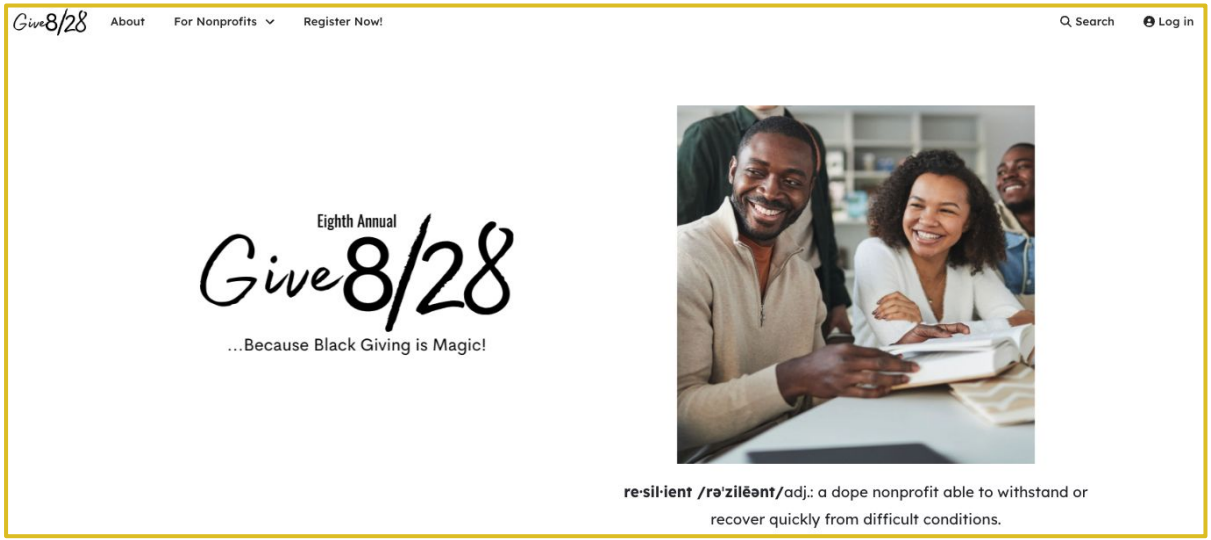
Give8/28

2025: Let's Talk Strategy

Agenda

- Reminders
- Offline Donations
- Peer to Peer Fundraising
- Matching Grants
- Support



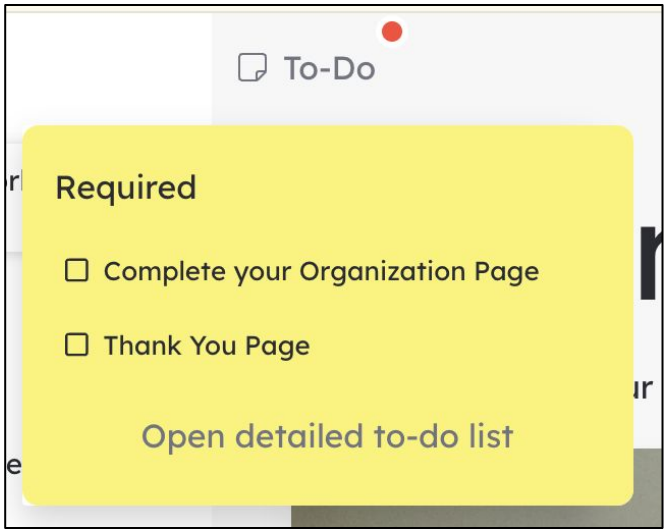
Reminders

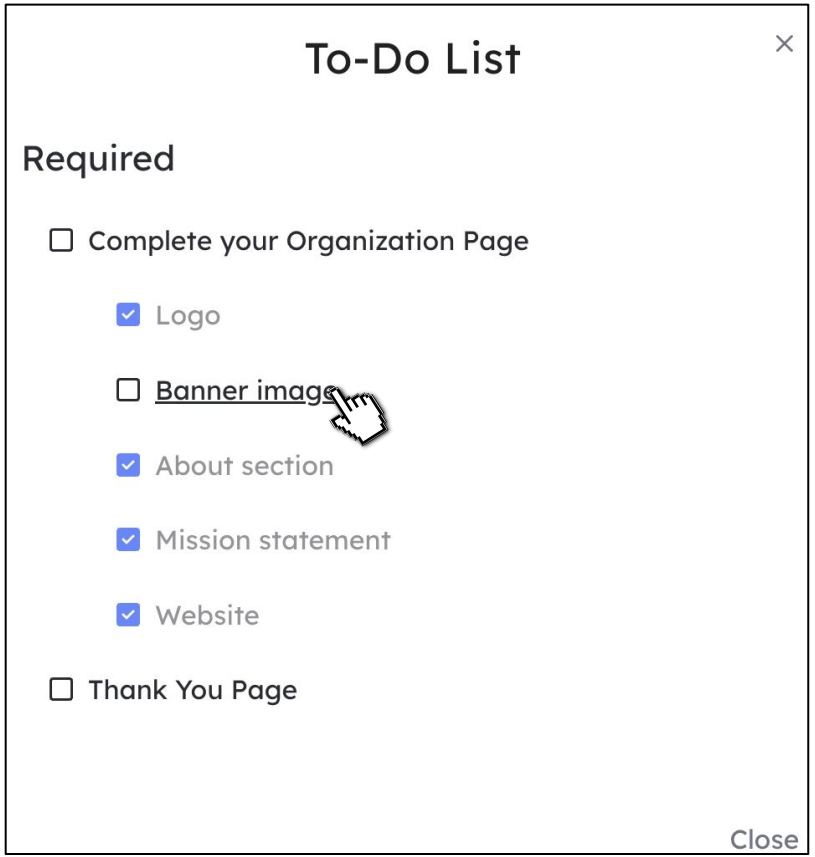
Reminders!

