

POWER OF THE PLATFORM:

EVENTS REIMAGINED



\$4B 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.*



Webinar Series

POWER OF THE PLATFORM

- ★ 1. **Events Reimagined**
Wednesday, October 5
2. **New Strategies to Reimagine Giving**
Wednesday, October 26
3. **Delighting Your Donors**
Thursday, November 10
4. **The Nonprofit's View**
Thursday, December 8



2PM ET | 1PM CT | 12PM MT | 11AM 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



All New!



The OneCause Fundraising Platform

onecause®



YOUR HOSTS



Dawn Lego

Director, Brand Engagement &
Channel Marketing
OneCause



Emily Newberry

VP, National Accounts
OneCause



Joe Duca

VP. Product Strategy
OneCause

Agenda

1. Why Platform?
2. Events Reimagined
 - a. Before the Event
 - b. During the Event
 - c. After the Event
3. Q+A



EVENTS REIMAGINED

WHY PLATFORM?

All New!



Fundraising Challenges



Fractured landscape = *Point solutions*

Fundraising Challenges



Fractured landscape = *Point solutions*

Too much *effort vs return*

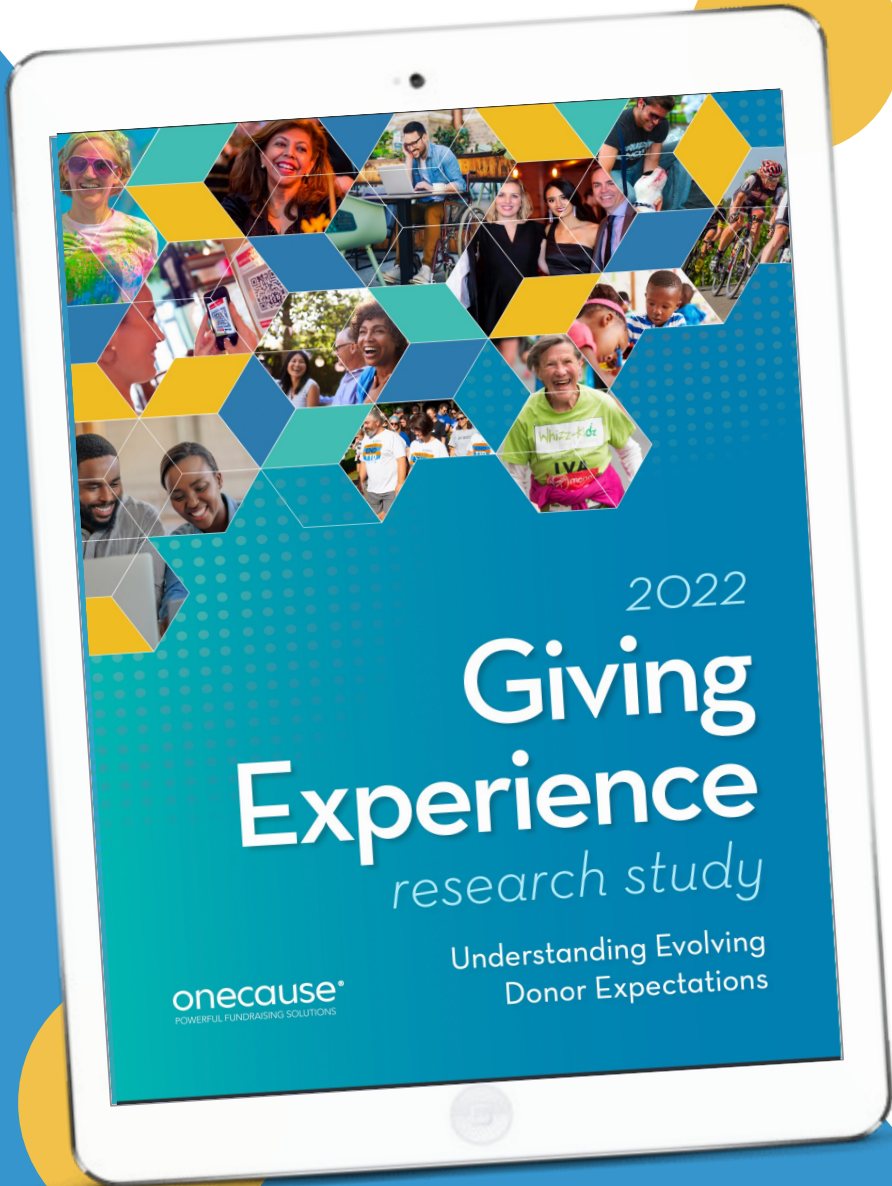
Fundraising Challenges



Fractured landscape = ***Point solutions***

Too much ***effort vs return***

Experiences don't match consumer expectations and ***create friction***



2022 OneCause Research

1,000+ Donors

Top Motivators

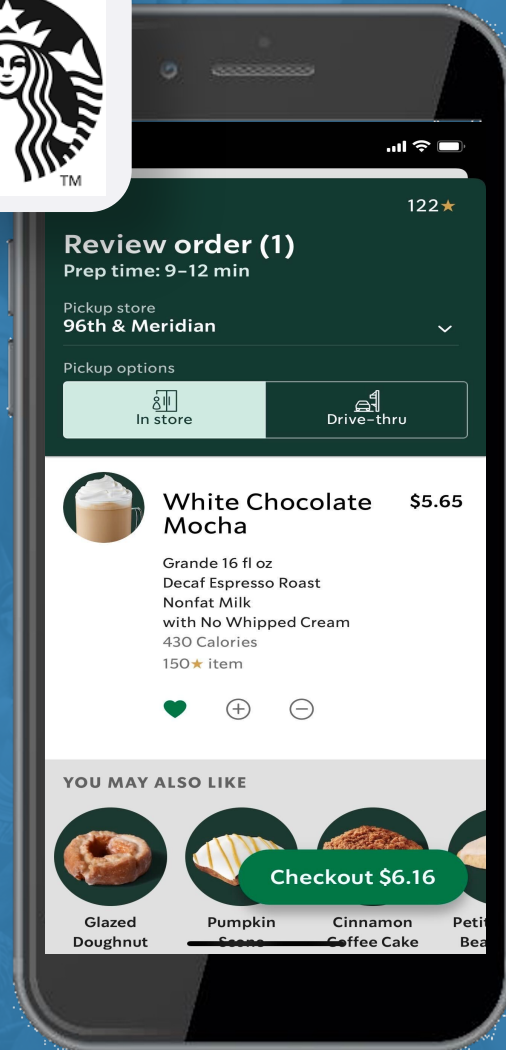
New Trends in Giving

Frictionless Philanthropy

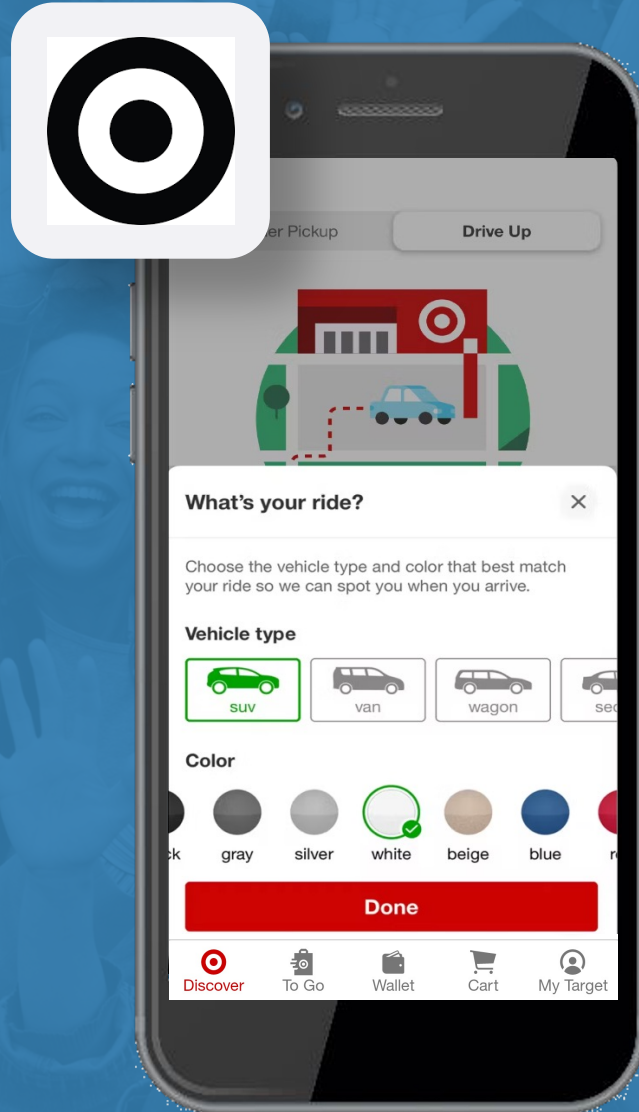
KEY DONOR MOTIVATORS



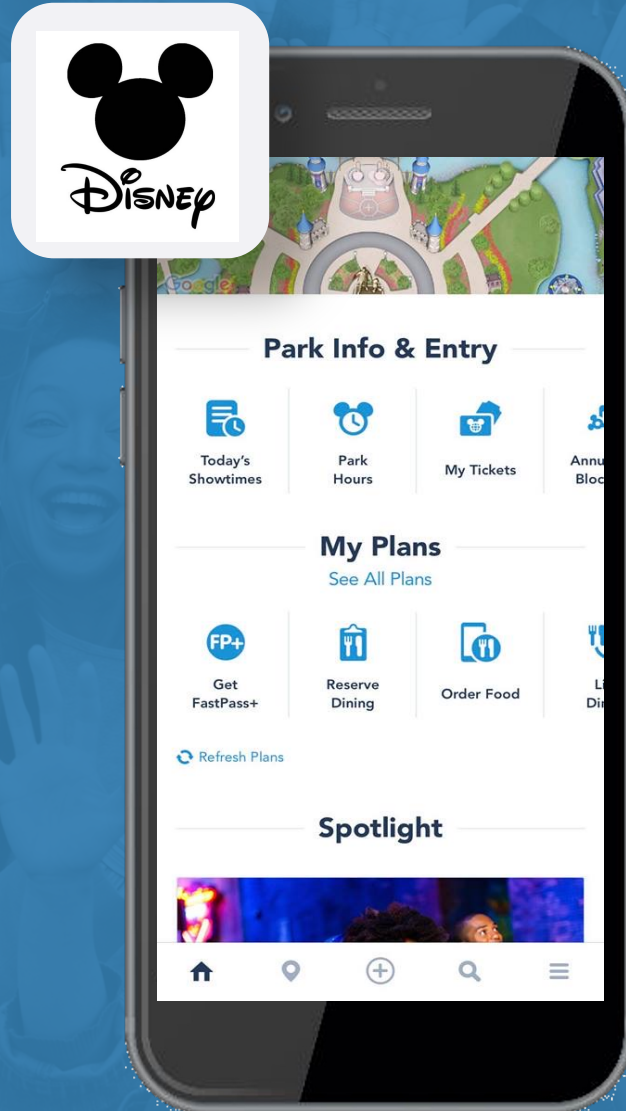
Market Research




Market Research



Market Research





“We needed to find a solution that would support our hybrid event goals. We have had experience with other software in the past, but it did not provide us with what our event needed. We were looking for a new experience that would help our event succeed.”

W O O K I M

P e a r l H a r b o r A v i a t i o n M u s e u m



Platform Vision

REIMAGINE GIVING



SUPPORTER

- Modern
- Personal
- Intuitive
- Self-serve

Platform Vision

REIMAGINE GIVING



SUPPORTER

- Modern
- Personal
- Intuitive
- Self-serve

ORGANIZATION

- Flexible
- Scalable Praise 2022
- Innovative
- Intentional

REIMAGINE GENEROSITY

All New!



MODERN & FLEXIBLE



SEAMLESS GIVING



DEEPER ENGAGEMENT

REIMAGINE GENEROSITY

All New!



MODERN & FLEXIBLE



SEAMLESS GIVING



DEEPER ENGAGEMENT

EVENTS REIMAGINED

BEFORE THE EVENT

All New!



