



Building Hope: Fundraising Best Practices for Community Development

Wednesday, September 29 | 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.



We will be live-tweeting!

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

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



Why we're here

- The impact of COVID has added more strain to already underserved communities
- Community development nonprofits are in a tough position to figure out how to continue to help those impacted with their programs and services while keeping everyone safe
- Fundraisers are faced with hard choices when it comes to fundraising events



Your Presenter Today:

Ammon Lowman **Customer Success Manager**

- + Originally from Arizona
- + I've visited 42 of 50 states in the USA!
- + I've been with Qgiv for almost 4 years
- + Love working with different nonprofits and having the opportunity to be a part of their team



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's next?
- + Q&A



Simple Campaign Ideas



+ Year-round, one-time, and monthly giving campaigns



+ Giving Tuesday and holiday campaigns



+ Membership campaigns



+ Special activity enrollment fees

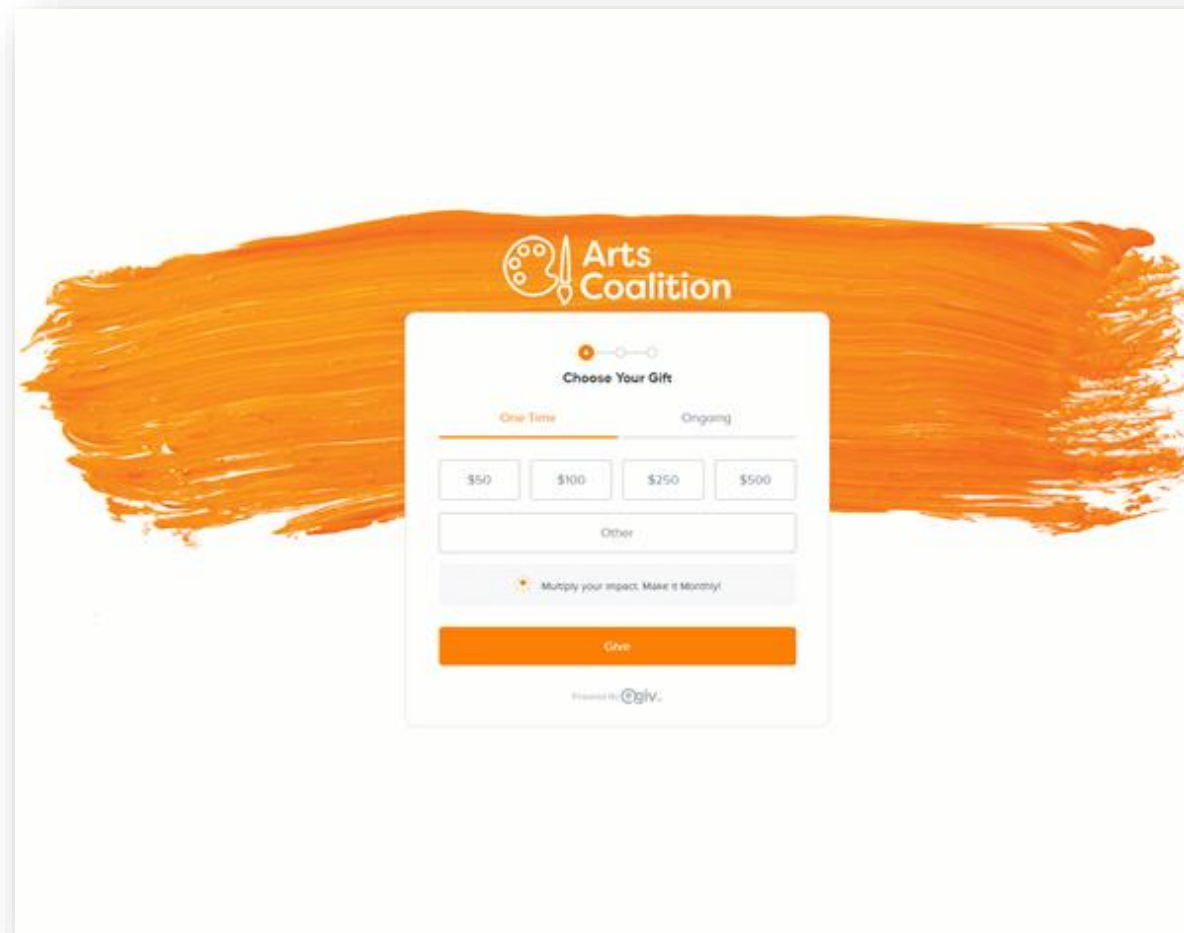


+ Sponsorship campaigns



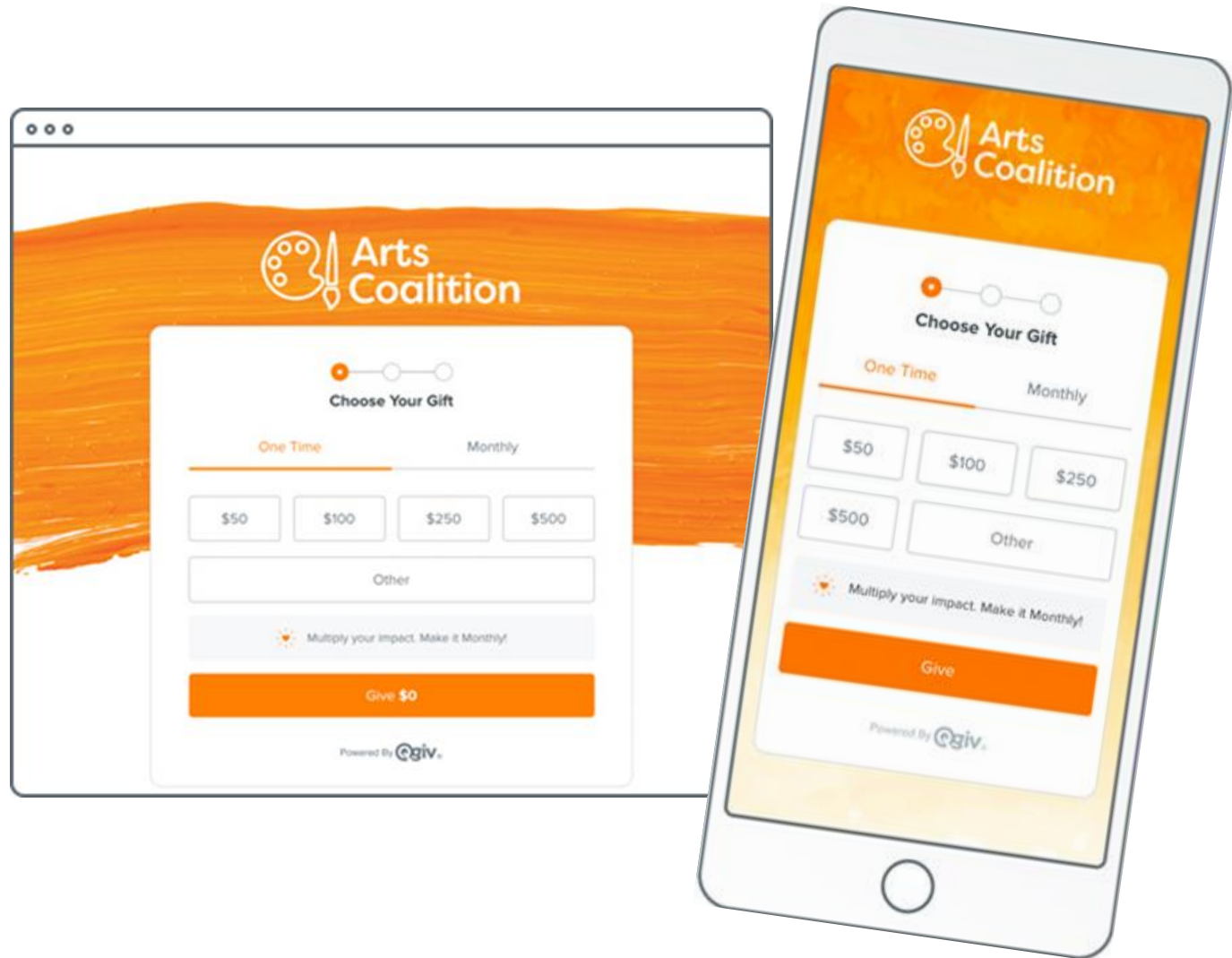
+ Matching gift and corporate campaigns

Qgiv Donation Forms



The image shows a donation form for the Arts Coalition, presented as a white card with a subtle shadow against a background featuring a large orange brushstroke and a green hexagonal pattern on the left. The form is titled "Arts Coalition" with a