GiveSignup 101

March 6, 2024

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Today's **Agenda**

- Donations
- Charity Partners
- Peer-to-Peer Fundraising (P2P)
- Gamification & Incentives
- Email Communication

Technology Solutions
For Your Charitable Events

Always Free

Powerful, easy-to-use technology to create events, raise awareness, and grow participation.

Control Your Brand and Date

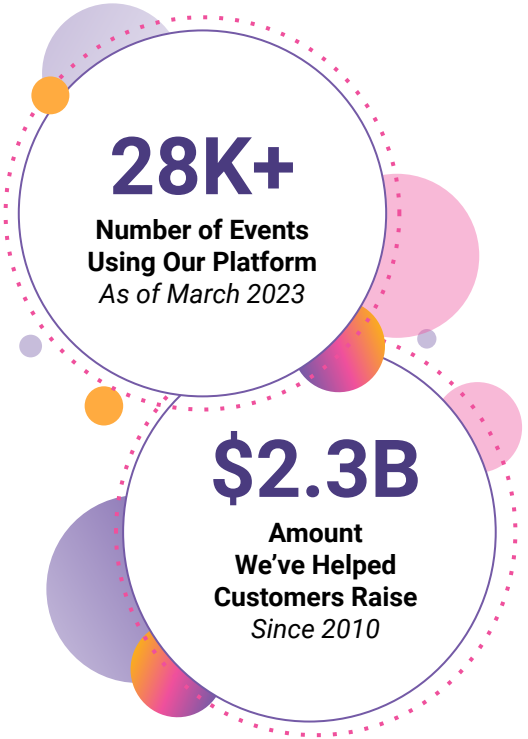
Your data is always your data, and *your brand (and mission)* are always first. You have full control over the settings & features you enable.

Secure and Reliable

PCI Level 1 compliant (highest possible) to protect your data and ensure accurate and on-time payments. No worries.

All-In-One Registration & Fundraising

Streamlined registration and fundraising pathway to *reduce drop-off rate* and increase donations.



DONATIONS
MAKE IT EASY FOR DONORS TO GIVE

“We make a living by what we get. We make a life by what we give.” -- Winston Churchill

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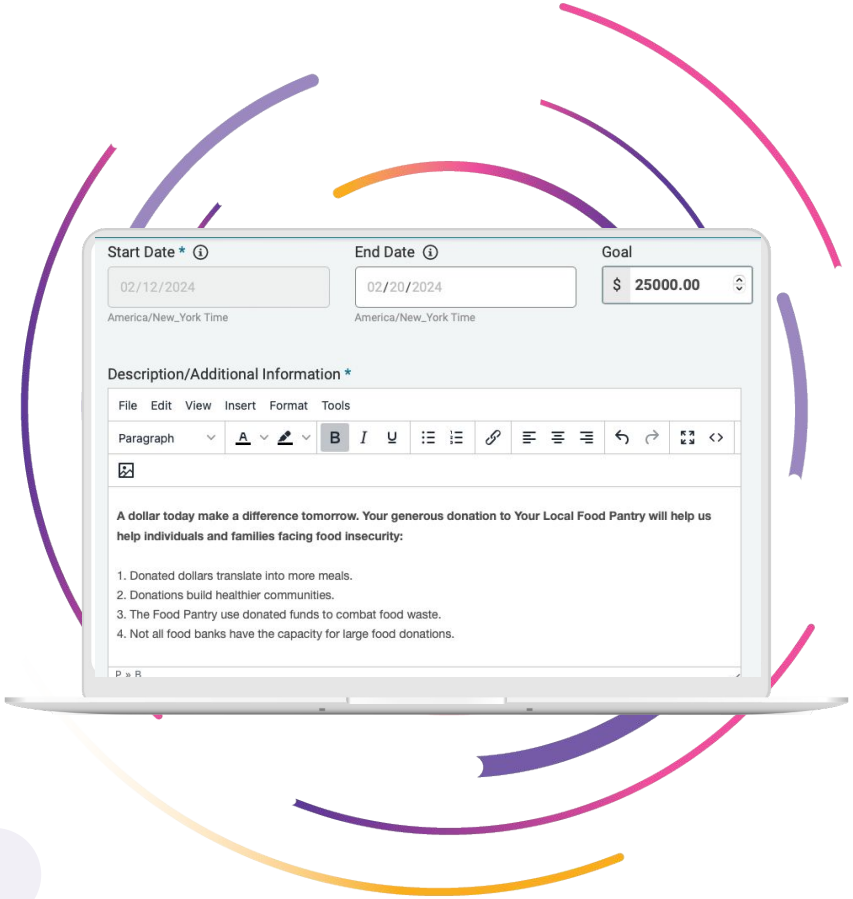
There are 3 basic ways to help reach your event's fundraising goal:

1) A simple DONATION option during and outside of registration.
2) Easy CHECKBOX at checkout with a pre-set donation amount.
3) Peer-to-Peer FUNDRAISING

- Begin with a built-in donation ask within as well as outside the registration path for your event.
- No two fundraising events look the same – so match your setup to your organization's objectives.
- Regardless of the setup, assess your capacity to support fundraising.

