Wrapping Up Your Giving Day

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Meet your Trainer...

Nickie Fredenburg

Project Manager

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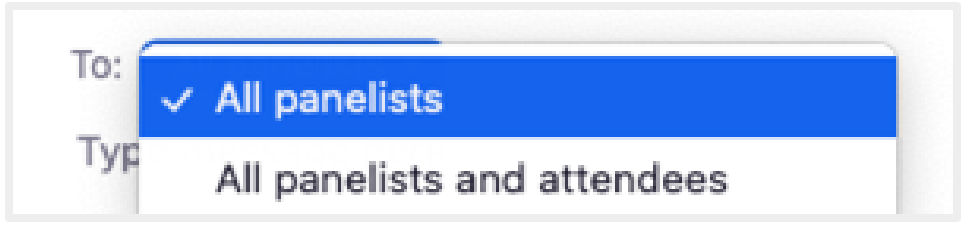
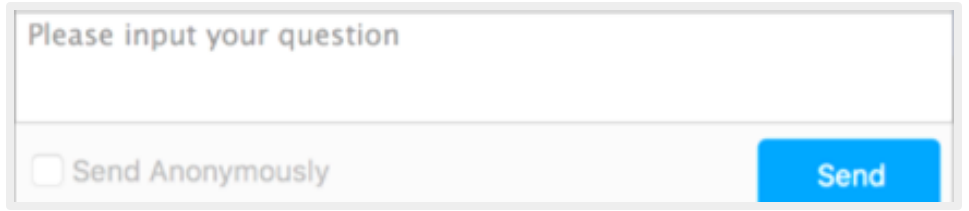
Submit Your Questions

Chat Box



Q&A

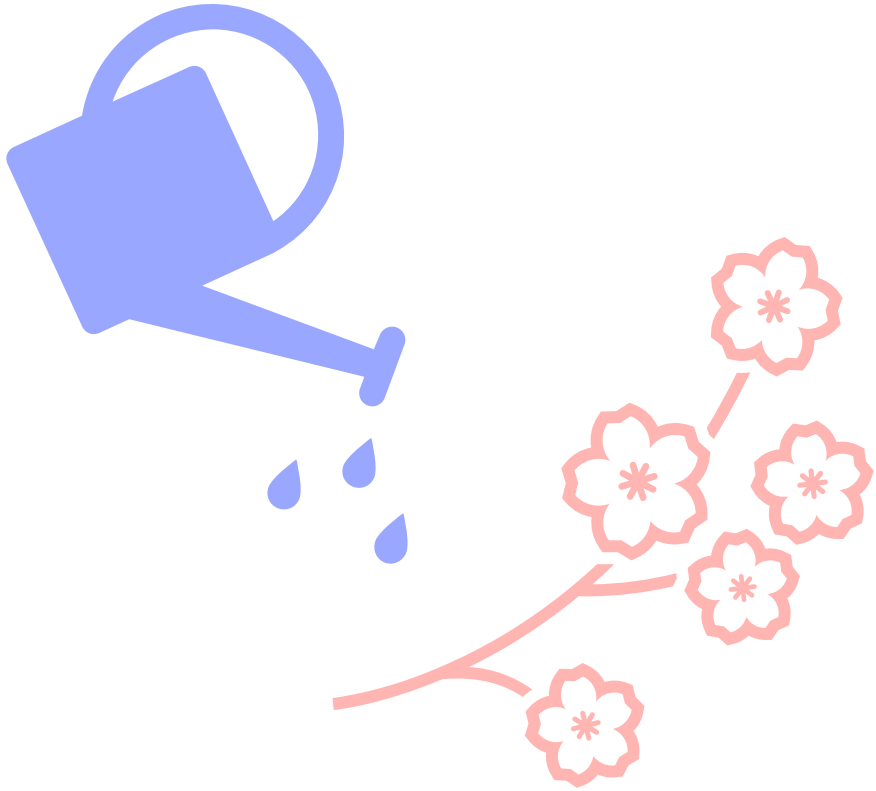


If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

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
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For the greatest good.

