



onecause™

POWERFUL FUNDRAISING SOLUTIONS

Partner Program: Community Connections  
March 14, 2018

A smiling woman with a colorful scarf is looking at a notebook. The background is a blurred indoor setting with other people.

# Agenda

- About Us
- Partner Opportunities
- Partner Testimonials
- Next Steps
- Q&A



# WELCOME



**Dan Gross**  
Director, Strategic Partnerships  
OneCause



**Kelly Velasquez-Hague**  
Director of Content Marketing  
OneCause

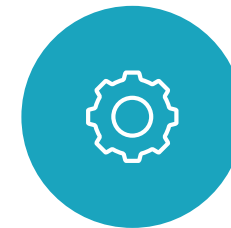


# COMMUNITY CONNECTIONS PARTNERS



## AUCTIONEERS

Helping clients raise more in the art of the appeal + more at benefit events.



## CONSULTANTS

Creating efficiencies and strategies to help causes raise more and reach more.



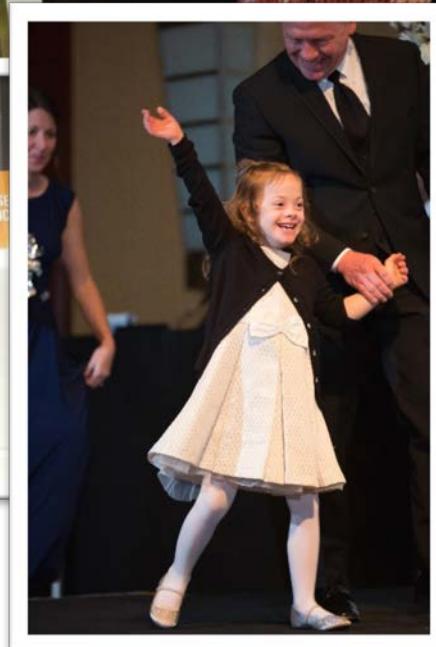
## EVENT PLANNERS

Helping nonprofits plan, execute and improve event fundraising.



## NONPROFIT TECH

Recognize that our customers use other nonprofit technology; working together to support the industry.







***BidPal***<sup>®</sup>

is now

**onecause**

POWERFUL FUNDRAISING SOLUTIONS





# WHY PARTNERS MATTER

Working together is vital to the nonprofit industry's success. OneCause is committed to partnering and building networks to help move the world of fundraising forward.

**onecause**<sup>TM</sup>

POWERFUL FUNDRAISING SOLUTIONS





# About Us



# COMPANY BACKGROUND

## Market Pioneer

5 Employees  
Funded by Tech Angels  
Key Professional Advisors

## Invested in Growth

#75 Ranked on Inc. 500 List  
3 TechPoint Mira Awards  
Mobile Technology Excellence  
& Innovation Award  
MK Capital & Allos Ventures

