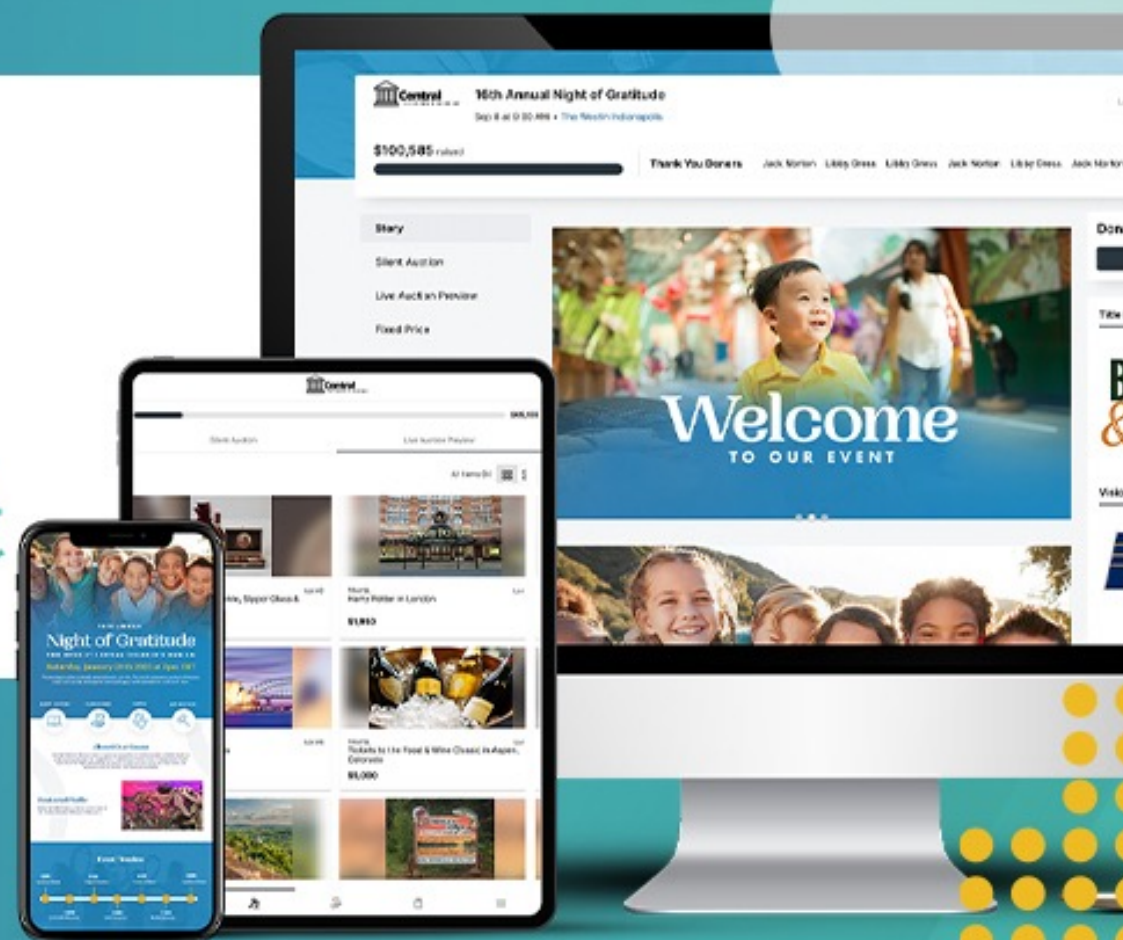


# Fundraising Success

## 3 Real-Life Nonprofits

### Inspiring Donor Engagement



Wednesday, January 18, 2023

# \$5B RAISED

*for good*

Powering nonprofits to build better tomorrows.

