

Fresh Fundraising Ideas to Support Youth Nonprofits

Monday, April 25, 2022 | 2:00 – 2:45 p.m. EDT



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!**



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



Meet the Speakers



Brittany Bedford
Customer Success Manager, Qgiv



Caitlin Lipham
Customer Marketing Manager, Qgiv





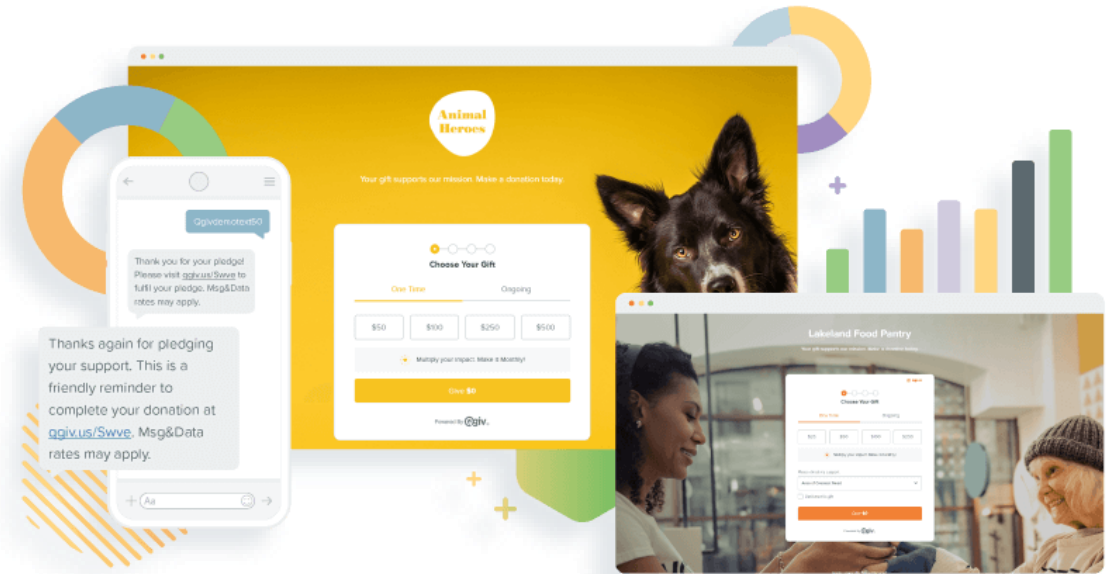
What We'll Cover

- + Importance of a diversified fundraising approach
- + Event and campaign ideas that use:
 - + Donation forms
 - + Peer-to-peer events
 - + Auctions
 - + Text fundraising paired with an event
- + Resources and how Qgiv can help



Why Diversify Your Fundraising Campaigns?

- + Engage more of your community
 - + Fundraising shouldn't be "one size fits all"
 - + Don't be afraid to try something new
- + Year-round giving + a variety of events = GOOD!



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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 processing is convenient for staff and donors

Choose Your Gift

One Time Ongoing

\$50 \$100 \$250 \$500

Other

Multiply your impact. Make it Monthly!

Add a little extra to help with fees **(\$1.97)** ?

Give \$51.97

Powered By **Qgiv**

Make an ongoing gift and help more animals!

Guncery, your steady support helps us provide food, shelter, and medical care to thousands of animals!

Weekly Every Other Week

Monthly Quarterly

Semiannually Annually

Yes! Give \$51.97/month!

No thanks. Complete my one-time gift.