Giving Day Support & Resources

Visit our **Help Center**

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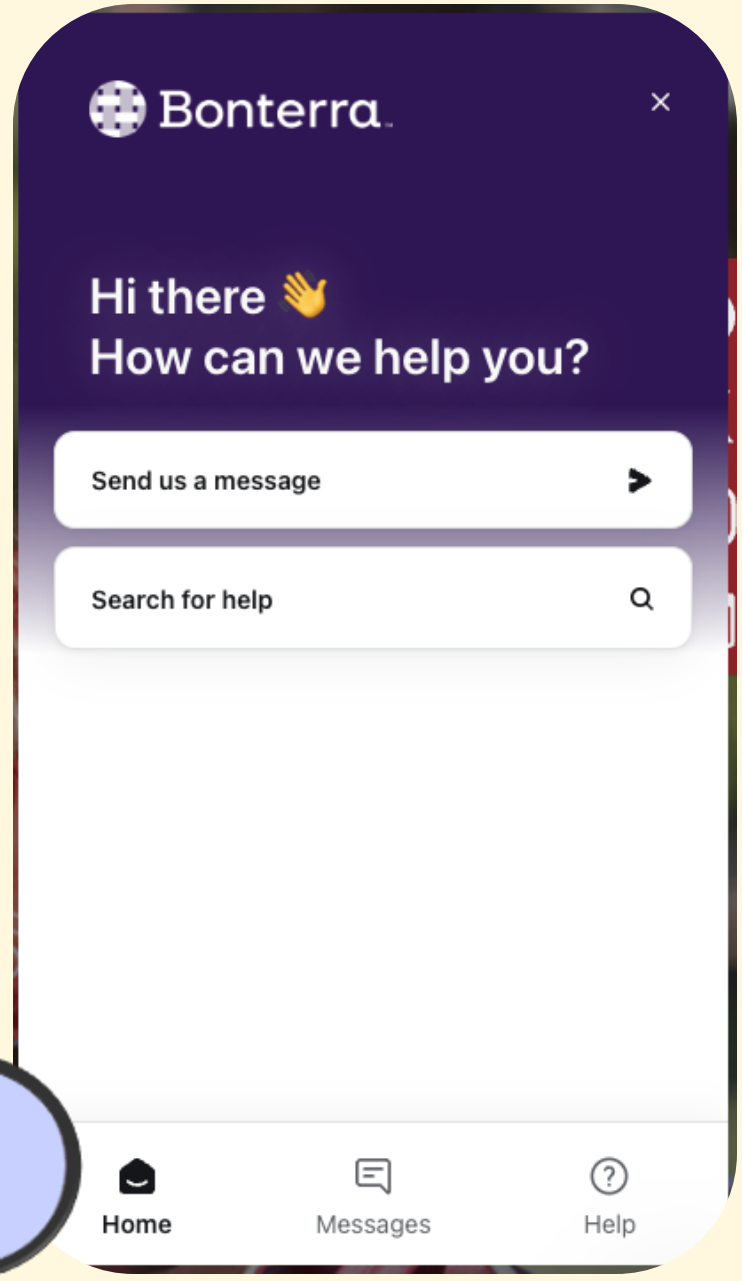
Chat with our Customer Success Team



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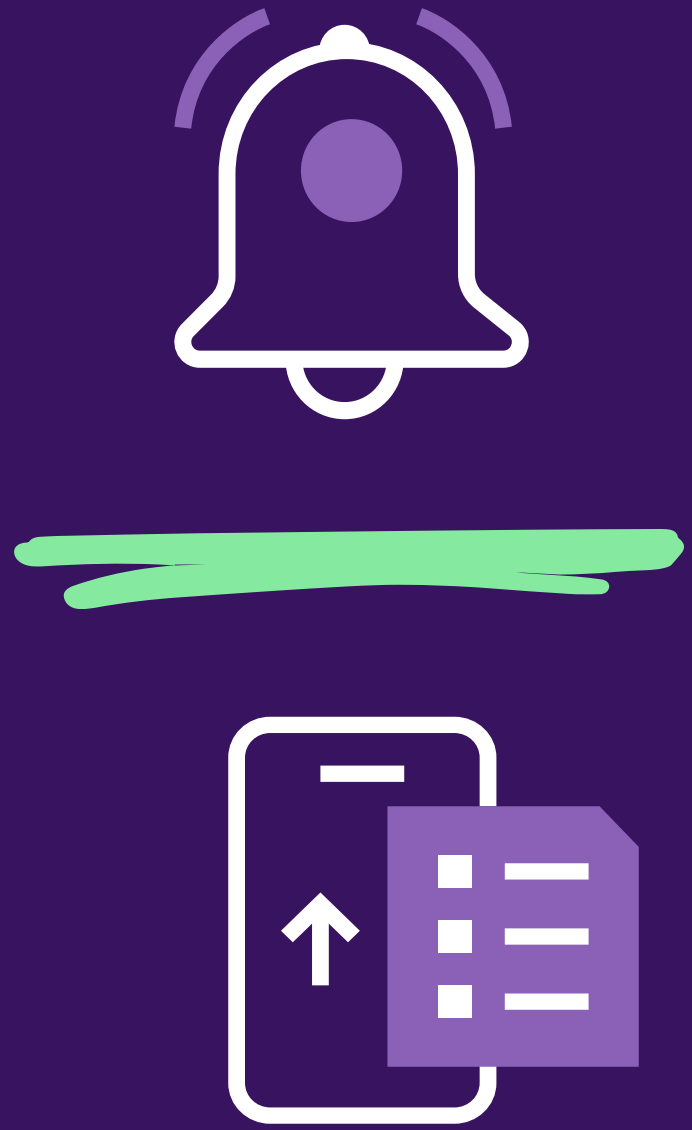
Updates and Reminders

- 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.bonterratech.com/training/givegab



