



# Give Big Gallatin Valley 2024 WELCOME PACKET

6pm May 2nd - 6pm May 3rd | [GiveBigGV.org](https://GiveBigGV.org)



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*Tip: Click on a section name to be taken to that page*

# Hello

Hello,

Thank you for registering for Give Big 2024. It is truly an honor and privilege to get to support and advocate for the amazing work your organization is doing. When folks ask me what my favorite part of my job is, I consistently say it is getting to support our local organizations. You all are the backbone of our communities in so many ways and are the reason Gallatin County is such a vibrant and wonderful place to live.

Looking toward this year's Give Big, we cannot believe it is the 10th annual celebration of giving! We are beyond excited to celebrate this year's generosity and philanthropy while also taking a moment to be grateful for the enormous impact local donors have made through Give Big in the last decade. Since its inception, Give Big has brought together thousands of donors to raise \$14.3 million for 425 local nonprofits. Thank you for being a part of the 10th year! It is astounding to think that the goal in the first year was to raise \$100,000 for 100 nonprofits, and this year, we aim to raise \$3,000,000 for 250 nonprofits. Your team's hard work is the reason for this growth, and we are excited to support you in this year's event. Whether this is your organization's first year or tenth, we look forward to working with you and are working to provide everything we can to help your organization succeed.

Throughout this welcome packet, the Give Big trainings, and the resources on the Give Big website, you will see that there are numerous tools available to make the most out of this event. From tips to make a great profile to information on acquiring and setting up matches to social media and email templates, the One Valley team is doing our best to provide you with what you need to succeed. We understand that each organization has a different capacity of time and resources to invest in Give Big, and we want you to know there is no wrong way to participate. Some organizations find a lot of success and community connection through in-person events, while others prefer peer-to-peer fundraising. Some of our newer, small nonprofits opt to just create a profile and promote the campaign through social media. You are invited to participate in whatever way feels like a good fit for your organization. While it is true that organizations will get more out of Give Big the more they put into it, we genuinely hope this is a beneficial opportunity for organizations of all sizes.

The purpose of Give Big is to bring the Gallatin Valley together in a day of giving and remind our neighbors and supporters that no matter how much they can give, they can make a difference in this community. This initiative celebrates the impact we can make as a community when we come together. Each organization in the Gallatin Valley serves an important role, and we are thrilled to coordinate this initiative for each of you.

Thank you again for registering, and we look forward to working with you. Feel free to reach out to our team with any questions.



In partnership,

A handwritten signature in blue ink that reads "Jill Ellwood".

**Jill Ellwood**

One Valley Community Foundation  
Nonprofit Programing & Relations Manager

# Frequently Asked Questions

## What is One Valley Community Foundation?

One Valley Community Foundation is Gallatin Valley's community foundation. Our mission is to connect people who care to causes that matter to ensure that all can thrive in Gallatin County. Through grantmaking, managing investments, and providing philanthropic counsel to organizations and individuals, community foundations are imperative for the stability of generations to come.

## Why is One Valley Community Foundation hosting Give Big Gallatin Valley for local nonprofit organizations?

We are invested in bringing awareness to the local nonprofit organizations that make our community a vibrant place for us to live, work, and play. Nonprofit organizations play a critical role in all our lives, and as a Community Foundation, we are deeply dedicated to supporting the good work that they do. The goal of the Give Big program is to:

- Raise the level of knowledge about nonprofit organizations in our county and highlight their positive impact on our well-being
- Support the operating needs of nonprofit organizations that serve Gallatin County through donations and cash prizes
- Grow the base of engaged donors in Gallatin County – bringing new donors to our nonprofit organizations
- Build a sense of community and camaraderie amongst the nonprofit sector and throughout the community as a whole
- Increase nonprofit capacity and professionalism through Give Big trainings, consultations, and mentorship

## What is GiveGab?

GiveGab is the website manager for Give Big Gallatin Valley. The GiveGab team handles all online-based aspects of the giving day. From verifying that nonprofits are eligible to receive funds to providing online donor support, GiveGab can answer all questions about the Give Big website. To reach the GiveGab team, go to [GiveBigGV.org](https://GiveBigGV.org) and click the little blue chat bubble in the bottom right corner. Additionally, you can email [customersuccess@givegab.com](mailto:customersuccess@givegab.com).

## Is Give Big a competition?

No. While Give Big may feel like a competition because you can compare how much one organization raises compared to another, that is by no means the intention. The Give Big team deeply believes giving days should be a win-win for every organization involved. We approach this event with an abundance mindset and hope you will, too. There are so many resources and an abundance of generosity in this community. The goal is to connect people who care to your organization, and that in no way takes away from other organizations. The more nonprofits there are participating, the more the word gets out about the initiative and the greater number of donors we can engage and bring to your organizations. Every year, hundreds of donors use this event to find new organizations to give to, and that in no way takes away from the previous organization they love and will continue to support. We hope each nonprofit will approach this event with the mindset that thriving nonprofits support a thriving community, and the more donors we invite to give and celebrate, the better off the community will be as a whole.



## Will my organization raise money?

One Valley Community Foundation cannot guarantee that every organization will raise money. That being said, every participating organization has raised funds for the last four years. The degree of success will largely depend on the effort put in by the nonprofits and whether they leverage tools such as matches, social media outreach, and peer-to-peer fundraising. Registration fees are not refundable, regardless of an organization's performance.

## How can I make sure my organization succeeds in Give Big?

Over the next three months, One Valley Community Foundation will offer various training opportunities to teach you and your team about tools to succeed in Give Big. Please review the [Training Page on page 12](#) to learn more about upcoming training opportunities. We highly recommend utilizing tools such as matches, peer-to-peer funders, and social media graphics to make the most of Give Big.

## What do I do if I need help?

The One Valley and the GiveGab teams are here to help if needed. The One Valley team can answer questions about deadlines, local outreach, communications, in-person training opportunities, and in-person events. The GiveGab team can answer questions about approval to receive funds, creating your profile, setting up matches and challenges, and using the website. Please review the [Need Help? Page on page 25](#) to learn how to contact these teams.



