



Creative License: Standout Campaign Ideas to Raise More and Spend Less

Presented by Windy Keene, Customer Success Manager at Qgiv

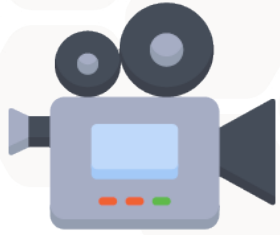


Learn to raise more online

Want to learn how to raise more money online? We'd love to show you!

Visit us at www.qgiv.com





We're recording this webinar! We'll send you a copy after the webinar is complete.



Feel free to ask questions! Use the chat box for general discussion and the Q&A option below to ask your questions: we'll answer them in a Q&A section at the end of the presentation.



Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow **@Qgiv!**

Who's Talking Today?

- + With Qgiv for two and a half years
- + Customer Success Manager
- + Has a passion for excellent customer service and helping clients drive success



Windy Keene
Customer Success Manager

Campaign Ideas for Donation Forms

Standard Ideas for Donation Forms



- + Year-round, one-time, and monthly giving campaigns
- + Giving Tuesday/holiday giving campaigns



- + Use donation images to show impact



- + Run a campaign for projects or renovations

Sign In

Select the items you'd like to donate

FILL THE BUILD
Neighbor to Neighbor

One Time Monthly

One Bag of Groceries including eggs, vegetables, cereal \$35
Your \$35 donation will go toward buying a bag of groceries. Neighbor to Neighbor currently fills nearly 600 grocery bags per week.

4 bags of Groceries including eggs, vegetables, cereal \$140

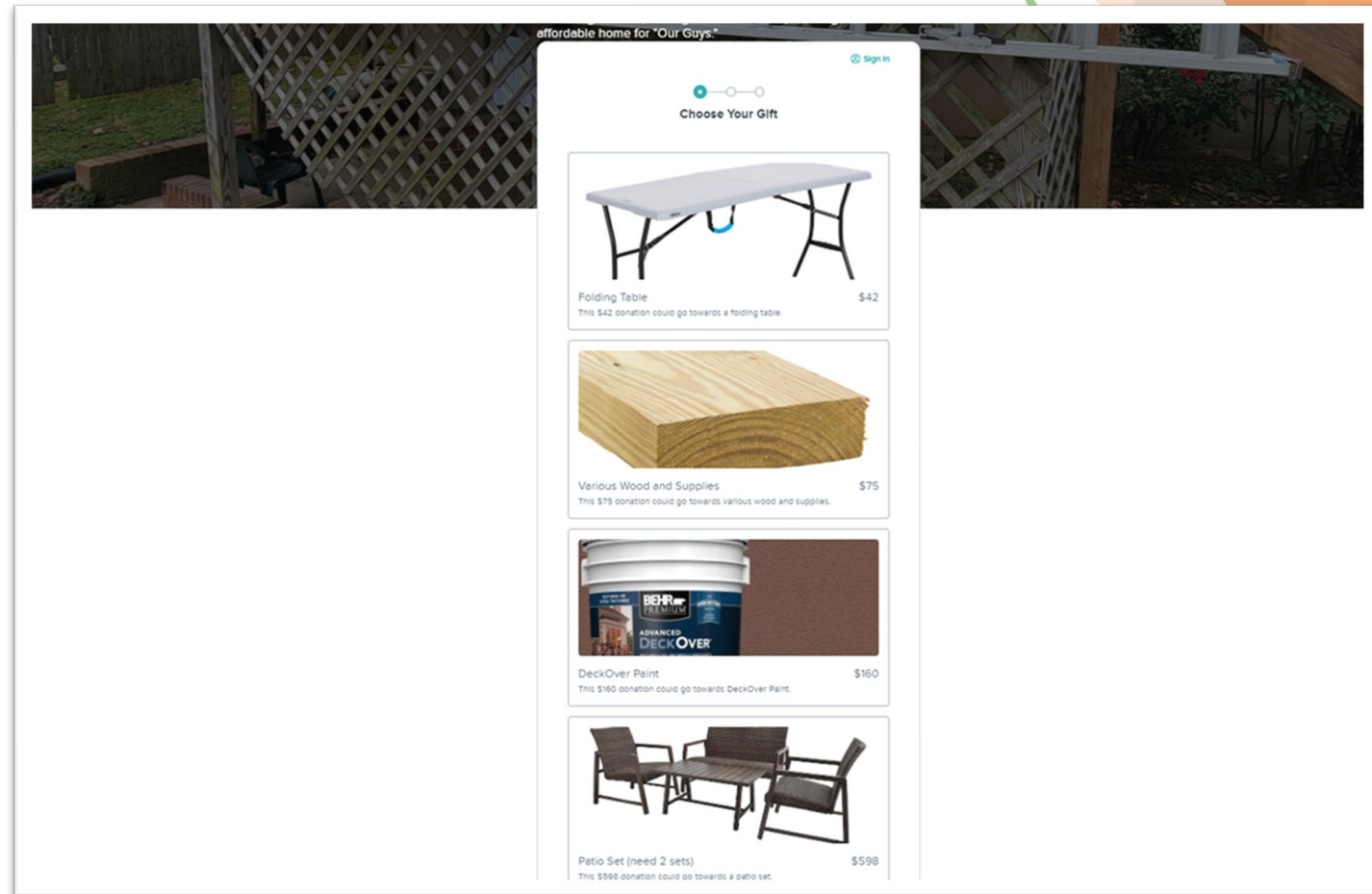
One Box of Fresh Produce \$50
Your \$50 donation will buy a box of Fresh Produce, to be divided into grocery bags.

