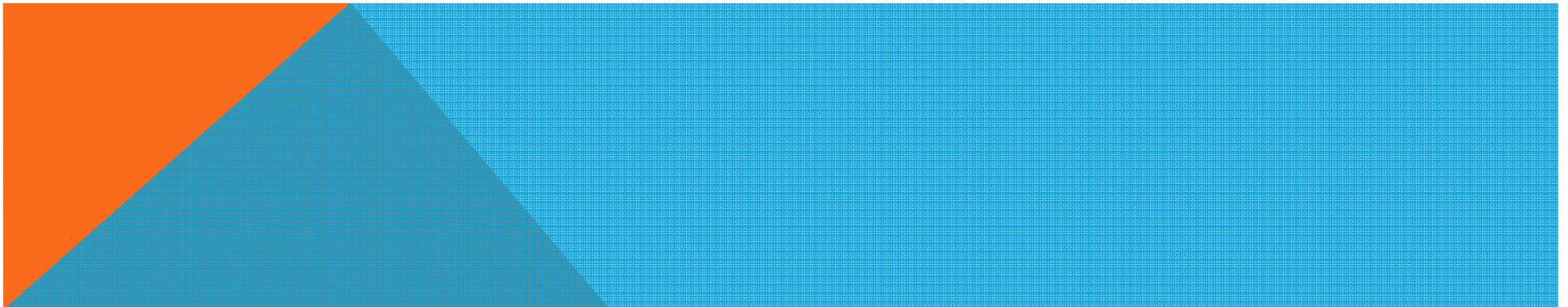


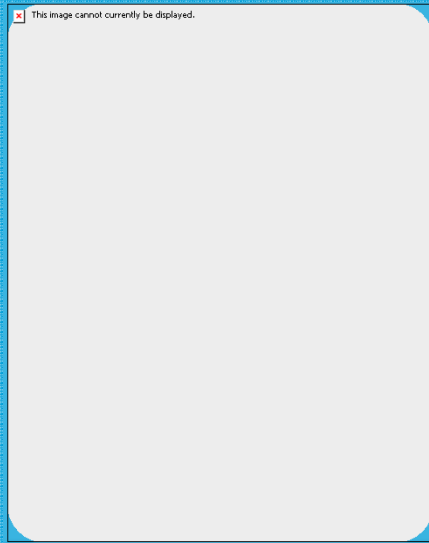
WELCOME!

PLEASE COMPLETE THE FOLLOWING STEPS WHILE WAITING FOR TRAINING TO BEGIN

- Connect your laptop to the Foundation's wireless network.
 - Access Code: #frvwire
- Go to Roanoke Valley Gives website and login to your organization's profile page
 - <https://rvgives.givebig.org>
 - Click on the white circle with three orange stripes
 - Select "Organization Login" > Enter username and password
 - Select "Edit Profile" button located above your organization's name



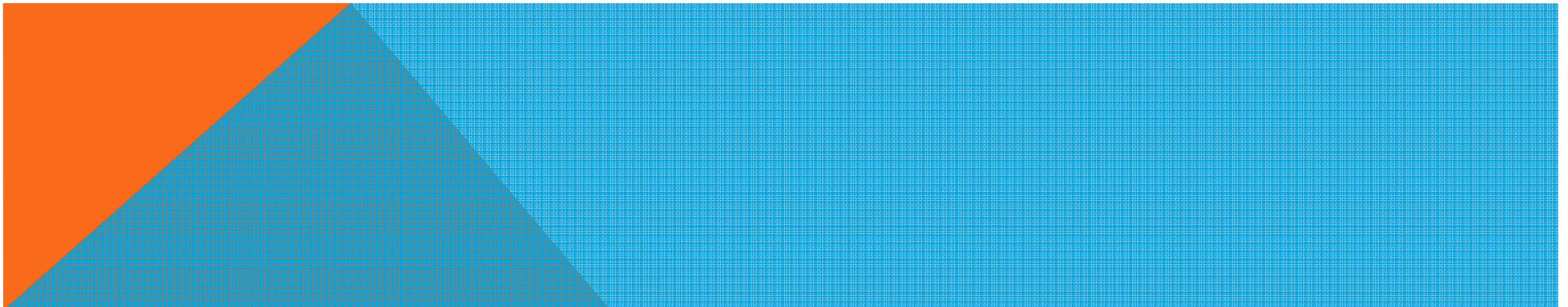
ROANOKE VALLEY GIVES
BUILDING OUT YOUR PROFILE PAGE



GET YOUR PROFILE READY!