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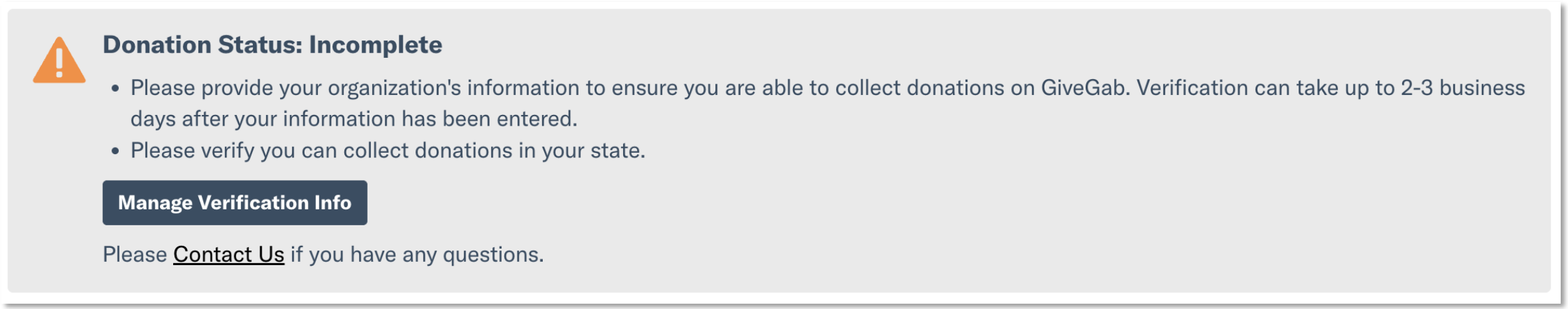
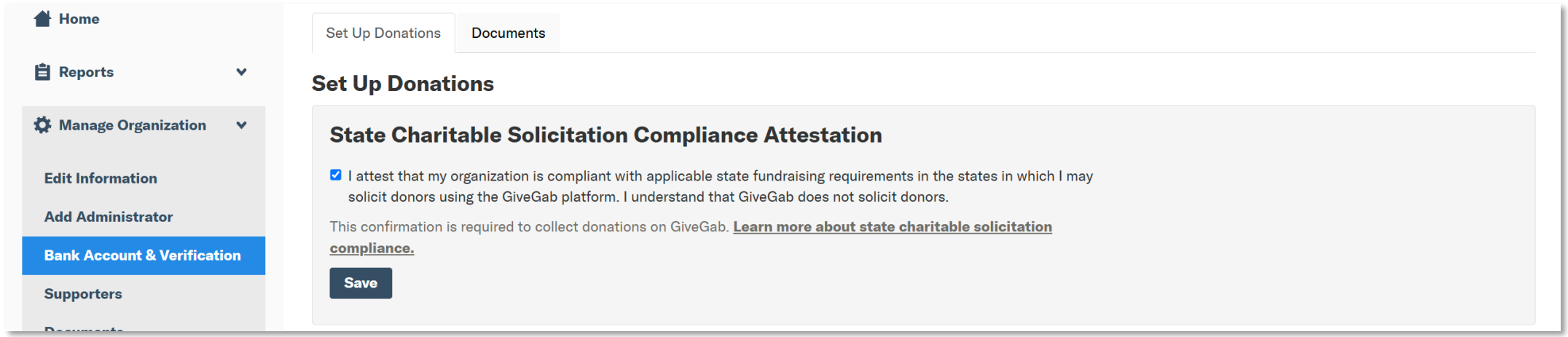
Your Checklist for Success

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

Make sure you are verified to collect donations!





