We Want You to Achieve Success

And that means offering the highest quality support services you'll find in the fundraising space. **Meet your team today.**

For You

Your Dedicated Project Manager

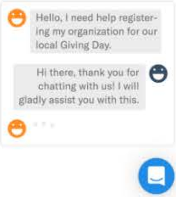
Our team will handpick a project manager who is best suited to support you and your goals. Your project manager will be your biggest cheerleader throughout the project. Along the way, they'll fully train you on the platform, offer best practices for setting up the platform based on what we've experienced with other partners, and keep you on task to reach success.

Basecamp Project Management

We'll provide you with access to Basecamp, your all-in-one tool for managing the Crowdfunding implementation project alongside your GiveGab team.

Staying in Touch

You'll be in touch with your project manager regularly to ensure the project is progressing as needed - or just to say hello! After your kick-off call, you'll have regularly scheduled touch points throughout the project leading up to your first sprint. After the sprint, we'll come back together one more time to review key metrics, strategies, and share feedback on ways to improve. After your first full sprint, we'll continue to check-in monthly to see how else we can support your projects.



Hello, I need help registering my organization for our local Giving Day.

Hi there, thank you for chatting with us! I will gladly assist you with this.

For Your Participants, Fundraisers, and Donors

Live Webinar for Participating Groups and Fundraisers

We'll share best practices with your participating groups or fundraisers on a jointly hosted webinar, based on the thousands of participants we've supported in the past. You'll have the opportunity to add your own content to ensure your fundraisers and groups have all the information that's unique to your site!

Live Chat Available with GG Chat
Our in-house team of fundraising experts are available to help with any questions you, your participants, your fundraisers, and even your donors, have about fundraising or technical support. Your live chat support hours will be:

Monday - Friday: 9:00 A.M. - 5:00 P.M. ET
Saturday, Sunday: 9 AM ET to 3 PM ET for emergency issues only, non-critical wait until Monday

Robust Help Center
A robust support center with built-in smart suggestions to help you and your team make the most of your Crowdfunding site.

Best Practice Toolkits
Your Crowdfunding comes with extensive educational toolkits for your fundraisers built on best practices. You can also fully create your own, or customize as necessary for your unique Crowdfunding site! Toolkits include topics on peer-to-peer fundraising, sample social media and email communications, and more.

Do you have more advanced support or training needs? Fully branded GG Chat? Let's chat! (+)

We Want You to Enjoy the Process

And that means offering the easiest and most reliable Crowdfunding platform out there. Check out all our partners that we're honored to work with.

Flexible Options to Make It Yours

Brand Development
Do you have a vision for Crowdfunding yet? Not yet? We have you covered. Our in-house design team will work with you to create your Crowdfunding's brand based on your college or university's brand guidelines. Taking into consideration your ideas for Crowdfunding, we'll design a logo, and create social media graphics for your group and fundraiser participants to use to get the word out. Do you already have an existing brand, or just want a design refresh? No sweat - we can use the existing assets you have to achieve your vision, too.

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Your Dashboard
The Command Center. HQ. Mission Control. On GiveGab, it's the Partner Dashboard and you have all the control. You can manage your entire Crowdfunding site right from your Partner Dashboard, offering a

complete look into your participating groups, donors, fundraisers, and more.

Landing Page Builder

Share the right information with the right people at the right time and in the right place with the landing page builder and your Crowdfunding phases, built right into your Partner Dashboard.

As you progress through your milestones with your project manager, your Crowdfunding site will also progress to meet the needs of different audiences. Your landing page builder and Crowdfunding phases will help you achieve this with ease.

Content Management System

Your Partner Dashboard also allows you to fully manage the secondary content pages that host your toolkits, FAQs, social media, events, and more.

Tiered Admin Access

You'll have full control over which team members can see what information for your Crowdfunding site with GiveGab's tiered admin access:

- Crowdfunding Admin: full access to Partner Dashboard
- Group Admin: full access to participating group
- Profile Admin: Limited Access to Participant Group (can only edit Crowdfunding profiles. Cannot see donor data or account settings). We recommend this level for students or faculty managing profiles.

