



onecause®

VIRTUAL
PEER-TO-PEER

EXPAND REACH,
BUILD CONNECTIONS
& DRIVE ENGAGEMENT

TUES, SEPT 29TH | 1PM ET | 12PM CT | 11AM MT | 10AM PT

Session Hosts



Rich Dietz
Director, P2P Solutions
OneCause



Joe Duca
Product Strategy, P2P
OneCause

PRODUCT WEBINAR



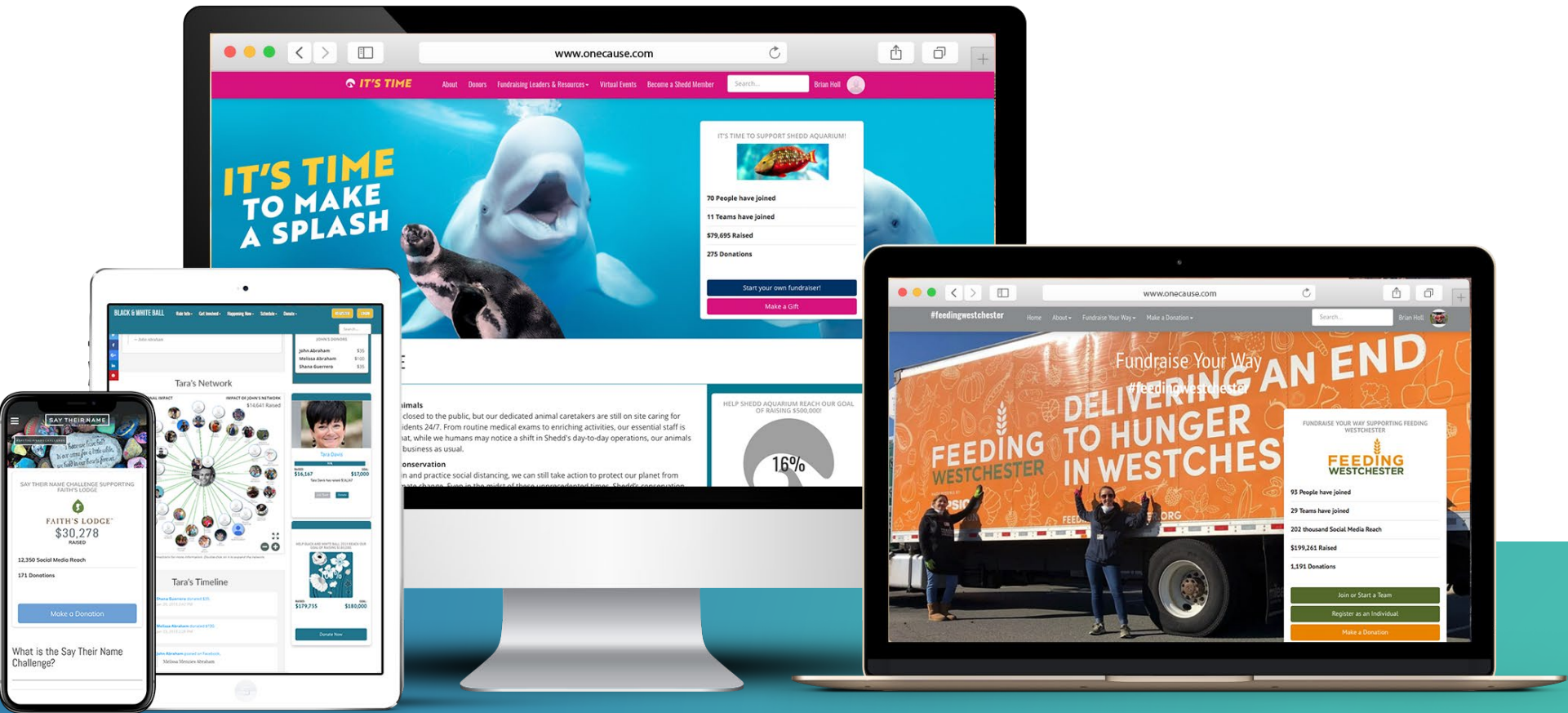
ONLINE GIVING



PEER-TO-PEER



SOCIAL FUNDRAISING





How do you do virtual fundraising really well?

We built our product to solve engagement challenges.

- Foster human connections
- Increase reach in virtual world
- Drive engagement
- Make it fun so they come back



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Importance for Engagement

COVID has changed everything.

Still need to "engage", even more so now
Your tool must be built to engage *virtually*

