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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

Fundraising **AMPLIFIED**

Practical Strategies to Elevate
Your Event Revenue



Steve Lausch
Director, Product Marketing
OneCause



Joe Duca
VP, Product Strategy
OneCause



Wednesday, June 12, 2024

Let's Get Started!

If you could have any superpower, 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](https://www.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

Director, Product Marketing
OneCause



Joe Duca

VP, Product Strategy
OneCause

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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?**



LET'S TALK ABOUT

REVENUE

F

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An iceberg floating in dark blue water, with a teal gradient background. The tip of the iceberg is above the water, and the much larger base is submerged. The text is arranged around the iceberg, with the question at the top right and various fundraising-related terms on either side of the submerged part.

“HOW MUCH DID WE RAISE?”

VENUE

TABLES & CATERING

VOLUNTEERS

AUCTIONEER

SPONSORS

NETWORKING

DONOR APPRECIATION

FUNDRAISING SOFTWARE

SUPPORTER EXPERIENCE

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How We Drive Event Revenue



WHAT WE'RE NOT TALKING ABOUT TODAY

- Integrated Ticketing
- Sponsorships
 - Online Sales
 - Configurable Sponsorship Levels
 - Tracking Impressions & Exposure
 - Analytics
 - Invoicing
- Fixed Price Items
- Raffles

How We Drive Event Revenue



WHAT WE'RE NOT TALKING ABOUT TODAY

- Integrated Ticketing
- Sponsorships
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- Fixed Price Items
- Raffles



WHAT WE ARE TALKING ABOUT TODAY

- Donation Appeals
- Auctions
- Secret Weapon (don't go anywhere!)



A hand holding a megaphone, symbolizing amplification or announcement. The background is a solid blue color with a subtle gradient.

AMPLIFY REVENUE FROM
YOUR

DONATION APPEALS

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Types of Donation Appeals

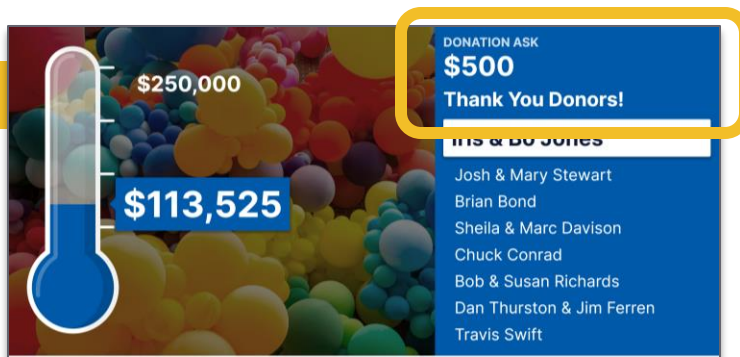
DEBATE 1: TIERED v OPEN APPEAL

Tiered

- High dollar events, sit down dinners, established communities
- Levels should relate to ticket prices
- Need an experienced auctioneer

Open

- Any type of event, esp non-gala
- Any levels work, encourage repeat giving
- Auctioneer rotates through talk tracks



LET'S HEAR FROM
YOU

Which delivers more revenue for your appeals, fund-a-needs, etc.?

- a. Open appeal with mobile donations
- b. Tiered appeal with mobile donations
- c. Tiered appeal with paddle raise

