

Getting Ready for Abilene Gives 2025

May 6 (8 a.m. to 8 p.m. CST)



Meet the GiveGab Team



Rorey Freeman

Project Manager



Kaitie Branton

Project Manager

Meet the CFA Team



Katie Alford

President/CEO



Emerald Cassidy

Marketing Director



Misti Collier

Donor Relations



Meagan Harris
Rural Grants



Patrick Lewis



Kassidy Nygaard

Local Grants



Michelle Parrish

Grants Director



Dru PruittFinance Administrator



Barbara Richert
Office Administrator



Jennifer Weber
Scholarships

Agenda



Abilene Gives Overview

- Donation Security + Stripe
 Requirements
 - Registration

- Creating Your Profile
 - Next Steps and Q&A

2024 Results

Outcomes & Results

\$2,500,428

Raised

4,018

Donors

174

Organizations

Abilene Gives 2025 Overview

www.abilenegives.org | May 6 (8 a.m. - 8 p.m.)

- Every nonprofit conducts their own unique campaign to market and share with their supporters
- Your marketing efforts + Community Foundation of Abilene Efforts = Exponential visibility
- IRS-recognized nonprofit serving Abilene, Texas and the surrounding area are eligible to participate
- Leaderboards for friendly competition
- Donations open on April 28 (8 a.m. CT) and close on May 8 (12 p.m. CT)

Benefits of Participating



- Learn to 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 + CFA marketing = exponential visibility for all organizations
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives

Donation Security

- Partnered with Stripe PCI Level 1
 Payment Processor for donation processing
- Direct deposit funds within 5-7 business days
- Your banking information is reviewed by Stripe
- Donor credit card information is not revealed or saved in Bonterra
- All participating organizations verified as IRS and state-recognized nonprofits







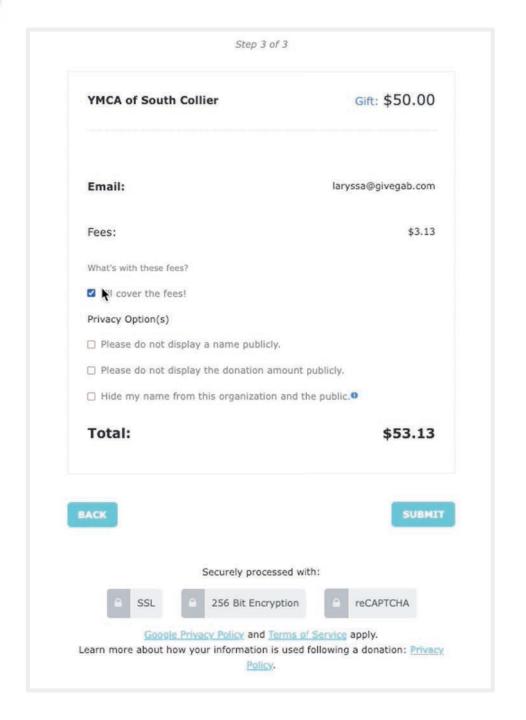
Simple Donation Processing



- All major credit cards accepted
- Log right into your bank to use the Plaid/ACH payment
 - Lower fee rate (3% platform fee +\$3 flat rate fee)
- Quick, easy and fun donation flow
- Securely processed through Stripe
- Chat support available right within the donation form for your supporters!

Transparent Donations

- Credit Card, ACH, Mobile Pay for online transactions
- Donors can cover all fees on behalf of your organization so that 100% of their intended gift goes to your nonprofit



Transparent Donations

Credit Card:

3% Platform Fee

\$0.30 per transaction & 2.5% transaction fee (Stripe)

5.5% + \$0.30

ACH:

3% Platform Fee

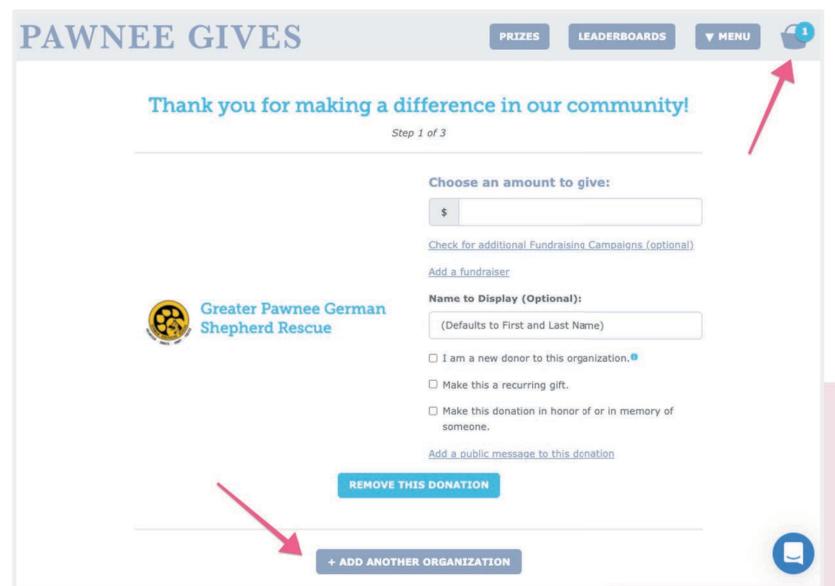
+

\$3.00 flat bank fee

=

3% + \$3.00

*\$100 minimum



The Gift Basket makes it easy for donors to support as many causes as they like!



Instant Donor Delight

- A Thank You email that comes from your organization
- Sent immediately after the gift is made
- Includes your organization's EIN and donation amount to act as a taxdeductible 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

IN: 12-1234567

Designation: Giving Day

Amount: \$10.00

ount. \$10.00

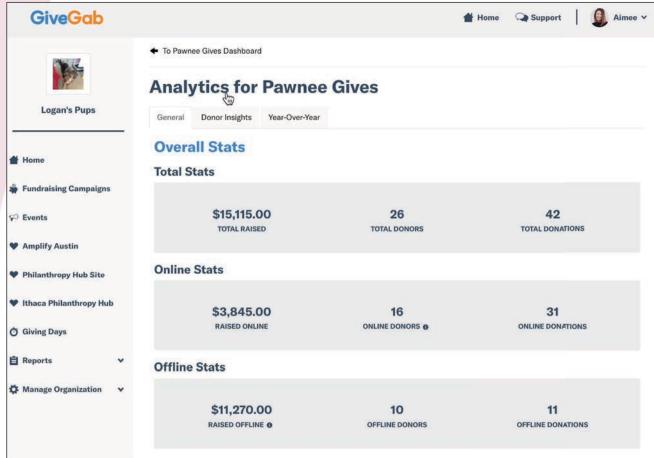
View Your Donations

Giving Day Analytics

Key stats are available for the following data points:

- Donor counts (online, offline, total)
- Donation counts (online, offline, total)
- Average donation size
- Average donations per donor
- New donors
- Fee coverage
- Year-Over-Year comparisons

