



**Getting Started
with
Mightycause**



Agenda



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

- Giving Day Basics
- How to Register
- Building Your Profile
- Q&A

Giving Day Basics

- 24 hour campaign
- Starts May 7 at 12pm ET
- Ends May 8 at 12pm ET
- Hosted by the John 1:16 Foundation

HOSTED BY:

JOHN 1:16
FOUNDATION

**THANKS TO OUR
SPONSORS:**



the
FOCUS
group
taking donors seriously®

How does a Giving Day work?

- 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 by April 18
- Create and customize a 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!

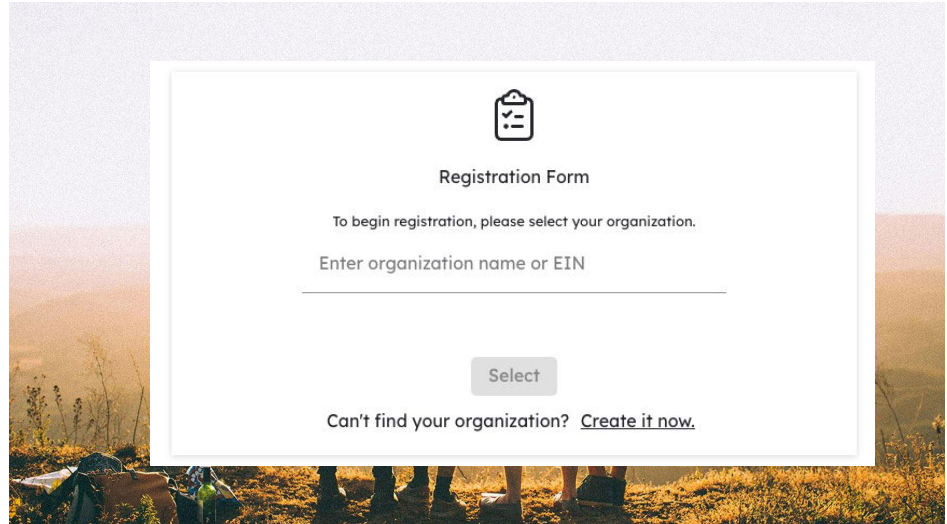




Getting Started

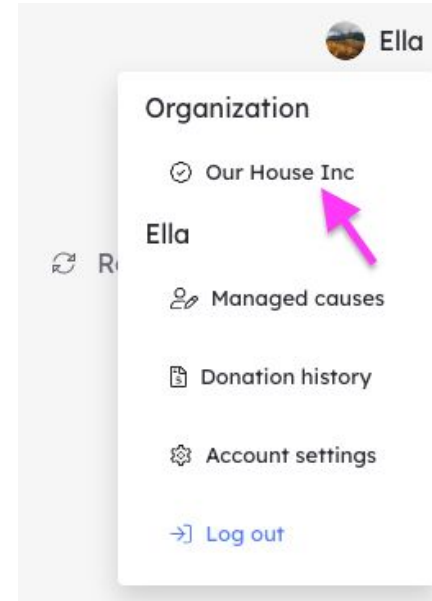
Register Your Nonprofit

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

A screenshot of a web registration form for Giving Day 2025. The form is centered on a white background with a light gray border. At the top is a clipboard icon with a checkmark. Below it is the title 'Registration Form'. The instructions read: 'To begin registration, please select your organization.' Below this is a text input field with the placeholder text 'Enter organization name or EIN'. A 'Select' button is positioned below the input field. At the bottom, it says 'Can't find your organization? [Create it now.](#)' The background of the screenshot shows a blurred outdoor scene with people sitting on a grassy hill.

