



June 2019 Accelerator Introduction Video

 GlobalGiving

Welcome!



Agenda

1. What is GlobalGiving?
2. What is Crowdfunding?
3. The Accelerator Program + Accelerator Hub
4. How to create + submit a project
5. Advice from Accelerator Grads + Reminders

What is GlobalGiving?

GlobalGiving is the first and largest global crowdfunding community that connects **nonprofits**, **donors**, and **companies** in nearly every country around the world. We make it possible for local organizations to access the **funding, tools, training, and support** they need to become more effective and make our world a better place.



Transforming aid and philanthropy to **accelerate** community-led change.

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.



What is crowdfunding?

A pair of hands is shown from a top-down perspective, gently cupping a small, vibrant green plant seedling. The hands are positioned centrally, with fingers slightly curled to support the base of the plant. The background is a soft, out-of-focus bokeh of green and pinkish-purple hues, suggesting an outdoor setting with flowers. The overall mood is one of care and growth.

Crowdfunding
New term, old concept

The Statue of Liberty stands tall thanks to crowdfunding!

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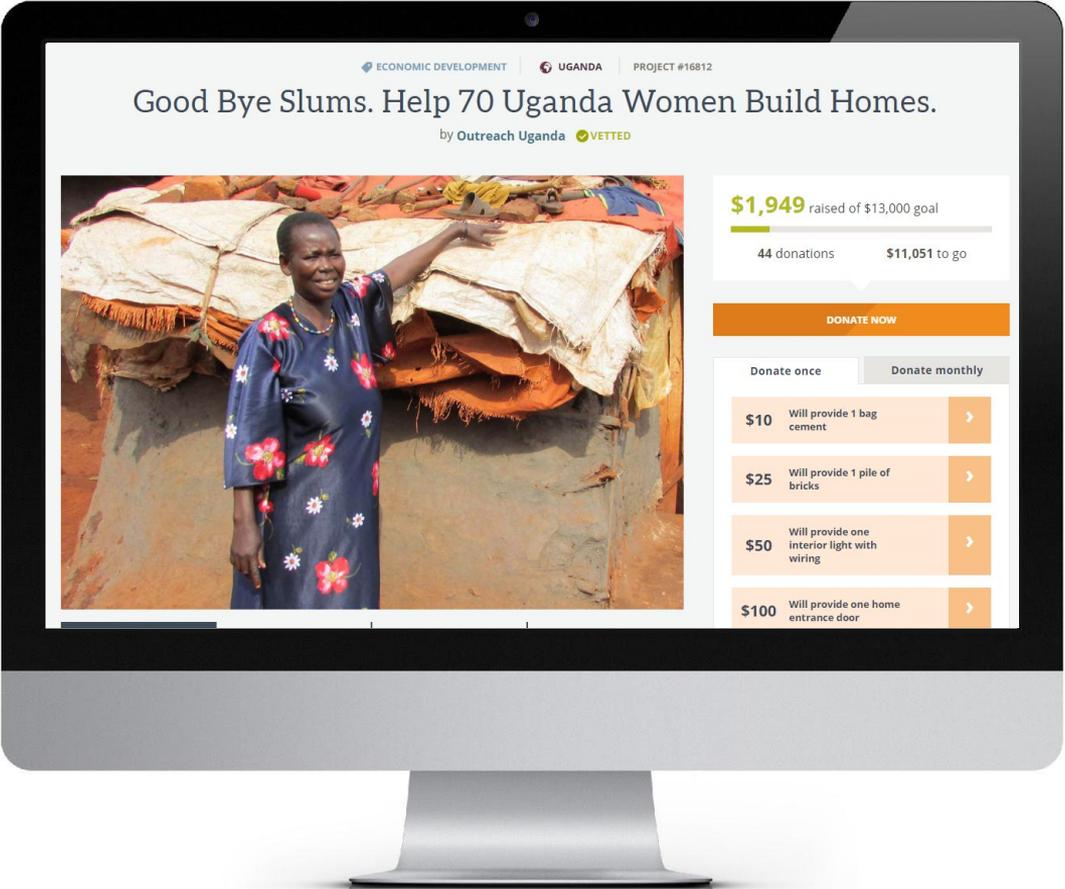
THE UNFINISHED PEDESTAL.

WHAT SHALL BE DONE WITH THE GREAT BARTHOLDI STATUE?