logo of a paint palette. Below the title, it says "Choose Your Gift" with a small icon of a gift box. There are two tabs: "One Time" (selected) and "Ongoing". Under the "One Time" tab, there are four buttons for donation amounts: "\$50", "\$100", "\$250", and "\$500". Below these is an "Other" button. A message "Multiply your impact. Make it Monthly!" is displayed with a small icon of a calendar. At the bottom of the form is a large orange "Give" button. The footer of the form says "Powered by Qgiv".

Qgiv Donation Forms



Qgiv Form Features

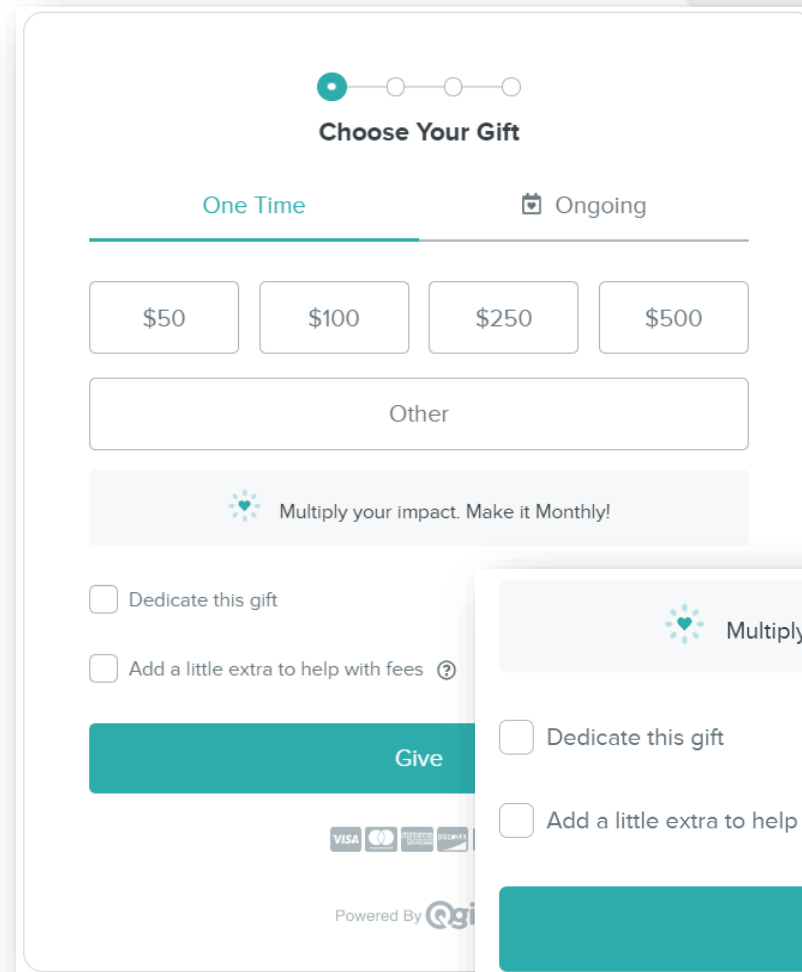
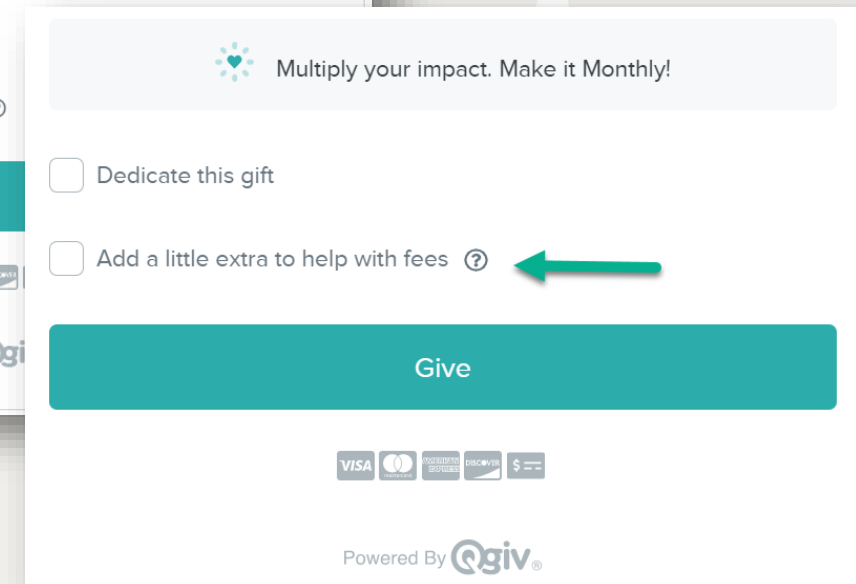
- + Modern, mobile-first design
- + Multistep and single-step options
- + Donation images
- + Recurring prompts
- + Conditional logic for custom fields and new field types

