ONECAUSE®

Get Ready to Grow Your Fundraising
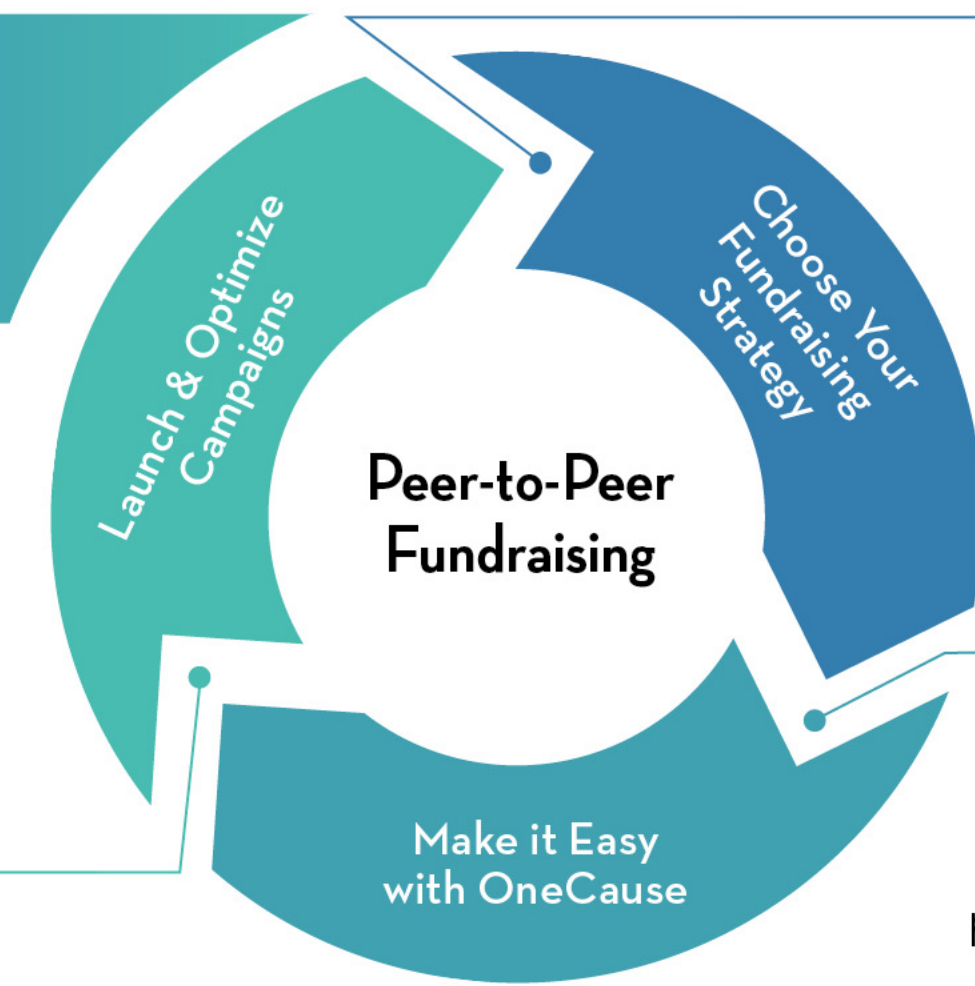# Peer-to-Peer Path to Success

Empower your supporters to help you reach more people and raise more money.

Effective peer-to-peer recruitment and fundraising software will help you acquire, motivate, and empower donors.

PATH TO SUCCESS

Peer-to-Peer Fundraising

- Launch & Optimize Campaigns
- Choose Your Fundraising Strategy
- Make it Easy with OneCause

Flexible campaigns of any shape and size to help grow your fundraising.

Optimize your site for engagement & fundraising

Mobile-first experience to engage and empower today's participants and donors.

1 Choose Your Fundraising Strategy

- RUNS, WALKS, RIDES
- GIVING & AWARENESS CAMPAIGNS
- AMBASSADOR FUNDRAISING
- DIY SUPPORTER DRIVEN
- VIRTUAL CAMPAIGNS
- TRIBUTES AND MEMORIALS

> I've been delighted with the smooth transition and look forward to watching our participant engagement and success rise to unprecedented levels for our Race this fall.
>
> *Susan G. Komen Greater NYC*

2 Make it Easy with OneCause

> Over the last 5 years, we've increased the number of donors 146% and grown our donations by 147%.
>
> **I absolutely attribute that growth to OneCause Peer-to-Peer Fundraising.**
>
> *Alamance Regional Charitable Foundation*

Participant Recognition
- Send emails to recognize **participant achievements**
- Streamline your event follow-up process with **automated thank-you emails**

Social Integration
- Provide social post suggestions to encourage team **participation** and additional **donations**
- Utilize **hashtag listening**

Gamified Giving
- **Leader boards** for fundraising, recruitment, and social sharing
- Milestone **badges** and participant **rewards**
- Participant **dashboard** to track progress
- Contests, head-to-head **competitions**, and drawings

Detailed Reporting
- Gather **data** before, during, and after your event
- Utilize over **120 real-time** reports available
- Track year-over-year **progress**
- Use thousands of **data points** and turn them into **actionable steps** to enhance your mission

3 Launch & Optimize Campaigns

Site Launch

- ✓ An optimized site creates more engaged donors and higher fundraising
- ✓ Add a compelling mission description
- ✓ Use high quality photos and video
- ✓ Provide detailed event information

Why It Matters: Raise More ⬆

- Launch quickly with a site optimized for engagement & fundraising
- Site design maximizes participant & donor experience
- Your team is equipped to manage, track & report on campaigns

> With a simplified backend and OneCause's innovative approach, **we've been able to quickly set up and optimize our campaigns and events** where previously there was the added time and expense to customize our digital experiences.
>
> *Share Our Strength*

About OneCause®

OneCause creates user-friendly fundraising software that helps nonprofits reinvent their peer-to-peer fundraising and optimize the participant experience. Our online and event fundraising solutions have powered 5,000 organizations, well over 20,000 fundraising events, and helped nonprofits raise more than $2 billion.