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.

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

Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with Virtuous, a member of our partner network.

Donation Forms | Event Registration

Text Fundraising | Peer-to-Peer

Auctions | Integrations & Data

Our mission is to move the needle on global generosity by helping nonprofits better connect with and inspire their supporters.

Today's Speaker

Rob Peabody
Virtuous

Rob Peabody is a champion of holistic generosity and the co-founder and president of VOMO. VOMO is a web-based platform and app that powers a global volunteer movement, recently acquired by Virtuous, a responsive nonprofit technology platform determined to move the needle on global generosity.
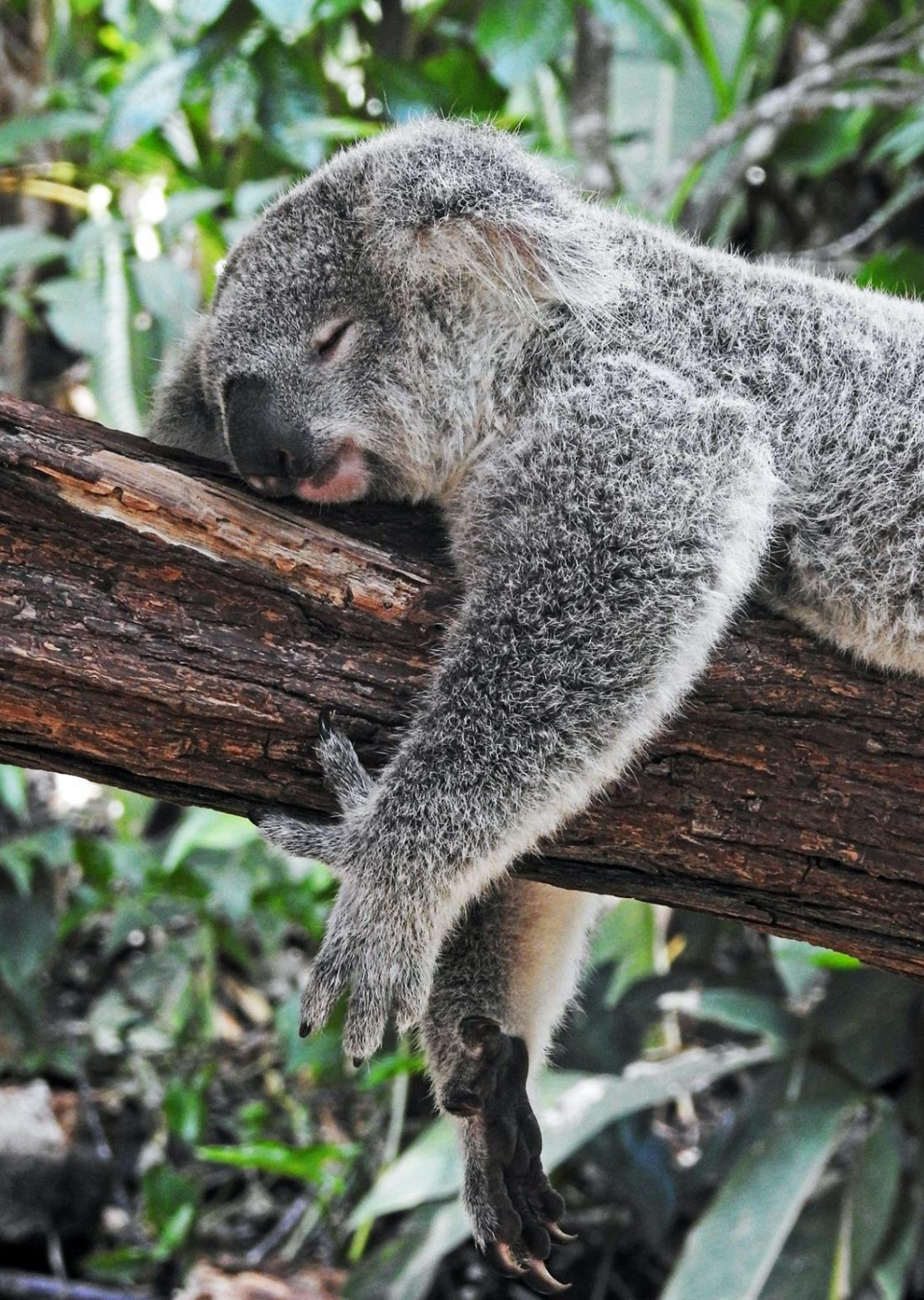
Simple, right? Not quite …