- 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.*

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

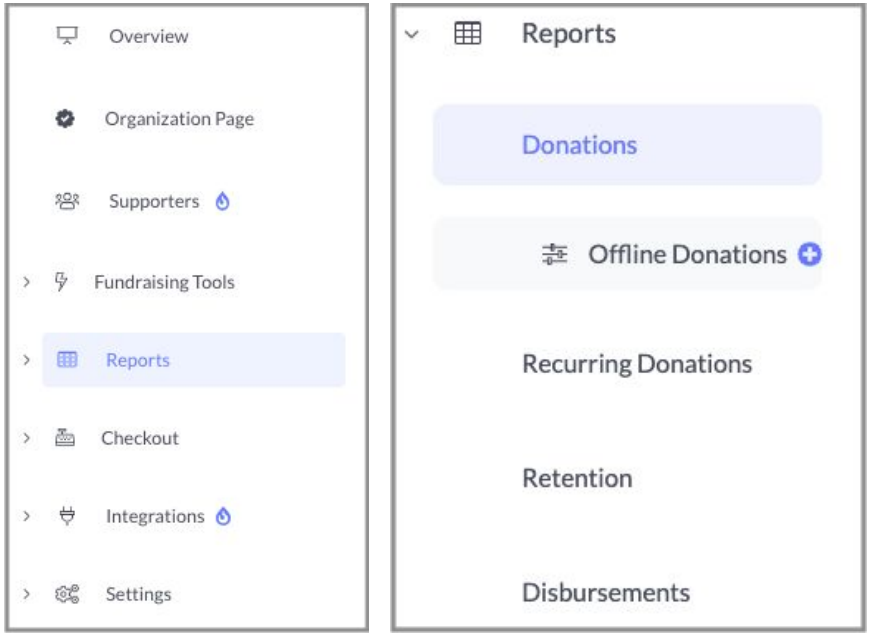
Give 8/28 Eligible Donations

- Donations may be made online at Give828.org via credit and debit card, ACH transfer, Apple Pay, Venmo, PayPal, and Google Pay.

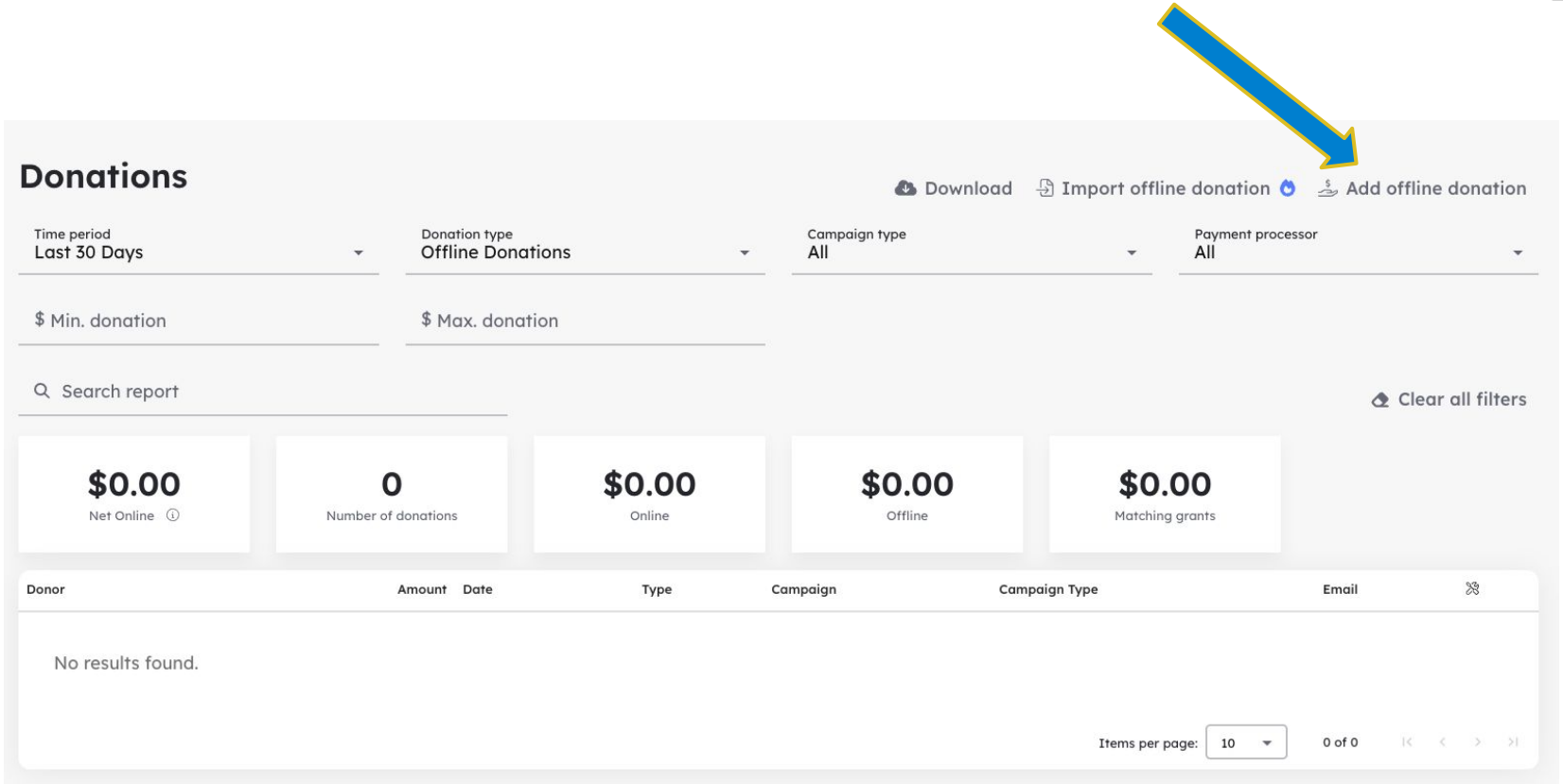
- Participating organizations may accept gifts by check or cash and upload them onto the Giving Day platform. These will count towards the organization's overall gift and donor totals but will **not** count towards prizes or leaderboards.

