# Nonprofit User Guide

# Big Day of Giving 2025

## User Guide for Nonprofit Participants

This guide will help you throughout your Big Day of Giving participation, from completing your profile to post-event tasks. It is updated as new details become available.

# Basics & Terminology

**Big Day of Giving** is the Sacramento region's annual day-long, community-wide movement that unites the region's nonprofit sector to help raise unrestricted funds for the organizations that strengthen the capital area. Since 2013, the giving day has generated $104 million for more than 800 local nonprofits!

**GivingEdge** is the name of the website that powers Big Day of Giving. GivingEdge is a year-round resource for information on nonprofits in the Sacramento region and only nonprofits listed on GivingEdge are able to participate in Big Day of Giving.

**Sacramento Region Community Foundation** is a nonprofit that aims to strengthen the philanthropic and nonprofit sectors in El Dorado, Placer, Sacramento, and Yolo counties. By running Big Day of Giving and GivingEdge, the Foundation fortifies the nonprofit sector, growing local organizations' impact in the region and ensuring donors can give with confidence to the causes they love. After all, a strong nonprofit sector benefits everyone in the Sacramento region!

Though Big Day of Giving and GivingEdge are two of its most visible programs, the Sacramento Region Community Foundation makes an impact in the capital area through its broad array of grantmaking programs and philanthropic services. Learn more at [www.sacregcf.org](www.sacregcf.org).

**Mightycause** is the technology provider for GivingEdge and Big Day of Giving. The Sacramento Region Community Foundation partners with Mightycause to make its technology available to the community.

mightycause

# Contacts

- **Questions about Big Day of Giving:** Email the Big Day of Giving team at bdog@sacregcf.org. We monitor the inbox regularly, but allow 48 hours for a reply. We cannot take calls related to BDOG from nonprofit organizations. Depending on the question, you can also contact a Mentor or pose it to the Facebook Learning Community.
- **Questions about the technology platform**: The MightyCause Support Team is available to help with platform-related questions or issues. You can fill out a ticket here or email them at support@mightycause.com, and refer to support articles here.
- **Questions from donors regarding gifts:** If a donor needs assistance related to their Big Day of Giving gift, direct them to email bdog@sacregcf.org or call the Foundation at (916) 921-7723.

**Referring to Big Day of Giving**

Ensure any communications you have are clearly marked as having originated from your organization. This helps prevent confusion about the Foundation's role in the overall promotion for Big Day of Giving. To stay consistent, please stylize the giving day's name as "Big Day of Giving" (not *the* Big Day of Giving). For short, use "BDOG" (not BigDOG or Big DoG, or other variations). Fore more, see our Brand Usage Guide in the Nonprofit Resources.

# Resources

In addition to the GivingEdge platform and the global marketing campaign we offer to support Big Day of Giving, we strive to offer a variety of resources and opportunities to help your organization's Big Day of Giving campaign be successful.

- **The Bark E-Newsletter**: The official Big Day of Giving email newsletter for nonprofit participants, which includes important information about BDOG opportunities and deadlines. Sign up here. Occasionally, these emails get redirected to junk inboxes, so if you are not receiving The Bark, check your junk folder and ensure bdog@sacregcf.org is whitelisted in your email system.

- **Mentors:** The Mentor program provides opportunities to learn from experienced BDOG pros. If you opt to have a Mentor, you can rely on them as your occasional "phone a friend" when you need some extra BDOG help. Mentors are available from January to May. Find a list of BDOG mentors here.

- **Trainings & Gatherings: Check the calendar for dates and links to register for:**

    - **Trainings**: A series of training throughout the months leading up to BDOG to strengthen participating organizations' fundraising skills. These trainings are voluntary but highly encouraged.
    - **Peer-Learning Chats:** Following each training, these casual conversations with Mentors and others explore their experiences the training topic, including best practices, common challenges, and learnings.
    - **Community Office Hours**: The Big Day of Giving team hosts Office Hours during the months leading up to BDOG to answer questions about participation. These calls are voluntary.
    - **Networking Happy Hours:** We hold networking events throughout the region. These are opportunities to meet other nonprofit professionals and volunteers in the region.

- **Campaign Workplan:** A helpful tool to use in March and April to strategize for BDOG, saved in Nonprofit Resources or available via this direct link. This resource includes key activities starting eight weeks prior to BDOG, as well as:

    - **Marketing Plan**: Worksheets to plan your marketing/storytelling
    - **Board Member Individual Development Plan**: Engage your Board of Directors
    - **Circle of Influence Worksheet**: Leverage networks to increase your reach

- **Marketing Toolkit**: To complement the Marketing Plan worksheets, you can find the Marketing Toolkit in the Nonprofit Resources. The Marketing Toolkit includes logos, social media graphics, frames, and Canva templates.

- **Learning Community on Facebook**: A virtual gathering space for BDOG participants to ask and answer questions related to Big Day of Giving. Visit it here.

- **Mightycause Support Library**: Resources specific to managing the GivingEdge platform from the technology vendor. Access it here.

## Dates and Deadlines

Registration links will be posted as they become available. **These dates are subject to change.**

| | | Registration/Recording |
|---|---|---|
| **November 2024** | | |
| Friday, Nov 1 | BDOG2025 Orientation and registration available | FIND DETAILS HERE! |
| **December 2024** | | |
| **January 2024** | | |
| Thursday, Jan. 30 | Got questions about registering or completing your GivingEdge profile? Office hours (via Zoom) – 1 to 2 p.m. | |
| **February 2025** | | |
| Tuesday, Feb. 4 | Got questions about registering or completing your GivingEdge profile? Office hours (via Zoom) – 10 to 11 a.m. | |
| Friday, Feb. 7 | Deadline to complete all registration requirements – midnight | |
| Wednesday, Feb. 12 | Happy Hour networking event (Bike Dog, 1210 66th St, Sacramento) – 4:30 to 6:30 p.m. | |
| Wednesday, Feb. 26 | Training: Standing Out From the Crowd (via Zoom) – 10 to 11 a.m. | VIEW THE RECORDING ; GET THE SLIDES ; VIEW NOTES |
| Thursday, Feb. 27 | Peer Learning Chat – 1 to 2 p.m | VIEW THE RECORDING |
| **March 2025** | | |
| Tuesday, Mar. 4 | Got Questions? Community office Hours (via Zoom) – 10 to 11 a.m. | |
| Wednesday, Mar. 5 | Happy hour networking event (cohosted by Yolo Community Foundation) | |
| Wednesday, Mar. 12 | Training: Authentic Storytelling (via Zoom) – 10 to 11 a.m. | GET THE SLIDES ; VIEW THE RECORDING ; VIEW NOTES |
| Monday, Mar. 17 | Peer Learning Chat (via Zoom) – 1 to 2 p.m. | VIEW THE RECORDING |
| Thursday, Mar. 27 | Training: Donate, Share, Thank (via Zoom) – 10 to 11 a.m. | GET THE SLIDES ; VIEW THE RECORDING ; VIEW NOTES |
| **April 2025** | | |
| Wednesday, Apr. 2 | Peer Learning Chat (via Zoom) – 10 to 11 a.m. | VIEW THE RECORDING |
| Thursday, Apr. 10 | Training: Gratitude, Follow-Up, and What Comes Next (via Zoom) – 10 to 11 a.m. | VIEW THE RECORDING; GET THE SLIDES |

| | | |
|---|---|---|
| Monday, Apr. 14 | Peer Learning Chat (via Zoom) – 1 to 2 p.m | VIEW THE RECORDING |
| Tuesday, Apr. 15 | Got Questions? Community office Hours (via Zoom) — 10 to 11 a.m. | |
| **Thursday, Apr. 17** | **Early Giving Opens** | |
| Thursday, Apr. 17 | Partners Celebration (Fieldwork Brewing Company Sacramento 1805 Capitol Ave, Sacramento, CA 95811) – 4:30 to 6:30 p.m. | |
| Wednesday, Apr. 30 | Got questions? Community office hours (via Zoom) – 1 to 2 p.m. | |
| **May 2025** | | |
| **Thursday, May 1** | **Big Day of Giving!** | |
| Friday, May 30 | All gifts for April disbursed from the Sacramento Region Community Foundation | |
| **June 2025** | | |
| Monday, Jun. 30 | All gifts for May disbursed from the Sacramento Region Community Foundation | |

# Registration

Registration is open November 1, 2024, through February 7, 2025, at www.bigdayofgiving.org.

