

# GiveBIG Eastside Information Session

March 15, 2022  
Q&A Transcript



**Canva.com is a great design tool that offers free pro benefits to nonprofits. They partnered with Giving Tuesday with a customizable set of logos and branding tools on their platform, is there going to be any sort of GiveBig tools available in a similar way?**

Yes, yes, absolutely. Yes. So, the website, which we're not going to do a demo right now, but the website is quite robust and has everything from graphics that you can download, the GiveBig graphic that you saw at the entrance of this PowerPoint slideshow, and other tools that you can put onto your website, or onto your page for depicts, so yes, there are.

**Are donations anonymous, or can everyone see who donated and how much?**

It's up to the to the person who donates, you can click a box at the end and say it's anonymous, or leave it open.

**Will we have access to donors' emails so we can send a thank you or how does that work?**

Yes, to the nonprofit that's provided. That's correct. At the end, you'll have access to all emails.

**Does GiveBig promote the fundraiser or are nonprofits individually responsible for promotion?**

I kind of went through it very quickly. But we have a huge media buy that we do every year. It's over \$500,000. That goes into primarily local media here. Additionally, the Seattle Times has a pullout section they do. And so there's a wide variety of different media, on social media, and in general in the community. So yes, it would be up to the organization, maybe I would recommend putting it on your web page, maybe a link, link to it on your front page, promote it through your newsletters and such. And it will be supported by that larger, broader community campaign that gets out via all sorts of different media outlets. So, yes.

**Just to clarify, our organization will be listed on the website year-round after the two-week event. Is that correct?**

Yes.

**Do you have data on the average donation amounts received by organizations with budgets at different levels? What is the average for smaller organizations with budgets under 500,000?**

I have to get back to you on that. I don't know the exact number. And I'd be taking a guess at it. So, I apologize for that. If you don't mind, I'll get back to that person later.

**If we host an in-person event during GiveBig and we receive cash donations, can we add that to our fundraising total?**

Sure.

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**There's a little bit of confusion of how much it costs. And some folks are asking you to explain it again, and maybe create a simple calculator that they can use, so I'll flip it back to you.**

Yeah, so I apologize for that slide. I didn't create it. And I didn't like the one that had that 5,000, 20,000 on it, it was kind of confusing. So, I agree with you on that. There is a fee that you pay as an organization as a sliding fee, that goes from like \$25 up to, you know, a few \$100, depending upon the revenue size, your organization, that's a one-time thing. And then you will be paying a fee to participate in the GiveBig. Also, each donation that comes in, it would be a small percentage of that. And then the donors themselves give a very small fee. So, there's kind of three things, a very, very small, you know, a couple \$100 max of the first initial one, and then a certain small, very small percentage of each individual donor donation front to GiveBig and then the donors. So overall, it's relatively small. And realize it does go to pay for some of that promotion. It goes to pay for the platform itself, it goes to pay for a lot of people involved, and actually a lot of the work that we get is pro bono. So, it's a relatively small fee, I apologize. I think what I need to do is get you a better sheet. Well, we can point you to the website, it's much clearer there. I would just say go to the website, you'll really clearly understand.

**I work for a new nonprofit founded last year, is this campaign for new organizations?**

Oh, sure. If you're registered with the Secretary of State as a nonprofit, yes.

**Do you have any data on the funds that nonprofits raise on the Give Washington platform outside of the two annual campaigns?**

I would have to look that up again, I don't know that. I focus on the GiveBig.

**Are there any detailed instructions for how to create and share the P2P templates? We tried it last year, and it was quite difficult to figure out.**

I'm glad you asked that, because actually my favorite part of GiveBig is P2P. And the really good news as I mentioned earlier, we switched to a new platform, it's now called Mighty cars. And I daresay it is much easier than the previous platform that we used the previous three years. And second, there is a link on there for the training of that, there's a live training that's going to be happening, that I'm going to be recording in a couple of weeks on P2P, and then that will be always on the website. Well, I'm going to riff just a little bit on that. So yes, there's that that P2P training, but also all the other trainings that we're going to do are going to be on the GiveBig website after they're presented. So, if you can't make a full live one, no worries. And they're going to be in little smaller snippets. And what I mean by that you don't have to watch a three-hour presentation if you want to get to the P2P section, at the end, you can just go right to that and learn how to do that, in addition to tools on the website which is much easier and better than previous years. So, I hope you will give it another shot.