Standard Ideas for Donation Forms

Run a campaign for projects or renovations!

This organization:

- + Uploaded images for specific items they needed for their renovation project
- + Added a brief description to describe where the money would go
- + And included a thermometer on their donation form to show progress



Creative Ideas for Donation Forms



- + Use Giving Plans for specific campaigns



- + Sponsorship campaigns with donation amounts tied to sponsorship levels



- + Modernize your bake sale or annual fundraiser

Communities In Schools®
Central Texas

Sign In

It's simple. If everyone who gave last school year gives \$12.50 for just five months, we can provide basic needs assistance to 150 students and families this spring.

Will you help make this possible?

Choose Your Gift

Basic Needs Support \$12.50/month
Provide food and other basic needs assistance for our students as they finish the 2021 spring semester strong.

\$62.50 gifted over 5 installments

☐ Add a little extra to help with fees

Give

Powered By Qgiv®

Creative Ideas Ideas for Donation Forms

Sell items through a donation form, like a bake sale!

This organization:

- + Changed the language of each donation amount for pies
- + Created custom, conditional fields for types of pie (Apple, Pumpkin, Cherry)
- + Up to 5 additional fields appeared on the form based on the number of pies selected

This order form has three steps: First, select the button for how many pies you'd like to buy. Then, use the pull-down menus to select what type of pie(s). Finally, select whether the order is for pickup or for donation to families in need via Columbia Community Cares.

Our system can only handle orders of five pies or less per form, so you'll need to submit multiple order forms if you want to order more than five pies. Also, you'll need to submit separate orders if you'd like to order some pies for yourself and some to donate.

How many pies would you like to order?

One (1) Pie	\$16
Two (2) Pies	\$32
Three (3) Pies	\$48
Four (4) Pies	\$64
Five (5) Pies	\$80

What kind of pie(s) would you like?

