

**Getting Started On
Brooklyn Gives 2026**

BROOKLYN ORG

Brooklyn Gives Team



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About Brooklyn Org

YOUR BROOKLYN GIVES HOST

- Brooklyn Org is a partner and platform for local philanthropy, that gives everyone a part to play in creating change from the ground up
- We bring together Brooklynites to become champions for change in our communities
- Our investment in social change is driven by community-powered grantmaking and Donor Advised Funds

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What is Brooklyn Gives?

- Free fundraising platform provided by Brooklyn Org
- Hosted and supported by MightyCause
- Nonprofits have raised over \$6m on the platform
- Amplification of platform on our communications platform and media outreach
- Access to trainings and resources

Why Join Brooklyn Gives?

- Reach new donors browsing the site
- Ability to win door prizes
- Increase visibility through Brooklyn Org's boroughwide "Give Where You Live" campaign
- Free training
- Free fundraising tools and campaign materials
- Free technical support
- Mobilize board members and supporters through peer-to-peer fundraising feature
- Improve storytelling on your fundraising page

Agenda

- Brooklyn Gives Basics
- How to Register
- To-Do List
- Organization Page
- Platform Demo
- Q&A

Brooklyn Gives Basics



- Powered by Brooklyn Org
- Brooklyn Gives is Brooklyn's first and only boroughwide end-of-year giving campaign
- Since 2016, BK Gives has raised over \$6 million for hundreds of nonprofits across the borough

Brooklyn Gives Important Dates

- **Registration:** June 15 - November 7, 2026
- **Mightycause Webinar 2 (Fundraising Tools):** September 5, 2026 | 3:00pm
- **Early Giving:** November 16 - November 30, 2026 | midnight - 11:59pm
- **Brooklyn Gives:** December 1, 2026 | 12:00am - 11:59pm



How it works for Nonprofits

To be eligible to participate, you must:

- 501(c)(3) nonprofit organizations headquartered or providing services in Brooklyn, New York
- Registered with the New York Charities Bureau

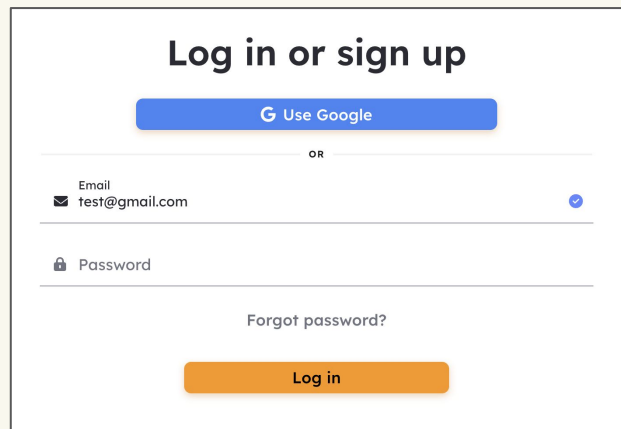


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How to Register

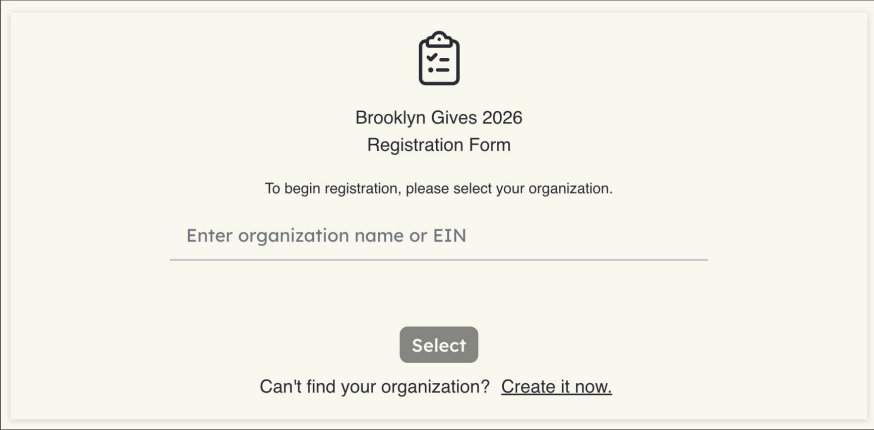
How to Register

- Are you a returning or new Brooklyn Gives organization administrator?
 - **Returning Admin:** Log in using email and select “forgot password” button to reset your password and login.
 - **New Admin:** Sign up using your email and enter new password.
- Once you are logged into the Brooklyn Gives platform, visit bkgives.brooklyn.org and click “Sign Up”