White Labeled URL

You have the option to choose the URL you want, that fits your branding and your institution. We recommend:

- A unique URL specific to Crowdfunding (e.g., myschoolscrowdfunding.org)
- A subdomain off of an existing URL, such as your institution's site (e.g., crowdfunding.college.edu)

Project Sprints

Crowdfunding Projects are run in sprints, with each campaign starting and ending at the same date and time.

We will help you implement your projects for your first two sprints, after which you will be able to manage the process for creating and supporting new projects and new sprints.

Mobile Responsive

Over 50% of donations made through a Crowdfunding site are from a mobile device, so it's important the mobile experience is flawless. Your entire Crowdfunding site and admin dashboards for you and group participants are built to be mobile.

API Access

See your name in lights! We can provide you with public API access via a JSON feed to showcase stats publicly on billboards or other digital screens around campus.

Easily Manage Your Participating Groups

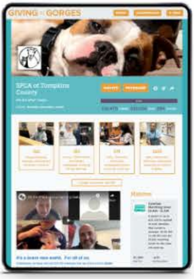
Registration Management

Track your group participants' progress as they prepare for the Crowdfunding spring. Review their profiles, make edits, and verify their participation. You can easily export this data as well to import into your marketing channels to ensure they're hearing from you! You can enable the optional approval process to further track group participant requirements.

Registration Form

Do you have specific requirements on who can participate in your Crowdfunding sprint? Create a registration form with custom questions that each participating group will be asked to complete when registering for your Crowdfunding sprint. When used with the approval process, you'll be able to review each application in full before they're available to the public!

Robust Profile Pages



Your participating groups will be able to shine through with their own robust profile page that has elements of their story while still staying true to your Crowdfunding design. With GiveGab, each group participant can really make their profile their own, including elements that can illustrate their impact:

- Storytelling
- Donation Levels
- Video
- Fundraisers
- Recent Donors
- Matches / Challenges
- Real-Time Stats

After the Crowdfunding sprint, your participating groups will have the option to continue stewarding their donors with gift data available to export in a .csv format. This download is only available for certain administrative levels and can be disabled for any person you'd like to suppress this data from.

Support Areas

Give your donors more options to give to what they love with support areas! Support areas make it easy to drill down into any top level group for specific giving opportunities. Use it for majors within schools, teams within athletics, or student groups within student life! This two-tiered system lets donors pinpoint their gift to a specific cause that means the most to them. *Each group can support multiple support areas.*

Matches and Challenges

Encourage donors to give - and give again! Our matching functionality allows participating groups to showcase the 1:1 matches they've secured on their profiles and see the progress towards completion in real time. You can highlight all of the matches on a landing page for even more visibility!

Are you looking for ways to "unlock" funds once a goal is achieved? We support that too, through our

Challenges feature.

Highlight Volunteer Opportunities
Groups aren't limited to just asking for donations through their crowdfunding profiles - they can ask for time too! Encourage your groups to highlight engagement opportunities for their supporters.

Giving Day Donor Data and Profile Integration
Hosting your giving day with GiveGab allows for a seamless integration of information between an organization's Crowdfunding profile and their giving day profile, making it simple and easy to keep information updated across both sites.

These profiles share the following fields: profile name, logo, profile story, profile cover photo, donation levels, and thank you language and photo or video. One user's login grants access to both profiles. Unlimited administrators can be added to these profiles.

In addition, the Story tab of the Crowdfunding profile can pull directly from the Story section on their giving day profile, and vice versa.

For donor data, admins will be able to download one .CSV report with information from all donors from both sites. The donor data .CSV report can be filtered beforehand to just donors from Crowdfunding or from the giving day sites, as well as the date the donation was received.

Only admins with donor data access will be able to access donor data.

Import Group Participants (+)
If you have a list of participating groups you know will be participating, we can work with you to import these into your Crowdfunding site. After the initial import, participating groups will have access to further update and customize their profiles.

