



**GIVING DAY**  
**2025**

**Let's Talk  
Strategy**

# Agenda



**May 7 - May 8, 2025**  
**12pm ET - 12pm ET**

- Reminders
- Offline Donations
- Peer-to-Peer Fundraising
- Matching Grants
- Q&A

# Reminders!

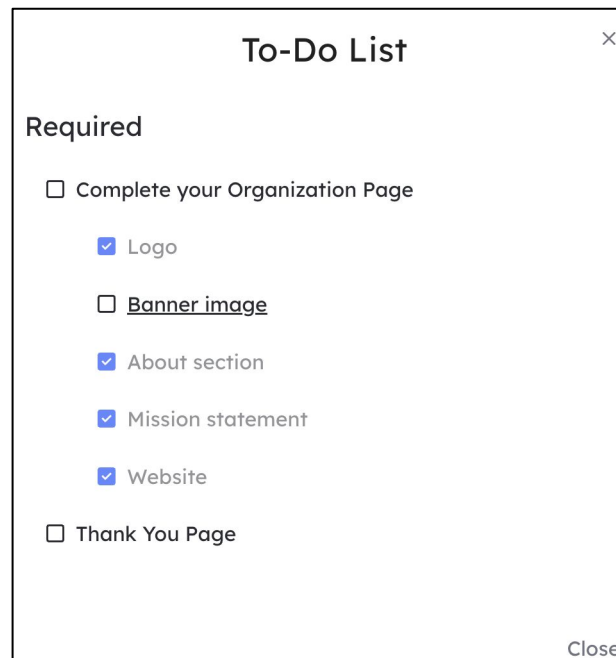
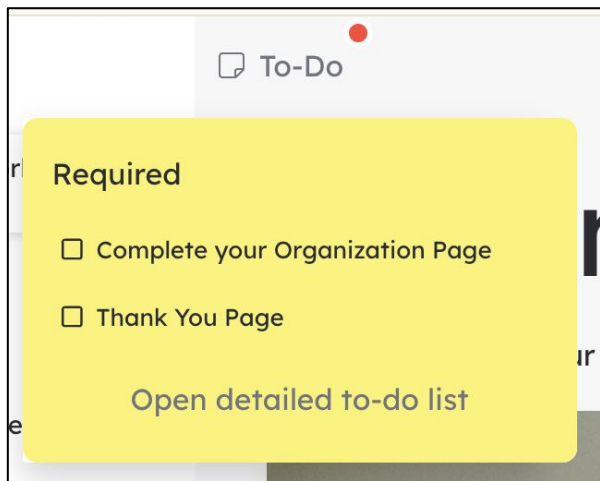
- Registration closes Friday, April 18th
- Add content to your Organization Page.
  - Pages are public facing NOW via search.
  - If you cannot find yourself in search:
    - Check to see if you have discoverability toggled off in Settings - toggle back on.
    - Check your Overview page to see registration status.

A graphic with an orange background. At the top, it says "HOSTED BY:" in white. Below that, "JOHN 1:16" is written in large white letters, with "FOUNDATION" underneath in smaller white letters. At the bottom, there is a dark blue horizontal bar containing the text "THANKS TO OUR SPONSORS:" on the left, the "ENDLESS SUMMIT REALTY" logo in the center, and the "the FOCUS group" logo on the right with the tagline "taking donors seriously" below it.

# Completing Your To-Do List



Your To Do list lives on your organization page dashboard, visible when you are logged in. A red dot means you have items that need to be completed!



