

Midlands Gives Logistics Webinar #3

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Presenters



Nancye Bailey
Midlands Gives
Coordinator



Cherise Arrendale
Strategic Initiatives &
Communications Manger

Agenda for Today's Webinar

- Midlands Gives Headquarters
- Day of Logistics/Staffing
- Scheduling Gifts
- Donor Information
- Additional Prize Information
- T-shirts
- Media Policy – a Review
- Reminders
- Upcoming To Dos

Headquarters

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Headquarters Location



Purpose of Headquarters

- Central location for community to celebrate giving
- Cheer during local television broadcasts
- Community giving station for community members to receive help giving if needed

Headquarters: Schedule of Events

4:30 AM to 9:00 AM

Cheer on Live Television

10:00 AM

SCSM Opens to Public*

11:45 AM to 12:30 PM

Nephron Mayor's Putting Contest

12:00 PM to 12:30 PM

Cheer on Live Television

4:00 PM to 7:30 PM

Cheer on Live Television

10:00 PM

SCSM Closed to Public

10:00 PM to 11:35 PM

Cheer on Live Television

**Free Admission with a Midlands Gives donation receipt*

***More events to be added. Updates will be posted on website and sent via email in April*

Day of Logistics

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Staffing

- Plan to have one person available to answer donor questions for the full 24-hour period
 - Forward office calls to a cell phone during non-office hours
- Use FAQs to train staff on how to answer questions/guide donors

Customer Service

- Donors should be instructed to call your nonprofit first if they have any difficulties giving.
- If you cannot answer their question, please call the Midlands Gives team at 803.254.5601 or email midlandsgives@yourfoundation.org
- Receipts: Donors will automatically receive an email receipt. If they do not receive one, you can send them one from your donor information page.
- Transaction Issues: Donors should email midlandsgives@yourfoundation.org

Nonprofit Events/Giving Stations

- Events are OPTIONAL
- Pre-event, day-of, post-event
- Collaborate with other nonprofits to host a giving station
- Events should not cost a lot
 - Partner with a local restaurant/business and invite donors to stop by
- Promote your event on social media
- List your events on your profile under the 'Events' section

Donate Now Button

- Delete/de-activate your “donate now” button on your website on May 1st.
- Relink the button directly to your Midlands Gives profile page or add the Midlands Gives logo with a link to your profile page.

Link to your Profile

Organization Information

Organization Name

One SC Relief Fund

EIN (Federal Tax ID Number)

57-0793960

Logo**Primary Category**

Community Improvement

Direct Phone Number

803-254-5601

Email

info@yourfoundation.org

Doing Business As**Founding Year**

2015

URL Link

<https://www.midlandsgives.org/OneSC>

Acronym**Operating Budget**

Less than \$750,000

Secondary Category**Extension**

x322

Fax

803-799-6663



Principal Contact Information

Scheduling Gifts

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Scheduling Gifts

- Scheduled giving opens April 17
- Scheduled gifts do not count toward prizes
- Gifts will be charged to credit cards on May 1st

Scheduling Gifts

Donation Amount

* Amount

\$

USD

Donation Type

SCHEDULED DONATION

Details

Do you want your donation to be anonymous? *Your contact information will not be shared with the organization listed above.*

No ▾

* Would you like add 4.9% to this donation to help offset the costs of processing your gift?

Yes ▾

This is the first time I am giving to this organization

Yes ▾

This gift is in memory or honor of *(optional)*

Additional Notes *(optional)*

Scheduling Gifts

Checkout

[ADD TO CART](#) [CHECKOUT](#) [THANK YOU](#)

Donation Cart

Test Profile	Edit Remove	\$20.98 USD
Type: Gives Day Donation**		
Anonymous: No		

Important Note:

The "Today's Total" amount shown below reflects the amount that will be processed today. You will be charged the "Scheduled Total" amount on May 2nd and a tax receipt will be sent to the email address provided when each donation is processed.

