



**SAN DIEGO  
GIVES**



TM

**Getting Started  
with Mightycause 2023**



IMPACT  
CUBED



Leichtag  
Foundation

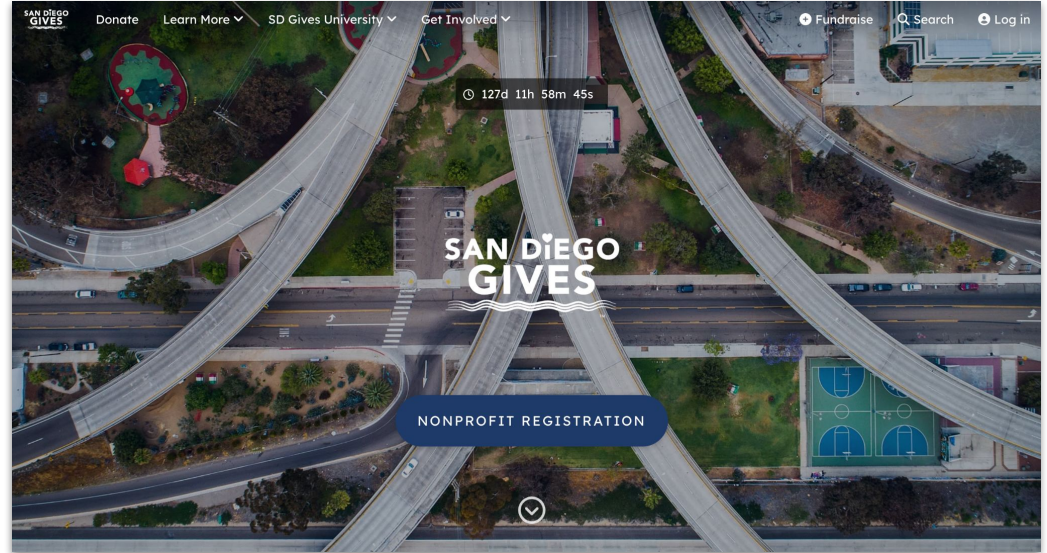
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# Agenda

- San Diego Gives Basics
- What Your Organization Needs to Do
- Platform Overview, Tools & Features
- Q&A



# San Diego Gives Basics

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- [www.sandiegogives.org](http://www.sandiegogives.org)
- San Diego Gives is an initiative of Impact Cubed
- San Diego Gives was built from the belief that we have a philanthropic community already that just needs to be informed and directed.
- Registration is required to participate
- Early Giving starts August 17th
- Minimum donation is \$5, no maximum
- Day of Giving is on September 7th - midnight to midnight
- Day of Service is on September 8th



# What does my organization need to do?

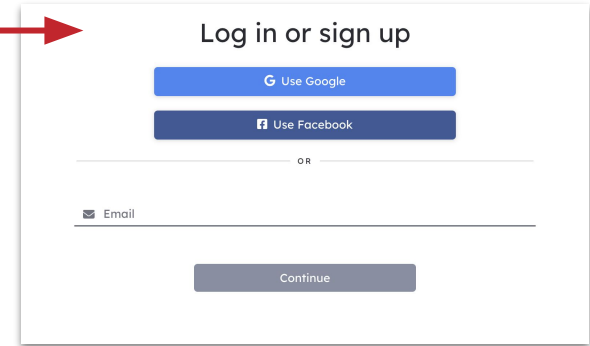
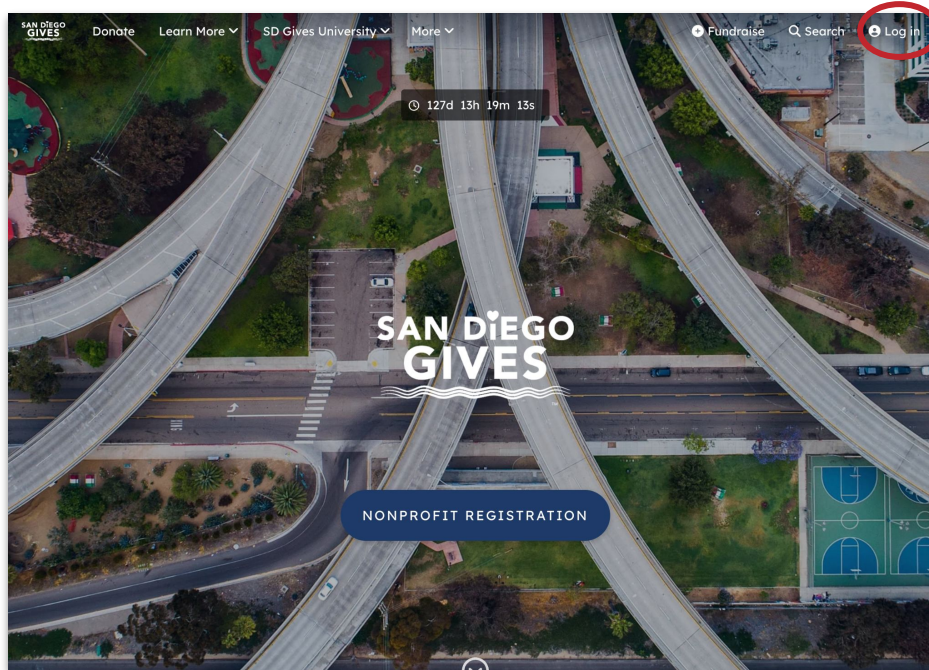
- Register to participate by May 15th
- Update your organization page
- Access the nonprofit toolkit for additional support
- Broadcast your campaign's message using existing communication networks (such as email) & social media
- Secure matching grants and prizes to entice donors
- Recruit individuals to be Peer-to-Peer Fundraisers
- Think outside the box, be engaged, and have fun!!



