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Welcome to our Webinar

Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!

onecause® | WEBINAR

FINISHING STRONG

Leveraging **Online Giving** to **Drive Real End-of-Year Impact**

Steve Lausch
Director, Product Marketing
OneCause

Joe Duca
VP, Product Strategy
OneCause

Wednesday, August 14, 2024

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Let's Get Started!

What's your favorite movie, or one you're currently watching or streaming?

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!

Meet Our Presenters

Steve Lausch
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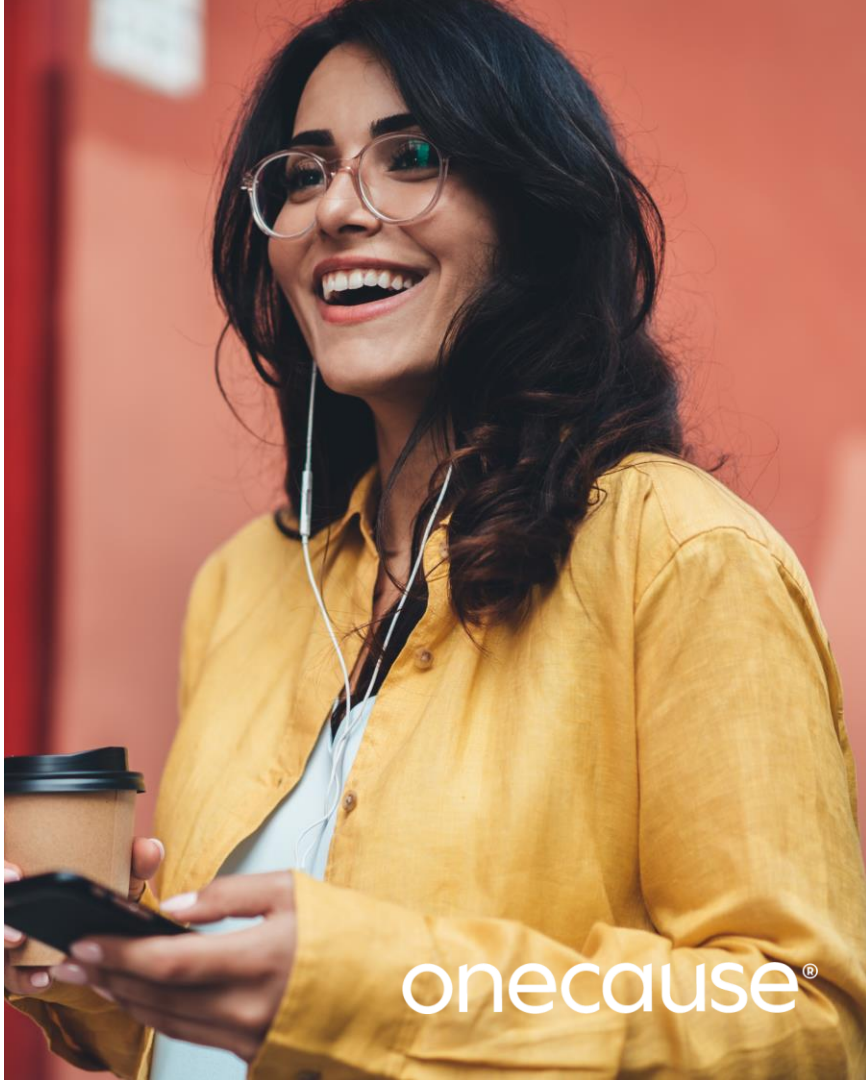
WHAT WE'LL COVER TODAY

- ✓ Prepare for your year-end campaign
- ✓ Connect your goals with technology
- ✓ Build a cohesive multi-channel presence
- ✓ Take advantage of available resources



NOT YET

WITH ONECAUSE

TIPS, IDEAS & BEST PRACTICES

NOT YET

ON PLATFORM

WHAT'S DIFFERENT & EVEN BETTER?

ALREADY

ON PLATFORM

WHAT'S NEW & AVAILABLE TO USE?

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FINISHING STRONG
BEFORE YOUR CAMPAIGN
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Before Your Campaign

- ✓ Plan earlier than you think is necessary

Before Your Campaign

- ✓ Plan earlier than you think is necessary
- ✓ **Answer "How might we … ?"**
  - Meaningfully engage current donors in advance
  - Capture attention of new donors sooner
  - Educate audiences on impact
  - Invite individuals and businesses to participate

Before Your Campaign

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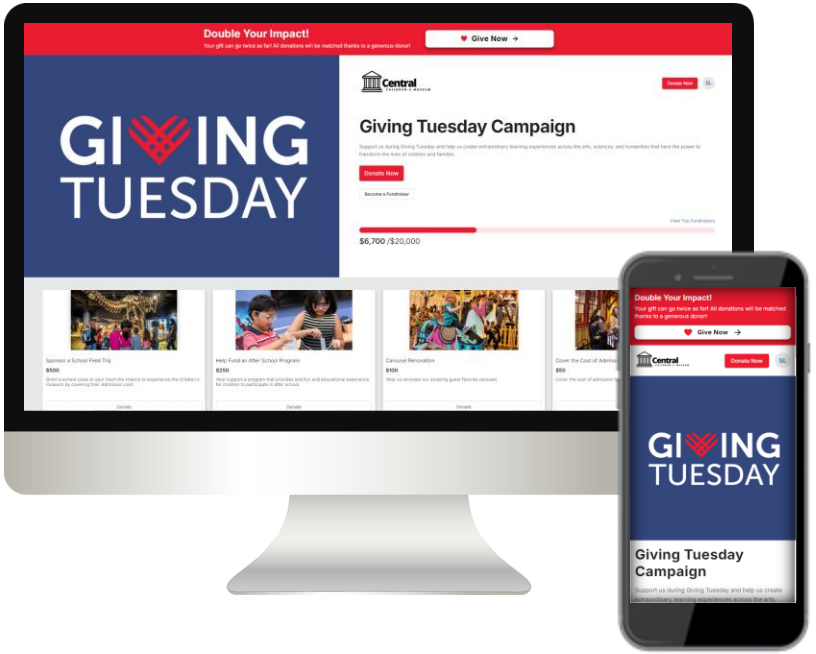
  - Educate audiences on impact
  - Invite individuals and businesses to participate
- ✓ Establish goals, incl how Giving Days fit into your plan

Giving Tuesday

- Not for everyone *(and that's OK!)*
- Opportunity to attract new donors
- Take advantage of a day focused on nonprofit missions
- Excellent way to kick off year-end fundraising efforts
- Try, test, and refine
- Utilize helpful resources at onecause.com/resources



Before Your Campaign

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  - Invite individuals and businesses to participate
- ✓ Establish goals, incl how Giving Days fit into your plan
- ✓ Connect your goals with your technology

