

POWER OF THE PLATFORM:

NEW WAYS TO DELIGHT YOUR DONORS

onecause®



Webinar Series

POWER OF THE PLATFORM

1. Events Reimagined

On demand at onecause.com

2. New Strategies to Reimagine Giving

On demand at onecause.com



3. Delighting Your Donors

Thursday, November 10

4. The Nonprofit's View

Thursday, December 8



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

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
- b. Wrap-up email with Webinar recording
- c. Exclusive content

3. Survey: drive future Webinar content



Want to learn
more? Scan this!



bit.ly/3TTH1q
9

All New!



The OneCause Fundraising Platform

YOUR HOSTS



Dawn Lego

Director, Brand Engagement &
Channel Marketing
OneCause



Joe Duca

VP. Product Strategy
OneCause



Steve Lausch

Director, Product Marketing
OneCause

Agenda

1. ICYMI
2. Delight Your Donors
 - a. Before the Event
 - b. During the Event
 - c. Event Wrap-Up
3. Q+A



IN CASE YOU MISSED IT

(IN THREE, SHORT SLIDES)

All New!



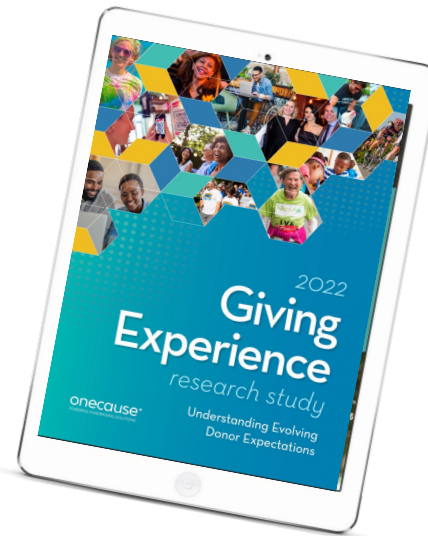
bit.ly/3TTH1q



In Webinars 1 & 2 ...



Fundraising Challenges



Donor Research



Major Brand Research

Main Takeaways

1. Today's donors are today's consumers.
2. Donors need the right motivation to give.
3. Donors are diverse and engage with you in highly diverse ways.



MODERN &
FLEXIBLE



SEAMLESS
GIVING



DEEPER
ENGAGEMENT

ONECAUSE FUNDRAISING PLATFORM

All New!



MODERN & FLEXIBLE



SEAMLESS GIVING



DEEPER ENGAGEMENT

In-Person



In-Person Attendee
Iris



Her Guest
Gloria

Remote



Virtual Attendee
Vincent

DELIGHT YOUR DONORS BEFORE THE EVENT

All New!

