

onecause®

FUNDRAISING LEADERSHIP WORKSHOP

MAXIMIZE FUNDRAISING Strategy & Results

with **Data-Driven** Approaches



Thursday, February 29, 2024



DR. BENJAMIN SMITH
PRINCIPAL DATA SCIENTIST, ONECAUSE



MELISSA MERRIAM
NATIONAL SALES DIRECTOR, ONECAUSE

Beyond The Webinar

- Engage With Us
 - Q & A and Chat (defaults to host/panelists)
- Webinar Wrap-up
 - Wrap-up email with Webinar recording
 - Exclusive content
- Survey
 - Drive future Webinar content



Learn more about the OneCause Fundraising Platform

onecause®

HOSTS



Dawn Lego

Director, Brand Engagement and
Partner Marketing
OneCause



Melissa Merriam

National Sales Director
OneCause



Dr. Benjamin Smith

Principal Data Scientist
OneCause

Agenda

- Introduction & Background
- Donor Expectations
- Data Journey & Architecture
- Data Utilization
- Top-Secret Developments



Our History

In 2008, we set out to revolutionize charitable fundraising. Nearly 15 years later, we've gone from market pioneer to industry leader, transforming our business, innovating new solutions, and accelerating our product development to help nonprofits raise more.

2008-2011 Market Pioneer

Mobile Bidding



2009 TECHNOLOGY
MIRA
AWARDS

2012-2016 Transition & Scaling

Cloud-based,
Integrated Suite



2017-2019 Market Leader

Peer-to-Peer &
Online Fundraising

onecause®



2020-2021 Pandemic Pivot

NEW Virtual & Hybrid
Solutions



2020-2021
MIRA
AWARDS
PANDEMIC
PIVOT

2022 & Beyond Future of Fundraising

NEW Fundraising
Platform



\$6.5B RAISED

for good

Powering nonprofits to build better tomorrows.

11K

Nonprofits
Supported

60K

Fundraising
Campaigns

2.5M

Supporters Reached
Annually

OUR MISSION

We help our customers connect with **more supporters** and **raise more** money by providing the best value in fundraising software & support *so they can focus on advancing their mission.*



HUMAN
RIGHTS
CAMPAIGN



MARCH OF DIMES



lakes center
FOR YOUTH & FAMILIES
Guiding Successful Futures



Big Brothers
Big Sisters.
OF AMERICA



GiGi's
Playhouse



CROHN'S
& COLITIS
FOUNDATION



American
Lung
Association



SHARE OUR
STRENGTH
NO ONE HUNGRY



MDA
Muscular
Dystrophy
Association



Arthritis
Foundation



MAKE-A-WISH



Canine
Companions



Humane
Society
Serving Every Animal Since 1912



JUNIOR LEAGUE



RMHC



BOYS & GIRLS CLUB



Parkinson's
Foundation



United
Way

Our Fundraising P L A T F O R M



AUCTIONS &
MOBILE BIDDING



EVENTS



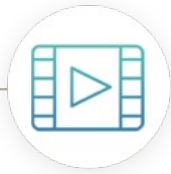
ONLINE GIVING



TEXT2GIVE®



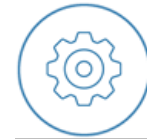
PEER-TO-PEER



STREAMING
EVENTS



PAYMENTS



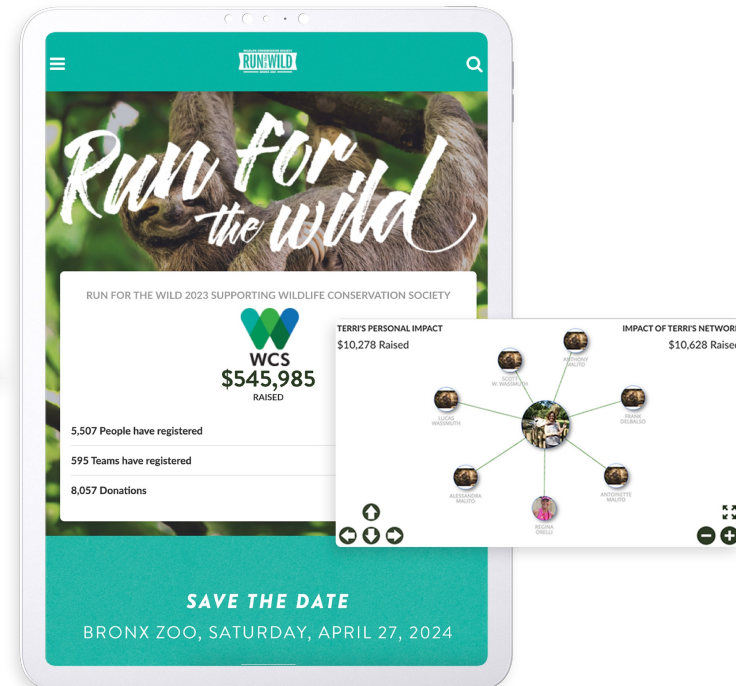
MODERN &
FLEXIBLE



SEAMLESS
GIVING



DEEPER
ENGAGEMENT



POLL

Question

Is data from your fundraising campaigns easily accessible, reliable, and driving fundraising strategy?

Answers

- **Yes!** We make all fundraising decisions based on data.
- **Somewhat.** The data is there but difficult to access and interpret.
- **Please.** I wish my software provided easy-to-access reports and data.
- **No bueno.** It's anecdotal for our team.