For twelve years, hundreds of local nonprofits like yours have raised millions of dollars and advanced their impact in our community through their participation in Big Day of Giving. Even more, those organizations have used Big Day of Giving to build a cooperative, collaborative area nonprofit sector! Here are just some of the benefits of participation:

- **Connect** with current supporters and, through your profile on this website, engage new ones at a time when nonprofits are front and center in our region.
- **Build** your organization's ability to serve our community by participating in trainings to strengthen your team's capacity and skills.
- **Collaborate** with staff and volunteers from other local organizations to grow an inclusive, collaborative nonprofit sector.

Ready to register? Complete the four steps below by the posted deadlines.

## Step 1: Confirm GivingEdge Eligibility

Confirm your organization is eligible for a GivingEdge profile, which is required to participate in Big Day of Giving. If your organization is new to Big Day of Giving and the GivingEdge platform, complete the new organization profile request form. Once your GivingEdge profile is created, move to Step 2.

To have a profile on GivingEdge, your nonprofit must meet the following criteria:

- Be a 501(c)(3) tax-exempt nonprofit organization in good standing with the IRS, the California Secretary of State, the California Department of Justice, and the Franchise Tax Board.
- Be headquartered or have a branch in the four-county capital region of El Dorado, Placer, Sacramento, or Yolo counties, and provide services to one or more of these counties. If your organization is physically located outside of this region, but a significant amount of your work takes place in the four-county area, you are eligible to participate; however, you will be asked to provide additional documentation.
- Not currently under any federal, state, or local investigation or regulatory-related inquiry (including violations and citations) related to any aspect of your operation.
- Nonprofit organizations that currently have a fund at Sacramento Region Community Foundation are eligible to participate regardless of location. All other criteria listed above must be met.

We do not accept requests from the following types of organizations (barring exceptions stated):

- Schools, houses of worship, or government organizations, except we will accept organizations or foundations that are fiscally sponsored by a school or church. Further, organizations or foundations created to support churches, schools, or government organizations are eligible if eligibility requirements are met.
- School groups such as PTAs, sport teams, band boosters, or other school affinity groups; Private foundations (filing a 990PF); Supporting organizations (charity status of 509(a)(3)); Public safety organizations (charity status of 509(a)(4)).

## Step 2: Watch Orientation

[Watch the orientation.]

## Step 3: Register

Register at www.bigdayofgiving.org. The system will walk you through the rest of the registration process, including paying the nonprofit registration fee via credit/debit card.

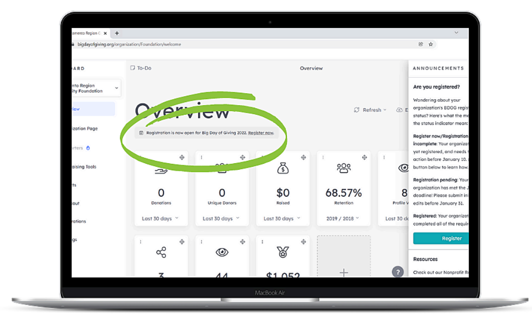
The nonprofit registration fee is based on your organization's annual operating budget:

- $0 - $50,000 budget: $50 registration fee
- $50,001 - $100,000 budget : $85 registration fee
- $100,001 - $250,000 budget: $135 registration fee
- $250,001 - $500,000 budget: $185 registration fee
- $500,001 - $1,000,000 budget: $245 registration fee
- $1,000,001 - $5 million budget: $295 registration fee
- Over $5 million budget: $345 registration fee

## Step 4: Update GivingEdge Profile

After your organization has been approved to participate, complete the GivingEdge To-Do list and submit your organization's GivingEdge profile for review.

## Check Your Status



If you want to know your organization's registration status for Big Day of Giving, check the status indicator in the Dashboard section of its GivingEdge profile. If it says:

- Register now or registration incomplete: Your organization is not registered and needs to take action before the deadline.
- Registration pending: Your organization has met the deadline and is being reviewed.
- Registered: Your organization has completed all of the required steps to participate in Big Day of Giving!

# GivingEdge Profile

Watch our GivingEdge tour 🔗

GivingEdge is a powerful, year-round resource for information on local nonprofits. As the "backbone" of Big Day of Giving, this online giving portal is designed to help donors learn more about the hundreds of nonprofits that serve the Sacramento region, discover new organizations that match their interests, and give "smarter" to local nonprofits during giving days and all year long.

Nonprofits participating in Big Day of Giving are required to maintain a GivingEdge profile with complete and accurate information on your programs, governance, financial management, and community impact.

Your nonprofit GivingEdge account allows you to access a wide variety of features including:

- editing your organization's public profile
- viewing past donors
- seeing active and past fundraising campaigns
- adding and editing users who have access to your organization's account

## Navigating GivingEdge

To log into your GivingEdge account, go to www.bigdayofgiving.org and click the user icon in the top left corner. You'll see the following categories of items:

- Organization
- Managed Causes
- Donation History
- Account Settings: Under "Account Settings" you can change your password, notifications settings, and stored payment methods that you use to make donations.

When you click your nonprofit's name from that menu user menu, you're taken to your Nonprofit Dashboard. On the main "Overview" page, you will see a variety of different metrics that you can add, remove, or adjust. On this main page, you can also see the status of your registration for the current giving day is and if you have any items that are incomplete on your to-do list.

Learn about your organization's dashboard (Mightycause)🔗

**Plan Management**

GivingEdge's technology provider, Mightycause, offers some additional features to nonprofits with profiles on the platform for an additional cost. These have purple flames next to them in your left hand menu. They are not needed to run a successful Big Day of Giving campaign, and our team does not provide support for them. If you've signed up for an advanced plan, please use the Mightycause Support articles below or contact MightyCause directly for support.

## Edit Your Organization's Information

Most of the information you'll enter in your organization's GivingEdge profile is aimed to inform the community about your work but there's some information under "Settings" that you'll complete to help people find your profile and to inform the Foundation about your work.

### General Settings

- **URL Link**: What you want your organization's GivingEdge profile link to be.
- **Alternative Names**: Add words or names that donors may search for organizations with. For example, a library foundation might put "reading books library youth," and so on or put an abbreviated version of their name that donors may also know them by.
- **Search Tags**: Where you can edit the information that donors may use to filter their search when looking for an organization like yours.
- **Social Sharing**: Control what appears when you share your profile on social media platforms.
- **Fee Payment Model**: If you do not want to give donors the option to help cover the cost of the fees by increasing their donation at checkout, you can choose to hide that option here.

### Organization Information

- **Contact Information**: This information will automatically sync to what is included in your public profile so you want to make sure that it is a public address that donors can see.
- **Leader Demographic Data**: We use this information to better understand the demographic makeup of nonprofit leadership in the region. This information will not appear publicly.
- **Legal Name and Legal Address**: The Legal Name of your organization is the one that is filed with the IRS. The Organization Name is the one that is commonly known to the public. The MightyCause platform syncs with the IRS database of nonprofits to confirm your legal name and legal address. If you have a name or address change, you will need to upload documentation of this change in Organization Info under Settings. See how to do that here.
    - **Do you have a fiscal sponsor?** A Fiscal Sponsor is an outside organization that receives funds for a nonprofit under its 501(c)(3) status. Please note that this is not the same thing as a national branch of a local chapter. You can learn more here. Because MightyCause uses the IRS database to verify the organizations on the platform, they require proof of fiscal sponsorship. Organizations who are fiscally sponsored should email a copy of their to Memorandum of Understanding/Letter to both bdog@sacregcf.org and support@mightycause.com. You can read more about their policy here.
    - **Are you a chapter/branch of a larger organization?** If you share an EIN with your national organization, you must send the following documents to support@mightycause.com: 1) Copy of group exemption letter which was issued to the central organization, and 2) List of subordinate organizations covered by central organization's group exemption, or written statement from the financial office of the central organization. The document must contain the registered name, address and EIN of the subordinate organization.
- **Documents**: All of the tax documents that you have uploaded to your profile. This is also where you can upload fiscal sponsorship agreements or upload proof of a legal name change.

## Disbursement Information

All credit card donations made through the website are disbursed from the Sacramento Region Community Foundation via Ramp to the contact listed in this field. Get full details in the After Big Day of Giving section of this User Guide.

