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Welcome to our Webinar

Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!

onecause® WEBINAR

Raise More, Stress Less:

Simplify Success with the OneCause Fundraising Platform

WEDNESDAY, JULY 23, 2025

Joe Duca
VP, Product Strategy

Melissa Merriam
Director, National Accounts

Steve Lausch
Director, Product Marketing

Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Visit OneCause.com/Resources for on-demand webinars.
- ✓ Add comment or send emojis in the Chat.
- ✓ Add questions in the Q+A module.
- ✓ Help share on social!

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WIN: Amazon Gift Card
Help drive future webinar content!

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Meet Our Presenters

Joe Duca is the Vice President of Product Strategy at OneCause. He has worked with nonprofits for more than 30 years and is passionate about making fundraising easier.

Melissa Merriam is the Director of National Accounts at OneCause. She has worked with Non-Profits for the last 20 years and loves serving National organizations across the U.S. and Canada.

Steve Lausch is the Director of Product Marketing at OneCause, with 25 years in tech and the past 8 in the nonprofit sector. He loves inspiring fundraisers to reach more & raise more for their missions.

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RAISE MORE. STRESS LESS.

WHAT BRINGS **YOU** HERE TODAY?

RAISE MORE. STRESS LESS.

Integrated Tickets & Tables

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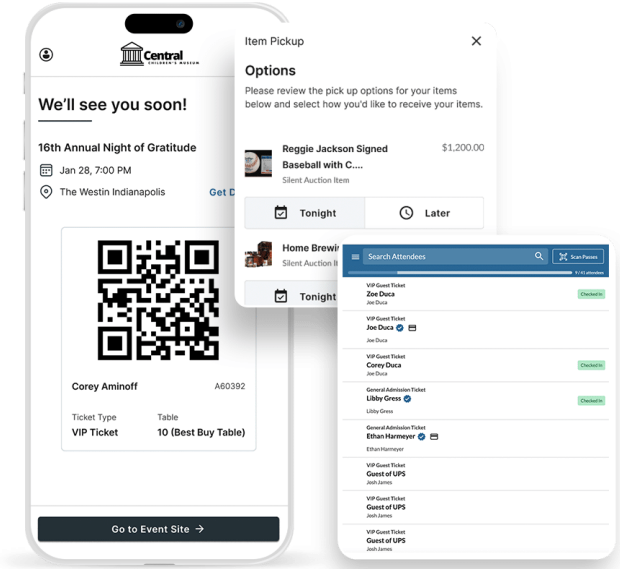
Why it matters

Integrating Tickets & Tables:

- Eliminates data transfers
- Simplifies table assignments
- Generates early revenue
- Enhances the guest experience
- And more!

Integrated Tickets

- Set up multiple Ticket types, pricing, & promo codes.
- Sell online or onsite, through sponsorships, or comps.



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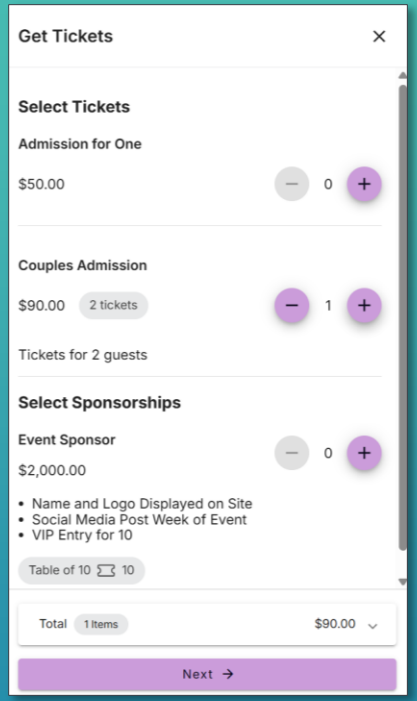
Integrated Tickets

- Set up multiple Ticket types, pricing, & promo codes.
- Sell online or onsite, through sponsorships, or comps.
- Easy to encourage guests to fill in missing info.



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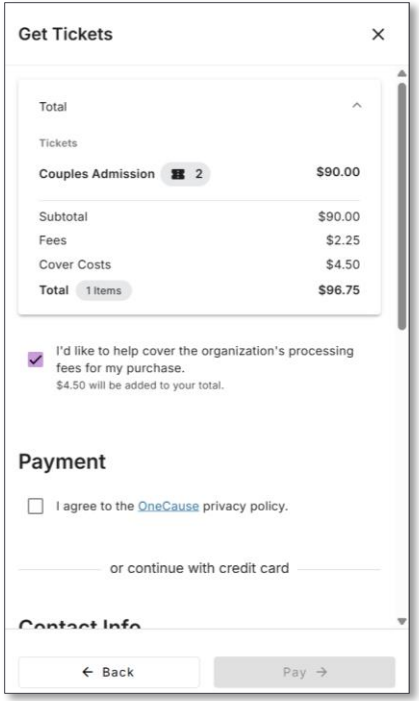
- You can absorb ticket fees or pass them along to maximize revenue.



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Integrated Tickets

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- Easy to encourage guests to fill in missing info.
- You can absorb ticket fees or pass them along to maximize revenue.
- Collect donations during Ticket purchase.
- Sell or give add-on items, based on Ticket Type.

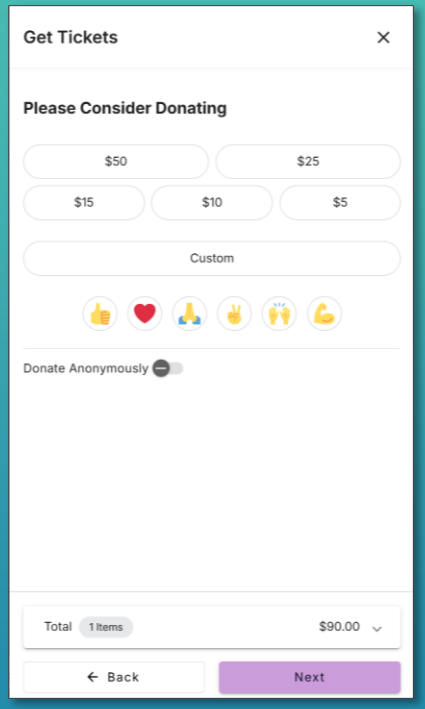

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Table Management

- Save hours of planning with intuitive guest search, flexible attendee grouping, and drag & drop seating.

