

Onecause° WEBINAR

10 Ways to **Raise More** with Less Effort on the OneCause Fundraising Platform

WEDNESDAY, MAY 14, 2025



Joe Duca
VP Product Strategy
OneCause



Steve Lausch
Director of Product Marketing
OneCause

Let's Get Started!

If you could automate one task in your daily work life, what would it be?



Beyond the Webinar

✓ Recording and slides will be sent via email.

✓ Look out for exclusive Bonus Content!

✓ Visit OneCause.com/Resources for on-demand webinars.

✓ Add questions, comment or send emojis in the Chat.

✓ Help share on social!

YOUR FEEDBACK MATTERS: WRAP-UP SURVEY

WIN: Amazon Gift Card Help drive future webinar content!



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Meet Joe & Steve

Joe Duca is the Vice President of Product Strategy at OneCause. He has worked with nonprofits for more than 30 years and is passionate about making fundraising easier.

Steve Lausch is head of Product Marketing at OneCause, with 25 years in tech and the past eight in the nonprofit sector. He loves inspiring fundraisers to reach more & raise more for their missions.



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WHAT BRINGS YOU HERE TODAY?

10 WAYS TO RAISE MORE

WITH LESS EFFORT

1 Integrated Tickets & Tables

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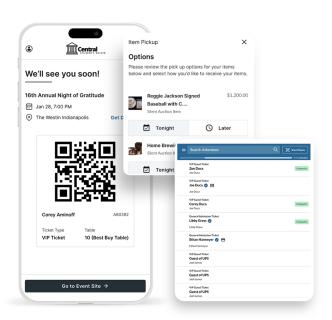
Why it matters

Integrating Tickets & Tables:

- Eliminates data transfers
- Simplifies table assignments
- Generates early revenue
- Enhances the guest experience
- And more!

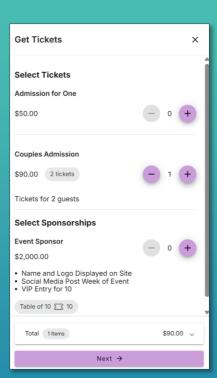


- Set up multiple Ticket types, pricing, & promo codes.
- Sell online or onsite, through sponsorships, or comps.



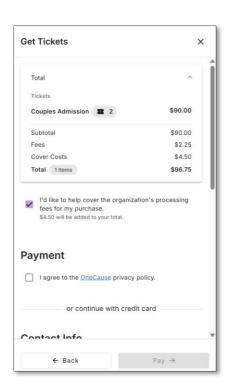


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- Easy to encourage guests to fill in missing info.
- You can absorb ticket fees or pass them along to maximize revenue.
- Collect donations during Ticket purchase.
- Sell or give add-on items, based on Ticket Type.

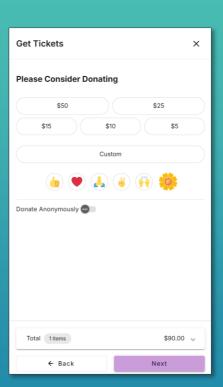




Table Management

 Save hours of planning with intuitive guest search, flexible attendee grouping, and drag & drop seating.

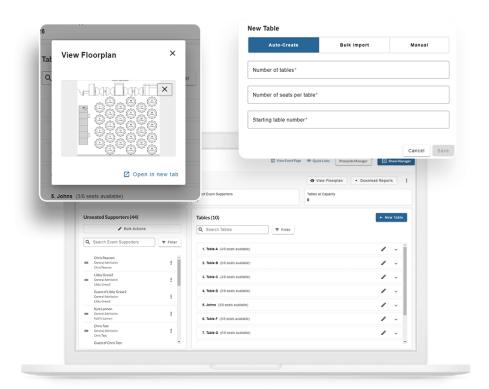




Table Management

- Save hours of planning with intuitive guest search, flexible attendee grouping, and drag & drop seating.
- Measure success and optimize future seating strategies with detailed postevent analytics.

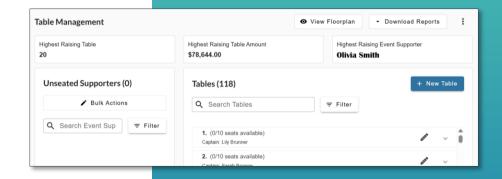
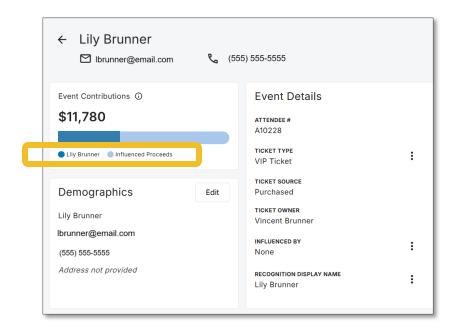




Table Management

- Save hours of planning with intuitive guest search, flexible attendee grouping, and drag & drop seating.
- Measure success and optimize future seating strategies with detailed postevent analytics.
- Leverage influencer tracking tools to gain insights on top fundraisers and their giving networks (e.g., table captains).







- Raised 20% more than on classic mobile bidding software
- Achieved 128% of silent auction goal
- Total event revenue more than \$3.6M

"Switching from classic mobile bidding to the new Fundraising Platform helped us stay organized even if last minute tickets were purchased. It was all integrated into the software and made preparing for the event so much smoother."

John Brand IV Team IMPACT



Go to onecause.com to learn how Team IMPACT made their ticketing easier and check-in faster by switching to the OneCause Fundraising Platform!



