Give BIG
GALLATIN VALLEY

POWERED BY
One Valley
COMMUNITY FOUNDATION

One Day.
Endless Possibilities.

May 1 - 2 | GiveBigGV.org

Final Training: Give Big Details

GiveBigGV.org

Today's Meeting

- Largely informative and not interactive
- Please keep yourself muted
- Please chat into the chat box with your questions
  - There will be time for Q&A at the end
- Session will be recorded and slides will be posted
  - Full of hyperlinks (in teal and underlined)

Who is One Valley?

Connecting people who care to causes that matter to ensure all can thrive in Gallatin County.

Manage donor-advised funds and other charitable giving vehicles

Provide resources, training, and support to local nonprofits

Convene conversations on critical local issues

Multiply grassroots philanthropy

The Give Big Team

Chloe Loffelholz

One Valley Community Foundation

Interim Program Manager

Anna Burkholder

One Valley Community Foundation

Marketing & Communications Manager

Kaitie Branton

GiveGab/Bonterra

Project Manager

Give Big 2025

- 6 pm Thursday, May 1st – 6 pm Friday, May 2nd
  - Soft open – Wednesday, April 30th at 6 pm
  - Long close – Tuesday, May 6th at 11:59 pm
- 11th annual event
- 257 nonprofits

Goals

- Engage more donors than ever before (7,000)
- Celebrate and promote the amazing work each of your organizations does every day
- Help all of you raise important, unrestricted funding

Spirit of Give Big

- Bring Gallatin County together in an act of community giving
- Build awareness and support for the nonprofit sector
- Introduce donors to nonprofits they may not know
- Make giving fun!

Day of Logistics

Give Big Wide Event

- Virtual Kick-Off at GiveBigGV.org
- No Give Big Fests this year

Nonprofit & Business Events

- During Give Big (6 pm May 1st - 6 pm May 2nd)
- Can be virtual or in-person
- Must be submitted to the Give Big events calendar by April 23rd to be promoted on the website
- Give Big swag
  - Yard signs, t-shirts, stickers, table tents
  - Graphics available on the downloads page

Business Involvement

- Matches and Challenges!
- Business Fundraisers
  - Businesses can make a profile that will be featured on GiveBigGV.org
  - Businesses can easily match donations
  - Free marketing and team building
- Events and promotions
  - Swag available to businesses too

Ways to Give

GiveBigGV.org

Ways to Give

- $5 minimum donation
- Donate online at GiveBigGV.org (April 30th – May 6th)
    1. Credit Card
    2. ACH – over $100
    3. Mobile Pay – Google Pay, Apple Pay
- Give via check
    - Directly to a nonprofit
    - Through One Valley Community Foundation
- Give via stocks, DAFs and IRAs
    - Through One Valley (use Offline Donation Form)

GiveBigGV.org

Fees

- Donors are automatically opted-in to covering fees
- Donors covered 82% of the fees in 2024
- Donation Realization Rate: 91%
  - How much each organization “took home”

Credit Card / Mobile Pay	**ACH**	**Checks/ Stocks/ IRAs/ DAFs**
• 2.5% Platform Fee (GiveGab) • 2.5% Credit Card Fee + $0.30 • 3% Host Fee (One Valley)	• 2% Platform Fee (GiveGab) • $3.00 Processing Fee • 3% Host Fee (One Valley)	• No fees from One Valley or GiveGab • Donor pays fees for transferring stock

Host Fee

- **What's Changing**
  - 3% host fee added to **online donations only**
  - Fee goes to **One Valley** to support Give Big operations
  - No host fee on offline gifts (checks, DAFs, etc.)
- **Why It Matters**
  - Give Big runs at a significant deficit each year, with One Valley covering the costs
  - Fee supports staffing, tech, marketing, and prizes
  - Ensures long-term **sustainability** of the initiative
- **For Donors**
  - Fees shown clearly at checkout
  - Donors can choose to cover the fees
  - No Tip the Host this year