## 10K

Nonprofits Supported

## 40K

Fundraising Campaigns

## 2M

Supporters Reached Annually

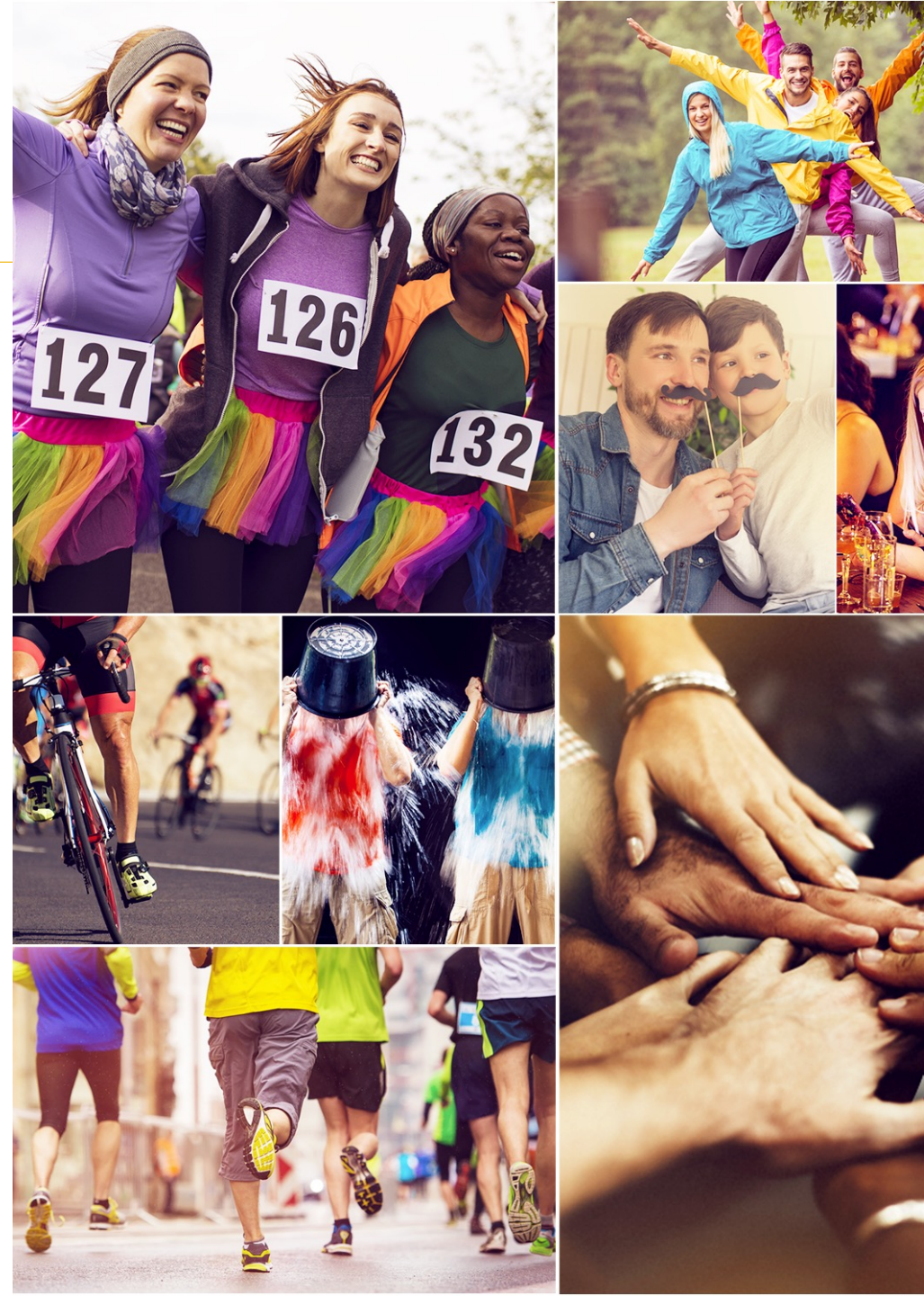
## OUR MISSION

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.*



# Engage with Us!

1. **During the Webinar**
  - a. Submit questions in Q & A panel
  - b. Engage with each other in Chat
  - c. Share thoughts with friends on social
2. **After the Webinar**
  - a. On-demand at [www.onecause.com](http://www.onecause.com)
  - b. Wrap-up email with Webinar recording
  - c. Exclusive content
3. **Survey:** drive future Webinar content