10 WAYS TO RAISE MORE

WITH LESS EFFORT

2 Sponsors & Sponsorships

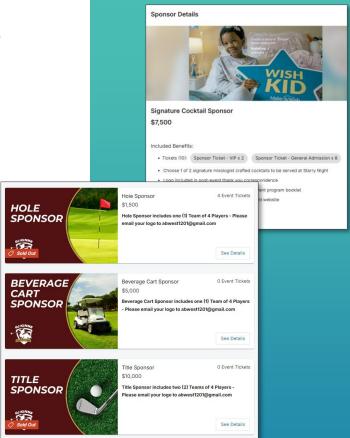
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Why it matters

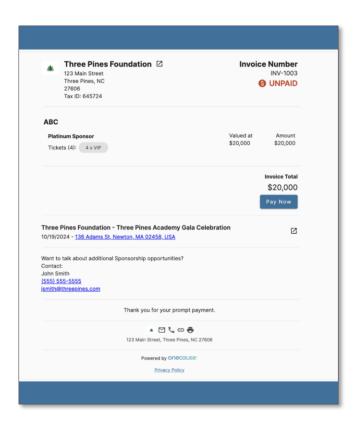
- Sponsorship dollars are critical to event success.
- Tracking sponsorships and invoicing is too complicated.
- Managing sponsors and their guest list (tickets) can be a pain.
- Show them a strong return (ROI) and they are more likely to support you in the future.



Sell sponsorships online that inspire them.

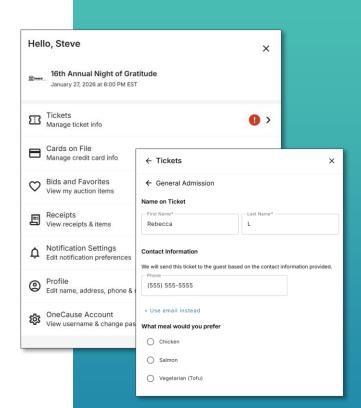


- Sell sponsorships online that inspire them.
- Allow sponsors to invoice themselves for easier payment management.



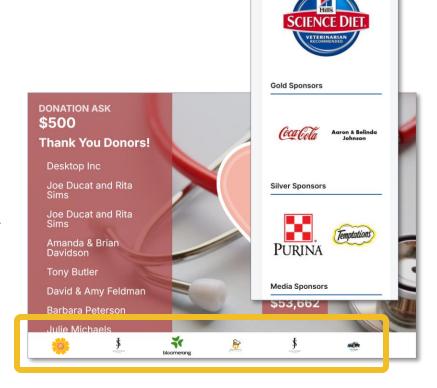


- Sell sponsorships online that inspire them.
- Allow sponsors to invoice themselves for easier payment management.
- Enable sponsors to manage their own guest lists with for a smooth attendee experience.





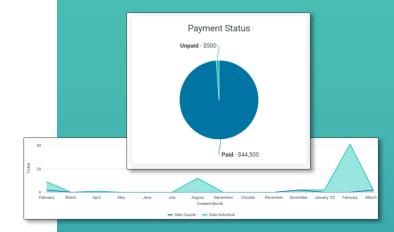
- Sell sponsorships online that inspire them.
- Allow sponsors to invoice themselves for easier payment management
- Enable sponsors to manage their own guest lists with for a smooth attendee experience.
- Showcase sponsor levels on your event site and scoreboards to maximize impressions.



Title Sponsor



- Sell sponsorships online that inspire them.
- Allow sponsors to invoice themselves for easier payment management
- Enable sponsors to manage their own guest lists with for a smooth attendee experience.
- Showcase sponsor levels on your event site and scoreboards to maximize impressions.
- Track performance & prove ROI with analytics and real-time dashboard.



	Sponsor	Clickthrough URL	Clickthrough Count	Impressions - Event Site	
1	Bartlett, Beverly		0	0	0
2	Ben's Coffee Cafe	http://w	2	1,987	952
3	Benson Flower Boutique		0	704	477
4	Breckers Coffee Shop		0	703	476
5	Campbell Dance Studio		0	694	476
6	Chris's Coffee		0	0	0
7	Hart Co.		0	702	478
8	Koenen and Post Studio		0	692	477





- Managed 114 sponsors with ease
- Hosted over 1,330 guests in a sponsor-heavy event
- Connected event fundraising with OneCause Peer-to-Peer

"I love when our sponsors are able to purchase directly on the OneCause website and have their tickets allocated to them! It helps make my job so much easier!"

Chris Stibbs Newhouse



Go to onecause.com and check out how Newhouse used the OneCause Fundraising Platform to manage 100+ sponsorships for its signature event!



10 WAYS TO RAISE MORE

WITH LESS EFFORT

3 Check-In & Checkout

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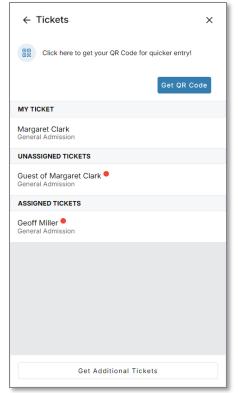
Why it matters

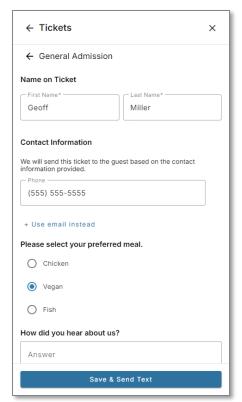
Check-In & Checkout:

- No one likes waiting in line.
- Fast check in gets people inside and spending money.
- Easy check out leaves guests feeling good about the event.
- You want them excited to share your story and come back next year.



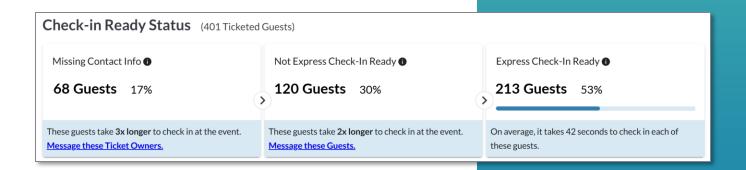
• Sponsors and ticket owners assign tickets and collect guest details in advance.