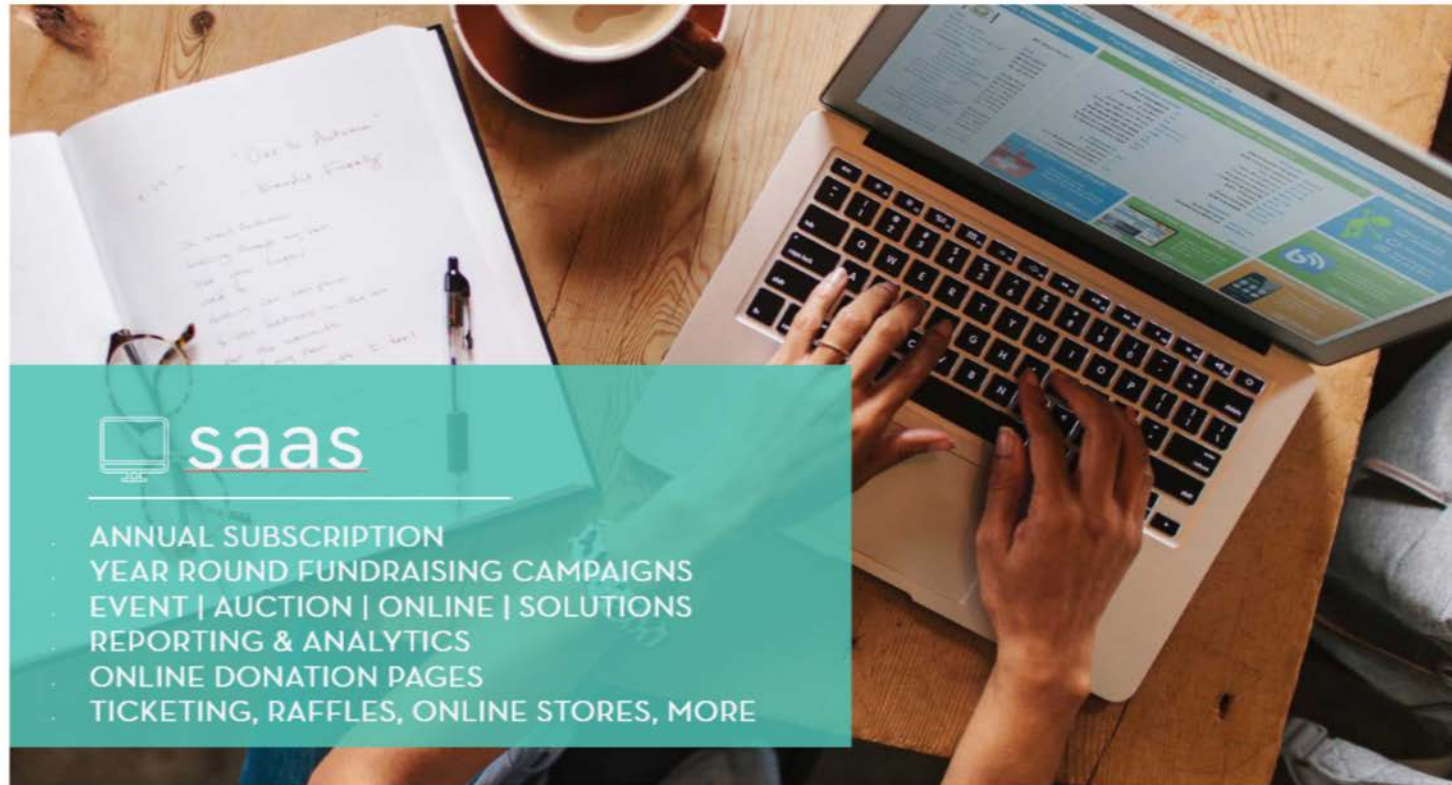
## Market Leader


100 Employees  
Scalable Revenue Engine  
Innovative New Products & Solutions  
TechPoint Mira Awards Nominee  
Stevie Silver Award