The disconnect

Most nonprofits **struggle to close** the three (3) **mobilization gaps**

virtuous

THE ACTIVATION GAP

Desire >
~~Deployment~~

People want to get involved, yet **most stay on the sidelines** and **less than 18% move to action.**

Latent Potential

In a society that is all about **'doing good'**, very few people move from talking about it to actually doing it.

- ✓ **Busy**

  Today's rhythms of life; overloaded; maxed out

- ✓ **Ignorance Barrier**

  Lack of awareness of needs

- ✓ **Complexity**

 Confusing, disjointed, archaic processes

virtuous

Expectations >
~~Experience~~

Supporters expect a **personalized experience**, yet most nonprofits are handcuffed to **impersonal strategies**

What changed?

Shift from mass **communications** to personal, responsive **experiences.**

✓ **Personalized experiences**

   Moving away from one-size-fits-all

✓ **Two-way, behavior driven**

   Triggered in response to data signals

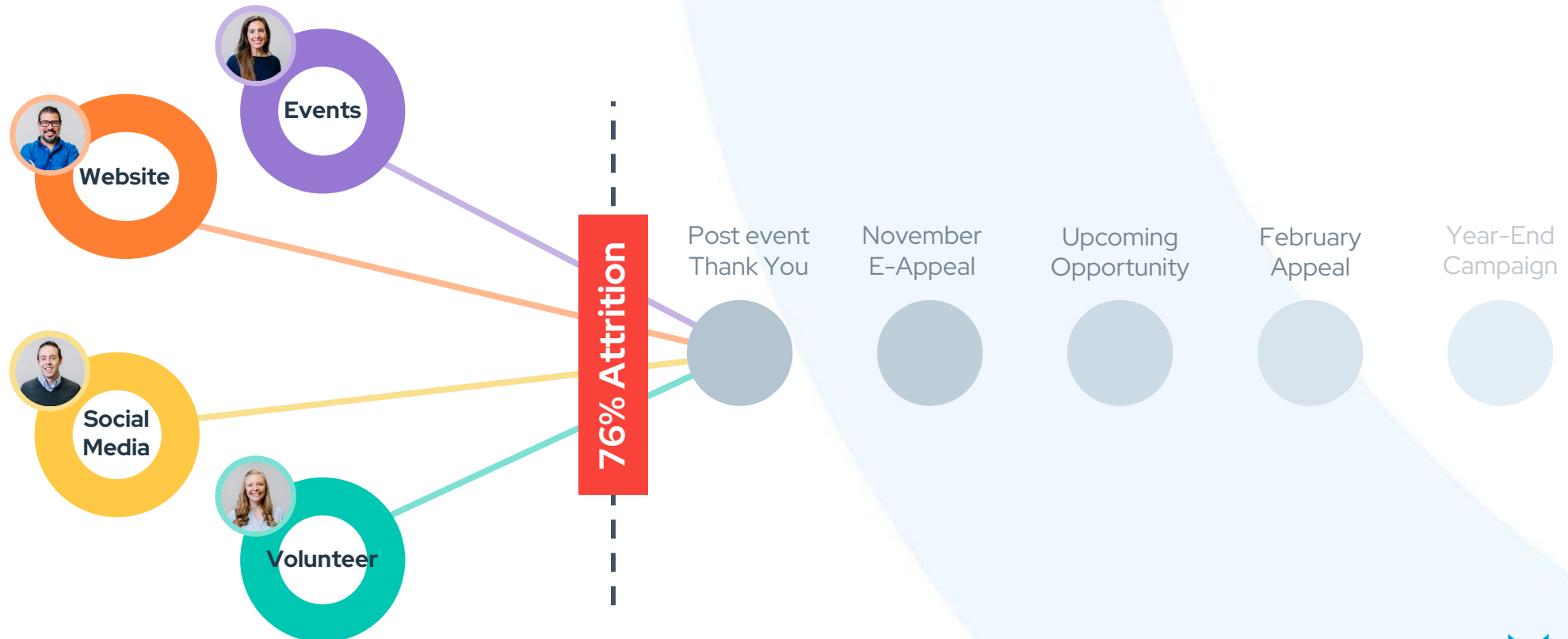virtuous
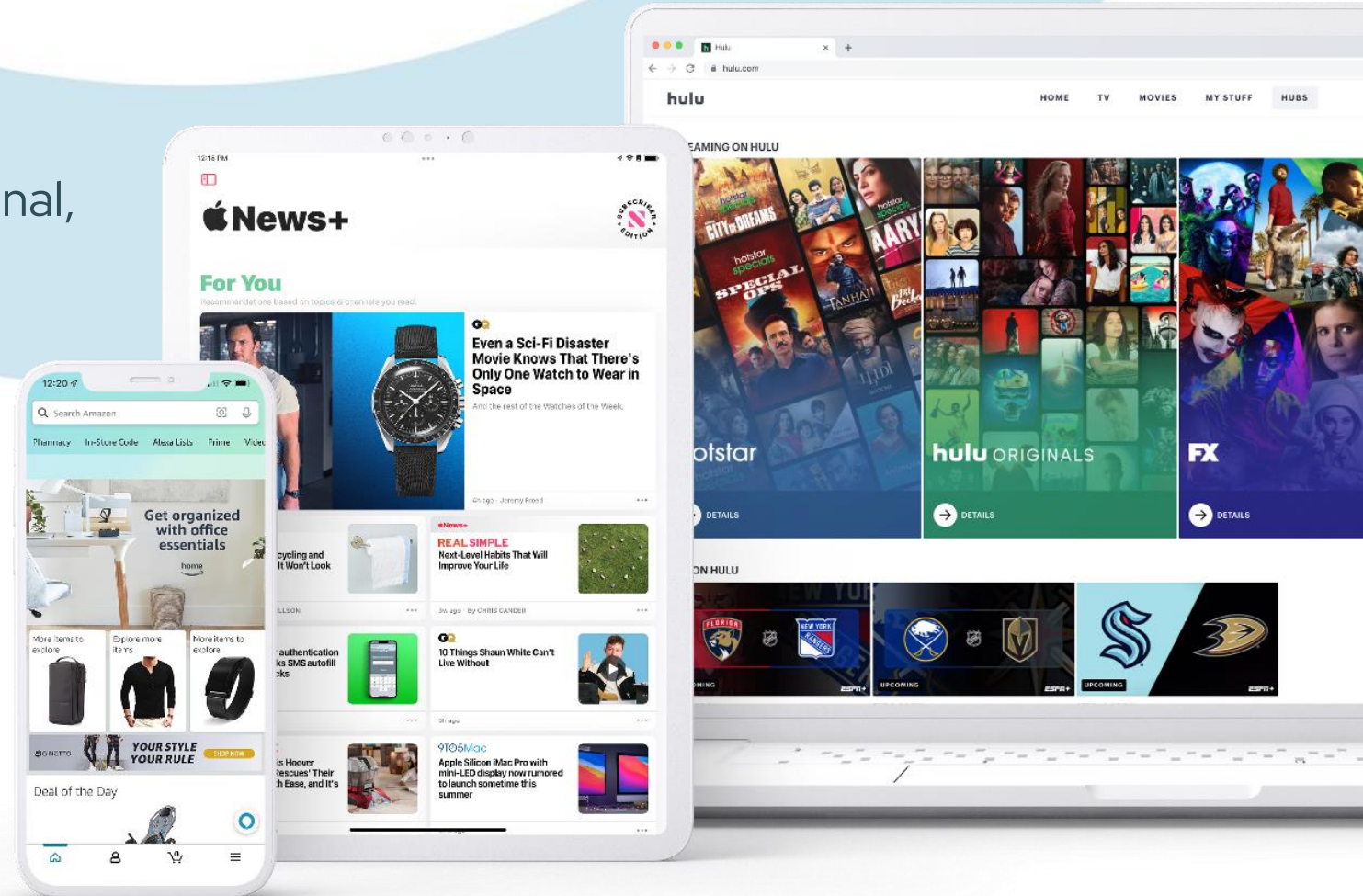
Personalization Everywhere

