GlobalGiving

Accelerator

Kick Off Session

Agenda

I. Welcome & Accelerator Overview
II. Accelerator Prizes + Incentives
III. Advice + Encouragement
IV. Navigating the GlobalGiving Platform
V. Wrap-Up

Meet the team!

The Accelerator Team

Kelly

United States

Michael

United States

Kavita

India

Catrin

United Kingdom

María

Mexico

Our mission is to transform aid and philanthropy to accelerate community-led change.

What Is the GlobalGiving Accelerator?

TRAINING

CROWDFUNDING

Accelerator Training Program

NOTE: *We will record every session and share the links here*

Aug 20 (recorded)	September Accelerator Kickoff (link will be sent via email Aug. 20)
August 27 10:00am ET	Session 1: Setting SMART Goals + Project Posting Tips | **Register here**
August 28 10:00am ET	Session 2: Network Mapping + Advocates | **Register here**
August 29 10:00am ET	Session 3: Storytelling + Calendar Planning | **Register here**
August 30 10:00am ET	Session 4: Social Media + Email Strategy | **Register here**

GlobalGiving

DEADLINE

Post a project by

August 31

GlobalGiving

Accelerator Crowdfunding Campaign

September 10 at 09:00:01 EDT	Start time
September 19 from 00:00:01 to 23:59:59 EDT	Bonus day! (See the previous **Bonus Day results**)
October 2 at 23:59:59 EDT	End time (See previous **Accelerator results**)

October 8 at 3pm ET	New Partner Orientation for Graduates with GlobalGiving's Chief Program Officer (invite only)
Late October & November	Funds are distributed to organizations (See **Terms + Conditions**)

GlobalGiving

$5,000 USD

40 DONORS

SEPTEMBER 2018

GlobalGiving Accelerator Hub

Welcome to the **GlobalGiving Accelerator** Hub! The go-to spot for September Accelerator participants.

www.globalgiving.org/acceleratorhub

Important Dates

August 1	Application submission deadline
August 20	You will be notified by our staff of your application status

Accelerator Training Program

NOTE: *We will record every session and share the links here*

Aug 20 (recorded)	September Accelerator Kickoff (link will be sent via email Aug. 20)
August 27 10:00am ET	Session 1: Setting SMART Goals + Project Posting Tips | **Register here**
August 28 10:00am ET	Session 2: Network Mapping + Advocates | **Register here**
August 29 10:00am ET	Session 3: Storytelling + Calendar Planning | **Register here**
August 30 10:00am ET	Session 4: Social Media + Email Strategy | **Register here**

August 31 at midnight EDT — **Project posting deadline** | **Instructions + Tips**

Accelerator Crowdfunding Campaign

September 10 at 09:00:01 EDT	Start time
September 19 from 00:00:01 to 23:59:59 EDT	Bonus day! (See the previous **Bonus Day results**)
October 2 at 23:59:59 EDT	End time (See previous **Accelerator results**)

Register for training
Access recording & PDFs

Mark your calendars!

GlobalGiving

Leaderboards

Track your organization's progress in the Accelerator through our leaderboards! The Main Leaderboard will capture participant activity from September 10th through October 2nd, showcase your progress towards the goal of raising $5,000 from 40 donors, and display bonus prize placement and rank. The Bonus Day Leaderboard will be live for 24 hours on Wednesday, September 19th, and will track how much of the $10,000 in Incentive Fund your organization secures on that day.

MAIN LEADERBOARD | BONUS DAY LEADERBOARD

obalGiving

GlobalGiving Accelerator

Help organizations earn a spot on GlobalGiving

Terms + Conditions

Project	Donations Goal: $5,000	One Time Donors	Recurring Donors	Donor Count Goal: 40
Help 50 women in Togo learn to read and write by Organization for Women and Development International, Inc. Give Now / Share	$0 Raised / $5,000 Remaining	0	0	0 Raised / 40 Remaining
Support Special Needs Adults Working in Israel by Beit Uri Give Now / Share	$0 Raised / $5,000 Remaining	0	0	0 Raised / 40 Remaining
A Community Hall for Rural Women				

Tell us about your organization and your experience with online fundraising in the pre-Accelerator survey.

TAKE SURVEY

Meet your fellow participants on **Facebook!**

www.globalgiving.org/acceleratorhub

Visit Our Learn Library

Learn is the place to go for tips, tools, and resources that will help you make the world a better place. Check out our top picks for Accelerator participants:

TOOLS

Get Time-Saving Crowdfunding Tools

by GlobalGiving Team

Crowdfunding

TIPS

Explore Top Tips For Accelerator Success

by GlobalGiving Team

Crowdfunding

SUCCESS STORIES

Meet Inspiring Accelerator Graduates

by GlobalGiving Team

Crowdfunding

www.globalgiving.org/acceleratorhub

Downloads

Use our official visual assets to supercharge your Accelerator promotions. Here you'll find high-resolution graphic assets, including Facebook cover + share images and an email banner image.

DOWNLOAD ACCELERATOR GRAPHIC ASSETS

www.globalgiving.org/acceleratorhub

Deadline: Post a project by Friday, August 31st!

Here are quick project posting **instructions** and **tips**.

POST YOUR PROJECT

GlobalGiving

Questions? Send us an email at **accelerator@globalgiving.org**
or give us a call at +1 (202) 232-5784. We are happy to help!

TERMS AND CONDITIONS

What is GlobalGiving's platform fee?