# How to Login & Register



# Navigate & Log In to the San Diego Gives Site



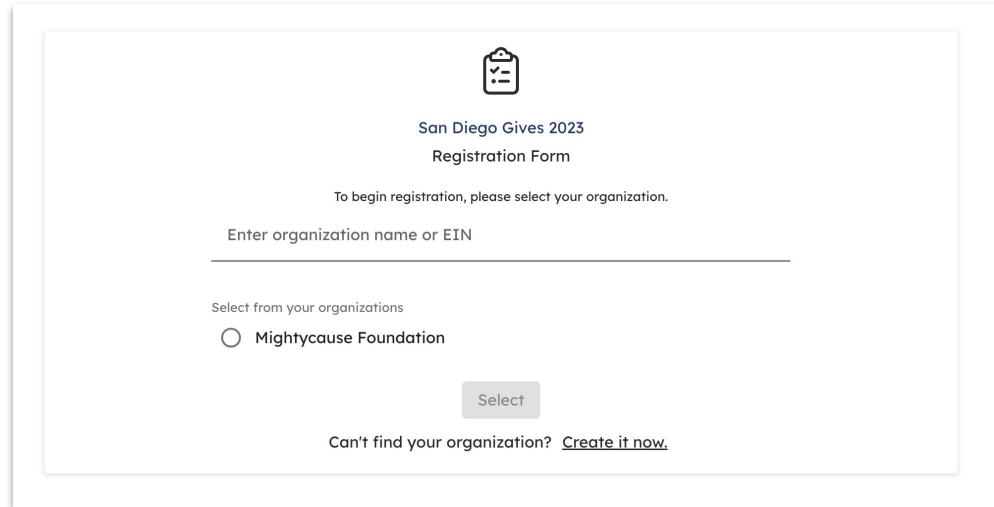
[www.sandiegogives.org](http://www.sandiegogives.org)

You will **always** log in to access your organization page and user profile through the San Diego Gives website.

# Register for 2023

- Whether you've participated before or this is your first year, you must register!
- A short form will register your organization for this year's event.
- You can add, remove additional administrators to your page

**Registration deadline - May 15th**



The screenshot shows a registration form titled "San Diego Gives 2023 Registration Form". At the top center is a clipboard icon. Below the title, it says "To begin registration, please select your organization." There is a text input field with the placeholder "Enter organization name or EIN". Below the input field, it says "Select from your organizations" and lists "Mightycause Foundation" with an unselected radio button. A "Select" button is positioned below the list. At the bottom, it says "Can't find your organization? [Create it now.](#)"