SCHEDULED TOTAL	\$20.98
TODAY'S TOTAL	\$0.00

[ADD MORE NONPROFITS](#) [CHECKOUT](#)

Powered by **stripe**

Common Questions

Will I receive a receipt for my donation?
Yes, you will automatically receive an on-screen acknowledgment and an e-mailed receipt for your 100% tax deductible donation. Every nonprofit organization profiled on this site is recognized by and is in good standing with the Internal Revenue Service.

Is there a fee on donations?
As with any credit card transaction, there are the typical transaction fees assessed by the credit card companies as well as technology costs to execute

Donor Information

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Donor Information

- NPOs can track donor gifts in real time using the dashboard in your profile.
- NPOs will receive a report with all contact information of donors who gave them a gift during Midlands Gives.
- Use donor information to thank them throughout the day and after the campaign. Also to stay in touch with them throughout the year.
- Do not share donor information with non-essential staff, your board or other groups.

Receipts

[Overview](#)[Donation Information](#)[Donation Levels](#)[Programs](#)[Events](#)[Multimedia](#)[Documents](#)[Comments](#)

[Processed Donations](#)[Scheduled Donations for Gives Day](#)

- Adjust the information displayed by showing or hiding donation information in the dropdown menu on the right of the screen.
- Retrieve your donation information in a spreadsheet by clicking the 'Export' button on the right side of your screen. You'll be prompted to open this document as a downloaded file.
- To search for a specific donation, enter the last name of the donor in the corresponding search field.
- The Community Foundation will ensure that all donors receive an electronic receipt for their donation. If a donor contacts you for a receipt, you can generate a duplicate by clicking the 'Send Receipt' button to the right of the specific donation. This receipt will automatically be sent to the email address submitted when the donation was made.

Gives Day Donation

-- Show All --

Transaction Date

Equal

Last Name

Showing 9 record(s).

Export

Transaction Date Time	Anonymous	First Name	Last Name	
03/30/2017 02:35:03 PM	No	test	test	Send Receipt
03/30/2017 01:53:56 PM	No	test	test	Send Receipt

Additional Prize Details

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Nephron Putting Challenge

Encourage your local Mayors to participate!

11:45 AM contest at South Carolina State Museum

\$250 added to a nonprofit selected by a Mayor who make a successful putt into the Midlands Gives Hole during the May 1st contest.

A total of 20 prizes are available, totaling \$5,000

Mayors can register to participate through April 24th by emailing cherise@yourfoundation.org



Nephron Champion Page Challenge

Five \$1,000 prizes randomly drawn from the Champion Pages who have met their goal by 6 PM on May 1st.

of Prizes: 5 x \$1,000



T-shirts

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T-shirts



Prices range from \$7.50 - \$10.00 depending on size and style

T-shirts can be purchased at Central Carolina Community Foundation's office during the following hours:

Monday – Thursday: 8:30 AM to 5:00 PM

Friday: 8:30 AM to 3:00 PM

Exact Cash, Check or Credit Card Accepted



Media Policy- A Reminder

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Media Policy

Please do NOT:

- Contact media on your own to arrange interview about the event
- Submit your own press release about the event

Media Policy

Please DO:

- Mention Midlands Gives in any interviews or press releases promoting your other programs or events. Midlands Gives should not be the focus of these items but your participation can be mentioned
- Contact the Foundation if you are contacted by a member of the media for an interview.
- Introduce any media contacts you are close with to the Foundation so we can ensure they know about Midlands Gives
- Make plans to attend headquarters on May 1st to cheer during television broadcasts.

Interview Opportunities

If you are interested in participating in Midlands Gives interviews, please take advantage of these opportunities.

1. Fill out the [Midlands Gives Interview Interest Form](#) by April 2nd. This form is found under 'Toolkits' on www.midlandsgives.org.
2. Make plans to attend headquarters on May 1st to cheer during television broadcasts.

Note: We cannot guarantee any interviews with the media.