2023 Customer Advisory Boards

CAB & NCAB



Thought Leadership

PREMIERE CONTENT



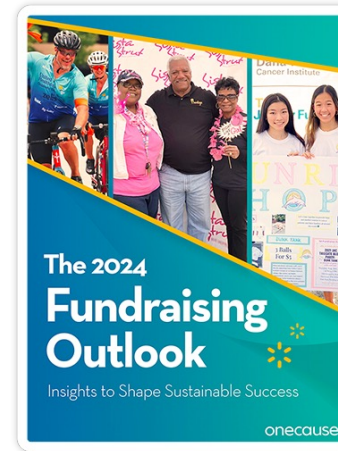
Podcast



Raise
Conference



Guides



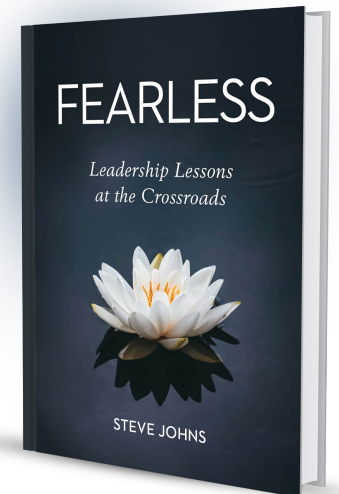
Research



Webinars



Success
Stories



CEO Book

onecause®

The background is a collage of four images. Top left: A young boy in a pink shirt is smiling and eating with a spoon. Top right: Two women are laughing and hugging. Bottom left: A group of people are running on a path. Bottom right: A group of people are sitting around a table, clinking glasses in a toast. The text 'GIVING REIMAGINED!' is centered over the collage. 'GIVING' is in white, and 'REIMAGINED!' is in white with a yellow underline.

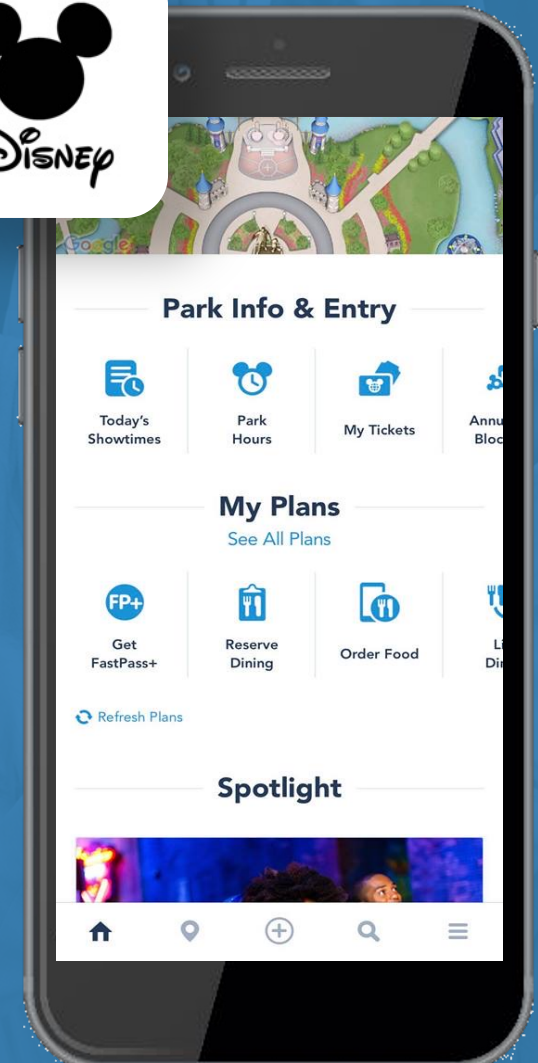
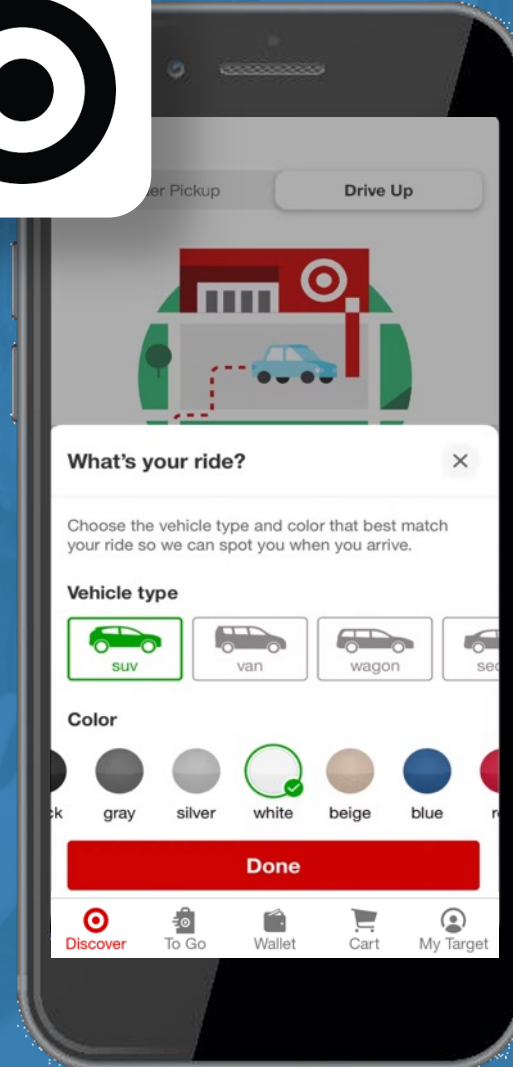
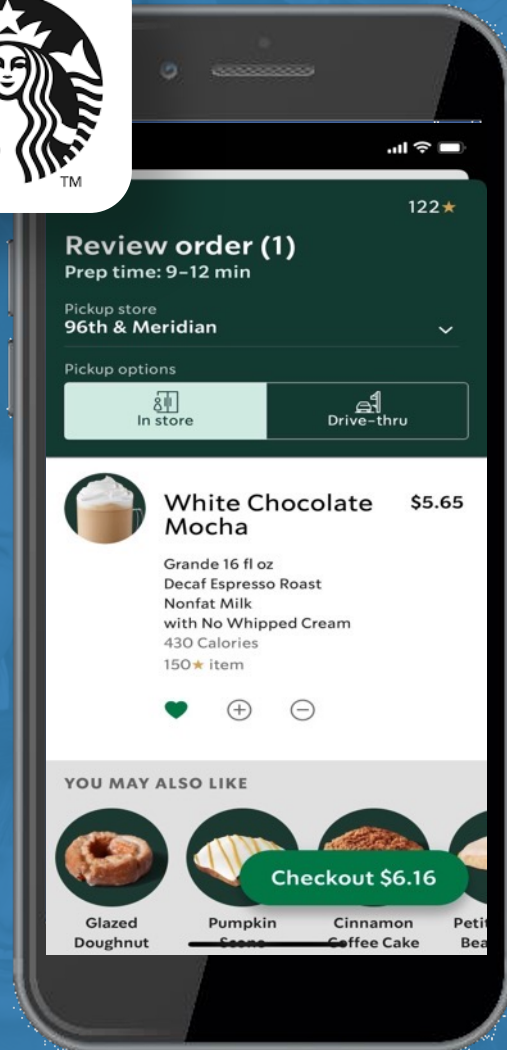
GIVING REIMAGINED!