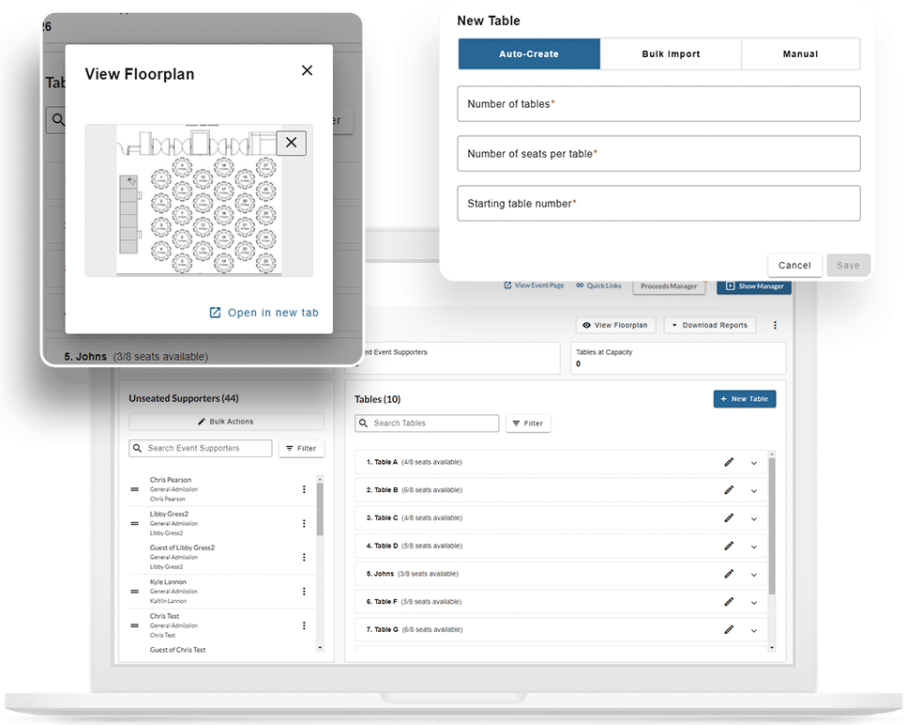

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Table Management

- Save hours of planning with intuitive guest search, flexible attendee grouping, and drag & drop seating.
- Measure success and optimize future seating strategies with detailed post-event analytics.

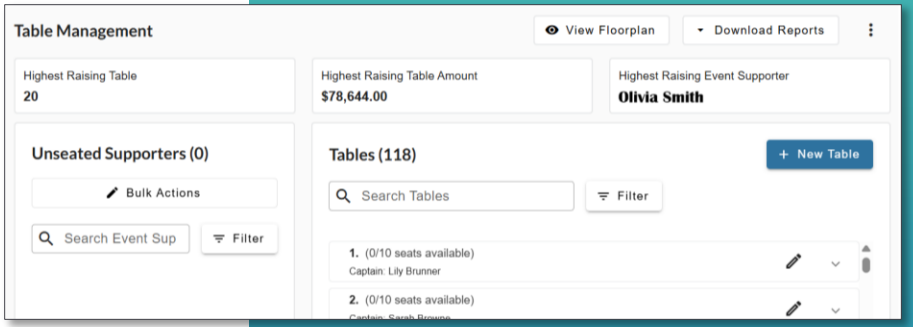

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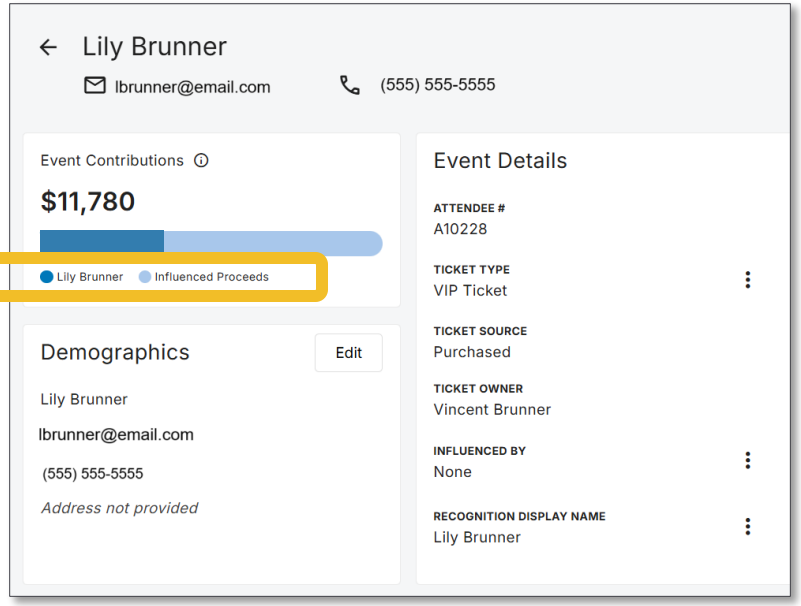
Table Management

- Save hours of planning with intuitive guest search, flexible attendee grouping, and drag & drop seating.
- Measure success and optimize future seating strategies with detailed post-event analytics.
- Leverage influencer tracking tools to gain insights on top fundraisers and their giving networks (e.g., table captains).



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RAISE MORE. STRESS LESS.

- Raised 20% more than on classic mobile bidding software
- Achieved 128% of silent auction goal
- Total event revenue more than $3.6M

"Switching from classic mobile bidding to the new Fundraising Platform helped us stay organized even if last minute tickets were purchased. It was all integrated into the software and made preparing for the event so much smoother."

John Brand IV
Team IMPACT

Go to onecause.com to learn how Team IMPACT made their ticketing easier and check-in faster by switching to the OneCause Fundraising Platform!

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RAISE MORE. STRESS LESS.