FINISHING STRONG
CONNECT YOUR GOALS WITH TECHNOLOGY
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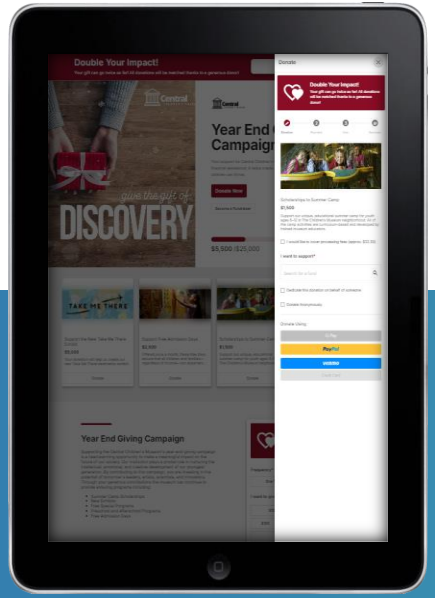
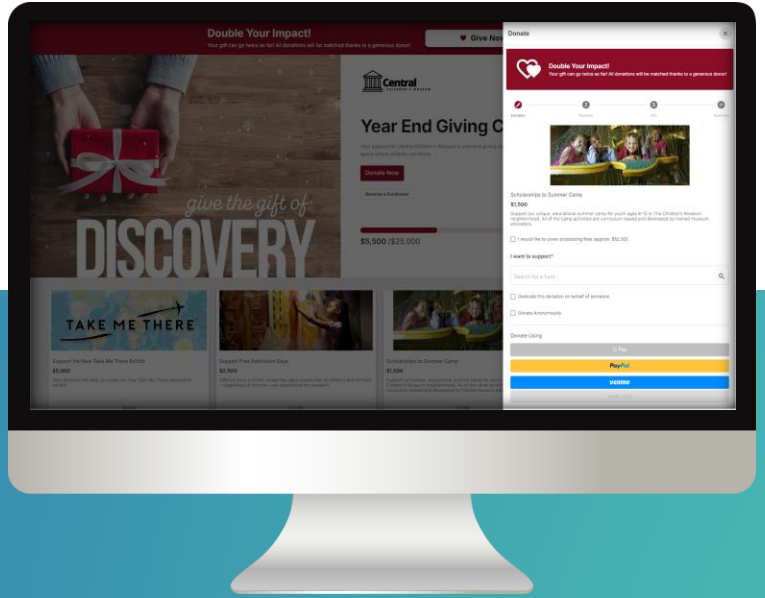
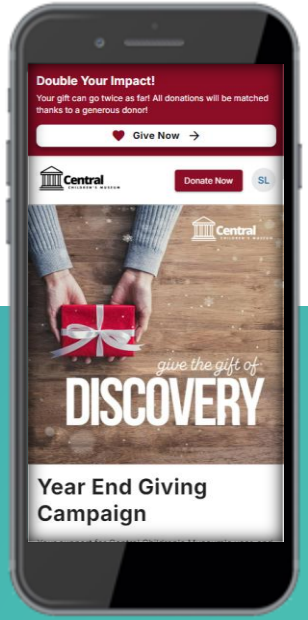
A Complete Online Fundraising Solution



EMBEDDED & MOBILE DONATION FORMS (Text2Give®)

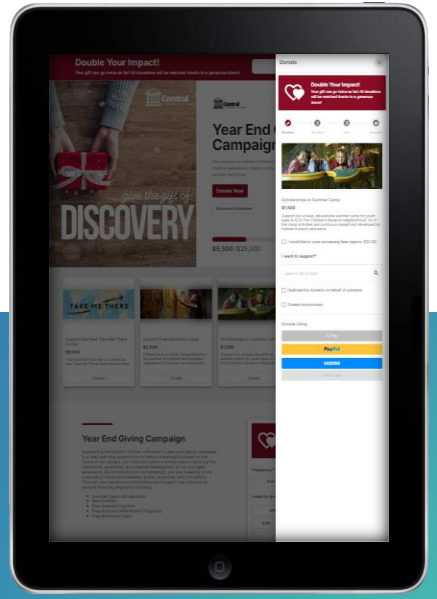


ONLINE GIVING SITES



PERSONAL FUNDRAISING PAGES

Embedded and Mobile Forms



EMBEDDED & MOBILE DONATION FORMS (Text2Give®)

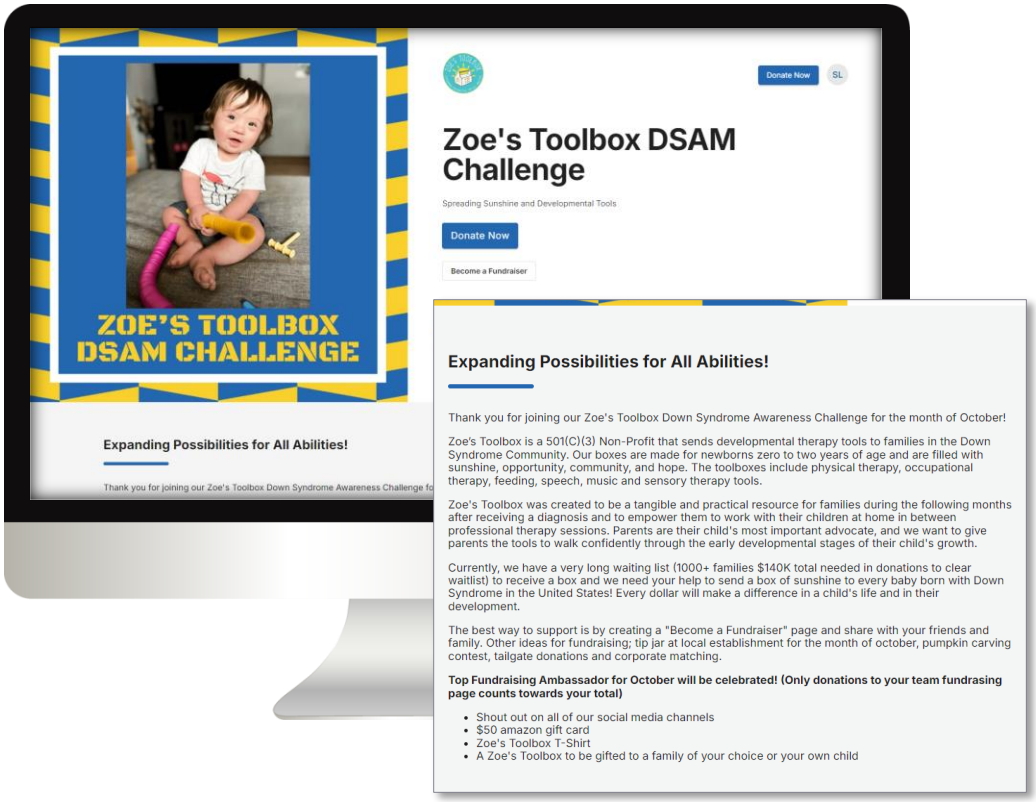
Why it's important to examine your embedded and mobile forms:

1. Use for existing donors who don't need education about your mission
2. Needs to be low friction
3. Simplest Donation should be a few clicks
4. Conversion Rate

Online Giving Site

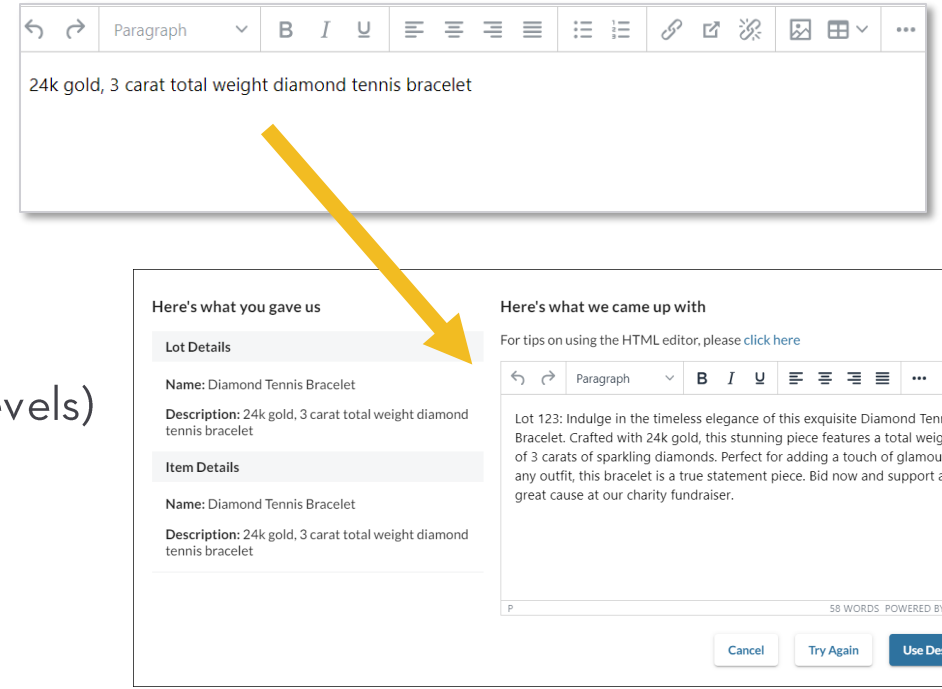
7 Ingredients for a Successful Online Giving Campaign