Top Tips

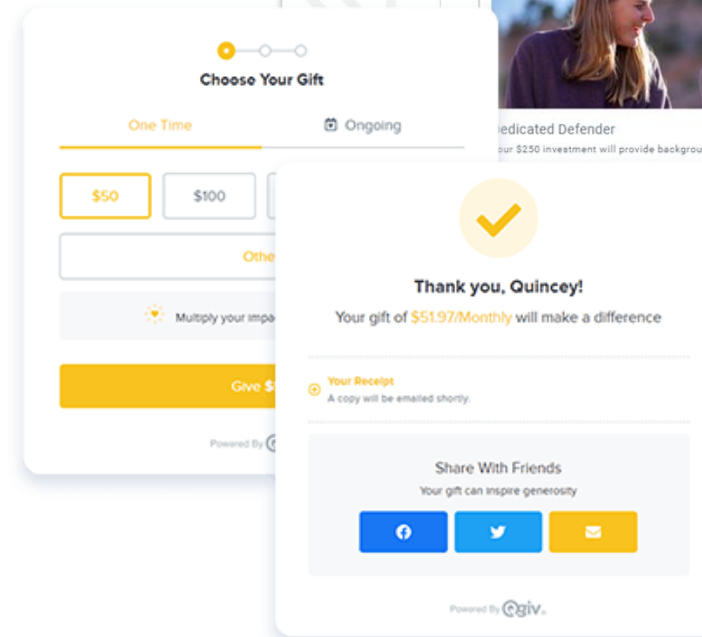
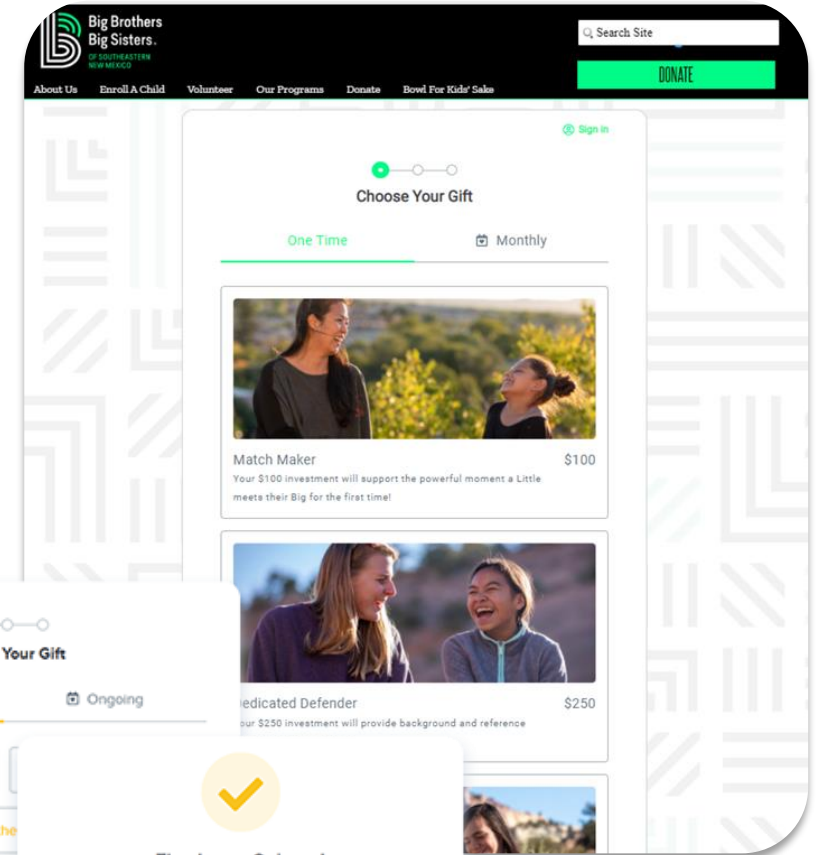
- + Leverage social media
 - +Include images
 - +Links
 - +Event details
- + Educate donors
 - +What will their dollars do?
 - +Who will they help?





Top Tips

- + What can you take back to your community?
 - + Keep the visual interest strong with storytelling
 - + Video creation via in-kind sponsorship, volunteers, working with community partners, high schools, or colleges
- + General donation form best practices
 - + Impact images and statements
 - + Ask donors to cover processing fees



Why Consider Peer-to-Peer Fundraising?