Sponsors & Sponsorships

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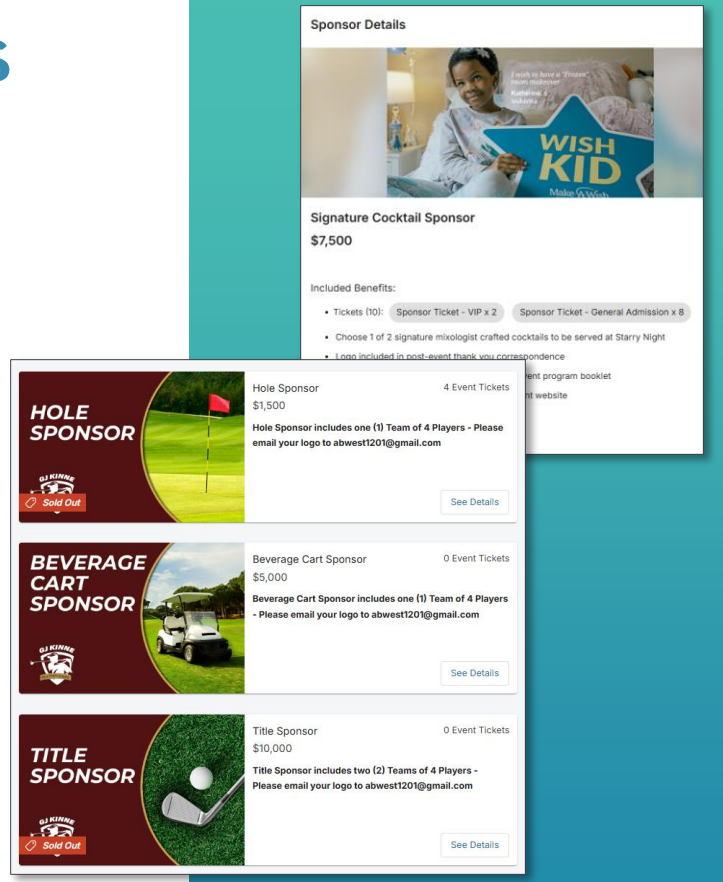
Why it matters

- Sponsorship dollars are critical to event success.
- Tracking sponsorships and invoicing is too complicated.
- Managing sponsors and their guest list (tickets) can be a pain.
- Show them a strong return (ROI) and they are more likely to support you in the future.

Sponsors & Sponsorships

- Sell sponsorships online that inspire them.



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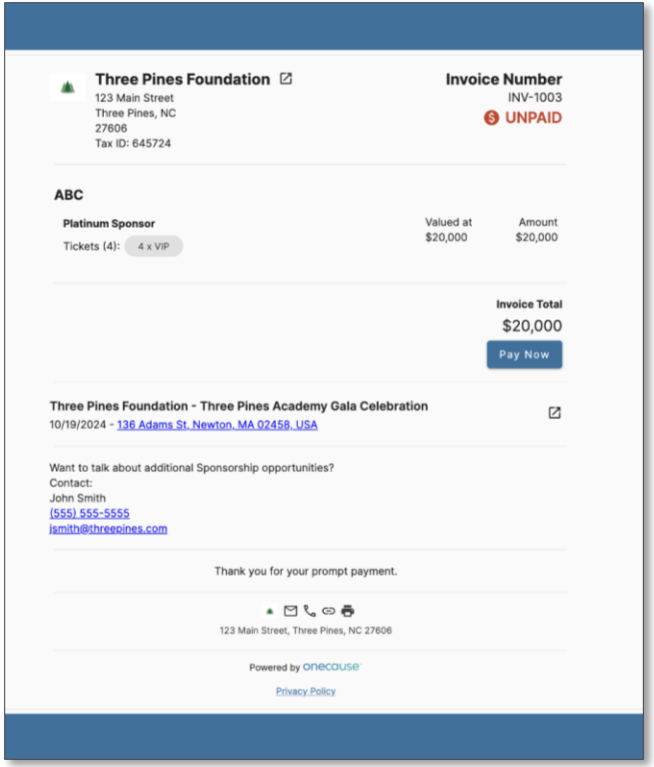
Sponsors & Sponsorships

- Sell sponsorships online that inspire them.
- Allow sponsors to invoice themselves for easier payment management.



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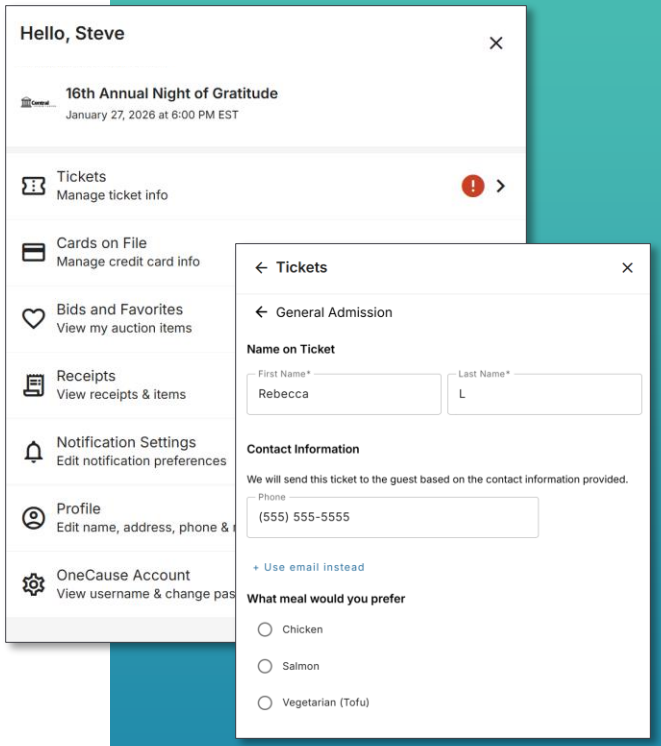

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- Showcase sponsor levels on your event site and scoreboards to maximize impressions.

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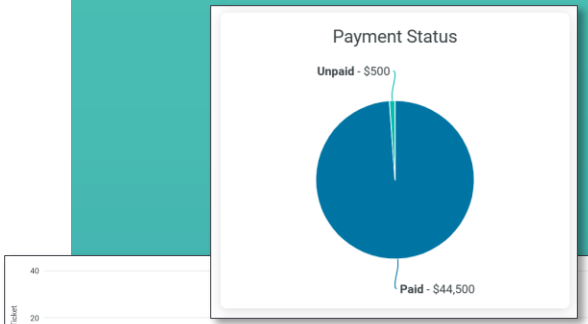
- Showcase sponsor levels on your event site and scoreboards to maximize impressions.
- Track performance & prove ROI with analytics and real-time dashboard.



	Sponsor	Clickthrough URL	Clickthrough Count	Impressions - Event Site	Impressions - Slideshow
1	Bartlett, Beverly		0	0	0
2	Ben's Coffee Cafe	http://w...	2	1,987	952
3	Benson Flower Boutique		0	704	477
4	Breckers Coffee Shop		0	703	476
5	Campbell Dance Studio		0	694	476
6	Chris's Coffee		0	0	0
7	Hart Co.		0	702	478
8	Koenen and Post Studio		0	692	477

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RAISE MORE. STRESS LESS.