# In case you missed it ...

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## “POWER OF THE PLATFORM” WEBINAR SERIES

WEBINAR 1

### Events Reimagined

WEBINAR 2

### New Strategies to Reimagine Giving

WEBINAR 3

### New Ways to Delight Your Donors

WEBINAR 4

### How Innovation Makes Fundraising Easier



# YOUR HOSTS



**Dawn Lego**

Director, Brand Engagement &  
Channel Marketing



**Nikki DeFalco**

Senior Manager,  
National Customer Success



**Stefanie Zachery**

Senior Consultant,  
Customer Education



**Steve Lausch**

Director,  
Product Marketing

# Agenda

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- **Meet the Fundraising Platform**
- **Meet the Nonprofit Success Stories**
  - Lincoln Park Community Services
  - Central Christian School
  - March of Dimes
- **Wrap Up**

[bit.ly/3VWbICB](https://bit.ly/3VWbICB)

Want to learn more?  
Scan **HERE!**



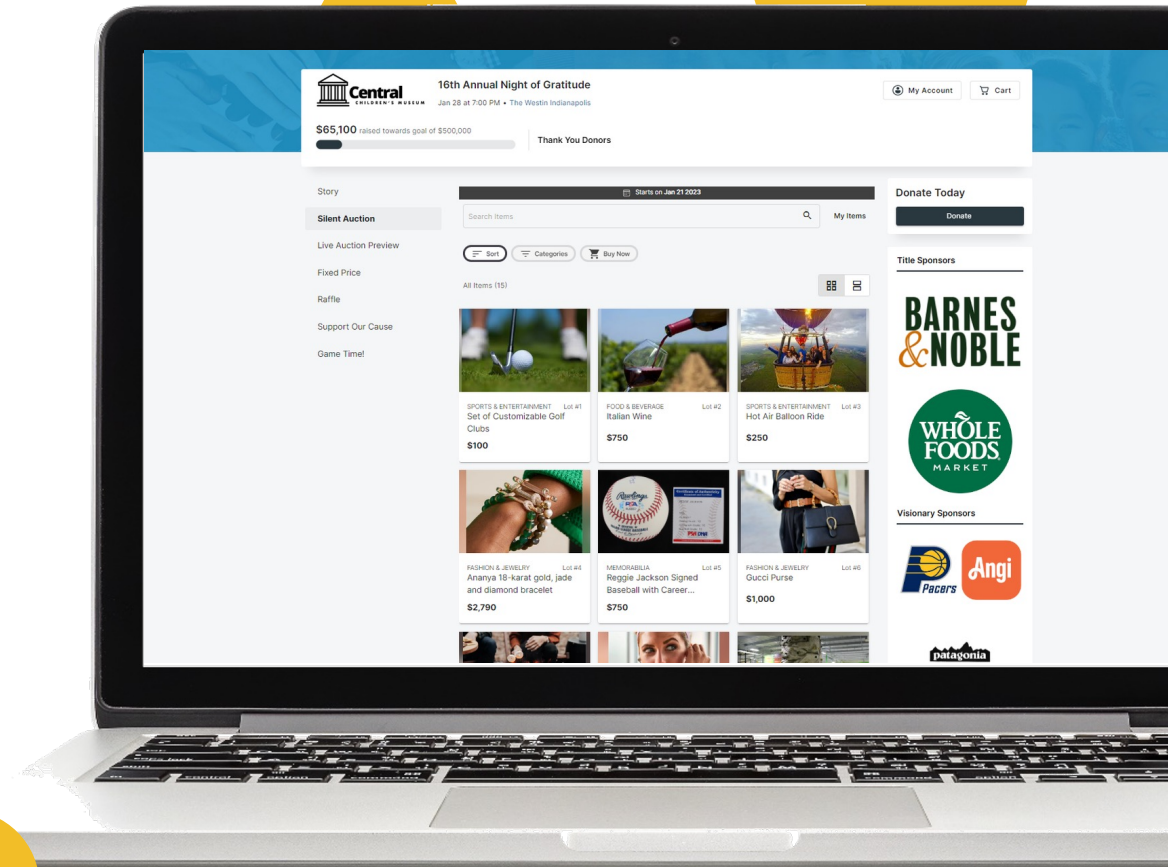
# MEET THE ONECAUSE FUNDRAISING PLATFORM

