



## 2025 Big Give Gage | Nonprofit Webinar



# Webinar Agenda

## Agenda

- Intro to 2025 Big Give Gage and Neon Giving Days
- Maximizing your Organization's profile
- My Fundraisers: P2P Online Fundraising
- Donor Portal
- Q&A

## 2025 Big Give Gage: powered by Neon Giving Days

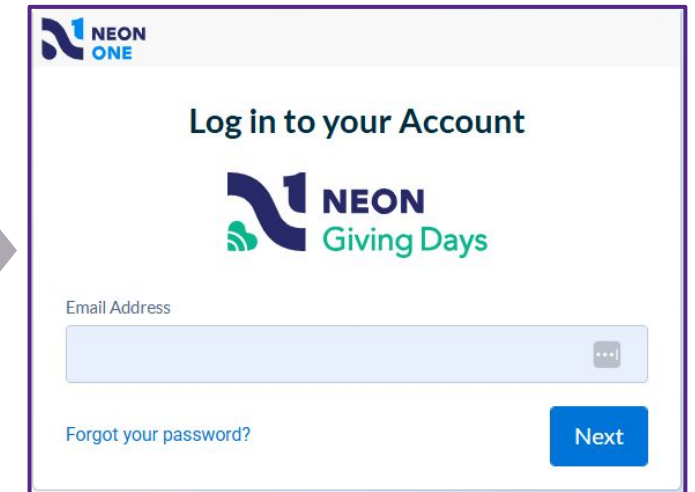
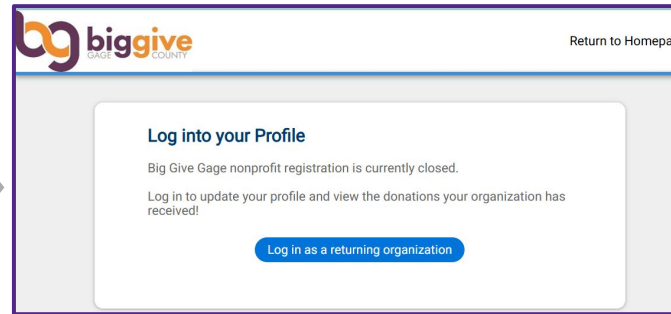
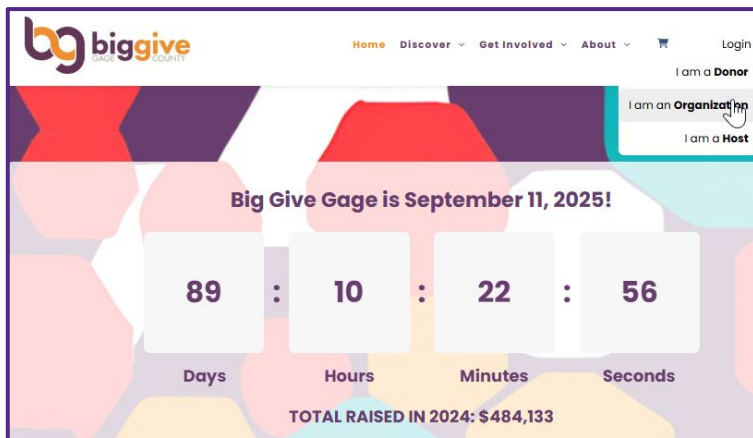


