



**FLX**  
**GIVES**

**Stewardship & Reconciliation**



**November 13 - 14, 2025**  
**6pm ET - 6pm ET**

## Agenda

- Custom Donation Questions
- Donor Retention Report
- Thank You Page / Donation Receipt
- Reporting
- Q&A



# Custom Donation Questions



# Custom Donation Questions

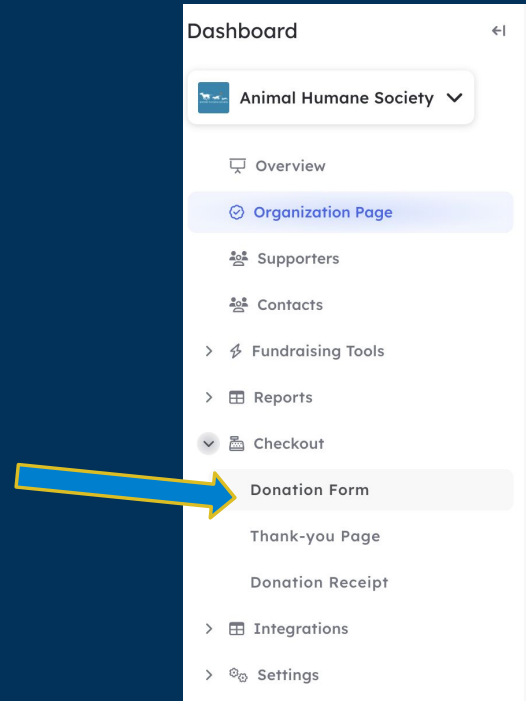
- Can be beneficial for gathering valuable donor information and strengthening relationships
  - Crucial to consider which questions are relevant and don't deter donors
- Participating organizations can add up to two custom donation questions






# How to Add Custom Donation Questions

- Access your Donation Form by selecting “Checkout > Donation Form”









# How to Add Custom Donation Questions

**+ Add a section** 

First name Last name Email

Payment method  
Credit card     Card number MM / YY CVC

Billing address

**+ Address line 2**

City State  
Select state

Country United States ZIP / Post code



# How to Add Custom Donation Questions

- Question fields:
  - Question/prompt
  - Internal label/ID
  - Type
  - Requirements
  - Conditional \$ threshold

The screenshot shows a 'Form Section' configuration window with the following fields and options:

- Question or prompt:** A text input field with a character count of 0 / 150.
- Question reference label / ID:** A text input field with a character count of 0 / 30. Below the field is the text: 'Used on reports as column header for collected data'.
- Answer input type:** A dropdown menu.
- Require answer** in standard checkouts
  - Info icon ⓘ Checkout experiences designed for quicker giving will not add additional requirements.
- Enable this question conditionally** when a donation amount is at or above the threshold below

At the bottom right, there are two buttons: 'Cancel' and 'Save & publish'.



# Custom Questions on Donation Form

- Questions appear below donation preferences and before the payment input fields

## Donate

You're making a donation to **Animal Humane Society**

One-time donation  Monthly donation

<b>\$15</b> Feed a cat for one week	<b>\$25</b> Provide 5 dogs with blankets
<b>\$75</b> Spay and neuter a rescue cat/dog	<b>\$100</b> Transport rescue dogs/cats

\$ Donation amount

Hide amount from public  
 Hide name from public  
[Privacy info](#)

