

# BIG Fundraising Ideas for Year-End and Beyond!

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Jarrod Bell, Chief Technology Officer



“Big Brothers Big Sisters of America is excited to add Qgiv to our list of preferred partners for our affiliate network, giving them access to a powerful digital fundraising platform with flexible no long-term contract pricing that allows them to scale the solution up and down as their needs change over the year.”

## ***YOUR PRESENTER:***

# **Jennifer Mansfield**

Vice President of Customer Experience @ Qgiv

### **Passionate About:**

- Building client relationships and helping them drive success for their organizations! ❤️
- Travel and seeing new places  
(LET ME BACK ON A PLANE STAT!) ✈️
- Starting books and not finishing them 📖
- Charcuterie 🍷



# Today's Agenda :

## + Optimizing **the foundation**

- Tools that drive success this year
- Solution overview

## + **Virtual Fundraising** Inspiration

- What we've learned from clients
- Client Examples

## + A little about **Qgiv**

- New functionality introduced this year
- Solution overview

# Fundraising Tech Made for You

You're at the center of everything we do. Our fundraising technology is designed to help you attract and retain more donors, save time, and raise more money by offering multiple ways of giving.

Our integrations with email marketing software and CRMs help you analyze your donation data, segment your donors, and tailor your communication to make your donors feel like the center of the universe. Just like you're the center of ours.



No long-term contracts or start-up fees ● Unlimited forms, events, users, training, and support

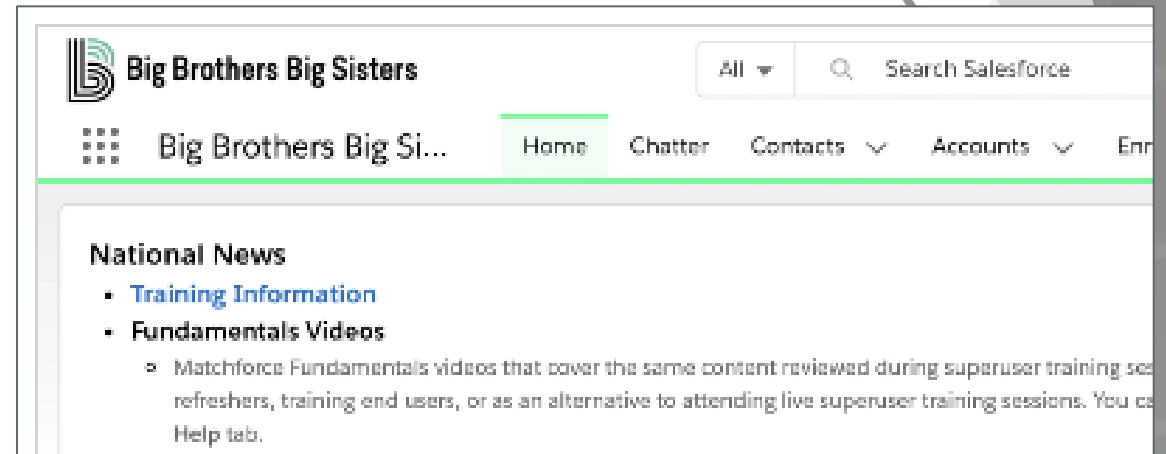




Is your giving solution  
**optimized** for the donor  
experience?

# Top **Eight** Optimization Ideas

1. Streamlined, easy-to-use donation forms
2. Recurring giving options
3. Embeddable forms
4. Fundraising thermometers
5. Make social sharing a no brainer
6. Don't leave matching gifts on the table
7. Customized, automated receipts
8. Automated data integrations



# Virtual Fundraising: The Strategy

Donation Forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions





# The Numbers

The donors we interviewed said there are three major elements that will inspire them to give when they're not used to giving:



Want to see stories



Want to see results



Want to know how money is used

# The Themes

- + Continue to communicate the “**why**”
- + Don’t replicate, **innovate**
- + Use your **resources**
- + Throw **spaghetti** at the wall
- + Be open to the **challenge**
- + **Communicate, communicate, communicate**

# Virtual Fundraising: Examples

Donation Forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions



# BBBS Southern Minnesota

The image displays two views of a fundraising interface for BBBS Southern Minnesota. On the left is a mobile app interface, and on the right is a desktop website interface.


**Mobile App Interface:**

- Time: 10:21
- Section: **Donation Amounts**
- Buttons: \$25, \$50, \$100, \$250, \$500, \$750, \$1,000
- Field: Other \$
- Section: **Personal Information**
- Form:  Company Donation
- Form: First Name required
- Form: Last Name required

**Desktop Website Interface:**

- Event Title: **Evening for Kids' Sake**
- Event Date: March 14, 2020 5:00pm - 10:00pm
- Section: **Donate Today!**
- Text: Why should people donate to your auction? Tell them why here!
- Section: **Donation Amounts**
- Buttons: \$25, \$50, \$100, \$250, \$500, \$750, \$1,000
- Field: Other \$



 Big Brothers Big Sisters of Southern Minnesota was live. ...  
March 14 at 7:44 PM · 🌐



