



# Nourish Your Mission: Tips on Using Qgiv to Support Your Food Bank

---

Thursday, February 17 | 2:00-3:00 p.m. EST



# 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



### 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

---

- COVID has added more strain to already underserved communities
- Food banks must figure out how to help those impacted while keeping everyone safe
- Fundraisers have difficult choices to make surrounding fundraising events





# Your Presenters Today:



**Caitlin Simmons**  
Customer Marketing Manager



**Heidi Morris**  
Customer Success Manager

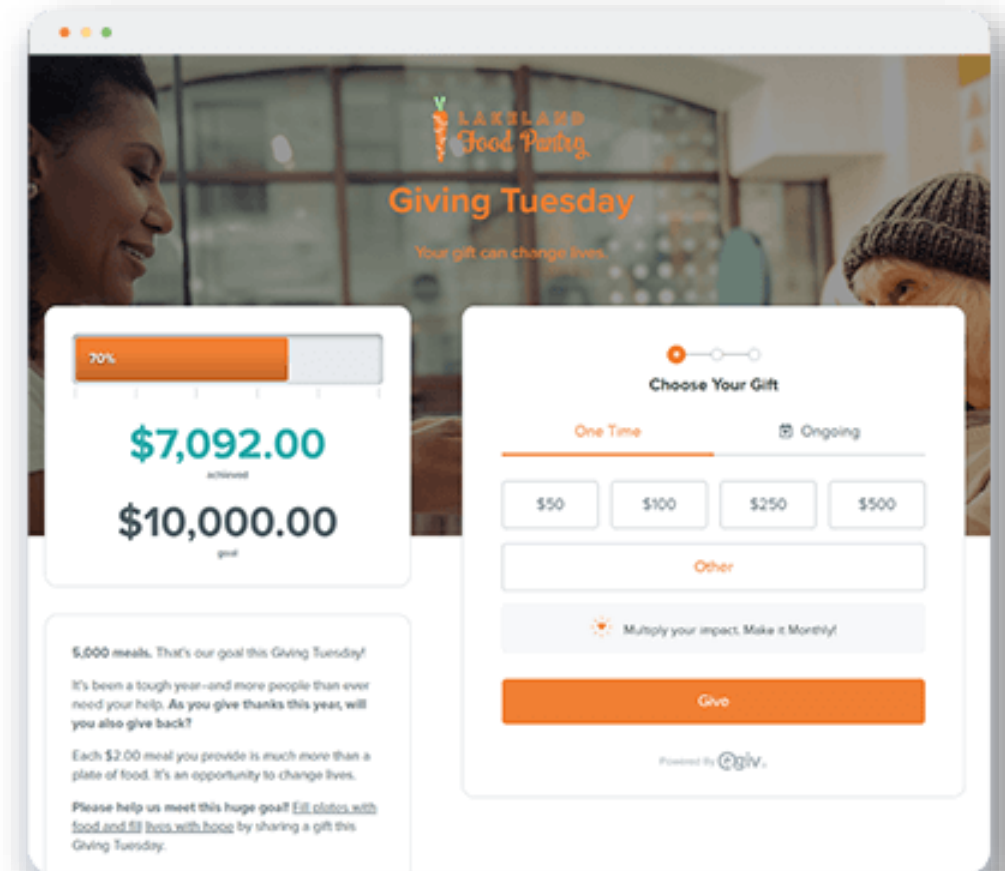
# What We'll Cover:

- + Event and campaign ideas for:
  - + Donation forms
  - + Fundraising campaigns
  - + Events
  - + Peer-to-peer
  - + Text-to-donate
  - + Auctions
- + How Qgiv can help
- + What's next?



