

**Bonterra**™

# Getting Started with Giving Days

**This session covers setting up your organization, navigating the dashboard, and preparing your Giving Day profile for success.**

February 2, 2026

# Meet your Trainer...



**Nickie Fredenburg**  
Project manager

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# Agenda

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Introduction

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Giving Day Overview

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Accessing your Giving Day Profile

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Registering to Participate in a Giving Day

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Creating your Profile & Telling your Story

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Next Steps and Questions

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# Submit Your Questions



## Chat Box

To:

Type:



## Q&A

Please input your question

Send Anonymously

**If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.**

**This webinar will be recorded and posted to the Bonterra Academy Training Page**

CORPORATE SOCIAL RESPONSIBILITY

CyberGrants  WeSpire

FUNDRAISING AND ENGAGEMENT

 everyaction Network  for Good. GiveGab

 salsa  Mobilize  ActionKit

 DONORTRENDS DonorDrive

CASE MANAGEMENT

 Social Solutions

are now



**Bonterra**™

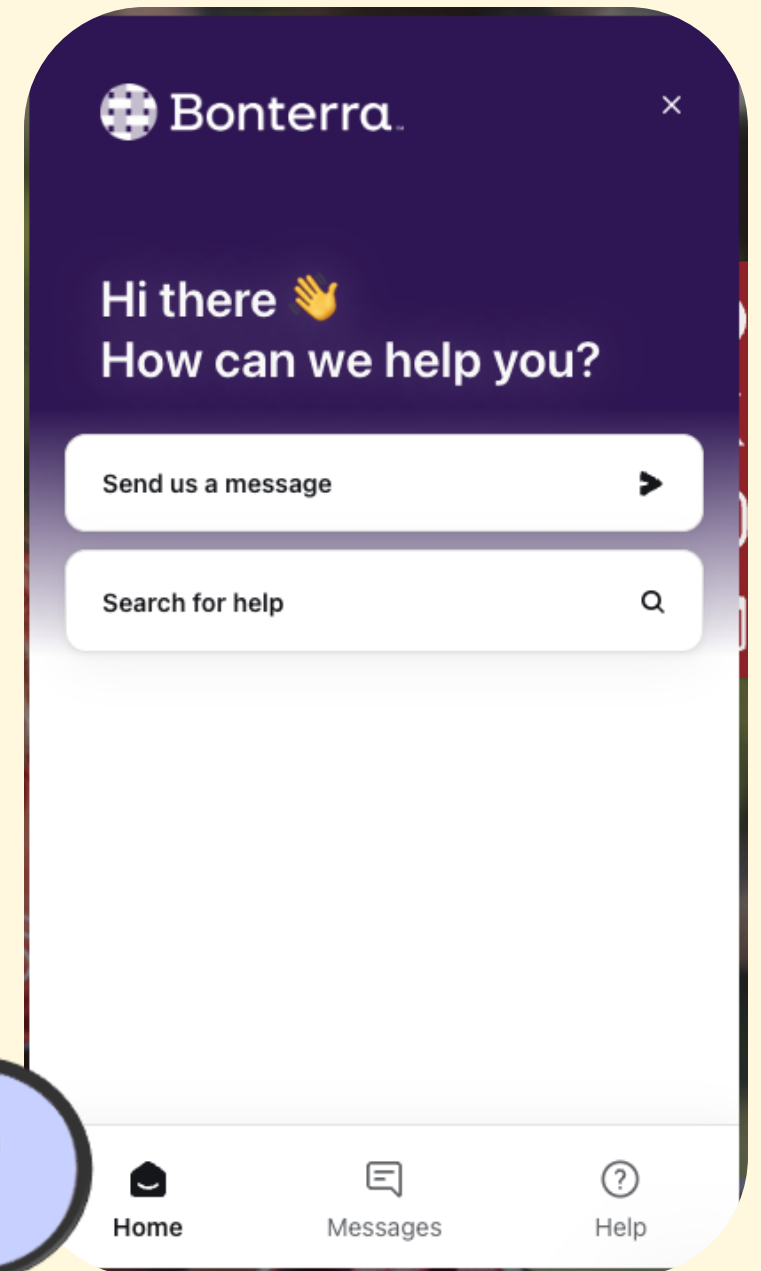
**For the greatest good.**

# Giving Day Support & Resources

Visit our [Help Center](#)

Send us an email at [CustomerSuccess@GiveGab.com](mailto:CustomerSuccess@GiveGab.com)

Chat with our Customer Success Team



# Giving Day Highlights

- Each organization runs its own unique campaign to engage supporters
- Utilize digital fundraising tools and take advantage of resources that are available year-round
- Re-engage with your existing supporters and gain new donors
- Combine your marketing efforts + the overall Day of Giving Day marketing, providing exponential visibility
- Leverage the Giving Day to reach other internal goals
- Motivate your donors to make a greater impact with prizes and match incentives