# Important Dates

February 1		Give Big registration opens	
March 5	Training	Virtual Training // Getting Started: Giving Days 101	Optional
March 15	Deadline	Give Big registration closes	Mandatory
March 26	Training	Virtual Training // Storytelling and Marketing Strategies for Give Day Campaign Success	Optional
March 27	<b>Deadline</b>	<b>GiveGab verification deadline</b>	<b>Mandatory</b>
March 29	Deadline	<ul style="list-style-type: none"> <li>Give Big Fest RSVPs due</li> <li>Donor Lounge details due to be included in Bozeman Daily Chronicle</li> </ul>	Optional
March 29	Training	Virtual Training // Virtual Open House with Give Big Staff	Optional
April 2	Training	Virtual Training // Final Training: Give Big Details	MANDATORY for all 1st and 2nd year nonprofits. Highly recommended for everyone.
April 2	Outreach	Save the Date postcard goes out to all donors from the past two years (based in the US)	
April 15-19		Swag (t-shirt, sticker, etc) pick up at the One Valley offices. Exact times to be determined.	Optional
April 19	Deadline	Donor's deadline to request stock, IRA and Donor Advised Fund transfers to One Valley (for any donors who wish to give in this way and need One Valley to process it)	Optional
April 24	Deadline	Website information due. Finalize profile & donor lounge details for website inclusion	Mandatory
May 1 @ 6 pm		Give Big website soft open	
May 2 @ 6 pm		Give Big begins	
May 3 @ 6 pm		Give Big ends	
May 7 @ 11:59pm	Deadline	Give Big website closes for late donations	
May 10		Final Give Big numbers announced	
May 6-15	Payment	Online Give Big funds distributed by GiveGab to organizations via direct deposit	
June	Payment	Offline (check, stock, IRA, donor advised fund and prizes) gifts given through One Valley will be consolidated and sent via check to organizations	

# How to Get Approved

## Approval is MANDATORY for Give Big participation

Congratulations! You have now registered to participate in Give Big. The next step is approval.

Your organization must be approved by the GiveGab team for **eligibility to accept donations** AND by One Valley Community Foundation team for **Give Big eligibility**.

## Deadline Information

Both steps must be completed by March 27th for your organization to participate in Give Big. It is your responsibility to complete the following steps and provide the requested documents to GiveGab and One Valley staff in a timely manner to meet that deadline. It can take the GiveGab staff three business days to review the information you submitted. At that point, they will either approve your organization or request additional documentation. It can take another three days to review additional documents. **DO NOT WAIT until March 27th to start your approval process, as this takes multiple days to complete.**

## GiveGab Approval

Our website platform, GiveGab, will need to approve your organization to receive funds. This is a multi-step process that involves state charitable solicitation compliance, IRS verification, and Stripe (payment processor) verification. You can learn more about all of this in the Give Gab Customer Support Center [here](#).

Due to recent changes in Know Your Customer guidelines, your organization may be required to provide additional information that you have not been required to provide in the past. To verify whether or not you need to update information, please go to [GiveBigGV.org](http://GiveBigGV.org), select Log In from the drop-down menu, and go to your organization dashboard. Under "Manage Organization," select "Bank Account & Information." Please verify that all your information is up to date. Add it if it isn't. If you see a large orange button that says, "Update Required Information" (see photo), please click it and update the required information. For step-by-step instructions with photos, please see this help article [here](#).

If you have any problems with GiveGab verification, please reach out to the GiveGab team by chatting with them in the blue chat bubble in the bottom right-hand corner of [GiveBigGV.org](http://GiveBigGV.org).

### Payment Processor Verification

#### Organization Information

Business Name: [REDACTED]

EIN: [REDACTED]

Organization Representative: [REDACTED]

Need to update your organization representative? Please fill out this form [here](#).

#### Bank Information

Bank Name: [REDACTED]

Checking Account: [REDACTED]

Routing Number: [REDACTED]

Once your organization's information has been submitted, only the organization representative can request a change be made. If you need to update any of this information, **contact us!**

**Please note:** Donation payouts will show up as "GiveGab.com" on your bank account statement.

#### Additional Information Required

Some additional information is required in order to verify your organization to accept payments.

[Update Required Information](#)



## One Valley Approval

To be eligible for Give Big Gallatin Valley, organizations must be:

1. A 501(c)3 organization OR a fiscally sponsored program of a 501(c)3 organization
2. Located in and/or serving Gallatin County
3. Approved by GiveGab to accept donations

If your organization is based in Gallatin County and registered with the IRS as a 501(c)3 organization, you will be approved without hearing from the One Valley team. If your organization is a fiscally sponsored program or based outside of Gallatin County and serving Gallatin County, someone from the One Valley team will reach out to request documentation to verify your eligibility.

To participate in Give Big, all of the above steps **MUST BE COMPLETED BY MARCH 27TH**.

You are approved when your dashboard says "Approved" in the upper right corner, and there is a green check box next to "Get Verified to Accept Donations."

**GiveGab** Home Support Submit an Idea Kaitie

**One Valley Community Foundation**

**Give Big 10** Give Big Gallatin Valley 2024 \$0.00 Raised • 0 Donors • 0 Gifts Analytics

**134 Days to Launch**  
**Participation Approval Status**  
**Approved**

**Get Set Up**  
Complete the steps below to be sure that you are set up and ready to participate in Give Big Gallatin Valley 2024.

- ✓ Add Your Organization's Info
- ✓ Add Your Story
- ✓ **Get Verified to Collect Donations**
- ✓ Add Donation Levels
- ✓ Add a 'Thank You' Message
- Add Fundraisers

**Reset Profile**

Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

# What's New for 2024?

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Are you a returning nonprofit and just want to know what changes are being made this year? Check out what's new for 2024:

## Give Big Fest

To celebrate 10 years of Give Big, the One Valley team and our local partners will be hosting collaborative events in five Gallatin County towns this year. This does mean nonprofits cannot host their own events on Thursday evening. The goal is to bring together multiple nonprofits and many donors in one space to celebrate generosity and giving. [Learn more about your town's Give Big Fest on page 15.](#)

## Accessibility Toolbar

This year, we will be adding an accessibility toolbar, ReciteMe, to the Give Big site. It will have the ability to translate any page on the site into over 100 languages. It also provides a screen reader in 65 languages. It can adapt the website to any color combination to meet the needs of any version of color blindness. Finally, it has various reading aids, including dyslexic-friendly fonts, rulers, built-in dictionaries, and more. We are actively working with the website design team to add this to the site, and we expect it to launch in early March. [Learn more about Recite Me on page 10.](#)

## Buddies Program

This year, One Valley is launching a buddy program for Give Big to help connect our partners with one another in more meaningful ways. This optional program matches you with another nonprofit leader to chat about your Give Big campaign. Give Big Buddies will connect and learn from each other as they explore strategies to generate engagement around their campaigns. [Learn more about Give Big Buddies on page 11.](#)

## Greener Efforts

Based on feedback from all of you, we will be working to make Give Big a greener event. This year, we will no longer offer logoed balloons. Additionally, we will be creating reusable yard signs. Instead of throwing away Give Big yard signs at the end of each event, we will ask that you return them all to the One Valley office to reduce waste, and we will reuse the ones we can for future events.