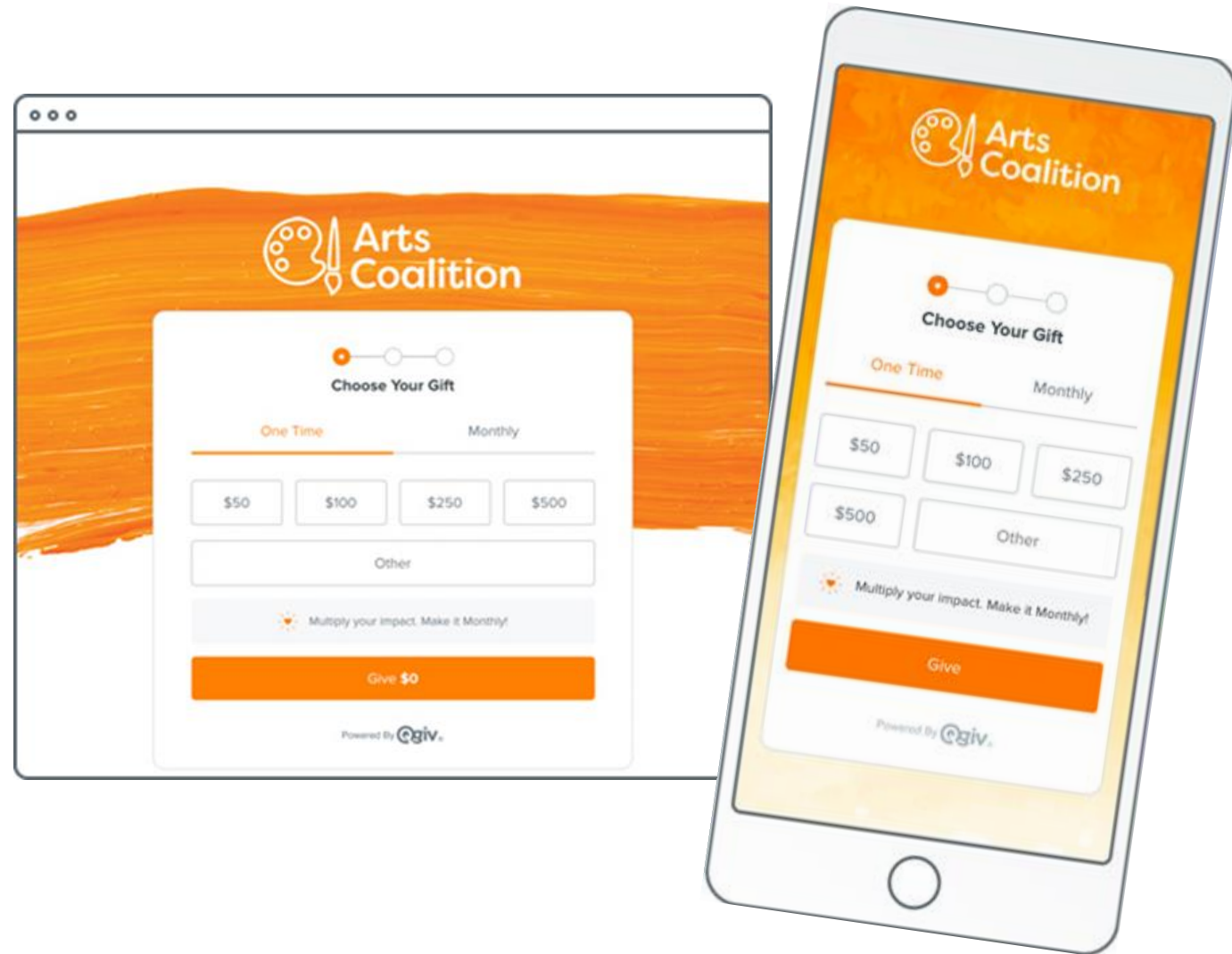
# Donation Forms

- + 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



# Tips for Your Donation Forms

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





# How to Increase Conversion Rates

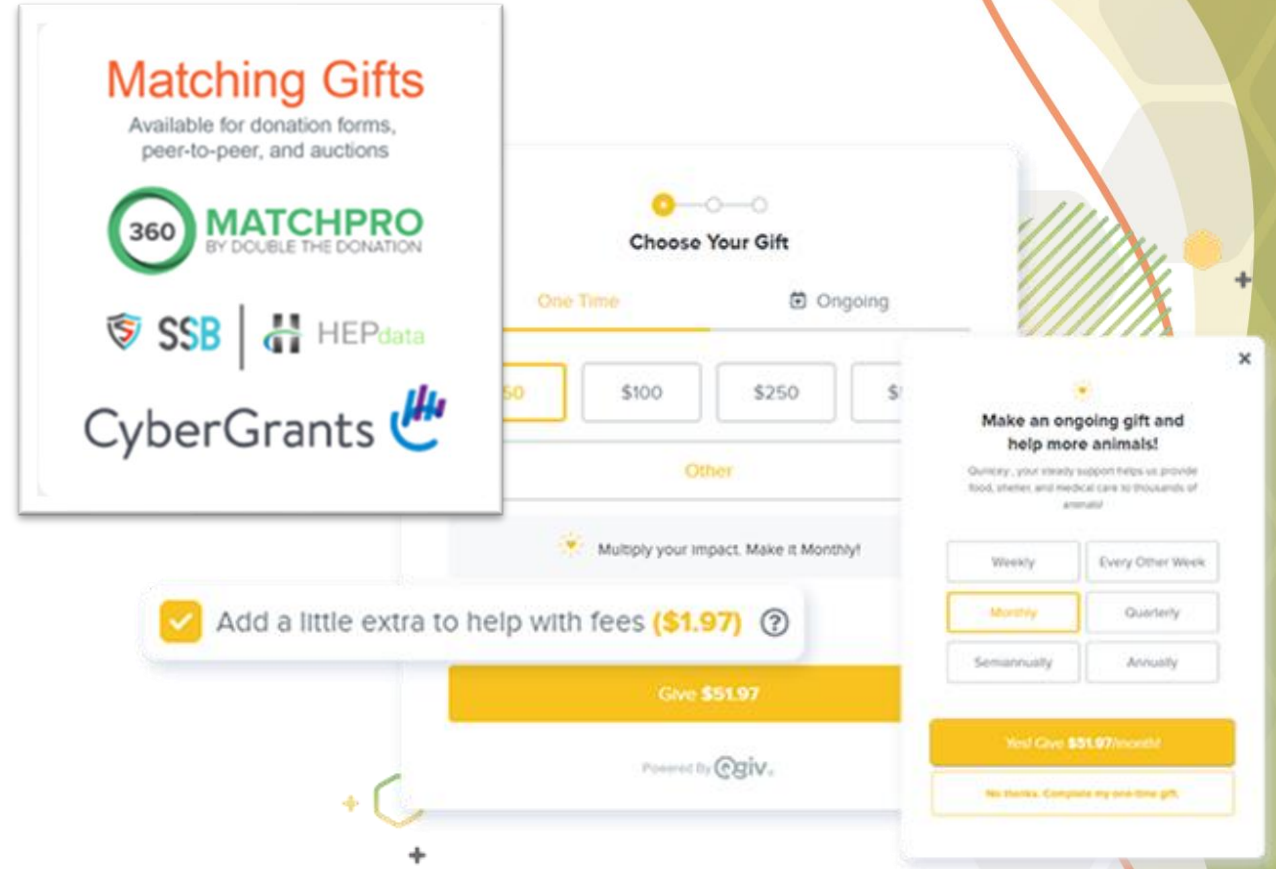
- + Modern, mobile-first design that makes it easy to donate
- + Multistep and single-step options
- + Donation images to showcase your mission
- + Recurring prompts and monthly nudges
- + Ability to set up restrictions
- + Conditional logic for custom fields Can be embedded
- + GiftAssist