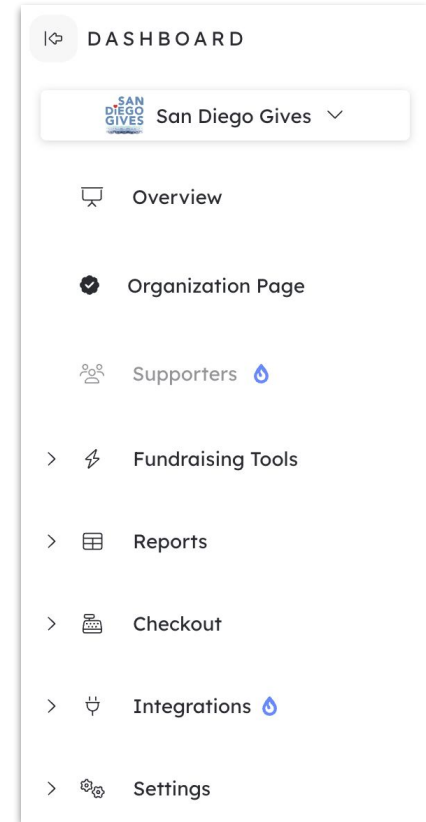


# Customize Your Organization Profile



# Organization Dashboard

- **Overview:** To-Do List with easy steps to set your page up!
- **Organization Page:** Customize your Nonprofit's profile
- **Fundraising Tools:** manage all fundraising efforts for your nonprofit (including peer-to-peer pages, matching grants, text-to-give)
- **Reports:** Access donation data
- **Checkout:** Customize your donor checkout experience and thank you message
- **Settings:** Handle admin access and adjust your organization's settings (sign up for EFT, etc)



# Edit Your Organization Page

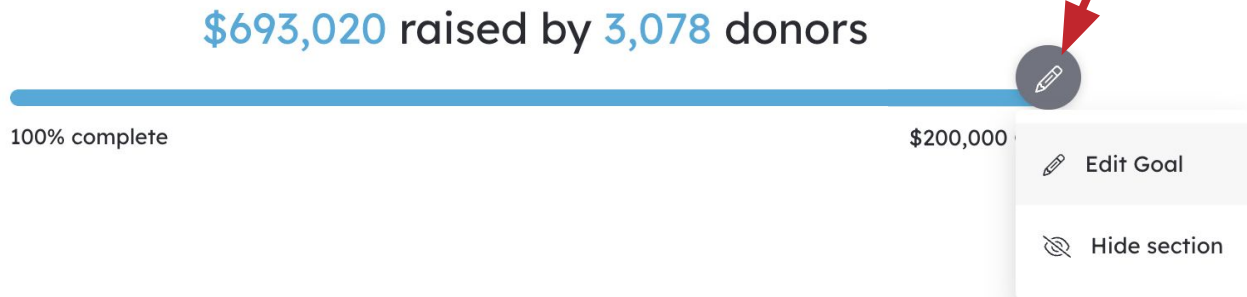
Organization's profile page is the main link you share with supporters

- Customize the look and feel, update your profile
- Upload Your Logo (1:1 Aspect Ratio)
- Upload a Banner Image (or choose from our gallery)
- Choose a Filter Color & Strength for the Background
- Set Your Theme Color for the Page

The screenshot shows the organization profile for Animal Humane Society. The profile includes a banner image of a person in a blue 'ANIMAL RESCUE' shirt petting a horse. The organization's logo, featuring a white silhouette of a dog and a cat on a blue square, is displayed. Below the logo, the name 'Animal Humane Society' is shown, along with a 'Nonprofit organization' badge. There are 'Donate' and 'Fundraise' buttons, and a 'Share this organization' link. A progress bar indicates '\$693,125 raised' out of a '\$200,000 Goal'. The page has tabs for 'About' and 'Staff'. A rich text editor is visible at the bottom, containing the text: 'Be good to animals! Partner with people. Lead responsibly and with compassion.' Below this is a video player for 'A Day in the Life of Animal Humane Society' with a red play button. The editor toolbar includes options for bold, italic, underline, link, text color, background color, text alignment, list creation, link insertion, undo, redo, and a rich text editor icon. Several edit icons (pencil in a circle) are highlighted in yellow on the page, indicating where the profile can be modified.