## Manage Profile Users

Managing Organization Admins (Mightycause)🔗

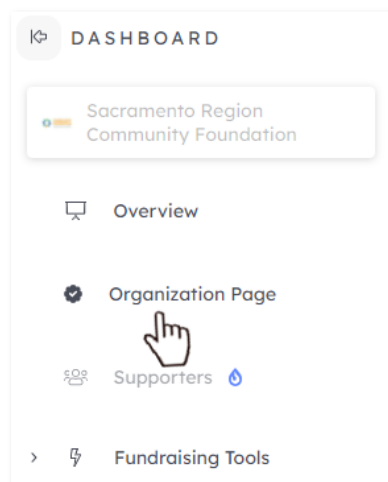
To access your list of administrators who can manage your nonprofit's GivingEdge profile, go to Settings in the left hand menu and click "Admins." From there, you can add or remove users. You can have up to ten organization administrators on your profile.

- **Add Users**: In the top left corner of the Admin menu you will see the "Add new admin" button. Once you have added a user, they will get an email to set up their login details.
- **Remove Users**: If an admin user has left your organization, remove them from your GivingEdge profile by clicking the "X" next to their name in your list of admins.
- **Change Lead Contact**: If you would like to change the person listed as the lead contact for your organization (indicated with a blue check mark next to their photo), click the three dots next to the user you want to add or remove and select the checkbox that says "Mark as a lead contact."
- **Change Notifications**: Users can change their notification settings by clicking on their user picture in the top right corner and going to "Account settings." If you scroll to where it says "Notification Emails," you will be able to change which emails you receive by switching each of the toggles.

**NEW!** Organizations now have the option to set administrator permission roles when they add colleagues. This controls how much access users have to view reports and edit your profile content. "Org Admins" have total access to the profile. You can read more about these permission levels here.

## Edit Your GivingEdge Profile

When completing your organization's GivingEdge profile, make sure you fill out the information in all the sections listed on the left hand menu of your dashboard. All required fields that are not yet complete will have a red dot identifying them, and will be listed as incomplete in the To-do list.




While not all fields are required, we recommend completing as much of the profile as possible in order to give the community more information about your organization. Be sure to double check your profile for grammar and spelling errors and incorrect information before submitting your profile. Please note, even if a returning organization has an existing profile, all profiles require updating annually.

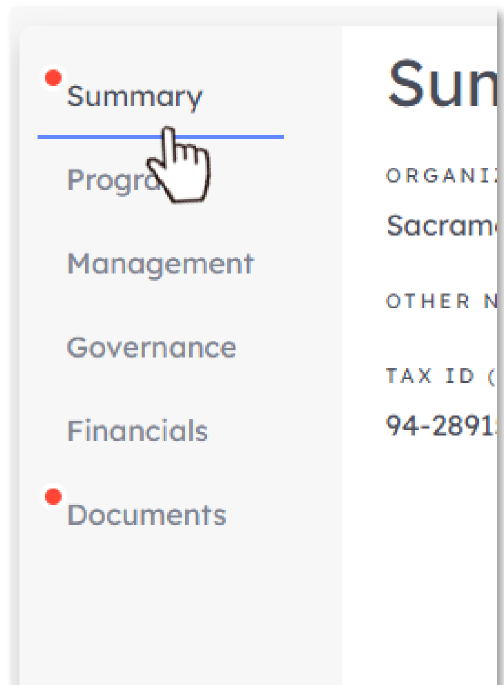
In addition to our notes below, check out these helpful articles from MightyCause that will help you make the most out of editing your nonprofit's profile!

Inline Text Editing Shortcuts (Mightycause)🔗
How to Customize Your Profile (Mightycause)🔗

- **About**: A space for you to expand on your mission statement. Tell donors about your organization's impact in the community! Wondering about word count? We recommend 200 words or fewer. There is a 5000 character limit on this section and a minimum of 10 characters. Make sure to click the "Save" button in the top right corner after you have made your edits to this section.

- **Custom Tab**: Have extra information you want to share with people about your nonprofit? You can create a custom tab to add that information to your profile! To add a custom tab, select the + icon at the top of your description area. Once you have added the custom tab, select the pencil icon to rename it. This is an optional feature.
- **Mission Statement**: The mission statement is a one or two-sentence statement describing why your organization exists and what you do.
- **Needs**: The Needs section is a place where you can introduce your organization's needs and explain your goals if those needs are met. We suggest aiming for 100 words or fewer here. This is an optional field.  You will also list your organization need(s) under the Summary information.
- **Equity Statement**: The Equity Statement is an explanation of your organization's commitment to diversity, equity and inclusion. This can include actionable steps that the organization will take in order to pursue that commitment. This is an optional field.
- **Featured Campaigns**: Once supporters have created fundraising pages for you, you can choose if you want to display them on your profile and which ones you would like to show.
- **Media Galleries**: You are able to upload photos or videos to your profile's Media Gallery to show the public. Click the pencil icon on the right and click "Add media".

## Organization Data Summary




If you scroll to the bottom of the Organization Page, you will see a box with different tabs on the right-hand side. If there is a red dot next to the tab, it means that there is information in that section that is incomplete and requires attention.

Most of the information on the Summary tab will be synced to what you filled out in "Organization Info" in the Settings area. You can also choose to add additional addresses and phone numbers with the buttons below what is already listed.

- **Year Established:** This is where you will list the year that you were recognized and established as a 501c3 organization.
- **Mission Category:** Choose the category that best describes your organization's work.
- **Organization Needs:** Donors can use this section to list their organizational needs such as unrestricted funds, in-kind donations, or board members. You can list as many different needs as you would like here. At least one organizational need must be listed. You can elaborate on what these needs are in the "Needs" section above the "Summary" area.
- **Demographics Served:** You can choose from the list of options under "Demographics Served" to help donors more easily find nonprofits that serve those in the demographic that they are looking to help. Please choose no more than three.
- **BIPOC Leadership:** National research shows that nonprofits led by people of color typically receive less funding for their organizations. In an effort to close this gap, we provide the ability for donors to search for organizations that are led by people who identify as Black, Indigenous, and people of color.
- **Local Counties Served vs. Service Area:** Because this is a local database for organizations who are based in, and providing services in the four-county region (El Dorado, Placer, Sacramento, and

Yolo), the Local Counties Served field is where you can specify which of these counties you provide services in to help donors better refine their search. The Service Area field is where you can provide the best description of the geographic area your organization serves. Please be as specific as possible. Examples:
  - All of California
  - All four counties (El Dorado, Placer, Sacramento, Yolo)
  - Zip Codes: 95616, 95825, and 95841
  - Arden Arcade neighborhood of Sacramento
- **Social Media Accounts**: You can also add or remove links to your various social media platforms with the pencil icon next to “Social Media” in the bottom left. When adding an additional social media account, choose the icon that corresponds to that platform.
- **Equity Statement**: In addition to the Equity Statement field above, you may see an additional field labeled “Equity Statement in the Summary area. This field is managed by the Mightycause team to provide donors the ability to filter for organizations who have an equity statement. There is no need to take any action for this field. If you have an equity statement listed on your profile, the Mightycause team will update the filter accordingly.

## Programs

You can include as many programs as you would like by clicking the “+ Program” button or the plus sign in the top right corner. At least one program is required. Please include a description with the program. You can also include an image, a budget, and details on program successes.

## Management

You can add new staff by clicking the “+ Staff Member” button or the plus in the top right corner. You can add their name, title and a photo (optional).

Your profile is required to list an Organizational Leader and their information and title. If you have paid staff this would be either your Executive Director or CEO. To list your staff member as the organizational (co)leader, check the box under their title. You can check this box for up to two different staff if you have co-leaders. If your organization does not have paid staff, this would likely be your Board Chair.

## Governance

- **Board Members and Board Chair:** You can add a new board member by clicking the “+ Add Board Member” button or the plus in the top right corner. You can add their name, title (optional), affiliation, term dates, and a photo (optional). Your profile is required to have a Board Chair listed. To mark a board member as the Chair, check the box under their name. You can only have one board member listed as the Chair.
- **Board Demographics:** You are required to list your board demographics. To edit these fields, click the pencil icon next to what you would like to edit. Make sure that the board demographics add up to the number of board members listed, including the Board Chair. Example: If there were 17 board members listed and one Board Chair, the numbers listed in ethnicity should add up to 18 and the numbers listed in gender should add up to 18.

## Financial

Organizations can choose to provide or add their financial information from their 990s or 990EZs. As of fall 2023, this is an optional field.