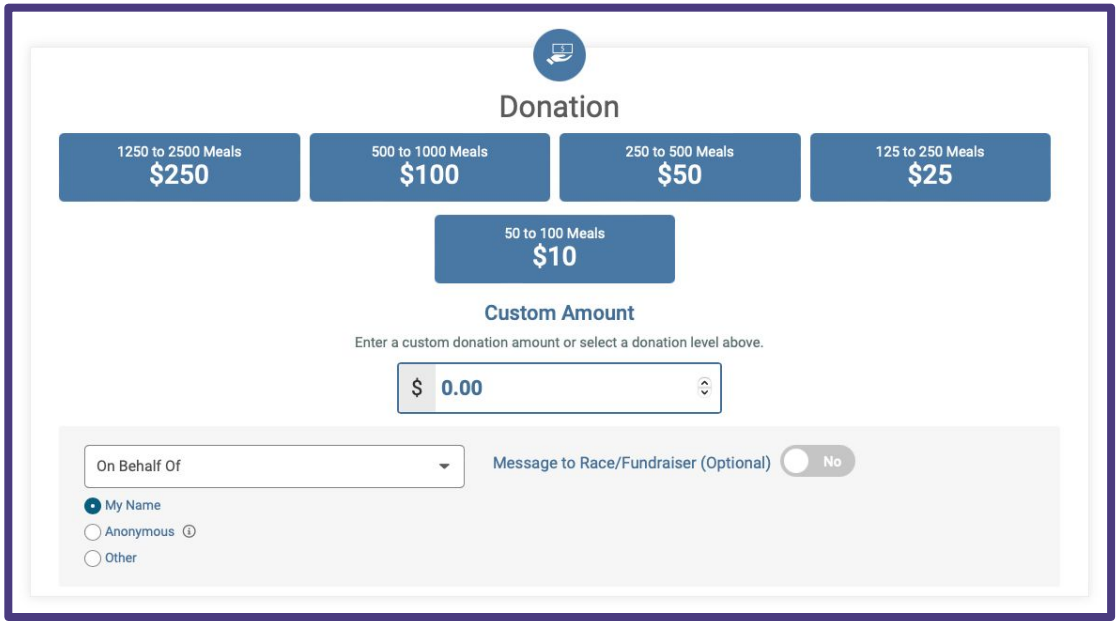
Donations Setup
General Settings

- Start & End Dates
- Goals
- Description
- Non-Profit Logo
- Donation Levels



DASHBOARD LOCATION **Donations** > **Setup** > **General Settings**

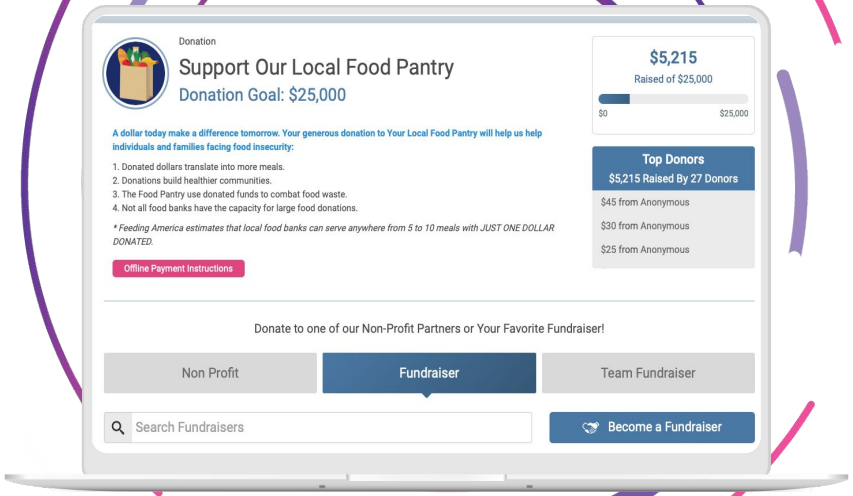
Donations Setup
Donation Levels



Setup your donation levels to appeal to a wide range of donors. Add donation levels that are appropriate for every donor, from less than $10 to more than $1,000. To further prompt action, add descriptive names that make the impact of the donation come to life.