GlobalGiving is not just a platform.

GlobalGiving is...

... our connection to **hundreds of companies**.

... a nonprofit **committed** to our success.

... our **donor management** tool.

... our connection to **500,000+ donors** around the world.

... **helping us improve** our programs.

... **there for us** if disaster strikes.

... a thriving **community.**

... a **credible** reference.

... an inspiring **source of ideas**.

... a powerful **network.**

... a valuable **coach**.

... part of our team!

... our secret to **raising more** online.

... **just a phone call** away.

ACCELERATOR
PARTICIPANTS

12%

platform fee

plus a 3% processing fee
until $5,000 is raised

GlobalGiving

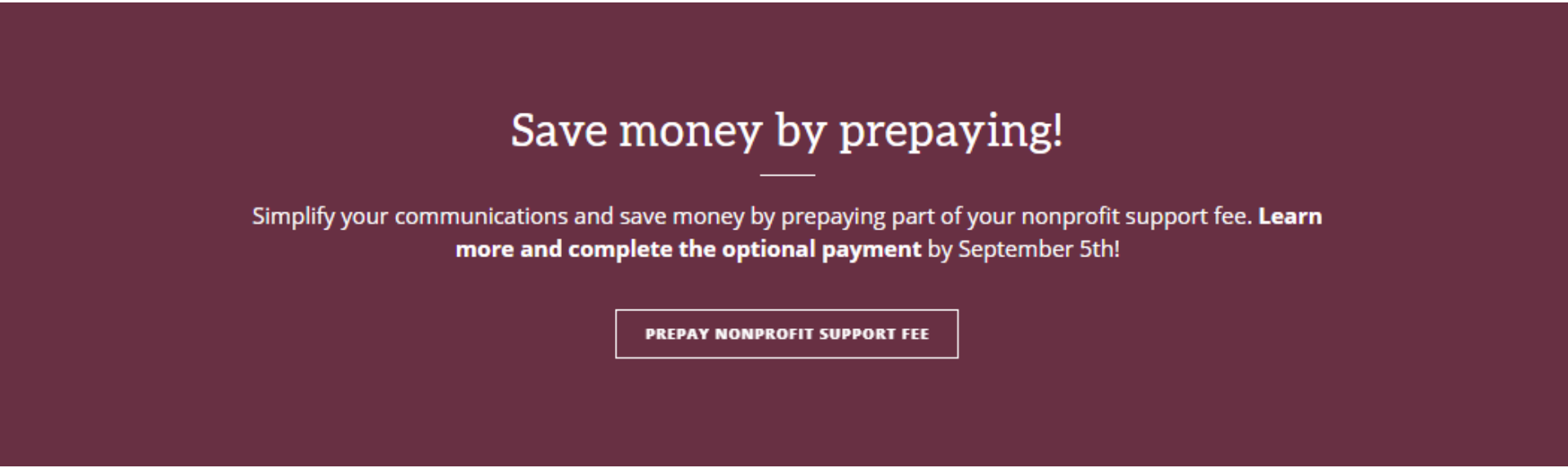
US/UK
NONPROFIT PARTNERS

5%
platform fee
plus a 3% processing fee

NON-US/UK
NONPROFIT PARTNERS

7%
platform fee
plus a 3% processing fee

www.globalgiving.org/aboutus/fee/



www.globalgiving.org/acceleratorhub

Prepay your Accelerator Fee

Simplify your communications. Save money.

GlobalGiving retains a **12% nonprofit support fee** on donations until $5,000 is raised. By **prepaying $200** before the start of the Accelerator campaign, you can **lock-in** a reduced fee of 7% for all donations (5% for US and UK registered organizations).

How does this save your organization money.

Without paying in advance, the first $5,000 you raise on GlobalGiving incurs a 12% nonprofit support fee ($600). When you pay in advance, your fee on the first $5,000 drops to 5% ($250) or 7% ($350).

Potential savings for a US or UK registered organization: $150
Potential savings for organizations registered in other countries: $50

Note: All donations also incur a 3% third party transaction fee

COMPLETE $200 PAYMENT BEFORE SEPT. 5, 2018

To date, organizations that pay in advance have a 91% Accelerator graduation rate!

GlobalGiving

Agenda

I. Welcome & Accelerator Overview
II. Accelerator Prizes + Incentives
III. Advice + Encouragement
IV. Navigating the GlobalGiving Platform
V. Wrap-Up

What happens after you raise $5,000 from 40 donors?

GlobalGiving
Accelerator
GRADUATE
2018

Why Join?

What partnership looks like with GlobalGiving:

Professional, Personalized Fundraising Pages
Tell your story in a clear and compelling way and invite your donors to give the way they want. Whether they give once or monthly, your supporters can donate using more than 10 secure payment methods.

Training and Support For Your Level
Join one of our webinars, training academies, or workshops. Or, delve into our training library, set up a one-on-one phone consultation, or host a site visit from the GlobalGiving team!

Extra Funding
In 2017, our matching offers, bonus prizes, corporate partnerships, and marketing efforts drove nearly $15 million in extra funding to our partners, just for being part of GlobalGiving!

Help When You Need It
Our teams in the US, UK, India, and China are ready to support you and your donors. You can even request volunteer support for your fundraising or programs, all through GlobalGiving.

Commitment to Impact
Learn and grow with the support of your peers and the GlobalGiving team, even if it involves failure. Learning organizations earn GG Rewards points to gain more visibility and funding!

