



Gimme Shelter: Virtual Fundraising for Animal Service Organizations

Wednesday, March 31 | 2:00-3:00 p.m. EDT



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions.
We will have a Q&A session at the end of the presentation.

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.

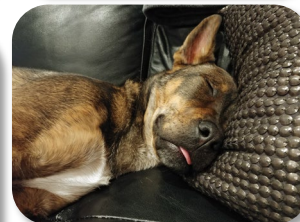
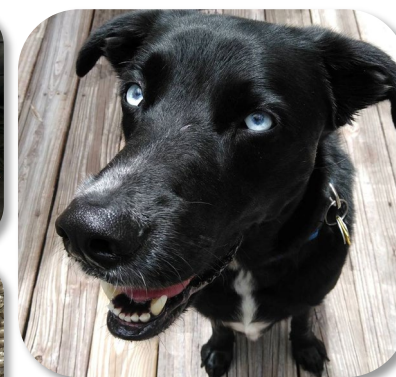
Our integrations with email marketing software and CRMs help you analyze your donation data, segment your donors, and tailor your communication to make your donors feel like the center of the universe. Just like you're the center of ours.



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



We're animal lovers too!



The pandemic is putting the nation's animals at risk

- + Budgets impacted as contributions decline
- + Adoptions and fostering are up but fundraising is down
- + Corporate sponsor contributions affected
- + Staffing and resource shortages
- + Fundraising events being scaled back or cancelled



Your Presenter Today:

Heidi Morris Customer Success Manager

- + Heidi is originally from New Orleans and loves to go back and visit every chance she gets
- + Has a 5-year old Shih Tzu named Lexie, whose favorite toy is a green Tupperware bowl
- + Loves to grocery shop, but ends up eating out most of the time
- + Has a passion for excellent customer service and helping clients drive success



What We'll Cover:

- + Event and campaign Ideas using
 - + Donation forms
 - + Simple events
 - + Peer-to-peer
 - + Text-to-donate
 - + Auctions
- + How Qgiv can help
- + What next?
- + Q&A



Simple Campaign Ideas



+ Year-round one-time and monthly giving



+ Medical campaigns or emergency appeals



+ Giving Tuesday, holiday, and end-of-year campaigns



+ Animal supply and food drives or mega adoption events!



+ Pet ID tag payments and memorial giving



+ Matching gift and clear-the-shelter campaigns

Emergency Appeals


“We initially did an **emergency online appeal**, which brought in about \$60,000. We then continued to communicate each day with donors and did **one online ask per week**. We've also done **Facebook asks** to help community owned animals who needed emergency surgery. Our **direct mail** is addressing COVID and we also did an **emergency appeal to major donors**.”


- Kelley Likes

Humane Society of the Pikes Peak Region





NEW Donation Forms


Choose Your Gift



One Time Ongoing


 Multiply your impact. Make it Weekly!


Choose Your Gift


Animal Heroes


Your gift supports our mission. Make a donation today.


One Time Ongoing

 Multiply your impact. Make it Monthly!