**How long does it take to receive the funds donated to the nonprofit?**

It takes a fair amount of time, not a huge amount of time. But sometimes when there are matching contributions from organizations and so forth, we have to collect those. It's about, I think it's a month or

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so, that does take a little bit of time to do all that. Because if you have, like, employee matching funds, and that sort of thing, you have to make sure you put all those things together and reconcile that with the company.

**Can you please lay out the timeline and recap any important dates, I missed half of it while I was taking notes.**

The important part of the timeline is, right now I would say go to the website and just check it out. I don't mean this second but, you know, this week, check it out. Work with the organization, decide to launch and jump in, the official launch is the 19th of April, you don't have to do it on that day. But that is when it's announced and open. And frankly, a lot of people don't donate until towards the end. It's just, that's when they decide what they're going to do. So, the end is going to be early May this year. So, you've got about a month to do all your planning right now. Follow those trainings. Get in touch with us if you have a need, that sort of thing. But it is relatively simple to set it up. And right now is the time to get online and work on that.

**My organization is not a nonprofit yet, but we have a fiscal sponsor, should I register my organization or our fiscal sponsor for GiveBig?**

I think you can register your organization because of the fiscal sponsor factor, I believe this is true, I could check on it to absolutely verify that your fiscal sponsor is except that that's why you have a fiscal sponsor. They're accepting the funds on your behalf. And so you would put your name in there, and then it would run through the organization to your fiscal sponsor, and the funds will be delivered to you that way.

**The system recognized my tax ID, but the name of the organization associated with it is old. How do I change it?**

Why don't you reach out to us for those type of comments, and we'll take care of that.  
info@501commerce.org.

**Do you have any training webinars coming up aimed at specific features like matching?**

Yes, and those again will be on the website. And there are I believe six trainings that are coming up in turn, including the peer to peer. And really just all the things that you would want to know on how to put this together. So those are all listed on the website.

**Can we get help designing the image?**

So, there'll be materials that can be downloaded, the PNG, JPG, all those different files. So, no one has to design their own image unless they want to. But they can. But 501commons and GiveBig will provide them all the marketing tools that they can, a platform is made, it's all, you know, pretty much it's set where it is. And then you can move your things about, what is your organization about, what is the who, what, who are you serving and telling your story on there is going to help augment that. With some

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pictures and those logos of the GiveBig you're talking about, those logos you can also use on your website, and then do a hyperlink to direct to your page and so forth.

**I find storytelling to be one of the things that really makes a difference. Are there any tips that you have or best-case studies or whatever on how to tell your story in the best way possible?**

Very short vignettes. And I mean short, not big, long, you know, things that you would show at a fundraiser for 5, 7, 10 minutes. Maybe a minute or two, just really crisp, getting maybe a volunteer or maybe a client and saying, you know, I work with XYZ organization, best thing ever, I highly support, highly encourage you to support us on GiveBig or something like that. Those things, those testimonials, those personal things really add a lot of value. Pictures.

**There is a campaign feature on my page, what information do I put there?**

We'll get back to that, I don't know.

**Greg, why don't you give us your final thoughts or tips or parting words of wisdom?**

Well, it's like we said in the beginning, this is a great way to grow your donor base. So, 20% of the people come on to the GiveBig are new to the campaign and may be new to your organization. So, it's not always just a fundraiser. It adds value because you're adding new friends, new donors, possibly new volunteers to your organization as a nonprofit. So, it's just a fabulous way to stay in touch with the community and keep your donors engaged with you, people like being acknowledged, you can do little fundraisers for them. Say that we've got some corporate sponsors who are going to be giving us some funds where they can, you know, if they're the top person who donated to your organization on X date, they can get a small prize or something, however you want to set it, however we want to set that up with you. So yes, it's just such a great opportunity for you to be out in the community, get your name out there again, and stay in front of everybody. So, there you go.