The legacy, impersonal model
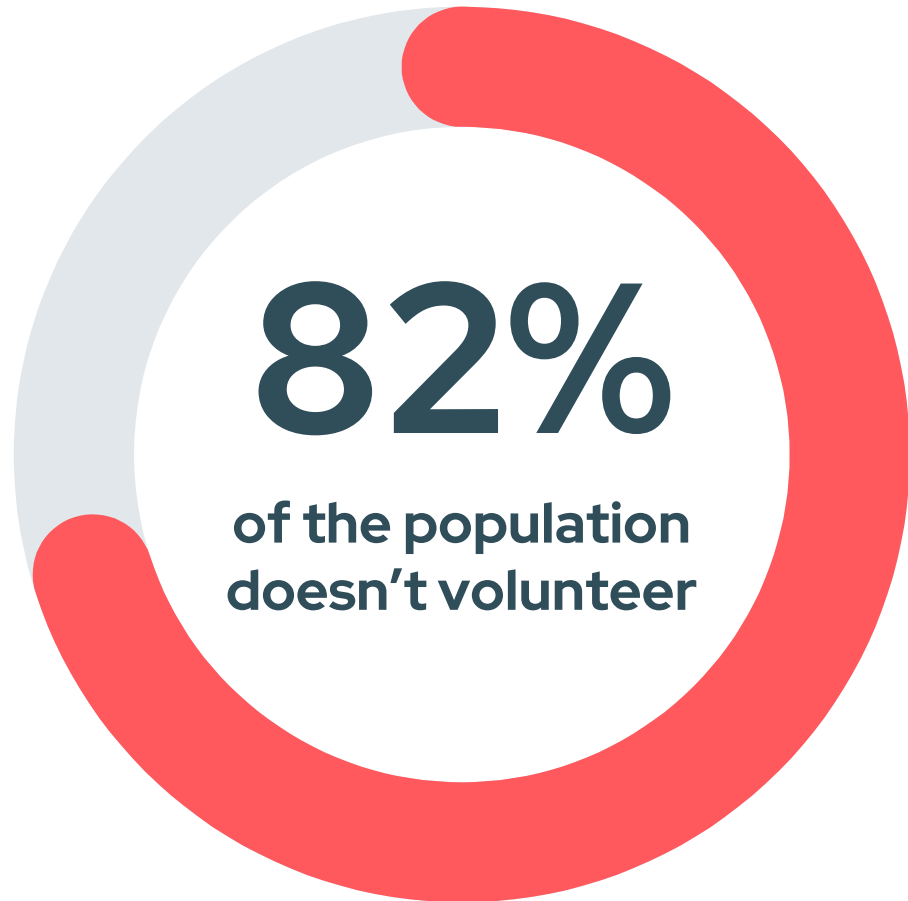
New Volunteer/Giver Acquisition

- Personal and varied
- Based on supporter's intent

Retention & Cultivation

- One-to-many ("Spray and Pray")
- One-way based on nonprofit timing.
- Disconnected from intent

Events

Website

Social Media

Volunteer

76% Attrition

Post event Thank You

November E-Appeal

Upcoming Opportunity

February Appeal

Year-End Campaign

virtuous

A Mobilization Crisis

82%

of the population
doesn't volunteer

Why more Americans don't move from intent to action

+ Inappropriate asks & impersonal messages

+ Complex processes & too many hurdles

+ Unaware of the needs & opportunities

Source: Corporation for National and Community Service

virtuous

THE INTERNAL GAP

Collaboration >

~~Silos~~

Data and departmental **silos** result in **disjointed**

communications, supporter **confusion**,

and internal **frustration**

The internal tug-o-war ...

