



MAVERICKS COMMUNITY FOUNDATION  
**COASTSIDE  
GIVES**

**Registration open now through February 8th!**

**REGISTER**



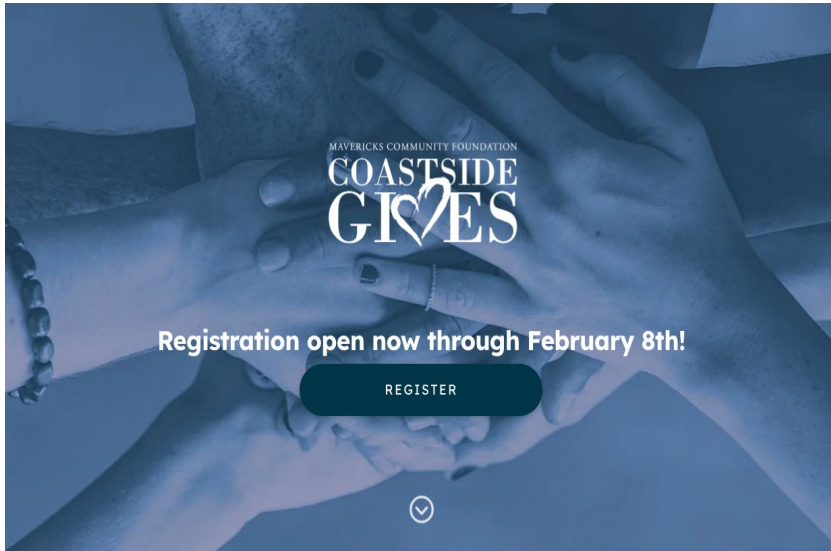
MAVERICKS COMMUNITY FOUNDATION

COASTSIDE  
GI<sup>♥</sup>VES

Ellen Gude  
*Community Engagement Manager*  
Mightycause



## Agenda



- Giving Day Basics
- Getting Started
- Q&A



# Giving Day Basics

- Registration closes February 8th
- Early Giving Begins March 1st
- 24 Hour Giving Day
- Starts May 4th at 12 a.m.
- Ends May 4th at 11:59:59 PM.



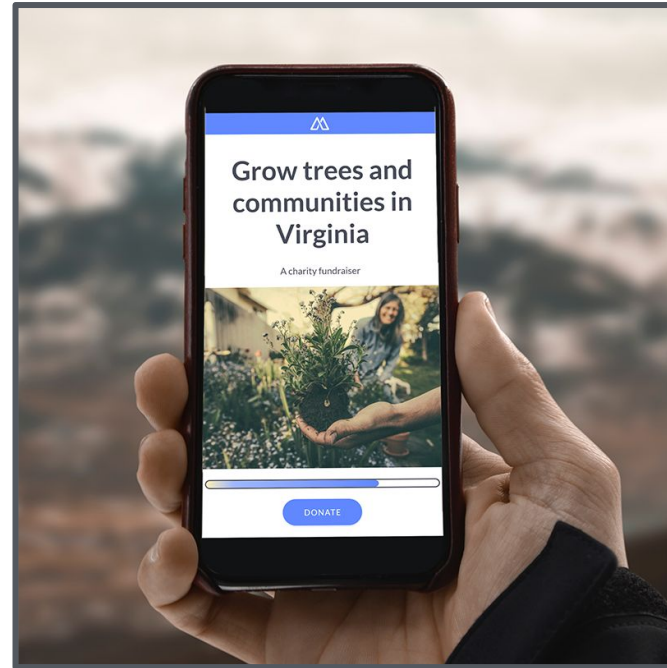
# How does a Giving Day work?

- Compete with other nonprofit organizations to win prizes
  - Leaderboards
  - Bonus Challenges
- Spread awareness of your mission and work
- Work collectively to raise money for your event and causes
- Engage sponsors, community partners, peer-to-peer fundraisers, and more



# What does my nonprofit need to do?

- Register to participate on [coastsidegives.org](https://coastsidegives.org)
- Customize your profile on Mightycause
- Plan a fundraising campaign
- Promote your campaign via social media, email, events, etc.
- Invite supporters to participate as peer-to-peer fundraisers
- Raise money for your cause!



