Welcome
And a great big thanks to you!
$7.4M raised
48,279 donations
18,548 donors
970 nonprofits
3 counties

OmahaGives.org
Omaha Community Foundation
We inspire philanthropy to create a thriving community for all.

**Nonprofits**
- Fund for Omaha
- African American Unity Fund
- Futuro Latino Fund
- Equality Fund
- Neighborhood Grants Program

**Donors**
- Charitable Giving Accounts
- Legacy Giving
- Family Giving
- Knowledge Reports
- Corporate Giving

**Community**
- Omaha Gives!
- The Landscape

OmahaGives.org
75% of all donations were under $100
Let’s Get to the Good Stuff

Key dates for you to remember (now’s a good time to grab a pen).

April 15 :: Last day to agree to Terms
May 1 :: Last day for profile edits
May 1 :: Scheduled donations begin
May 1 :: Challenge Fund Forms due
May 21 :: Scheduled donations end
May 22 :: Omaha Gives! (don’t forget this one!)
May 23 :: SLEEP
July 15 :: Omaha Gives! email checks sent out
OmahaGives.org Features
Keeping things fresh for the best experience for your donors.

Big, Exciting Changes
• Cheer Pages: Three words, NO MORE APPROVAL
• UX Update: Nonprofit profiles, Cheer Pages and checkout process will have a fresh, new look

What’s Familiar
• Your login information (unless you’ve changed the password!)
• Ability to search by county, cause, keyword or alternate name
• Ability to add events to nonprofit profile
• A rocking mobile experience
  • **52.8%** of users give on their mobile or tablet devices!
402 Arts Collective

Create a Cheer Page!

DONATE NOW

Overview  Events

The 402 Arts Collective
Creating and cultivating a vibrant network of artists who are committed to impacting the culture and serving the Omaha community.

Cheer Pages for this nonprofit (Show All)
Using the Site
OmahaGives.org
Hey, Have You Opted In?
Required for nonprofits wanting to be on the OG! platform.

Nonprofits participating in the 2019 giving day and the OG! year-round platform, must agree to our new Terms.

• Log in to your nonprofit profile
• Click “General Information”
• Click “Edit” in the right-hand corner
• Scroll to the bottom of the form and review the line that states, “I have read and agree to the Terms and Liability”
• Agree and submit (if you want to hang out with us a bit longer!)
• Profiles will be removed from OG! platform after April 15
The Administrative Dashboard
Your command center for Omaha Gives!

- **General Information**: Edit information about your nonprofit
- **Multimedia**: Add photos + video (YouTube, Vimeo, etc.)
- **Events**: Upload your upcoming events to keep your supporters (and us!) in the know
- **Donations**: Track donations in real time + view your donation history
- **Challenge Funds**: Submit your Challenge Fund forms
  - **Due May 1**
- **Cheer Pages**: Monitor Cheer Pages created on your behalf, remember don’t worry about approving them this year!
It’s Totally Worth It

It’s important to have a good profile and spruce it up each year!

• 14,261 first-time donations given to nonprofits, totaling over $790,000
• 73% of nonprofits said their total funding had increased since the previous year

So what does this mean?

It means that investing time in getting your profile looking good, pays off! Our community is full of those who are ready to give, so put your best foot (or profile) forward!

Remember, profiles without a logo and description will be removed from OmahaGives.org on May 1.
Storytelling 101

Use your nonprofit profile to tell the best story of all – YOURS!

Three tips for thinking about how to tell your story.

• What are you addressing or who are you serving in our community?
• How can your work inspire others to give?
• Why do you work or serve your organization?

Remember, profiles without a logo and description will be removed from OmahaGives.org on May 1.
Accepting Donations

Let’s get the give good feels, Omaha!

**Online** only through OmahaGives.org

- Credit Cards :: processing fee of 2.99%
- EFT/eCheck :: processing fee of 0.99%
- OCF Account :: **NO FEE**
- Tax receipts will come from Omaha Community Foundation, but be sure to send a **send thank you note** to your donors following the giving day!
Scheduled Donations

Individuals can schedule donations to your organization for Omaha Gives!