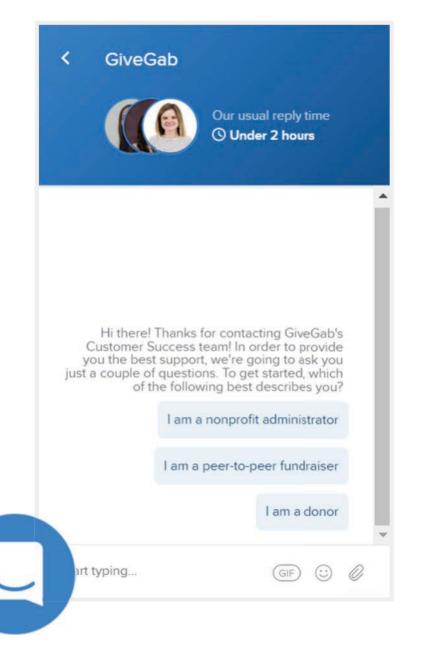






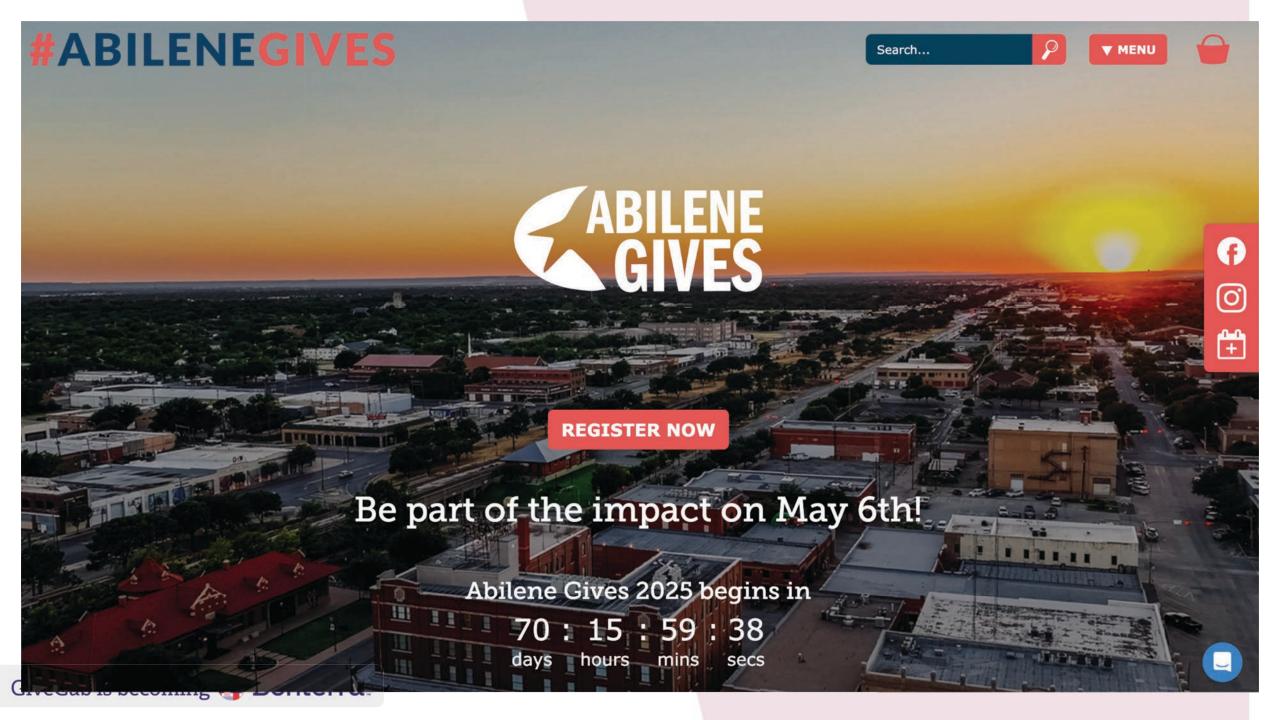
How We Support You

- Visit Our Help Center
 - support.givegab.com
- Check Out Our Blog
 - bonterratech.com/blog
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with our Customer Success Team
 - Look for the little blue chat bubble



Registering for Abilene Gives











Find Your Organization

and participate in Abilene Gives 2025

Search for your organization

Start typing in the box above to find your organization.









Find Your Organization

and participate in Abilene Gives 2025

GiveGab Test Org

×

O Results



No organizations match your search criteria.

Don't see your organization listed?

You can create an organization by clicking the button below.

ADD MY ORGANIZATION



Abilene Gives 2025

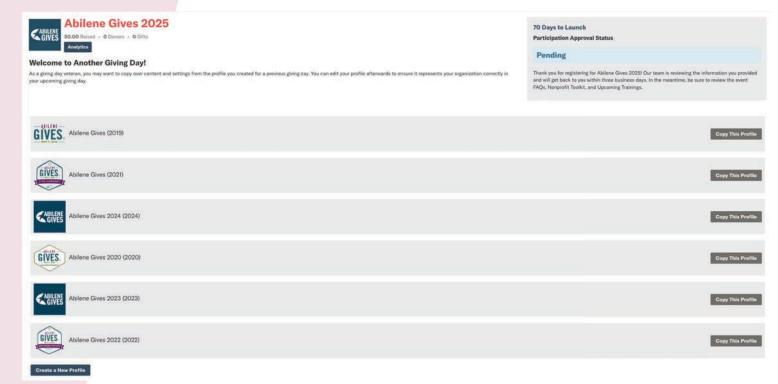
Registration Type	
○ Early Bird Registration \$75.00	
Regular Registration \$100.00	
○ Late Registration \$150.00	
Do you have a coupon code?	
Did you participate last year? * required	d
Please select one choice.	
	· · · · · · · · · · · · · · · · · · ·
If Yes, why did you decide to participate	
	e again for 2025?
If Yes, why did you decide to participate If No, why did you decide to participate	e again for 2025?
	e again for 2025? e this year?



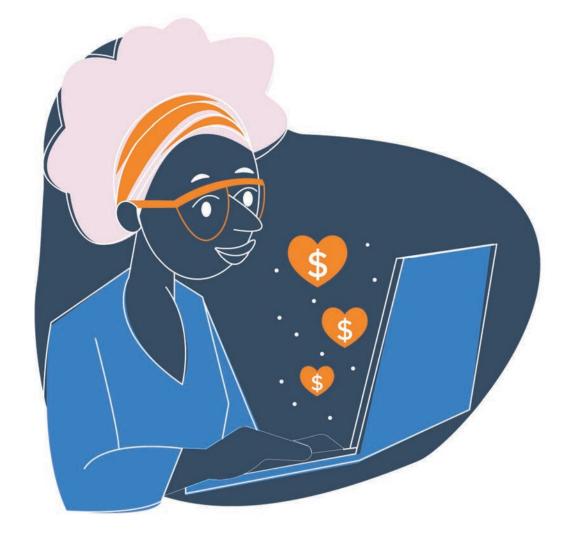
- Regular registration is open now until March 31
- Late registration is open from 4/1 - 4/14

