

Fundraising for Furry (or Not so Furry!) Friends: Ideas to Support Animal Service Nonprofits

Tuesday, July 19, 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!** We'll send you a copy after the webinar is complete along with additional resources.



+ **Feel free to ask questions!** Use the Q&A option to ask questions. We'll answer during a Q&A portion at the end of the presentation.



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Meet the Speakers



Heidi Morris
Customer Success Manager, Qgiv



Caitlin Lipham
Customer Marketing Manager, Qgiv



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Lexie Morris
Honorary Customer Success Manager, Qgiv



Molly Doodle Lipham
Honorary Marketing Team Member, Qgiv



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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



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



What We'll Cover

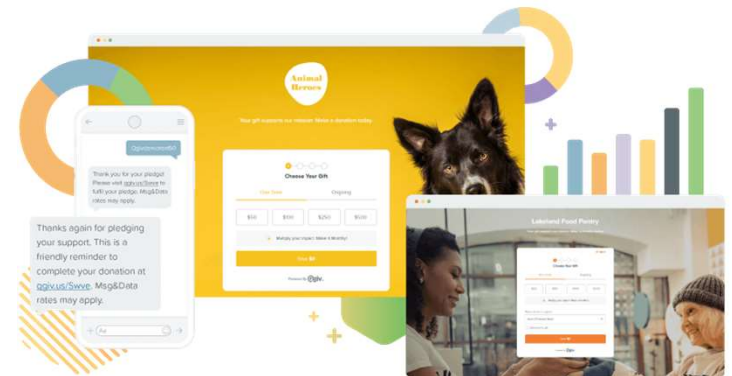
- + The importance of a diversified fundraising approach to drive income all year long
- + Types of tools and platforms
- + Event and campaign ideas that use:
 - + Donation forms
 - + Peer-to-peer event sites
 - + Aggregate pages
 - + Auction sites
- + How to leverage text messaging to reach supporters and raise more
- + Resources and how Qgiv can help
- + Q & A



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Why Diversify Your Fundraising?

- + Relying on just one campaign or event to hit your goals is risky—diversify to reach your entire community.
 - + Don't put all your fundraising eggs in one basket!
 - + What activities or campaigns can be ongoing? What events should you layer in?
- + It's important to plan in advance!
 - + Make sure you have the digital tools you need to fundraise.
 - + Use tools that are easy to customize
- + Don't be afraid to try something new or enhance something you're been doing!



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Tools of the Trade- Donation Forms

- + Most basic tool you'll need for collecting year-round donations.
- + Online processing is convenient for staff and donors.
- + Reach your donors where they are!
 - + Make sure your forms are mobile optimized—our data show 52% of donors choose to give via mobile device.
 - + It's predicted 75% of internet users will be mobile-only by 2025.

The image displays a mobile-optimized donation form interface for Qgiv. The main screen is titled "Choose Your Gift" and features a progress indicator at the top. It offers two primary options: "One Time" (selected) and "Ongoing". Under "One Time", there are buttons for "\$50", "\$100", "\$250", and "\$500", along with an "Other" field. A prominent yellow banner at the bottom of the main screen says "Give \$51.97". A modal window is open on the right, titled "Make an ongoing gift and help more animals!", which explains that recurring support helps provide food, shelter, and medical care. It includes frequency options: "Weekly", "Every Other Week", "Monthly" (selected), "Quarterly", "Semiannually", and "Annually". A yellow button at the bottom of the modal says "You'll Give \$51.97/month!". A separate callout box on the left of the modal says "Add a little extra to help with fees (\$1.97)" with a checkmark icon. The Qgiv logo is visible at the bottom of the main screen.



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Peer-to-Peer Fundraising

Peer-to-peer fundraising empowers your supporters to raise funds on behalf of your organization by forming or joining teams.

- + Virtual, online, or in-person events
- + DIY and network fundraising
- + Reach supporters that may not have heard about your organization
- + Fun but competitive fundraising—great for engaging a board or local businesses!
- + Fundraising pages for supporters



\$132,037.87
achieved

\$150,000.00
goal

[Donate Now](#)

Prizes will be awarded to the following:

- Top adult fundraiser (13+)
- Top youth fundraiser (12 and under)
- Top fundraising team

Our famous Pet Palooza costume contest is back in action this year! Prizes will be awarded for the following categories:

Best Dressed: Does your pet enjoy dressing up? Show off their style for a chance to win!

