



2024: Getting Started & Giving Event 'Myths'



The
**COMMUNITY
FOUNDATION**
of the New River Valley

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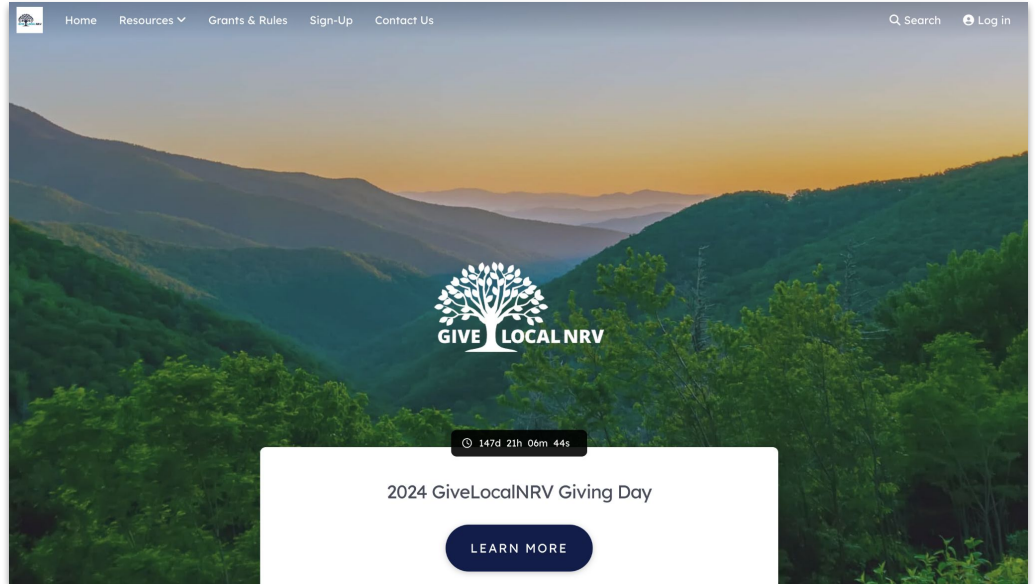


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Agenda

- GiveLocalNRV Basics
- Benefits of Participating
- What Your Org Needs to Do
- Platform Overview & Features
- Giving Event ‘Myths’
- Q&A



Important dates to remember

- **Sign-up opens:** TODAY! Thurs., February 15.
- **Early sign-up prize drawing:** sign up by Fri., March 15 to be entered into a drawing to win \$500. Two prizes will be given out.
- **Sign-up closes:** Wed., May 15.
- **Early giving opens:** Sat., June 1
- **The 2024 Giving Day:** noon to noon from Wed., June 26 to Thurs., June 27.
- **July:** organizations will receive funds that they raise
- **Mid-July:** grant/prize money distributed



GiveLocalNRV Giving Day Participation

- Any organization classified as a 501(c)3 by the IRS or a unit of government (such as a library or animal shelter) that serves the New River Valley (NRV) is eligible to participate.
- NRV: counties of Floyd, Giles, Montgomery, Pulaski, & Wythe, & city of Radford.
- We ask that a significant portion of your organization's services or programs serve the NRV (a minimum of 25% is preferred)
- You must sign-up each year to participate. Organizations can use the platform year-round to fundraise for their programs.
- NEW! Coaching pilot program.



Benefits of Participating

- Raise funds within a short timeframe
- Integrate the event into your annual giving campaign
- Educate the public about your cause
- 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
- Reinvigorate lapsed donors
- Learn and grow your fundraising knowledge to carry you through the year.



What does my organization need to do?