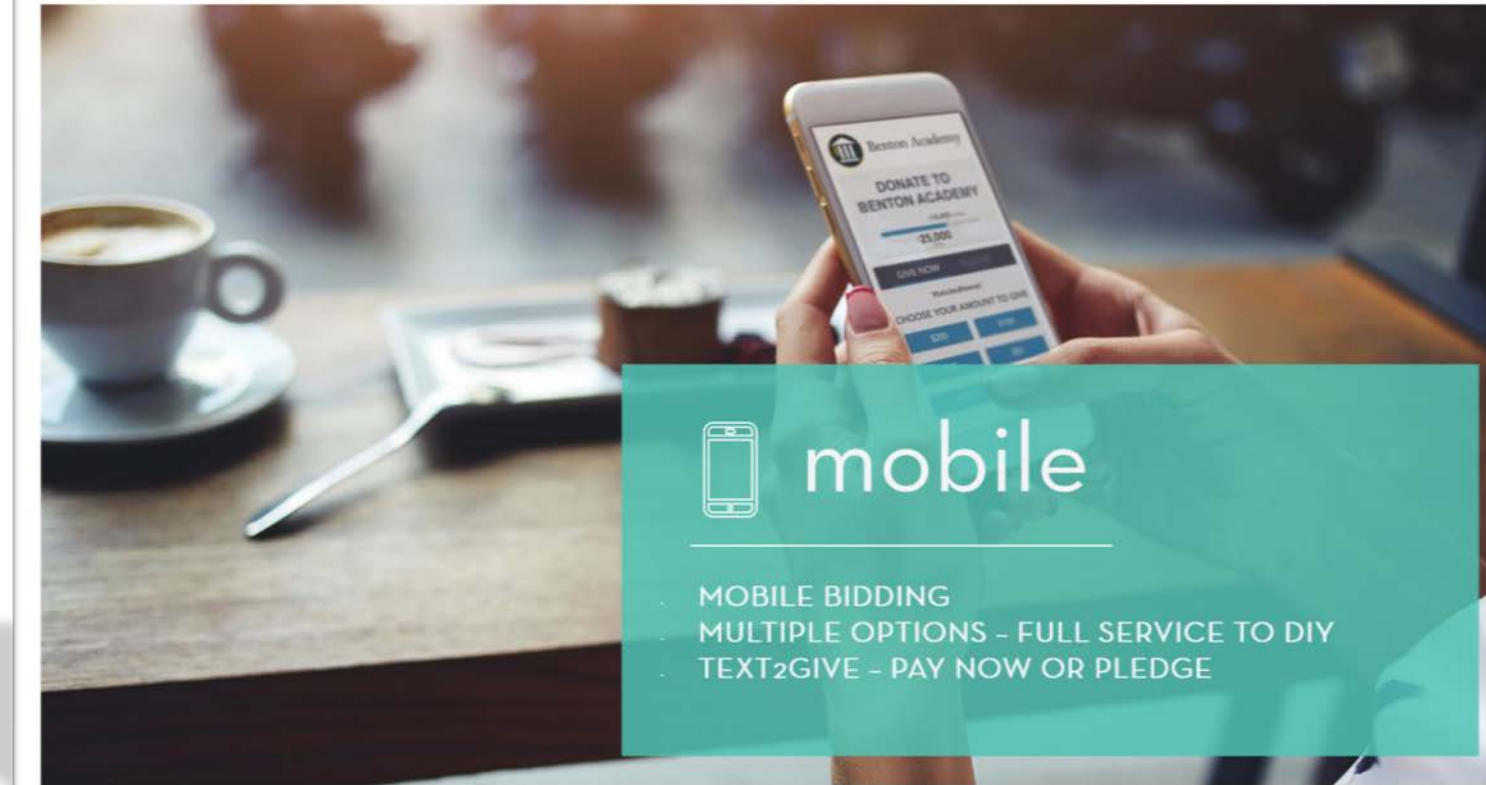



# OUR PLATFORM



 saas

ANNUAL SUBSCRIPTION  
YEAR ROUND FUNDRAISING CAMPAIGNS  
EVENT | AUCTION | ONLINE | SOLUTIONS  
REPORTING & ANALYTICS  
ONLINE DONATION PAGES  
TICKETING, RAFFLES, ONLINE STORES, MORE



 mobile

MOBILE BIDDING  
MULTIPLE OPTIONS - FULL SERVICE TO DIY  
TEXT2GIVE - PAY NOW OR PLEDGE



 peer2peer

RUNS, WALKS, RIDES  
EXTENSION OF EVENT-BASED FUNDRAISING  
BEYOND THE BALLROOM  
DIY (ICE BUCKET CHALLENGE)  
COMPETITIVE SOCIAL FUNDRAISING



