



Give8/28

2024: Getting Started



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Agenda

- Giving Event Benefits
- Give 8/28 Event Overview
- Getting Started & Platform Demo
- Event Resources
- Support
- Q&A

Give8/28 About For Nonprofits For Supporters Upcoming Events Fundraise Search Log in



Support Black-Led & Benefiting Nonprofits
August 28th, 8am - midnight ET

Join the *ONLY* giving day dedicated to giving back to Black nonprofits!



2024 marks the seventh year the Young, Black & Giving Back Institute (YBGB) will promote financial giving for Black-led and Black-benefiting nonprofits! The giving begins on August 28th at 8am ET. Early giving starts at 8am ET on August 26th.

Black-led and Black-benefiting organizations serve as essential first responders to community crises and deserve comprehensive support to unlock their full potential!

REGISTER TODAY

?



The Basics

Benefits, Overview
& Registration

Benefits of Participating

- Raise funds within a short timeframe
- Integrate the event into your annual giving campaigns
- Educate the public about your nonprofit and mission
- Find and cultivate new donors
- Engage sponsors, community partners, peer-to-peer fundraisers, and more
- Activate your supporters to leverage their networks on your behalf (they email to their networks, post on their social media)
- Reinvigorate lapsed donors
- Learn and grow your fundraising knowledge to carry you through the year
- Continue to get exposure on the giving website through the year

Give8/28



Event Basics

- ★ www.give828.org
- ★ Give 8/28 is hosted by the Young, Black & Giving Back Institute
- ★ Live Event: August 28 from 8am - 11:59pm ET
- ★ Early Giving: Starts on Monday, August 26th, 8am ET
- ★ Registration is required to participate
- ★ **Participation Eligibility:** Any black-led and black-benefiting organization with tax-exempt status is invited to participate in Give 8/28. Black-led social change is defined by The Association of Black Foundation Executives (ABFE), and supported by YBGB, as those organizations with a predominantly Black board and executive leadership, staff leadership and constituents — if relevant — and whose primary organizational purpose is to work to build the political, economic and/or social power of the Black community. So, “Black-led” is about the demographic makeup and racial identity of the leadership as well as a political purpose of building power to ensure that the Black community thrives. For Give 8/28 this means at least 50% of the staff AND Board of Directors MUST be Black. Black includes those of direct African descent- American, African, LatinX, Caribbean, etc.
- ★ ***Prize details coming soon!***

What does my organization need to do?

- ★ **Register & be approved to participate by August 9th**
- ★ Fill out & update your organization profile page
 - Add photos, videos, a strong call to action!
- ★ Access the nonprofit toolkit for additional support
 - Templated emails and other tools
- ★ Plan your campaign!!
 - What are your goals? What is your message?
 - Broadcast your campaign's message using existing communication networks & social media
 - Secure matching grants to entice donors
 - Recruit individuals to be peer-to-peer fundraisers
- ★ Think outside the box, be engaged, try something new and have fun :)



Accessing Your Page

How to Login &
Register

Accessing your organization page

To access the organizations you are an admin of you will need to login to your user profile through Give828.org

Give8/28 About For Nonprofits For Supporters Upcoming Events Fundraise Search Log in

Seventh Annual
Give8/28
...Because Black Giving is Magic!

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REGISTER TODAY

Log in or sign up

Use Google

Use Facebook

OR

Email

Continue

Once logged in, you will see the organizations you are an admin of in the dropdown menu under your name.

Fundraise Search Shermena

Organization

African American Policy Forum

Shermena

Managed causes

Donation history

Account settings

Log out

Note: If you are a new nonprofit (or a new admin), once you've been approved to register you can request admin access to your organization profile while registering for the event with our all-in-one registration form. Mightycause's support team will review/approve your admin request.



Register Your Organization

- There is a participation fee of \$25
- A short form will grant you access to your page and register your organization
- **New participants** Please fill out the eligibility questionnaire first
- **Previous participants** If you participated in the past 2 year and still meet the Terms of Participation you may register. If you participated more than 2 years ago you must re-fill out the eligibility questionnaire before registering.
 - YBGB team will process your verification within 72 hours and notify you once you are eligible to register your organization.

★ You must register & be approved to participate by August 9th

Registration

Thank you for your interest in Give 8/28!

This registration form is **ONLY** for verified organizations. **FIRST TIME PARTICIPANTS**, use the drop down immediately below- **DO NOT REGISTER**.

Registration deadline is August 9th, 2024.

For NEW Participants

For Verified Nonprofits (2022 or 2023 event participants only)

For Previous Participants

Terms of Participation

The Association of Black Foundation Executives (ABFE) de leadership, staff leadership, and constituents – if relevant of the Black community. So, “Black-led” is about the demo ensure that the Black community thrives.

To participate in Give 8/28, we require that at least 50%

**Give 8/28 2024
Registration Form**

To begin registration, please select your organization.

Enter organization name or EIN

Select from your organizations

Mightycause Foundation

Select

Can't find your organization? [Create it now.](#)





Getting Started

Platform Walkthrough



Resources & Support

Use Give 8/28 Resources

- **Access the Nonprofit Toolkit**
 - Step-by-step instructions for building a great campaign
 - Timelines, tips, and templates to make participating in Give 8/28 as easy as possible
 - Platform Basics & 6 Steps for Success!

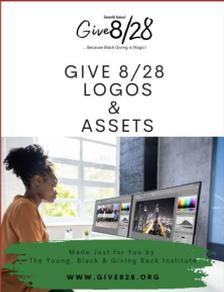
- Review on-demand trainings
- Review FAQs
- Onboarding Emails - tips and to-dos
- Gear Up Emails - 6 emails leading up to the live event

Download the Give 8/28 Toolkits

Click on the toolkit image below to open the PDF and social media graphics folder.



2024
NONPROFIT
TOOLKIT



GIVE 8/28
LOGOS
&
ASSETS

Platform Basics

- [How Do I Access My Organization's Account and Dashboard?](#)
- [Managing & Adding Offline Gifts](#)
- [Managing and Reviewing Disbursement Settings](#)
- [Adding and Removing Organization Admins](#)
- [Customizing Your Organization Profile URL](#)
- [How to Add Alternative Search Names for Your Organization](#)

WE ARE HERE TO HELP

Fundraising Platform Support

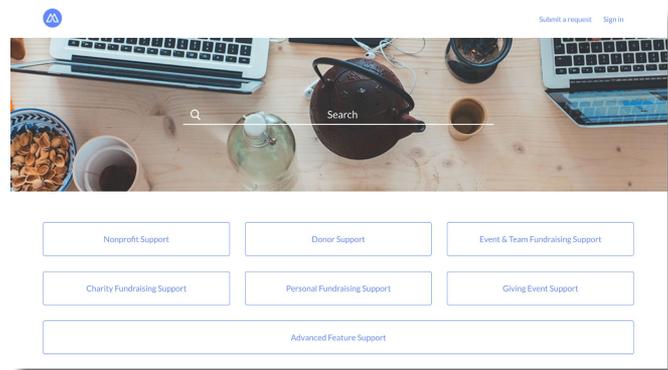
Online Support Library

- [Support.mightycause.com](https://support.mightycause.com)
- mightycause.com/guide

Technical questions

- Email the Mightycause Support Team
- Monday - Friday, 9am - 5pm ET

>> support@mightycause.com





**Happy
Fundraising!**