Retrospect of the Work Done—Money Collected and Money Expended—How Congress Failed to Give \$100,000—Condition and Prospects of the Work on Bedloe's Island—The Necessity of Immediate Action—A Liberal Contribution from the Hotel Men.



GlobalGiving is a project-based online crowdfunding platform



Crowdfunding has many benefits, here's a big one!

OFFLINE

Local

Limited to a geographic area, or the cost of having a global physical presence.

ONLINE

Global

Opens up networks quickly, cheaply, and efficiently.



“The power of
crowdfunding isn’t in the
funding, it’s in the crowd.”

MARI KURAISHI

GlobalGiving Co-Founder

The Accelerator Program

Online Training Program + Crowdfunding Campaign



The Accelerator Team



María Villalpando



Michael Gale



Kavita Mathew



Catrin Cooper



Kelly Wilson



Megan DeSisti

PHASE 1



May 17 - 27

Getting Prepared

Get ready for the Accelerator training program + campaign!

PHASE 2



May 28 - 31

Training + Project Submission

Attend the training webinars and submit your project by May 31.

PHASE 3



June 10 - 28

Crowdfunding Campaign

The campaign begins! The goal is to raise \$5,000 from 40 unique donors.

PHASE 4



June 29 - July 31

**End of Campaign Celebration
+ Next Steps**

The campaign is over, celebrate and take a break! You will receive an email with your final Accelerator status and next steps by July 5. Funds raised will be disbursed at the end of July 2019.

SESSION
1

Setting SMART Goals + Project Submission Tips

Tuesday, May 28 at 10:00am ET

[+ Show More](#)

SESSION
2

Network Mapping + Advocates

Wednesday, May 29 at 10:00am ET

[+ Show More](#)

SESSION
3

Storytelling + Calendar Planning

Thursday, May 30 at 10:00am ET

[+ Show More](#)

SESSION
4

Social Media + Email Strategy

Today is the [Project Submission](#) deadline!

Friday, May 31 at 10:00am ET

[+ Show More](#)

Project Submission Deadline



How do I become eligible for permanent partnership?

\$5,000

Dollars

40

Donors



**The power is in your
crowd.**

Track your fundraising progress on the leaderboards.

Main Leaderboard captures progress from June 10 - June 28.

Bonus Day Leaderboard captures your progress on Bonus Day, June 20, 00:00:00 - 23:59:59 ET.

Access the leaderboards on the Accelerator Hub page!



PHASE 3 OF 4

June 10 - 28

Crowdfunding Campaign

Use this three-week campaign to energize your donors and put your fundraising skills to the test. The goal is to raise **\$5,000 from 40 donors**. If you succeed, you are eligible for permanent partnership on GlobalGiving!

Track your organization's progress in the Accelerator through our leaderboards! The **Main Leaderboard** will capture the fundraising activity from the beginning to end of the campaign, showcase your progress towards the goal of raising \$5,000 from 40 donors, and display the bonus prize placement and rank. The **Bonus Day Leaderboard** captures your 24-hour opportunity to win additional prizes on June 20.

MAIN LEADERBOARD

BONUS DAY LEADERBOARD



What the Main Leaderboard looks like right now, fundraising hasn't started yet!

GlobalGiving Accelerator

Help organizations earn a spot on GlobalGiving

Starts in

23

Days

19

Hours

5

Minutes

\$0

Raised

0

Donors

[Terms & Conditions](#)

Rank*	Project	Donations <small>Goal: \$5,000</small>	One Time Donors	Recurring Donors	Donor Count <small>Goal: 40</small>	GlobalGiving Promotion	Bonus Prizes**
1	 <p>Help the orangutans of Borneo ! by Kalawett Give Now / Share</p>	<p>\$0 Raised</p> <p>\$5,000 Remaining</p>	0	0	<p>0 Raised</p> <p>40 Remaining</p>		
1	 <p>Healthy Mother Healthy Babies by Active Help Organization for Women and Children- AHOWC Give Now / Share</p>	<p>\$0 Raised</p> <p>\$5,000 Remaining</p>	0	0	<p>0 Raised</p> <p>40 Remaining</p>		
1	 <p>Help us sterilize 200 dogs from poor villages by Fundatia ROLDA Give Now / Share</p>	<p>\$0 Raised</p> <p>\$5,000 Remaining</p>	0	0	<p>0 Raised</p> <p>40 Remaining</p>		
1	 <p>Construction of a nursery for our Center by NGO AMAZON SHELTER FOR ANIMAL AND ENVIRONMENTAL PROTECTION Give Now / Share</p>	<p>\$0 Raised</p> <p>\$5,000 Remaining</p>	0	0	<p>0 Raised</p> <p>40 Remaining</p>		
	 <p>Adoption and Education trailer</p>						

How does the Accelerator recurring donor double count work?