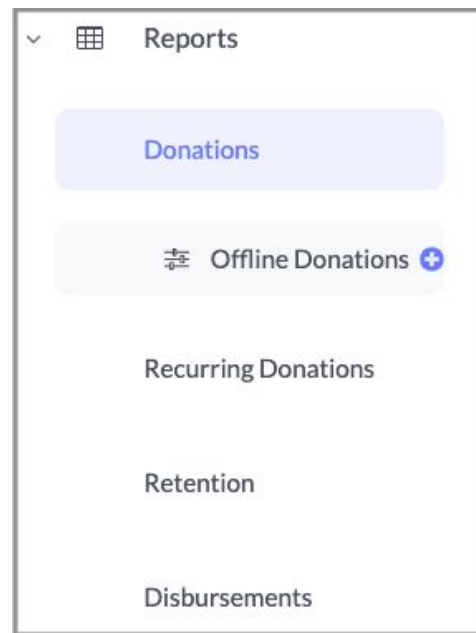


# Offline Donations

# Offline Gift Rules



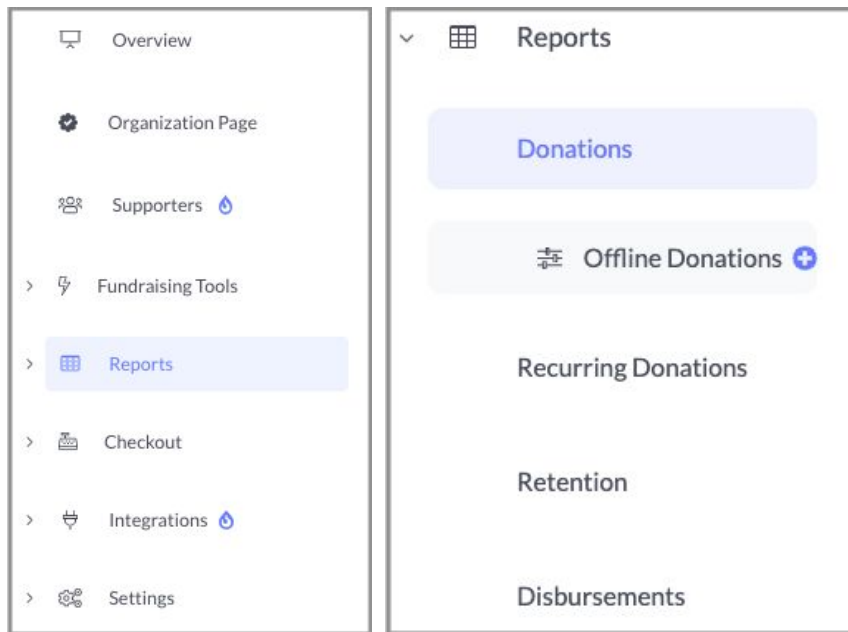
- Cash and Checks can be entered into the Mightycause platform as Offline Gifts on Giving Day (May 7-8)
- Offline gifts will count towards your organization's overall total for Giving Day 2025
- Offline gifts **DO NOT** count towards prizes or leaderboards



# How to Enter an Offline Gift



Access the Offline Donations feature by selecting "Reports" > "Offline Donations."



# How to Enter an Offline Gift



## Donations

[Download](#) [Import offline donation](#) [Add offline donation](#)

Time period: Last 30 Days | Donation type: All | Campaign type: All | Payment processor: All

\$ Min. donation | \$ Max. donation

Search report [Clear all filters](#)

<b>\$0.00</b> Net Online ⓘ	<b>0</b> Number of donations	<b>\$0.00</b> Online	<b>\$0.00</b> Offline	<b>\$0.00</b> Matching grants
-------------------------------	---------------------------------	-------------------------	--------------------------	----------------------------------

Donor	Amount	Date	Type	Campaign	Campaign Type	Email	⌵
-------	--------	------	------	----------	---------------	-------	---

# How to Enter an Offline Gift



- Donor Name
- Donor email address
- Source (i.e. cash, check, etc.)
- Notes

Information provided will be viewable in the downloadable offline donation report.

### Add An Offline Donation

First name	Last name
First name	Optional
\$ Amount	Source
Email	Donation date
Optional	4/25/2022, 11:35:35 AM
External Tracking ID	Notes
Optional	Optional
<input type="checkbox"/> Hide name from public display	
<button>Complete Donation</button>	

# How to Delete an Offline Gift



DONOR	AMOUNT	DATE	TYPE	CAMPAIGN	CAMPAIGN TYPE	EMAIL	
Mark DiSomma	\$1,200.00	08-02-2019	Offline	<a href="#">Mark DiSomma's Fundraiser</a>	Fundraiser		
Aislinn Dolan	\$1,300.00	08-02-2019	Offline	<a href="#">Aislinn Dolan's Fundraiser</a>	Fundraiser		

