



United in Service: Tips for Using Qgiv to Support Your Human Services Work





FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time Saving Data Tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful Integrations

Easily integrate with your third-party CRM, email provider, and accounting software

Why we're here

- The impact of COVID has added more strain to already underserved communities
- Human service focused 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 Presenters Today:



Caitlin Simmons
Customer Marketing Manager



Windy Keene
Customer Success Manager

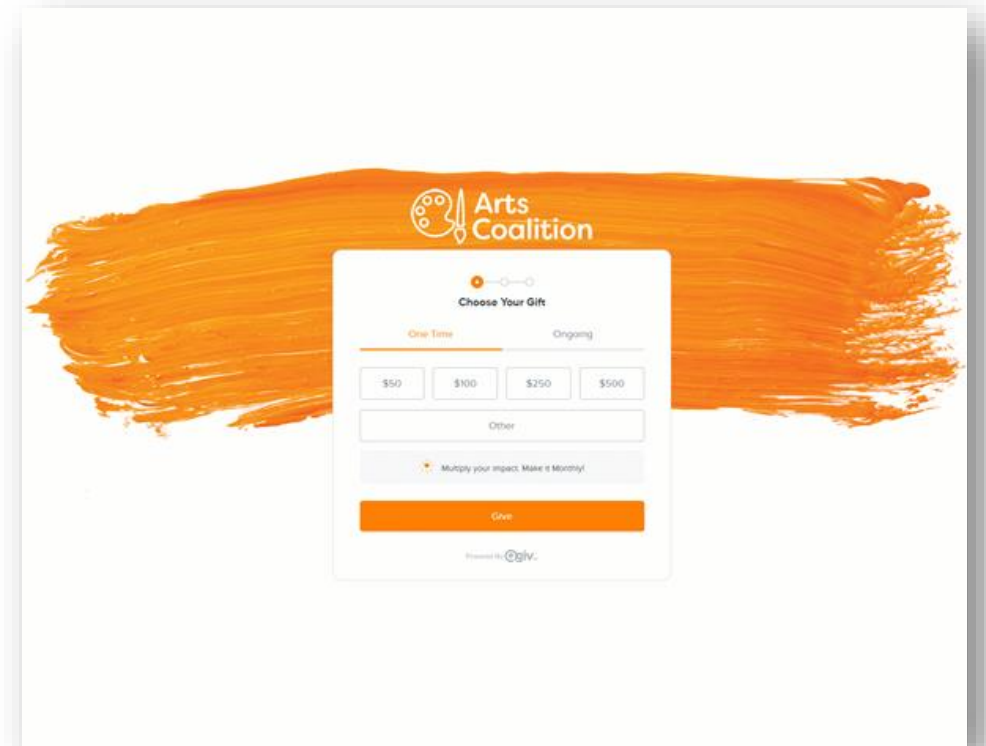
What We'll Cover:

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



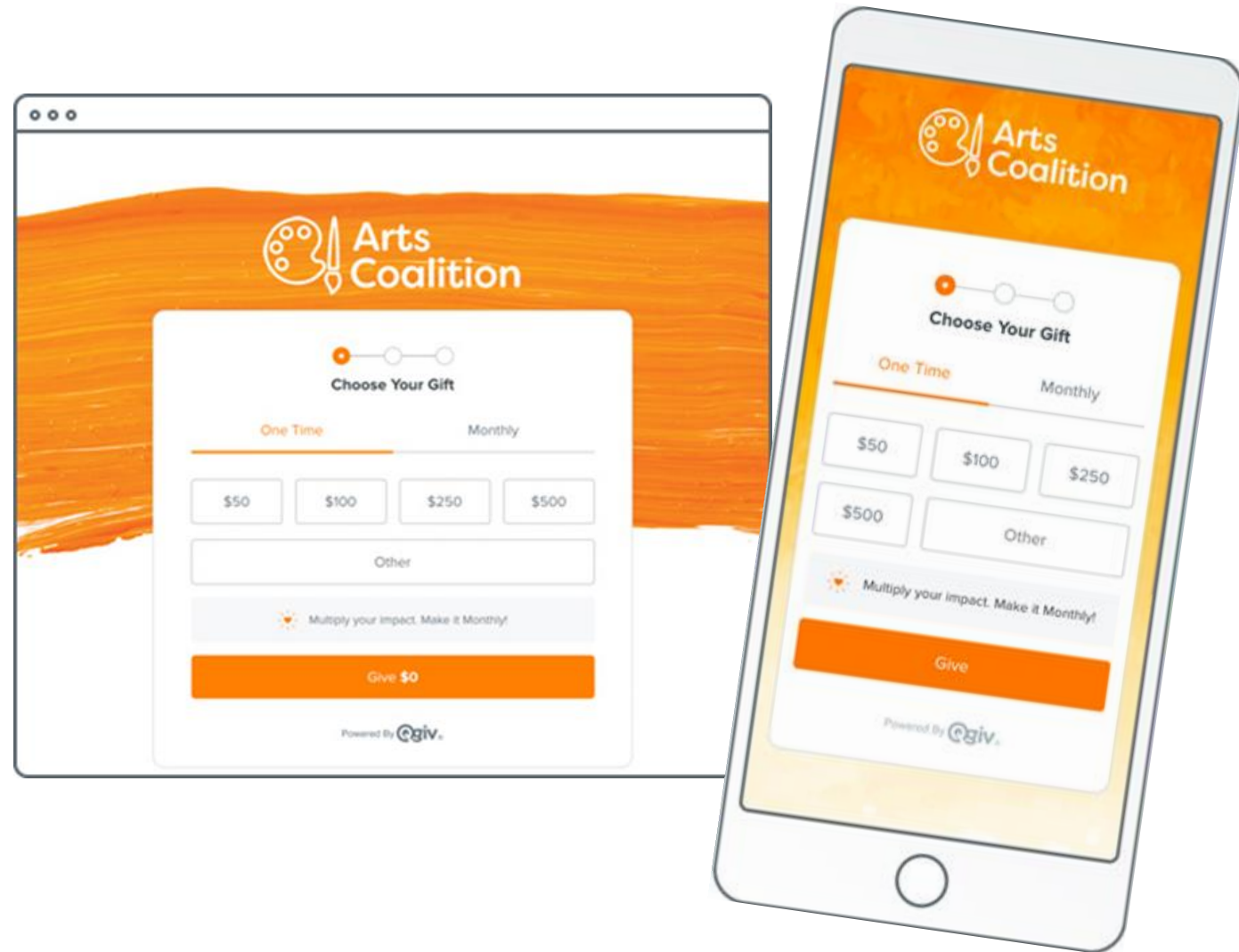
Qgiv Donation Forms

- + Online giving grew by 21% in 2020 and made up 13% of total fundraising dollars!
- + It's predicted 75% of internet users will be mobile only by 2025
- + Online processing is convenient for staff and donors



Qgiv Donation Forms

- + Donating online should be easy
- + Capitalize on all traffic, desktop and mobile
- + Clickable areas should be large and clear



Qgiv Form Features

- + Modern, mobile-first design
- + Multistep and single-step options
- + Donation images
- + Recurring prompts and monthly nudges
- + Ability to setup restrictions
- + Conditional logic for custom fields and new field types
- + Can be embedded
- + GiftAssist



A screenshot of the 'Choose Your Gift' form. It has a progress indicator at the top with three circles, the first of which is orange. Below the title are two tabs: 'One Time' (selected) and 'Ongoing'. There are two gift options, each with an image and a price:

- Image of nails: '\$25 can buy nails and fasteners! \$25'
- Image of roof shingles: '\$50 can buy roof shingles! \$50'

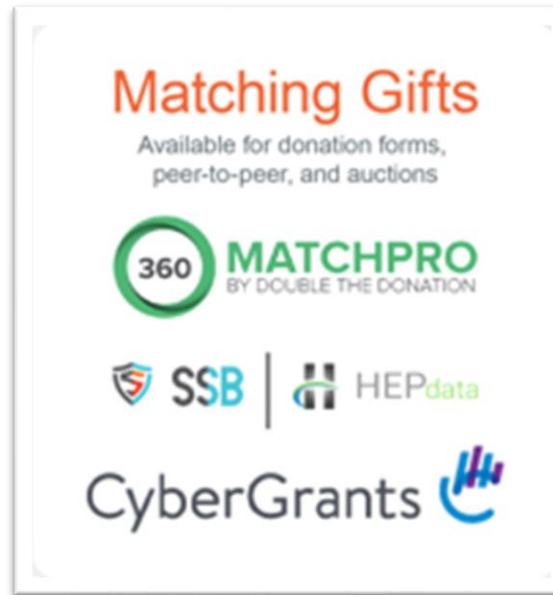
A screenshot of the 'LIVE UNITED MOVEMENT' recurring donation form. It features a progress indicator at the top with three circles, the first of which is blue. The text 'LIVE UNITED MOVEMENT' is in large blue letters. Below it, the text 'access to education, income and health, all North Texans can thrive.' is visible. The form has two tabs: 'Monthly' (selected) and 'One Time'. Below the tabs are three buttons: '\$25', '\$40', and 'Other'. A blue button labeled 'Give \$25/month' is prominent. Below this, there are logos for VISA, MC, AMEX, and DISC. The form also includes text about the impact of different donation amounts:

- \$10/ month: Give 4 young children a book each month for a year to support early literacy and kindergarten preparedness.
- \$25/month: Give 6 kids a college savings account that can grow to nearly \$500 by high school graduation, making them 3x more likely to attend college.
- \$40/month: Give 2 North Texans career training materials to help them get certified for a job that earns \$6,300 more per year.