☐ Dedicate this gift

Powered By 



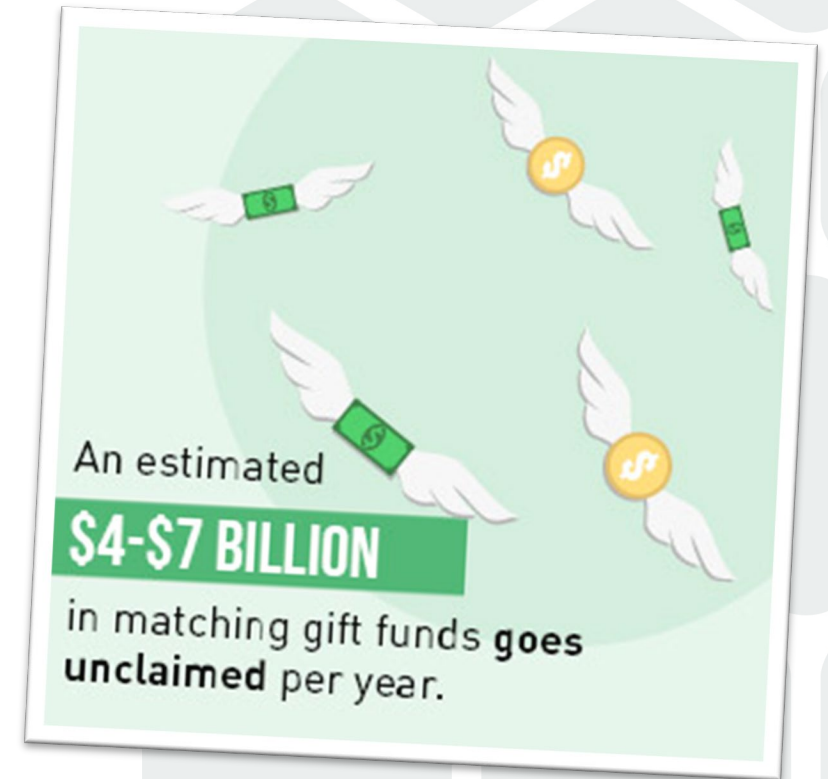


Make it ongoing!

Abby, your steady support helps us plan ahead and you can cancel your gift at any time.

Qgiv Donation Forms

- + Mobile-first design
- + Recurring upgrade nudges
- + Multistep option to cut down on perceived complexity
- + Images with donation amounts
- + Conditional logic in custom fields
- + **Matching integrations**
(CyberGrants, HepData, Double the Donation)
- + GiftAssist | 55% of donors are electing to use it when given the opportunity
- + Widgets – embed right into your website
- + Improved look and feel of landing pages



1



2

Choose Your Gift

Don't forget to send someone special a furry valentine!

\$25

\$50

\$100

\$250

Other

☐ Add a little extra to help with fees

☒ Send My Furry Valentine to someone special!

Choose your Furry Valentine!
#1 - I'm Mutts About You

Recipient's Name

3

Do you feel the love? Heidi Morris has sent you a Furry Valentine in support of Kitsap Humane Society's My Furry Valentine fundraiser. How sweet!

Heidi Morris's message to you:

"Happy Valentine's Day!"



Funds raised during our My Furry Valentine campaign go towards supporting the lifesaving programs and care for injured and homeless animals. If you'd like to share the love and send your own Furry Valentine, view our event page [here](#).

Simple Event Ideas



- + Safe in-person or virtual event performances, raffles or activities



- + Event sponsor payments or volunteer registrations



- + Animal camp registrations or spay and neuter events



- + Mega adoption events and rent-a-dog programs!



- + Holiday animal photos



- + Membership registrations and animal licensing events

Qgiv Simple Events

+ Supports:

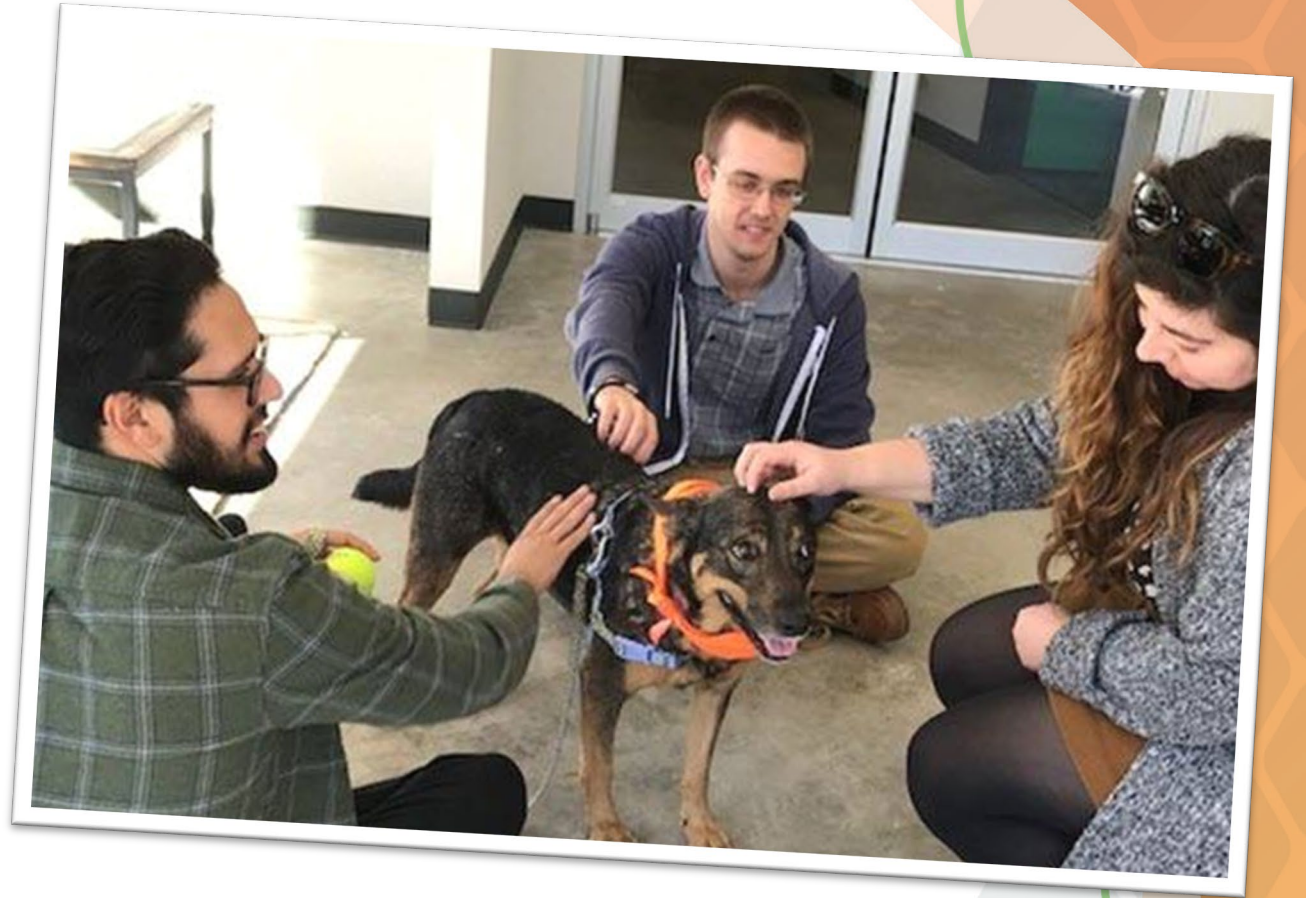
- anything with a set cost
- \$0.00 registrations and RSVPs
- early bird pricing
- promo codes
- multi-package pricing discounts

+ Donations

- on top of or in lieu of registration

+ Custom questions based on package purchased

+ Customizable receipts



Peer-to-Peer Event Ideas



- + Virtual walks, races, bike rides, or other fun activities



- + Contests or challenges!
Ex: people post their pets, others “vote” for a pet at \$1/vote



- + Personal fundraising pages for your board members with DIY fundraising



- + National or community giving days! Think Giving Tuesday or holiday and end of year campaigns