Donor Type that best describes you ▼

Optional Clear selection

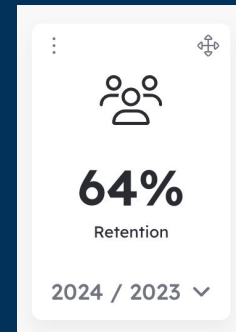


# Donor Retention Report



# What is Donor Retention?

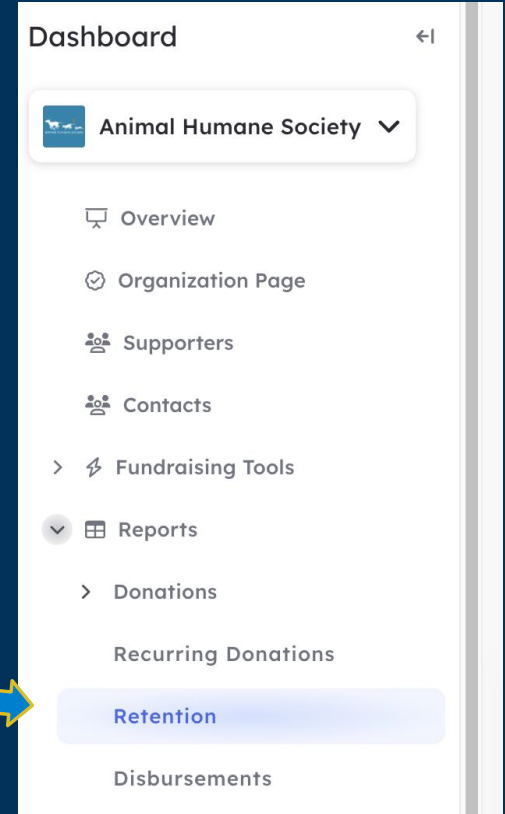
- Measure of how many many people who donate to your organization come back and donate again
- Donor retention rate (percentage of donors who give to your organization YoY) can be found on the Overview section of your dashboard
  - (The number of donors that you retained **This Year** / the number of donors that you retained **Last Year**) \* 100 = **Retention Rate**



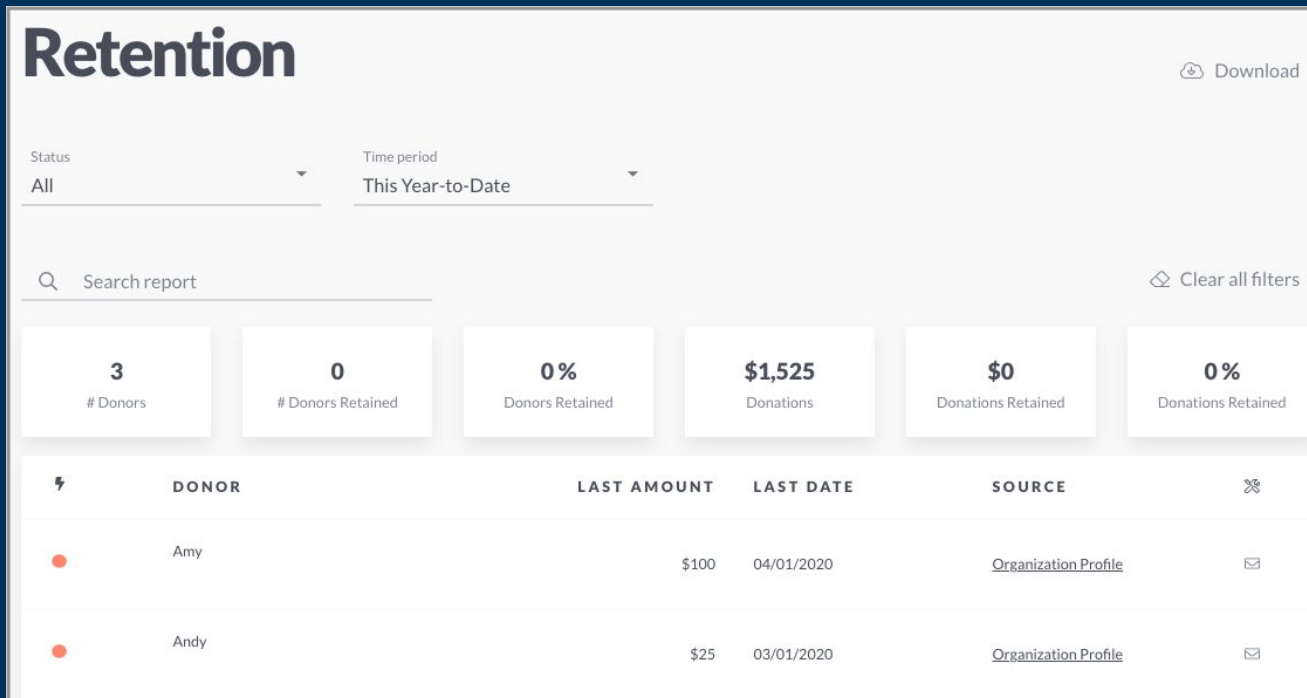


# How to Access Donor Retention Report

- Access your Donation Form by selecting “Reports > Retention”