- Sign-up to participate by Wednesday, May 15
- Create (or UPDATE!) a landing page for your organization
- Familiarize yourself with event rules & allowable donations
- Decide on your campaign goals, fundraising & otherwise
- Access the nonprofit toolkit for additional resources
- Broadcast your campaign's message using existing communication networks
- Consider: securing matching grants to entice donor, recruiting individuals to be Peer-to-Peer Fundraisers, & holding an in-person event



Giving Day Rules



Event rules

- Only organizations that sign up by May 15 can participate in the giving day.
- Four types of allowable donations for this event (more on next slide)
- Donations must be received, dated, AND added to the system between June 1 and noon on June 27.
- Keep copies of ALL offline donations in case we ask for confirmation of details. Every donation over \$1,000 will require this confirmation, but save it for every offline donation.
- Organizations are eligible to win up to one grant and up to three prizes.
- Results for grants/prizes are not final until announced by the CFNRV.
- The minimum online donation is \$5. There is no maximum.



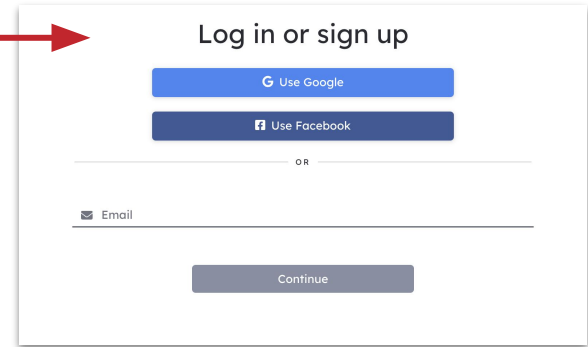
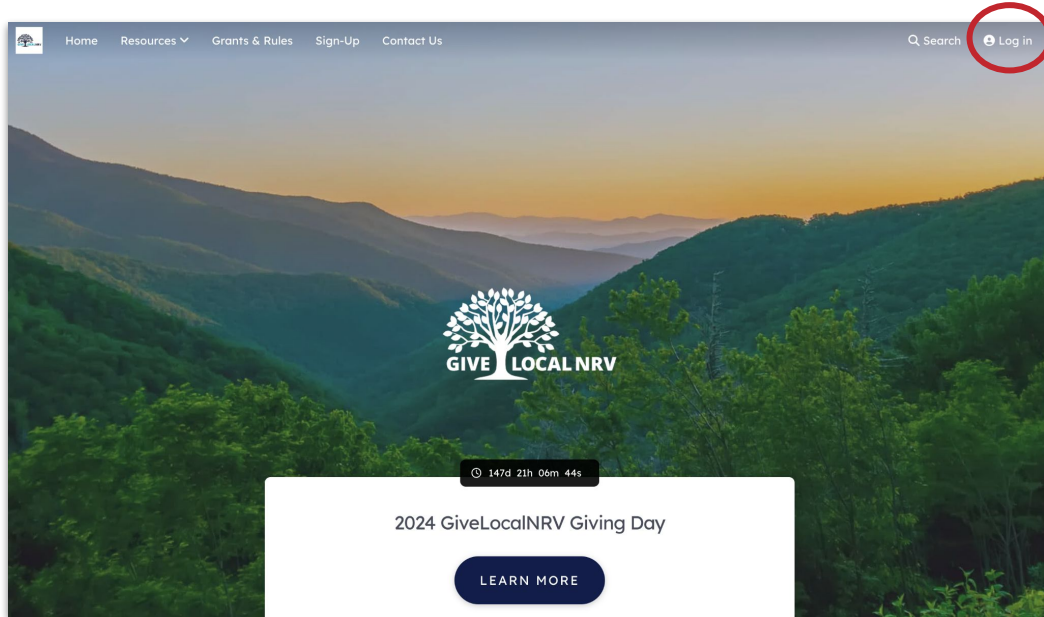
What donations count for this event