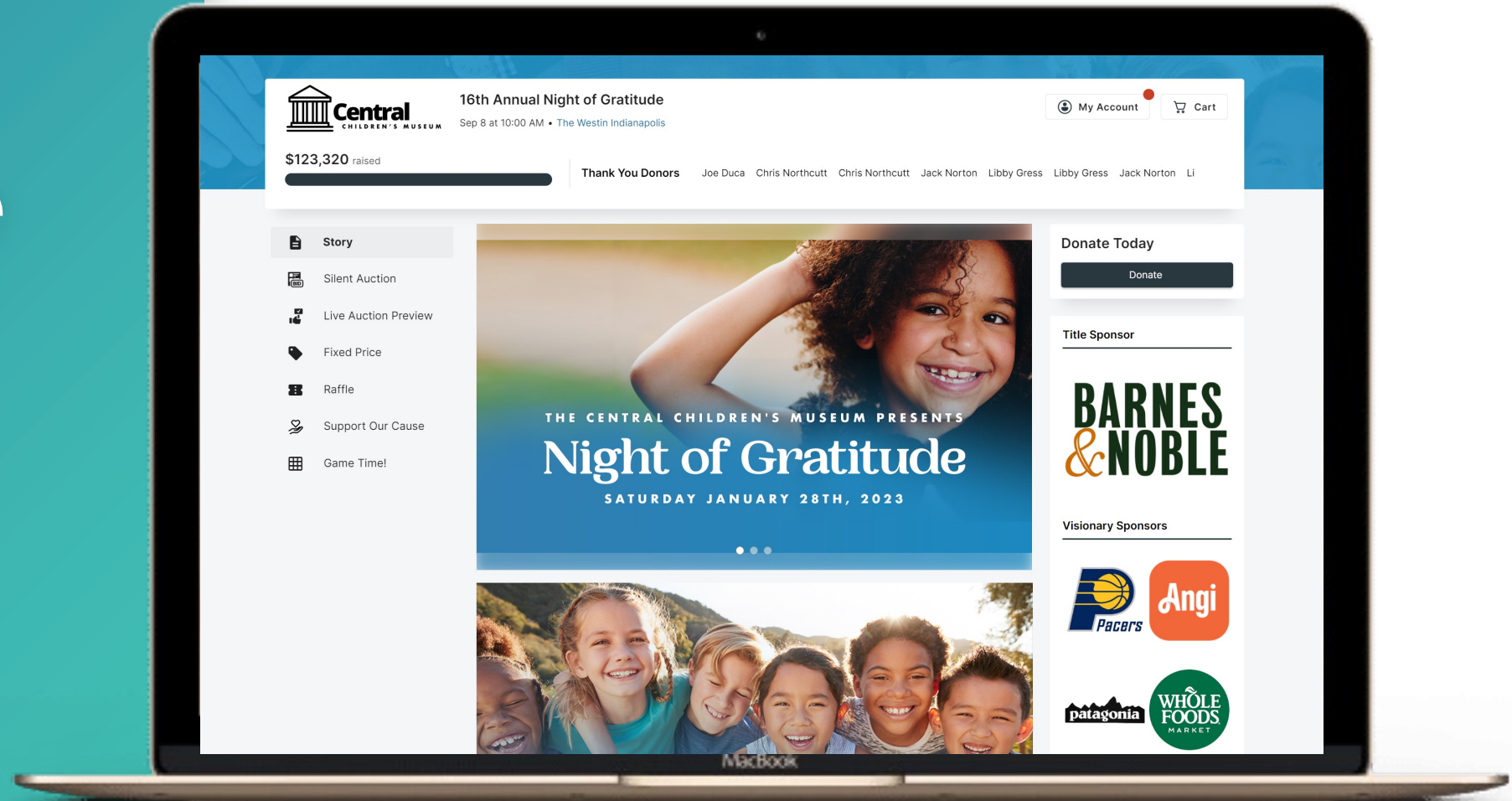


bit.ly/3TTH1q



The Event Site

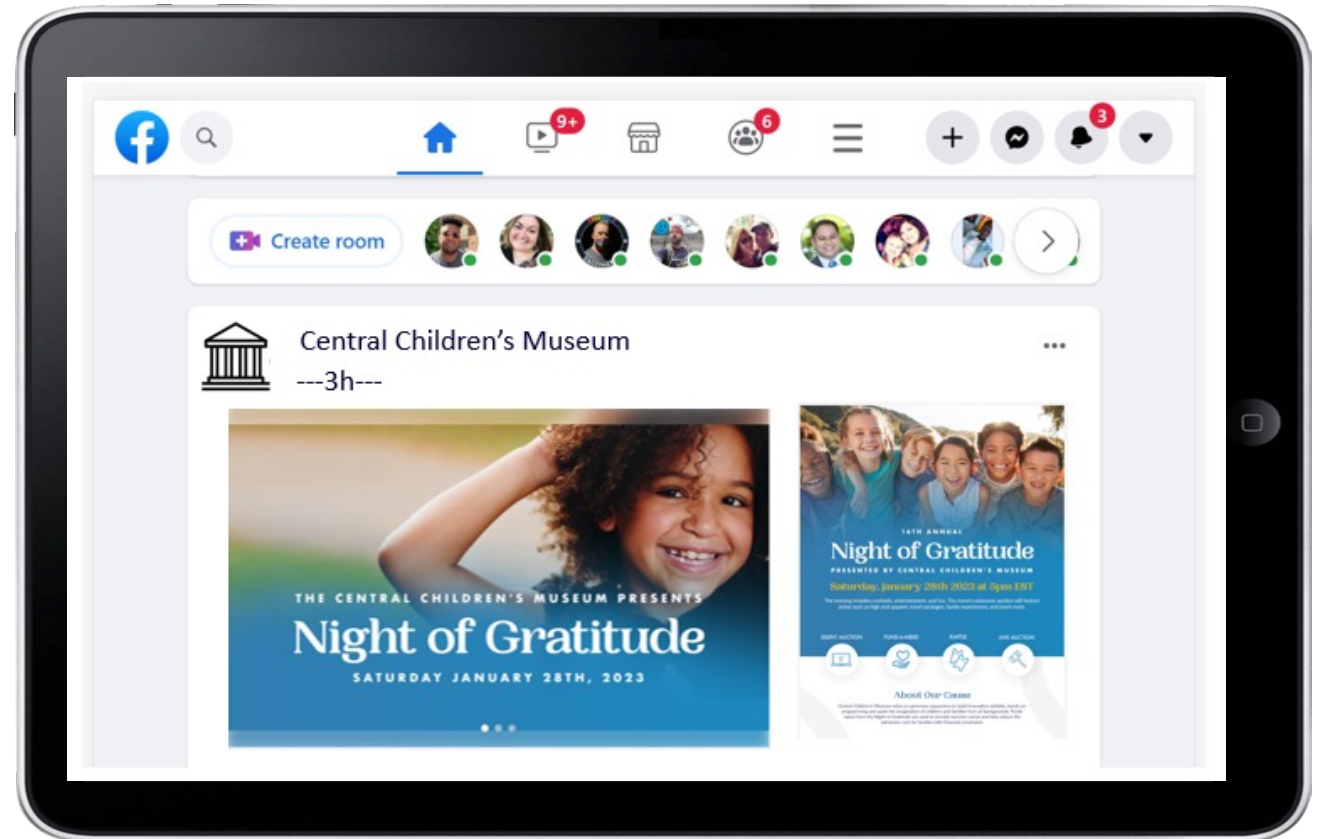
- Children's Museum gala
- Hybrid event



The couple

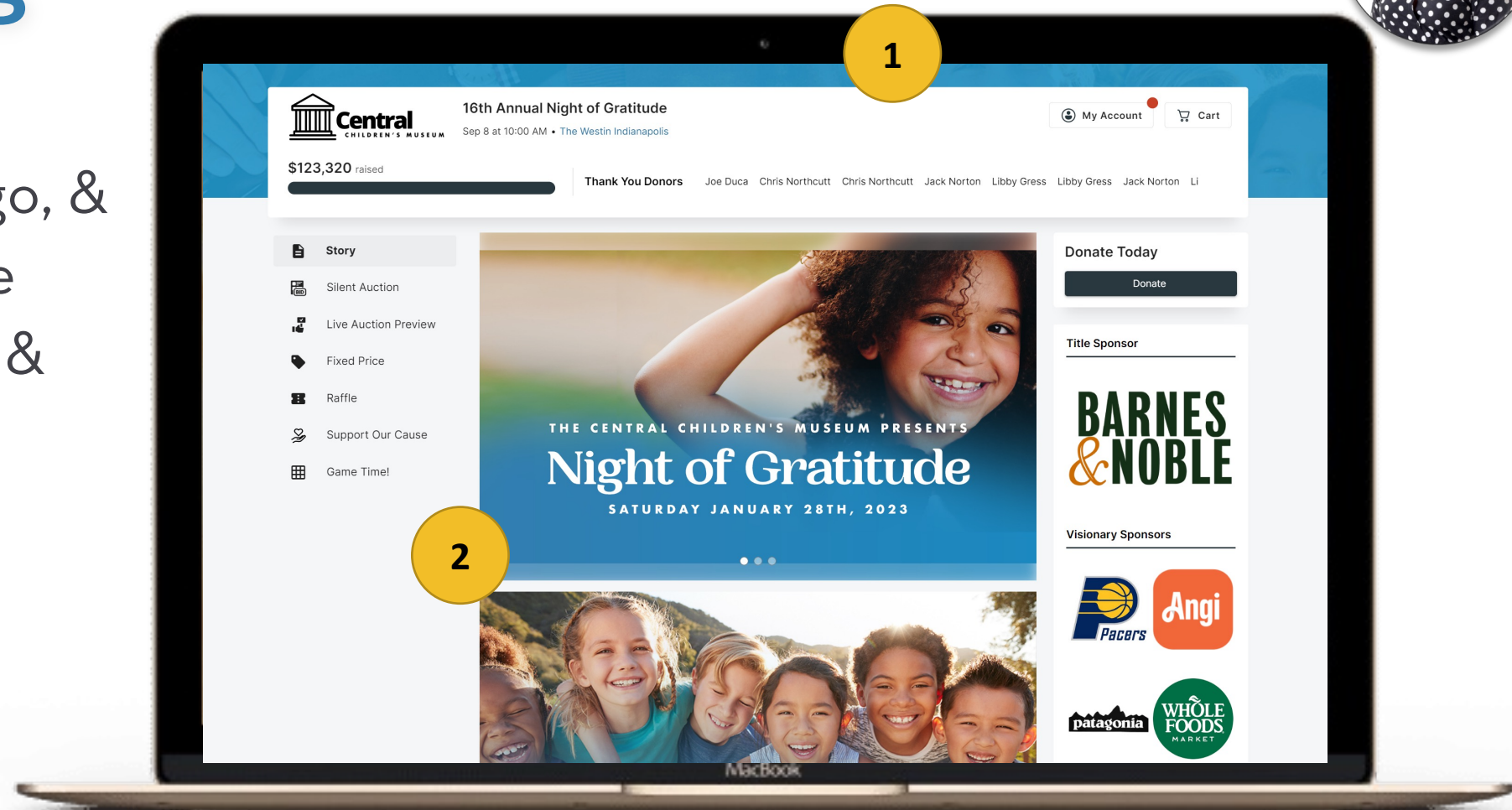


Iris & Vincent



Branding

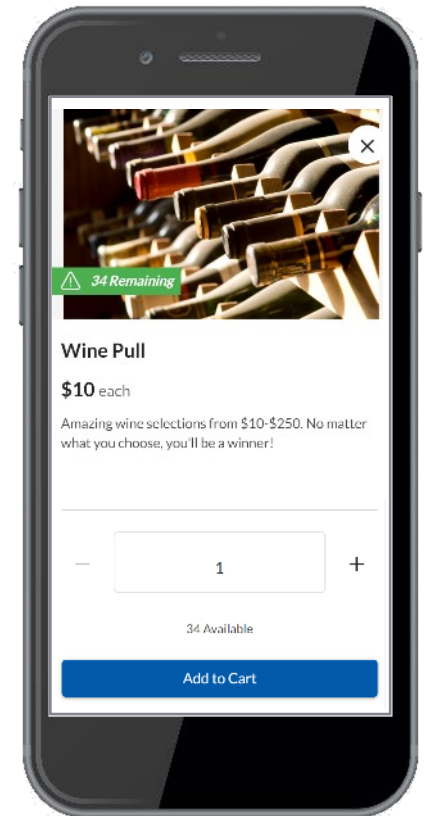
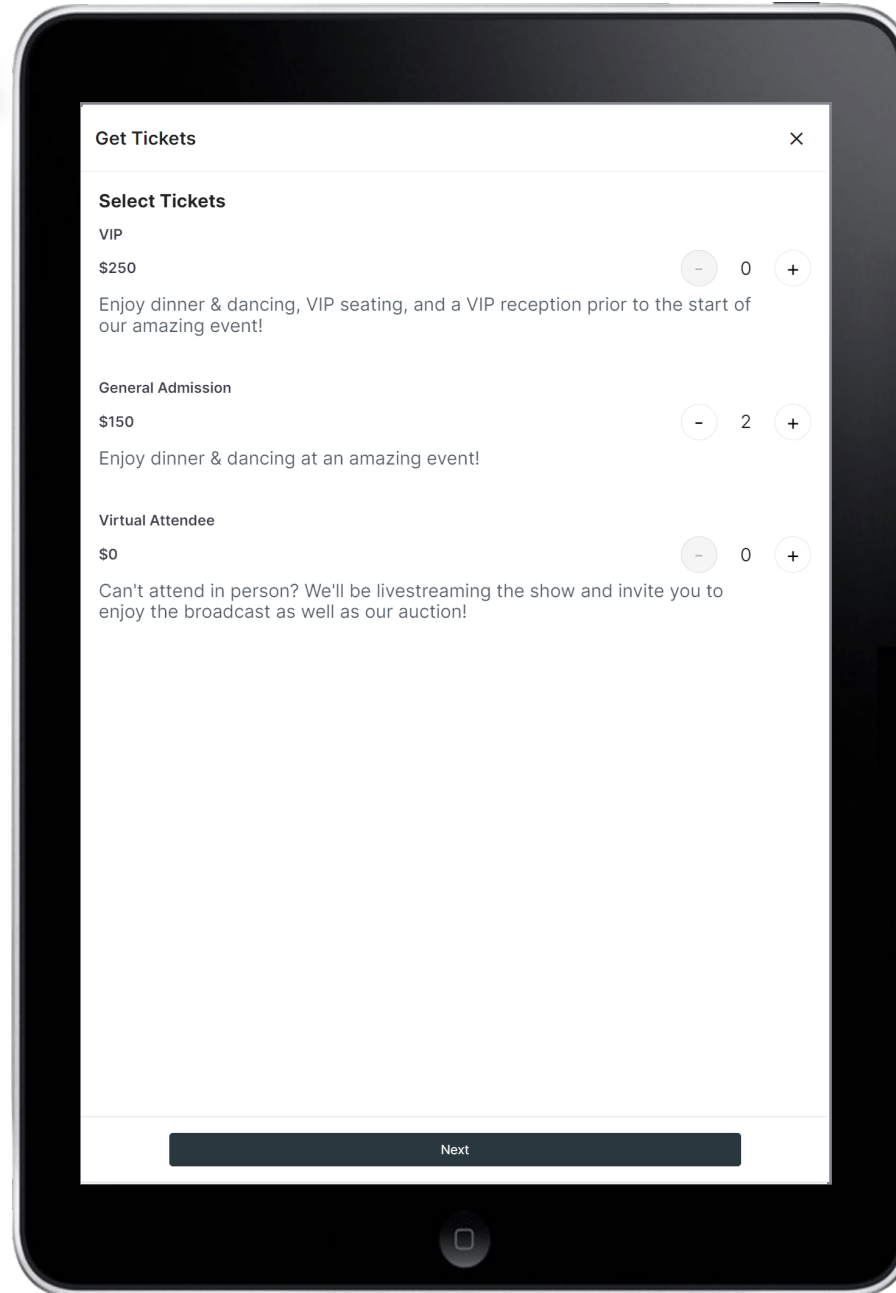
1. Colors, logo, & hero image
2. Slideshow & Story



Getting Tickets

Ticket types guide:

1. Experience
2. Purchases
3. Messages
4. Check in & out



Getting Tickets

1. Discount Codes
2. Guest info
3. Custom Questions (like dinner choice)



Get Tickets

Total 2 items \$100.00

Enter Payment Info

Contact Info

First Name *
Iris

Last Name *
Stanton

Mobile Phone *
(555) 555-5555

Email *
iris@stantonfamily.com

Promo Code

Code
Employee ✓ X Remove

Yay! You saved \$200.

Payment Method

☒ Save credit card for future purchases

*****4021

06 2027

< Back Pay \$100

Contact Information

Vincent

Stanton

(555) 555-5555

Invite Your Guest
Add an email address to send your guest a link to participate in the event.

vincent@stantonfamily.com

Dinner option

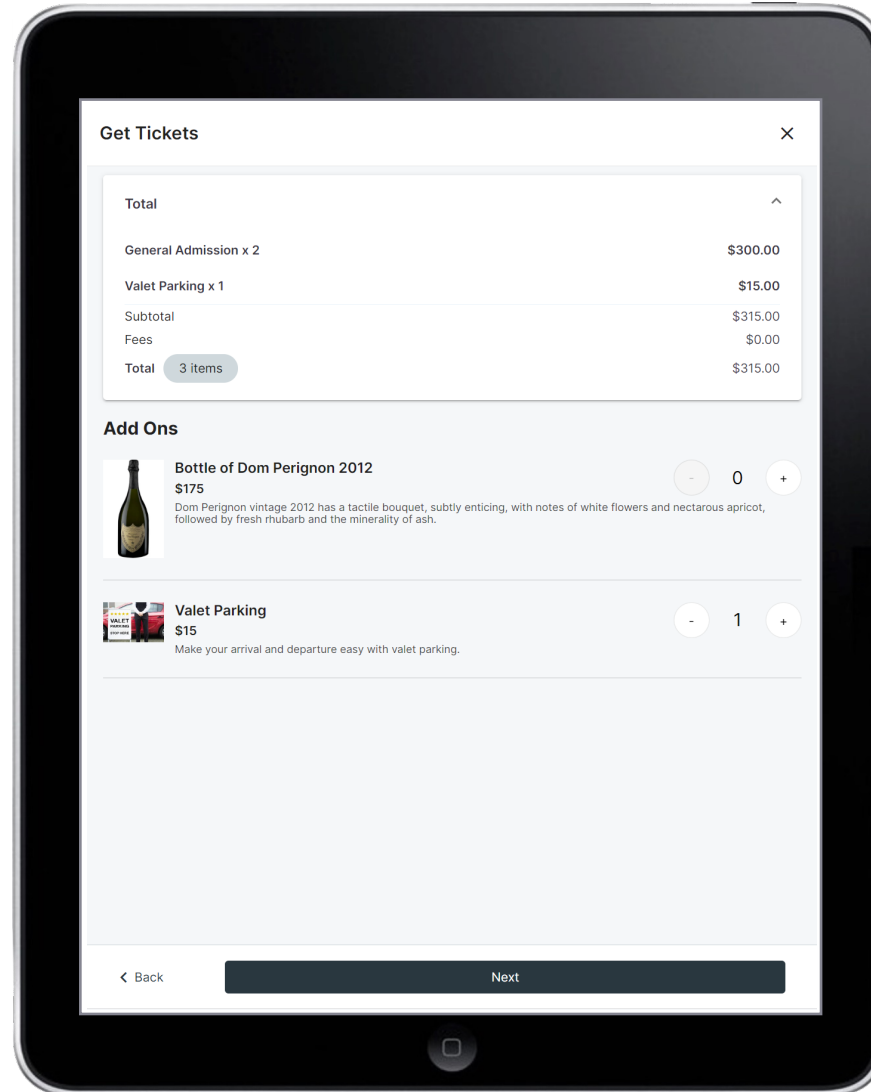
☐ Chicken

☐ Vegan

☐ Vegetarian

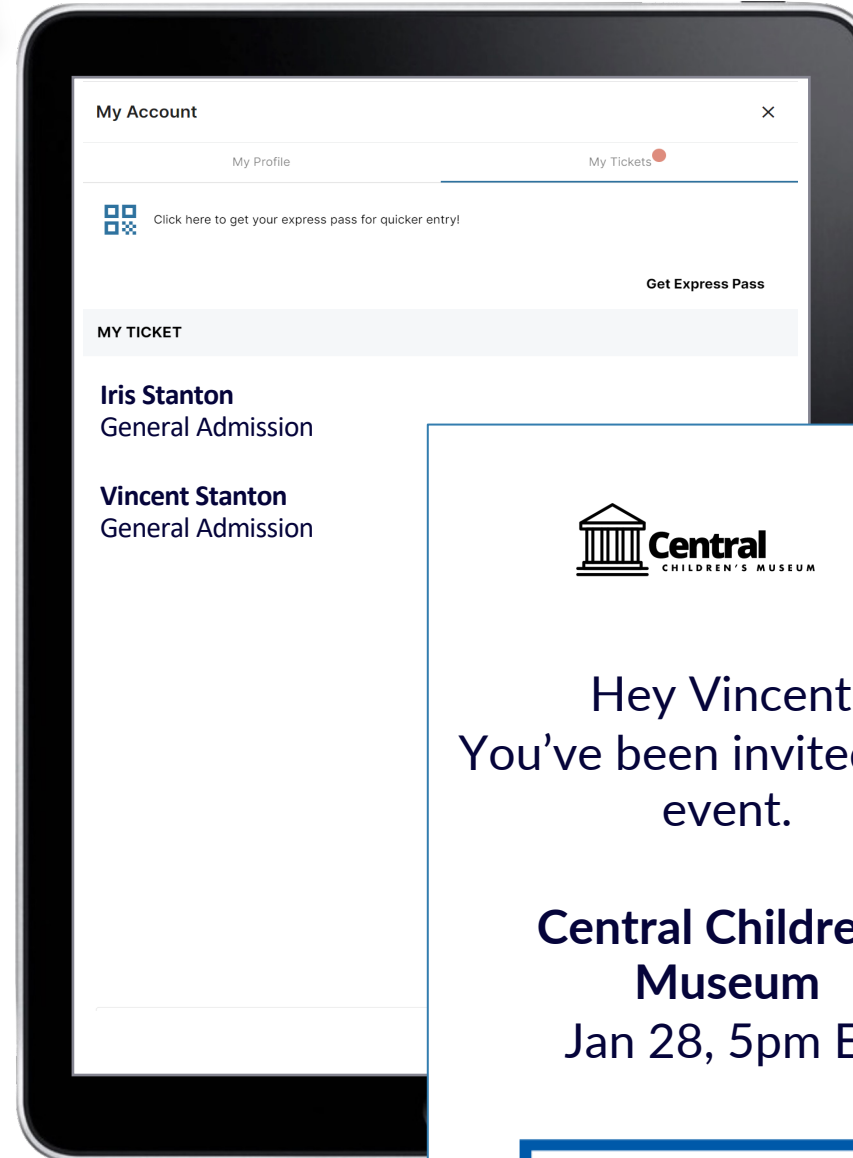
Add Ons

1. Valet Parking
2. Drink Tickets
3. Champagne for table
4. Games



Managing Tickets

1. Manage & invite guests
2. Update questions
3. Guests get engaged early



Hey Vincent!
You've been invited to an
event.

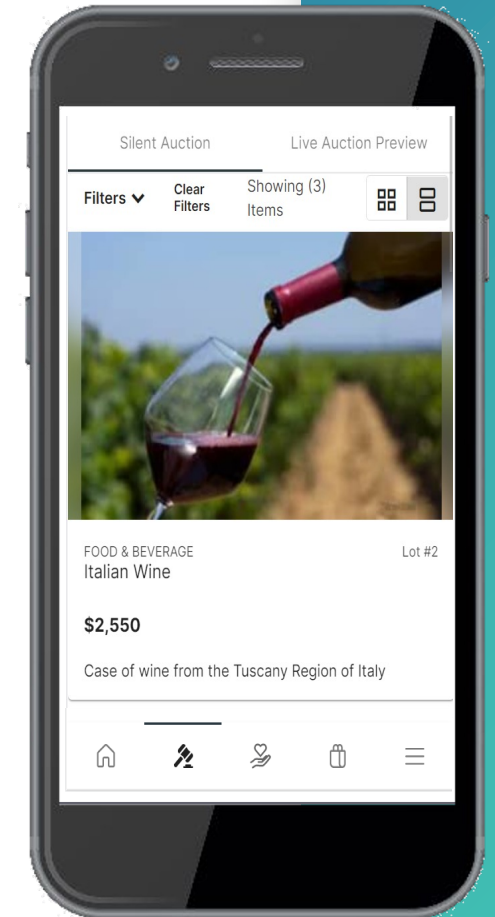
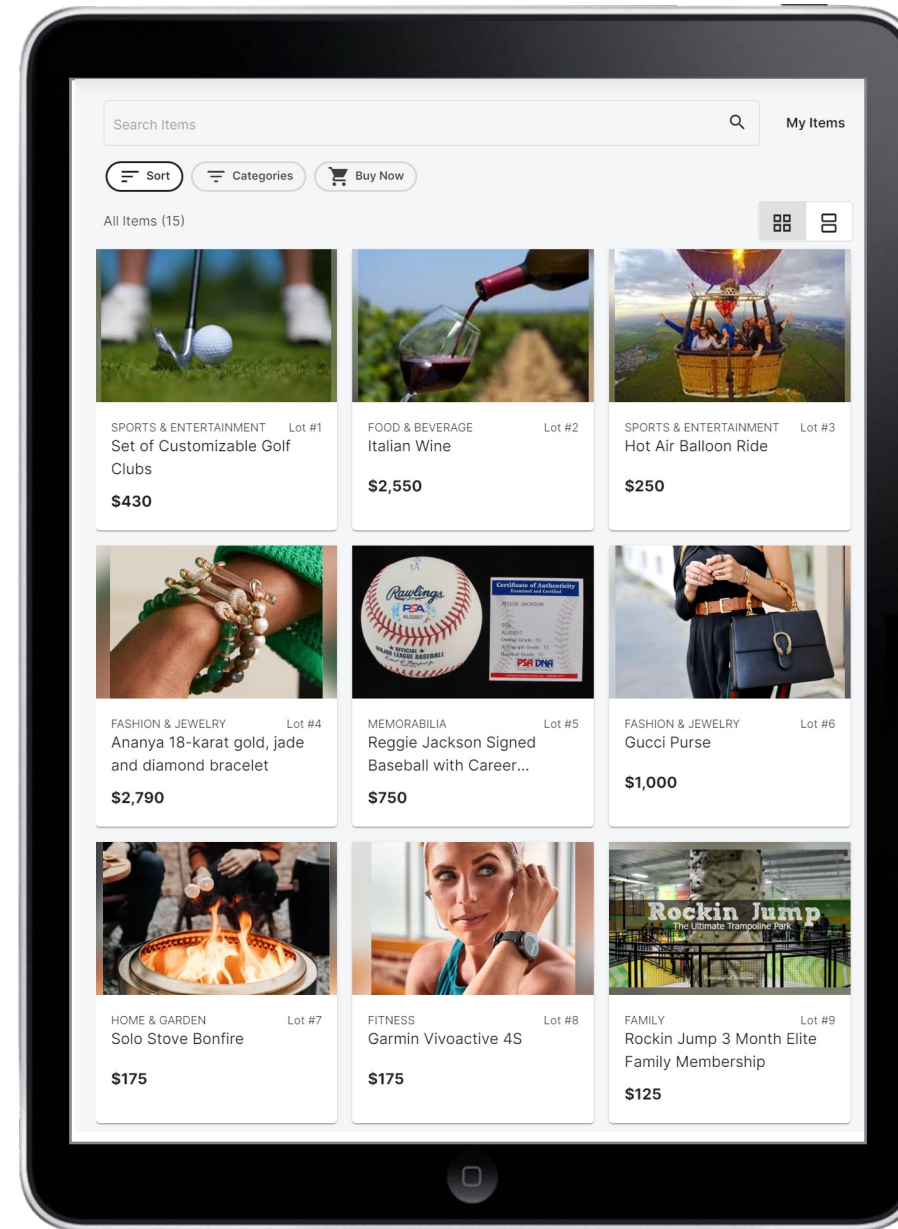
**Central Children's
Museum**
Jan 28, 5pm ET

Redeem Your Ticket!