The image displays three overlapping screenshots of Qgiv donation forms, illustrating various features:

- Left Form:** Shows a "Choose Your Gift" section with a "One Time" selection. It includes donation amount buttons (\$25, \$50, \$250) and checkboxes for "Dedicate this gift" and "Add a little extra to help with fees". A "Give" button is at the bottom.
- Middle Form:** Shows a "Choose Your Gift" section with a "One Time" selection. It features a progress indicator and two gift options: "\$25 can buy nails and fasteners!" (with a photo of nails) and "\$50 can buy roof shingles!" (with a photo of roof shingles).
- Right Form:** Shows a "Choose Your Gift" section with a "One Time" selection. It features a progress indicator and a list of gift options with descriptions and prices: "In honor of 30 years of homes, community and hope" (\$30), "buys a smoke detector to protect a family or school supplies for activities in our education program" (\$10), "buys a door knob to keep a home secure or an educational game to instill a love of learning" (\$25), "buys the wood to frame one wall of a home or an awards party to celebrate educational achievement" (\$50), and "buys the window blinds for one bedroom or tutoring material to engage students with reading and math" (\$100).

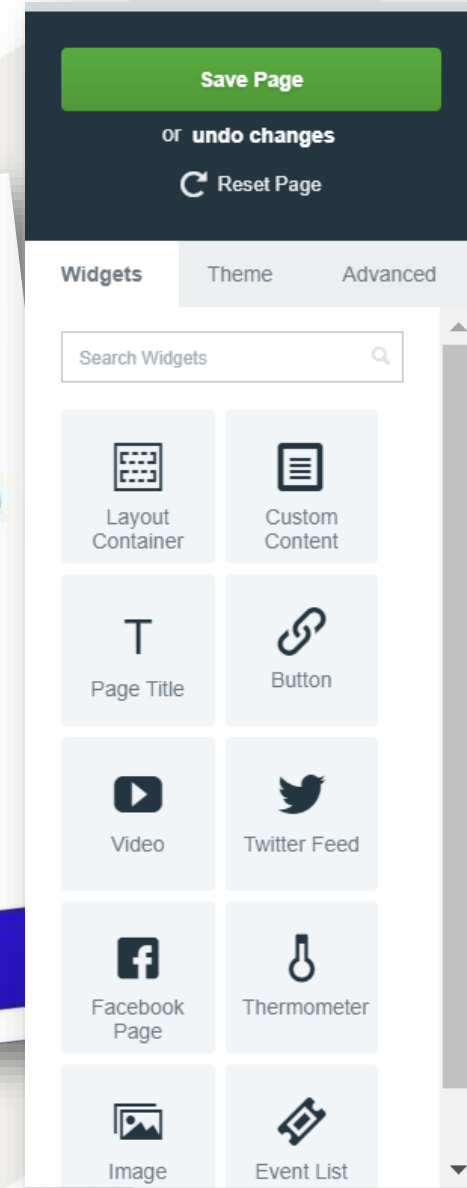
Qgiv Form Features

- + **Matching integrations** – CyberGrants, HEPData, Double the Donation
- + **GiftAssist** – Over 50% of donors opt in when given the opportunity