# Intrigued?

## A little more on Qgiv

Donation Forms ● Event Registration ● Text Fundraising ● Peer-to-Peer ● Auctions





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# Big Brothers Big Sisters Partner Packages

## Start

**\$0/mo**

3.75% + .25 per transaction\*  
eCheck 1.95% +.50 per transaction

**Data Included at no charge until January 2021**

- + Unlimited Multistep & Single-Step Forms
- + Unlimited Event Registrations
- + Unlimited Training & Support
- + Campaign Thermometers
- + Recurring Upgrade Prompts
- + Conditional Fields
- + Donation Amount Images
- + Landing Pages

\*Add 1% for American Express

## Standard Features

- + No limits on forms, events, or users
- + One-time & recurring donations
- + Event registrations
- + Campaign thermometers
- + Conditional custom fields
- + Donation amount image support
- + Recurring upgrade prompts to boost conversion
- + Landing pages
- + Optimized for all devices
- + GiftAssist to offset processing fees
- + Givi mobile app for donors
- + Interactive dashboard & reports
- + Powerful donor receipts
- + Embeddable form widgets
- + Social sharing options on forms
- + Donation dedications
- + Donor accounts
- + Convenient Virtual Terminal
- + Facebook donation form
- + Matching gift options
- + Free support & training via phone or email
- + Searchable knowledgebase

No long-term contracts or start-up fees ● Unlimited forms, events, users, training, and support





# Big Brothers Big Sisters Partner Packages

## Data

~~Pay Monthly: \$12~~  
~~or Pay Quarterly: \$24~~

**\$0/mo until 2021**

### All features in Start, plus:

- + CRM Integrations
- + Email Integrations
- + QuickBooks Online Integration
- + Other integrations through Zapier
- + Offline Donations and Registrations
- + Custom Reports
- + Advanced Statistics\*\*
- + Donor Summaries

## Mobile Suite

Pay Monthly: \$103.20  
or Pay Quarterly: \$237.60

3.75% + .25 per transaction\*  
eCheck 1.95% +.50 per transaction

### All features in Start, plus:

- + Text-to-Donate
- + Reminder Messages
- + Outbound Messages
- + Subscription Lists
- + FundHub Live

## Peer-to-Peer

Pay Monthly: \$183.20/mo  
or Pay Quarterly: \$477.60

4.75% + .25 per transaction\*  
eCheck 2.95% +.50 per transaction

### All features in Start, plus:

- + Unlimited Events
- + Event Builder
- + Individual and Team Fundraising
- + Virtual Store
- + Badges and Leaderboards
- + Recurring Donations
- + Offline Donations and Registrations
- + Peer-to-Peer Text Giving
- + Fundraising Hub
- + Matching Gift Options

## Auctions<sup>◆</sup>

Pay Monthly: \$183.20  
or Pay Quarterly: \$477.60

3.75% + .25 per transaction\*  
eCheck 1.95% +.50 per transaction

### All features in Start, plus:

- + Unlimited App-Based Auctions
- + Fund-a-Need
- + In-App Event Purchases
- + App-Based or QR Code Check-in
- + Swipe-to-Bid
- + Mobile & Offline Bidding
- + Simple Checkout
- + Matching Gift Options

◆ **30 days advance notice required** ◆

**Everything**

**\$319.20/mo**  
(pre-paid annually at a rate of \$3,830.40)

3.75% + .25 per transaction\*  
4.75% + .25 for peer-to-peer transactions

\*The monthly rates listed reflect a 20% discount | BCRM integration included for free with all plans | Add 1% for American Express

\*\*Available after one year of transaction data has occurred

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# Integrations

## Email



mailchimp



emma



KLAVIYO

## CRM



FELLOWSHIPOne



Raiser's Edge

## Matching Gifts

Available for donation forms, peer-to-peer, and auctions



## Other



No long-term contracts or start-up fees  Unlimited forms, events, users, training, and support



# Q&A – How can we help?



**Jennifer Mansfield**  
VP, Customer Experience



**Jack Nelson**  
Director, Business Development



**Jenny Kastancuk**  
Account Executive

# Resources

Please use these links to view examples covered during our presentation.

- [Platform ART](#)
- [Riseup Malawi](#)
- [Big Brothers Big Sisters of America](#)
- [City Year Washington, DC](#)
- [Big Brothers Big Sisters of Rhode Island](#)
- [Solid Ground – example 1](#)
- [Solid Ground – example 2](#)
- [Junior Achievement of Northern California](#)
- [The Sharing Center](#)
- [Crossroads School](#)
- [Achieve to Shine](#)
- [Ronald McDonald House of the Bluegrass](#)
- [Northern Illinois Food Bank](#)
- [Big Brothers Big Sisters of the Bay Area](#)



# Thank You!

## More Questions? Contact us!

- [support@qgiv.com](mailto:support@qgiv.com) <-- clients?
- [marketing@qgiv.com](mailto:marketing@qgiv.com) <-- want to learn more?
- 888-855-9595 <-- call us!