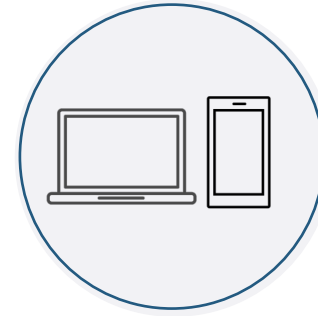
Flexibility & Optionality



IN-PERSON
EXPERIENCE



HYBRID
EXPERIENCE



VIRTUAL
EXPERIENCE

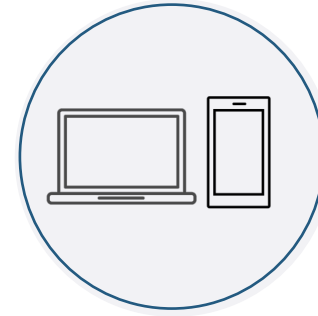
Flexibility & Optionality



IN-PERSON
EXPERIENCE



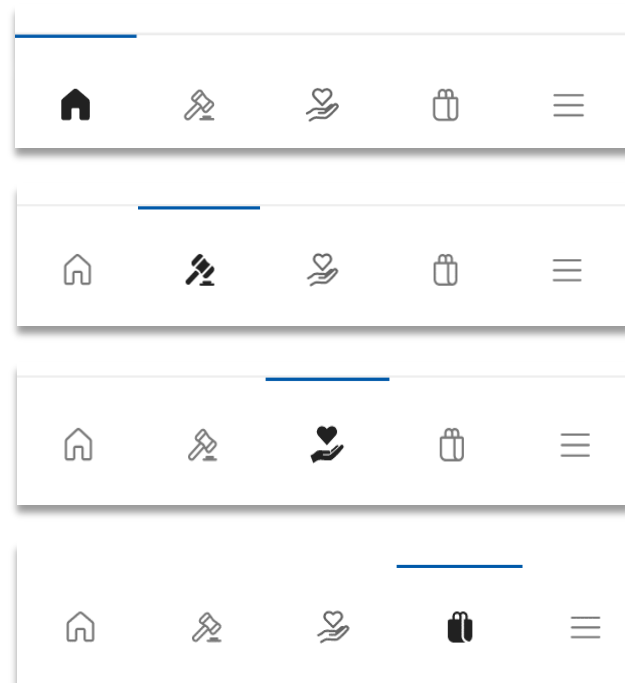
HYBRID
EXPERIENCE



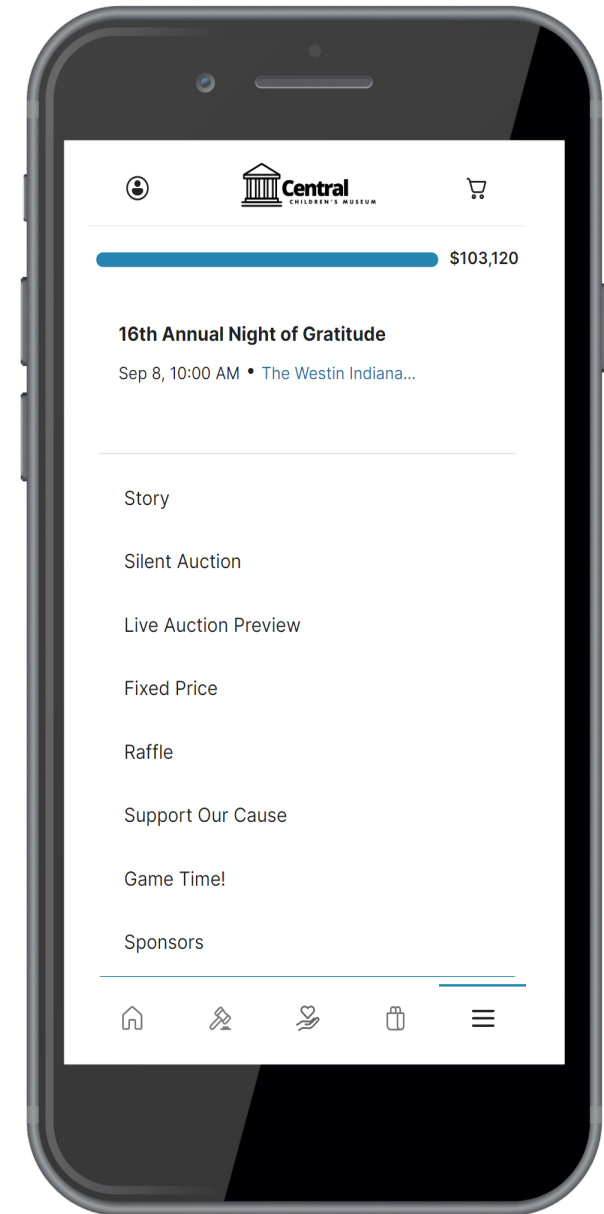
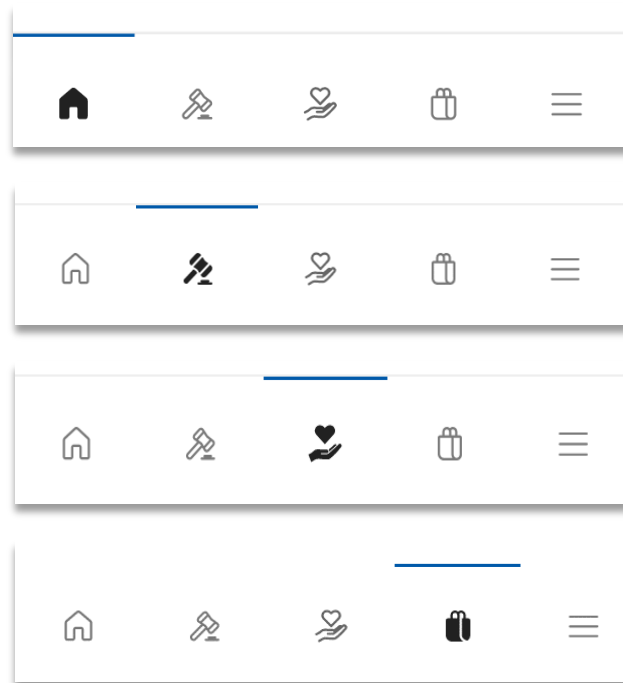
VIRTUAL
EXPERIENCE

Event Site

Mobile Navigation

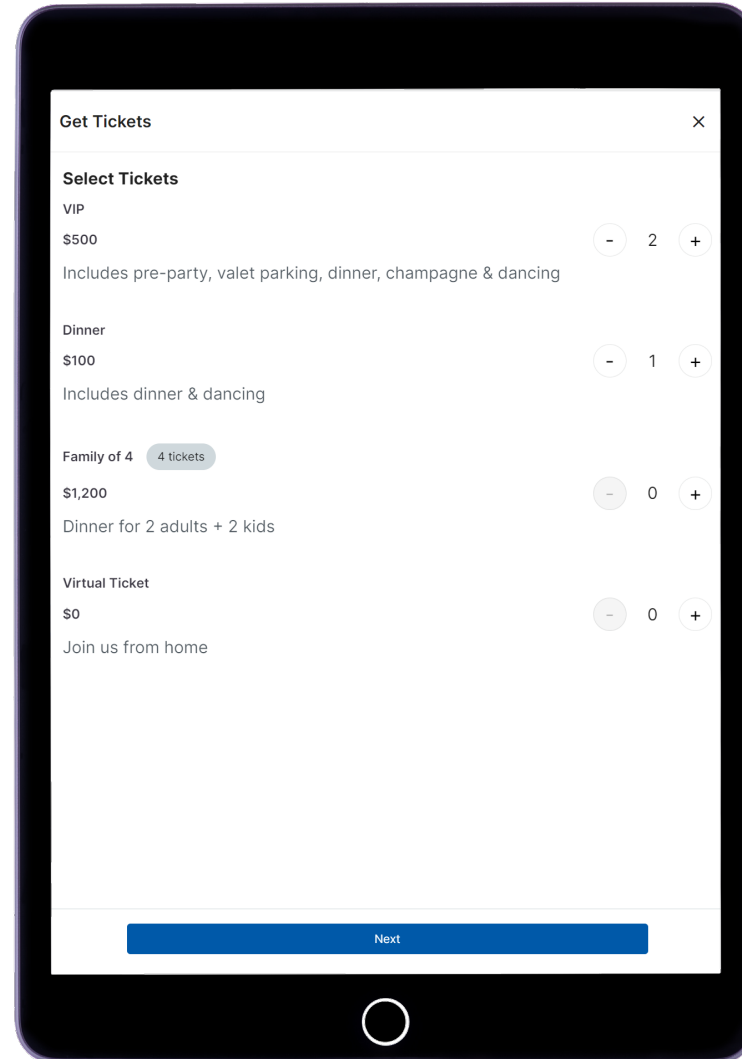


Mobile Navigation



Smart Ticketing & Tables

1. Ticket Types (drive experience)



MORE INFO IN
WEBINAR 3

Smart Ticketing & Tables

- 1. Ticket Types (drive experience)
- 2. Optional Questions & Promo Codes

Edit Ticket Option

Open Response
Multiple Choice
Checkboxes

Ticket Option Prompt
Dinner option 13/60

Chicken ✕ ⓘ

Vegan ✕

Vegetarian ✕ ⓘ

+ Add Option

Is this a Meal Choice Option?

Assign to ticket types

Early Bird (+3 others) ▼

Ticket Types Create Ticket Type

	Active	Name	Price	Value	Sold	
↑↓		Early Bird	\$90	\$0	12	⋮
↑↓	✓ Active	VIP	\$500	\$75	10	⋮
↑↓	✓ Active	Dinner	\$100	\$50	10	⋮
↑↓	✓ Active	Family of 4	\$1,200	\$600	4	⋮
↑↓	✓ Active	Virtual Ticket	\$0	\$0	4	⋮

Ticket Options Create Ticket Option

	Option Question	Ticket Types	# Answered	
↑↓	Dinner option	Dinner	2	⋮

Promo Codes Create Promo Code

	Active	Promo Code	Ticket Types	Promo Amount	Usage	
✓ Active	✓ Active	DogLover	Dinner, Family of 4	10%	0	⋮
✓ Active	✓ Active	CatLover	Dinner, Family of 4	10%	0	⋮

Smart Ticketing & Tables

- 1. Ticket Types (drive experience)
- 2. Optional Questions & Promo Codes

Edit Ticket Option

Open Response | **Multiple Choice** | Checkboxes

Ticket Option Prompt
Dinner option 13/60

Chicken ✕ ⓘ

Vegan ✕

Vegetarian ✕ ⓘ

+ Add Option

Is this a Meal Choice Option?

Assign to ticket types
Early Bird (+3 others) ▼

Ticket Types Create Ticket Type

Active	Name	Price	Value	Sold	
↑↓	Early Bird	\$90	\$0	12	⋮
↑↓ ✓ Active	VIP	\$500	\$75	10	⋮
↑↓ ✓ Active	Dinner	\$100	\$50	10	⋮
↑↓ ✓ Active	Family of 4	\$1,200	\$600	4	⋮
↑↓ ✓ Active	Virtual Ticket	\$0	\$0	4	⋮

Ticket Options Create Ticket Option

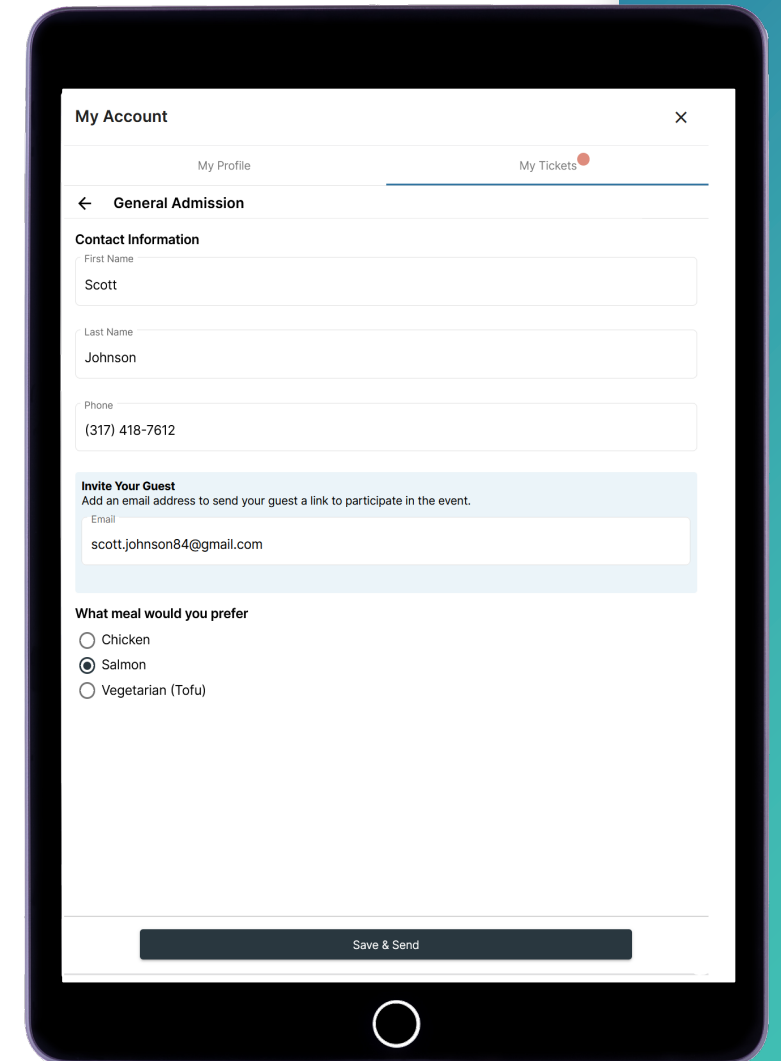
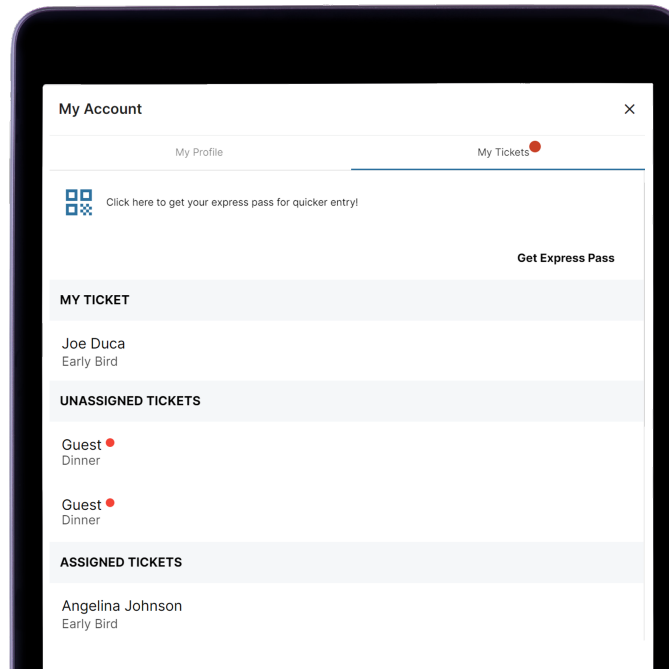
Option Question	Ticket Types	# Answered	
↑↓ Dinner option	Dinner	2	⋮