 payments

INTEGRATED PAYMENT SYSTEM  
TAKE PAYMENTS ANYWHERE. ANY DEVICE.  
YEAR ROUND FUNCTIONALITY  
HIGH VOLUME TRANSACTIONS



# OUR CUSTOMERS

health & human services  
**32%**



general & community centered  
**11%**



animal rights & environment  
**5%**



**35%**  
education



**6%**  
arts & culture



**3%**  
religious





# OUR CUSTOMERS

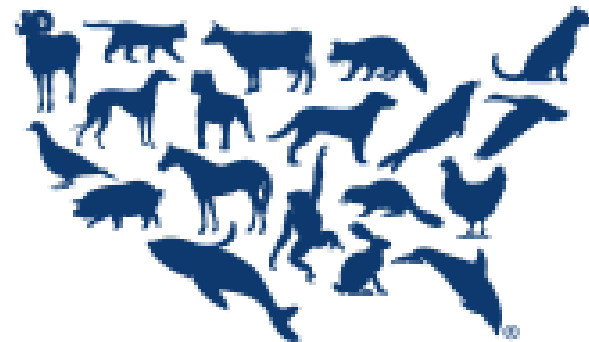


**BOYS & GIRLS CLUB**



**National Multiple Sclerosis Society**

**HUMAN RIGHTS CAMPAIGN**



**THE HUMANE SOCIETY OF THE UNITED STATES**





# EVENT SOFTWARE

EVENT PLANNERS - event management, year round fundraising



onecause™



# 365 YEAR ROUND FUNDRAISING

The events tab lets you easily create and navigate between all your campaigns/events.

**Benton Academy**  
BPE15901 | 01-05-2032 | Benton Academy: Gala 5243 day(s) left | 03:45 PM Home | Switch Sites | Help | Logout **onecause™**

Events Setup Packages Supporters Tables Tickets Payments Reports Tools

**Event Management: BidPal Network** Create Event Copy Event

Search:

Event Date	Event Name	Event Code	Expiration Date	Silent Proceeds	Live Proceeds	Fixed Price Proceeds	Donation Proceeds	Total Proceeds	Actions
May-28,-2014	Milton-Test--DO-NOT-DELETE	BPE288143	February-19,-2016	\$5,298	\$0	\$0	\$0	\$5,298	
		BPE289046	February-18,-2017	\$198,845,465	\$0	\$10,176	\$2,994,678	\$201,850,319	
	Starship-Golf-Classic	BPE289722	September-09,-2015	\$1,755	\$0	\$0	\$0	\$1,755	
	Vegas	BPE194863	February-18,-2018	\$0	\$0	\$0	\$0	\$0	<a href="#">Open Event</a>
	ish	BPE288133	February-18,-2018	\$1,301,599	\$0	\$0	\$0	\$1,301,604	<a href="#">Open Event</a>
	Kurt-for-Questions	BPE291720	December-11,-2015	\$0	\$0	\$0	\$0	\$0	
		BPE288130	May-26,-2015	\$0	\$0	\$0	\$0	\$0	
		BPE289744	September-09,-2015	\$0	\$0	\$0	\$0	\$0	
	Gala	BPE280541	January-06,-2031	\$4,920	\$0	\$175	\$800	\$7,805	<a href="#">Open Event</a>
	king Event	BPE247828	January-06,-2031	\$0	\$0	\$0	\$0	\$0	<a href="#">Open Event</a>
	Videos	BPE194861	February-14,-2018	\$20,572	\$0	\$2,825	\$0	\$42,300	<a href="#">Open Event</a>
	Scramble	BPE247826	January-06,-2031	\$4,000	\$0	\$0	\$0	\$7,500	<a href="#">Open Event</a>
	for Engineering	BPE267340	February-18,-2018	\$0	\$0	\$0	\$0	\$0	<a href="#">Open Event</a>
	Thon	BPE280540	January-06,-2031	\$0	\$0	\$0	\$0	\$0	<a href="#">Open Event</a>
	OT-Upgrade-OR-Delete	BPE242029	February-14,-2015	\$0	\$0	\$0	\$0	\$0	
	netti Dinner	BPE247188	January-06,-2031	\$0	\$0	\$0	\$65	\$115	<a href="#">Open Event</a>
	Store	BPE246987	January-06,-2031	\$0	\$0	\$0	\$0	\$0	<a href="#">Open Event</a>
	for Engineering	BPE267341	February-18,-2018	\$0	\$0	\$0	\$0	\$0	<a href="#">Open Event</a>
		BPE14189	January-06,-2031	\$11,655	\$10,002	\$925	\$830	\$34,691	<a href="#">Open Event</a>
	Concert	BPE247823	January-06,-2031	\$0	\$0	\$0	\$0	\$250	<a href="#">Open Event</a>
January-06,-2032	Marketing - School: Online Holiday Auction	BPE247824	January-06,-2031	\$100	\$0	\$0	\$0	\$100	<a href="#">Open Event</a>
January-06,-2032	Marketing - Other: Online Only	BPE247830	January-06,-2031	\$75	\$0	\$0	\$0	\$75	<a href="#">Open Event</a>
January-06,-2032	Marketing - Other: Capitol Campaign	BPE247829	January-06,-2031	\$0	\$0	\$0	\$0	\$0	<a href="#">Open Event</a>