Donations Setup
Donation Page Customizations

- Donation Page Heading
- Goal Thermometer
- Default Tab on Your Race Donation Page
- Custom Wording
- Offline Donation Instructions
- Attribution (On Behalf Of) Options
- Donor List



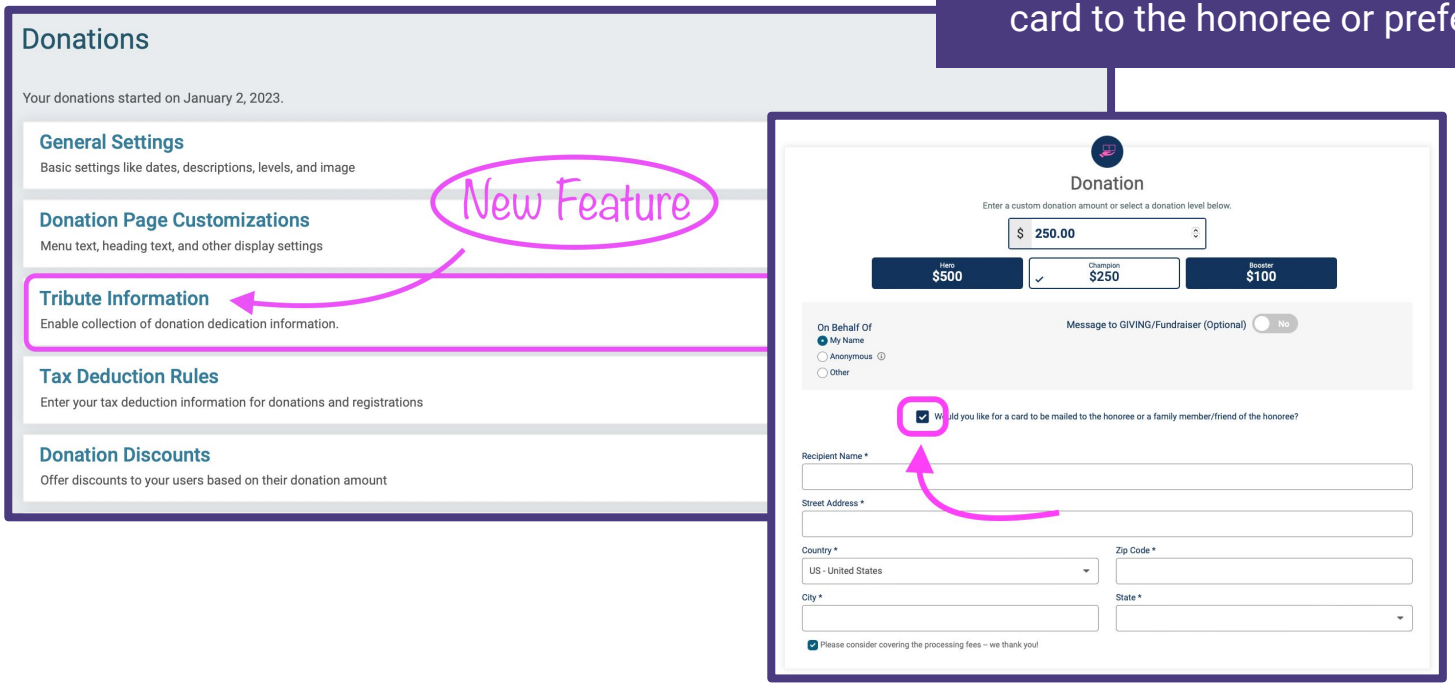
DASHBOARD LOCATION **Donations** > **Setup** > **Donation Page Customizations**

Donations
More Considerations

- Tribute Information – NEW!
- Tax Deduction Rules
- Donation Discounts
- Corporate Matching Gifts
- Donation Summary Email

Donations Setup
Tribute Information

If donors choose to dedicate their donation, your nonprofit can offer the option to mail a card to the honoree or preferred recipient.