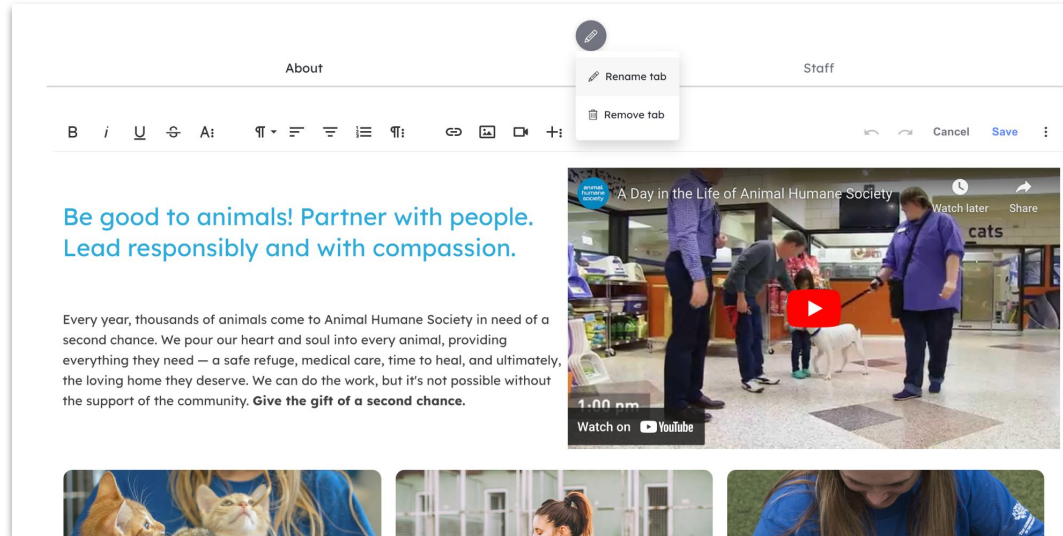
# Update Your Fundraising Goal

- Set a new fundraising goal for this year's event
- If you meet your goal during the event, feel free to adjust your goal again to keep up the fundraising momentum



# Tell Your Story

- In-line editor to tell your story
- Add formatting like headers, lists, etc to help key message stand out
- Add Images/Video
  - Easily embed videos (from Vimeo or Youtube)
- Add a **Custom Tab** to share additional information (example: staff, specific fundraising needs)
- Make your appeal to visitors of your page to support your nonprofit



# New for 2023!

**Giving Activity Feed** - toggle on an optional giving activity feed to recognize donors (the donor privacy selections in checkout will be honored in this feed)

### Giving Activity

- Bethany Natoli** gave \$50.00  
5 days ago
- Tom Mathews** gave \$1,000.00  
1 month ago
- Dawn Nulty** gave \$25.00 to [\[NAME\] for Animal Humane Society](#)  
6 months ago
- Dawn Nulty** gave \$40.00  
6 months ago
- Dawn Nulty** gave \$15.00  
7 months ago
- Dawn Nulty** gave \$10.00  
8 months ago
- Bethany Natoli** gave \$50.00  
8 months ago

See all activity

- Summary
- Programs**
- Financials
- Governance

## Programs

**Socialization Program**  
A training intensive for our more troubled animals that slowly introduces them to other animals both within and outside their species, and culminates in visits with humans to teach

**Kids & Kittens Day Camp**  
Young kittens that need kindness, and young kids who want to learn how to care for a pet, are

**Vet Grants**  
Unfortunately, some of the animals we receive need medical care. Fortunately, with the help of donations from the public, our loving veterinary staff has been known to perform a miracle or

- Summary
- Programs
- Financials
- Governance**

## Governance

### Board Members <sup>3</sup>

	<b>Ron Chairman</b>	President	Lead programs manager of Animal Humane Society	2022 - 2024 Term
	<b>Isabel Toledo</b>	Secretary	CEO of Animal Humane Society	2022 - 2024 Term
	<b>Annie Leibowitz</b>	Treasurer	Chief of Veterinary Staff of Animal Humane Society	2022 - 2024 Term

**Additional tabs** are now available in your Organization Data section at the bottom of your profile to provide more information about your organization

- Programs
- Governance
- Financials

# Customize Your Checkout Flow



# Checkout Customization

- Use custom donation suggestions to reinforce impact
- Choose what donor data you collect (phone numbers, volunteer interest, etc.)
- Enable dedications & designations if needed

The screenshot shows a customization interface with a red arrow pointing to a section template. The template is titled "Add a section" and "New section". The content includes "Volunteer Interest (San Diego Gives Section Template)", a "Last name" field, and an "Email" field. Below this, there is a checkbox labeled "Please mark the box below if you are interested in volunteering for this organization. (Optional)" with a "Yes" radio button and a "Clear selection" link.