Returning? Copy Your Profile

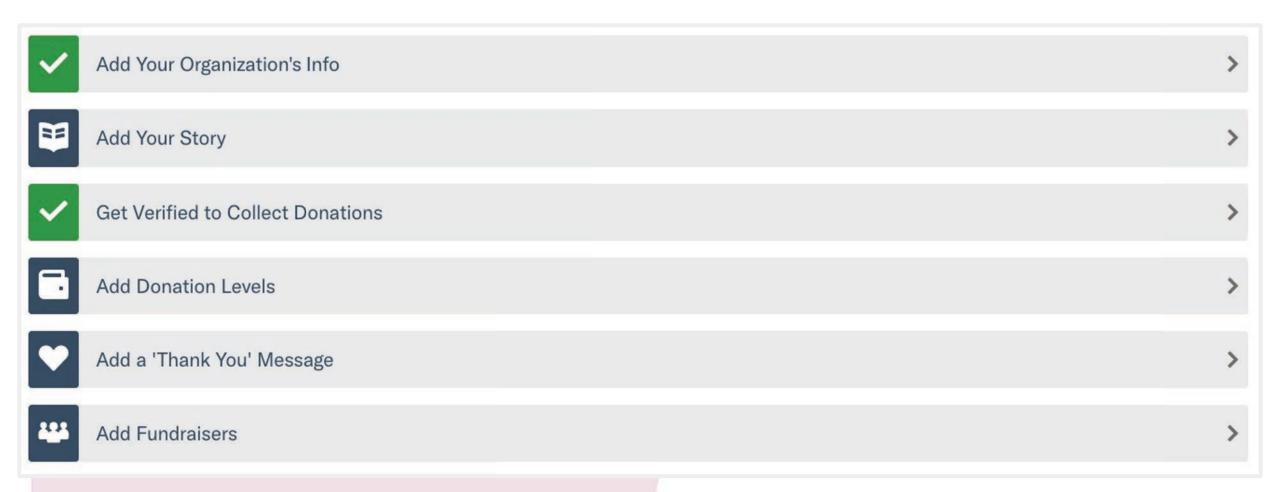
- Don't forget to review and update your profile!
- Existing bank information will carry over
 - Double check that your bank account, org rep and admins on your profile are up to date!
 - Confirm there are no outstanding requirements from Stripe