Silent Auction

1. Modern layout
2. Trusted e-commerce look & feel
3. Works well on any screen size



Silent Auction

1. Configure layout
2. Filters
3. Sorting
4. My items

3

Sort List

- ☐ Default
- ☐ Bid Count: Lowest to Highest
- ☐ Bid Count: Highest to Lowest
- ☐ Price: Lowest to Highest
- ☒ Price: Highest to Lowest
- ☐ Best Deal

Cancel Apply

2

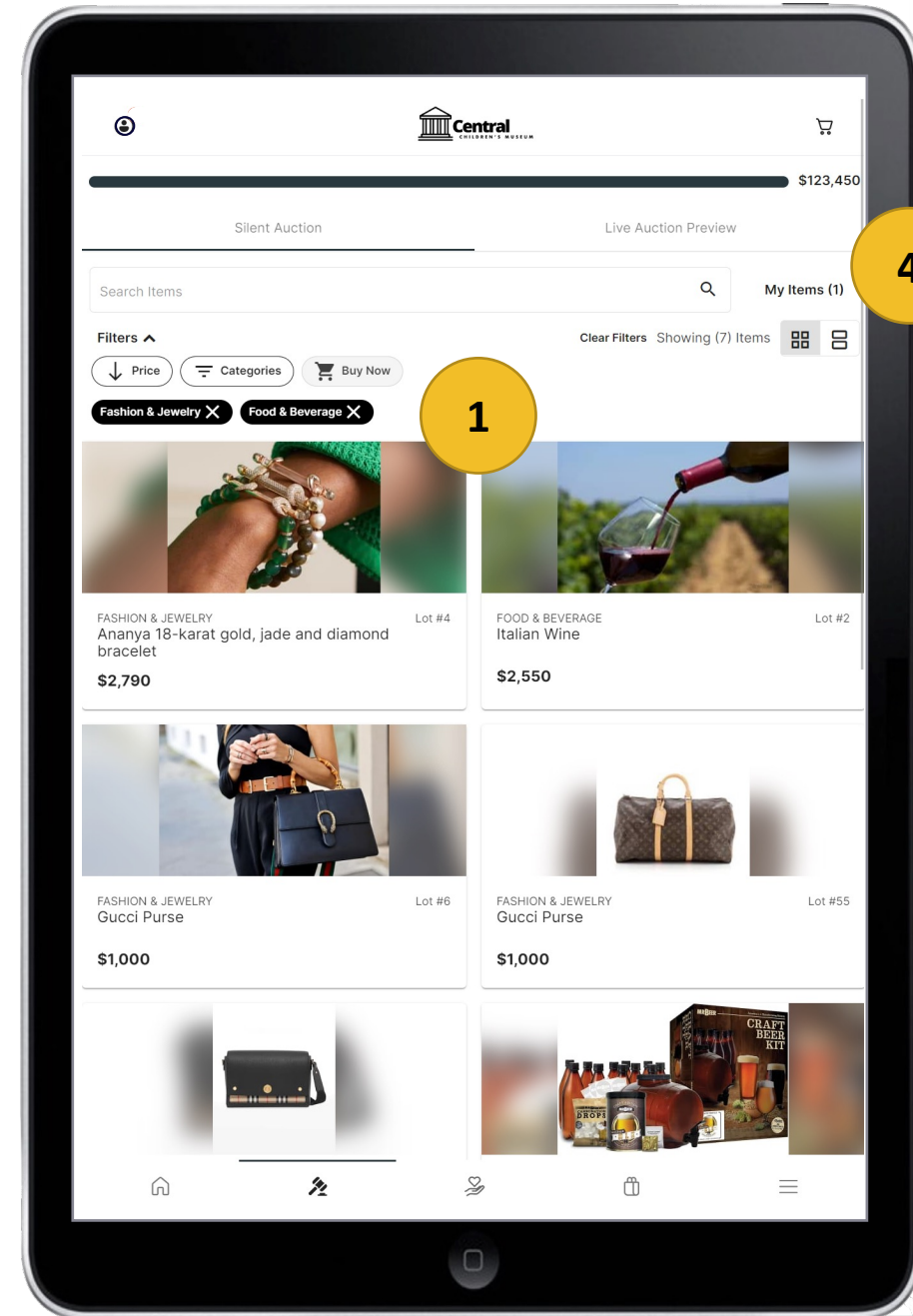
Select Categories

- ☐ Show All
- ☒ Fashion & Jewelry
- ☒ Food & Beverage
- ☒ Sports & Entertainment
- ☐ Home & Garden
- ☐ Memorabilia
- ☐ Family
- ☐ Kids
- ☐ Fitness
- ☐ Gift Certificates

Cancel Apply

1

4



Silent Auction

1. Colorful tags
2. Search

1



Winning



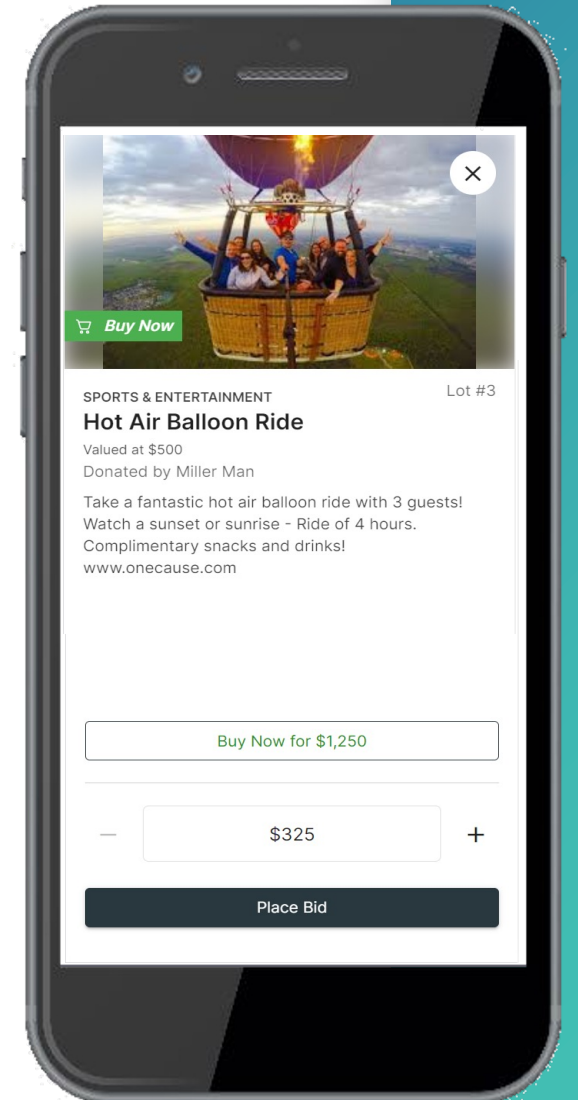
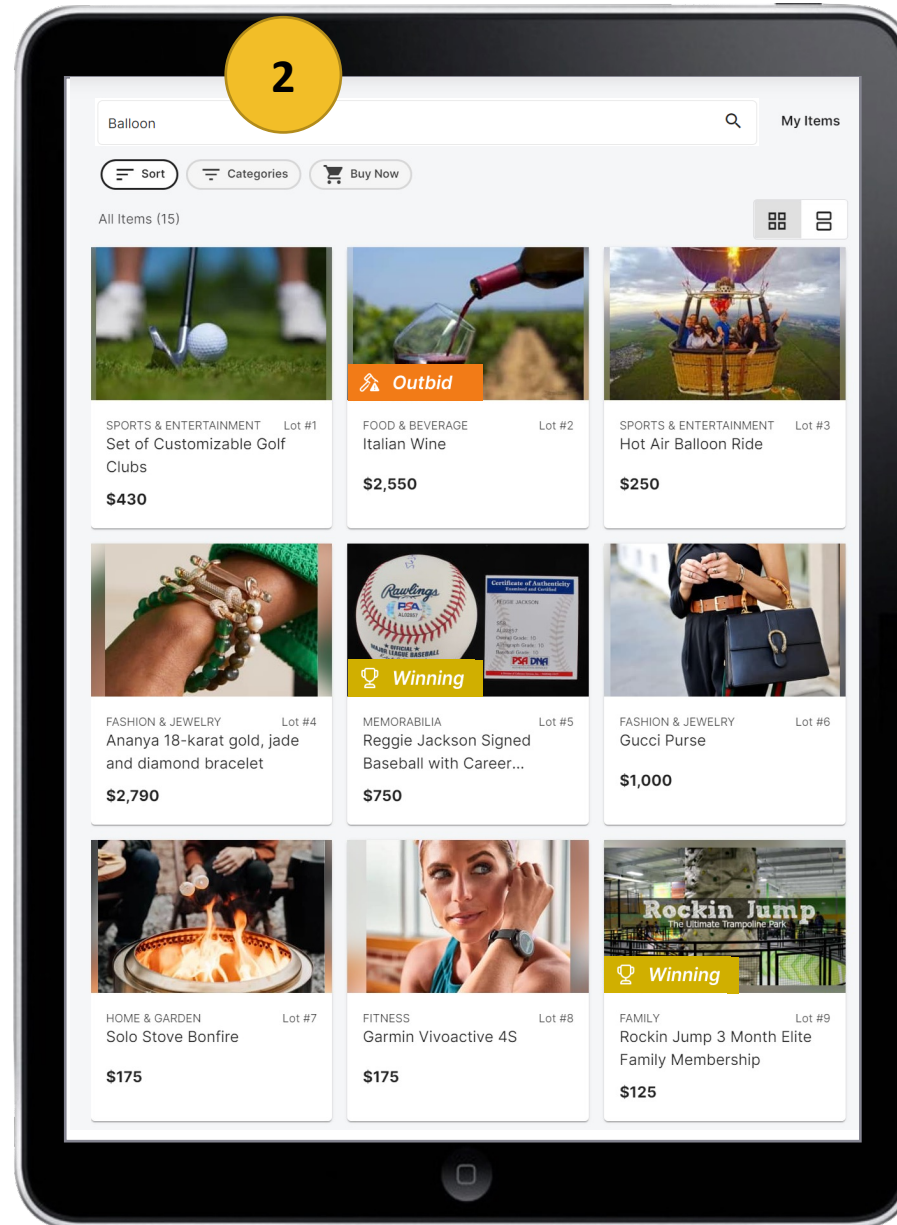
Outbid



Buy Now

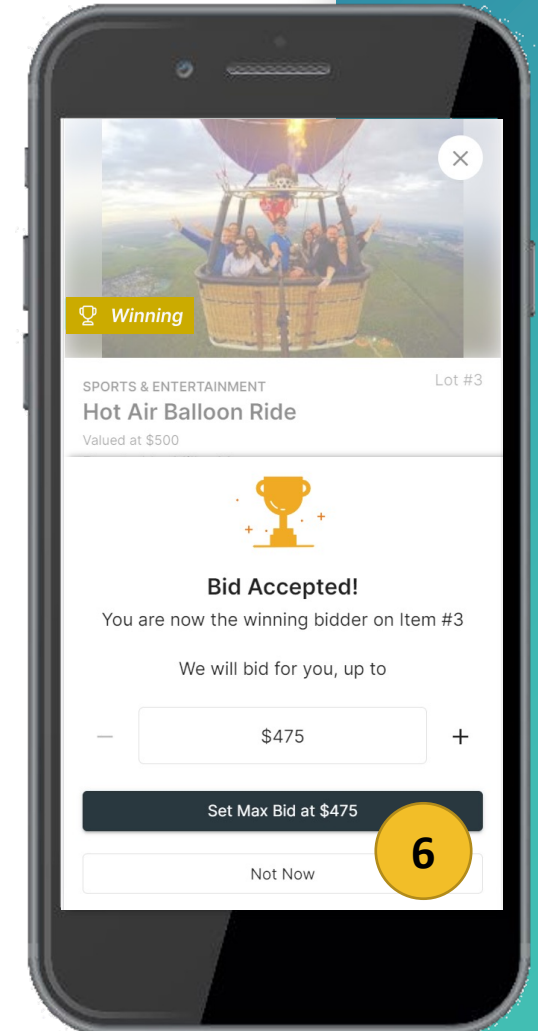
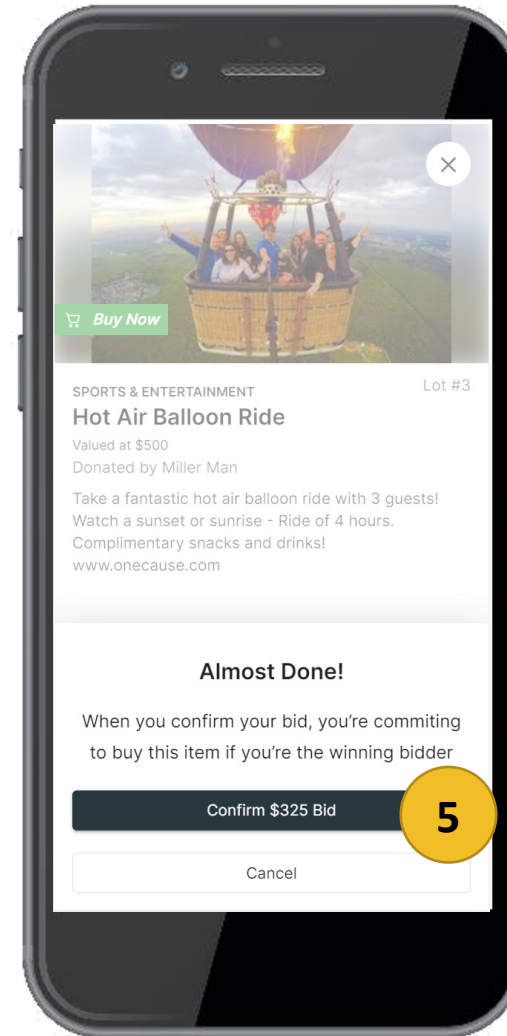
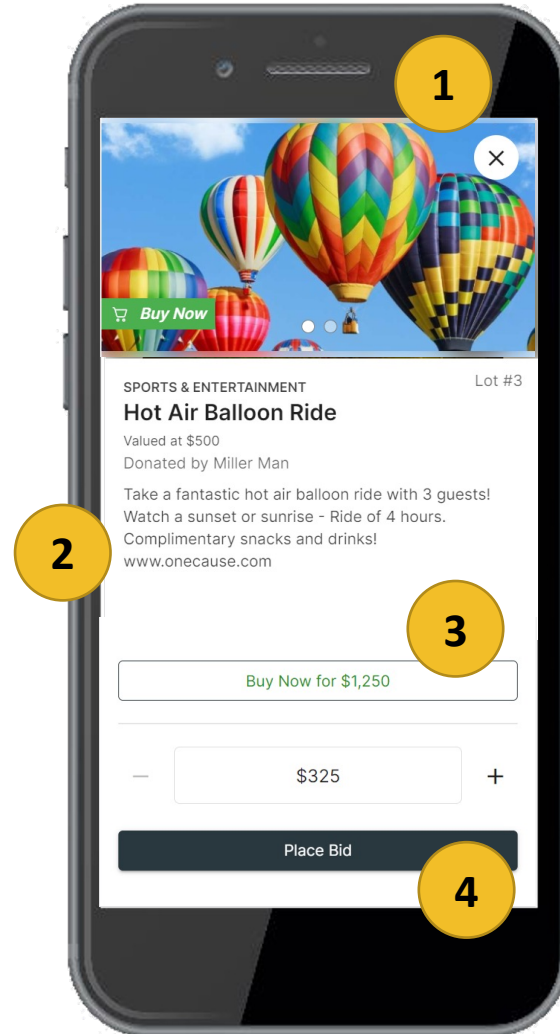


