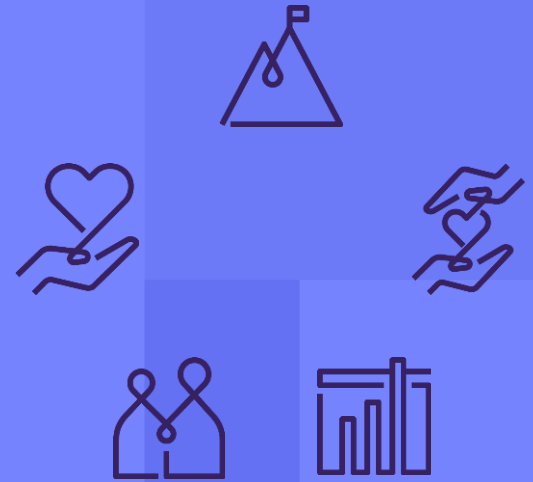


# Wrapping Up Your Giving Day



# Meet your Trainer...

**Nickie Fredenburg**

*Project Manager*



# Submit Your Questions



## Chat Box

To: ☒ All panelists

Type: All panelists and attendees



## Q&A

Please input your question

☐ Send Anonymously

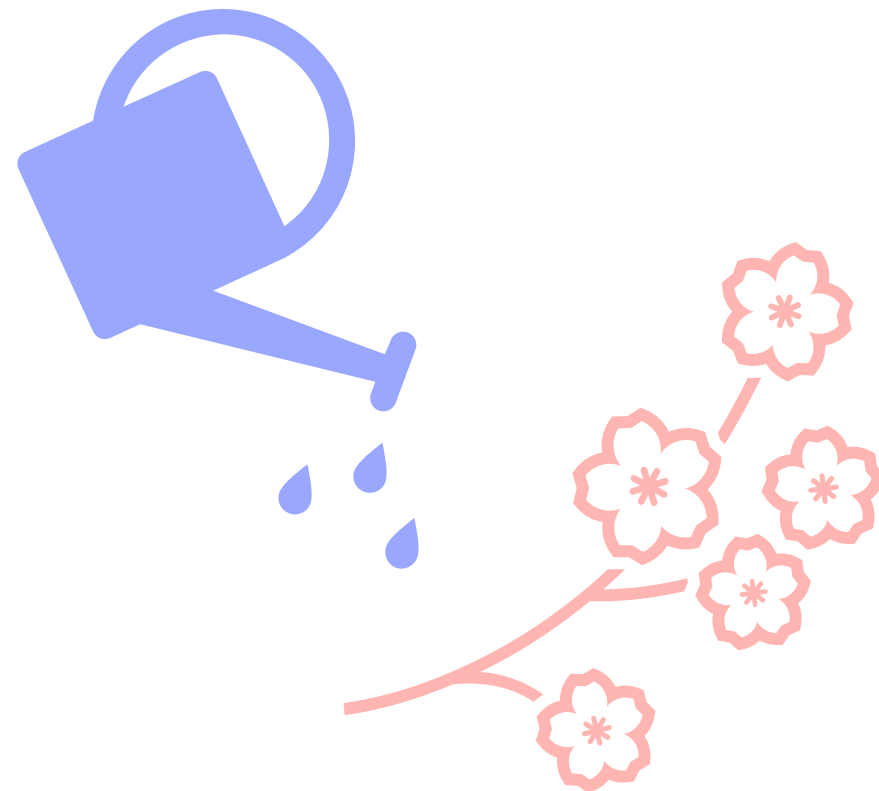
Send

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

# Agenda

- Giving Day Updates and Reminders
- Your Checklist for Success
- What Happens After Your Giving Day?
- Next Steps
- Q&A