Allowable Donations	Not Allowed
<p data-bbox="125 295 1025 334">#1 Online donations made on givelocalnrv.org.</p> <p data-bbox="125 341 1025 511">The website accepts payment via credit & debit cards, Paypal, Venmo, Google Pay; if the donation is \$50 or more, donors can connect their bank account to make a donation via ACH</p> <p data-bbox="247 565 904 603">Three types of “offline” donations:</p> <p data-bbox="498 639 653 672">#2 Cash</p> <p data-bbox="479 729 672 762">#3 Checks</p> <p data-bbox="409 820 741 852">#4 Wire transfers</p>	<p data-bbox="1097 295 1818 377">NO: Online donations from ANY website other than givelocalnrv.org.</p> <p data-bbox="1124 426 1790 552">NO: Credit card donations processed outside givelocalnrv.org (such as at an event, box office, or front office.)</p> <p data-bbox="1251 596 1663 628">NO: In-kind donations.</p> <p data-bbox="1161 683 1760 760">NO: Checks or wire transfers that are dated outside of June 1 - 27.</p> <p data-bbox="1103 809 1818 891">NO: Offline donations that are received before June 1 or after June 27 at noon.</p>

Login & Sign-Up



Navigate & Log In to the GiveLocalNRV Site



www.givelocalnrv.org

You will **always** log in to access your organization page and user profile through givelocalnrv.org.



Sign Up Your Organization by May 15

- The sign-up form asks questions about your organization, what kind of support you might need for the event, and more.
- To fill out the form, you will be prompted log in OR set up a new user account if you are a new to the event.
- After you submit the form, we will review the submission and let you know if you are approved or if we have questions.

New Users:

If you are a **new user** filling out the form, by submitting the form you are also **automatically** requesting admin access to the organization profile.

Mightycause's support team reviews & approves admin request. ***Please allow between 2-3 business days for approval.***

You will receive an email from Mightycause notifying you of your admin approval or if additional details are needed.

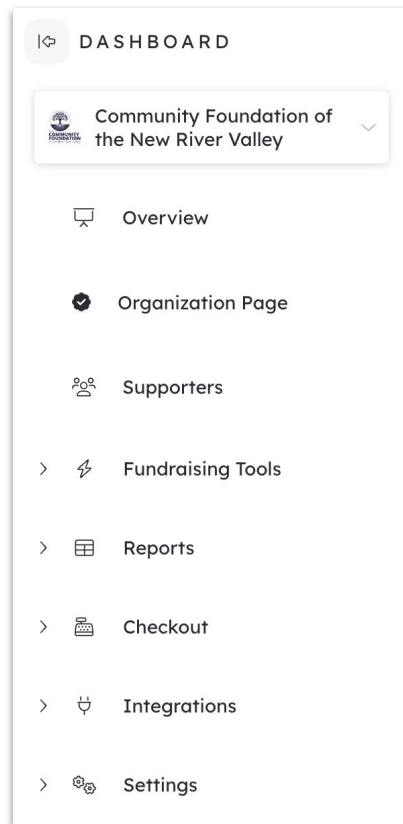


Organization Profile



Navigate Your Dashboard

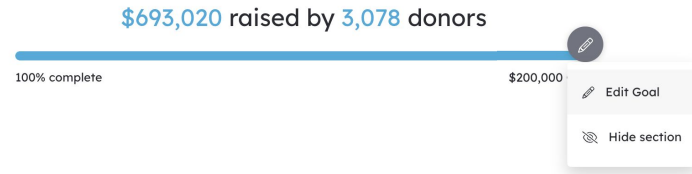
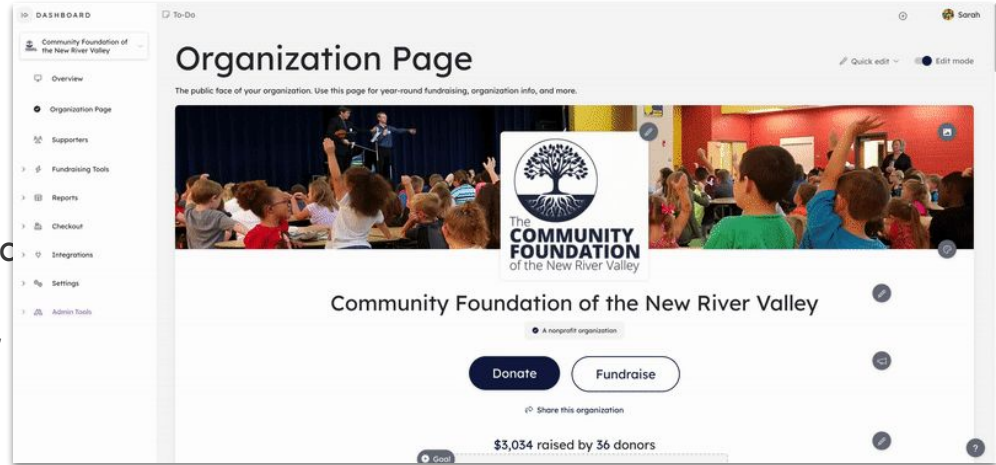
- **Overview:** To-Do List with steps to set up your page!
- **Organization Page:** Customize your profile
- **Fundraising Tools:** Manage all fundraising efforts for your nonprofit (including peer-to-peer pages, matching grants, text-to-give)
- **Reports:** Access donation data
- **Checkout:** Customize your donor checkout experience and thank you message
- **Settings:** Handle admin access and adjust your organization's settings (sign up for EFT, etc)