# Getting Started

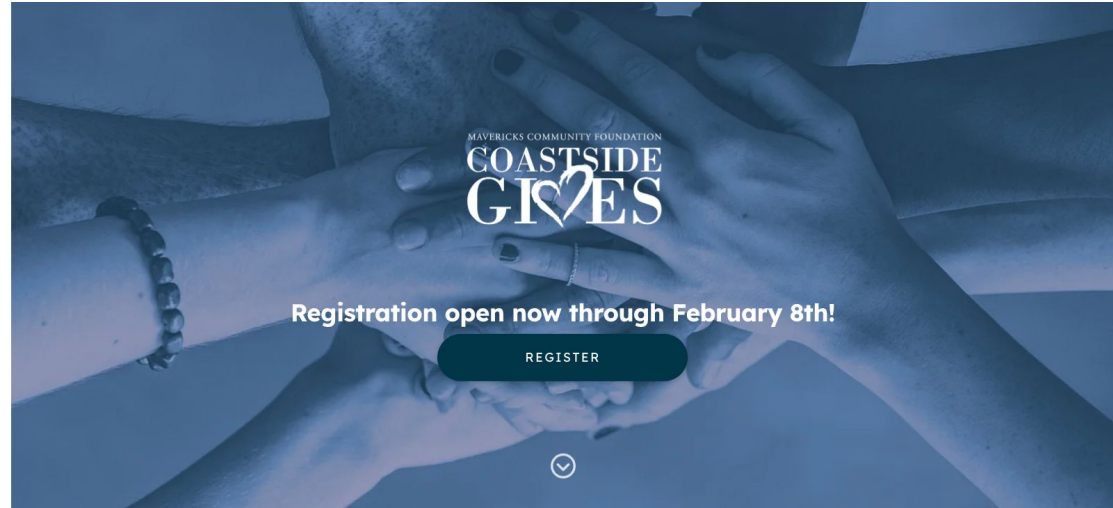
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COASTSIDE  
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# Register Your Nonprofit

- A short registration form will grant you access to your page and sign up your nonprofit for the Coastsides Gives
- Approval in 24-48 hours; you will receive an approval email
- You can add, remove additional administrators to your page



# Navigate Your Dashboard

- **Overview:** Access key fundraising metrics, registration status, campaign announcements and a To-Do List with easy steps to set your page up!
- **Organization Page:** Customize your Nonprofit's profile
- **Fundraising:** Manage all fundraising efforts for your nonprofit (including peer-to-peer pages)
- **Reports:** Access donation data & customize your donor experience
- **Checkout:** Customize your organization's donation flow
- **Settings:** Handle admin access and adjust your organization's settings

The screenshot displays a web dashboard for 'Greater Twin Cities United Way'. On the left is a navigation menu with items: Overview, Organization Page (selected), Supporters, Fundraising Tools, Reports, Checkout, Donation Form, Thank-you Page, Donation Receipt, Integrations, and Settings. The main content area is titled 'Organization Page' with the subtitle 'The public face of your organization. Use this page for year-round fundraising, organization info, and more.' A 'To-Do List' modal is open, listing tasks with checkboxes: 'Add a primary logo for your brand', 'Add a background image for your profile', 'Create your donation thank you page', 'Tell your story in at least 50 words', and 'Set up EFT'. A 'CLOSE' button is at the bottom of the modal.



# Customize Your Profile

- This page will be the main link you share with supporters
- Customize the look and feel
- Tell a powerful story about why donors should give to your organization for the Cincinnati Gives Challenge