- + **39%** — The percentage of Americans that 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** — Average gift made through participant fundraising pages for peer-to-peer fundraising events in 2020





+ Top Tips

- + Giving Tuesday and other special giving days or awareness months
 - + Giving is already top of mind
- + Don't forget to say "Thank you!" to donors
 - + Be specific about their impact
- + Make sure your online presence is up to date

WE DID IT!

Thank you to everyone who joined us to rally for San Marcos kids on #GivingTuesday!

Thanks to your efforts, **\$62,654.55** was raised for the Boys & Girls Club of San Marcos! These funds will allow the Club to continue providing opportunities for local kids and teen to build their Great Futures. Our Distance Learning Center will continue supporting our working families by providing a safe space for kids to receive homework help and tutoring, access to technology, social-emotional wellness programs, and a sense of stability as they navigate the complexities of virtual instruction.

It was so heartwarming to watch our thermometer rise yesterday and read your encouraging comments. We are fortunate to have champions like you. Your commitment to BGCSM is the encouragement needed to carry us through this pandemic.

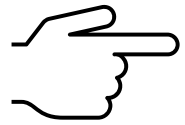
Again, on the behalf of our Board of Directors, on behalf of our staff, and most importantly on behalf of our kids, teens and families – **THANK YOU!**





+ Top Tips

- + What else can you take back to your community?
 - + Engage local celebrities
 - + Community matching opportunities and additional sponsorship perks
 - + Corporate employer/employee matching gifts

