

# How it works

## The onboarding process

Contact Q2 to activate Givio

Account set up with team Givio

Choose your Givio experience

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#### Implement standard package:

- Universal search bar (1.6M IRS approved 501c3 nonprofits)
- 13 cause categories
- 6 nationally recognized nonprofits per category
- Standardized donation pages that allow Account Holders to donate from any of their accounts in seconds
- Create promotional ads and materials (for anytime giving and for campaigns) \*

### Customize & implement standard package:

- Add/remove cause categories
- Select which nonprofits appear in each category (standard is 6 per category)
- Create fundraiser and matching gift campaign calendar and campaigns\*
- Create promotional ads and materials (for anytime giving and for campaigns) \*

<sup>\*</sup>Team Givio can assist you with these efforts or manage this for you, making implementation as easy as possible for your team

## Fundraisers & matching gift campaigns



#### Scheduling fundraisers

Create your fundraiser calendar and goals. Givio can help you implement and promote for maximum account holder and employee engagement and greater community impact.

#### Promotional support

Digital ads for your Q2 portal and website, email, social media, point of sale signage... Givio is ready to assist you with all of your promotional needs, in the way that works best for you. Our #1 priority is to help make the charitable giving experience successful for both your institution, employees and account holders.

#### Respond to current events

Natural disasters and current events that impact your community create special fundraising needs. Givio can help you launch and promote urgent campaigns to better serve the needs of your account holders and community when it counts most.

#### Working in cooperation with nonprofits

Whether your institution has an existing and close working relationship with a nonprofit to make positive change in your community, or you simply want to raise funds for the causes that align with your mission, Givio can help you coordinate your fundraisers for maximum impact.

## Engaging account holders and employees in charitable giving

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### Promote charitable giving in your digital banking portal

The ability to donate to every single charity, school, religious organization or native nation means that your account holders and employees can not only plan and organize their giving, but they can also give the moment the inspiration strikes, in just seconds. Which means they just might give more often and make an even bigger impact.

Team Givio can help you promote this enhanced digital banking capability with regularly scheduled digital ads, email and social media communications and point of sale materials.

### Add "Donate to Charity" to your navigation tab

Including a navigation link to Donate to Charity both helps you promote this newly enriched banking experience while also making it easier for your account holders to donate in just seconds.

### Engage your account holders in selecting local nonprofits to promote

You can administer polls to all of your account holders, asking which local causes they believe make the biggest positive impact on their community, and then you can launch matching gift fundraisers to support that cause. Working together with your account holders creates even deeper connections.

### Givio support



#### We are here to help

Givio is committed to making charitable giving and fundraising easy and impactful. We offer personalized account services to ensure your Givio implementation is meeting your needs and helping you make a huge and positive impact on your community.

Anytime you want to make a customization request, or want help with promotional support, just reach out.

### Customization and general requests/inquiries/feedback

Email: q2-customersuccess@giv.io

#### Marketing and promotional support

Email: q2-marketing@giv.io

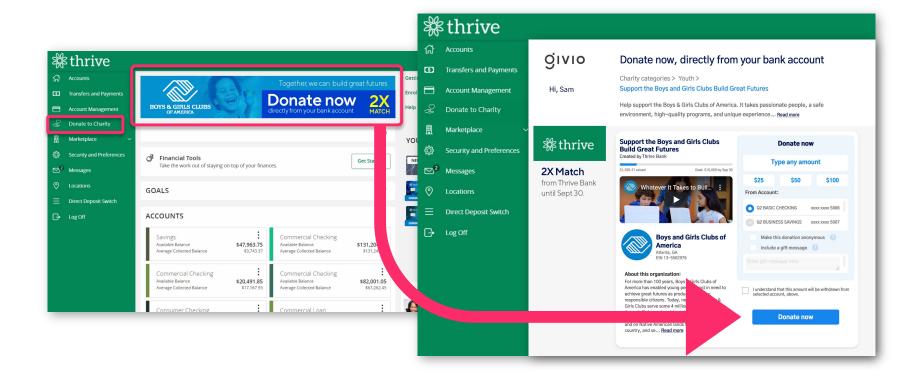


### Givio workflow for account holders

Givio was designed to be engaging and intuitive.