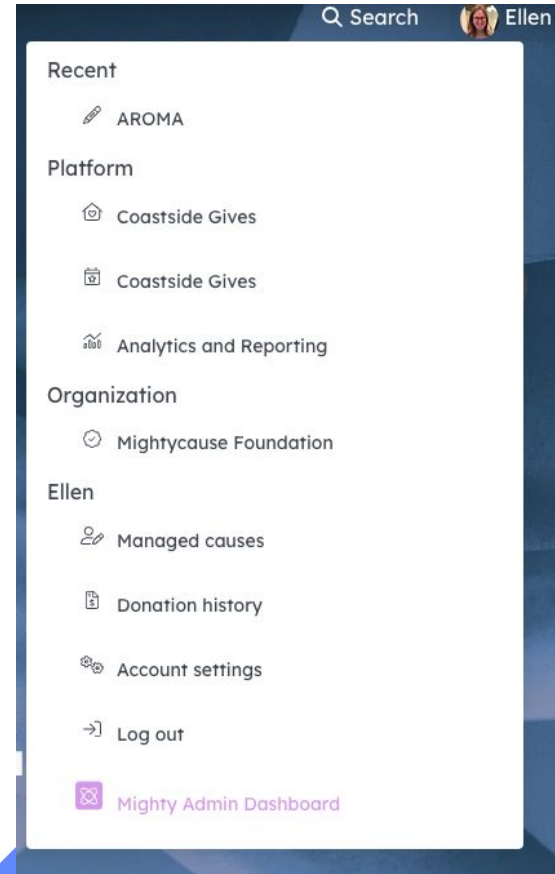
# Edit Your Banner Image and Theme Color

- Upload Your Logo (1:1 Aspect Ratio)
- Upload a Banner Image (or choose from our gallery)
- Choose a Filter Color & Strength for the Background
- Set Your Theme Color for the Page



# Login multiple orgs

- You can easily move from orgs you manage simply clicking your name on the top right
- Under “Organization” you will see all the organizations you manage



# Page Metrics

- Use if you've participated in the past or have used Mightycause before
- Update the metrics you want displayed publicly
- Set metrics to May 4th at 12 AM PST
- Giving Activity



**\$2,282,603 RAISED BY 13,368 DONORS**

100% COMPLETE

Stats displayed

- Amount raised
- Number of donors

Calculation method

- Include offline donations
- Calculate over all time
- Start calculation on a specific date

Choose a date  
08/16/2010 03:51 pm

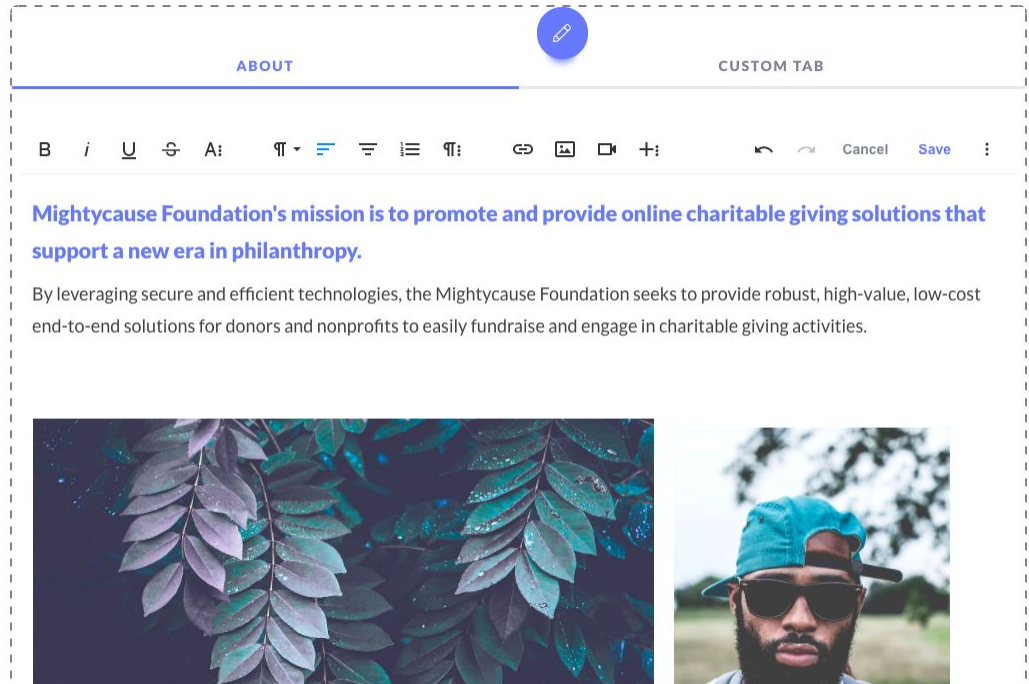
Hide section

+ Giving Activity



# Tell Your Story

- In-line editor to tell your story
- Add formatting like headers, lists, etc to help key message stand out
- Add Images/Video
- Add a Custom Tab to share additional information