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

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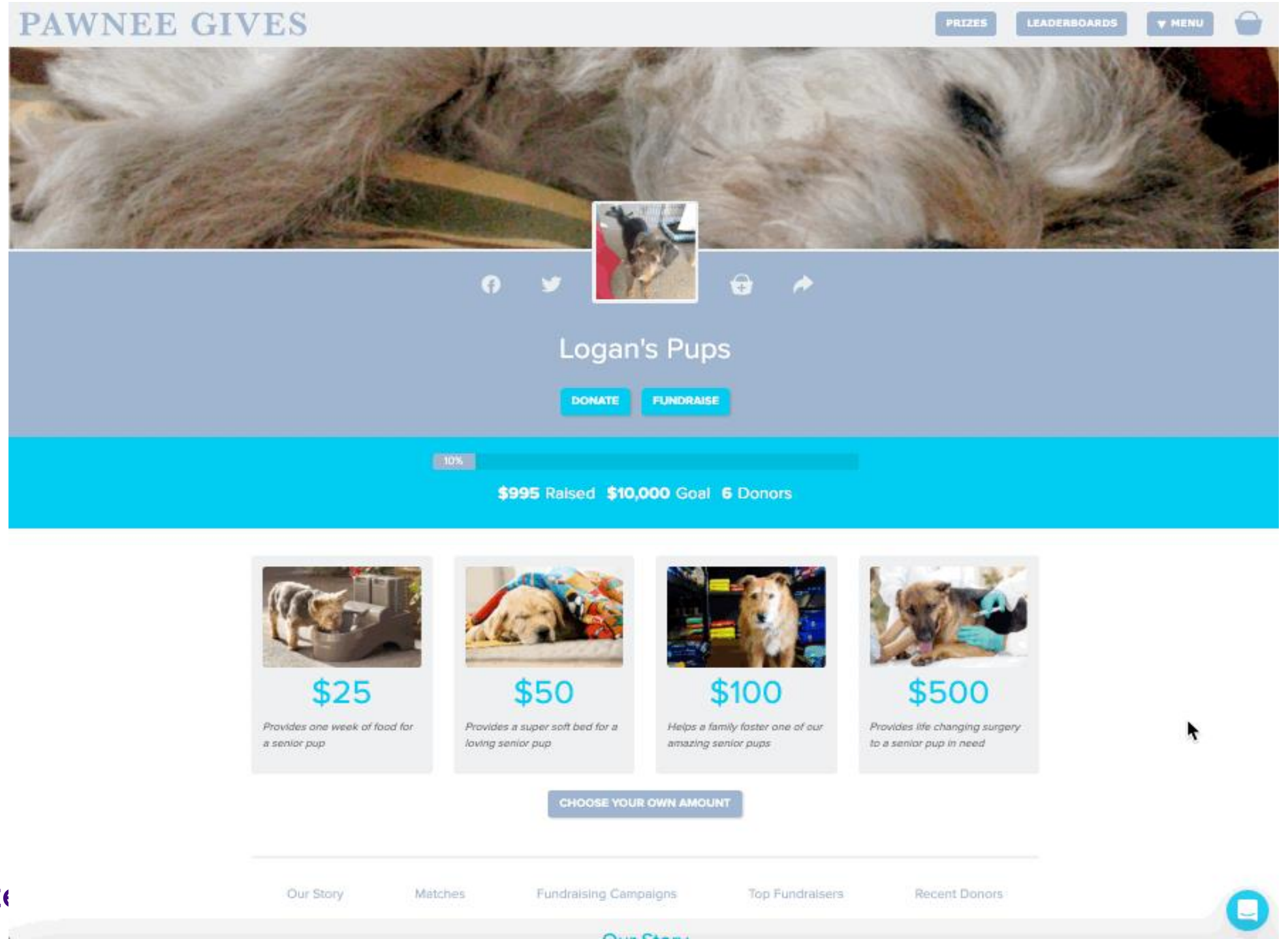
Will you have cash or check donations?

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

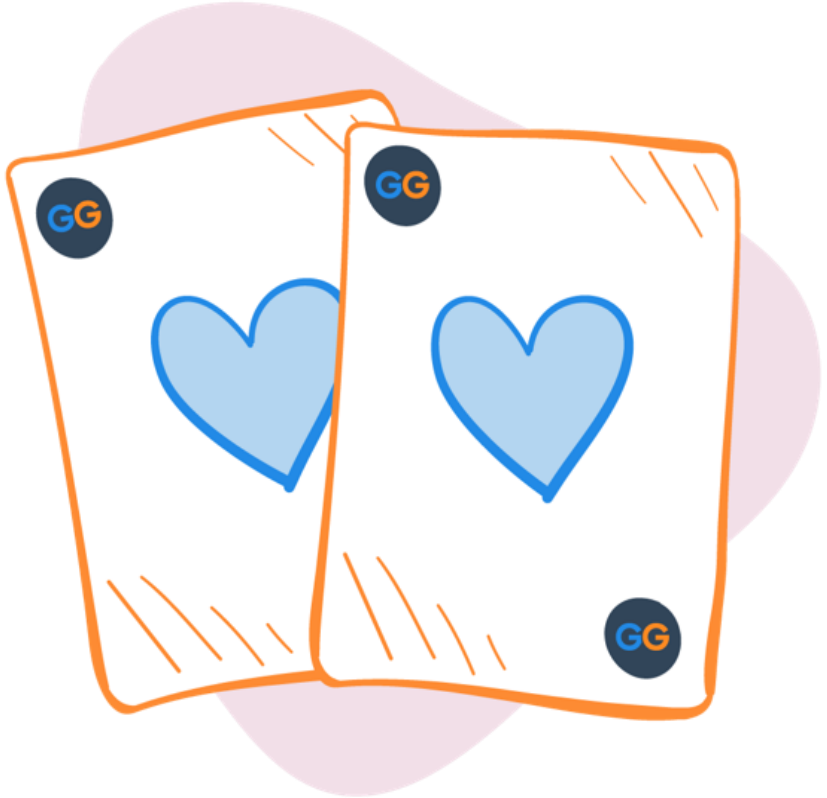
Is your profile complete?