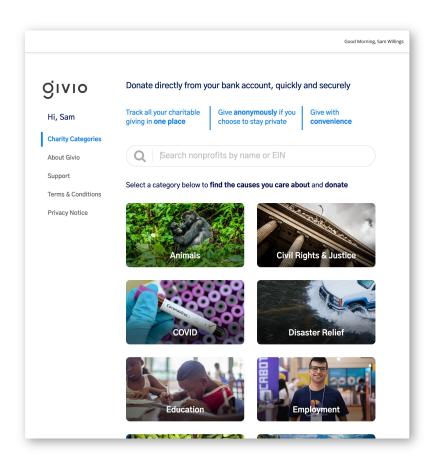


## Promote new charitable giving experience with Navigation link, fundraiser(s) and digital ads

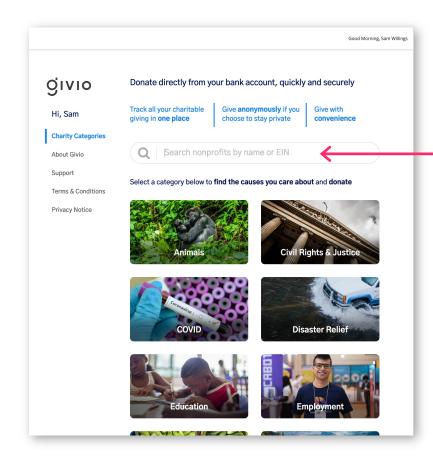




## Charity Categories page



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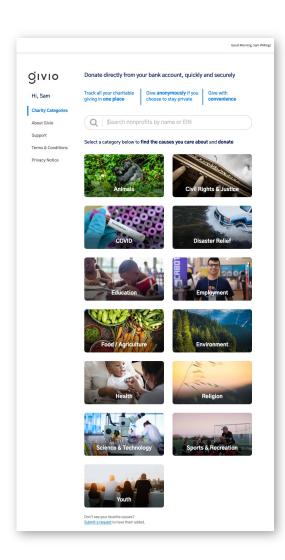
### Search bar

Every IRS approved 501c3 is in the Givio database, including schools, religious institutions and Native Nations. If a nonprofit can't be found, Givio can assist in locating the nonprofit by EIN number.



## 13 standard cause categories\* include:

- Animals
- Civil Rights & Justice
- COVID
- Disaster Relief
- Education
- Employment
- Food / Agriculture
- Environment
- Health
- Religion
- Science & Technology
- Sports & Recreation
- Youth

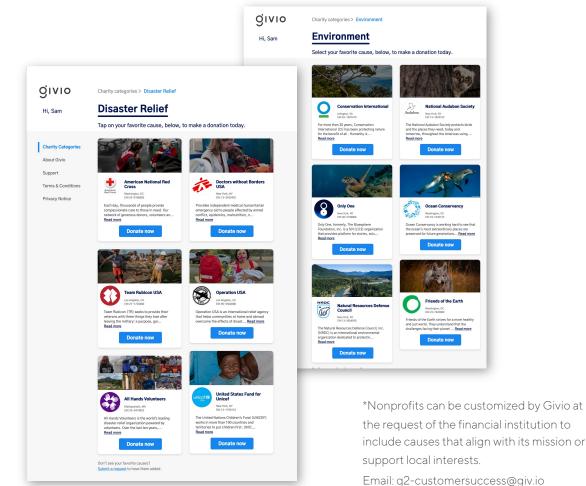


\*Cause categories can be customized by Givio at the request of the financial institution to focus on causes that are most important to the community.

