

# Support Your Services: Using Qgiv's Tools to Fuel Your Human Services Organization

Tuesday, March 29, 2022 | 2:00 – 3:00 p.m. Eastern



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

# 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!**



# Meet the Speakers



Caitlin Lipham, Customer Marketing Manager, Qgiv



Windy Keene, Customer Success Manager, Qgiv

# Why We're Here

- + The fundraising landscape has changed
- + Leverage technology to make fundraising easier
- + Staffing has changed for some—you may need to do more with less
- + It's never one-size fits all—diversify your fundraising initiatives and do what will fit your mission and community!



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# What We'll Cover

- + Event and campaign ideas for:
  - + Donation forms
  - + Fundraising campaigns
  - + Events
  - + Peer-to-peer
  - + Text fundraising
  - + 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
- + Mobile optimized-AKA does this look good on a cellphone or tablet?
- + Online process is convenient for staff and donors

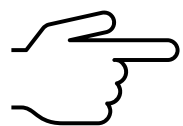
The screenshot shows a mobile-optimized donation form for Lakeland Good Paving's Giving Tuesday campaign. The form is displayed on a tablet-like screen with a background image of a smiling woman and a child. The header includes the organization's logo and the text "Giving Tuesday" and "Your gift can change lives." The main section features a progress bar at 70% and a current amount of \$7,092.00 (labeled "achieved") towards a goal of \$10,000.00 (labeled "goal"). Below this, there is a section titled "Choose Your Gift" with options for "One Time" and "Ongoing" donations. The "One Time" option is selected, and there are buttons for \$50, \$100, \$250, and \$500. There is also an "Other" button and a "Multiply your impact. Make it Monthly!" option. A large orange "Give" button is at the bottom. The form is powered by Qgiv.

# Increase Conversion Rates and ROI

- + Donation images and impact statements
- + Implement recurring prompts and monthly nudges
- + Offer a way for donors to cover processing costs—50% of donors opt-in when given the opportunity through **GiftAssist**

The image shows a donation interface with several key elements:

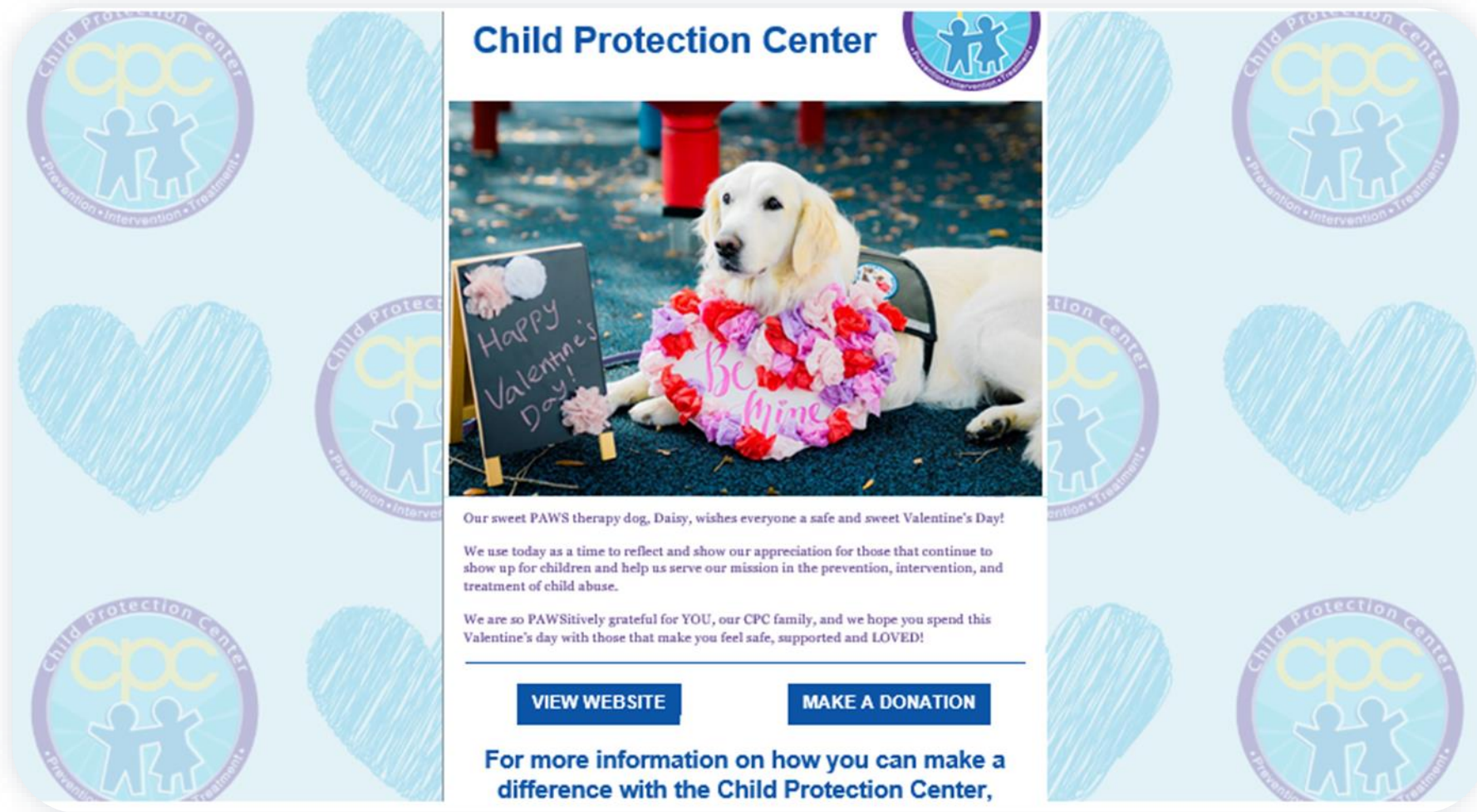
- Choose Your Gift:** A section with tabs for 'One Time' and 'Ongoing'. Under 'One Time', there are buttons for \$50, \$100, \$250, and a text input field labeled 'Other'. Below these is a prompt: 'Multiply your impact. Make it Monthly!'. A yellow overlay box with a checkmark says 'Add a little extra to help with fees (\$1.97)'. A large yellow button at the bottom says 'Give \$51.97'.
- GiftAssist:** A yellow overlay box with a checkmark and the text 'Add a little extra to help with fees (\$1.97)'. Below the button, it says 'Powered by Qgiv'.
- Make an ongoing gift and help more animals!:** A modal window with the text 'Quickly, your steady support helps us provide food, shelter, and medical care to thousands of animals!'. It has buttons for 'Weekly', 'Every Other Week', 'Monthly' (highlighted), 'Quarterly', 'Semiannually', and 'Annually'. At the bottom, there are two buttons: 'Yes! Give \$51.97/month!' and 'No thanks. Complete my one-time gift.'.



Did you know? **\$4- \$7 billion** in matching gifts goes unclaimed every year!