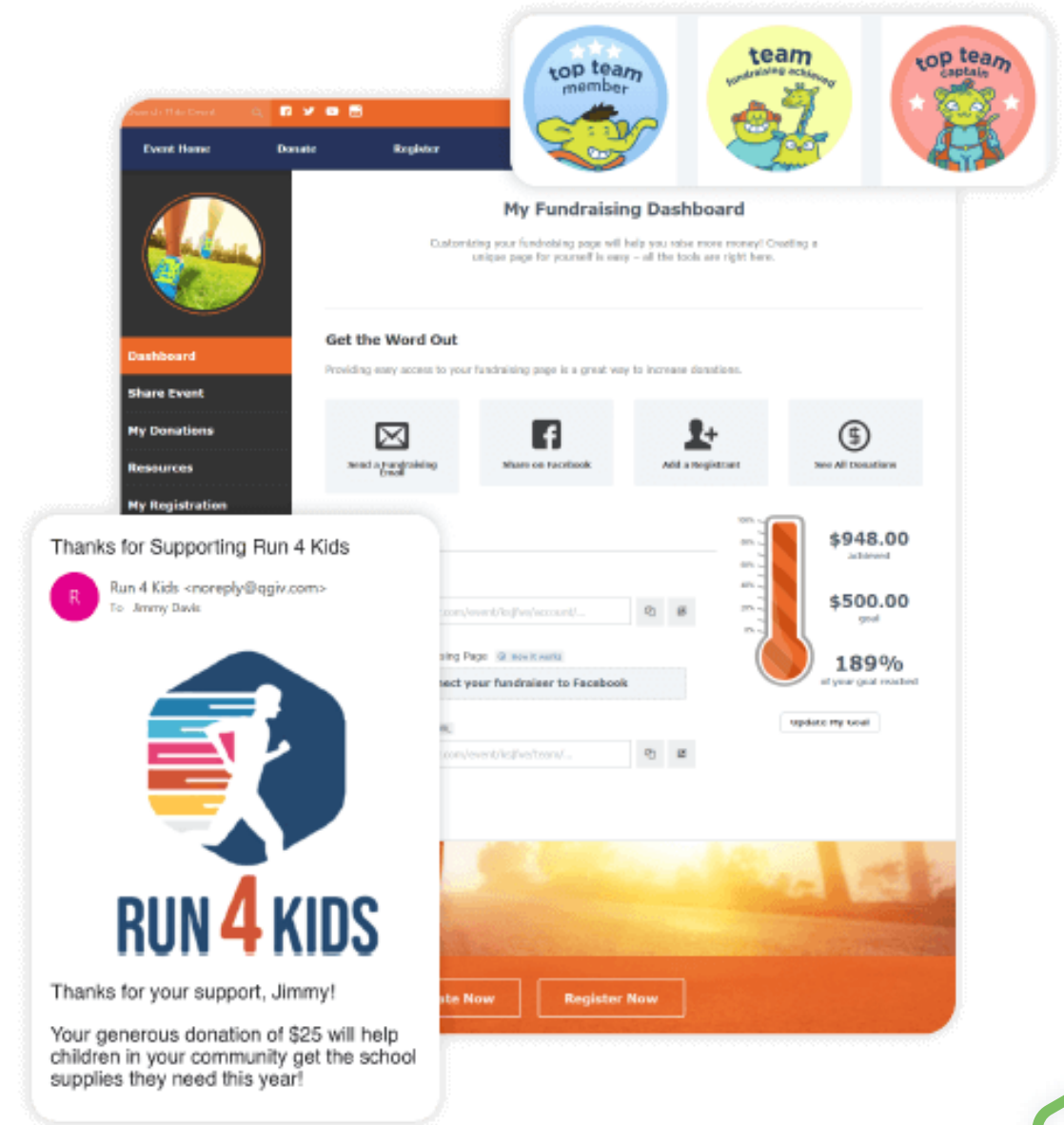


Did you know? **\$4- \$7 billion** in matching gifts goes unclaimed every year!



+ Top Tips

- + Additional peer-to-peer best practices
 - + No '90s websites!
 - + Coach participants on how to fundraise
 - + Keep participants engaged after your campaign—past participants raise 3.5 times more than new participants





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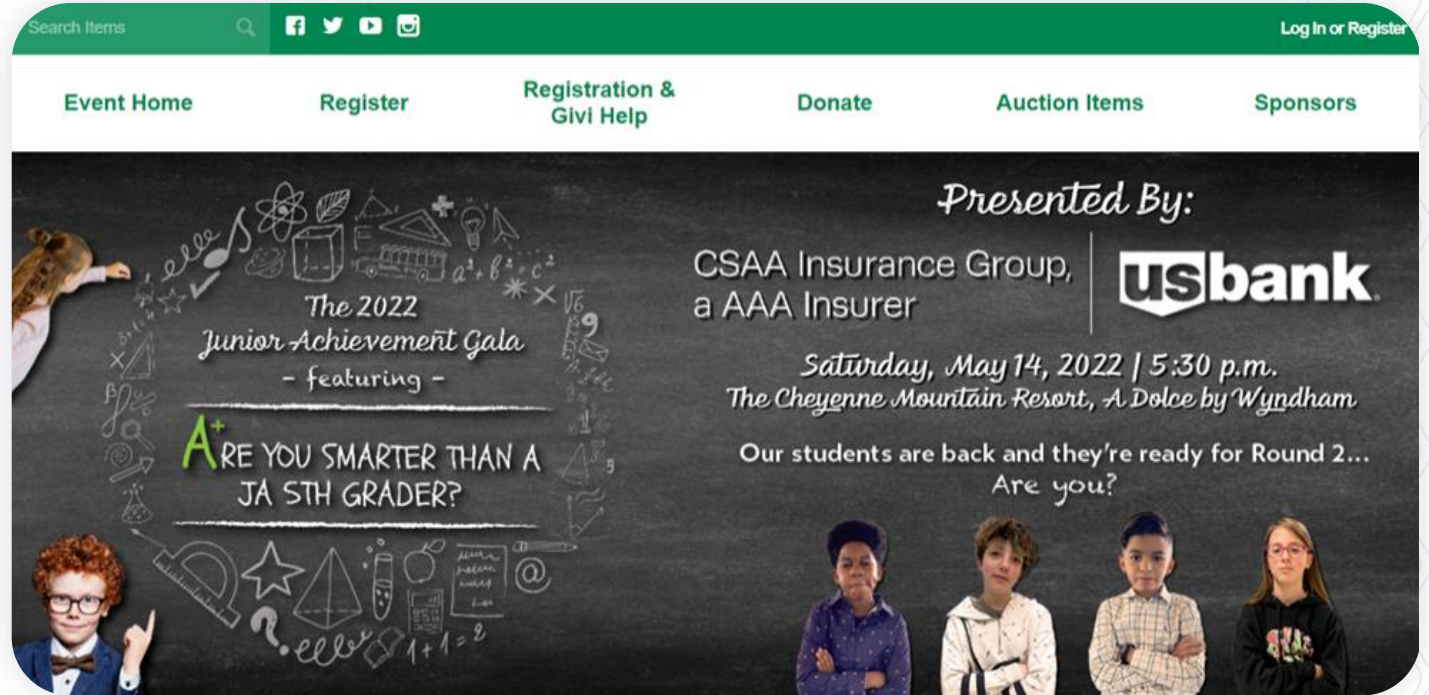
Why Consider Auctions