Completing Your Profile



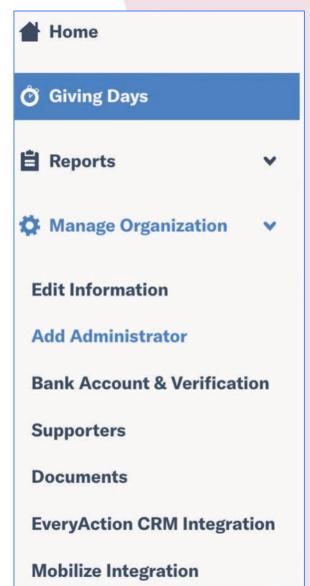
Your Giving Day Dashboard

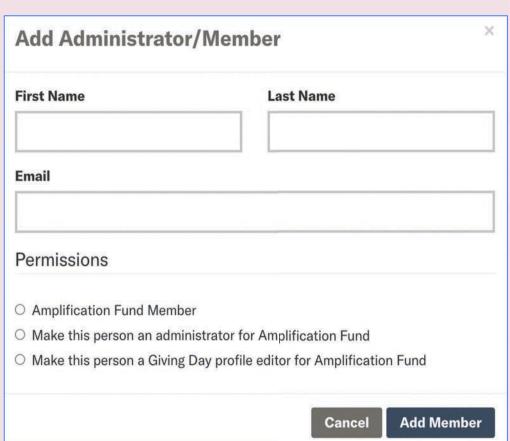


GiveGab is becoming • Bonterra

Adding Profile Admins

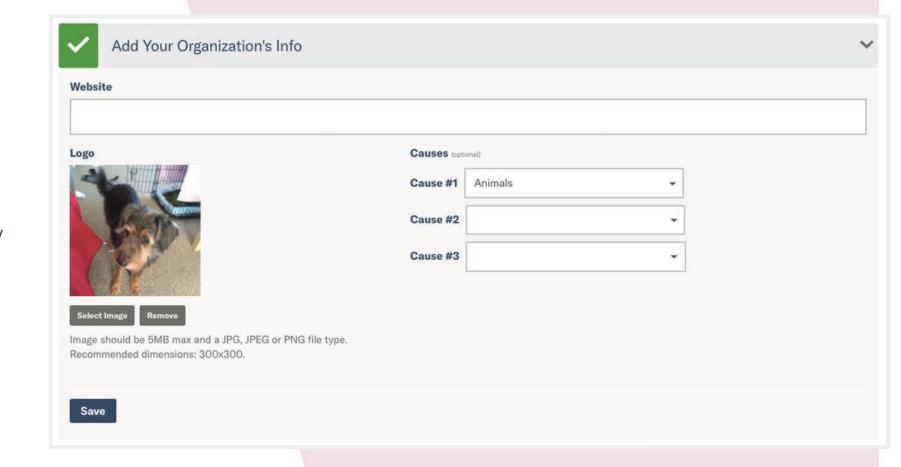
- You can provide other members of your team with access to edit your profile.
- There are 2 levels of access:
 - Ignore "Fund Member"
 - o 1) Admin
 - o 2) Profile editor





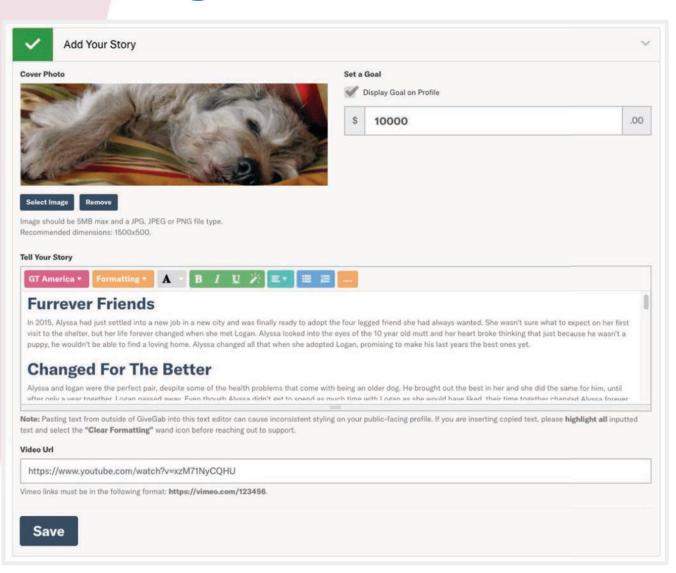
Basic Info

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



Curate Your Story

- Add a cover photo
- Set a monetary goal
- Tell the story of your
 organization's participation
 in the giving day through
 words and visuals



Get Verified

- State Attestation Compliance
- Basic information about your organization
- Banking information for your organization
- Organization Representative information
- This is separate from your
 "application" process to participate
- Pro Tip: Don't wait to complete
 this information. It can take at least
 several days, and in some instances
 more



Get Verified

Complete Your Verification

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. <u>Learn more about state charitable solicitation</u> <u>compliance.</u>

Save

IRS Verification

If you complete the Payment Processor Verification below, you do not need to submit this IRS Verification section.

EIN/Tax ID

Please enter the 9 digits without the dash.

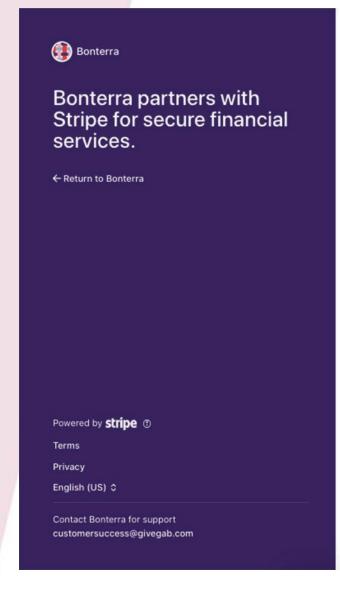
Don't have your EIN? Search here.

Save

Payment Processor Verification

Verify Your Organization

Get Verified



Tell us more about your business

Stripe collects this information to better serve your business and help meet the requirements of regulators, financial partners, and our Services Agreement.

Legal business name

Company

The combination of your name and Employer Identification Number (EIN) must exactly match the one listed on your IRS documents (e.g., Letter 147C or SS-4 Confirmation letter), including capitalization and punctuation.

Employer Identification Number (EIN)

12-3456789

If you use your Social Security number for business tax purposes, you can enter that instead. If you are uncertain about which Tax ID guidelines are best for your organization, please refer to this support article.

Doing business as Optional

The operating name of your company, if it's different than the legal name.