Select the menu icon next to the corresponding donation and click 'Delete'



# Peer to Peer Fundraising

# How to Enable P2P Fundraising



Enable “Edit Mode” on your organization page. Toggle on/off the Fundraise button

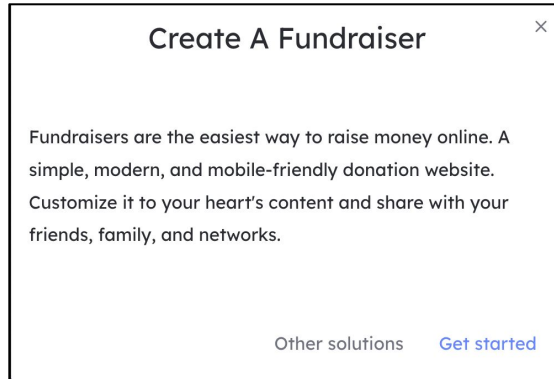
A screenshot of the Animal Humane Society organization page in edit mode. The page title is "Organization Page" with a "Quick edit" icon and a blue "Edit mode" toggle switch circled in red. Below the title is a description: "The public face of your organization. Use this page for year-round fundraising, organization info, and more." The main image shows a woman in a blue "ANIMAL RESCUE" t-shirt petting a horse. A blue square logo for "animal humane society" is overlaid on the image. Below the image, the organization name "Animal Humane Society" is displayed, followed by a "A nonprofit organization" tag. At the bottom, there are "Donate" and "Fundraise" buttons. A red arrow points to a small gear icon in the bottom right corner. A tooltip on the right side of the page says "Manage the actions you'd like to present to your visitors in the form of buttons." and has a "Fundraise Button" toggle switch.

# How to Set Up a P2P Fundraising Page

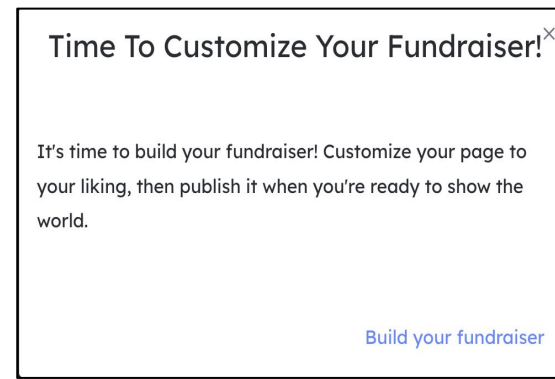


## Supporter Experience

From your organization's page, supporters click the "Fundraise" button.



Select "**Get Started**"



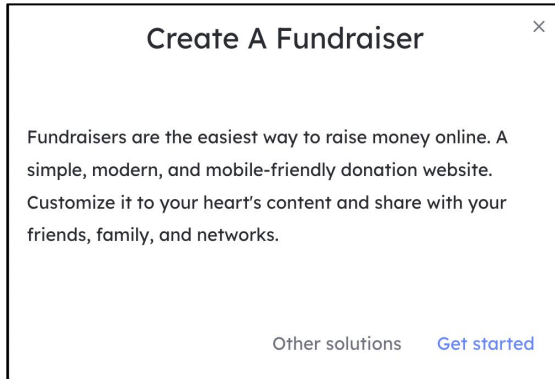
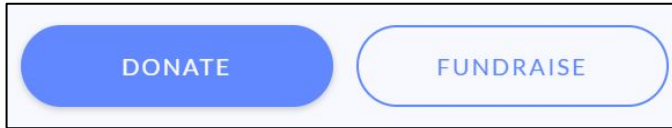
And then select "**Build Your Fundraiser**"