How to Enter an Offline Gift

- Access the Offline Donations feature by selecting “Reports > Offline Donations”

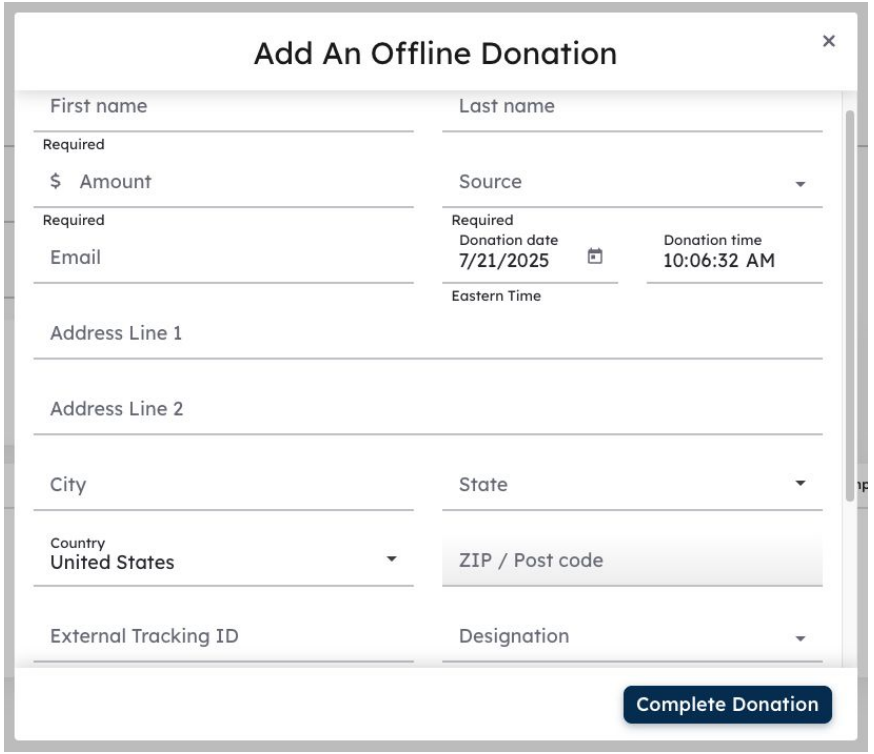


How to Enter an Offline Gift



How to Enter an Offline Gift

- Offline entry fields:
  - Donor name
  - Donation amount
  - Source
  - Donor email (optional)
  - Donation date
  - Address
  - External tracking ID
  - Notes
  - Donor anonymity settings



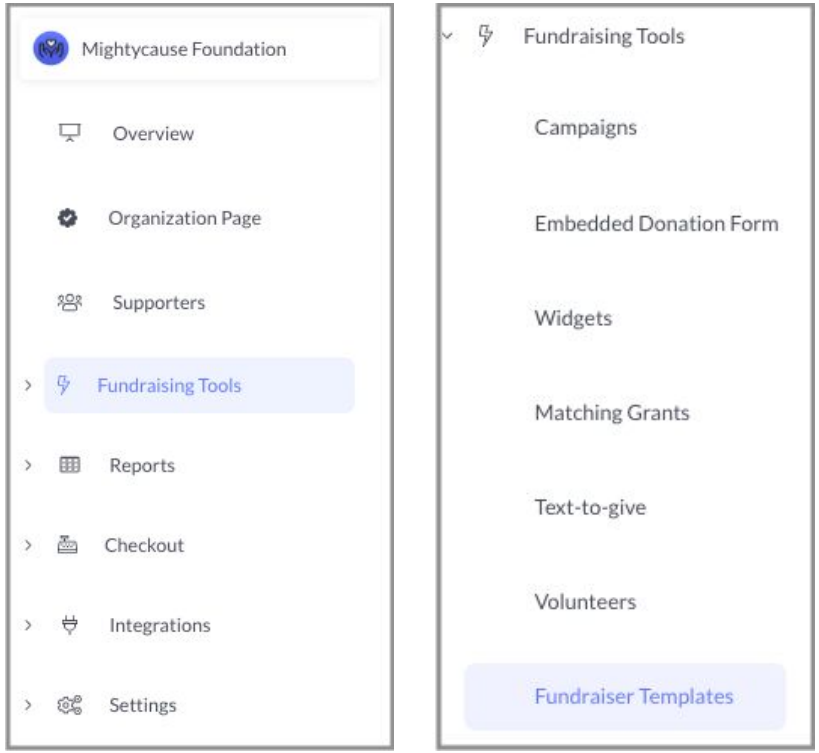
How to Delete an Offline Gift

- To delete an offline donation, select “Delete” from the menu icon next to the corresponding donation