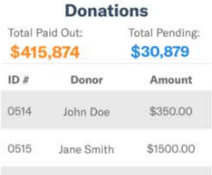
Showcase Community Events (+)
Highlighting your community's events is a cinch with our centralized Events Manager & Display, powered by Airtable. We'll equip you with a submission form, an event display gallery embedded year-round on your site, and training on how to use these tools. You can customize the info you'd like to highlight, and you'll have oversight to review each event submission before publishing.

Expand Your Reach

Peer-to-Peer Fundraising for Participating Groups
Your group participants will be able to tap into their supporter networks and expand their reach through our built-in peer-to-peer fundraising pages. The fundraisers will have their own fundraising toolkit and profile pages, customized to include the fundraiser's name, picture, mini-story, and even a video.

Add More Donor Engagement to Your Site

Live Total and Stats
See your progress in real time! As donations are rolling in, you can watch your stats ticker increase with each gift without refreshing your



Donations

Total Paid Out: $415,874

Total Pending: $30,879

ID #	Donor	Amount
0514	John Doe	$350.00
0515	Jane Smith	$1500.00

homepage. You will also have the ability to disable your overall stats from displaying.

0516	Joe Banker	$75.00

Social Aggregator Integration

You can embed your social media aggregator (such as Tagboard, Tint, or Juicer) on your Crowdfunding site to showcase all of the social buzz happening around your Crowdfunding sprint.

Campaign Tiles

Show off your participating groups on your main landing page with branded tiles showcasing the total dollars raised and unique donors or total gifts.

Gift Heat Map (+)

Where in the world are your gifts coming from? Include a gift heat map on your homepage to show everyone how far reaching your supporters truly are.

Text-to-Give (+)

Don't be shy - give out your number! Engage with donors over text and encourage them to give through their mobile device. When paired with *Mobile Wallet* it's the fastest way to give.

Spotlight Community Stories (+)

It's easy to collect and highlight stories from your alumni and campus community with our centralized Story Manager & Display, powered by Airtable. We'll equip you with a submission form, a story display gallery embedded on your site year-round, and training on how to use these tools. You can customize the info you'd like to collect, and you'll have oversight to review each story submission before publishing.

Easy, Enjoyable, and Effective Giving options

DONATE
Bank Account/ Plaid
Credit Card
Mobile Pay
DAF
Donor Advised Fund

Secure Giving Options with GG Pay

Give your donors what they want - the easiest way for them to donate. With GG Pay, you have options:

- Credit/Debit Card Processing
- ACH Payments
- Mobile Wallet
- PayPal*
- Venmo*
- Cash and Check Gifts
- Recurring Giving

**Requires a pre-existing PayPal business account and available only with certain disbursement options.*

The Gift Basket

Let's get giving! With the Gift Basket, your donors can browse profiles, add them to their Gift Basket, then checkout all in one easy transaction.

Donor Preferences

We know that each institution is unique - and so are your donors! Donors will have the option to remain anonymous, make their gift in honor or memory of someone, and confirm their new or returning donor status for each gift.

Capture Important Donor Demographics

Understand your donor demographics easily by adding additional questions to the donation form to collect important donor data such as affiliation and class year.

Branded Thank Yous + Receipts

Making stewardship easy. After a donor makes their gift, they immediately receive your thank you message and a receipt acknowledging their gift through the Crowdfunding site.

Keep the Giving Going

Donors can share their love for your institution by purchasing and sending virtual gift cards to their family and friends through your giving day site. eCard recipients aren't restricted to any particular fund, and can make gifts to whichever areas resonate most with them during your event.

eCards are available only with certain disbursement options.

Robust Offline Donation Uploader

Donors give in so many different ways, and we won't limit you in reflecting their impact in your totals. With the offline donation uploader you can add in gifts received via phone bank, pledge cards, cash, check, early giving, and any other method outside of the Crowdfunding site, all through a simple .csv upload. We'll provide the template - you provide the data!

With the ability to batch upload your gifts, you can strategically plan out when you'll release certain gifts during the spring to spur the most excitement.