# stripe

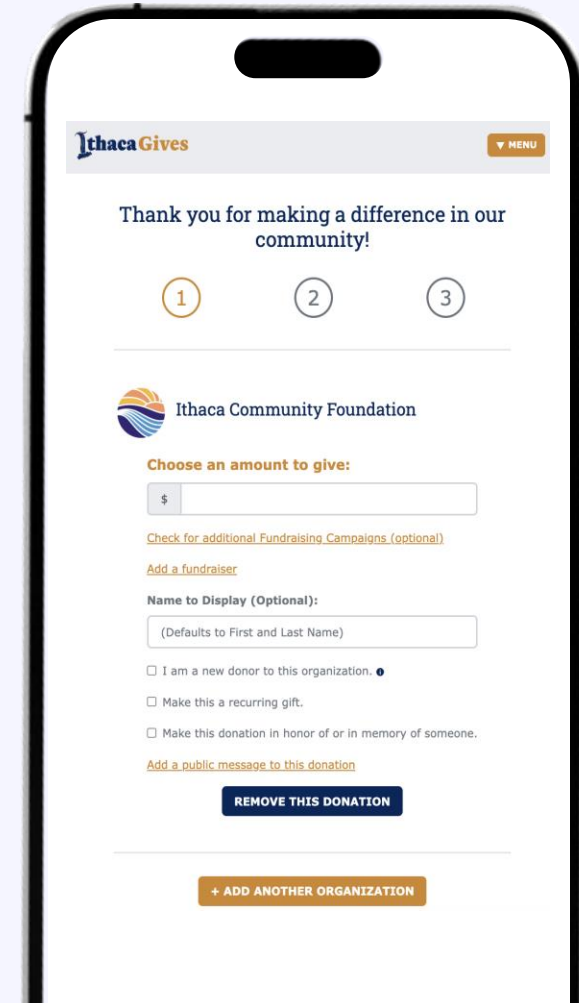
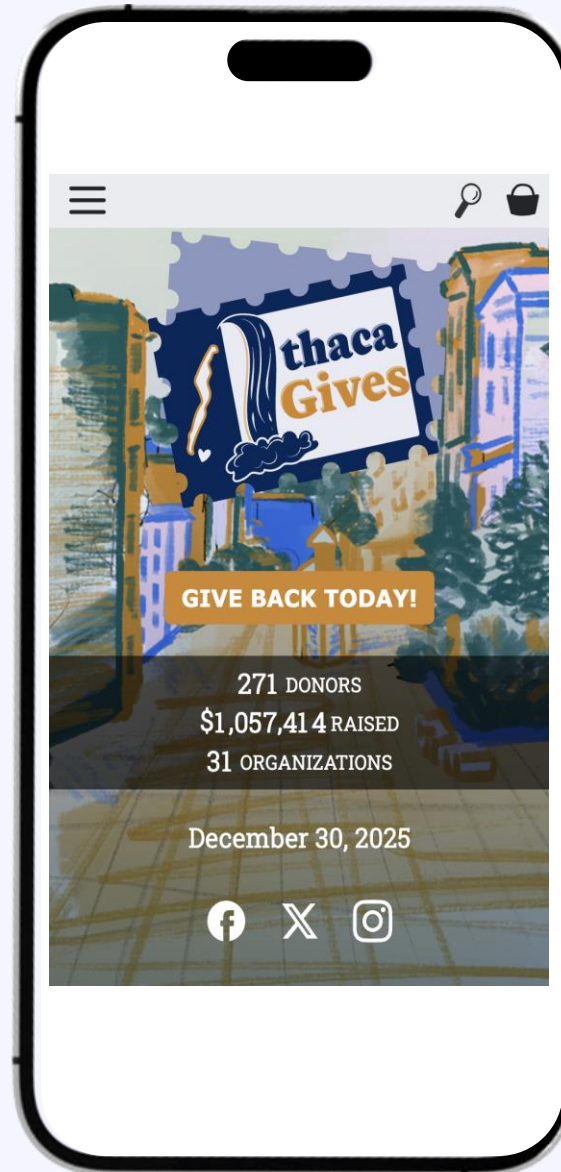


- ➔ Partnered with Stripe, a PCI Level 1–certified payment processor
- ➔ Donor credit card information is never stored or visible in the platform
- ➔ Verification requirements depend on your Giving Day structure:
  - Some Giving Day hosts process donations on your behalf (no verification needed)
  - Funds may be paid directly to organizations via Bonterra, which requires IRS verification

# Simple Donation Processing

Everything is mobile friendly!

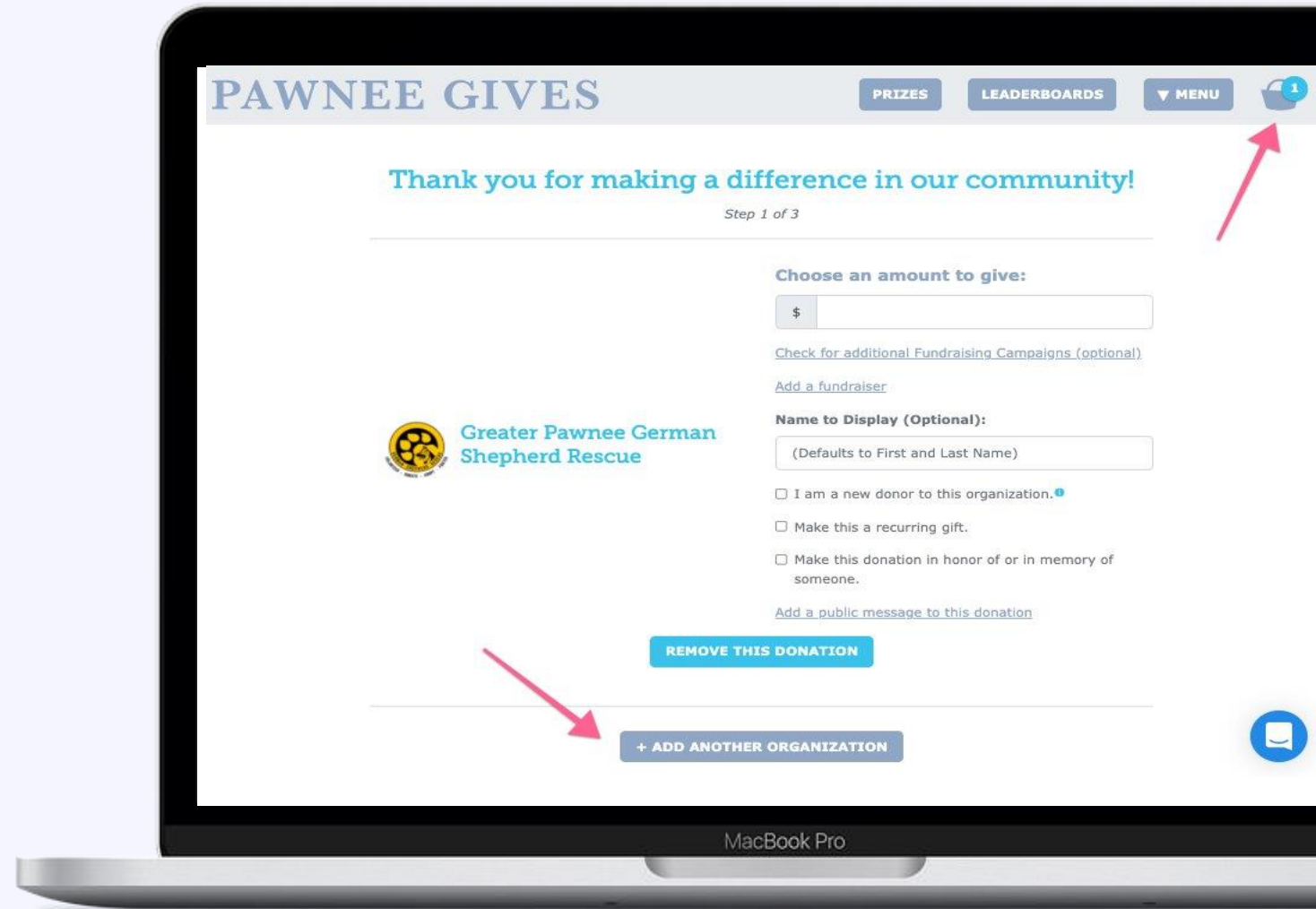
- All major credit cards accepted
- Quick, easy and fun donation flow
- Securely processed through Stripe
- Chat support available right within the donation form for your supporters!