Edit Your Organization Page

The Org profile page is the main link you share with supporters (+ donation form)

- Customize the look and feel:
 - Upload Your **Logo** (1:1 Aspect Ratio - Square logo images from social media accounts work great!) and **Banner Image** (or choose from our gallery)
 - Set a Theme Color for the Page
- Set your **GOAL** / enable metric bar
- Tell your story! (Why support you?)
- Enable optional giving activity feed
- Add images and integrate social media



Edit Your Checkout Flow

- Choose what donor data you collect
 - Example: collect phone numbers
- Use custom donation suggestions to reinforce impact (between 4-6 amounts is ideal)
 - Add descriptions!
- Preview the “Checkout”
- Enable dedications & designations

Checkout

Customize the transaction and post-transaction experience.

Donation Form

Customize the form donors will use to complete their transaction.

Thank-you Page

Customize the page donors will see once they've completed a donation.

Donation Receipt

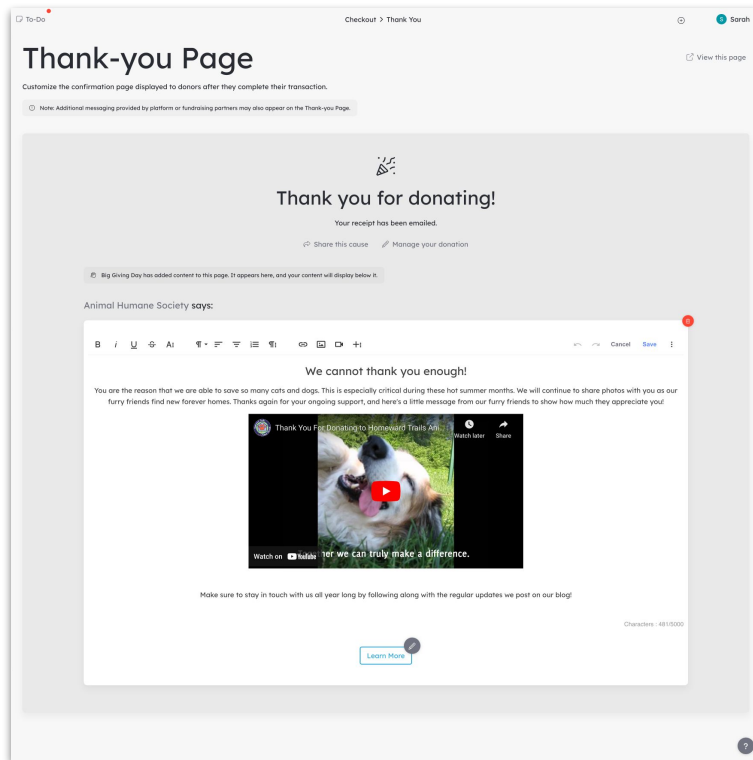
Customize the confirmation email donors receive when they make a donation.