A white rectangular form titled "Log in or sign up" in bold black text. Below the title is a blue button with the Google logo and the text "Use Google". Below this is a horizontal line with the word "OR" centered. There are two input fields: the first is labeled "Email" and contains the text "test@gmail.com" with a blue checkmark icon on the right; the second is labeled "Password" with a lock icon on the left. Below the password field is a link that says "Forgot password?". At the bottom of the form is an orange button with the text "Log in" in white.

Part 1 - Register

- To get started, you will need to identify the organization you are registering for.
- Search your organization by EIN - cross check your organization name with your matching EIN.
- Don't see your organization? Select "Create it now."



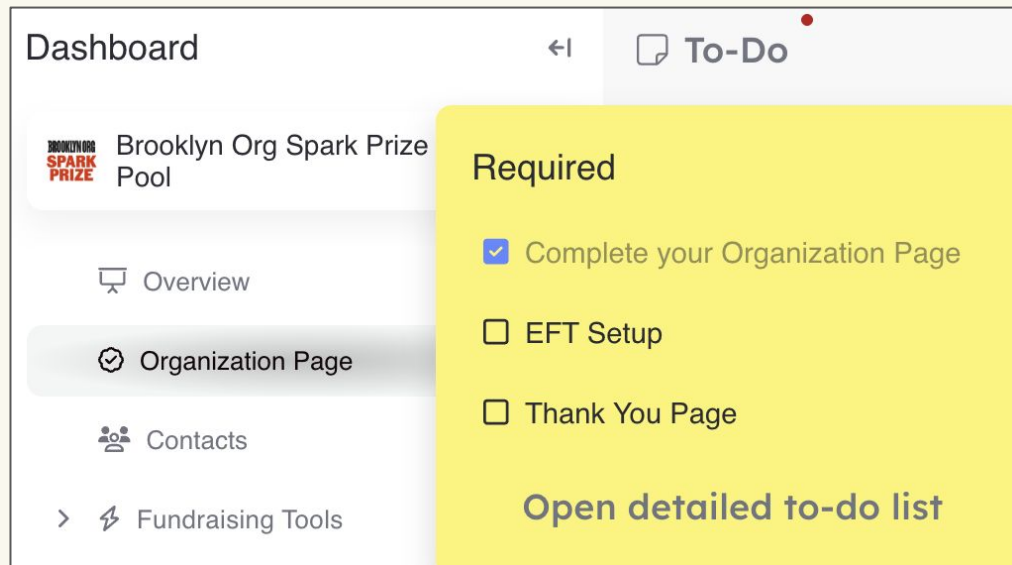
The screenshot shows a registration form titled "Brooklyn Gives 2026 Registration Form". At the top is a clipboard icon. Below the title, it says "To begin registration, please select your organization." There is a text input field with the placeholder "Enter organization name or EIN". Below the input field is a "Select" button. At the bottom, it says "Can't find your organization? [Create it now.](#)"

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To Do List

Part 2 - To Do List

- The to-do list items ensure your organization and organization page are ready to go live and accept donations.
- Once you begin completing your to-do list items, the Brooklyn Org team will review your registration form!
- Once approved you'll receive an email notification confirming your approval.



Detailed To Do List

Required:

- Logo
- Banner image
- About section
- EFT Setup
- Thank You Page

To-Do List

Required

☒ Complete your Organization Page

☒ Logo

☒ Banner image

☒ About section

☐ EFT Setup

☐ Thank You Page

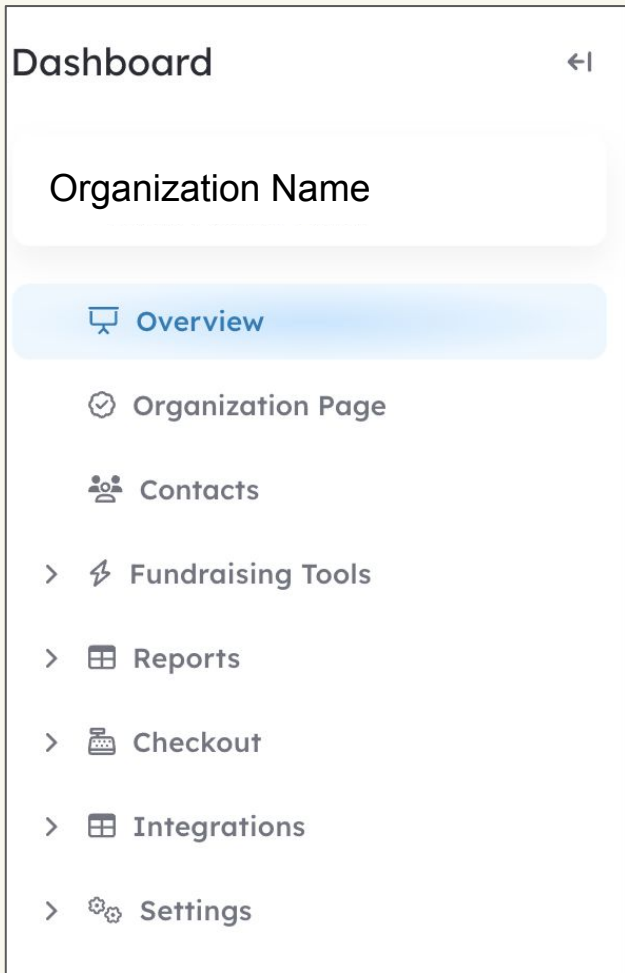
Close

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Dashboard Navigation

Navigate Your Dashboard

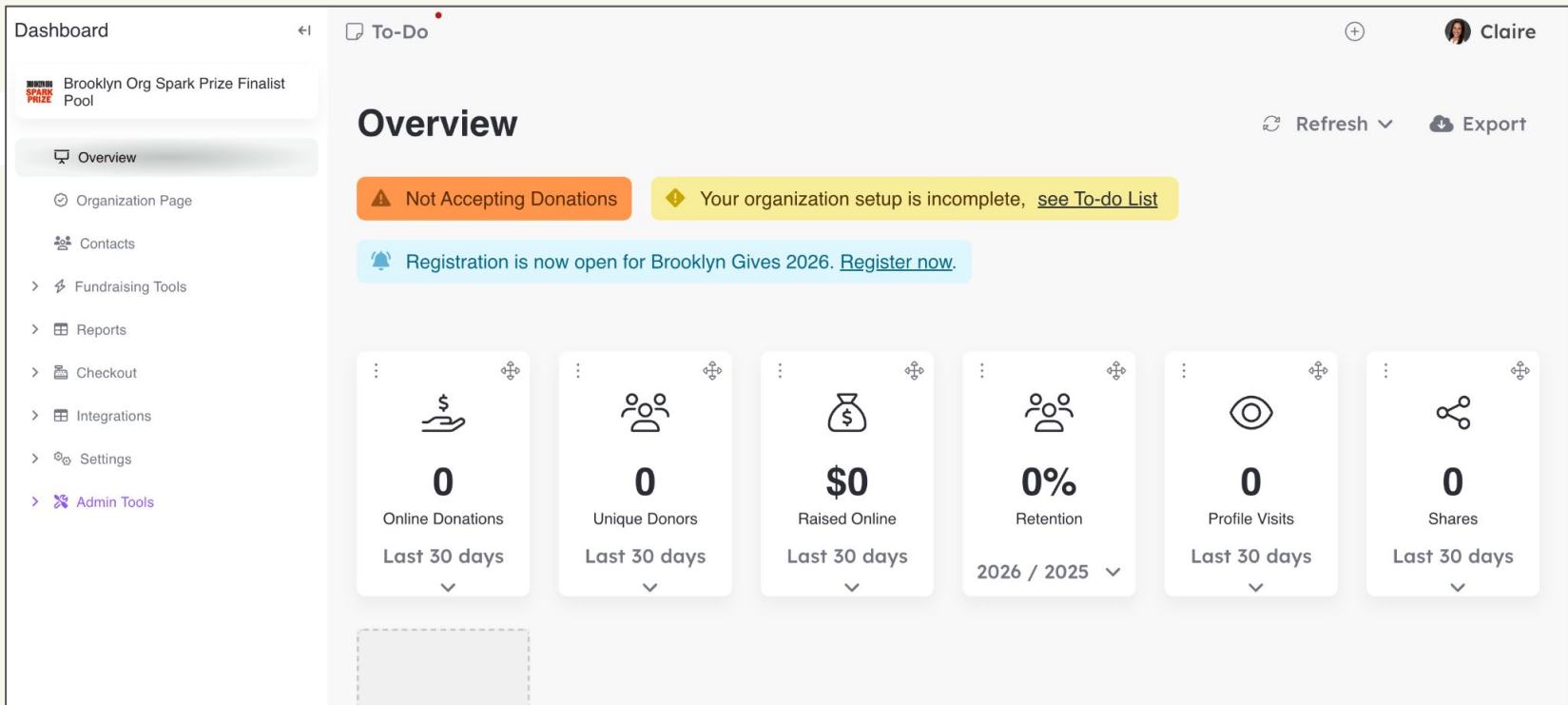
- **Overview:** View registration status, announcements & your To-Do List
- **Organization Page:** Customize your profile
- **Fundraising:** Manage all fundraising tools
- **Reports:** Access donation data
- **Checkout:** Customize your organization's donation flow
- **Settings:** Handle admin access and adjust your organization's settings