Contact Bridget Wilkinson at bridget@onevalley.org or 406.587.6262 x50

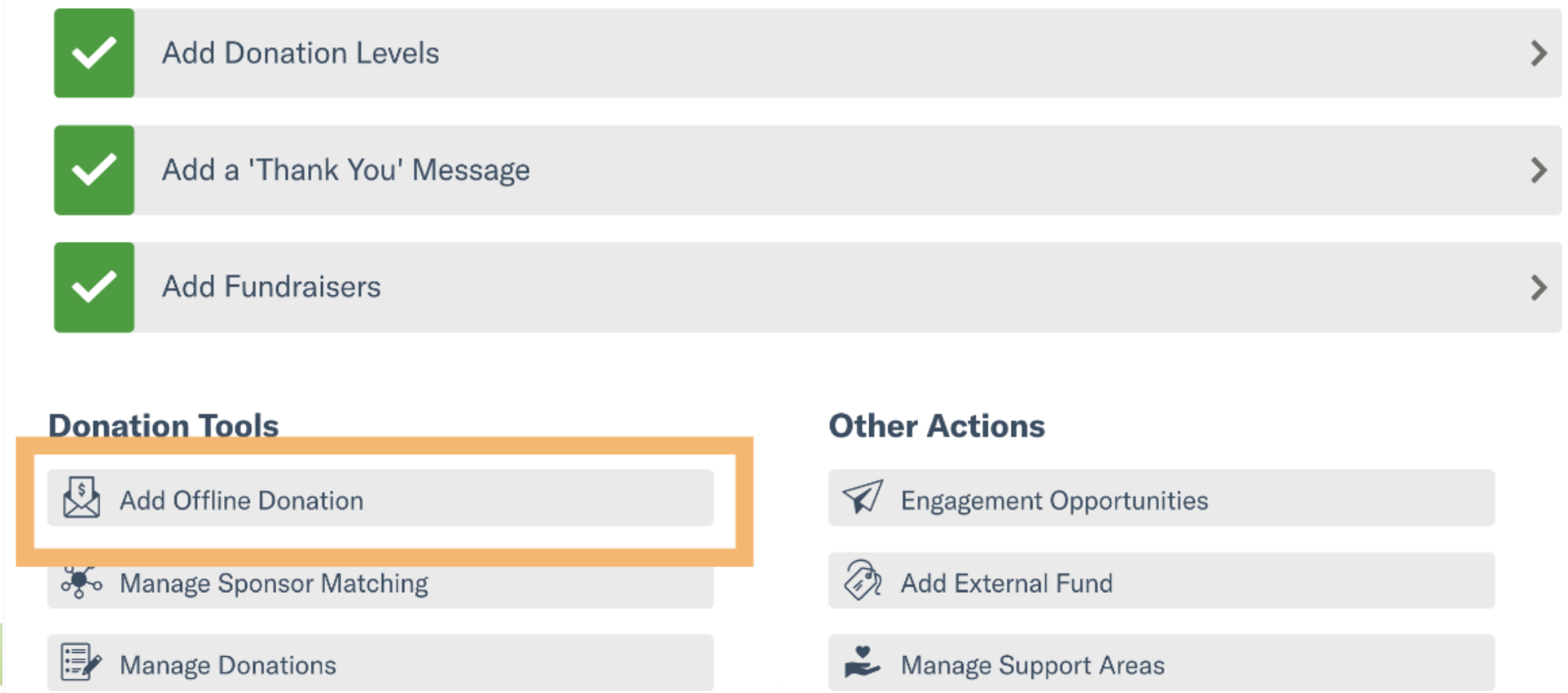
Donating Via Check

Made Directly to Your Nonprofit

- Donors write the check out to the nonprofit their donation is intended for
- You can collect these checks leading up to Give Big
- Checks must
  - Be intended for Give Big!
    - Have donors date the checks May 1st or 2nd and/or have them write “Give Big” in the memo line
  - Be uploaded to your GiveGab profile before 11:59 pm on May 6th
- Offline gifts do not count toward prizes