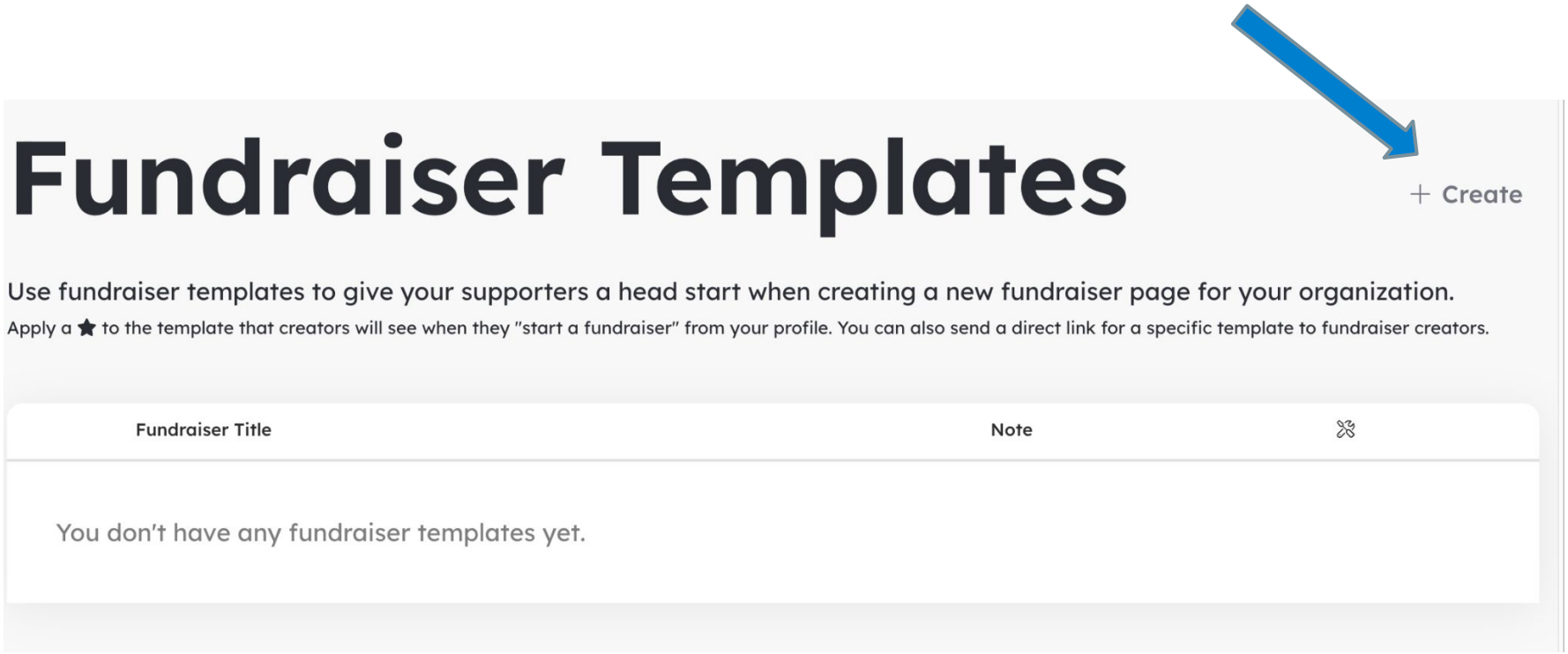
Peer to Peer Fundraising

Create a Fundraiser Template

- Head to the “Fundraising Tools” tab of your organization dashboard and select “Fundraiser Templates”