One recurring donor counts as **two unique donors**.



If a recurring donation is **cancelled before the Accelerator ends**, the unique donor will only **count once**.



If an organization **does not graduate** from the Accelerator, their recurring donations will be cancelled.

How does the 100% recurring donation match work?



New recurring donations (up to \$200) will be matched at 100% after the **third automatic payment.**



If a recurring donation is **cancelled** before the third automatic payment, the **match will not be applied.**



If an organization **does not graduate** from the Accelerator, their recurring donations will be cancelled.

\$30,000+ in matching
funds + bonus prizes!



JUNE 20, 2019

BONUS DAY

00:00:00 - 23:59:59 ET

BONUS DAY

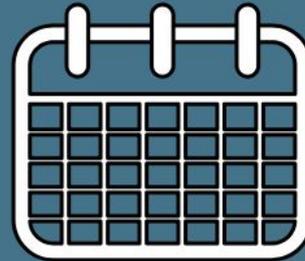
June 20, 2019

Raise more, get more!



Activate Your
Network

Earn a
proportion of
the **\$20,000**
incentive fund



Ask For Monthly

Monthly donors count
twice towards unique
donor count
100% match on monthly
donations



Win Bonus Day Prizes!

\$1,000: Most funds
raised
\$1,000: Most unique
donors

GlobalGiving ▶▶▶▶▶▶▶▶

Accelerator

Overall Prizes

June 10 09:00:00 ET - June 28, 23:59:59 ET



Most Funds Raised



Overall Bonus Prizes

Most Unique Donors



Overall Bonus Prizes

GlobalGiving ▶▶▶▶▶▶▶▶▶▶
Accelerator

**ACCELERATOR
PARTICIPANTS**

12%
nonprofit support fee
+
3% processing fee

Until \$5,000 is raised





**US/UK
NONPROFIT PARTNERS**

5%

nonprofit support fee

+

3% processing fee

**NON- US/UK
NONPROFIT PARTNERS**

7%

nonprofit support fee

+

3% processing fee

<https://www.globalgiving.org/aboutus/fee/>

~OPTIONAL~

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 prepay, your nonprofit support 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

[VISIT YOUR DASHBOARD TO CONFIRM ELIGIBILITY](#)

To date, organizations that pay in advance have a 90%+ Accelerator graduation rate!

Questions? Email us at accelerator@globalgiving.org



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



Congratulations!

Welcome to the GlobalGiving
community!



GlobalGiving ▶▶▶▶▶

Accelerator

GRADUATE

2018

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.

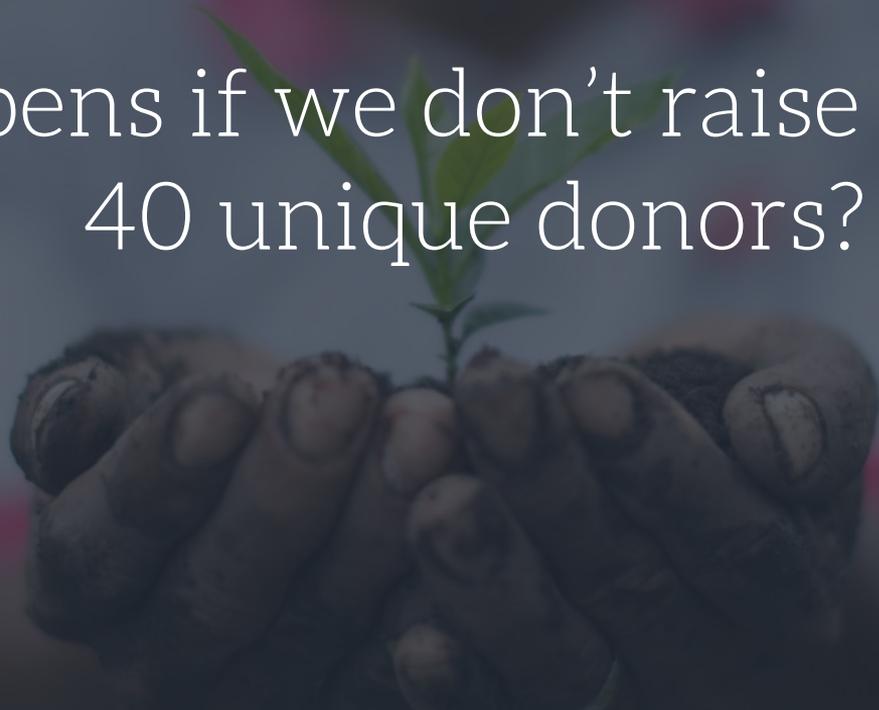


Disaster Support

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.