- Scheduled giving: May 1 – May 21
- These transactions will not be processed until May 22
- Scheduled donations are NOT eligible for Hourly Prizes

You’re probably thinking – why schedule a donation?
- Convenience
- Creates a call-to-action
- Scheduled donations ARE eligible for Participation Prizes

OmahaGives.org
Recurring Donations

Keep the giving going and going and going...

- This feature is already on the donation form, so encourage your donors to set one up during check out!

Did you know...

95 recurring donations are active on OmahaGives.org, resulting in more than $130,245 for nonprofits!
Prizes!
OmahaGives.org
You Get a Prize, You Get a Prize!

Oh yeah, $100,000 in prizes and approximately 10% of nonprofits win!

- 48 Hourly Prizes - $1,000 each
- 45 Participation Prizes - $1,000 each
- 7 Cheer Page Prizes - $1,000 each

OmahaGives.org
Hourly Drawings
Sponsored by Omaha Steaks

• $48,000 in prizes
  • Two donations selected at random every hour to receive an additional $1,000 added to them for that nonprofit

OmahaGives.org
Presented by American National Bank
Powered by Omaha Community Foundation
Participation Prizes

$45,000 to 45 organizations attracting the most donors!

- Awarded to the top 5 nonprofits in **three** separate categories during three 8-hour time periods.
  - Based on most unique donors within the time category
  - NOT cumulative throughout the day

Wait for it...
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<thead>
<tr>
<th>3 TIME CATEGORIES</th>
<th>SMALL (Less than $100,000)</th>
<th>MEDIUM ($100,000–$500,000)</th>
<th>LARGE (Over $500,000)</th>
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Cheer Page Prizes
$7,000 to 7 Cheer Pages with the most unique donors!

• Awarded to the nonprofits whose supporters have created one of the top 7 Cheer Pages with most unique donors
  • You CAN win a Cheer Page prize in addition to an Hourly or Participation prize!

Wait for it...

OmahaGives.org
Cha, Cha Challenge Funds
Nonprofits can raise their own funds to make donations go even further!

- Minimum amount $1,000
- Challenge Funds are only a dollar-for-dollar match
- Challenge Fund forms are due May 1
Challenge Funds Tips
A little something to help you maximize the giving!

• Recruit your board members to provide a pool of funds as part of their commitment to your organization
• Reach out to your star donors, you know the ones
• Establish or strengthen a partnership

But remember, these funds **CANNOT** be given through OmahaGives.org

*Challenge Funds are just one tool to promote your organization. They are not necessary to be successful in Omaha Gives! and this tool may not be the right fit for your organization’s overall strategy.*
Challenge Fund Examples

Get Ready for Omaha Gives!

Dear Allyson,

Get ready for Omaha Gives! In less than two days, our community will come together for a special day to raise money for our neighbors facing hunger.

Omaha Gives, our 6th annual 24-hour charitable challenge, kicks off at midnight on May 23. WoodmenLife has generously agreed to match—dollar for dollar—every donation to Food Bank for the Heartland, up to $10,000.

OmahaGives.org
Challenge Fund Examples

We have officially met our Challenge Fund goal of $15,000! Thank you to everyone who has contributed so far during OmahaGives, and a huge thanks to the McGowan Family Foundation for their incredible support. Spread the word to help us make an even greater impact this year! #MyNorthStar

https://www.omahagives.org/northstar/overview
Iowa Incentives
PottawattamieGives.org
Iowa West Incentive Funds

A big thank you to the Iowa West Foundation and Pottawattamie Community Foundation!