- Managed 114 sponsors with ease
- Hosted over 1,330 guests in a sponsor-heavy event
- Connected event fundraising with OneCause Peer-to-Peer

"I love when our sponsors are able to purchase directly on the OneCause website and have their tickets allocated to them! It helps make my job so much easier!"

Chris Stibbs
Newhouse

Go to onecause.com and check out how Newhouse used the OneCause Fundraising Platform to manage 100+ sponsorships for its signature event!

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RAISE MORE. STRESS LESS.

Check-In, Checkout & Payments

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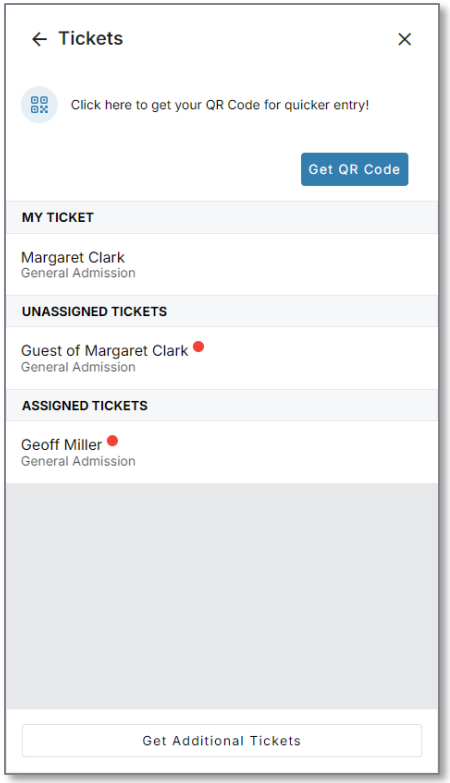
Why it matters

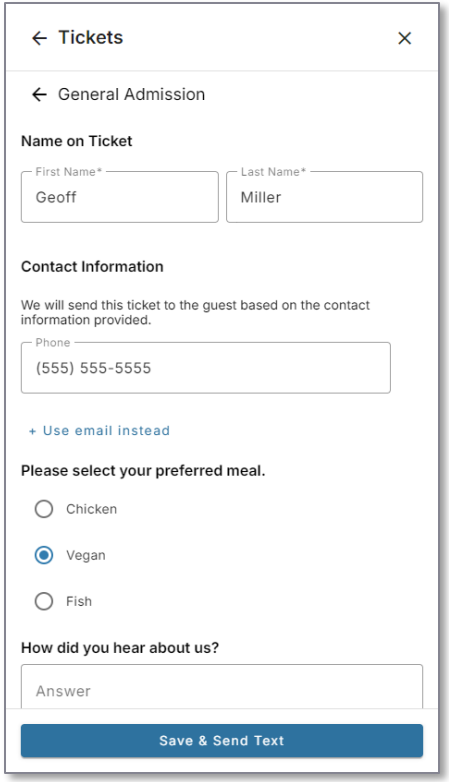
Check-In & Checkout:

- No one likes waiting in line.
- Fast check in gets people inside and spending money.
- Easy check out leaves guests feeling good about the event.
- You want them excited to share your story and come back next year.

Smarter Check-In

- Sponsors and ticket owners assign tickets and collect guest details in advance.





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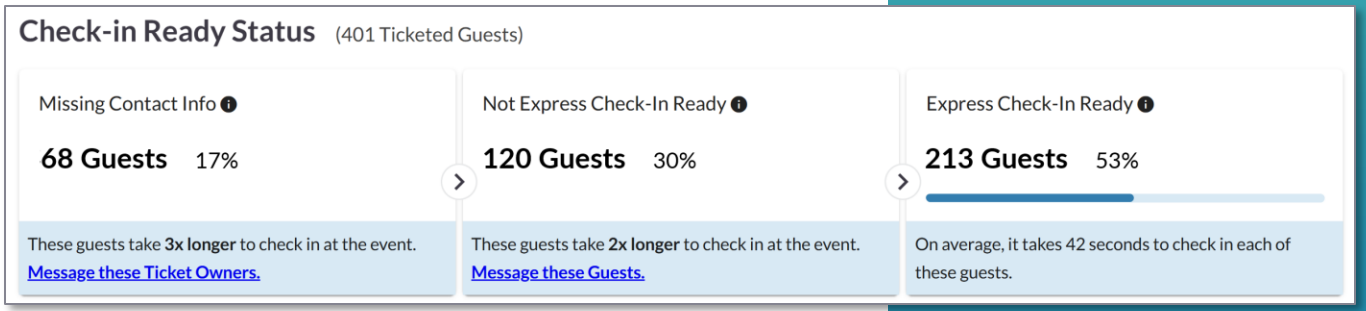
Smarter Check-In

- Sponsors and ticket owners assign tickets and collect guest details in advance.
- **Check-in Readiness** helps anticipate staffing needs, preventing last-minute surprises.



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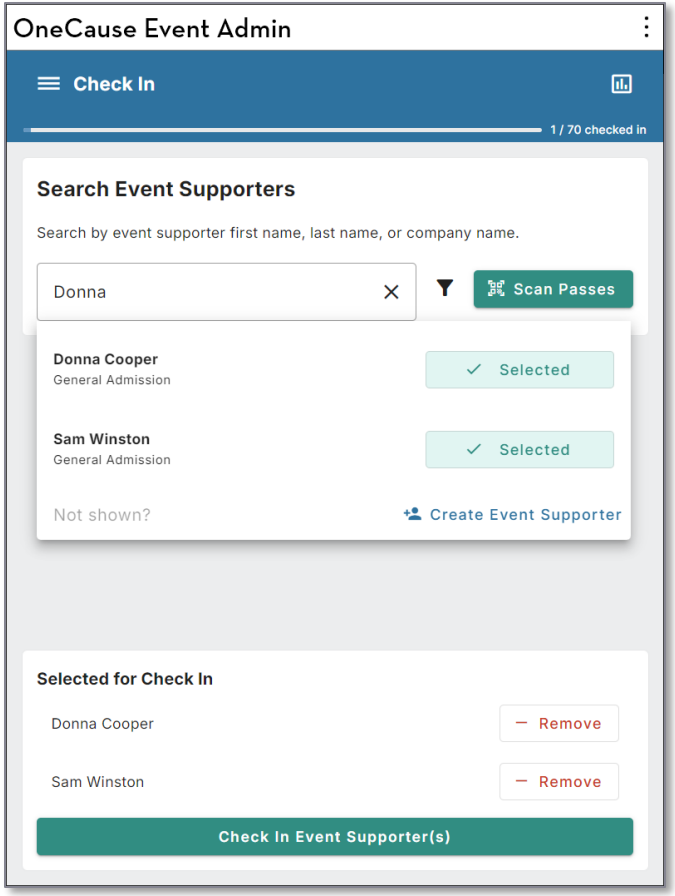