CHARITY PARTNERS **EFFECT AN IMPACT FOR YOUR NETWORK**

“Alone we can do so little; together we can do so much.” – Helen Keller

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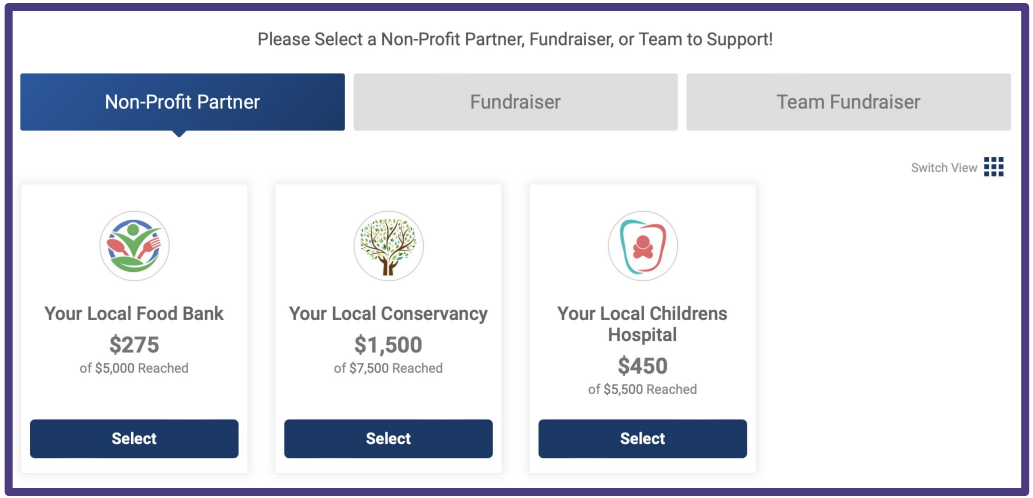
What is a **Charity Partner?**

- Amplify the impact of your race!
- Extend your reach to new audiences.
- Offer donors a choice of where to give.
- Provide fundraisers the option to support their favorite non-profit.
- Offer direct payment to charities so all donation dollars go directly to them.

Charity Partner **Setup**

Charity partners, like fundraisers, may be featured on the Donation page, showcasing their involvement & impact.



Community Foundations often accept pass-through contributions from donors and distribute these funds to local charities, facilitating a seamless way to support various causes.

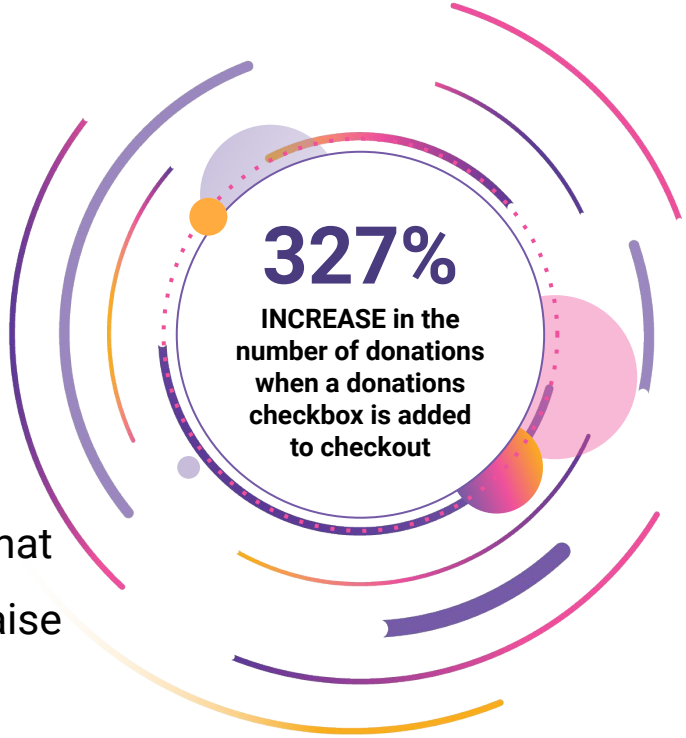
DASHBOARD LOCATION **Donations** > **Charity Partners**

Charity Partners
Add A Donation to Checkout

Looking to boost donations?

Include a checkbox with a fixed donation amount towards a selected charity on your registration check out page.

The action is *easy*, but the results are BIG – races that enable this feature collect from more donors and raise more than 3 times as much.



DASHBOARD LOCATION **Donations** > **Charity Partners**

FUNDRAISING
EXPAND YOUR REACH WITH P2P

“When one gives, two get happy.” – Amit Kalantri

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Peer-to-Peer (P2P) **Fundraising**