What kind of pie? (Pie #1)
Apple

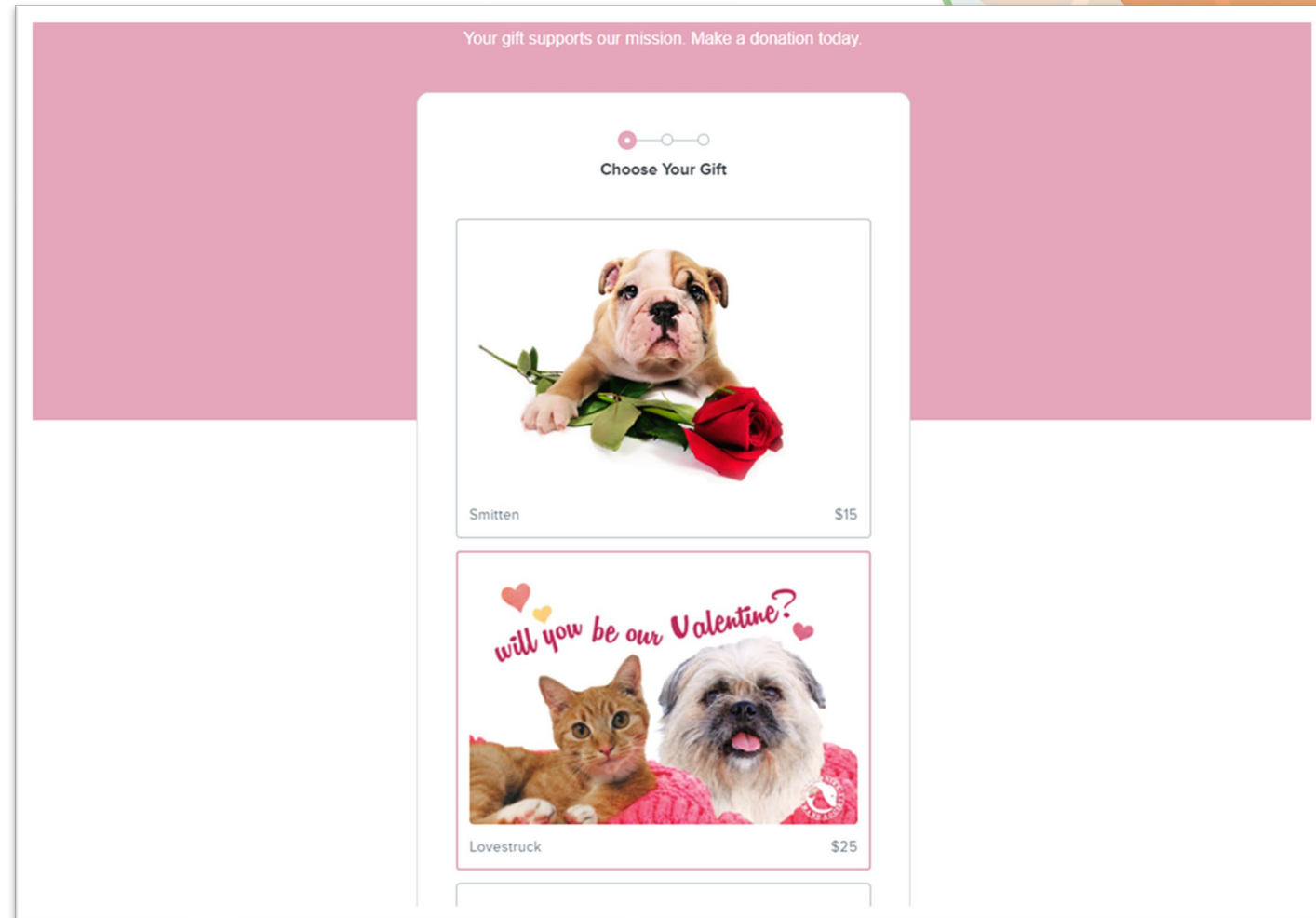
Pie #1 - Selection

Out-of-the-box Ideas for Donation Forms

Set up a campaign for a special day!

This organization:

- + Created a campaign around Valentine's Day with Valentine Day themed ecards
- + Donors select an ecard
- + Using donor dedications, the donor can send the ecard to a special someone and include a customized message



Out-of-the-box Ideas for Donation Forms

Musical E-Cards

Your gift supports our mission. Make a donation today.

Spread holiday joy with our new music video eCards!
Simply fill out the form below and we'll do the rest. With every \$10 minimum donation, you also provide a song to a patient or caregiver!

☒ Click here to begin!