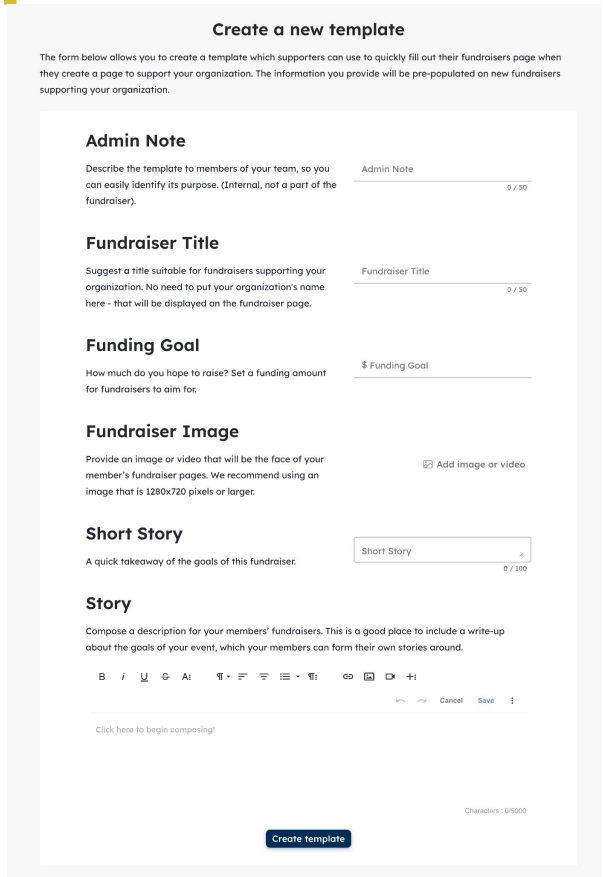


Create a Fundraiser Template



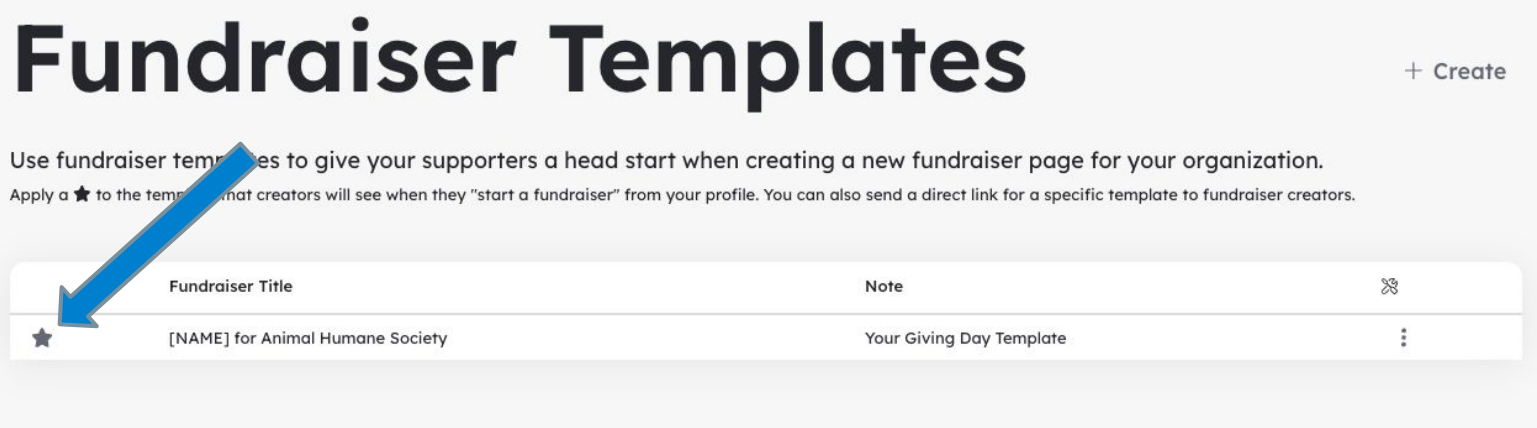
Create a Fundraiser Template

- Optional Fields:
  - Admin Note
  - Fundraiser Title
  - Funding Goal
  - Fundraiser Image
  - Short Story
  - Story



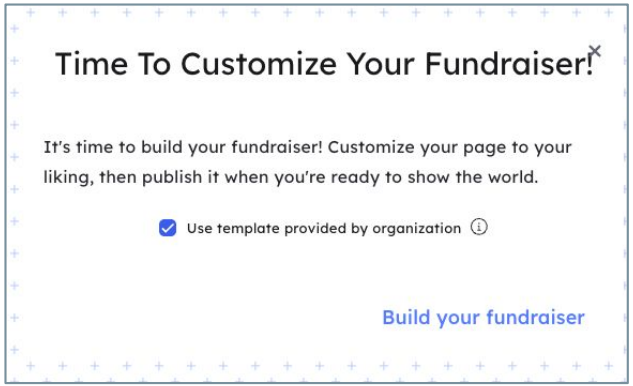
Create a Fundraiser Template

- Enable your template by selecting the star icon next to the template listing
- Make edits or delete your template by selecting the three dot icon



Create a Fundraiser Template

- Now, when a supporter clicks the “Fundraise” button they have the option to use the available template to get started!



Fundraising Options

Peer to Peer Fundraiser

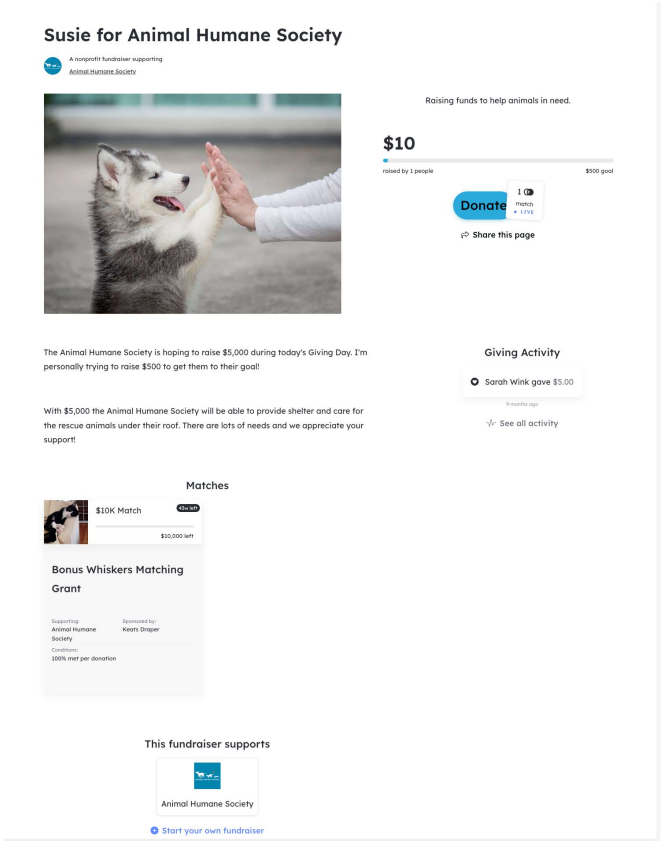
- Great option for individuals who want to raise funds on behalf of their favorite nonprofit organization.
- Single, editable page that can be shared by the supporter once their page is published
- Peer to Peer fundraiser page shows the progress of the individual fundraiser

Team Fundraiser

- Great option for a group of individuals who want to raise funds on behalf of their favorite nonprofit organization.
- Each participant has their own fundraiser page, and the team campaign page brings them all together for friendly competition.
- Team fundraiser page shows the progress of the collective team, as well as the progress of individual team members