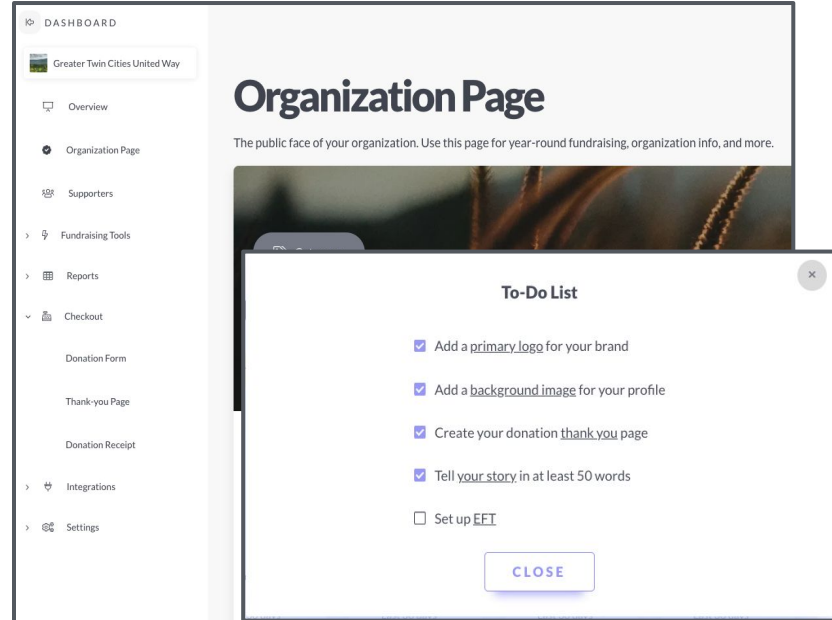
Accessing Your Dashboard

- To access your dashboard, you must be logged into the Giving Day website
- Click your name in the upper right corner of the screen
- Your organization(s) will be in your dropdown menu under “Organization”. Additionally, you will see your user account options below that, under your name



Navigate Your Dashboard

- **Overview:** View registration status, announcements & your To-Do List
- **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

A screenshot of a dashboard interface. On the left is a sidebar menu with the following 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" and includes the text "The public face of your organization. Use this page for year-round fundraising, organization info, and more." Below this is a blurred image of a person. A "To-Do List" modal is open in the foreground, containing a list of tasks: "Add a primary logo for your brand" (checked), "Add a background image for your profile" (checked), "Create your donation thank you page" (checked), "Tell your story in at least 50 words" (checked), and "Set up EET" (unchecked). A "CLOSE" button is at the bottom of the modal.

Overview



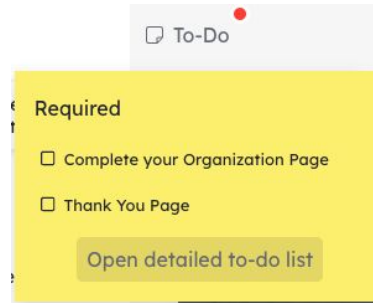
A screenshot of a dashboard interface. At the top left, there is a "To-Do" tab with a checklist icon. Below it, a yellow pop-up box titled "Required" contains three items: "Complete your Organization Page", "EFT Setup", and "Thank You Page", each with a checked checkbox. Below the list is a link that says "Open detailed to-do list". To the right, there is an "Overview" section with three cards. The first card shows a hand holding a dollar sign icon, a large "0", and the text "Online Donations" with a "Last 30 days" dropdown. The second card shows a group of three people icon, a large "0", and the text "Unique Donors" with a "Last 30 days" dropdown. The third card shows a money bag icon, a large "\$0", and the text "Raised Online" with a "Last 30 days" dropdown. Each card has a vertical ellipsis and a four-way arrow icon in the top right corner.