Need for Frictionless Philanthropy

- Look at our donors and events through lens of experience
- Seamless + easy vs. giving friction
- Examine how technology can streamline
- Introduce and leverage personalization
- Open to rethinking traditional processes



Market Research

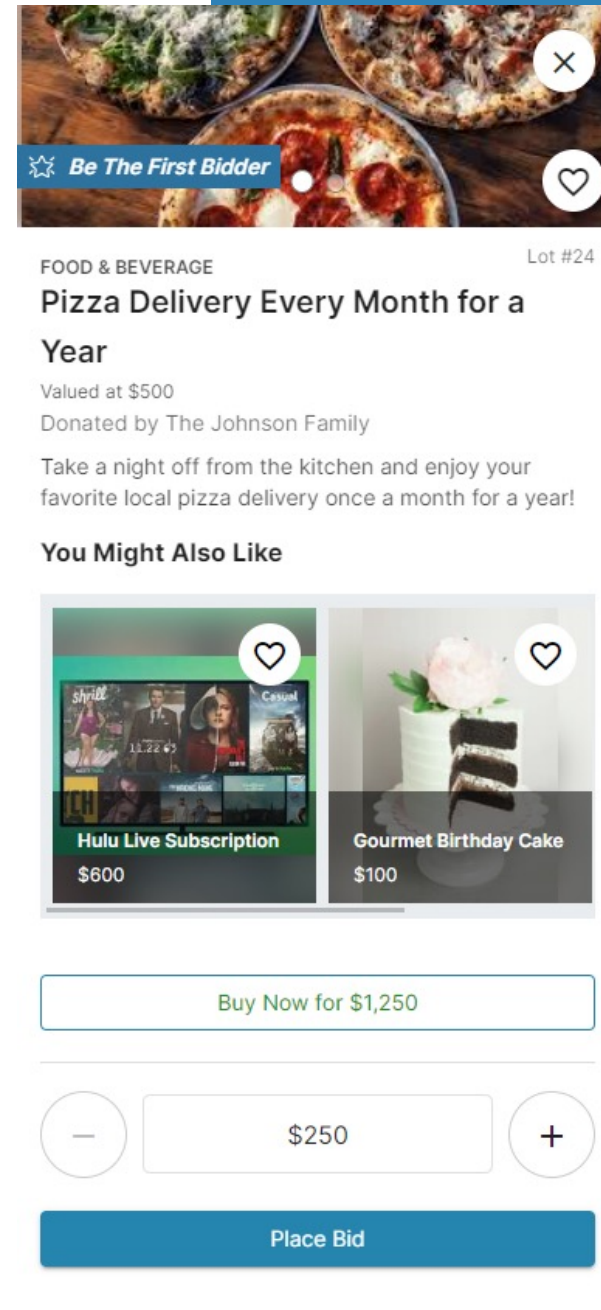


Recommended Lots

AUCTION AI

You Might Also Like ...

- Promote similar items in the auction
- Drive engagement
- Create eCommerce-inspired experiences
- Boost more bids and proceeds!