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



Top Tips

- + Draw inspiration from pop culture
- + Highlight your mission and logistical information with FAQs on custom pages!
 - + Think about things from an attendee's perspective
 - + Manage expectations
 - + Save time on communication



Top Tips

- + What can you take back to your community?
 - + Income streams for your auction event
 - + Sponsorship
 - + Ticket sales
 - + Auction revenue
 - + Sponsorship packet best practices
 - + Look at what others are doing in your community
 - + Work with connected volunteers
 - + Canva.com for graphic design needs
 - + Clearly explain what they get and how their dollars help in your packet

Available Sponsorships

Presenting Sponsor - \$10,000

- Printed materials reads 29th Annual Junior Achievement Gala & Auction Presented By "Your Company"
- Two Premium Tables of 10 guests each
- Opportunity to send an Executive of your choice to compete in the live event OR Sponsor an Executive from a School District or Entrepreneur
- Short company biographical information presented in introduction of Executive and in program
- Special sponsor mention during event live streaming
- Opportunity to make brief opening remarks (3 minutes)
- Signage with company's name displayed on the table
- Company logo to be featured prominently on event program and all marketing materials
- Full-page color ad in event program

Summit Sponsor - \$5,000

- Two Premium Tables for 10 guests
- Opportunity to send an Executive of your choice to compete in the live event OR Sponsor an Executive from a School District or Entrepreneur
- Signage with company's name displayed on the table
- Full-page color advertisement in the event program

Peak Sponsor - \$2,500

- Table for 10 guests
- Company featured in multimedia presentation during the live event
- Signage with company's name displayed on the table
- Half-page color advertisement in the event program

Gold Sponsor - \$7,500

- Two Premium Tables of 10 guests each
- Opportunity to send an Executive of your choice to compete in the live event OR Sponsor an Executive from a School District or Entrepreneur
- Short company biographical information presented in introduction of Executive and in program
- Signage with company's name displayed on the table
- Full-page color ad in event program

Corporate Sponsor - \$1,500

- Table for 10 guests
- Signage with company's name displayed on the table
- Half-page color advertisement in the event program

Educator/Entrepreneur Sponsor - \$500

- Table for 4 guests
- Identification as a Small Business educator, or first responder sponsor in the live event
- Quarter-page color advertisement in the event program

Watch Last Year's Competition Here!

For more information, or to sign up for a sponsorship, please contact Cheryl Potman:
Cheryl.Potman@ja.org | (719) 822 - 0344



Top Tips

- + Additional auction best practices
 - + Highlight big ticket items on social media
 - + Everything on one site
 - + Items
 - + Registration
 - + Check in
- + Experiences as auction items
- + Head to our blog for basket ideas!



BUY NOW
Wine Pull
Price: \$25



BUY NOW
Restaurant
Raffle Ticket - 1
ticket
Price: \$10



BUY NOW
Restaurant
Raffle Ticket - 3
Tickets
Price: \$20



BUY NOW
Junior
Achievement of
Southern
Colorado
INSPIRE
PREPARE
EMPOWER!
Reusable Tote
Bags
Price: \$5

Share this event on your
socials!