# How to Set Up a P2P Fundraising Page

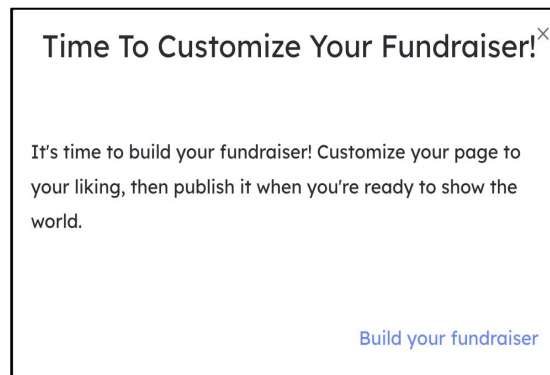


## Admin Experience

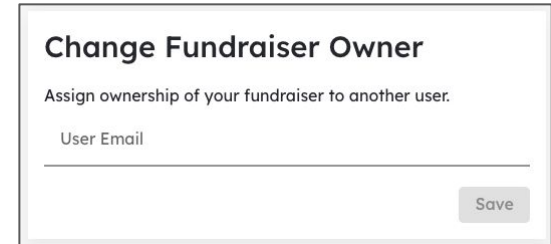
From your organization's page, admin clicks the "Fundraise" button.



Select "**Get Started**"



And then select "**Build Your Fundraiser**"

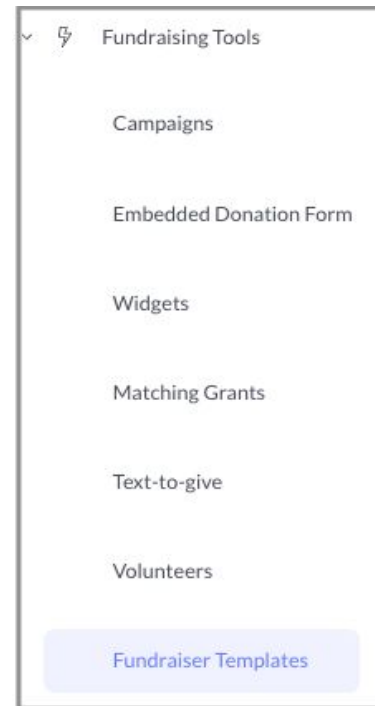
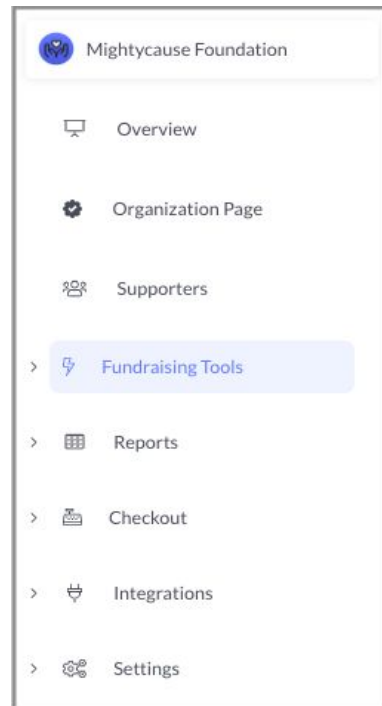


Change fundraiser owner

# How to Create Fundraising Template



Select “Fundraising Tools” on your organization dashboard. Then select “Fundraising Templates” from the sub-menu.



# How to Create Fundraising Template



## Fundraiser Templates

+ Create

Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization.

Apply a ★ to the template that creators will see when they "start a fundraiser" from your profile. You can also send a direct link for a specific template to fundraiser creators.

FUNDRAISER TITLE

NOTE



Support Mightycause Fundraiser

Default



Click "+Create" to start building your fundraising template!



# How to Create Fundraising Template



## Fundraiser Templates

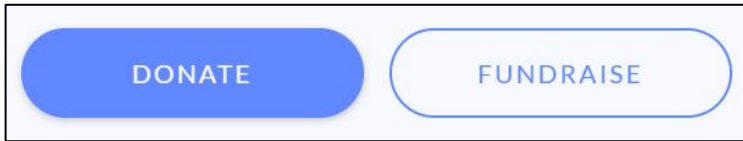
+ Create

Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization. Apply a ★ to the template that creators will see when they "start a fundraiser" from your profile. You can also send a direct link for a specific template to fundraiser creators.