Promo Codes Create Promo Code

Active	Promo Code	Ticket Types	Promo Amount	Usage	
✓ Active	DogLover	Dinner, Family of 4	10%	0	⋮
✓ Active	CatLover	Dinner, Family of 4	10%	0	⋮

Smart Ticketing & Tables

1. Ticket Types (drive experience)
2. Optional Questions & Promo Codes
3. Attendees Manage Tickets



Smart Ticketing & Tables

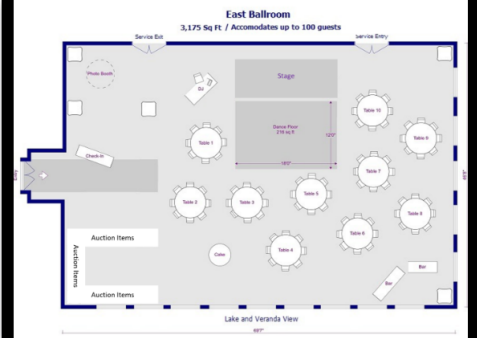
1. Ticket Types (drive experience)
2. Optional Questions & Promo Codes
3. Attendees Manage Tickets
4. Easy Table Management

Table Management

Download Reports Reset All Seats Add Tables

21 Seated 22 Unseated

1 / 20 Tables at Capacity 3 Checked In



East Ballroom
3,175 Sq Ft / Accommodates up to 100 guests

Bulk Actions Selected 2 Search Filter

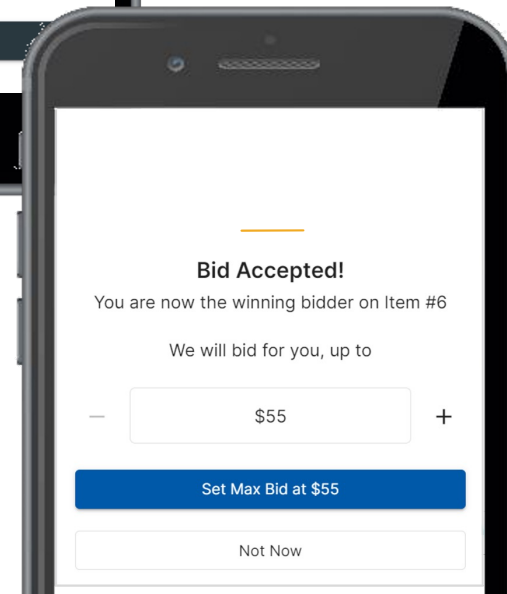
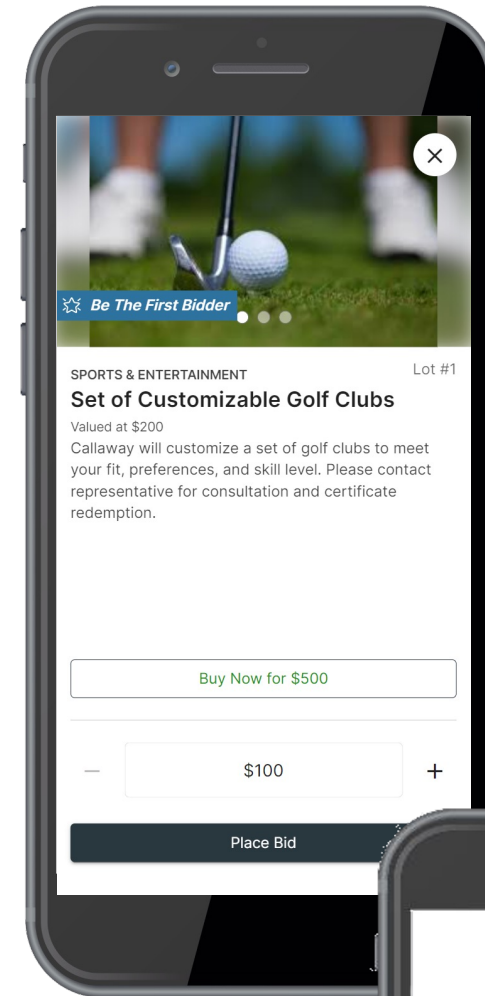
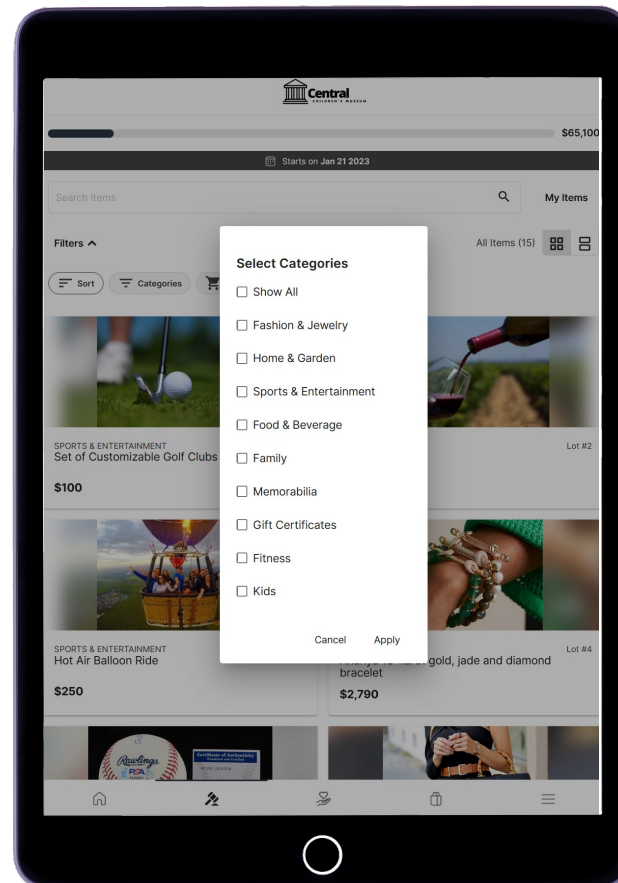
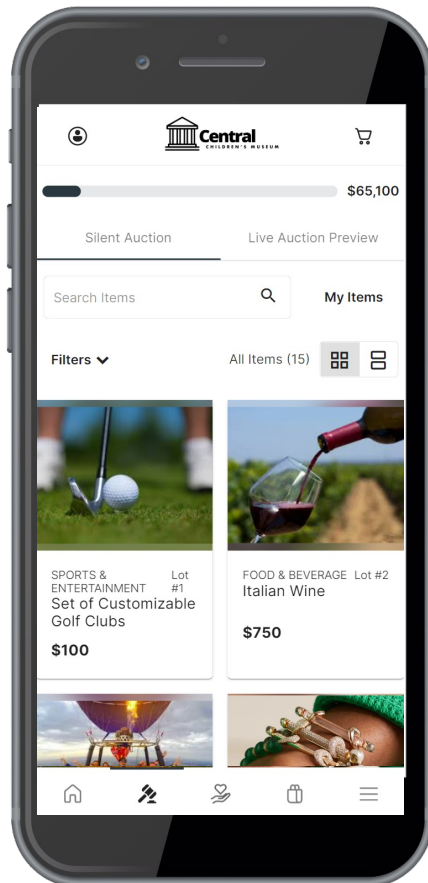
1. VIP
Captain: Andy Anderson

Select	Attendee	Ticket Type	Ticket Status	
<input checked="" type="checkbox"/>	John Ross	VIP	Sent	⋮
<input checked="" type="checkbox"/>	Jana Ross	VIP	Claimed	⋮
<input type="checkbox"/>	Jane Smith	VIP	Sent	⋮
<input type="checkbox"/>	Guest of Jane Smith	VIP	Unassigned	⋮
<input type="checkbox"/>	Phil Villani	VIP	Sent	⋮
<input type="checkbox"/>	Joe Duca Caprio	VIP	Claimed	⋮
<input type="checkbox"/>	Guest of Phil Villani	Dinner	Unassigned	⋮

3 seats still available at this table.