This screenshot shows a donation form for a food bank. At the top, there's a 'Sign In' link. Below it is a progress indicator with a star icon. The main image shows hands holding various vegetables like carrots, cucumbers, and tomatoes. Text on the right explains the impact: 'One of the most straightforward ways there is to support neighbors who are struggling with food insecurity is by becoming a Meal Maker. Your sustaining monthly gift allows us to plan forward to do more and be better, as we work to build a healthy, hunger-free community for everyone.' Below the image is a 'Choose Your Gift' section with a progress bar and tabs for 'Ongoing' (selected) and 'One Time'. Under 'Ongoing', there's a 'Give Monthly' dropdown and buttons for \$25, \$50, \$100, \$250, \$500, and 'Other'. A message states: 'Thanks for considering making your donation Monthly! Your gift starts today. Cancel anytime.' with a 'Change' link. There are two checkboxes: 'Dedicate this gift' and 'Add a little extra to help with fees'. At the bottom is a large blue 'Give' button and a 'Powered By @giv' logo.

This screenshot shows a donation interface. At the top right is a 'Sign In' link. Below it is a progress indicator. The main heading is 'Choose Your Gift'. There are two tabs: 'One Time' (selected) and 'Ongoing'. Below the tabs are two gift options: 1) '150 Meals | You're so GRAPE!' with a price of '\$25' and a description 'Your gift of \$25 will provide 150 meals for our neighbors.' 2) '300 Meals | You're the APPLE of our eye!' with a price of '\$50' and a description 'Your gift of \$50 will provide 300 meals for our neighbors.' Below these is a progress bar showing '80% achieved' and a goal of '\$65,000.00'. The current progress is '115% of your goal reached'. At the bottom is a large blue 'Donate Now' button.

# Increase your ROI

- + **Matching integrations** – CyberGrants, HEPData, Double the Donation
- + **\$4- \$7 billion** in matching gifts goes unclaimed every year
- + **GiftAssist** – Over 50% of donors opt-in when given the opportunity



# Easy Campaign Ideas for Donation Forms



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



+ Giving Tuesday and holiday campaigns



+ Membership campaigns



+ Special activity enrollment fees



+ Corporate campaigns



+ Matching gift campaigns



# Events



# Event Registration Pages

## + 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

The screenshot shows a registration page for 'February 2022 Family Fun Night'. The header is teal with the title 'Upcoming Volunteer Events' and the text 'Your gift supports our mission. Make a donation today.' Below the header, there are social media share buttons for Facebook and Twitter. The event details include the date 'Friday, February 11, 2022', time '5:00pm to 8:00pm', and location 'The Sharing Center'. An 'About' section describes the event as a wonderful opportunity for families to support The Sharing Center's mission. To the right, a form titled 'How many packages?' shows '1' package selected for 'Family Fun Night Registration (\$0.00)'. Below this, it states 'Your total cost will be: \$0.00'. The 'Personal Information' section includes fields for First Name (Quincy), Last Name (Givens), Address (123 Quail Street), City (Lakeland), State (Florida), Zip (33810), and Country (United States). There is also an email field with 'q.givens@qgiv.com' and two checkboxes: 'Yes! The Sharing Center may contact me at the email address above.' (checked) and 'I prefer that this donation remains anonymous.' (unchecked).