**Create Event**

Event Name:

Event Date:

Would you like to use our award-winning Mobile Bidding at your new event?

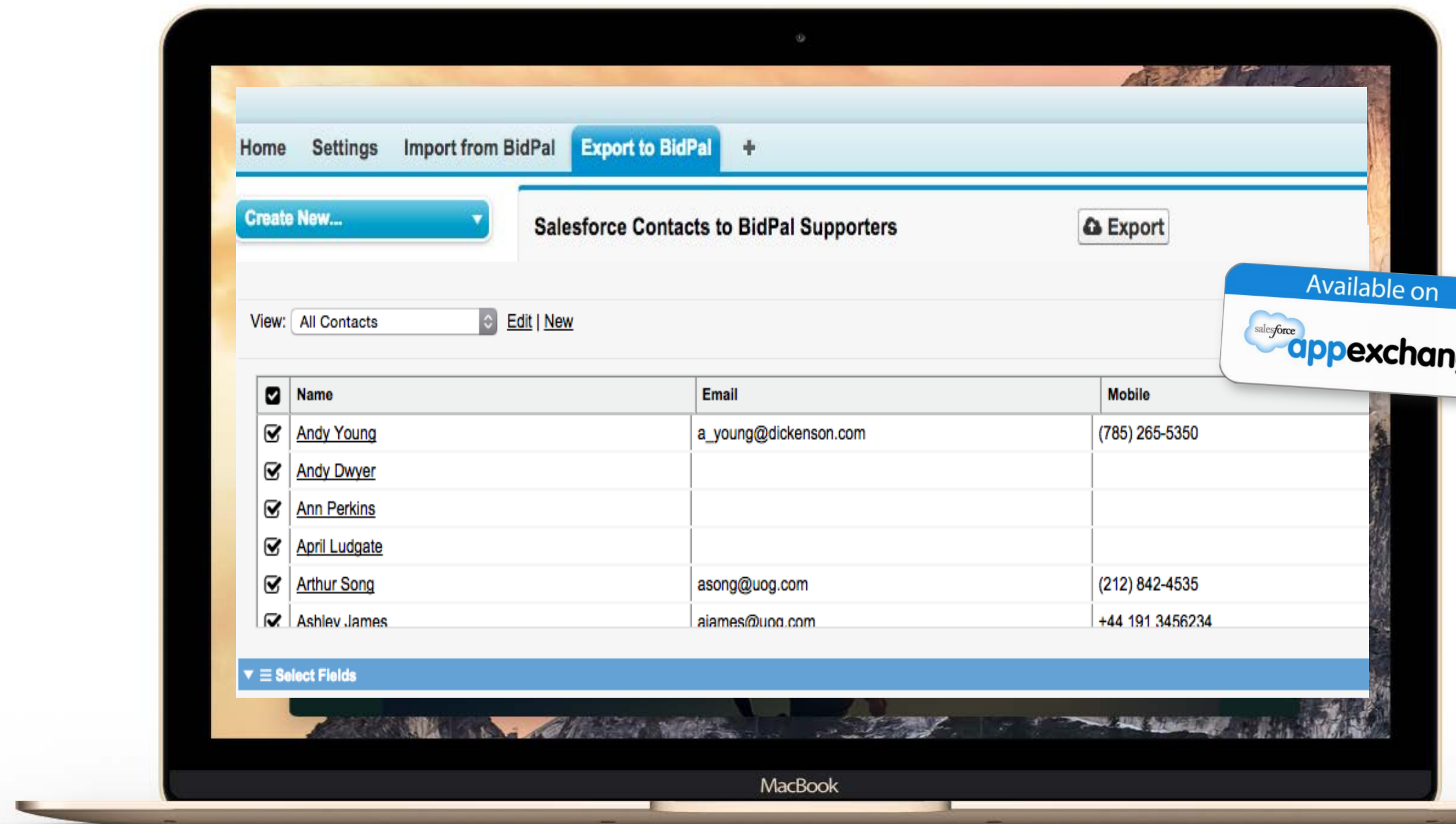
What features are you planning on taking advantage of at your new event?