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


PAWNEE GIVES
PRIZES
LEADERBOARDS
MENU
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
Our Story
Matches
Fundraising Campaigns
Top Fundraisers
Recent Donors

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

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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

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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

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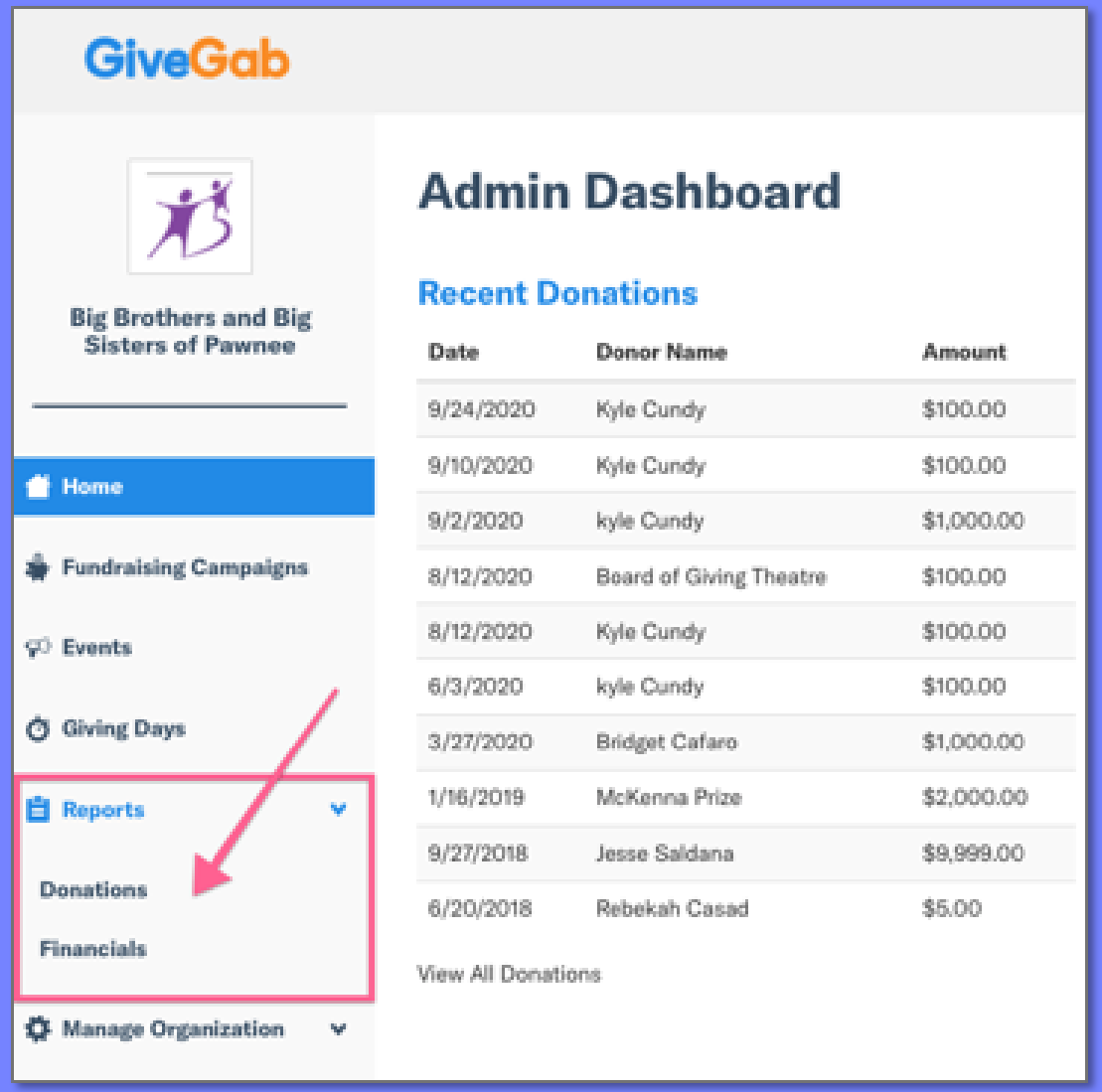
After Your Giving Day – Deposits