## 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**<sup>TM</sup>

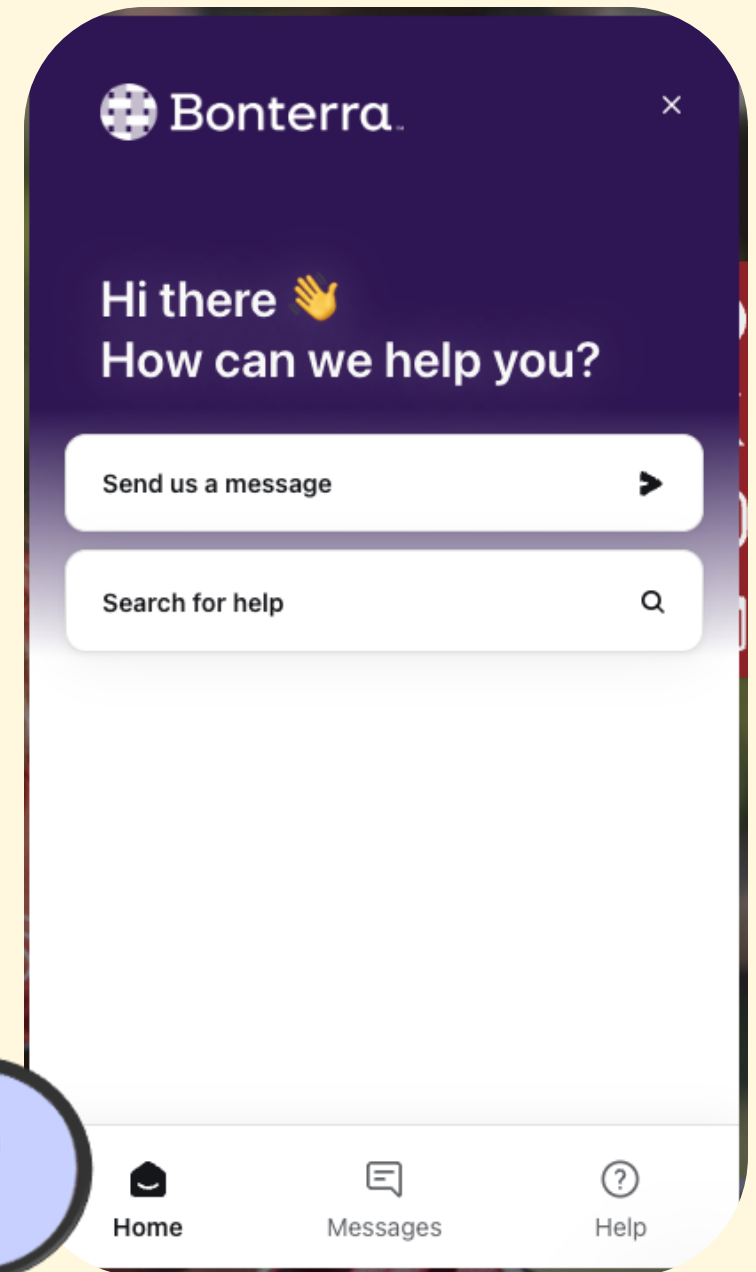
**For the greatest good.**

# 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



# Updates and Reminders

- Check in with your Giving Day host for updates and any last-minute action items
- Review the Giving Day website – menu items, resources, etc.
- On-demand and live recorded webinars are available on your Giving Day Website and at <https://www.bonterra.tech.com/training/givegab>



# Your Checklist for Success

- Ready for Donations?
- The Perfect Profile
- Gamify with Matches & Challenges
- Engage Ambassadors
- Prepare Communications





# Make sure you are 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.

# Will you have cash or check donations?

- Add cash/check gifts to your totals
- Access under “Donation Tools”
- Attribute to fundraisers or areas
- Send receipts when email is included

## Donation Tools



Add Offline Donation



Manage Sponsor Matching



Manage Donations



Embed a Donate Button

# Is your profile complete?

- Logo and cover photo added
- Authentic story shared
- Goals clearly set
- Strong calls to action
- Visual content included
- Donation levels highlighted
- Fundraisers invited





