

NEPA Gives 101:

From Setup to Giving Day Success

NEPA 
GIVES

Wednesday, March 18th
8:00 AM - 9:00 AM

 **Carbon County**
COMMUNITY FOUNDATION

Agenda

- NEPA Gives Key Contacts
- About NEPA Gives
- Why Participate
- How to Participate
- Tools for Success
- Carbon County Spotlight
- Live Demo: NEPA Gives website & MightyCause platform

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NEPA Gives Key Contacts

- Sharon Alexander, Carbon County Community Foundation
director@cccfoundpa.org or 610-730-2526
- Lisa Peifer, NEPA Gives Campaign Director
info@nepagives.org
- Dana Hunter, Scranton Area Community Foundation
NEPA Gives Co-Chair, Organization Support
dana@safdn.org
- Jacob Torba, Scranton Area Community Foundation
NEPA Gives Co-Chair, Fund Support
jacob@safdn.org



Platform Support:
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ABOUT
NEPA GIVES

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What is NEPA Gives?

- A 24-hour online giving event open to 501c3 organizations serving Northeast Pennsylvania
- Now in its 6th year, it is a well-established, trusted regional event that has raised \$5.6M+ since 2020
- Presented by 8 partnering foundations through the region
- The Big Day: 7:00 PM on Thursday, June 4th - 7:00 PM on Friday, June 5th

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Partner Foundations



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Introducing MightyCause

- NEPA Gives has moved from GiveGab to MightyCause for 2026
 - Increased support, increased functions, website flexibility, cost
- For returning organizations, your data will transfer from GiveGab when you log in
- For new organizations, you will start fresh on the platform