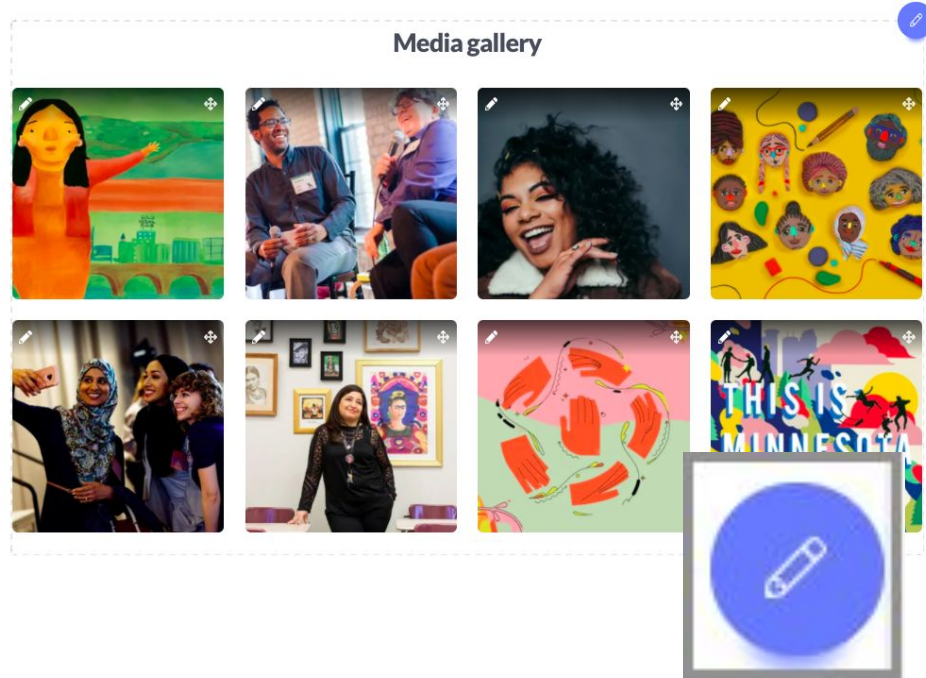


The screenshot shows a web editor interface. At the top, there are two tabs: 'ABOUT' (selected) and 'CUSTOM TAB'. A blue pencil icon is visible in the top right corner. Below the tabs is a rich text editor toolbar with icons for bold (B), italic (i), underline (U), link (chain), text color (A), font color (T), font size (F), list (three horizontal lines), indent (two horizontal lines), link (chain), image (picture), video (camera), and a plus sign. To the right of the toolbar are undo and redo arrows, and 'Cancel' and 'Save' buttons. The main content area contains a paragraph of text: **Mightycause Foundation's mission is to promote and provide online charitable giving solutions that support a new era in philanthropy.** Below this is a sub-paragraph: *By leveraging secure and efficient technologies, the Mightycause Foundation seeks to provide robust, high-value, low-cost end-to-end solutions for donors and nonprofits to easily fundraise and engage in charitable giving activities.* At the bottom of the editor, there are two image placeholders: a large one on the left showing green leaves with water droplets, and a smaller one on the right showing a man with a beard wearing a blue cap and sunglasses.