Access to Corporate Partnerships
85% of GlobalGiving nonprofits benefit from donations and grants from companies like Ford, Microsoft, Google, Facebook, TripAdvisor, and 190+ others!

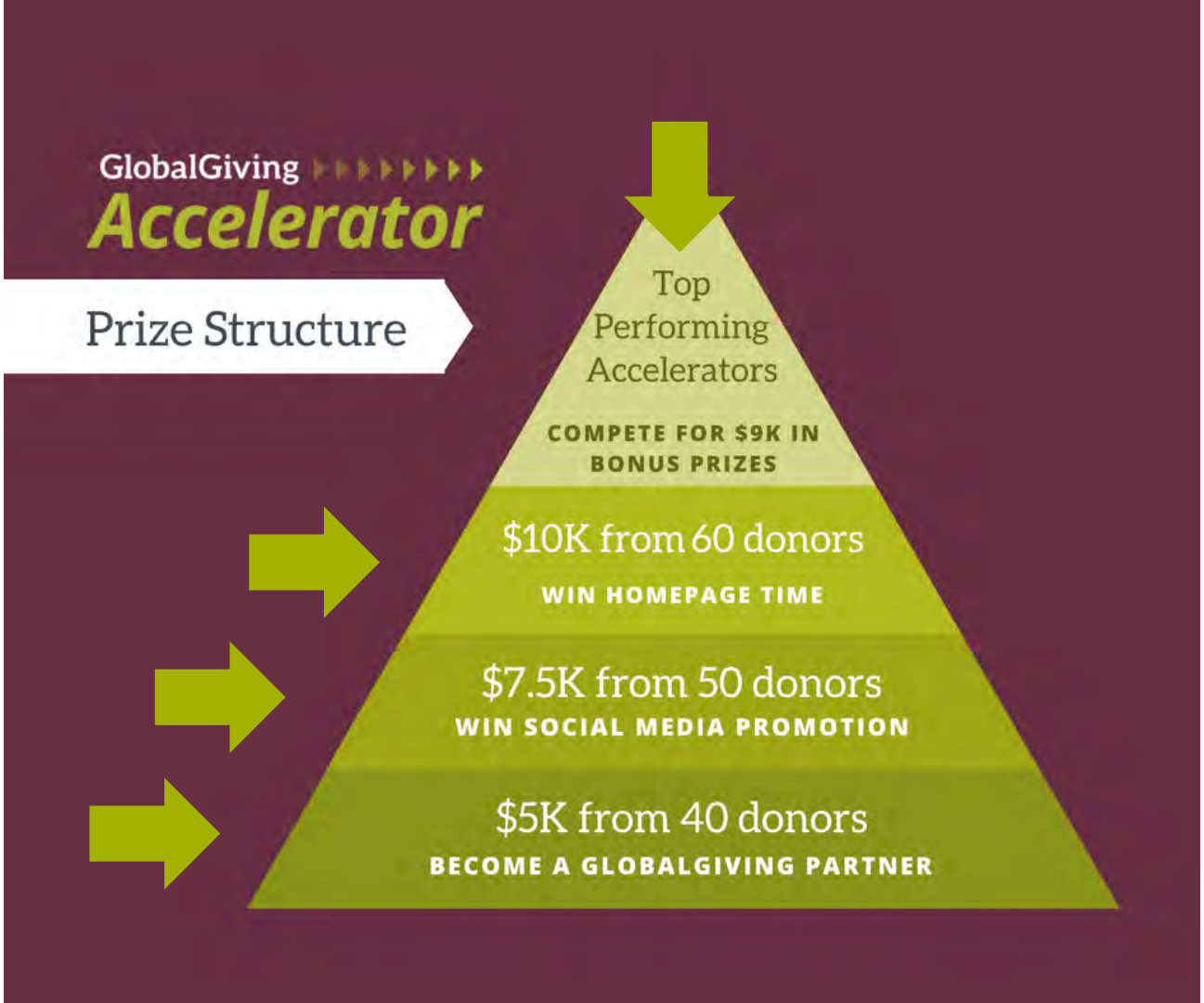
Powerful Tools
Engage your donors with thank-you notes, fundraising appeals, and project reports. Use our analytics and feedback reports to learn and improve your fundraising.

Credibility + Visibility
Let us help you gain visibility and new donors through our credibility! GlobalGiving maintains a four-star Charity Navigator rating, BBB accreditation, and GuideStar Platinum certification.

Tax Benefits
Appeal to donors in the US and the UK who can receive tax benefits in their country for donating to your project, even if you're not based in those countries.

Disaster Support
If a major disaster strikes in your community, we've got your back. Local organizations are key to disaster relief so we'll fundraise on your behalf and deliver grant funding within days of the event.

