



One Eastside
SPARK

GiveBIG Information Session: Leveraging GiveBIG for Nonprofit Fundraising

March 15th, 2022 | 1:30 PM – 2:30 PM

OUR WEBINAR WILL BEGIN SHORTLY



OneEastside
SPARK
WEBINAR

**KRISTINA
HUDSON**
CEO
OneRedmond





One Eastside
SPARK

23 Eastside Cities & Towns



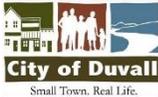
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Town of
Beaux Arts
Village



City of Bothell



HUNTS POINT
Washington



Eastside Supporting Partners



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STARTUP425





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Upcoming Webinars

<https://oneeastside.org/programs/>

Hearing All Voices

Tuesday, March 29, 2022

1:00 pm – 3:00 pm



Hear from Internal Revenue Service executives about best practices small business owners can follow to avoid common tax mistakes, and more. Input and feedback welcome!

Topics that speakers will address include:

- Best practices to use to avoid tax scams and common tax problems
- Employment taxes (employee vs. independent contractor rules)
- How to get help



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Upcoming Webinars

<https://oneeastside.org/programs/>

Business Roundtable *Save the date!*

Tuesday, April 26, 2022

8:00am – 9:00am



Shawn Palmer

ASBC, MSML | Business Advisor
Washington Small Business
Development Center

Are these three things on your mind? Join us for an informal discussion with Shawn Palmer, East King County SBDC Advisor.

- Transition to optional mask wearing
- Workplace dynamics (including hiring and retention)
- 3P: paying loans & taxes; ourselves and paying it forward.



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Confidential, No Cost One-on-One Advising



Maria Sanchez
CEO



Arceda Business
Services



Lily Tran
Enrolled Agent
Certified Tax Coach

TaxU Sign

Tax Advising

- Answer specific tax-related questions
- Identify areas of noncompliance
- Evaluation of the business and identify potential areas for saving money
- Advising provided in English and Spanish; interpretation available in Korean, Vietnamese

To schedule: Samantha Paxton samanthap@oneeastside.org | (425) 885-4014 ext. 5 or sign up

<https://bit.ly/34nblpd>



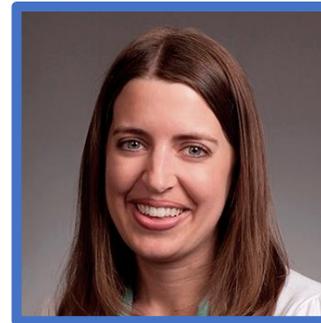
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Confidential, No Cost One-on-One Advising

Need to talk to a CPA?

Receive up to two hours of accounting advising

Sarah Huang
Clark Nuber PS



To schedule: Samantha Paxton samanthap@oneeastside.org | (425) 885-4014 ext. 5
or sign up <https://bit.ly/34nblpd>



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Confidential, No Cost One-on-One Advising

Need help promoting your business?

Connect with our OneEastside SPARK Marketing Advisor

Daphné Leblanc
Social Media Strategist



To schedule: Samantha Paxton samanthap@oneeastside.org | (425) 885-4014 ext. 5
or sign up <https://bit.ly/34nblpd>.



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Confidential, No Cost One-on-One Business Advising

**Questions or concerns about your business?
Connect with our small business advisor!**

Shawn Palmer
ASBC, MSML | Business Advisor
Washington Small Business
Development Center



Contact Shawn at shawnp@oneeastside.org (425) 885-4014 ext 3



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GiveBIG Eastside

<https://oneeastside.org/givebig-eastside>

GIVE ♥
BIG
EASTSIDE

GiveBIG Eastside: supporting nonprofits across East King County's 23 cities and towns.