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Stripe Requirements





Edit Information

Add Administrator

Bank Account & Verification

Supporters

Documents

EveryAction CRM Integration

Mobilize Integration

- Check your bank account verification status and ensure there are no outstanding requirements from Stripe
- On the left-hand side of your profile, click "Bank Account & Verification"
- Scroll to the bottom of the page to "Manage Payments Verification" and make sure you see the following:

Manage Payments Verification

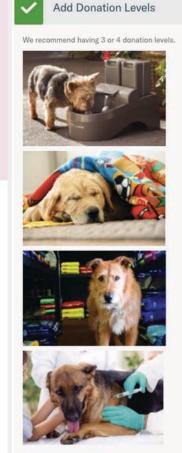
Payments: Enabled

Payouts: Enabled

You have no outstanding requirements.



Suggest Donation Levels



\$25.00

Provides one week of food for a senior pup

Edit Remove

\$50.00

Provides a super soft bed for a loving senior pup

Edit Remov

\$100.00

Helps a family foster one of our amazing senior pups

Edit Remove

\$500.00

Provides life changing surgery to a senior pup in need

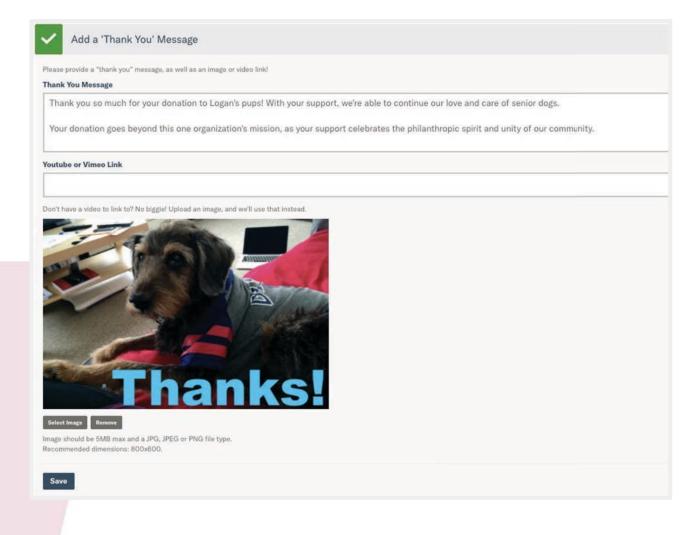
Edit Remove

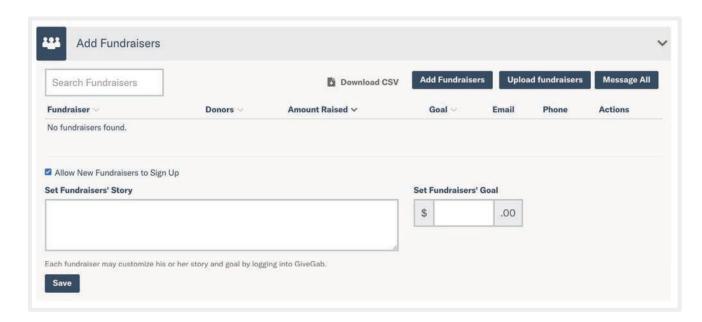
Add Donation Level

- Custom amounts
- Unique descriptions
- Optional photos
- Unlimited Levels
- Pro Tip: Using custom amounts to represent your organization, like a tangible good or service, further connects the donor to your goal

Personalized Gratitude

- Add your own message
- Include a photo or video for more personal stewardship!
- Sent immediately to your donors when they complete their gift
- Donors can reply to that email and contact you directly



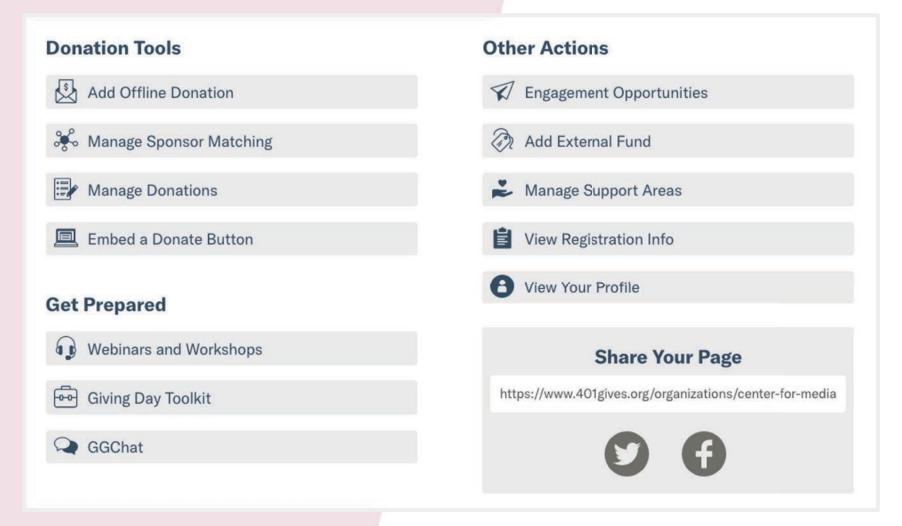


Invite Your Fundraisers

- Ask supporters to reach out to their networks on your behalf
- Each fundraiser creates their own page to collect donations. Their totals roll up into your totals!
- Easily manage their pages
- Pro Tip: Watch the <u>Peer-to-Peer</u>
 <u>Fundraising Training Video</u>