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Types of Donation Appeals

DEBATE 2: PADDLE RAISE v MOBILE

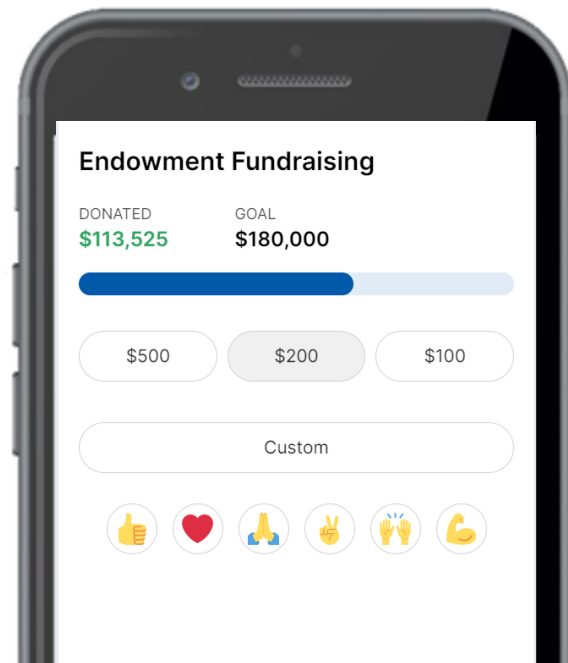
Paddle Raise

- Creates social proof
- Requires extra work & coordination

Mobile

- Auctioneer thanks by name
- Easier to execute

You can even do both!



Drive Giving Momentum

DONATION COMMITMENTS

- Commitments can drive momentum
- Track year-round against goal
- Recognize on-demand during your event

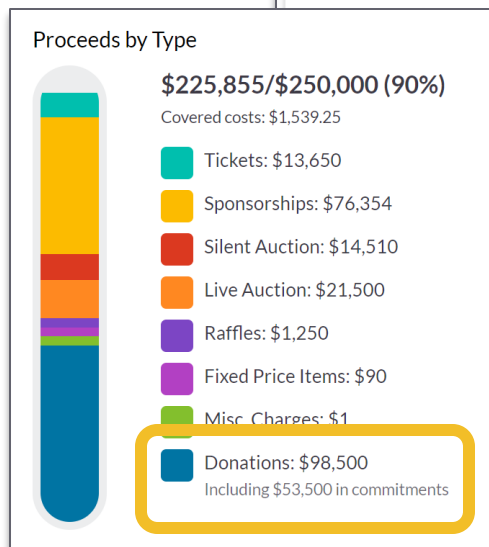
Donation Commitments

Download Commitments Create Commitment

Search Commitments

All Commitments	Not Paid	Not Recognized
\$90,845.00	\$78,345.00	\$83,345.00

Recognized	Donor Name	Amount	Status
	Max Hubbard	\$10,000.00	Confirmed
	Bob Roberts	\$15,000.00	Confirmed
	Joe Duca	\$5,000.00	Paid
	Steph Ragozzino	\$15,000.00	Unconfirmed
		\$22,345.00	Confirmed
		\$1,000.00	Confirmed
		\$10,000.00	Confirmed
		\$5,000.00	Confirmed
		\$2,500.00	Paid
		\$5,000.00	Paid



Drive Giving Momentum

DONATION COMMITMENTS

GIVING COMPETITIONS

- Top Donors Slide









Drive Giving Momentum

DONATION COMMITMENTS

GIVING COMPETITIONS

- Top Donors Slide
- Top Tables Slide

Top Tables - Total Proceeds 

	Table 7 \$245,560	2	Table 5 \$48,095
	 AUCTION	3	Table 4 \$19,716
	 DONATE	4	Table 1 \$11,090
	 SHOP		