- Coordinated communications
- Assistance with joining the Washington Gives platform
- Support with marketing and promotion





One Eastside
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WEBINAR



Chat

Need technical help during
the webinar?
Use the **Chat Box**



Q&A

Questions for the
Speakers?
Use the **Q&A Box**



Record

Recording will be available
following the webinar

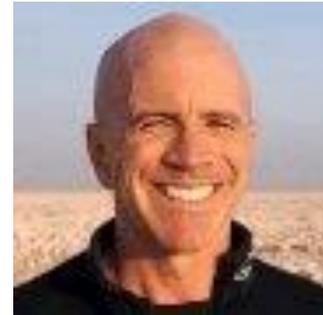


One Eastside
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WEBINAR

Greg Scully

Manager, Nonprofit Resources
& Community Partnerships

501 Commons





Grow Your Online Fundraising with GiveBIG



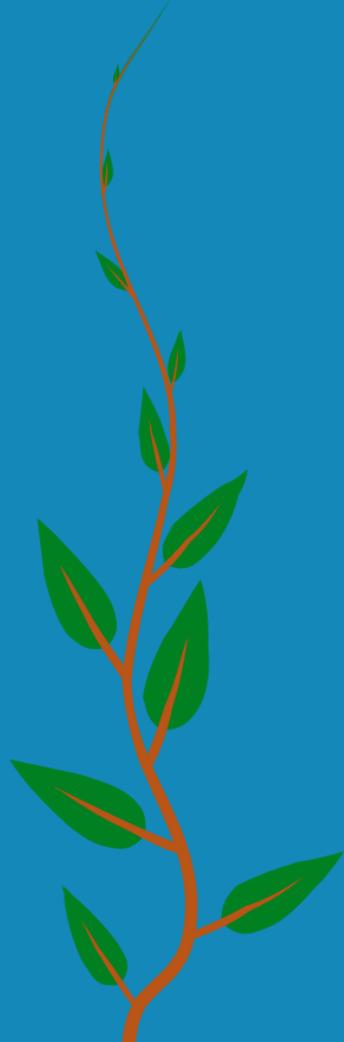


Our passion is to amplify the strengths of nonprofits—so ALL people and communities flourish.

How we accomplish our mission:

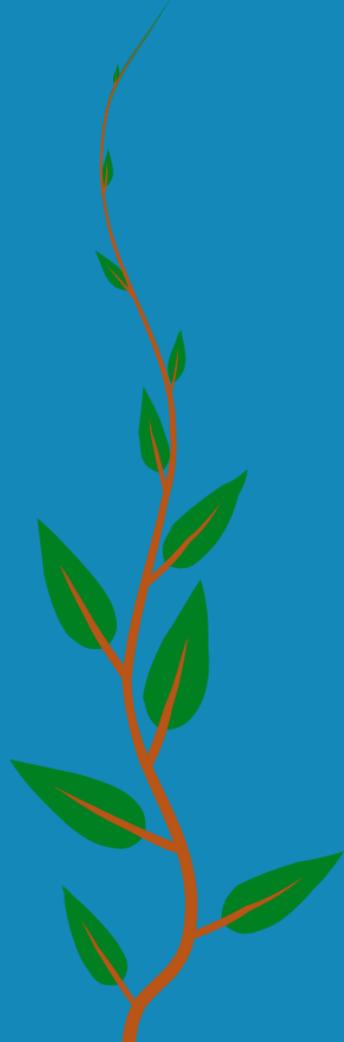
- IT Services
- Human Resources
- Management Consulting
- Financial Services
- Training and Resources

Learn more at www.501commons.org



Agenda

- What is GiveBIG?
- Why should nonprofits participate?
- How can nonprofits make the most of GiveBIG?
- Q+A



What is GiveBIG?