# Easy & Flexible Checkout

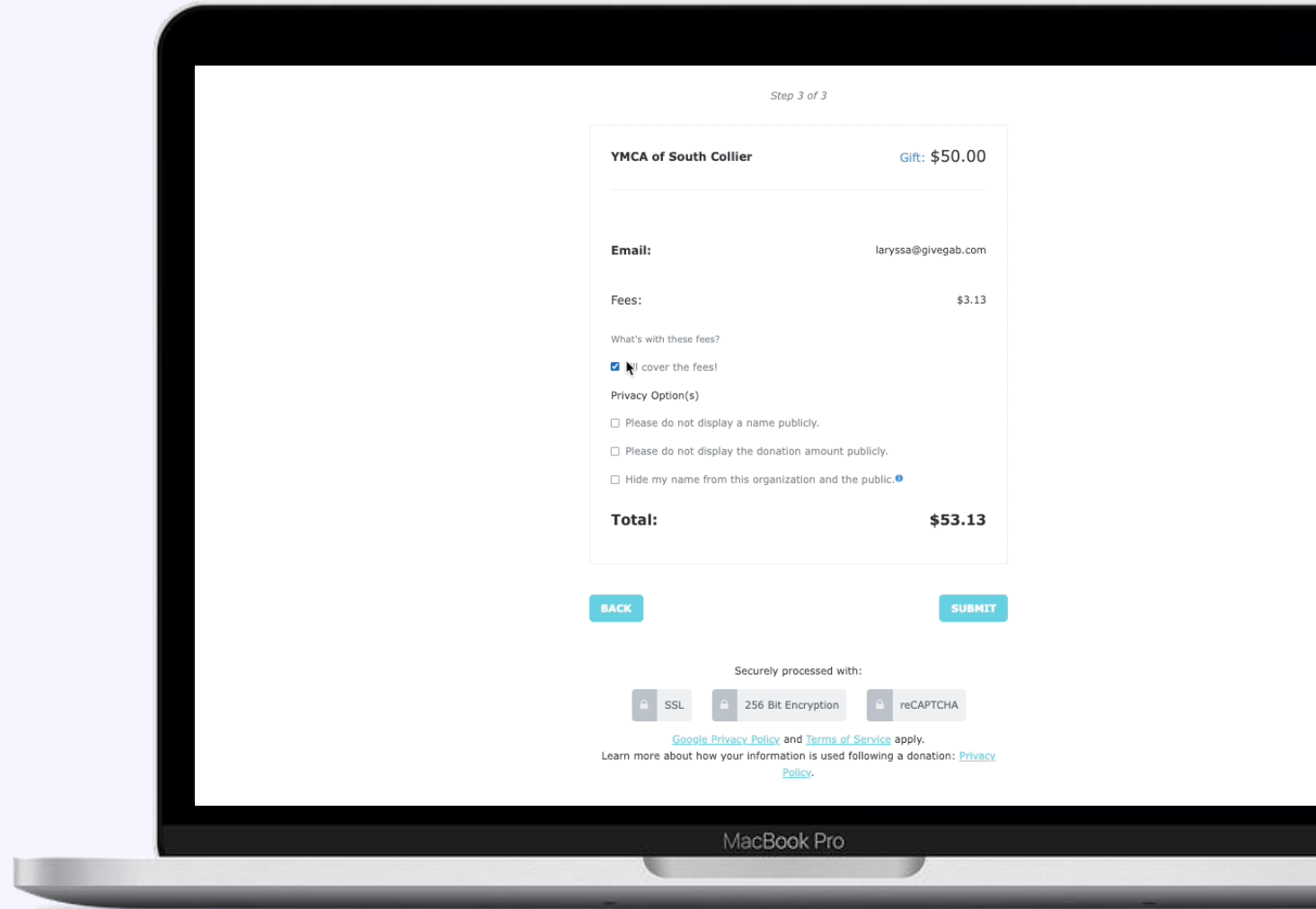
Add multiple organizations in one transaction!

- Donors can support up to 10 organizations in one transaction
- Available donation form options are determined by your Giving Day host
- Three step donation form, making it easy for donors to review their gifts before submitting



# Easy Donation Flow

- Credit cards are accepted for online transactions
- Apple Pay, Google Pay, and ACH may be available, depending on Giving Day settings
- Donors may choose to cover processing fees on behalf of your organization, depending on Giving Day settings. *Refer to your Giving Day FAQ for the exact fee breakdown*
- Donors can choose to hide their gift amount and/or personal information from the donor wall



# Instant Donor Delight

- A thank-you email is sent directly from your organization
  - Keep your contact information up to date
- Sent immediately after the gift to support timely stewardship
- Includes the donation amount and serves as a tax-deductible receipt

## DAY OF GIVING

Nickie,

Thank you so much for your contribution to our Giving Day! Your donation will help improve our community and the lives of hundreds of individuals throughout our area.