## Documents

The Documents tab is where you can upload anything else you would like to share either with the public such as your tax documents, publications, or annual reports. Click the "+ Document" button to upload a new file. You can list if you want to display the document to the public or not by checking the relevant box.

## Set a Goal

Displaying a monetary fundraising goal on your profile can motivate your donors to help you meet it! To add a monetary goal to your profile, click the "+ Goal" button at the top of your "Organization Page" and enter the amount you are trying to reach. On April 17, all goals will default to only count gifts made starting when early giving opens. However at other times of year, you choose what period of time you would like to show the progress that you have made.

How to Add a Goal and Progress Bar to Your Profile (Mightycause) 🔗
How to Set and Reset Your Profile Metrics (Mightycause) 🔗

## Edit the Checkout Process

Editing Your Checkout Flow (Mightycause) 🔗

- **Thank-You Page**: You can leave a message for donors here once they have completed their donation. You can also add a button with a link if you want them to visit your website or another URL. Make sure to click the "Save" in the top right corner once you have edited your message.
- **Donation Receipt**: You can add a special note to your donors that will be included in their donation receipt. Make sure to click the "Save" in the top right corner once you have edited your message. Please note: If a donor gives to multiple organizations, the message will not be included in the receipt for the sake of simplicity.

## Submit Profile for Approval

In order to submit your GivingEdge profile for review, make sure you have completed all required edits on your to-do list. Click the gray "Request content review and badge" button under your organization's name on your "Organization Page." A member of our team will review your profile and contact you if there are additional edits that need to be made. Once all of your profile edits are made, you will receive a badge that says "Verified Nonprofit" in the place of the gray button.

**Your GivingEdge profile edits must be submitted and approved in order to participate in Big Day of Giving 2025. Profile edits and/or updates are required to be submitted by Friday, February 7, 2025. You can edit your profile after this date and during Big Day of Giving, as needed.**

## Access Donor Information

View Your Donations (Mightycause) 🔗

You can access the database of donors that make donations to your organization by clicking on "Reports" to expand the section in the left hand menu. You will then see "Donations." Here, you can change the filters at the top of the page to refine what donations you are looking at. Make sure to change the "time period" filter if you are looking for a donation made over a month ago. In order to see full donation details (such as email address and mailing address), you need to download the report by clicking the "Download" button in the top right corner.

We recommend downloading your donor data for the following purposes:

- **Thanks your donors:** The most important thing to do with your donor information is thank your donors! This is very important to maintaining and cultivating a relationship with your donors. In past years, many donors have been frustrated when they haven't heard directly from the organizations they donated to during BDOG. A short email, card, or personal phone call to show your gratitude goes a long way in providing donors with a positive experience and letting them know that their contributions help you continue to fulfill your organization's mission.
- **Analyze your donor data:** Mightycause provides a variety of different analytics widgets/tiles on the Overview page which can quickly provide you analytics like: largest gift, average gift, retention and much more. You can also conduct your own data analysis of your donor information. In your GivingEdge account under "Reports", use the "Time Period" option to limit the data shown to the current year's BDOG data. Then click "Download" to download this year's BDOG donor information into an Excel file. Once you have opened the Excel file, you can filter the information and use pivot tables (learn how to use pivot tables here: bit.ly/pivot_table) to discover more about who is donating to your organization based on geography, the time of day of their donation, the amount they donated, and whether or not they are a new donor. This information could be useful when crafting your strategy for future giving days.

# Donations

## Online Gifts

"Online donations" are gifts given through the GivingEdge, the platform that powers Big Day of Giving. The minimum donation accepted online is $10 and there is no maximum.

Donors who give via credit card, PayPal, Venmo, or Google Pay are sent a tax-receipt automatically via email; you should not send a receipt to the donor for tax purposes, though you should send a thank you note. You have access to your donor's information in real time. The system sends you an email notification when your organization receives a donation, unless you have changed your notifications settings to not receive these.

A "donor" is defined as an individual or corporation/business that makes a gift using the website. Participating organizations are prohibited from donating to themselves. For purposes of awarding prizes during Big Day of Giving, multiple donations from one donor to the same nonprofit will count as one gift.

Please note that, when donors make a donation GivingEdge, they must agree to the following: *"I understand that this donation, in accordance with IRS regulations covering charitable contributions, will not be used for the following purposes: to pay for a membership, dinner, or any other activity that provides a benefit to me; to support a political campaign; to purchase raffle tickets; to pay for personal expenses incurred by a relative, including tuition; to provide any other substantial private benefit to any individual."*

## Credit Card, PayPal, Venmo, Google Pay

The easiest way for someone to support your nonprofit is with credit card, PayPal, Venmo, or Google Pay. Forms of credit card payment accepted include MasterCard, Visa, Discover and American Express.

## Transaction Fees

**Why are there fees associated with Big Day of Giving?**
We're committed to being transparent about how Big Day of Giving works and that includes clarity around fees. Each donation made through GivingEdge is assessed a 5.2% fee to help cover the cost of processing gifts, maintaining the platform, and supporting the program. A misconception we've heard is that the Sacramento Region Community Foundation keeps this fee — in reality, depending on the size of the transaction, most or all of the 5.2% fee is paid out to our payment processor and technology provider. Learn more about fees on GivingEdge.

We aim to keep Big Day of Giving a sustainable, community-powered program. Although program costs have increased significantly, we've worked to keep both donation and registration fees steady. Even with sponsor support, these revenue sources have not fully covered the costs of operating Big Day of Giving in recent years. (If a surplus occurs, we reinvest those funds directly back into Big Day of Giving; surplus funds are not used to support other Foundation programs.) We remain committed to offering Big Day of Giving because it aligns with our mission to grow accessible, local philanthropy and connect the region through generosity.

## Refunds

Donors who would like a refund for their gifts should contact bdog@sacregcf.org or (916) 921-7723, and the Foundation's Finance Team will assist them. Remind your donors that if they make a donation through the BDOG website, the description on their statement will reflect "BIGDAYOFGIVING" + the first 10 or so characters of the organization's name that they gave to (note that this is only the case if they gave to one organization). It is common for donors to not recognize the charge.

Donors receive an automatic emailed receipt when they make a donation through the GivingEdge platform. If, for some reason, a donor did not receive or cannot find this email, direct them to bdog@sacregcf.org and we will be able to assist them further. Donors can also contact support@mightycause.com or log into their user account if they have one to request a new receipt.

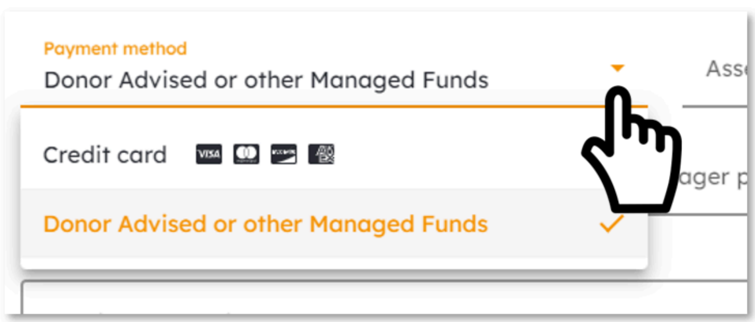
## Donor Advised Fund Gifts

Donors can enter gifts through their Donor Advised Fund or other managed account on the website. Donors enter these gifts themselves by indicating their preference in the "Payment method" section of a donation page (see screenshot). They'll fill in the form fields that appear and then complete the donation.

Gifts made this way during the Big Day of Giving giving window count toward Big Day of Giving tallies, goals, prizes, and matching funds that the organizations you support may have. Donor-facing information about this is available on the FAQs page.

### Foundation Donor Advised Funds

Fundholders at the Sacramento Region Community Foundation and the Yolo Community Foundation have the ability to make BDOG donations directly from their Donor Advised Funds (the Foundation takes care of all of the instructions these donors need in order to do this). These gifts will be included in your BDOG payment with the rest of your online gifts.




### External Funds not held at the Foundation

Once a donor with a fund not held at the Foundation (for example Placer Community Foundation, Fidelity or another Community Foundation) completes the donation, the donor is immediately emailed details of their committed donations and appropriate instructions, depending on the institution they selected when completing the form. The institution and the recipient nonprofit are also emailed with relevant information and instructions. It is important to note that these gifts are not completed when entered. It is the responsibility of the donor to follow the steps to fulfill the gifts intent.