## 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

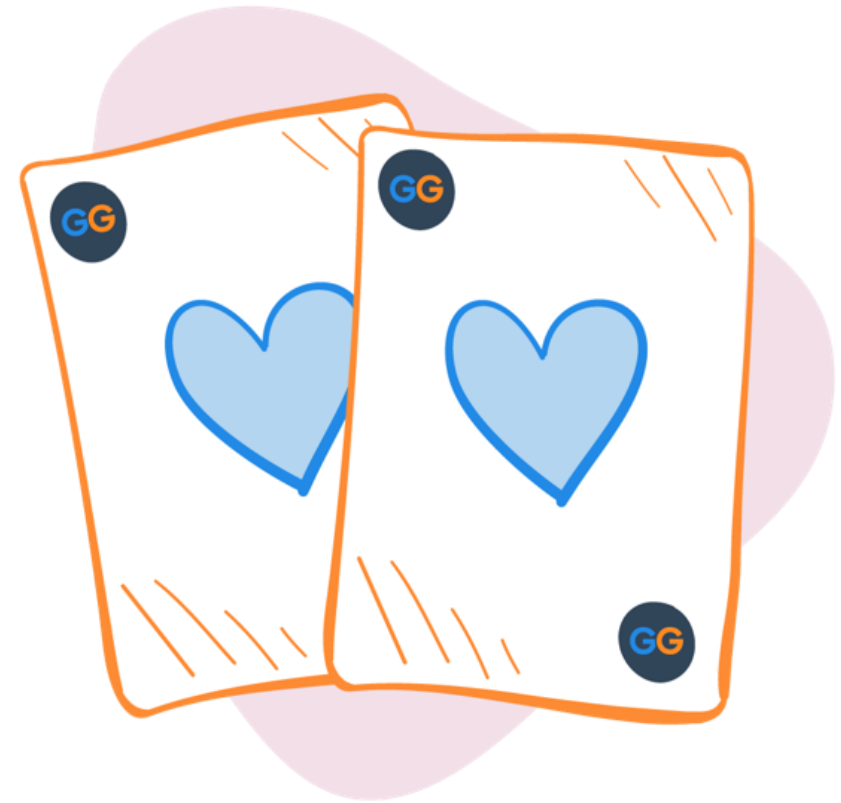
Provides life changing surgery  
to a senior pup in need

CHOOSE YOUR OWN AMOUNT



# Have You Secured Matching Gifts?

- Matches allow donations to be doubled on a 1:1, 2:1, or 3:1 ratio
- Time-based to create a sense of urgency
- A promotional tool to incentivize donors of all capacities
- Set up your match strategically
- Credit sponsors for visibility
- It's not too late to secure one
- Keep it simple if it's your first time



# Have You Secured Challenge Gifts?

- Challenges allow funds to be added to the organization's total once a goal is reached
- Challenge goals can be a Donor Count, Donations Count, or Dollar Amount
- Rally supporters around a common goal





# Your Match/Challenge To-Do List

- Identify sponsors
- Secure commitment
- Add match/challenge to profile
- Verify setup
- Promote in communications
- Review webinar resources



# Do you Have P2P Fundraisers?

Organizations who used P2P fundraising raise an average of 3.4x more than those who did not utilize P2P.





# Steps to P2P Success

- Host a quick info session
- Review the Fundraiser Guide
- Communicate goals clearly
- Provide a suggested timeline
- Share links and templates
- Walk them through setup



# Tools for Success



## Tools for Organizations:

- How to identify and add fundraisers
- Support articles & videos for engaging P2P fundraisers
- Email templates for recruiting fundraisers

## Tools for P2P Fundraisers:

- How to sign up
- Resources & support articles
- Communication guides & templates
- Link to downloads page