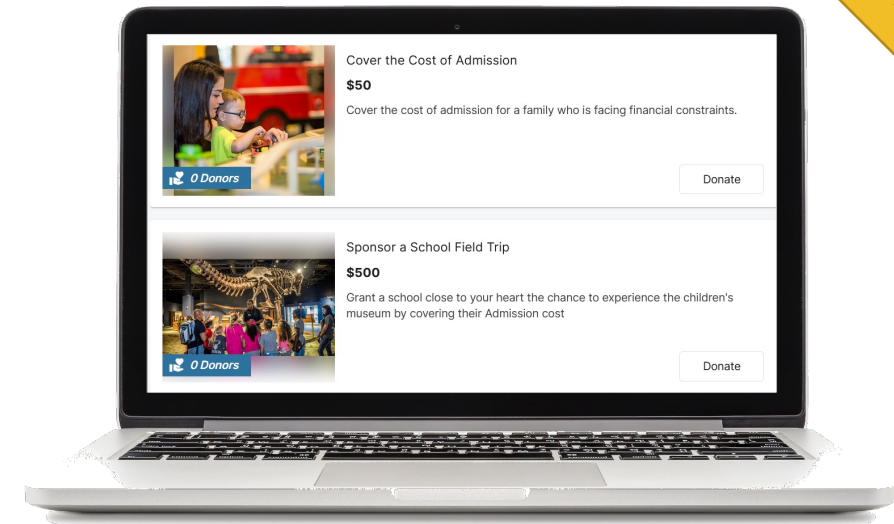
Pre-Event Engagement

1. Flexible Bidding Interface

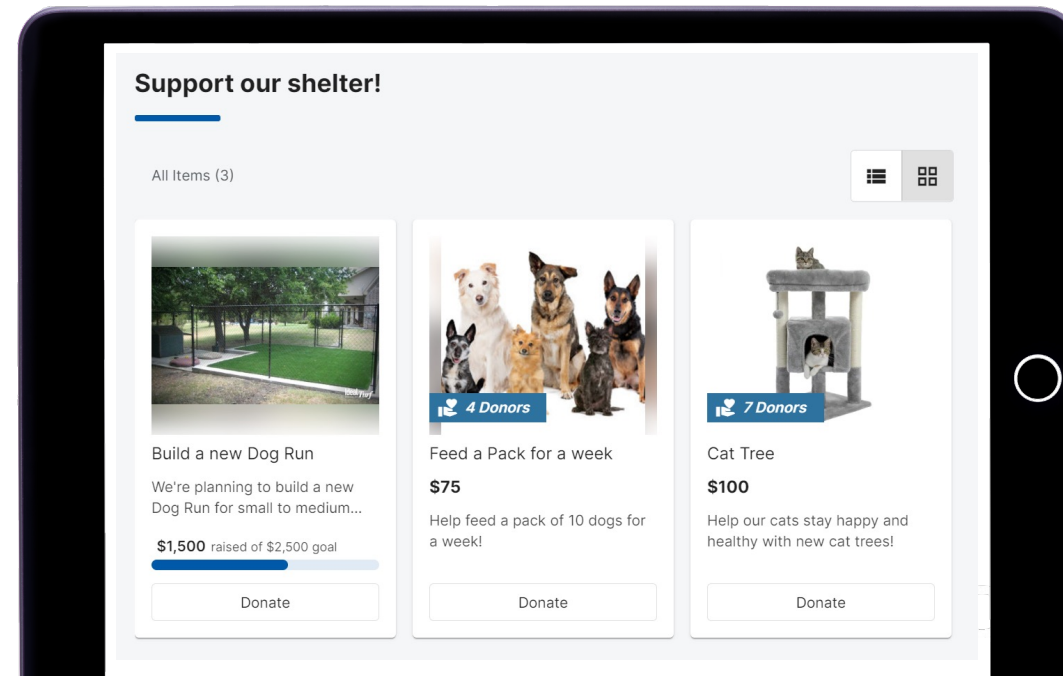


Pre-Event Engagement

1. Flexible Bidding Interface
2. Donation Impact Levels
3. Targeted Achievements (crowdfunding)

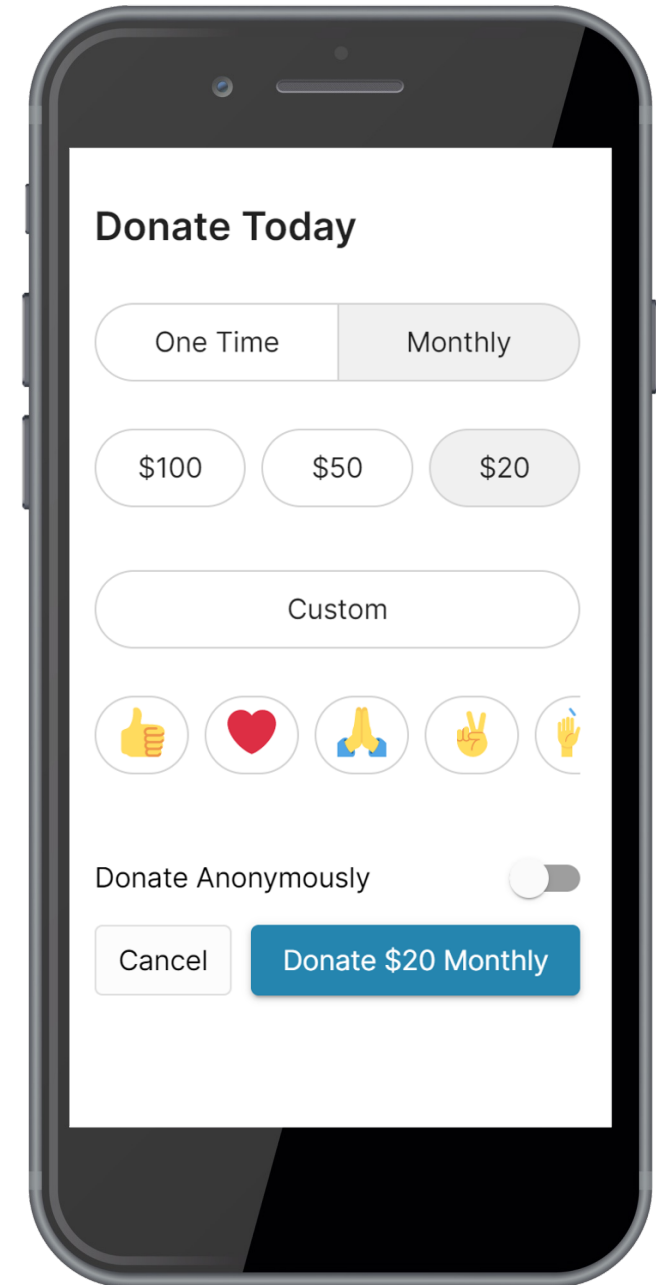


MORE INFO IN
WEBINAR 2



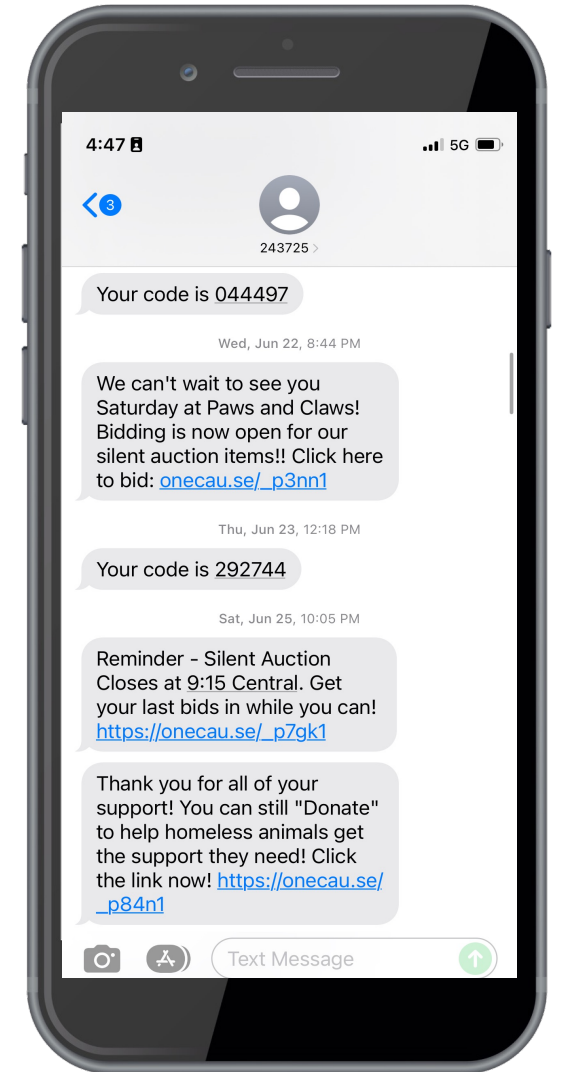
Pre-Event Engagement

1. Flexible Bidding Interface
2. Donation Impact Levels
3. Targeted Achievements
4. Recurring Donations



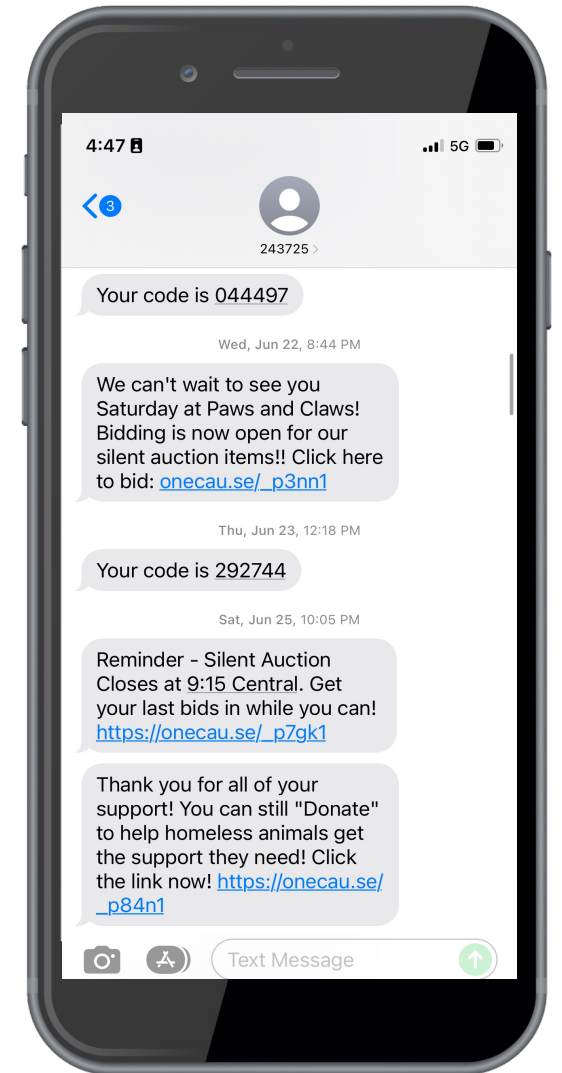
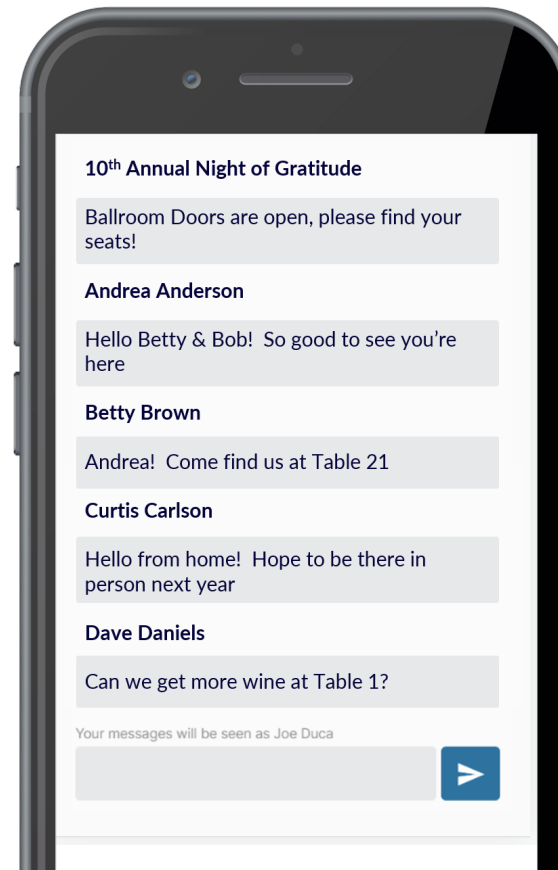
Pre-Event Engagement

1. Flexible Bidding Interface
2. Donation Impact Levels
3. Targeted Achievements
4. Recurring Donations
5. Texting & Chat



Pre-Event Engagement

1. Flexible Bidding Interface
2. Donation Impact Levels
3. Targeted Achievements
4. Recurring Donations
5. Texting & Chat

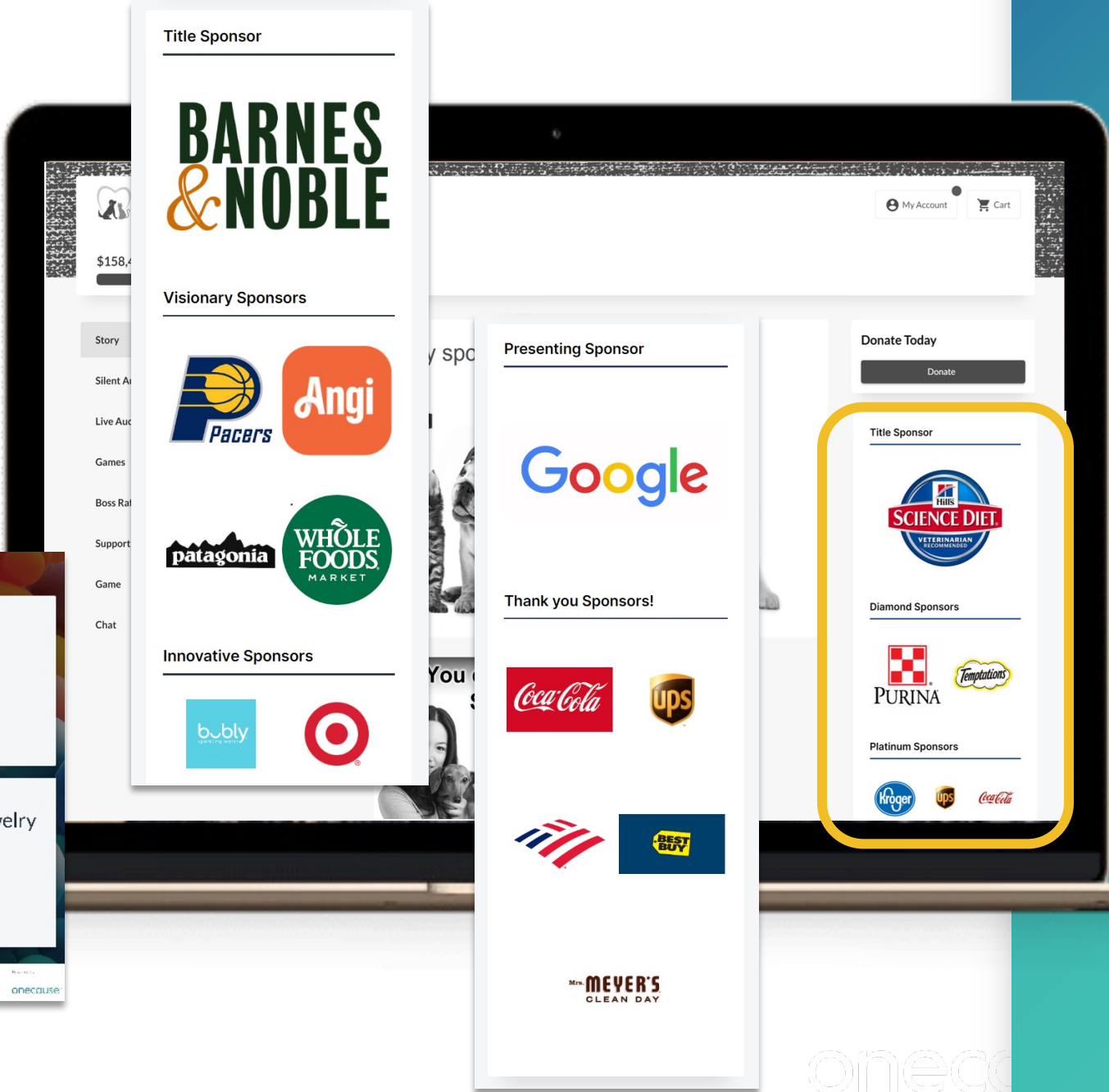


Sponsors ROI



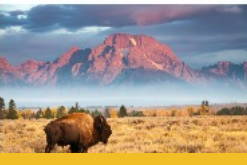

1. Logo Size & Placement
2. Impressions & Clickthroughs

Sponsors ROI

- 1. Logo Size & Placement
- 2. Impressions & Clickthroughs



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

At the bottom of the auction items section, there is a row of logos: Best Buy, Google, Amazon, UPS, Best Buy, Google, and OneCause.


Sponsors ROI

1. Logo Size & Placement
2. Impressions & Clickthroughs
3. Sponsor Game

How Fast Can You Match?

Brought to you by: Barnes & Noble

TO PLAY: Click on a card and find its match. See how fast you can find all the matches.



LEADERBOARD
FASTEST MATCHES

1.	Dave Daniels	35
2.	Dave Daniels	37
3.	Betty Brown	40
4.	Curtis Carlson	41
5.	Betty Brown	48
6.	Bob Brown	49
7.	Curtis Carlson	53
8.	Betty Brown	54
9.	Andrea Anderson	56
10.	Andrea Anderson	57


Sponsors ROI

1. Logo Size & Placement
2. Impressions & Clickthroughs
3. Sponsor Game
4. Sponsorship Sales & Tickets

Sponsor Details

Edit Details

Coca Cola

 Contact Name: Bob Roberts
Contact Email: coke@coke.com
Notes: Providing beverages for the shelter year-round, as well as for the event. Also sending swag, probably hats, koozies, and keychains, and fabric swag bags.

Event Sponsorship Sales

Add Sponsorship Sale

Amount	Title	Status	Expected Date	Paid Date	
\$5,000	Gold Sponsorship (merch)	Paid by Other beverages + swag		Oct 1 2022	⋮
\$5,000	Gold Sponsorship (cash)	Paid By Check 4523	Oct 8 2022	Oct 1 2022	⋮


Sponsors ROI

1. Logo Size & Placement
2. Impressions & Clickthroughs
3. Sponsor Game
4. Sponsorship Sales & Tickets

Sponsor Details

Edit Details

Coca Cola



Contact Name: Bob Roberts
Contact Email: coke@coke.com
Notes: Providing beverages for the shelter year-round, as well as for the event. Also sending swag, probably hats, koozies, and keychains, and fabric swag bags.