Donor Loyalty comes from Donor Engagement



Today's Donors Need

**Social,
Mobile,
FUN**



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Social



Social – Best Practices

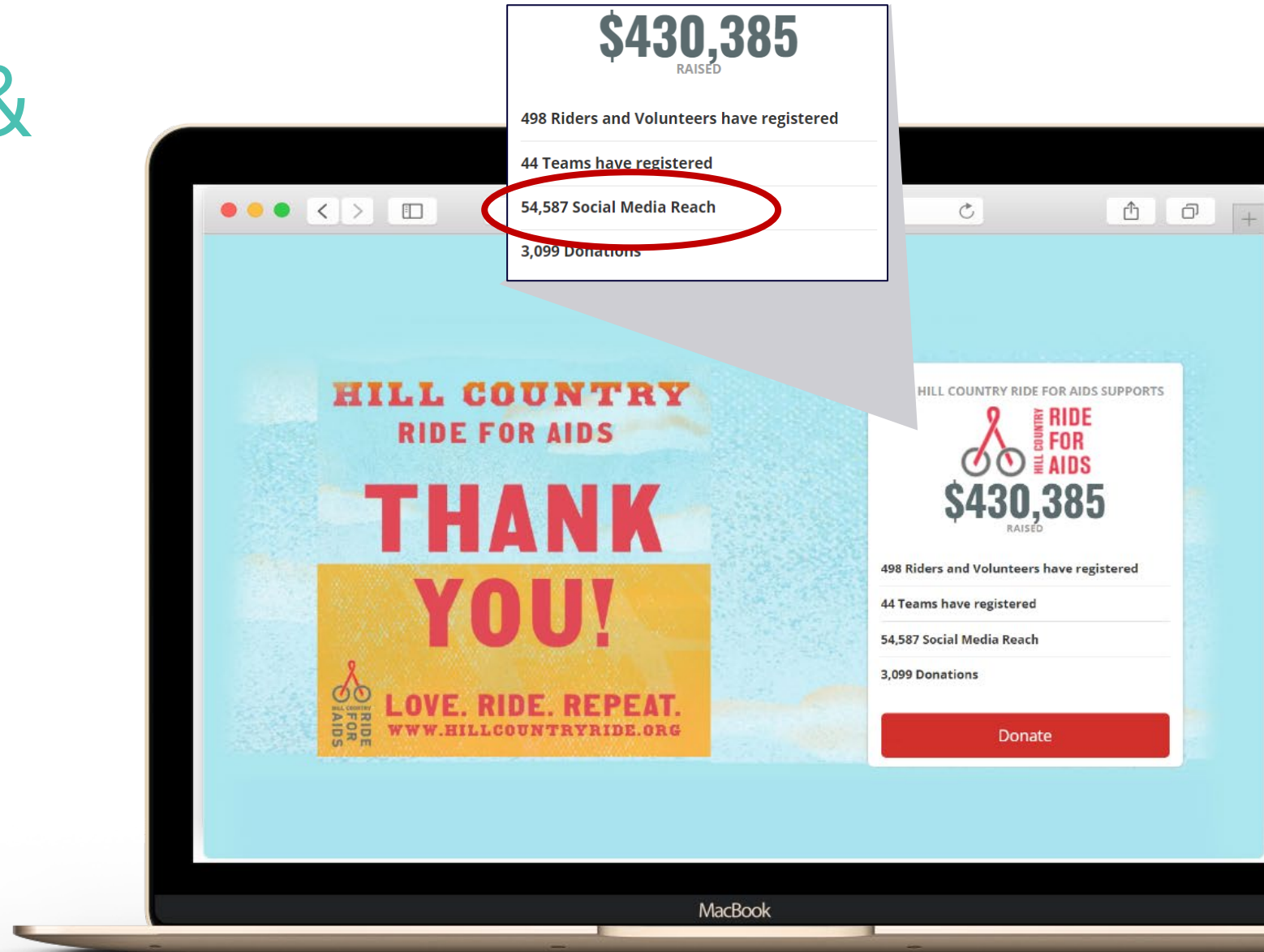
- Meet supporters where they are
- Engaging younger donors (Mill and Gen Z)
 - Instagram is key
 - Customers telling us they are seeing this now, it just happens
- Let them do the work
- Social listening, encourage sharing
- Social Proof – reinforces your decision to join
- Social connection – Subtle but powerful

Social Listening & Sharing

Listening

- Aggregating photos/videos
- Suggesting friends/network
- Social proof throughout site
- Social outreach count