Sold



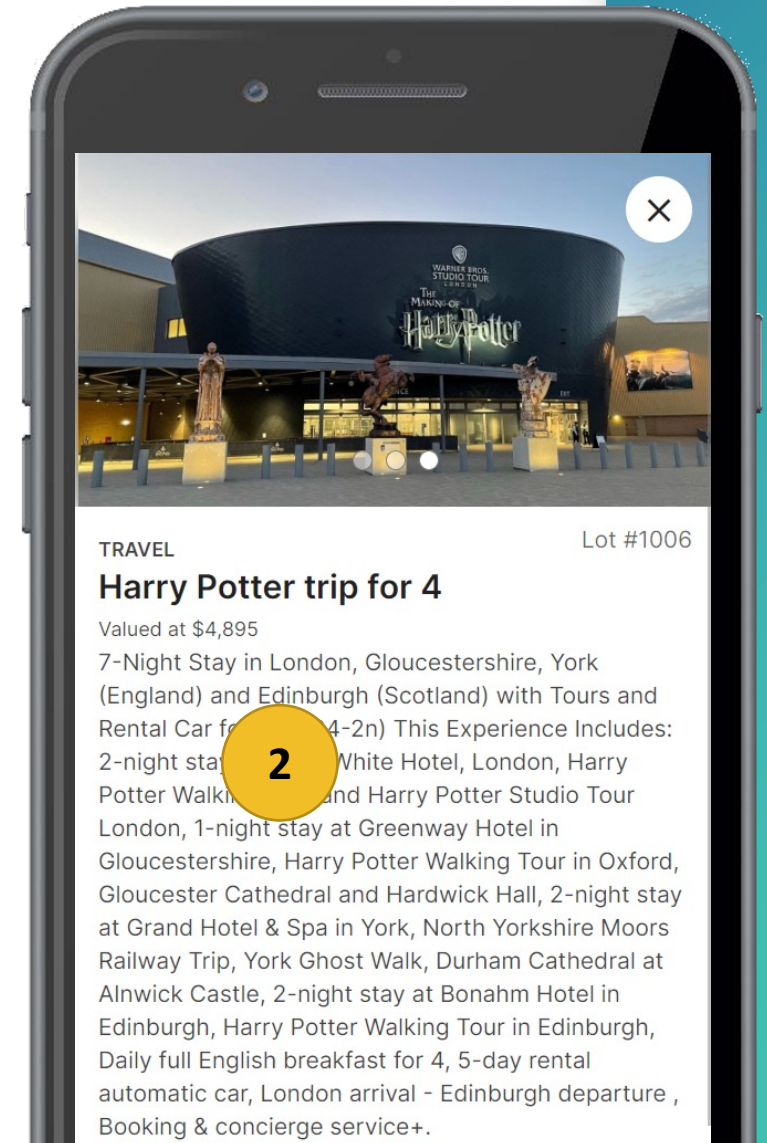
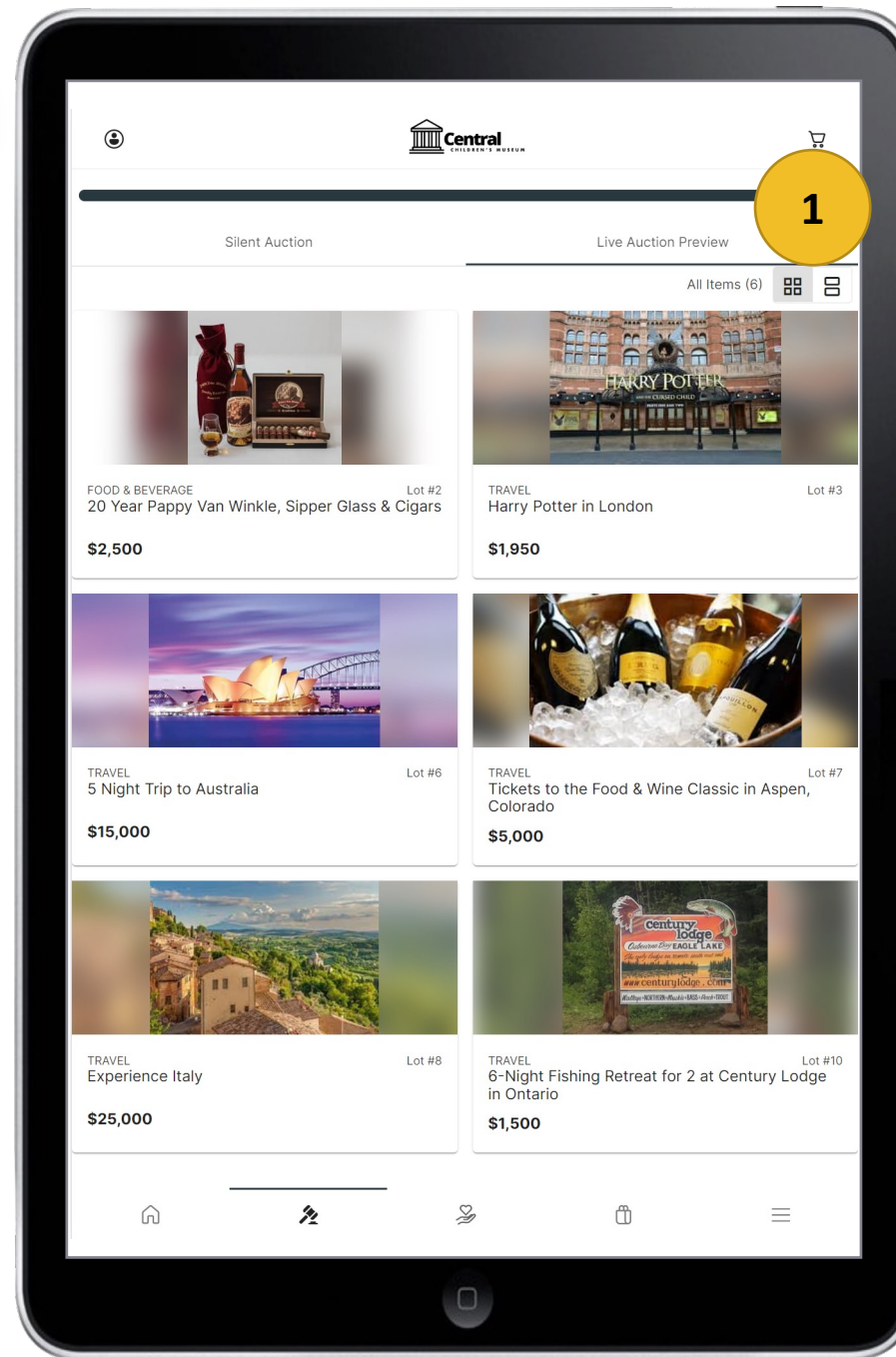
Silent Auction

1. Multiple Photos
2. Details
3. Buy Now
4. Bid
5. Confirm
6. Max Bid
7. Outbid Alerts



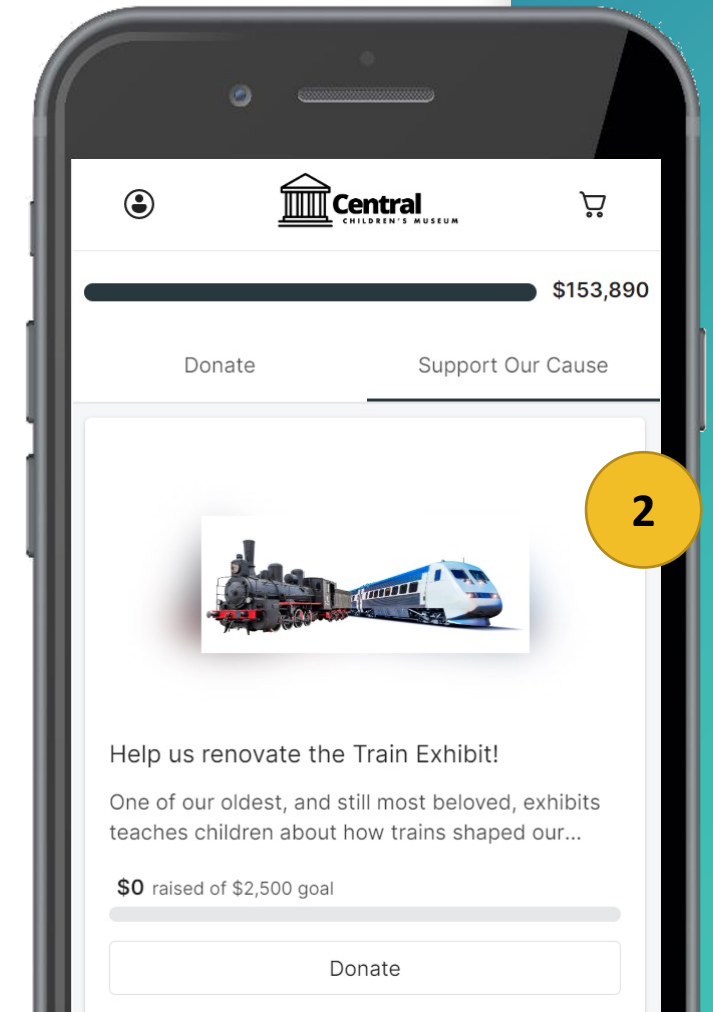
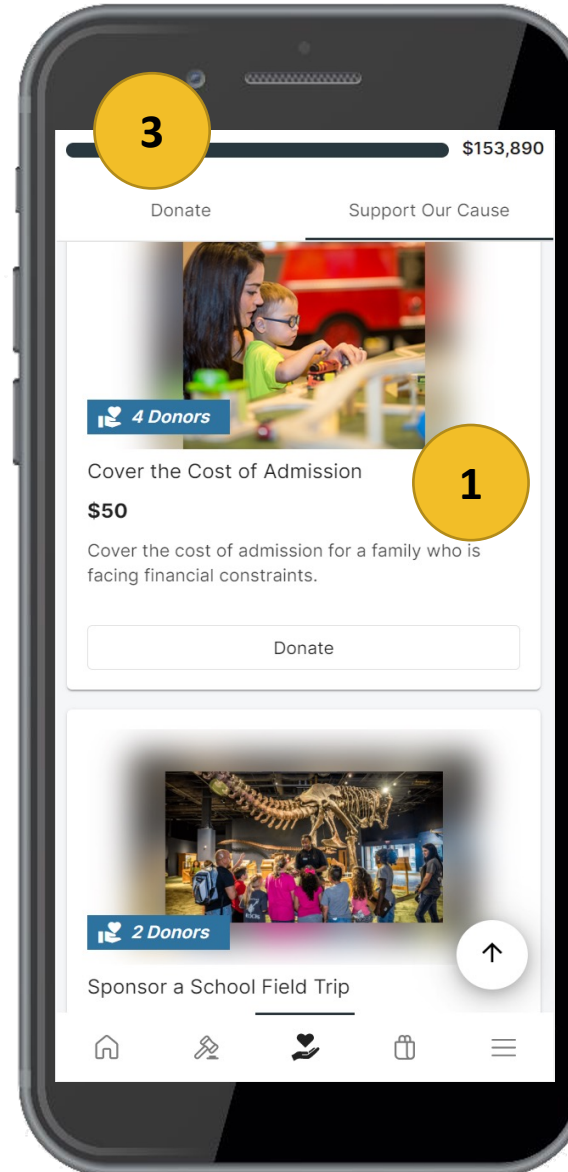
Live Auction

1. Configure layout
2. Details & photos



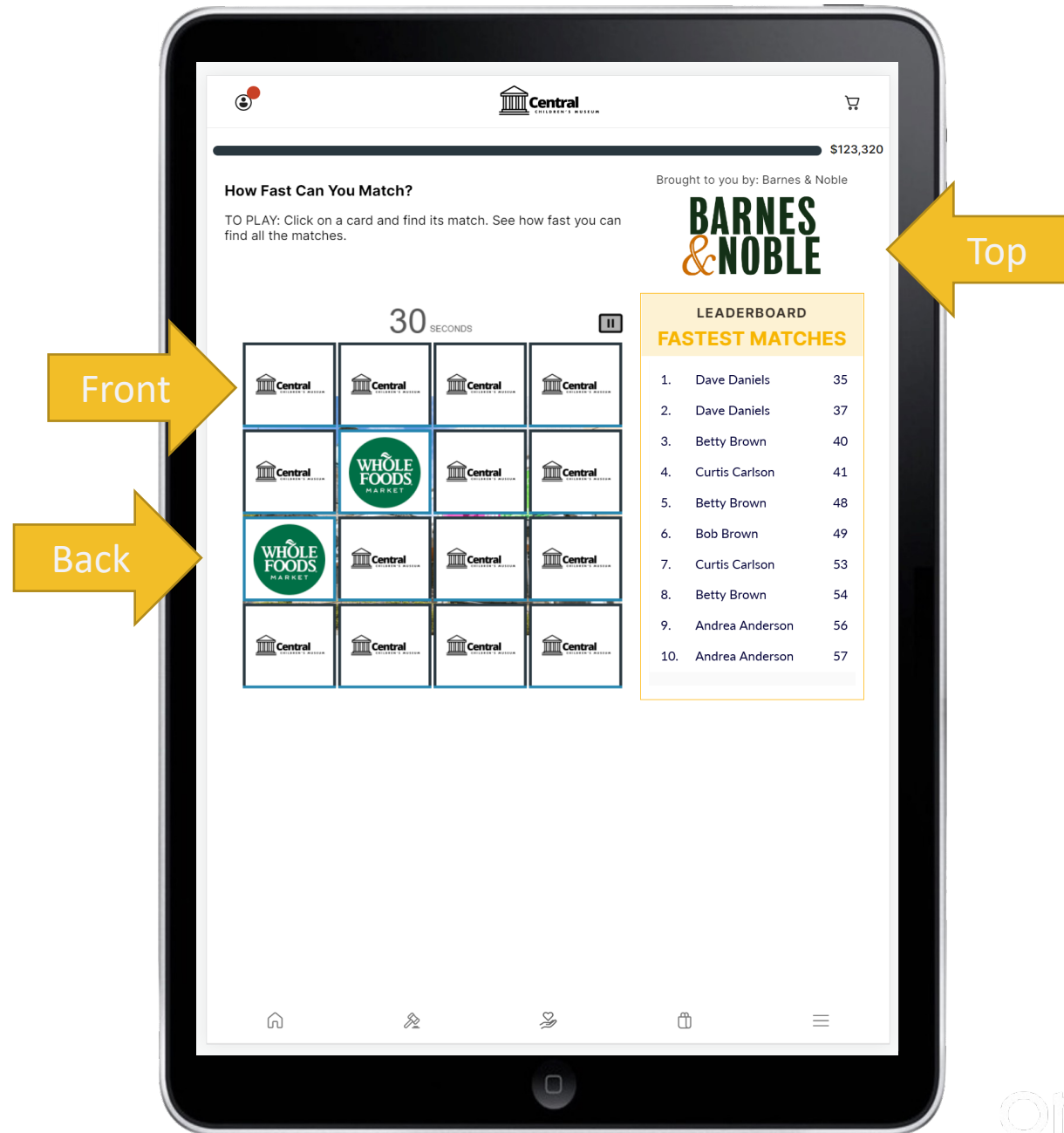
Donation Options

1. Impact Levels
2. Targeted Achievements
3. Additional donation revenue



Sponsor Game

1. Engagement and entertainment
2. Competitive fun
3. New sponsorship opportunities
4. Higher sponsorship value (\$)



Sponsor Logos

1. Flexible Sponsor levels, sizes, section titles
2. Logos also on home screen & slides
3. Track impressions & click-throughs

<u>Sponsor Name</u>	<u>Clickthrough URL</u>	<u>Clickthrough Count</u>	<u>Impressions - Event Site</u>	<u>Impressions - Slideshow</u>	<u># Attendees Checked In</u>	<u>Impressions - Game Top of Tile</u>	<u>Impressions - Game Back of Tile</u>	<u>Impressions - Game Highlight</u>
Whole Foods	https://wholefoods.com/wine	27	632	14	346	1400	0	0
Wells Fargo		0	632	15	346	0	130	0
American Airlines	http://aa.com	15	632	16	346	0	128	0
Wegmans	http://facebook.com/wegmans	55	632	14	346	0	140	0
Barnes & Noble		0	628	15	346	0	0	1600
Cigna		0	629	15	346	0	150	0
Target	https://target.com	12	632	16	346	0	102	0
Marriott		0	604	14	346	0	168	0



DELIGHT YOUR DONORS DURING THE EVENT

All New!



bit.ly/3TTH1q




Express Check-In

1. Collect missing info
2. Confirm Couples
3. Questions
4. QR Code

Who's arriving with you?