The screenshot displays an auction item titled "Pizza Delivery Every Month for a Year" under the category "FOOD & BEVERAGE". The item is valued at \$500 and donated by "The Johnson Family". A description encourages taking a night off from the kitchen. The interface includes a "Be The First Bidder" badge, a close button (X), and a heart icon for favorites. Below the main item, a "You Might Also Like" section features two recommendations: a "Hulu Live Subscription" for \$600 and a "Gourmet Birthday Cake" for \$100. At the bottom, there is a "Buy Now for \$1,250" button, a bid adjustment section with minus, plus, and a text input field (currently showing \$250), and a "Place Bid" button.

FOOD & BEVERAGE Lot #24

Pizza Delivery Every Month for a Year

Valued at \$500
Donated by The Johnson Family

Take a night off from the kitchen and enjoy your favorite local pizza delivery once a month for a year!

You Might Also Like

- Hulu Live Subscription**
\$600
- Gourmet Birthday Cake**
\$100

Buy Now for \$1,250

— \$250 +

Place Bid

Frictionless Giving

REGISTRATION

LINKS & QR CODES
PROFILE MANAGEMENT
GUESTS & ADD ONS



MESSAGING

BY EVENT TYPE
PERSONALIZATION
FUNDRAISING LINKS



BRANDING

CUSTOM SITE
BRAND CONSISTENT
CLEAN UI



ENGAGEMENT

DIRECTED GIVING
EXPERIENCE BY TYPE
CHAT & TEXTS



CHECK OUT

CARTS
TIMESLOTS
PROFILE PAYMENTS



RETENTION

RECURRING GIFTS
ANALYTICS
ENGAGEMENT



OPTIONS

OUTREACH

PERSONALIZATION

CHOICE

IMMEDIACY

Personalizing the Donor Experience

MEETING DONOR EXPECTATIONS



Fundraising Platform [Event Fundraising]

- Streamlined Check-in & Self Check-out
- Personalized Auction Experiences
- Flexible Payment Methods



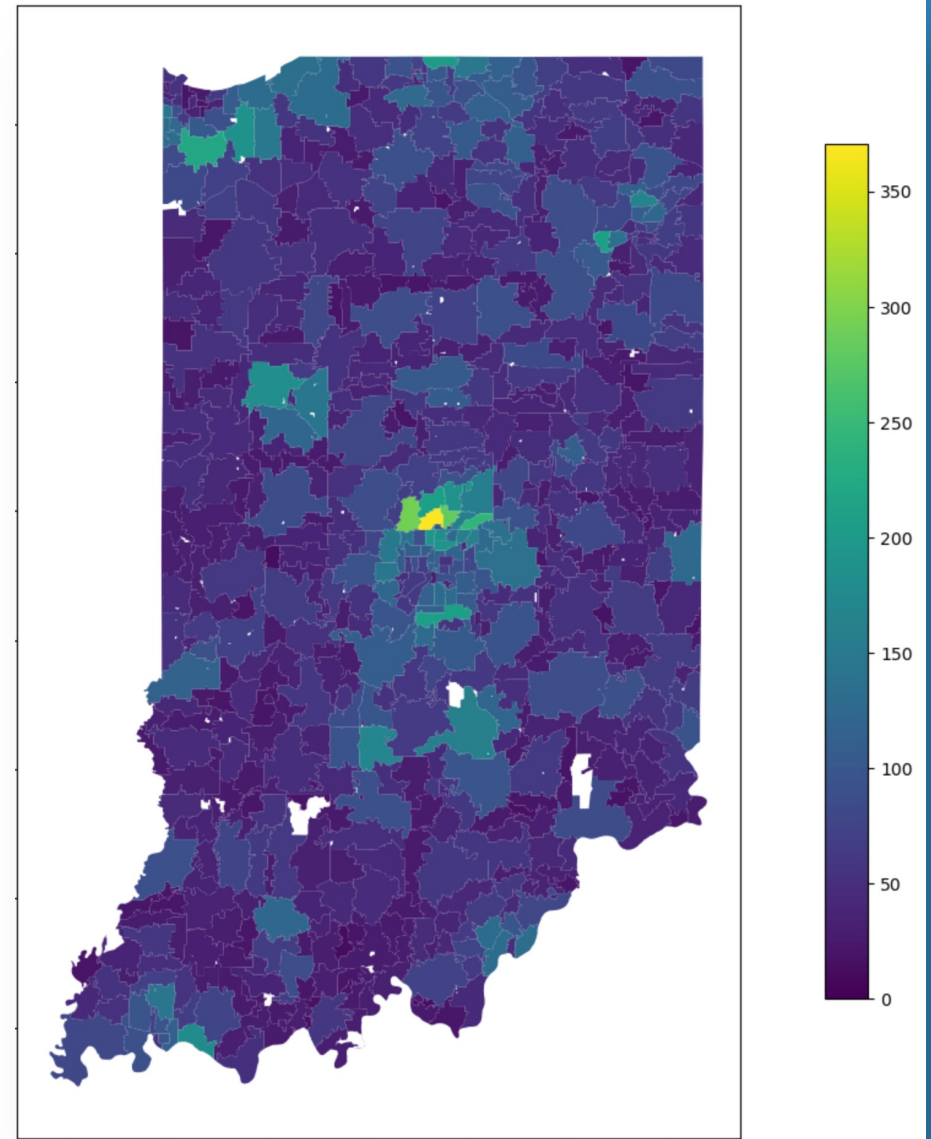
Peer-to-Peer [Runs, Walks, Rides]

- Supporter Driven DIY Campaigns
- Ambassador Fundraising
- Social Engagement

Propensity to Give

DATA SCIENCE RESEARCH

- Identify high-potential donors.
- Segment donors for outreach.
- Tailor fundraising strategies effectively.