The screenshot shows a 'Donate' page for the Animal Humane Society. At the top, it says 'You're making a donation to Animal Humane Society'. Below this, there are two radio buttons for 'One-time donation' (selected) and 'Monthly donation'. The main content area features four donation suggestions in a 2x2 grid, each with a price and a description: '\$40 10 lbs of dog food', '\$30 Vaccinate 2 rescue dogs', '\$75 Spay and neuter 1 rescue', and '\$100 Transport rescue dogs'. Each suggestion has a blue pencil icon for editing. Below the suggestions is a dashed box for 'Add a section'. Underneath, there is a checkbox for 'Add a dedication to your donation' and a 'Designation' dropdown menu. At the bottom, there is another 'Add a section' button.



Post-Checkout

- Edit Thank You settings under Checkout tab & preview the experience
- This message shows directly on the page after the donor makes their gift
- Build a Thank you page with photo, videos and text thanking your donor right
- Add a custom button - direct them to sign up for a newsletter or visit your org website



Reporting



Donations & Disbursements

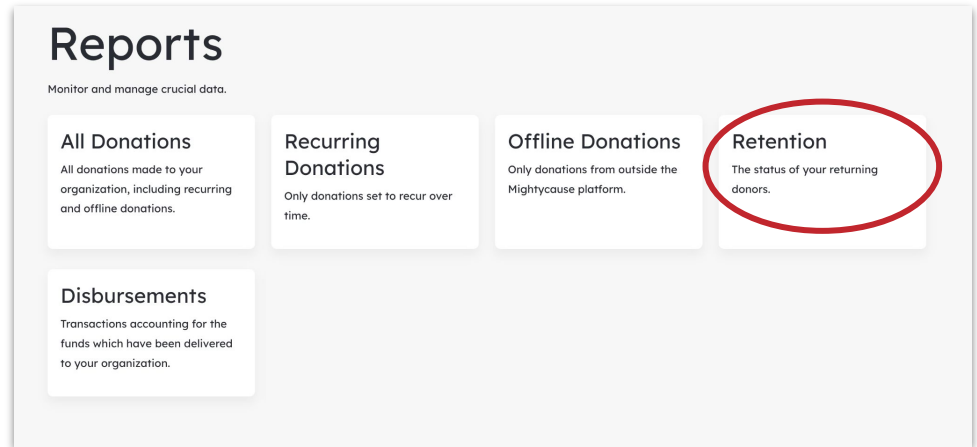
- Admins receive email notifications when a donation is made
- Access Donor Data in real time and download detailed report
- Funds Disbursement via Direct Deposit: Twice Monthly for EFT (Once monthly if via check)
- Access disbursement details to reconcile deposits

Reports
Monitor and manage crucial data.

- All Donations**
All donations made to your organization, including recurring and offline donations.
- Recurring Donations**
Only donations set to recur over time.
- Offline Donations**
Only donations from outside the Mightycause platform.
- Retention**
The status of your returning donors.
- Disbursements**
Transactions accounting for the funds which have been delivered to your organization.
- Adjustments**
Transactions to adjust disbursements from Mightycause Charitable Foundation.

Retention Report (Who Gave Previously)

- Filter by last year's event to keep track of donors who donated last year but not yet this year
- Retain and grow your donor base
- Send individual emails or download a list of donors to send an email through your email marketing system



Giving Event 'Myths'



MYTH #1: By signing-up my organization, we will automatically receive donations

- The event gets a lot of publicity. But don't assume that people will just find your organization and donate. You have to ask!
- Your first outreach is to existing donors.
 - Then go to other supporters.
 - Next, ask your closest champions who they can ask to donate.
- Make your case for support clear.
- Inform your supporters EARLY and OFTEN that you are participating.