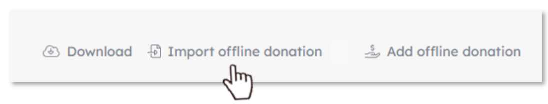
## Offline Gifts

“Offline gifts” are those that organizations collect everywhere other than www.bigdayofgiving.org. These can come in any form, such as cash, check, or through your own online gift processor, etc. During Big Day of Giving, offline donations do not qualify for incentives, most prizes or company matches — but adding them to your GivingEdge profile does affect your “available” matching funds, if applicable.

You are responsible for reflecting offline gifts on your GivingEdge profile by entering them on the platform. Offline gifts are handled solely by the receiving organization, not the Foundation, and are therefore not subject to the GivingEdge system’s transaction fee. Offline gifts must be entered by 11:59 p.m. on May 1 in order to count toward your leaderboard tota.!

Offline gifts are accepted on the honor system, however the Foundation verifies any offline gifts of $50,000 before they are approved for display on a Big Day of Giving leaderboard.

- **Input An Offline Gift**: To add a new offline gift, go to the “Reports” section, click on + icon next to “Offline Donations” and fill out the form that appears. You can also go to the “Donations” page and click on “Add Offline Gift” in the top right corner to add an offline donation.
- **Upload Offline Gifts in Bulk**: You can upload multiple online gifts in bulk by clicking “Import offline donation” while in the donation report section of your dashboard. Read Mightycause’s instructions for more details.




- **Delete Offline Gifts**: You can easily delete an offline gift. Simply click the three dot icon next to the gift you wish to remove and then click “Delete.”

## Early Giving

Donors can make early gifts for Big Day of Giving in advance of the giving day, starting April 17, using any of the above methods. Gifts made to your GivingEdge profile and fundraising pages between April 17 and 11:59 p.m. on May 1 will be included in your Big Day of Giving tally, but please note that early gifts generally are not eligible for prizes unless stated otherwise. Early gifts made with credit card, PayPal, Venmo, or Google Pay are processed at the time of the donation, and donors are emailed an immediate tax receipt.

## Donation Totals

Online and offline gifts are reflected on your nonprofit’s GivingEdge profile according to the date set under Metrics in your GivingEdge profile’s Settings. You can choose to hide the fundraising total from your page, if you wish. These totals reflect the amount donors intended to give — before any covered fees.

# Prize Challenges

Prize challenges are additional opportunities to motivate your donors and grow your organization's BDOG totals. They are listed at https://www.bigdayofgiving.org/p/prizes.

## Rules

If you have questions about the prize challenges that aren't answered in the rules below, please email the Big Day of Giving team at bdog@sacregcf.org.

1. Only gifts made through the website during early giving or on the day of BDOG are eligible to count toward prize challenges, unless otherwise noted in the prize description. Gifts made to organizations through Donor Advised Funds at the Sacramento Region Community Foundation and/or Yolo Community Foundation, offline gifts entered, and early gifts will reflect in your leaderboard totals, but do not count toward challenges, unless otherwise noted.
2. A unique donor is defined as one donation from one donor.
3. Prize challenges are subject to change and all announced prizes are subject to verification.

# Matching Funds

Matching funds are additional dollars contributed directly to your nonprofit from a donor, company, and/or community partner to help inspire donations to your nonprofit.

You take the lead in securing matching funds for your organization (the Foundation is not involved in the process at all), then enter the amount of the matching pool into GivingEdge. For instructions on entering the match, view this step-by-step guide and refer to this article from Mightycause.

## Raise Matching Funds

To raise matching funds, consider approaching your inner circle—major donors, board members, and/or business sponsors—and ask them to donate to your matching pool. Use the Circle of Influence Worksheet as a good starting point. Many of these folks would be open to leveraging their gifts to you as a Big Day of Giving match, especially if you make a compelling case about your organization's impact and the role of a matching pool in driving donations.

When you approach a potential match sponsor, start the conversation by talking about the relationship your nonprofit has with them, and their "why" about supporting your nonprofit. Connect about your shared values and goals, especially emphasizing how a match aligns with their business/philanthropic strategies.

Also, be clear about expectations and roles:

- Ensure these funds can be used to match.
- Do they want to be acknowledged? Anonymous?
- Do they want to help spread the word?

Here's a sample script:

> *I'm reaching out on behalf of [Nonprofit's Name], and we are excited to be participating in Big Day of Giving on May 1. Because of [our history/shared values], we'd love for you to join us in making this day even more impactful by offering a matching gift.*
>
> *A matching gift is a powerful way to inspire others in our community to give. Your support would double donations and help us [briefly state your nonprofit's mission or specific goal for Big Day of Giving].*
>
> *Match gifts harness the excitement and the collaborative spirit that fuels Big Day of Giving. Research shows that the availability of match funds makes others more likely to give — and give more — so you're match gift would help us maximize our efforts and provide even more support to the community.*
>
> *Would you be interested in partnering with us by offering a match? If so, we would love to highlight your business as a key partner in our outreach efforts.*

## Market Matching Funds

Mention the match everywhere you invite donors to give, such as emails and in social media. Your messages should emphasize urgency and increased impact; as applicable, note your match sponsor if they'd like the attention and match goal. Sample phrases:

- *When you donate on May 1, your [gift will go further, donation will be doubled, impact will multiply], thanks to [match sponsor].*
- *MIDNIGHT DEADLINE: The generous team at [match sponsor] is matching all donations made before midnight—up to $[amount]!*
- *Make your gift now and double your money for [organization], thanks to [sponsor] for matching up to $[amount] today!*

## Common Questions

**What are matching funds?**
Matching funds are dollars secured in advance of Big Day of Giving to help inspire gifts to your nonprofit—a tactic you may be familiar with in other contexts, as in telethons, when hosts say, “If you give today, your gift will be matched to double its impact!” You solicit and secure matching funds from a donor, company, and/or community partner in advance of Big Day of Giving, list the matching funds on your GivingEdge profile, and promote them as part of your BDOG campaign.

**Why are matching funds important?**
The availability of matching funds—and the urgency of a time-limited window when they’re offered— can be a powerful motivation for donors to give to your organization during Big Day of Giving. Matching funds can be a way to build relationships with businesses or donors, and a chance to try a new fundraising tactic that fits naturally with the energy of giving days.

**Who provides matching funds?**
Matching funds can come from many places. Businesses and longtime vendors are common sponsors of matching funds; if you don’t have a close relationship with one, consider one of your dedicated donors, volunteers, or board members has a relationship that you could leverage. Many organizations approach major donors or funders who give regularly to ask for a matching gift—after all, these people are invested in your mission and may be glad to help inspire others to support it by providing match funds. Another tactic is to create a pool of matching funds from a group of supportive donors, including your Board of Directors. Ensure your match sponsors approve their gifts being used as a match. Matching funds do not come from the Sacramento Region Community Foundation. They run on the honor system.

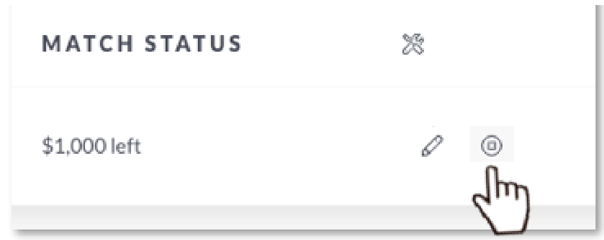
**Do we get to keep the entire match funding, even if we don’t meet it?**
Say you secure $10,000 in match funds for Big Day of Giving and only fulfill $8,000. Will you still keep the remaining $2,000? It depends entirely on your arrangement with your match sponsors! Many opt to give the whole match, even if it isn’t wholly fulfilled. Please clarify expectations with your match sponsors.

**How are match funds calculated and displayed on the website?**
If you have match funds available during the BDOG giving window, the amount of match funds displayed on your nonprofit’s profile will decrease as donations are made. For example, if your nonprofit has 1:1 match funds that are set to “double” the donor’s impact and someone donates $15, the donation tally on your nonprofit’s profile will increase $30 (the $15 donation + $15 from your match funds that “double” the gift); simultaneously, the funds available in your match pool will decrease $15. (Note that though the tally on your organization’s profile will have increased by $30, the accounting on reports you download from GivingEdge will only list the $15 gift.)