Thank you again!



You are PAW-sitively amazing! Thank you for your generous gift to Logan's Pups. We could not help dozens of dogs every day without you.

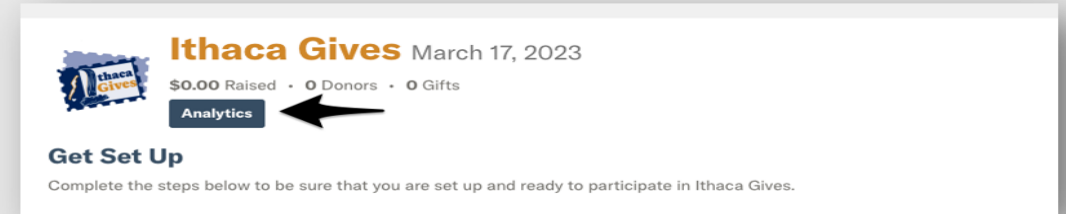
### Your donation receipt from Logan's Pups

Donor: Nickie Fredenburg  
Date: February 27, 2020  
Organization: Logan's Pups  
EIN: 12-1234567  
Designation: Giving Day  
Amount: \$10.00

[View Your Donations](#)

# Robust Analytics at a Glance

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average gift size
- Average gifts per donor
- New donor tracking
- Fee coverage insights
- Year-over-year comparisons



**Ithaca Gives** March 17, 2023  
\$0.00 Raised · 0 Donors · 0 Gifts  
[Analytics](#) ←

**Get Set Up**  
Complete the steps below to be sure that you are set up and ready to participate in Ithaca Gives.



General | Donor Insights | Year-Over-Year

### Overall Stats

**Total Stats**

\$4,550.02 TOTAL RAISED	53 TOTAL DONORS	53 TOTAL DONATIONS
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**Online Stats**

\$4,425.02 RAISED ONLINE	52 ONLINE DONORS	52 ONLINE DONATIONS
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**Offline Stats**

\$125.00 RAISED OFFLINE	1 OFFLINE DONORS	1 OFFLINE DONATIONS
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**Fees**

90.4% OF FEES WERE COVERED	92.3% OF DONATIONS HAD FEES COVERED
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## Registering for your Giving Day

Each Giving Day is unique—be sure to review your Giving Day’s specific requirements



# PAWNEE GIVES

Search...



LEADERBOARDS

▼ MENU



0 DONORS \$0 RAISED 0 ORGANIZATIONS



REGISTER

Bringing Pawnee together since 1817





## New Organization

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2 Results



### ATX Org

Austin, Texas

[Inquire](#) about registering this organization. It's easy!



### YMCA of Ithaca and Tompkins County

Ithaca, NY

[Inquire](#) about registering this organization. It's easy!

## Don't see your organization listed?

You can create an organization by clicking the button below.

[ADD MY ORGANIZATION](#)





## Erie Gives

Welcome to Erie Gives 2024!

If you participated in Erie Gives last year, we need you to review and update your profile by July 31, 2024.

If you are new to Erie Gives, to be eligible, you must be a 501(c)(3), have a fund at The Erie Community Foundation OR be a member of the Nonprofit Partnership. Your membership to the Nonprofit Partnership does more for you than make you eligible for Erie Gives, the Nonprofit Partnership offers you year-round educational opportunities to enhance your work and build the capacity of your nonprofit. If you have issues registering, please call our offices at 814.454.0843.

Remember to engage your board, your staff and your donors to participate.  
After Erie Gives, we would like your feedback--watch your email for details.  
We wish you a successful Erie Gives 2024!

**1. What is your nonprofit's annual operating expense budget? \* required**

Please select one choice.

**2. Do you have an endowment with The Erie Community Foundation? \* required**

Please select one choice.



# Returning? Copy your profile!

Don't forget to review and update your profile after

Existing bank info will carry over

- Double check that your bank account, org rep and admins on your profile are up to date!

The screenshot shows the GiveGab user interface. At the top left is the GiveGab logo. On the right, there are links for Home, Support, and a user profile for 'Aja'. The main content area is for a 'Pawsitive Change Day (Support)' event, showing '\$0.00 Raised', '0 Donors', and '0 Gifts'. Below this is a 'Welcome to Another Giving Day!' message with instructions on copying over content. A 'Participation Approval Status' box shows 'Pending'. A sidebar on the left contains navigation options: Home, Philanthropy Hub Site, Pawnee Community Giving, Giving Days (highlighted), Reports, and Manage Organization. At the bottom, there is a list of previous giving days: Pawnee Gives (2022), Pawsitive Change Day (2022) (with an orange arrow pointing to its 'Copy This Profile' button), and Pawnee Community Giving (2021).

# Returning? Add/Update Your Admins!

Manage your administrators in the Supporters tab, including adding, editing, removing, and customizing access levels

The image shows a composite of two screenshots from the GiveGab dashboard. The left screenshot displays the 'Get Set Up' section with a checklist of tasks, and the right screenshot shows the 'Supporter Engagement' table with a highlighted 'Full Admin Access' column.