Fundraising

Need more $
Need to keep the $
"Necessary evil"
Disconnected data
Siloed from Volunteer

Marketing/Comms

Multi-system chaos
Little collaboration
Lack of communication
from frontlines

Volunteer

Need more people
Need to keep the people
Disconnected data
Siloed from fundraising

virtuous

The result...

Less people.
Less money.
Less mission.
More hassle.

Traditional Approach

↓ Supporters give <u>less</u> of their time ,money, and passion

↑ Nonprofit staff experience <u>more</u> hassle and frustration

↓ Mission impact <u>decreases</u>

No one wins. Status quo prevails.

virtuous

5 Steps to Recruit, Engage, & Effectively Manage Volunteers

virtuous

Promotion

## The first step in any volunteer journey is AWARENESS

- ✓ Ignorance Barrier

- ✓ The average person touches their phone more than 2,700 times per day

- ✓ Breaking through - Noise. Distraction. Busy rhythms of life

virtuous

People Management

## Volunteer user experience is absolutely ESSENTIAL

- ✓ Are your opportunities readily available in places that your people will naturally be looking?

- ✓ Visual? Accessible? Mobile-friendly?

- ✓ Confusion and friction in the explore and sign up process result in fall out

- ✓ Automation streamlines the experience - Background checks, calendars, etc.