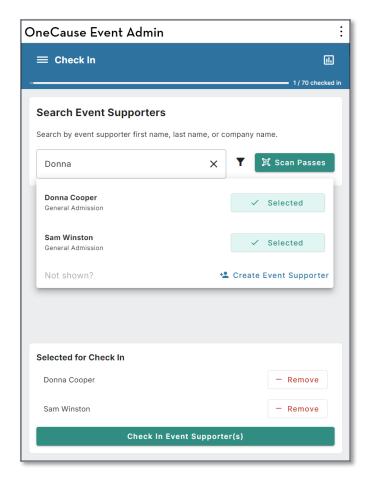


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- Volunteers check in guests individually or in groups, reducing wait times.



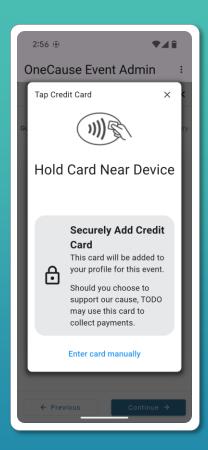


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- Print onsite QR codes to facilitate check-in at heavily sponsored events.



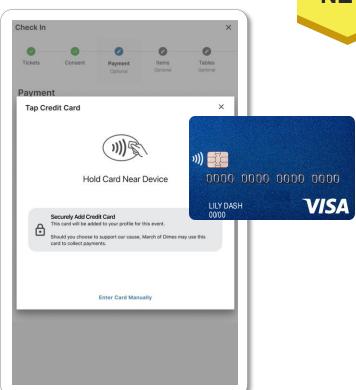


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- Enjoy record check-in with ALL-NEW
 OneCause Tap™



ALL NEW

- Eliminate the need for card scanning hardware
- Capture guest payment information in seconds
- Remove barriers that cause registration bottlenecks
- Deliver a faster, more intuitive experience for supporters

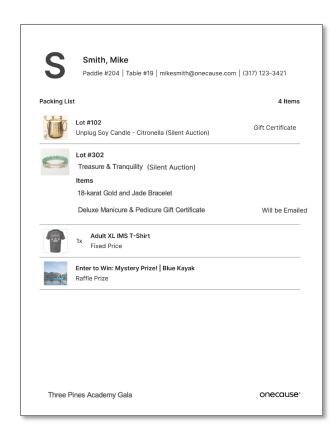




^{*} Near Field Communication

Stress-Free Checkout

- Guests can enjoy a seamless, hassle-free checkout experience with self-selected pick-up times.
- Digital Delivery!
- Volunteers stay organized with printable packing lists for efficient item pick-up.
- Quickly and easily split payments among multiple guests, payment methods, etc.
- Eliminates long lines, ensuring a smooth and enjoyable end-of-event experience.







- Hosted 365 guests.
- Enjoyed record check-in and checkout times.
- Raised 81% more than previous year.

"The software is just so slick. It made check-in so easy for us. We had record short check-in lines this year. I don't know how you'd run an event without OneCause."

Pam McDermott New Life Academy



Go to onecause.com to see how New Life Academy enjoyed record check-in/checkout times by switching to the OneCause Fundraising Platform!



10 WAYS TO RAISE MORE

WITH LESS EFFORT

4 Donations & Fundraising Appeals

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Why it matters

- Donors want giving to be easy, clearly tied to your mission and impact.
- Nonprofits are looking for new, fresh ways to present "the ask."
- Creatively engaging and recognizing donors drives record proceeds.





Donation Options

- Community giving unifies your supporters to make an impact.
 - Impact Levels
 - Targeted Achievements





Targeted Achievements



Donation Options

- Community giving unifies your supporters to make an impact.
 - Impact Levels
 - Targeted Achievements
- Competitive giving introduces friendly competition to drive proceeds.
 - Donate to Vote
 - Top Table Slide

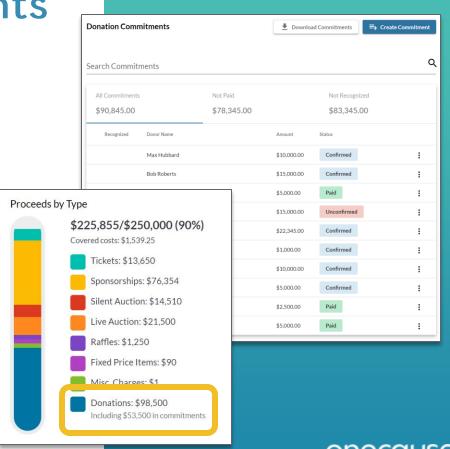






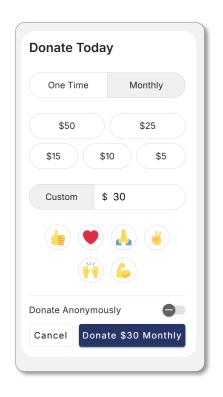
Donation Commitments

- Easily track throughout the entire year
- Collect payments any time
- Confirm & recognize commitments from individuals & companies
- Including Matching Gifts
- Helps build momentum and raise more during your appeals



onecause[®]

Interactive Scoreboards







Interactive Scoreboards

• Animated scoreboards recognize top donors, showcase progress, and fuel excitement with real-time updates.





Interactive Scoreboards

- Animated scoreboards recognize top donors, showcase progress, and fuel excitement with real-time updates.
- Highly configurable settings, include:
 - Selecting your scoreboard colors, background image, and thermometer style.
 - Turning ON/OFF your thermometer, donor recognition, major gift recognition, animations, and more.







- Checked in 400+ guests in record time.
- Raised 180% of their fundraising goal.
- Achieved \$90K in total proceeds.

"We had about \$15,000 worth of donation commitments that we kept hidden from our donation total until our live appeal. When it came time, we were able to display them during our giving moment and spur additional donor generosity."

Melissa Irish Making Memories Playschool



Go to onecause.com to read how Making Memories Playschool achieved 180% of their fundraising goal switching to the OneCause Fundraising Platform!