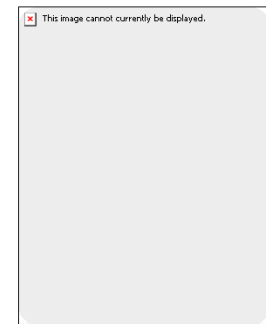
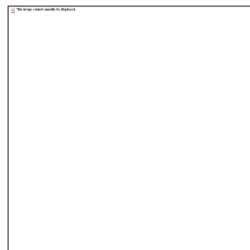
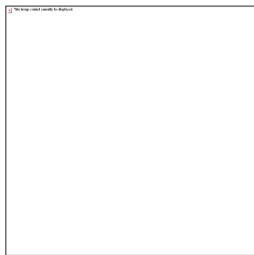
To be eligible for a giving day grant, your profile page MUST include the items below:

1. Your organization's logo. (entered as the medium avatar in the profile page)
2. A description of your organization.
3. An updated donation box .(set suggested donation amounts and remove or revise the default language "donate for")
4. Select a maximum of three categories (tags) for your organization in the Tags and Keywords portion of your page.
5. For help completing your page, go to the Nonprofit Toolkit on the Roanoke Valley Gives website where you'll find a webinar providing guidance on updating your page.



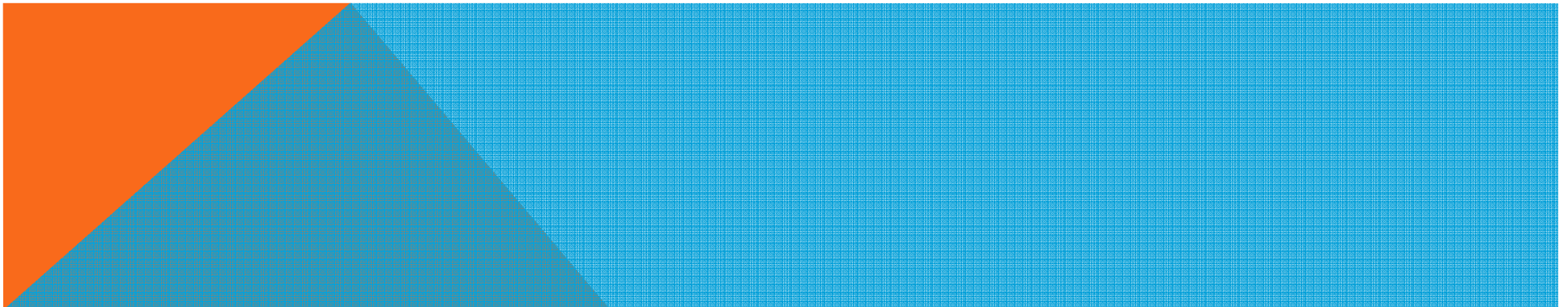
TIP #1 – COPY & PASTE

- Begin building your profile page in Microsoft Word!! Take advantage of spell check.
- When text is complete, copy and paste in Notepad in order to remove any special coding.
- Then copy and past into your Roanoke Valley Gives profile page.