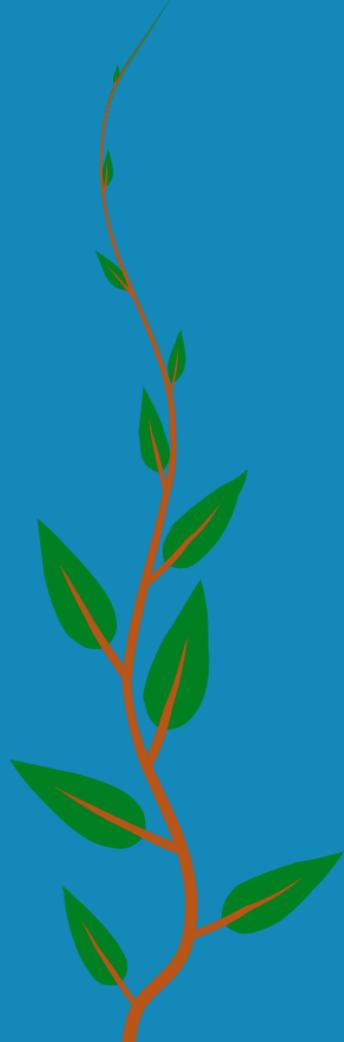
What is GiveBIG?

- A statewide fundraising and marketing campaign
- Kicks off April 19 and culminates on May 3-4
- Hosted on the Washington Gives online giving platform (wagives.org)



Through GiveBIG

- **Nonprofits** raise funds, increase awareness, deepen engagement, and build their capacity
- **Individuals** discover new nonprofits, support critical needs, and become champions for the causes they care about
- **Businesses** demonstrate and act on their values, amplify the work of nonprofits, and reach new audiences



Why should nonprofits participate?



Reach new audiences

- Excitement and awareness sweeps across the state
- Easy and fun to discover and donate to organizations across WA
- 20% of donations are first time gifts

Filters

Cause type
Organizations ▼

Location 

Category ▼

Demographics ▼

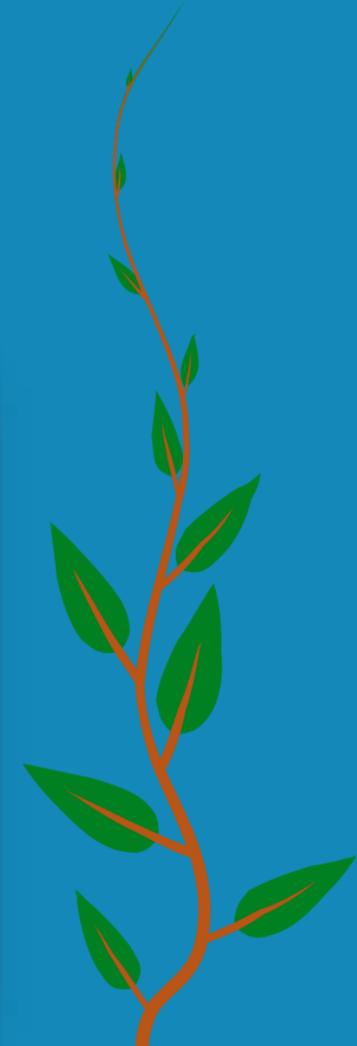
Donations matched

Volunteer opportunities

Deepen your engagement

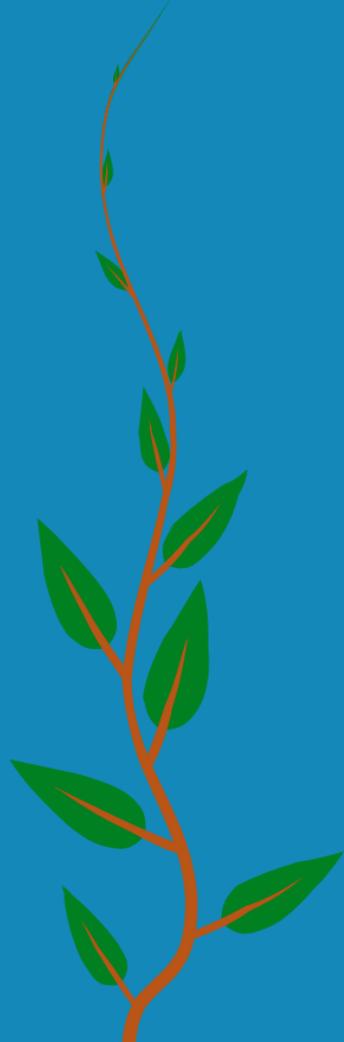
- Spread the word by sharing your page
- Run a fundraiser for your organization
- Provide or contribute to a match