## Check out the Fundraiser Toolkit!

- Email Templates
- P2P Guide
- Social Media Posts
- Downloadable Graphics

# Do you have a Communications Plan?

- Plan posts in advance
- Define content & CTAs
- Use Toolkit templates



# How will you communicate?

- Use multiple channels
- C.O.P.E. (Create Once, Post Everywhere)
- Share authentic visuals
- Consider QR codes



# Communications Themes for your Giving Day

- Campaign launch announcement
- Progress updates toward your goal
- Match & challenge reminders (and countdowns)
- Prize or leaderboard updates (if applicable)
- Fundraiser spotlights
- Donor shout-outs (when appropriate)
- Final countdown urgency
- Impact and gratitude messaging

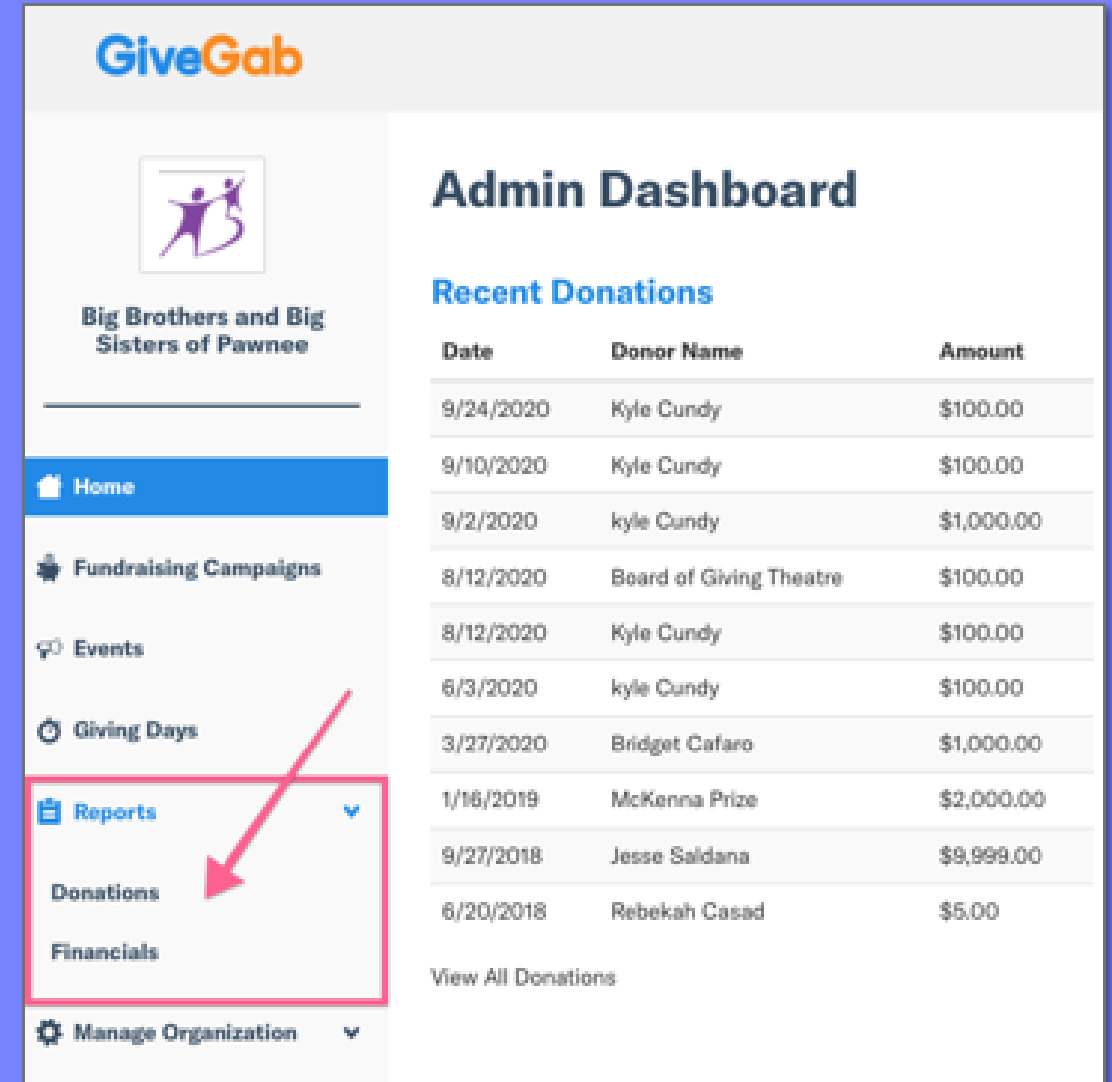


# After the Giving Day



# After Your Giving Day – Deposits

- Deposits: 5–7 business days (if collecting)
- Appear as “Stripe”
- Use Financials report
- Export donor data