**Get Set Up**  
Complete the steps below to be sure that you are set up and ready to participate in Missoula Gives.

- ✓ Add Your Organization's Info
- ✓ Add Your Story
- ✓ Add Donation Levels
- ✓ Add a 'Thank You' Message
- ✗ Add Fundraisers

**Supporter Engagement**  
Add Member Import Members Export CSV

Last Name	First Name	Email	Donations	Fundraising	Full Admin Access
Milton	Kasana	kasana.milton@givegab.com	\$0.00	\$0.00	

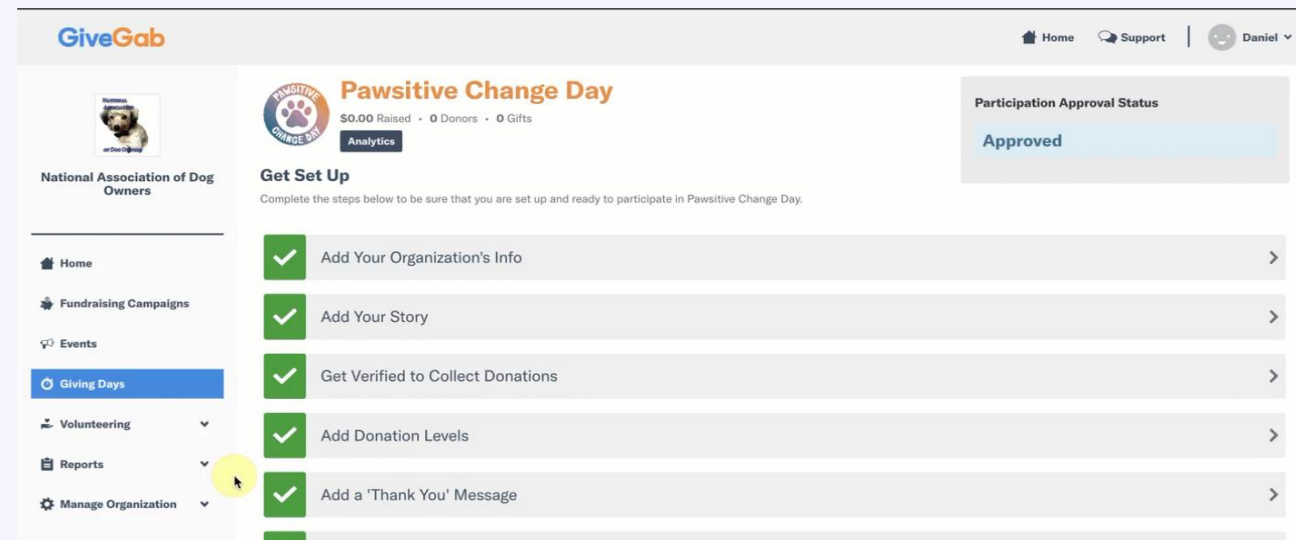
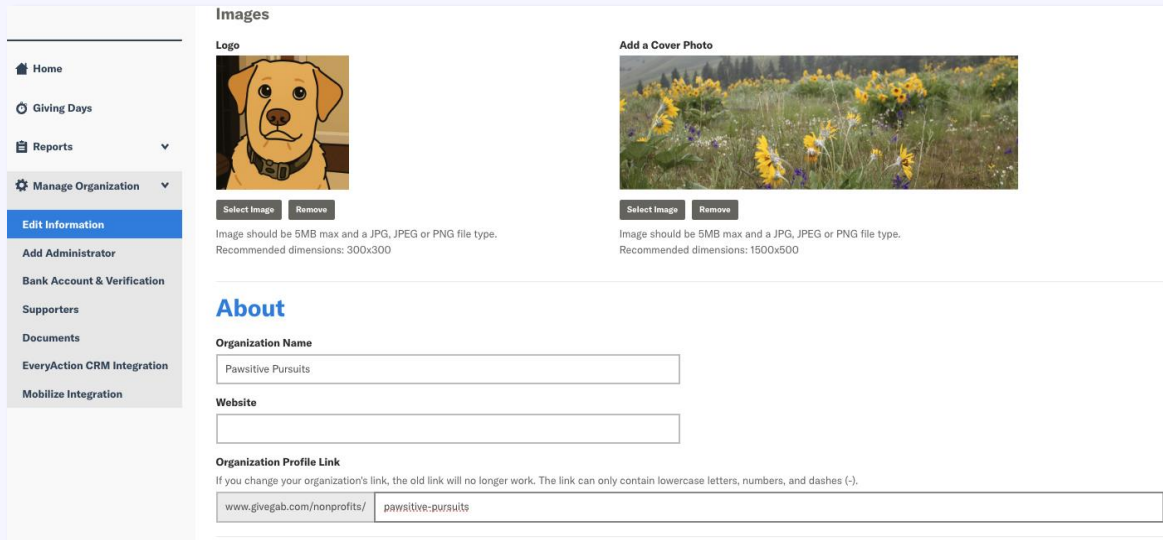
Viewing Dashboard for Big Dog Ranch

# Completing Your Profile

A key foundation for your Giving Day success and one of the most important steps in preparing for Giving Day



# Your GiveGab profile and your Giving Day profile



- Manage donors and volunteers in one place
- Run fundraising campaigns and events
- Create and manage volunteer opportunities
- Use your GiveGab page year-round to showcase your organization
- Maintain one centralized GiveGab page for your organization

- Your Giving Day profile is used for a limited time
- Functions as a campaign or appeal page for this specific Giving Day
- Highlight a compelling, Giving Day-specific story to engage supporters
- Share your direct profile link to build excitement leading up to the big day

# Your Giving Day Dashboard



Add Your Organization's Info



Add Your Story



Add Donation Levels



Add a 'Thank You' Message



Add Fundraisers




# Basic Information

✓ Add Your Organization's Info

**Website**

**Logo**



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 300x300.

**Causes** (optional)

Cause #1 Animals

Cause #2

Cause #3

Save



**Pro Tip:** Adding causes to your profile can help new donors find you by our cause-based search!

# Curate your Story

✓ Add Your Story

**Cover Photo**




Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 1500x500.

**Set a Goal**

Display Goal on Profile

\$  .00

**Tell Your Story**

GT America **Formatting** A B / U

### Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

### Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

**Note:** Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

**Video Url**

Vimeo links must be in the following format: <https://vimeo.com/123456>.

- Add a cover photo
- Set a fundraising goal
- Tell your Giving Day story through compelling text and visuals



**Pro Tip:** Use images to break up text and tell a more engaging, personal story.

# Get Verified to Collect Donations



## Donation Status: Incomplete

- Please provide your organization's information 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.
- Please verify you can collect donations in your state.

[Manage Verification Info](#)

Please [Contact Us](#) if you have any questions.