**Neon Giving Days is the technology provider for Big Give Gage 2025**

**Features:**

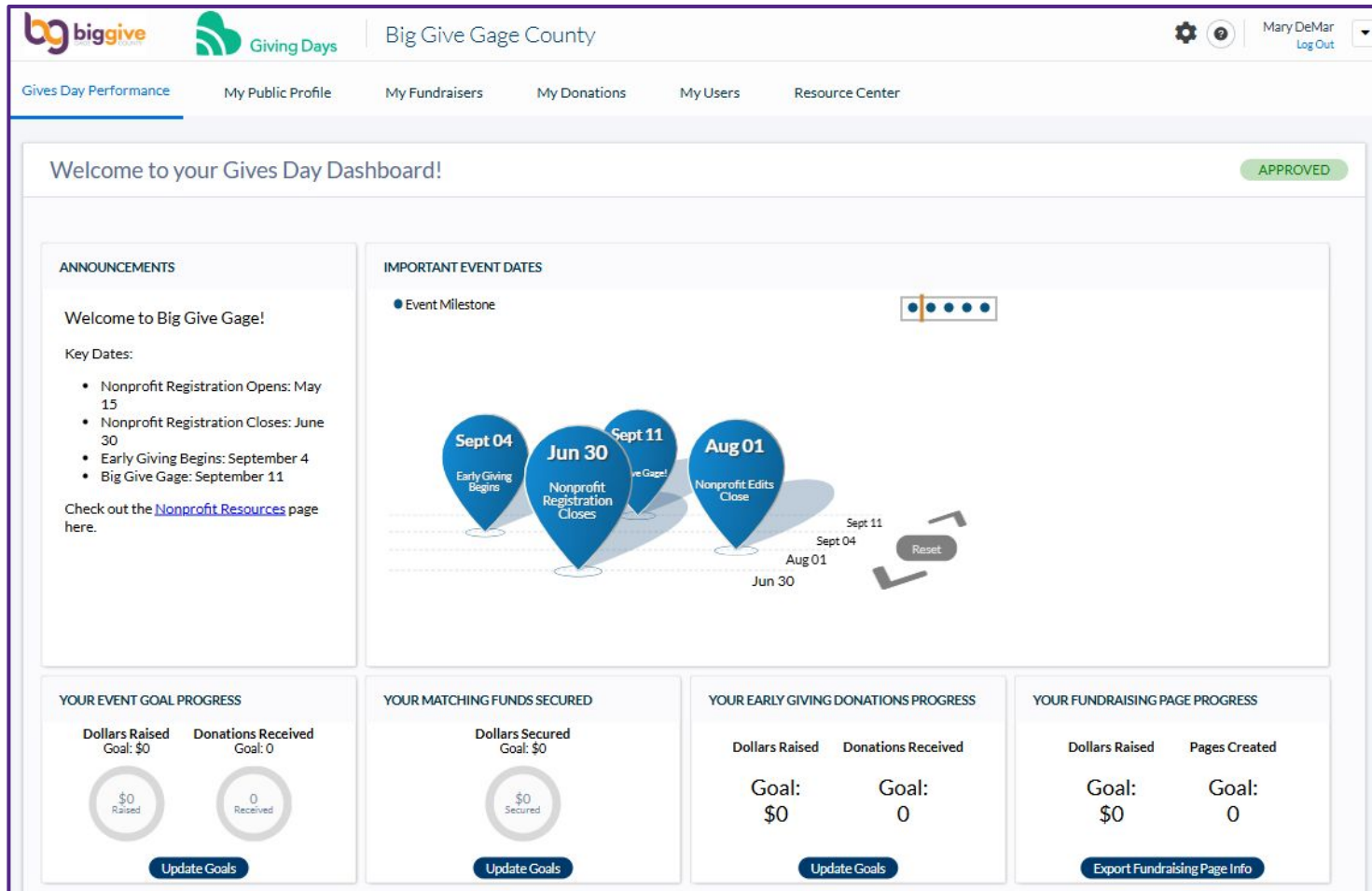
- Nonprofit admin portal
- Organization's online profile
  - Modern and mobile responsive
  - Ability to add: Programs, Volunteer Opportunities, Events, Donation Levels and Multimedia
- Donor portal
- P2P Fundraising

# Neon Giving Days: logging-in



- Log in to your organization's account by navigating to [www.biggivegage.org/](http://www.biggivegage.org/). From the Big Give Gage website, click 'Login' in the upper right corner and then select 'I am an Organization' from the drop down
  - Once on the org login screen, select 'Log in as a returning organization' to sign into your account
    - You should have created your account during the registration process
      - If you forgot your password you can click the 'Forgot your password?' link to reset it

# Dashboard: Gives Day Performance



Once you log into your organization's account, you'll land on your Gives Day Performance Dashboard which includes:

- Announcements
- Important Event Dates
- Goal progress widgets
  - Add or update your goal! This is on your profile
- My Public Profile
- My Fundraisers
- My Donations
- My Users
- Resource Center

# My Public Profile: Overview

The screenshot shows the 'My Public Profile' overview for 'Neon One Test Organization'. The page has a top navigation bar with the Big Give Gage County logo, 'Giving Days' logo, and the organization name. On the right of the top bar are settings, help, and a user profile for 'Mary DeMar' with a 'Log Out' link. Below the top bar is a main navigation menu with tabs: 'Gives Day Performance', 'My Public Profile' (selected), 'My Fundraisers', 'My Donations', 'My Users', and 'Resource Center'. A sub-menu for 'My Public Profile' is visible, showing 'Overview' (selected), 'Donation Levels', 'Multimedia', 'Programs', 'Events', 'Volunteer', 'Documents', and 'Contacts'. The main content area is titled 'Neon One Test Organization' and 'Overview'. It features a 'Profile Status' section with a calendar icon and 'Big Give Gage 2025'. A green checkmark indicates the profile is approved, with a 'To Do:' list stating 'Nothing needed! Your profile has been approved! Click here to view your public profile.' A green badge says 'Approved as of 06/13/2025'. Below this, a note mentions that updates may take up to 15 minutes to appear publicly. A sharable profile URL is provided: 'https://www.biggivegage.org/organization/test-biggivegage'. At the bottom of the page are three buttons: 'Edit My Public Profile', 'Embeddable Donation Button', and 'QR Codes', followed by a 'Support' button with a question mark icon.

## My Public Profile : Overview

- Under the 'My Public Profile' tab, there is a side navigation bar that offers the ability to maximize your profile!
- The "Overview" tab allows you to preview your profile information, make edits, and view your status and to do list.
- Grab your QR code for your marketing needs!