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



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

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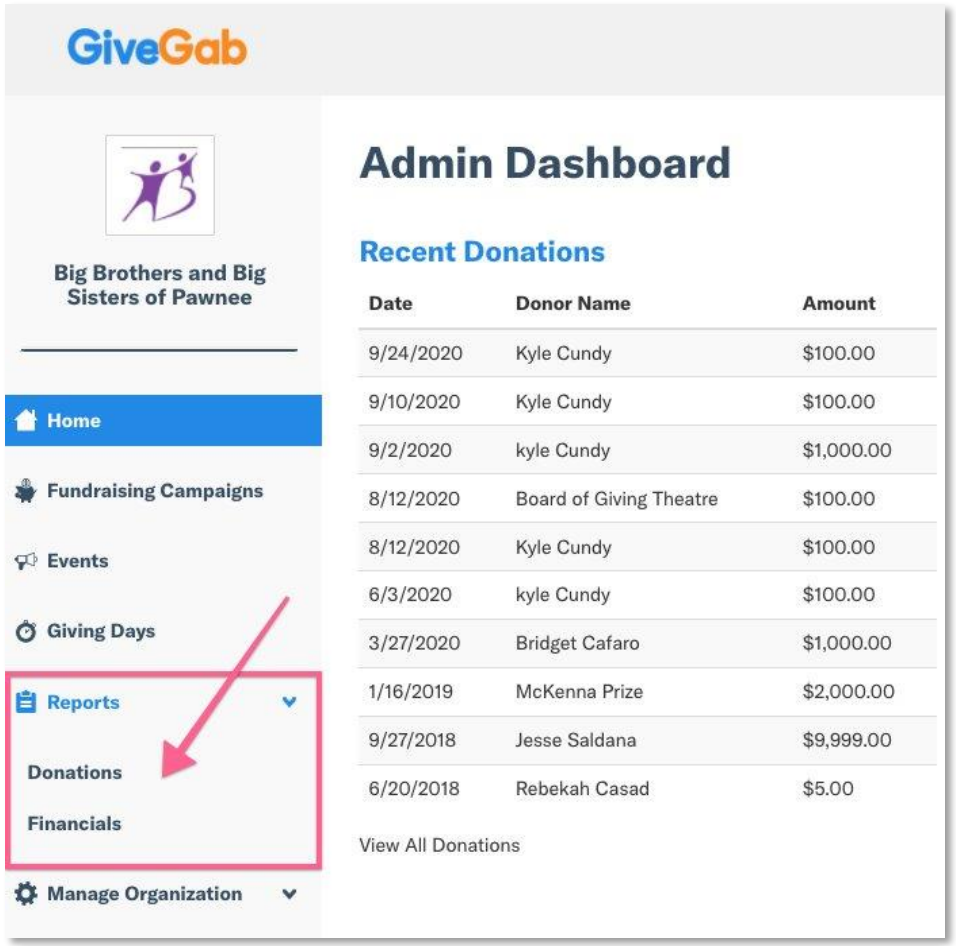
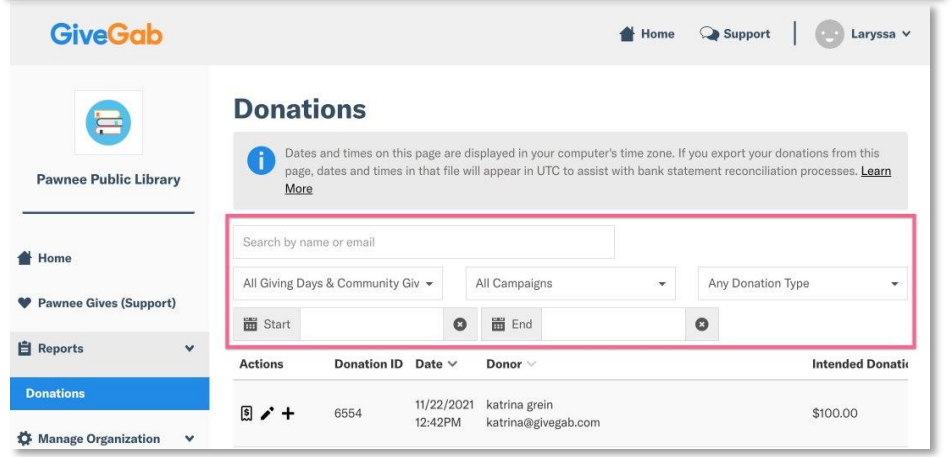
Viewing & Filtering Your Donations