# Email Ideas - Child Protection Center



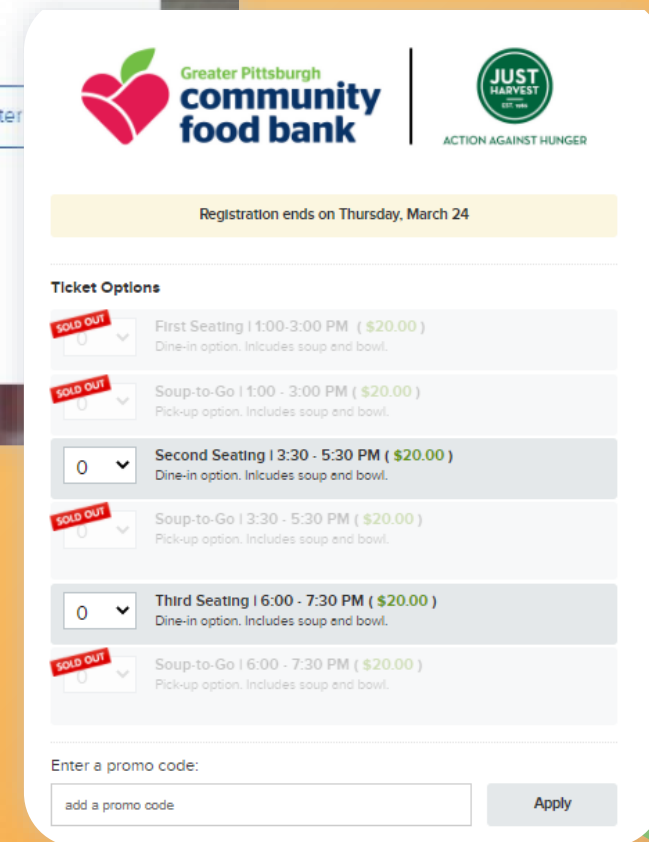
# Events



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# Event Registration Page Best Practices

- + Include early bird pricing and promo codes to influence early registration
- + Ask for donations on top of or in lieu of registration
- + Host a special class, use for chance drawings, and more
- + Think beyond your event page-how will you spread the word and drive traffic to increase registrations?





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# Leverage Social Media



**The Child Protection Center**

March 10 at 11:12 AM · 🌐

We are so fortunate to have the transformational support from Graci and Dennis The McGillicuddy's have devoted their lives to the safety and wellbeing of children. They have aided CPC in making great strides in the prevention, intervention, and treatment of child abuse. We are humbled by their continuous generosity and very pleased to thank them as this year's Diamond Sponsor for Blue Ties & Butterflies. Thank you!! 🦋💙

Link to purchase tickets: <https://cpcsarasota.org/.../blue-ties-butterflies.../>

Link to sign-up for the virtual portion: <https://forms.gle/owq1BU6aXCmYBi9e8>



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# Fresno Mission



## What if?



*What If these three items could help provide life transformation here at the Mission?*

For years, the Fresno Mission has held its annual banquet in the fall to raise funds and awareness for the homeless of Fresno. It was a single night event around a single cause. But WHAT IF, instead of a 3-hour banquet of sitting at a table and listening to a speaker, we did three MONTHS of festivities? Three months of celebrations? Three unique, challenging, and exciting events?

**WHAT IF** we created a single event that was dedicated to celebrating graduates who finish our challenging programs?

**WHAT IF** we broke a world record in the process?

**WHAT IF** we created the longest table in Fresno?

**WHAT IF** this year, after 3 months of events, we shared Jesus with more people than ever before?

Learn more and get involved below!

[Get Involved](#)

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## Graduation



[Donate](#)

Graduation is a time to celebrate the men and women who have completed our long-term recovery program. We are providing a time for them to share this moment with those who walked alongside them through this journey. Our goal is for each graduate to know the Mission is proud of their accomplishment and cares for each one individually. During the celebration, there will be local food trucks and activities for everyone followed by a ceremony.

Each graduate will be wearing a cap and gown and be given a moment to shine. All in all, this is a time to lead the men and women to their next step in life transformation.

## World's Longest Line of Socks



[Donate](#)

Yes, you read that correctly! Here at the Mission, socks are a BIG DEAL. Socks not only help those in need but also open a door to start a conversation. That conversation can lead to a decision that has helped so many change their lives! That's why we are going to break the Guinness Book of World Records Longest line of Socks. We are going the distance! Our goal is to collect 80,000 pairs of socks.

Don't worry we aren't keeping all those socks for ourselves. Once we break the record, we will give these socks to local non-profits throughout the Central Valley! Join in Fresno History and help us break this world record! Click below to get your business, church or organization involved.