10 WAYS TO RAISE MORE

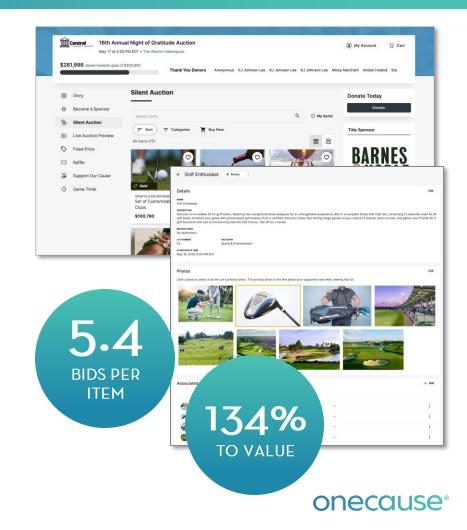
WITH LESS EFFORT

5 Silent & Live Auctions

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Why it matters

- In combination with your Appeal, your Silent & Live Auctions are arguable the most engaging aspect of your event.
- Without the right technology, nonprofits often question whether they're worth the effort.
- With the right technology, your nonprofit can enjoy easier procurement, stronger engagement, and record proceeds.

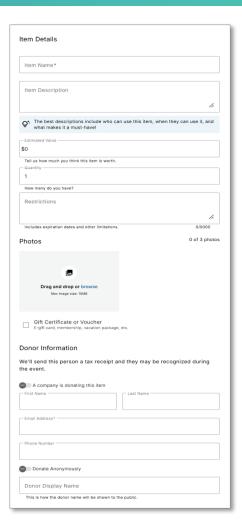


 Love your spreadsheets? Bulk importing/editing your items has never been easier.

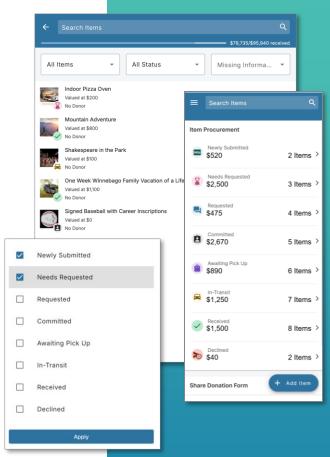
	A	В	С	D	Е	F
1	<u>Name</u>	Description	Category	<u>Value</u>	Qty	<u>Donor</u>
2	Andover Lanes	6 tickets for 1 free game of bowling during all open bowling times. Limit one ticket per day. Not valid Friday and Saturday nights or Cosmic bowling. Shoes not included.	Sports & Entertainment	10	1	John Davis
3	Anitique Clock	Beautiful Clock	Home & Garden	1000	1	Garret Hu
4	Atlantis cruise in the Bahamas	All expenses paid trip to the Atlantis in the Bahamas for 2, must be used by the end of the year.	Travel	4000	1	The Campbell Family



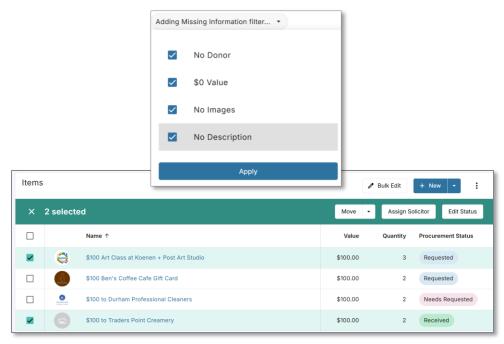
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- Enjoy robust item procurement:
 - o Receive donations via online form



- Love your spreadsheets? Bulk importing/editing your items has never been easier.
- Enjoy robust item procurement:
 - Receive donations via online form
 - Assign procurement to volunteers
 - Track item status through delivery



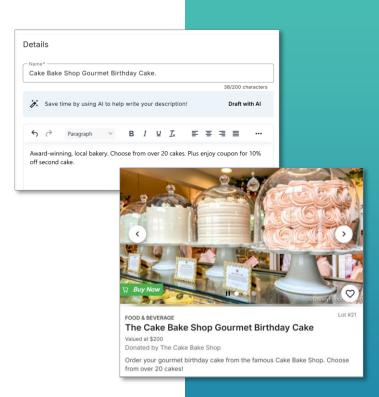
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 - Search for missing items & assets





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 - Search for missing items & assets
 - Leverage AI to maximize item engagement

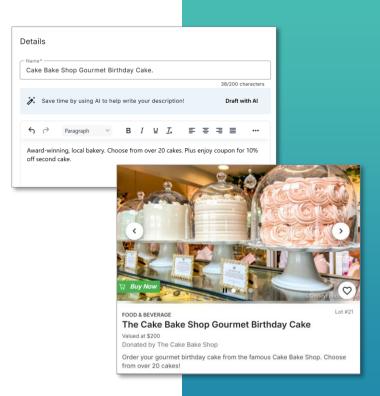




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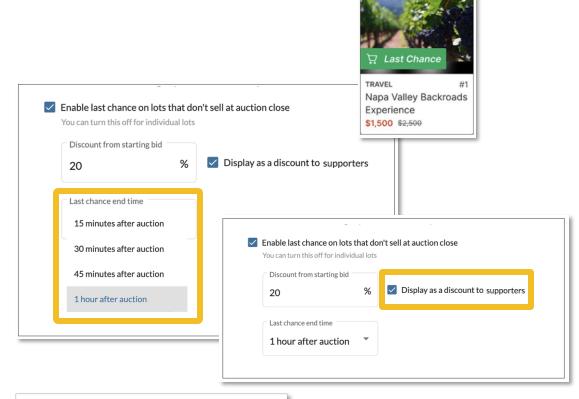
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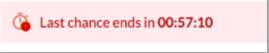
Include items from previous events.



Silent Auctions

- Multiple Photos & Scoreboard Slide
- Features Lots
- Display Sheets contain QR code
- Last Chance Auctions









- Scaled from 175 to 650 guests in year one, 900 guests in year two.
- Added silent auction to complement live auction.
- Nearly doubled proceeds by 2nd year (almost \$300K).

"This system changed everything for us. Not only did it save time, but it also elevated the experience for our attendees ... [it] has revolutionized how we connect with our supporters."

Sarah Braden Bryan ISD Education Foundation



Go to onecause.com and check out how Bryan ISD Education Foundation added a silent auction with the OneCause Fundraising Platform – and doubled their fundraising!