# Event Ideas to Engage Supporters



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



- + Sponsoring an individual, memberships purchase or renewals



- + Special programs, registrations, and payments



- + Chance drawings/raffles for goods and services



- + Creative merchandise sales



- + Registration for classes



# Peer-to-Peer Events

# Why Consider Peer-to-Peer Events?

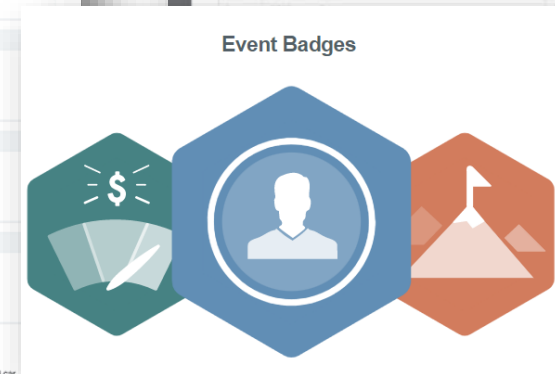
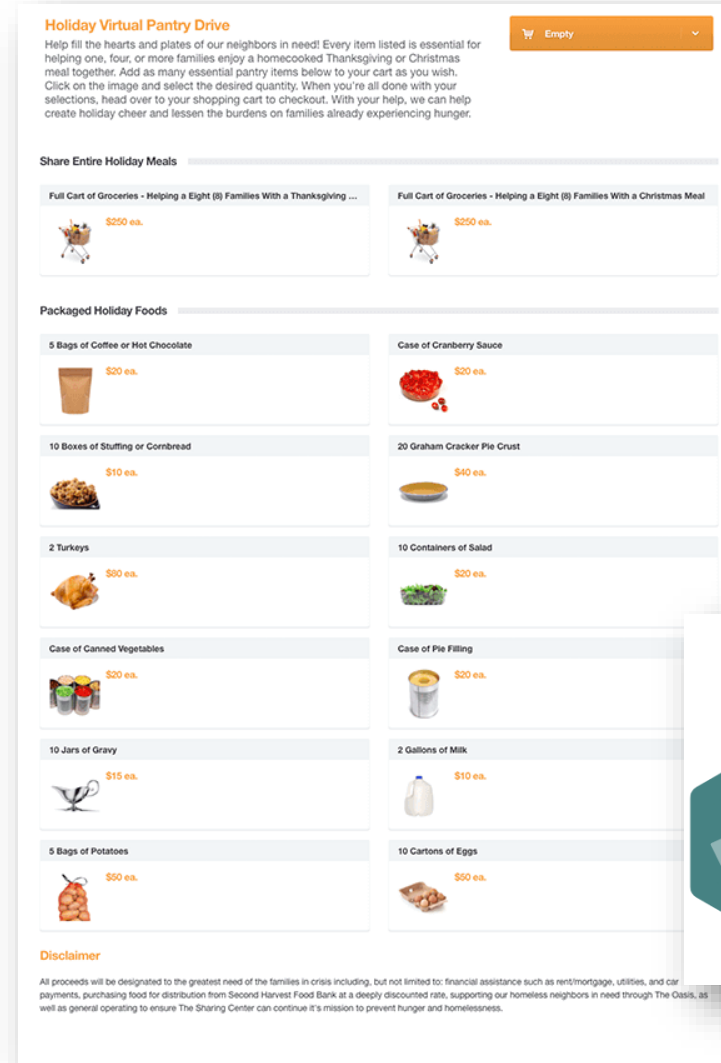
- + **39%** — Of Americans who say they've donated to charity based on a request from a friend or family member.
- + **33%** — Percentage of nonprofits worldwide who are using a peer-to-peer fundraising platform.
- + **\$391** — Average amount raised online for participants who set up personal fundraising pages in 2020.
- + **\$91** — The average gift made through participant fundraising pages for peer-to-peer fundraising events in 2020.