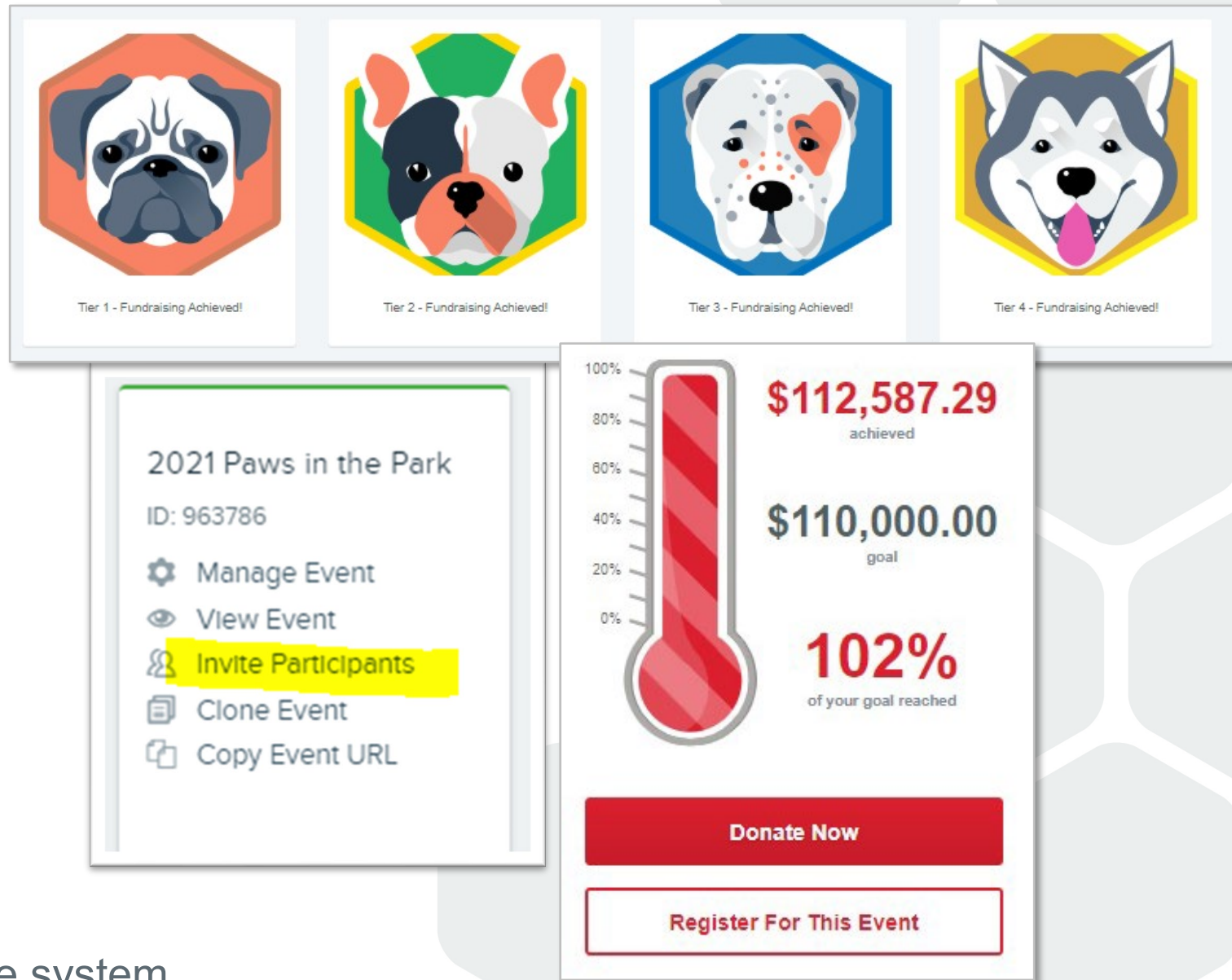
- + Pet festivals and adoption events



- + Get creative! What makes your nonprofit unique?