GlobalGiving



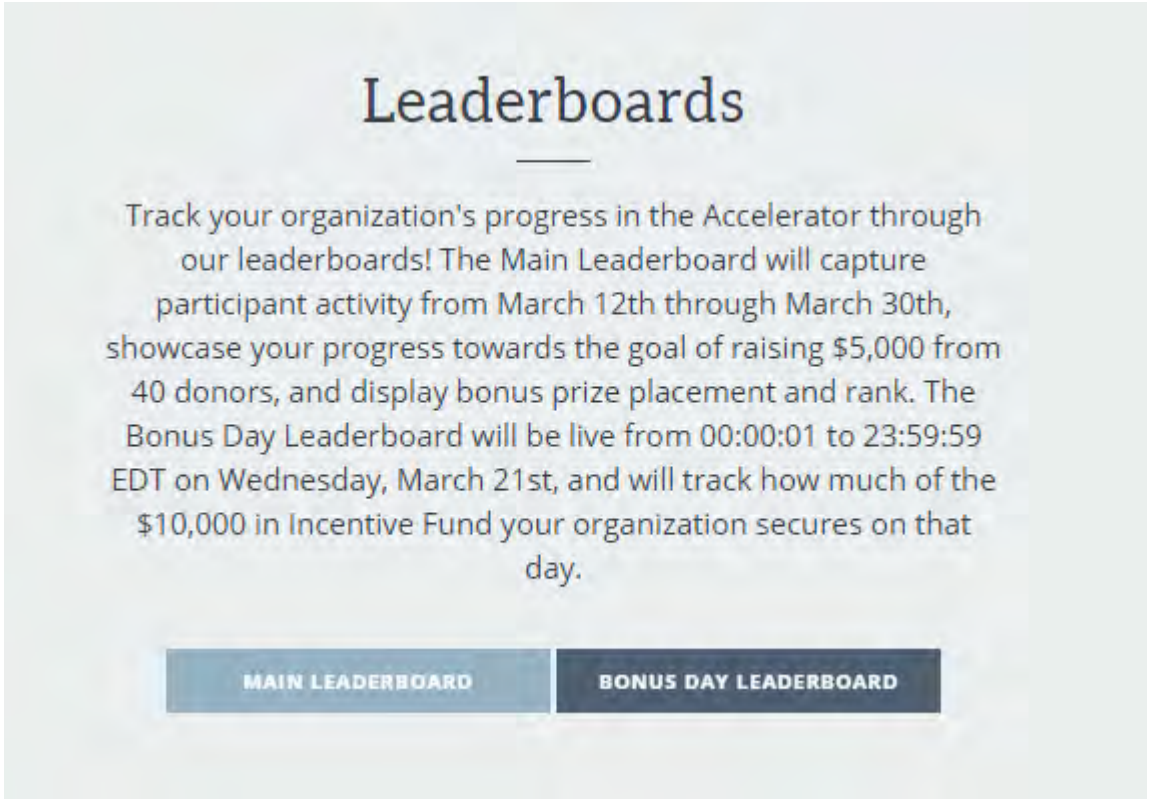
GlobalGiving

GlobalGiving

September 19th Bonus Day

- **$10,000** Incentive Fund from GlobalGiving
- This is a ***proportional*** match on unique online donations up to **$5,000**
- Bonus Day is a **full 24 hours** (00:00:00 to 23:59:59 ET)
- **Bonus Day Cash Prizes:** $500 for most funds raised and for most unique donors

* Note: Prize money will not count towards your Accelerator Goal



www.globalgiving.org/acceleratorhub

Drug Prevention and a Culture of Peace in Mexico,
a project by Instituto Mexicano de Investigacion de Familia y Poblacion

PRO TIP: RECRUIT

Monthly Donors!

Monthly Donor Incentives

- **Double Count**: Each unique recurring donation will count twice towards your goal of 40 unique donors and towards the most donor cash prizes
- **100% Match:** Each unique recurring donation up to $200/month will have their initial donation matched dollar for dollar after four automatic payments

Additional Resources!

TIPS

5 Reasons To Start A Monthly Giving Program

by Kelly Wilson

Fundraising

TIPS

How To Start A Monthly Giving Program (In 6 Simple Steps)

by Kelly Wilson

Fundraising

GlobalGiving

What happens if we don't raise $5,000 from 40 donors?

In 2017, 1 in 4 organizations that raised *something* graduated

150

Number of countries Accelerator donors came from in 2017

67%

Of Accelerator Graduates are based outside the US & UK

3

Number of times Mission Smile participated before graduating at the top

GlobalGiving

Agenda

I. Welcome & Accelerator Overview
II. Accelerator Prizes + Incentives
III. Advice + Encouragement
IV. Navigating the GlobalGiving Platform
V. Wrap-Up

Advice from Graduates!

GlobalGiving

“Don't try to raise all the money by yourself. Identify willing fundraising advocates to help and make it a team effort.”

Kara Johannes, Born to Succeed, South Africa
Results: $5,010 from 77 donors

“None of our staff members had any experience in crowdfunding.”

Hannah Sklar, Creamos, Guatemala
Results: $17,887 from 226 donors

“Attend the webinars! It can be encouraging to remember why you do what you do, and that there are many others around the world doing the same.”

Laura Collazo, The Bienvenido Project, Dominican Republic
Results: $7,858 from 110 donors

“Trust the path you have chosen. Feel proud of the work you are doing!”