All New!



# Meet the Platform

- ALL-NEW Fundraising Platform
- Key Fundraising Challenges
- Inspiration from Target, Disney, etc.
- Modern, Intuitive & Self-Driven for Supporters
- Flexible, Scalable & Innovative for Nonprofits





# ONECAUSE FUNDRAISING PLATFORM

All New!



MODERN & FLEXIBLE



SEAMLESS GIVING



DEEPER ENGAGEMENT

REAL-LIFE PLATFORM  
SUCCESS #1

# LINCOLN PARK COMMUNITY SERVICES



# Lincoln Park Community Services

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- Serves Chicago's Lincoln Park neighborhood
- Empowers individuals facing homelessness & poverty
- Focuses on securing housing and sustainable life changes
- Multi-site operation supported by >2K volunteers
- Holds their annual **Taste of Fall** event to help support the mission



Cheryl Hamilton-Hill  
CEO



Sarah Harpring  
Volunteer Coordinator

# “Taste of Fall” Fundraising Challenges

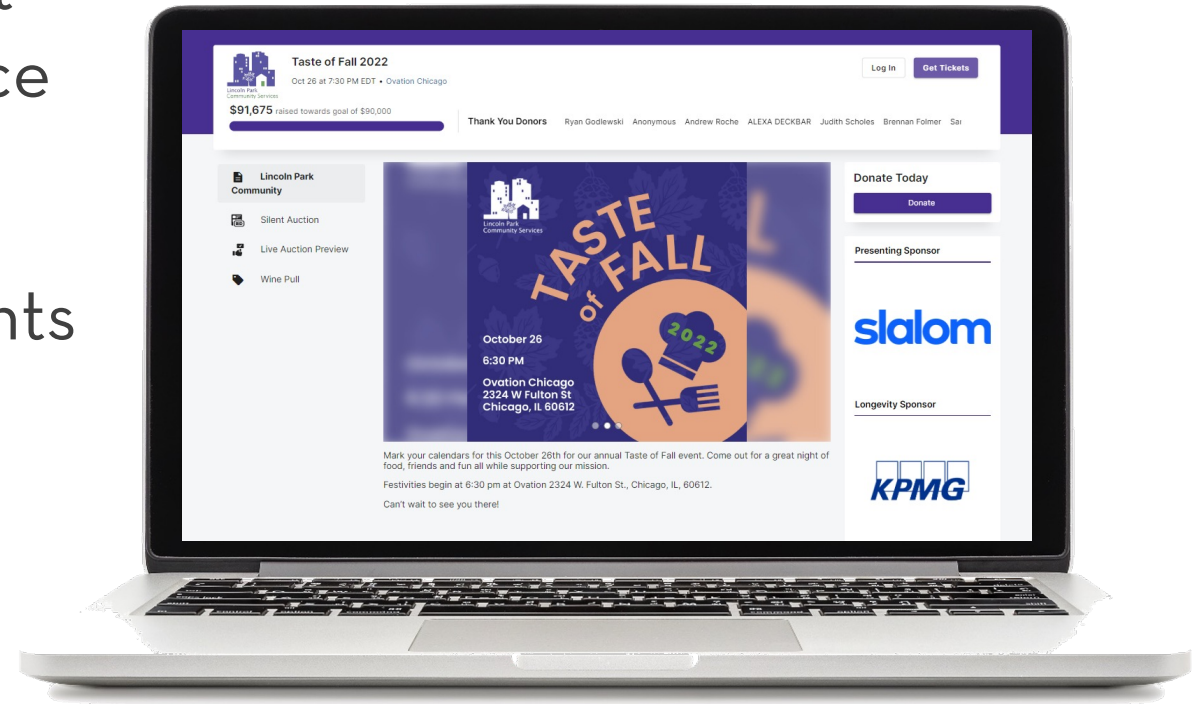
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- Faced with increased fundraising need following the pandemic
- Not satisfied with current level of connection with donors
- Single platform for all fundraising activities
- Seamless donor & giving experiences, regardless of event type
- User-friendly software for staff and volunteers