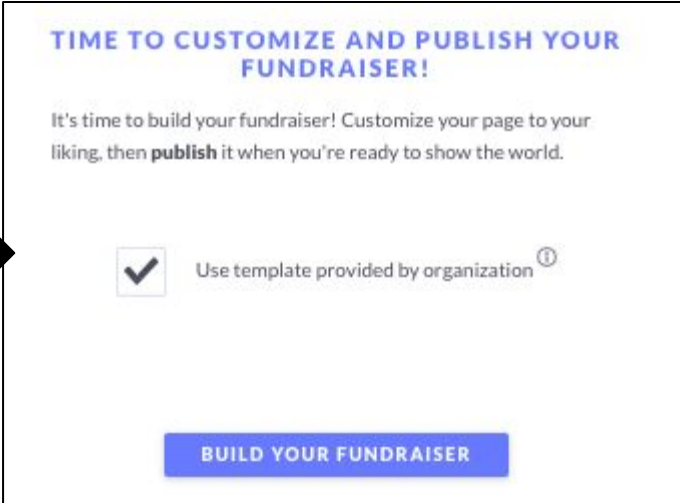
FUNDRAISER TITLE	NOTE	
☆ HT Doggy Dash Fundraiser		⋮

Make sure to enable your template once it's been created! Select the star icon next to the template to enable. If you need to make edits to your template, select the menu icon next to the template for more options.

# How to Create Fundraising Template



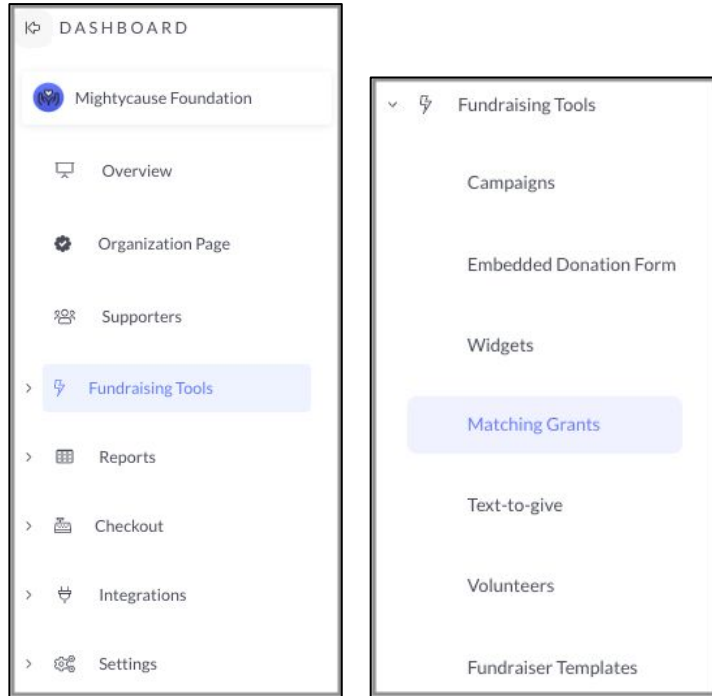
Now, when you click the “Fundraise” button next to the Donate button it will offer the Fundraiser Template!





# Matching Grants

# How to Create a Matching Grant



Your matching grant tool is located on your dashboard under the “Fundraising Tools” section.

# How to Create a Matching Grant



**Matching Grants** + Create

Create and manage live or upcoming matches, set up queued matches, and download matching grant reports. Learn more about setting up matching grants in the [Support Center](#).

All times are in Eastern Time

**• Live Matches**

End	ID	Name	Match Type	Match Value	Amount Matched	Progress
No results found.						

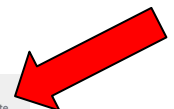
**↳ Upcoming Matches**

Start	ID	Name	Match Type	Match Value
No results found.				

**◀ Past Matches** Download report

Period	ID	Name	Match Type	Match Value	Amount Matched	Progress	Status	Online Fulfillment
No results found.								

?



The Matching Grants tab allows you to view active and upcoming matches, download information about past matches, and create new ones!

Click “+Create” to set up a new Matching Grant.