Drive Giving Momentum

DONATION COMMITMENTS

GIVING COMPETITIONS

- Top Donors Slide
- Tables Slide
- Donate to Vote

Vote for Next Year's Theme



57 Items

Masquerade
\$250



The Roaring 20s
\$150



Red Carpet Event
\$100

Drive Giving Momentum

DONATION COMMITMENTS

GIVING COMPETITIONS

- Top Donors Slide
- Tables Slide
- Donate to Vote

Tip Your Bartenders

← Back to List

Bartender Tips



Mary Jane Judy + Kara Lowe
\$875 raised

Donate



Tashayla Person + Tony Marquez
\$465 raised

Donate



Christina Fenwick + Nate Keller
\$400 raised

Donate



Adam Miller + Ike Opara
\$320 raised



Newhouse
Kansas City

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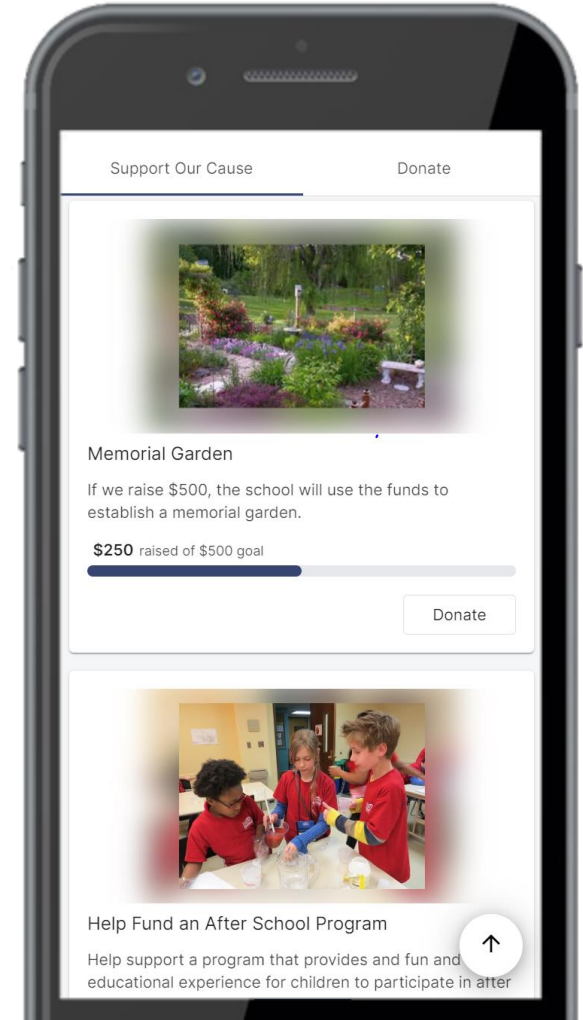
Drive Giving Momentum

DONATION COMMITMENTS

GIVING COMPETITIONS

MULTIPLE FORMS OF GIVING

- Targeted Achievements



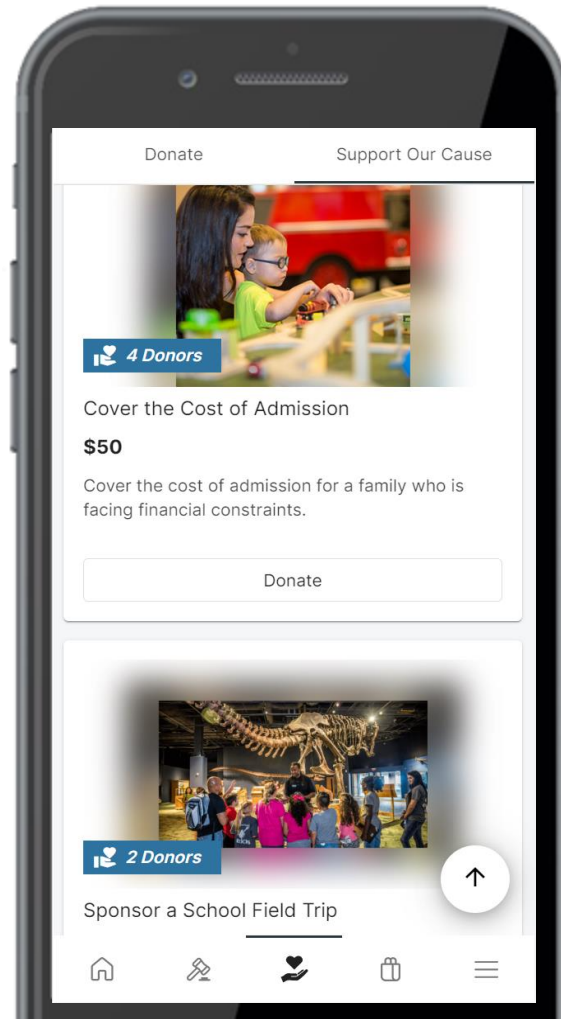
Drive Giving Momentum

DONATION COMMITMENTS

GIVING COMPETITIONS

MULTIPLE FORMS OF GIVING

- Targeted Achievements
- Impact Levels



A hand holding a megaphone, symbolizing amplification or announcement. The background is a gradient of blue and teal.