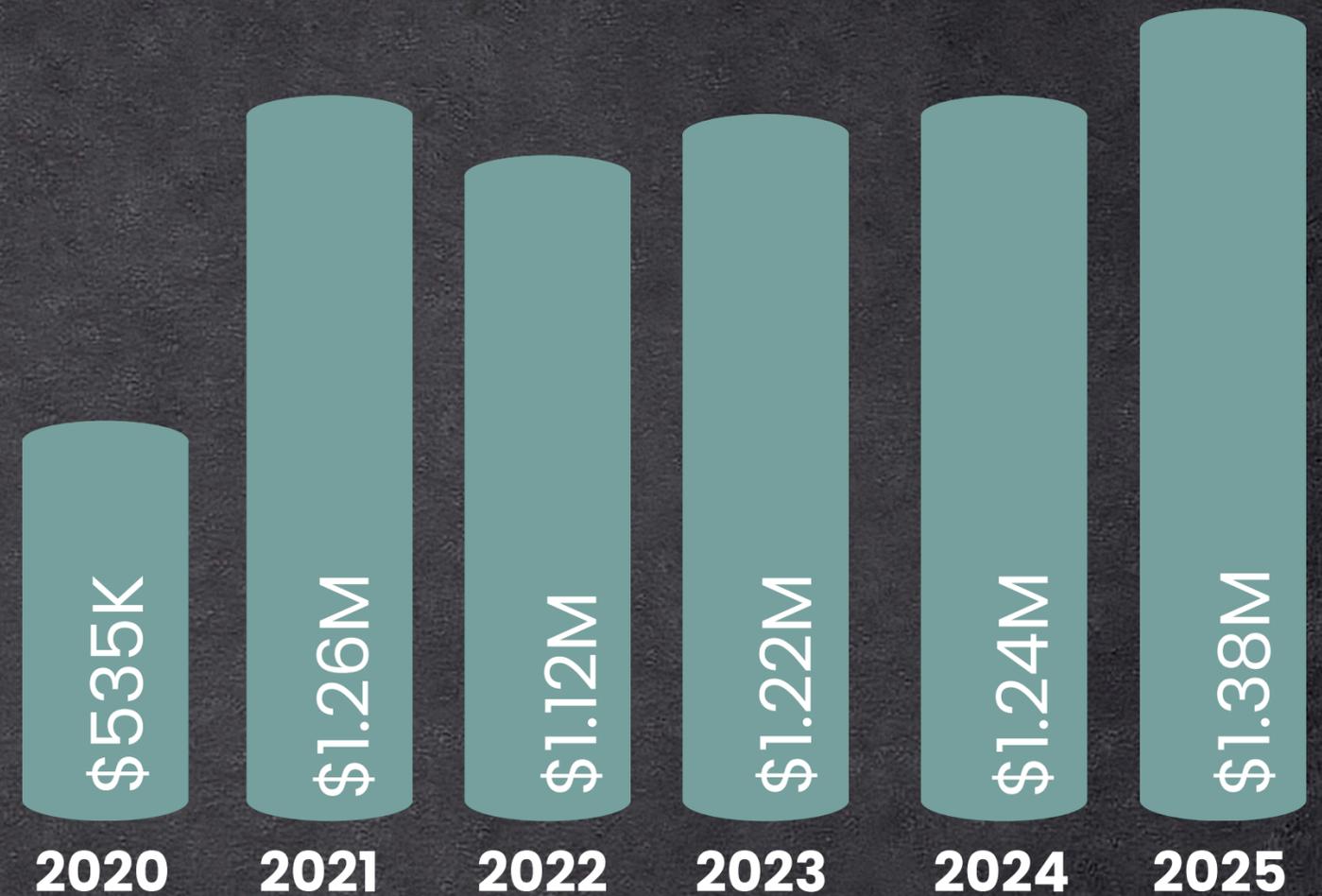


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NEPA Gives By the Numbers

- Raised nearly \$6M for 300+ organizations over the past six years while increasing donor engagement year over year
- 2025 Highlights
 - 8,076 donors
 - 266 nonprofits
 - \$1.38M raised



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WHY

PARTICIPATE

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Why Your Nonprofit Should Participate

- Raise money efficiently - concentrate your fundraising energy into one powerful 24 hour period
- Increase visibility - get in front of thousands of donors across the region, including exposure to new audiences you might not otherwise reach
- Engage matching fund donors - create urgency that motivates giving
- Attract and retain donors who discover you through the platform
- Be part of something bigger - a regional community of nonprofits doing good together!

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The Power of Regional Promotion

- Host Foundations pool resources to fund prizes and stretch pool dollars - money that multiplies your donors' gifts
- Regional media outreach
 - Billboards
 - TV
 - Radio
 - Print Media
 - Social Media
- Your nonprofit gets amplified visibility it may not be able to afford to buy on its own

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Prizes, Stretch Pool, & Matching Gifts

- Prizes available throughout the day - opportunities announced in days before NEPA Gives
- Stretch pool - additional money for each unique donor your organization has
 - 2025 was ~ \$8 for each unique donor
- Matching Gifts - engage your own donors for 1:1 matches and challenges to encourage others to contribute
- Tip: Organizations that actively promote tend to win more prizes - it pays to plan ahead!

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Prizes, Stretch Pool, & Matching Gifts

- Register during the Early Bird period (before 3/22) and complete checklist to be entered into a random drawing to win \$1,000
- Register during Regular period (before 4/26) and complete checklist to be entered into a random drawing to win \$500
- Impact Challenge: Share the impact of your work and generate the most shares on a featured post to win \$1,000 for your organization

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HOW TO PARTICIPATE

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How to Participate: Overview

- Step 1: Register your organization at www.nepagives.org
 - Must be a 501c3 or fiscally sponsored organization
 - Charitable funds of Host Foundations also eligible
 - Will need EIN to register
- Step 2: Pay your registration fee
 - \$50 if you register before 3/22
- Step 3: Complete your profile on MightyCause
 - Check off required to do list
 - Add story, graphics, thank you, etc.
- Step 4: Promote, promote, promote!

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Getting Paid: Bill.com

- Once registered for NEPA Gives, participating nonprofits will receive an invitation to register with Bill.com as a vendor for Scranton Area Community Foundation
- This is a required step!



