



Give8/28

2025: Getting Started



Neema Rwebangira - Program Manager
neema@youngblackgivingback.org

Ally Rizzo- Summer Impact Intern
emergingleader@youngblackgivingback.org

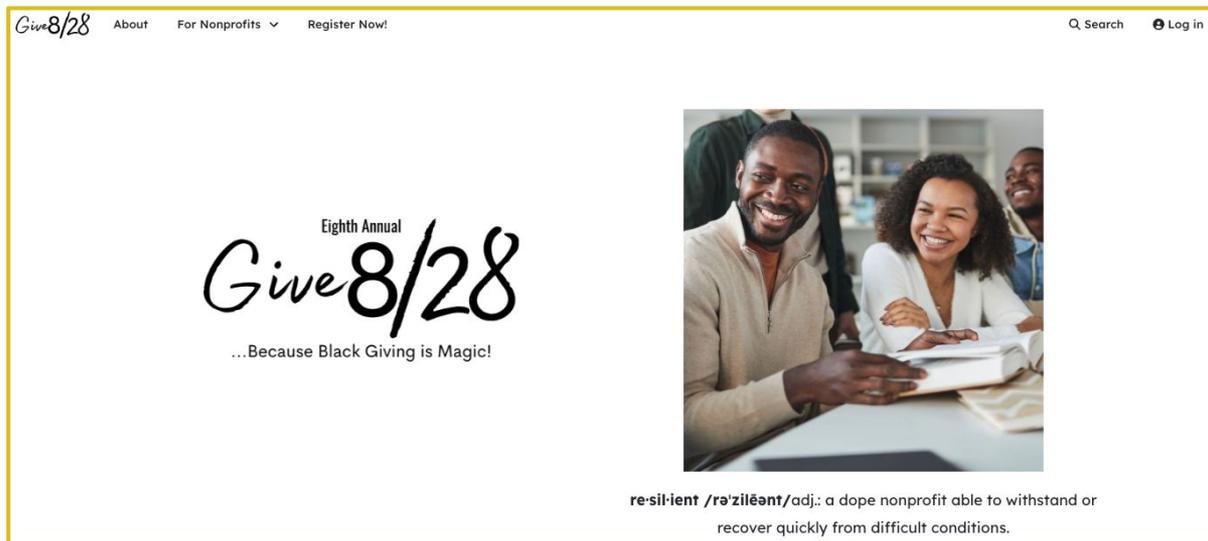
Have registration questions? Contact-
info@youngblackgivingback.org



Natalie
support@mightycause.com

Agenda

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



Give8/28 About For Nonprofits Register Now! Q Search Log in

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



re-sil-ient /rə'zɪliənt/adj.: a dope nonprofit able to withstand or recover quickly from difficult conditions.



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: Thursday, August 28 from 8am - 11:59pm ET
- ★ Early Giving: Starts on Tuesday, 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 to participate by July 31st**
- ★ 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

Register Your Organization

- Nonprofits are required to register & be approved **each year** to participate in Give 8/28
- There is a participation fee of \$25
- After submitting your registration request, please do not make any adjustments to your page until you receive an official Approval notification via email
- YBGB team will process your registration request within 72 hours
- Reminder: Registration closes July 31, 2025



Thank you for your interest in Give 8/28!

Organizations are required to register each year to participate in the Giving Event. The information you provide in the registration form will be used to validate your eligibility. Registration will be open from Thursday, June 19th through Thursday, July 31st.

****Please review the registration instructions before submitting your request.**

Is your organization fiscally responsible?

Is your organization a registered nonprofit?

A screenshot of the "Give 8/28 2024 Registration Form" page. At the top center is a clipboard icon with a checkmark. Below it, the text "Give 8/28 2024 Registration Form" is displayed. The instruction "To begin registration, please select your organization." is followed by a text input field containing "Enter organization name or EIN". Below this is a section titled "Select from your organizations" with a radio button next to "Mightycause Foundation". A "Select" button is positioned below the radio button. At the bottom, there is a link: "Can't find your organization? [Create it now.](#)".

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

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Q Search **Log in**

Log in or sign up

[Use Google](#)

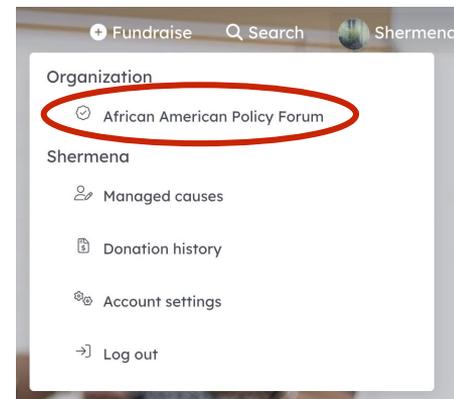
[Use Facebook](#)

OR

Email

Continue

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



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.





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

Resources for Participating Organizations

Whether you're just starting out or you're a seasoned Give 8/28 pro, we've gathered essential guides, tools, and tips to help you plan, execute, and manage your Give 8/28 campaign effectively. Each tab offers a comprehensive resource designed to walk you through the key steps, from setting goals and building your fundraising team to tracking progress and engaging donors. We encourage you to explore each section for valuable insights and actionable advice that will set you up for success.

< **Step 1: Register** Step 2: Plan for Success Step 3: Build Your Page Step 4: Amplify Your Impact Step 5: Spread the Word >

Register for Give 8/28

Organizations are required to register each year to participate in Give 8/28. Visit the [registration page](#) between June 19th and July 31st to register. After completing the registration form, your organization will be placed in a pending status as the Give 8/28 team determines your eligibility. You will receive an email notification within 72 hours that confirms whether your organization has been approved to participate in this year's day of giving. **Please do not make any adjustments to your organization page until you receive official notification of your participation status.**



Spread the Word!

Check out our Communication Guide for sample emails, press releases, social media posts, and more!

Click the buttons below to explore a collection of logos and graphics to help you spread the word. These graphics are ready for you to download and share - on social media, in emails, or anywhere else!

[Logos & Graphics](#)

[Communication Guide](#)

WE ARE HERE TO HELP

Fundraising Platform Support

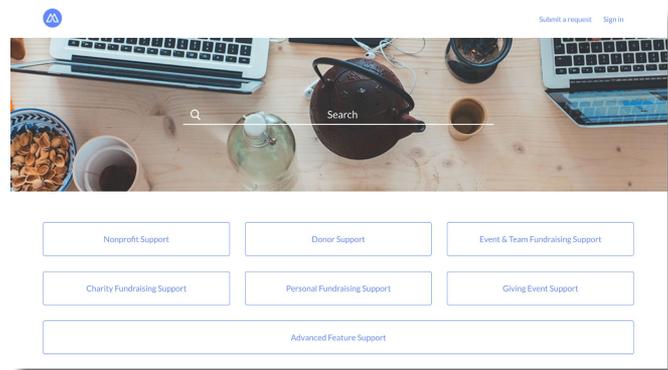
Online Support Library

- [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!**