Harnessing Demographics

PREDICTIONS

EXPERIENCE

PERFORMANCE

PERSONALIZATION

Data Informed Fundraising

CHANGING LANDSCAPE

Campaign Optimization

- Informed Decision Making
- Precision Targeting
- Enhanced Donor Engagement
- Measurable Impact
- Compliance and Transparency





Diversity in Donor Demographics

BUILDING TRUST

- Financial Resiliency
- Increased Innovation
- Expanded Networks
- Enhanced Credibility
- Adaptability and Responsibility

Managing Risk

NAVIGATING OUTCOMES

- Predictive Analytics
- Compliance and Transparency
- Scenario Planning



POLL



Question

What strategic fundraising decisions does your organization make using data analytics?

Answers

- Event Fundraising Planning
- P2P Campaign Planning
- Recruiting
- Sponsorship Opportunities
- Targeted Lists
- Personalized Communications

Leveraging Data for Fundraising Success

MULTI-ANALYTIC APPROACH

- Analyze Campaign Data
- Donor Stewardship Insights
- Portal Data Inference
- P2P Engagement Strategies

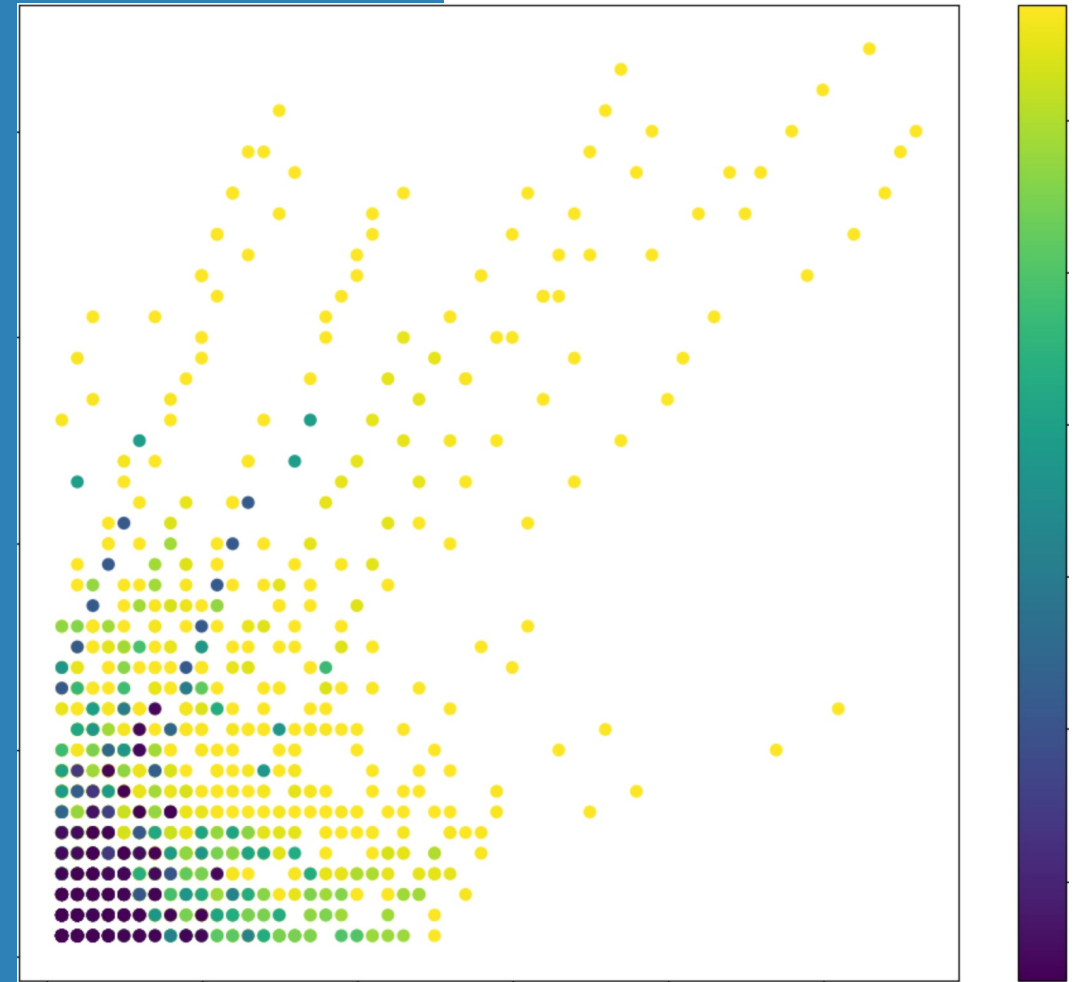


OneCause Data Architecture

60,000 Fundraising CAMPAIGNS

Fundraising Data Set

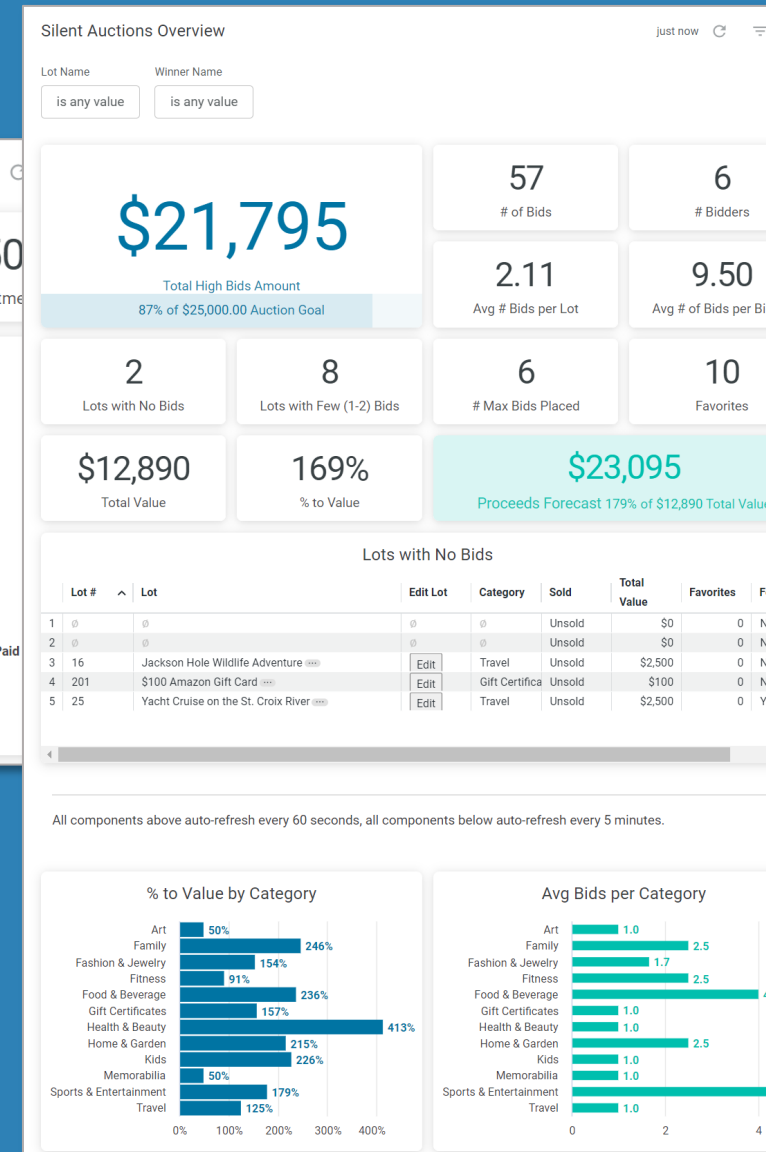
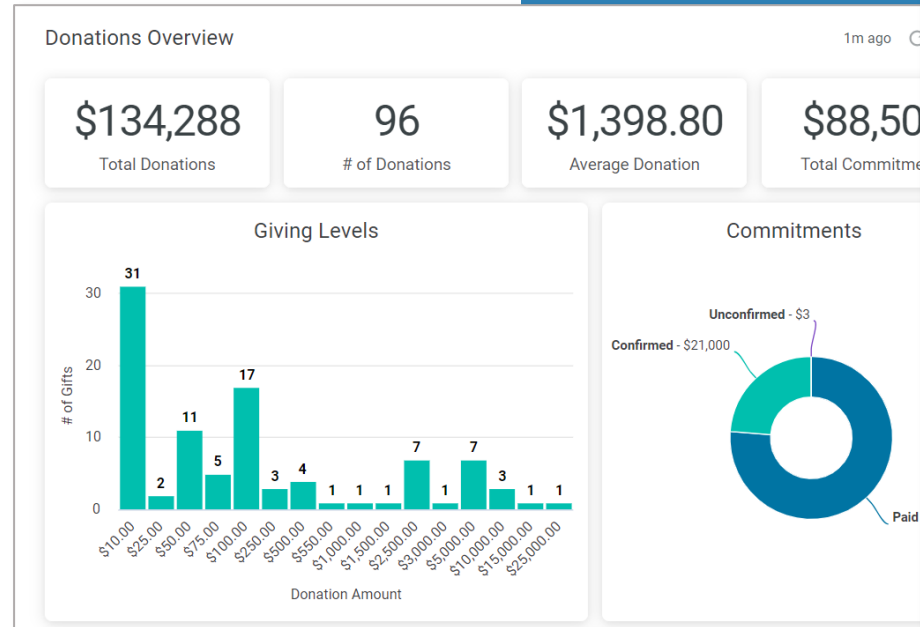
- Ticketing
- Sponsorship
- Online Campaigns
- Auctions