# Peer-to-Peer



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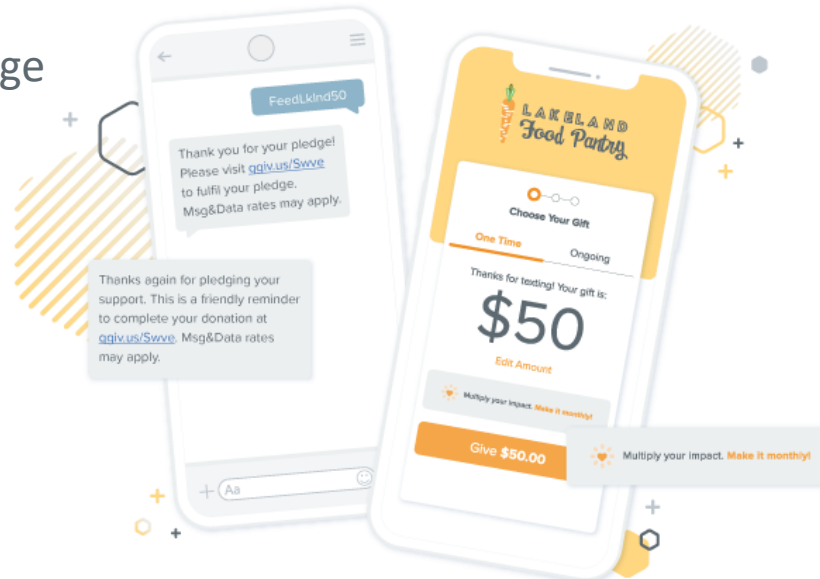
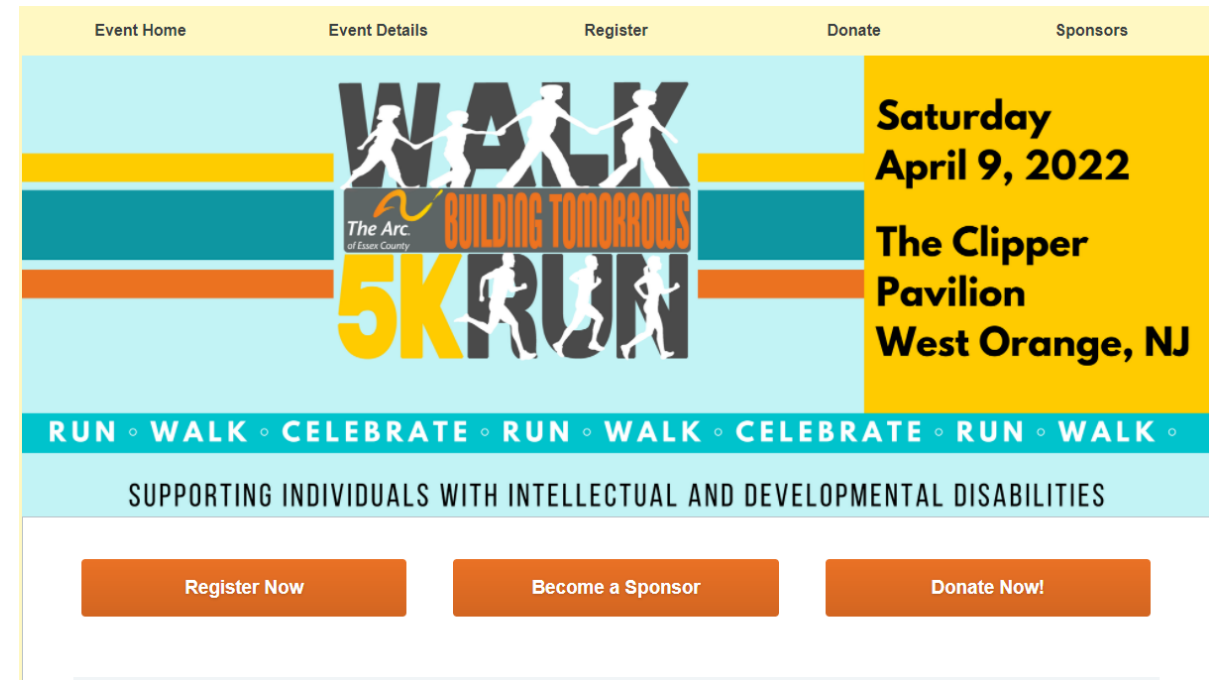
# Why Consider Peer-to-Peer Fundraising?