1. Compelling Story



TIP Description Generators

- Initially built to effortlessly craft auction lot descriptions
- Build draft for:
  - Online Campaign Story
  - Donation Descriptions (Impact Levels)
- Edit copy prior to publishing
- Available throughout the OneCause Fundraising Platform



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Online Giving Site

7 Ingredients for a Successful Online Giving Campaign

1. Compelling Story
2. Engaging Images

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Online Giving Site

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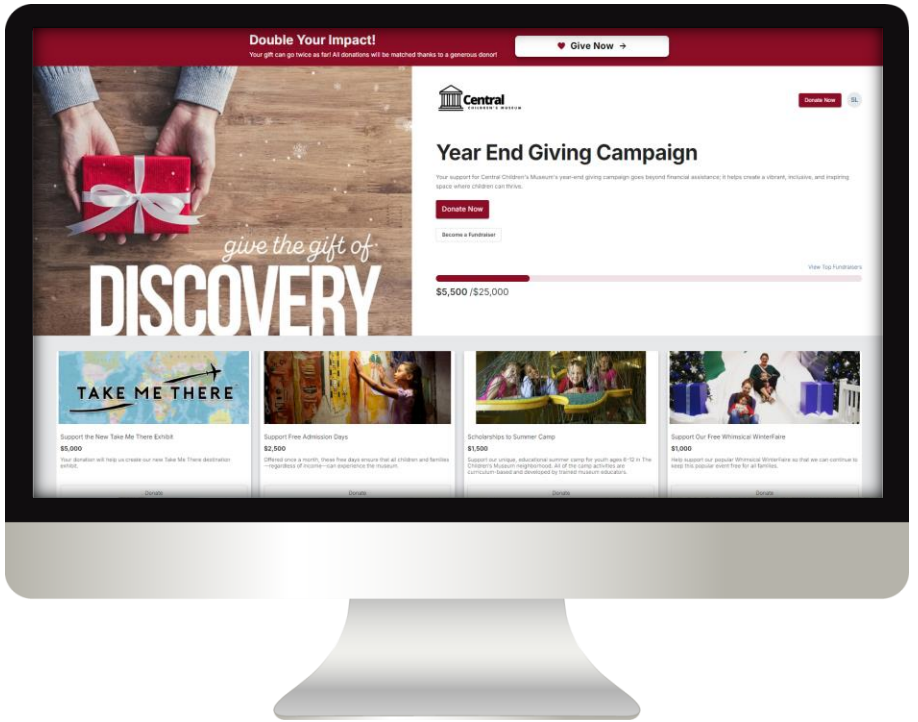
3. Impact Levels



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TIP Impact Levels

- Focus on specific parts of your mission
- Fund programs, projects, basic expenses
- Draft descriptions with OneCause AI™

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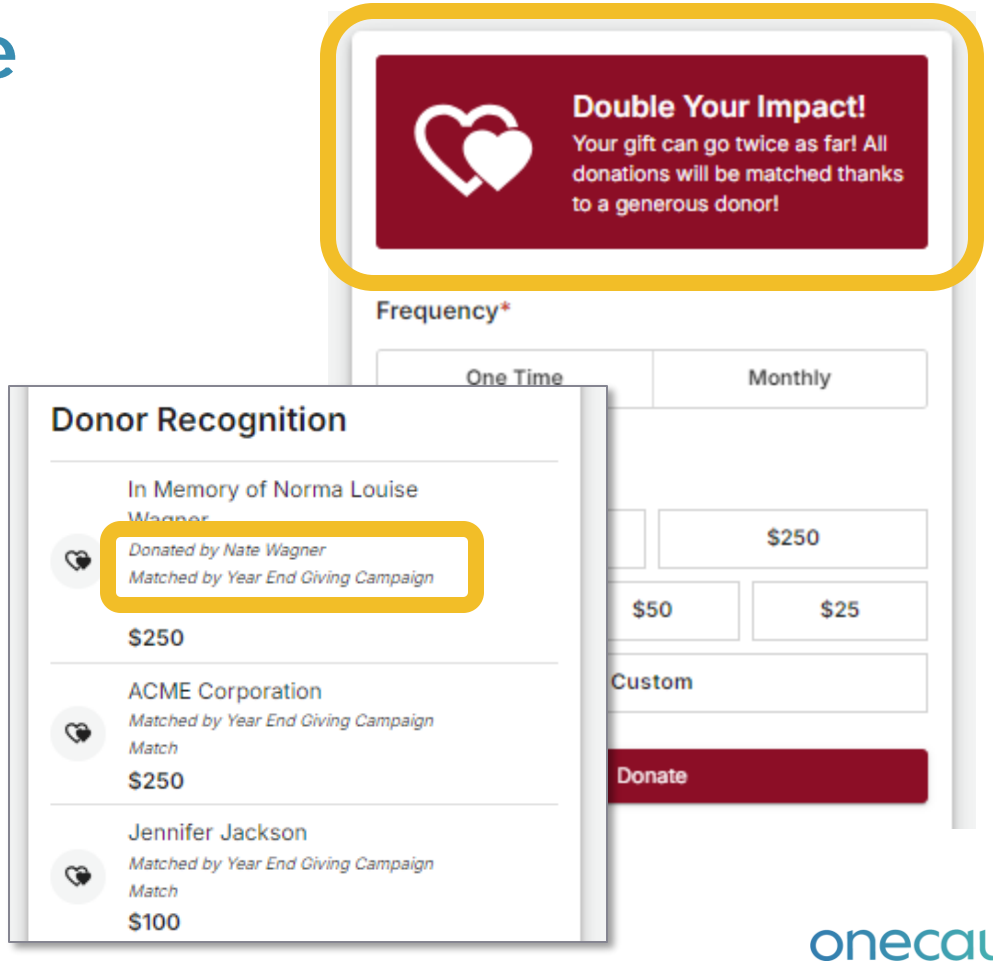
Online Giving Site

7 Ingredients for a Successful Online Giving Campaign

1. Compelling Story
2. Engaging Images
3. Impact Levels
4. Matching Gifts



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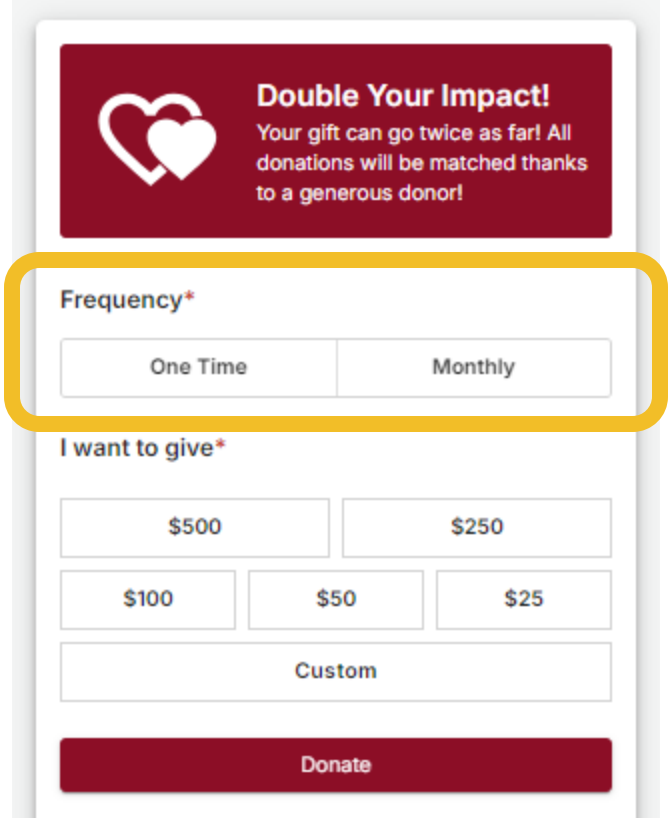
Online Giving Site