Share on Facebook

Share on Twitter

Sponsors

CSAA Insurance Group,
a AAA Insurer

Menu & Food Options

Welcome to the 2022 Junior Achievement Gala featuring *Are You Smarter Than a JA 5th Grader?* event page!

Join us at the Cheyenne Mountain Resort on May 14,
2022 at 5:30 p.m. for a night full of food & drinks,
celebration, and friendly competition!

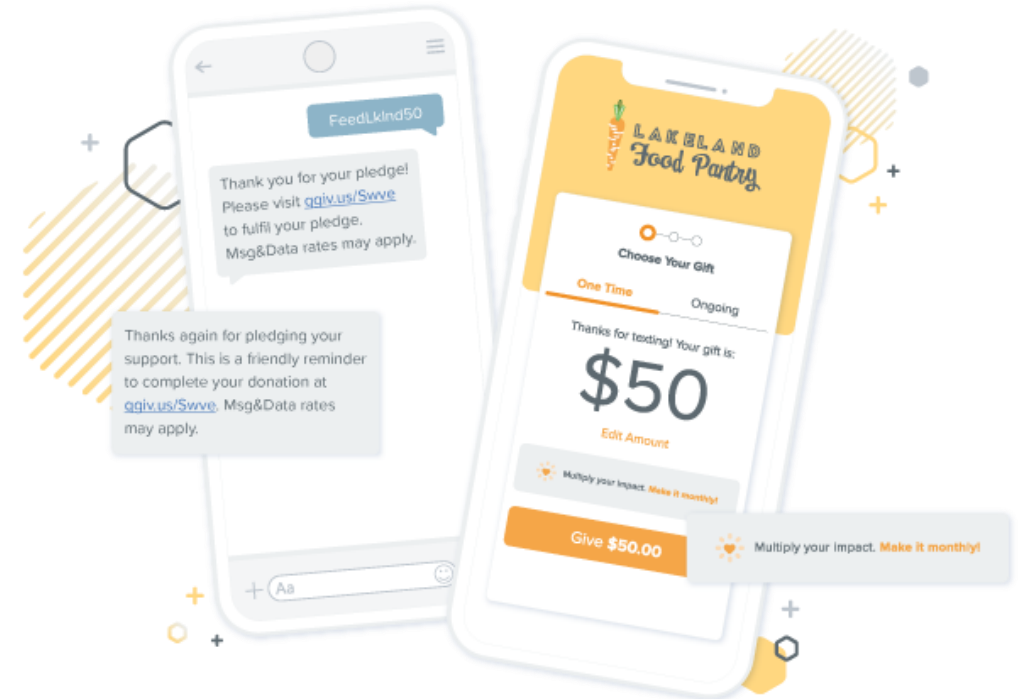
We will reintroduce our 2020 and 2021 Spirit of
Entrepreneurship Laureates and recognize how their
entrepreneurial & innovative mindsets positively impacted
the economic vitality of Greater Colorado.

Following this video, local JA 5th graders will go head-to-
head with Business Executives during our live *Are You
Smarter Than a JA 5th Grader?* event where students &
executives will answer questions from JA curriculum!

[Click here to watch last year's competition!](#)