Email: <a href="mailto:g2-customersuccess@giv.io">g2-customersuccess@giv.io</a> for customization requests.

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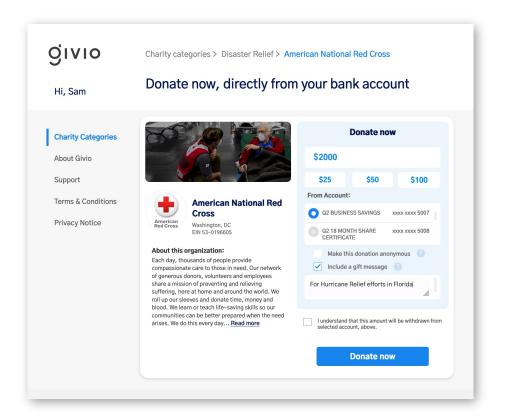
Cause category pages & nonprofit tiles\*



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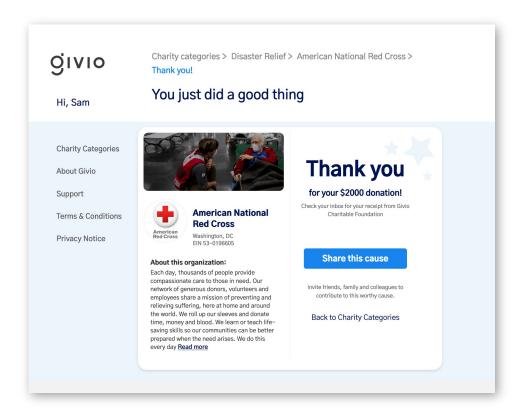


Donation page
where account
holders can
donate directly
from their
selected bank
account





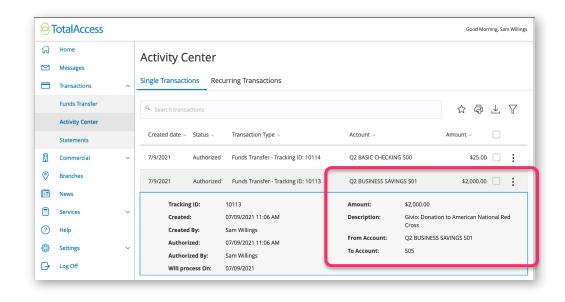
#### **Confirmation page**





## Tracking donations through the Activity Center

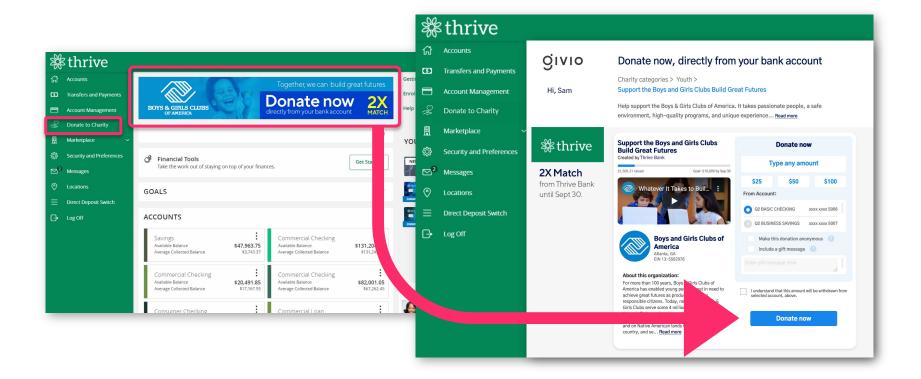
#### Gift data



Receipts are sent by Givio Charitable Foundation.



Matching gift campaigns engage account holders to act urgently in order to double their donation and make a bigger impact.



### Wrapping up



Make deeper connections with your account holders and create a bigger community impact

We're here to help!

<u>Q2-customersuccess@giv.io</u>

Q2-marketing@giv.io