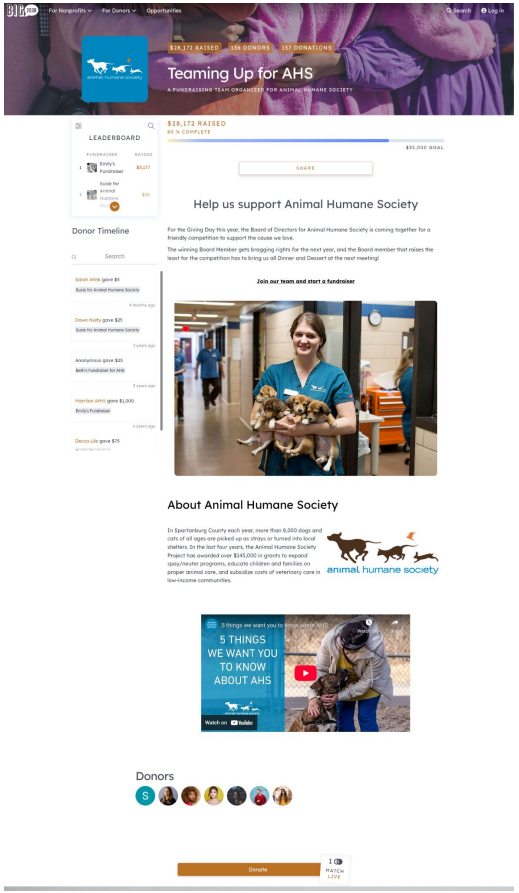
Peer to Peer Fundraiser

- Feature Highlights:
  - Custom fundraiser title
  - Fundraiser goal & progress bar
  - Custom fundraiser story section
  - Giving activity highlights donors who have supported the fundraiser page
  - Organization can decide whether their matching grants apply to gifts made to fundraiser pages



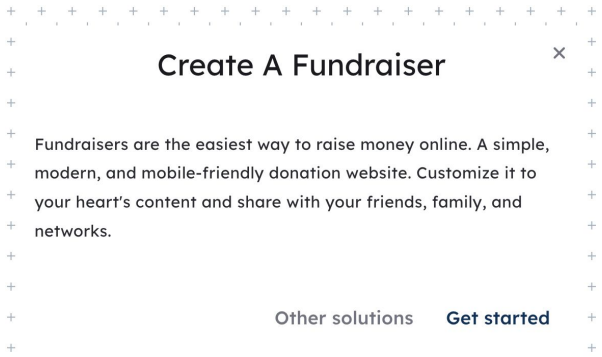
Team Fundraiser

- Feature Highlights:
  - Team goal & progress bar
  - Leaderboard to display individual team member progress
  - Custom team story section
  - Giving activity highlights donors who have supported the fundraiser team
  - Organization can decide whether their matching grants apply to gifts made to fundraiser pages



How to Create a Fundraiser Page

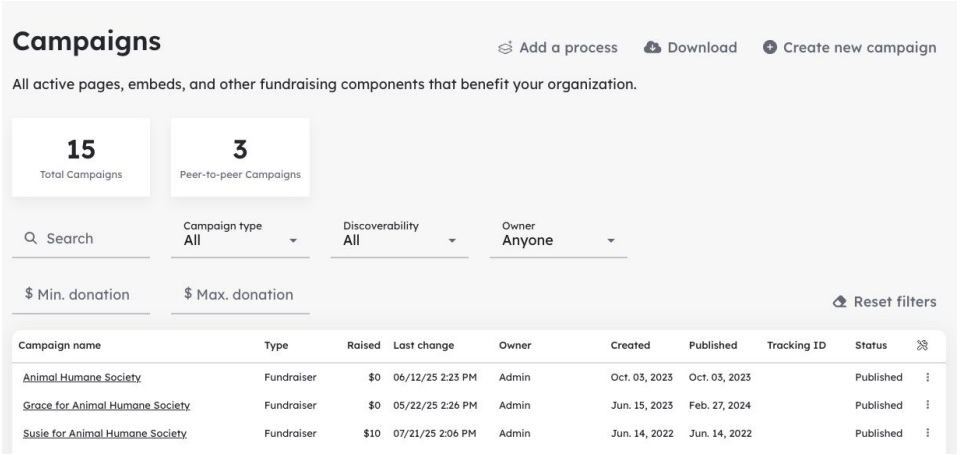
- Peer to Peer Fundraiser
  - Fundraise Button > Get Started
- Team Fundraiser
  - Fundraise Button > Other solutions > Start a team



Pro Tip: Check out the “Get Involved” page on the Give 8/28 website for a helpful resource to share with your interested fundraisers!

How to Manage Fundraisers

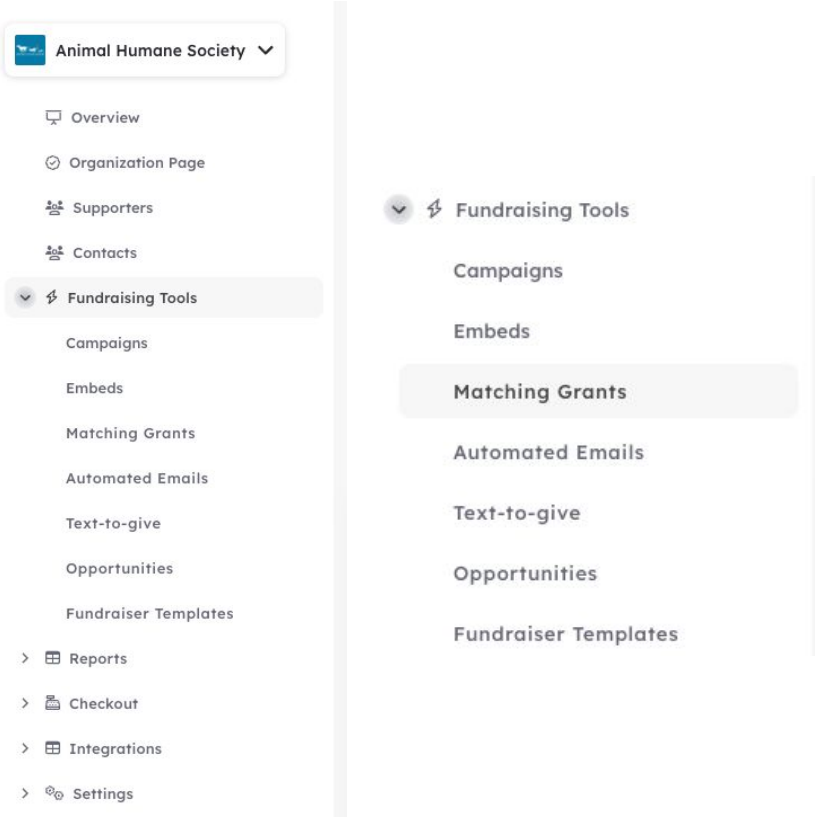
- Head to the “Fundraising Tools” tab of your organization dashboard and select “Campaigns”
- Use the available filters to view different types of published campaigns that are supporting your organization
- Click the three dot icon next to a campaign to access their dashboard