• Nonprofits servicing Pottawattamie County are also featured on PottawattamieGives.org

• The Iowa West Foundation has graciously provided $20,000 in Incentive Funds to be shared by nonprofits providing services in Pottawattamie County five days per week or more and meeting their funding criteria

• Look for a star and “Incentive Funds” box to appear on your profiles by May 1 to confirm you qualify

• Eligible nonprofits can add to their PCCF Endowment from their Pottawattamie Gives! proceeds and receive a 20% match to their funds, as opposed to the normal 10%.
PG! Hourly Prizes
Iowa West Foundation and Iowa Businesses

- One $1,000 prize will be awarded to a Pottawattamie-based nonprofit every even number hours (12 prizes in total throughout the day!)
Party with PG!

• PCCF in partnership with 712 Initiative will be hosting a community-wide celebration on May 22 at Bayliss Park in Council Bluffs
• The celebration starts at 5:30pm and is free to the public
• Nonprofits can register for a table by contacting Marshall Carby
  • mcarby@ourpcff.org
• Look to social media for additional information in the coming weeks!
Cheer Pages

OmahaGives.org
$91,315 raised from 395 Cheer Pages
Clean Water in Support of Life

A campaign for
Ixim: Spirit of Solidarity

$3,000 goal
$766 raised

Ixim: Spirit of Solidarity provides clean, life giving water to families living in the remote mountains of Guatemala. Help us raise $3000 for a Replacement Parts Store to support the 5000 filters currently in use. Join our mission today!
Cheer Pages

The power of people to use their voice and network to raise money for YOU!

- Can create custom link to the Cheer Page
  - Will show on your nonprofit profile
- Can upload photos and video
- Can tell their friends and family why they should support you
  - Reach even larger audiences!
- Can set a goal and track progress

NO MORE APPROVAL PROCESS. It’s now even easier for your biggest supporters to get loud and proud on your behalf.
Tips on Cheer Pages

• Recruit your board members to create a page
• Share your images and video for them to use on their pages
• Make a personal ask to your biggest supporters
  • Volunteers
  • Donors
  • Local businesses
Plan and Promote
OmahaGives.org
Let’s Get the Party Started

Gearing up for the big day – May 22!

• Determine your goals
  • Who do we want to reach?
  • How much do we want to raise?
  • Why are we raising these funds?

• Use what works for your organization
  • There’s no one like you, tell your supporters why!

• Tell specific stories
  • Get visual – show potential donors what a day at your organization looks like

• Expand your marketing incrementally
  • Ease into it, no need to rush

• Communication vs. information
  • Find the balance of sharing enough, but not giving potential donors information overload
Promoting Your Nonprofit

- Check out the Toolkits on OmahaGives.org/Toolkits
- Omaha Gives! logo must always, always include the American National Bank Logo
- Social media profile images and share graphics
- Informational materials and handouts
- Posters
Here’s What NOT to Do

OMAHA GIVES!

Hmm, something is missing here...
There We Go!

OMAHA GIVES!
powered by the Omaha Community Foundation

OmahaGives.org

Presented by AMERICAN NATIONAL BANK

Powered by Omaha Community Foundation
Good grows here.
You’ve Already Got the Tools

- **Social media** :: Create an online campaign and use hashtags to connect
- **Email** :: send targeted emails to your biggest supporters to get them excited for giving
- **Newsletters** :: Include an OG! reminder in your organization’s newsletter(s)
- **Postcards** :: Send a special note reminding your donors when and how to give
- **Website** :: Place an OG! reminder on your landing page
- **Events** :: Encourage attendees to give now (or schedule a donation!)
Thank you, Megan! #ThanksFromKidsCan #OmahaGives

Thank you, Maggie! #ThanksFromKidsCan #OmahaGives

Thank you, Lisa! #ThanksFromKidsCan #OmahaGives

Thank you, Katie! #ThanksFromKidsCan #OmahaGives

Megan Van Alstine: Ok. This is literally one of the cutest pictures I have ever seen.

Like · Reply · 40w
Omaha Outward Bound School
May 24, 2018

THANK YOU to all of our #OmahaGives supporters, who raised a total of $3,998 to support experiential and adventure programs for young men and women. Thanks for helping us change lives through challenge and discovery!
Thank you for helping us reach our $75,000 goal!!! You are helping create a positive change! Your #OmahaGives donation helps us provide life-changing legal assistance to immigrants in our communities. Thank you for supporting our work!