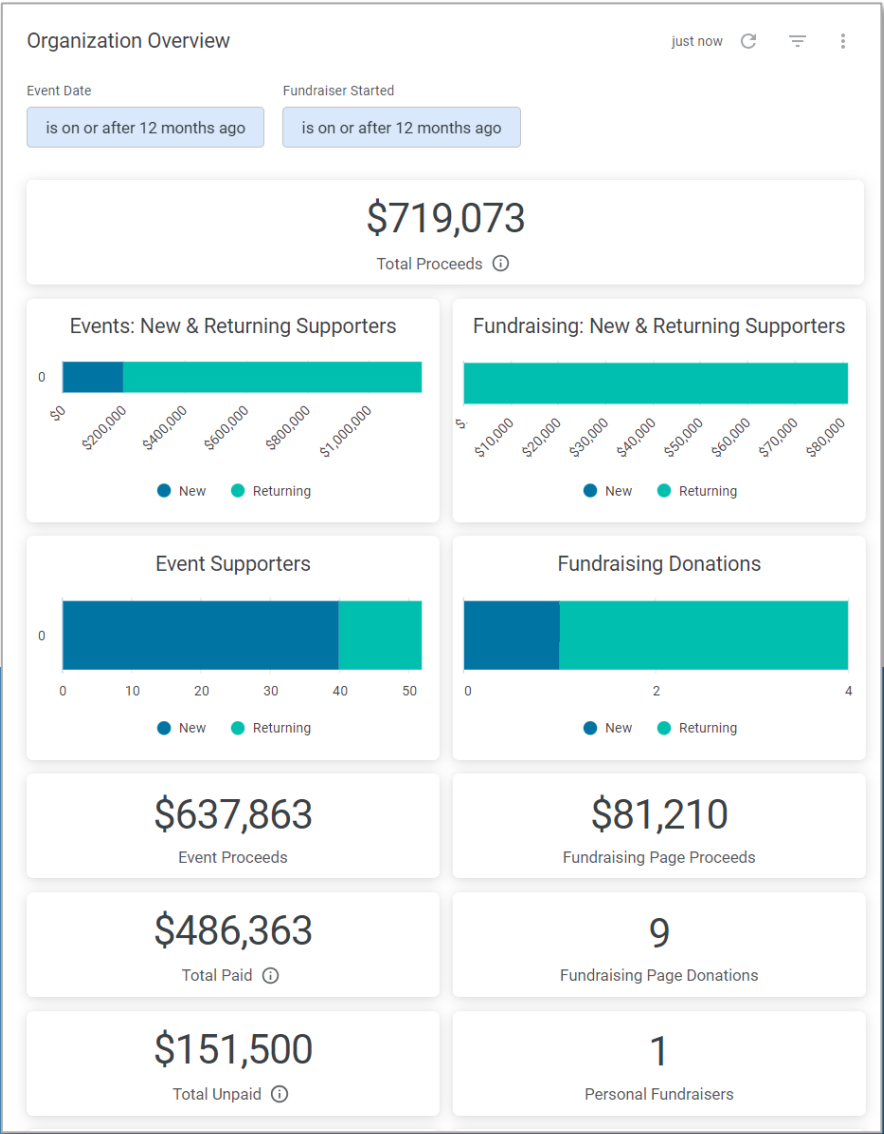
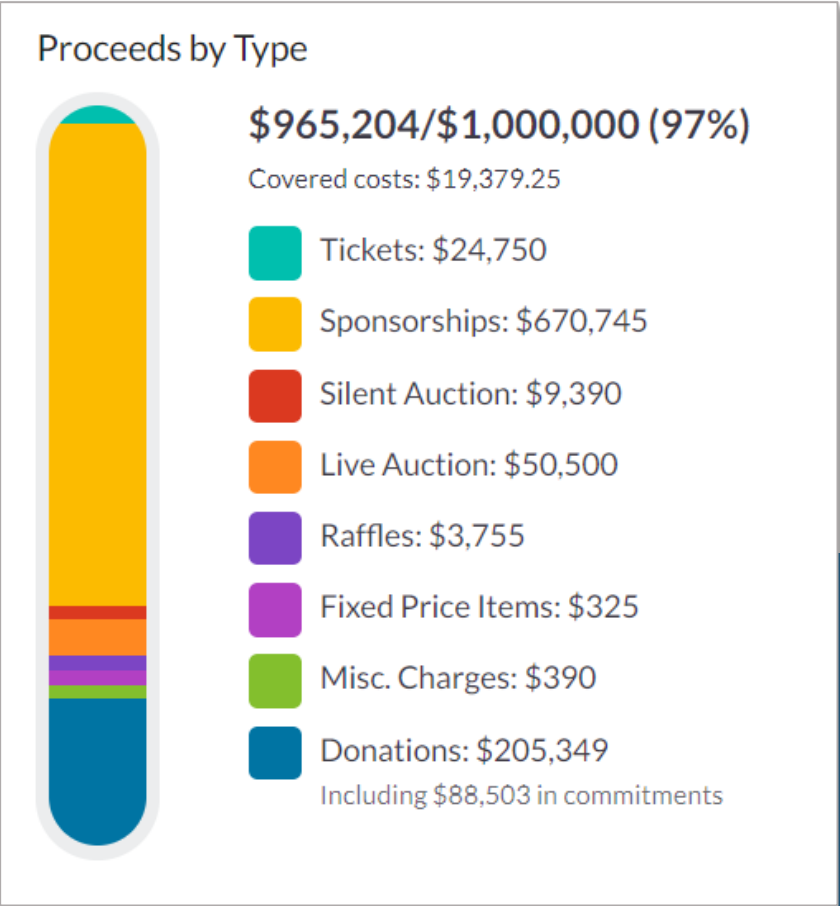
Event Analytics

How is my event performing?