Dashboard: Overview

Overview:

View registration status, announcements, recent metrics & your To-Do List



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Organization Page

Customize Your Profile

- This page will be the main link you share with supporters
- Customize the look and feel of your organization's profile
- Tell a powerful story about why donors should give to your organization



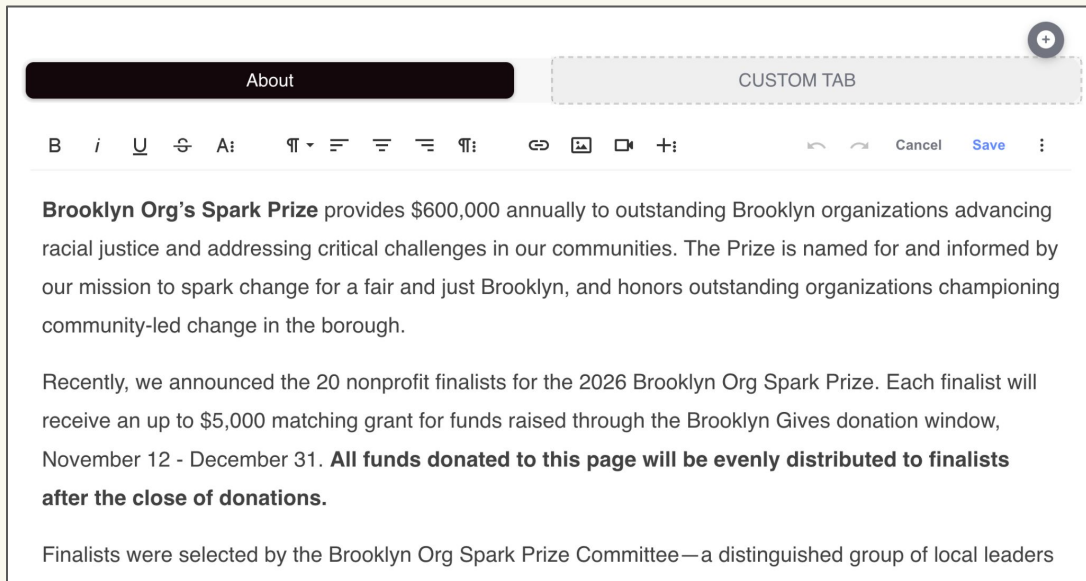
Edit Your Logo, Banner Image, and Theme Color

- Upload Your Logo (1:1 Aspect Ratio)
- Upload a Banner Image (or choose from our gallery)
- Set Your Theme Color for the Page