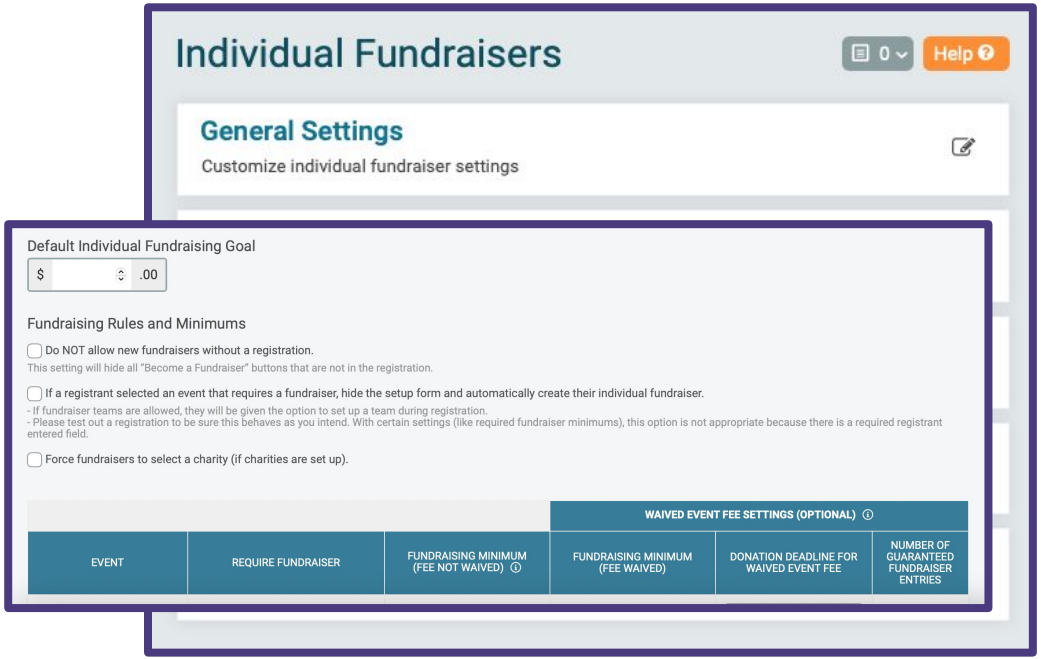
- Runs of All Distances
- Awareness Walks
- Cycling Rides
- Virtual Endurance Challenges
- Golf Tournaments
- Winter Sports
- DIY Fundraising
- Charity Bib Programs

Peer-to-Peer **Fundraisers**

- Peer-to-peer fundraising is a powerful way to earn revenue through events.
- Support your fundraisers during the entire process with FAQ pages, fundraising tool belts, and resources for reaching out to their community.
- Enable your fundraising settings based on the priorities of the race and understand the tradeoffs of having many fundraisers versus a small number of valuable fundraisers.

Individual Fundraisers **General Settings**

- Default Individual Fundraising Message
- Default Individual Fundraising Goal
- Fundraising Rules and Minimums



DASHBOARD **LOCATION** Fundraising > Individual Fundraisers > General Settings

Individual Fundraisers
Customizations & Display Settings

- Replacing the Term “**Fundraiser**”
- Creating a Custom “Fundraiser” Heading
- Choosing How **Top Fundraisers** are Displayed
- Customizing Placement and Display for Call to Action Buttons – **Become a Fundraiser** and **Join**
- Customizing Fundraiser **Social Sharing Options** and Fundraiser Specific **Emails**

DASHBOARD LOCATION **Fundraising** > **Individual Fundraisers** > **General Settings**

Groups/Teams vs. Fundraising Teams

Groups/Teams

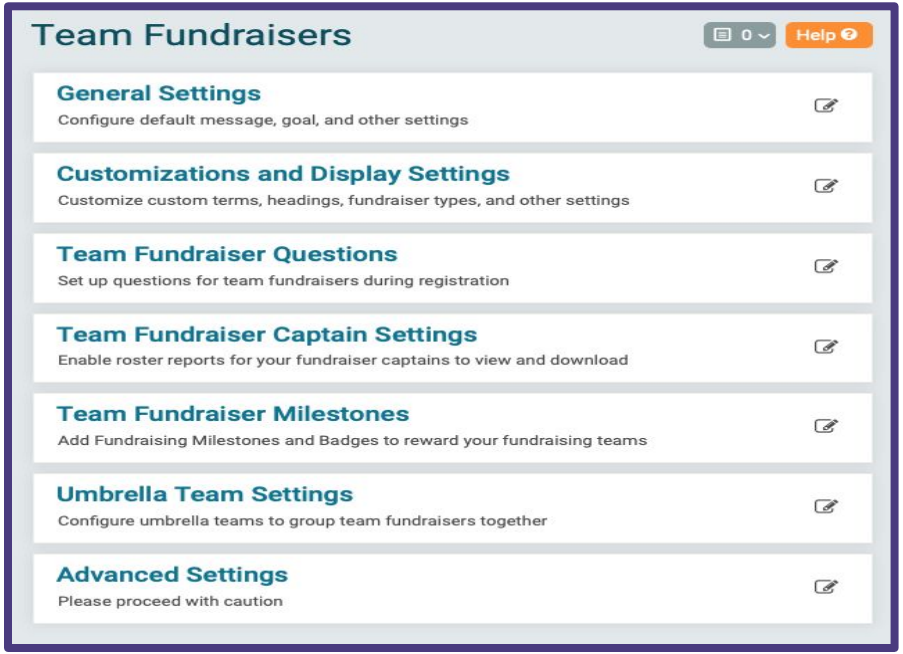
- Typically used for relay events
- Social teams like family flocks at the Thanksgiving Day Turkey Trots
- Appeal to Friendly Competition
- Costume Contests & Spirit Awards