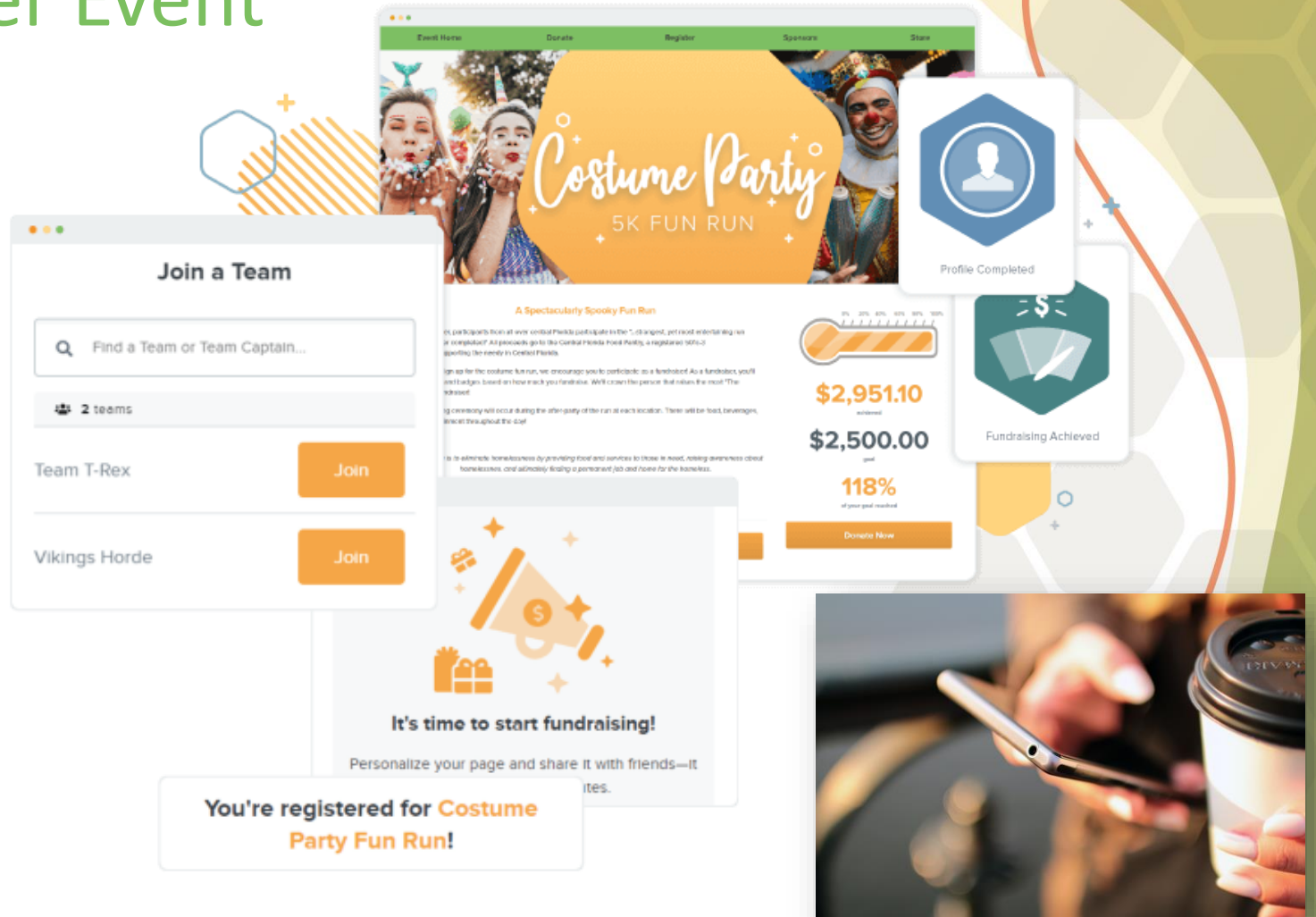
# Tools to Grow Your Peer-to-Peer Event

- + Increase awareness and support for your mission
- + Facebook Fundraisers
- + Eliminate registration barriers
- + Individual and team fundraising
- + Store
- + Badges and leaderboards encourage donors to raise more



# Grow Your Peer-to-Peer Event

- + Text giving
- + Support your supporters by giving them ideas and best practices
- + Recurring donations
- + Matching gift options
- + 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



# Why Consider Text Fundraising

- + **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

# Text Fundraising in Action



## + Card number

- 4111 1111 1111 1111
- CVV
  - Can be any three numbers
- Expiration date
  - Can be any date as long as it's not too close to today's date

## + You will get reminder messages

# Mobile and Text Engagement

## + Text Fundraising

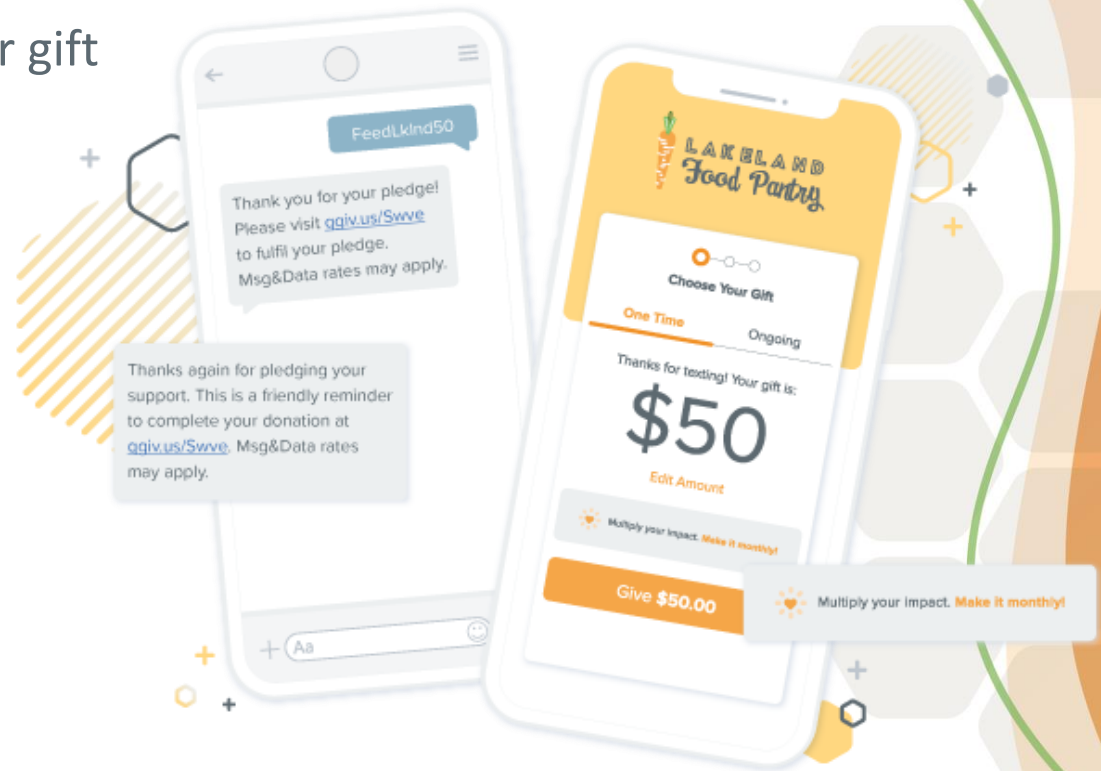
- Fully customizable messages
- Schedule reminders for donors to complete their gift