Sharing



Facebook Fundraisers

Why & What

Benefits

Unexpected donations

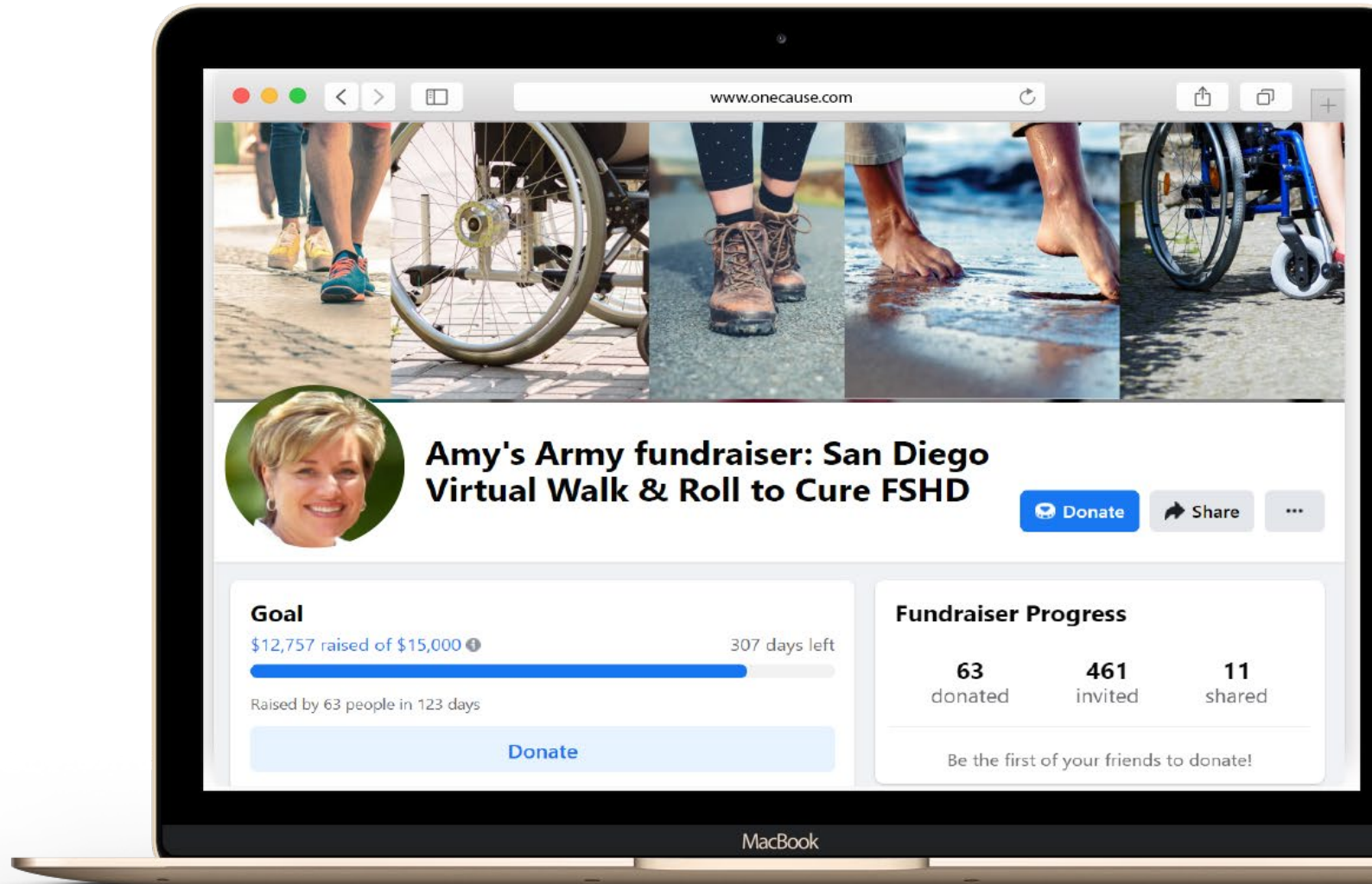
Additional social outreach

Considerations

Data provided

Donor acquisition

Generational and political



Live Streaming

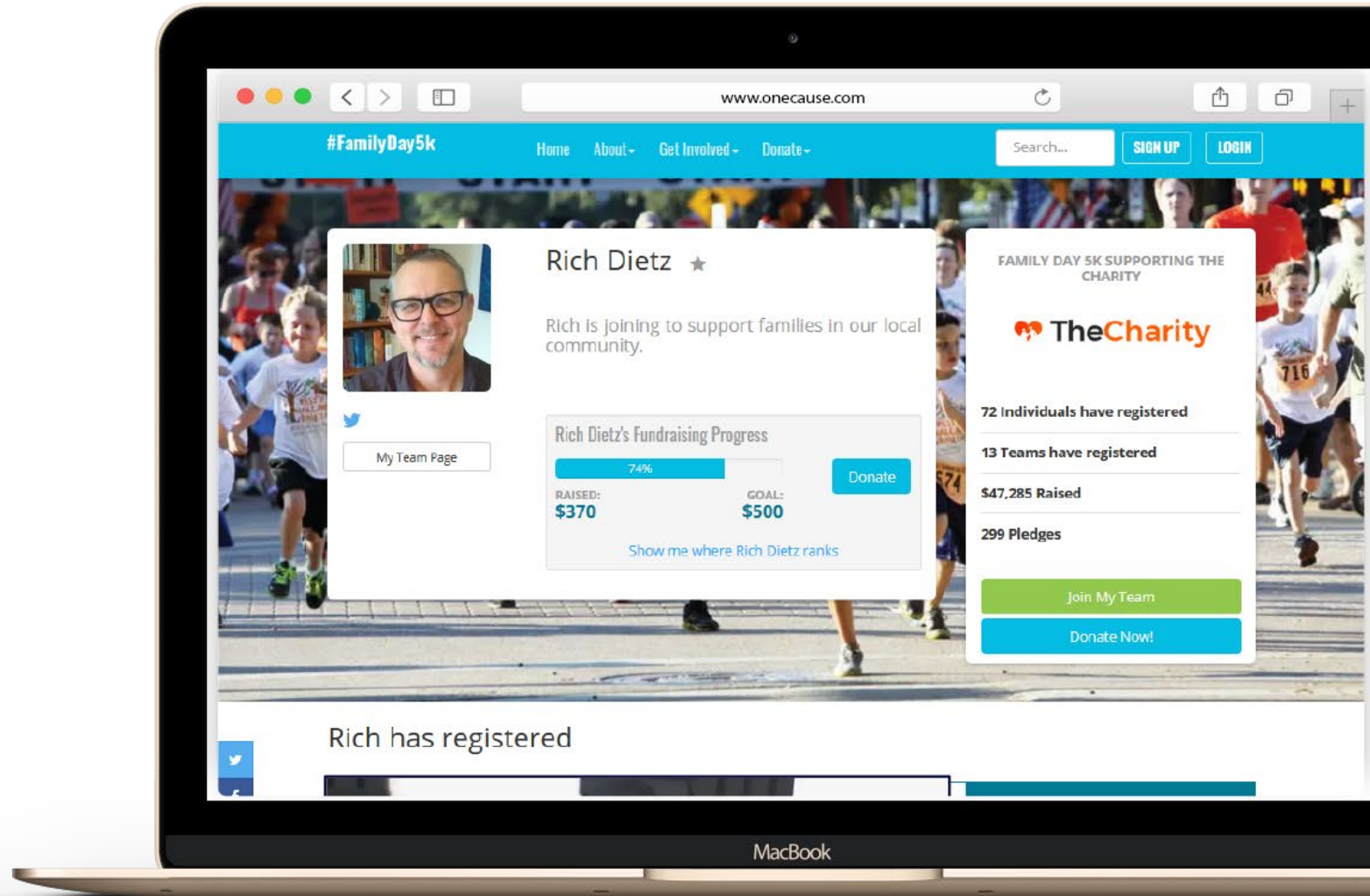
Why

Campaigns: kickoffs, announcements

Participants: activities, challenges

What

Iframe YouTube, Facebook, Twitch





Mobile



Mobile Best Practices

WHY DOES MOBILE MATTER?

59% of fundraisers are using their mobile device to access participant page (Social Fundraiser Study, OneCause)

No excuses, mobile is #1 priority

Any device - "mobile responsive"
Go from phone, to tablet, to desktop to... TV?

Mobile Optimized / No App Needed

Progressive Mobile App – Not an "app", no download, but feels like one. Better for older supporters and less friction to get going.