# Recite Me

## Believing in Accessibility for All

We are thrilled to announce the integration of the Recite Me accessibility toolbar into our Give Big 2024 website. In our commitment to inclusivity, we understand the importance of providing a seamless and accessible experience for all users. The Recite Me toolbar offers a range of features, including screen reading functionality, multiple reading aids, and on-demand live translation in over 100 languages. With customizable styling options, users can personalize their experience by adjusting font size, type, and color. This addition ensures that our Give Big platform is welcoming and accessible to everyone, fostering a more inclusive and empowering giving experience.

**1 in 4 people in the US has a disability that can prevent them from reading and understanding online content.** Those who are most susceptible to access barriers are those who struggle with Decreased vision, Learning difficulties, Literacy, Language/linguistic problems, Attention disorders, and Physical disabilities. Recite Me assistive technology provides support for all of these, making our website an inclusive environment where people can access information hassle-free.

## How do I access the Recite Me toolbar?



You can open the Recite Me language and accessibility toolbar by clicking on the blue accessibility button in the top right corner of the page.

This button now appears in the top right of every page of our website.

After you click on the blue accessibility button, the Recite Me toolbar opens and displays various options for customizing how the website looks and how you can interact with the content.



## How does Recite Me help me access this website?

Recite Me helps people access our website and customize the content in a way that works best for them.

The Recite Me toolbar has a unique range of functions. You can use it to:



**Read website text aloud  
(including PDFs)**



**Download the text as an  
MP3 file to play it where  
and when it suits you**



**Translate text into  
more than 100 different  
languages**



**Access a fully integrated  
dictionary and thesaurus**



**Change font sizes and  
colors**



**Customize the  
background-color**

## Where can I find support for Recite Me?

If you have any questions about Recite Me, you can contact their team by email at [info@reciteme.com](mailto:info@reciteme.com) or by phone at [571.946.4068](tel:571.946.4068).

# Give Big Buddies

## Participating in the Give Big Buddy Program is OPTIONAL

This year, One Valley is launching a buddy system for Give Big to help connect our partners with one another in more meaningful ways. Give Big Buddies will connect and learn from each other as they explore strategies to generate engagement around their campaigns.

- Connect with your assigned Buddy (email is just fine, though you're welcome to use phone/Zoom or meet in person if you'd like)
- Serve as a point of reference and resource for one another!
- Check in with your Buddy leading up to/after Give Big.
- The number of times you all communicate or meet is up to you.

Give Big Buddies is an optional program, but we'd love to get as many partners involved as possible. This will allow us to do some Buddy matchmaking and pair folks with partners who share common interests. In order for us to find your Give Gab Buddy, please [submit this 2-minute survey](#).

We will match buddies on a rolling basis to give you as much time as possible to connect. If you are interested, we recommend signing up as soon as possible.

**The deadline to request a buddy is March 15th.**

One Valley Community Foundation will do our best to match you with a partner who is a good fit. That being said, we cannot guarantee their availability for meetings, or that they will have the knowledge you are seeking. One Valley does not have the capacity to rematch buddies. If the buddies program gets positive overall feedback and continues into 2025, we will rematch buddies annually.

## SIGN UP HERE



# Training Opportunities

The Final Training on April 2nd at 2:00 pm is MANDATORY for at least one person from all first- and second-year nonprofits. It is highly recommended for all organizations to send at least one representative. All other trainings are OPTIONAL.

Register for all trainings and learn more at [GiveBigGV.org/info/trainings](https://GiveBigGV.org/info/trainings).

The Give Big team at One Valley has planned and coordinated multiple training opportunities for participating nonprofits to learn skills they can apply to Give Big preparations and continue to utilize throughout the year. The training sessions will be hosted virtually via Zoom. All trainings will be recorded and posted on the website for later viewing.

## Getting Started: Giving Days 101

- **WHEN:** Tuesday, March 5th, 2:00 pm – 3:00 pm
- **WHAT:** Learn everything you need to know about the Give Big Gallatin Valley, including how to register your organization for the big event and the features available to make your organization as successful as possible. This course will be led by GiveGab Project Manager, Kaitie Branton, our website expert. Kaitie will share tips for navigating the Give Big site as well as best practices she has learned from working with giving days across the country. We'll conclude by answering any of your Give Big Gallatin Valley questions and highlighting the resources available to make getting ready for Give Big Gallatin Valley a breeze!
- **WHO:** This training is highly suggested for all first-year nonprofits and any new nonprofit considering registration. Returning nonprofits are also encouraged to join if they are interested in what changes the website and event will have this year.

## Storytelling and Marketing Strategies for Give Day Campaign Success

- **WHEN:** Tuesday, March 26th, 2:00 pm – 3:00 pm
- **WHAT:** During Give Big, we connect with our donors and the broader community by sharing stories that inspire people to give, feel proud to sustain our mission, and welcome new supporters. But making the story you share in your appeals and across your social media channels shine bright enough to propel giving can feel like an overwhelming task with a 24-hour campaign. Join Allison Rock, Director of Philanthropy Content for Message Lab Media, for an hour-long workshop on how to confidently select, write and share your story through email, print and social media. She'll share a straightforward outline for telling your story and making a strong case for support throughout your campaign communications.
- **WHO:** This training is for all nonprofits participating in Give Big. Allison will be sharing ideas about storytelling that apply to organizations, both big and small.

## Virtual Open House with Give Big Staff

- **WHEN:** Friday, March 29th, 12:00 pm – 1:00 pm
- **WHAT:** Stop by for a virtual open house. Give Big staff will be online to answer any questions you may have. It can be about approval, using social media graphics, strategies, best practices, or anything else that is top of mind for you and your organization. This is your chance to ask about anything not covered in the other trainings. Even if you don't have questions, you are welcome to join for an opportunity to hear from other participating organizations and brainstorm ideas as a group.
- **WHO:** This session is open to any of your team members who have questions for our team.

## Final Training: Give Big Details

- **WHEN:** Tuesday, April 2nd, 2:00 pm – 3:00 pm
- **WHAT:** This training is the most comprehensive training offered for Give Big 2024. It covers all of the details that nonprofits need to know for their participation in Give Big. We will discuss and review rules, logistics, day of plans, outreach opportunities, and payment and receipt information. This training has been specially designed to cover questions nonprofits typically ask from April through June. It is very helpful to the Give Big team if at least one person per organization attends this training.
- **WHO:** This training is MANDATORY for at least one representative from each first and second-year organization. It is HIGHLY RECOMMENDED for all nonprofits.

## How to register:

To register for any of the above trainings, please visit [GiveBigGV.org/info/trainings](https://GiveBigGV.org/info/trainings) and click “**Register Here**” under the training you are interested in.