## Checkout

Customize the transaction and post-transaction experience.

### Donation Form

Customize the form donors will use to complete their transaction.

### Thank-you Page

Customize the page donors will see once they've completed a donation.

### Donation Receipt

Customize the confirmation email donors receive when they make a donation.

The screenshot shows the "Donate" page for Animal Humane Society. It features a header with the organization's logo and name. Below the header, there are radio buttons for "One-time donation" (selected) and "Monthly donation". The main content area displays four donation options in a grid:

\$40 10 lbs of dog food	\$30 Vaccinate 2 rescue dogs
\$75 Spay and neuter 1 rescue	\$100 Transport rescue dogs

Each option has a blue pencil icon for editing. A red arrow from the "Checkout" section above points to this page.



# Post-Checkout

- Edit Thank You settings under Checkout tab
- Build a Thank you page with photo, videos and a customizable CTA and Link
- Add or update your custom message in the automated donation receipt
- Preview the thank you experience

## Checkout

Customize the transaction and post-transaction experience.

### Donation Form

Customize the form donors will use to complete their transaction.

### Thank-you Page

Customize the page donors will see once they've completed a donation.

### Donation Receipt

Customize the confirmation email donors receive when they make a donation.

Checkout > Thank You

## Thank-you Page

Customize the confirmation page displayed to donors after they complete their transaction.

ⓘ New: Additional messaging provided by platform or fundraising partners may also appear on the Thank you Page.

🎉 Thank you for donating!  
Your receipt has been emailed.

🔗 Share this cause   🗑️ Manage your donation

ⓘ Big Giving Day has added content to this page. It appears here, and your content will display below it.

Animal Humane Society says:

We cannot thank you enough!

You are the reason that we are able to save so many cats and dogs. This is especially critical during these hot summer months. We will continue to share photos with you as our furry friends find new forever homes. Thanks again for your ongoing support, and here's a little message from our furry friends to show how much they appreciate you!

Watch on [Watch on YouTube](#) [Watch on YouTube](#)

Make sure to stay in touch with us of your long by following along with the regular updates we post on our blog!

🔗 Learn More

Checklist: 4/1/2020

# Fundraising Tools



# Donation Widget

- Fundraising > Widgets
- 3 different styles available
- Secure iFrame embed allows people to make donations without leaving your website. (And, yes, they count for the event!)
- Donors can set up recurring donations
- Pulls in your first 4 custom donation levels and descriptions (mini donation form)
- Helps capture donations that may come in outside of the San Diego Gives site during the event so they can count towards the event

## Fundraising Tools

Features and addons that expand your fundraising potential.

### Campaigns

Manage all fundraisers, teams, and events associated with your organization.

### Embedded Donation Form

Embed a full-size, customizable donation form on any website.

[Advanced](#)

### Widgets

Embed donate buttons, mini donation forms, and more on your own website.

### Matching Grants

Match donations to your fundraising campaigns to boost interest and urgency.

Widget style: **Donate button**

Mini donation forms allow donors to complete donations without leaving the page. Donation suggestions are inherited from your [Donation form](#).

Widget style: **Mini donation form**

Mini donation forms allow donors to complete donations without leaving the page. Donation suggestions are inherited from your [Donation form](#).

**Animal Humane Society**

- \$40 10 lbs of dog food
- \$30 Vaccinate 2 rescue dogs
- \$75 Spay and neuter 1 rescue
- \$100 Transport rescue dogs
- Other \$ Amount

Recurring monthly donation

**DONATE**

# Matching Grants

- Secure your own matching grant and display details on your page
- The match can be paid through the platform or by having your match sponsor write a check which you can log as an offline donation
- A matching grant sticker will show on your donate button when it is live
- Live matches will be searchable on the San Diego Gives website if a donor selects the 'donations matched' filter

The screenshot displays the San Diego Gives matching grant interface. At the top, a 'MATCH' notification indicates a 'Dollar-for-dollar' match where '100% of each donation will be matched' with a 6-hour timer. Below this, a 'Sample Matching Grant' table shows a 'SUPPORTING' grant from 'Mightycause Foundation' and a 'SPONSORED' grant from 'Awesome Gran'. A summary shows '\$1,000 TOTAL' and '\$1,000 LEFT'. The 'Mightycause Foundat' logo is visible with the tagline 'A NONPROFIT ORGANIZATION'. A 'DONATE' button features a '1 MATCHING GRANT LIVE' sticker, and a 'FUNDRAISE' button is also present.