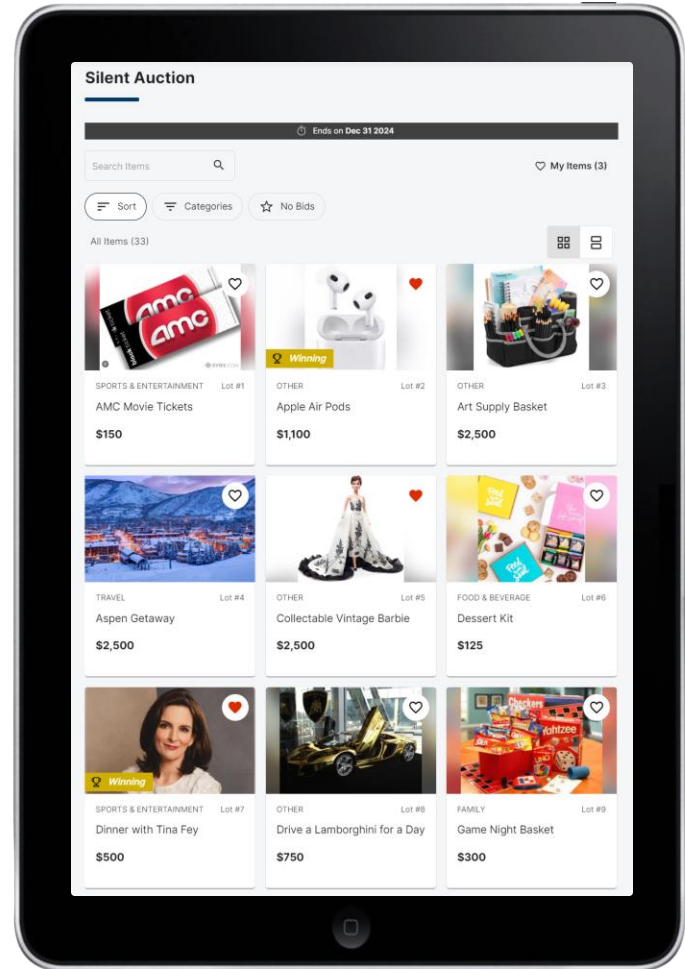
AMPLIFY REVENUE FROM
YOUR

AUCTIONS

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Are Auctions Still Worth It?

- ✓ Auctions remain popular with guests
- ✓ Auctions are the most successful fundraising tactic
- ✓ Auctions provide pre-event engagement & revenue generation
- ✓ Auctions provide post-event connection to your cause





AMPLIFY REVENUE FROM
YOUR

AUCTION ROI

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A hand holding a megaphone, symbolizing amplification or announcement. The background is a gradient of blue and teal.

AMPLIFY REVENUE FROM
YOUR

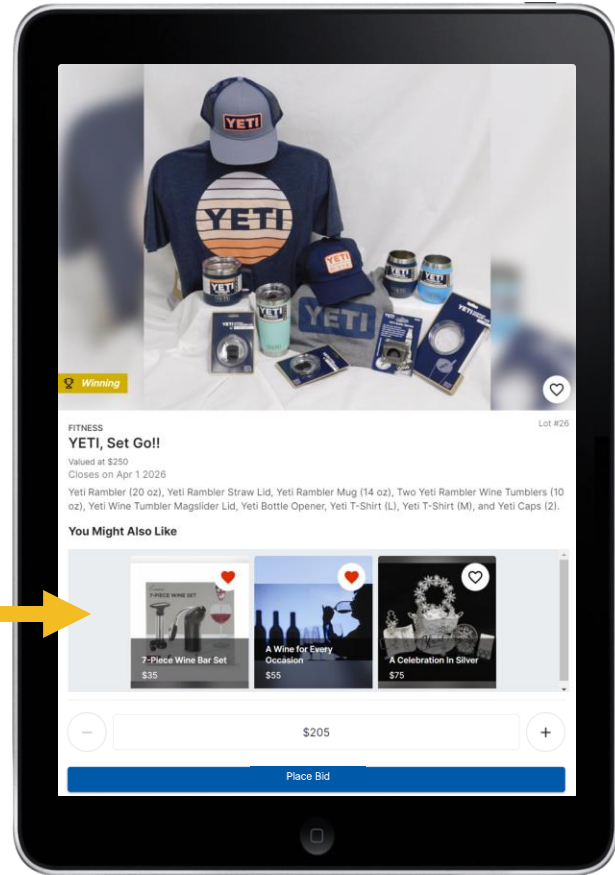
AUCTION AITM

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Auction AI™

RECOMMENDED LOTS

- Finds the closest 3 Lots
- Works right away before bidding begins, automatically there!
- Drives more revenue