Highlight a Fund

Within the gift basket, you can make an additional ask for donors to give to a specific fund such as the Annual Fund or Scholarships.

Address Autocomplete (+)

Minimize entry errors, obtain clean and consistent donor data for streamlined reporting, and increase conversion rates by creating a significantly faster donation experience with our address autocomplete, powered by the Google Places API.

Simplify Reconciliation with GiveGab

Donor and Gift Data

Export a full report of all donor and gift data across your Crowdfunding site in easy to use .csv format.

Fund / Allocation Code Tracking

Prior to the Crowdfunding sprint, your team will be able to assign Fund or Allocation Codes to each group participant and support area to make reconciliation against your internal fund codes even easier. These codes will pull through to your gift report in real-time.

Multiple Deposit Options
GiveGab will direct deposit funds to your bank account on a daily, weekly, or monthly basis. You have choices with GiveGab.

Internal Donor ID Matching (+)
On a monthly basis, we'll help match your internal donor IDs to your GiveGab Crowdfunding donors based on primary and alias email addresses. By matching your internal donor IDs to your GiveGab donors, you'll be able to pull a report that includes GiveGab donation records with a column of your institutional donor ID, making the gift processing back into your system that much easier.

Advanced Prize and Reconciliation Reports (+)
If our built-in reports are missing an important piece of data, we can work with you to get the data you need.

Access to Powerful Analytics to Learn From Your Data

Google Analytics Tracking
With Google Analytics on your Crowdfunding platform, you'll have immediate access to powerful data about your website traffic and user behavior. You'll also be able to track gift source data through the Google Analytics dashboard to understand what appeals were the most successful across a variety of metrics.

Google Tag Manager
Your Crowdfunding platform was built with Google Tag Manager integrated. Use Tag Manager to manage your marketing tools simply and easily.

Facebook Pixels
Easily add Facebook pixels to your Crowdfunding site through the Google Tag Manager integration.

Advance UTM Parameter Tracking
Your Crowdfunding automatically tracks 5 standard UTM parameters which you'll be able to track in Google Analytics: source, medium, campaign, term, content. These parameters will automatically pull through to your gift data in real-time as well.

You'll also have the ability to track one unique identifier to your organization or institution, such as an internal Donor ID, from URL to your gift report. (+)

You Can Count on Our Technology

Reliable Cloud-Based Hosting
GiveGab is hosted on several different industry leading IaaS and PaaS in parallel for market-leading reliability. Our tech stack is fully scalable, redundant, and fault-tolerant, with a 24x7x365 monitoring schedule.

Stringent Compliance Requirements
All GiveGab systems are PCI Level I and SOC 1 Type 2 compliant.

Your Data is Secure
All data living in our GiveGab databases in support of your Crowdfunding site is fully encrypted at rest using the strongest AES 256 bit encryption protocol. In addition, all transmission of data is over HTTPS or TLS or TLS 1.2 / SSL 3.0

Fraud Prevention
By partnering with GiveGab, you'll be processing gifts through GGPay, powered by Stripe. This partnership allows for a built-in extensive fraudulent actors database to detect and prevent fraudulent charges in real-time.

WCAG 2.1 Level AA Compliant
Our Crowdfunding platform is WCAG 2.1 Level AA compliant. GiveGab is continuously reviewing new standards of accessibility to ensure compliance.

Learn more about the security and reliability of the platform here.

GiveGab
a division of everyaction

GIVING DAYS

- Your Giving Day
- Giving Day Network
- Beyond Your Giving Day

YEAR-ROUND FUNDRAISING

- Donation Forms
- Donation Sites
- Peer-to-Peer Suite

PRODUCTS & PRICING

- Learn More
- Get a Demo

RESOURCES

- Blog
- Success Stories
- Support Center
- Downloads
- Podcast
- Giving Tuesday

GIVING DAY LEADERS

- All Partners
- Giving Day Leader Forum

ABOUT US

- Our Story
- Careers
- News
- Legal
- Privacy
- Your Privacy Choices

LOGIN

GET A DEMO

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