# Setting Up a Matching Grant



- Name
  - Check the “hide this name publicly” if the sponsor should remain anonymous
- Match Value
  - Can always be increased but never decreased
- Include Match in Page Metrics
  - If sponsor intends to fulfill their match gift outside of the Mightycause platform, leave this box checked.
  - If sponsor intends to fulfill their match gift directly to your Giving Day 2025 page, uncheck this box
- Public Title
- Match Rules

The screenshot shows a web form titled "Create a new match". The form includes the following fields and options:

- Name of match sponsor
- Hide this name publicly
- \$ Match value
- Include match value in page metrics ?
- Title \* 0 / 60
- Queue this grant to begin immediately after another grant completes
- Start date \*  04/06/2021 05:56 pm
- End date \*  04/07/2021 05:56 pm
- Set match type
  - Match a percentage of each donation
    - Percentage  % 100
  - Match up to a maximum dollar amount per donation
  - Cumulative threshold match

# How to Create a Matching Grant



Match Conditions allow you to set customized parameters around your matching grants to ensure the match is applied correctly.

Matching grants can be set to a specific start / end time, or you can queue one to start immediately after the other one has finished.

## Set match conditions (optional)

- Set a minimum per donation amount before match is applied
- Include offline donations in the match
- Include organization fundraisers in the match
- Only match one donation per donor across match series

- Queue this grant to begin immediately after another grant completes

Select a match

Select a match

End date

2/16/2024, 3:16:06 PM



ID: 234 - Joe Smith - \$600  
ending on 10/02/25 3:56pm

ID: 226 - Biko Draper - \$10,000  
ending on 10/01/25 10:31am

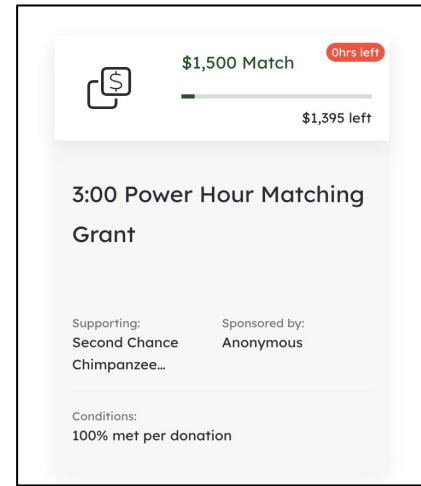
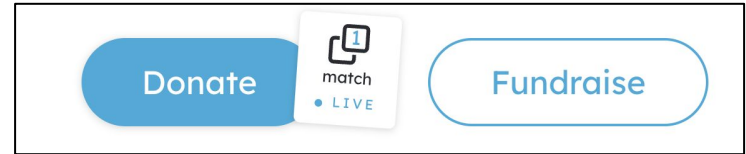
Percentage  
% 100

# What does a LIVE Matching Grant Look Like?



If your organization has a live matching grant, a badge will automatically appear over your donate button announcing to donors that a match is active!

There is also a matching grant partial towards the bottom of your organization page that will display all live matching grants.



# What does a LIVE Matching Grant Look Like?



Donors can also use filters on the Giving Day 2025 search page to see a list of nonprofits with ACTIVE matches!

## Find a cause

A screenshot of the Giving Day 2025 search page. At the top, there is a search bar with "Filters" and "Search" options. Below the search bar, it says "5 results found" and "Donations matched" with a "Clear all" button. The results are displayed in a grid of four cards. Each card shows a nonprofit logo, a yellow bar indicating "DONATIONS MATCHED", and the organization's name. The organizations listed are Animal Humane Society, Cookie Cart, Foundation Beyond Belief, and Joseph's House Inc. Each card also has a small blue dot at the bottom, indicating an active match.

Filters Search

5 results found Donations matched Clear all

Organization	Matched
Animal Humane Society	Yes
Cookie Cart	Yes
FOUNDATION BEYOND BELIEF INC	Yes
JOSEPH'S HOUSE INC	Yes



# Next Steps

# Next Steps



**May 7 - May 8, 2025**  
**12pm ET - 12pm ET**

- Utilize resources in the Nonprofit Toolkit
- Finish your To Do list items
- Finalize your Organization Page
- Create a Fundraiser Template
- Identify 5 supporters to set up P2P Fundraisers
- Secure a Matching Grant



# Get Support from Mightycause!

- Mightycause's Support team is here to help you!
- [support@mightycause.com](mailto:support@mightycause.com)
- Monday - Friday, 9am - 5pm ET
- 202-800-1618





**Questions?  
Happy Fundraising!**