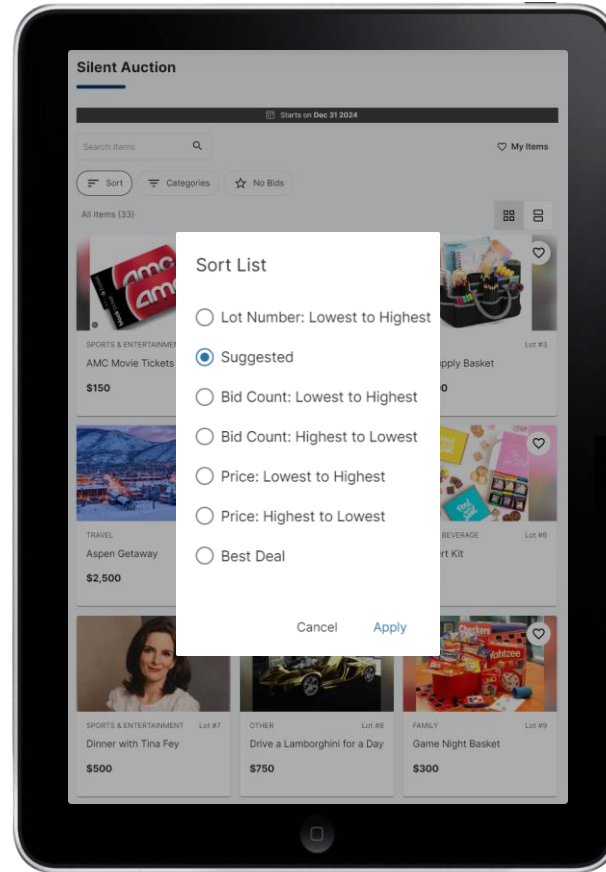


Auction AI™

RECOMMENDED LOTS

SUGGESTED SORT

- Lot # order keeps Lots at the bottom
- System figures out the best things people want



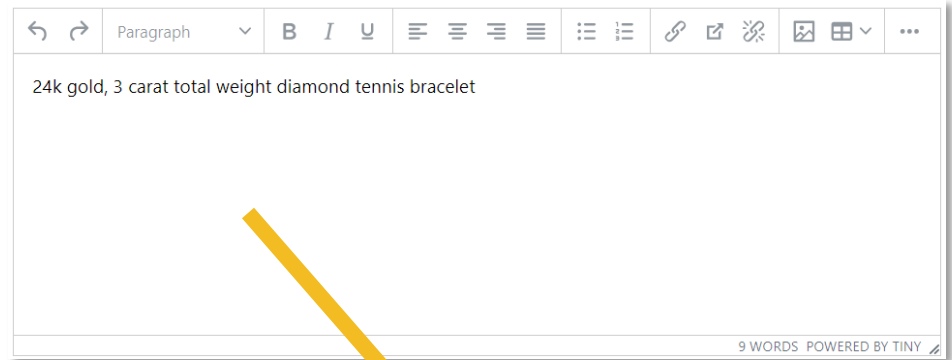
Auction AI™

RECOMMENDED LOTS

SUGGESTED SORT

DESCRIPTION GENERATORS

- Auction Lots Descriptions
- Fixed Price Item Descriptions
- Raffle Descriptions
- Event & Online Campaign Stories



Here's what you gave us

Lot Details

Name: Diamond Tennis Bracelet

Description: 24k gold, 3 carat total weight diamond tennis bracelet

Item Details

Name: Diamond Tennis Bracelet

Description: 24k gold, 3 carat total weight diamond tennis bracelet

Here's what we came up with

For tips on using the HTML editor, please [click here](#)

Lot 123: Indulge in the timeless elegance of this exquisite Diamond Tennis Bracelet. Crafted with 24k gold, this stunning piece features a total weight of 3 carats of sparkling diamonds. Perfect for adding a touch of glamour to any outfit, this bracelet is a true statement piece. Bid now and support a great cause at our charity fundraiser.