# My Public Profile: Tips & Tricks

## More Information on this Organization

Overview Programs Volunteer Events Fundraisers

### Organization Information

#### ORGANIZATION NAME

Neon One Test Organization

#### BUDGET

\$100,000

#### PHONE NUMBER

789-675-7788

#### ADDRESS

4545 N. Ravenswood Ave Chicago IL 60640

#### EMAIL

example@neonone.com

#### WEBSITE

https://neonone.com/

#### SOCIAL MEDIA



### Mission Statement

Neon One is a Giving Institute member, whose mission is to actively champion thought leadership that empowers generosity.

### Testimonials

Before Neon CRM, all of the departments at RHA had data in different silos [and] different spreadsheets. We would have all of this information but not be connected together. After Neon [One], all of that is located in one account."

**Review your public profile to ensure your information is precise and displays correctly.**

**Below are some tips to help your profile look tidy:**

- Set your event goal!
- Mission Statement and Testimonials: Maximum of 700 characters.
- About Us: Maximum of 1,200 characters.

# My Public Profile: Donation Levels

Donation Levels

Add a Donation Level

Tell your story! Enter Donation Levels below to tie a monetary value to a specific good or service your Organization provides. These options will populate as pre-set donation amounts in the donor cart during the checkout process.

Items per page: 25 | 1 - 4 of 4 items

1 of 1 pages

Amount	Label	
\$20.00	Books for a classroom	Hide Show
\$30.00	Meal for one child	Hide Show
\$75.00	Spay/Neuter for one pet	Hide Show
\$500.00	Feed a family!	Hide Show

Items per page: 25 | 1 - 4 of 4 items

1 of 1 pages

How your donation helps

\$25  
Lunch

\$50  
Support 1 Project

\$100  
Books

\$150  
Support Project 2

\$200  
School Supplies

\$250  
Tablet for Class

- “Donation Levels” tie monetary value to a specific good or service your organization provides.
- This helps donors get an idea of what to donate and what the donation is going towards.
- These options will populate as a pre-set donation amount in the donation cart during the checkout process.



# My Public Profile: Multimedia

Multimedia




Add multimedia entry

Upload photo files or links to YouTube/Vimeo videos below. These multimedia entries will show on your public facing profile once your Organization is approved.

Supported photo file types include: .png, .jpg, .jpeg, and .gif. Individual photo uploads cannot exceed 5MB in size.




Title: Show All ▾ Type: Show All ▾




Items per page: 25 ▾ | 1 - 3 of 3 items

Title	Type	Photo	YouTube	Vimeo
Bees	Picture			
Cute Kitten	Picture			
Test Image	Picture			

Items per page: 25 ▾ | 1 - 3 of 3 items

Multimedia





- The “Multimedia” tab allows you the opportunity to add photos and videos to your public profile!
- Photos cannot exceed 5MB. PNG and JPG images are preferred.
- YouTube and Vimeo videos must be PUBLIC on your YouTube/Vimeo account.

# My Public Profile: Programs

The screenshot shows the 'My Public Profile' page for 'Neon One Test Organization' on the Big Give Gage County platform. The 'Programs' tab is selected in the left sidebar. The main content area shows a form for adding or editing a program. The 'Active' checkbox is checked. The 'Program Name' field is empty, and the 'Budget' field is set to '\$'. Below the form is a grid of checkboxes for selecting beneficiaries, organized into four columns. The 'Support' button is at the bottom right.