What song do you want to send?
Winter Wonderland by Megan

Name of recipient:

Recipient Info: Optional

Recipient Email (required)

Optional Message

One Time Ongoing

\$10

\$25

\$50

\$100

From: Hearts Need Art: Creative Support for Patients and Caregivers <receipts@qgiv.com>
Sent: Tuesday, July 13, 2021 11:19 AM
To: General Mailbox -Qgiv <GeneralMailbox-Qgiv@zeroworries.onmicrosoft.com>
Subject: Open your holiday musical e-card!

[EXTERNAL EMAIL]



Qgiv Test sent you a holiday e-card!

Thinking of you this holiday season. Best wishes to you and your family!

[Click here](#) to listen to Hearts Need Art Musician-in-Residence Megan sing Winter Wonderland!

Qgiv Test made a donation in your honor to Hearts Need Art!

Hearts Need Art's mission is to create moments of joy, self-expression, and connection with those facing life-altering health challenges through arts engagement, advocacy, and innovation. This donation made in your honor helps us bring joy and comfort to patients and caregivers. For more information, visit us at HeartsNeedArt.org



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Qgiv Donation Form Features

- + Modern, mobile-first design
- + Multistep and single-step options
- + Giving Plans
- + Donation images
- + Customizable landing pages
- + Recurring prompts
- + Conditional logic for custom fields and new field types
- + Campaign thermometers

The screenshot displays a mobile-optimized donation form for the Boys & Girls Clubs of Dorchester. The form is overlaid on a background image of four children wearing face masks. The form itself has a white background with a blue header containing the organization's logo and name. Below the header, there's a progress indicator showing the first step is active. The main section is titled 'Choose Your Gift!' and includes a checkbox for 'Dedicate this gift'. There are two tabs: 'One Time' (selected) and 'Monthly'. Under the 'One Time' tab, there are five buttons for donation amounts: \$25, \$50, \$100, \$250, and \$500, plus an 'Other' option. A prompt 'Multiply your impact. Make it Monthly!' is visible below the amount buttons. At the bottom, there's a checkbox for 'Add a little extra to help with fees' and a large blue 'Give' button. The top right corner of the form has links for 'My account' and 'Sign out'.

Campaign Ideas for Simple Events

Simple Event Ideas



- + Socially distanced in-person, virtual, or hybrid event registrations for walks and runs



- + Registrations and payments for activities such as a cooking class, dance class, camps, or game nights



- + Sell sponsorships for events to streamline

platformART

[Create an Account](#) or [Log In](#)

**Buffalo Soldiers | Visual Narratives of History and Heritage:
A Speaker Series on Florida and the Spanish-American War**

Date
Sunday, August 15, 2021

Time
3:30pm to 5:00pm

Location
SpringHill Suites by Marriott
511 W. Lime Street
Lakeland FL 33815

About
Buffalo Soldiers
Visual Narratives of History and Heritage:
A Speaker Series on Florida and the Spanish-American War
a program to support the creation of
Friends of Freedom
a public art monument honoring veterans
of the Spanish-American War

hosted by
SpringHill Suites by Marriott

Simple Event Ideas

Selling sponsorships is a great way to raise money and provide exposure for sponsors

This organization:

- + Hosted a golf tournament and sold sponsorships
- + Used the ticketing system to create sponsorships packages with details about each package
- + Also sold tickets for entry into the golf tournament



BIG LOVE, FROM LIZZIE GOLF TOURNAMENT

Date
Friday, September 03, 2021

Time
7:30am to 3:00pm

Location
Stonetree Golf Club
1600 Stonetree Drive
Killeen TX 76543

Event Information

BIG Love, From Lizzie is an Inaugural Charity Golf Tournament created & hosted by Lizzie Tennyson's family and friends in hopes to raise funds for one of their favorite charities - **B.I.G. Love Cancer Care**. Lizzie first met B.I.G. Love Cancer Care (B.I.G. Love) in 2011, when she was diagnosed with leukemia at Dell Children's Medical Center. Lizzie's mom, Susan said, "B.I.G. Love helped us survive during our cancer journey everyday, every week for nine years. I don't know what we would have done without B.I.G. Love by our side."

B.I.G. Love meets the "real" needs of cancer patients at six Texas hospitals serving over 100,000 kids and families each year. From daily food and comfort items to financial support and special wishes, B.I.G. Love is a constant source of help, love and support! Lizzie and Susan experienced this help first-hand.