Matching Grants

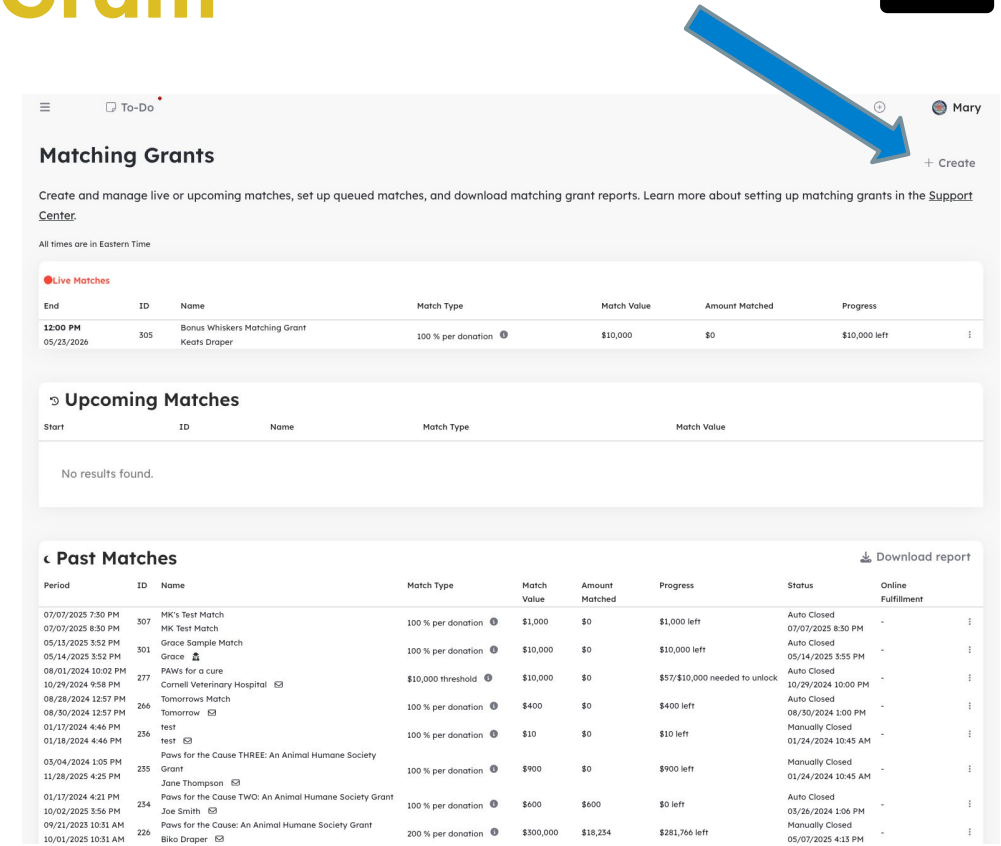
Create a Matching Grant

- Head to the “Fundraising Tools” tab of your organization dashboard and select “Matching Grants”



Create a Matching Grant

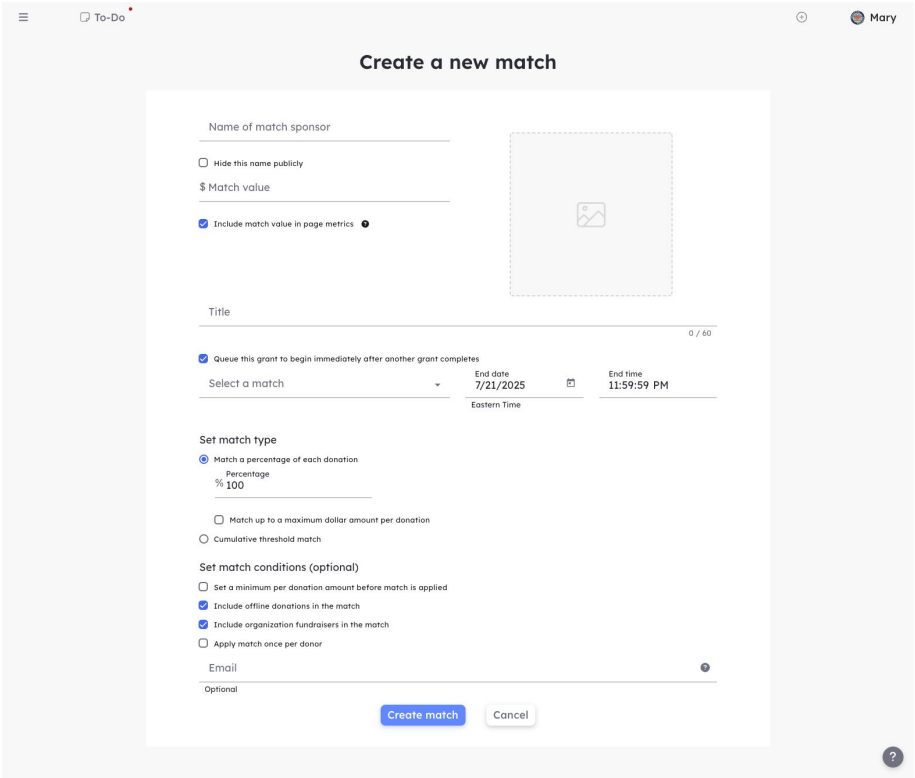
- Manage your live, upcoming, and past matches
- Create a new matching grant by selecting the “Create” option in the top right corner of the screen



Create a Matching Grant

Match Types

- Percentage based match
  - Customizable, allowing for a ratio of your choosing
- Cumulative threshold match
  - Think of these as a challenge! You can choose to unlock funds once a dollar, gift, or donor number is reached.