## Who can join:

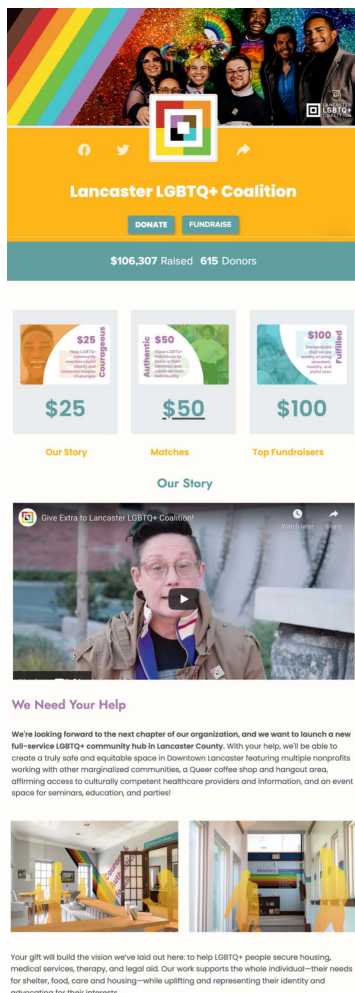
Trainings are open to any staff, board member, or volunteer supporting your organization’s Give Big plans.

## What if you miss a training:

If you cannot attend a training and would like to view it later, it will still be listed on the [training page](#), and you can click “**View Recording**” and “**View Slides**” to watch the recording at any time.

## Other training opportunities:

In addition to the live training opportunities offered this year, there are several pre-recorded webinars on all giving day-related topics. These pre-recorded videos can be found at the bottom of the Give Big [training page](#).



**Lancaster LGBTQ+ Coalition**

**\$106,307 Raised 615 Donors**

**\$25** Our Story

**\$50** Matches

**\$100** Top Fundraisers

**We Need Your Help**

We're looking forward to the next chapter of our organization, and we want to launch a new full-service LGBTQ+ community hub in Lancaster County. With your help, we'll be able to create a truly safe and equitable space in Downtown Lancaster featuring multiple nonprofits working with other marginalized communities, a Queer coffee shop and hangout area, offering access to culturally competent healthcare providers and information, and an event space for seminars, education, and parties!

# Setting Up Your Profile

**Setting up your profile is MANDATORY. Please complete by April 24th.**

Your profile is your opportunity to share your mission with caring community members. Each year, thousands of donors visit GiveBigGV.org, and many report giving to new organizations. **Please note that anyone who visits the site can see your profile as soon as you are approved.** While the deadline for completion is April 24th, we recommend getting at least basic information on your profile earlier so early visitors to the site can still learn about your organization.

### Tips and tricks for making a strong profile:

- [Add information to your profile](#)
- If you copy and paste text from your website or any other document, it will also copy the HTML formatting code and mess up the formatting on the Give Big site. If you are going to copy and paste text from another location, you need to remove the HTML. You can use a free website such as [www.striphtml.com](https://www.striphtml.com) to remove the existing HTML formatting codes.
- Include mission, photos, videos, etc.
- Consider adding donation levels.
- Include a link to your website in case donors want to learn more.
- If based outside Gallatin County, include info on local services in your profile!
- Try to complete it by mid-April so it is ready for donors who look early, but complete it no later than **April 24th**.



# Social Media Graphics and Downloads

## Using social media graphics and downloads is OPTIONAL.

To support nonprofits in promoting your participation in Give Big, the One Valley team has put together a variety of social media graphics and downloads for you to use. These can be found on the downloads page at [givebiggv.org/info/downloads](https://givebiggv.org/info/downloads).

## What kind of graphics are available?

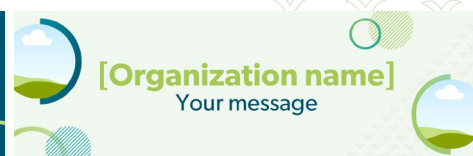
- Social Media: Multiple social media graphics are available, including profile and event cover photos, Canva templates, donor graphics, and more!
- Signage: Utilize printable signs for donor lounges and photo props.
- Zoom Backgrounds
- Post card (do note that One Valley will send a postcard to all past donors from the past two years. The printable is intended for you to print and have in your office for folks to grab.)
- Editable Canva header templates for your [givebiggv.org](https://givebiggv.org) profile
- Email headers
- Give Big logos, including our primary event logo, sponsor logo lockups, and year 10 logos. **Please do not distort or edit the Give Big logo when utilizing it in your assets.**
- Advanced design files: ai files containing logos, brand elements, etc.
- Most downloads will be provided in both Spanish and English.

## How do I download the graphics?

1. Visit [givebiggv.org/info/downloads](https://givebiggv.org/info/downloads).
2. You can download them all at the top of the page or individually by clicking the download link below each graphic.
3. For Canva templates, click on the language you would like to use below the graphic, and you will be taken to the template. [Click here for a how-to video on how to use Canva templates.](#)

## How can the graphics be used?

Feel free to use the graphics in whatever way you like. We ask that you not edit any official Give Big logos provided (i.e. Changing colors or adding or removing elements).





# Events & Donor Lounges

## Attending and/or hosting events is **OPTIONAL**.

Events this year include Give Big Fest (**NEW!**), a virtual kickoff, a virtual finale, and organization-hosted donor lounges.

## Give Big Fest

To celebrate 10 years of giving, we will be partnering to throw parties across the community. Thursday evening, May 2nd, will be dedicated to Give Big Fest as we kick off the 10th annual Give Big! One Valley, along with partners across the county, will be hosting communal and collaborative events. We are using this model because we recognize that if we threw one big party, it would be too far of a drive for certain nonprofits and their donors, no matter where we hosted it. While we would love to celebrate together as a county, we feel celebrating within each town is also a great option.

You are welcome to reach out to team leaders to sign up to join the community event based in your town. Please only reach out to a team leader if your organization is based in their town. If your town is not hosting a Give Big Fest, you are welcome to join Give Big Fest Bozeman.

Details will vary for each event as team leaders are encouraged to host an event that reflects their town and their local community. From pizza parties to carnivals, Give Big Fest will look a little different across the county, but each event is designed to bring nonprofits and the community together in a celebration of Gallatin County's generosity and the amazing work local nonprofits do.

**In order to cultivate a sense of community and bring all nonprofit supporters together, Give Big Fests will be the only events allowed on Thursday evening.** If your organization would like to host its own event, please do so on Friday, May 3rd. The one exception to this request is events running the full 24 hours of Give Big.

Check out what is happening in your area and reach out to your town's team leader to sign up. All nonprofit RSVPs for Give Big Fests will be due to team leaders by Friday, March 29th. (Note that times are still being finalized, and more details will be available soon.)