Home

Reports

Manage Organization

Edit Information

Add Administrator

**Bank Account & Verification**

Supporters

Documents

Set Up Donations Documents

### Set Up Donations

#### State Charitable Solicitation Compliance Attestation

I attest that my organization is compliant with applicable state fundraising requirements in the states in which I may solicit donors using the GiveGab platform. I understand that GiveGab does not solicit donors.

This confirmation is required to collect donations on GiveGab. [Learn more about state charitable solicitation compliance.](#)

Save







**IMPORTANT:** check with your giving day host to verify whether this step is required.

# Suggest Donation Levels

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels

✓ Add Donation Levels

We recommend having 3 or 4 donation levels.

	<p><b>\$25.00</b></p> <p>Provides one week of food for a senior pup</p> <p><a href="#">Edit</a> <a href="#">Remove</a></p>
	<p><b>\$50.00</b></p> <p>Provides a super soft bed for a loving senior pup</p> <p><a href="#">Edit</a> <a href="#">Remove</a></p>
	<p><b>\$100.00</b></p> <p>Helps a family foster one of our amazing senior pups</p> <p><a href="#">Edit</a> <a href="#">Remove</a></p>
	<p><b>\$500.00</b></p> <p>Provides life changing surgery to a senior pup in need</p> <p><a href="#">Edit</a> <a href="#">Remove</a></p>

Add Donation Level



**Pro Tip:** Using custom amounts to represent a tangible good or service further connects the donor to your goal

# Personalized Gratitude

- Add a personalized message
- Include a photo or video for more meaningful stewardship
- Sent immediately after a donor completes their gift

✓ Add a 'Thank You' Message

Please provide a "thank you" message, as well as an image or video link!


**Thank You Message**

Thank you so much for your donation to Logan's pups! With your support, we're able to continue our love and care of senior dogs.

Your donation goes beyond this one organization's mission, as your support celebrates the philanthropic spirit and unity of our community.

**Youtube or Vimeo Link**

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.  
Recommended dimensions: 800x600.

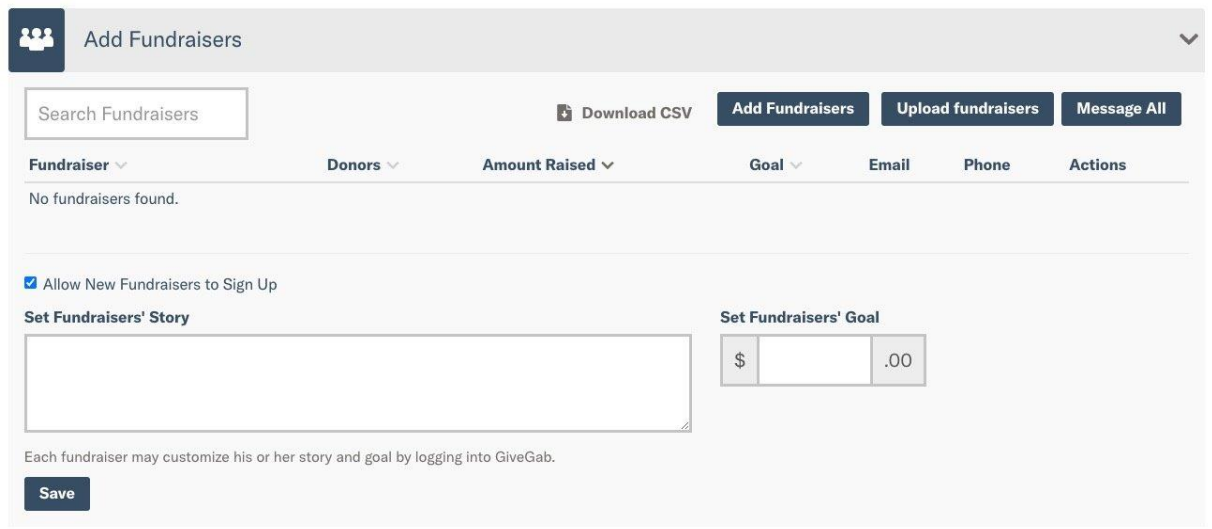
Save



**Pro Tip:** Use a timely, personalized thank-you with a photo or video to make an immediate and lasting impression on your donors.

# Invite Your Fundraisers

- Empower supporters to share your campaign with their networks
- Each fundraiser creates a personal page to collect donations
- Fundraiser totals automatically roll up into your organization's total
- Easily manage and oversee fundraiser pages



The screenshot shows the 'Add Fundraisers' interface. At the top, there is a header with a group icon and the text 'Add Fundraisers'. Below the header is a search bar labeled 'Search Fundraisers' and three buttons: 'Download CSV', 'Add Fundraisers', 'Upload fundraisers', and 'Message All'. A table header is visible with columns: 'Fundraiser', 'Donors', 'Amount Raised', 'Goal', 'Email', 'Phone', and 'Actions'. The table content shows 'No fundraisers found.'. Below the table, there is a checkbox labeled 'Allow New Fundraisers to Sign Up' which is checked. There are two text input fields: 'Set Fundraisers' Story' and 'Set Fundraisers' Goal'. The goal field has a dollar sign and a decimal field with '.00'. A 'Save' button is at the bottom. A note at the bottom states: 'Each fundraiser may customize his or her story and goal by logging into GiveGab.'


















**Pro Tip:** Register for our upcoming Peer-to-Peer Fundraising webinar and view our help articles



## Did you know?

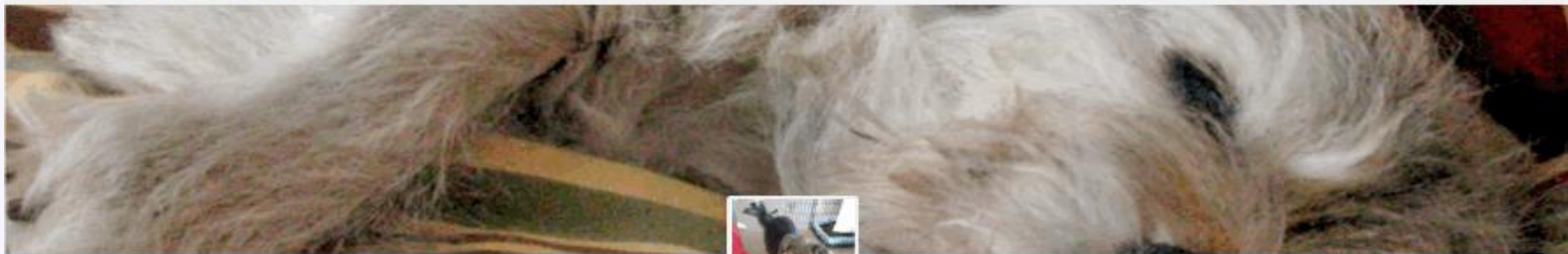
Organizations that used Peer-to-Peer Fundraising raised an average of 3× more than those that did not