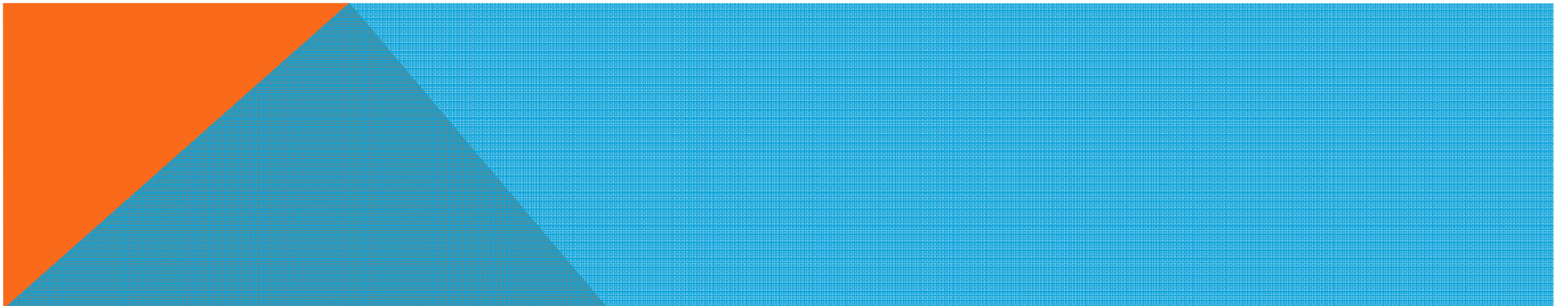
PROFILE TAB

- Select “Show Organization Information”
- Insert your fundraising goal
- **Organization Summary**
 - Approximately 200 characters
 - Seen on category page and bottom left side of profile page
- **Description**
 - Approximately 3000 characters
 - Insert video and photos here (see handout)
 - Include a link to your organization’s webpage
- **Upload medium avatar (organization logo)**
 - Size of image matters (72 dpi, compress image to 90x90 pixels)
 - Can use Microsoft Picture Manager or Paint
- **DON’T FORGET TO SAVE!!!!**



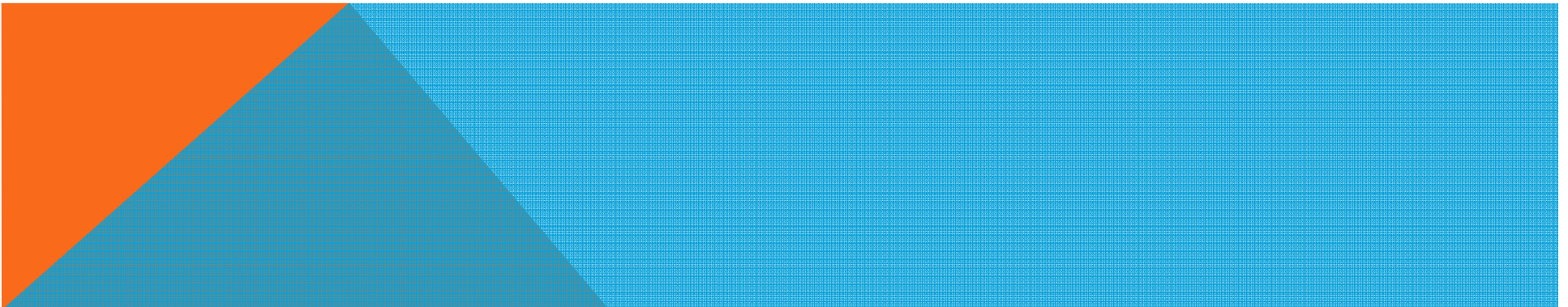
NETWORK URL

- If your nonprofit has Facebook, Twitter and/or YouTube accounts, enter complete URLs (including http://) here.
- Click SAVE to update!