Front-end AND Participant Center



Fitness Tracking & Strava Integration

Why

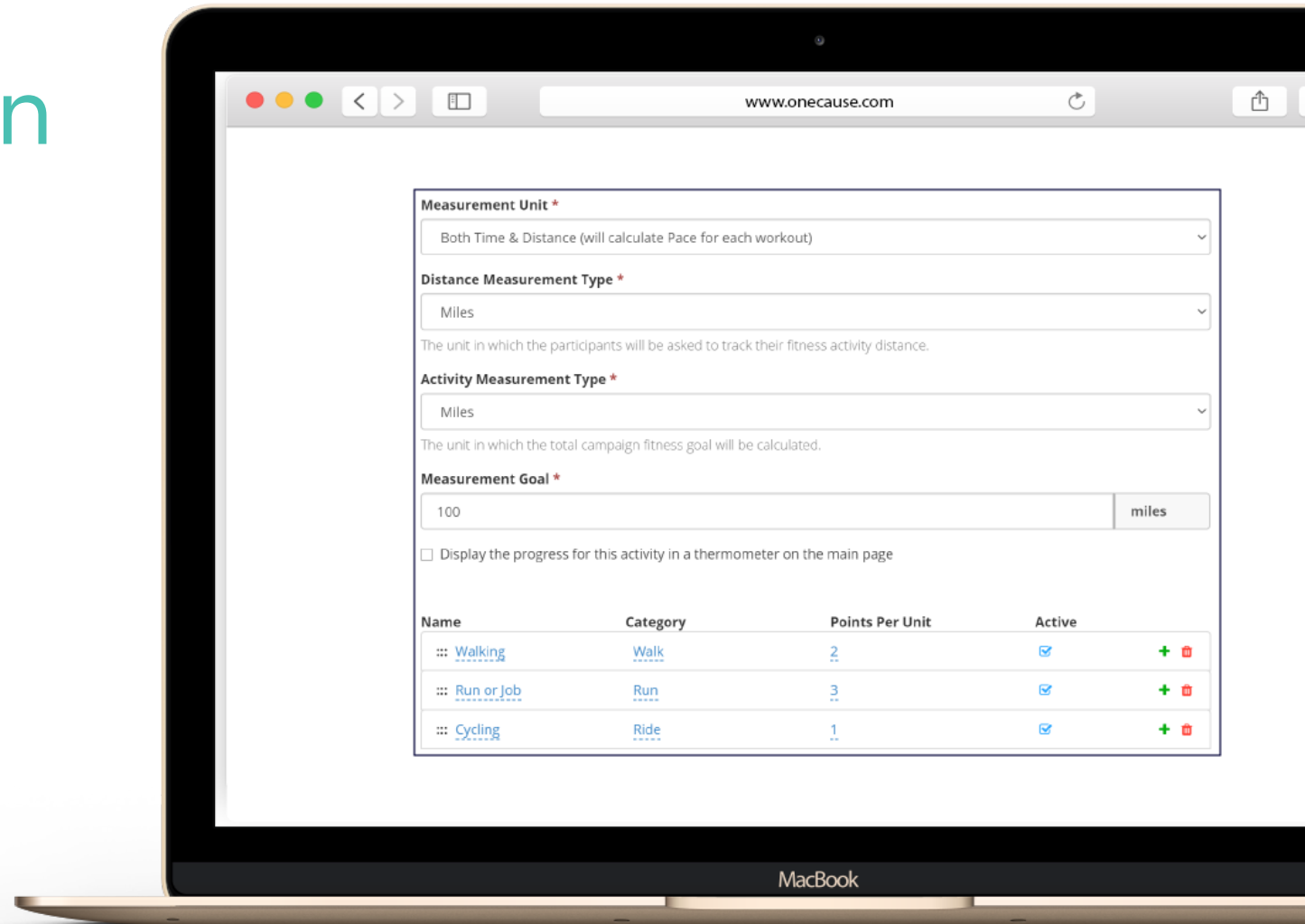
Virtual RWR

At-home fitness challenges

What

Record each workout