10 WAYS TO RAISE MORE

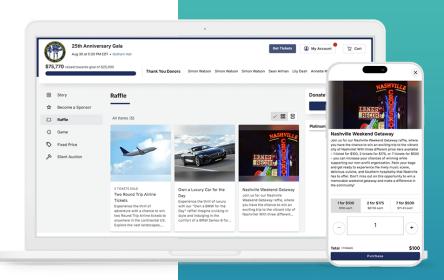
WITH LESS EFFORT

6 Raffles & Fixed Price Items

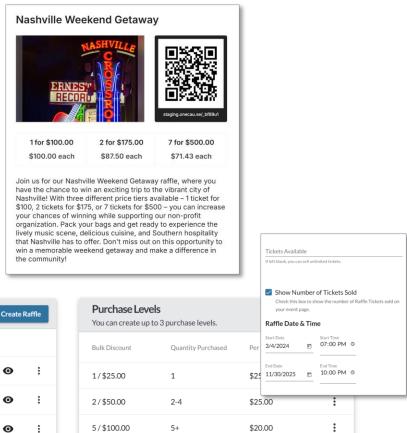
onecause®

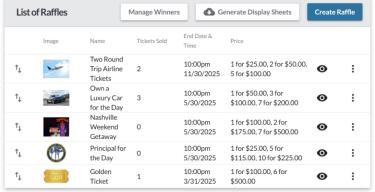
Why it matters

- Raffles & Fixed Price Item sales are becoming more and more popular.
- Both present significant opportunity to engage at all price points.
- Raffles require guided selling to adhere to local and state raffle laws.
- Raffles require transparency to preserve trust.
- Both can present challenges at Item Pick-Up.



 Host concurrent raffles with customized start and stop times to build excitement throughout your event.



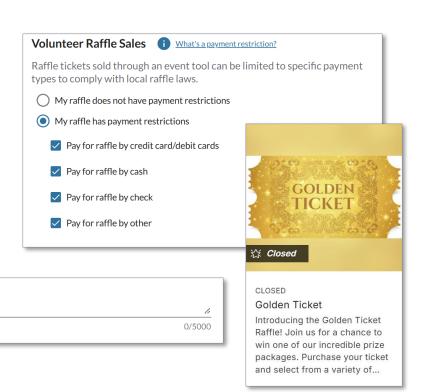




- Host concurrent raffles with customized start and stop times to build excitement throughout your event.
- Built in configurations help your organization to follow local and regional raffle laws.

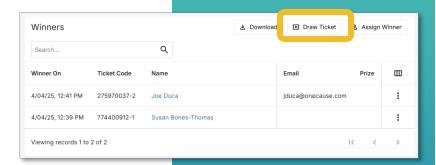
Rules

Include any important rules and restrictions for your raffle.



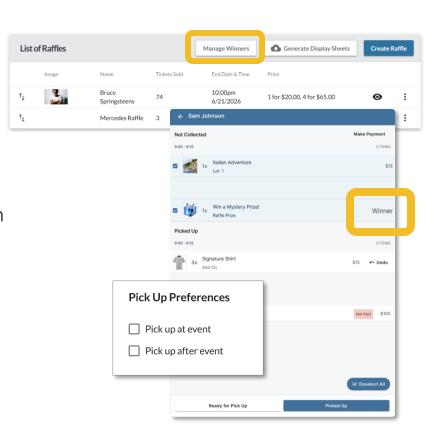


- Host concurrent raffles with customized start and stop times to build excitement throughout your event.
- Built in configurations help your organization to follow local and regional raffle laws.
- Ensure fairness and transparency with an automated, randomized winner selection.



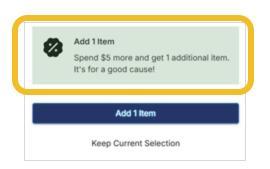


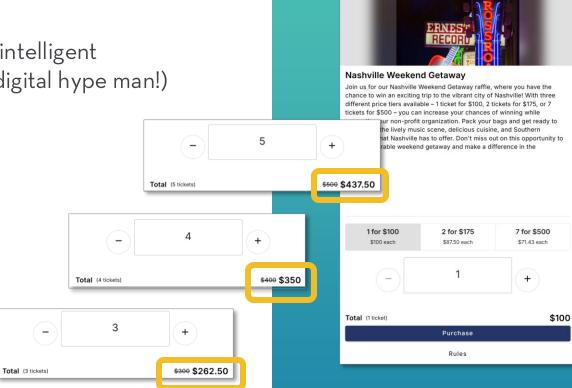
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- Built in configurations help your organization to follow local and regional raffle laws.
- Ensure fairness and transparency with an automated, randomized winner selection.
- Volunteers can message and verify winners to facilitate Item Pick-Up.



Fixed Price Items

 Bulk sales are driven with intelligent "suggestive selling" (your digital hype man!)



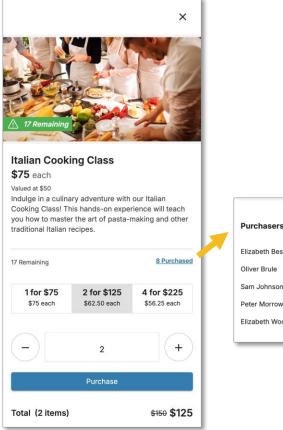




X

Fixed Price Items

- Bulk sales are driven with intelligent "suggestive selling" (your digital hype man!)
- Sell event add-ons, merchandise, or tickets to sign-up parties to increase revenue.

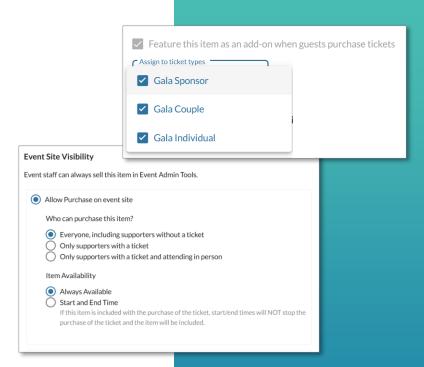






Fixed Price Items

- Bulk sales are driven with intelligent "suggestive selling" (your digital hype man!)
- Sell event add-ons, merchandise, or tickets to sign-up parties to increase revenue.
- Configure how and when items can be sold, as well as by ticket type (e.g., in-person vs. virtual attendee).