7 Ingredients for a Successful Online Giving Campaign

1. Compelling Story
2. Engaging Images
3. Impact Levels
4. Matching Gifts
5. **Recurring Giving**



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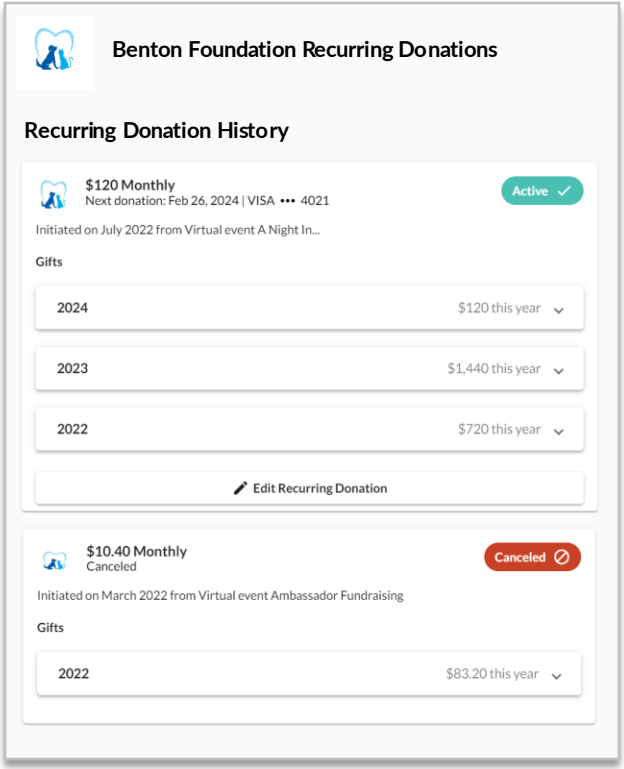
TIP Recurring Giving (Supporter-Managed)

- Set giving frequency (weekly, monthly, or annually)
- Configure giving levels
- Opportunity with your existing donors
- Build trust by providing donors control over their own giving
- Make sure to thank recurring donors regularly!



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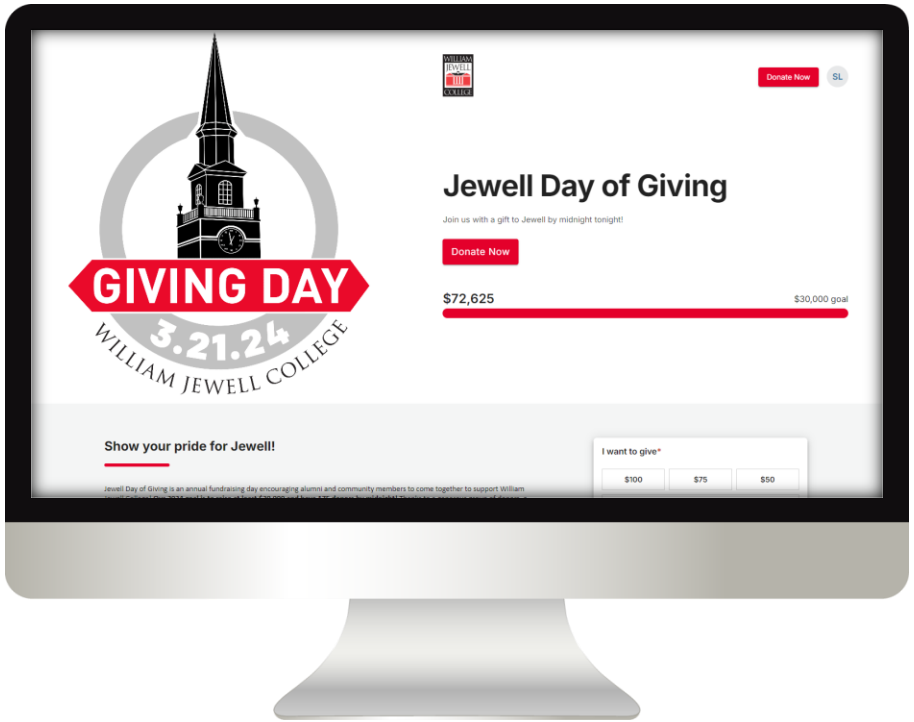
Online Giving Site

7 Ingredients for a Successful Online Giving Campaign

1. Compelling Story
2. Engaging Images
3. Impact Levels
4. Matching Gifts
5. Recurring Giving
6. **Digital Wallet**



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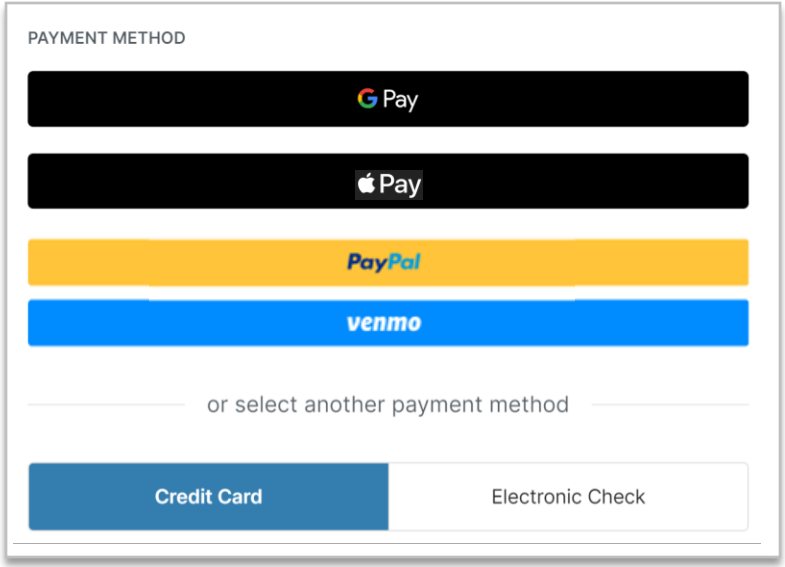
TIP Digital Wallet

- Increase donation conversion
- Make it faster and easier to donate
- No need to enter card or billing info
- Complete digital wallet:
  - Apple Pay
  - Google Pay
  - PayPal NEW
  - Venmo NEW
  - Electronic Check (ACH)
- Available throughout the OneCause Fundraising Platform



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Online Giving Site

7 Ingredients for a Successful Online Giving Campaign

1. Compelling Story
2. Engaging Images
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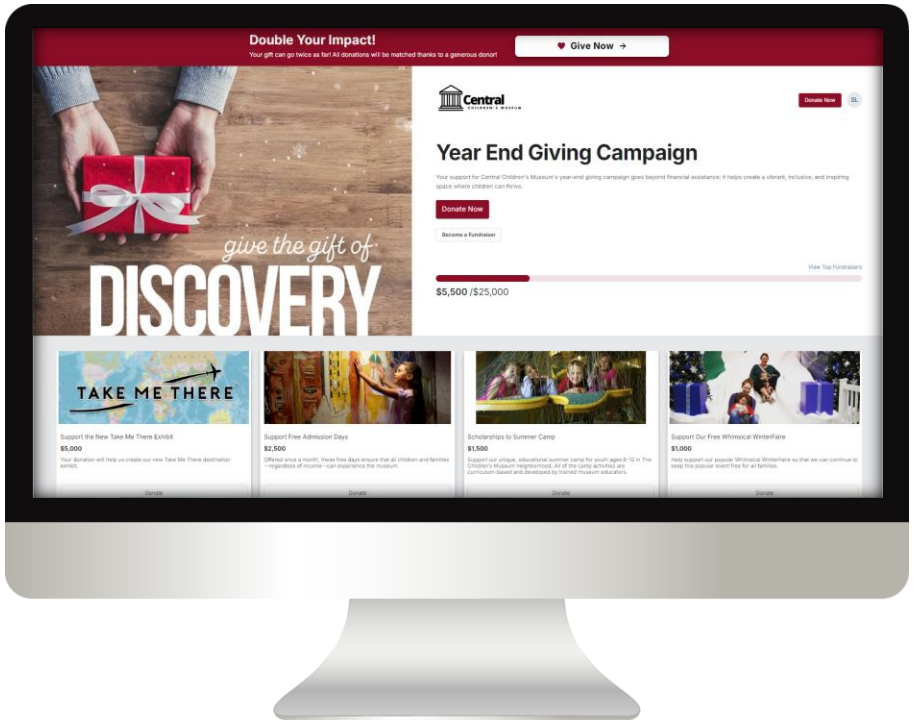
4. Matching Gifts
5. Digital Wallet
6. Recurring Giving
7. **Connected Funds**