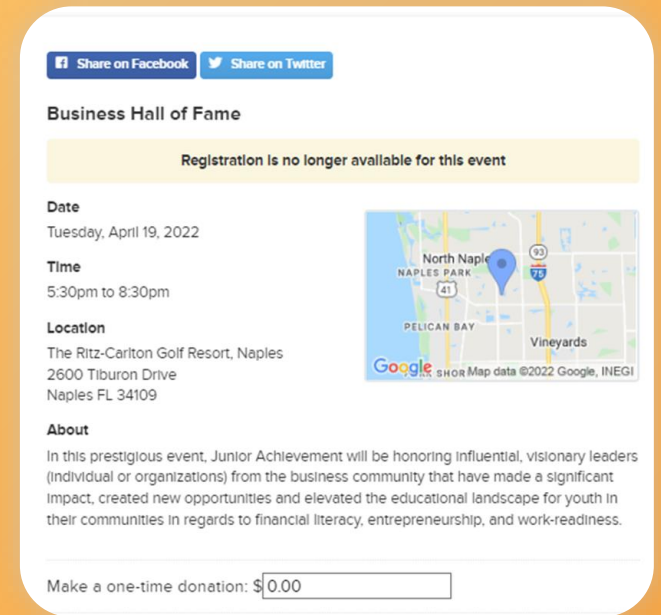
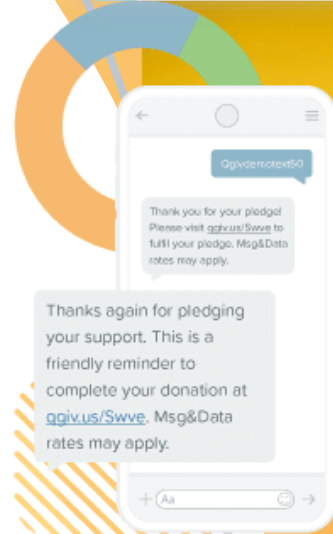
Why Consider Text Fundraising

- + **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



Top Tips

- + Partner with local leaders
- + Facebook banner image with event details
- + What can you take back to your community?
 - + When to make the ask
 - + Put a “face” to your mission
- + Text best practices
 - + Signage and QR codes
 - + Autocorrect isn’t your friend
 - + Test your shortcode



What's Next?

The collage features several key elements:

- Animal Heroes Donation Form:** A yellow-themed form with a dog image. It includes a progress bar for "Choose Your Gift" with options for \$50, \$100, \$250, and \$500. A "Give \$0" button is also present.
- Lakeland Food Pantry Donation Form:** A form with a photo of a woman and a child. It includes a "Choose Your Gift" section with \$50, \$100, \$250, and \$500 options, and a "Give \$0" button.
- Thank-You Message:** A mobile-style message that says: "Thanks again for pledging your support. This is a friendly reminder to complete your donation at [qgiv.us/Swve](#). Msg&Data rates may apply."
- Transaction Table:** A table listing transactions with columns for Name, Source, Method, Amount, and Source.

Name	Source	Method	Amount	Source
Cindy Dichter	Approved	Visa	\$205.00	Peer-to-Peer
Riley Jones	Approved	Visa	\$53.00	Peer-to-Peer
Justin Cook	Approved	Visa	\$100.00	Peer-to-Peer
Jonathan Smith	Approved	Visa	\$530.00	Peer-to-Peer
y Givers	Approved	Visa	\$61.97	Public Form
Chelskewitz	Approved	Visa	\$50.00	Public Form
n Smith	Approved	Visa	\$52.50	Peer-to-Peer
n Smith	Approved	None	\$0.00	Peer-to-Peer
n Smith	Approved	Visa	\$52.50	Peer-to-Peer
n Smith	Approved	Visa	\$52.50	Peer-to-Peer
- Processing Dashboard:** A dashboard titled "PROCESSING BY TYPE" with a pie chart and a line graph. The line graph shows "CENTRALIZED DONATIONS" at \$6,910.65 and "TRANSACTIONAL NET" at 82. The line graph also shows "AVERAGE DFT \$25" at \$84.28.



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Some of the clients we help...



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We're fueled by positive client feedback!

“The thing I really love about Qgiv is if I have a problem, question, concern or idea, I can call them and they help us by walking us through the process and teaching us. I feel like they are a part of our team. We also have so much positive feedback on our platform now from both donors and members of staff. It's super user friendly and everyone just really enjoys Qgiv. We have a variety of age groups using it, so millennials and older folks can easily navigate the platform.”

-Taylor Millspaugh, Business Development Specialist, Big Brothers Big Sisters Rhode Island



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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



Brittany Bedford
Customer Success Manager



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We'd love to hear from you!

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