Adding Offline Donations

Made Directly to Your Nonprofit

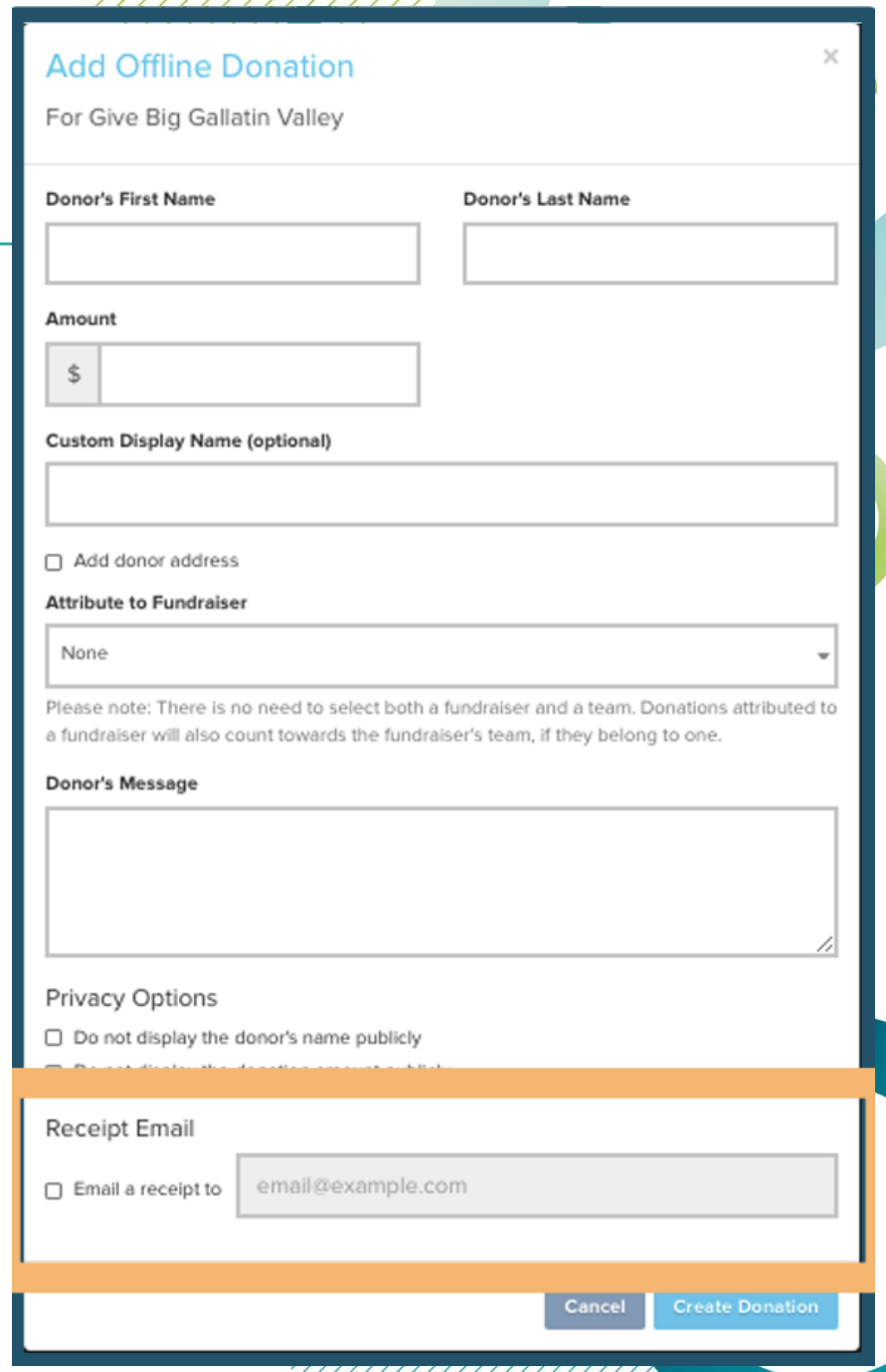


Adding Offline Donations

Made Directly to Your Nonprofit

Receipting offline donors:

- Have their email address?
  - Enter it on the form and check the box that says “Email a receipt to”
- Don’t have an email address?
  - Receipt them as your organization normally does



Donating Via Check

Through One Valley Community Foundation

- Why One Valley?
  - Donors can give to multiple organizations with one check
  - Donors want to give anonymously
- Checks must be
  - Mailed by April 25th or dropped off by May 2nd (One Valley offices – 865 Technology Blvd)
  - Accompanied by an Offline Donation Form (coming soon on the Ways to Give page)
  - Intended for Give Big
- Donors are receipted by One Valley