**Can my match sponsor pay the match via credit card on the website?**
If you have a match sponsor that is going to match donations when you raise a certain amount and they plan to submit the match by making a credit card donation on the BDOG website, uncheck the box “Include match value in page metrics” when entering the match, as the system will count the match twice.

**Q: Will offline donations be included in my match?**
A: Yes! When creating your matching grant, one of the conditions automatically enabled is that offline donations will be included in your match. This means that any offline donation you add will be added towards your match. If you do not want this enabled, you can edit your match and unselect that option.

**Q: How do I close a matching grant?**
A: Your grants will close automatically once they've been fulfilled. To manually close your matching grant, go to the Matching Grants section on your left hand-side dashboard and click the stop icon. Once you select the stop icon, you will be asked to confirm if you want your match close.




**Q: Oh no! I forgot to enter my matching grant! What should I do?**
A: Don't panic! The matching grants tool allows you to back date matches. Enter your match as normal, but when choosing your starting date, back date it to when it should have started. The matching grants tool will automatically apply to donations made during the time you specify.

**Q: The totals on my page are off! Why is it showing that I've raised more money than I have?**
A: Most likely, you opted to include your matching grant in your profile metrics. When you do that, the match will be added to your metrics with each donation. So, if you have a $1,000 matching grant and someone makes a $50 donation, $50 would be added to your total. (Conversely, $50 would be removed from the amount available on your grants summary table.) When you choose to add the match in your metrics, it's not added in one lump sum after the grant is fulfilled, it's added donation by donation.

**What do others say about matching funds?**

- "Matching funds add excitement and give an organization an additional opportunity to promote donations and participate in BDOG."
- "We went to our board to get matching funds last year and it was really successful!"
- "Not all organizations need to worry about matching funds. Sometimes the concept creates more stress, especially for smaller organizations."
- "Raise the funds early so you can create a campaign around it and potentially increase the original match fund."
- "We received a match last year at the last moment but were still able to promote it on social media. Some cute photos of two of our youth volunteers doing the same pose with 'Double your impact!' helped."
- "Get to a place where you are comfortable concisely explaining the concept of matching funds to those in your organization who will go get them. It helps validate your understanding plus helps others in the organization understand."
- "It seems to me matching funds work better if they're from a government entity or business and not from individuals."
- "I try to think about how a donor's name/reputation will benefit from matching donations with my organization."
- "Don't be afraid to have multiple donors as part of your match."

## Golden 1 Credit Union Match

**A special match opportunity is offered to all Big Day of Giving nonprofits by Golden 1 Credit Union:**

When your supporters donate during Big Day of Giving using a Golden 1 Credit Union debit or credit card, their gifts can be matched by Golden 1 Credit Union. Golden 1 Credit Union will match up to $100,000 shared proportionately among participating nonprofits, based on how much their members gave to each organization. To qualify, your donors must:

- Give at bigdayofgiving.org during the Big Day of Giving donation window (April 17 through May 1).
- Complete the transaction using their Golden 1 Credit Union card, whether directly or via Apple Pay or Google Pay. **Please note that donations made via Venmo or PayPal won't qualify for the match.**

The amount your organization receives from the Golden 1 Credit Union match will not appear in your GivingEdge donation report; it is calculated by the Sacramento Region Community Foundation after Big Day of Giving. The Sacramento Region Community Foundation will include the match funds your organization receives from the Golden 1 Credit Union match in the disbursement you receive for gifts made on GivingEdge in May; the amount of your organization's proportion of the match will be noted in the grant letter that accompanies that disbursement.

## Additional Resources

- How nonprofits can build partnerships with businesses (Candid.) 🔗
- How to get matching funds from a major donor (The Better Fundraising Co.) 🔗

# Fundraising Pages

Your nonprofit's supporters can create peer-to-peer giving pages to activate their networks to fundraise during Big Day of Giving. These campaigns are similar to Facebook Fundraisers, with one important distinction: with Facebook Fundraisers, you don't get to learn who's giving to your donors' campaigns. With peer-to-peer fundraising through the Big Day of Giving website, you do!

In simple terms: Donors create their own fundraising pages—complete with a title, a photo and/or video, and a personal story—on the GivingEdge website and set goals for the amount they'd like to raise during Big Day of Giving for your cause. Donors can then encourage their network of family, friends, and colleagues to support their favorite organizations by sharing their campaign's URL via email, on social media, and more.

Inviting people to create fundraising pages for Big Day of Giving is a smart strategy for several reasons:

- **Amplifies Reach**: Each person who builds a page brings their own network into the campaign, expanding your nonprofit's reach beyond its usual audience.
- **Personalized Appeal**: People are more likely to donate when asked by someone they know and trust. Personal fundraising pages allow champions to share why they care about the cause.
- **Boosts Donations**: Personal fundraisers often set individual goals and actively encourage others to give, creating more momentum.
- **Empowers Supporters**: By giving supporters the tools to raise funds, your nonprofit empowers them to make a direct impact. This sense of ownership and involvement fosters loyalty and helps sustain long-term relationships.

Overall, fundraising pages multiply the impact of Big Day of Giving by turning dedicated supporters into effective ambassadors for the nonprofit's mission.

Use the tools on GivingEdge to make peer-to-peer fundraising easy for Big Day of Giving. There are three types of fundraising pages.

- Personal Fundraising Pages: Suited to individual supporters who would like to create a fundraising page to support your nonprofit during Big Day of Giving.
- Team Giving: Suited to groups whose members would like to create individual fundraising pages, encourage their networks to donate to those fundraising pages during Big Day of Giving, and track progress toward a collective goal — with a dash of friendly competition thrown in! (See example.)
- Group Giving: Suited to groups that would like to encourage their audiences to donate during Big Day of Giving and track progress toward a collective goal. (See example.) You can also find more resources here for businesses looking to get involved with BDOG.

The instructions below are for Personal Fundraising Pages. For information about the other types, click the links above.

## Fundraising Page Template

Visit the Fundraiser Resources Page for instructions on how to build peer-to-peer fundraising pages. If you'd like, you can build a fundraising page template to for your supporters. Note that you can only create one fundraising page template per organization unless you have upgraded to Mightycause's paid advanced features.

How to create a Fundraiser Template (Mightycause) 🔗

For tips for your supporters on making fundraising pages stand out, you can also check out the helpful articles below:

How To Make Your Fundraising Page Awesome (Mightycause)🔗
Adding A Matching Grant To A Fundraiser (Mightycause)🔗
Customize Your Social Media Sharing (Mightycause)🔗
Editing Shortcuts For Your Fundraising Page (Mightycause)🔗
How To See Who Has Donated To Your Fundraising Page (Donor) (Mightycause)🔗
How To Leave A Comment On A Fundraising Page (Mightycause)🔗

Because many features, like fundraising pages and matches, are available on GivingEdge year round, it is extremely important to remember that only gifts made during the Big Day of Giving giving window will count toward your Big Day of Giving total. If your supporter creates a fundraiser in March that lasts through Big Day of Giving, only gifts that they receive from April 17 to May 1 will count toward your Big Day of Giving tally.

## Manage Fundraising Pages

The "Campaigns" section on your dashboard allows you to manage and create campaigns connected to your organization. To access this section, head to your left-hand side dashboard and select "Fundraising Tools" > "Campaigns."

Managing Organization Campaigns (Mightycause) 🔗

After your fundraiser ends you can redirect a fundraising page's URL to your profile or another fundraising page or delete or hide the fundraising page.

## Engage Your Supporters

Many nonprofits encourage their Board Members and strongest champions to create fundraising pages.

Consider this sample language:

> *We're gearing up for Big Day of Giving on May 1, and we need your help to make this our best one yet! As one of our most passionate supporters, we'd love for you to create a personal fundraising page to inspire your network to get involved.*
>
> *It's simple to set up and can make a huge impact by spreading the word about [Nonprofit's Name] and the important work we do. Your page can be customized to share why you care about our mission and why others should join you in supporting us.*
>
> *If you're interested, all you need to do is follow the step-by-step setup instructions at www.bigdayofgiving.org/p/fundraisers and customize the sample posts and emails to share with your networks. Every dollar you help raise will directly benefit [briefly mention nonprofit's cause or goal for Big Day of Giving].*
>
> *Together, we can make a real difference on Big Day of Giving. Thank you for your support!*

In addition to personal outreach, you can put out a larger call via your e-newsletter and on social media:

- *Be a part of something bigger on Big Day of GIving! Create a personal fundraising page and help us [brief mention of nonprofit's cause or goal]. You'll inspire others to give, and we'll provide all the tools to make it easy. Get started now: [Link]*
- *Help us make this Big Day of GIving our best yet by creating your own personal fundraising page! It's a fun and easy way to share why you love [Nonprofit's Name] and rally your friends and family to support our mission. Ready to make an impact? Get started here: [Link]*

## Common Questions

**Q: Do gifts through fundraising pages count toward prizes?**
A: Yes, as long as they're made during the giving window.

**Q: Will fundraising page creators be able to see who gave to their pages and what amount? Will they be alerted when a gift is made?**
A: Yes, yes, and yes.