- **Big Sky:** Give Big Fest Big Sky will bring together nonprofits and supporters at The Waypoint in Big Sky Town Center. Donate to any nonprofit for a chance to win prizes. The event will also feature the Music in the Mountains lineup release party, followed by live music. Contact Sara Marino with the Big Sky Community Organization at [sara@bsco.org](mailto:sara@bsco.org) to sign up.
- **Belgrade:** Give Big Fest Belgrade will be a celebration of giving hosted at Bar 3 BBQ. Belgrade Community Coalition is generously coordinating this event. Angela Davis at One Valley Community Foundation will be tracking nonprofit RSVPs, so contact Angela at [angela@onevalley.org](mailto:angela@onevalley.org) if you are a Belgrade organization that would like to sign up.
- **Bozeman:** Give Big Fest Bozeman will be an outdoor carnival and festival at Ferguson Farm from 4:00 pm – 8:00 pm. Nonprofits who would like to join must bring their tent and have some sort of activity at their station. Activities can include games, trivia, demonstrations, live music, etc. The event will also have bingo, food trucks, and more. You will need to know what your activity is in order to register. Fill out [this form](#) by March 29th to register.
- **Three Forks:** Give Big Fest Three Forks is in the works; more details will be available soon.
- **West Yellowstone:** Give Big Fest West Yellowstone will be hosted at Yellowstone Beer Co. The West Yellowstone Foundation will be coordinating this event for the third year in a row (big thanks to them for modeling collaboration not just this year but every year!). Contact Carrie Coan with the West Yellowstone Foundation at [ed@wyfmt.org](mailto:ed@wyfmt.org) to sign up.

## Virtual Kickoff and Finale

### Kickoff:

- **Where:** Virtual live stream at GiveBigGV.org
- **When:** Thursday, May 2nd at 5:50 pm
- **Who:** The One Valley team will be putting together a brief virtual kickoff. All donors, volunteers, staff members, board members, and supporters are invited to tune in. Please help spread the word.

### Finale:

- **Where:** Virtual live stream at GiveBigGV.org
- **When:** Friday, May 3rd at 6:00 pm
- **What:** Tune in while we share highlights from the day, celebrate the nonprofits and donors, and announce some final prize winners.
- **Who:** All nonprofit staff, board members, volunteers, donors, business partners, and supporters are invited to watch and celebrate.

## Events Hosted by Your Organization

If your organization would like to, you may plan an event during the Friday (May 3rd) of Give Big. You can invite supporters, volunteers, board members, the community at large, other nonprofits, neighbors, etc., to celebrate Give Big and the work being done by the nonprofit sector.

### Event ideas:

- An open house at your space
- Partner with a local business, restaurant, or brewery to spread the word about your work and receive part of the proceeds from the day.
- A collaborative event with another nonprofit or a group of nonprofits
- Live music, performances, art classes, exercise classes, or a book reading
- Virtual info sessions and updates

### How will events be promoted:

- Bozeman Daily Chronicle: One Valley Community Foundation will include donor lounge information in the Bozeman Daily Chronicle Giving Guide on Saturday, April 27th, **IF** information is submitted to One Valley via the [events page form](#) by March 29th. Events submitted after March 29th will not be included in the Bozeman Daily Chronicle.
- GiveBigGV.org: Events submitted via the Give Big [events page form](#) by April 24th will be listed on the [events page on GiveBigGV.org](#).
- Promote them through your newsletters, social media channels, emails, etc.

## Insurance

- One Valley Community Foundation has taken out an additional insurance policy to cover One Valley's liability for any events associated with Give Big. This policy only covers One Valley Community Foundation. It DOES NOT cover your organization or staff for events your organization is hosting.
- If you are hosting an event associated with Give Big, it is your responsibility to ensure your organization is properly insured.
  - Check with your insurance agent to see if your general liability insurance covers the type of event you are hosting.
  - If you are hosting an in-person event and do not have an insurance agent, consider [eventsured.com](#) or contact One Valley's insurance agent, Andrew Colwell at [andrewc@wafdinsurance.com](mailto:andrewc@wafdinsurance.com), who can help sell you a policy.

## Event requirements:

- Follow all applicable laws when planning and hosting events.
- If necessary, attain the proper permits and licenses to host whatever type of event you are hosting.
- Alcohol is allowed at events, but it may not but it may not be served to anyone under 21 years old.
- Please monitor COVID and any other potential health concerns and adapt events if necessary to keep our community safe. Refer to [healthygallatin.org](https://healthygallatin.org) for up-to-date information.

## SUBMIT YOUR EVENT HERE

[givebiggv.org/info/events](https://givebiggv.org/info/events)

# Matches and Challenges

Utilizing matches and/or challenges is **OPTIONAL**.

## Why utilize matches and challenges?

Matches and challenges are incredible tools to encourage donors to give. Donors want their donations to go as far as possible, and many see matches and challenges as a way to make the biggest impact.

**In 2023, organizations that did not utilize matches or challenges raised an average of \$5,255. Organizations that DID utilize matches and challenges raised an average of \$23,652!**

## What is the difference between a match and a challenge?

A match and a challenge are both funds donated with the intention of multiplying donations and making gifts go further.

**Matches:** A match is a fund that doubles your donation dollar for dollar. For example, John Smith provided a match of \$1,000. Donor #1 gives \$100. John's matching fund adds another \$100. Donor #2 gives \$250. John's matching fund adds another \$250. This continues until the \$1,000 has been spent.

**Challenge:** A challenge is a reward that is fully funded when a goal is met. For example, Jane Smith will give your nonprofit \$500 when your organization hits \$1,000 in gifts. The \$500 is automatically added to your total when the goal is met.

## Who should you ask to provide a match or challenge?

You can ask anyone to provide a match or challenge. Some organizations have just one, and some have many. You can ask your board to pool their funds together for a match. You can ask a business. You can ask a donor who gives to your organization annually, and you know they believe in your work. If you are uncomfortable asking for a second gift from someone who typically gives during a different time of the year, you can even ask them to consider giving in May instead of December. While this moves their gift to May, it will encourage others to give during Give Big and grow the impact of the matching donor.

## How to enter matches and challenges in GiveGab:

Match and challenge funds should be received by the organization BEFORE the giving day begins. The matching donor will pay your organization DIRECTLY and NOT through the Give Big website. **Your organization is responsible for receipting the donor.**

Once you receive the funds and receipt the donor, you can set the match or challenge up by clicking the button under "Donations Tools" that says, "Manage Matches and Challenges". **DO NOT add matching gifts as both matching gifts and offline donations**, or this will duplicate the donation in the system and count it twice.