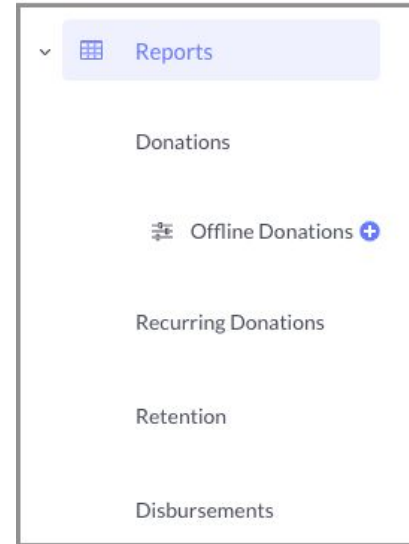
# Add Media & Integrate Social

- Add Images from Facebook, Instagram, Your Computer
  - Can also import from Dropbox, Google Drive, and more!
- Connect Your Instagram Account to import your feed
- Optimize Your Social Share settings



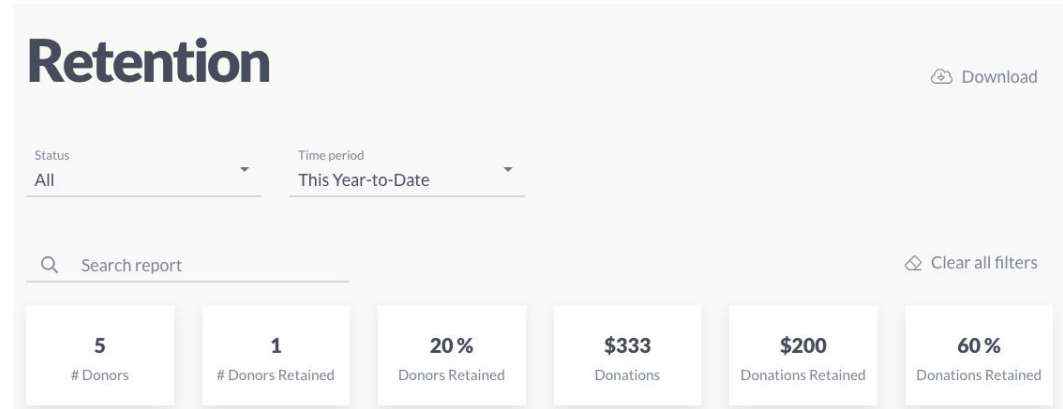
# Reports: Donations

- Admins receive email notifications when a donation is made
- Access Donor Data in real time and download detailed report



# Reports: Donor Retention Report

- Super helpful for those that have participated in past Coastside Gives!
- Allows you to get a snapshot of how your organization is retaining donors YoY (year over year)
- Export a report with the names and contact information of donors who have **not** been retained in 2023



# Checkout Flow

- Choose what donor data you collect
- Use custom donation suggestions to reinforce impact
- Preview the Donor Checkout Flow

The screenshot displays a dashboard for 'Greater Twin Cities United Way' with a sidebar menu containing: Overview, Organization Page, Supporters, Fundraising Tools, Reports, Checkout (highlighted), Donation Form (highlighted), Thank-you Page, Donation Receipt, Integrations, and Settings. The main content area shows the 'Donation Form' configuration. At the top, there are radio buttons for 'One-time donation' and 'Monthly donation'. Below this is a row of donation amount buttons: '\$50', '\$100', '\$250', '\$500', and a '+' button. A 'Donation amount' input field is present, along with checkboxes for 'Hide amount from public display' and 'Add a dedication'. A dashed box labeled '+ Add designation section' contains a 'Designation' dropdown menu. Below this is a section titled 'To further designate this gift please specify below.' with a text input field labeled 'Your answer' and the word 'Optional' below it. At the bottom, there is a 'Phone number' input field. Blue edit icons are visible next to several elements.



# Post-Checkout Customizations

- Edit Thank You settings under Post-Checkout tab
- Build a Thank you page with photo, videos and a customizable CTA and Link
- Add or update your custom message in the automated donation receipt
- Preview the thank you experience

Checkout > Thank You

## Thank-you Page

Message displayed to donors after they complete their transaction.

### Thank you for donating!

We cannot thank you enough!

You are the reason that we are able to save so many cats and dogs. This is especially critical during these hot summer months. We will continue to share photos with you as our furry friends find new forever homes. Thanks again for your ongoing support, and here's a little message from our furry friends to show how much they appreciate you!

Watch on YouTube

Make sure to stay in touch with us all year long by following along with the regular updates we post on our blog!

Characters : 481/5000

[Learn More](#)

Note: additional messaging provided by platform or fundraising partners may also appear on the Thank-you Page.