Best Look Alike: Do you and your pet look alike? Now is your chance to shine! Come ready to paw-ty in your matching styles and you could win!





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



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Why Consider Auctions

- + Creative themes
- + Versatile and adaptable to fit within existing events
- + Increase mission awareness
- + Reach a variety of supporters



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Top Tips – Donation Forms

- + What can you take back to your community?
 - + Keep the visual interest strong with storytelling
 - + Mission education and tangible impacts
 - + Use for a variety of campaigns or general donations
- + General donation form best practices
 - + Impact images and statements
 - + Ask donors to cover processing fees
 - + Giving plans and embedding forms

The screenshot shows a donation form for 'pet resource'. At the top, there's a 'Sign In' link and a progress bar with four steps, the first of which is active. The main heading is 'Choose Your Gift' with the subtext 'Your kind heart can make a difference.' Below this are two tabs: 'One Time' (selected) and 'Monthly'. The main content area features a photo of a woman and a man with a dog. Below the photo, the text reads: 'Send our mobile unit into a struggling community. Help us get into a neighborhood where the need is great and we'll vaccinate and provide supplies for up to 50 pets.' The price is '\$500'. To the right of the price is a button that says 'Impact. Make it Monthly!'. Below the main content area is a dropdown menu currently set to 'General Donation'. Underneath the dropdown are two checkboxes: 'Dedicate this gift' and 'Add a little extra to help with fees (optional but really helps!)'. A small question mark icon is next to the second checkbox. At the bottom is a large green 'Give' button.

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Top Tips – Matching Campaigns

- + What can you take back to your community?
 - + How can you find someone willing to do a community match?
 - + Identify community partners & local celebrities!
 - + Build out their amenities with a sponsorship plan
- + Community match vs. matching gifts
 - + Matching gifts are typically a gift from an employer that matches an employee's donation
 - + Integrations with Cybergrants, HepData, and Double the Donation
 - + **\$4-\$7 billion** in matching gifts goes unclaimed every year!

1 YOUR DOLLAR + **1** MATCHING DOLLAR = **TWICE** THE LOVE



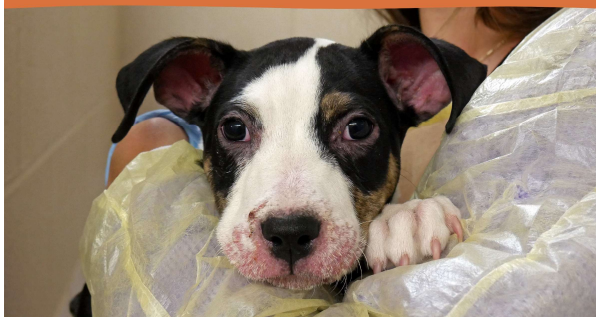
When you give today, love is guaranteed whenever love is needed ... because every dollar is matched! Will you please give love and shelter to homeless and neglected pets today?
Animals like Chichi and Roscoe are waiting for you.

Yes, I'm passionate about saving the lives of vulnerable animals!



Impactful Emails

URGENT



With the increase of pets arriving at our doors and the rising cost of supplies, your help is needed now more than ever. Please donate today to give second chances to pets in need!

Give urgent help to a homeless pet

Dear Amanda,

Have you ever heard of puppy strangles?

I hadn't either until I met Cheddar.

At only three months old, Cheddar was extremely ill. He arrived at HSPPR with red and irritated skin, his nose, eyes, and ears were heavily swollen, and he would yelp whenever we touched him. He needed immediate medical attention.

Unfortunately, pets like Cheddar arrive at our doors daily. They need shelter and love, but many also require urgent medical care. In fact, we've seen an increase in dogs and cats coming into our shelter, and a vast majority of these pets need some form of medical treatment beyond basic care.

It's heartbreaking to see pets like Cheddar in pain, suffering, and desperate for love, but you can be their light at the end of the tunnel. Will you please send an urgent gift to provide individualized care to the animals in your community that need it most?