The screenshot shows the GiveGab dashboard for the One Valley Community Foundation. The top navigation bar includes the GiveGab logo, links for Home, Support, and Submit an Idea, and a user profile for Kaitie. The main header displays the event name "Give Big Gallatin Valley 2024" with statistics: \$0.00 Raised, 0 Donors, and 0 Gifts. A "134 Days to Launch" badge and a "Participation Approval Status" of "Approved" are also visible. The left sidebar contains navigation links: Home, Giving Days (highlighted), Reports, and Manage Organization. The central content area is titled "Get Set Up" and lists several tasks with green checkmarks: Add Your Organization's Info, Add Your Story, Get Verified to Collect Donations, Add Donation Levels, Add a 'Thank You' Message, and Add Fundraisers. Below these is a "Reset Profile" button and a warning message. The bottom section is divided into "Donation Tools" and "Other Actions". The "Donation Tools" section includes "Manage Matches and Challenges" (highlighted with an orange arrow), "Manage Donations", and "Embed a Donate Button". The "Other Actions" section includes "Engagement Opportunities", "Add External Fund", and "Manage Support Areas".

From there, you can select the tab at the top of the page that says "Matches" or "Challenges" to set the gift up the way you would like.

Once the giving day begins, funds will automatically get added to your organization's total based on how you set it up. *Please note that if you have multiple matches and/or challenges, the calculation is based on funds that come in during Give Big. Match funds will not release challenge funds and vice versa.*

# Peer-to-Peer Fundraisers

Utilizing Peer-to-Peer Fundraisers is **OPTIONAL**.

## What is a Peer-to-Peer Fundraiser?

A Peer-to-Peer Fundraiser is a person who fundraises on behalf of your organization. They can set up their own fundraising page and share it with their connections via email and social media.

## Why utilize Peer-to-Peer fundraisers?

Peer-to-peer fundraisers spread the responsibility of promoting your campaign and asking for gifts to more people. Ease the burden on your staff by engaging your supporters!

**In 2023, nonprofits that did not utilize peer-to-peer fundraisers raised an average of \$6,715. Organizations that did utilize peer-to-peer fundraisers raised an average of \$25,044!**

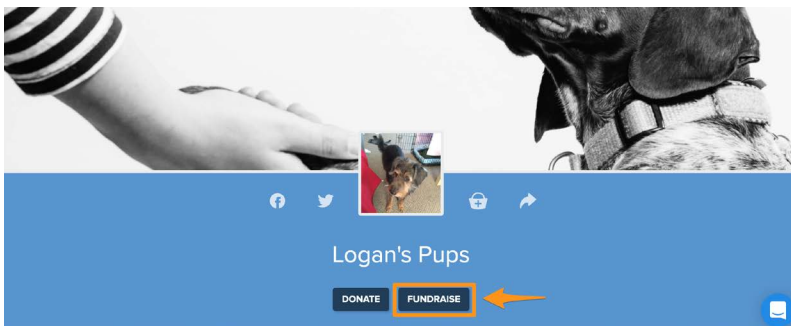
## Who to ask to be Peer-to-Peer fundraisers:

Anyone can be a peer-to-peer fundraiser. Your staff, board, volunteers, program participants/ recipients. The beautiful thing about peer-to-peer fundraisers is that they can give financially, but they do not have to, so this is a great way for supporters to get involved that are not able to give financially.

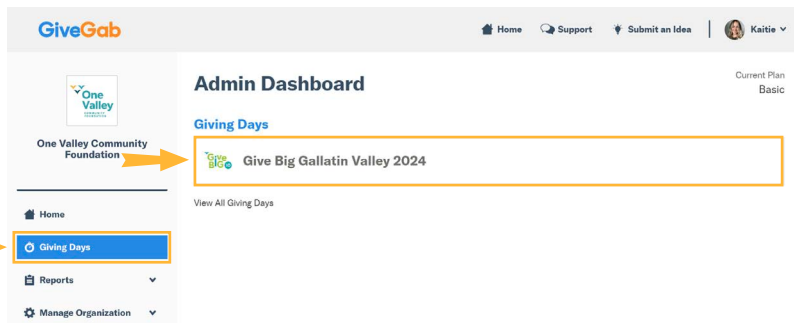
## How to set up Peer-to-Peer fundraisers:

Peer-to-peer fundraisers can sign themselves up from your organization's Give Big profile.

[Click here to learn more.](#)



Your organization's admin can set up peer-to-peer fundraisers. [Click here to learn more.](#)



From the giving day dashboard, click **"Add Fundraisers"** and the form will pop up to add or upload fundraisers.





# Business Fundraisers

## Inviting businesses to be a business fundraiser is **OPTIONAL**.

If your organization has partnerships or connections with local businesses, invite them to join Give Big as a business fundraiser!

Businesses can create their own profiles on the [Business Fundraisers page](#) of the Give Big website. They can add their logo, business information, and even information about the causes they care about.

This is an opportunity to increase visibility for their business, reach new clients, and give back to the community they live and work in.

Give Big also makes employee matching easy. Businesses can choose to match all employee donations through their business fundraiser dashboard, or they can select specific organizations or causes they want to offer matching funds. This is a great opportunity for businesses to live their values and encourage their teams and clients to support organizations they believe in.

Give Big logo

Search...

PRIZES LEADERBOARDS MENU

## Business Fundraisers

Team up with your colleagues to support your favorite organizations!

Search by name... SEARCH

Clear Search

Business Fundraiser	Amount Raised	Employee Participation	View Profile
Anderson ZurMuehlen	\$975	3%	VIEW PROFILE
Bozeman Real Estate Group	\$10,625	12%	VIEW PROFILE
Bozeman Running Company	\$430		VIEW PROFILE
commonFont	\$5,165	51%	VIEW PROFILE

DAVIDSON & ASSOCIATES INSURANCE

Presented By GIVE MORE 24!

BROWSE ORGANIZATIONS

### Davidson & Associates Insurance

Employee Participation: 82%

\$700 Raised 14 Employee Donors 82% Employee Participation

**Words of our Owner, Bryce Davidson-**

**Making a Difference is a Key Differentiator**

Walking in on day one with Davidson & Associates Insurance in 2012, I was prepared for claims and cold calls. What I found, however, was a unique culture focused on community.

I kind of stepped in it actually. I learned about a grant program offered through one of our insurance company partners. The program

# Ways to Give

	ONLINE		VIA CHECK		DAF, IRA, OR STOCK	
Payment Method	Credit card or mobile pay on GiveBigGV.org	ACH on GiveBigGV.org	Check to a nonprofit	Check through One Valley	DAF	IRA & Stock
When	May 2nd-3rd		Must be received by 4pm on May 3rd		Must be received by 4pm on May 3rd. We recommend requesting these by April 19th	
Max # of Nonprofits	10 per transaction		One	Unlimited	Unlimited	
Fees	2.5% + \$0.30 Stripe Fee + 2% Platform Fee	\$3 Stripe Fee + 2% Platform Fee	None		None	
Receipt	Via Email		Mail or email	Mail	N/A	Mail
Who to contact with questions	Blue Chat Bubble		Reach out directly to nonprofit	<a href="mailto:accounting@onevalley.org">accounting@onevalley.org</a>	<a href="mailto:accounting@onevalley.org">accounting@onevalley.org</a>	
Other Info				Use the online gift form for your gift	Use the online gift form for your gift	

## Payment & Receipts

As seen in the Ways to Give chart above, there are many ways for donors to give to your organization.