**GiveGab**

**Big Brothers and Big Sisters of Pawnee**

**Admin Dashboard**

**Recent Donations**

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
9/2/2020	kyle Cundy	\$1,000.00
8/12/2020	Board of Giving Theatre	\$100.00
8/12/2020	Kyle Cundy	\$100.00
6/3/2020	kyle Cundy	\$100.00
3/27/2020	Bridget Cafaro	\$1,000.00
1/16/2019	McKenna Prize	\$2,000.00
9/27/2018	Jesse Saldana	\$9,999.00
6/20/2018	Rebekah Casad	\$5.00

[View All Donations](#)

**Home**

**Fundraising Campaigns**

**Events**

**Giving Days**

**Reports**

- Donations**
- Financials**

**Manage Organization**

# Thanking Your Donors

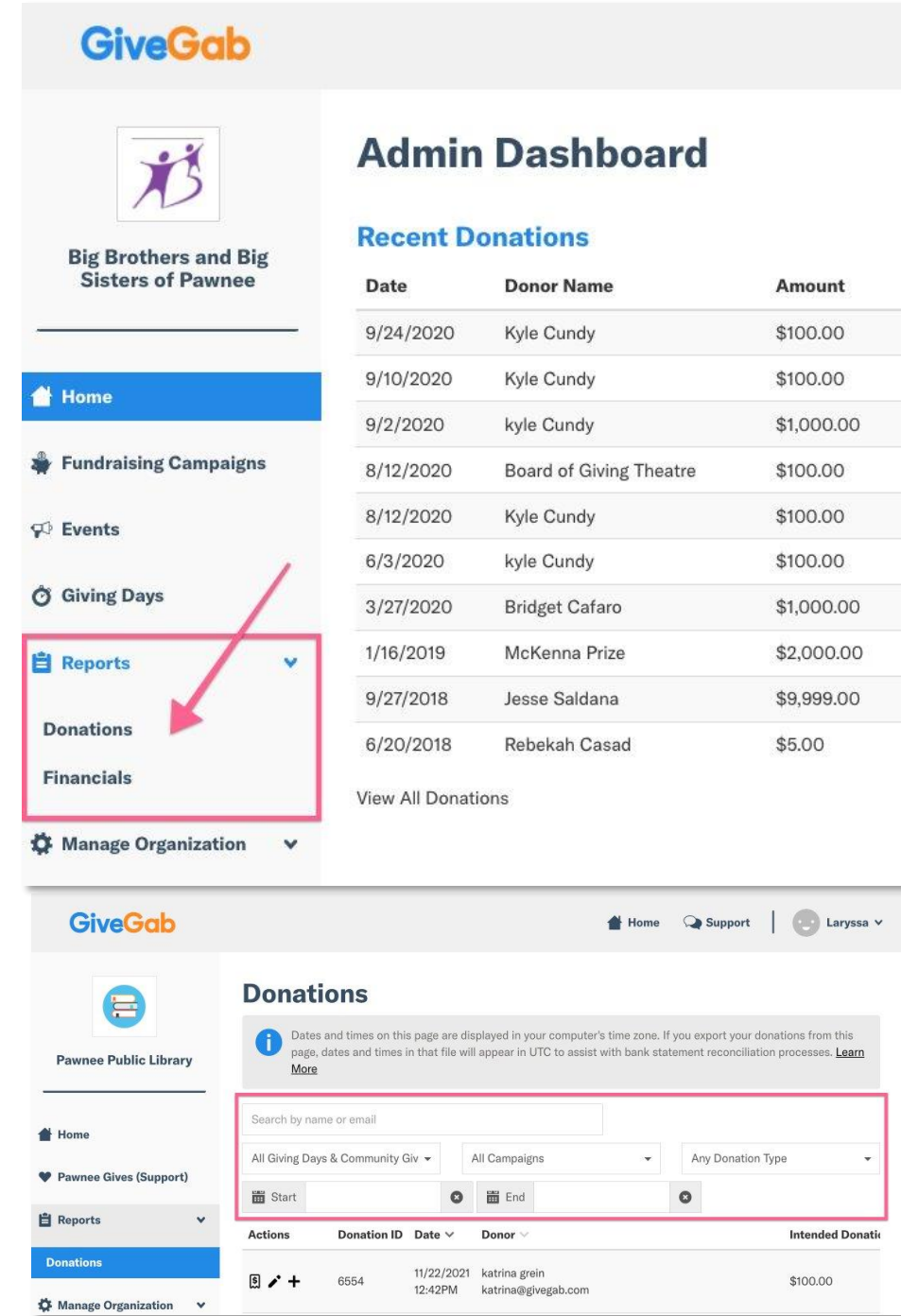
- Start thanking immediately
- Celebrate impact
- Compare donor data year-over-year
- Watch stewardship training
- Pre-schedule thank-you messaging
- Post success updates
- Email your full list
- Follow up individually
- Highlight impact weeks later