Try again!



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



In 2018, 1 in 4 organizations that raised *something* graduated

331

Of Accelerator
Graduates are
based outside the
US + UK in 2018

3

Number of times
Mission Smile
participated before
graduating at the
top

Let's explore the Accelerator Hub together!



<https://www.globalgiving.org/acceleratorhub>

/

How to create + submit your project

Submit Your Project

Login to your dashboard



UNITED STATES

Roots Community Market

[DONATE](#)



Trending

INDIA

Help Street Dogs in Dharamsala and Save Lives



BELIZE

Help keep Belize Bird Rescue up and running



JAPAN

Community Revitalization Project in Kumamoto



KENYA

Maternal and Child Health Clinics

ORG #37693 [VIEW ORG PAGE](#) [EDIT ORG INFO](#)

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

Summary of All Time VIEW ANALYTICS

<p>0 Donors</p>	<p>\$0 Raised by You</p>	<p>\$0 Driven By GlobalGiving</p>	<p>\$0 Raised in Total</p>
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View Dashboard for

GG Rewards VIEW GG REWARDS

<p>Rewards Status: Emerging <i>0 points</i></p>	<p>Search Rank: NA <i>of 4,413</i></p>	<p>EARN MORE POINTS</p>
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- QUICK LINKS**
- Nonprofit Partner Handbook**
Your organization's complete guide to succeeding on GlobalGiving.
 - Tools + Training Blog**
Check out our blog for updates on campaign information, new website features, and more!
 - Visit Learn Library**
Tips, tools, and resources for nonprofits, companies, and donors making the world a better place.
 - GG Commitment**
Read GlobalGiving's commitment to our nonprofit partners.

Recent Activity

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

[Show More](#)

0 Active Projects VIEW ALL PROJECTS

+ Add a New Project

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](#)



SAVE AS DRAFT

SUBMIT

Help 50 women in Togo learn to read and write

by [Organization for Women and Development International, Inc.](#)

[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

Coming Soon

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

23

Days

23

Hours

32

Minutes

16

Seconds

Get Updates via Email

[SIGN UP](#)

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

Women and Girls

Guatemala

Project #24893

New Lives for 124 Women of the Guatemala City Dump

by Creamos    



\$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



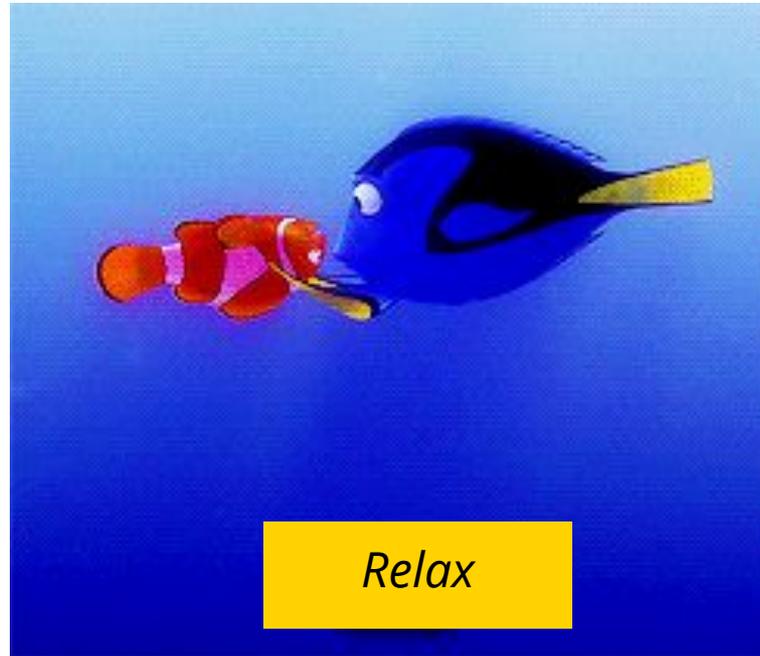
STORY

REPORTS

PHOTOS

SHARE

But...what if you need to
make an edit?