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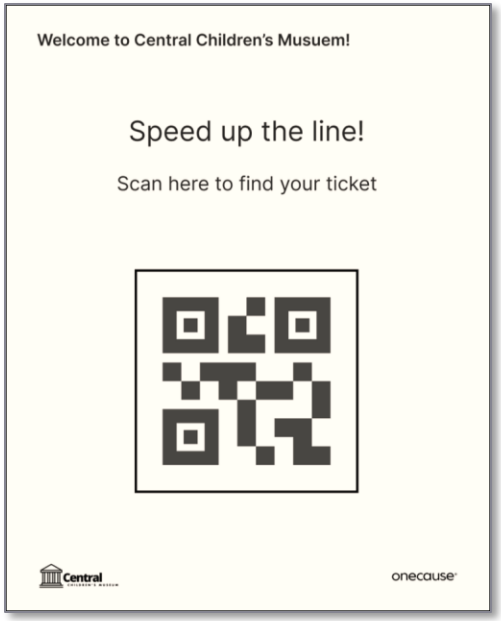

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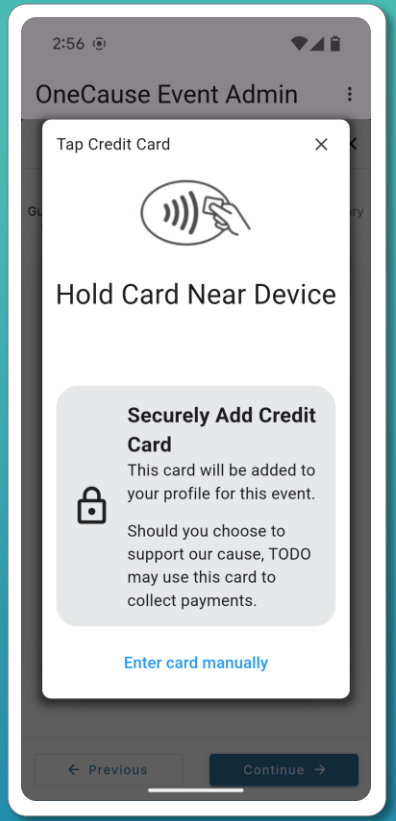
- Enjoy record check-in with ALL-NEW **OneCause Tap™**



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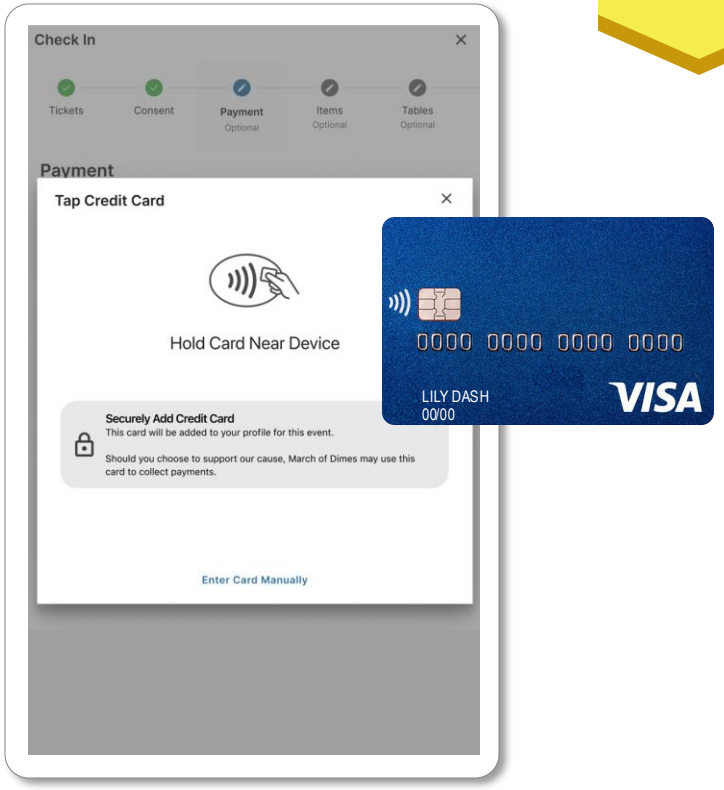
OneCause Tap™

ALL NEW

- Eliminate the need for card scanning hardware
- Capture guest payment information in seconds
- Remove barriers that cause registration bottlenecks
- Deliver a faster, more intuitive experience for supporters

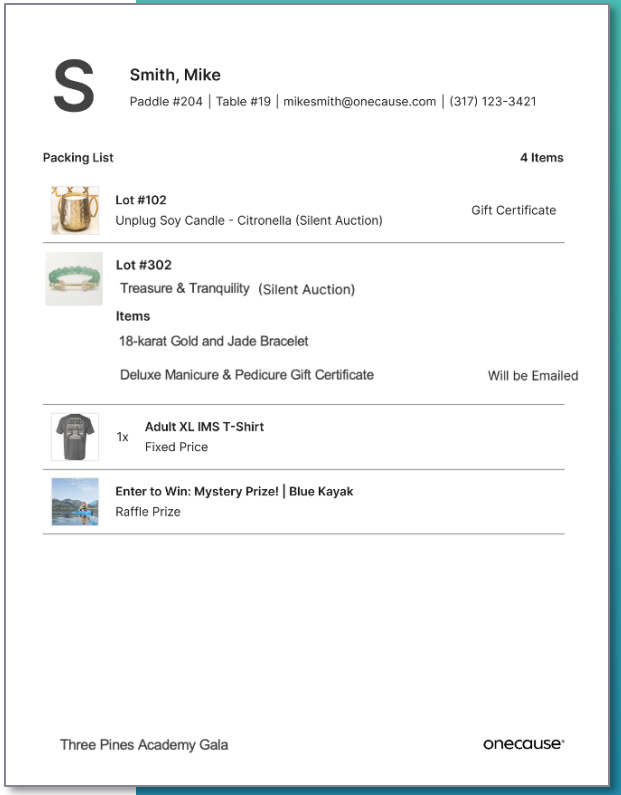


** Near Field Communication*

onecause®

Stress-Free Checkout

- Guests can enjoy a seamless, hassle-free checkout experience with self-selected pick-up times.
- Digital Delivery!
- Volunteers stay organized with printable packing lists for efficient item pick-up.
- Quickly and easily split payments among multiple guests, payment methods, etc.
- Eliminates long lines, ensuring a smooth and enjoyable end-of-event experience.