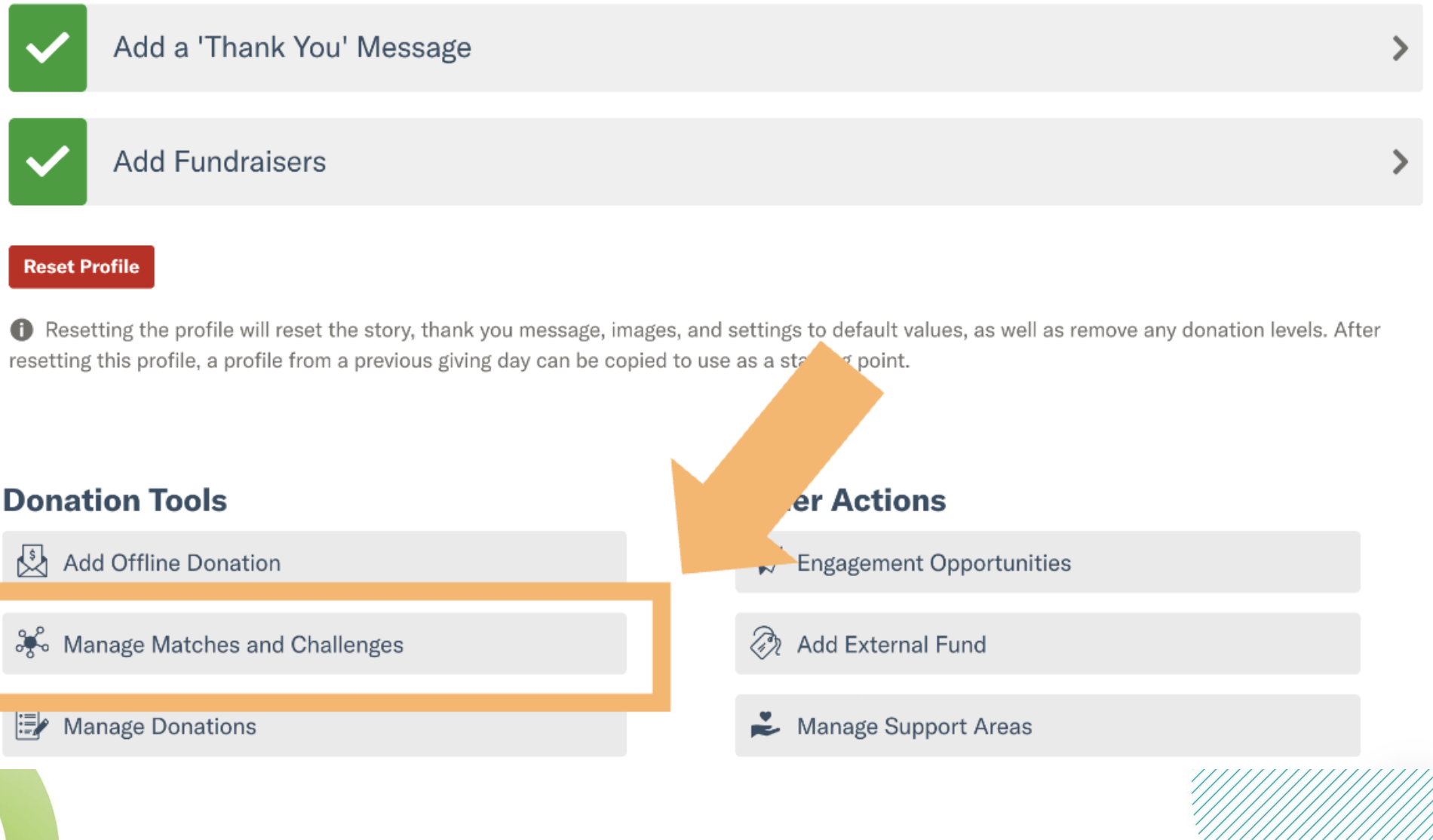
Donating Via Stocks, IRAs, DAFs

- Transfer of stocks, IRAs, DAFs
  - Accompanied by an Offline Donation Form (coming soon on the Ways to Give Page)
  - Sent to One Valley as soon as possible
    - Latest, April 17th
- Donors are receipted by One Valley

Matches and Challenges

- Gifts are made directly to your organization
- Gifts are receipted by your organization
- Checks can be matches, challenges OR offline gifts
  - Do not enter it as more than one of those
- Matches and challenge gifts can be:
  - Made ahead of time (easy if they are giving the full amount either way)
  - OR donated after the event (better if it is a true match)
- Matches and Challenges Training
  - Recording
  - Slides