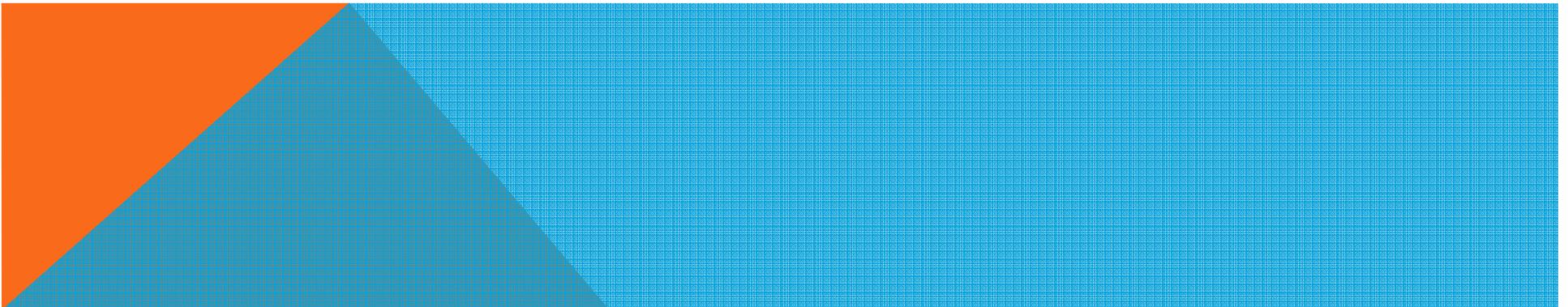
SHARE MESSAGES

- **Share Message**
 - Add a message title and a message description to display when your donors share or update their status on social networks. Click SAVE to update!
 - Example Message Title:
 - Join me and give where you live!
 - Example Message Description:
 - Join me in being a part of a movement to raise money for [ORG NAME HERE]!! Foundation for Roanoke Valley is super-charging local giving by hosting Roanoke Valley's first-ever "Roanoke Valley Gives" day on March 16, 2016. Your donation goes a long way!! Support us by donating here: [INSERT ORG PROFILE PAGE ADDRESS]
- **After Donation Share Message**
 - Add a message title and a message description to display when your donors share or update their status on social networks. Click SAVE to update!
 - Example Message Title:
 - Join me and support [ORG NAME HERE]!
 - Example Message Description:
 - I just donated to [ORG NAME EHRE]! Join me and be a part of the movement to raise funding for Roanoke Valley nonprofit organizations in 24 hours! [ORG NAME HERE] is aiming high with a goal of \$_____ to _____. Support [ORG NAME HERE] by donating here: [INSERT ORG PROFILE PAGE ADDRESS]
- **If you decide NOT to add a share message or after donation share message, a default message created by Foundation for Roanoke Valley will automatically be used.**
- **Share Messages can be sent directly from your profile page.**



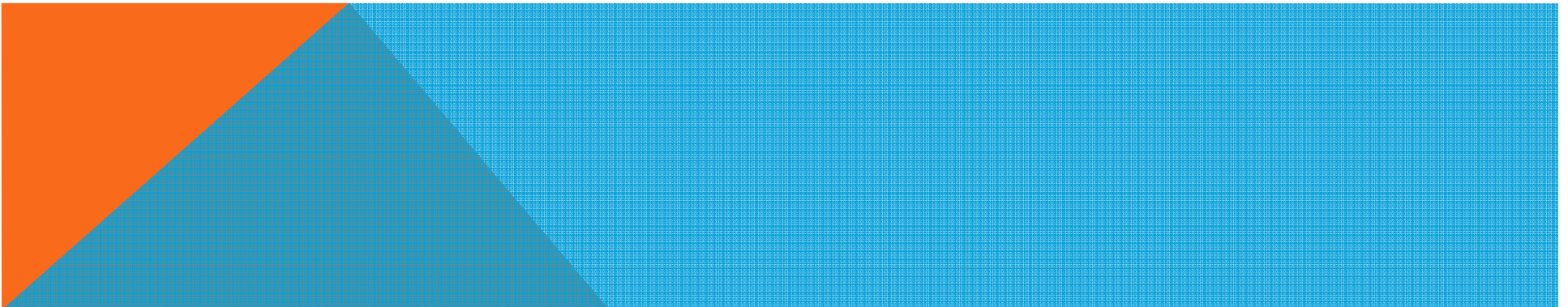
DONATE NOW

- Customize the donation fields inside the donation widget on the right. You may edit heading, description, amounts and their descriptions (Suggested minimum donation amount is \$10), and opt to offer recurring donations.
- Do NOT select “Hide widget at profile Page” OR “Hide widget at fundraiser profile Page”.
- Set suggested donation amounts for your page.
- You must either remove the “donate for” text or customize the text to describe what each contribution level supports.
- Make sure “Show Recurring” is checked so your donors can set up recurring transactions.
- Click SAVE to update!