Overview:

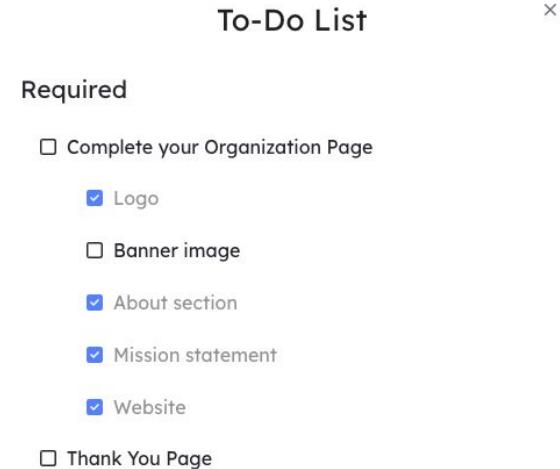
View registration status, announcements, recent metrics & your To-Do List

To Do List

- Logo (required)
- About (required - 50 words or more)
- Banner Image (recommended)
- Thank You Page (recommended)



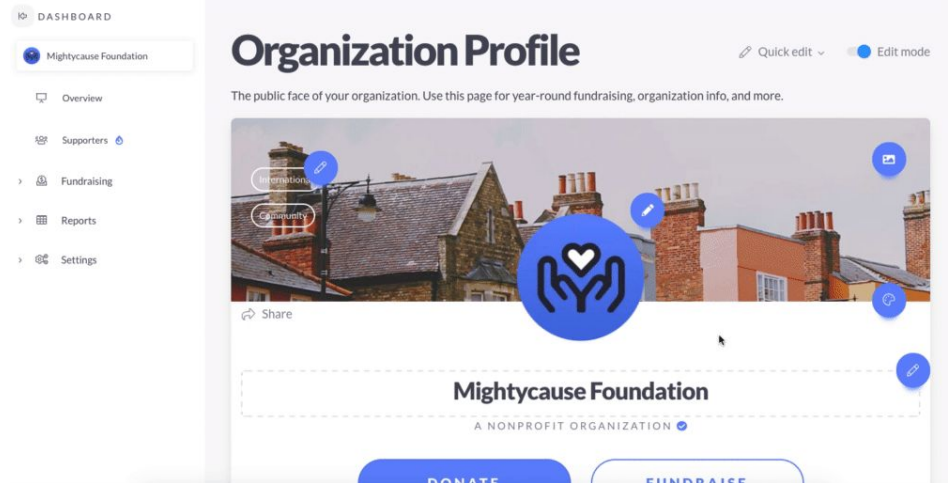
Hint: click on each To Do list item and the platform will take you where you need to go to update!



Close

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 Giving Day



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



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 7 at 12pm ET



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

100% COMPLETE

Stats displayed

- Amount raised
- Number of donors

Calculation method

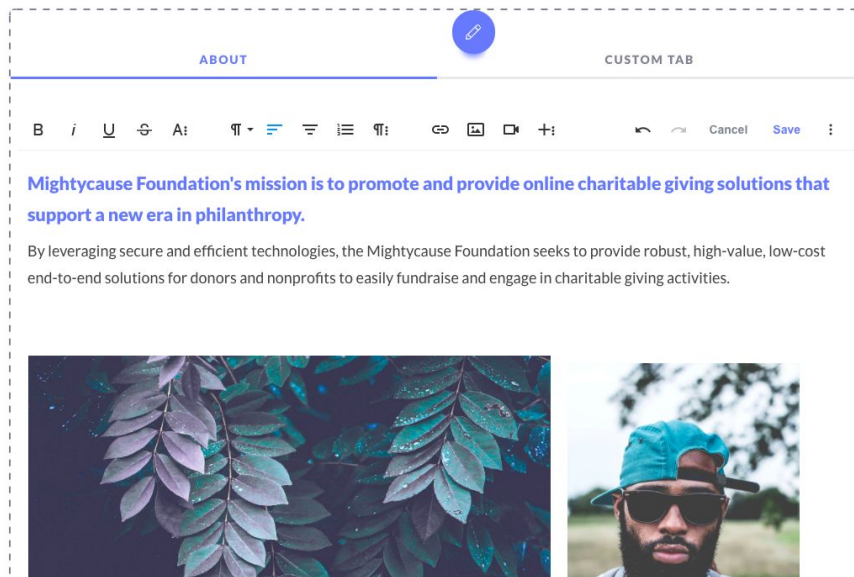
- Include offline donations
- Calculate over all time
- Start calculation on a specific date