A screenshot of the Qgiv donation form. At the top, a progress bar shows the first step, "Choose Your Gift", is active. Below the progress bar, there are two tabs: "One Time" (selected) and "Ongoing" with a calendar icon. Under the "One Time" tab, there are four buttons for donation amounts: "\$50", "\$100", "\$250", and "\$500". Below these is a text input field labeled "Other". A grey banner with a heart icon says "Multiply your impact. Make it Monthly!". Below this banner are two checkboxes: "Dedicate this gift" and "Add a little extra to help with fees ?". A teal "Give" button is positioned below the checkboxes. At the bottom, there are logos for VISA, Mastercard, American Express, and Discover, followed by the text "Powered By Qgiv".A second screenshot of the Qgiv donation form, showing the "Add a little extra to help with fees ?" checkbox. A red arrow points to this checkbox. The rest of the form, including the "Give" button and payment logos, is visible below.

Qgiv Form Features

- + Thermometers to highlight campaign goals
- + Widgets to embed your form on your website and updated tools in Form Builder for landing and donation pages



Simple Event Ideas



- + Socially distanced in person, virtual, or hybrid event registrations



- + Sponsoring an individual, memberships purchase or renewals



- + Special programs, after school activities, registrations and payments



- + Chance drawings or special supply sales



- + Special events, such as festivals, award ceremonies, or game nights



- + Registration for classes

Qgiv Simple Events

+ Supports:

- any ticket or package 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



- + Socially distanced, virtual, or hybrid walks or races or activity challenges



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



- + Scavenger hunts, bowl-a-thons, or virtual trivia nights and special events



- + National or community giving days like Giving Tuesday, giving challenges, holiday or end-of-year campaigns



- + Online storefront, sponsorships, and year-round donation campaigns

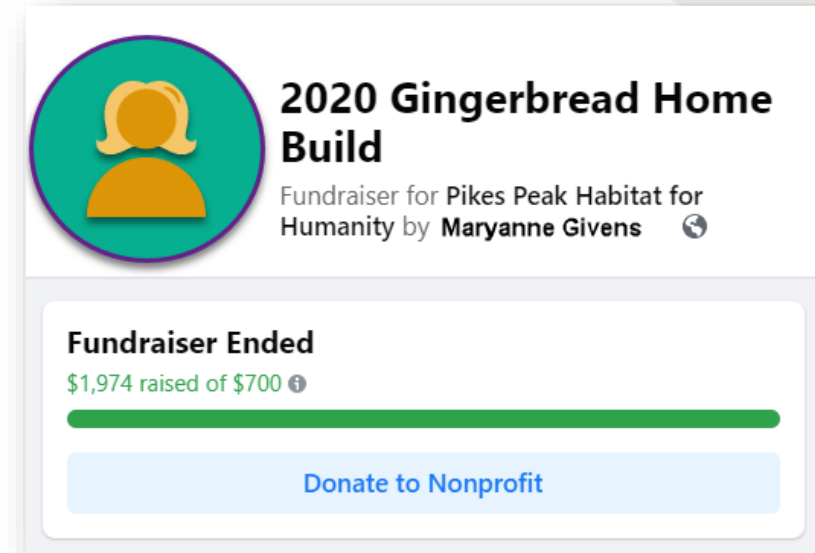


- + Get creative! What makes your nonprofit unique?