It's heartbreaking to see pets like Cheddar in pain, suffering, and desperate for love, but you can be their light at the end of the tunnel. Will you please send an urgent gift to provide individualized care to the animals in your community that need it most?

With more and more pets arriving at our doors and the rising cost of supplies, it's been a challenging year. An average of 50 animals enter our doors daily, and most need urgent medical care. Each one costs **\$40 per animal every day** just to give them the basic care they need – not including any medical or behavioral care.

Your thoughtful gift today will ensure that the suffering animals at HSPPR continue to receive the shelter and medical treatment they need.

Will you please send an emergency gift of \$40 right now to help countless animals like Cheddar?

Yes, I want to help heal pets in need!

With gratitude,



Impactful Emails - Newsletters



MONTHLY Scoop

est. 1870 ~ Celebrating Over 150 Years of
Caring for the People and Animals in Our Community

May 2022

SAVE THE DATE



Paws in the Park 2022

Mark your calendars!

The 20th Anniversary of *Paws in the Park* will be on **Saturday, September 17, 2022** at Rose Larisa Park in Riverside, RI featuring a variety of vendors, food trucks, and fun activities for you and your pup. More details coming soon!

Hello Heidi,

By now, you all know about our friend Freddi, one of our longer term resident dogs, who we found difficult to place. I am delighted to report that Freddi was adopted earlier this month. His journey illustrates all that we do here at the Rhode Island SPCA – he benefited from every one of our programs, as follows.



• **October, 2021:** Came into our shelter as a hardship boarder with a severely

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• **October, 2021:** Came into our shelter as a hardship boarder with a severely damaged eye – his owner was homeless. Our medical director examined him and put him on pain meds pending owner consent for additional treatment. He was aggressive and difficult to approach.

• **November, 2021:** Multiple attempts to contact his owner proved to be fruitless. This, unfortunately, is a relatively common occurrence.

• **December, 2021:** We assumed ownership due to abandonment and Freddi was neutered and his severely damaged eye was removed. As he healed and his pain abated his behavior improved dramatically and he quickly became a staff and volunteer favorite. A generous donor agreed to sponsor his adoption fee.

• **January through mid-March, 2022:** Freddi was placed twice for adoption and returned both times in large part because he snored loudly and wanted to sleep near his human. He made two television appearances on ABC's Pick of the Litter broadcast but no interest was generated.

• **Late March, 2022:** Freddi was placed in foster care for 2 weeks so that we could monitor his behavior and provide a first-hand report of his in-home behavior. He did well but his loud snoring was noted!

• **April, 2022:** Freddi was adopted by a couple who walked into the shelter and took an immediate liking to him. They were not deterred by Freddi's prior returns to the Shelter and commented that he would not be the only snorer in their household!

Not including facility overhead costs, the RISPCA spends approximately \$8.00 per day to feed and medicate the dogs in its kennels. Freddi was in our care for nearly 200 days and our direct cost for his medical care was an additional \$1,100. Was it worth more than \$2,500 to find Freddi a new home and make it easier for his former owner to be in a position to move on with his life? We think so and we couldn't do this type of work without your help. Thank you!

Wayne



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Top Tips – Aggregate Pages or FundHubs

- + One-stop shopping with aggregate pages, helps you get the word out!
- + Videos to help with messaging
- + Storytelling

Welcome to the Hotel III!

The New England Humane Society is on the GROW! We are bustling at the seams at our current location! More space = saving more lives!

Our new facility will offer triple the amount of dog suites as well as a state-of-the-art cat sanctuary. We will have multiple indoor play spaces, social rooms where our volunteers can come in and hang out with a homeless dog, as well as a much needed low cost vet clinic. In addition, there will be more outdoor play space and an indoor pool for those cold New England winters.

Our Hotel for Military Moms will also be included in our new facility. An entire wing dedicated to the service men and women overseas. We will house their pups for free until they are back in the states. At the Hotel, we appreciate the sacrifice of these brave men and women. Their beloved pets should not be part of that sacrifice.

How Can you Help?