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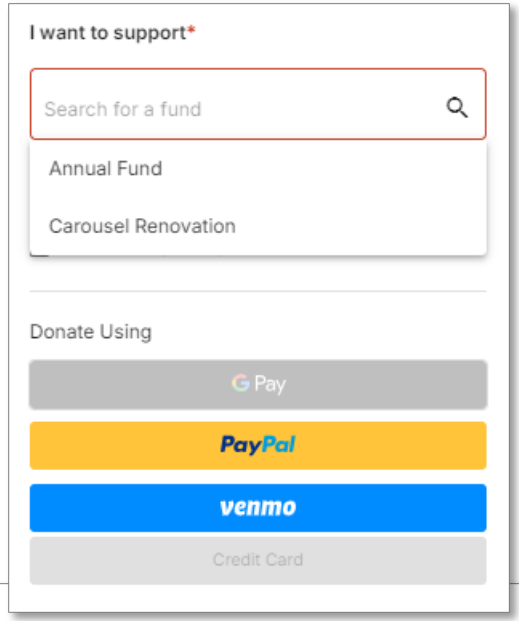
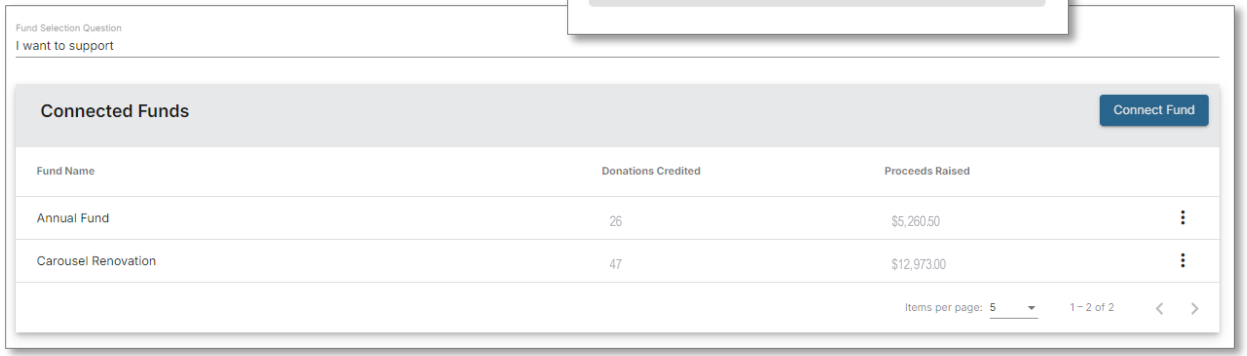
TIP Connected Funds

- Feature various funds in your campaign
- Engage donors with what interests them
- Available as report & export to CRM
- Can also connect funds to:
  - Events
  - Auctions
  - Tickets
  - Sponsorships





NOT YET
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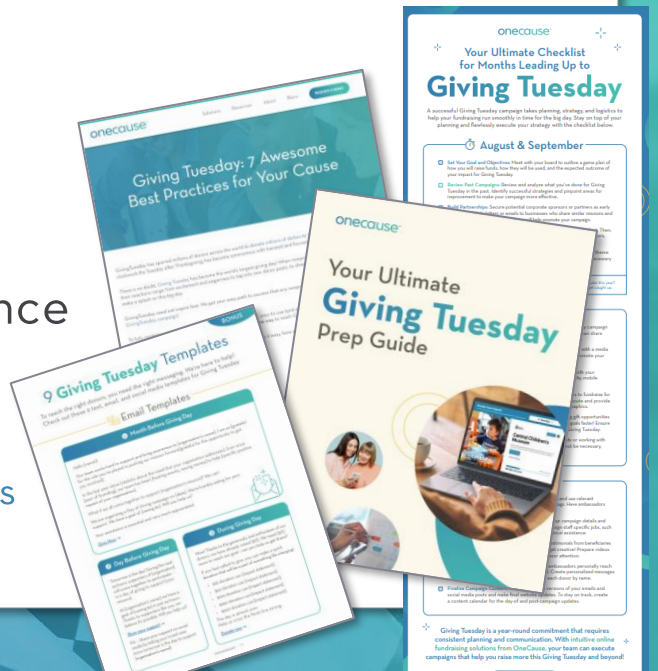
TIPS, IDEAS & BEST PRACTICES

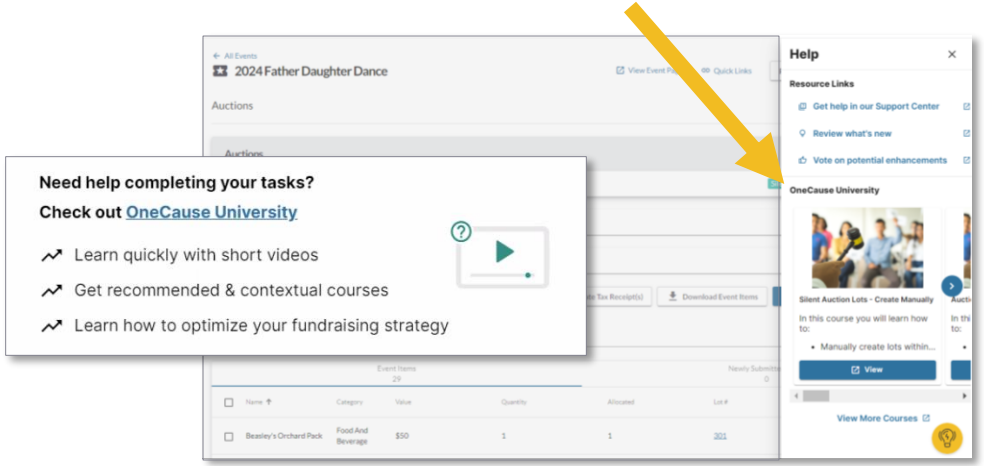
TIP Guides & Templates

- FREE resources & thought leadership:
  - Blogs
  - Checklists
  - eBooks
  - Infographics
- Step-by-step guidance
- Available at onecause.com/resources



TIP OneCause University

- New & improved, shorter, more focused videos
- More relevant, contextualized help



ALREADY ON PLATFORM

WHAT'S NEW & AVAILABLE TO USE?

FINISHING STRONG
DURING YOUR CAMPAIGN
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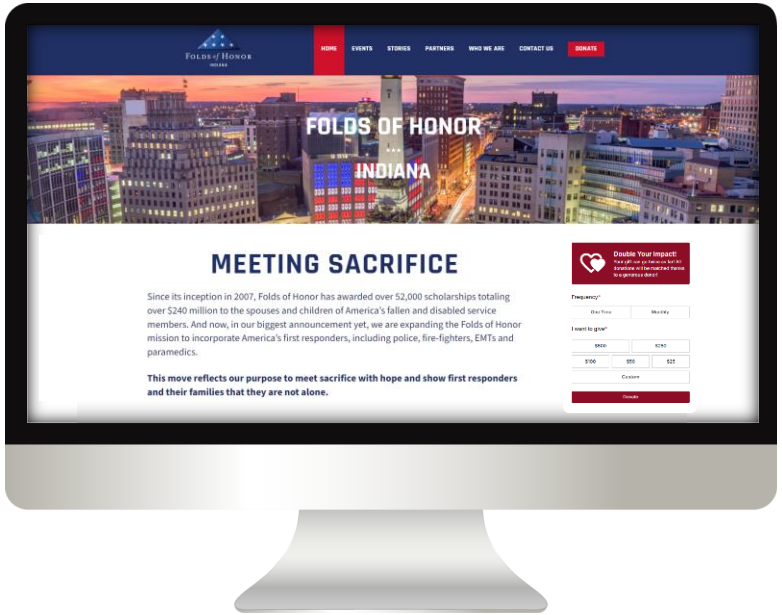
During Your Campaign

