



Innovative Fundraising Strategies for Nonprofits

Presented by: Jason Champion

Wednesday, June 12 | 11:00 a.m. -12:00 p.m. ET



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 Q&A box to ask your questions. We will have a Q&A session at the end of the presentation.



Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





Powerful Fundraising Technology + Nonprofit Service Provider

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

winspire

Discover unique, high-quality travel experiences, designed for charity auction items and nonprofit fundraising.



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

Today's Speaker



Jason Champion
Vice President, National Partnerships, Winspire

Innovative Fundraising Strategies for Non-Profits

Reshaping Fundraising in the Digital Age

- + **Welcome!** Elevate your fundraising with us.
- + **About Winspire:** We are the leader in experiential offerings and our mission is to support non-profits with exclusive fundraising solutions and strategies.
- + **What You'll Learn:**
 - How to leverage experiential offers in your events
 - How to use technology to understand and engage modern donors.
 - Strategies to maximize engagement and fundraising potential



Leveraging Experiential Offerings

Transforming Donor Engagement

+ What are unique experiential offerings?

- Unique experiential offerings are one-of-a-kind, memorable experiences that donors can't find elsewhere. Think luxury vacations, VIP sporting events, and exclusive entertainment packages.

+ Why they're a game-changer:

- These experiences captivate donors, driving higher engagement and larger donations. They add excitement and exclusivity to your fundraising events.

+ Example:

- A Winspire curated Tuscany experience was sold over 20 times at one event. Featuring exclusive activities highly coveted by major donors, this success was propelled by our strategic vendor partnerships and insights into donor preferences.

Leveraging Experiential Offerings

The Power of Experiential Offerings

+ Why Experiences Matter More:

- Experiences create emotional connections.
- Unlike material items, experiences are cherished memories.

+ Psychological Benefits:

- Unique experiences elevate donor satisfaction.
- They enhance feelings of happiness and fulfillment.

+ Lasting Impressions:

- Memorable experiences lead to stronger donor loyalty.
- They turn one-time donors into lifelong supporters.



Leveraging Experiential Offerings

Choosing Experiences for Every Donor

+ Diverse Options: 200+ experiences tailored for various donor groups.

- **Adventure Seekers:** Exciting trips and outdoor experiences.
- **Luxury Travelers:** High-end, exclusive vacation packages.
- **Cultural Enthusiasts:** Unique art and history tours.
- **Sports Fans:** VIP access to major sporting events.
- **Entertainment Lovers:** Exclusive concert and show tickets.

+ Success Highlights:

- Adventure trip boosted engagement by 50%.

Understanding Your Donor Base

Tailoring Experiences to Maximize Engagement

+ Understanding Donor Preferences:

- Segment your donors based on interests, giving history, and demographics.
- Example: Adventure seekers, luxury travelers, art enthusiasts.

+ Why It Matters:

- Tailored experiences increase donor engagement and satisfaction.
- Winspire's diverse offerings cater to varied interests, ensuring every donor finds something captivating.

+ Tools for Insight:

- Use surveys, past event data, and donor feedback to build comprehensive profiles.
- Implement CRM systems to track and analyze donor preferences.



Leveraging Unique Experiences

Elevating Events and Engaging Donors

- + **Selecting the Right Experiences:** Based on our donor profiles identified earlier, you can now choose experiences that resonate.
- + **Storytelling with Impact:** Showcase how these experiences connect to your cause.
- + **Integration Tips:** Effective ways to integrate these experiences into your events:
 - **Auction Items:** Tailor auction items to fit the interests of different donor segments.
 - **Raffle Prizes:** Offer raffle prizes that are aligned with the experiences your donors appreciate.
 - **Experience Matching:** Use donor data to match experiences with donors directly.

Engaging Modern Donors

Tech Trends in Donor Engagement

- + **Social Media Integration:** By sharing stories and visuals from our unique experiences, we not only captivate potential donors but also create a buzz that extends far beyond the immediate network.
- + **Content Personalization:** By harnessing data from our donor profiles, we can send personalized emails and social media content that resonate.
- + **Digital Storytelling:** Crafting compelling narratives around our experiences can significantly boost emotional engagement.



Maximizing Event Impact

Structuring Your Events for Maximum Impact

+ Event Design That Tells a Story

- Every event should tell a story that aligns with your mission and excites your donors.

+ Interactive Elements to Boost Participation

- Include interactive elements that engage attendees physically and emotionally.

+ Utilizing Technology to Enhance Experience

- Use technology to create immersive environments and streamline the donation process.

Keeping the Momentum Going

Sustain Donor Engagement After the Event

+ Keep the Excitement Alive:

- Offer experiences to those who bid but didn't win.

+ Make It Personal:

- Send surveys to gauge their interest in the event and experiences.

+ Build Long-Term Relationships:

- Highlight upcoming events and exclusive opportunities.

Bringing It All Together

- + **Leveraging Unique Experiences:** Integrate tailored experiential offerings to create memorable events.
- + **Understanding Your Donor Base:** Use data to know who your donors are and what motivates them.
- + **Engaging Modern Donors:** Utilize social media, personalized content, and storytelling to captivate your audience.
- + **Maximizing Event Impact:** Structure your events to tell a compelling story and use interactive elements to boost engagement and follow up with donors in a way that keeps the momentum going.



Thank you for joining!

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

- + contactus@qgiv.com
- + 888-855-9595

For more information on Winspire, please contact:

- + jchampion@winspireme.com
- + 949.339.4789
- + winspireme.com



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