### Gifts made to your organization:

Gifts made directly to your organization can be deposited when you receive them. You are responsible for receipting these donors, including match and challenge donors. Matches and challenges can be added to your Give Big total using the **"Manage Matches and Challenges"** button on your dashboard. Checks and other gifts given directly to your organization can be added using the **"Add Offline Donation"** button.

Offline donations can be receipted via the Give Big website IF you include the donor's email address AND check the box that says, **"Email a receipt to"**. Otherwise, your organization is responsible for mailing a receipt to offline donors.

Reset Profile

Resetting the profile will reset the story, thank you message, images, and settings to default values, as well as remove any donation levels. After resetting this profile, a profile from a previous giving day can be copied to use as a starting point.

Donation Tools

Add Offline Donation

Manage Matches and Challenges

Manage Donations

Embed a Donate Button

Get Prepared

Webinars and Workshops

Other Actions

Engagement Opportunities

Add External Fund

Manage Support Areas

View Registration Info

View Your Profile

Mobilize Integration

\*Checks entered as offline donations **MUST** be intended for Give Big based on the donor's designation. Your organization may not save previous donations and enter them as offline gifts. Checks **MUST** be dated May 2nd or 3rd and/or designate Give Big in the memo or an attached letter. This is imperative to maintaining community and donor trust with this event. \*

### Gifts made online through GiveBigGV.org:

Gifts made online will be direct deposited into your organization's bank account **within seven days** of receiving them. Please double-check that your banking information is entered correctly, as this is how you receive the funds. Additionally, please note that you will likely receive multiple fund deposits adding up to your total online gifts. The Give Big website will have a soft open one day early so we can be sure everything is working correctly. The site will then close for donations the Tuesday after Give Big to allow late donations to still be processed. The website will technically be open for a total of 7 days, which means if your organization receives donations each day, you may see up to 7 fund deposits adding up to your total. You may review your payouts from your dashboard. Click reports, financials, and then payouts to see how much your organization was paid on which day.

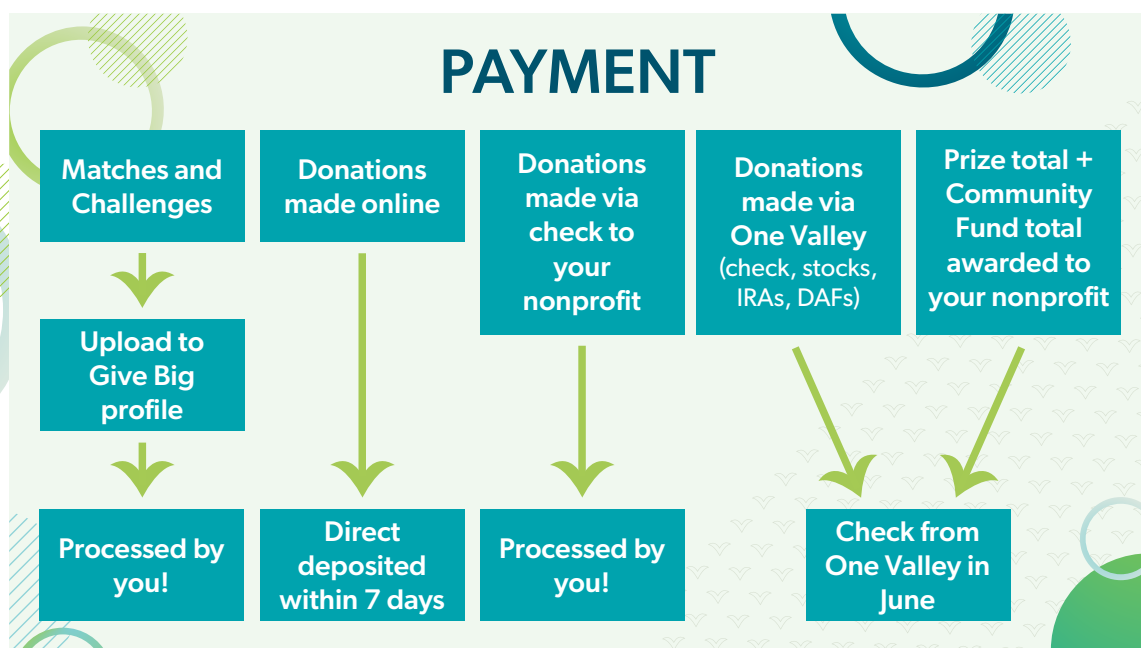
Donors will be automatically receipted via email when they give online through GiveBigGV.org. Your organization may choose to send a thank you note or some sort of recognition to donors, but you **should not** send receipts to donors who give online. *\*We highly recommend sending paper thank-you notes if your organization has the resources and capacity to do so, as this is something that donors mention annually in the Give Big survey as a meaningful gesture.\**

### Gifts made through One Valley Community Foundation and prizes:

All offline gifts made through One Valley Community Foundation and prizes will be consolidated into one check and mailed by the **end of June 2024**. Checks not deposited within six months of the date they are issued will be voided.

Donors who give through One Valley Community Foundation will be receipted by One Valley if necessary, depending on the type of gift donated. Again, you may send a thank you note to donors who give through One Valley, but you **should not** send a receipt to these donors.

If a donor would like to give a gift via a stock, IRA, or Donor Advised Fund transfer, One Valley must receive it by May 2nd to be processed. For this to happen, we suggest donors request these fund transfers by April 19th. The donor will be responsible for requesting these transfers from their financial institution in time to ensure meeting that deadline.



# Prizes

## Promoting and trying to win prizes is **OPTIONAL**.

Each year, the Give Big team at One Valley Community Foundation works to acquire sponsorship funding to give out to participating nonprofits as prizes.

**Last year, \$20,000 worth of prizes were given out to over 40 nonprofits.**

## Why does Give Big have prizes?

Give Big has prizes for multiple reasons:

- It is one way to get more funding for nonprofit participants.
- Donating sponsorship funding is a great way for businesses to get involved.
- Possibly the most important reason of the three is that prizes encourage donors to give! Many donors get very excited about the gamification of Give Big and will give to help the nonprofit that they love to win a prize.

## Do the prizes make Give Big a competition?

While nonprofits are technically competing for prizes, the intention is not to put nonprofits against one another. The true goal of the prizes is for nonprofits to use them as a tool to encourage giving. We hope that your organization will leverage their existence to excite donors into giving. While multiple nonprofits may be competing for a single prize, we hope that each nonprofit (regardless of whether they win it) benefits from the existence of the prize. It allows nonprofits to say, "Give for the next hour and help us win the \_\_\_\_\_ prize!" The hope is that whether or not a nonprofit wins a prize, they can use them in their marketing to encourage and incentivize donors to give and, ultimately, gain more donors and funds.