The 'CREATE A NEW MATCH' form includes the following fields and options:

- Name of match sponsor (with a public/private toggle)
- Hide this name publicly
- Match value (with a dollar sign prefix)
- Include match value in page metrics
- 1:1 square match logo (with an image upload icon)
- Title
- Start Date & Time / End Date & Time
- Queue this grant to begin immediately after another grant completes
- Set match type:
  - Per donation match
    - Match a percentage of each donation (set to 100%)
    - Match up to a maximum dollar amount per donation
  - Cumulative threshold match

# Reporting & Disbursements



# Reports & Disbursements

- Admins receive email notifications when a donation is made
- Access Donor Data in real time and download detailed report
- Funds Disbursement via Direct Deposit: Twice Monthly for EFT (Once monthly if via check)
- Access disbursement details to reconcile deposits

## Reports

Monitor and manage crucial data.

**All Donations**

All donations made to your organization, including recurring and offline donations.

**Recurring Donations**

Only donations set to recur over time.

**Offline Donations**

Only donations from outside the Mightycause platform.

**Retention**

The status of your returning donors.

**Disbursements**

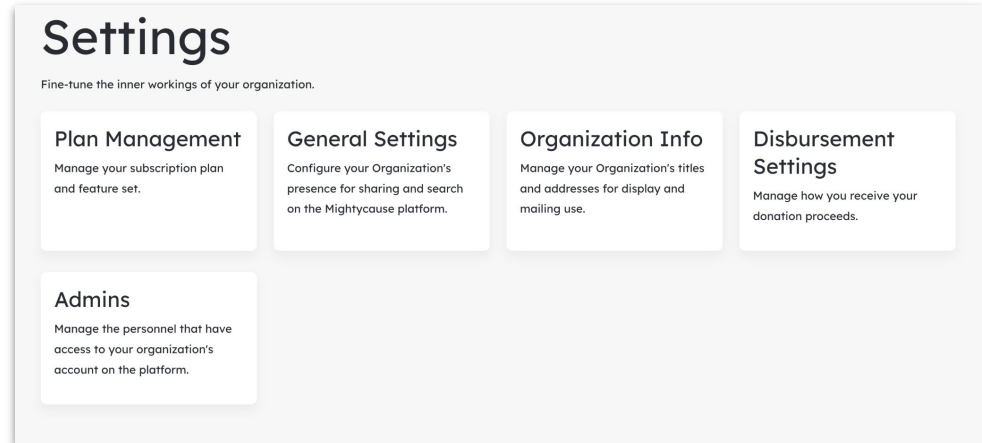
Transactions accounting for the funds which have been delivered to your organization.

# Other Settings & Resources



# Settings

- Add or Remove Admins
- Update Legal Address
- Set up EFT Disbursement
- Customize Social Share & URL