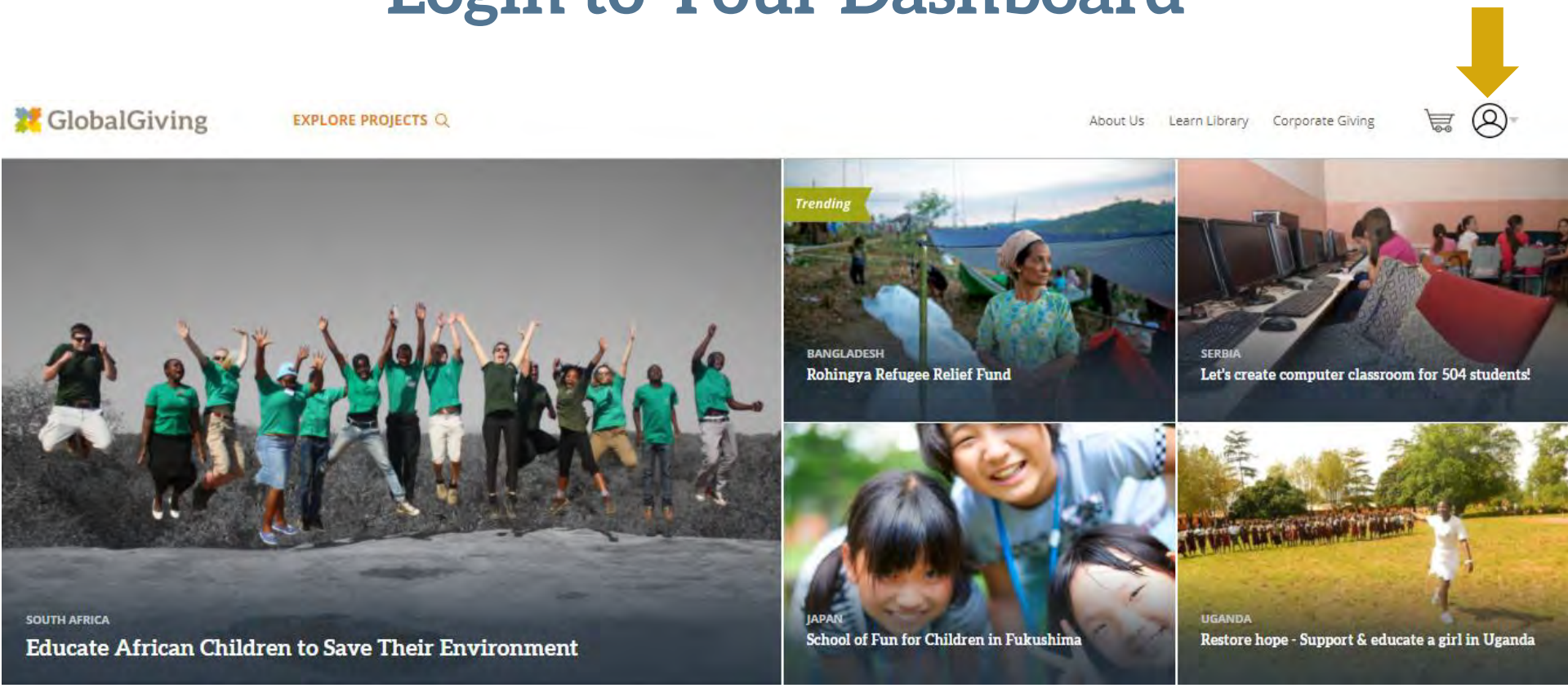
Diep Tran, For Vietnamese Stature Foundation, Vietnam
Results: $5,114 from 47 donors