Powered By Qgiv

Qgiv Form Features

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

A screenshot of a Qgiv donation form. At the top, it says "Choose Your Gift" with a progress indicator. Below this, 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 a text input field labeled "Other". A grey banner with a heart icon says "Multiply your impact. Make it Monthly!". Below this are two checkboxes: "Dedicate this gift" and "Add a little extra to help with fees ?". At the bottom is a large teal button labeled "Give".A screenshot of a Qgiv donation form, similar to the one above, but with a grey overlay box. The overlay box contains the text "Multiply your impact. Make it Monthly!" with a heart icon. Below this are two checkboxes: "Dedicate this gift" and "Add a little extra to help with fees ?". A green arrow points to the second checkbox. At the bottom of the overlay is a large teal button labeled "Give". Below the overlay, the payment methods (VISA, Mastercard, American Express, Discover, and a generic card icon) and the text "Powered By Qgiv" are visible.

Easy Campaign Ideas With Donation Forms



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



+ Giving Tuesday and holiday campaigns



+ Membership campaigns



+ Special activity enrollment fees



+ Volunteer recruitment



+ Matching gift and corporate campaigns



Simple Events

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



Simple Event Ideas



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



- + Special programs, registrations, and payments



- + Creative merchandise sales



- + Sponsoring an individual, memberships purchase or renewals



- + Chance drawings/raffles for goods and services



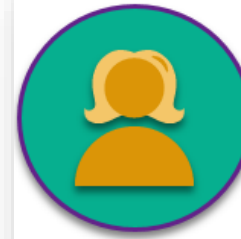
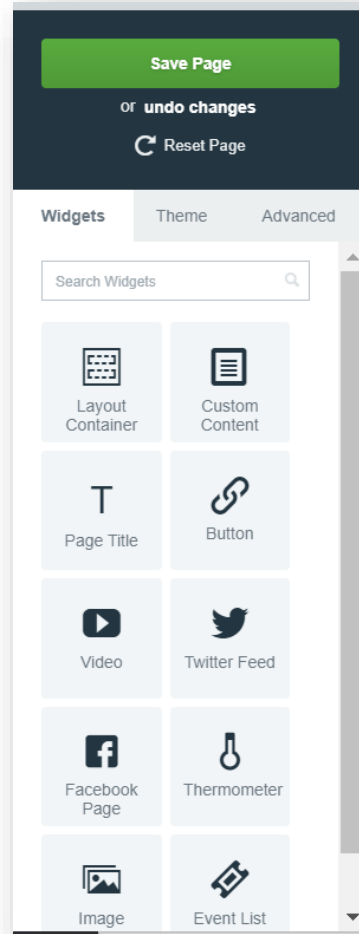
- + Registration for classes



Peer-to-Peer Event Ideas

Qgiv Peer-to-Peer

- + Facebook Fundraisers
- + Individual and team fundraising
- + Event Builder
- + Store
- + Badges and leaderboards help encourage donors to raise more



2020 Gingerbread Home Build

Fundraiser for Pikes Peak Habitat for Humanity by **Maryanne Givens**

Fundraiser Ended

\$1,974 raised of \$700

[Donate to Nonprofit](#)

Team Leaderboard

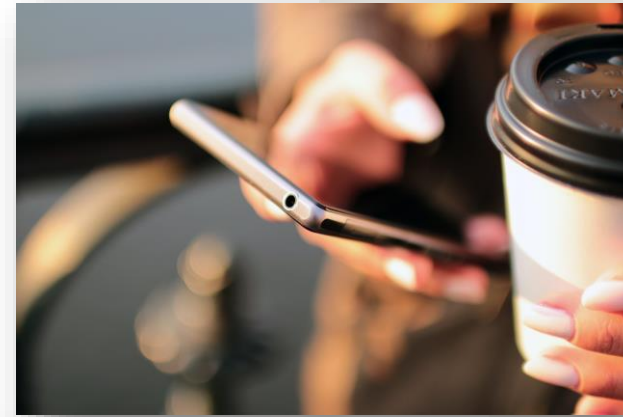


Event Badges



Qgiv Peer-to-Peer

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



Peer-to-Peer Event Ideas



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



- + Personal fundraising pages for participants or board members with DIY fundraising – tie in fundraising incentives!