Event Name	Amount Raised
14U AA NW Admirals Hockey	\$1,590
3rd Annual Sound Team Realty Food Drive!	\$4,300
AHEAD NW	\$400



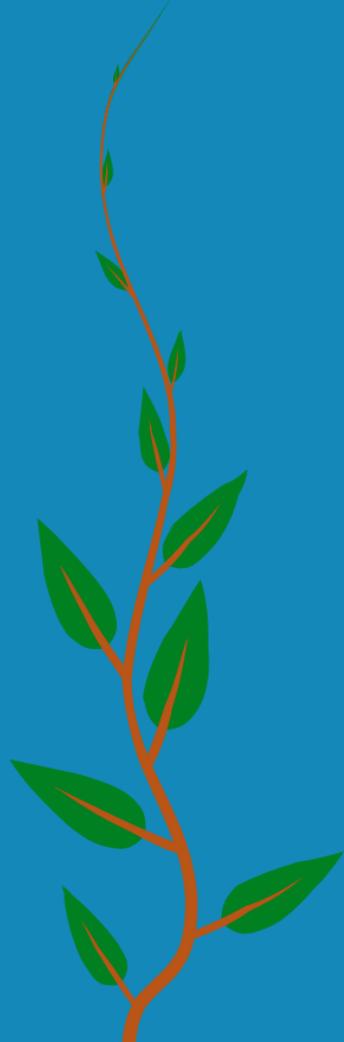
Build your skills

- Webinars
- Twice a month e-newsletter
- Customizable campaign resources
- Easy to use templates
- Year round technical and fundraising support



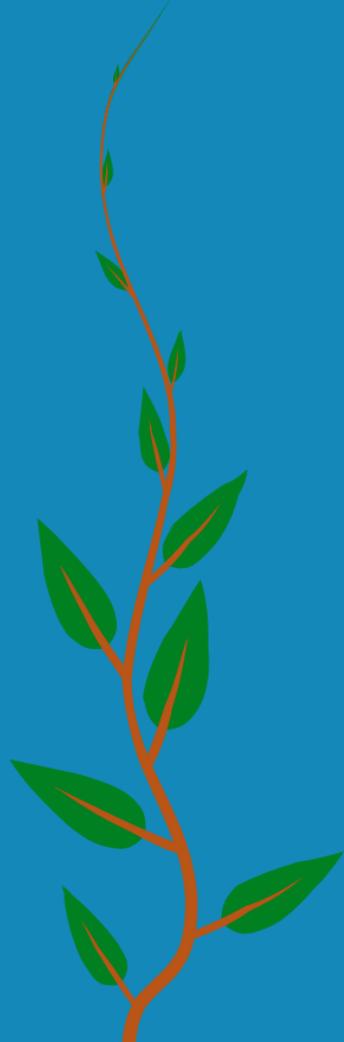
Year-round fundraising tools

- Customizable online donation page
- We handle the receipting, so you don't have to!
- Fundraising pages
- Event and volunteer listings and registration (coming soon!)



It's low-cost

- Upfront registration fee: \$15-\$240 based on your contributed revenue budget
- Participation fee deducted at the end of GiveBIG: 2.3% of net donations raised between April 19 – May 6.
- 4.6% + \$0.30 per transaction (86% of donors cover this fee)
- Example: Your organization budgets to raise \$20,000 in a year. You raise \$1,000 through GiveBIG after donors have covered fees.
\$15 to register + \$23 for participation = \$38



How can nonprofits make the most of GiveBIG?