- Forecasts on success
- Actionable insights (like Auction categories)
- Rolls up to Org level



Event Analytics



Highest Raising Table


INSPIRES COMPETITION


Top Tables - Total Proceeds


1st


🏆 Table 3

\$107,600



 AUCTION

 DONATE

 SHOP

2nd

Table 2

\$96,300

3rd

Table 4

\$49,600

4th

Table 28

\$33,100

5th


Table 27

\$30,800

6th

Table 13

\$22,200



Sponsor Analytics & Reporting

How can we retain more sponsorships?

- Show brand interaction
- Show guest contributions
- Overall impact of sponsorship to your mission

Sponsor Name	Clickthrough URL	Clickthrough Count	View Count - Event Site	View Count - Slideshows	# Checked in Attendees	Location in Game	View Count - Game
Hills Science Diet	http://www.hills.com	78	724	75	253	Top of Tile	116
Kroger	http://bit.ly/ghyruejk	95	720	75	253	Highlight	140
CBS			650	75	253	Back of Tile	19

P2P Data Driven Engagement

CUSTOM REPORTING

- Historical campaign data
- Automated dashboard
- Filter and define parameters
- Scheduled reports

Participants 2023

INFORMATION

FILTERS

COLUMNS

SUBMIT

Select Columns for Your Report

Available Columns

First Name

Last Name

Email Express Consent

Street Address

Address Line 1

Address Line 2

Selected Columns

Participant Name

Email

Team

Campaign

Date/Time Registered

Donation Count

Drag and drop columns to add, remove or reorder them in your report.

PREVIOUS

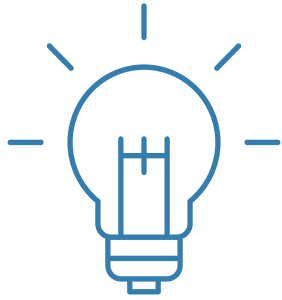
NEXT

Everyone's Favorite Topic

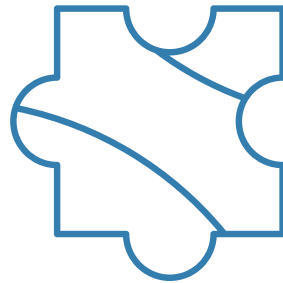
Versatility



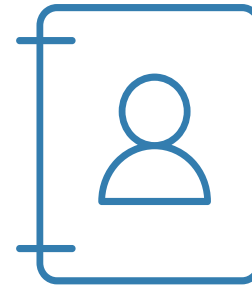
Innovation



Efficiency



Personalization



Impact



Auction AI™

How can we use AI to make auctions easier and more successful?

- Generating Descriptions
- Recommending Lots
- New! Personalized Sorting

Here's what you gave us

Lot Details

Name: In-Home Dinner with Chef Terry John Zillow

Description: in-home dinner

Item Details

Name: In-Home Dinner with Chef Terry John Zillow

Description:

Here's what we came up with

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

Indulge in a culinary experience like no other with an exclusive In-Home Dinner with renowned Chef Terry John Zillow. This auction lot offers the opportunity to have Chef Zillow prepare a gourmet meal for you and your guests in the comfort of your own home. From meticulously crafted dishes to personalized menu planning, this is a chance to savor a truly unforgettable dining experience. Bid now and treat yourself to an evening of exquisite flavors and

P 78 WORDS POWERED BY TINY

The screenshot displays the Planet Fitness Silent Auction interface. At the top, a large banner features the Planet Fitness logo and a thumbs-up icon. Below the banner, a featured lot is shown: "3 Month Membership - Planet Fitness full membership and personal training". This lot is valued at \$300, donated by Jordan Davis, and includes a 3-month membership. To the right of the featured lot, a "Silent Auction" section is visible, containing a "Suggested" button, a "Categories" dropdown, and buttons for "Buy Now" and "No Bids". Below these buttons, a grid of recommended items is displayed, each with a heart icon for favoriting. The recommended items include: "Wilderness Retreat" (Lot #100, \$500), "Green Thumb Workshop" (Lot #101, \$75), "Eco-Friendly Fashion Bundle" (Lot #102, \$120), "YETI, Set Golf" (\$125), "Jackson Hole Wildlife Adventure" (\$1,250), and "Prettiest Feet in the House!" (\$30). The interface also includes a "You Might Also Like" section at the bottom.

Success Story



“Adding AI into the OneCause Fundraising Platform is an exciting advancement that opens an avenue of possibilities for enhancing revenue streams.”

Della Carver
Arthritis Foundation



“Two thumbs up! We are thrilled with the AI tool to write descriptions. It’s exactly the kind of writing I’d prefer to have a machine take a crack at first!”

Jenny Floria
Crescent Cove

A top-down view of a person's hands holding a white spiral-bound notebook. The notebook is open to a blank page with the text "Q&A" written in the center in a large, black, sans-serif font. The person's left hand is on the left side of the notebook, and their right hand is on the right side, holding a black pen with a silver tip. The background is a solid, light blue color. The person is wearing a light-colored, ribbed sweater.

Q&A

1PM ET | 12PM CT | 11PM MT | 10AM PT

Fundraising Leadership

WEBINAR SERIES

★ 1. **Maximize Fundraising**
Thursday, February 29

2. Thursday, April 25

3. Thursday, July 18

4. Thursday, October 3





CELEBRATING

100

EPISODES

Raise Nation Radio

The Podcast for Fearless Fundraisers



Thank You!

onecause®
POWERFUL FUNDRAISING SOLUTIONS



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