**Settings**

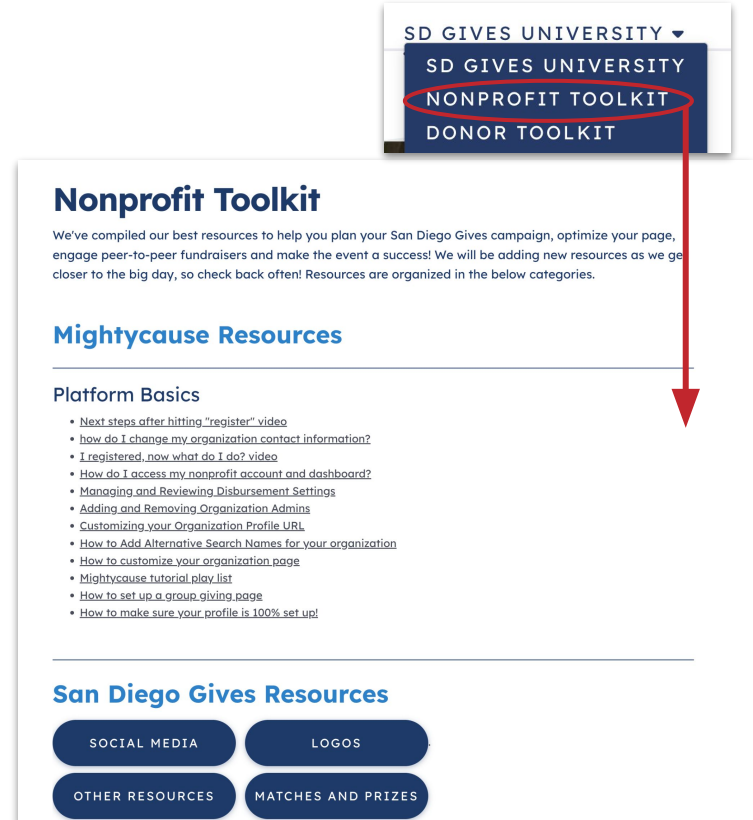
Fine-tune the inner workings of your organization.

- Plan Management**  
Manage your subscription plan and feature set.
- General Settings**  
Configure your Organization's presence for sharing and search on the Mightycause platform.
- Organization Info**  
Manage your Organization's titles and addresses for display and mailing use.
- Disbursement Settings**  
Manage how you receive your donation proceeds.
- Admins**  
Manage the personnel that have access to your organization's account on the platform.



# San Diego Gives Resources

- Access the Nonprofit Toolkit and Donor Toolkit
- Sign up for upcoming webinars, San Diego Gives University trainings, or attend general office hours to answer your questions (sign up under the SD GIVES UNIVERSITY tab)
- Review FAQs - great info to pull in for your email communications when talking about SDG!



SD GIVES UNIVERSITY ▾

SD GIVES UNIVERSITY

**NONPROFIT TOOLKIT**

DONOR TOOLKIT

## Nonprofit Toolkit

We've compiled our best resources to help you plan your San Diego Gives campaign, optimize your page, engage peer-to-peer fundraisers and make the event a success! We will be adding new resources as we get closer to the big day, so check back often! Resources are organized in the below categories.

### Mightycause Resources

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#### Platform Basics

- [Next steps after hitting "register" video](#)
- [how do I change my organization contact information?](#)
- [I registered, now what do I do? video](#)
- [How do I access my nonprofit account and dashboard?](#)
- [Managing and Reviewing Disbursement Settings](#)
- [Adding and Removing Organization Admins](#)
- [Customizing your Organization Profile URL](#)
- [How to Add Alternative Search Names for your organization](#)
- [How to customize your organization page](#)
- [Mightycause tutorial play list](#)
- [How to set up a group giving page](#)
- [How to make sure your profile is 100% set up!](#)

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### San Diego Gives Resources

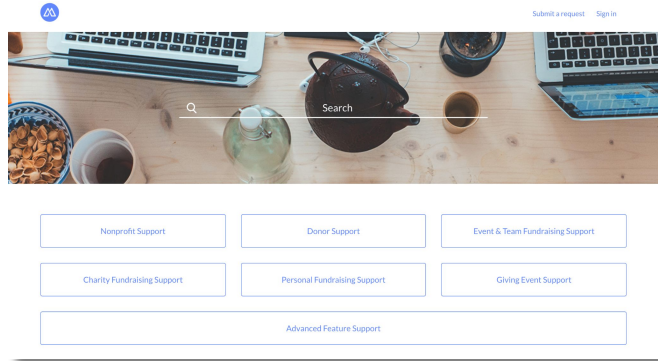
SOCIAL MEDIA

LOGOS

OTHER RESOURCES

MATCHES AND PRIZES

# Support Resources



San Diego Gives and Mightycause’s support teams are here to help you!

## Technical questions?

- Email Mightycause at [support@mightycause.com](mailto:support@mightycause.com)

Monday - Friday, 6am - 2pm ET

## Additional Support Libraries

- [Support.mightycause.com](https://support.mightycause.com)
- [mightycause.com/guide](https://mightycause.com/guide)

Questions?

**Happy Fundraising!**

**Mightycause Support:**

[support@mightycause.com](mailto:support@mightycause.com) // Monday - Friday, 6am - 2pm PT