- + **39%** — Of Americans 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.



# Grow Your Peer-to-Peer Event

- + Have an aesthetically pleasing peer-to-peer page
- + Facebook fundraisers
- + Text giving
- + Eliminate registration barriers
- + Make it easy for participants to manage multiple pages
- + Engage and invite past participants



**Register for 2022 Building Tomorrows Run/Walk**

Saturday, 4/09/2022 8am EST - 12pm EST

[Details](#) > [Add-ons](#) > [Finish Up](#)

**Participant # 1**

*Note: If you are registering a family/group and don't want to enter a unique email address for each participant, first register yourself, then click "Add Another Participant." Once the category (runner or walker) is selected, you can click "I'll Manage their Fundraising Page" to keep additional registrants under the original email address.*

**How do you want to participate?**

5K Runner Registration includes event t-shirt.	\$30
Walker \$10 to participate. Donate or raise \$25 to receive an event t-shirt.	\$10

Powered By **Qgiv**

Transaction is secure and encrypted.

**digicert**  
EV SSL  
SECURE



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# Engage Your Community with DIY Events

### Share Help and Hope with CityTeam!

Pledge your fundraiser to save lives!

Create a personal fundraising page that you can share with your friends and family to support life-saving programs at CityTeam! The money you raise will go directly to helping our neighbors experiencing hunger and homelessness in your city! It's so easy to start your own fundraiser and make a huge impact!

[Get Started Today](#)

COVID-19 SUPPORT

BIRTHDAY

WEDDING

ANNIVERSARY

CITYTEAM

SOBRIETY MILESTONE

MEMORIAL

GRADUATION

GIVINGTUESDAY

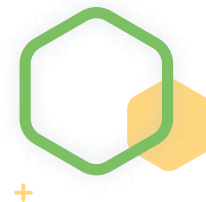
### Why Fundraise with CityTeam?

"I decided to honor CityTeam because I have heard Recovery Director Charles's inspiring story and have seen first-hand how committed he is to helping others improve their lives. Furthermore, I have read some of the statistics surrounding CityTeam's success with addiction recovery; it contends with some of the most successful recovery programs in the nation. I trust CityTeam to use donations effectively and for sustainable projects." - Rachel Seaman, Dedicated her Wedding Registry to CityTeam

[Start a Fundraiser](#)