# Key Giving Day Tools

Donation Tools	Other Actions
 Add Offline Donation	 Engagement Opportunities
 Manage Matches and Challenges	 Add External Fund
 Manage Donations	 Manage Support Areas
 Embed a Donate Button	 View Registration Info
	 View Your Profile
<b>Get Prepared</b>	 Mobilize Integration
 Webinars and Workshops	
 Giving Day Toolkit	
 Help Center	
	<b>Share Your Page</b>
	<input type="text" value="https://www.website.org"/>
	 



Some options and settings may vary depending on how your Giving Day host has configured the event.



## Logan's Pups

[DONATE](#)[FUNDRAISE](#)

10%

\$995 Raised \$10,000 Goal 6 Donors



**\$25**

*Provides one week of food for a senior pup*



**\$50**

*Provides a super soft bed for a loving senior pup*



**\$100**

*Helps a family foster one of our amazing senior pups*

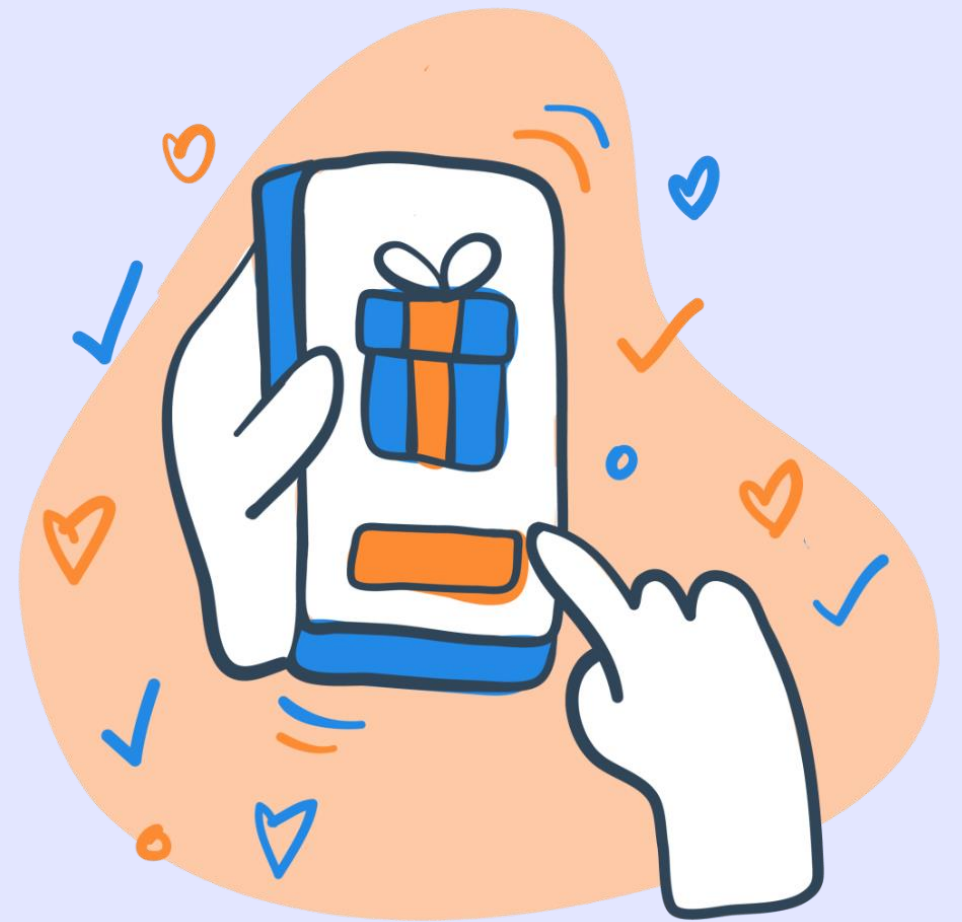


**\$500**

*Provides life changing surgery to a senior pup in need*

[CHOOSE YOUR OWN AMOUNT](#)

# What's Next?



## Where to go from here



### **First and foremost: take a breath!**




- **If this is your first time participating, enjoy it!**
- **Your role as a nonprofit admin can seem overwhelming**
- **You don't need to compete for incentives and prizes**
- **Rely on the NPO Toolkit and other resources on the site**

# Your Nonprofit Toolkit




The Nonprofit Toolkit has valuable resources for all your Giving Day needs.

- Templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- Training videos for fundraising strategies!
- Visit our help center!




## 1. Getting Started

 <p>Basic Info <a href="#">FAQ</a></p>	 <p>Training Sessions <a href="#">Learn More</a></p>	 <p>Key Dates <a href="#">View</a></p>
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## 2. Next Steps