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

Hide section

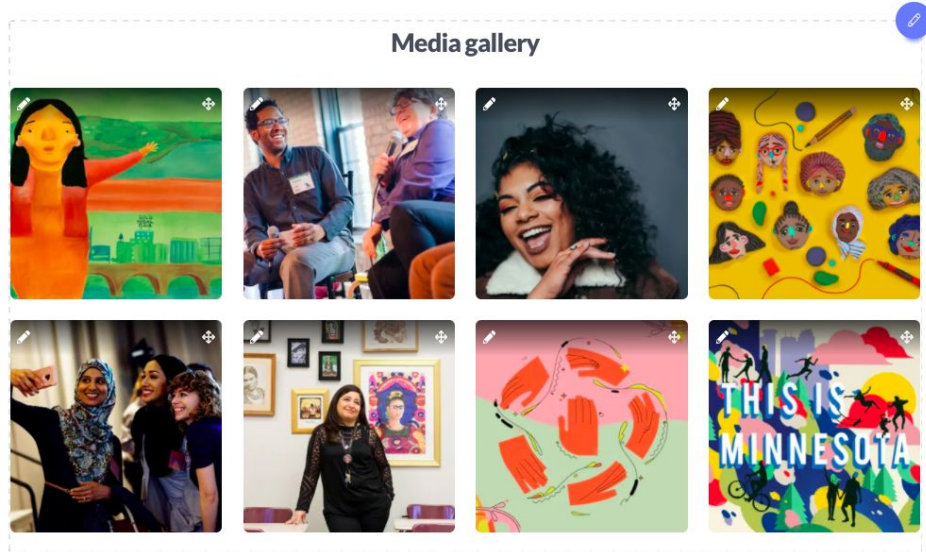
Tell Your Story

- 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

A screenshot of a web editor interface. At the top, there are two tabs: 'ABOUT' (selected) and 'CUSTOM TAB'. Below the tabs is a rich text editor toolbar with icons for bold (B), italic (i), underline (U), link (G), text color (A:), background color, bulleted list, numbered list, indent, outdent, link, unlink, video, and a plus sign for more options. To the right of the toolbar are 'Cancel' and 'Save' buttons. The main content area contains a blue heading: 'Mightycause Foundation's mission is to promote and provide online charitable giving solutions that support a new era in philanthropy.' Below the heading is a 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, there are two image placeholders: one showing green leaves with water droplets, and another showing a man wearing a blue cap and sunglasses.