# Why the OneCause Fundraising Platform?

- Single platform to streamline event management and overall experience
- Increased donor engagement
- Success in return to in-person events
- Harness real-time data & analytics
- Leverage top-tier event support



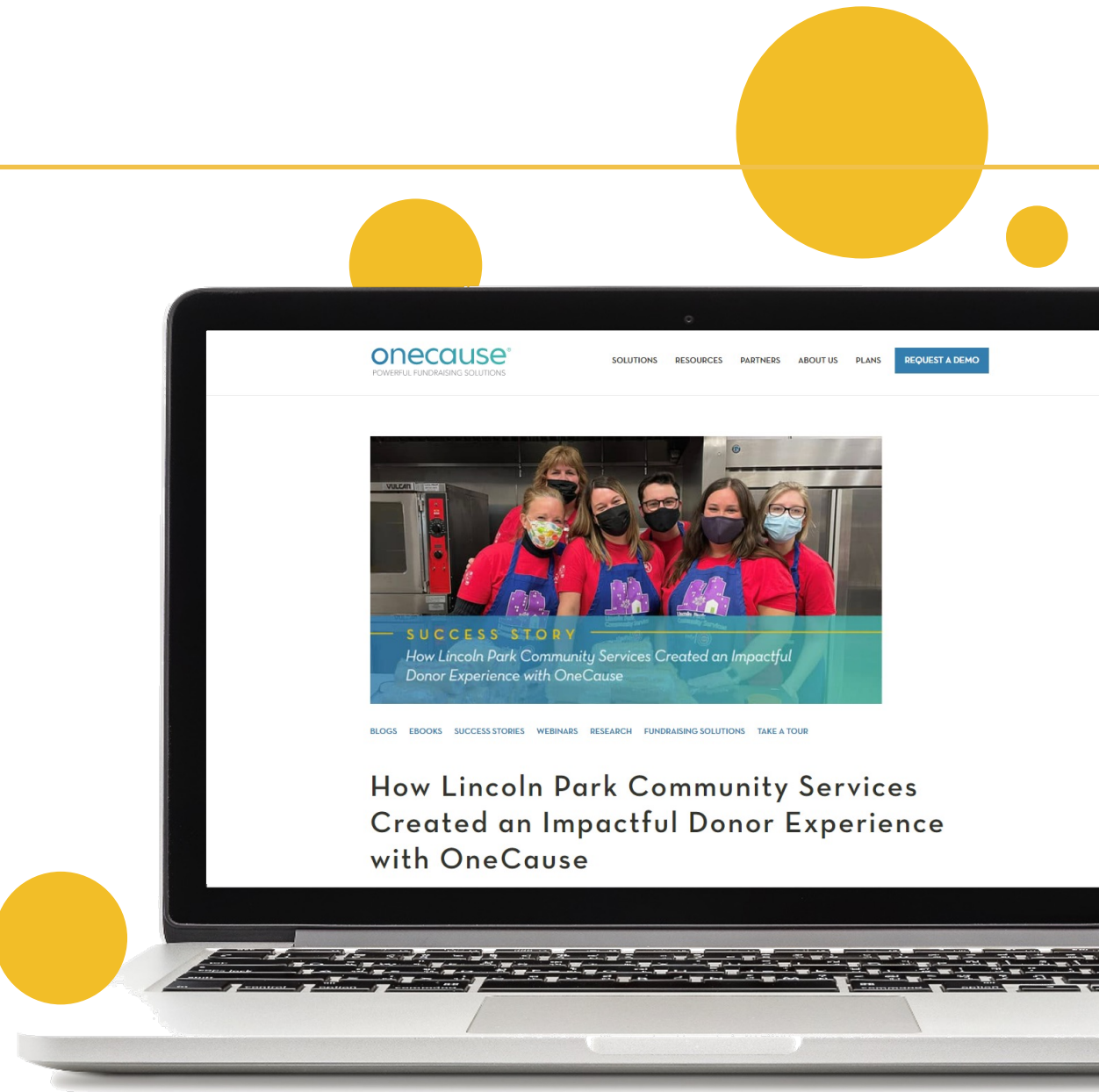
# Results

- Successful return to in-person
- Engaged supporter base
- 200+ in-person tickets sold
- \$91,675 total raised
- 102% of event goal reached

## LEARN MORE

[www.lpcschicago.org](http://www.lpcschicago.org)

[www.onecause.com/success-stories](http://www.onecause.com/success-stories)



# In their own words ...

*“Because of the OneCause Fundraising Platform, we were able to create a well-rounded and seamless experience for our donors. The system allowed us to collect all the information we needed from and ensure we didn’t miss anything. **This made it so much easier to manage our event, so that we could focus on creating a great experience for our attendees.**”*



**Cheryl Hamilton-Hill**  
CEO



**Sarah Harpring**  
Volunteer Coordinator