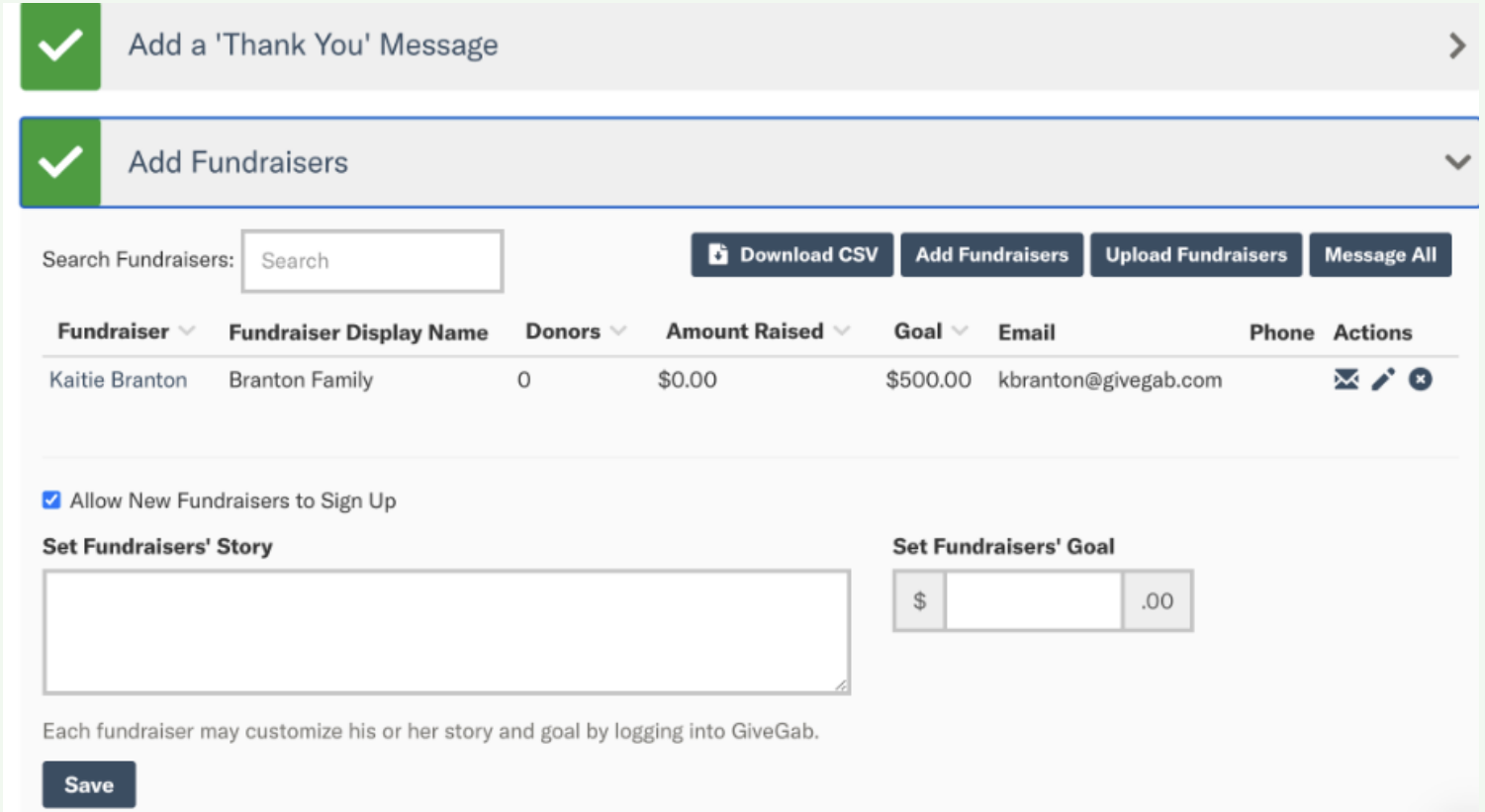
Matches and Challenges



Peer-to-Peer Fundraisers

- Opportunity for others to fundraise on your behalf

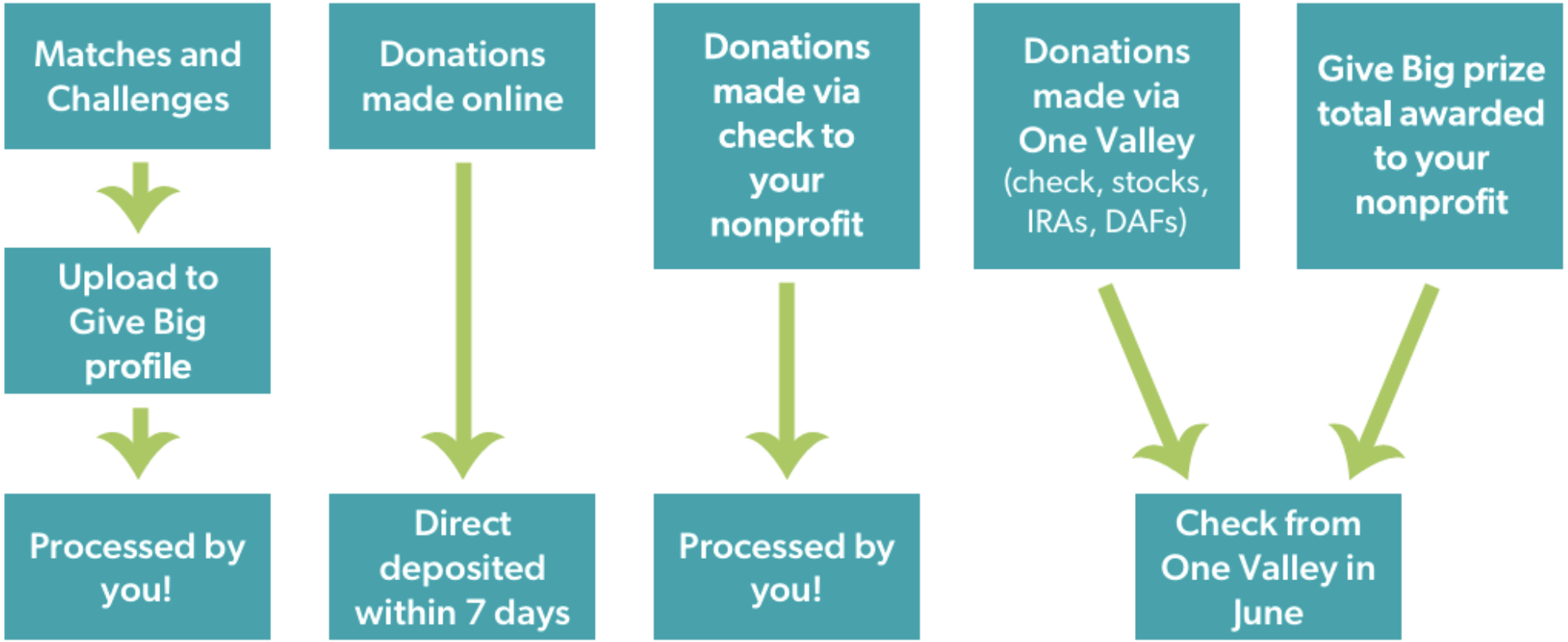
- More information on P2P fundraisers
  - You can register fundraisers
  - They can register themselves



Prizes

- $30,000 in prizes, 50 prizes total
- Each nonprofit can only win a large prize ($500 or more) one time
- Prize list and rules available at GiveBigGV.org/prizes
- Offline donations do not count towards prizes
- Prizes will be confirmed or corrected by May 9th
- Prizes that require action ahead of time
  - Equity as a Lived Value
  - Good Neighbor
  - Gallatin Gratitude