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



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



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



- + Get creative! What makes your nonprofit unique?



Text Fundraising Campaigns & Mobile Suite

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 and Text Engagement

+ Text Fundraising

- Fully customizable messages
- Schedule reminders for donors to complete their gift

+ Outbound Messages

- Subscription lists
- Upload your own lists

+ FundHub Live

- Screencast – great for specific calls to action at live in-person or virtual events
- Live messages and sponsor recognition



TEXT2GIVE!
TEXT
RESOLUTION
TO
50155

A screenshot of a mobile fundraising interface. At the top, it says "Select your gift" with a progress bar showing 0%. Below the bar, it displays "\$30.00" as the "achieved" amount and "\$10,000.00" as the "goal". A countdown timer shows 37 days, 8 hours, 10 mins, and 49 secs. There are two tabs: "Monthly" (selected) and "One Time". Under "Monthly", there are buttons for "\$30", "\$75", "\$150", and "Other". A message says "Thanks for considering making your donation Monthly! Your gift starts today. Cancel anytime. Change". At the bottom is a large "Give" button and "Powered By Qgiv" logo.

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



Auctions

Auctions

- + App-based bidding and web-based bidding
- + One event site:
 - Registration, check-in, bidding, and checkout
 - No-cost virtual registration option
- + Matching gift options
- + Fund-a-need
- + Promote sponsorship opportunities

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

Purchase a table sponsorship for

[Hide Details](#)

Open The Door To Safety

10000




OPEN THE DOOR TO SAFETY
A Violence-Free Future

Price: \$10,000
Goal: 10

Open The Door To Safety

5000




OPEN THE DOOR TO SAFETY
Five Weeks of Safety

Price: \$5,000
Goal: 15

Open The Door To Safety

2500




OPEN THE DOOR TO SAFETY
Answer Every Call for Help

Price: \$2,500
Goal: 20

Open The Door To Safety

1000



OPEN THE DOOR TO SAFETY
A Lifeline for 3

Price: \$1,000
Goal: 20

Interested in being a Sponsor?

Show your company's commitment to protecting vulnerable women and children in San Francisco.


Join us as a corporate sponsor for the premier domestic violence awareness event in SF: 2021 redHOT* party!

Learn more [here](#)

Auctions


- + Event & bidder management
- + Item import and item previews
- + Mobile Virtual Terminal for easy event management for staff
- + Schedule push notifications

1




AUCTION ITEMS
Tru 2 U Gift Basket and Facial Certificate
Winning bid: \$200
Value: \$575

2




AUCTION ITEMS
Assorted Bourbon and Beef Crate
Winning bid: \$260
Value: \$250

3



AUCTION ITEMS
Golfer's Dream Gift Basket
Winning bid: \$110
Value: \$150

4



AUCTION ITEMS
Assorted Bourbon and Beef Crate
Winning bid: \$260
Value: \$250

FORE
THE
KIDS



2021 SCCYMCA Charity Golf Tournament

August 9, 2021 10:00am - 8:00pm

Thank you to our
generous Title
Sponsors!



2021 SCCYMCA Charity Golf
Tournament

The 2021 Southington-Cheshire Community YMCA Charity
Golf Tournament will take place on August 9th at the TPC
River Highlands in Cromwell, CT.
Join us for a great day out on the links.
The shotgun start will be at 12PM. The tournament will be a
best ball format. Each player plays their own ball and the
group takes the best score from the group. The lowest
gross score wins!
Tournament activities include:

100%
80%
60%
40%
20%
0%



\$91,514.00
achieved

\$70,000.00
goal

130%
of your goal reached

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



Virtual Auction Engagement Ideas



- + Use streaming video to provide entertainment during your event



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



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



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



- + Highlight your mission and logistical information with FAQs on custom pages!



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



What's Next?

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



Online Fundraising

(Included with every package)

\$0/MO

- + **Donation Forms**
Modern, fast, user-friendly donation forms your donors will love.
- + **Event Registration & Management**
The Qgiv platform makes coordinating your fundraising event easy.
- + **World-Class Customer Experience**
Fundraising is a big job, and you don't have to do it alone! Our team is here to help.

+ Data

\$15/MO OR **\$30**/QTR

You'll see what's working for your organization, and what may not be working, so you can tweak your processes, improve your campaigns, and raise more!

