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

Qgiv

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

WWW.QGIV.COM

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

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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
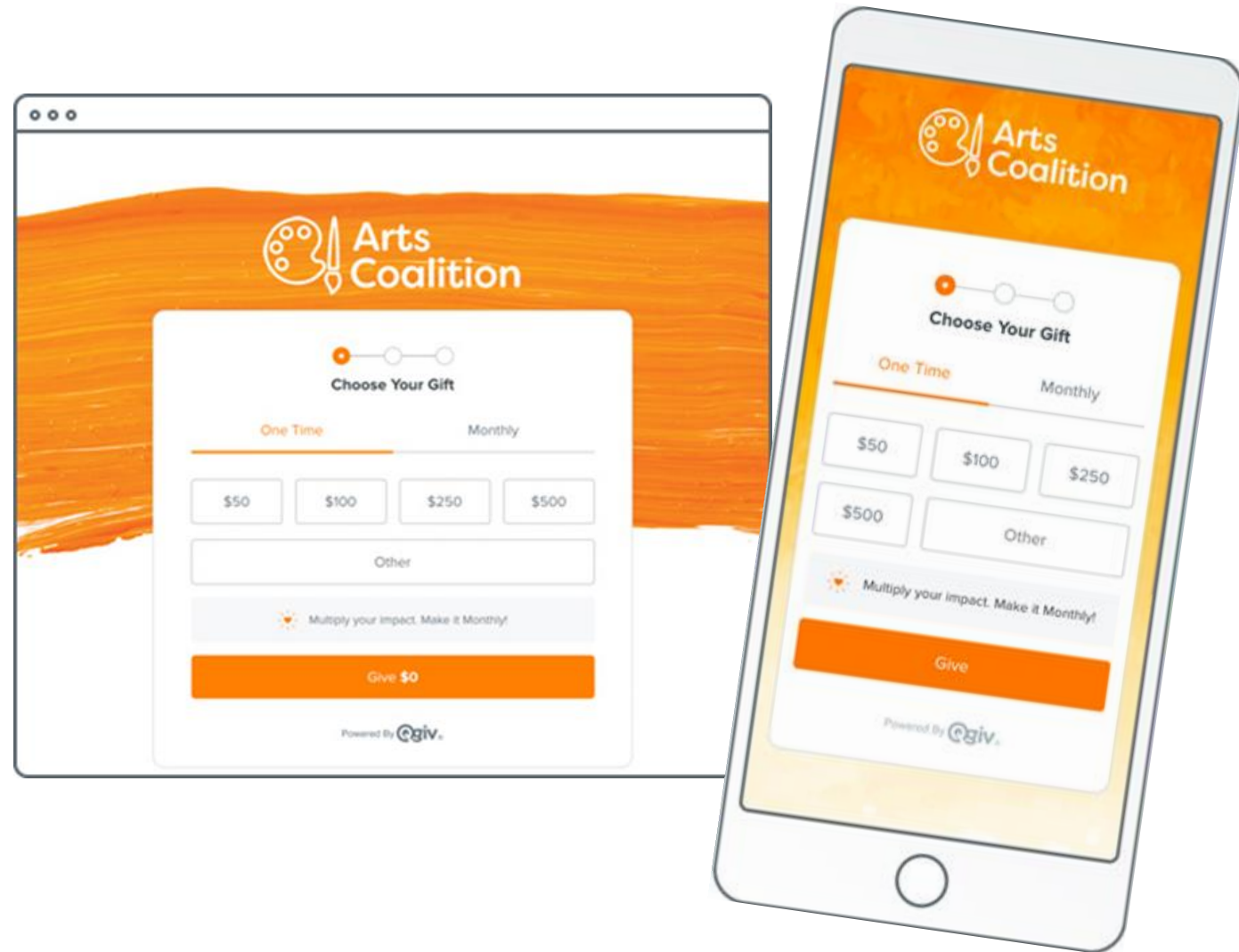
    + Auctions

+ How Qgiv can help

+ What's next?