Payment

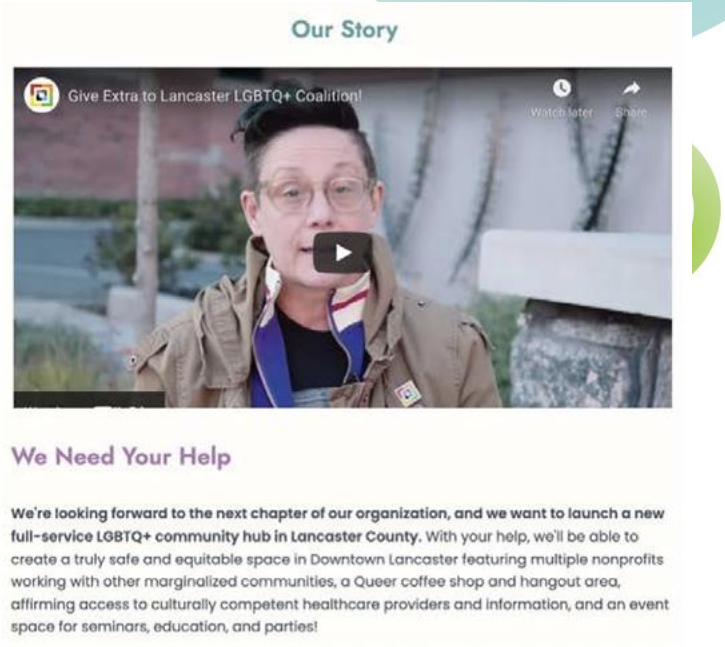

Matches and Challenges
Upload to Give Big profile
Processed by you!
Donations made online
Direct deposited within 7 days
Donations made via check to your nonprofit
Processed by you!
Donations made via One Valley (check, stocks, IRAs, DAFs)
Give Big prize total awarded to your nonprofit
Check from One Valley in June

Next Steps

GiveBigGV.org

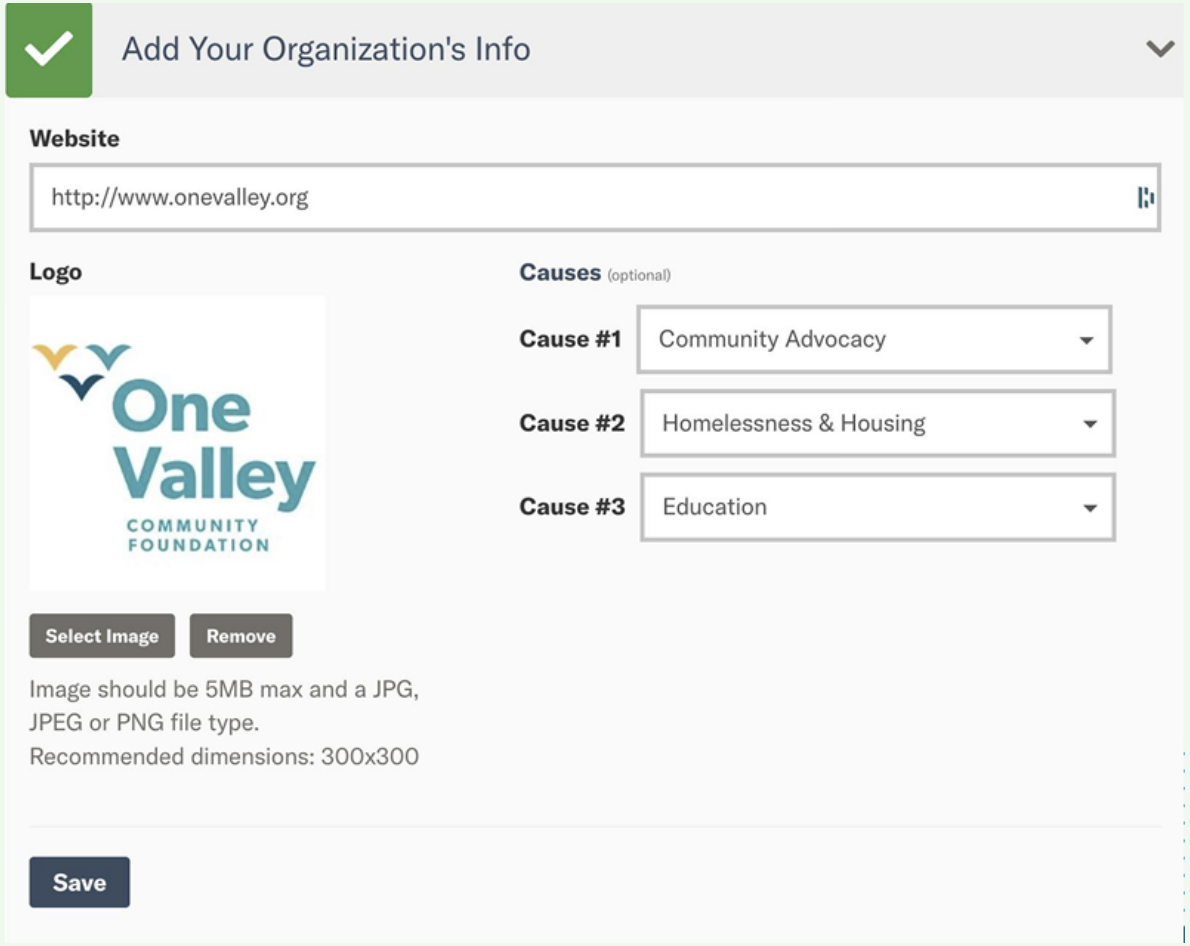
Complete Your Profile

- Add information to your profile
- Include mission, photos, videos, etc.
- Complete by April 23rd
- If based outside Gallatin County, include info on local services
- Training on Virtual Engagement
  - Recording (optimizing your profile @ 8:42)
  - Slides



Check Your Causes

- Make sure yours are accurate
- Informs how your organization shows up on the search page
  - Donors can sort by cause



GiveBigGV.org

Goal Setting

- Set a goal that feels like a good fit for your organization
- 2024 Data:

	All Orgs	New Orgs	Small Orgs	Medium Orgs	Large Orgs
Average	$11,235.35	$2,568.93	$2,763.31	$10,270.36	$24,844.10
Median	$3,565.00	$1,360.00	$1,675.00	$6,137.82	$10,243.71

- Things to consider:
  - Matches, Challenges & Peer-to-Peer Fundraisers
    - Last year, orgs with matches/challenges raised 7x more than orgs without
    - Last year, P2P fundraisers raised an average of $652
  - Existing donor relationships
  - Team capacity

Social Media + Downloads

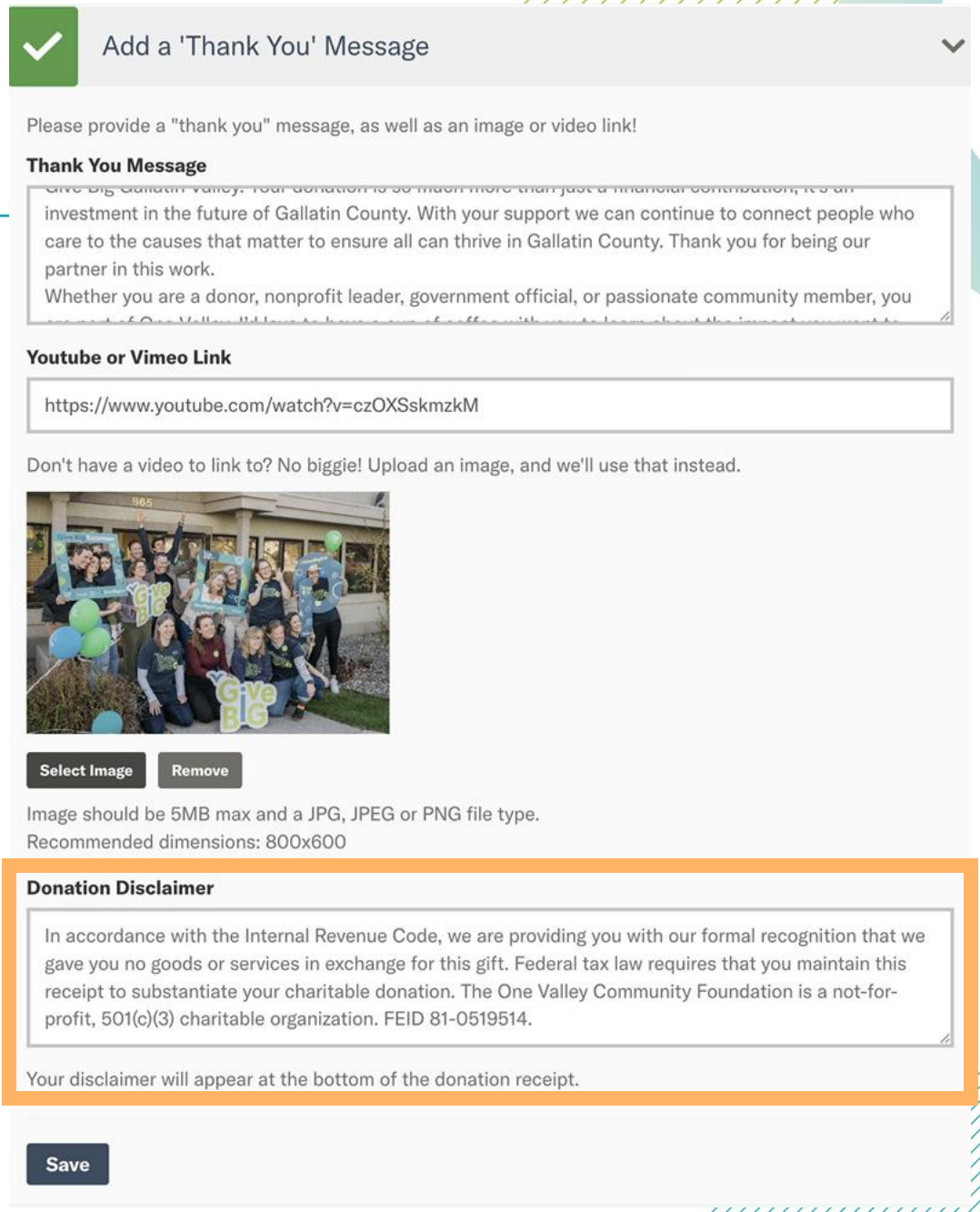
- New downloads available
- Give Big Photos
- Posters, postcards and signs available to print
- Use #GiveBigGV on all platforms
- Follow @GiveBigGV on Instagram and One Valley Community Foundation on Facebook

Swag + Goodies

- Give Big giveaways for in-person events
- Available on a first-come, first-served basis
  - T-shirts, stickers, table tents, yard signs
    - Pick up: April 14, 15, 16, 17, 18 from 10-4
    - Year over year yard signs: keep them or bring them back
  - Graphics available on downloads page
  - All pick-up is at One Valley office – 865 Technology Blvd, Ste B

Donor Stewardship

- Minimal level: Enter message into automated receipt (for those with email address) or send paper receipt (for those without email addresses)
  - Donor privacy options
- Optional stewardship
  - Thank you letter
  - Add donor to database
  - Keep in touch with them



Donation Disclaimer

In accordance with the Internal Revenue Code, we are providing you with our formal recognition that we gave you **no goods or services in exchange for this gift**. Federal tax law requires that you **maintain this receipt** to substantiate your charitable donation. **One Valley Community Foundation** is a not-for-profit, **501(c)(3)** charitable organization. **FEID 81-0519514**.