# Viewing & Filtering Your Donations

- Access donations from your Admin Dashboard
  - Click “Reports” in Admin Dashboard
  - Select “Donations” for full donor report
  - Select “Financials” for deposit reconciliation
- Use filters (date, name, email, Giving Day)
- Filters update results in real time
- Filtered results carry into exported files
  - Click “Export CSV”
  - File sent to your email from notifications@givegab.com



The screenshot displays the GiveGab Admin Dashboard. On the left, a sidebar menu includes options like Home, Fundraising Campaigns, Events, Giving Days, Reports, Donations, Financials, and Manage Organization. The 'Reports' section is highlighted with a red box, and a red arrow points to the 'Donations' option. The main content area shows the 'Admin Dashboard' with a 'Recent Donations' table. Below the table is a 'View All Donations' link. The bottom section of the dashboard shows the 'Donations' page with search filters and a list of donation records.

## Admin Dashboard

### Recent Donations

Date	Donor Name	Amount
9/24/2020	Kyle Cundy	\$100.00
9/10/2020	Kyle Cundy	\$100.00
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[View All Donations](#)




## Donations

Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. [Learn More](#)

Search by name or email

All Giving Days & Community Giv | All Campaigns | Any Donation Type

Start | End

Actions	Donation ID	Date	Donor	Intended Donat
  	6554	11/22/2021 12:42PM	katrina grein katrina@givegab.com	\$100.00

# Next Steps




# Don't Forget!


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



Basic Info  
[FAQ](#)




Training Sessions  
[Learn More](#)




Key Dates  
[View](#)


## 2. Next Steps



Peer-to-Peer Fundraisers  
[View](#)




Communication Guide  
[View](#) | [Printer Friendly Version](#)




Building Board Support  
[View](#)


## 3. Spread the Word



Social Media Tips & Tricks  
[View](#)




Sample Email Content  
[View](#)




Graphics & Downloads  
[View](#)


## 4. Give Thanks




Stewardship Email Templates  
[View](#)




Sample Stewardship Social Media Posts  
[View](#)



Stewardship Tips  
[View](#)

 Bonterra English ▾

All Collections > Help Articles



## Help Articles

Search our collection of written help resources to get answers to your questions!