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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
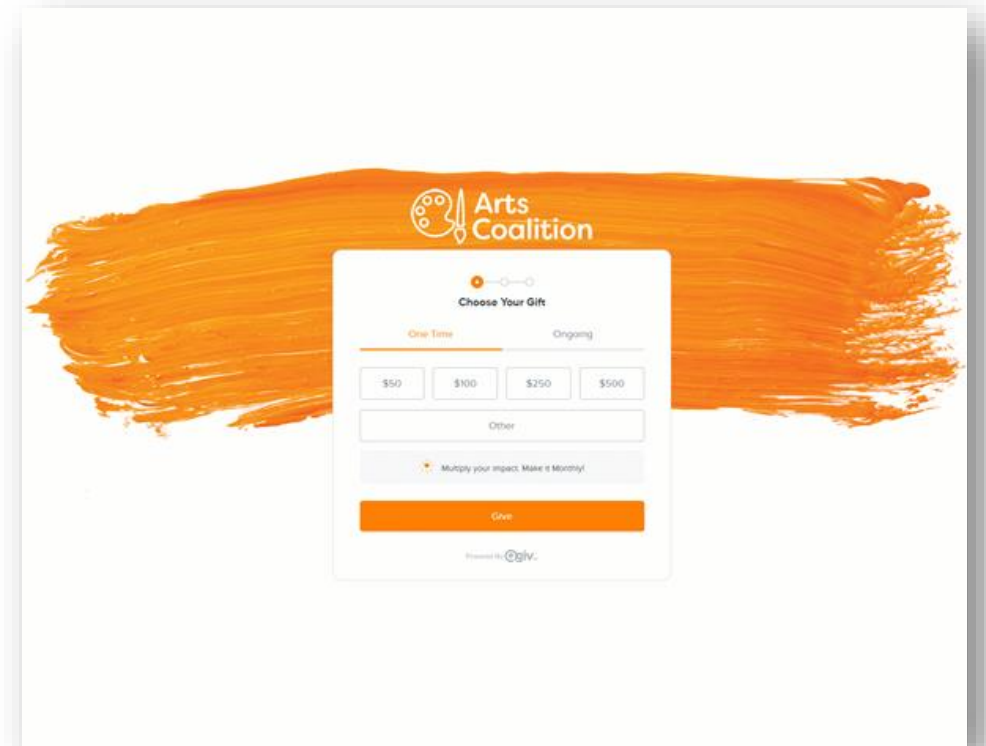
Qgiv Donation Forms

+ 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

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

Qgiv Form Features

+ Matching integrations – CyberGrants, HEPData,

Double the Donation

+ GiftAssist – Over 50% of donors opt in when

given the opportunity

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

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

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

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Simple Events

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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

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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

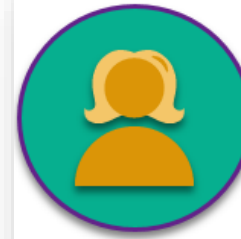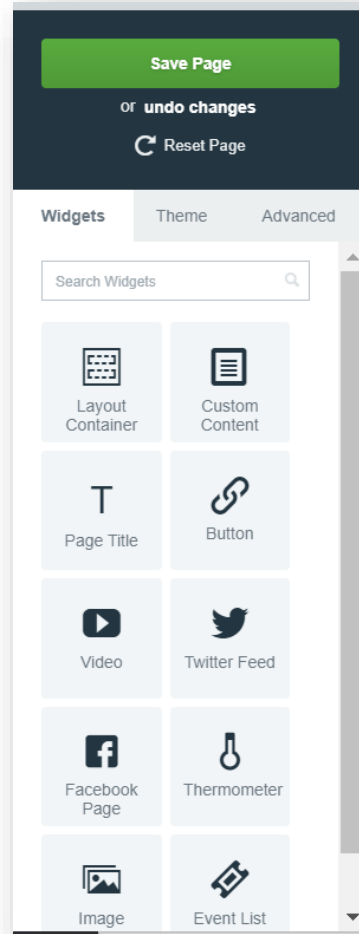Qgiv