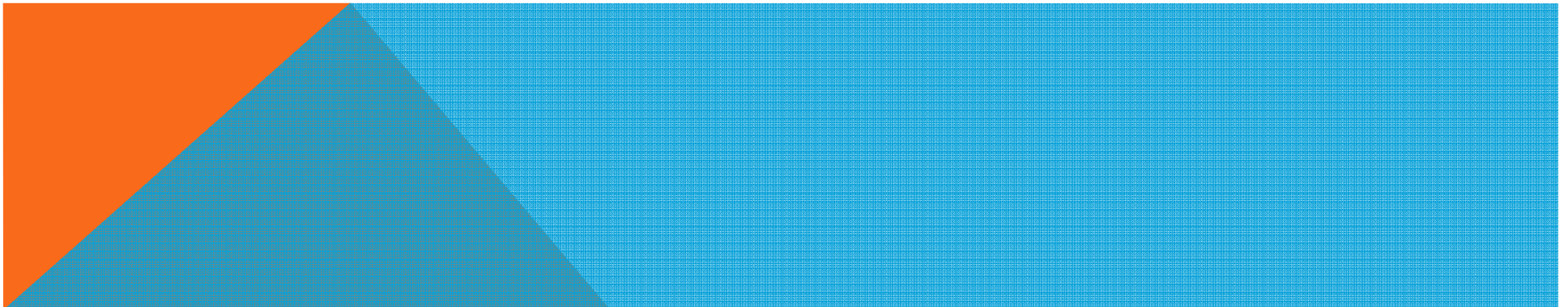
KEYWORDS & TAGS

- List keywords that a donor can search to find your organization, separated by a semi-colon. (Maximum 15,000 characters)
- Make sure you have the city/county your organization is located in AND the zip code of your organization's mailing address and/or physical address listed in the keywords box. This will allow folks to search for your organization by city/county or zip code.
- In the Tags section, **select a maximum of three categories** appropriate for your organization by moving them from the left box to the right. **You SHOULD NOT have all the categories in the right side box!!**



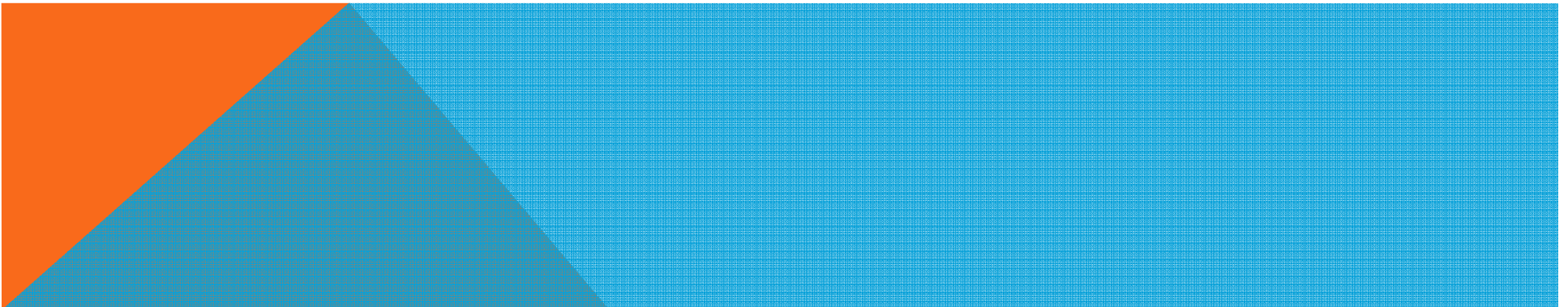
FUNDRAISER SETTING

- By checking **Accepting fundraiser** you allow people to create fundraising pages and solicit donations on your behalf.
- Enter a check to automatically approve fundraisers or if not checked, you will have to manually accept fundraisers' requests. If you manually accept fundraisers, your primary contact on your account will receive an email when a fundraiser has made a request, then you must login and approve them under **Fundraisers List** tab.
- Add Fundraiser page header. (Example: I support Foundation for Roanoke Valley!)