- **DONATE:** The easiest and most direct way of supporting this campaign is to donate through this page.
- **BECOME A HUMANE HERO:** Recognizing that many caring people may not have the capacity to make a sizable gift at any one time, we suggest the alternative of making a smaller gift monthly. You can be a Humane Hero for just \$19.00 a month.
- **MATCHING GIFTS:** Many corporate employers will match their employees' gift to a 501(c)(3) nonprofit. If your company has such a program, please request their matching gift form, and send the completed form to us.
- **GIFTS OF STOCK:** Avoid capital gains through a gift of highly appreciated stock, while taking a full-value deduction on your tax returns.
- **SPONSOR A SUITE:** Please see our website to sponsor a suite in honor of a loved one, both two legged and four.
- **QUALIFIED CHARITABLE DISTRIBUTIONS:** If you're over age 70½, you can meet the required minimum distribution from your IRA by making a qualified charitable distribution of up to \$100,000 per year; you'll also lessen your taxable income.
- **A MULTI-YEAR PLEDGE COMMITMENT:** May be payable over a three-year period.



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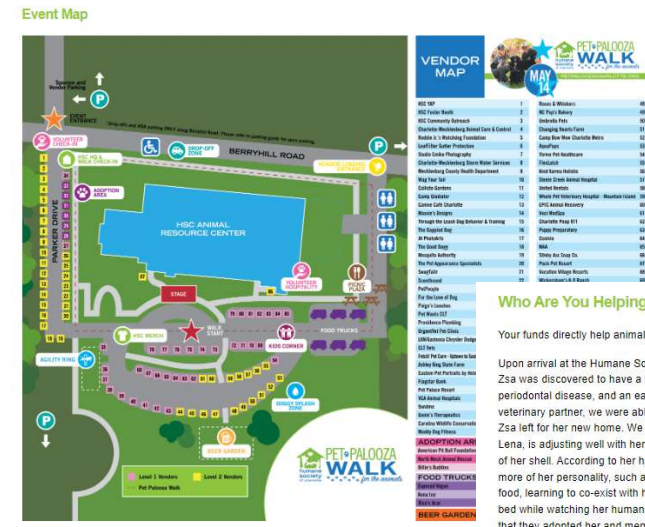
Top Tips – Using a Store

- + Store items and custom swag
 - + Get creative with items
 - + Find in-kind donations
 - + Store purchases can go into individual and team goals
- + Manage expectations around pick-up or delivery
- + Send key communication before, during, and after your campaign to bring awareness to the accompanying campaign



Top Tips – Peer-to-Peer

- + Think about the kind of peer-to-peer campaign that works for you
 - + Fun run
 - + Network fundraiser
 - + Festival like Pet Palooza
- + Managing expectations
 - + Site and parking maps
- + Key communication before, during, and after your peer-to-peer event
- + Promo codes for past supporters
- + Gamification
 - + Make it fun to raise money for your organization
 - + Mix digital and tangible incentives
 - + Badges



Teir 1 - Fundraising Achieved!

Award this badge when **Anyone** receives 75 or more donations.

y endings are possible because of people like you.



Tier 2 - Fundraising Achieved!

Award this badge when **Anyone** receives 150 or more donations.



Tier 3 - Fundraising Achieved!

Award this badge when **Anyone** receives 300 or more donations.



Tier 4 - Fundraising Achieved!

Award this badge when **Anyone** receives 500 or more donations



Tier 5 - Fundraising Achieved!

Award this badge when **Anyone** receives 1,000 or more donations.