If you need to make changes to the guests below, please contact the organization.

☒ **Vincent Stanton**
General Admission

 Bid and pay together ☐

Step 4 of 4

Please agree to the following

In order to provide you and your guest(s) with the best event experience, please review and answer the following statements **on behalf of you and your party.**


- 1 Are you 2+ weeks out from your final COVID-19 vaccine?
- 2 Have you recently been in contact with anyone who has been diagnosed, awaiting test results or showing symptoms of COVID-19?
- 3 Have you or any immediate family member had any of the following symptoms: fever, chills or

We'll see you soon!

16th Annual Night of Gratitude


Sep 8, 10:00 AM • [The Westin](#)

Ticket 1 of 2



Iris Stanton A10004

Ticket Type
General Admission



Vincen

Ticket T:
Gener



Plans Change



In-Person Attendee
Iris



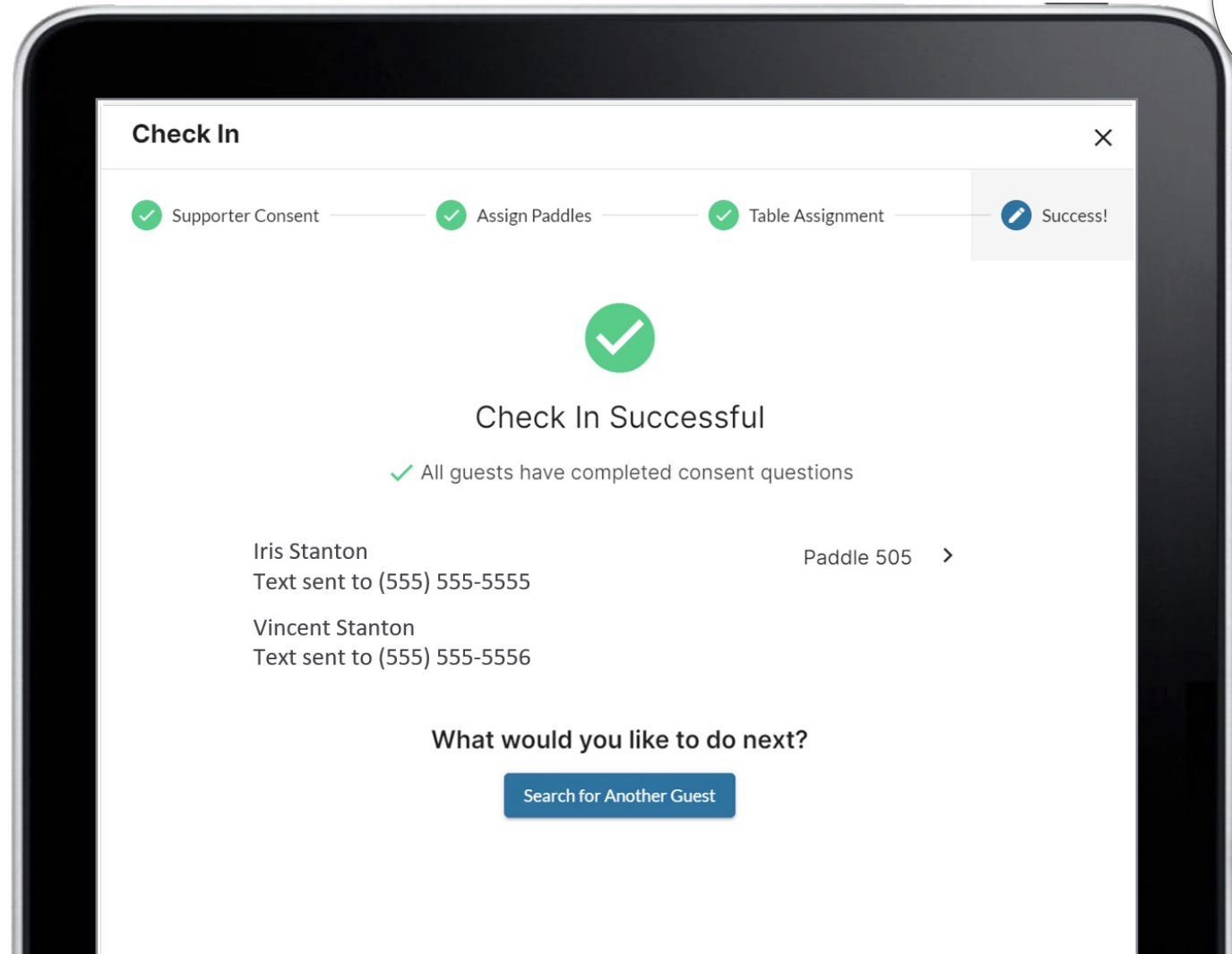
Her Guest
Gloria



Virtual Attendee
Vincent

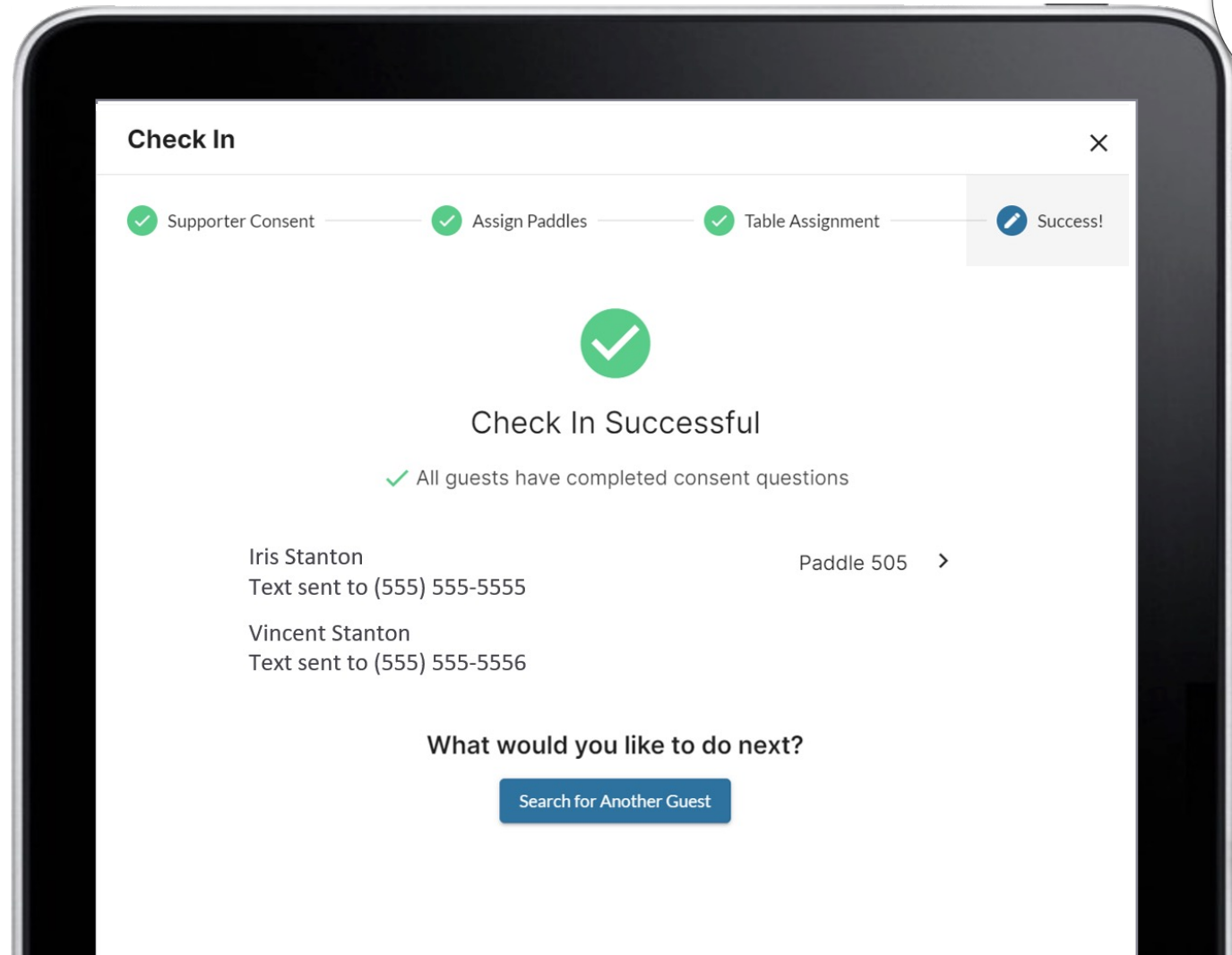
Check-In Tool

1. Line for QR scanning
2. Line for assistance



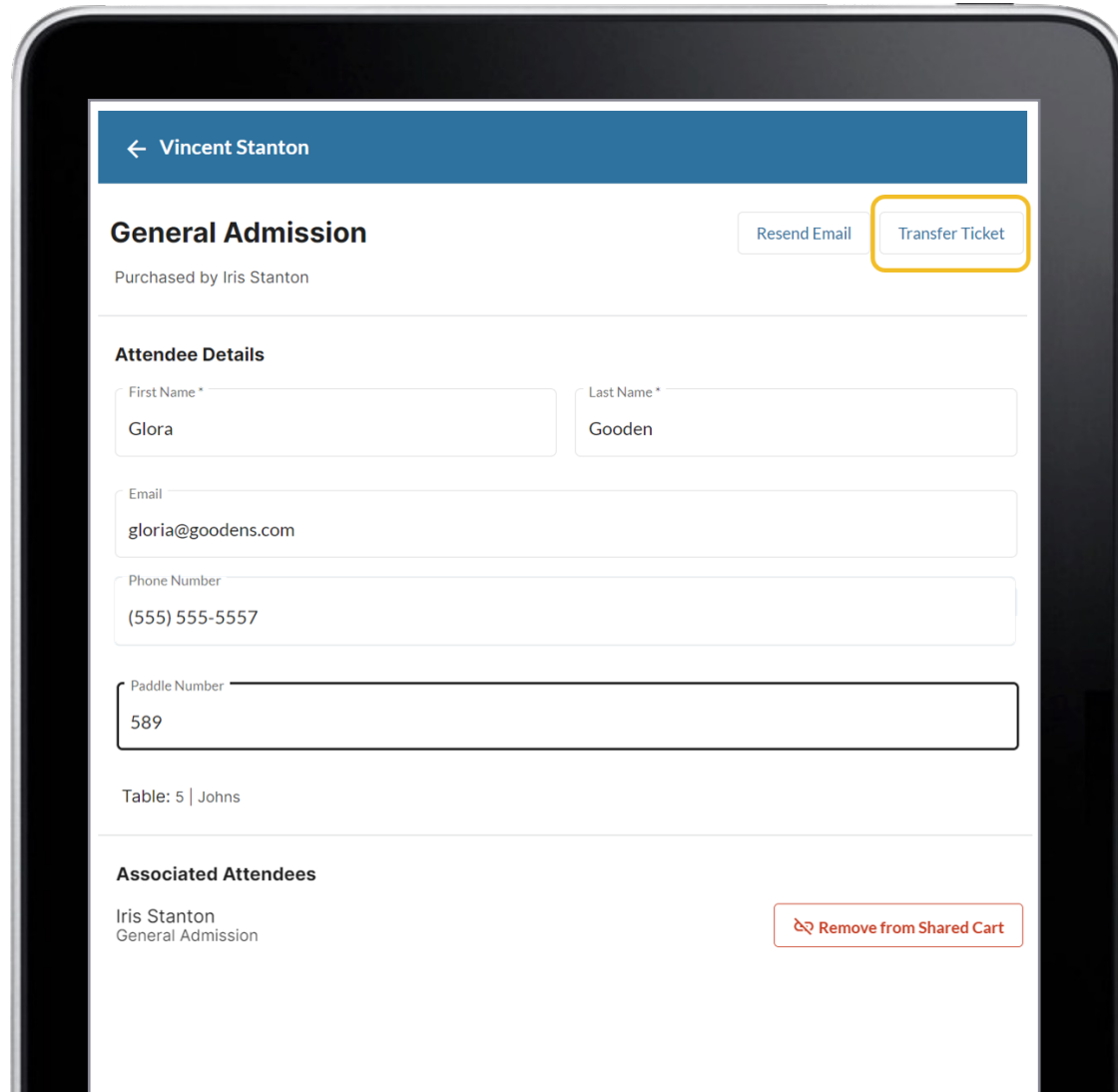
Check-In Tool

1. Scanning only prompts for missing info
2. Manual process allows for full access



Transfer Ticket

1. New contact info
2. Move Ticket
3. And Table
4. Share or unshare



The image shows a smartphone screen displaying a ticket management interface. At the top, a blue header bar contains a back arrow and the name 'Vincent Stanton'. Below this, the ticket type 'General Admission' is shown, along with 'Purchased by Iris Stanton'. Two buttons are visible: 'Resend Email' and 'Transfer Ticket', with the latter highlighted by a yellow border. The 'Attendee Details' section includes input fields for 'First Name *' (Gloria), 'Last Name *' (Gooden), 'Email' (gloria@goodens.com), 'Phone Number' ((555) 555-5557), and 'Paddle Number' (589). Below this, it says 'Table: 5 | Johns'. The 'Associated Attendees' section lists 'Iris Stanton' for 'General Admission' with a 'Remove from Shared Cart' button.