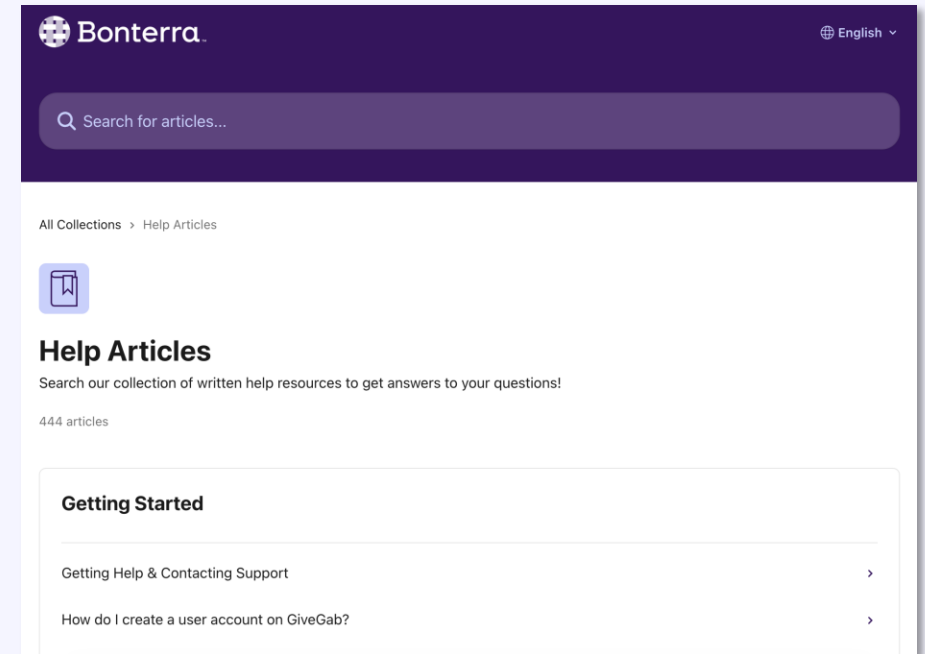
 <p>Peer-to-Peer Fundraisers <a href="#">View</a></p>	 <p>Communication Guide <a href="#">View</a>   <a href="#">Printer Friendly Version</a></p>	 <p>Building Board Support <a href="#">View</a></p>
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## 3. Spread the Word

 <p>Social Media Tips &amp; Tricks <a href="#">View</a></p>	 <p>Sample Email Content <a href="#">View</a></p>	 <p>Graphics &amp; Downloads <a href="#">View</a></p>
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## 4. Give Thanks

 <p>Stewardship Email Templates <a href="#">View</a></p>	 <p>Sample Stewardship Social Media Posts <a href="#">View</a></p>	 <p>Stewardship Tips <a href="#">View</a></p>
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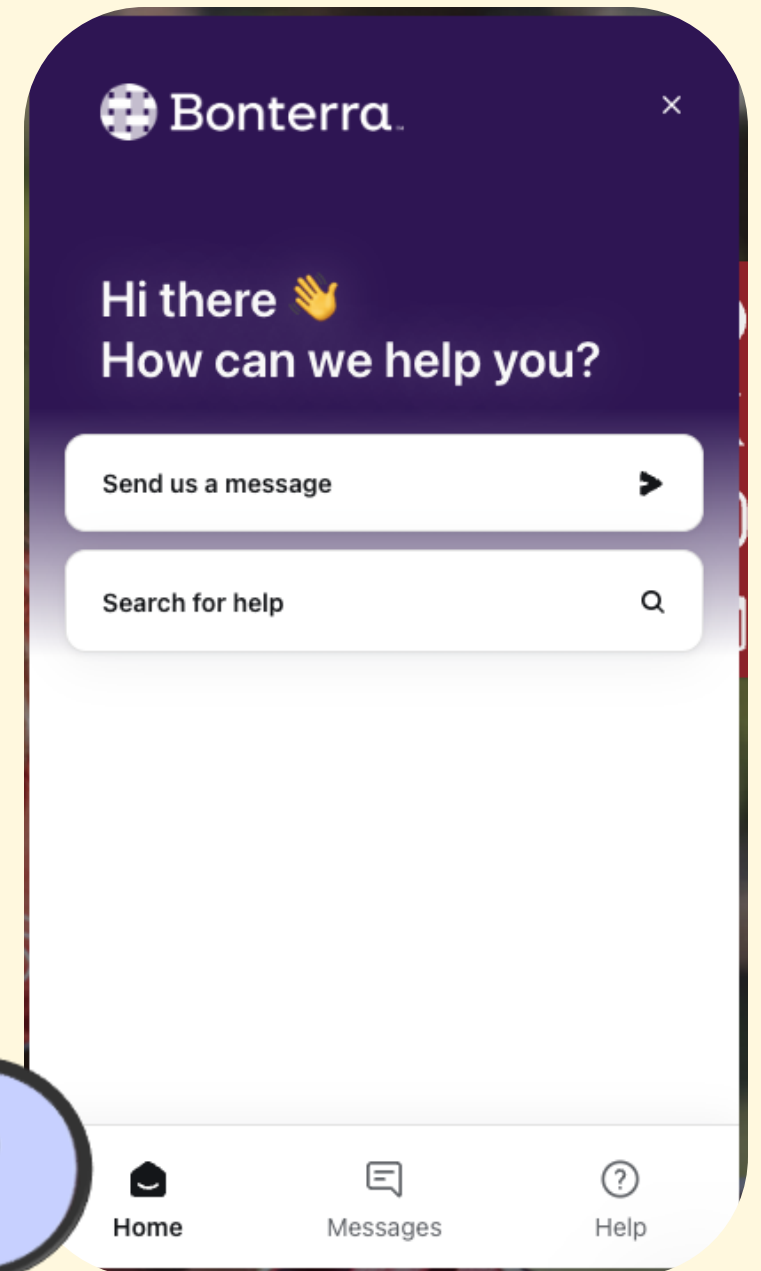
The screenshot shows the Bonterra website's help center. At the top, there is a search bar with the placeholder text "Search for articles...". Below the search bar, the page is titled "Help Articles" and indicates there are 444 articles. A section titled "Getting Started" is highlighted, containing two articles: "Getting Help & Contacting Support" and "How do I create a user account on GiveGab?".

# Giving Day Support & Resources

Visit our [Help Center](#)

Send us an email at [CustomerSuccess@GiveGab.com](mailto:CustomerSuccess@GiveGab.com)

Chat with our Customer Success Team



# Next Steps



- Follow your giving day on social media and use your social links to get the word out!
- Watch your inbox for important emails
- Meet internally to discuss goals
- Sign up for upcoming webinars
- Explore the toolkits and resources



Questions?

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Bonterro