Event Sponsorship Sales


Add Sponsorship Sale

Amount	Title	Status	Expected Date	Paid Date	
\$5,000	Gold Sponsorship (merch)	Paid by Other beverages + swag		Oct 1 2022	⋮
\$5,000	Gold Sponsorship (cash)	Paid By Check 4523	Oct 8 2022	Oct 1 2022	⋮

Event Tickets (11)

Comp Ticket

Attendee Name	Ticket Type	Purchase Time	Status	
Guest of Coca Cola	VIP	Oct 1 2022 1:24 PM	Unassigned	⋮
Guest of Coca Cola	Dinner	Oct 1 2022 1:24 PM	Unassigned	⋮
Guest of Coca Cola	Dinner	Oct 1 2022 1:24 PM	Unassigned	⋮
Guest of Coca Cola	VIP	Oct 1 2022 1:24 PM	Unassigned	⋮
Guest of Coca Cola	Dinner	Oct 1 2022 1:24 PM	Unassigned	⋮



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

PAULA EICHHOLZ

March of Dimes

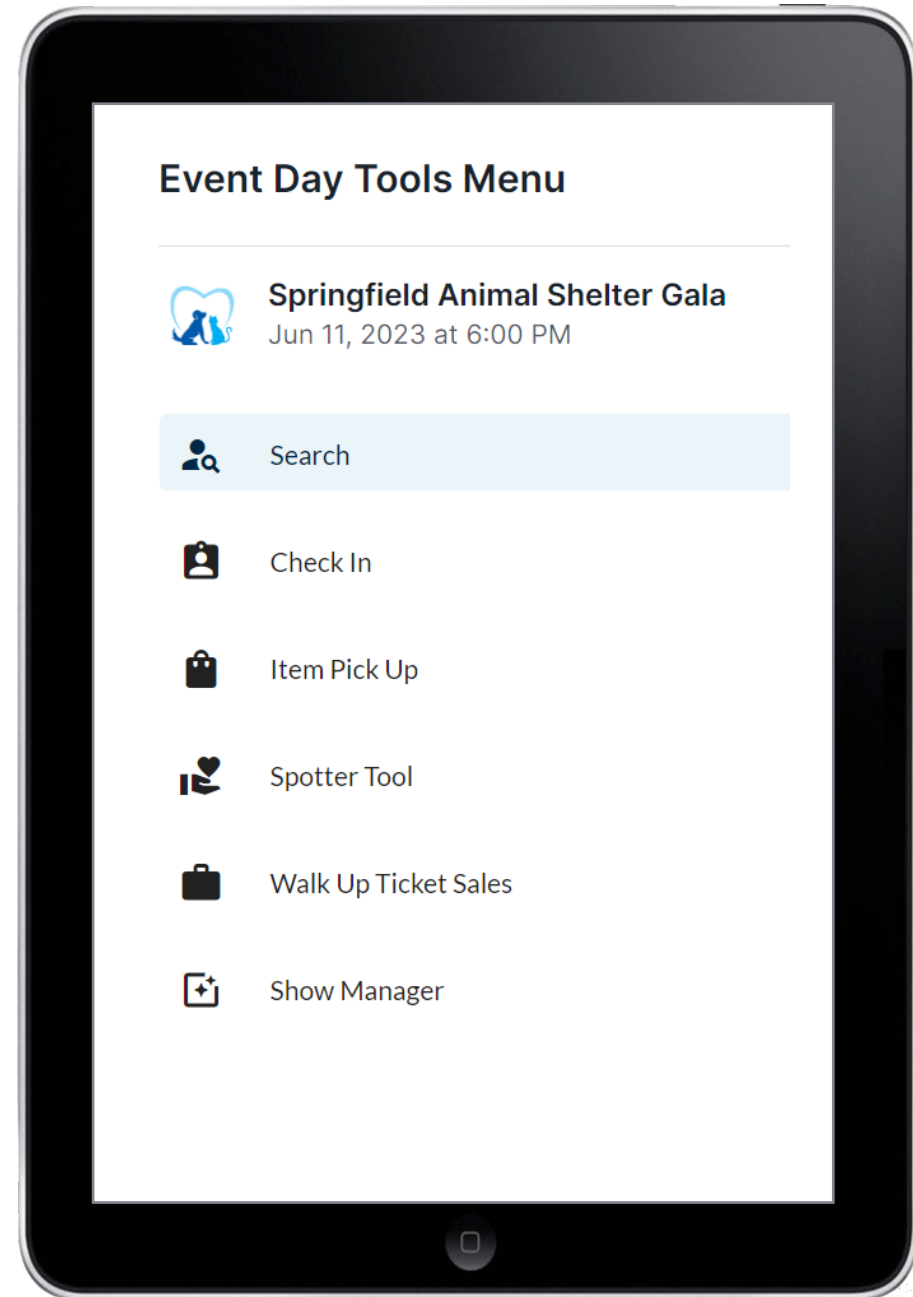
EVENTS REIMAGINED

DURING THE EVENT

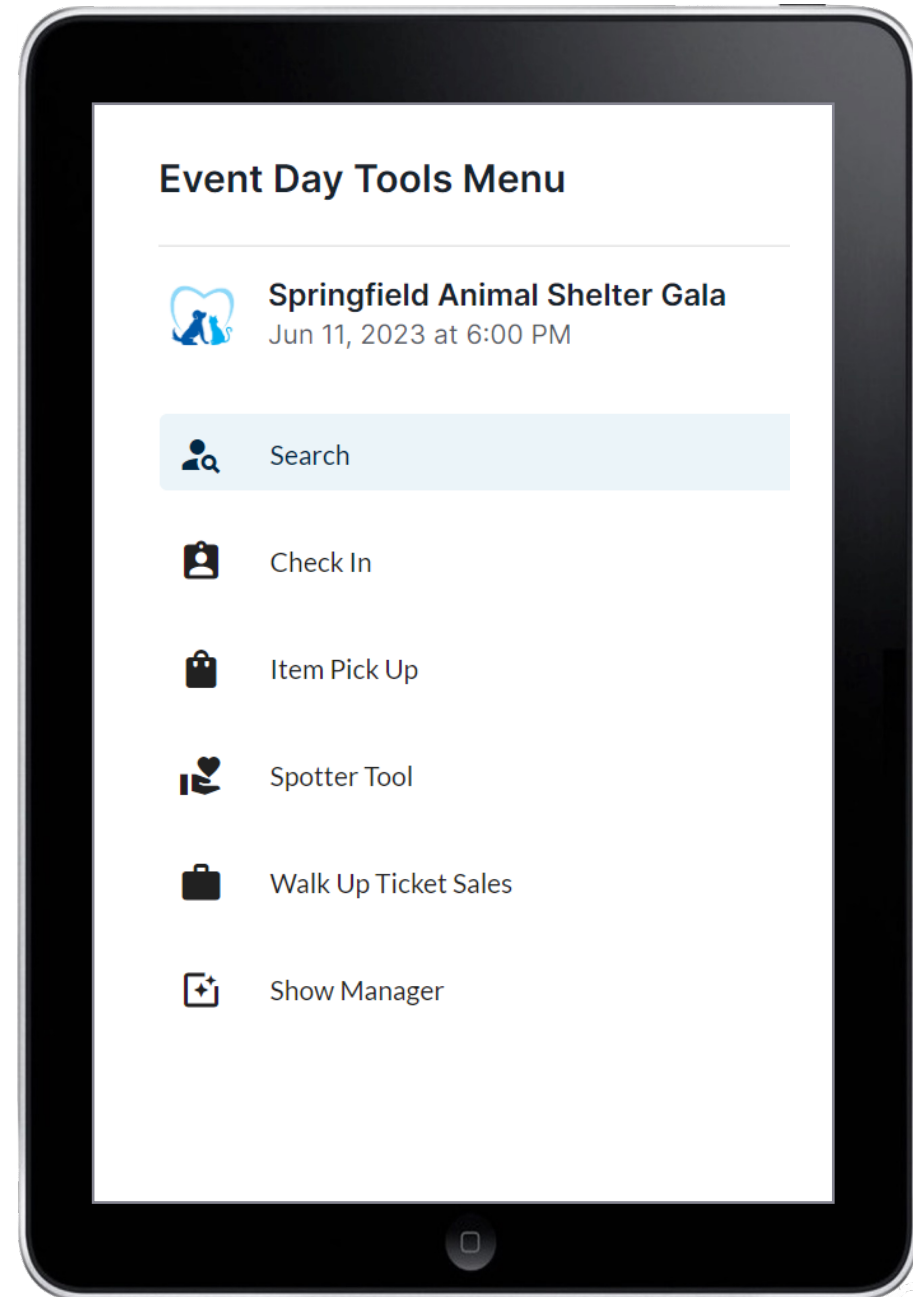
All New!



The Right Tool for the Job

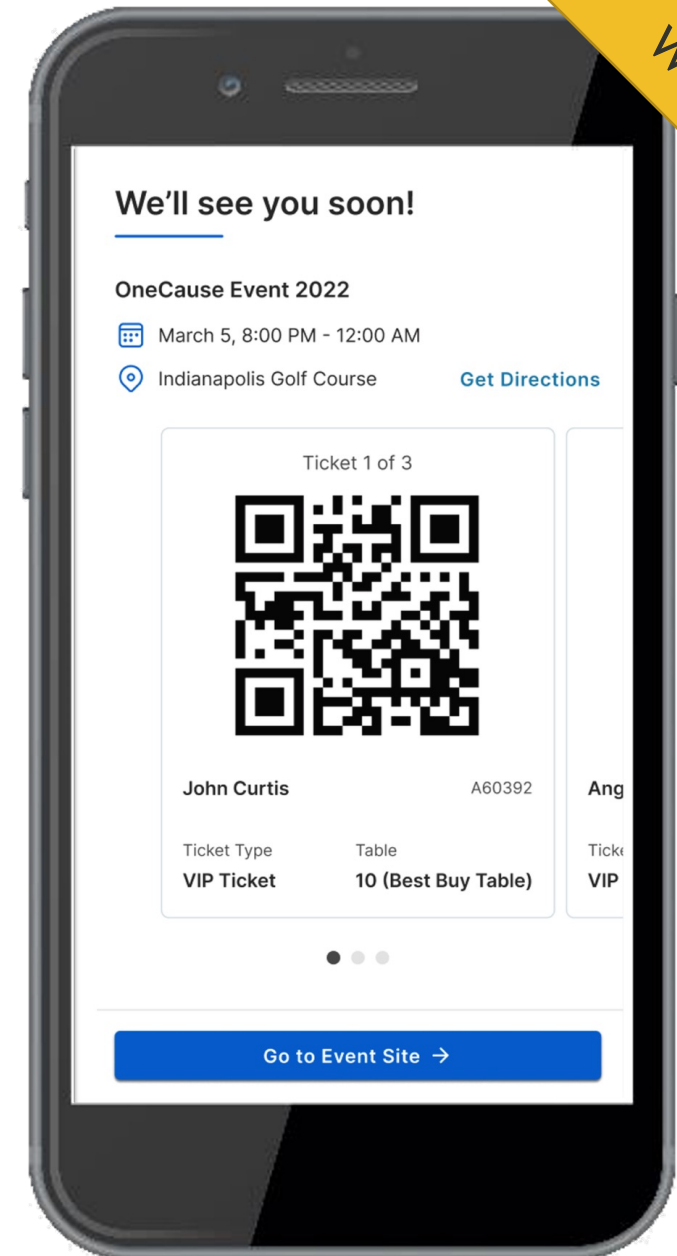
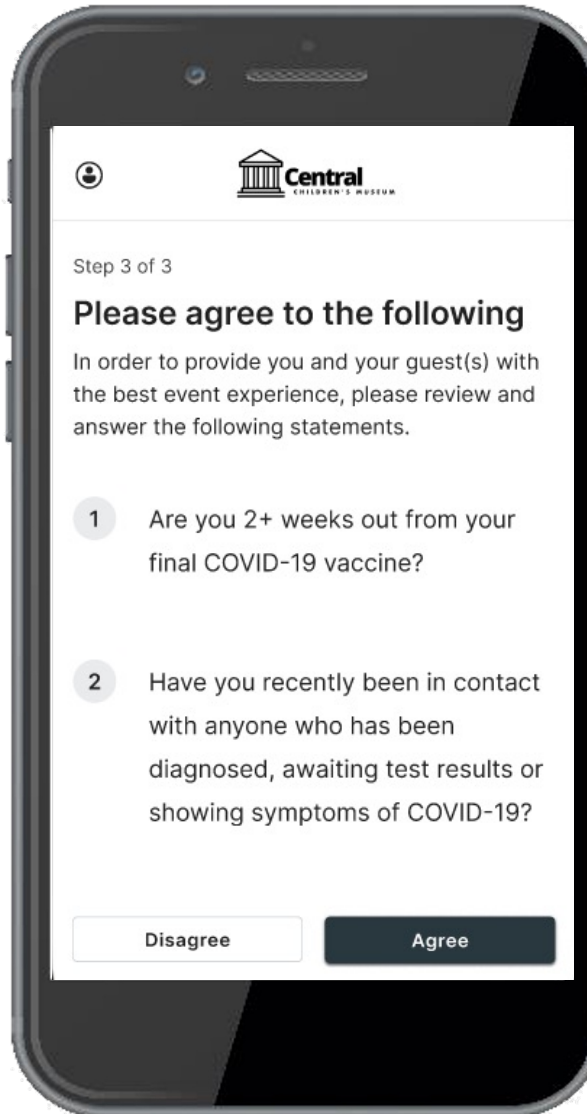


The Right Tool for the Job



Express Check-In

1. Self Check-in
2. Pre-event Questions & QR codes



MORE INFO IN
WEBINAR 3

Express Check-In

1. Self Check-in
2. Pre-event Questions & QR
3. Volunteer Check-in Tool: Paddles, Couples, Transfer

Check In

Assign Paddles Table Assignment 3 Success!