Qgiv Peer-to-Peer

- + Facebook Fundraisers
- + Individual and team fundraising
- + Easy event builder
- + Store
- + Badges and leaderboards
- + Recurring donations
- + Offline donations and registrations
- + Simple Text Giving
- + Matching gift options
- + Brand new feature – participant invite system



Text Fundraising Campaign Ideas



- + Live or virtual galas or luncheon events



- + Use outbound messages to send updates about your current and any future events



- + Use live page to display names and messages from your donors during your event



- + Set up multiple keywords for different fundraisers or medical campaigns and share on Social Media



- + Pet walk or race events



- + Pet festivals or adoption events

Text Giving Stats

- + **10%** of donors prefer to give by text
- + Text messages have an open rate of as high as **98%** (higher than direct mail or email appeals)
- + **90%** of text messages are read within three minutes of receipt
- + Qgiv clients saw a **16.3%** increase in dollars raised through text campaigns from 2019 to 2020
- + The average text donation amount on the Qgiv platform was **\$81.11**
- + Responsive form design **doubles** giving on mobile devices



Mobile Suite

+ Text-to-donate

- Reminder messages
- Fully customizable messages
- Fulfillment on brand new donation forms

+ Outbound Messages

- Subscription lists
- Upload your own lists

+ FundHub Live

- Screencast – great for specific calls to action at live in-person or virtual events



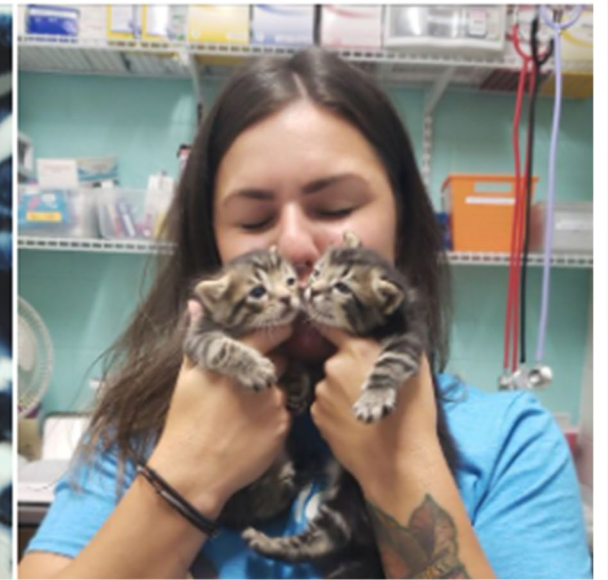
Pensacola Humane Society is 🙏 asking for donations — with Alysia Martinez.

February 28 at 11:00 AM · 🌐

It's the last day of our Fund the Felines Fundraiser! We have a big goal to reach to help 500 kittens this year and we need YOU to help us get there. Consider donating today or share this post to help spread the word! Text felines to 50155 to donate or click here to view the donation packages and Amazon Wish List

<https://pensacolahumane.org/fund-the-felines/> Every little bit helps!

#FundTheFelines #kittenseason #neonates #loveadoptadvocate #78yearsofsavinglives #4pawsatatim... See More



Virtual Auction Events & Ideas



- + Use streaming video to provide entertainment during your event



- + Highlight big-ticket items or unique packages on your social media channels



- + Share stories and photos that show participants who their money will help



- + Do an online raffle! Participants can buy raffle tickets, then stream the drawing



