

# 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.



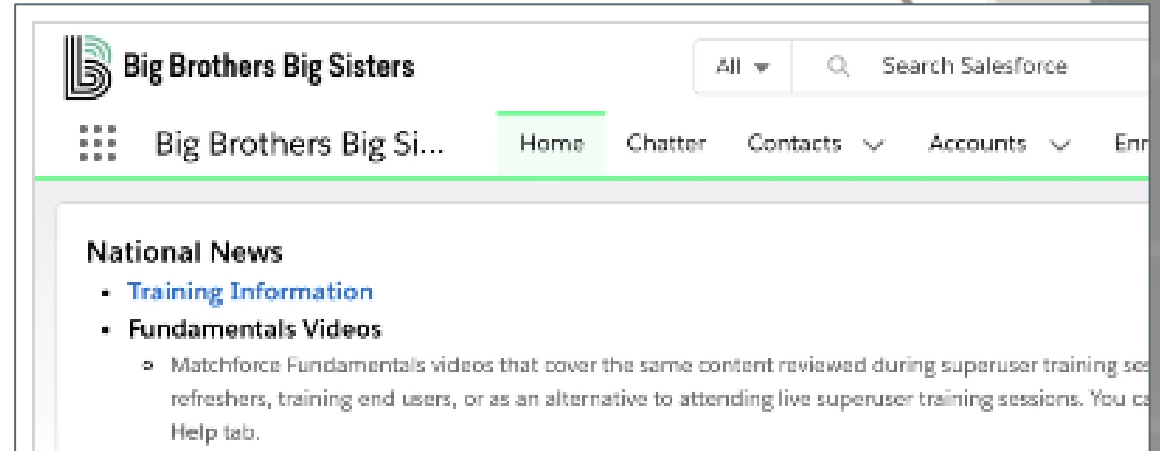
No long-term contracts or start-up fees ● Unlimited forms, events, users, training, and support



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

10:21

**Donation Amounts**

\$25 \$50

\$100 \$250

\$500 \$750

\$1,000

Other \$

**Personal Information**

Company Donation

First Name required  
Abby

Last Name required

**Evening for Kids' Sake**  
March 14, 2020 5:00pm - 10:00pm

**Donate Today!**

Why should people donate to your auction? Tell them why here!

**Donation Amounts**

\$25 \$50 \$100 \$250

\$500 \$750 \$1,000

Other \$



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



0:11 / 18:36



# Intrigued?

## A little more on Qgiv

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



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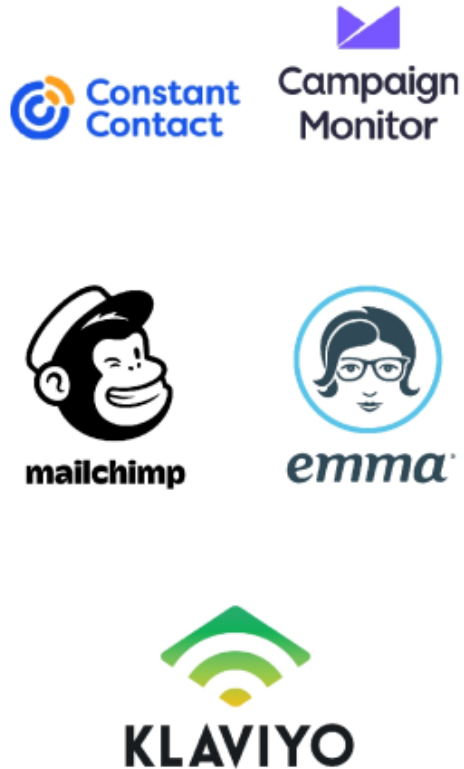


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# Integrations

## Email



## CRM



## 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 IslandResources](#)
- + [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!