*“**The analytics in the platform were so helpful** in visualizing the impact of our event. With clear dashboards and graphics, we can see and reflect on the data from each individual component of our events – silent auction, wine pull, etc. – and see what should be replicated for future fundraising events. Being able to make those comparisons is so **beneficial for both our current and long-term fundraising strategy.**”*

REAL-LIFE PLATFORM  
SUCCESS #2

# CENTRAL CHRISTIAN SCHOOL





# Central Christian School

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- Established in 1950
- Serves Hutchinson, KS and surrounding region
- Holds an annual Spring Auction Benefit to raise money for their Scholarship Fund (K-12)
- Awarded \$70K in tuition assistance



**Elizabeth Walton**  
Director of Operations

# Fundraising Challenges

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CCS had concerns about:

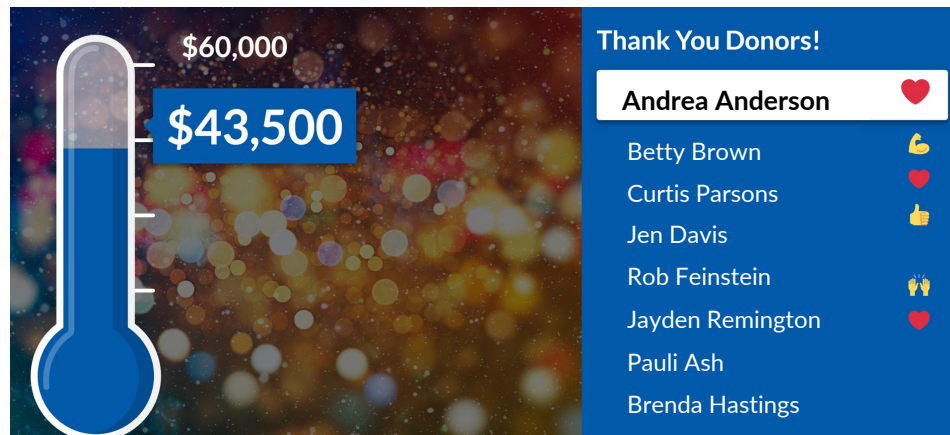
- Moving from pen and paper
- Donor engagement (moved online during COVID, but struggled with 2021 virtual event)
- An extremely short timeline
- Managing technology with students' grandparents & alumni
- Making it fun & exciting after a long stint