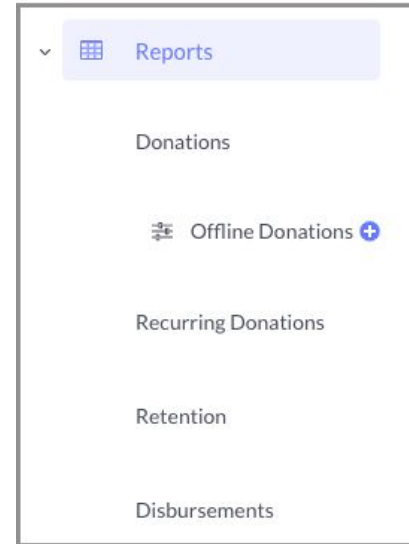
Add Media & Integrate Social

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



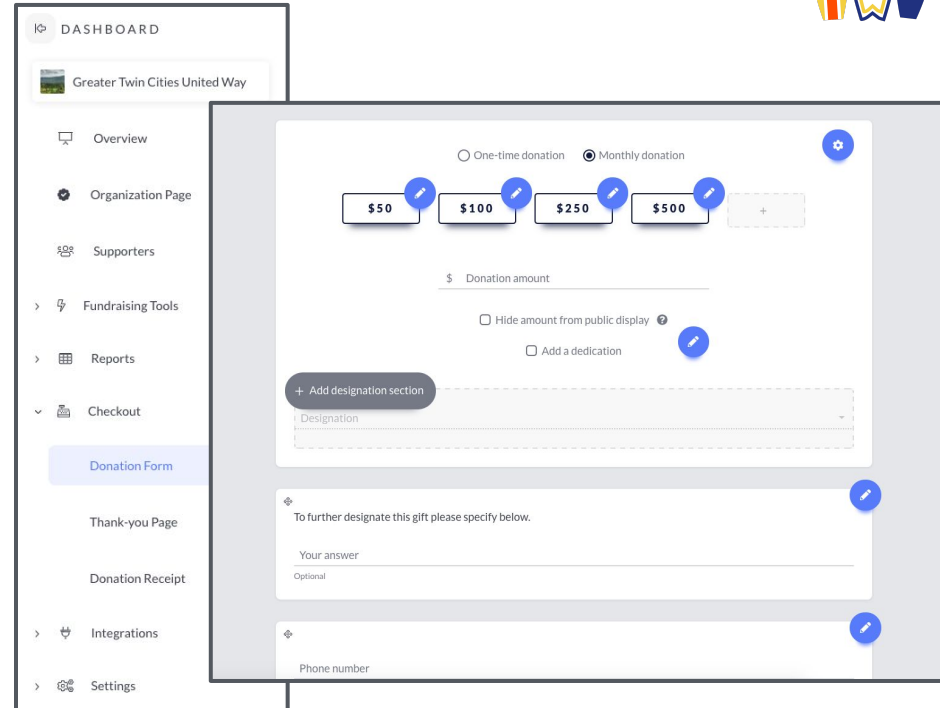
Donation Report

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



Checkout Flow

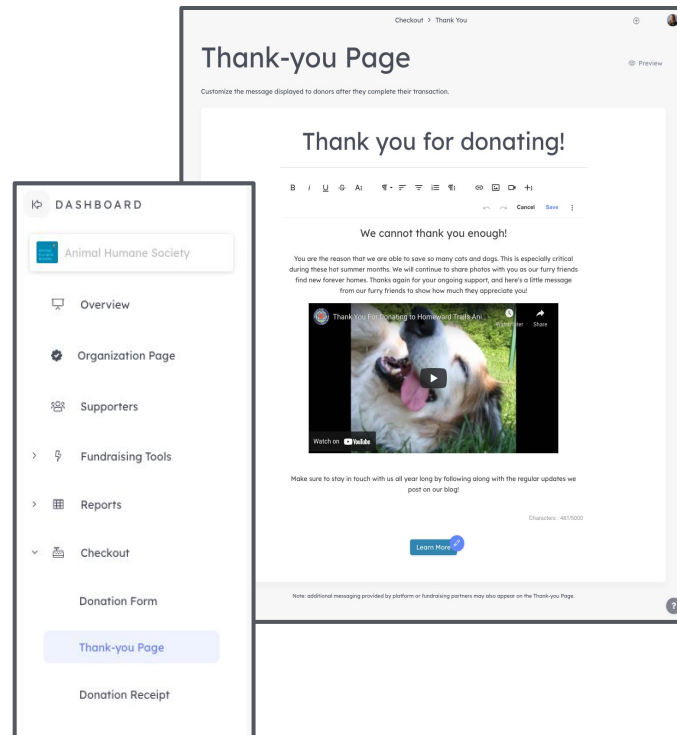
- Choose what donor data you collect
- Use custom donation suggestions to reinforce impact
- Preview the Donor Checkout Flow



The screenshot displays a configuration interface for a donor checkout flow. On the left is a sidebar menu with the following items: DASHBOARD, Greater Twin Cities United Way, Overview, Organization Page, Supporters, Fundraising Tools, Reports, Checkout, 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 four donation amount buttons: '\$50', '\$100', '\$250', and '\$500', each with a blue edit icon. To the right of these buttons is a plus sign. Below the buttons is a text input field labeled '\$ Donation amount'. Underneath the input field are two checkboxes: 'Hide amount from public display' and 'Add a dedication', both with edit icons. A section titled '+ Add designation section' is shown with a dashed border and a 'Designation' input field. Below this is a section titled 'To further designate this gift please specify below.' with a 'Your answer' input field and the label 'Optional'. At the bottom is a 'Phone number' input field. Each of these three sections has a blue edit icon on its right side.