- Hosted 300+ guests and 46 event sponsors.
- Offered various giving opportunities to raise more than \$170K.
- Raised 200% of their event fundraising goal.

"We did not know how impactful our donation ask would be at our event. However, with the Platform and our amazing supporters, we exceeded our expectations and goals, raising \$150,000 on event night."

Erin Barfield Big Sister Association of Greater Boston



Go to onecause.com and read how Big Sister Assoc. of Greater Boston raised 200% of their goal after switching to the OneCause Fundraising Platform!



10 WAYS TO RAISE MORE

WITH LESS EFFORT

7 Al-Driven Fundraising

onecause®

Why it matters

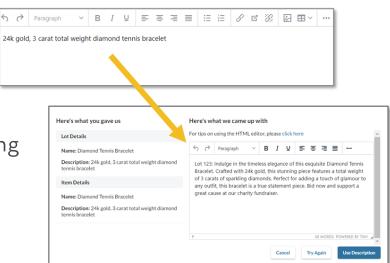
- Generative AI can save you hours of time, with better results.
- Conversational AI can make it faster to get support and answers when you need it.
- Predictive and Analytic AI can make data work better for you.



OneCause Al™:: Easier Fundraising

No coding, no programming. It just works.

 Description Generators automatically craft compelling, marketing-ready descriptions, saving up to eight hours of auction planning time.

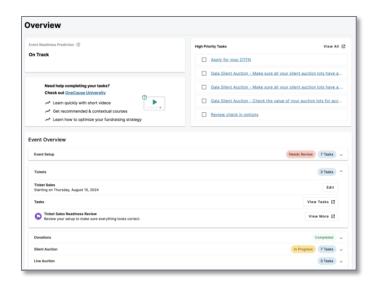




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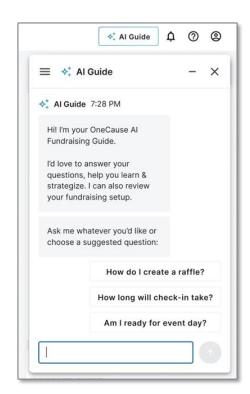




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- Al Guide™ is 24/7 virtual assistant that offers real-time support on product, best practice, and fundraising strategy questions.

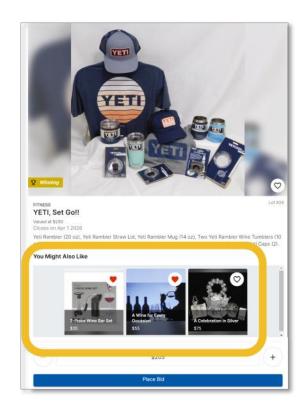




OneCause Al™:: Increasing Revenue

No coding, no programming. It just works.

As guests view an auction item,
 Recommended Items serves up
 related auction items of similar nature.

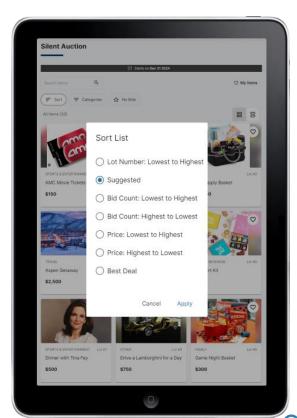




OneCause Al™:: Increasing Revenue

No coding, no programming. It just works.

- As guests view an auction item,
 Recommended Items serves up
 related auction items of similar nature.
- Suggested Sort serves up personalized views of auction packages based on individual viewing/bidding behavior.



OneCause Al™:: Increasing Revenue







- Hosted 284 participants.
- Raised 53% more than using classic mobile bidding software.
- Reached 124% of their goal.

"We didn't have to create engaging descriptions or think of fancy words for each item. I simply inserted a description of the item and OneCause AITM autogenerated a beautiful, curated description. It was a game changer!"

Skyler Siegal Red River Children's Advocacy Center



Go to onecause.com to learn how the Red River Children's Advocacy Center saved hours of time using Al on the OneCause Fundraising Platform!



10 WAYS TO RAISE MORE

WITH LESS EFFORT

8 Golf Event Management

onecause®

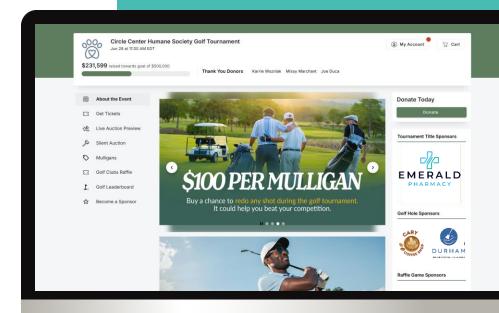
Why it matters

- Docs, spreadsheets & websites that are cobbled together
- Event software that is "shoehorned" to work for golf
- Additional golf events software
- Resulting in:
 - o Unnecessary time & effort
 - o Poor experience for your guests
 - o Additional cost to your nonprofit



Golf Events

 Manage all golf event details and fundraising in one place, with no extra cost.