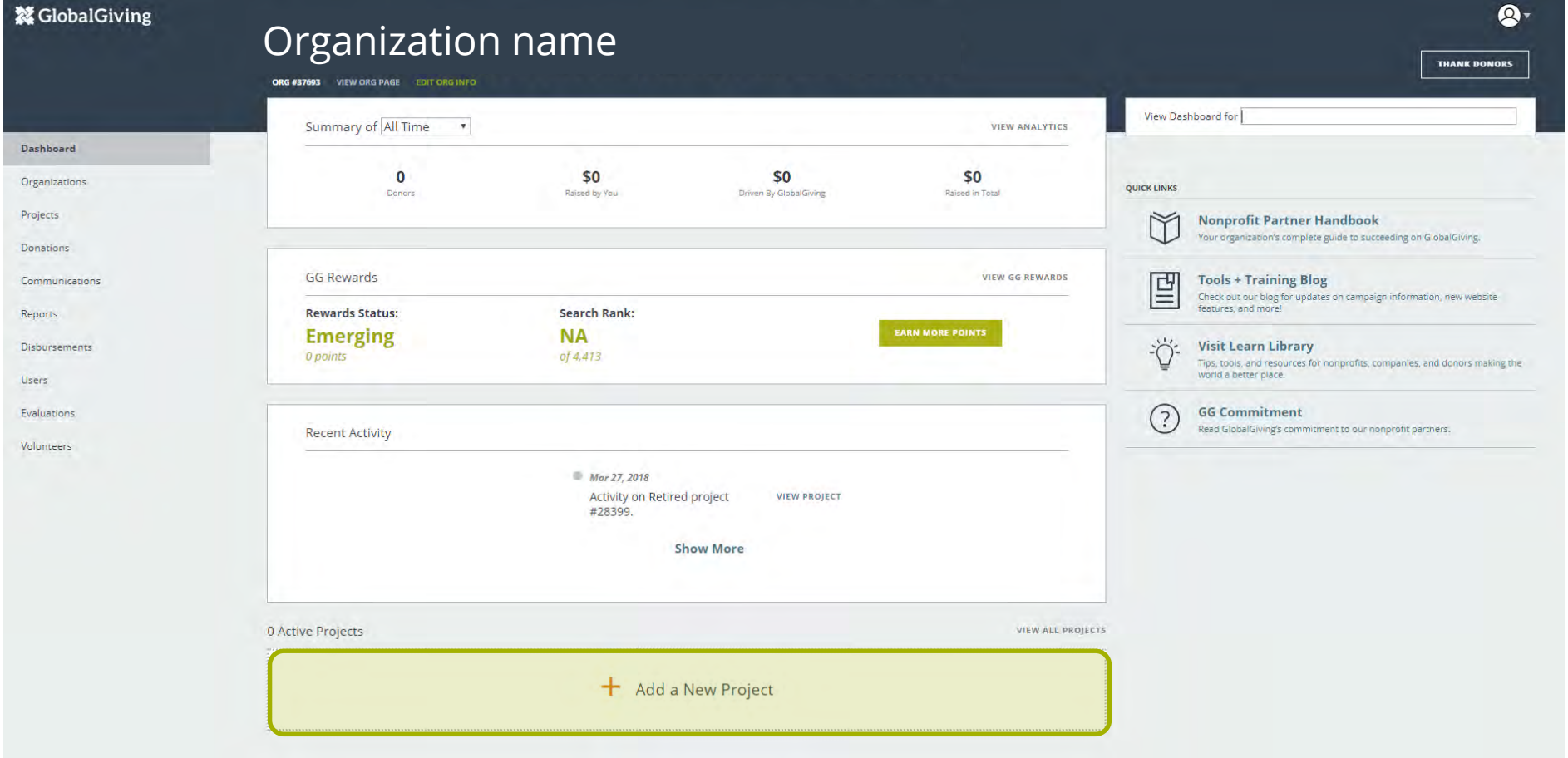
Agenda

I. Welcome & Accelerator Overview
II. Accelerator Prizes + Incentives
III. Advice + Encouragement
IV. Navigating the GlobalGiving Platform
V. Wrap-Up

Post Your Project!

Login to Your Dashboard





GlobalGiving

Edit New Lives for 124 Women of the Guatemala City Dump

BASIC INFORMATION | ADDITIONAL INFORMATION | PHOTOS + DOCUMENTS | REVIEW + SUBMIT

SAVE AS DRAFT | SUBMIT

Project Description

PROJECT TITLE

New Lives for 124 Women of the Guatemala City Dump

URL

https://globalgiving.org/projects/new-lives-for-124-women-of-the-guatemala-city-dump

PROJECT SUMMARY

We provide economic opportunity and a safe space for women who live and work around the Guatemala City Garbage Dump. Our income-generating program offers stable employment outside of the dangerous and dirty job of harvesting trash to resell, while our supportive services address the significant social and emotional challenges the women face. By fostering hope, solidarity and education in an environment of huge gender inequality and violence, we believe an alternative female reality is possible.

THEME

Women and Girls

Add a Secondary Theme

GlobalGiving

SAVE AS DRAFT

SUBMIT

GlobalGiving

DEADLINE

Post a project by

August 31

GlobalGiving

Women and Girls | *Togo* | Project #32251

Help 50 women in Togo learn to read and write

by **Organization for Women and Development International, Inc.**

Coming Soon

This project will start accepting donations on Monday, September 10, 2018 at 09:00 AM EDT:

23	23	32	16
Days	Hours	Minutes	Seconds

Get Updates via Email

your email SIGN UP

We'll only send you email updates about this project.

STORY | REPORTS | PHOTOS | SHARE

Summary

Farming can be a route out of poverty but the women of Togo face huge economic, legal and cultural barriers to creating and managing a small farming business. The Organisation for Women and Development is helping

GlobalGiving

Women and Girls | Guatemala | Project #24893

New Lives for 124 Women of the Guatemala City Dump

by Creamos

STORY | REPORTS | PHOTOS | SHARE

$21,824 raised of $25,000 goal

You last donated to this project on 04/07/2017

304 donations **$3,176** to go

DONATE NOW

Donate once | Donate monthly

$10 (USD)	allows a women to participate in exercise, health and support groups for 1-week by providing childcare for her kids
$15 (USD)	covers the cost of a woman participating and completing 6-weeks of financial literacy training
$20 (USD)	trains a woman in key business skills in order to sustain her own social enterprise
$50	provides 12-weeks of psychotherapy to a woman

GlobalGiving

But… what if we need to make an edit??

You may submit edits any time *before* or *during* the campaign, but please note GlobalGiving takes **1-3 business days** to review edits. Submit wisely and (ideally) in a batch.

Project Status

GlobalGiving

Project Status Overview

Draft PROJECT #30012

Give water give life

$0 raised of $10,000 goal

EDIT PROJECT | DONATIONS | REPORTS

Draft (Pending Approval) PROJECT #33543

Hold a month-long swim camp for 50 kids in Benin.