**Q: What if someone meant to give to a specific fundraiser but instead gave to my organization's profile directly?**
A: Our technology provider's customer support team can also help! Please email them at support@mightycause.com.

**Q: Can offline gifts count toward fundraising pages?**
A: Yes, if they are entered using the "offline gift" functionality in the fundraiser dashboard.

**Q: Will gifts made to a fundraising page also count toward meeting my matching funds?**
A: Yes!

### Additional Resources

- Best Practices for Peer-to-Peer Fundraising (Donately)🔗 (Some tips may not be applicable to Big Day of Giving)

# Board Engagement

Prioritizing board engagement fosters a sense of shared responsibility and can significantly boost your success during Big Day of Giving. Here's why it is crucial:

- **When board members actively fundraise, they supplement your efforts**. They can leverage their influence to attract major gifts, matching gifts, and motivate others to participate.
- **Board members bring their personal and professional networks.** By activating these connections, they can significantly expand your organization's reach during Big Day of Giving, drawing in donations from new and diverse audiences.
- **Plus, their involvement sets an example for other stakeholders.** It demonstrates their dedication to your mission, which can inspire more donors, volunteers, and partners to engage!

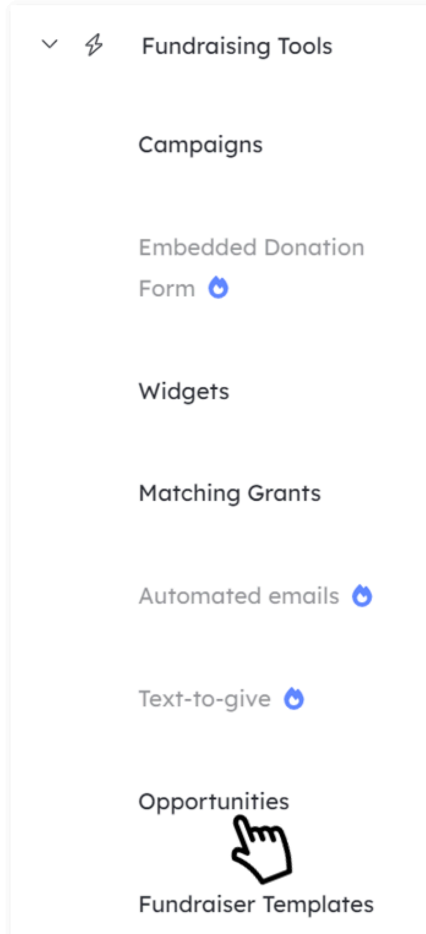
Big Day of Giving is a great time to engage your Board Members, even those who typically shy away from fundraising. Use the Individual Development Plan in the Campaign Workplan to help your board members see how they can get involved. Suggestions include:

- Promoting your campaign to their networks via email or social media posts
- Creating fundraising pages to raise funds for your cause
- Securing match funds by leveraging their networks and inspiring more gifts
- Donating and helping make your nonprofit eligible for the 100% Board Giving Prize

The Circle of Influence sheet in the Campaign Workplan is another tool you can invite your Board Members to use to identify prospective match sponsors, among other partners.

# Host an Event

Every year, nonprofits across the four-county Sacramento region host events to celebrate Big Day of Giving and bring more attention and awareness to their causes. Participating organizations are not required to host events, but they can be a fun way to engage donors and supporters during Big Day of Giving. If you choose to host an event, it is your organization's job to coordinate the event.




When/if you create an event, make sure to list it on GivingEdge by going to "Opportunities" under the "Fundraising Tools." Once you publish the opportunity, it will be listed here: https://www.bigdayofgiving.org/opportunities, as well as on your GivingEdge profile under the "Get Involved" header.

How to add and manage Opportunities (Mightycause) 🔗

Please name your event something other than "Big Day of Giving," as that is the name of the global event and will confuse your donors.

# Contingency Plan

It isn't fun to think about but being prepared for potential challenges on Big Day of Giving is a smart idea. Among the things that might be on your mind:

- Big Day of Giving website malfunctions
    - Website is slow to load
    - Individual link issue or nonprofit page not loading
    - Donations not processing correctly
    - Full site crash
- Social media websites, email clients, or internet providers malfunction
- Your organization or campaign lead has an emergency
- BDOG organizers experience emergency
- There's a local, national, or international emergency

The best way to mitigate potential challenges on Big Day of Giving is to be prepared.

- Throughout BDOG, ensure your campaign's giving portal is operating properly. If it is not, be prepared to change the links in your social media posts, emails, and on your website to an alternative option.
- Have a contingency communications plan prepared, and draft appropriate messages to alert your donors of potential changes.
- If you are hosting a BDOG event, anticipate options for adjusting event details.

## Platform Status

While no technology is failsafe, we have taken care to choose a technology provider for the giving platform that has a solid architecture and multiple redundancies in place. We are in constant communication with the technology team to ensure the website functions well before, during, and after Big Day of Giving.

OnBDOG, we will post in the User Guide here if there are issues that arise with any specific feature. You can also check back here for any details and periodic updates. **Please check this site before communicating with the Foundation or donors about the status of BigDayofGiving.org as it may provide more information as to the issue you notice or a potential resolution.**

CURRENT ISSUES

- Web feature:
    - Issue:
    - Estimated resolution time:

## Preparedness & Action

If the website (bigdayofgiving.org) has any issues on the day of BDOG, the Foundation will notify you via the status section above and provide a time frame (if available) for a resolution.

**If full donation functionality is lost on the website**, updates will be provided on the status page every 30 minutes on the status of the repair. If donation capability does not return within 90 minutes, we will notify you (via status page) and recommend that you begin accepting gifts offline through your own websites or other methods.

**If donations capabilities resume after you have already made the switch to another platform**, it is advisable to resume your campaign using the bigdayofgiving.org website. However, if you feel that it would be difficult to do so, you are welcome to continue using your own platform.

Should this scenario take place, we will ask all nonprofits to submit their totals using an online form. A link will be provided to you here.

Here are a steps you should take now to help prepare for the unexpected:

- Make sure to bookmark the Platform Status section above and check often on the day of BDOG.
- Create an emergency contact sheet that lists all the important people, websites, and contact info you will need. Some suggestions:
    - All staff and volunteers (cell #s and email)
    - Platform Status Section of the User Guide
    - BDOG Email: bdog@sacregcf.org and Mightycause Support: support@mightycause.com
        - Email to submit issues with the website, etc.
    - Event logistics contacts (venue, catering, etc.) if applicable.
    - Log in information for:
        - Your web CMS
        - Social Media Accounts
        - GivingEdge (to add offline gifts and download donor info)
- Make sure your website is prepped and ready to use for online donations. If you do not have a donate button, consider getting one or make sure you have a way to collect offline gifts.
- Make sure you have a way to track your donations that you receive through other channels, so you can report them to the Foundation.

Communicating with your key audiences (donors, etc.) is a key part in managing issues and maintaining momentum. As updates are provided through the Web Status Page, be sure to communicate with your donors.  Some suggestions:

- Update the front page of your website with information
- Post on social media
- Pre-draft emails with information about your plan and how to continue donating should the BDOG website go down as well as an email to alert donors should the website go back up.
- Make a few phone calls to key donors or stakeholders (board members, etc.)

It's easy to get overwhelmed thinking about every single thing that could go wrong, so try to breathe and be as prepared as you need to be to mitigate issues.  But remember, for all these items, be sure to check the Platform Status section to understand how it affects Big Day of Giving.

Here are some other issues (non-website related) that could occur and a few tips on how to prepare:

- Your organization's communication methods fail (i.e. constant contact, or email server goes down, Twitter or Facebook unavailable (unlikely), issues with phones, etc.
    - **How to prepare:** Use a variety of communication tools. Don't put all your communication "eggs" in one basket! This way, should one of them fail, you can rely more heavily on others. Also, get familiar with another email software. Most will provide you with a free 30-day trial.