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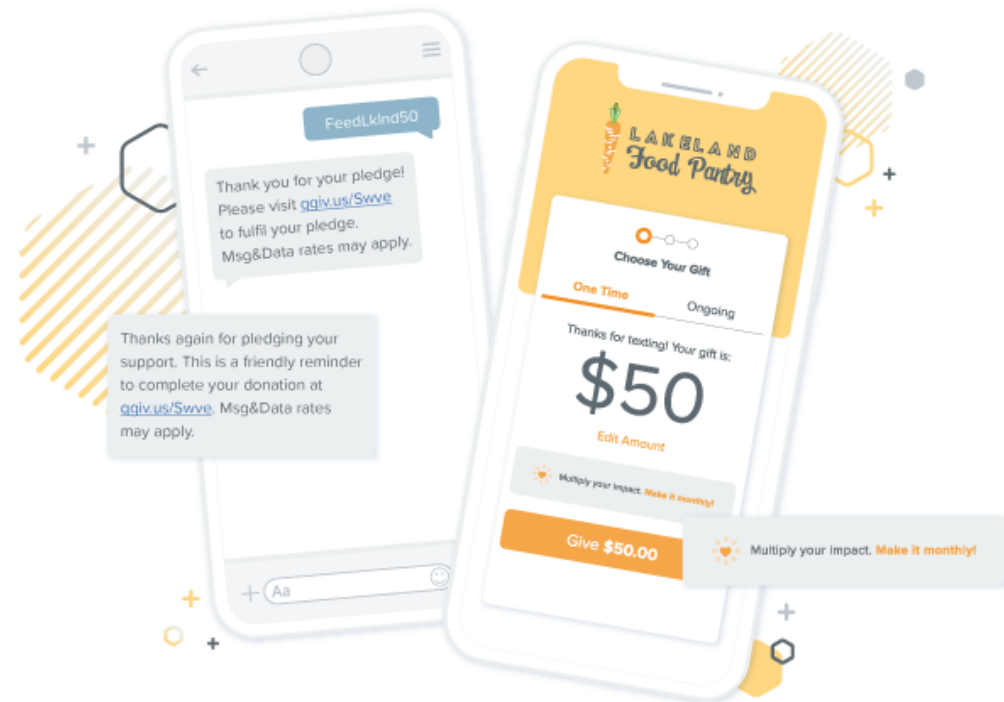
# Text Fundraising



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# 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



# Auctions





# 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



# Digital Tools to Support Auction Management

- + App-based bidding and web-based bidding
- + Make it easy to register and checkout
- + Promotional campaigns
- + Promote sponsorship opportunities and give sponsors recognition
- + Fund-a-need
- + Event & bidder management

The screenshot shows a web page for the 'Lifting Up Westchester' 2022 Community of Hope Gala, scheduled for 4.28.22. The page features a navigation bar with links: Home, Sponsorships & Tickets, Journal Ads, Donations, Honorees, and Auction Items. The main header has the event title and a colorful graphic of stylized houses. Below the header, a breadcrumb trail reads: Registration Options → Information → Review and Billing → Thank You. The 'Please Select An Option' section includes a disclaimer about sponsorship deadlines and two options: 'Gala Ticket' for \$300.00 (35 Available) and '\$10,000 Sponsor' for \$10,000.00. The '\$10,000 Sponsor' option lists various inclusions like a pitch during the program, 12 guests, and logo placement. An 'Order Summary' section on the right states that the order summary will be displayed there.

Home Sponsorships & Tickets Journal Ads Donations Honorees Auction Items

Lifting Up Westchester

2022 COMMUNITY OF HOPE GALA | 4.28.22

*When I think of home...*

Registration Options → Information → Review and Billing → Thank You

Please Select An Option

\*Sponsorships will be added to the print invitation if received by **February 14th** and added to the digital invitation as received

**Gala Ticket** \$300.00 35 Available

Join us for a cocktail hour, dinner, and presentation from Anahaita, Board Members, and our honorees  
[Hide Details](#)

**\$10,000 Sponsor** \$10,000.00

Includes:  
Pitch During Program and/or Video  
12 Guests  
Logo on Print & Digital Invitation  
2-Page Premium Spread in Digital Journal  
Pre-event recognition through social media and website channels  
One Corporate Volunteer Experience with LUV  
[Hide Details](#)

Order Summary

Your order summary will be displayed here.