444 articles

### Getting Started

[Getting Help & Contacting Support](#)

[How do I create a user account on GiveGab?](#)

## Giving Day Training Videos

[Creating the Perfect Profile](#)

[Telling Your Story](#)

[Goal Setting Strategies](#)

[Engage Your Board](#)

[Peer-to-Peer Fundraising](#)

[Social Media Strategies](#)

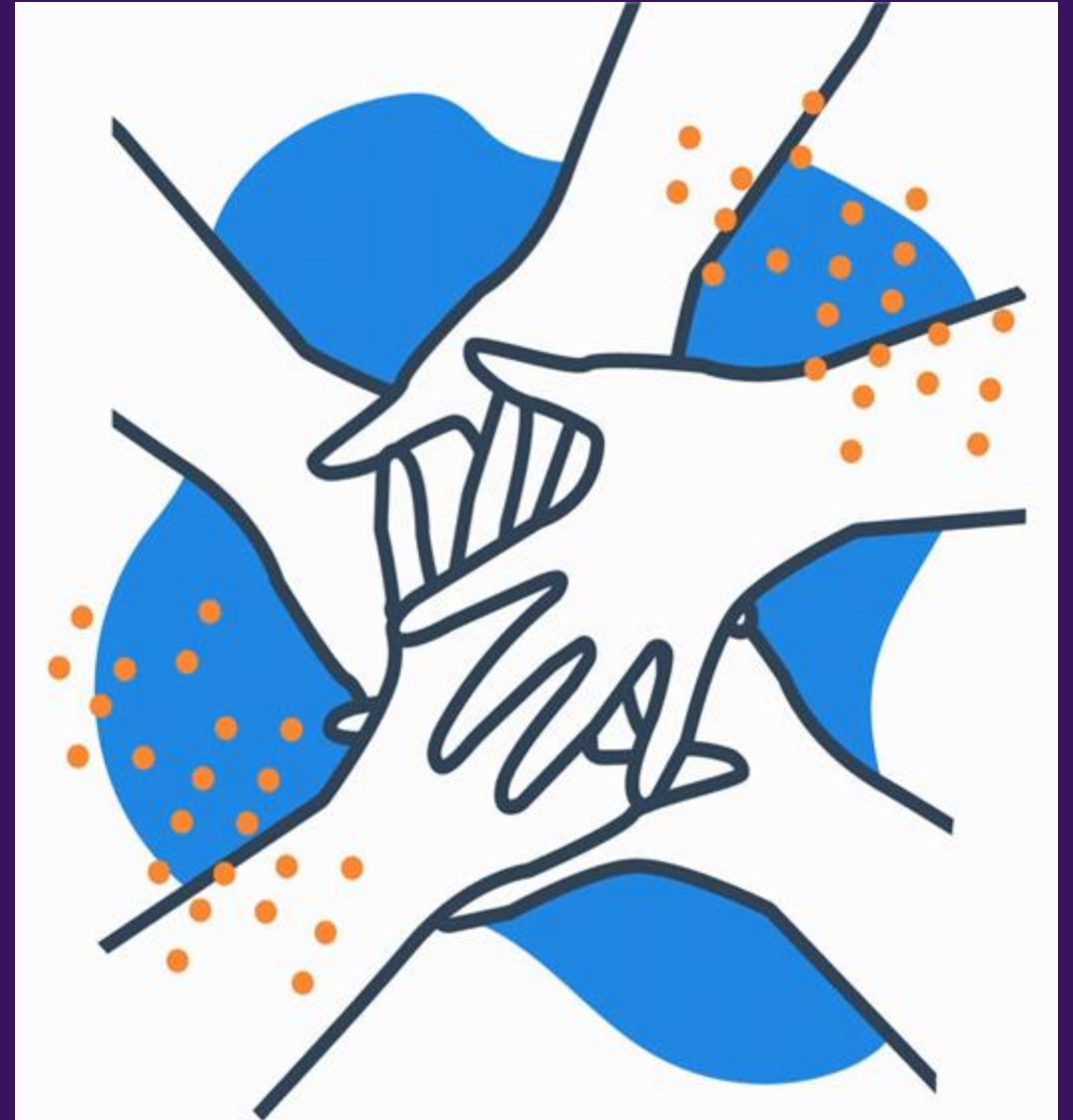
[Matches & Challenges](#)