Time/Distance, Pace



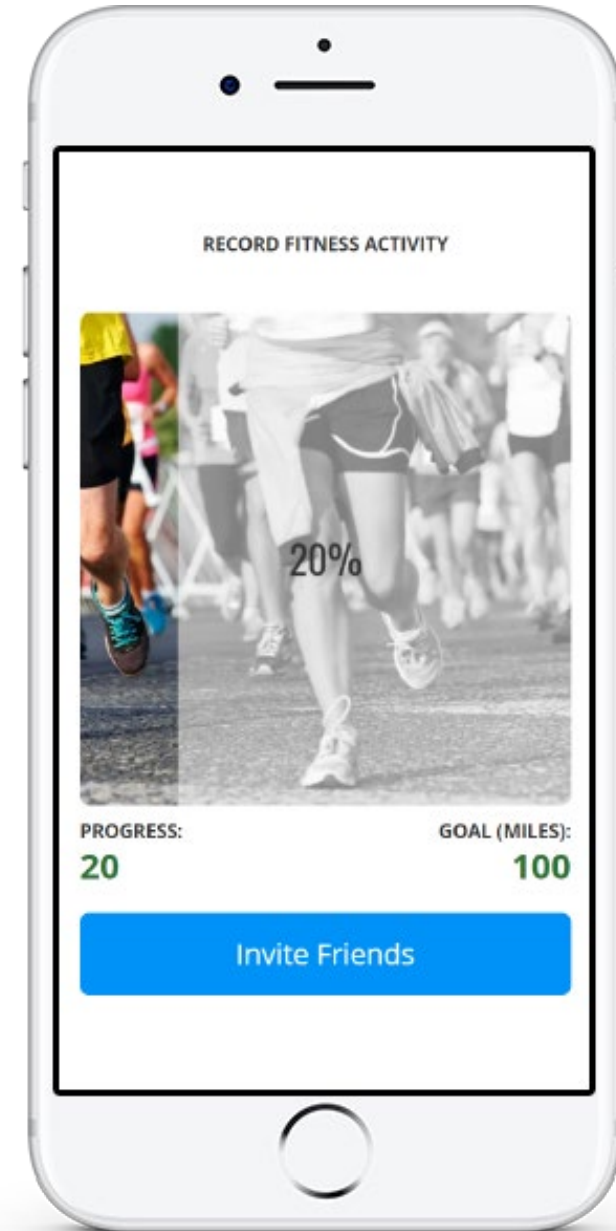
Fitness Tracking & Strava Integration

Competitive or Communal

- Run/Ride
- Family Walks

Thermometer

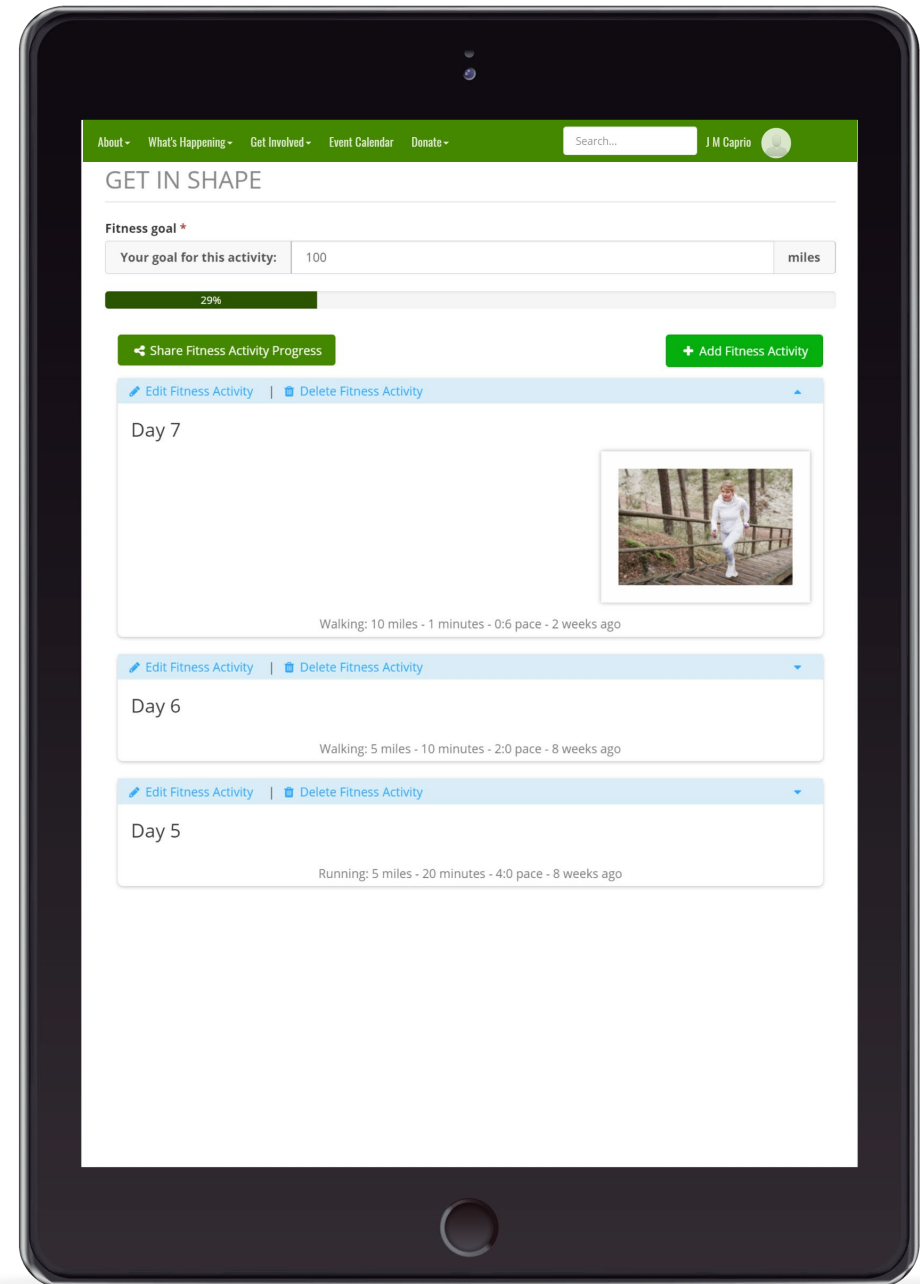