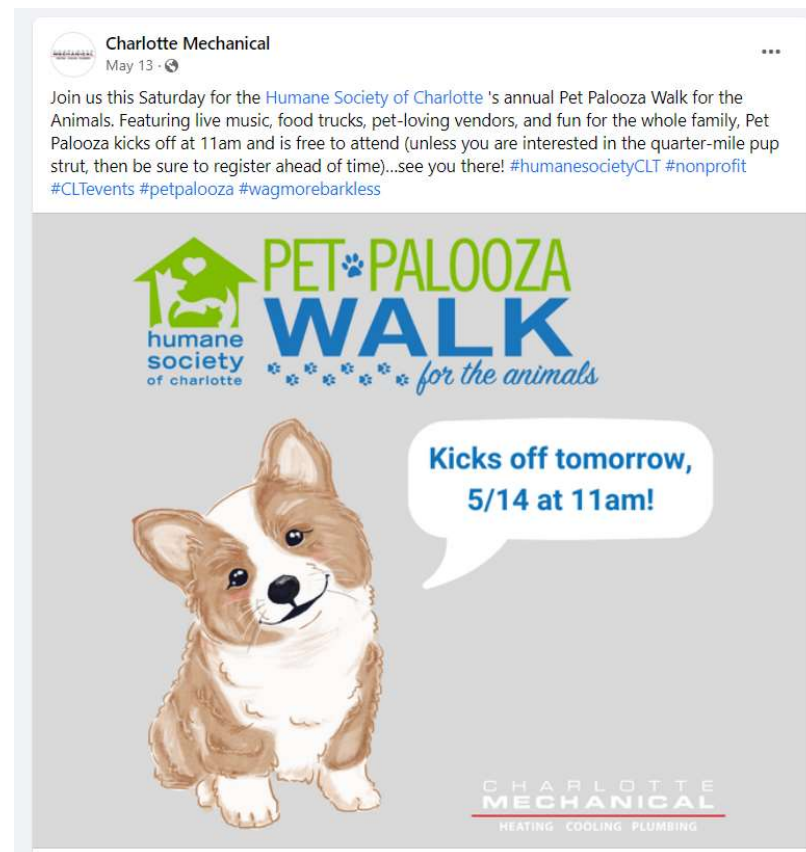
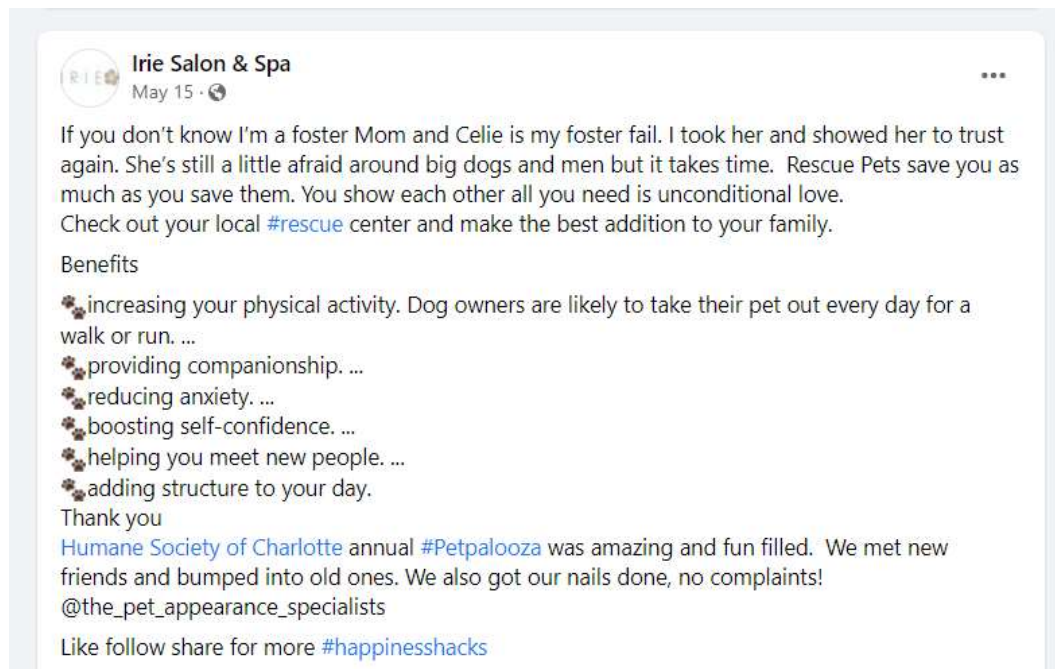
Social Media Promotion



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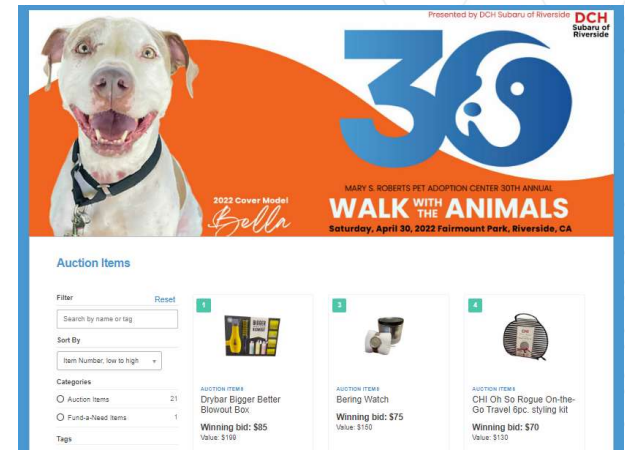
Social Media – Get Partners to Promote!