Fundraising Teams

- Emphasis is on fundraising
- Comprised of individual fundraisers
- All donations to individuals are pooled into a team's total
- Ideal for school event fundraisers

Team Fundraisers
General Settings

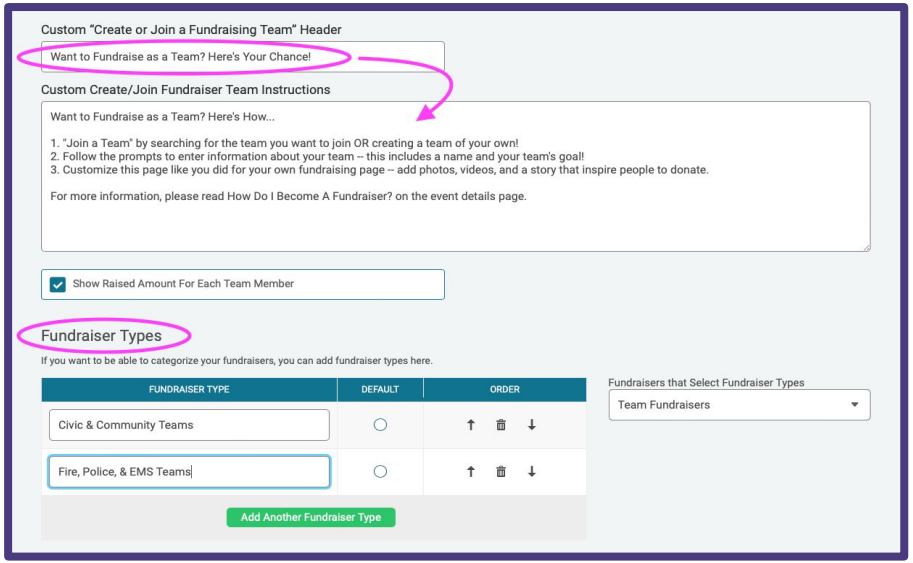
Fundraising teams allow fundraisers to join forces to meet their goal and can make fundraising more fun. As with individual fundraisers, there's high variability in the productivity of fundraising teams.



DASHBOARD LOCATION **Fundraising** > **Team Fundraisers** > **General Settings**

Team Fundraisers
Customizations & Display Settings

- Customize the Term “**Team Fundraiser**”
- Customize **Header & Instructions** for Creating and Joining a Fundraising Team
- Categorize Fundraisers **(Types)**

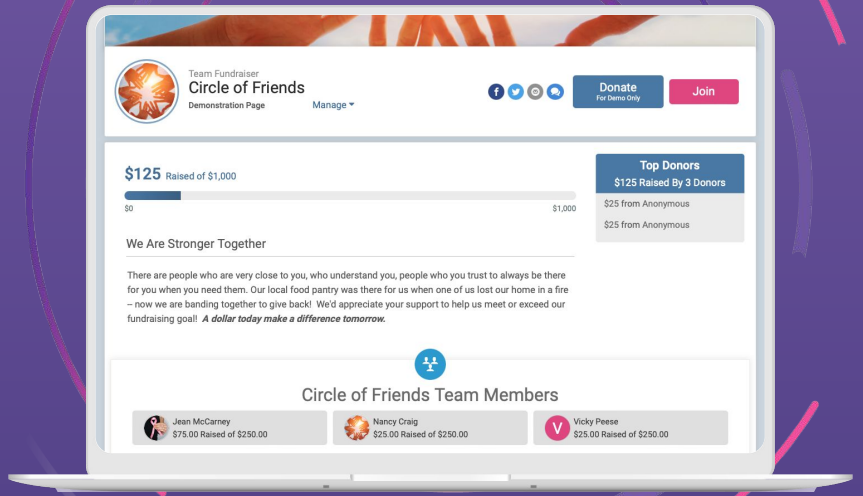


DASHBOARD LOCATION **Fundraising** > **Team Fundraisers** > **Customizations & Display Settings**

Fundraiser View
Customizing Fundraiser Pages

Encourage Your Fundraisers To:

- Personalize (edit) their details
- Add profile photo, banner photo…even a slideshow.
- View their donations.
- Share their links to their page across social media channels, email, or text.