$0 raised of $1,800 goal

EDIT PROJECT | DONATIONS | REPORTS

Preapproved PROJECT #30078

Sponsor a child for education in India

$0 raised of $20,000 goal

EDIT PROJECT | DONATIONS | REPORTS

Active PROJECT #24549

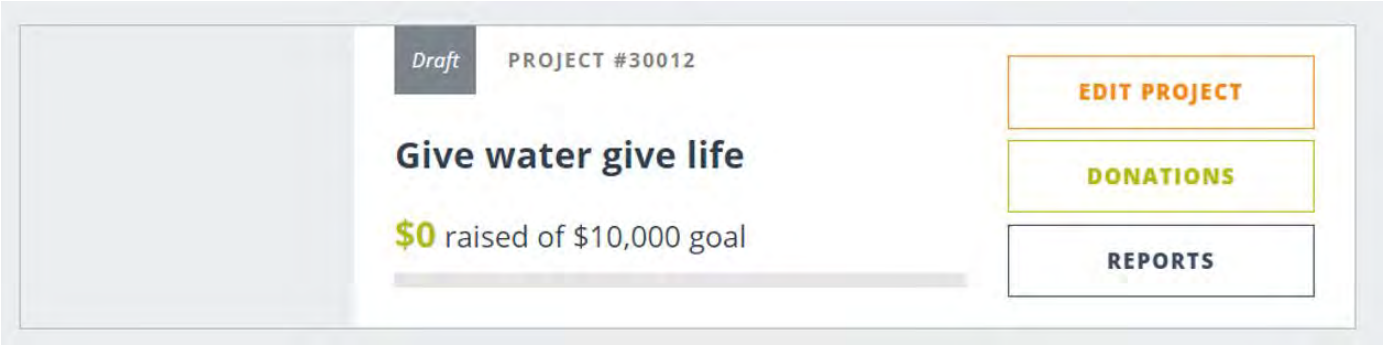
Next Report Due: Jul 29

APOPO HeroTREEs - Carbon offsetting in Tanzania

$3,634 raised of $5,000 goal

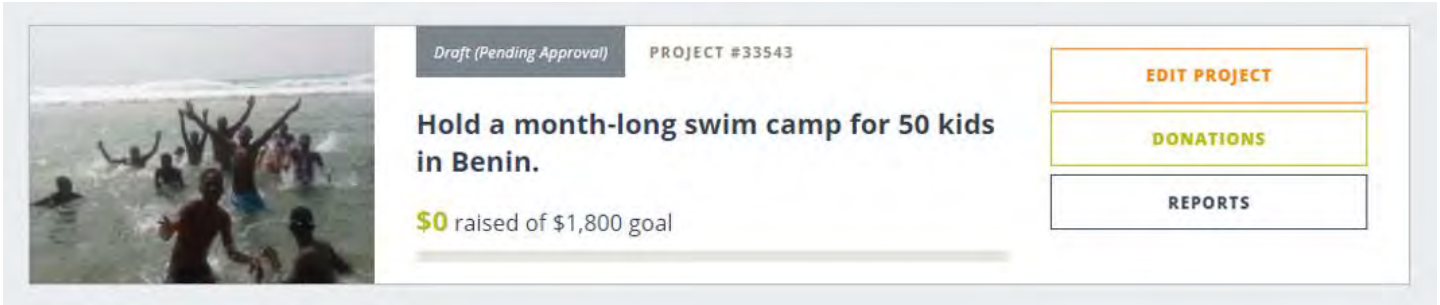
EDIT PROJECT | DONATIONS | REPORTS

Status: DRAFT



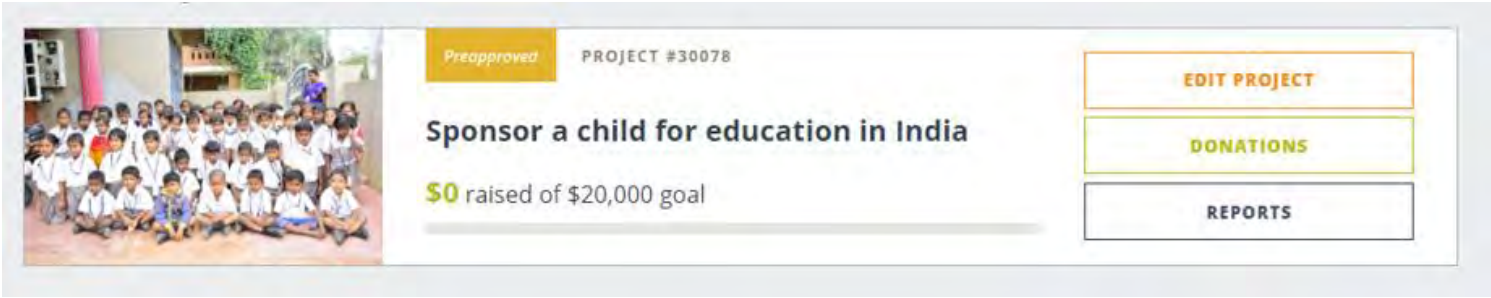
Way to start your project! When it's ready to be submitted, click SUBMIT

Status: DRAFT (PENDING APPROVAL)



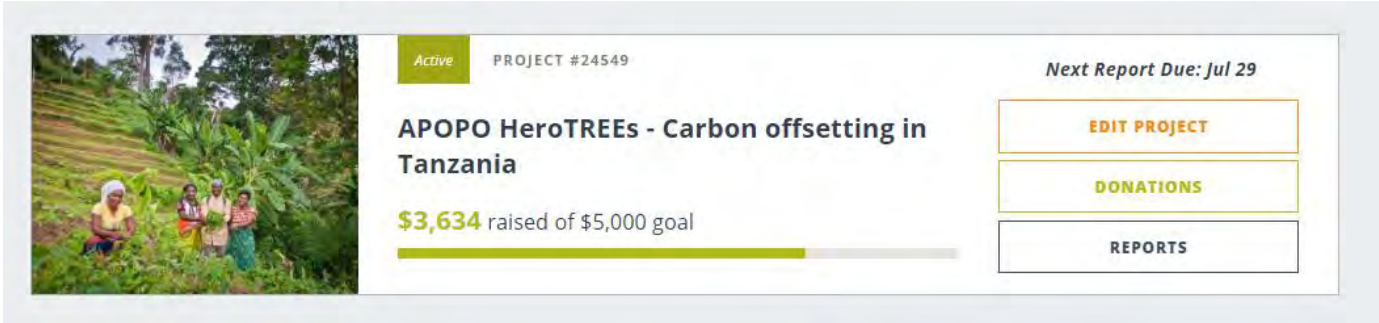
Thanks for clicking SUBMIT ! GlobalGiving has received your project and will approve within 1-3 business days.