Qgiv Peer-to-Peer

+ Facebook Fundraisers

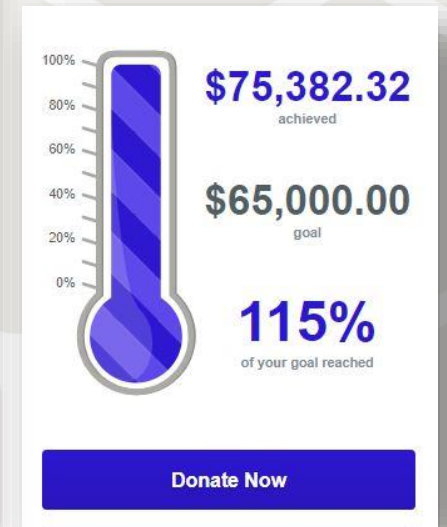
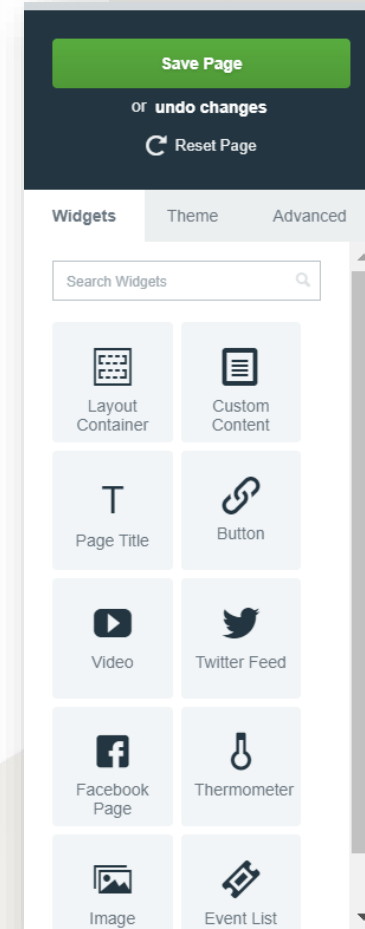
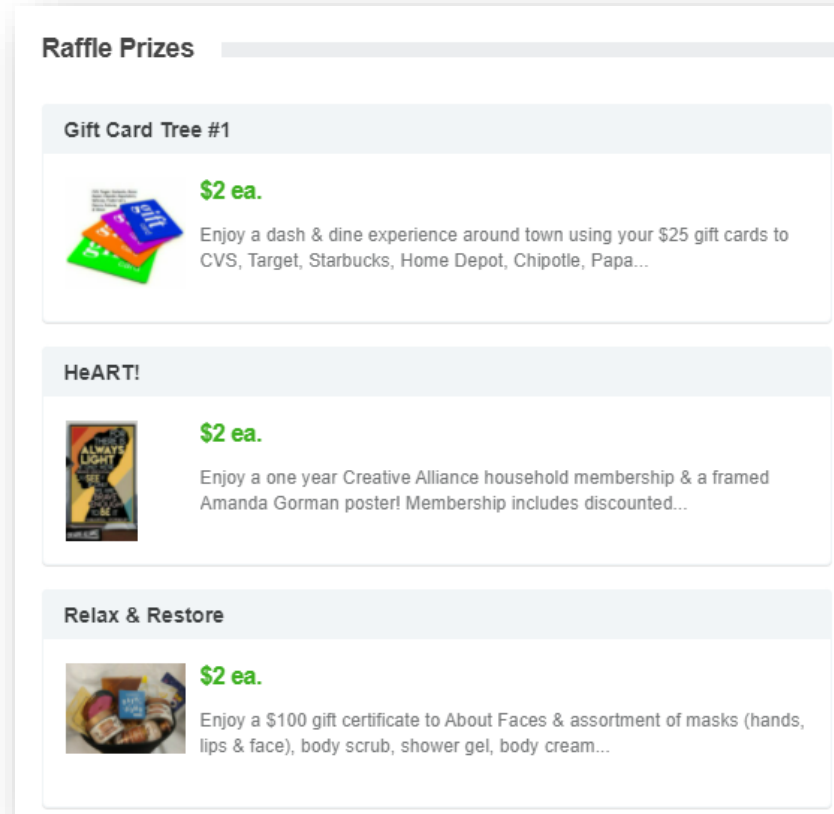
+ Individual and team fundraising

A screenshot of the Qgiv registration process. It shows a multi-step form with a progress indicator on the left. Step 1 is "Register as a Fundraising Participant". Step 2 is "Community Build" with details about a half marathon on March 13, 2022. Step 3 is "Would you like to:" with three options: "Join a Team", "Create a Team", and "Continue as an Individual Fundraiser". Below these options is a search bar for teams and a "Continue" button.