- Weather event: If there is a weather event that affects the safety of our community, please make your own safety the number one priority.
  - **How to prepare**: The best way to prepare for this type of contingency is to go over directions with your staff and volunteers and have a communications plan. Follow directions from officials and communicate with your donors about any information regarding Big Day of Giving that is posted on the Platform Status section.

- Other large-scale crisis events that could affect the community on a local, state, national, or international scale.
  - **How to prepare**: See weather event

- Employee or volunteers are sick or unavailable at the last minute to run your campaign
  - **How to prepare:** Recruit one or two additional staff or volunteers and prep them as alternates to take over should there be a need. Make sure these alternates are listed on your emergency contact sheet. Also, try and do as much prep work as possible before the day such as scheduling social media posts, and drafting/scheduling email blasts.

A little extra work now will set you up for a stress-free BDOG. Being prepared should things not go as planned is an essential part of any successful campaign. If you have any questions or concerns, drop us a line: bdog@sacregcf.org.

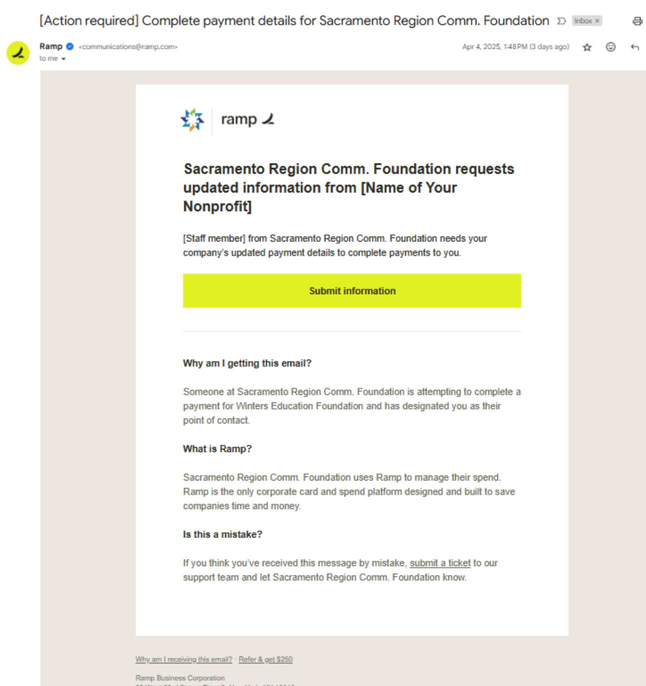
# Receive Your Donations

All donations made through GivingEdge using a credit card, PayPal, Venmo, Apple Pay, or Google Pay are collected by the Sacramento Region Community Foundation and disbursed to your organization. Details about these disbursements are sent to the contact listed in your GivingEdge dashboard under **"Disbursement Settings."**

To help your organization receive funds faster year-round — and especially around Big Day of Giving — the Sacramento Region Community Foundation now offers ACH (direct deposit) through Ramp! It's:

- Fast: Funds typically arrive within two business days
- Secure: Directly deposited into your organization's bank account
- Hassle-free: No waiting 10 days for a paper check or worrying about reissues

To set up ACH, the Sacramento Region Community Foundation will initiate a simple process. Your designated contact will receive an email from communications@ramp.com with the subject line: "[Action required] Complete payment details for Sacramento Region Comm. Foundation." The email to your designated contact will look like this, personalized to your organization:




Have a question about the legitimacy of the email you receive? We're happy to confirm for you. Email Rosita (rosita@sacregcf.org) with your question.

If you prefer or if you do not opt into ACH, the Sacramento Region Community Foundation will send a paper check to your Display Address listed in GivingEdge via Ramp. We no longer offer eChecks.

**Big Day of Giving 2025 Disbursement Schedule**

- **All April GivingEdge donations**, including early BDOG gifts, will be disbursed via your selected method in Ramp by May 30.
- **All May GivingEdge donations** will be disbursed via your selected method in Ramp by June 30. This includes gifts made on May 1, prizes, Golden 1 Credit Union matches, and Donor Advised Fund

gifts from the Sacramento Region Community Foundation and Yolo Community Foundation, minus any fees or refunds.

## Common Questions

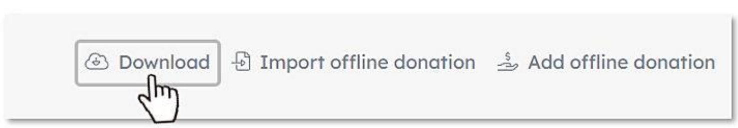
**Who will receive the payment and grant details?** Both the payment and the grant notification emails (including the disbursement breakdown) will be sent to the contact listed under "Disbursement Settings" in your organization's GivingEdge profile, found under the Settings tab. For security reasons, we cannot include additional recipients on these emails. To ensure smooth processing, please keep your Disbursement Settings up to date. If you need a payment reissued, email bdog@sacregcf.org.

**How will the payment be sent?** Payments are disbursed by the Sacramento Region Community Foundation through Ramp, either via ACH (direct deposit) or mailed check, based on your organization's preference. To change your payment method, contact bdog@sacregcf.org.

- **ACH (Direct Deposit):** Your Disbursement Settings contact will be invited to securely enter your organization's bank details. Once entered, all future payments will be sent via ACH. Payments typically arrive in your bank account two business days after being released, and your Disbursement Settings contact will receive an email notification. A separate email from the Foundation will include an award letter with grant details.
- **Mailed Check:** If your organization hasn't opted into ACH, a check will be mailed to the Display Address listed in your GivingEdge profile. Please allow up to 10 business days for delivery.

**How are the fees calculated in my payment?** A fee is assessed by the Sacramento Region Community Foundation on credit card, PayPal, Venmo, and Google Pay transactions made on GivingEdge to cover associated technology and processing costs. Donors can choose to cover fees during checkout [See information about fees here].

**Where can I find our donation report?** Your list of donors can be found and exported to a CSV in your organization's GivingEdge account by going to "Donations" under the Reports tab. In the top right corner, you will see "Download."




**Why is the payment amount different from the amount we raised?** Your disbursements may not match the Amount column of your Donation Report. The final payments we disburse may take into account additional factors. For the Big Day of Giving payment we disburse in June, the amount will reflect any prizes that your organization won, business matches, donations from fundholders at the Sacramento Region Community Foundation and/or Yolo Community Foundation. A complete breakdown will be sent to the email address that receives the payment.

If your disbursement seems incorrect, then it may be due to a credit card dispute from one or more of your donors. If this is the case, you may receive less than what your Donation Report shows either because the dispute was lost or because the dispute is still pending. If the dispute was lost, the Amount column should say $0. You may want to reach out to this donor about donating to your organization directly, now that Big Day of Giving is over. Explain that the charges that showed up as "Big Day of Giving" on their statements were their donations to you. Sometimes donors forget they gave during Big Day of Giving.

**Does Ramp see all my donors' information?** No. All donation processing and reconciliation are done by the Sacramento Region Community Foundation.

**What if a donor requests a refund?** It is the Foundation's policy to process refunds requested for Big Day of Giving through May 30 each year; following that date, we direct donors to the nonprofits they supported for refund requests. If you have a question about your Big Day of Giving disbursement, please contact bdog@sacregcf.org.

Thank you again for making Big Day of Giving a success! Your commitment to this region makes all the difference.

# After Big Day of Giving

**How can I learn which of my marketing efforts worked best after Big Day of Giving?**

A great way to assess your campaign's success is to look at your donation traffic. While we don't have access to every data point, we're happy to share what we can see. Email your full GivingEdge URL to bdog@sacregcf.org and we'll send a report that might help you identify which of your outreach tactics were most effective. We encourage you to combine this data with your own email open rates, social media insights, our Benchmarking Matrix, and other observations to get the full picture—then complete your Reflections Worksheet!

# GivingEdge Newsletters

To share opportunities or news with other nonprofit professionals or volunteers via our once-a-month GivingEdge Nonprofit Roundup e-newsletter, please submit items using this form by the first Thursday of the month.

To promote events or volunteer opportunities to donors and community members, please post them on your GivingEdge profile. We reference these opportunities for our once-a-month GivingEdge email to donors who've opted in.