Final Reminders

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Profile Deadline

- The deadline for making changes/edits to your profile is **April 2.**
- Be sure to check for the following:
 - Spelling errors
 - Make sure all links are working (must start with http://)
 - The message that you are conveying is clear and engaging

What's Next?

- ☐ Mark your calendar with the key dates listed on the next page.
- ☐ Join the [Midlands Gives NPO Learning Exchange Facebook Group](#) to connect with your peers and ask your questions about Midlands Gives
- ☐ Continue to update and refine your online profile, double checking for accuracy of information, typos, spelling and grammar mistakes. All edits to your profile must be completed no later than April 2nd.
- ☐ Complete your 8 Week Workplan with your Midlands Gives Team
- ☐ Submit the Interview Interest Form by April 2nd
- ☐ Submit your matching gift form by April 24th
- ☐ Encourage donors to set up Champion Pages. Review and approve them by April 27th.
- ☐ Visit the Toolkit page to view training slides, recordings and marketing materials.
- ☐ Begin getting your communication plan ready to implement beginning April 1st.
- ☐ Create a day of plan for May 1st, including staffing and communication.

Mark Your Calendar

Date	Event
April 1, 2018	Event Promotion Begins
April 2, 2018	No more edits to profiles
April 2, 2018	Interview Interest Form Due
April 4, 2018	Midlands Gives Logistics Webinar #4 (optional)
April 17, 2018	Scheduled Giving Opens
April 24, 2018	Matching Gift forms due
April 27, 2018	Deadline to approve Champion Pages
May 1, 2018	Midlands Gives Day!

Coming Next Month

Midlands Gives Webinar #4:

Wednesday, April 4, 12:00 PM

- Crisis Plan
- Final reminders for day-of
- Post-Event Logistics: refunds, check disbursement, thanking donors
- Final Q&A session



Where to Find...

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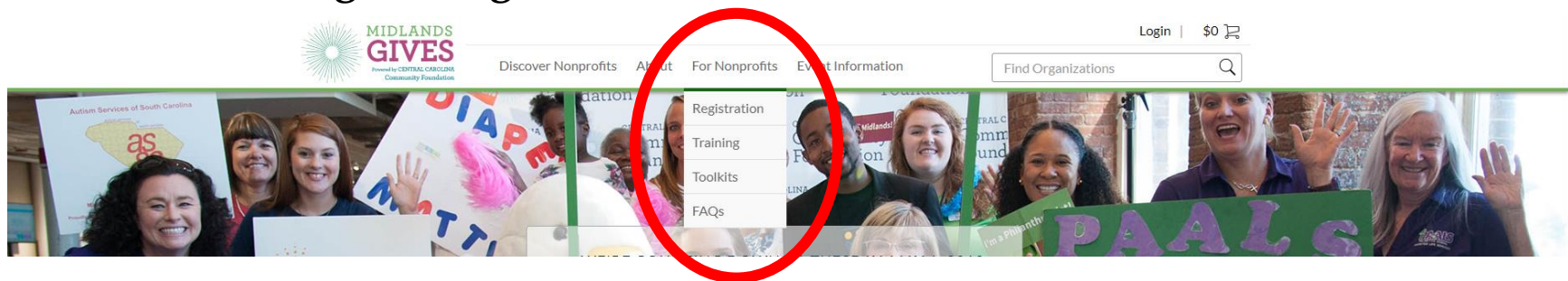
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Additional Resources/Toolkit

www.midlandsgives.org/



Where Can I Find These Slides?

1. Go to www.midlandsgives.org
2. Click “Toolkits” in top header
3. Look for slides under ‘Training Resources’

*Link to recording will be available in same location and in your CiviCore dashboard under “Resources”

Questions?

Thank you!

For Midlands Gives FAQ's, please visit:

www.midlandsgives.org/info

For additional questions, please join our

[Midlands Gives NPO Learning Exchange on Facebook](#)

or contact:

Nancye Bailey, Midlands Gives Coordinator

midlandsgives@yourfoundation.org

call 803.254.5601 and press #4