Setup per Funding Type

Offline Funded Match

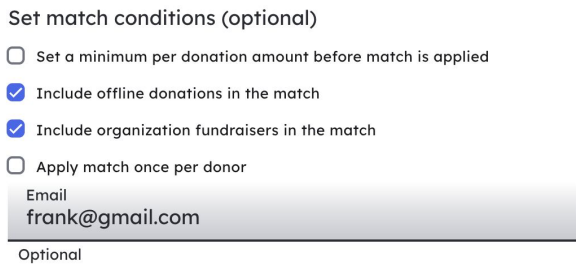
- Leave the “Include match value in page metrics” box checked, signifying the match dollars should be included in your totals as they are unlocked

Online Funded Match

- Uncheck the “Include match value in page metrics” box, signifying the match sponsor will be making their gift to your Give 8/28 page **AFTER** the match is “depleted”

Setup per Funding Type

You have the option to alert someone via email once a specific matching grant has been depleted. This email will notify the user that the matching grant has been unlocked, and will prompt them to fulfill their matching grant commitment via an online gift to your Give 8/28 page.



Offline Funded Match

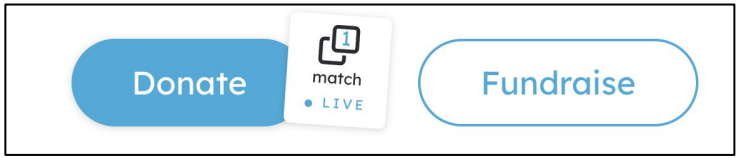
- You can elect to include the match sponsors email so they receive a notification that their matching grant has been depleted. However, the recipient of the email should ignore the prompt to fulfill the matching grant commitment via an online gift

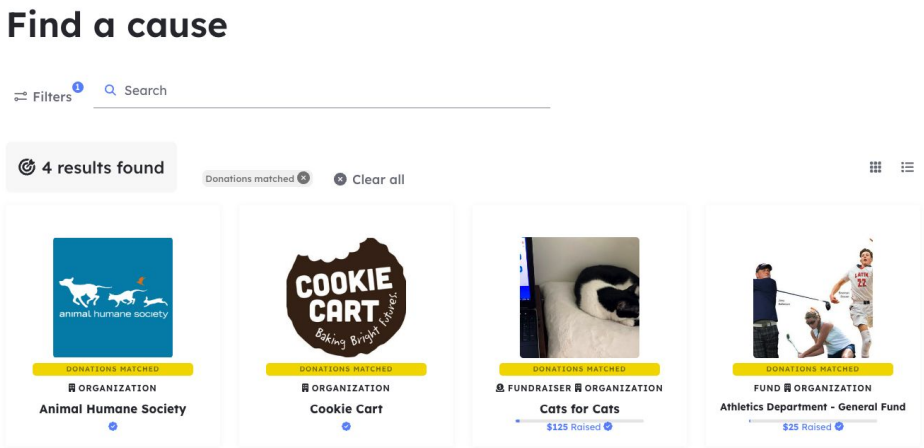
Online Funded Match

- Recipient of the match depletion email should follow the prompt to fulfill their matching grant commitment via an online gift to your Give 8/28 page

What does a LIVE Match look like?

- Match “badge” will be automatically applied to the Donate button on your organization page
- A summary block will automatically appear on your Organization page listing all of the LIVE matches
- Match “banner” will be automatically applied to your Organization page listing on the search page for donors





WE ARE HERE TO HELP

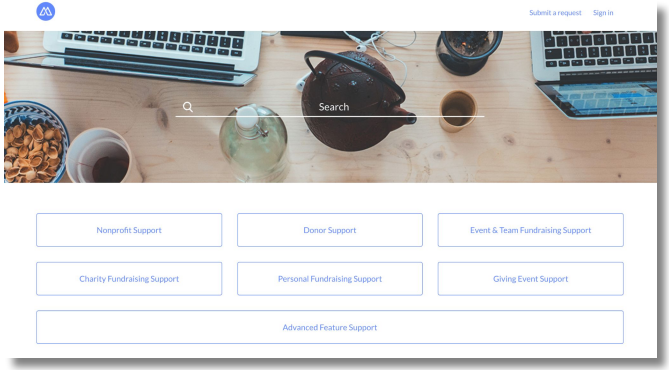
Fundraising Platform Support

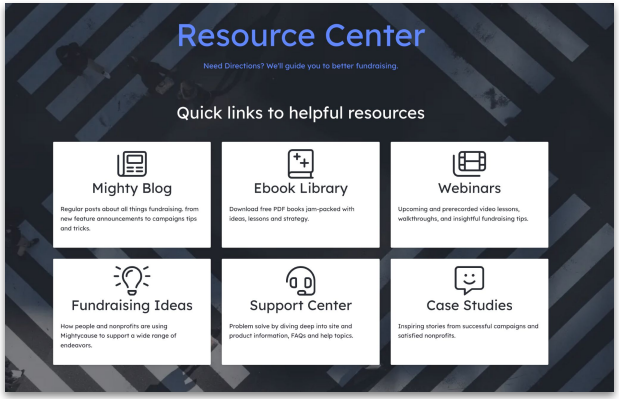
Online Support Library

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

Questions?

- Email the Mightycause Support Team
  - Monday - Friday, 9am - 5pm ET
  - support@mightycause.com
- Email the YBGB Team
  - info@youngblackgivingback.org





Happy Fundraising!