Activity Leaderboard for all Activity



Fitness Tracking & Strava Integration

Participant Experience

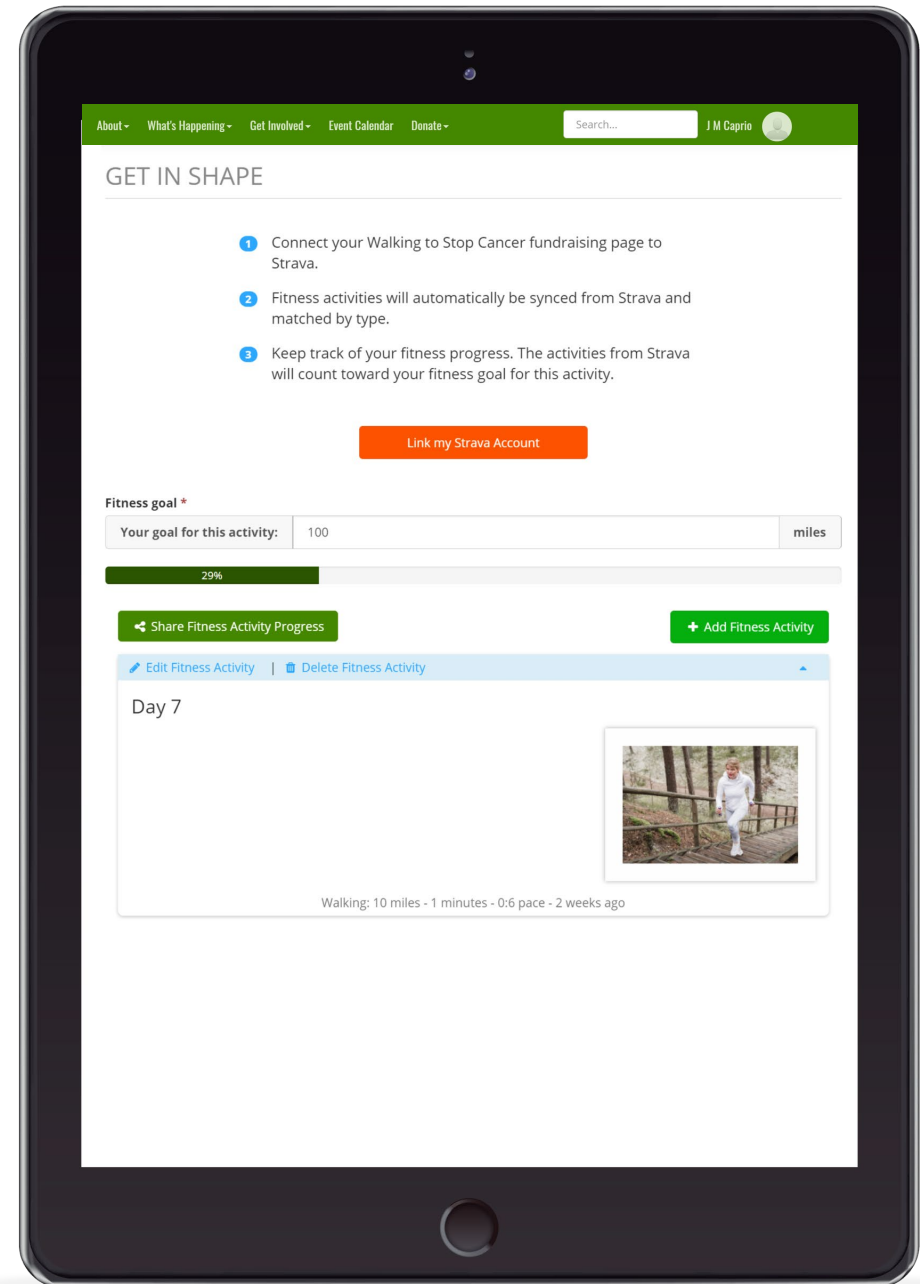
- Intuitive
- Photos/Videos
- Social sharing