+ Text Fundraising

\$129/MO OR **\$297**/QTR

Text-to-donate is a form-based mobile fundraising method. Donors initiate a gift via text before visiting a mobile form to complete their donation.

+ Peer-to-Peer

\$229/MO OR **\$597**/QTR

With peer-to-peer fundraising, you can raise more and grow your donor base online through races, bowl-a-thons, DIY fundraising, and other exciting events!

+ Auctions

\$229/MO OR **\$597**/QTR

An engaging bidder experience for on-site and virtual guests. Save time with Qgiv's user-friendly event builder, item management tools, and simple checkout.

Want to try all of Qgiv's digital fundraising tools and Mobile Suite?

Get unlimited access to donation forms, event registration, peer-to-peer events, text-to-donate, and auctions!

Everything

\$399/MONTH

Pre-paid annually at a rate \$4,788



Integrations

Integrate with your CRM, email marketing tools, matching gifts services, and others to make more data-driven decisions and reduce time spent on manual data entry.

CRM Integrations



Matching Gifts*

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



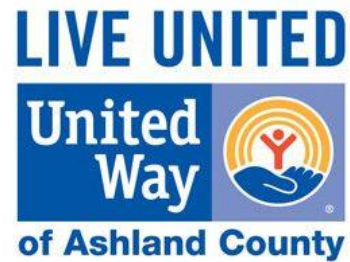
Email Service Integrations

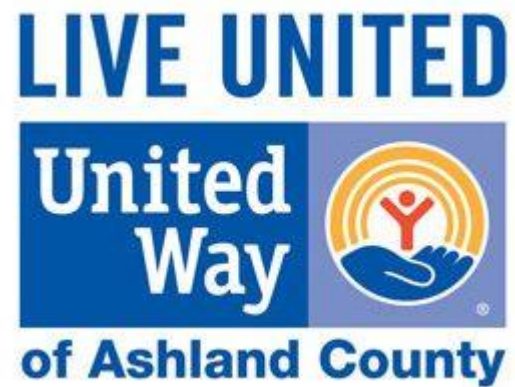


Accounting and Other



Some of the clients we help...





“We have been very pleased from the beginning using Qgiv. The setup and transition were seamless, and their support staff is very friendly and helpful. We have been using Qgiv for processing credit cards since September of 2012 and are very happy with not only the service but the simplicity and ease of the program.”

- **Brenda McQuillen**, *Operations and Finance Manager*

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





Committed to Your Continued Success

We're here to help when you need us

Whether by phone, email, or live chat, the Qgiv Customer Experience team is always ready to answer your questions, train staff and volunteers, or offer advice (fundraising advice, not life advice... but we're willing to try!). Our promise is that you'll always receive a prompt, knowledgeable, friendly response.

You'll also have free access to our searchable knowledgebase and library of fundraising best-practice resources!



Unlimited support
Monday - Friday: 9am - 7pm ET



Live-answer phone calls
(no annoying menus)



Live email and chat
support



Unlimited training for
staff and volunteers



Searchable knowledge
base



Free webinars, eBooks,
and newsletters

+ Have questions about best practices? Check out 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 Campaign Examples

- + <https://uwashlandoh.org/donate/>
- + <https://secure.qgiv.com/for/botjdfuw>
- + <https://unitedwaydallas.org/movement/donate/>
- + <https://secure.qgiv.com/for/holgiv202>

Event Registration Examples

- + <https://secure.qgiv.com/for/h6bi5e/event/841943/>
- + <https://secure.qgiv.com/for/uwojc/event/837472/>
- + <https://uwashlandoh.org/uwaevent/top10basketraffle/>
- + <https://www.children-rising.org/h2h/>
- + <https://secure.qgiv.com/for/7keaby/event/842153/>

Example Links

Peer-to-Peer Examples

- + <https://secure.qgiv.com/event/walkunitedla2021>
- + <https://secure.qgiv.com/event/ywcasts>
- + <https://secure.qgiv.com/event/celebrate/>
- + <https://secure.qgiv.com/event/981357/>
- + <https://secure.qgiv.com/event/shopgiftcatalog/donate/>

Text and Mobile Fundraising Examples

- + <https://secure.qgiv.com/for/neformwk/>
- + <https://secure.qgiv.com/event/962931/display/702427/>
- + <https://secure.qgiv.com/event/wesleybenefit/display/wesleybenefit>

Example Links

Auction Examples

- + <https://secure.qgiv.com/event/beachball2021>
- + <https://secure.qgiv.com/event/rh21/page/fundaneed/>
- + <https://secure.qgiv.com/event/sygt>