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Integrated Payments

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Why it matters

TO YOUR SUPPORTERS

- **Donors are consumers.** They expect the same transaction experience that they enjoy at the grocery store.

Why it matters

TO YOUR SUPPORTERS

- **Donors are consumers.** They expect the same transaction experience that they enjoy at the grocery store.

TO YOU & YOUR ORG

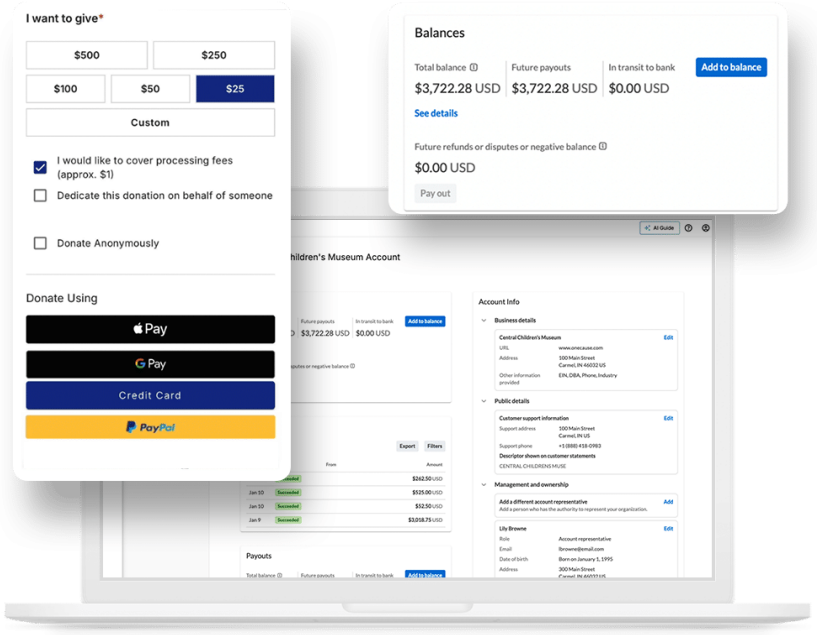
- Without the right technology, your team will spend more time doing more work.
- With the right technology, you will save time and effort with a single place to view and manage everything related to payments.

OneCause Payments™

ALL NEW

NOW WITH stripe®

- Complete digital wallet for **all** transactions (ACH, debit & credit cards via Google Pay, Apple Pay, Venmo, PayPal)
- Enhanced reconciliation
- Recurring gift management
- Fully configurable “Cover Costs”
- Increased fraud protection & reduced chargebacks
- No monthly fees & the industry’s lowest credit card rates (starting at 2%)



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RAISE MORE. STRESS LESS.

Make-A-Wish

- Hosted nearly 1,000 guests.
- Enjoyed record check-in and checkout times.
- Raised 122% of their event fundraising goal.

"In the past, the line to check-in was upwards of an hour. This year went so much smoother, never having a line longer than a few minutes."

Kelly McKeever
Make-A-Wish Arizona

Go to onecause.com to see how MAW Arizona enjoyed record check-in/checkout times using the OneCause Fundraising Platform!

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RAISE MORE. STRESS LESS.

Donations & Appeals

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Why it matters

- Donors want giving to be easy, clearly tied to your mission and impact.
- Nonprofits are looking for new, fresh ways to present “the ask.”
- Creatively engaging and recognizing donors drives record proceeds.

Donation Options

- Community giving unifies your supporters to make an impact.

Impact Levels

Targeted Achievements

onecause

Donation Options

- Community giving unifies your supporters to make an impact.
  - Impact Levels
  - Targeted Achievements

Impact Levels

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onecause

Donation Options

- Community giving unifies your supporters to make an impact.
  - Impact Levels
  - Targeted Achievements
- Competitive giving introduces friendly competition to drive proceeds.
  - Donate to Vote
  - Top Table Slide

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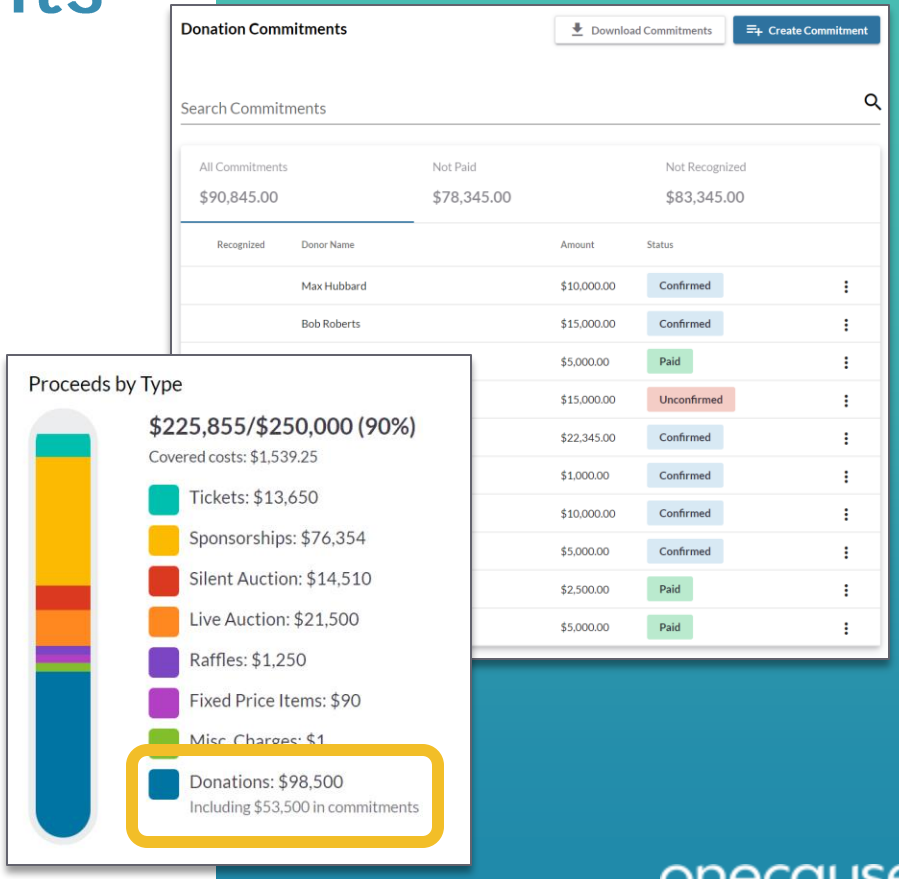
Donation Commitments