## + 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



# 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





# Auction Events

# Why Consider Auctions

- + Creative themes
- + Versatile and adaptable to fit within existing events
- + Increase mission awareness
- + Reach supporters that may not have otherwise know about your organization



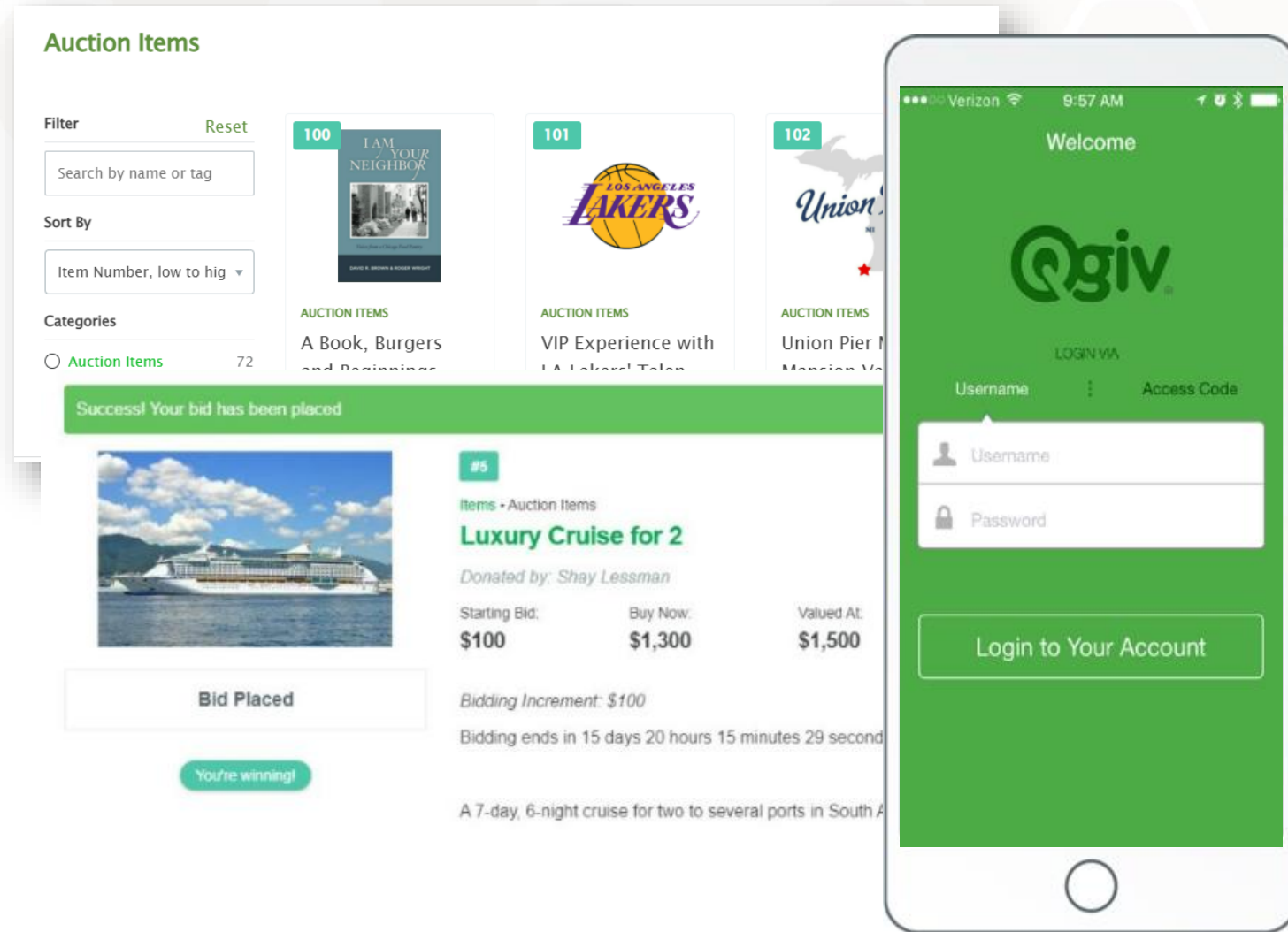
# Amplify Your Auction

- + 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



# Digital Tools to Support Auction Management

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





# 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

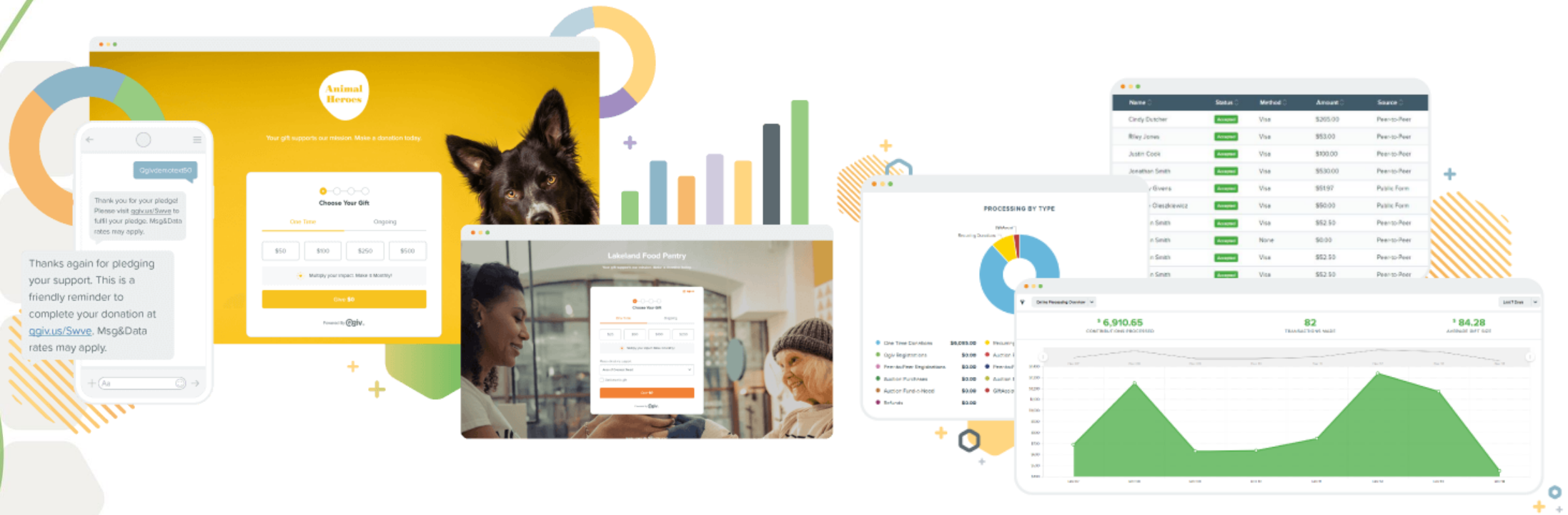


- + Highlight your mission and logistical information with FAQs on custom pages!



- + 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



# Giving Essentials

\$25/MO OR \$60/QTR Save \$15

- + Integrations & Reporting
- + Offline Donations & Registrations
- + Fundraising Hub Aggregated Thermometers
- + Donation Forms
- + Event Registration & Management
- + World-Class Customer Experience

## ✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

## ✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.50 per transaction

## + Text Fundraising

\$129/MO OR \$297/QTR Save \$90

### ✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

### ✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.50 per transaction

## + Peer-to-Peer

\$229/MO OR \$597/QTR Save \$90

### ✓ PROCESSING FEE:

- 4.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

### ✓ ECHECK FEE:

- 2.95% (Qgiv + Merchant)
- \$0.50 per transaction

## + Auctions

\$229/MO OR \$597/QTR Save \$90

### ✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

### ✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.50 per transaction

## Just starting out?

Get your feet wet with online fundraising!

## Starter

(Best for organizations processing less than \$50,000 annually)

\$0/MO

- + Donation Forms
- + Event Registration & Management
- + World-Class Customer Experience

### ✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

### ✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.50 per transaction



# 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\*

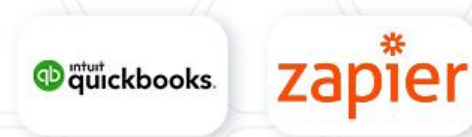
\*Available for donation forms, peer-to-peer, and auctions



## Email Service Integrations



## Accounting and Other





# Some of the clients we help...







Greater Pittsburgh  
**community  
food bank**

“Qgiv has surpassed my expectations. The customer service is above and beyond. With my previous vendor, I never got to talk to a real human... I only really talked to an automated ticketing system. With Qgiv, the customer service is amazing, whether it’s an email or someone jumping in and helping walk us through this new process of ours.”