**Beneficiaries**

<input type="checkbox"/> Adults	<input type="checkbox"/> Aging/Elderly/Senior Citizens	<input type="checkbox"/> Animals	<input type="checkbox"/> Asian/Pacific Islander
<input type="checkbox"/> African Americans	<input type="checkbox"/> Blind and Vision Impaired	<input type="checkbox"/> Children ages 3 to 21	<input type="checkbox"/> Children and Youth (infants - 19 years)
<input type="checkbox"/> Children birth to age 3	<input type="checkbox"/> Children Only (5 - 14 years)	<input type="checkbox"/> Crime/Abuse Victims	<input type="checkbox"/> Crime/Abuse Victims
<input type="checkbox"/> Deaf and Hearing Impaired	<input type="checkbox"/> Disabled	<input type="checkbox"/> Disabled - General or Disability unspecified	<input type="checkbox"/> Ethnic/Racial Minorities - Other Specified Group
<input type="checkbox"/> Ethnic/Racial Minorities - General	<input type="checkbox"/> Families	<input type="checkbox"/> Female Adults	<input type="checkbox"/> Female Aging/Elderly/Senior Citizens
<input type="checkbox"/> Female Children (5 - 14 years)	<input type="checkbox"/> Female Children and Youth (infants - 19 years)	<input type="checkbox"/> Female Infants/Babies (under age 3)	<input type="checkbox"/> Female Young Adults (20 - 25 years)
<input type="checkbox"/> Female Youth/Adolescents (14 - 19 years)	<input type="checkbox"/> Females	<input type="checkbox"/> Females - all ages or age unspecified	<input type="checkbox"/> LGBTQIA+ Community
<input type="checkbox"/> General Public/Unspecified	<input type="checkbox"/> Hispanics	<input type="checkbox"/> Homeless	<input type="checkbox"/> Immigrants/Newcomers/Refugees
<input type="checkbox"/> Infants/Babies (under age 3)	<input type="checkbox"/> Male Adults	<input type="checkbox"/> Male Aging/Elderly/Senior Citizens	<input type="checkbox"/> Male Children (5 - 14 years)
<input type="checkbox"/> Male Children and Youth (infants - 19 years)	<input type="checkbox"/> Male Infants/Babies (under age 3)	<input type="checkbox"/> Male Youth/Adolescents (14 - 19 years)	<input type="checkbox"/> Males
<input type="checkbox"/> Males - all ages or age unspecified	<input type="checkbox"/> Mental/Emotional Health Patient	<input type="checkbox"/> Migrant Workers	<input type="checkbox"/> Military/Veterans
<input type="checkbox"/> Native Americans/American Indians	<input type="checkbox"/> Offenders/Ex-offenders	<input type="checkbox"/> Other Minorities	<input type="checkbox"/> Other Named Groups
<input type="checkbox"/> Outdoor Recreationists	<input type="checkbox"/> People With AIDS (pwAs)	<input type="checkbox"/> Physically Disabled	<input type="checkbox"/> Poor/Economically Disadvantaged/Indigent
<input type="checkbox"/> Single Parents	<input type="checkbox"/> Individuals in Recovery	<input type="checkbox"/> Wildlife Enthusiasts	<input type="checkbox"/> Young Adults (20-25 years)
<input type="checkbox"/> Youth/Adolescents only (14 - 19 years)	<input type="checkbox"/> Disabled, General or Disability unspecified	<input type="checkbox"/> Blind & Vision Impaired	<input type="checkbox"/> Deaf & Hearing Impaired
<input type="checkbox"/> Mentally/Emotionally Disabled	<input type="checkbox"/> Females, all ages or age unspecified	<input type="checkbox"/> GLETTQ	<input type="checkbox"/> Gays/Lesbians
<input type="checkbox"/> Males, all ages or age unspecified	<input type="checkbox"/> Substance Abusers (Drug/Alcohol Abusers)		

## More Information on this Organization

**Overview** Programs Volunteer Events Fundraisers

### Senior Day Care

#### DESCRIPTION

Senior Day Care provides adult day programs for individuals with all types of disabilities, offering community engagement, health care, and personal care

#### BUDGET

\$100,000

#### BENEFICIARIES

Aging/Elderly/Senior Citizens

#### SHORT-TERM SUCCESS

Adult day service centers help support the well-being of participants by creating opportunities to build a richer, more enjoyable life while providing necessary health services. Additionally, adult day programs allow time for caregivers to work outside the home, attend to their own needs or the needs of other family members, or travel on a long- or short-term basis. Adult day services are also an affordable alternative to nursing homes and in-home care.

#### LONG-TERM SUCCESS

Many adult day service centers also provide opportunities for individuals to remain active in the community while under the care and supervision of the center's skilled nursing staff. For caregivers, many adult day service centers provide support groups to help them understand and meet their family members' needs.


- Use the “Programs” tab to highlight the important programs or projects within your organization!

# My Public Profile: Events

×

\* Event Name

\* Event Date



Start Time

End Time

\* Event Description

\* Virtual Event

-- Select --

Event Link

Please prepend your website with 'https://'

Cancel

Submit

More Information on this Organization

Overview


Programs


Volunteer


**Events**

Fundraisers

Example Event 1


 Tue, October 21 | 8:00 AM


 567 Park Ave


 Fundraiser in the park with live music, food trucks, volleyball tournaments and more!