Fitness Tracking & Strava Integration

Strava Integration

- Auto-records fitness
- Optional Clubs





Fun

Importance for FUN



69%

faced barriers in
fundraising efforts

(Source: Social Fundraiser Study, OneCause)

Fundraising is hard work.

Need to make it easy and fun.

If not they will not participate, we already have enough "work"

What Motivates Fundraisers?

Seeing progress of friend group or social network

79%



Being part of a team

79%

Email notifications for donations

77%

Leaderboards

75%



Activities that help generate buzz

74%

Text notifications for donations

70%



Fundraising milestones/badges

70%

Having a team leader/captain

68%



Activity-based rewards

68%

Matching gift days

65%



Contests

65%

Activity-Focused Campaigns

- Make a Donation
- Required Fundraising
- Required Recruiting
- Buy Out of Challenge

How it Works



OPTION 1: FUNDRAISE
Complete the PCF Pushup Challenge (Level I) by gathering \$100 in donations.

or



OPTION 2: RECRUIT 3 FRIENDS TO JOIN YOU
In addition to fundraising, you can help PCF by recruiting others to join the #PCFPushup Challenge.

or



BUY OUT WITH A \$100 DONATION
No pushups necessary! Donate \$100 to your own page to "buy-out" and complete the challenge.

Then Spread the Word



INVITE FRIENDS
Use the built in tools to invite friends to join in the fun.



RAISE MONEY
We love to honor our fundraisers. Hit your goal and proudly show your dedication to our mission with a recognition gift.