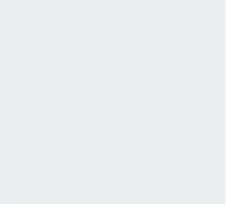


Relax

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

Project Status Overview

	<p><i>Draft</i> PROJECT #30012</p> <h3>Give water give life</h3> <p>\$0 raised of \$10,000 goal</p> <hr/>	<p>EDIT PROJECT</p> <p>DONATIONS</p> <p>REPORTS</p>
	<p><i>Draft (Pending Approval)</i> PROJECT #33543</p> <h3>Hold a month-long swim camp for 50 kids in Benin.</h3> <p>\$0 raised of \$1,800 goal</p> <hr/>	<p>EDIT PROJECT</p> <p>DONATIONS</p> <p>REPORTS</p>
	<p><i>Preapproved</i> PROJECT #30078</p> <h3>Sponsor a child for education in India</h3> <p>\$0 raised of \$20,000 goal</p> <hr/>	<p>EDIT PROJECT</p> <p>DONATIONS</p> <p>REPORTS</p>
	<p><i>Active</i> PROJECT #24549</p> <h3>APOPO HeroTREES - Carbon offsetting in Tanzania</h3> <p>\$3,634 raised of \$5,000 goal</p> <hr/>	<p><i>Next Report Due: Jul 29</i></p> <p>EDIT PROJECT</p> <p>DONATIONS</p> <p>REPORTS</p>

Status (DRAFT)

Draft PROJECT #30012

Give water give life

\$0 raised of \$10,000 goal

EDIT PROJECT

DONATIONS

REPORTS

The image shows a project status dashboard. On the left, there is a grey vertical bar. To its right, a dark grey box contains the word 'Draft' in white. Further right, the text 'PROJECT #30012' is displayed. Below this, the project title 'Give water give life' is shown in bold. Underneath the title, the fundraising progress is indicated as '\$0 raised of \$10,000 goal', with a thin horizontal bar below it. On the right side of the dashboard, there are three stacked buttons: 'EDIT PROJECT' (orange border), 'DONATIONS' (yellow border), and 'REPORTS' (black border).

Yipee! You've started your project! When it's ready to be submitted, click [SUBMIT](#)

Status (DRAFT PENDING APPROVAL)



Draft (Pending Approval) PROJECT #33543

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

\$0 raised of \$1,800 goal

[EDIT PROJECT](#)

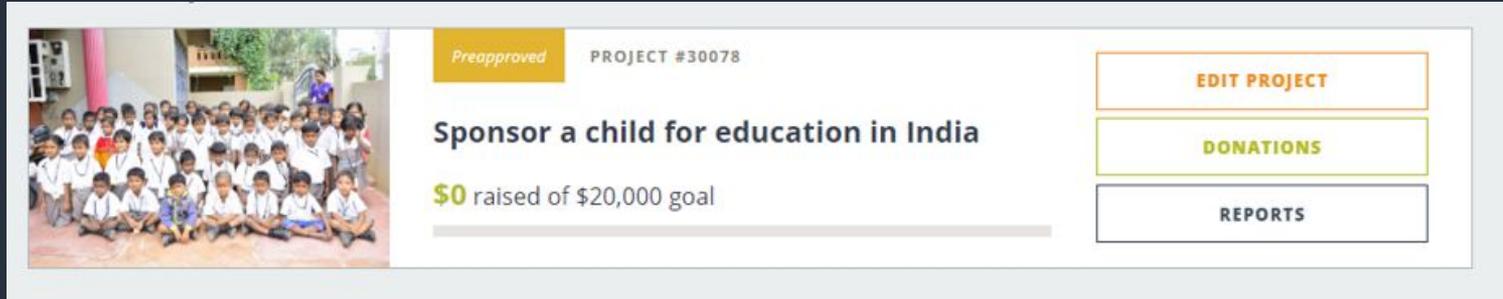
[DONATIONS](#)

[REPORTS](#)

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

Status

(PRE-APPROVED)