Qgiv Peer-to-Peer

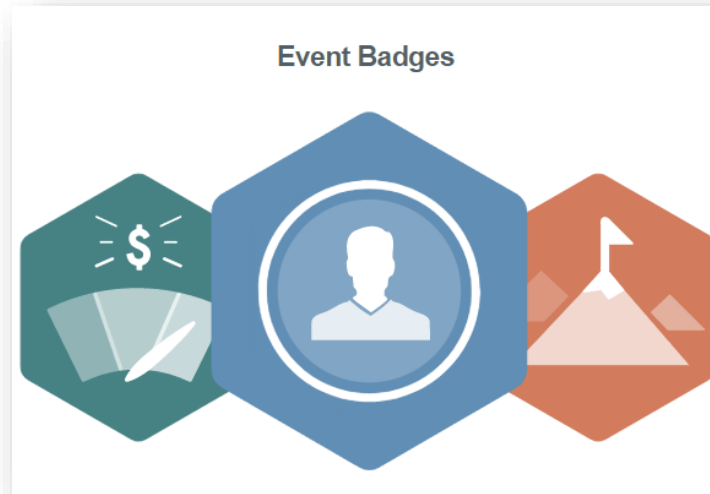
+ Easy event builder

+ Store

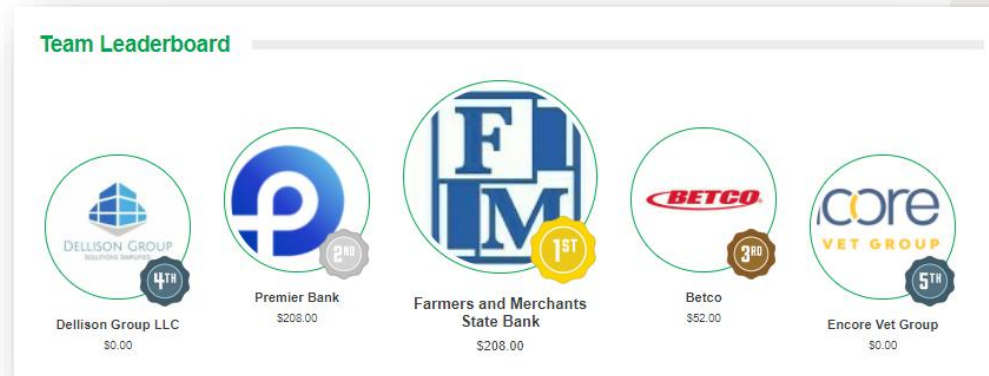


Qgiv Peer-to-Peer

+ Badges

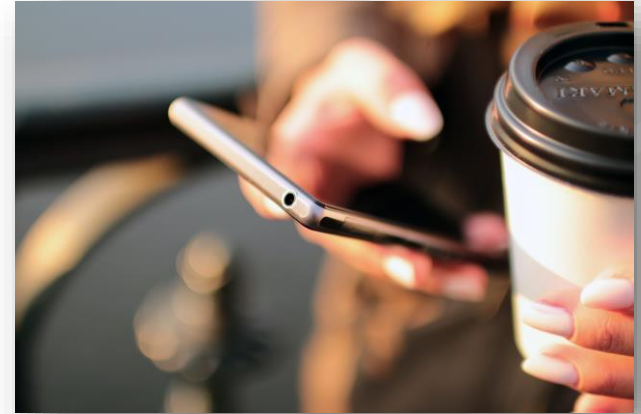


+ Leaderboards



Qgiv Peer-to-Peer

- + Simple Text Giving
- + Recurring donations
- + Offline donations and registrations
- + Matching gift options
- + Brand new feature – participant invite system



- ⚙️ Manage Event
- 👁️ View Event
- 👤 Invite Participants
- 📄 Clone Event
- 🔗 Copy Event URL

Text Fundraising Campaign Ideas



- + Virtual galas, luncheons, or networking events with a live stream



- + 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 such as volunteers, mentors, etc.