- 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





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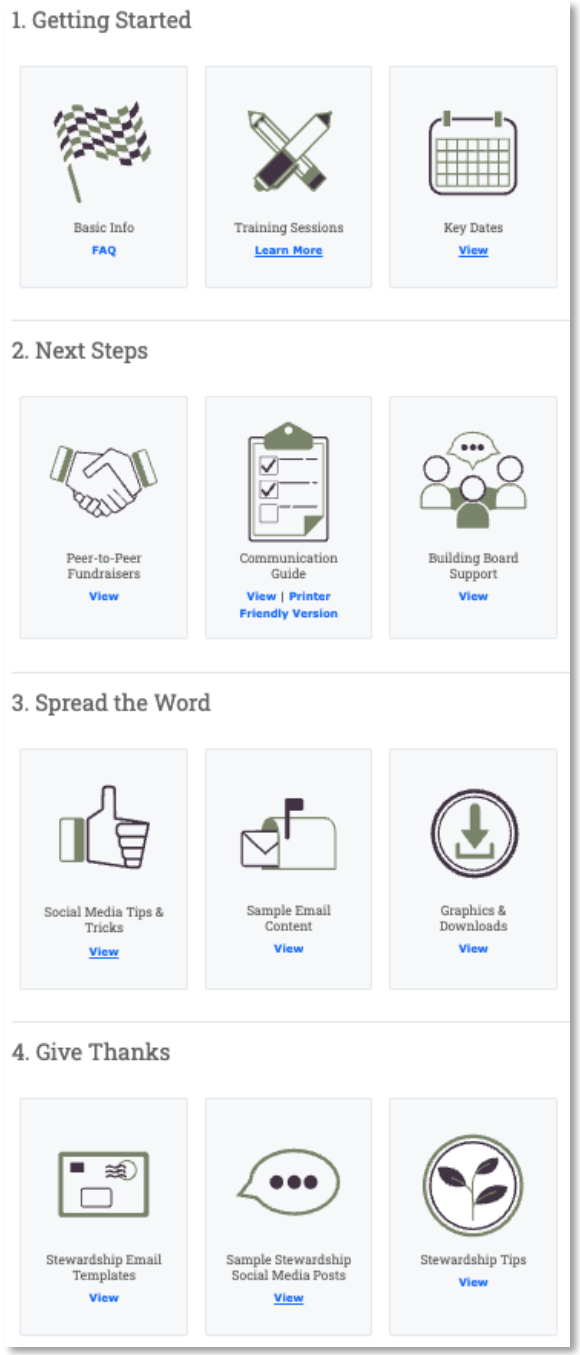
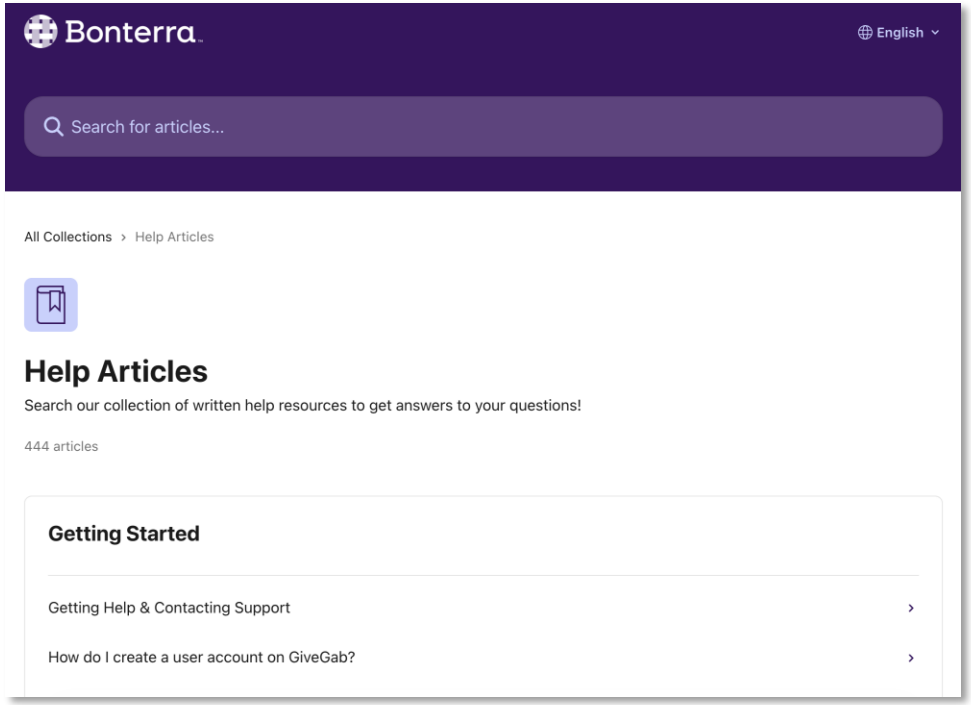
Next Steps

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!





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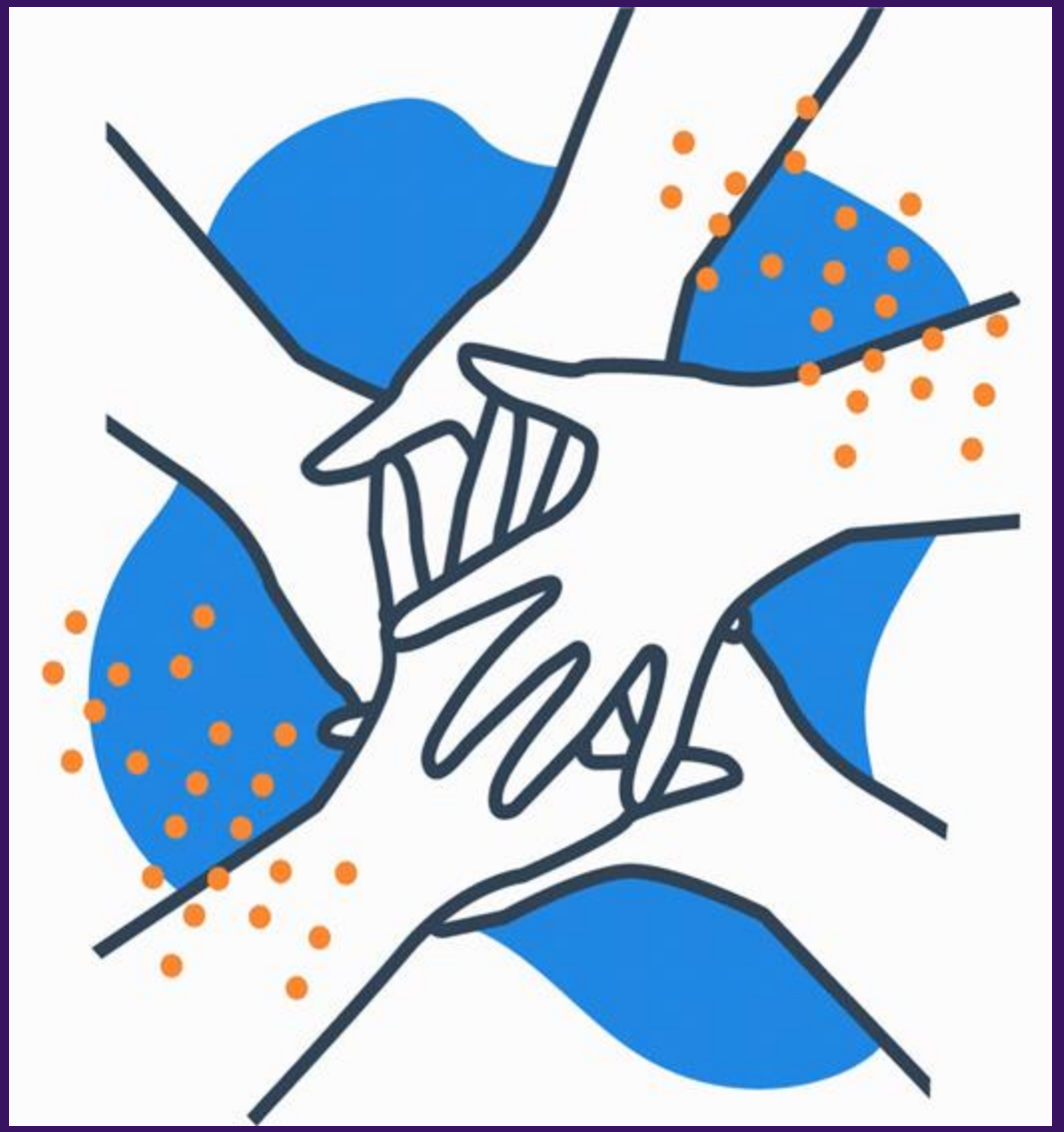
Key Takeaways