58 WORDS POWERED BY TINY

Auction AI™



“Not only did the AI item description generator save us time, but it was so creative. It helped make item descriptions much more appealing, and **it was so much easier than us having to rack our brains and come up with something unique.**”

*Lauren Picascio,
Path2Freedom*



“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 the Auction AI™ tool autogenerated a beautiful, curated description.** It was a game changer.”

*Skyler Siegal, Red River
Children’s Advocacy Center*



“**We’re not writers, we’re fundraisers.** The generative text description tool creates eye-catching auction item descriptions with just one click of a button.”

*John Brand IV,
Team IMPACT*



AMPLIFY REVENUE FROM
YOUR

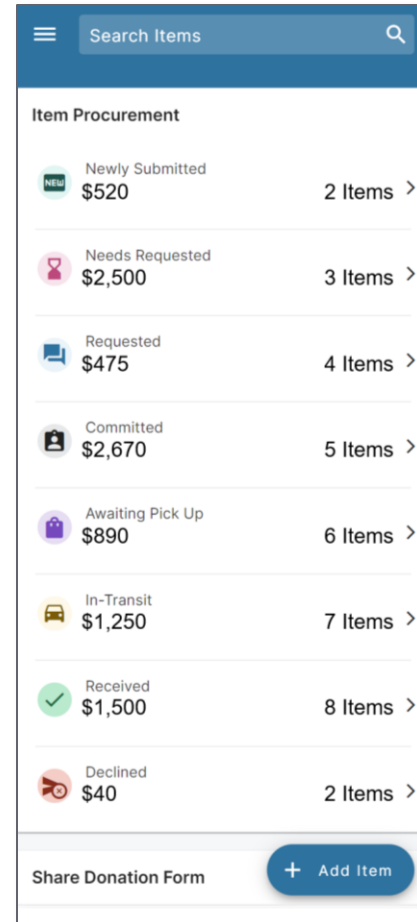
AUCTION ROI

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Item Procurement

FOR VOLUNTEERS

- Mobile friendly procurement tool for each volunteer
- Assign items you want each one to solicit
- Online Donation form for items & pictures



The screenshot shows a mobile application interface for 'Item Procurement'. At the top, there is a search bar with the text 'Search Items' and a magnifying glass icon. Below the search bar, the title 'Item Procurement' is displayed. The main content is a list of item categories, each with a small icon, a status name, a dollar amount, and a count of items with a right-pointing chevron. At the bottom, there are two buttons: 'Share Donation Form' and '+ Add Item'.

Category	Amount	Count
Newly Submitted	\$520	2 Items
Needs Requested	\$2,500	3 Items
Requested	\$475	4 Items
Committed	\$2,670	5 Items
Awaiting Pick Up	\$890	6 Items
In-Transit	\$1,250	7 Items
Received	\$1,500	8 Items
Declined	\$40	2 Items

Item Procurement

FOR VOLUNTEERS

FOR FUNDRAISERS (ADMINS)

- Track through to when they are received
- Admin filters for finding missing data

Solicitor Details

Keep track of the solicitor for this item.

Betty Brown

bbbb@capriogroup.com

Clear All Filters Apply

- Category
- Status
- Missing Information
- No Images (6)
- No Description (3)
- \$0 Value (1)
- No Donor (35)

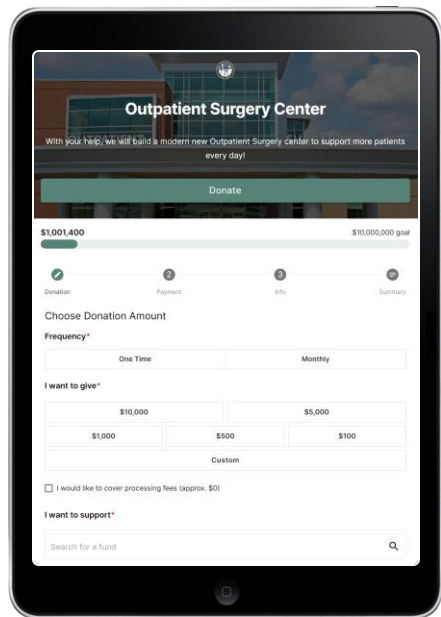
A hand holding a megaphone, symbolizing amplification or communication. The background is a solid blue color with a subtle gradient.