- Payment Processing:
- Ticketing:
- Donor Management:
- Table Management:
- Silent Auction:
- Live Auction:
- Donation Appeal:
- Online Bidding:
- Scoreboard:



# CRM INTEGRATION

## CONSULTANTS - Raiser's Edge & Salesforce Integrations

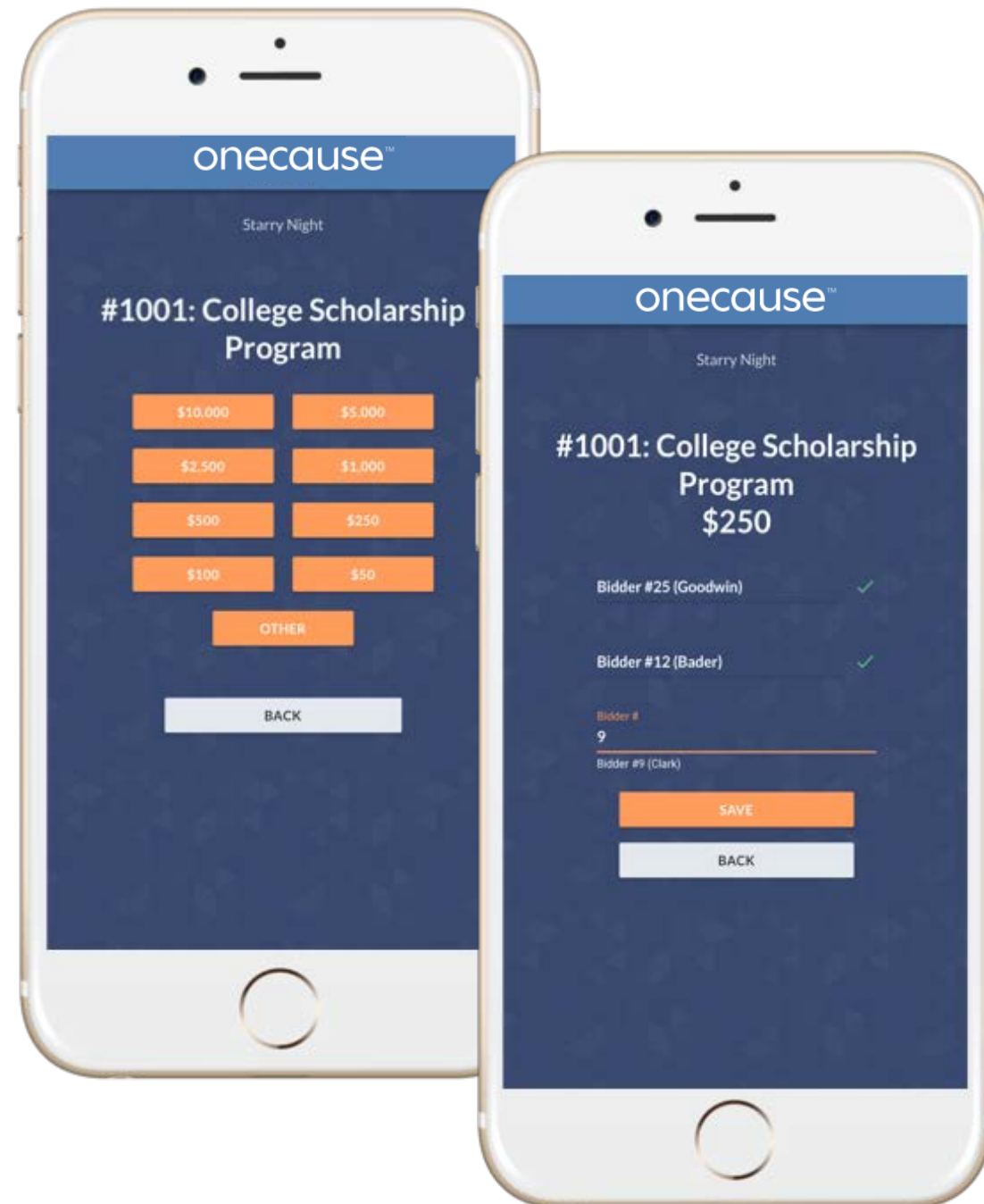


Available on  
salesforce  
**appexchange**



# AUCTION SPOTTER TOOLS

AUCTIONEERS - live spotter tool for paddle raises







# Partner Opportunities



# SHARED IMPACT



## VALUED RESOURCES

Turn to the products, services, and support each of us provide to empower their missions and work.



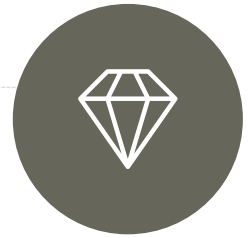
## TRUSTED EXPERTISE

Expertise, advices and experience make all of us valued Partners to existing customers and nonprofit space.



## TOOLS & BEST PRACTICES

Opportunity to share our tools, knowledge and best practices with wider audience for great impact.



## CAUSE & BRAND

Protect our customers investments, their causes and the brands to ensure positive donor awareness.



# GROW WITH US

## WHAT WE'VE LEARNED

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POWERFUL FUNDRAISING SOLUTIONS



### IDEAS ARE EVERYWHERE

Best ideas come from those in the industry; first hand experience with nonprofit needs and challenges.



### INPUT BREADS SUCCESS

Input from a variety of partners offers incredible insights for existing products and new needs.



### LISTEN & INSPECT

We look at what we offer, how we can improve and where we need to go based on feedback.



### FILL NEW NEEDS

New products reflect shared feedback from customers and partners to create new tools.



# NEW PARTNER PROGRAM

## Why

The success of our mutual clients' missions depend on each of us, and by working together, we can help them go further, faster.

## How

OneCause  
Community  
Connections

## What

- Program Tiers
- Friends
  - Supporters
  - Champions



# PARTNER OPPORTUNITIES

Three Levels for partner flexibility

Every business model is different

Designed to grow with our partners

Start with info sharing, move to “swap”s  
(content/promo), cross-referrals

Amplify professional expertise and share  
connections



## FRIEND

Newsletter Mention  
Referral Incentive  
Targeted Engagement



## SUPPORTER

*friend plus:*  
Website Listing  
Content / Blog Sharing  
Social Media Promotion  
RAISE Conference Opportunities  
Webinar Participation



## CHAMPION

*supporter plus:*  
Enhanced Website Listing  
Technology Integration  
Ads in OneCause Product



# PARTNER TALK



## Working Together

How we partner and make connections with other partners to help clients, reach new causes and grow the nonprofit fundraising space.