Peer-to-Peer Event Ideas

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Qgiv Peer-to-Peer

+ Facebook Fundraisers

+ Individual and team
  fundraising

+ Event Builder

+ Store

+ Badges and leaderboards help
  encourage donors to raise
  more

Qgiv Peer-to-Peer

+ Simple Text Giving

+ Recurring donations

+ Offline donations and registrations

+ Matching gift options

+ Brand new feature – participant invite system
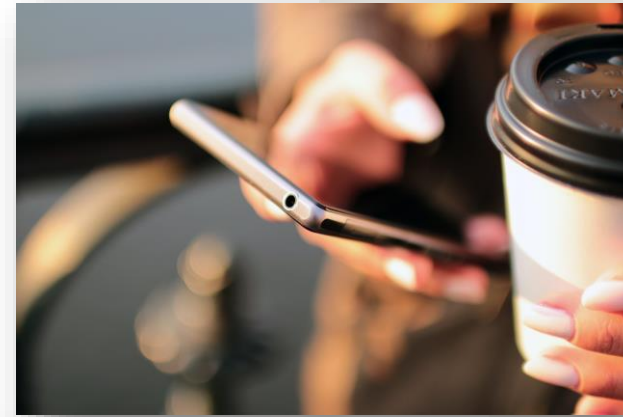
Peer-to-Peer Event Ideas

+ 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?

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

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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

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

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

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

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Text Fundraising Campaign Ideas

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

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

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

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

+ Set up multiple keywords for different fundraisers such as volunteers, mentors, etc.

+ Festivals or sponsor a student days

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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

Auctions

+ Event & bidder management

+ Item import and item previews

+ Mobile Virtual Terminal for easy event management for staff

+ Schedule push notifications

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

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

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What's Next?

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

salesforce	bloomerang	ClearView CRM	CHURCH COMMUNITY BUILDER	donorperfect	F1 FellowshipOne
Kindful	eTapestry®	MatchMaker FUNDRAISING SOFTWARE	neon	Raiser's Edge NXT™	

Matching Gifts*

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

CyberGrants	SSB	HEPdata
360 MATCHPRO BY DOUBLE THE DONATION	

Email Service Integrations

Constant Contact	Campaign Monitor	emma®	mailchimp	KLAVIYO

Accounting and Other

intuit quickbooks.	zapier

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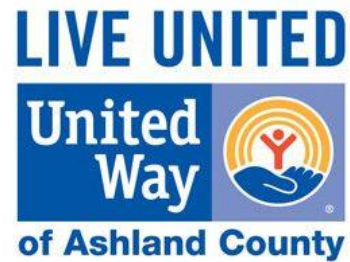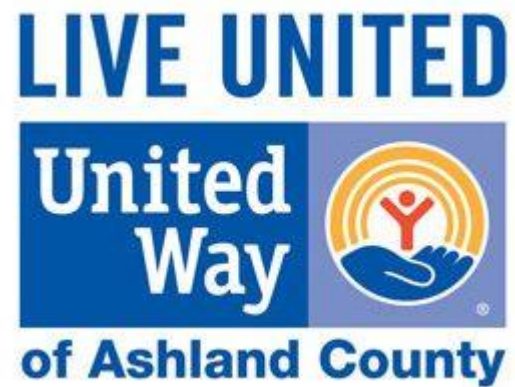
"We have been very pleased from the beginning using Qgiv. The setup and transition were seamless, and their support staff is very friendly and helpful. We have been using Qgiv for processing credit cards since September of 2012 and are very happy with not only the service but the simplicity and ease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

BIG INNOVATION 2021

SILVER 2021 STEVIE WINNER FOR SALES & CUSTOMER SERVICE

Gi MEMBER

THE Giving Institute™ Shared intelligence. For the greater good.

CFRE CERTIFIED FUND RAISING EXECUTIVE Approved Provider for Continuing Education 2021

Software Advice FRONT RUNNERS 2020

Software Advice BEST CUSTOMER SUPPORT 2020

Capterra TOP 20 2020

Momentum Leader WINTER 2021

Leader WINTER 2021

Leader Small Business WINTER 2021

High Performer Mid-Market WINTER 2021

Best Support Mid-Market WINTER 2021

Best Results Small Business WINTER 2021

Best Results WINTER 2021

Most Implementable Small Business WINTER 2021

Users Love Us

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

Qgiv

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/

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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

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

Example Links

Auction Examples

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