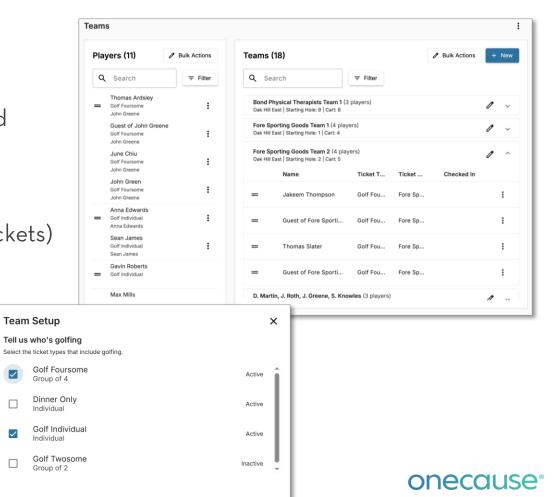




Golf Events

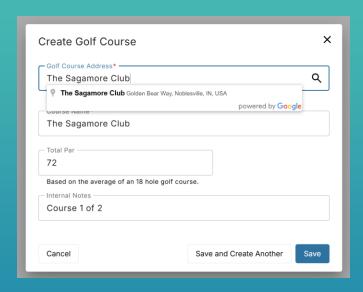
 Manage all golf event details and fundraising in one place, with no extra cost.

 Sell sponsorships online (with tickets) and auto-create teams based on ticket type and owner.



Golf Events

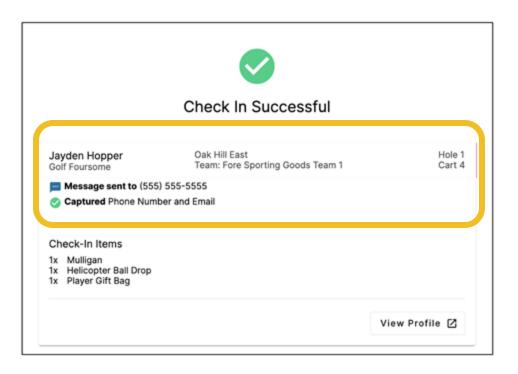
- Manage all golf event details and fundraising in one place, with no extra cost.
- Sell sponsorships online (with tickets) and auto-create teams based on ticket type and owner.
- Manage everything from scrambles to shotgun starts on single or multiple courses.





Golf Events: Guest Experience

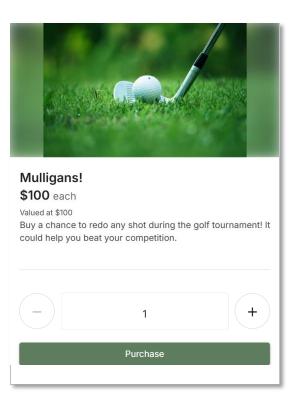
• View (and share) guest's courses, starting holes, & cart numbers.





Golf Events: Guest Experience

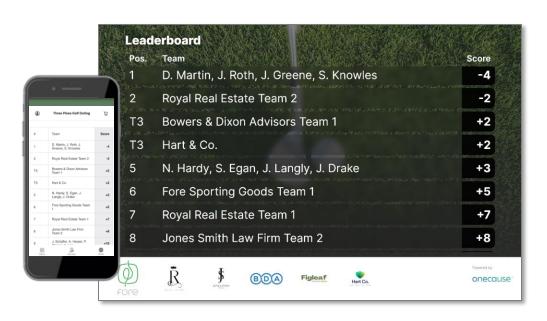
- View (and share) guest's courses, starting holes, & cart numbers.
- Raise funds through donations, fixed-price items (e.g., Mulligans), raffles, etc.





Golf Events: Guest Experience

- View (and share) guest's courses, starting holes, & cart numbers.
- Raise funds through donations, fixed-price items (e.g., Mulligans), raffles, etc.
- Track player scoring and display on leaderboard.







- Enjoyed stronger sponsor engagement & visibility.
- Fewer than 10 of 400 tickets were unclaimed.
- Total proceeds across events surpassed \$1.7 million.

"People expect streamlined technology services to be readily available to make things easier — and that's what OneCause does. It has made our lives tremendously easier."

Sydney Loyed

JHL / Sergio & Angela Garcia Foundation



Go to onecause.com to read how JHL executed a successful golf & gala (FORE Kids ATX) on the OneCause Fundraising Platform!



10 WAYS TO RAISE MORE

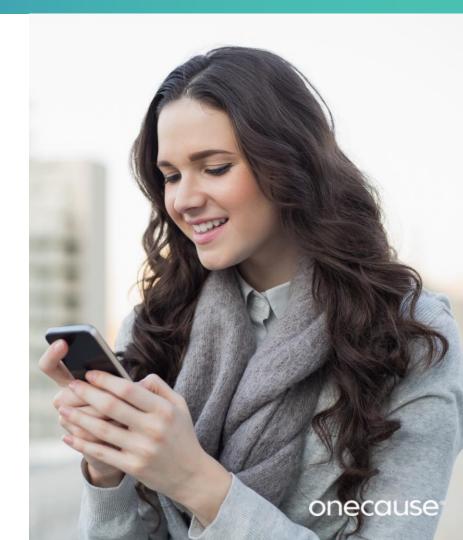
WITH LESS EFFORT

9 Online Fundraising

onecause®

Why it matters

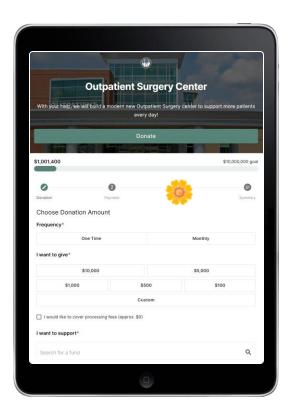
- One platform, with all fundraising in one place.
- Ease of learning & management.
- That means a single place for all reconciliation.
- And a single plug in for integrations.
- Innovative fundraising opportunities.



Online Fundraising & Text2Give®

Donation Forms

- o Text2Give or Embed in your org website
- Designed to convert
- Complete digital wallet
- o One-time or recurring gifts
- Connect to one or more funds





Online Fundraising & Text2Give®

- Donation Forms
- Online Giving Sites
 - Configurable branding
 - o Impact levels

Other great options for all:

- o Honorariums & memorials
- Matching Gifts
- Connect to event giving & interactive slide





Online Fundraising & Text2Give®

- Donation Forms
- Online Giving Sites
- Personal Fundraising Pages
 - Easy way to launch ambassador and peer-to-peer fundraising
 - Set up a page in less than 60 secs
 - Progress displayed on fundraising thermometer, top donor leaderboard & real-time analytics







- Received \$10K from a loyal donor
- Quickly generated an online giving site with a Matching Gift
- Leveraged the Platform's Personal Fundraising Pages
- Doubled their gift with zero effort

"We're always trying to strategize on how best to reach out to, connect with, and grow our network, and these features are perfect additions to our strategy."