Status: PRE-APPROVED



Your project has been approved and is ‘pre-approved’ to start accepting donations on September 10th!

Status: ACTIVE



The Accelerator crowdfunding campaign (Sept. 10 – Oct. 2) has started!

View Donations

GlobalGiving

GlobalGiving

Organization name

ORG #37693 VIEW ORG PAGE EDIT ORG INFO

- Dashboard
- Organizations
- Projects
- Donations
- Communications
- Reports
- Disbursements
- Users
- Evaluations
- Volunteers

Summary of All Time VIEW ANALYTICS

0	$0	$0	$0
Donors	Raised by You	Driven By GlobalGiving	Raised in Total

GG Rewards VIEW GG REWARDS

Rewards Status: Emerging
0 points

Search Rank: NA
of 4,413

EARN MORE POINTS

Recent Activity

Mar 27, 2018
Activity on Retired project #28399. VIEW PROJECT

Show More

0 Active Projects VIEW ALL PROJECTS

GlobalGiving

PE Admin View

- Dashboard
- Organizations
- Projects
- **Donations**
- Communications
- Reports
- Disbursements
- Users
- Applications
- Evaluations
- Volunteers
- Stories
- Analytics
- Admin

Filter: **Show:** 100 **Convert To:** USD - United States Dollars Filter
Date: **Thank You Email:** Any **Recurring:** Any

All Donations to Help Students, Families and Schools Recover (#16410) - Please do not add emails to your mailing lists

Export **Excel (CSV)** **XML**

Total: $90,469.01

Donor Name	Donor Email	Traffic Source	Payment Method	Donation Date	Recurring	Amount	Amount in USD**	Thank You
				Aug 16, 2018	No	$150	$150	Unsent
			VISA	Aug 8, 2018	No	$450	$450	Sent
			VISA	Aug 8, 2018	No	$450	$450	Sent
			VISA	Aug 5, 2018	No	$100	$100	Sent
		recurring	VISA	Aug 5, 2018	Yes (Active)	$50	$50	Sent
		recurring		Aug 3, 2018	Yes (Active)	$10	$10	Sent
			VISA	Jul 27, 2018	No	$459	$459	Sent
				Jul 19, 2018	No	$500	$500	Sent
			VISA	Jul 18, 2018	No	$425	$425	Sent
				Jul 18, 2018	No	$2500	$2500	Sent

GlobalGiving

Dashboard
Organizations
Projects
Donations
Communications
Reports
Disbursements
Users
Applications

Send Thank You E-mail to for donation of $40

Show FAQs and tips for writing great thank you email letters

To*

Example: benfranklin@gmail.com 84 characters remaining

Subject* Thank you for donating to 'Give Hope to Mothers in Myanmar with Baby Kits'

Example: Thank you for your donation! 41 characters remaining

Learn how to write great thank you emails that will get your donors to give again.

Message* B I U Paragraph

Dear

Thank you for your kind **$40** donation to the 'Give Hope to Mothers in Myanmar with Baby Kits' project on **Friday, August 17, 2018**. Every donation helps ensure that we can continue providing opportunities to those displaced by conflict.

We constantly hear news of conflict and displacement; it seems the bad news is never ending. However, there is good news but it rarely reaches us through the regular media channels. At RIJ we see and hear the good news through the beneficiaries of the projects we support. They are people who show great resilience despite the challenges they face and work hard to provide for their families and themselves.

The majority of refugees want nothing more than to live as normal a life as possible until they can return home. They do not want to flee to other countries but to stay within their region and culture. Refugees can, and do, contribute to local economies thus proving they are not always a drain on the host community.

RIJ funding provides the opportunity to be independent of others and make the best of a difficult situation.

Agenda

I. Welcome & Accelerator Overview
II. Accelerator Prizes + Incentives
III. Advice + Encouragement
IV. Navigating the GlobalGiving Platform
V. Wrap-Up

DEADLINE

Post a project by

August 31

GlobalGiving

SEPTEMBER 2018

GlobalGiving Accelerator Hub

Welcome to the **GlobalGiving Accelerator** Hub! The go-to spot for September Accelerator participants.

www.globalgiving.org/acceleratorhub

Accelerator Training Program

NOTE: *We will record every session and share the links here*

Aug 20 (recorded)	September Accelerator Kickoff (link will be sent via email Aug. 20)
August 27 10:00am ET	Session 1: Setting SMART Goals + Project Posting Tips | **Register here**
August 28 10:00am ET	Session 2: Network Mapping + Advocates | **Register here**
August 29 10:00am ET	Session 3: Storytelling + Calendar Planning | **Register here**
August 30 10:00am ET	Session 4: Social Media + Email Strategy | **Register here**

GlobalGiving

GlobalGiving

Questions?

accelerator@globalgiving.org
+1 (202) 232-5784

thank you

GlobalGiving