- + In person socially distanced, virtual, or hybrid events like walks, races, or bowling events



- + Festivals or sponsor a student days

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



TEXT2GIVE!
TEXT
SOCKS
TO
50155

Virtual Auction Events & Ideas



- + Use streaming video to provide entertainment during your event



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



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



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



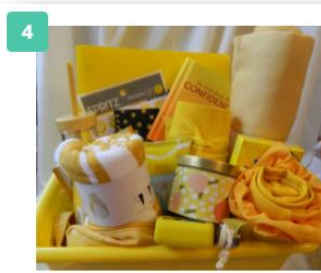
- + Participants can look over your auction items in advance of your event



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

Auctions

- + App-based bidding and 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



AUCTION ITEMS
BACK TO SCHOOL BASKET

Current Bid: \$80
Value: \$150



AUCTION ITEMS
DREAM DINNERS

Current Bid: \$70
Value: \$260



AUCTION ITEMS
TEETH WHITENING

Current Bid: \$90
Value: \$250

[Registration Options](#) → [Information](#) → [Review and Billing](#) → [Thank You](#)

Please Select An Option

Individual Ticket

\$75.00 7 Available

0 ▾

Individual ticket for Friends and Furries Gala and Yappy Hour Auction

[Hide Details](#)

Table Sponsorship

\$550.00 30 Available

0 ▾

Purchase a table sponsorship for \$550. Seats 8.

[Hide Details](#)

Spring
Garden
Auction



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

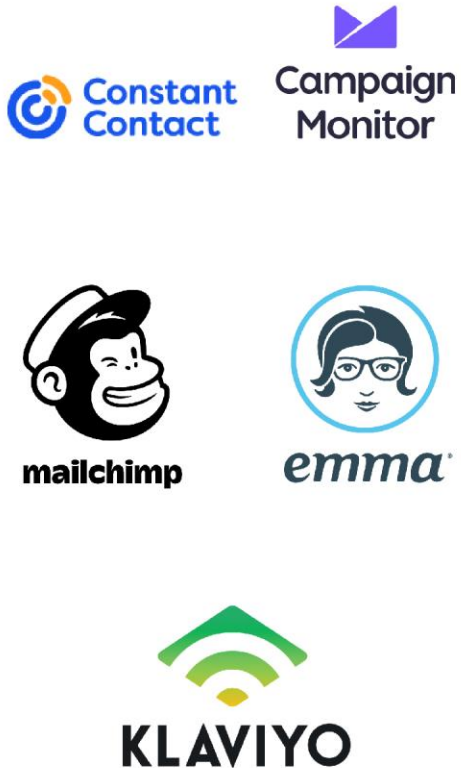
**Available after one year of transaction data has occurred

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



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...





“We had reservations about going virtual and were nervous about our audience being receptive to technology. But nowadays, everybody has a smartphone. We wanted to make sure our event software was intuitive and easy enough for our donors to figure out. Qgiv is one of my favorite platforms to use and was super easy for our guests.”

Jennifer Hockenberger

Director of Fundraising and Media Relations



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



Ammon Lowman,
Customer Success Manager

+ **Have questions about best practices?** Check out [qgiv.com/blog!](https://qgiv.com/blog/)

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

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



Example Links

Donation Page Examples

- + <https://www.beacheshabitat.org/support/give-now/donate/>
- + <https://secure.qgiv.com/for/lovhabfohum>
- + <https://secure.qgiv.com/for/ypfchff>
- + <https://www.covenanthousefl.org/donate>

Event Page Examples

- + <https://secure.qgiv.com/for/ypfchff/event/837951/>
- + <https://secure.qgiv.com/for/czh5rn/event/837802/>
- + <https://secure.qgiv.com/for/signev2/event/826518/>

Example Links

Peer-to-Peer Examples

- + <https://secure.qgiv.com/event/gingerbreadhomebuild/leaderboard/>
- + <https://secure.qgiv.com/event/1artei5/store/>
- + <https://secure.qgiv.com/event/bedrace2021/>

Text Campaign Examples

- + <https://secure.qgiv.com/event/962931/display/511454/>
- + <https://www.fresnomission.org/fresno-mission/sockline/>

Example Links

Auction Examples

- + <https://secure.qgiv.com/event/spreadthesunshine2021co/>
- + <https://secure.qgiv.com/event/springgardenauktion2021/>
- + <https://secure.qgiv.com/event/aurinauktion/items/>
- + <https://secure.qgiv.com/event/costume2021/>