Add To Calendar

Example Event 2

 Fri, October 31 | 4:00 PM

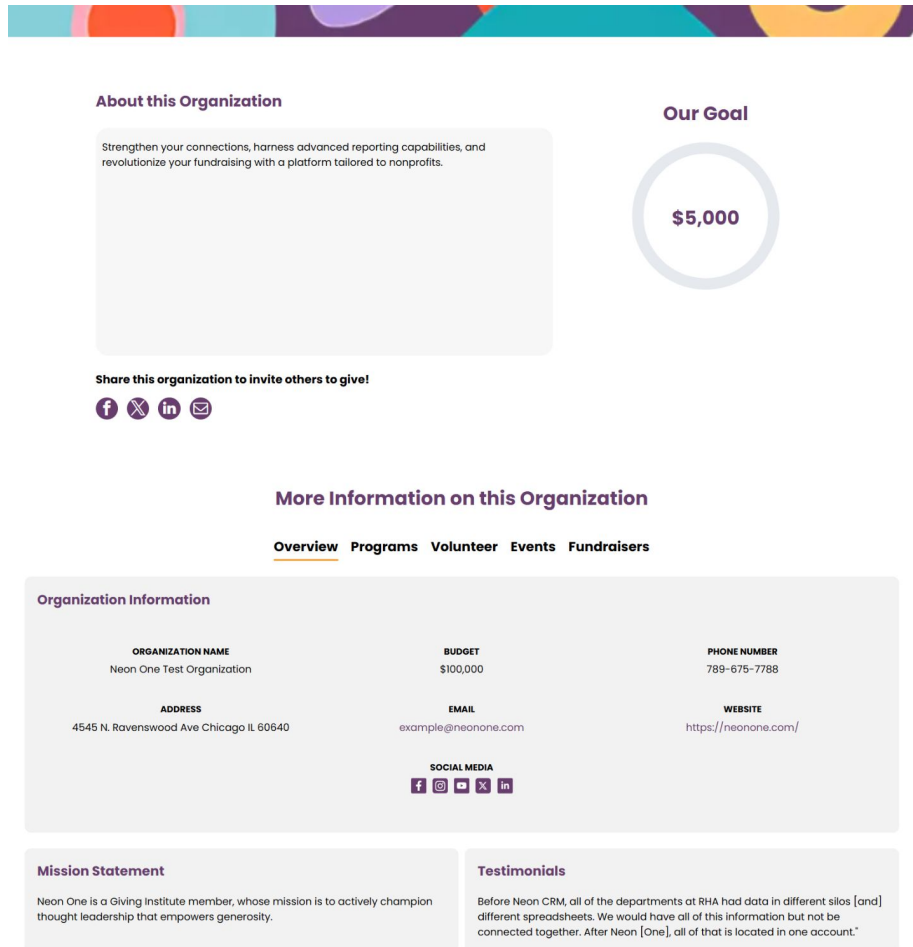
 555 Washington St

 Halloween Party

Add To Calendar

- The “Events” tab allows you to promote any upcoming events your organization will be hosting.
- This can draw more attention to your event, help gain awareness and intrigue donors to attend.

# Review: Review your live profile!



The screenshot displays a nonprofit organization's profile page. At the top, there's a header with a colorful abstract pattern. Below this, the page is divided into several sections. The 'About this Organization' section contains a mission statement: 'Strengthen your connections, harness advanced reporting capabilities, and revolutionize your fundraising with a platform tailored to nonprofits.' To the right of this is a 'Our Goal' section featuring a circular progress indicator and the text '\$5,000'. Below the 'About' section is a 'Share this organization to invite others to give!' section with social media icons for Facebook, X, LinkedIn, and Email. The 'More Information on this Organization' section has a navigation bar with 'Overview' (underlined), 'Programs', 'Volunteer', 'Events', and 'Fundraisers'. Below this is a large 'Organization Information' box containing fields for Organization Name, Budget, Phone Number, Address, Email, and Website. At the bottom of this box are social media icons. Below the 'Organization Information' box are two sections: 'Mission Statement' and 'Testimonials'.

**About this Organization**

Strengthen your connections, harness advanced reporting capabilities, and revolutionize your fundraising with a platform tailored to nonprofits.

**Our Goal**

\$5,000

Share this organization to invite others to give!

**More Information on this Organization**

Overview Programs Volunteer Events Fundraisers

**Organization Information**

<b>ORGANIZATION NAME</b> Neon One Test Organization	<b>BUDGET</b> \$100,000	<b>PHONE NUMBER</b> 789-675-7788
<b>ADDRESS</b> 4545 N. Ravenswood Ave Chicago IL 60640	<b>EMAIL</b> example@neonone.com	<b>WEBSITE</b> https://neonone.com/

**SOCIAL MEDIA**

**Mission Statement**

Neon One is a Giving Institute member, whose mission is to actively champion thought leadership that empowers generosity.

**Testimonials**

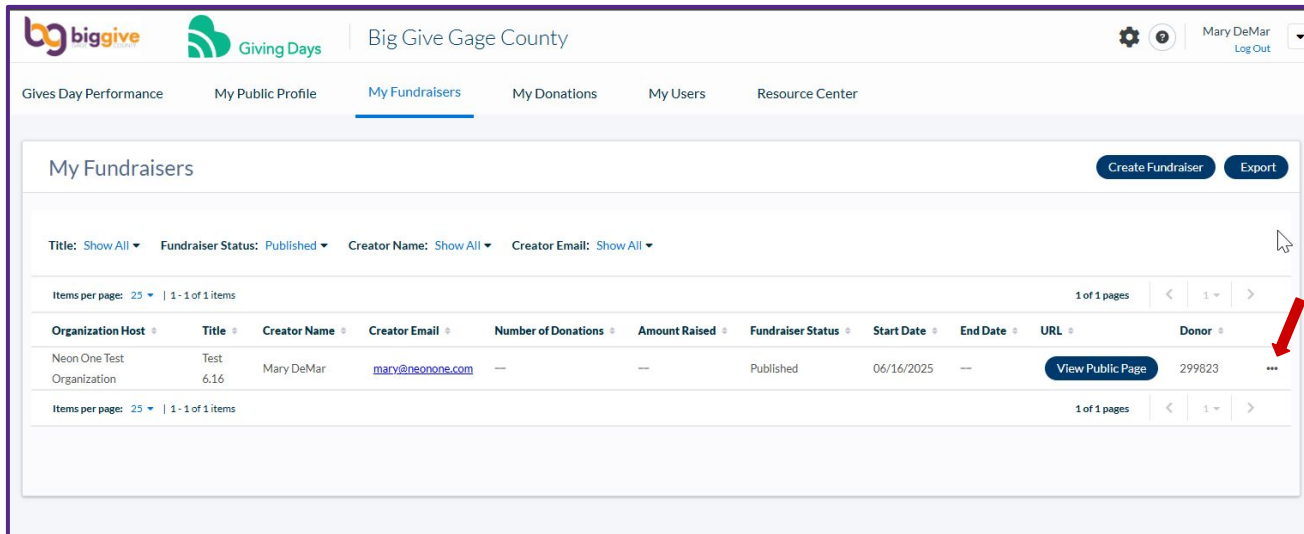
Before Neon CRM, all of the departments at RHA had data in different silos [and] different spreadsheets. We would have all of this information but not be connected together. After Neon [One], all of that is located in one account.\*