Matching funds

- Increase responses
- Increase average gifts
- Increase number of large gifts

The image shows a fundraising interface with a white background. At the top, there are three main elements: a blue rounded button labeled 'Donate', a white badge with a blue border containing the number '1', the word 'match', and a blue dot followed by 'LIVE', and a white rounded button with a blue outline labeled 'Fundraise'. Below these is a link with a blue arrow icon and the text 'Share this organization'. In the center, the text '\$5 raised by 1 donor' is displayed. At the bottom, a horizontal progress bar is shown, with a small blue segment on the left. Below the bar, the text '3% complete' is on the left and '\$200 Goal' is on the right.

Example: Queen Anne Farmers Market

- Board and major donors pledged \$17,500
- QAFM Raised \$28,000
- Increases impact of match contributors and donors inspired to give



**QUEEN ANNE
FARMERS
MARKET**

THE ONLY INDEPENDENT FARMERS MARKET IN SEATTLE

Peer-to-peer fundraising

3rd Annual Sound Team Realty Food Drive!

 A nonprofit fundraiser supporting **Food Lifeline**



Food Lifeline virtual food drive

\$4,300

RAISED BY 25 PEOPLE

\$5,000 GOAL

DONATE



Food Lifeline's mission is to feed people experiencing hunger today while working to end hunger for tomorrow.