[Stewarding your Giving Day Donors](#)

[Virtual Engagement](#)

# Key Takeaways

- Complete your profile
- Confirm verification
- Watch for important emails
- Follow social channels & hashtags
- Review past webinars
- Explore the Toolkits

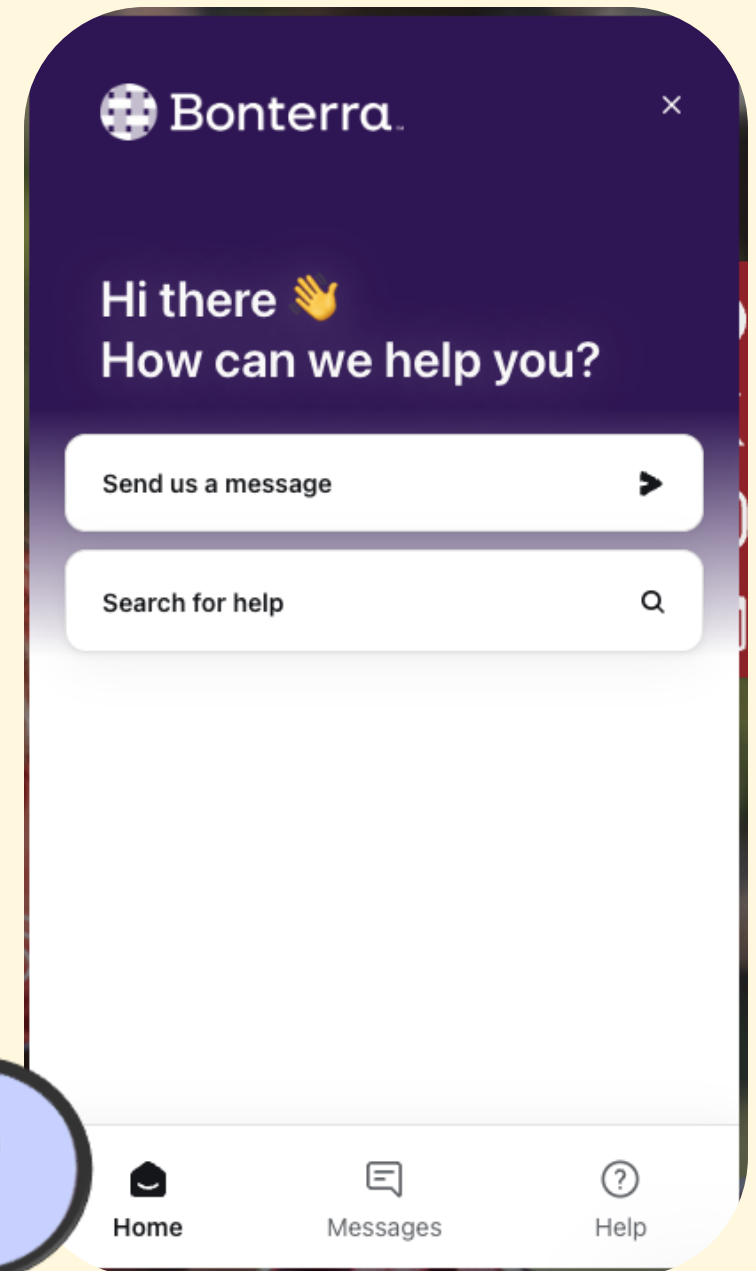


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Chat with our Customer Success Team



# Q&A Time!



# Thank You for Attending!