Key Dashboard Tools



Share Your Profile

- Preview your profile along the way
- Share this link with your supporters
- Post directly to Twitter and Facebook from your dashboard

Other Actions



Engagement Opportunities



Add External Fund



Manage Support Areas



View Registration Info



View Your Profile

Share Your Page

https://giving-days-preprod.herokuapp.com/organizations/la





Your Nonprofit Toolkit

The Nonprofit Toolkit has valuable resources for all your Abilene Gives needs.

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



Your Next Steps



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
- Abilene Gives may not be the right fit for all of your donors - that's okay!

Your Next Steps

What to work on over the next few months:

- Follow the Community Foundation of Abilene on Social Media and use hashtag #AbileneGives when posting about the giving day
- Watch your inbox for important emails
- Meet internally to discuss goals
- Explore the Nonprofit Toolkit and Trainings page
- Register for our Matches/P2P Fundraising webinar on April 4 at 10 a.m. CST



Questions?



May 6, 2025 (8 a.m. - 8 p.m.)



GIVING DAY DETAILS

- Tuesday, May 6
- 8 a.m. to 8 p.m. CST
- abilenegives.org

Early giving begins Monday, April 28.



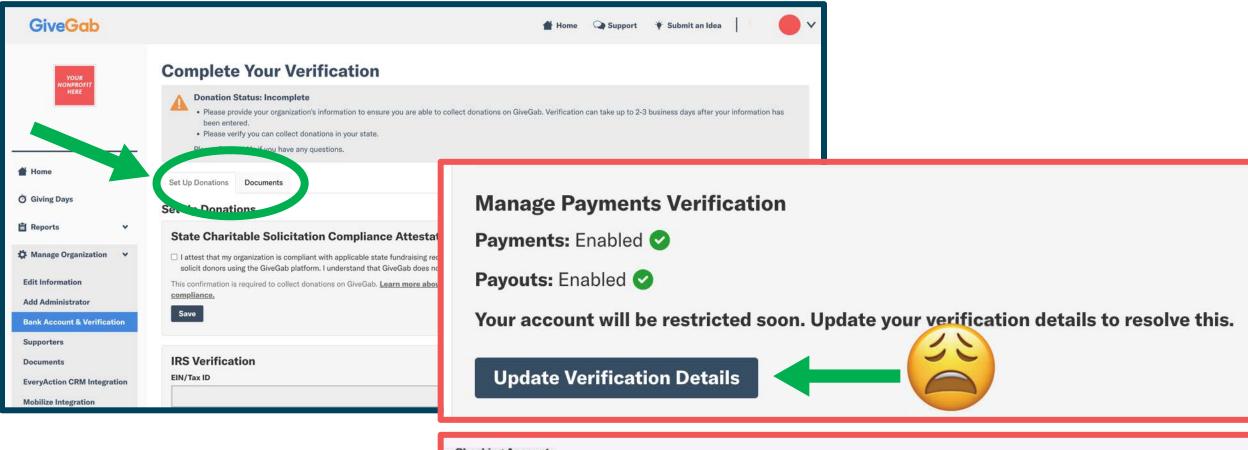
REGISTRATION

I have to register with Stripe? Yes, and here's why:



- Allows the NPO to accept online donations directly
- Funds are sent directly to the NPO's bank account







Checking Account:

Routing Number:

Once your bank account information has been submitted, only the organization representative can request a change be made. If you need to update any of this information, contact us!

Please note: Donation payouts will show up as "BonterraTech.com" on your bank account statement.

Manage Payments Verification

Payments: Enabled 🕝

Payouts: Enabled 🔮

You have no outstanding requirements.

0000, TAG ME!

