NEW YORK GIVES DAY

11 - 29 - 2016

PARTNERS:





MISSION

New York Gives Day was established by The New York Council of Nonprofits, Inc. (NYCON) and United Way of New York State (UWNYS) to unite the state of New York around providing increased support for local nonprofit organizations.

PURPOSE

On November 29, 2016, nonprofit organizations all over the state of New York will come together to embrace new tools and strategies that generate excitement and a heightened sense of shared philanthropy.

This day is a unique opportunity to highlight how we can work together to share commitments and build a stronger sense of community.

WHAT IS A DAY OF GIVING?

A *powerful* 24-hour online fundraising event that unites a community around local causes.

New York Gives Day will be a 24-hour online challenge to celebrate nonprofits across the state of New York. Thousands of nonprofits across the Empire State will work together to raise awareness, collect donations, and build a stronger sense of philanthropy throughout their local communities.

WHEN IS NEW YORK GIVES DAY?

November 29

12am - 11:59pm (EST)

New York Gives Day 2016 will be held on **#GivingTuesday**, Tuesday, **November 29th**, 2016 from 12 AM Eastern Time - Midnight. The giving takes place online at <u>www.NYGivesDay.org</u>.

NEW YORK GIVES DAY AND GIVING TUESDAY

New York Gives Day is working with the creators of the **#GivingTuesday** movement, 92Y.

#GivingTuesday is a national day of giving that occurs on the Tuesday following Thanksgiving, Black Friday and Cyber Monday each year.

New York Gives Day builds on the focus of **#GivingTuesday** by engaging many of the major nonprofit networks and leaders in New York State to encourage more nonprofits and donors to participate.

ENERGIZING THE NONPROFIT NETWORK

New York Gives Day builds on the focus Giving Tuesday has created on philanthropic giving and supporting the nonprofit community. The leaders of New York Gives Day are collaborating with the creators of Giving Tuesday at 92Y.

New York Gives Day enhances Giving Tuesday by engaging two major nonprofit networks, NYCON and UWNYS, and other sector leaders in New York State to encourage more nonprofits and donors to participate.

Experience with such days of giving shows that when participation increases, donors have more choices and overall giving to nonprofits increases.

PARTNERSHIP WITH REGIONAL GIVING DAY INITIATIVES

We Encourage Giving Local Movements: The Rochester United Way is one great example.

UW Greater Rochester has held **ROC the Day**, a successful one day online fundraising event in their nine-county region, for many years.

Roc the Day and NYGD will be on the same date, November 29, Giving Tuesday.

We are working together; nonprofits in the Rochester region will be encouraged to register with ROC the Day.

Registering with one giving day platform allows a nonprofit to communicate more clearly with its supporters.

Donors in the Rochester region already know ROC the Day.

Together we will have a great day of giving in New York State!

ACCESS TO EDUCATION, TOOLS & RESOURCES

Our goal is to strengthen nonprofits' capacity to use online fundraising in an effective year-round resource development effort.

We will provide a series of webinars to help every nonprofit participate fully in the day and improve their overall fundraising.

We will help them reach their supporters through social media, including social media basics.

We will provide communications toolkits for both our Network Leaders and their nonprofit constituents to help them easily and consistently communicate the impact of the #NYGivesDay movement.

USER-FRIENDLY TECHNOLOGY

New York Gives Day also provides better access for smaller nonprofits to participate.

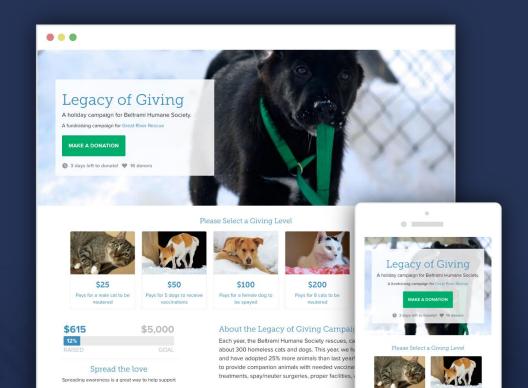
By engaging technology partner, **GiveGab**, and its giving platform, New York Gives Day ensures that every nonprofit will be introduced to and provided with an easy-to-use online giving option that can be leveraged on Giving Tuesday and year-round to connect with supporters.

We will provide free orientation and training for all nonprofits on how to use the platform, strategies for gaining support, and how to build a sound year-round support plan.

GiveGab provides a robust and reliable platform.

WHO IS GIVEGAB?

GiveGab is a simple, easyto-use giving platform for nonprofit leaders to engage supporters and raise funds online.



5 THINGS YOU SHOULD KNOW ABOUT GIVEGAB

- 1. Simple & Transparent Pricing
- 2. Mobile Responsive
- 3. Fully Customizeable
- 4. Secure & Reliable
- 5. Experience

1. SIMPLE & TRANSPARENT PRICING

A small fraction of each donation is allocated to:

GiveGab Platform Fee
Fee for ongoing support of GiveGab's robust fundraising software

Credit Card Fee
Standard, third-party processing fee for credit card transactions.