Food Justice - the belief that everyone has a human right to equitable access to

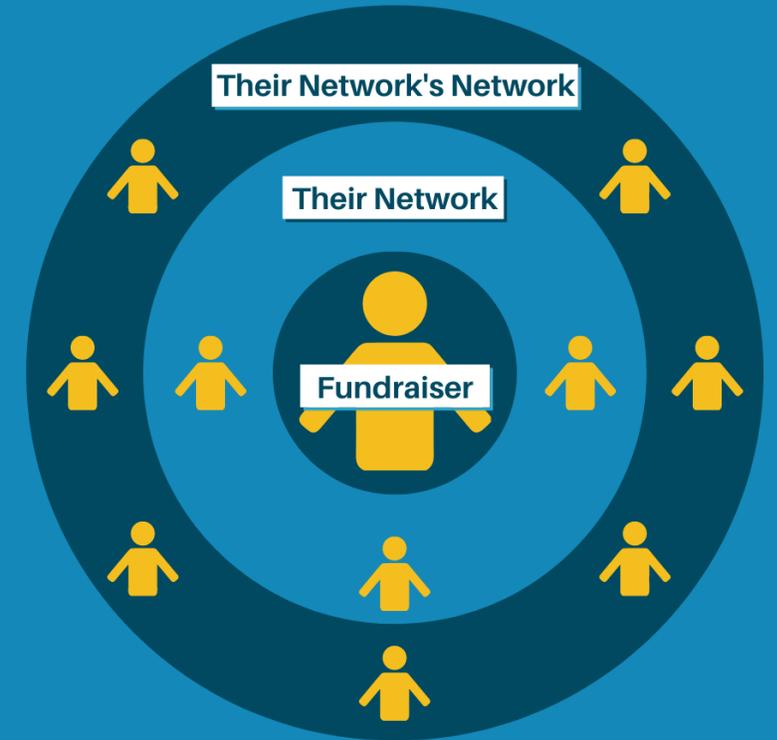
Donor Timeline

Search

Anonymous gave \$200

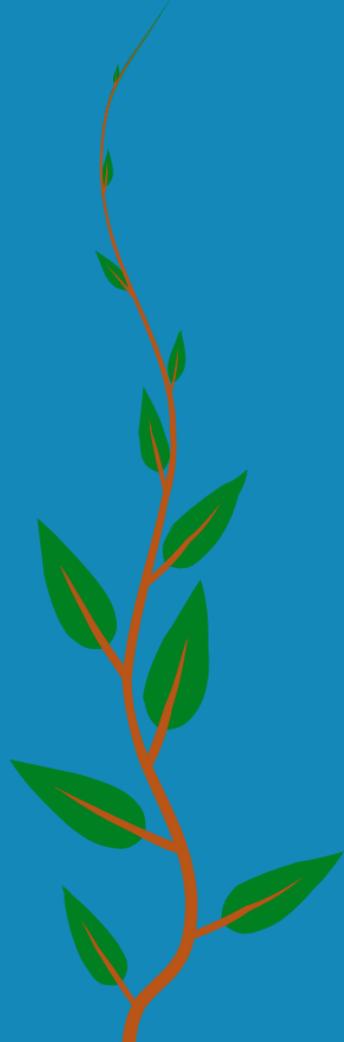
2 months ago

Peer-to-peer fundraising creates ripples of giving!



Supporting your fundraisers

- Share or customize the Toolkit for Fundraisers
- Host a P2P writing webinar
- Create graphics or templates your fundraisers
- Designate a point of contact and head cheerleader



Potential peer-to-peer fundraisers



Clients



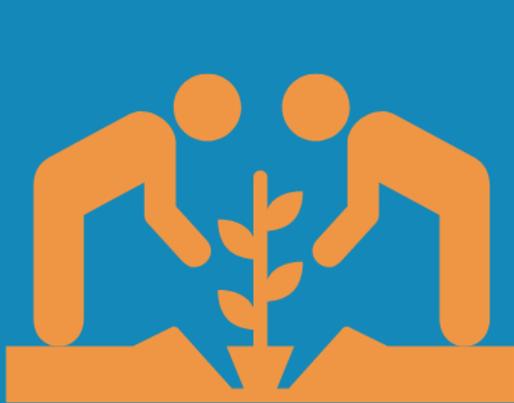
Volunteers



Donors



Fans



Staff



First hand experience

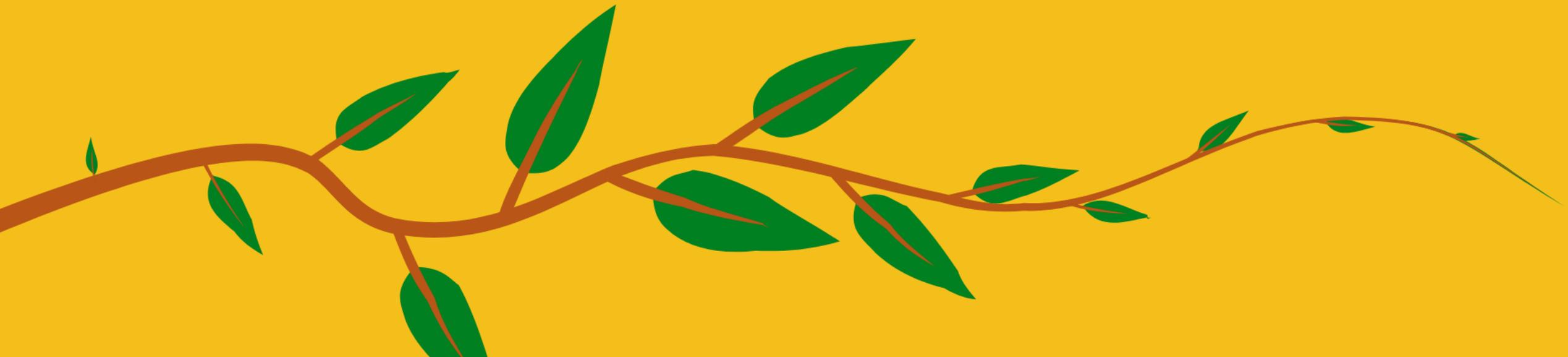


Board



Community Partners

Let's grow!
Register at
bit.ly/wagivesreg22



Q+A



SPECIAL THANKS!





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www.OneEastside.org/SPARK



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THANK YOU FOR JOINING US!