- Connect with the giving day through social media
 - RSVP for the official event
 - Use the "@ mention" to tag the Foundation
 - Use the hashtag, #AbileneGives
 - There is NO profile for Abilene Gives



EMERALD CASSIDYMarketing & Communications Director

Create post





Emerald Cassidy

♣ Friends ▼

@Community Foundation of



Community Foundation of Abilene

Page · 3.8K followers



Community Foundation of North Louisiana

Page · 5.7K followers



Community Foundation of Middle Tennessee 🧇

Page · 20K followers



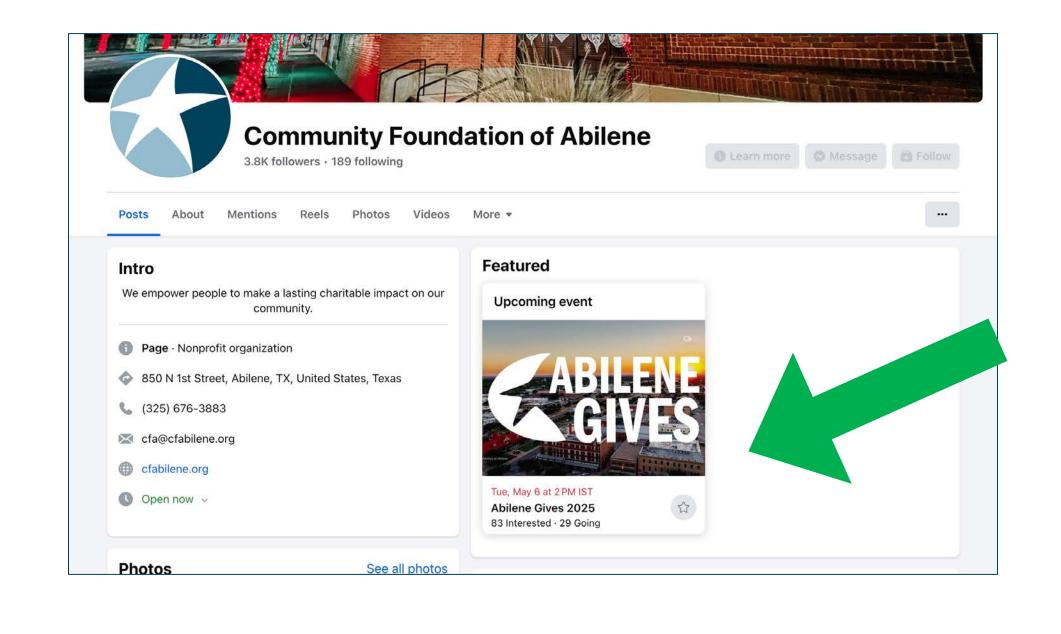
Community Foundation of Sarasota County 🧇

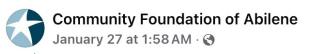
Page · 11K followers



Community Foundation of West Texas

Dago 19K followers





Sor will be celebrating their "hundredth day" of school this week. At the Foundation, we'll rown countdown, too... 100 days to Abilene Gives 2025!

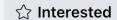
nonprint, follow the hows at abilenegives.org. Early bird registration begins tomorrow, Jan. 27. #AbileneGives



Tue, May 6 at 2 PM IST

Abilene Gives 2025

Community Foundation of Abilene Causes · 112 people



OUR TEAM



EMERALD CASSIDY *Marketing & Communications*



MISTI COLLIER
Donor Relations Director



MEAGAN HARRISRural Grantmaking



PATRICK LEWIS
Chief Financial Officer



KASSIDY NYGAARD Local Grantmaking



MICHELLE PARRISH
Grants Director



DRU PRUITTFinance Administrator



BARBARA RICHERT Office Administrator



JENNIFER WEBER Scholarship Director



ELIANNA KINCHELOE Intern

ADD TO CART.

 Shop official "Abilene Gives" merch from the online store hosted by Lone Star Dry Goods.





ADD TO CART.

Specs

- Cost: \$20 ea
- Brand: Bella+Canvas
- Sizes: youth and adult available

abilenegives.org/info/store



YOUR NEXT STEPS

- Subscribe to our email newsletters
- Register to participate in the giving day
 - \$100 Through March 31
 - \$150 April 1-9
- Complete giving day profile



YOUR NEXT STEPS

- Access resources like nonprofit toolkit
- Build a campaign unique to your NPO
 - Digital
 - Print
 - Video

YOUR NEXT STEPS

- Register for upcoming trainings
 - April 4
 - Matches: Host site for virtual training where you'll hear from GiveGab; CFA team available for Q&A

SAVE THE DATE

- May 6
 - Pep Rally

8 a.m. Doors open

8:30 a.m. Presentation begins

Breakfast (and caffeine) of champions.

Sponsored by First Financial Bank & Trust. Hosted at...



SAVE THE DATE

- May 6
 - Pep Rally

Bring your posters and signs.

Wear your nonprofit merch.

Let's celebrate!

bit.ly/AG25PepRally



QUESTIONS?