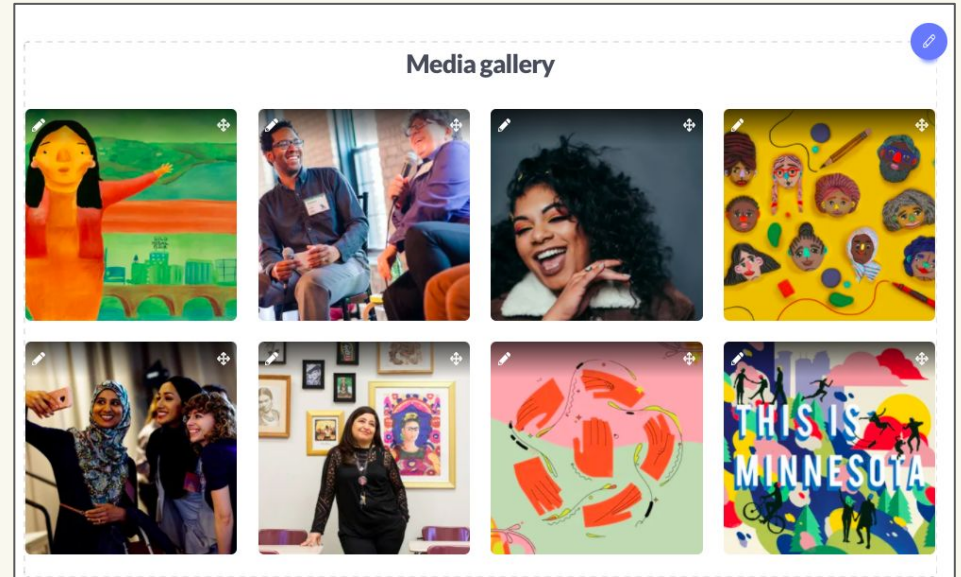
Tell Your Story - About Section

- In-line editor to tell your story
- Add formatting like headers, lists, etc to help key message stand out
- Add Images/Video
- Add a Custom Tab to share additional information (ex testimonials!)



Add Media

- Upload images to your media gallery.
 - Can also import from Dropbox, Google Drive, and more!
- Optimize Your Social Share settings



Page Metrics & Giving Activity

- Add an optional goal/progress bar
- Update the metrics you want displayed publicly (dollars/donors)
- We will automatically set your metrics to begin on November 16, 2026 at midnight for Early Giving
- Enable Giving Activity Feed to show donor timeline & acknowledgement

\$2,282,603 RAISED BY 13,368 DONORS

100% COMPLETE

Stats displayed

- ☒ Amount raised
- ☒ Number of donors

Calculation method

- ☒ Include offline donations
- ☒ Calculate over all time
- ☐ Start calculation on a specific date

Choose a date

08/16/2010 03:51 pm

Hide section

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Settings

Overview

Organization Page

Contacts

> Fundraising Tools

> Reports

> Checkout

> Integrations

▼ Settings

Plan Management

General Settings

Organization Info

Disbursement Settings

Admins

> Admin Tools

Settings

Fine-tune the inner workings of your organization.

Plan Management

Manage your subscription plan and feature set.

General Settings

Configure your Organization's presence for sharing and search on the Mightycause platform.

Organization Info

Manage your Organization's titles and addresses for display and mailing use.

Disbursement Settings

Manage how you receive your donation proceeds.

Admins

Manage the personnel that have access to your organization's account on the platform.

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Platform Demo

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Support



- Mightycause's Support team is here to help you!
- Question mark icon
- support@mightycause.com
- Monday - Friday, 9am - 5pm EST
- Online Support Libraries
 - [Support.mightycause.com](https://support.mightycause.com)
 - mightycause.com/guide

Additional Resources

- Training on September 15- Fundraising Tools and Strategies for Brooklyn Gives 2026
 - Website: [Brooklyn.org/nonprofit-resources](https://brooklyn.org/nonprofit-resources)
- Giving Tuesday Toolkit:
 - Website: [Givingtuesday.org/givingtuesday-toolkit-for-nonprofits/](https://givingtuesday.org/givingtuesday-toolkit-for-nonprofits/)
- Canva Templates
 - Website: [Canva.com/p/givingtuesday/](https://canva.com/p/givingtuesday/)
- Free training videos and resources
 - Website: donorperfect.com/giving-tuesday

Brooklyn Org Grants

- Application Clinic on September 10
 - Website: [Brooklyn.org/nonprofit-resources](https://brooklyn.org/nonprofit-resources)

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Questions

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