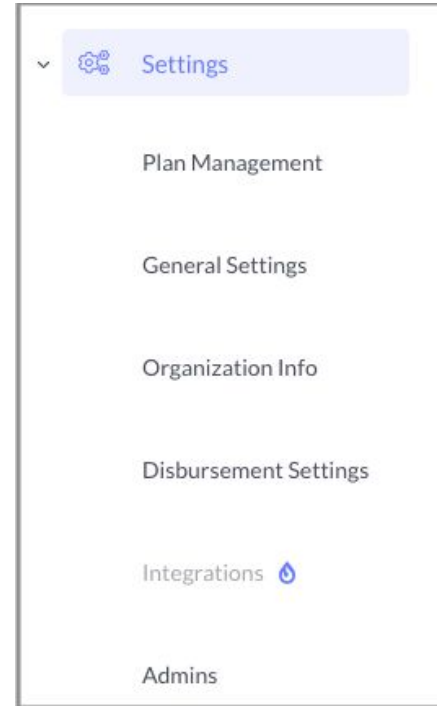
Post-Checkout Customizations

- 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

The image shows a screenshot of a web editor interface for a "Thank-you Page". On the left is a sidebar menu titled "DASHBOARD" for "Animal Humane Society". The menu items are: Overview, Organization Page, Supporters, Fundraising Tools, Reports, Checkout, Donation Form, Thank-you Page (highlighted), and Donation Receipt. The main editor area shows a preview of the thank-you page. The page title is "Thank-you Page" and the subtitle is "Customize the message displayed to donors after they complete their transaction." The main content of the page includes the heading "Thank you for donating!", a rich text editor with a "Cancel" and "Save" button, a paragraph of text: "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.", a video player showing a dog's face, a "Watch on YouTube" button, a "Learn More" button, and a character count of 481/1000. A note at the bottom states: "Note: additional messaging provided by platform or fundraising partners may also appear on the Thank-you Page." A help icon is visible in the bottom right corner of the editor.

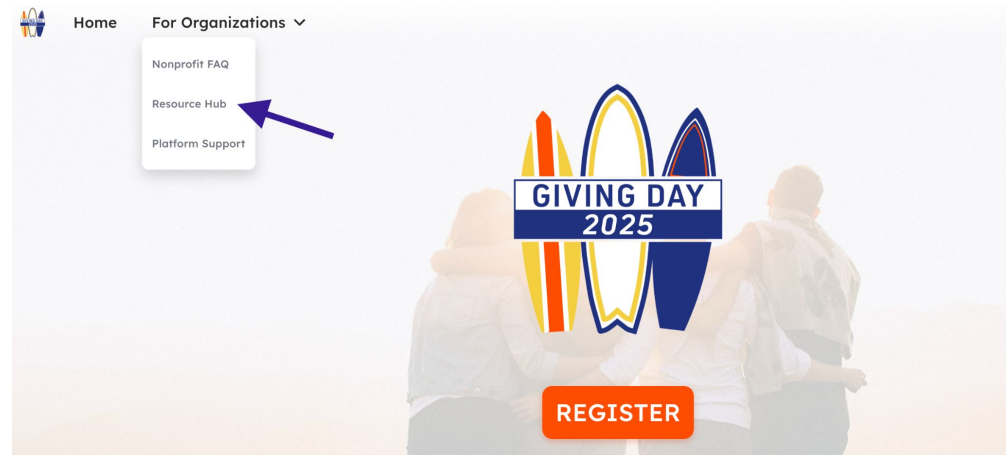
Settings

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



Use Nonprofit Toolkit Resources

- Access tips, FAQs and basic how-tos
- Borrow templates for email, social media and more - Coming Soon!





Get Support from Mightycause!

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





**Questions?
Happy Fundraising!**