AMPLIFY REVENUE FROM
YOUR

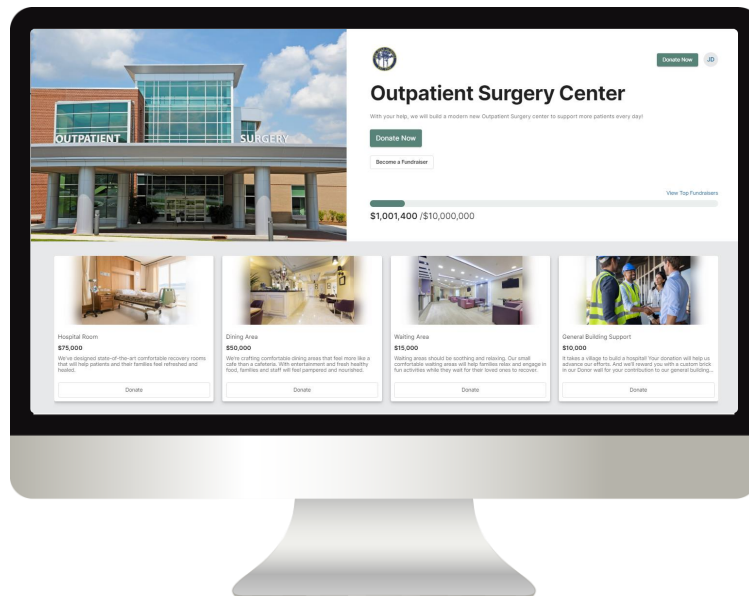
ONLINE CAMPAIGNS

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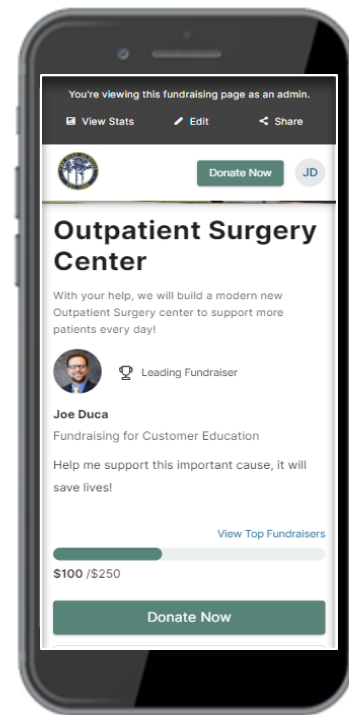
Overview: Online Campaigns



EMBEDDED & MOBILE
DONATION FORMS



ONLINE GIVING
SITES



PERSONAL
FUNDRAISING PAGES

Kick Off Campaign at Your Event

- Introduce Campaign
- Reveal Your Online Giving Site
- Encourage Personal Fundraising

Outpatient Surgery Center

With your help, we will build a modern new Outpatient Surgery center to support more patients every day!

Donate Now

Become a Fundraiser

View Top Fundraisers

\$1,001,400 / \$10,000,000

Category	Amount	Description
Hospital Room	\$75,000	We've designed state-of-the-art comfortable recovery rooms that will help patients and their families feel refreshed and healed.
Dining Area	\$50,000	We're crafting comfortable dining areas that feel more like a cafe than a cafeteria. With entertainment and fresh healthy food, families and staff will feel pampered and nourished.
Waiting Area	\$15,000	Waiting areas should be soothing and relaxing. Our small comfortable waiting areas will help families relax and engage in fun activities while they wait for their loved ones to recover.
General Building Support	\$10,000	It takes a village to build a hospital! Your donation will help us advance our efforts. And we'll reward you with a custom brick in our Donor wall for your contribution to our general building...