- Easily track throughout the entire year
- Collect payments any time
- Confirm & recognize commitments from individuals & companies
- Including Matching Gifts
- Helps build momentum and raise more during your appeals



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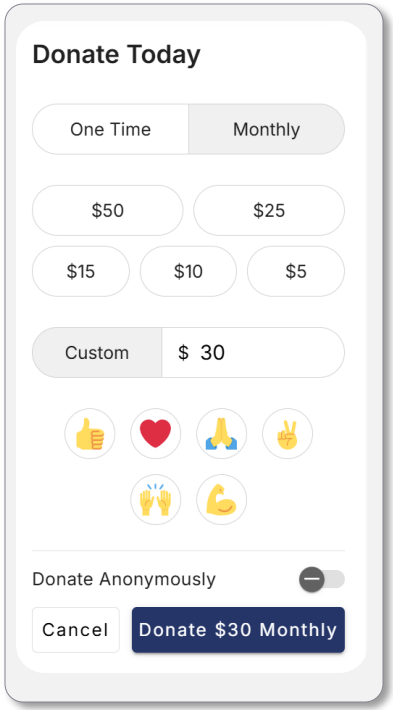
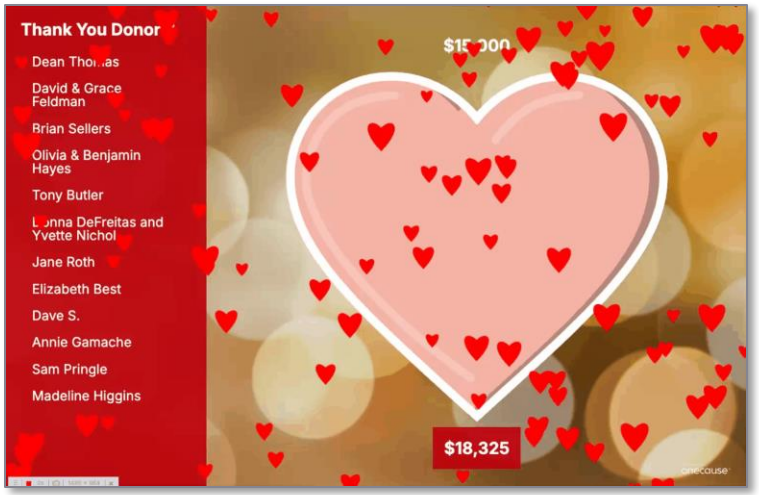
Interactive Scoreboards





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Interactive Scoreboards

- Animated scoreboards recognize top donors, showcase progress, and fuel excitement with real-time updates.
- Highly configurable settings, include:
  - Selecting your scoreboard colors, background image, and thermometer style.
  - Turning ON/OFF your thermometer, donor recognition, major gift recognition, animations, and more.

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RAISE MORE. STRESS LESS.

- Checked in 400+ guests in record time.
- Raised 180% of their fundraising goal.
- Achieved $90K in total proceeds.

"We had about $15,000 worth of donation commitments that we kept hidden from our donation total until our live appeal. When it came time, we were able to display them during our giving moment and spur additional donor generosity."

Melissa Irish
Making Memories Playschool

Go to onecause.com to read how Making Memories Playschool achieved 180% of their fundraising goal switching to the OneCause Fundraising Platform!

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RAISE MORE. STRESS LESS.

Silent & Live Auctions

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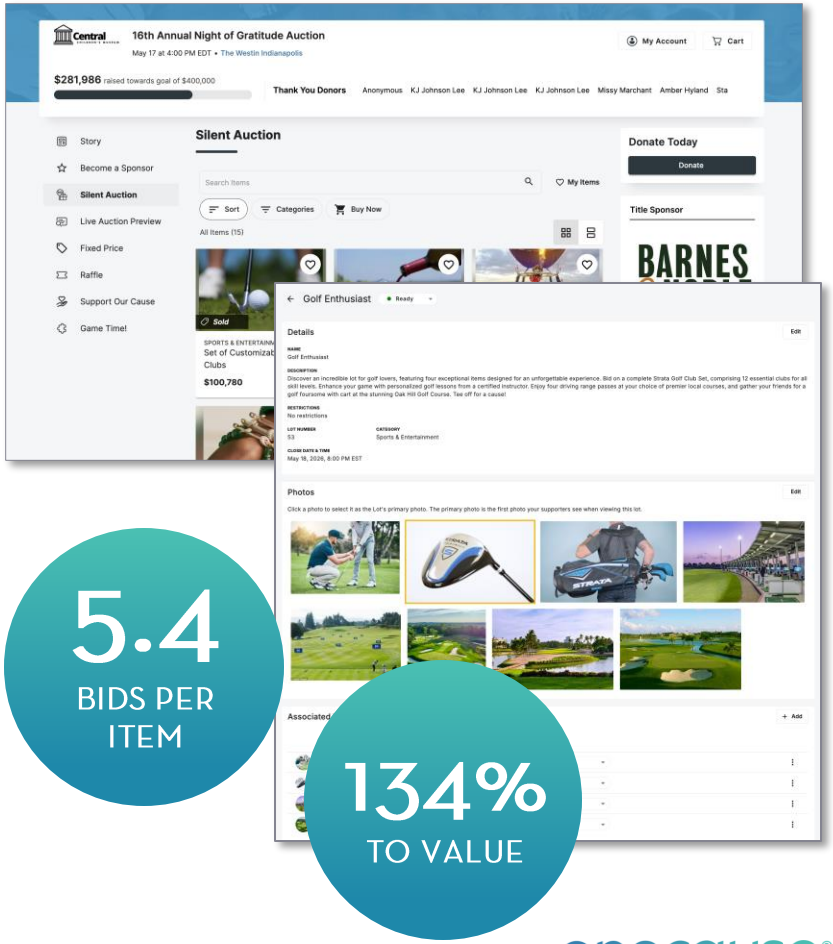
Why it matters

- In combination with your Appeal, your Silent & Live Auctions are arguably the most engaging aspects of your event.
- Without the right technology, nonprofits often question whether they're worth the effort.
- With the right technology, your nonprofit can enjoy easier procurement, stronger engagement, and record proceeds.