1. **Statement of No Exchange**
2. **Tax Compliance Notice**
3. **Organization's Legal Name**
4. **501(c)(3) Status**
5. **Employer Identification Number (EIN/FEID)**

Donor Touchpoints from One Valley

- One Valley sends Save the Date postcards to donors from the past two years

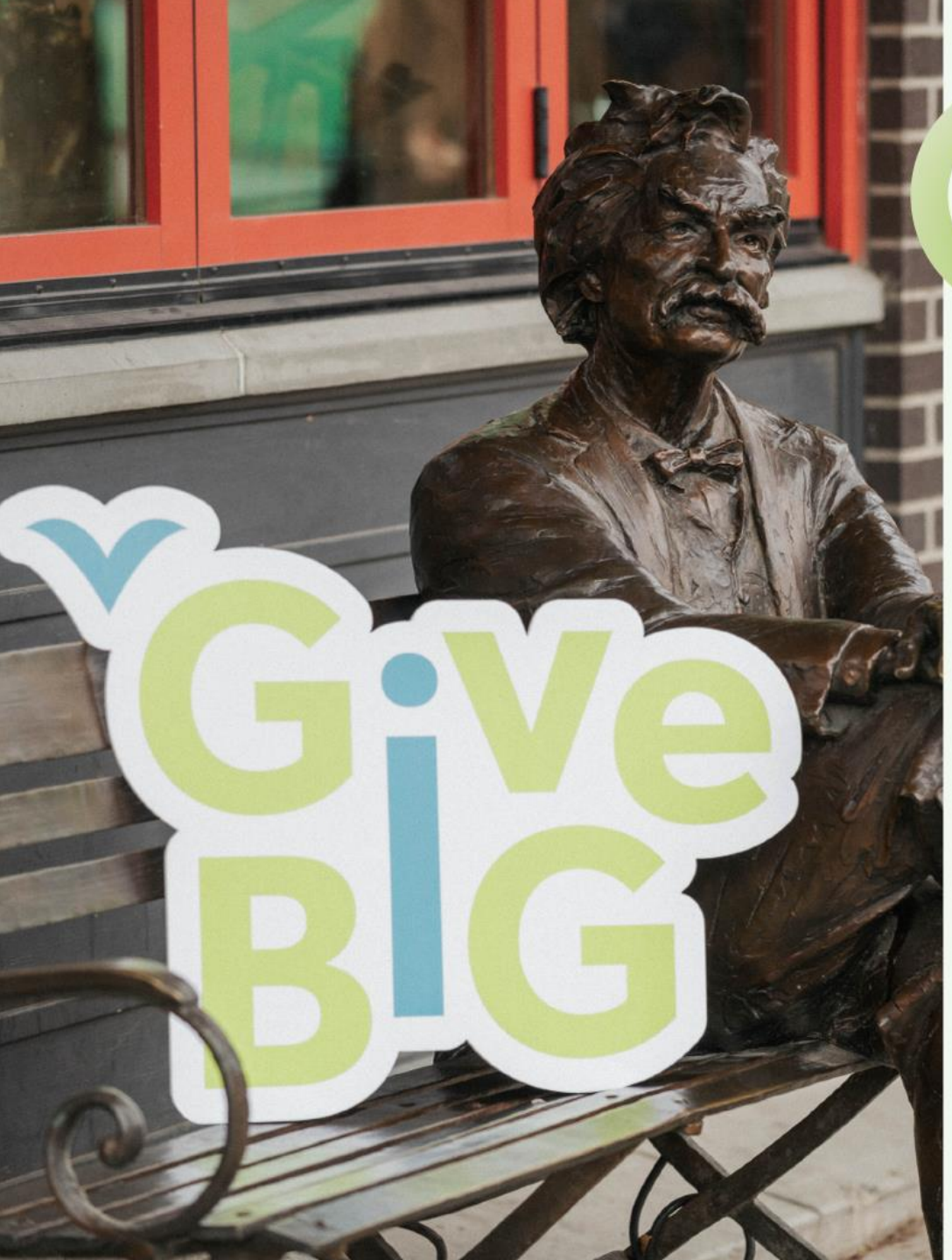
- One Valley sends three emails to all donors who have ever given through Give Big
  - April 18th – Save the Date
  - May 1st – Give Big Launch
  - May 2nd – Reminder to those who haven't given yet

Resources

GiveBigGV.org

Resources

- Welcome Packet
- GiveBigGV.org
  - Blue chat bubble
  - Nonprofit Toolkit
  - FAQ page
  - Trainings Page
    - These will be moved to footer for live event
- Give Gab
  - Support Page
  - customersuccess@givegab.com
- Chloe Loeffelholz, chloe@onevalley.org, 406-587-6262 x70



YOU'VE GOT THIS!

THANK YOU!

Give Big Gallatin Valley

May 1st & 2nd | GiveBigGV.org

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