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Key Dates & Deadlines

- March 22nd - Early Bird Registration (\$50) Ends
 - Registration increases to \$100
- April 22nd - MightyCause Webinar - Fundraising Tools
- April 26th - Regular Registration (\$100) Ends
 - Registration increases to \$200
- May 17th - All registration closes
- May 26th - Nonprofit profiles should be completed
 - Will still be able to edit through June 5th
- June 4th - Carbon County NEPA Gives Kick-Off (in-person)
- June 4th - 5th: NEPA Gives 2026

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TOOLS FOR SUCCESS

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Inside the Nonprofit Toolkit

- Building your strategic action plan (see outline template)
- Setting goals (donors, dollars, awareness)
- Planning timeline
- Promotional resources
 - Social media graphics & templates
 - Key messaging
 - Email templates
- Tips for securing matching funds and challenges

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Month-by-Month Planning Timeline

FEBRUARY

REGISTER AND PREPARE

- Register
- Attend the NEPA Gives Kickoff Event
- Notify your board, staff and volunteers about participating in NEPA Gives – share with them your goals for NEPA Gives

MARCH

TELL YOUR NEPA GIVES STORY!

- Building and strategizing your NEPA Gives Goals
- Focus on your NEPA Gives webpage
- Create an engaging page to entice potential supporters and communicate your organization's unique stories
- Familiarize yourself with all tools available to you

APRIL

MARKETING AND SOCIAL MEDIA

- Tell your NEPA Gives Story webinar
- Build your social media outreach
- Create and plan your social media posts
- Incorporate NEPA Gives logo and info on your organization's website

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Month-by-Month Planning Timeline

MAY

GAIN MOMENTUM...

- Gamify your NEPA Gives experience webinar
- Utilize email, mail, social media to build your campaign
- Secure matching gifts and promote them!
- Be familiar with prizes and plan accordingly to maximize your dollars

JUNE

THE BIG DAY!

- Final steps for a successful NEPA Gives
- Finalize your webpage on NEPAGIVES.ORG
- Final push to donors- send reminders, boost up social media posts

JULY - ONWARD

THANK YOU!

- Thank your supporters
- Handwritten notes, email messaging, social media posts
- Share your results
- Donors, staff and board members love to hear results
- Begin donor retention
- Make a plan around the NEW donors you received
- Make a plan around the donors that have given to your organization before

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Social Media & Promotion Best Practices

- Start promoting early - build awareness before NEPA Gives
- Use provided graphics, hashtags (#NEPAGives), and event messaging to align with regional promotion
- Engage your followers - ask them to share, tag, & recruit their networks
 - Peer to Peer Fundraising is an option too
- Use other tools like email in addition to social media
- Schedule:
 - Pre-Event: Teasers, Story, Why Give
 - Day-Of: Countdown, Progress Updates, Urgency
 - Post-Event: Thank You, Results

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Social Media & Promotion Best Practices

- Start building your social media audiences now if they don't already exist
- Post often and consistently, with posts becoming more frequent as date gets closer
- Use consistent branding, with varied content
 - Photos, testimonials, stats, impact, etc.
- Keep your graphics simple and nice to look at
 - Get straight to the point in your posts
- Canva is a great tool - and FREE for 501c3 organizations!

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Matching Gifts

- Pledged donations to gamify the giving day experience
 - Can be 1:1 match or a challenge match
- Organizations with matching funds raise on average 4.5x more than organizations without a match
- Easily feature active matches on your Giving Day profile
- Lean on Existing Donors as Match Sponsors
 - Board Members
 - Existing Donors
 - Community Members
 - Business Partners

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CARBON COUNTY

SPOTLIGHT

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Carbon County Kick-Off Event

- June 4th | 6:00 - 8:00 PM
- Ukrainian Homestead, Lehighton
- Expo-style event with tables for each participating nonprofit
- Connect with peers, get last-minute support, and launch together as a community
- Official kick-off of NEPA Gives 2026
- Giveaways, music, food & more

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QUESTIONS?

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GIVEAWAY

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NEPA GIVES &
MIGHTY CAUSE
LIVE DEMO

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THANK YOU!

Remember to register by 3/22 for the Early Bird fee of \$50

If you would like additional training or 1:1 support,
contact me to schedule an appointment:

director@cccfoundpa.org or 610-730-2526

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