Build a Cohesive Multi-Channel Presence

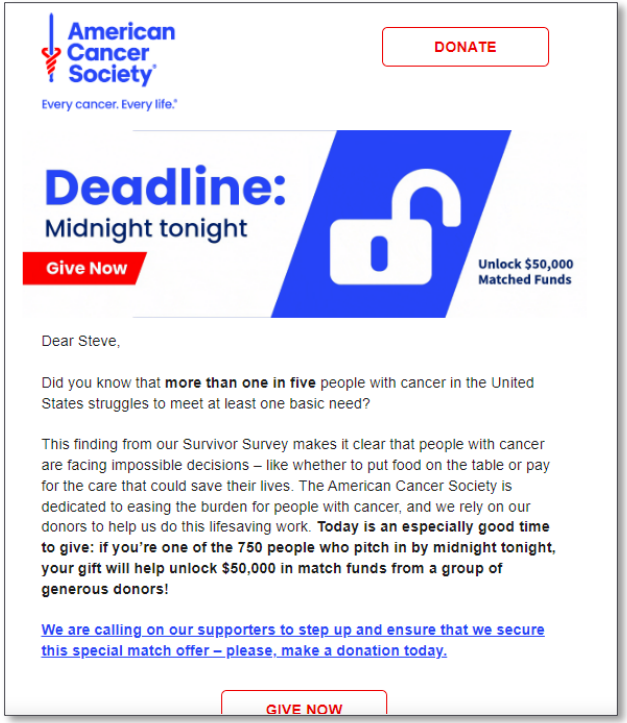
- **Website** (embedded donation form)



During Your Campaign

Build a Cohesive Multi-Channel Presence

- Website (embeddable donation form)
- Email & Direct Mail (marketing calendar)



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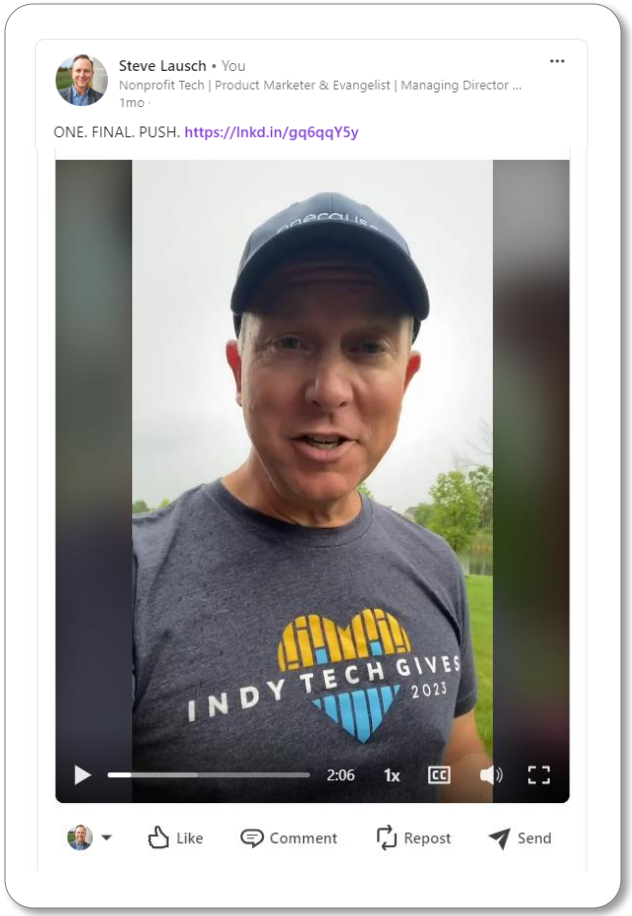
During Your Campaign

Build a Cohesive Multi-Channel Presence

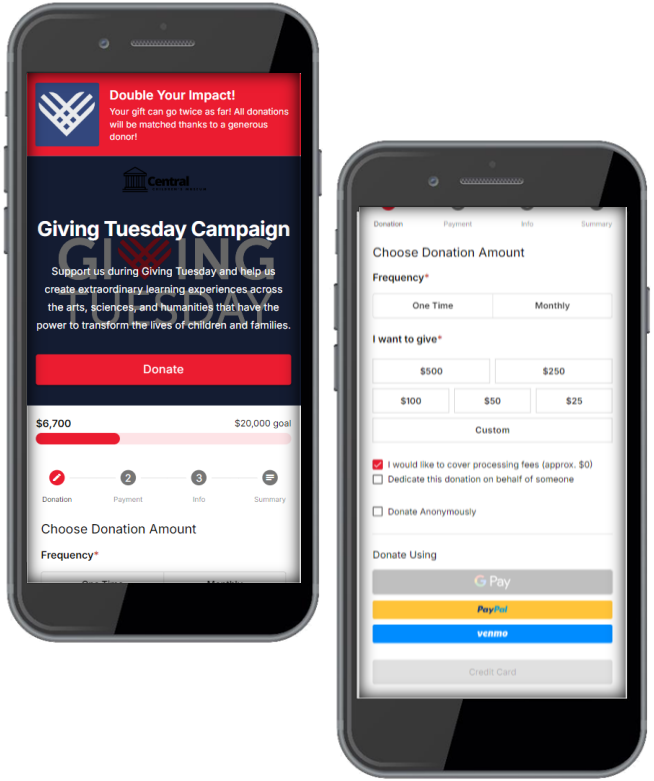
- Website (embeddable donation form)
- Email & Direct Mail (marketing calendar)
- **Social Media & Video**



During Your Campaign

Build a Cohesive Multi-Channel Presence

- Website (embeddable donation form)
- Email & Direct Mail (marketing calendar)
- Social Media & Video
- Text Marketing



During Your Campaign

Build a Cohesive Multi-Channel Presence

- Website (embeddable donation form)
- Email & Direct Mail (marketing calendar)
- Social Media & Video
- Text Marketing
- **In-Person & Ambassadors**

Whatever the Medium ...

1. VALUE THE RELATIONSHIP
2. FEATURE YOUR "WHY"
3. CONNECT WITH STORIES
4. CLOSE WITH A STRONG CTA*

** Call to action*

SUPERCHARGE YOUR FUNDRAISING

TIP Feature at your Fall Event

- Take advantage of a captured audience
- Introduce your year-end giving campaign
- Reveal your online giving site
- Encourage personal fundraising