← Vincent Stanton

General Admission Resend Email Transfer Ticket

Purchased by Iris Stanton

Attendee Details

First Name *
Gloria

Last Name *
Gooden

Email
gloria@goodens.com

Phone Number
(555) 555-5557

Paddle Number
589

Table: 5 | Johns

Associated Attendees

Iris Stanton
General Admission Remove from Shared Cart



At-the-door options

1. Walkup tickets
2. Extra comps
3. Non-ticketed bidder



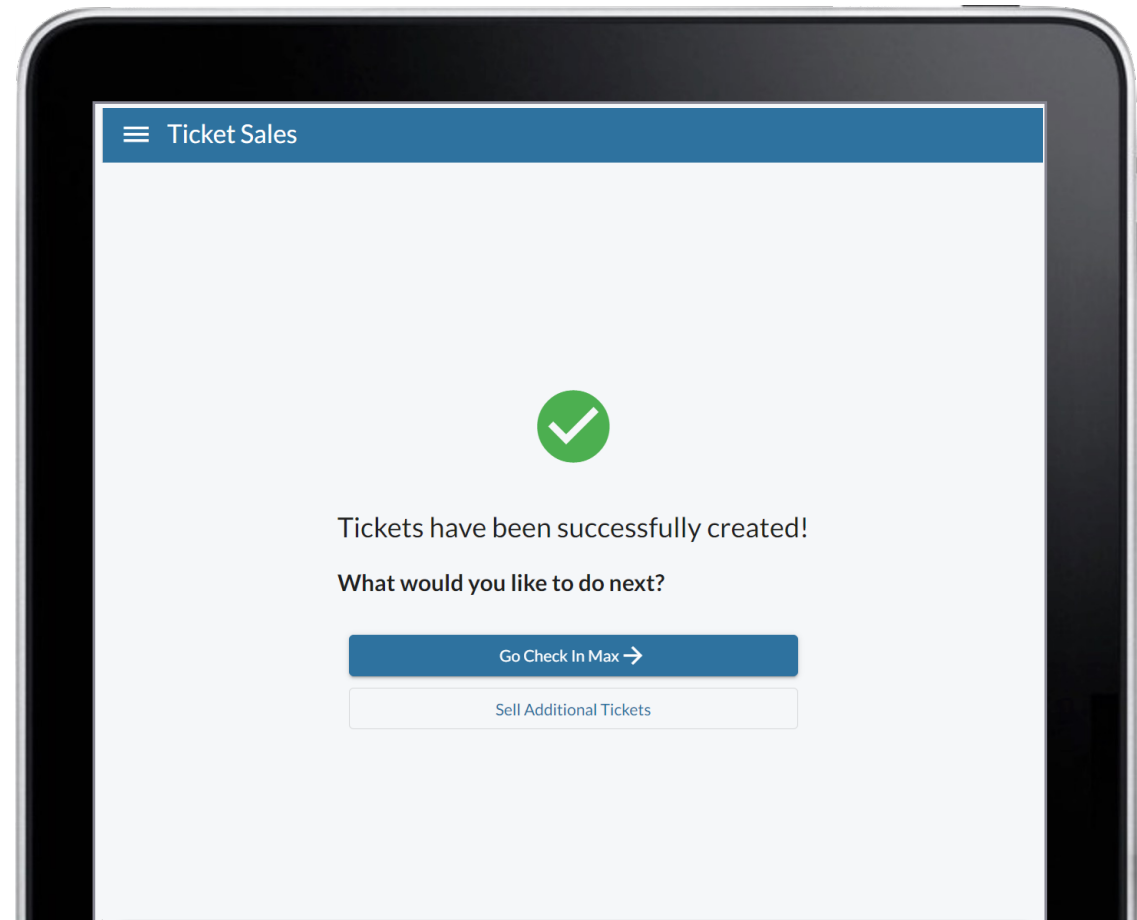
Add Attendee ✕

How would you like to provide this attendee access to the event?
A ticket is required to seat this attendee.

☐ Sell a Ticket

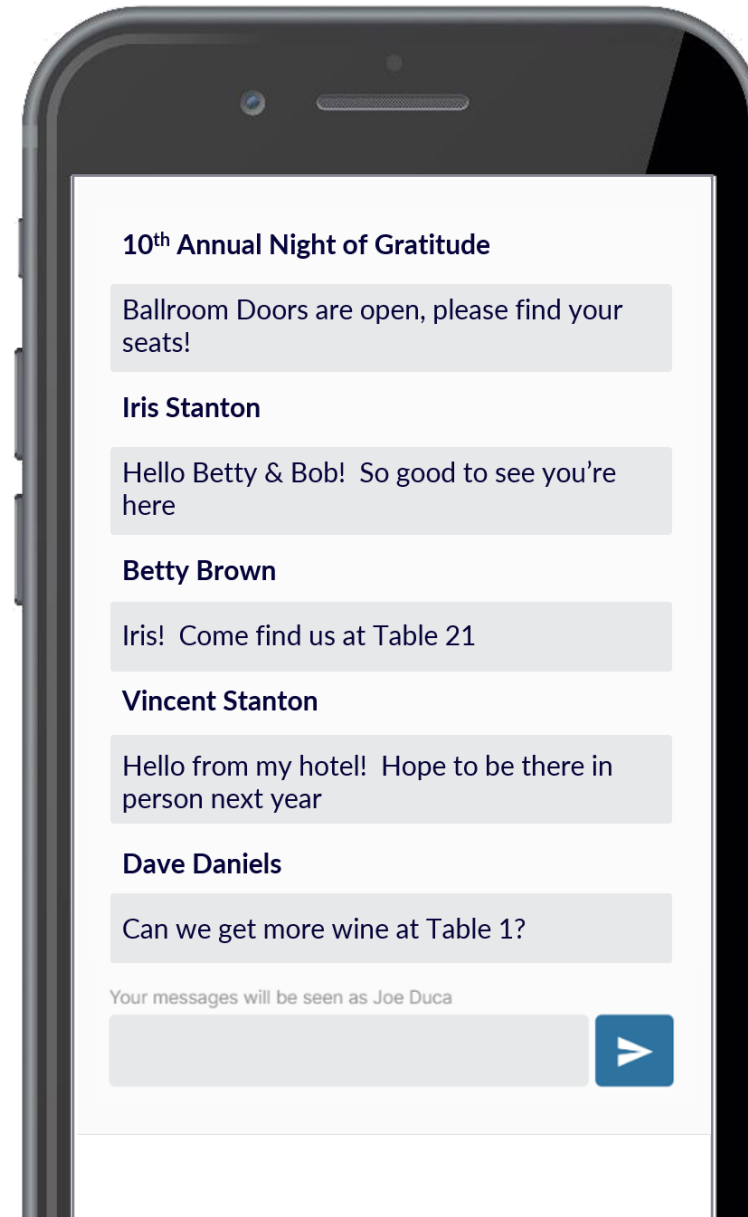
☒ Provide Complimentary Ticket

☐ Provide Event Access Without a Ticket
Add a volunteer, staff, or other attendee so they can participate in fundraising.



Chat

1. Announcements
2. Concierge help
3. Community engagement



Raffle

1. Public or volunteer-only
2. Require payment
3. Restrict payment types

Volunteer Raffle Sales

 [What's a payment restriction?](#)

Raffle tickets sold through an event tool can be limited to specific payment types

☐ My raffle does not have payment restrictions

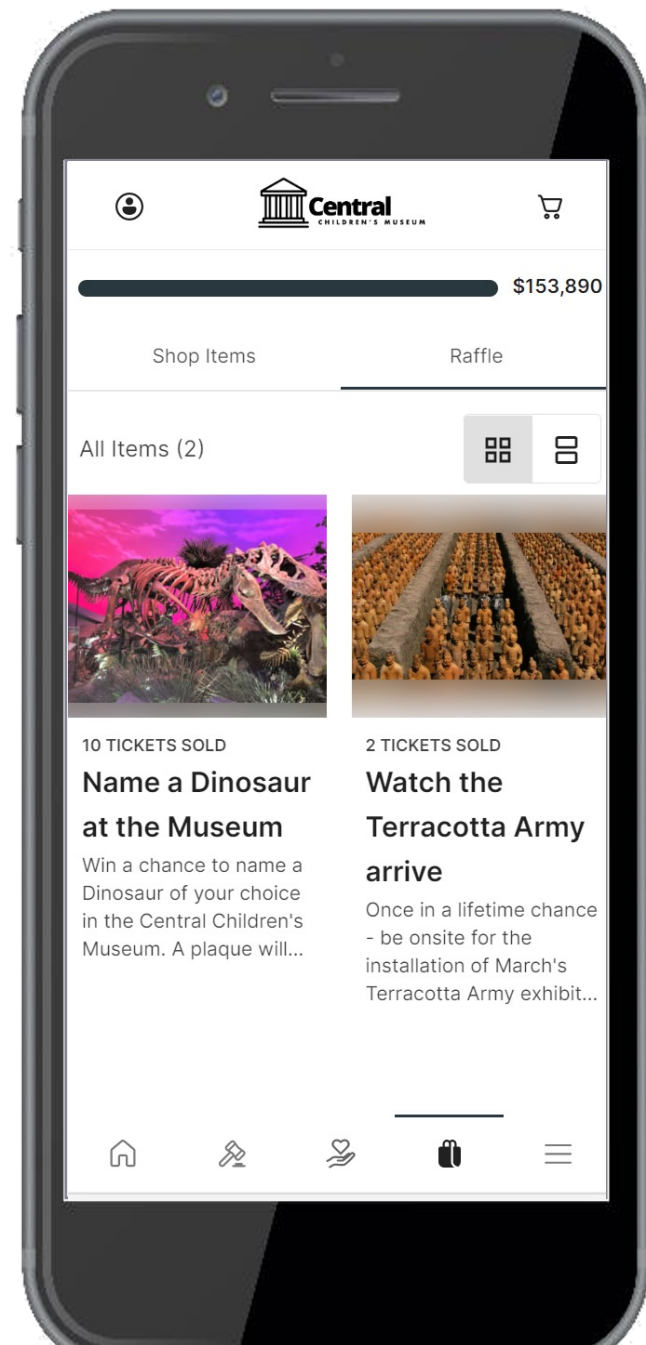
☒ My raffle has payment restrictions

☒ Pay for raffle by credit card/debit cards

☒ Pay for raffle by cash

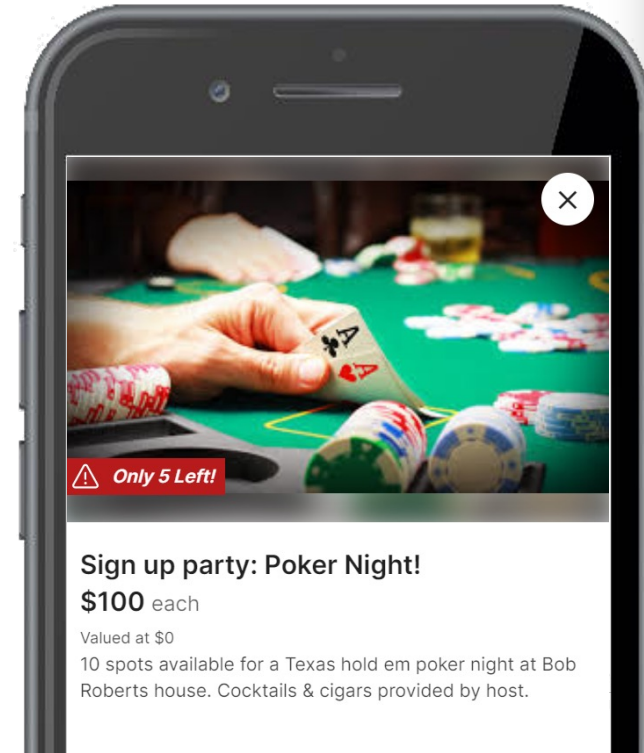
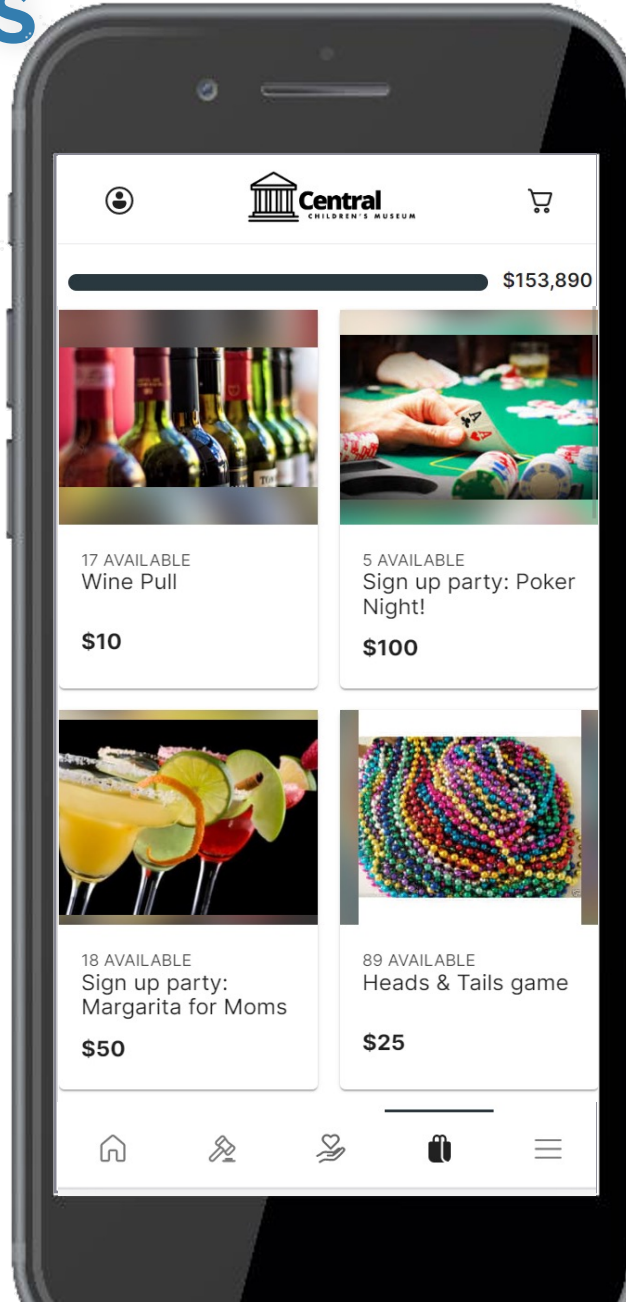
☒ Pay for raffle by check