virtuous
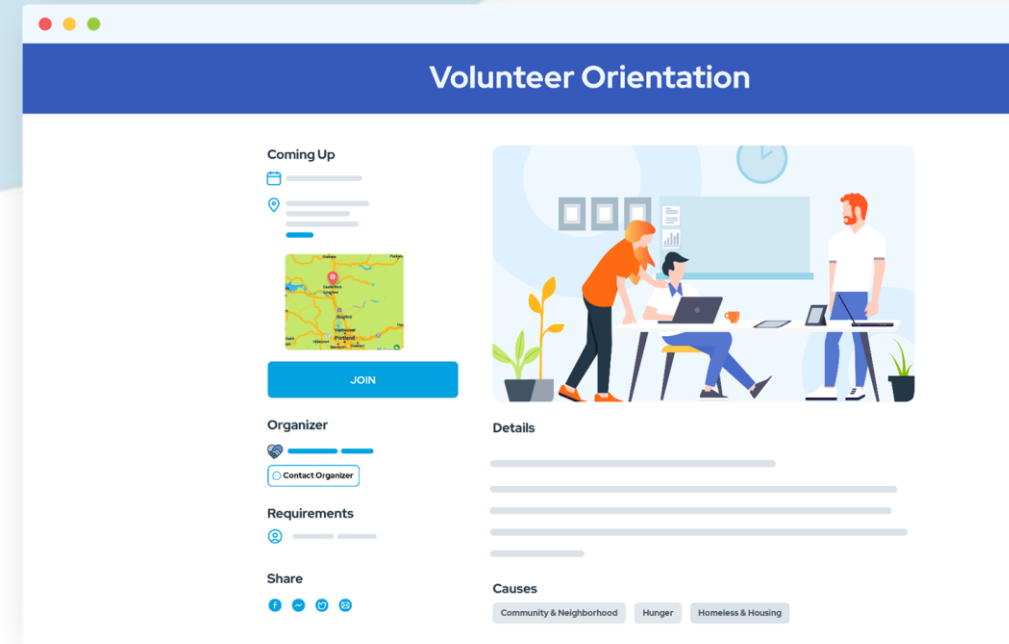
Multi-Channel Engagement

Communicate effectively with your volunteers in a way that actually makes SENSE

- ✓ Give your volunteers the experience they expect and deserve

- ✓ Personalized and organizationally branded communication is key

- ✓ Messaging, reminder automations, check-in's are essential functionalities
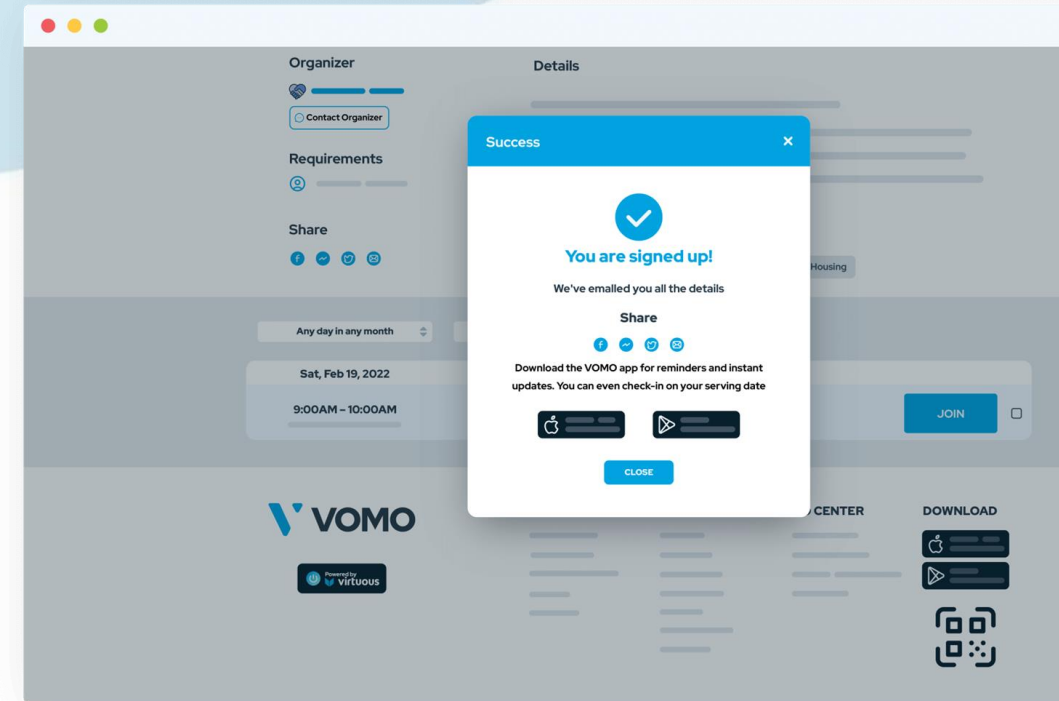
Real-Time Reporting

Mission critical analytics must be ACCESSIBLE

✓ Quantify the "good" in metrics your board and supporters understand that is motivating