SUPERCHARGE YOUR FUNDRAISING

TIP Feature at your Fall Event

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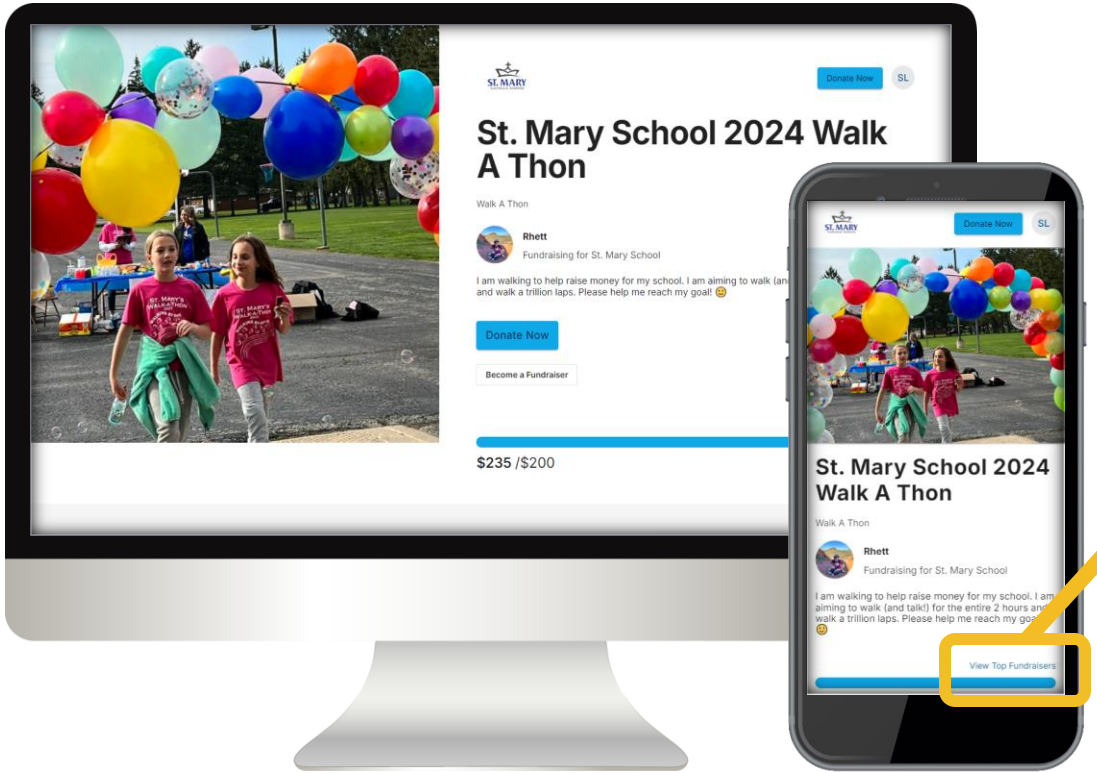
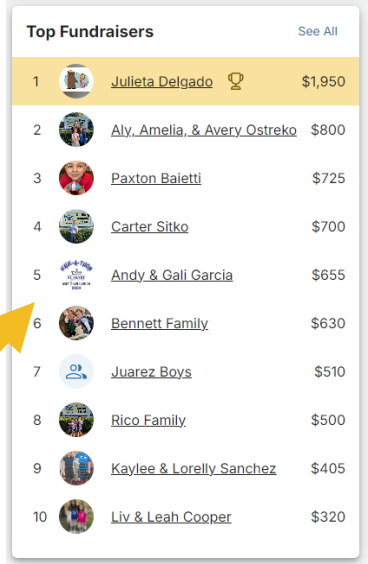
TIP Leverage your Ambassadors

- Basic peer-to-peer fundraising
- Supporters can create a page in less than 60 seconds
- Extend the power of fundraising to friends, family & social networks

Personal Fundraising Pages





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FINISHING STRONG
AFTER YOUR CAMPAIGN
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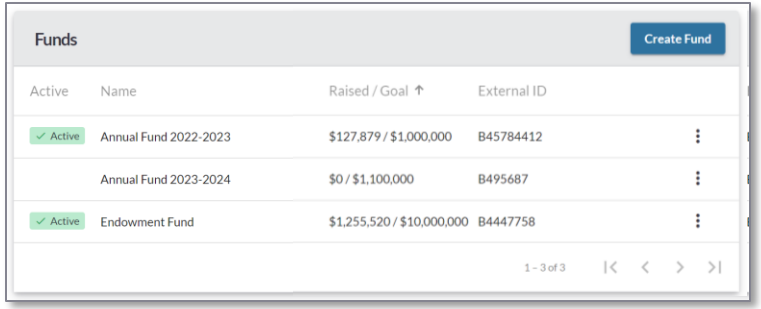
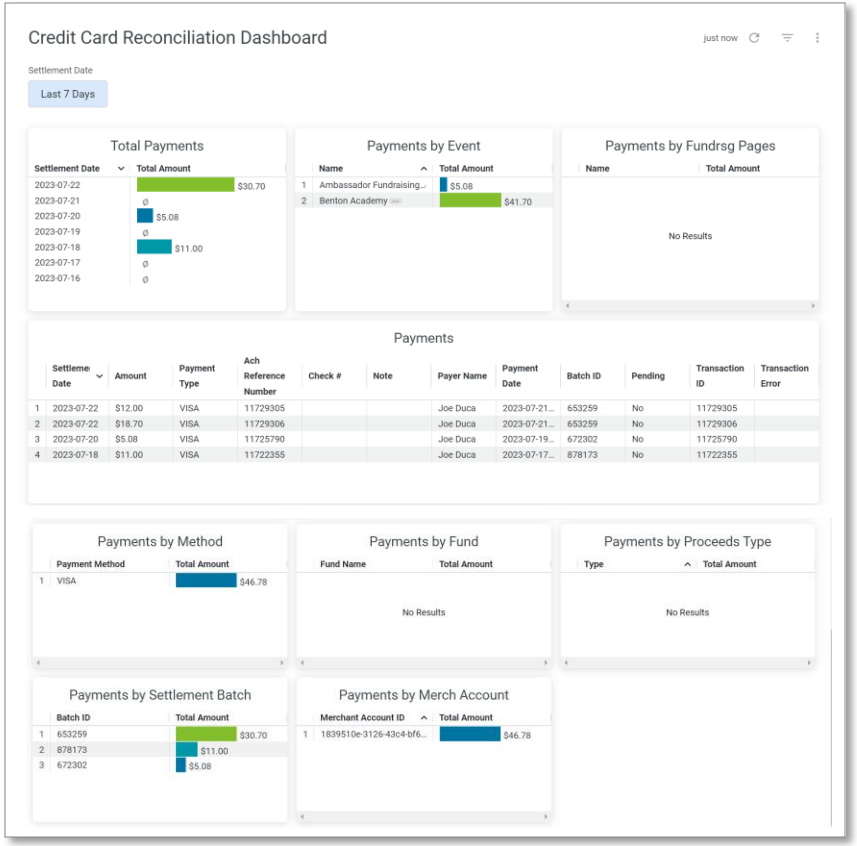
Reconciliation

- Even easier to balance against your bank account
- Account for giving at the donation & fund levels
- Robust reconciliation dashboard





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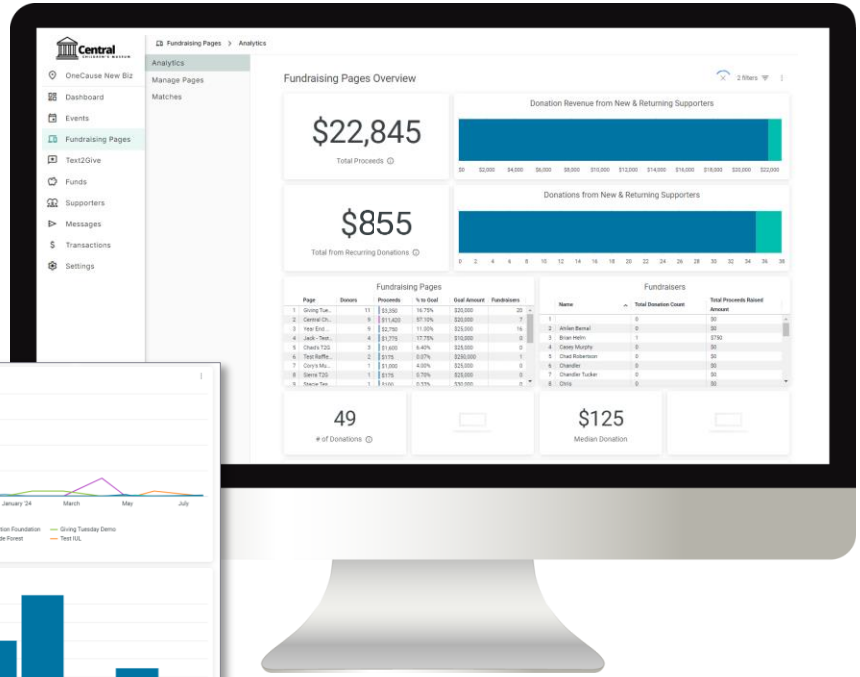
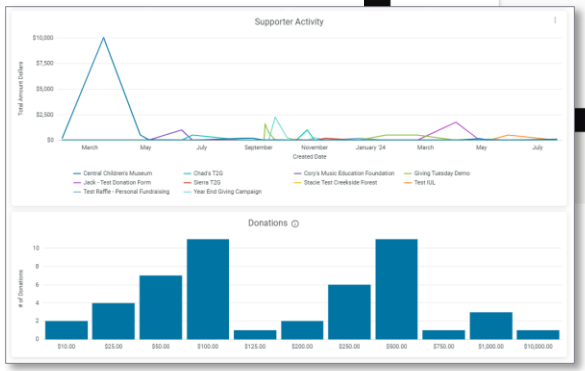
Reporting & Analytics