2.7 % +30 ¢

No monthly costs. No subscriptions. No hidden fees.

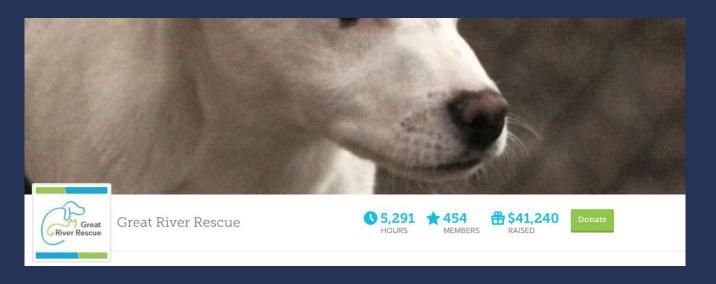
GiveGab's platform fees are capped at \$20 per transaction. Donors are given the option to cover these costs when making their donation.

75-80% of donors **opt-in** to cover them!

2. MOBILE RESPONSIVE PLATFORM



3. FULLY CUSTOMIZABLE

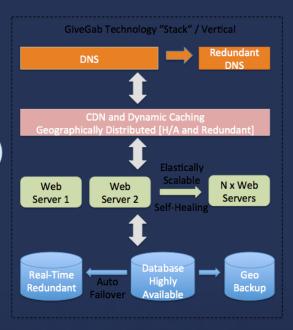


YOUR brand colors. YOUR photos. YOUR logo. YOUR message.

4. SECURE & RELIABLE TECHNOLOGY

- 1. Highly-Available
 - a. 100% Uptime Guarantee (100%
- 2. Fault-Tolerant & Redundant
 - a. Auto-monitoring and self-healing
- 3. Modern Cloud Architecture
 - a. Built on Amazon Web Services
- 4. Separate Giving Day Sites
 - a. Won't impact each other





5. Automatically "scales" to increase

GIVEGAB 5. EXPERIENCE











RECAP:WHY PARTICIPATE?

New York Gives Day will help nonprofits in communities across the state of New York by raising awareness and funds for a variety of causes.

- Generate funds easily via online donations, prizes and matching gifts.
- Leverage the marketing power of the whole community to increase donations and engagement.
- Raise awareness and find new donors.
- Inspire as many people as possible to give locally.
- Enrich our community's spirit of giving.
- Promote and support nonprofits in our local communities within New York State.
- Raise money for community good.

WHAT CAN A NETWORK LEADER DO?

- Be the local champion for **#NYGivesDay**!
 - Create your own giving page & participate (lead by example)
 - Help to explain the initiative to your nonprofit network
 - Communicate the #NYGivesDay schedule and helping to keep momentum going regionally
 - Inform your nonprofit network about upcoming webinars, other events
 - Share the #NYGivesDay nonprofit toolkit resources with your network
 - Share press releases and other announcements with local media
 - Use the Network Leader toolkit to share key announcements via email, social media other outlets when necessary.
 - Potentially hold local challenges, offer prizes, etc.

WHAT DO NETWORK LEADERS RECEIVE?

- 1. "Ready-to-Use" Communications Toolkit
 - a. Based on successful #GivingTuesday Resources
 - b. Sample social media posts, calls to action, email and press release template, communication timeline & more
 - c. Customizable for your organization (if you choose)
- 2. Free Educational Resources for Your Key Constituents
 - a. Webinars on Fundraising, Using Social Media, Organizing for a #DayofGiving and more
- 3. Logo & Listing on Main #NYGivesDay Pages as "Network Leader"
- 4. Increased Exposure to Regional, Statewide & National Audience
 - a. Potential Media Coverage
- 5. Ideas to Get More Involved
- 6. Opportunities to Coordinate Special Incentives/Events for Your Constituents

#NYGIVESDAY WEBINAR SCHEDULE

Webinar 1: Monday 7/18 at 12pm

'Behind the Scenes' Webinar for Network Leaders

An overview of #NYGivesDay and a demo of the GiveGab platform

Webinar 2: Tuesday 8/9 at 1pm

Get Ready for #NYGivesDay on #GivingTuesday

Webinar 3 Tuesday 8/23 at 1pm

Building a great #NYGivesDay Campaign: Storytelling and Marketing

Webinar 4: Tuesday 9/13 at 1pm

Building a great #NYGivesDay Campaign: Storytelling and Marketing

Webinar 5: Thursday 10/6 at 1pm

Turn your supporters into Fundraisers on #NYGivesDay: Peer to Peer Fundraising

Webinar 6: Thursday 11/3 at 1pm

Last Chance Webinar: Only 3 weeks to go, but there's still time to get ready for #NYGivesDay!



CONTACTS:

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QUESTIONS?