Review your profile! How does it look?

- Do you have a goal set?
- Check your text sections for typos: About, Mission
- Are you projects and programs listed under the Programs tab?

# My Fundraisers: Peer-to-Peer Fundraising

## What is P2P Fundraising? How to create a P2P Fundraiser, and how to view Fundraisers created for your organization



The screenshot displays the 'My Fundraisers' interface for Big Give Gage County. At the top, there are navigation tabs: 'Gives Day Performance', 'My Public Profile', 'My Fundraisers' (selected), 'My Donations', 'My Users', and 'Resource Center'. Below the tabs, there are filters for 'Title: Show All', 'Fundraiser Status: Published', 'Creator Name: Show All', and 'Creator Email: Show All'. A table lists the fundraisers with columns: Organization Host, Title, Creator Name, Creator Email, Number of Donations, Amount Raised, Fundraiser Status, Start Date, End Date, URL, and Donor. One fundraiser is listed: 'Neon One Test Organization' by 'Mary DeMar' with email 'mary@neonone.com', published on '06/16/2025'. A red arrow points to the three dots menu in the 'Donor' column for this entry.

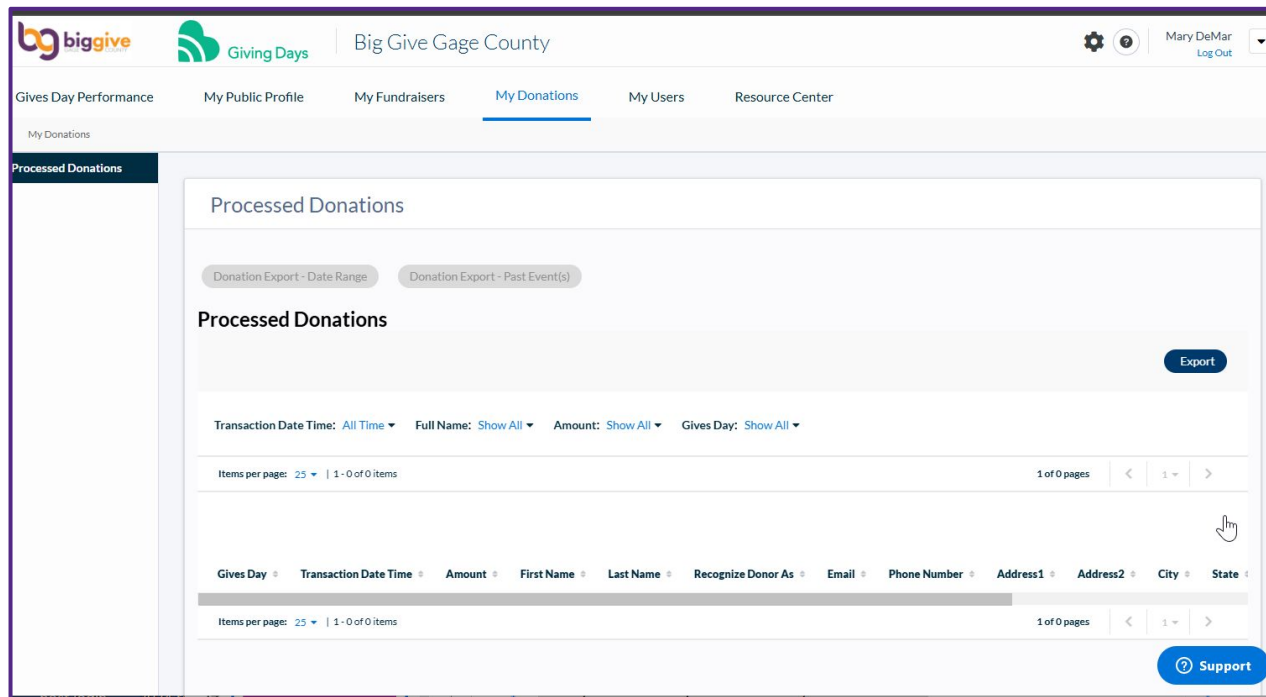
Organization Host	Title	Creator Name	Creator Email	Number of Donations	Amount Raised	Fundraiser Status	Start Date	End Date	URL	Donor
Neon One Test Organization	Test 6.16	Mary DeMar	mary@neonone.com	—	—	Published	06/16/2025	—	View Public Page	299823

Once your organization's profile is approved and public, you can create peer-to-peer fundraiser pages to advocate and raise funds for specific programs or projects!