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Top Tips – Auctions

- + Income streams for your auction event
 - + Sponsorship
 - + Ticket sales
 - + Auction revenue
- + Highlight your mission and logistical information with FAQs on custom pages!
 - + Draw attention to big-ticket items on social media
 - + Think about things from an attendee's perspective
 - + Manage expectations
 - + Save time on communication



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Why Consider Text Fundraising

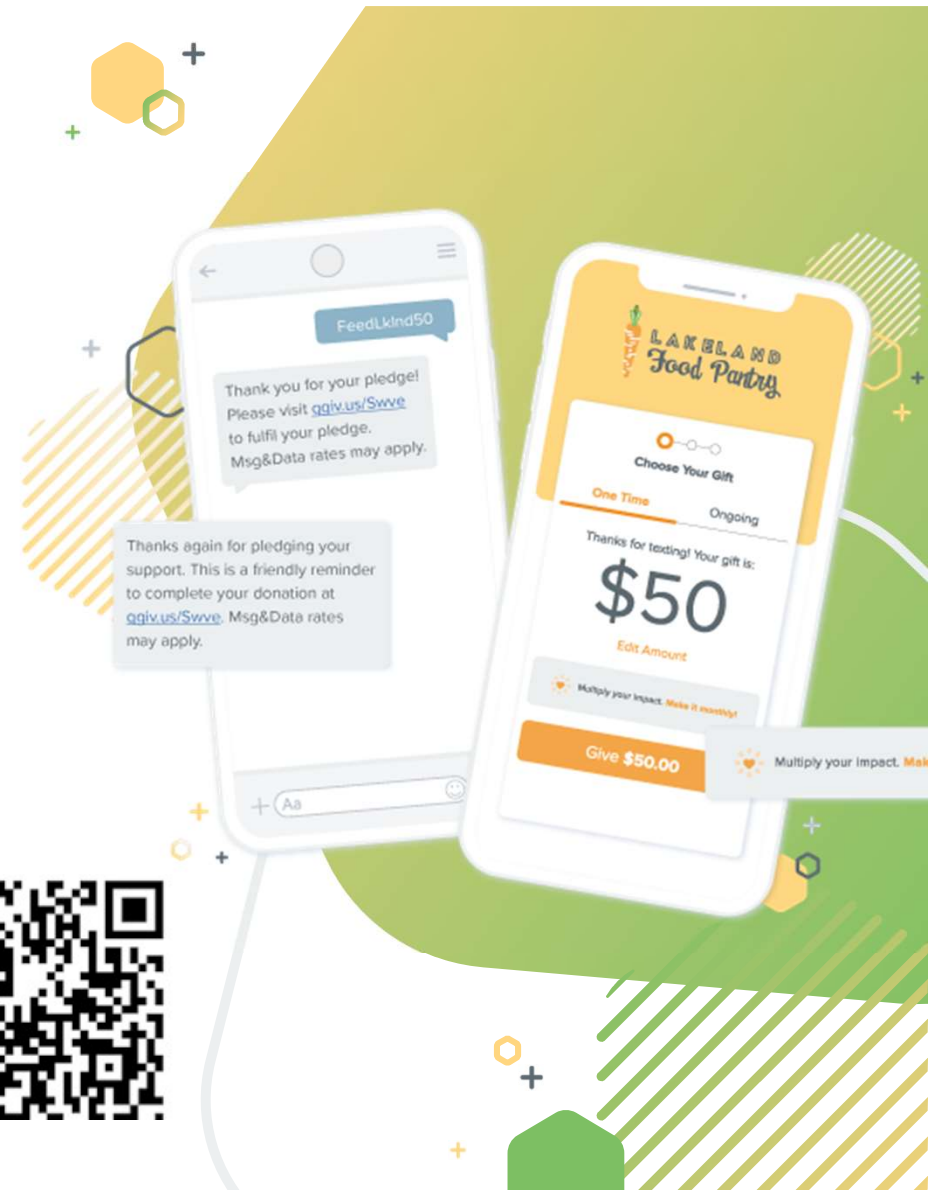
- + 98% of text messages are read within the first 5 minutes of receipt
- + Donors look at their phones around 80 times a day
- + The average text donation amount on the Qgiv platform was \$102.65
- + Responsive form design doubles giving on mobile devices