GAMIFICATION & INCENTIVES **ENGAGEMENT IS KEY**

“One way to keep momentum going is to have constantly greater goals.” – Michael Korda

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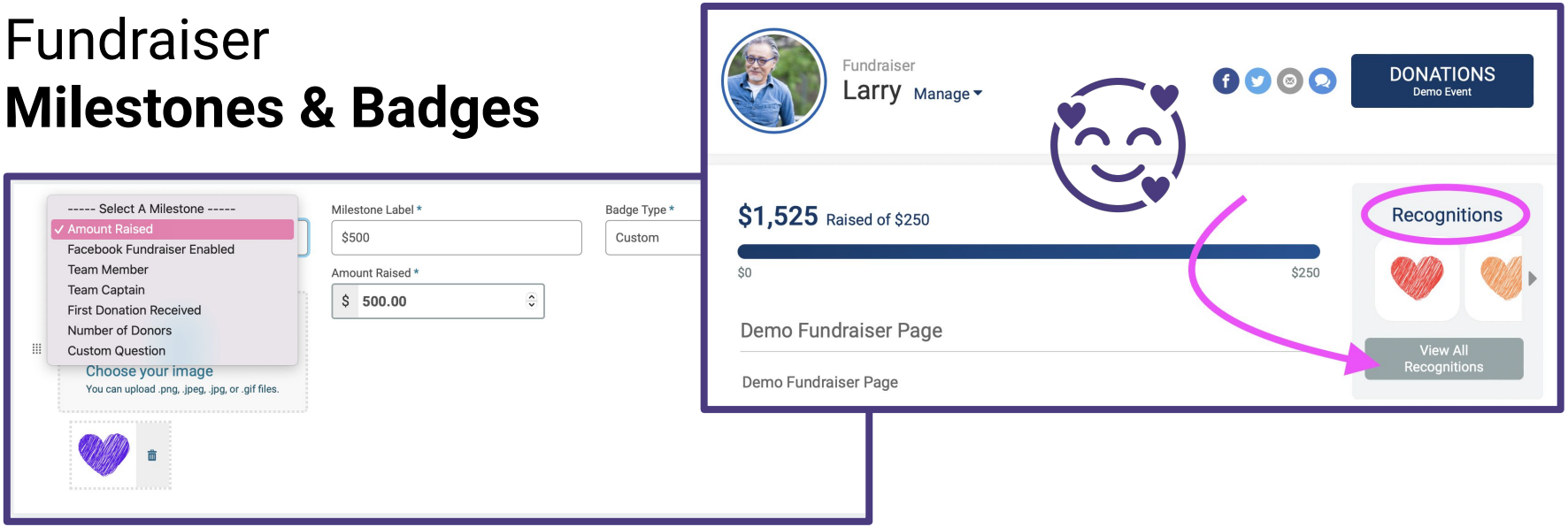
Milestones, Badges **& Rewards**

- Recognize Specific Goals & Actions
- Encourage Progress
- Add Motivation
- Offer Refunds Tied to Fundraising Threshold
- Complement Email Communication
- **Demonstrate Appreciation**

Fundraiser
Milestones & Badges



DASHBOARD LOCATION **Fundraisers** > **Individual Fundraisers** > **Fundraiser Rewards**

DASHBOARD LOCATION **Fundraisers** > **Team Fundraisers** > **Team Fundraiser Milestones**

COMMUNICATION **THANK, INSPIRE, & UPDATE**

“The single biggest problem in communication is the illusion that it has taken place.” – George Bernard Shaw