Table Assignment (Optional)

Sarah Browne Not Seated

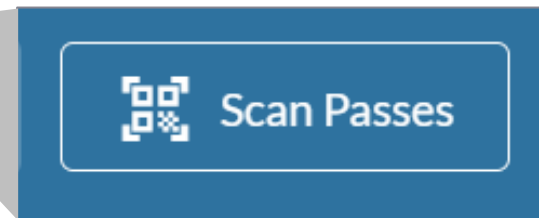
AVAILABLE SEATING

Johnson Construction. 1 7 Seats Available

Search Attendees 2 / 25 attendees

Scan Passes

Foursome Bob Johnson Joe Duca	
Foursome Sue Johnson Joe Duca	Checked In
Individual Golfer Joe Duca   Joe Duca	Checked In



Express Check-In

1. Self Check-in
2. Pre-event Questions & QR
3. Volunteer Check-in Tool: Paddles, Couples, Transfer

Check In

Assign Paddles Table Assignment 3 Success!

Table Assignment (Optional)

Sarah Browne Not Seated

AVAILABLE SEATING

Johnson Construction. 1 7 Seats Available

Search Attendees 2 / 25 attendees

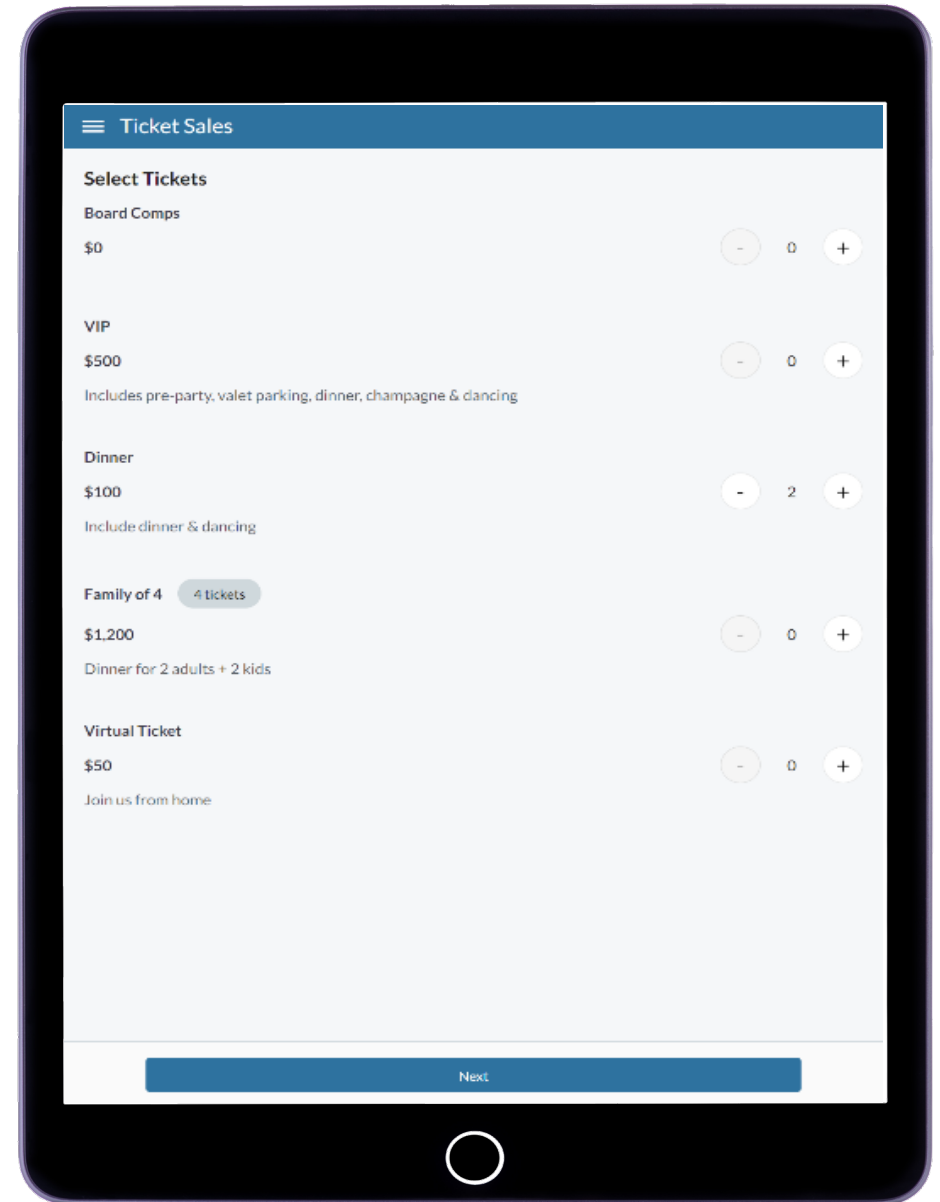
Scan Passes

Foursome Bob Johnson Joe Duca	
Foursome Sue Johnson Joe Duca	Checked In
Individual Golfer Joe Duca   Joe Duca	Checked In

Scan Passes

Express Check-In





1. Self Check-in
2. Pre-event Questions & QR Codes
3. Volunteer Check-in Tool:
Paddles, Couples, Transfer
4. Walk-up Ticket Sales



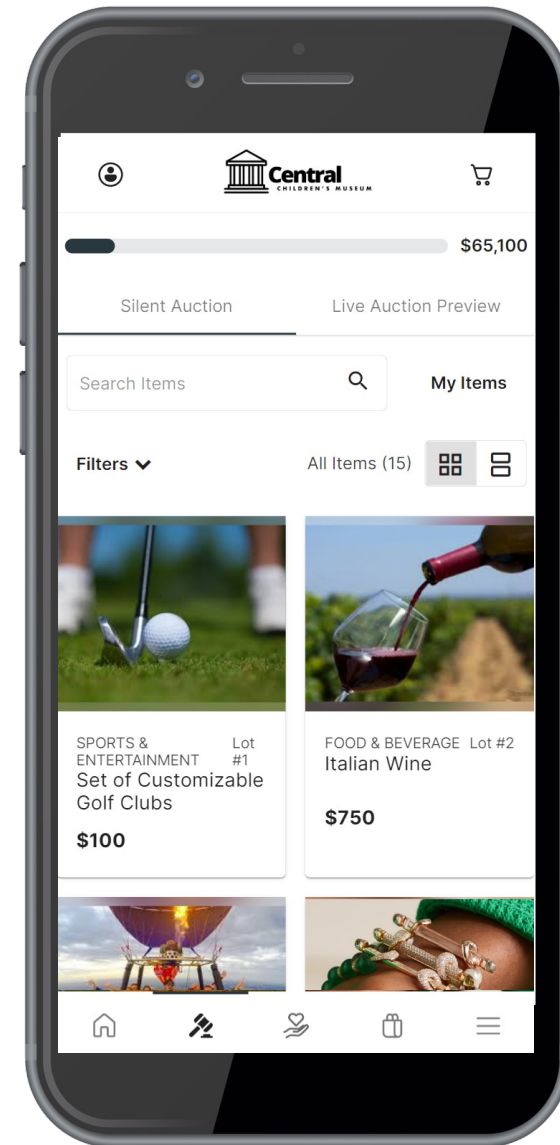
Better Ways to Bid & Buy

1. Silent Auction & Slides

Great Auction Items Available!

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

Logos: BEST BUY, Google, amazon, UPS, BEST BUY, Google, onecause



Better Ways to Bid & Buy

1. Silent Auction & Slides
2. Live Auction & Slides

Lot #1 Value \$5,000
Trip to London

Discover everything Great Britain's most dynamic city has to offer. London was once considered the capital of the world—and it shows. It has a history that stretches back 2,000 years, and a culture as rooted in the local pub as it is in wor...










Powered by


WINNER!
Ginny Potter
\$8,500



Lot #1 Value \$5,000
Trip to London








Powered by


ASKING BID

\$3,250

 David Daniels	\$8,500
Floor Bid	\$8,000
Betty Brown	\$7,500
Floor Bid	\$6,500
David Daniels	\$6,000



Lot #1 Value \$5,000
Trip to London



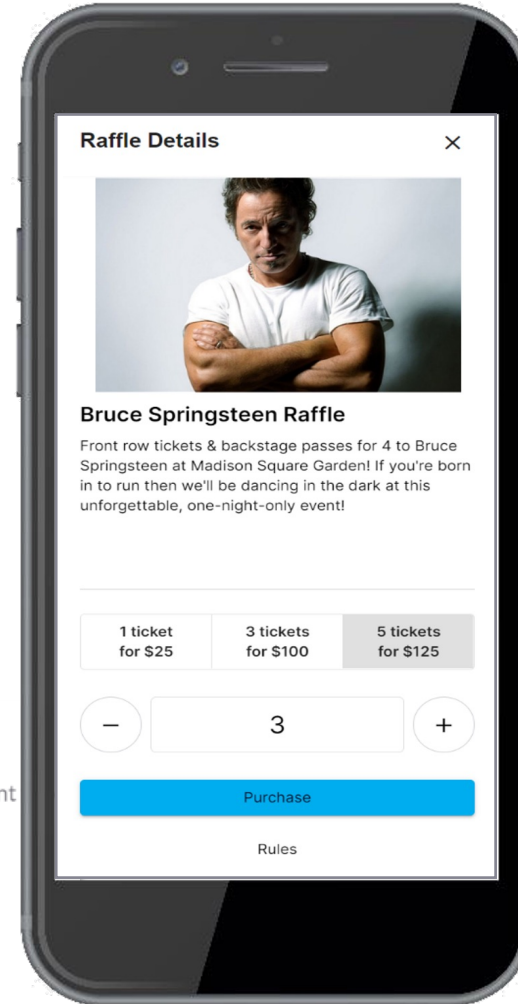





Powered by


Better Ways to Bid & Buy

1. Silent Auction & Slides
2. Live Auction & Slides
3. Raffle
4. Fixed Price Items



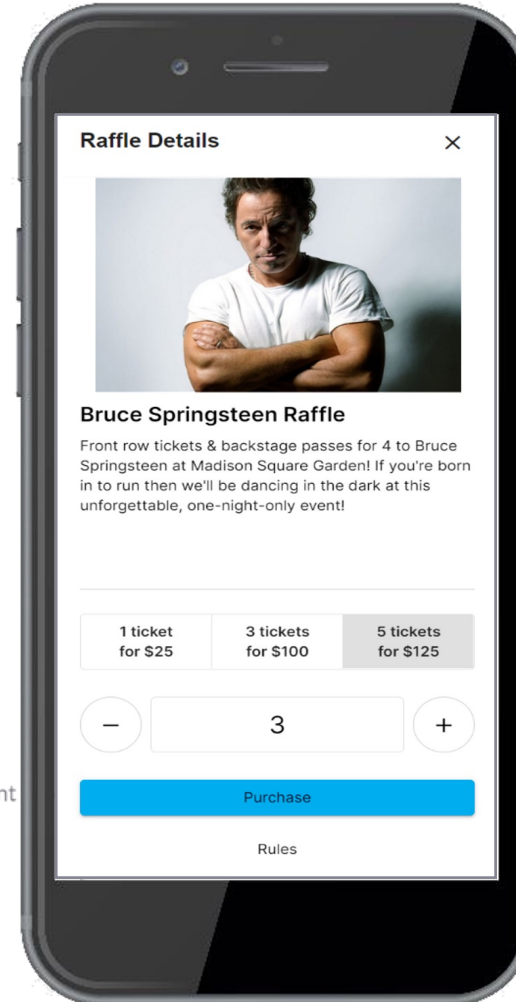
Volunteer Raffle Sales [What's a payment restriction?](#)

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

- 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

Better Ways to Bid & Buy

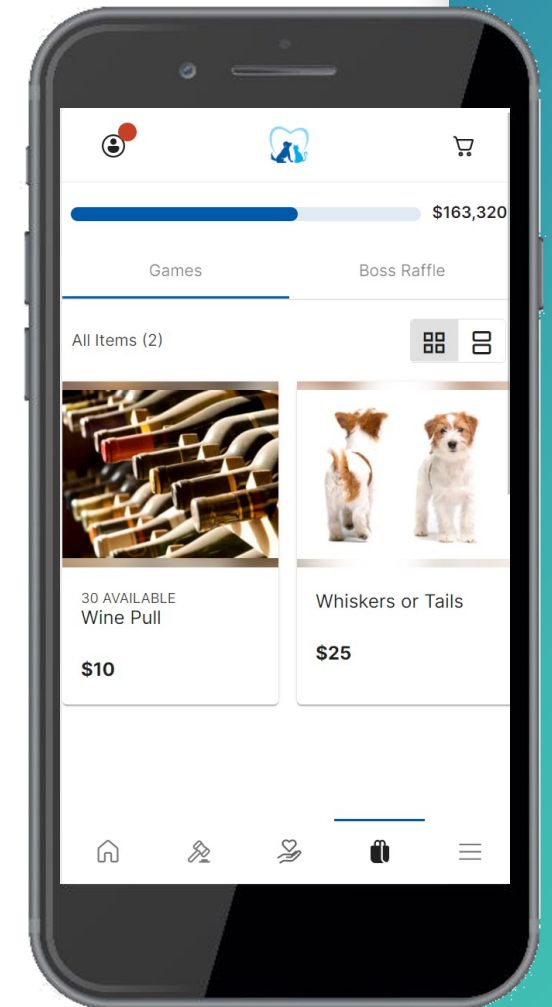
1. Silent Auction & Slides
2. Live Auction & Slides
3. Raffle
4. Fixed Price Items