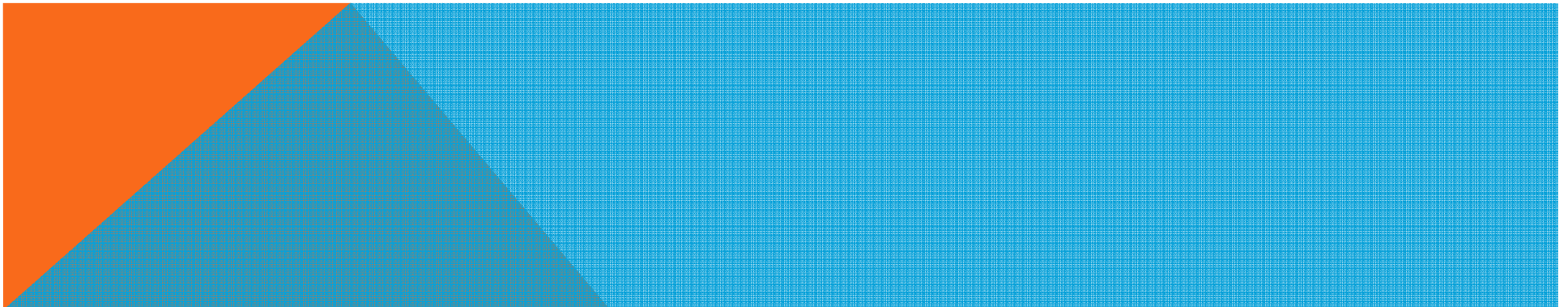
DONATE – BASIC SETTINGS

- **In the donation box:**
 - When you are logged in, click on the Donate button in the Make a Donate box on the right of your page and click on Setting just above your logo.
 - Enter your organization name for Checkout Page Name and the Donation For boxes
 - Make sure you check the Donation Scheduling box that allows your donors to set up a credit card transaction ahead of time to process on March 16, 2016 for the giving day
 - Add a Receipt Header
 - Add staff to receive notifications when donations are made



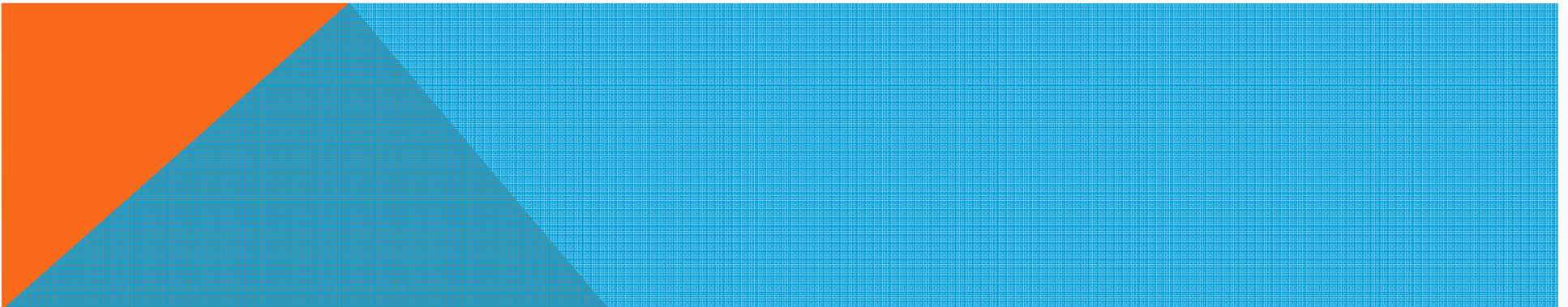
DONATIONS – PAYMENT TYPES

- **Be sure that the following payment types have been selected:**
 - American Express (default)
 - MasterCard (default)
 - VISA (default)
 - Discover (default)
- eCheck, CASH, Purchase Order or Invoice **WILL NOT BE ACCEPTED!**



DONATIONS – CUSTOM QUESTIONS

- Questions may be added to your donation page. Questions and Answers will appear on receipts and can be downloaded in reports.
- To add a question, enter your text in the **Question** field.
 - Would you be interested in volunteering?
 - Would you like more information about ORG NAME HERE?
- Use the **Mandatory** checkbox to make a question required. If a question is mandatory, then a transaction cannot complete until an answer is entered.
- Use **Display Order** to order your questions.
- Click **SAVE**.



TIP #2 – DONATION SCHEDULING

- Test your account & donation scheduling by making a small contribution through your giving page ASAP! Then check your bank account 48 hours later to ensure that the gift has been deposited.
- **If the gift does not show up in your account within 48 hours, submit a support ticket to Click & Pledge by visiting <http://help.clickandpledge.com/>**
- In the subject link include GIVEBIG – Roanoke Valley Gives and include your organization name, account number (if you have access), a link to your giving page, and a full description of the problem included.