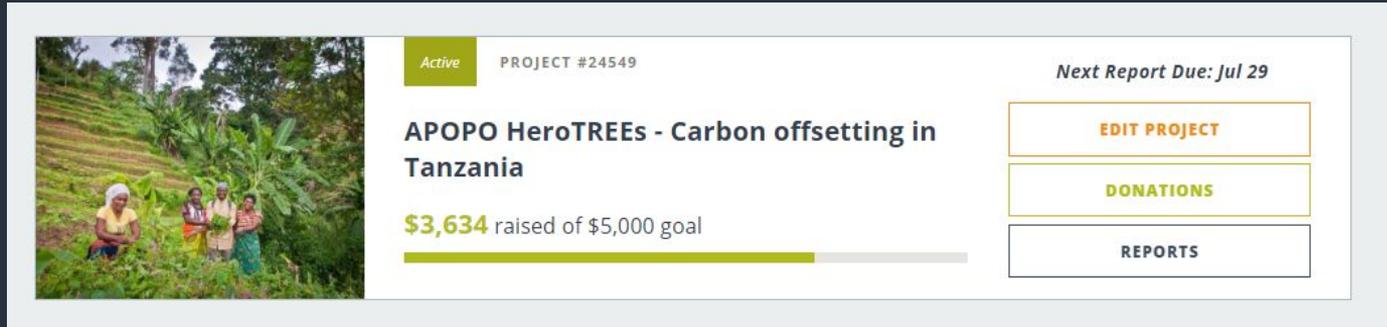


The screenshot displays a project page with the following elements:

- Image:** A group of children in school uniforms posing for a photo.
- Status:** A yellow box labeled "Preapproved" next to the text "PROJECT #30078".
- Title:** "Sponsor a child for education in India".
- Progress:** "\$0 raised of \$20,000 goal" with a horizontal progress bar below it.
- Navigation:** Three buttons on the right: "EDIT PROJECT" (orange), "DONATIONS" (green), and "REPORTS" (black).

Your project has been approved and is 'pre-approved' to start accepting donations on June 10 at 9am ET!

Status (ACTIVE)



Active PROJECT #24549

APOPO HeroTREES - Carbon offsetting in Tanzania

\$3,634 raised of \$5,000 goal

Next Report Due: Jul 29

[EDIT PROJECT](#)

[DONATIONS](#)

[REPORTS](#)

The Accelerator crowdfunding campaign (June 10-28) has started!

[View Donations](#)

Environmental Rights Action/Friends of the Earth,Nigeria

ORG #37693 [VIEW ORG PAGE](#) [EDIT ORG INFO](#)

Summary of All Time

[VIEW ANALYTICS](#)

0

Donors

\$0

Raised by You

\$0

Driven By GlobalGiving

\$0

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](#)

[+ Add a New Project](#)

View Dashboard for

QUICK LINKS



Nonprofit Partner Handbook

Your organization's complete guide to



Tools + Training Blog

Check out our blog for updates on campaign features, and more!



Visit Learn Library

Tips, tools, and resources for nonprofits to make the world a better place.



GG Commitment

Read GlobalGiving's commitment to our

PE Admin View

Filter: Show: Convert To: Filter
 Date: Thank You Email: Recurring:

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
			<small>mastercard</small>	Aug 16, 2018	No	\$150	\$150	Unsent
			<small>VISA</small>	Aug 8, 2018	No	\$450	\$450	Sent
			<small>VISA</small>	Aug 8, 2018	No	\$450	\$450	Sent
			<small>VISA</small>	Aug 5, 2018	No	\$100	\$100	Sent
			<small>VISA</small>	Aug 5, 2018	Yes (Active)	\$50	\$50	Sent
			<small>amex</small>	Aug 3, 2018	Yes (Active)	\$10	\$10	Sent
			<small>VISA</small>	Jul 27, 2018	No	\$459	\$459	Sent
			<small>amex</small>	Jul 19, 2018	No	\$500	\$500	Sent
			<small>VISA</small>	Jul 18, 2018	No	\$425	\$425	Sent
			<small>mastercard</small>	Jul 18, 2018	No	\$2500	\$2500	Sent
			<small>amex</small>	Jul 18, 2018	No	\$500	\$500	Sent

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

Refugees International Japan

ORG #30722 [VIEW ORG PAGE](#) [EDIT ORG INFO](#)

ADMIN VIEW

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.