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

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

- 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



Galvanize Giving

Empower Your Auctioneer

1. Donation Moments (open & tiered)
2. Auctioneer Flexibility

\$250,000

\$148,600

DONATION ASK \$500

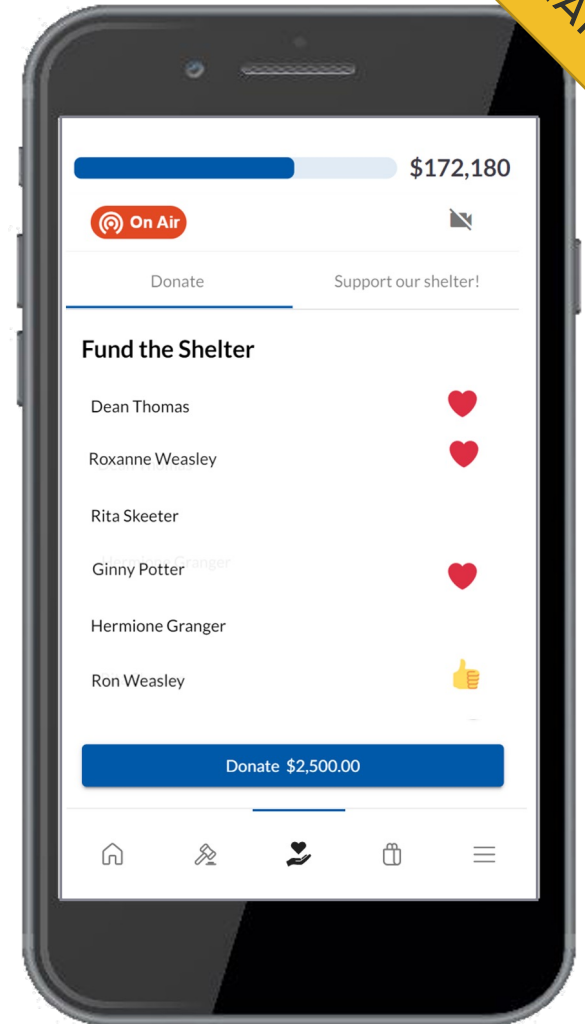
Thank You Donors!

Andre Anderson

Betty Browne
Curtis Carlson
David Daniels
Erin Erwin
Frank Farmer
George Glass

Shell, Purina, Fritos, Kroger, UPS, Coca-Cola, onecause

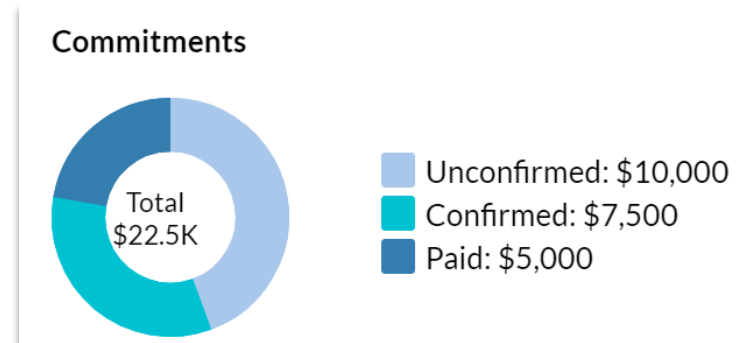
MORE INFO IN
WEBINAR 2



Galvanize Giving

Empower Your Auctioneer

1. Donation Moments (open & tiered)
2. Auctioneer Flexibility
3. Commitments & Recognition





Donation Commitments Download Commitments Create Commitment

Search Commitments

Recognized	Donor Name	Amount	Status	
	Max Hubbard	\$10,000.00	Confirmed	⋮
	Bob Roberts	\$15,000.00	Confirmed	⋮
	Joe Duca	\$5,000.00	Paid	⋮
	Steph Ragazzino	\$15,000.00	Unconfirmed	⋮
	Donal Leer	\$22,345.00	Confirmed	⋮
	Dave Andrews	\$1,000.00	Confirmed	⋮
	Steph Ragazzino	\$10,000.00	Confirmed	⋮
✓	Ernie Duca	\$5,000.00	Confirmed	⋮
✓	Joe Duca	\$2,500.00	Paid	⋮
	Joe Duca	\$5,000.00	Paid	⋮

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



"This platform puts the attendee experience in their hands. Guest information, check in, pre-event questions, bidding, donating, purchases and checkout are all driven by the attendee. This makes it so much easier!"

DELLA CARVER

Arthritis Foundation

EVENTS REIMAGINED

AFTER THE EVENT

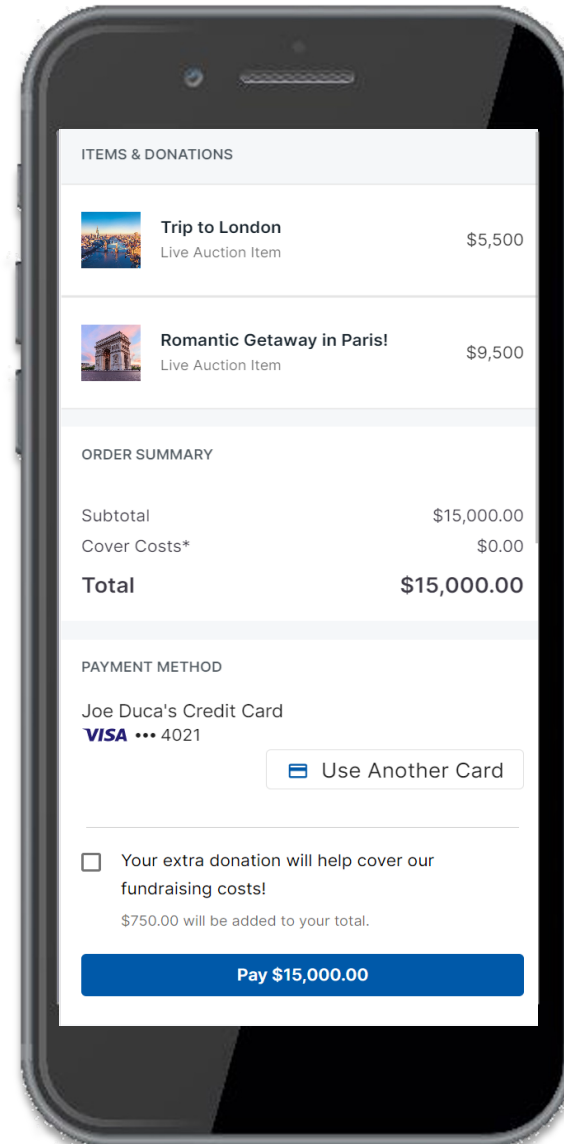
All New!