MYTH #2: Giving Events are only about raising money

Giving Events offer a unique engagement opportunity for your organization to:

- Engage with your existing supporters
- Add another fundraiser to your annual giving campaign
- Raise awareness about your mission
- Share the collective impact of philanthropy
- Engage with community businesses and sponsors
- Reinvigorate lapsed donors
- Explore new fundraising and campaign strategies
- Try something new!



MYTH #3: We need to raise a huge amount of money to be successful

- In 2023, 106 organizations received donations.
- Consider what 'success' means and looks like for your organization
- Success is related to the goals you set for yourself
- Goal setting: New donors? Board involvement? Community engagement?

2023 Participant Snapshot

50 raised \$2,000 or more

42 had 25 or more donations

Average raised: **\$7,343**

Median raised: **\$1,625**



MYTH #4: If we don't win a grant or prize then we were not successful

- Whether you win something or not, going after a grant or prize motivates donors.
- But don't center your strategy only on winning a grant or prize.
- Shift to: a grant or prize would be the cherry on top of our efforts.
- Center goals on other metrics



**MOST UNIQUE
DONORS**



**POWER HOURS:
MOST \$ IN
A SPECIFIC HOUR**



MYTH #5: Giving Events are best suited for large NPOs

- Nonprofits with more resources *may* have more time to devote to the event, but organizations at every level can be successful.
- Better indicators of success: 1) planning early,
- 2) having specific goals, 3) having a good communication plan. An existing donor base also helps.
- 2023 “small-sized” 33 organizations raised \$84,024 from 621 donations.
- Consider your organization’s capacity level: if your time is limited, concentrate on doing a few things well.



MYTH #6: My donors already gave during the year and won't want to be asked again

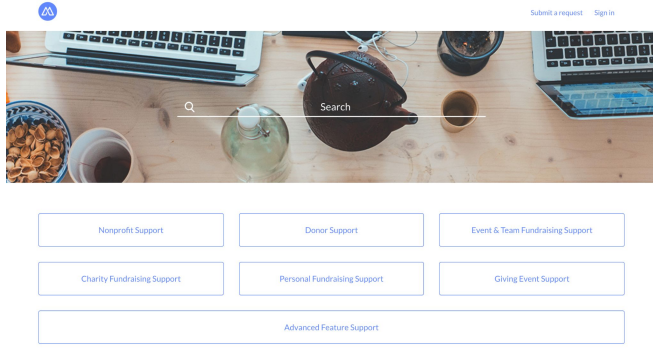
- Donors like to be asked to participate!
- If you have donors that give in large amounts, consider how you can get them involved in a more special way - would they be a good ask for a **match**?
- Most donors are happy to give again if they know it will help you reach a goal, milestone, or win a prize.
- Consider how you communicate your need for a donation.
 - Always acknowledge and thank them for their previous gifts.
 - Communicate clearly what an additional gift would help your organization do/achieve during the event.



Get Support



Support Resources - Reach Out to Us!



Main contact at CFNRV

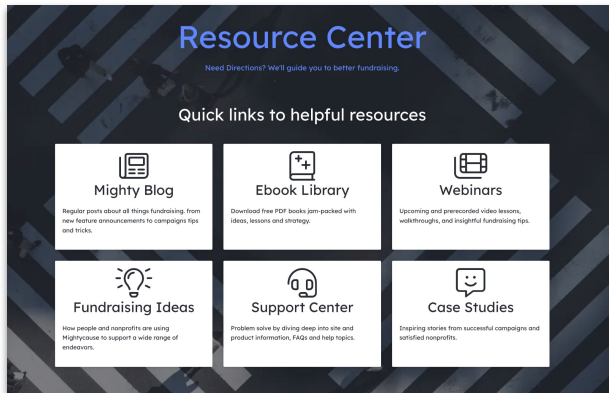
- Lindsey Gleason
- lindseygleason@cfnrv.org
- 540-381-8999

Technical questions?

- Email MC at support@mightycause.com
- Monday - Friday, 9am - 5pm ET call 202-800-1618

Online Support Libraries:

- Support.mightycause.com
- mightycause.com/guide





Happy Fundraising!