☒ Pay for raffle by other



Fixed Price Items

1. Games, drink tickets, wine pull, merchandise, and more
2. Public or volunteer-only
3. Pick-up options



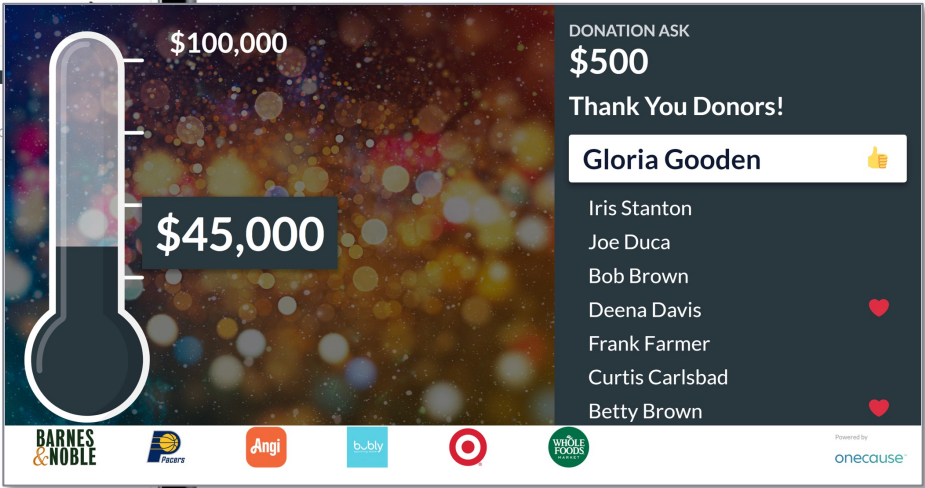
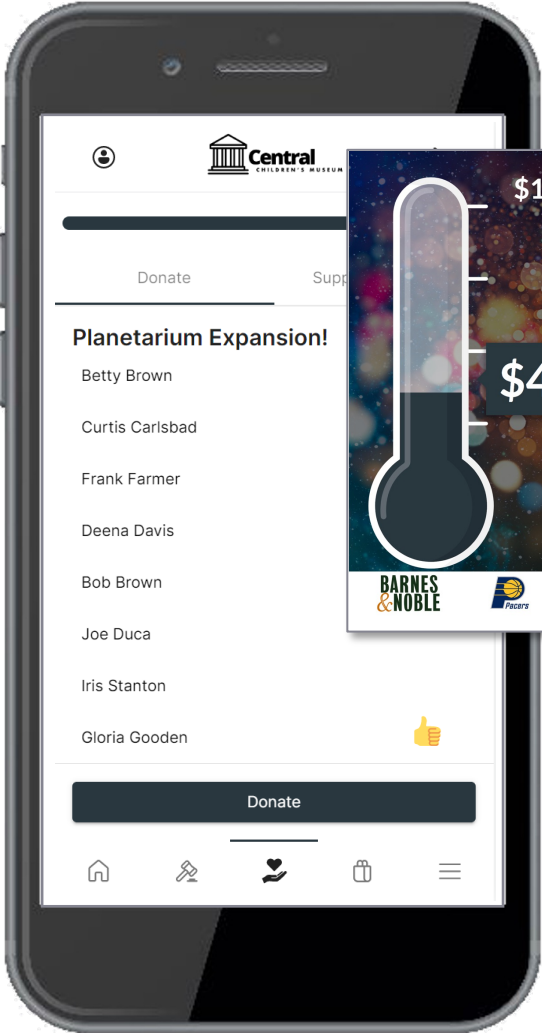
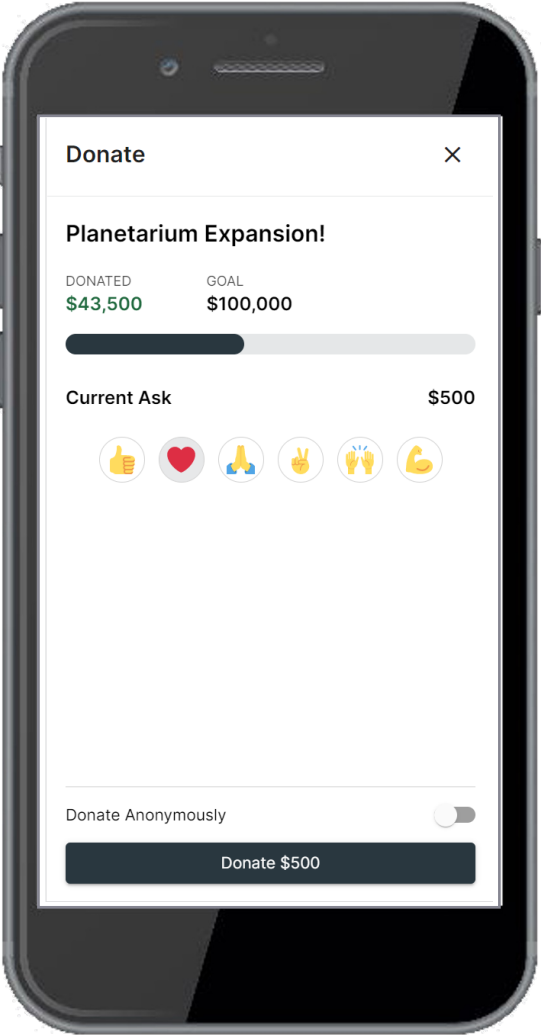
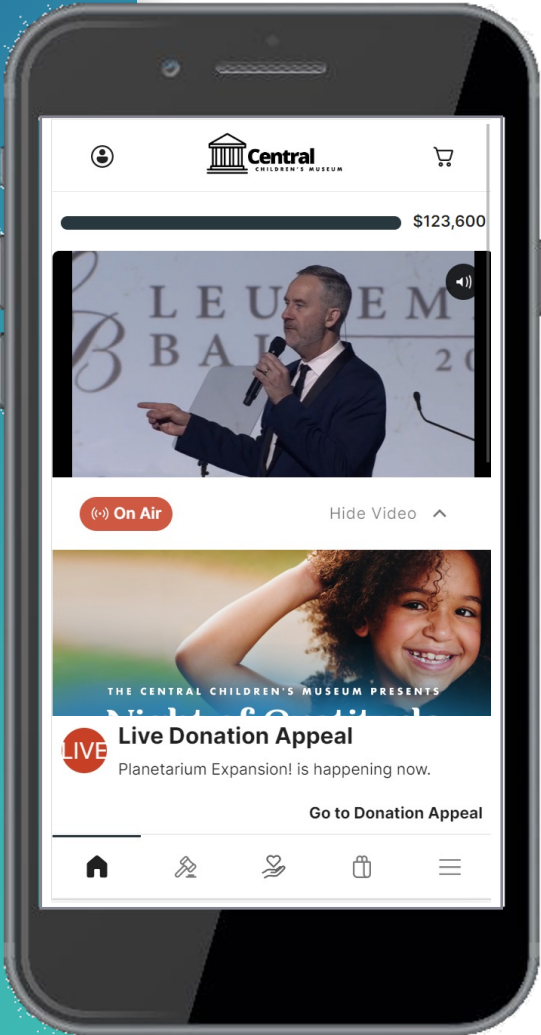
Change Attendee Experience

1. In-Person or Virtual
2. Messages & visibility

The image displays two mobile devices showing the OneCause platform interface. The tablet screen shows a profile for Gloria Gooden with fields for Email Address, Phone Number, Table Details, Paddle Number, Ticket Type, Ticket Purchaser, Attendance Type, and Attendee Number. An 'Override Attendance Type' modal is open, showing a dropdown menu with 'Virtual' selected. The smartphone screen shows a live video of a man speaking at a podium, with a 'Night of Gratitude' event poster below it. The poster includes the text 'THE CENTRAL CHILDREN'S MUSEUM PRESENTS Night of Gratitude SATURDAY JANUARY 28TH, 2023'.




Donation Moment



Live Auction

1. Slide is smart enough to follow your lead
2. Shows winners

Lot #1006 Value \$4,895
Harry Potter trip for 4
7-Night Stay in London, Gloucestershire, York (England) and Edinburgh (Scotland) with Tours and Rental Car for 4!



Coca-Cola Kroger UPS Coca-Cola THE CAPITAL GRILLE BEST BUY

Powered by onecause

WINNER!
Iris Stanton
\$4,000

SOLD!



Lot #1006 Value \$4,895
Harry Potter trip for 4

UPS Coca-Cola THE CAPITAL GRILLE BEST BUY Ford OCBS

Powered by onecause



Live Auction

1. In-room + virtual
2. Hand-raise, paddle raise, mobile bid, floor bid, proxy bid



ASKING BID

\$4,500

 Iris Stanton	\$4,000
Floor Bid	\$3,500
Betty Brown	\$3,000
Bob Roberts	\$2,500
David Daniels	\$2,000







Lot #1006 Value \$4,895
Harry Potter trip for 4



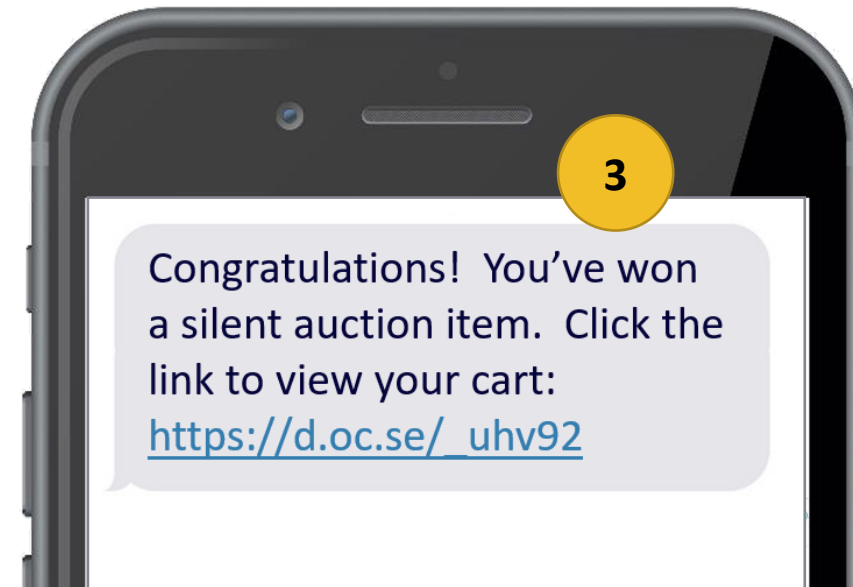
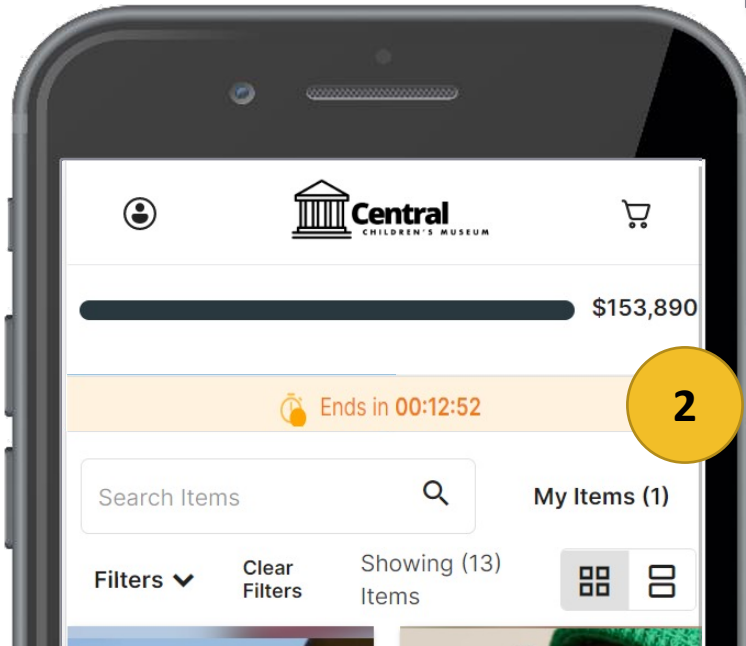
Silent Auction Countdown

1. Slides
2. Countdown
3. Winners' text

Great Auction Items Available!

	#116 Hand-Crafted State of the Art Dollhouse Starting Bid: \$400		#117 Handmade Quilt Current Bid: \$85
	#119 Jackson Hole Wildlife Adventure Current Bid: \$1,200		#120 Kendra Scott Jewelry Set Current Bid: \$100

Logos at the bottom: REEF, Google, amazon, UPS, REEF, Google, onecause



DELIGHT YOUR DONORS

EVENT WRAP-UP

All New!

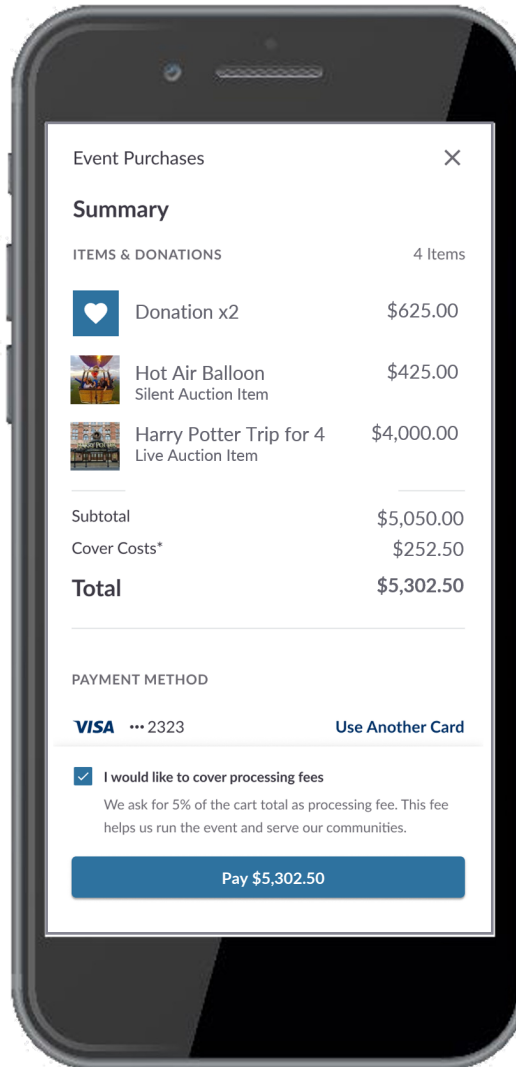


bit.ly/3TTH1q



Item Pick-Up Reimagined




1. Self-driven payment
2. Payment flexibility
3. Schedule pick-up times



Event Purchases

Summary

ITEMS & DONATIONS 4 Items

	Donation x2	\$625.00
	Hot Air Balloon Silent Auction Item	\$425.00
	Harry Potter Trip for 4 Live Auction Item	\$4,000.00

Subtotal \$5,050.00

Cover Costs* \$252.50

Total \$5,302.50

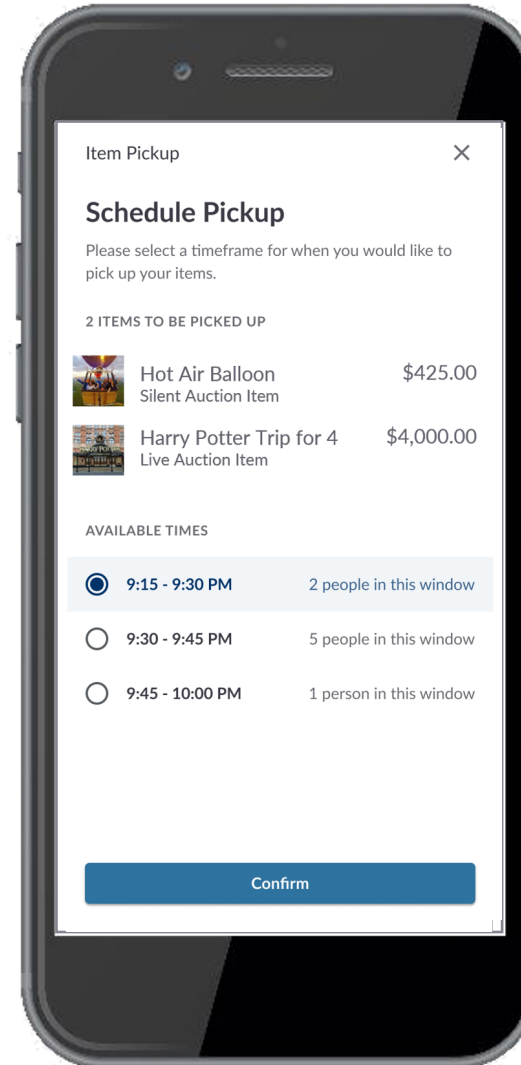
PAYMENT METHOD

VISA ... 2323 [Use Another Card](#)

☒ I would like to cover processing fees

We ask for 5% of the cart total as processing fee. This fee helps us run the event and serve our communities.