# Why the OneCause Fundraising Platform?



- Pre-event engagement
- Flexible hybrid experience
- Easy-to-use Volunteer Tools
- Build seamless event experiences
- Access real-time reporting & analytics



# Results

- 160+ in-person & 40+ virtual attendees
- Over 120 silent auction lots and 12 live auction lots sold
- 36% increase in revenue YoY, exceeding their “lofty” goal
- 180 students obtain financial assistance

## LEARN MORE

[www.cougarccs.com](http://www.cougarccs.com)

[www.onecause.com/success-stories](http://www.onecause.com/success-stories)



# In their own words ...

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*"I had 6 weeks, and a severe shortage of volunteers due to the pandemic, to plan and execute the event. Learning new software can be daunting, but in this circumstance, the support that OneCause provided allowed us to organize **a great guest experience.**"*

*"The **coordination of bid paddles and projecting instant bids on the screen was a great excitement builder.** Our livestream guests said they enjoyed the experience via their laptops."*

*"When our Business Manager saw the analytics provided by OneCause, she was beyond ecstatic. It included **all the analytics our team needed post-event and in one, easy-to-find place.**"*



**Elizabeth Walton**  
Director of Operations

REAL-LIFE PLATFORM  
SUCCESS #3

# MARCH OF DIMES



# March of Dimes

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- Addresses critical issues affecting moms and babies
- National Organization with 40+ markets
- Hosts more than 100 events annually
- Multiple Event Types: Golf Outings, Galas, Mission Events



Paula J. Eichholz  
National Director of  
Campaign Excellence

**HEALTHY  
MOMS.  
STRONG  
BABIES.**



# Fundraising Challenges

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- Outdated interface
- Paper bid sheets to a digital experience
- Lack of Analytics to make strategic moves
- Move to a more seamless experience in fundraising





# Why the OneCause Fundraising Platform?

- Provide seamless giving
- Drive deeper engagement
- Create easy volunteer and staff experiences
- Leverage real-time data and analytics to raise more



# Results

- All markets moved online!
- Elevated Guest Experience
- 40+ Ambassador Campaigns
- 2m+ raised in auction ALONE!
- >20% increase in YOY fundraising

## LEARN MORE

[www.marchofdimes.org](http://www.marchofdimes.org)

[www.onecause.com/success-stories](http://www.onecause.com/success-stories)



# In their own words ...

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*“The OneCause Fundraising Platform gives [guests] a more streamlined experience to have fun without having to stand in registration lines. It gives them more control – similar to other online activities donors are used to.”*

*“Our local markets have a lot of new staff, and they needed a solution that was intuitive. **Our staff quickly picked up the software and found it easy to learn and use for their events.**”*

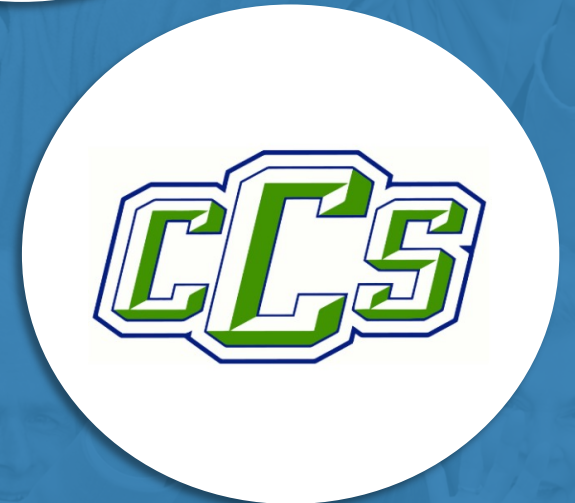
*“We appreciate the creativity and flexibility the table management provides. **We can incentivize the highest fundraising table in the room during the event or encourage everyone to strive towards a certain level of giving.** With the functionality, we can connect with certain donors with real-time giving data.”*



**Paula J. Eichholz**  
National Director of  
Campaign Excellence

WRAPPING UP:

# WHAT DO THESE NONPROFITS HAVE IN COMMON?



# What do they all have in common?

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SENSITIVE TO

---

**DONOR  
EXPECTATIONS**

# What do they all have in common?

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SENSITIVE TO

**DONOR  
EXPECTATIONS**



PASSIONATE ABOUT

**DONOR  
ENGAGEMENT**

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# What do they all have in common?