# Fundraising: Matching Grants

- Display a dollar-for-dollar matching grant on your page
- The match does not need to be paid through the platform
- Count matching funds in your total raised
- If you enter a matching grant on your page, you don't have to add it as an offline gift

## Match Manager

+ Create

● Live Matches

END	ID	NAME	MATCH TYPE	MATCH VALUE	MATCH STATUS	
No results found.						


### CREATE A NEW MATCH

Name of match sponsor

Hide this name publicly

\$ Match value

Include match value in page metrics

1:1 square match logo 

Title

Start Date & Time  End Date & Time

Queue this grant to begin immediately after another grant completes

Set match type

Per donation match

- Match a percentage of each donation  
% 100
- Match up to a maximum dollar amount per donation
- Cumulative threshold match

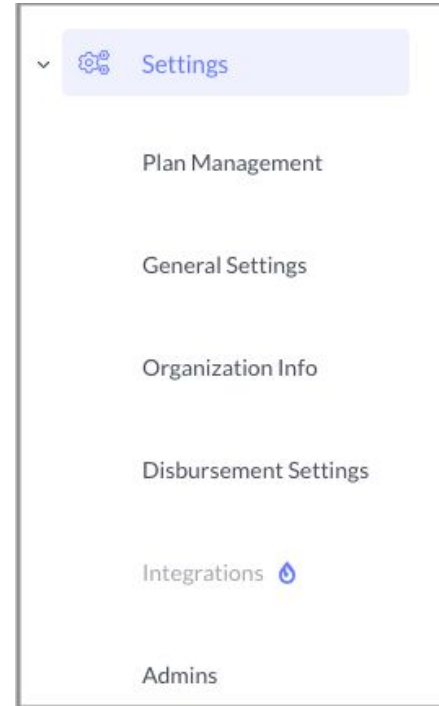
**Mightycause Foundation**  
A NONPROFIT ORGANIZATION ✓

DONATE **1**  MATCHING GRANT LIVE FUNDRAISE



# Settings

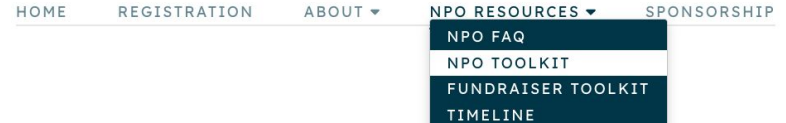
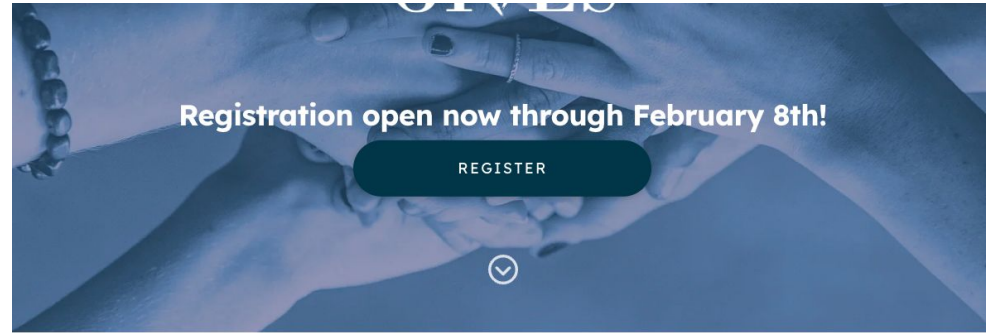
- Add or Remove Admins
- Update Legal Address
- Customize Social Share & URL



# Use Nonprofit Toolkit Resources

[coastsidegives.org](https://coastsidegives.org)

- Sign up for trainings
- Access tips, FAQs and basic how-tos
- Borrow templates for email, social media and more
- Use logos and photos to make your comms exciting and on-brand



**Toolkit for Nonprofit Participants**



# 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



**mightycause**  
support



# Coastside Gives Webinar # 2: Let's Talk Strategy

Wednesday, February 15th at 10:00 a.m. PST

Registration Link is live in the Toolkit on [CoastsideGives.org](https://CoastsideGives.org)!



Questions?

Happy Fundraising!