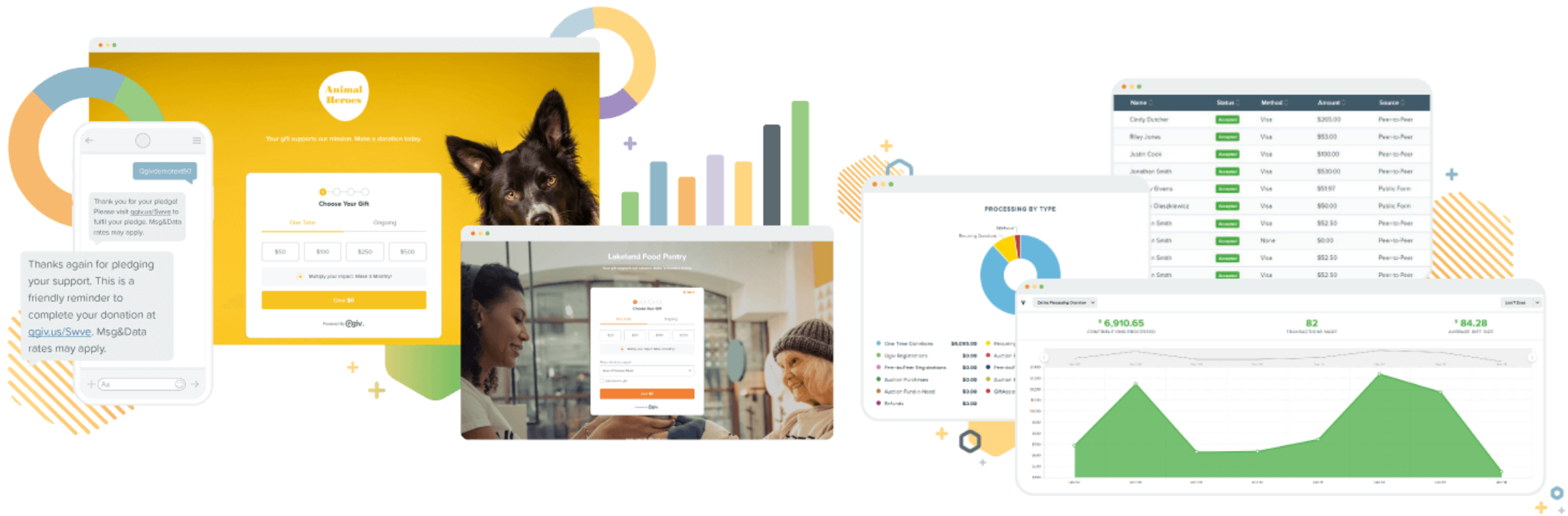


# Top Tips and Resources for Auctions

- + Highlight your mission and logistical information with FAQs on custom pages!
- + Participants can look over your auction items in advance of your event
- + Highlight big-ticket items or unique packages on your social media platforms
- + Get creative when it comes to graphic design needs and pre-recorded videos
- + Need auction item ideas or gift basket ideas? Visit our blog!



# What's Next?



# 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

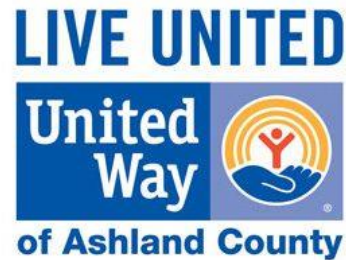
### ✓ PROCESSING FEE:

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

### ✓ ECHECK FEE:

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

# Some of the clients we help...



## Some of the clients we help...

“Not having a fully functional fundraising platform to process online donations at the beginning of the pandemic was extremely stressful. Qgiv made it so easy to get set up and integrate their technology into our new website. Seeing all the donations coming in was a huge relief and confirmed that we had made the right choice to go with both Achieve and Qgiv.”

-Gibbie Nauman, Director of Development and Community Relations, CROS Ministries

**167% Increase in  
Online Giving**



**Increased Individual  
gifts by over 533%**



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# 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 help desk 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?