Nina Norfleet Raising A Reader Massachusetts



Go to onecause.com to see how Raising A Reader turned a \$10K gift into a successful matching gift campaign on the OneCause Fundraising Platform!



10 WAYS TO RAISE MORE

WITH LESS EFFORT

10 Integrated Payments

onecause®

Why it matters

TO YOUR SUPPORTERS

• Donors are consumers. They expect the same transaction experience that they enjoy at the grocery store.



Why it matters

TO YOUR SUPPORTERS

• Donors are consumers. They expect the same transaction experience that they enjoy at the grocery store.

TO YOU & YOUR ORG

- Without the right technology, your team will spend more time doing more work.
- With the right technology, you will save time and effort with a single place to view and manage everything related to payments.

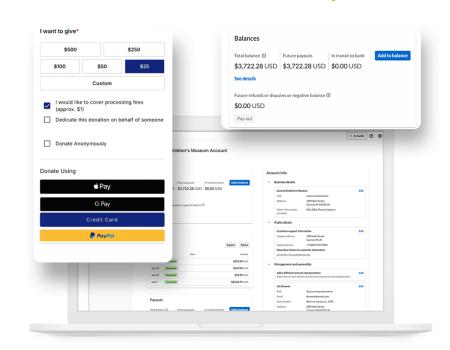


OneCause Payments[™]

ALL NEW



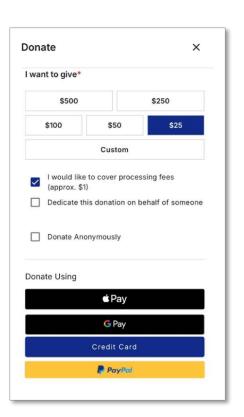
- Complete digital wallet for all transactions
- Enhanced reconciliation
- Recurring gift management
- Increased fraud protection & reduced chargebacks
- No monthly fees & the industry's lowest credit card rates





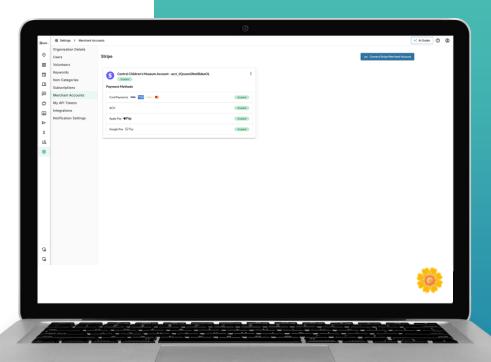
Better Experience for Your Donors

- Complete digital wallet for all transactions
 - Credit and debit cards
 - Apple Pay & Google Pay
 - Venmo & PayPal
 - ACH (electronic check)
- Fully configurable Cover Costs
- Leverages OneCause Tap™ at onsite events

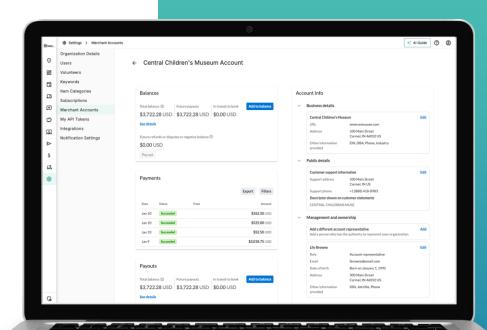




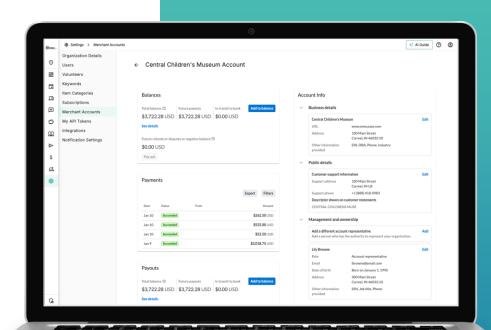
 Faster approval of new merchant account(s) & easier onboarding



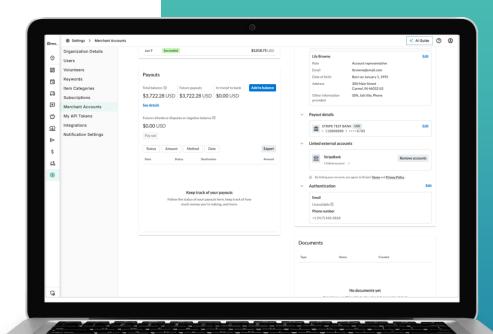
- Faster approval of new merchant account(s) & easier onboarding
- Enhanced reconciliation



- Faster approval of new merchant account(s) & easier onboarding
- Enhanced reconciliation
- Manage everything from disputes to recurring gifts



- Faster approval of new merchant account(s) & easier onboarding
- Enhanced reconciliation
- Manage everything from disputes to recurring gifts
- Increased fraud detection & reduced chargebacks
- Requires less time and effort



10 WAYS TO RAISE MORE

WITH LESS EFFORT

- Integrated Tickets & Tables
- 2. Sponsors & Sponsorships
- 3. Check-In & Checkout
- 4. Donations & Appeals
- 5. Silent & Live Auctions
- 6. Raffles & Fixed Price



- 7. Al-Driven Fundraising
- 8. Golf Event Management
- 9. Online Fundraising
- 10. Integrated Payments



Upcoming Webinars

Registration is Now Open!

"This was one of the best webinars that I've attended. I love that it was super practical and not sales-pitchy!!"

"Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!"

"This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees."







CELEBRATING

15

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* since 2021 *

Raise Nation Radio

The Podcast for Fearless Fundraisers



Thank / you!

Fundraising Software to Raise and Reach More

onecause®

Recording and presentation slides will be emailed to all webinar registrants.