In memory of a precious soul, Lizzie, and in keeping with her heart to give and do BIG things, let's join together for a great event and show the world how Texas supports Cancer Kids!

Your Opportunities to Support Cancer Kids are Listed Below:

All sponsors will receive recognition on event materials, B.I.G. Love's website, social media, press releases, and at the event. Invitation to awards lunch. Simple and casual awards lunch immediately following the tournament with great music, food, and drinks.

The Lizzie Memorial Title Sponsor - \$7,500

- Presenting Sponsor for the event, published on event materials
- Opportunity to speak at dinner
- Reserved seating at dinner
- Opportunity to bring your tent + table at one tee box to promote your business and/or render a good or service to the golfers
- Prominent signage with logo at two tee boxes



BIG LOVE, FROM LIZZIE

IN LOVING MEMORY OF LIZZIE TENNYSON

2021 CHARITY GOLF TOURNAMENT
Benefiting
B.I.G. LOVE CANCER CARE
Easing the Childhood Cancer Journey at 6 Texas Hospitals

SEPTEMBER 3, 2021
Stonetree Golf Club
1600 Stonetree Drive, Killeen, Texas 76543
Check-In: 7:30am | Start: 8:30am | *This event is rain or shine

REGISTER ONLINE - [HTTPS://BIGLOVECANCERCARE.ORG/GOLF.HTML](https://BIGLOVECANCERCARE.ORG/GOLF.HTML)
B.I.G. Love Cancer Care is a 501(c)(3) non-profit organization. Tax ID # 20-8516221

Creative Event Ideas



- + The Qgiv events portal is way more than events!



- + Raffles/chance drawings or special supply sales



- + Customized items, such as commemorative bricks
- + Sell items such as ornaments or apparel



Creative Event Ideas

Selling items like ornaments and use the events system like an “order” form

This organization:

- + Set up a form to sell “Ornaments of Hope” and used the form as an order form
- + Donors could choose the ornament they wanted and add shipping costs
- + They even set up a matching gifts campaign to double the impact



Ornaments of Hope qualify:

Double your impact.

Every donation received between now and December 31, 2020, will be matched dollar for dollar, up to \$10,000!

When you give \$25, we receive \$50

We are sincerely grateful for the anonymous LeaderShop supporter who is making this matching campaign possible.

Each snowflake is unique, just like the youth we serve.