P2P Fundraisers can also be used to allow your organization's biggest supporters or board members to become a philanthropist and create a personalized P2P campaign on behalf of your organization. Check out the [Create a Fundraiser page](#) for more information.

- To create a Fundraiser, click the My Fundraisers tab, then click the blue “Create Fundraiser” button and fill out the form.
- Current “Published” Fundraisers will populate on your list.
- You can edit or deactivate fundraisers created for your organization if needed by clicking the 3 dots.

# My Donations: Processed Donations



The “My Donations” tab will list of all your donation data **after** Big Give Gage event.

- You can filter for data by the “Gives Day” or "Transaction Date Time" filter or, use the "additional donor and donation data" option to include other donation fields such as volunteer interests.
- You can export this data to your desktop via Excel or CSV.

During Big Give Gage, you will have a recent donations preview on your Gives Day Performance Dashboard, only.

- This preview will show the most recent 25 donations.
- You can export this data to your desktop, but recommend waiting until after Big Give Gage to include all donations in a single report.

# My Users: User Management

The screenshot shows a 'Manage User' dialog box with a close button (X) in the top right corner. It is divided into two main sections: 'User Info' and 'User Settings'.

**User Info**

- Edit** button
- Updated 04/20/2022 by Maelynn Test*
- First Name**: Maelynn
- Last Name**: Test
- Email**: (empty field)

**User Settings**

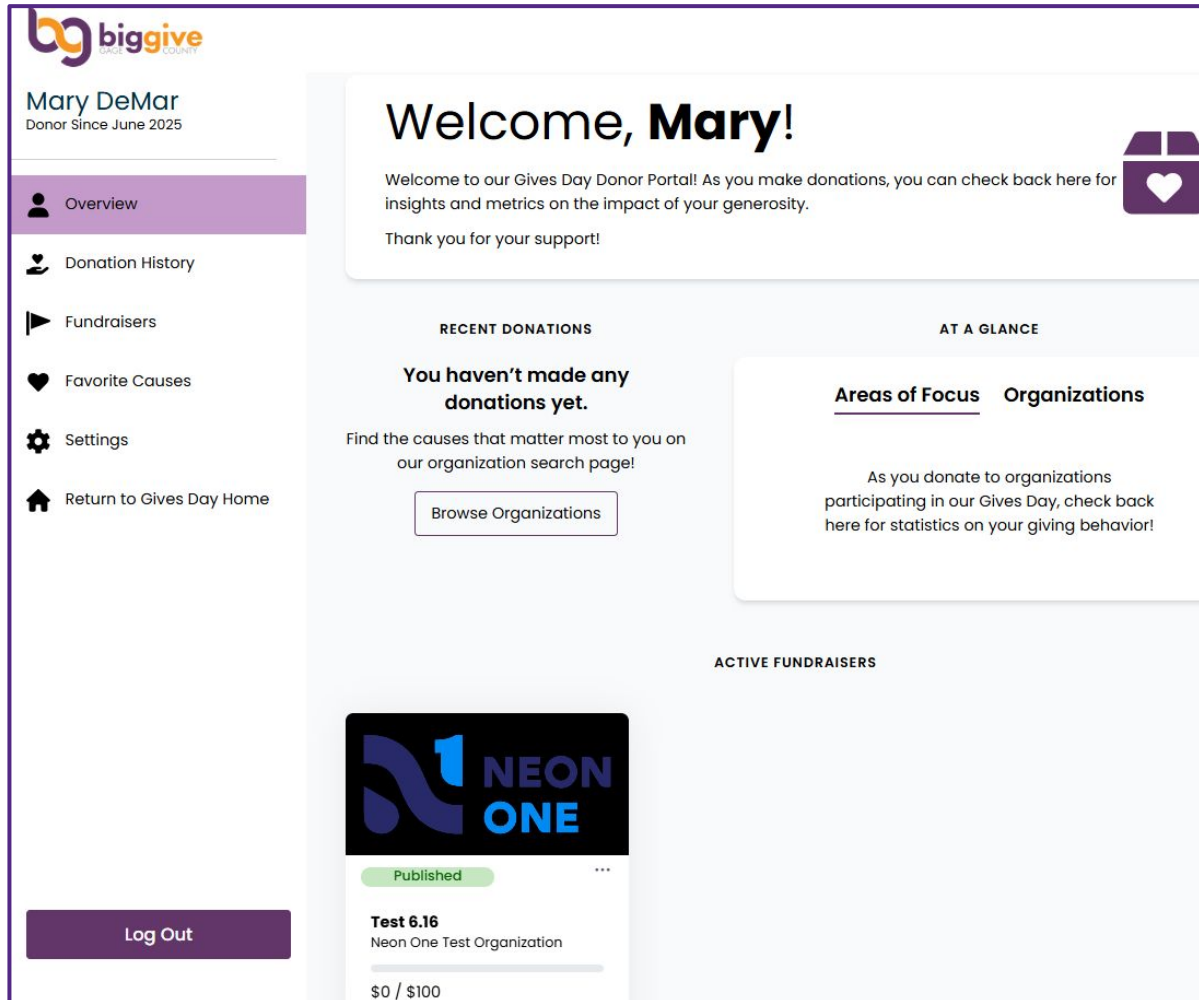
- Neon Giving Days**: **Remove** button
- Email Notifications**: **Remove** button