OmahaGives.org/ImmigrantLegal...
Party at Your Place
Take the excitement offline and celebrate together, in-person!

• Incorporate OG! into events you’re already hosting
• Plan an event during scheduled donations (May 1-21)
• Collaborate with other nonprofits!
OG! + SHARE Omaha

A match made in philanthropic heaven.

• Two platforms, one goal!
• Donate through Omaha Gives! on May 22 and year-round
• Dig even deeper, using SHARE Omaha to promote volunteer opportunities and create an organization wish list
• Three cheers, our community wins!
OG! + SHARE Omaha

Upload your SHARE Omaha link to Omaha Gives! to keep the give good feels going!
Omaha's aspiring innovators, entrepreneurs, and lifelong learners are ready to meet the future by making a gift this #OmahaGives.

**Testimonials**

The best! Such a cool idea for the community, and a phenomenal resource we are blessed to have in Omaha. Staff and volunteers are always helpful and friendly, and the atmosphere of people learning, working, and making is contagious. Plus, the offering of FREE technology courses for all ages is amazing!

@Ray Gering via Google Reviews

This one of my favourite places to be. I love to see everyone engaged 4 a better 2mmorow.

@Ninod Pillai via Facebook Reviews

The best place for learning & inspiration. An amazing environment for innovation. The staff are awesome. If you live in Omaha and haven’t visited this place, really you miss something great.

@Ueg Sam via Facebook Reviews

**Organization Information**

**Address**

7205 Dodge Street

Omaha, NE 68114

**Share Omaha Link**

https://shareomaha.org/n
Do Space

WHAT WE DO
Do Space is a free community technology space, digital workshop, and innovation hub where members working to make Omaha more tech-savvy. It was designed to tackle the digital divide in Omaha, as well as boost digital skills and drive innovation, creativity, and invention in your region. Do Space is a place where community members can interact with cutting-edge technology and share expertise, resources, and knowledge.

At Do Space, members have access to powerful software and high-end computer stations, workshops, virtual reality, 3D printing, and technology-focused learning opportunities. We aim to make a significant impact on Husker young people by connecting low-income individuals and 21st-century learners, innovators, and entrepreneurs.

INTERESTING INFO
- Currently, there are over 5,000 Do Space members.
- We're open every day, for a total of 70 hours a week.
- Membership, programs, and services are all FREE.

GIVE US A HELP US
With just a couple of clicks, you can help us get the items we need to keep doing our critical work! See everything we need:

- $17.97
- $19.97
- $29.99
- $49.95

Volunteer Opportunities:
- Sidekick: Register every week on Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday until Fri Dec 31, 2019.
- Explorer: Register every week on Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday until Fri Dec 31, 2019.
- 3D Guru: Register every week on Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday until Fri Dec 31, 2019.
- Mentor: Register every week on Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday until Fri Dec 31, 2019.

Upcoming Events:
- Maker Omaha: April 13, 2019, 9:00am to 3:00pm

Photos and Videos:
- Do Space Technology for Everyone

OmahaGives.org
It Doesn’t End at Midnight

Pause from your celebrations for a thank you!

- Show donors your gratitude!
  - Send a timely thank you note or email
  - Post a thank you note on social media, don’t forget the hashtag: #OmahaGives #OmahaKeepsGiving
  - Send follow up communications showing how the funds were used
- Include them in future communications
- Invite them to volunteer (looking at you SHARE Omaha)
It’s an OG! Celebration 365

We mean it – OmahaGives.org is a year-round giving platform

- The longer a nonprofit has participated in Omaha Gives!, the more likely they are to grow their donations
- 2018’s Giving Tuesday was a record-breaking month in total donations on Omaha Gives!
  - $43,569 to 283 nonprofits on Tuesday, November 27
- Create your own campaigns for whatever, whenever

OmahaGives.org
Toolkits
OmahaGives.org/Toolkits
Get
We like questions
Got any?

OmahaGives.org