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



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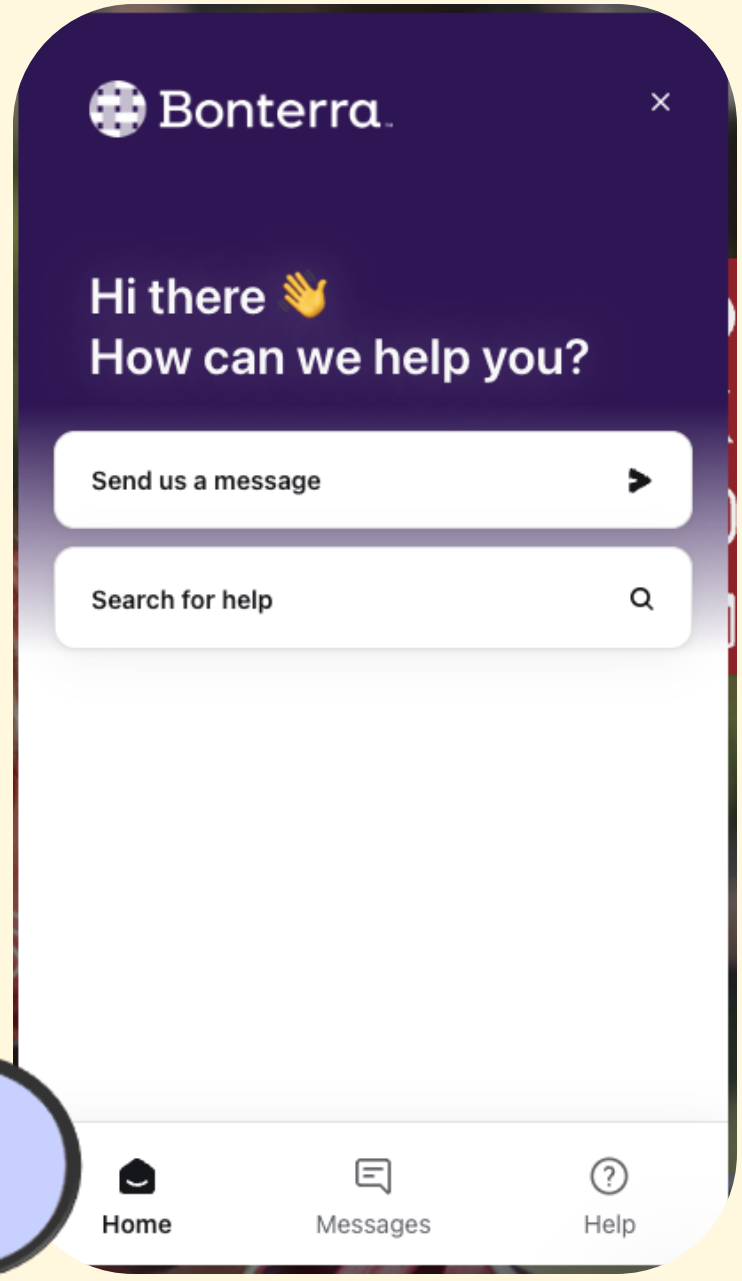

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Q&A Time!

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Thank You for Attending!