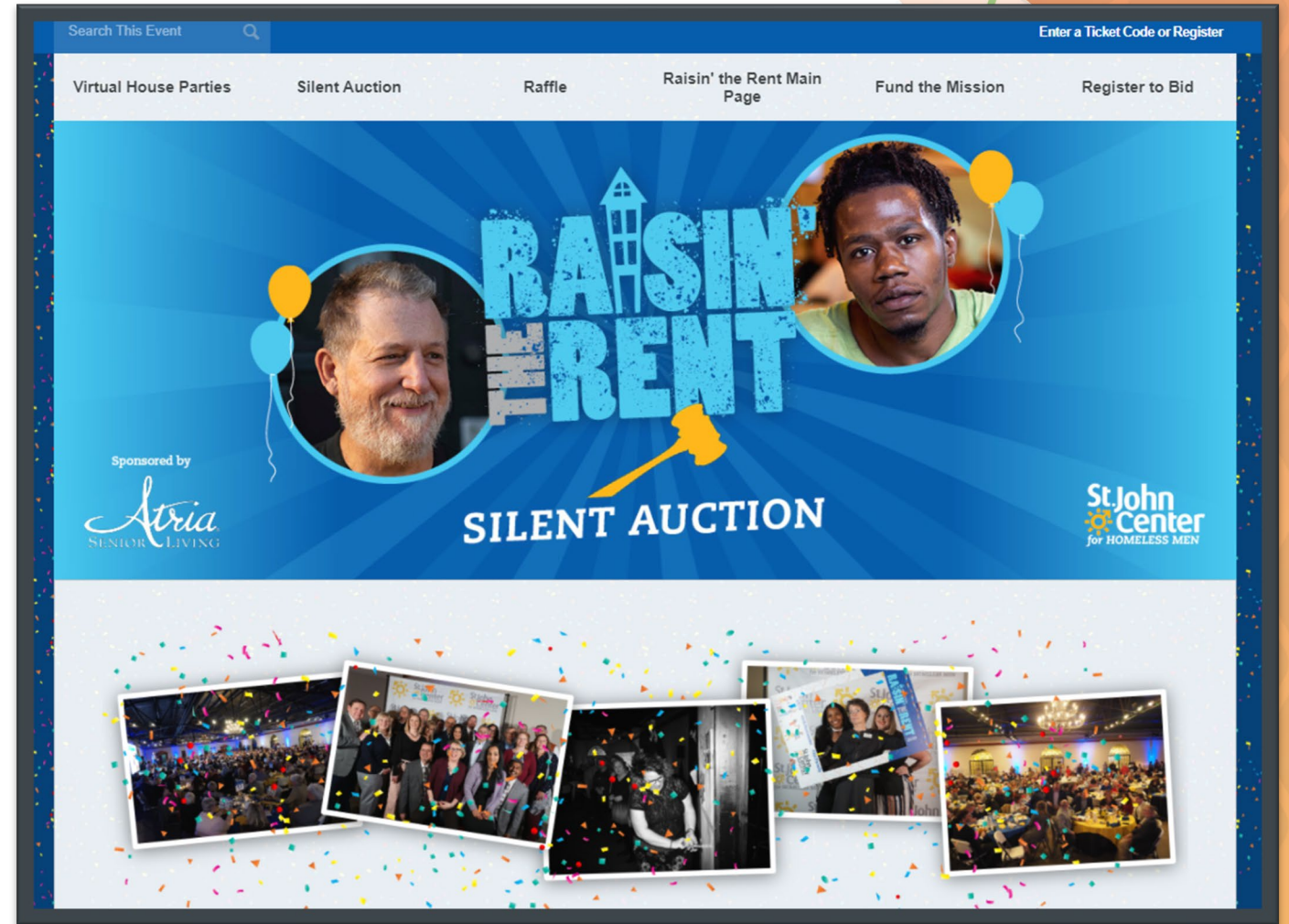
- + Participants can look over your auction items a day or two ahead of time



- + Include some fund-a-need items in your event so non-bidders can support you, too

Auctions

- + App-based bidding and **new** web-based bidding
- + One event site:
 - Registration, check-in, bidding, and checkout
- + Fund-a-need
- + Event purchases
- + Matching gift options
- + Event & bidder management
- + Item import
- + Mobile Virtual Terminal for easy event management by your staff





What Next?