End of Night Experience

Streamline Chaos

1. Attendee Checkout

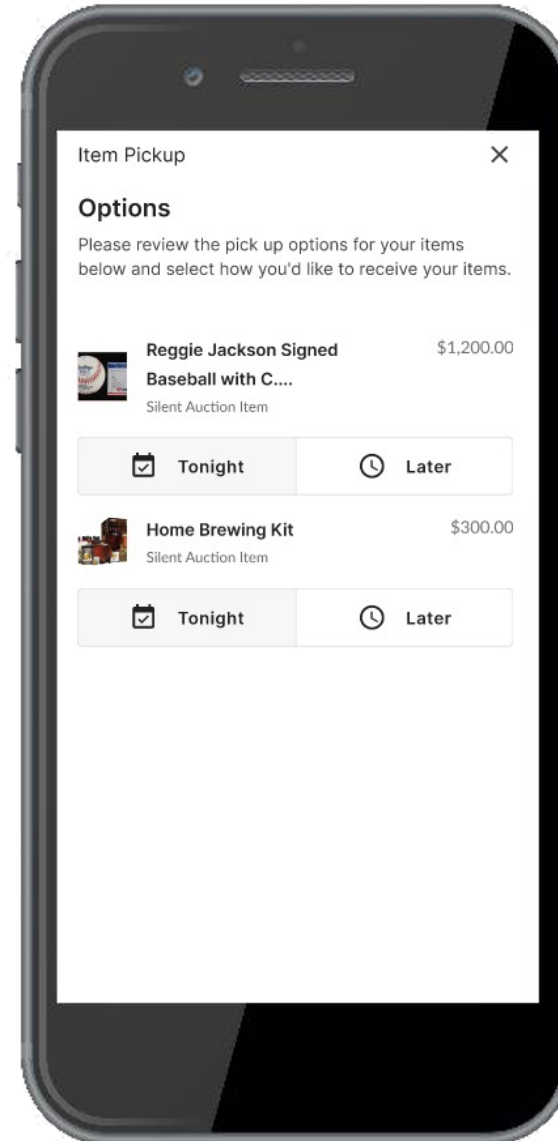


MORE INFO IN
WEBINAR 3

End of Night Experience

Streamline Chaos

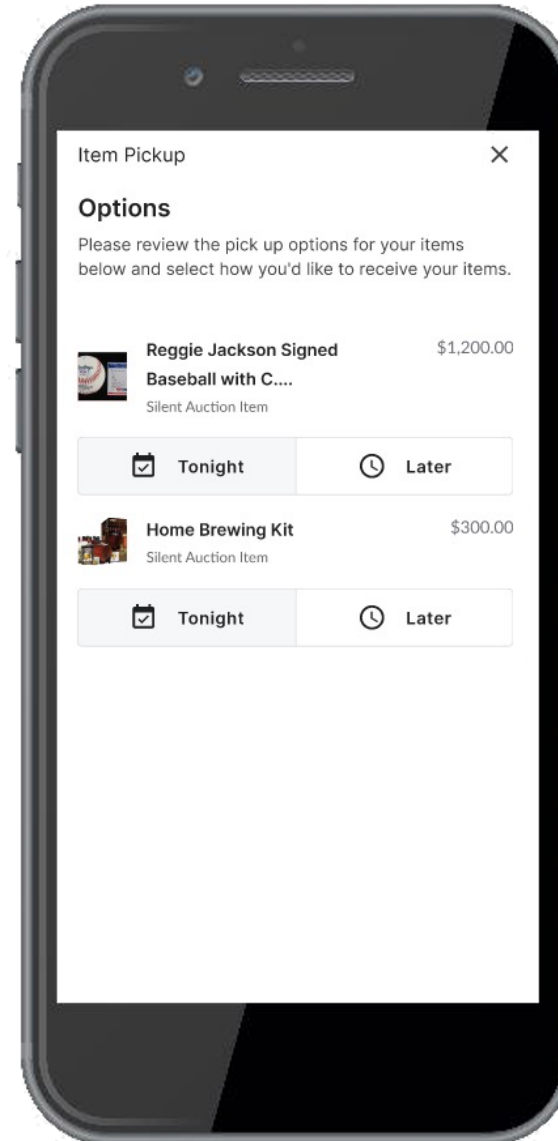
1. Attendee Checkout
2. Pick Up Later



End of Night Experience

Streamline Chaos

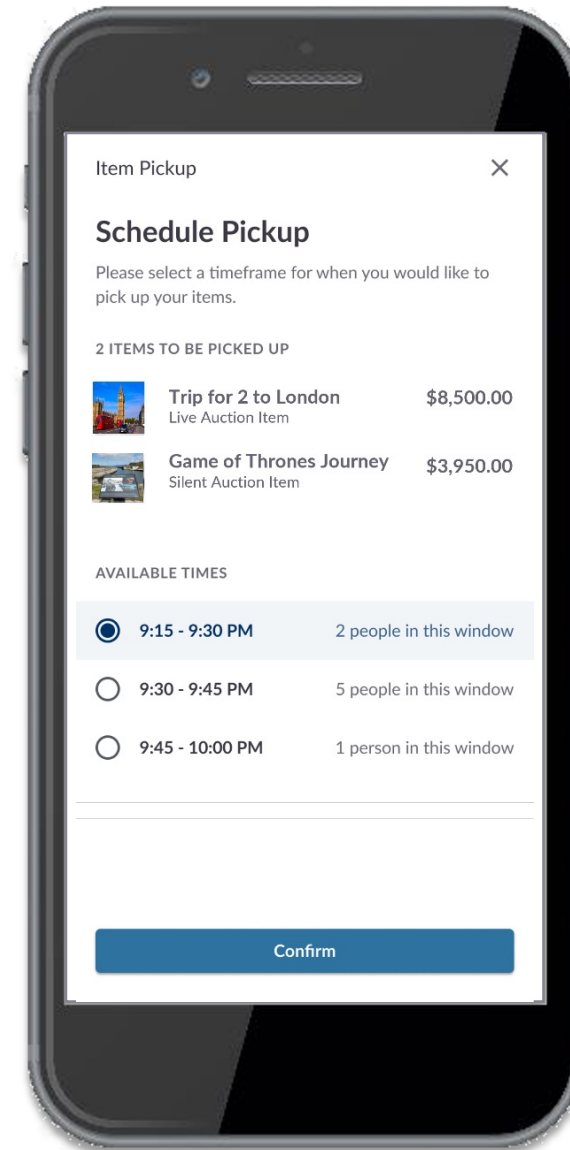
1. Attendee Checkout
2. Pick Up Later



End of Night Experience

Streamline Chaos

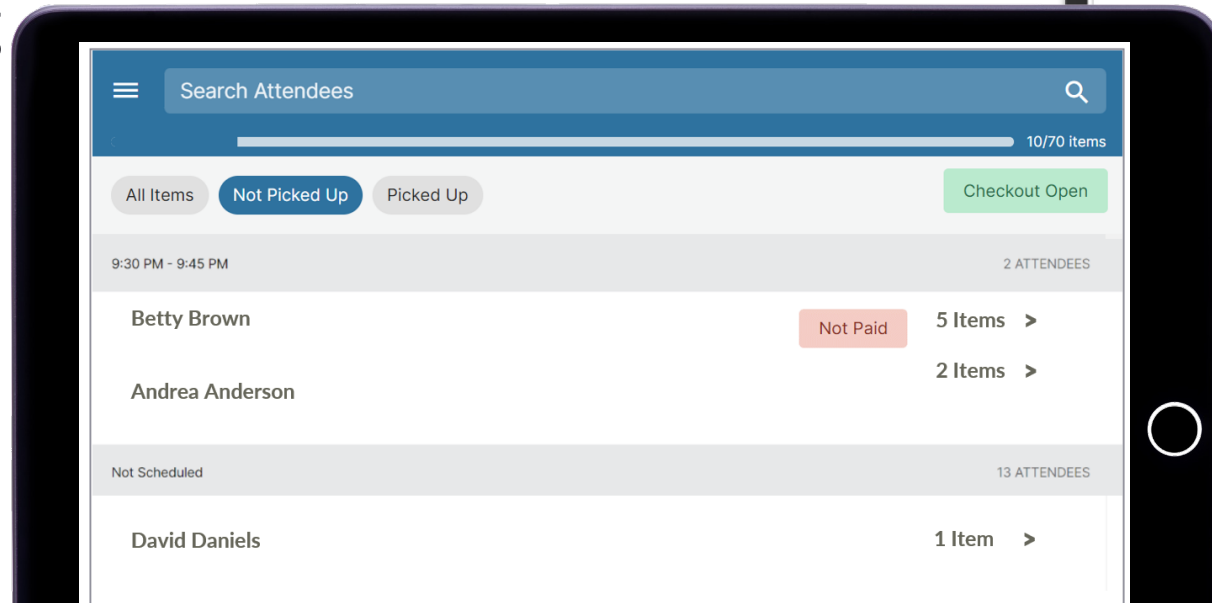
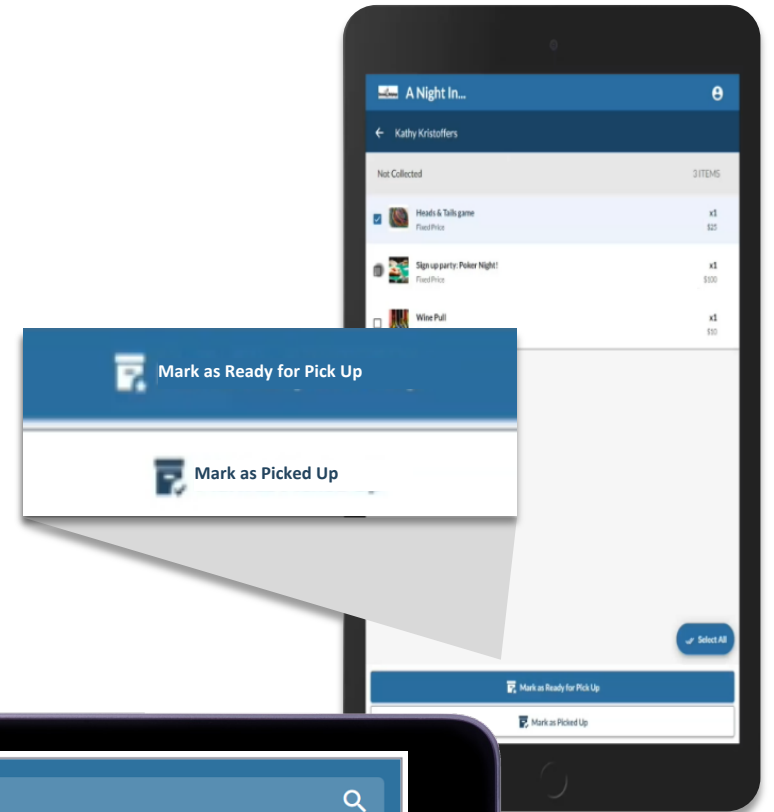
1. Attendee Checkout
2. Pick Up Later
3. Item Pick-up Times



End of Night Experience

Streamline Chaos

1. Attendee Checkout
2. Pick Up Later
3. Item Pick-up Times
4. Concierge Texting



Power of Data

Year-round insights

1. Event Analytics & Reports

Proceeds by Type



\$532,529 / \$600,000 (89%)

Covered costs: \$4,143.56

- Tickets: \$3,363
- Sponsorships: \$297,855
- Silent Auction: \$11,086
- Live Auction: \$64,805
- Raffles: \$8,900
- Fixed Price Items: \$1,763
- Misc. Charges: \$798
- Donations: \$143,959
Including \$81,000 in commitments

DONATIONS

Donation Summary

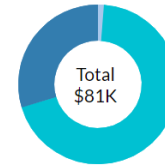
Refresh



\$143,459 / \$100,000 (143%)

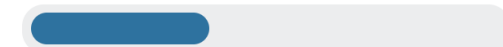
- \$0 Seed Amount
- \$2,472 Donations Options (Impact Levels & Targeted Achievements)
- \$140,987 Donations

Commitments



- Unconfirmed: \$1,000
- Confirmed: \$56,000
- Paid: \$24,000

SILENT AUCTION



\$7,025 / \$18,500 (38%)

Bidders

3

Bids

27

Lots with No Bids

67

Lots with Few (1-2) Bids

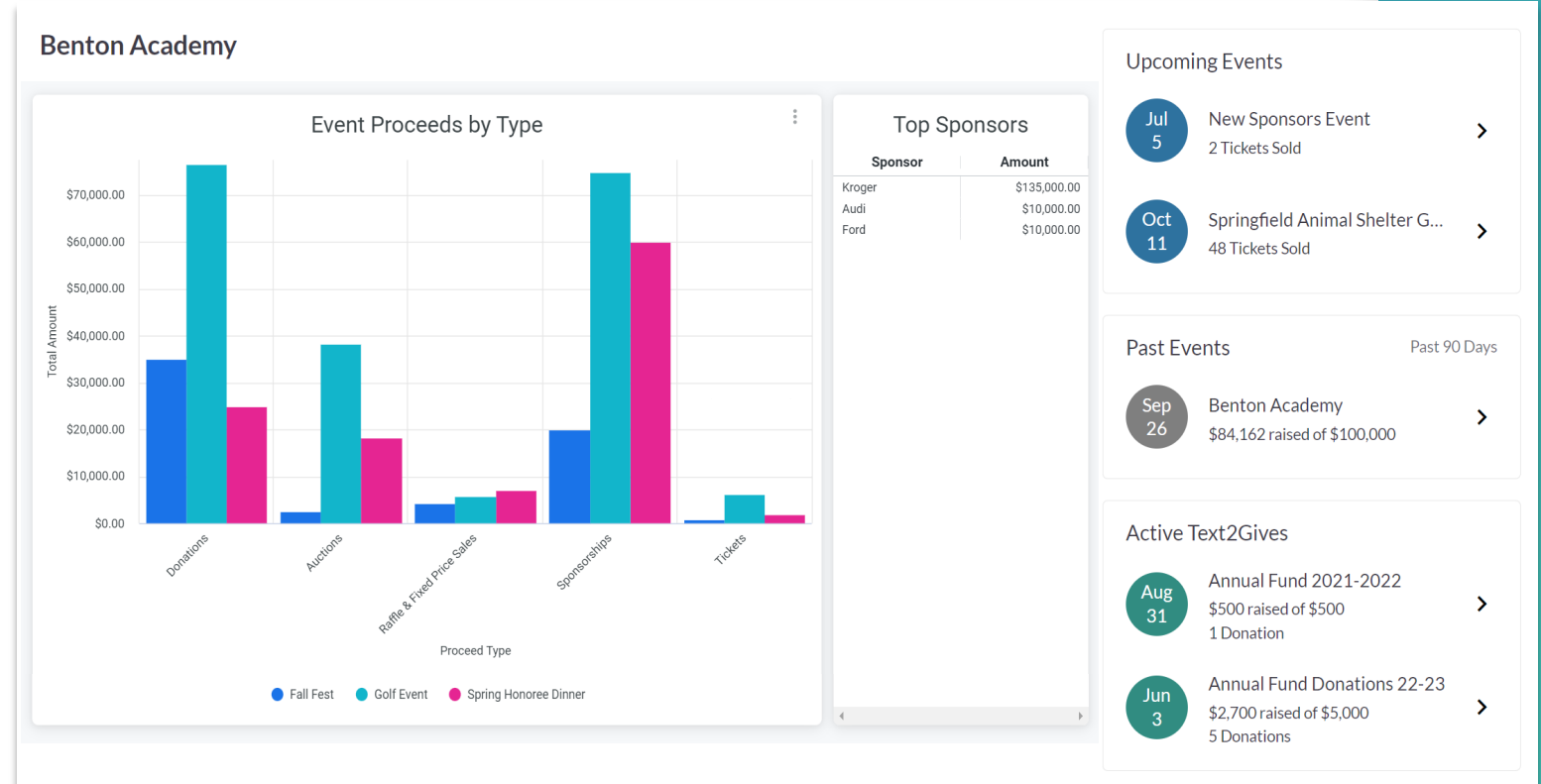
0

Promote via Text

Power of Data

Year-round insights

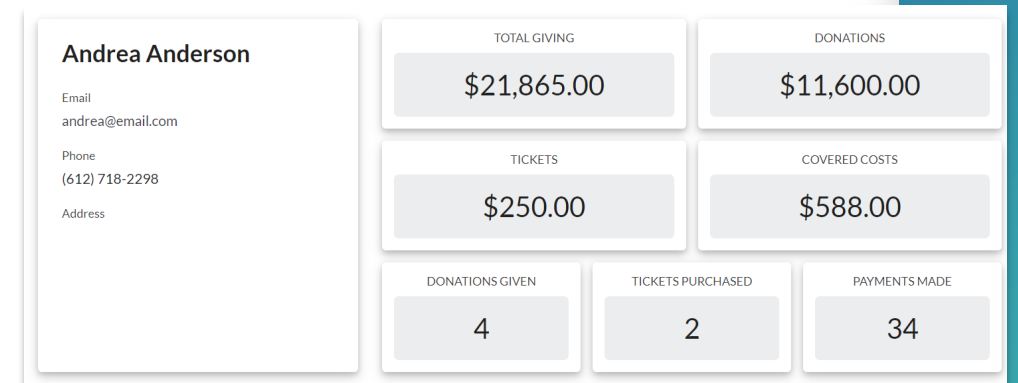
1. Event Analytics & Reports
2. Org Dashboard & event cards
3. Multi-affiliate



Power of Data

Year-round insights

1. Event Analytics & Reports
2. Org Dashboard & event cards
3. Multi-affiliate
4. Org-level data



Payments Download

Amount	Status	Payer Name	Method	Transaction ID	Time
\$5,000.00	✓ Approved	Coca-Cola	CHECK 1234		Sep 27, 12:12 PM
\$5,000.00	✓ Approved	Best Buy	CHECK 1234		Sep 27, 10:19 AM
\$85,515.00	✓ Approved	Curtis Carlson	VISA ... 4021	11231619	Sep 20, 12:01 PM
\$2,250.00	✓ Approved	Betty Brown	VISA ... 4021	11213024	Sep 8, 12:57 PM
\$11,911.00	✓ Approved	David Daniels	VISA ... 4021	11211376	Sep 7, 12:33 PM
\$70,350.00	← Refunded	Andrea Anderson	VISA ... 4021	11211373	Sep 7, 12:31 PM
\$6,250.00	✓ Approved	David Daniels	VISA ... 4021	11204139	Sep 2, 5:11 PM
\$360.00	✓ Approved	Andrea Anderson	VISA ... 4021	11204128	Sep 2, 5:01 PM
\$456.00	✓ Approved	Curtis Carlson	VISA ... 4021	11204120	Sep 2, 4:54 PM
\$1,700.00	✓ Approved	David Daniels	VISA ... 4021	11204108	Sep 2, 4:43 PM

About 12 results < >



“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
Central Christian School



CENTRAL
CHRISTIAN
SCHOOL



Q + A



Webinar Series

POWER OF THE PLATFORM

1. Events Reimagined

Wednesday, October 5



2. New Strategies to Reimagine Giving

Wednesday, October 26

3. Delighting Your Donors

Thursday, November 10

4. The Nonprofit's View

Thursday, December 8



2PM ET | 1PM CT | 12PM MT | 11AM PM

THANK YOU FOR JOINING US

All New!