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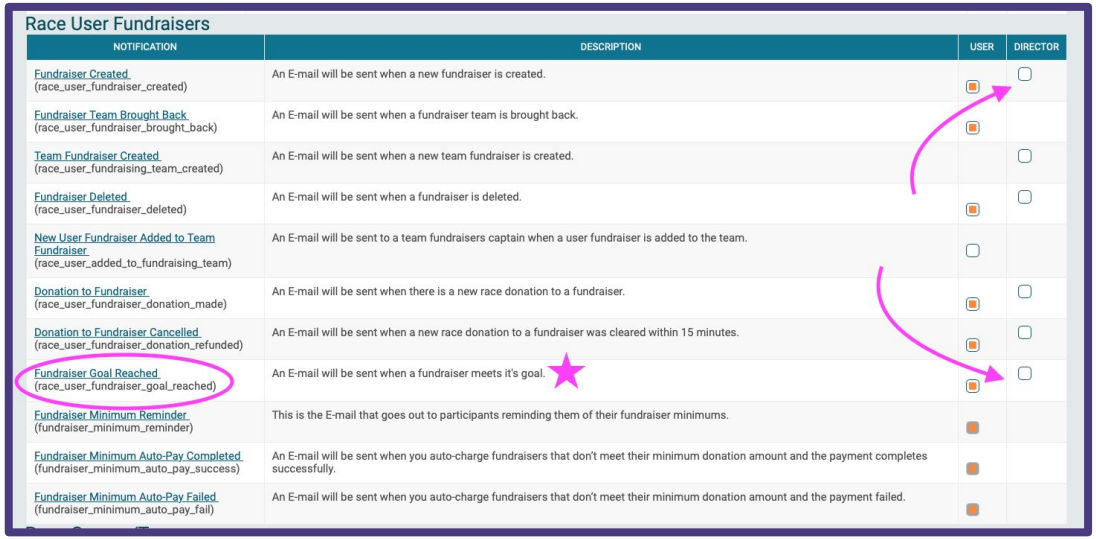
Email **Communication**

- Your Event and Your Fundraisers
- Your Event and Your Donors
- Your Fundraisers and Their Donors

Each one is an opportunity to recruit, motivate, and build relationships!

General **Notifications**

- Customize and tailor your communications to fit your needs.
- Vary messages for team members and captains.
- Send notifications to email addresses that may not be Race Directors.



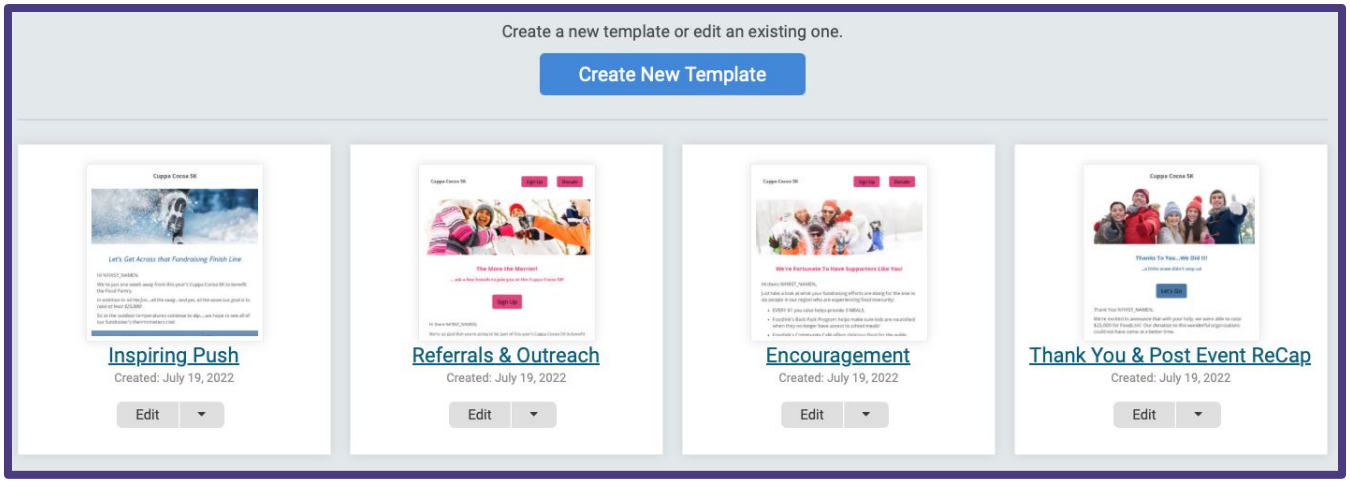
Automated Emails
Registration Follow Up

Enable follow up emails to promote and support FUNDRAISING (and your Fundraisers!)

- THANK THEM
- Prompt customizing page(s) to tell their personal story
- Share tips & tricks for success
- Send customizable content & updates

DASHBOARD LOCATION **Email V2** > **Automated Emails** > **Registration Followup**

Email Marketing V2 **Get Creative!**



- Emphasize Your Brand with System Templates
- Customize our Pre-Built Templates
- Design and Schedule a Series of Emails
- Sustain Communication

Wait, There's So ***Much More...***

- Team Settings
- Fundraising Minimums
- Reporting
- Your RunSignup Team of Pros
- Blogs, Webinars, Video Library

Thank You For **Joining Us Today**

For more information,
visit us online at: givesignup.org

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