✓ Quick access to impact reporting from your admin dashboard is a huge help

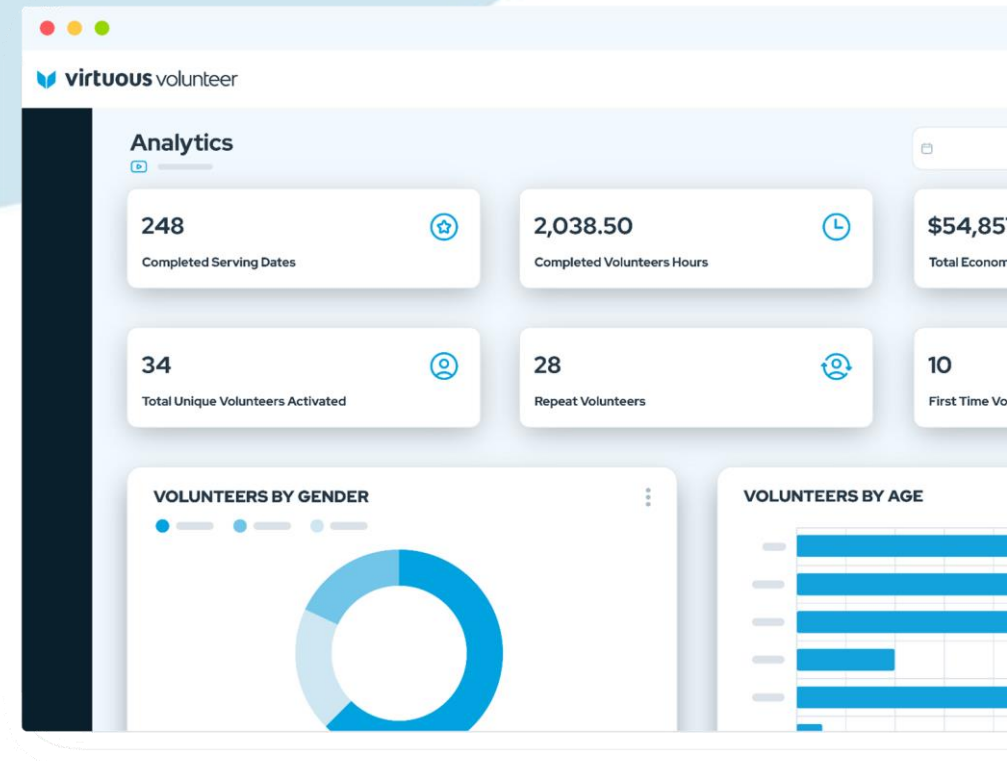✓ Demographics and heat maps provide strategic knowledge that can increase your future volunteer efforts
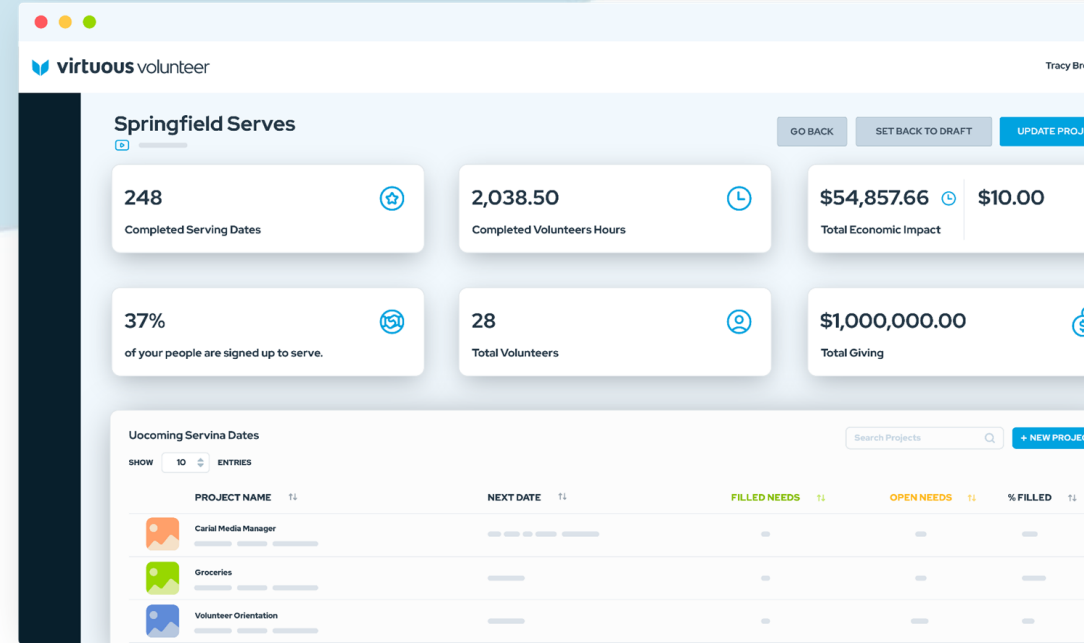
Integration

All supporter data must live in the SAME PLACE

- **76%** of your volunteers also donate financially – we must look at this data holistically

- Volunteer and CRM platforms have to talk to one another to see data in one place to see an accurate view of your supporters

- The supporter engagement tech stack should run seamlessly in the background – separate, clunky, or manual workarounds are unreliable and frustrating

virtuous volunteer

Analytics

| 248 | 2,038.50 | $54,85 |
| Completed Serving Dates | Completed Volunteers Hours | Total Econom |

| 34 | 28 | 10 |
| Total Unique Volunteers Activated | Repeat Volunteers | First Time Vo |

VOLUNTEERS BY GENDER

VOLUNTEERS BY AGE

virtuous

RESULT...

These Orgs Crack The Code of Limitless Generosity

virtuous

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ contactus@qgiv.com

+ 888-855-9595

For more information on Virtuous, please contact:

+ virtuous.org/contact

+ 866-329-4009

This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

Questions?