Jennifer Mansfield, VP Customer Experience



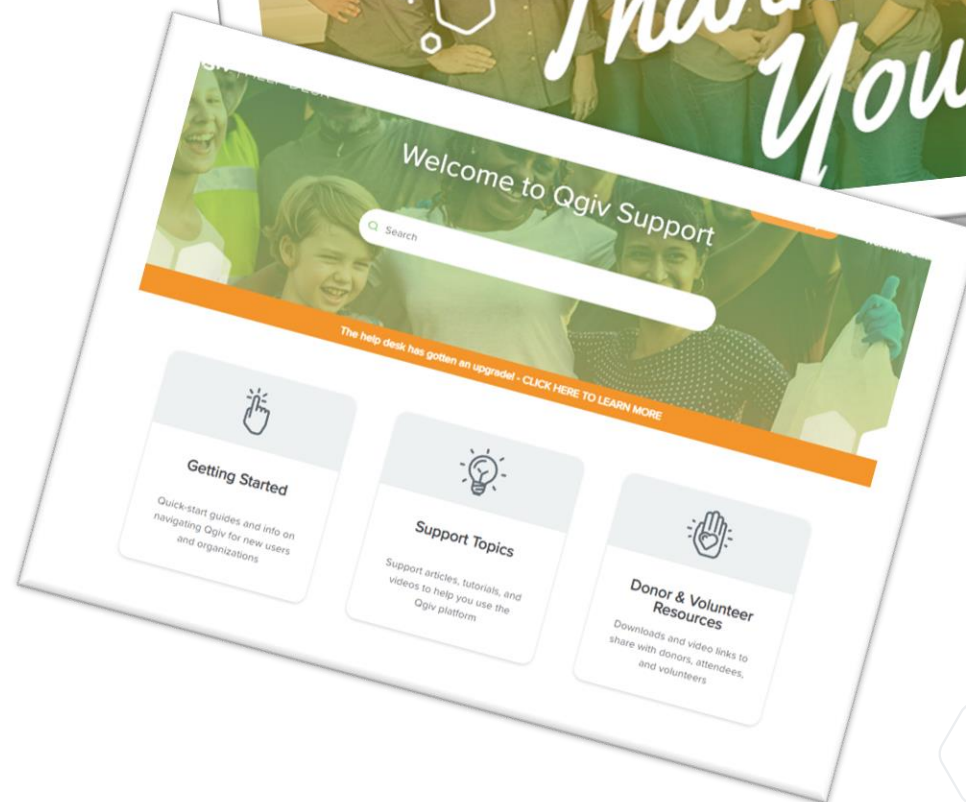
Windy Keene, Customer Success Manager



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# We'd love to hear from you!

- + Are you a Qgiv customer? Email [support@qgiv.com](mailto:support@qgiv.com)
- + Have questions about best practices? Check out [qgiv.com/blog](https://qgiv.com/blog)!
- + Want to talk to us about using Qgiv? Email [contactus@qgiv.com](mailto:contactus@qgiv.com)





# 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\*

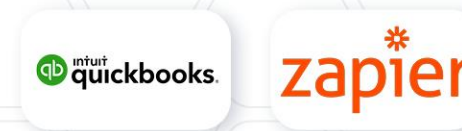
\*Available for donation forms, peer-to-peer, and auctions



## Email Service Integrations



## Accounting and Other



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

# Donation Form Examples

- + <https://uwashlandoh.org/donate/>
- + <https://www.liftingupwestchester.org/donate>
- + <https://www.kudavana.org/donate>

# Event Examples

- + <https://secure.qgiv.com/for/7ndzff/event/847908/> (demo)
- + <https://secure.qgiv.com/for/blutiebut202/event/841309/>



# Peer-to-Peer Examples

- + <https://secure.qgiv.com/event/2022buildingtomorrows/>
- + <https://secure.qgiv.com/event/2022arcmonth>
- + <https://secure.qgiv.com/event/2022cpp/>

# Text Fundraising Examples

- + <https://secure.qgiv.com/event/sample1/display/368064>
- + <https://secure.qgiv.com/event/wesleybenefit/display/wesleybenefit>



# Auction Examples

- + <https://secure.qgiv.com/event/eveningofcare22>
- + <https://secure.qgiv.com/for/mteoc2>
- + <https://secure.qgiv.com/event/202vis>