The LeaderShop "Ornaments of Hope" Snowflake Order Form

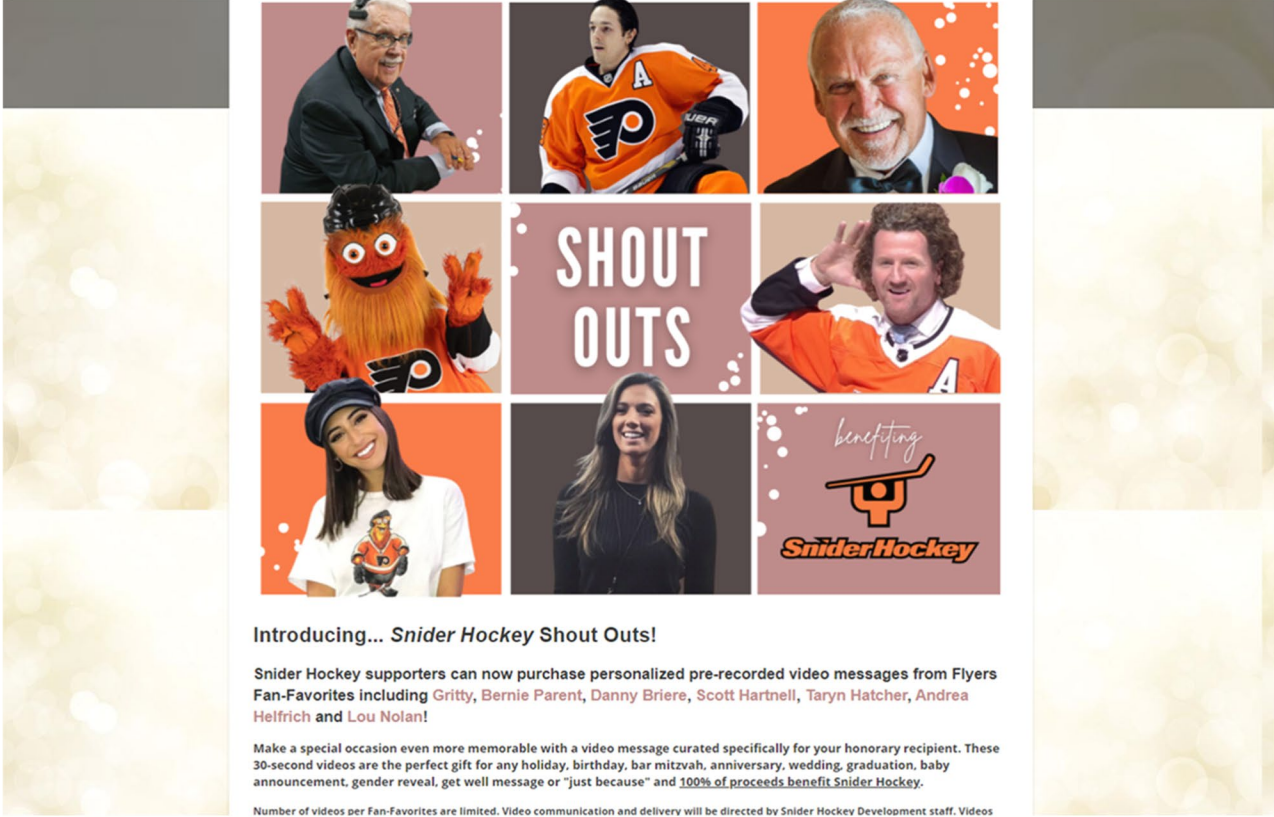
About

Out-of-the-box Event Idea

Want to provide something valuable to your donors? How about personalized videos from all-stars and local celebrities?

This organization:

- + Sold personalized shoutouts from fan favorites of the Philadelphia Flyers
- + The event system allowed the organization to offer a limited number of videos per person



Introducing... Snider Hockey Shout Outs!

Snider Hockey supporters can now purchase personalized pre-recorded video messages from Flyers Fan-Favorites including **Gritty, Bernie Parent, Danny Briere, Scott Hartnell, Taryn Hatcher, Andrea Helfrich and Lou Nolan!**

Make a special occasion even more memorable with a video message curated specifically for your honorary recipient. These 30-second videos are the perfect gift for any holiday, birthday, bar mitzvah, anniversary, wedding, graduation, baby announcement, gender reveal, get well message or "just because" and **100% of proceeds benefit Snider Hockey.**

Number of videos per Fan-Favorites are limited. Video communication and delivery will be directed by Snider Hockey Development staff. Videos

Qgiv Pro Tips

- + Widgets to embed your form on your website
- + QR codes
- + Invoicing
- + Matching – CyberGrants, HEPData, Double the Donation
- + GiftAssist
- + Unlimited training and support!

One Time

Provides one-year of patient

Provides speech therapy

Provides cognitive therapy

Provides a program again

Provides 170 new books

Provides hearing services

provides language therapy for a child to read \$1,860

Other

Multiply your impact. Make it Monthly!

☐ Dedicate this gift

☐ Add a little extra to help with fees ?

Give

Powered By Qgiv®

Matching Gifts

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

360 MATCHPRO BY DOUBLE THE DONATION

SSB | HEPdata

CyberGrants



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

Everything

\$399/mo

(pre-paid annually at a rate of \$4,788)

3.95% + .30 per transaction*
echecks: 1.95% +.50 per transaction

4.95% + .30 for peer-to-peer transactions
echecks: 2.95% +.50 per transaction

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



Have Questions? We can help!

+ Want to talk to us
about using Qgiv?
Email
contactus@qgiv.com

+ Are you a Qgiv
customer? Email
support@qgiv.com

+ Have questions
about best
practices? Check
out qgiv.com/blog!



Questions?