Dashboard

Organizations

Projects

Donations

Communications

Reports

Disbursements

Users

Applications

Advice from Graduates



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

Hannah Sklar, *Creamos*,
Guatemala

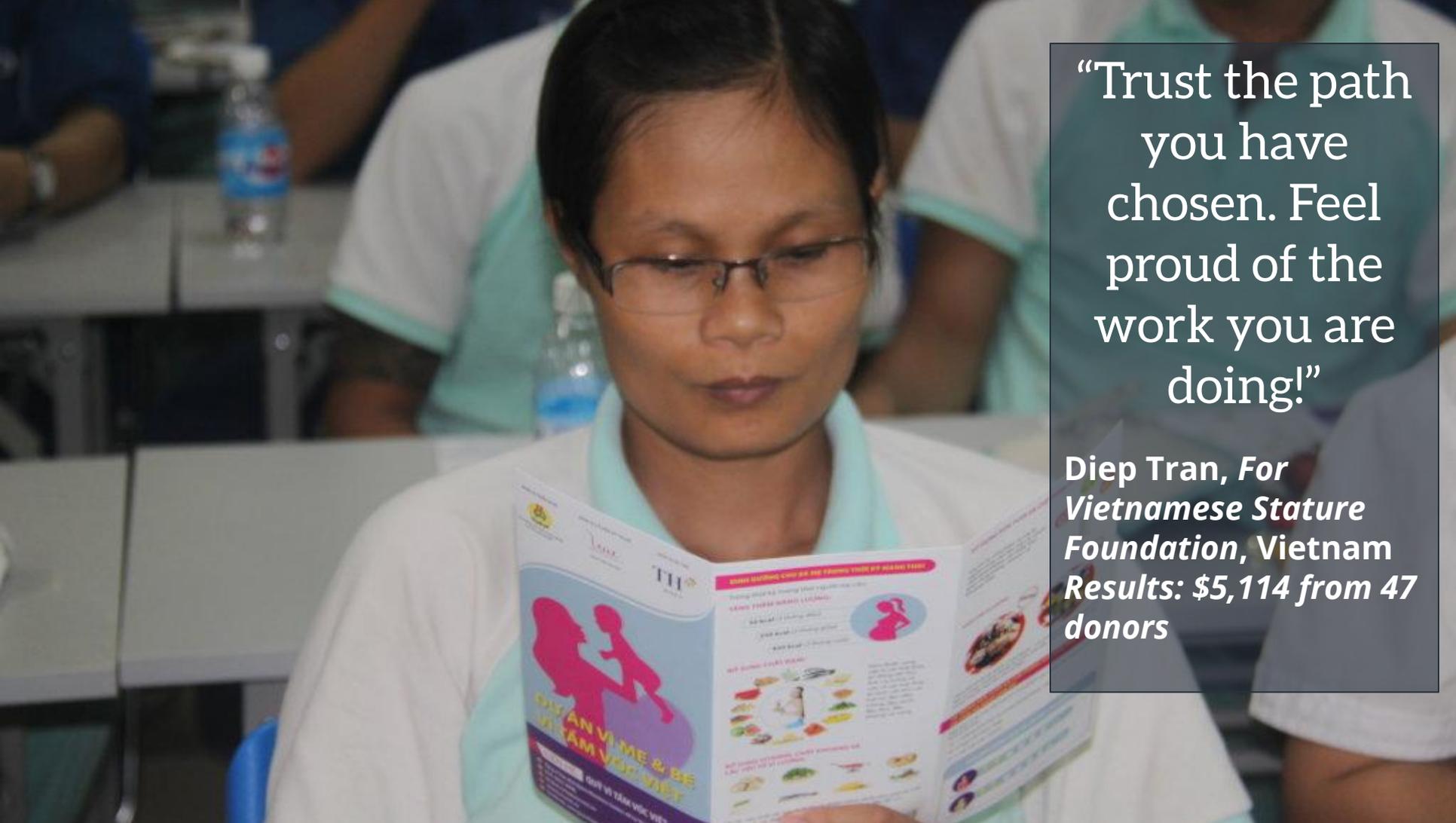
Results: \$17,887 from 226
donors



“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



“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



“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

Reminders

1. Register for training
2. Join the Accelerator Facebook group
3. Complete the Accelerator participant pre-survey
4. **Submit your project by May 31**

Project Submission Deadline



<https://www.globalgiving.org/acceleratorhub/>



Questions?

*Email accelerator@globalgiving.org,
ask in the Facebook group,
call +1 (202) 232-5784*

thank
you