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SENSITIVE TO

**DONOR  
EXPECTATIONS**



PASSIONATE ABOUT

**DONOR  
ENGAGEMENT**



COMMITTED TO

**SIMPLIFY  
FUNDRAISING**

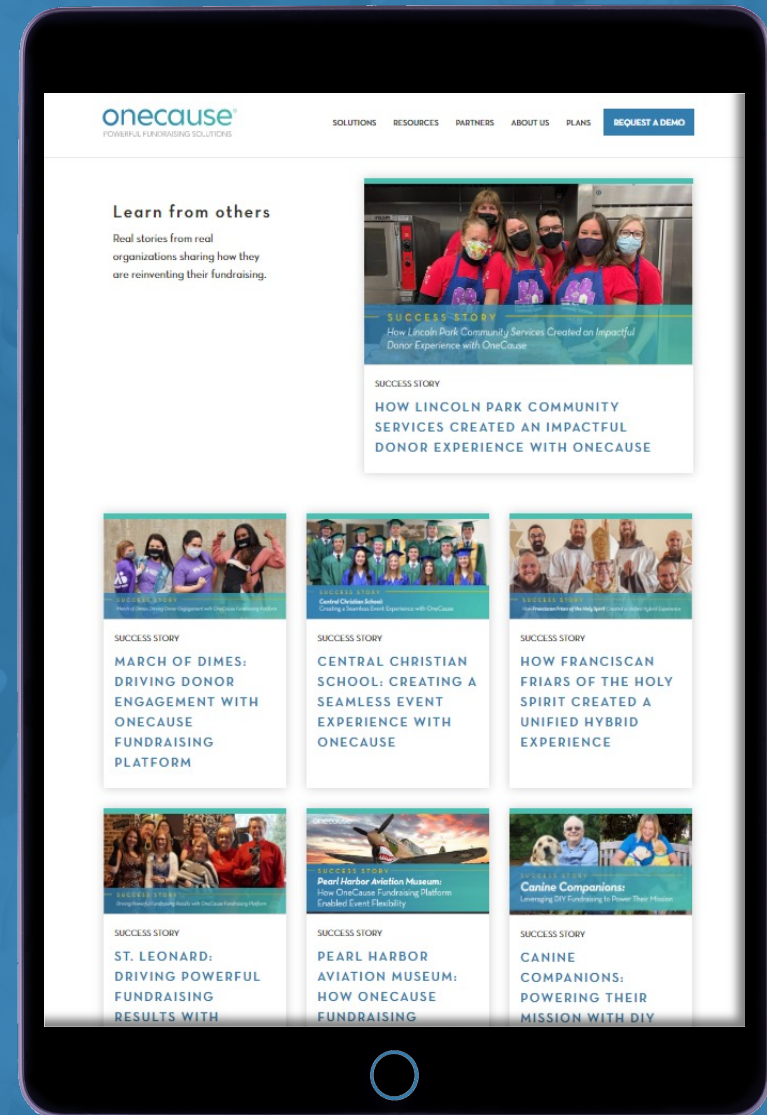
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# FIND YOUR INSPIRATION

[ONECAUSE.COM/SUCCESS-STORIES](https://onecause.com/success-stories)

Presenter  
Approved

onecause®





# WRITE YOUR SUCCESS STORY...

All New!



[bit.ly/3VWbICB](https://bit.ly/3VWbICB)