Personal Fundraising Pages

- Basic peer-to-peer fundraising
- Setup is easy (less than 60 seconds)
- You all have supporters who would gladly raise money on your behalf



Accelerate your Campaign at an Event

- Pull existing Fundraising Page in to an event
- Leverage Thermometer slide
- Giving works using Funds

Select Fundraising Page
Endowment Site

Select Fund *
Endowment Fund



Make Giving Easy

DIGITAL WALLET

- Faster and easier to donate
- Removes friction from mobile experience

PAYMENT METHOD

Google Pay

Apple Pay

or select another payment method

Credit Card

Electronic Check

Make Giving Easy

DIGITAL WALLET

RECURRING GIVING

- Revenue & retention
- In Fundraising Pages & Events
- Treat them well and you keep them for life

Benton Foundation Recurring Donations

Recurring Donation History

\$120 Monthly Active ✓
Next donation: Feb 26, 2024 | VISA ••• 4021
Initiated on July 2022 from Virtual event A Night In...

Gifts

2024	\$120 this year
2023	\$1,440 this year
2022	\$720 this year

[Edit Recurring Donation](#)

\$10.40 Monthly Canceled
Initiated on March 2022 from Virtual event Ambassador Fundraising

Gifts

2022	\$83.20 this year
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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 | 1:00PM ET

REFLECTING ON REVENUE

HOW MIGHT AMPLIFY MY EVENT REVENUE?

- Appeals / Fund-a-Needs
- Creative Donations (Community & Competitive)
- Silent & Live Auctions (ROI)
- Integrated Online Giving Campaigns
- Personal Fundraising Pages



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REFLECTING ON REVENUE

Q+A



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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!!”

“I really enjoyed this format of the session! It gave me many insights that are real and applicable to the session attendees.”

“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.”

onecause® | WEBINAR

AI in Fundraising

ESSENTIAL STRATEGIES TO Boost Nonprofit Impact



Nathan Chappell
MBA, MNA, CFRE
Co-Founder, FundraisingAI
Senior Vice President, DonorSearch

Wednesday, June 26, 2024



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ACCELERATE Year-End Giving

The Power of DAF Fundraising



Mitch Stein
Head of Strategic Charities

Wednesday, July 10, 2024





Raise[®]
2024

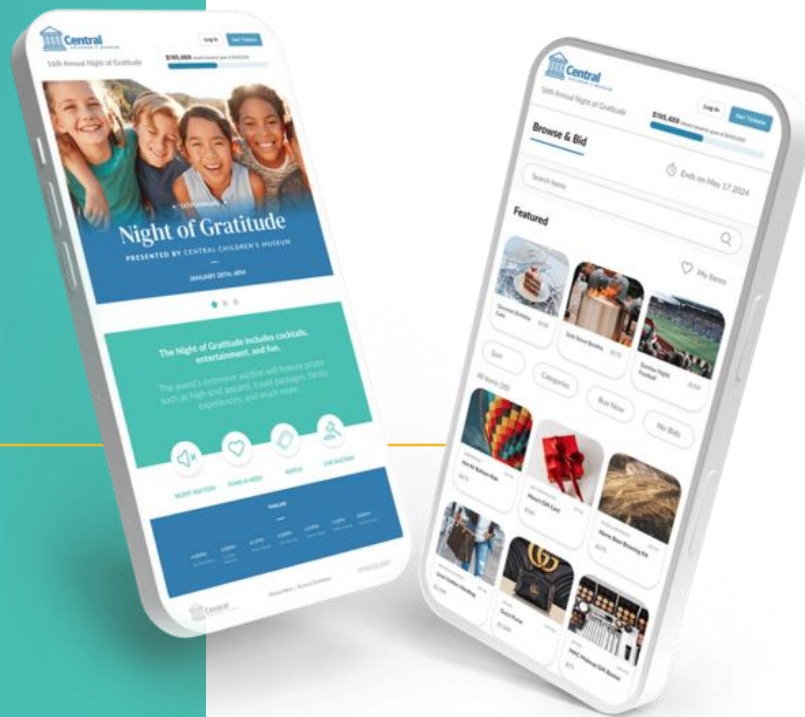
Your Invitation to Raise

Nashville, TN
September 9 & 10, 2024

www.onecause.com/raise
Use Code: **WEBINAR24** for \$200 OFF

Thank you!

Fundraising Software
to Raise and Reach More



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



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