## What types of prizes will be available?

To make prizes as equitable as possible, there are a wide variety of eligibility parameters for each prize. Some prizes are split by nonprofit size, others by geographic area. Many other prizes are simply random selection. For the third year, Give Big will also have prizes this year that elevate and center equity as well as a prize that celebrates nonprofit collaboration and community.

**Prizes and prize rules will be announced on April 2nd at [GiveBigGV.org/prizes](https://GiveBigGV.org/prizes).**





# Communications

## Donor Communications

**Save the Date:** The first week of April, the One Valley team will send a Save the Date postcard and email to all Give Big donors from the last two years. This will be the only direct contact One Valley has with Give Big donors. All other marketing will be more indirect, such as social media posts, TV commercials, etc. If you plan to reach out directly to your donors, keep these communications in mind.

## Nonprofit Communications

Please follow along with Give Big communications. The One Valley team will use these emails and social media posts to remind registered organizations about deadlines, training opportunities, and any potential updates or changes that may arise.

*\*The One Valley team did our best to ensure this packet is as accurate as possible. That being said, everything in this packet is subject to potential change. If anything changes, nonprofit emails will be the best way to stay as up-to-date as possible.*

### Emails

- Bi-weekly emails through April 4th
- Weekly emails for the final month
  - If you have not been receiving emails, please [fill out this form](#) or contact Angela at [angela@onevalley.org](mailto:angela@onevalley.org).
  - If you would like to add a second nonprofit representative to the 2024 Give Big email list, please [fill out this form](#) or contact Angela at [angela@onevalley.org](mailto:angela@onevalley.org).

### Social Media

- Instagram: Follow [@GiveBigGV](#)
- Facebook: Follow [One Valley Community Foundation](#)
- Use #GiveBigGV when posting on social media.

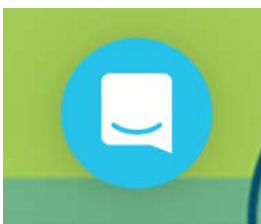




# Need Help?

There is an abundance of resources to provide guidance through your Give Big planning process! If you have questions or need help, please refer to the following:

- Refer to this document
- [GiveBigGV.org](https://GiveBigGV.org)
  - Blue chat bubble!
    - This is the easiest and fastest way to get a hold of the GiveGab team. If you have questions about anything related to the website (setting up your profile, getting verified to accept donations, downloading your donation reports, setting up matches, etc.), please reach out to GiveGab first!



- [Nonprofit Toolkit](#)
  - This resource library has links and templates for every step of Give Big planning.
- [FAQ page](#)
- [Trainings Page](#)
  - Register here for all live webinars, in-person trainings, and pre-recorded webinars.
- [Give Gab Support Page](#)
  - This support page has articles and videos on all website-related topics. Use the search bar to search for any topic and find an article with step-by-step instructions and visual aids.
- Contact the One Valley team
  - For local questions or questions that cannot be resolved with the above resources, please feel free to reach out to the Give Big team at One Valley Community Foundation:

## Jill Ellwood

Nonprofit Programming & Relations Manager

[jill@onevalley.org](mailto:jill@onevalley.org)

[406.587.6262](tel:406.587.6262) x 20

## Angela Davis

Program Coordinator

[angela@onevalley.org](mailto:angela@onevalley.org)

## Anna Burkholder

Marketing & Communications Manager

[anna@onevalley.org](mailto:anna@onevalley.org)

[406.587.6262](tel:406.587.6262) x 60



# Give Big Gallatin Valley Terms of Service

As an organization choosing to participate and collaborate as a benefiting partner, Give Big Gallatin Valley requires that you enter into this Memorandum of Understanding, which sets forth the services and duties provided by Give Big Gallatin Valley and the roles and responsibilities of all participants..

1. I confirm that my organization is a 501(c)3 and will provide our EIN for verification.
2. I confirm that my organization serves and/or is located in Gallatin County, MT.
3. I understand that One Valley Community Foundation hosts Give Big Gallatin Valley but is not responsible for the amount of money contributed to my organization through the initiative. I understand that donors choose where to place their gifts and that One Valley Community Foundation does not control this process. A participation fee refund will not be issued based on an organization's performance.
4. I understand that my organization is encouraged to focus the majority of its overall marketing efforts in the days immediately leading up to Give Big Gallatin Valley to the campaign to create a sense of county-wide excitement among donors, volunteers, media partners, and fellow nonprofits.
5. I understand and acknowledge that any events my participating organization chooses to host during Give Big Gallatin Valley are done so independently and are not the responsibility of One Valley Community Foundation.
6. I understand that only one nonprofit may register to participate under each Employer Identification Number.
7. I confirm that my organization has a website or Facebook page and that we will add the Give Big Gallatin Valley link to one or both.
8. I understand that my organization's staff, board of directors, volunteers, and donors should promote Give Big Gallatin Valley throughout the 24-hour event using social media.
9. I understand that all donations associated with Give Big Gallatin Valley must be made through [GiveBigGV.org](https://GiveBigGV.org), via check to your organization, or through One Valley Community Foundation.
10. I understand that only donations made through the Give Big Gallatin Valley website will count towards any prizes offered as part of the 24-hour event.
11. I certify that by participating in Give Big, my organization, volunteers, supporters, and staff consent to be photographed, filmed, and/or otherwise recorded. My organization's participation constitutes our consent to such photography, filming, and/or recording and their unrestricted use by Give Big.
12. I understand that if asked to participate in any interviews with newspaper, TV, or radio, I speak on behalf of all nonprofits participating in Give Big Gallatin Valley.
13. I understand that [GiveGab.com](https://GiveGab.com) is an online platform that will safely process all contributions made to the event.
14. I understand that all online donations will be disbursed within 5-7 business days via electronic funds transfer minus transaction fees. I understand that if I do not provide routing information for automatic transfer, I cannot participate.
15. I understand that all funds donated through One Valley and any prizes won by my organization will be distributed to my organization via check from One Valley, and it will be our responsibility to receive that check in the manner designated by One Valley. I understand that it is also my responsibility to deposit this check in a timely manner. Any checks not deposited within six months of Give Big will be voided, and those funds will go back to One Valley.
16. I understand that participating organizations are prohibited from donating from their own organization to their own organization.
17. The Foundation reserves the right to disqualify any organization from participating in the event and/or receiving prize dollars at any time before, during, or after the event if, in its sole discretion, it believes that there has been a breach of these rules and/or deception on the part of the organization.