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



Start

\$0/mo

3.95% + .30 per transaction*
eCheck 1.95% +.50 per transaction

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

Data

Pay Monthly: \$15
or Pay Quarterly: \$30

3.95% + .30 per transaction*
eCheck 1.95% +.50 per transaction

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: \$129
or Pay Quarterly: \$297

3.95% + .30 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: \$229
or Pay Quarterly: \$597

4.95% + .30 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[◆]

Pay Monthly: \$229
or Pay Quarterly: \$597

3.95% + .30 per transaction*
eCheck 1.95% +.50 per transaction

All features in Start, plus:

- + Unlimited Auctions
- + Fund-a-Need
- + Event Purchases
- + App-Based or QR Code Check-in
- + Swipe-to-Bid
- + App-based & Web-based Bidding
- + Offline Bidding via Virtual Terminal
- + Simple Checkout
- + Matching Gift Options
- ◆ 30 days advance notice required. Expedited implementation available for additional \$159.

*Add 1% for American Express

**Available after one year of transaction data has occurred

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



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



Some of the clients we help...

PROVIDENCE
ANIMAL CENTER



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





**PENSACOLA
HUMANE SOCIETY**

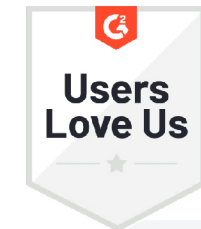
“A lot of the people that fundraise for us tend to create Facebook fundraisers, and in the past, we had to manually track every single fundraiser that was meant for the event—can you say 'headache?' The fact that we could encourage our audience to create a Facebook fundraiser, knowing it was not adding additional work to our plates was such a relief.”

“We want to give a shout-out to our technology partner in developing our peer-to-peer fundraising platform for our 24th Annual Walk for Animals. Qgiv is incredibly user-friendly with amazing and responsive support when needed! Thanks to the team for making this happen for SPCA Florida! All you fundraisers out there owe it to yourselves to check out Qgiv!”



Clients, Culture, and Community

We love being a part of the nonprofit community! Check out how we give back and are recognized as a partner and leader in the nonprofit space.



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



Q&A – How can we help?



Jennifer Mansfield,
Vice President
of Customer Experience



Heidi Morris,
Customer Success Manager



Questions?

support@qgiv.com | contactus@qgiv.com | 888-855-9595

Example Links

Donation Page Examples

- + <https://www.kittenalliance.org/donate-monthly>
- + <https://secure.qgiv.com/for/hsoc>
- + <https://secure.qgiv.com/for/2mm>
- + <https://petallianceorlando.org/11-month-old-nemo-needs-your-help/>
- + <https://secure.qgiv.com/for/pttr>
- + <https://prckc.org/donate/>
- + <https://secure.qgiv.com/for/pepan>
- + <https://secure.qgiv.com/for/mfvt/>

Event Page Examples

- + <https://secure.qgiv.com/for/yogeve>
- + <https://secure.qgiv.com/for/202crittc>
- + <https://secure.qgiv.com/for/pitcoscon>
- + <https://secure.qgiv.com/for/mcekz13>
- + <https://secure.qgiv.com/for/2wce>

Example Links

Peer-to-Peer Examples

- + <https://secure.qgiv.com/event/paw202/>
- + <https://secure.qgiv.com/event/wagstoriches>
- + <https://secure.qgiv.com/event/pitp2021/>
- + <https://secure.qgiv.com/event/match2020>
- + <https://secure.qgiv.com/event/calendarcontest2020/>
- + <https://secure.qgiv.com/event/pawsvclaws/>
- + <https://secure.qgiv.com/event/pp2021>
- + <https://secure.qgiv.com/event/fastandfurriest2021>
- + <https://secure.qgiv.com/event/rispcapawsinthepark/>
- + <https://secure.qgiv.com/event/fido35>

Text Campaign Examples

- + <https://secure.qgiv.com/for/funthfel>
- + <https://secure.qgiv.com/event/wesleybenefit/display/wesleybenefit>

Example Links

Auction Examples

- + <https://secure.qgiv.com/event/potterleagueauction2020>
- + <https://secure.qgiv.com/event/sitstay>
- + <https://secure.qgiv.com/event/hoot2020/>