**Close** button at the bottom right.

- The “My Users” tab allows you to add new Organization users, inactivate old ones, and adjust user email settings.
  - Once you add a user, the user will receive a password email to their email address.
  - To inactivate or adjust a user’s email notifications, click the “Manage Settings” button.
    - Click “Remove” next to “Neon Giving Days” to remove the user from the database.
    - Click “Remove” next to “Email Notifications” to stop the user from receiving email notifications when donations are made to your organization.



# Donor Portal



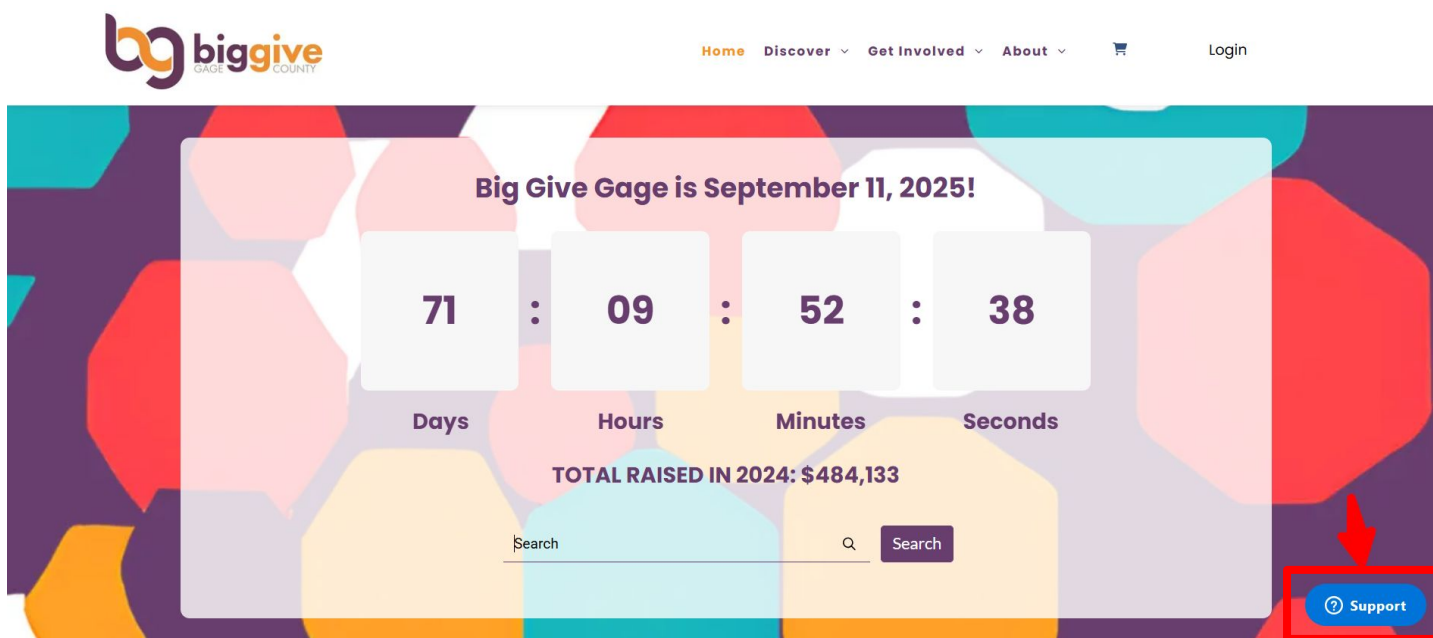
## Donor Portal!

Donors can create a Donor Account during checkout, however, this is *not required*. Donor Accounts allow donors the following:

- Easily view and manage donations
- Resend donation receipts from the Donation History tab
- Save payment profiles for quick future checkout
  - *Payment information cannot be viewed or edited by internal Giving Day staff*
- Create and manage Peer Fundraisers!
- Add organizations to favorites (♥) to easily donate
  - There is a search page filter for “My Favorites Only” that provides a focused search to display only favorited organizations
  - The heart icon does display regardless if a donor is logged in
  - *If not logged in, once favorited (♥) donors will be promoted to create or log into a donor account.*



# QUESTIONS?



- For technical support reach out to Neon Giving Days via the blue Support button will be located in the bottom right-hand corner of the screen
  - Our technology partners at Neon One are here to assist you!
- For general questions you may also reach out to: [biggivegage@gmail.com](mailto:biggivegage@gmail.com)