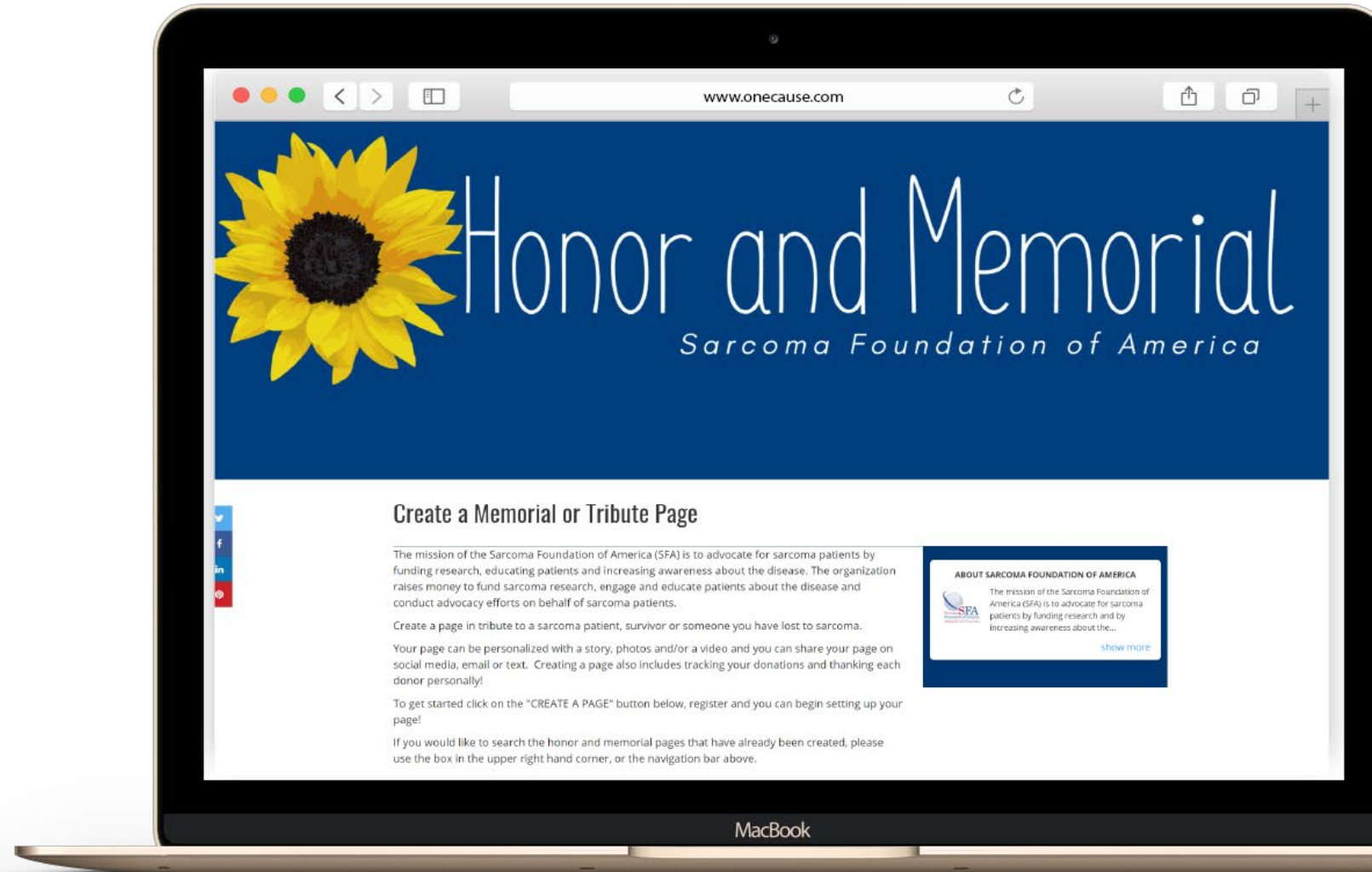


SHARE LOTS
The more the merrier. Use social media to spread the word and ask your friends to donate and join!

Activities

Occasion / Celebration Campaigns

- Pledge a Day
- Create a Memorial or Tribute page



Solo Activities

- Upload Photo
- Upload Video
- Upload a Photo or Video
- Tell a Story
- Keep a Blog or Journal
- Take a Quiz

Group Activities

- Host a Personal Event
- Design Your Own Challenge
- Complete a Challenge



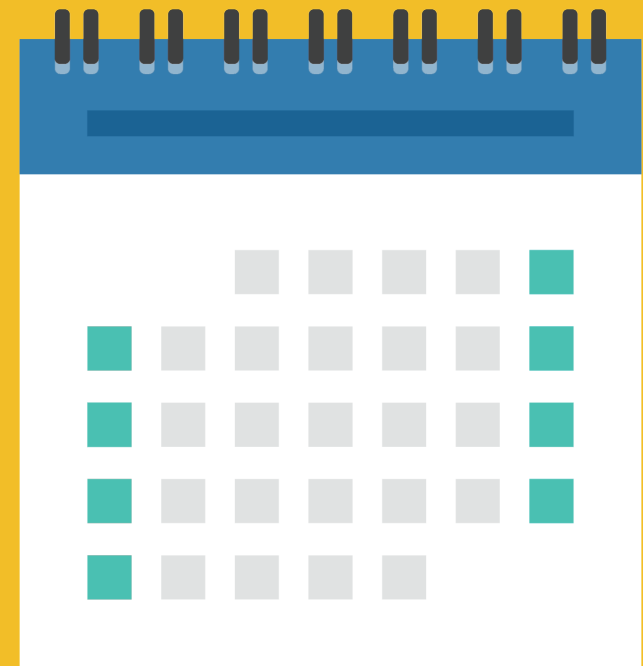
Activities

All about Engagement, engaged Participants

- do more
- raise more
- promote more
- come back more

What's Next / The Opportunity

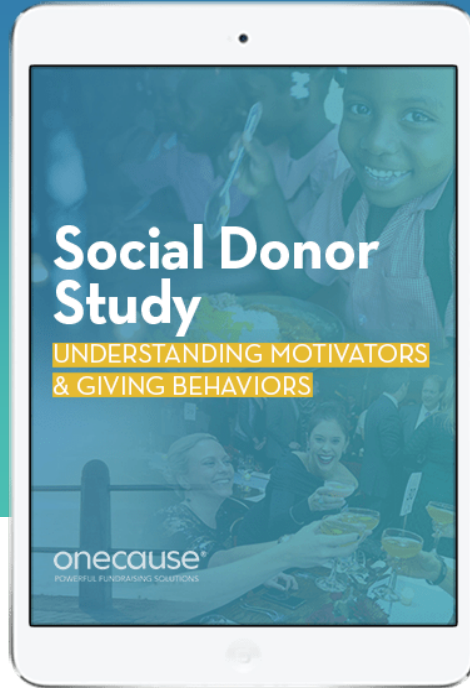
- Giving & Awareness Days
- Annual Fund
- Giving Tuesday



A person is seen from behind, wearing a light-colored straw hat and a white lace-trimmed tank top. They have a large, reddish-brown backpack on their back. They are standing with their hands on their hips, looking out over a calm body of water towards a hazy, sunlit horizon. The scene is bathed in the warm, golden light of a sunset or sunrise. A large, white, semi-transparent circle is overlaid on the left side of the image, containing the word "Questions?".

Questions?

Research Studies



1,056 U.S. Social Donors

Donated at least once last 12 mo.:

- ✓ Ticket fundraising event
- ✓ Fundraising sponsorship
- ✓ Occasion/challenge



1,106 U.S. P2P Participants

Fundraised for at least one charity last 12 mo:

- ✓ Run/Walk/Ride
- ✓ Occasion (birthday/memorial)
- ✓ Fundraising Event
- ✓ Challenge or virtual campaign
- ✓ Crowdfund campaign



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POWERFUL FUNDRAISING SOLUTIONS

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