# Donor Retention Report





**Thank You / Receipt**



# Thank You / Receipt

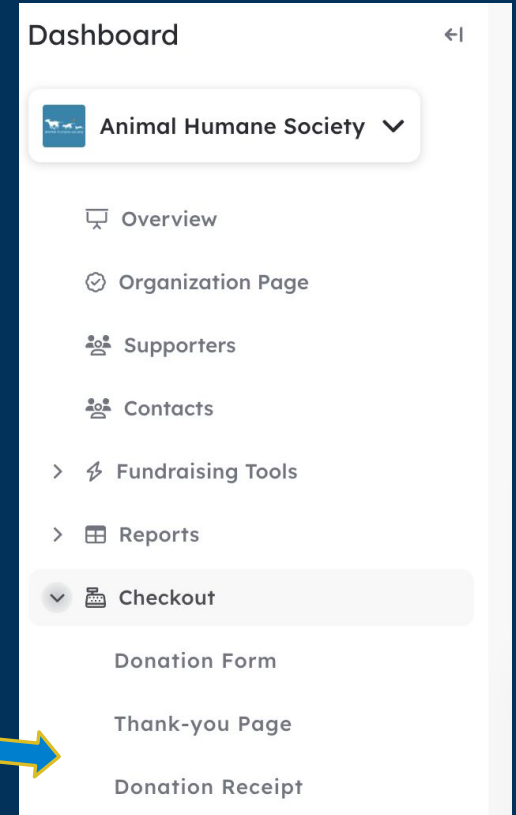
- First touch-point with donor
- Thank you message shows on screen upon successful completion of gift
- Receipt is automatically generated to the donors email






# How to Access Thank You/Donation Receipt

- Access by selecting “Checkout > Thank-you Page /Donation Receipt”





# Thank-you Page



## Thank you for donating!

Your receipt has been emailed.










[Share this cause](#) [Manage your donation](#)




Big Giving Day has added content to this page. It appears here, and your content will display below it.

**Add custom content**

Our nonprofit appreciates your support.  
See how you've impacted our work, and keep up with what we do.


[View our page](#)

**B** *i* U  **A:**        

  [Cancel](#) [Save](#) 

Thank you for your donation to the Animal Humane Society

Characters : 57/5000

[View our page](#) 

# Receipt



## Customize Message

🔗 🌐 ☰ ☰ 😊 <> Save Cancel

We are so appreciative of your support during the giving day. You are the reason that we are able to save so many cats and dogs. This is especially critical during these hot summer months when animals are in need of a safe home. We will continue to share photos with you as our furry friends find new forever homes. Thanks again!

Characters : 329/5000

## Receipt Preview



Thank you, Jane.

Your donation for [Animal Humane Society](#) has been processed successfully. Your receipt can be found below and accessed in your Big Giving Day account at any time.

We are so appreciative of your support during the giving day. You are the reason that we are able to save so many cats and dogs. This is especially critical during these hot summer months when animals are in need of a safe home. We will continue to share photos with you as our furry friends find new forever homes. Thanks again!

