR DATA?

♥ While in your donations table, click on “+ More Filters” to expand the options, and locate the campaign that you’d like to download the report for under the “All Campaigns” dropdown

GiveGab
Nonprofit Giving Platform

Home Support

Donations

Total Paid Out: \$240,804.74 Total Pending: \$6,164.39

Search by name or email

+ More filters

All Giving Days

All Campaigns

Any Donation Type

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date	Display Name	Donor Address
	15062	7/11/2019 9:50am	Australia Match Test	\$25.00	\$25.00				\$25.00	N/A		
	15061	7/11/2019 9:38am	test denis.tomazzi@givegab.com	\$100.00	\$100.00				\$100.00	N/A	hello	213 N Cayuga St Ithaca , New York 1485 United States
	15059	7/10/2019 2:59pm	Karin Edsall karin.edsall@givegab.com	\$150.00	\$156.75	\$3.75	\$3.00	Yes	\$150.00	Pending		401 State St Ithaca, New York 1485 United States
	15058	7/10/2019 2:44pm	Australia Match Test	\$100.00	\$100.00				\$100.00	N/A		
	15057	7/10/2019 2:44pm	Denis Tomazzi denis.tomazzi@givegab.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending		213 N Cayuga St Ithaca , New York 1485 United States
	15052	7/10/2019 2:03pm	campaign match	\$5.00	\$5.00				\$5.00	N/A		

Viewing Dashboard for Logan's Pups



HOW WILL YOU GET YOUR DONOR DATA?

♥ Once you have filtered your donations, you can now export them as a CSV to your email inbox. Scroll to the bottom of the page and click **“Export CSV,”** which will send the file to your email. The email will come from notifications@givegab.com and will include the file link.

✕	14267	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
✕	14266	5/23/2019 2:21pm	\$22.22	\$22.22				\$22.22	N/A
📄 ✎	14265	5/23/2019 2:21pm	\$22.22	\$22.22	\$0.79	\$1.00	No	\$20.43	5/26/2019
✕	14253	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
✕	14252	5/22/2019 9:29am	\$200.00	\$200.00				\$200.00	N/A
📄 ✎	14251	5/22/2019 9:29am	\$200.00	\$200.00	\$4.70	\$9.00	No	\$186.30	5/22/2019
✕	14250	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A
✕	14249	5/22/2019 9:28am	\$500.00	\$500.00				\$500.00	N/A

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Export CSV Edit Bank Account Info

Viewing Dashboard for Logan's Pups ⭐



HOW WILL YOU GET YOUR DONATIONS?

- ♥ Donations will be transferred to your bank account 5-7 days after the giving day.
- ♥ It is important to make sure you are able to receive donations before the giving day, so donations make it to your account!



Donation Status: **Verified**

Hooray! Your organization has been verified to accept donations on GiveGab.



HOW WILL YOU THANK YOUR DONORS?

♥ 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!



GIVING DAY SUPPORT & RESOURCES?

♥ Visit the GiveGab Help Center

- <https://support.givegab.com>

♥ Check Out their Blog.

- <https://www.givegab.com/blog>

♥ Send them an email if you need help.

- CustomerSuccess@givegab.com

♥ Chat with GiveGab's Customer Success Team whenever you have questions

- **Look for the little blue chat bubble!**





WANT TO SEE SOME OTHER GIVING DAYS IN ACTION?

JUST COMPLETED!

♥ #BigGive2020 (\$5,059,980 to 472 orgs.)

<https://www.thebiggivesa.org/>

♥ Texoma Gives (\$1,471,388 to 193 orgs.)

<https://www.texomagives.org/>

COMING THIS WEEK!

♥ Give for Good Louisville (September 17)

<https://www.giveforgoodlouisville.org/>

♥ Palmyra Gives (September 19)

<https://www.palmyra.gives/>



QUESTIONS?

GIVE4MARION.ORG