## Creating Mutual Success

Through, best practices, sharing knowledge, expertise, making introductions, and working in our local markets, we can create powerful networks together and helping clients with greater impact.



BEN FARRELL - BENEFIT AUCTIONEER



KALSEY BEACH- DO GOOD EVENTS







# PARTNER REFERRAL INCENTIVES



Referred Prospect receives pre-set discount

Partner determines to keep or pass along



**FULL SERVICE = \$250**

**PROFESSIONAL = \$150**

**DIY = \$100**





# PARTNER NEWSLETTER

Exciting news, updates and promotions from BidPal you won't want to miss.

Email not displaying correctly?  
[View it in your browser.](#)

## BidPal®

### Partner Newsletter

March 2016



#### Notes from Ben



**Ben Farrell**  
Brand Ambassador  
*Certified Auctioneer*

*As we*

are in the thick of "busy season" I'm excited to share with you the first edition of the BidPal Partner Newsletter.

This bi-monthly publication will provide the latest on BidPal product and services enhancements, from mobile bidding bug fixes to Text2Give® interface upgrades. Our intention is to keep you fully informed so you can best serve your fundraising clients when they inquire about auction and fundraising software.

As a community of fundraisers, we all benefit by sharing best practices and good information. We look forward to another great year of fundraising with you!

Yours in Success,

Benjamin B. Farrell  
BidPal Brand Ambassador

onecause™



# PARTNER BLOGS



UPCOMING:  
Kindful  
Sigstr  
Looking for contributors!

# LOCAL SEMINARS

SEMINAR

Twin Cities Nonprofits

**YOU'RE INVITED**

To explore a whole new BidPal!

— **WEDNESDAY NOV 1 AT 11:30 AM** —

**REGISTER**

SEMINAR **JAN 22, 2018**

**EFFECTIVE FUNDRAISING**

A LUNCH SEMINAR

**REGISTER**

SEMINAR

Atlanta Nonprofits

**YOU'RE INVITED**

To explore a whole new BidPal!

— **WEDNESDAY 4/12 @ NOON** —

**REGISTER**

PAST:  
Orange County  
Chicago  
NYC  
Philly



# PARTNER EXPOSURE

DECEMBER: NEON CRM – 300+ webinar



FEBRUARY: BOARDABLE – 300+ contacts



JANUARY: WINSPIRE – 700+ webinar



MARCH: DONOR SEARCH





# THE RAISE - SEPT 24 & 25 (CHICAGO) CONFERENCE





# PARTNER OPPORTUNITIES

Three Levels for partner flexibility

Every business model is different

Designed to grow with our partners

Start with info sharing, move to “swap”s  
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# NEXT STEPS

1

## REVIEW

- ✓ Landing Page
- ✓ Review Levels

2

## SIGN UP

- ✓ Online
- ✓ Raise Speakers
- ✓ Product Demo

3

## LEARN MORE

- ✓ Quarterly Update
- ✓ Partner Focus Group
- ✓ Newsletter

4

## MEET US

- ✓ NYSAIS - 3/13
- ✓ NTEN - 4/11
- ✓ AFP International- 4/15
- ✓ YMCA Conference- 4/24
- ✓ Boys & Girls Club - 5/2
- ✓ DFW AFP - 6/15
- ✓ Planet Philanthropy - 6/17
- ✓ NY Fundraising Day - 6/22

Sign Up: <https://www.onecause.com/community-connections>

Let's Talk - [dan@onecause.com](mailto:dan@onecause.com)



QUESTIONS?

CONTACT?





*Day in and Day out, we put the cause  
at the center of everything we do.*

**onecause™**

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