**Megan Bailey**, Director of Individual Giving, Greater Pittsburgh Community Food Bank

# 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 help desk



Free webinars, eBooks,  
and newsletters

# Q&A – How can we help?



**Heidi Morris**  
Customer Success Manager



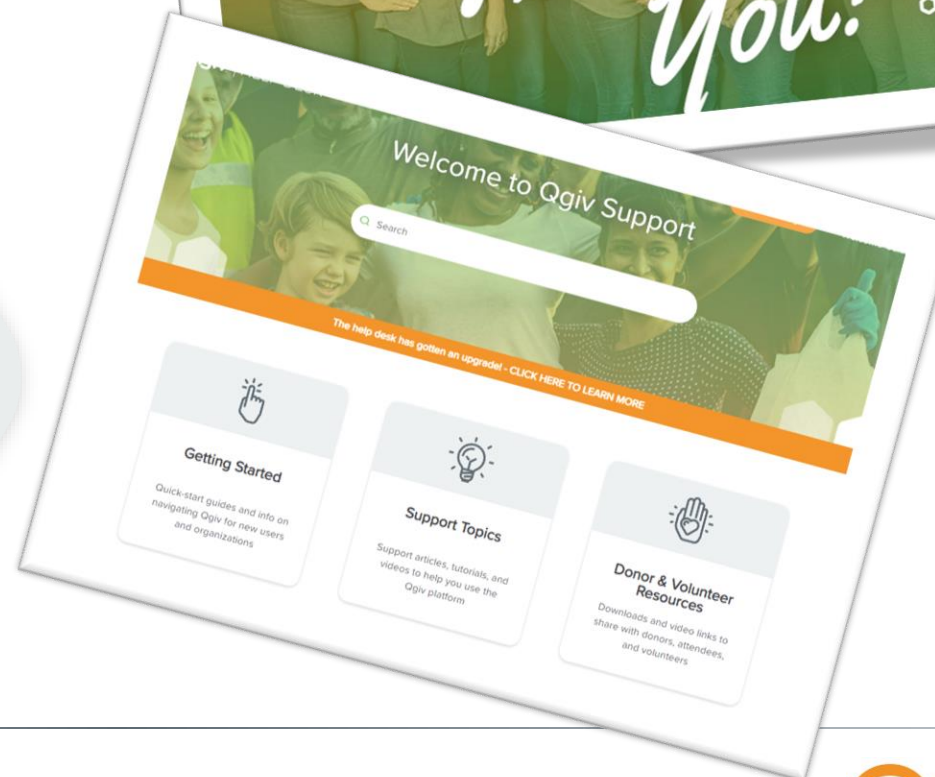
**Jennifer Mansfield**  
VP, Customer Experience



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

+ Are you a Qgiv customer? Email [support@qgiv.com](mailto:support@qgiv.com)

+ Want to talk to us about using Qgiv? Email [contactus@qgiv.com](mailto:contactus@qgiv.com)





# Example Links

## Donation Page Campaign Examples

- + <https://secure.qgiv.com/for/mealma> - Second Harvest Food Bank of Northwest NC
- + <https://www.cultivateabundance.org/donate> - Cultivate Abundance
- + <https://careandshare.org/give/donate/> - Care and Share Food Bank
- + <https://secure.qgiv.com/for/sc-j> - Eats Park City

## Event Registration Examples

- + <https://secure.qgiv.com/for/ts2r/event/826658/> - Food Bank of Northwest Indiana
- + <https://secure.qgiv.com/for/pbebt/event/844786/> - Palm Beach County Food Bank
- + <https://secure.qgiv.com/for/fboni/event/839095/3259916> - Food Bank of Northwest Indiana
- + <https://secure.qgiv.com/for/ffn> - The Sharing Center

# Example Links

## Peer-to-Peer Examples

- + <https://secure.qgiv.com/event/ebow2> - Second Harvest Food Bank of Northwest NC
- + <https://secure.qgiv.com/event/chefsfeast23> - Lowcountry Food Bank
- + <https://secure.qgiv.com/event/donatefood/> - Placer Food Bank
- + <https://secure.qgiv.com/event/fundraisers22> - Northern Illinois Food Bank
- + <https://secure.qgiv.com/event/lcfdrive/> - Fighting Hunger in the low country
- + <https://secure.qgiv.com/event/sdnr> - Greater Pittsburgh Community Food Bank

## Text Fundraising Examples

- + <https://secure.qgiv.com/for/heidinewform> - Interactive Activity
- + <https://secure.qgiv.com/for/nouliv202> - Foodlink NY
- + <https://secure.qgiv.com/event/969908/display/581100/> - Placer Food Bank
- + <https://secure.qgiv.com/for/heidinewform/> - Interactive activity form

# Example Links

## Auction Examples

- + <https://secure.qgiv.com/event/okrafest/> - Galveston's Own Farmers Market
- + <https://secure.qgiv.com/event/iaynturns10> - Common Pantry
- + <https://secure.qgiv.com/event/soiree2021> - Food Bank of Northwest Indiana

## Peer-to-Peer Stats

- + <https://www.peertopeerforum.com/fundraising-guides/peer-to-peer-fundraising-data/>