- Updated reports, now with:
  - MORE data available (Supporters & Payments)
  - MORE logical flow of information
- Real-time, actionable Analytics

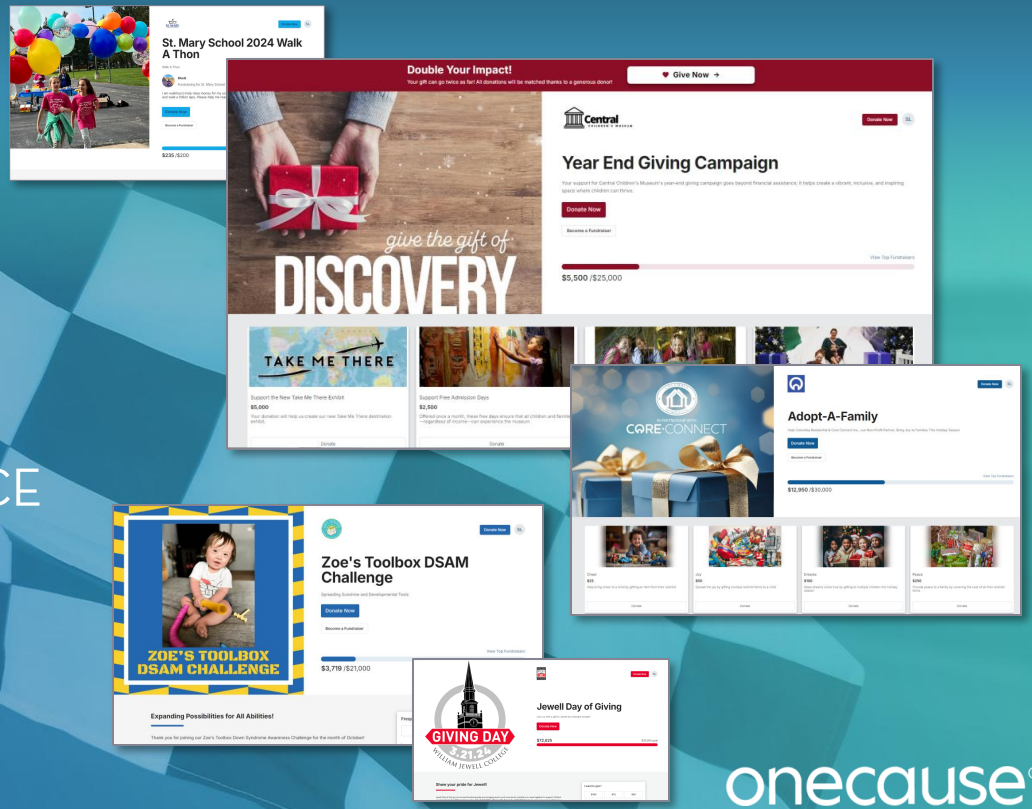




Fundraising Pag	Amount Do	Donation Time	Donation Ty	Personal Fundraiser Name	Fund Name	Match Distribution	Supporter Ty	Company Nam	Last Name	First Name	Company Contact	Payment St	Paid	Paid By	Covered Cost F	Payment M	Payment Card Last	Payment Tra	Transaction S
Year End Giving	$250.00	09/19/24 17:08 EDT	Donation	Paul Shriver	Annual Fund	YEG Fundraising Pa	Individual		Smolt	Chase		Paid	09/19/23 17:08 EDT	Chase Smc	$8.75	VISA	CARD	1923	11831441	Successful
Year End Giving	$250.00	11/01/24 08:20 EDT	Donation	Nate Wagner	Annual Fund	YEG Fundraising Pa	Individual		Wagner	Nate		Paid	11/01/23 08:20 EDT	Nathanial V	$8.75	VISA	CARD	5579	11912228	Successful
Year End Giving	$500.00	09/19/24 17:29 EDT	Donation	Irene Sorg	Annual Fund	YEG Fundraising Pa	Individual		Sorg	Irene		Paid	09/19/23 17:29 EDT	Irene Sorg	$0.00	VISA	CARD	3298	11831494	Successful
Year End Giving	$500.00	09/19/24 16:59 EDT	Donation	Nate Wagner	Carousel Renovation	YEG Fundraising Pa	Individual		Shriver	Paul		Paid	09/19/23 16:59 EDT	Paul Shrive	$17.50	VISA	CARD	1269	11831431	Successful
Year End Giving	$100.00	09/19/24 17:19 EDT	Donation	Irene Sorg	Carousel Renovation	YEG Fundraising Pa	Individual		Spade	Samantha		Paid	09/19/23 17:19 EDT	Samantha S	$3.50	VISA	CARD	4855	11831479	Successful
Year End Giving	$100.00	09/19/24 17:42 EDT	Donation	Olivia Gander	After School Program Sch	YEG Fundraising Pa	Individual		Jackson	Jennifer		Paid	09/19/23 17:42 EDT	Jennifer Jac	$0.00	VISA	CARD	5481	11831512	Successful
Year End Giving	$250.00	10/02/24 11:14 EDT	Donation	Jenna Meyer	Carousel Renovation	YEG Fundraising Pa	Company	AGC Materials			Katie Johnson-Boy	Paid	10/02/23 11:14 EDT	Fake OneC	$8.75	VISA	CARD	2804	11854863	Successful
Year End Giving	$50.00	09/19/24 17:32 EDT	Donation	Jenna Meyer	Thursday Night Free Admi	YEG Fundraising Pa	Individual		Gander	Olivia		Paid	09/19/23 17:32 EDT	Olivia Ganc	$1.75	VISA	CARD	4486	11831497	Successful
Year End Giving	$750.00	09/19/24 17:27 EDT	Donation	Brian Helm	Annual Fund	YEG Fundraising Pa	Individual		Helm	Brian		Paid	09/19/23 17:28 EDT	Brian Helm	$26.25	VISA	CARD	6725	11831490	Successful

YEAR-END CAMPAIGNS: HOW TO FINISH STRONG IN 2024

- ✓ PLAN EARLY
- ✓ SPECIFY GOALS
- ✓ CONNECT YOUR GOALS WITH TECHNOLOGY
- ✓ BUILD A COHESIVE MULTI-CHANNEL PRESENCE
- ✓ TRACK & IMPROVE
- ✓ TAKE ADVANTAGE OF AVAILABLE RESOURCES



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THANK YOU FOR JOINING US

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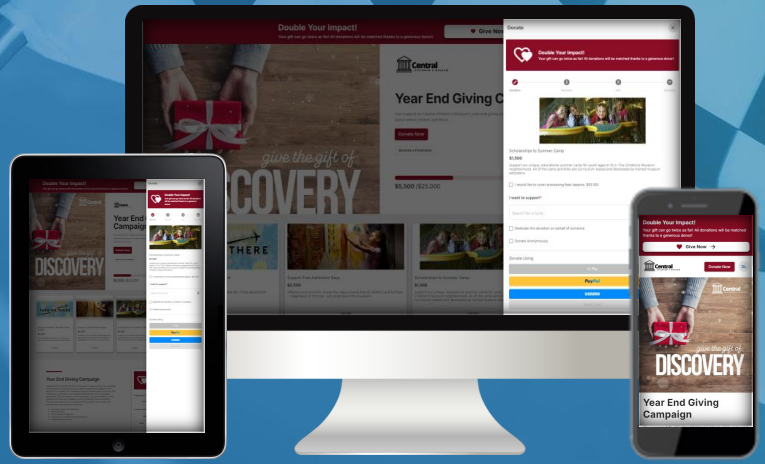
NEXT STEPS



Raise® 2024

Be Our Guest!

Nashville, TN

September 9 & 10, 2024

www.onecause.com/raise

Promo code **WEBINAR24** for $200 OFF

Thank *you!*

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Fundraising Software to Raise and Reach More

hello@onecause.com | onecause.com