[Pay \\$5,302.50](#)





Item Pickup

Schedule Pickup

Please select a timeframe for when you would like to pick up your items.

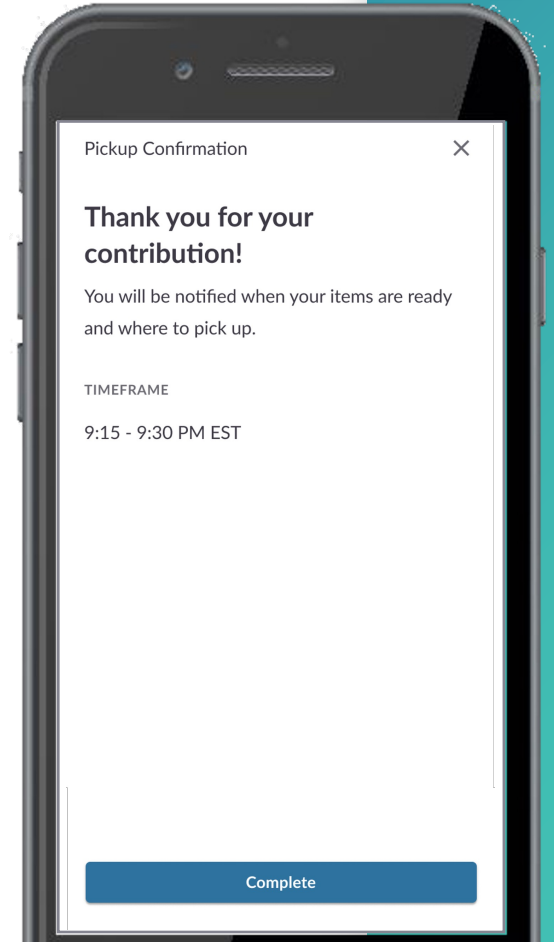
2 ITEMS TO BE PICKED UP

	Hot Air Balloon Silent Auction Item	\$425.00
	Harry Potter Trip for 4 Live Auction Item	\$4,000.00

AVAILABLE TIMES

<input checked="" type="radio"/> 9:15 - 9:30 PM	2 people in this window
<input type="radio"/> 9:30 - 9:45 PM	5 people in this window
<input type="radio"/> 9:45 - 10:00 PM	1 person in this window

[Confirm](#)



Pickup Confirmation

Thank you for your contribution!

You will be notified when your items are ready and where to pick up.

TIMEFRAME

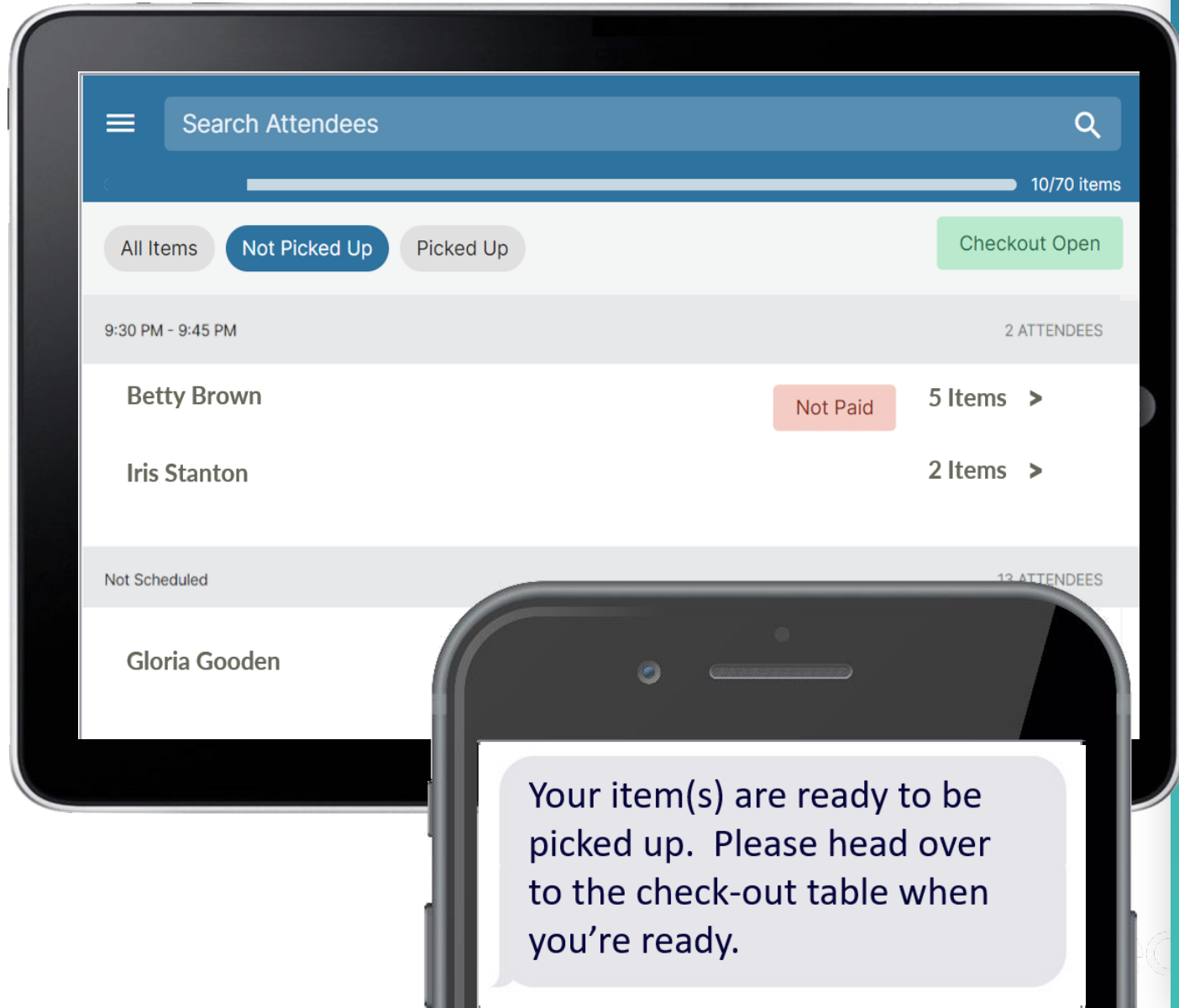
9:15 - 9:30 PM EST

[Complete](#)



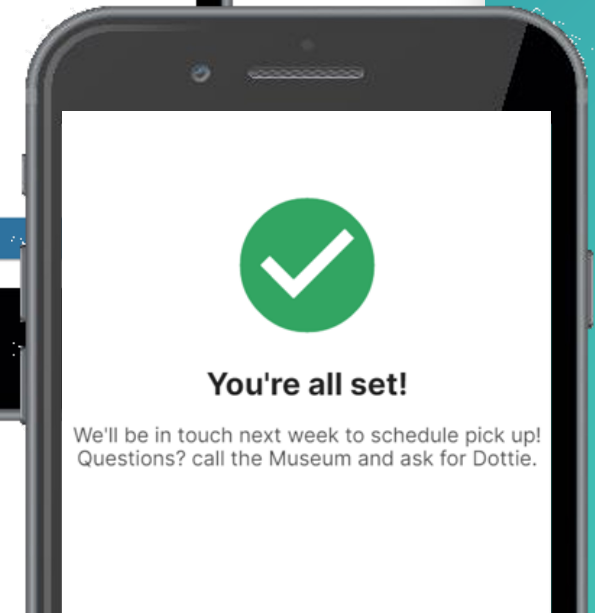
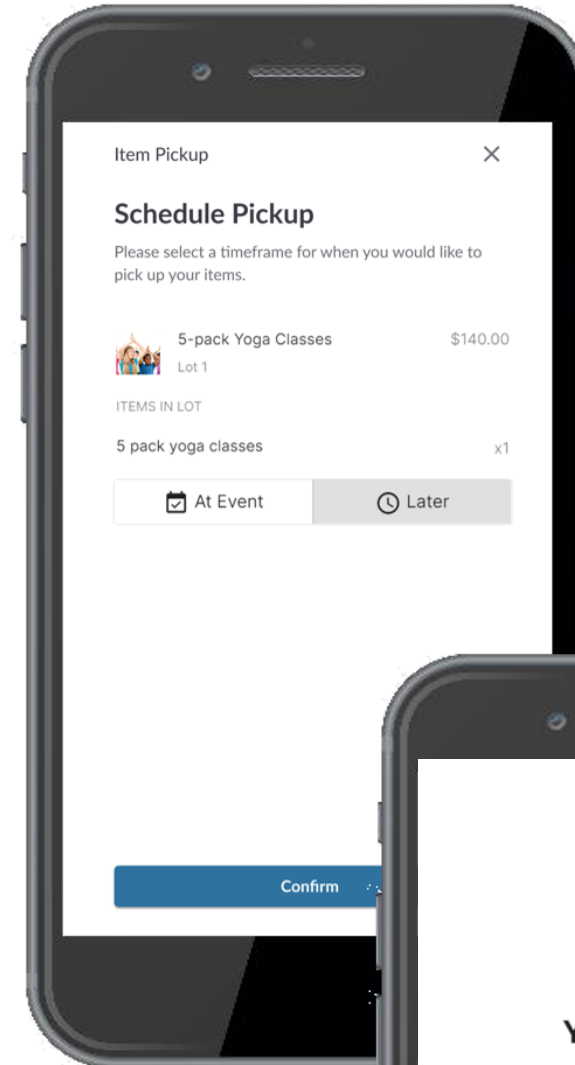
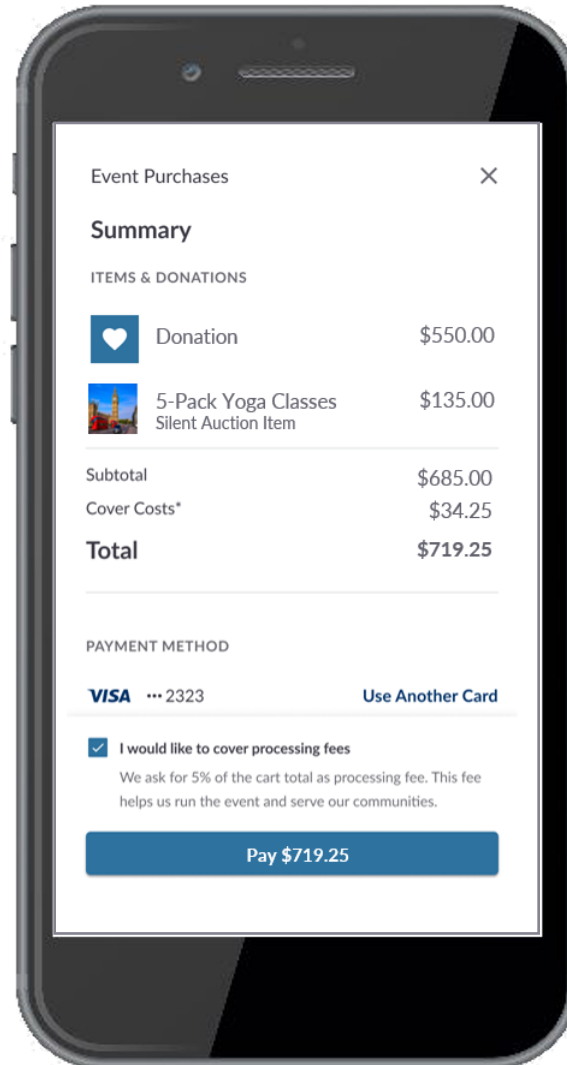
Item Pick-Up Reimagined

1. Easier package staging for Volunteers
2. Volunteers text when items are ready



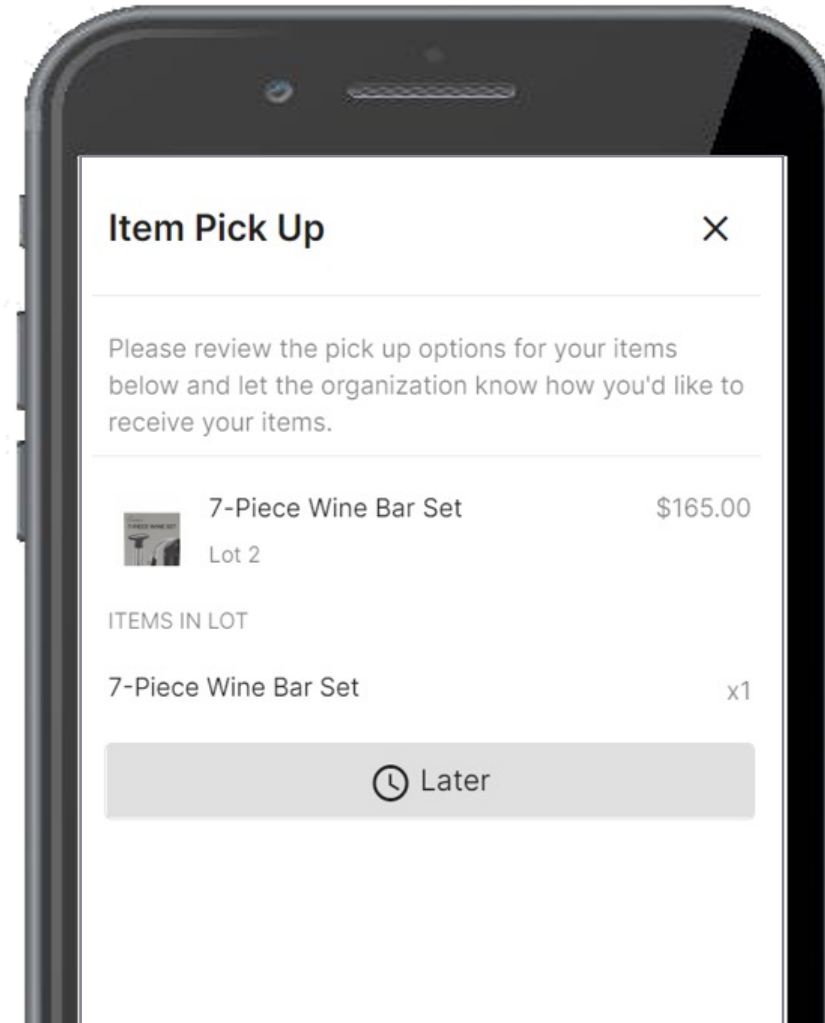
Item Pick-Up Reimagined

Virtual Winners
pick up later



Item Pick-Up Reimagined

1. Informed winners
2. Pick Up options
3. Happy & prepared Volunteers





In-Person Attendee
Iris



Her Guest
Gloria



Virtual Attendee
Vincent

"This platform puts the attendee experience in their hands ... bidding, donating, purchases and checkout are all driven by the attendee. This makes it so much easier!"

DELLA CARVER
Arthritis Foundation





Q + A

Want to learn
more? Scan this!

bit.ly/3TTH1q



Webinar Series

POWER OF THE PLATFORM

1. Events Reimagined

On demand at onecause.com

2. New Strategies to Reimagine Giving

On demand at onecause.com

3. Delighting Your Donors

Soon available at onecause.com



4. The Nonprofit's View

Thursday, December 8



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

THANK YOU

FOR JOINING US

All New!



onecause®