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## Donation Receipt

 Send test receipt

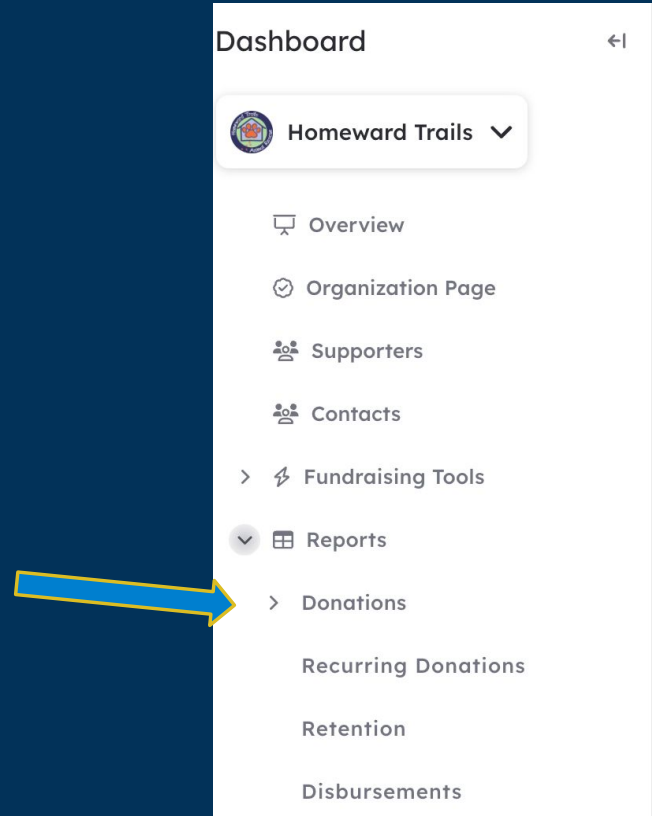


# Reporting



# How to Access Reports

- Access by selecting “Reports > Donations / Recurring Donations / Disbursements”



# Donation Report



## Donations

Download Import offline donation Add offline donation

Time period  
Last 30 Days

Donation type  
All

Campaign type  
All

Payment processor  
All

\$ Min. donation

\$ Max. donation

Search report

Clear all filters

**\$30.00**

Net Online ⓘ

**2**

Number of  
donations

**\$30.00**

Online

**\$0.00**

Offline

**\$30.00**

Matching grants

Donor	Amount	Date	Type	Campaign	Campaign Type	Email	
<a href="#">Mary Jane Bethune</a>	\$15.00 Matched ⓘ	08-18-2025	One-time	<a href="#">Big Giving Day</a>	Giving Event	<a href="mailto:brian@mightycase.com">brian@mightycase.com</a>	

# Disbursement Report



## Disbursements

Date	Total Sent	Method	Status	Disbursed By
11-02-2021	\$98,587.43	Check	Complete	Mightycause Foundation

Items per page:  1 - 1 of 1



Download donation report [Edit](#) [Resend Email](#)

Date	ID	Sent to	Method	Status	Disbursed By	Amount
11-02-2021	19	Homeward Trails PO BOX 100968 Alexandria, VA 22210	Check	Complete	Mightycause Foundation	\$98,587.43

**Internal Notes** Status Updated By  
Casey Lardner at 11/2/21, 2:35 PM

Group by Donations

Date	Donor	Page	Platform	Amount
07-09-2021	Casey Lardner	Organization Profile	Mightycause	\$125.00
06-09-2021	Casey Lardner	Organization Profile	Mightycause	\$125.00
05-09-2021	Casey Lardner	Organization Profile	Mightycause	\$125.00
04-09-2021	Casey Lardner	Organization Profile	Mightycause	\$125.00
03-16-2021	Bethany Natoli	Organization Profile	Mightycause	\$25.00

Donations: \$101,297.00

Items per page:  1 - 5 of 836

Summary	Amount
Donations	\$101,297.00
Platform Fees	-\$295.40
Transaction Fees	-\$224.87
Donor Covered Fees	+\$104.86
Total Processing Fees	-\$2,289.15
Check Fee	-\$5.00
<b>Net total:</b>	<b>\$98,587.43</b>



# Support



# Get Support from Mightycause!

- Mightycause's Support team is here to help you!
- [support@mightycause.com](mailto:support@mightycause.com)
- Monday - Friday, 9am - 5pm ET
- 202-800-1618



**mightycause**  
support



**Questions?  
Happy Fundraising!**