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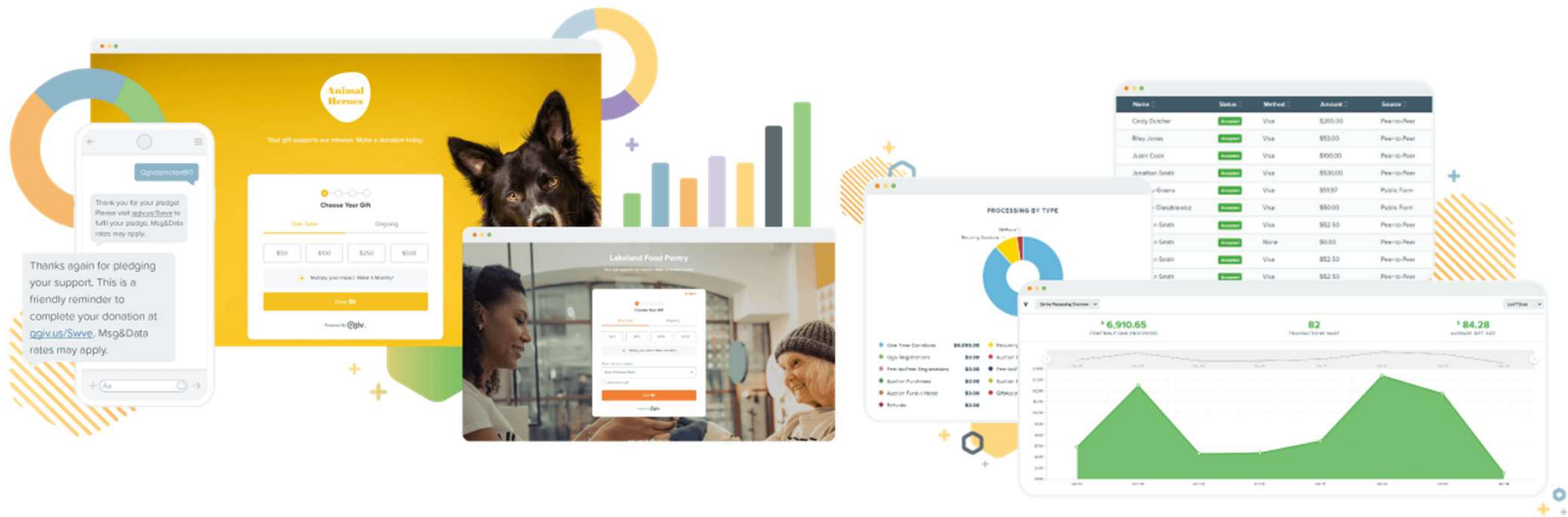
Text Engagement for Year-Round Fundraising

- + Don't **barrage** your donors
- + Use as a stand-alone way to **reach** supporters
- + Capitalize on national or local **giving days**
- + Combine with an **event**
 - + Have **QR codes** displayed in high traffic areas or on event programs or screen cast during fund-a-need moments
 - + Free QR code generators online!
 - + Schedule **reminders** for donors to complete their gift
- + Non-fundraising asks can still **boost** engagement
 - + Use outbound messages for:
 - + Volunteer opportunities
 - + Quick updates
 - + Donor appreciation

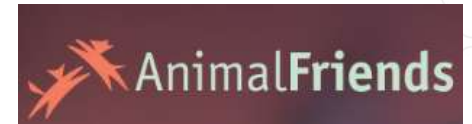


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What's Next?



Some of the clients we help...





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



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

Q&A—How can we help?

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 or visit us at www.qgiv.com