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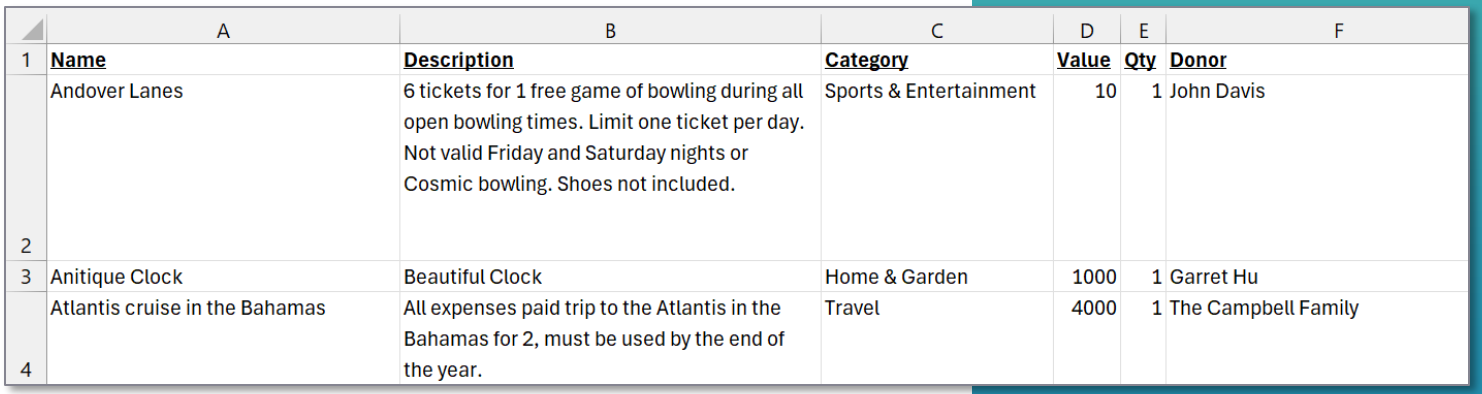
Flexible Item Management

- Love your spreadsheets?
  Bulk importing/editing your items
  has never been easier.



	A	B	C	D	E	F
1	**Name**	**Description**	**Category**	**Value**	**Qty**	**Donor**
2	Andover Lanes	6 tickets for 1 free game of bowling during all open bowling times. Limit one ticket per day. Not valid Friday and Saturday nights or Cosmic bowling. Shoes not included.	Sports & Entertainment	10	1	John Davis
3	Anitique Clock	Beautiful Clock	Home & Garden	1000	1	Garret Hu
4	Atlantis cruise in the Bahamas	All expenses paid trip to the Atlantis in the Bahamas for 2, must be used by the end of the year.	Travel	4000	1	The Campbell Family

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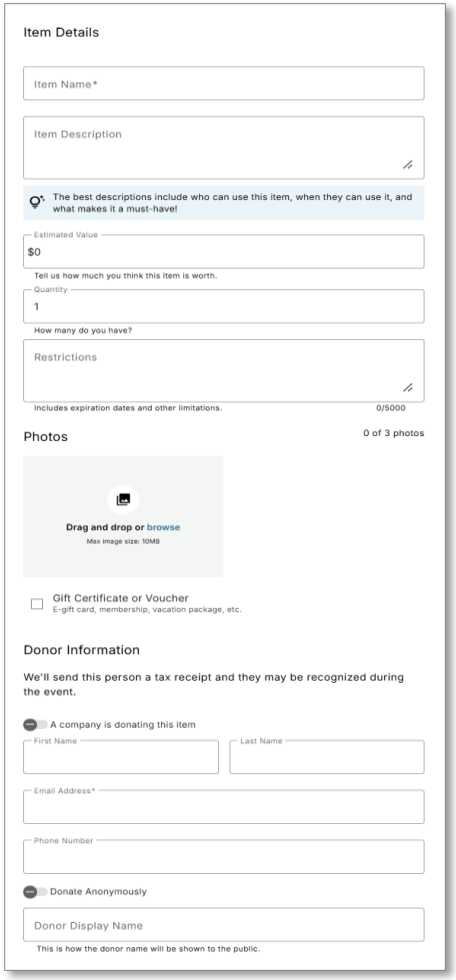
- Enjoy robust item procurement:
    - Receive donations via online form



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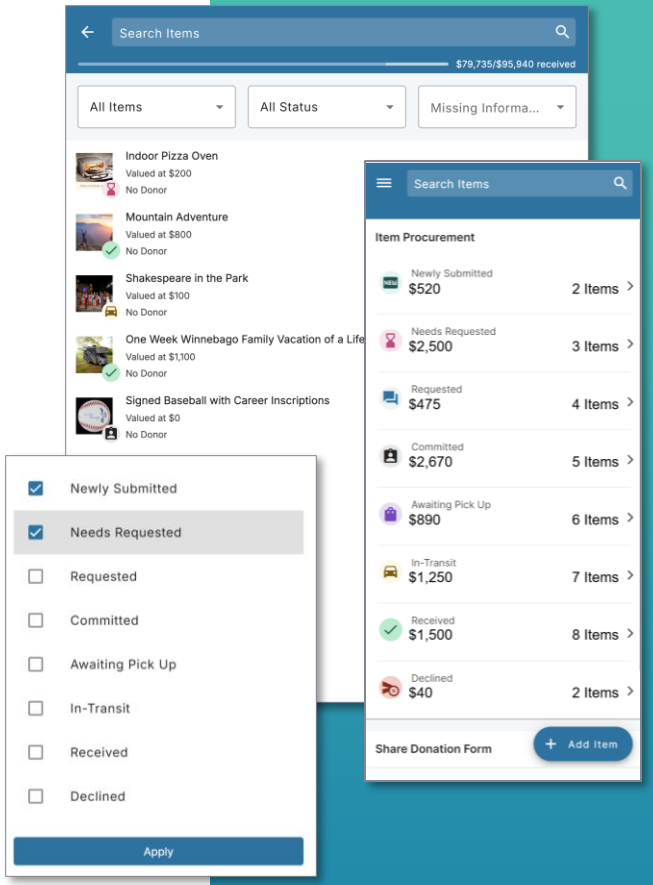
  - Track item status through delivery



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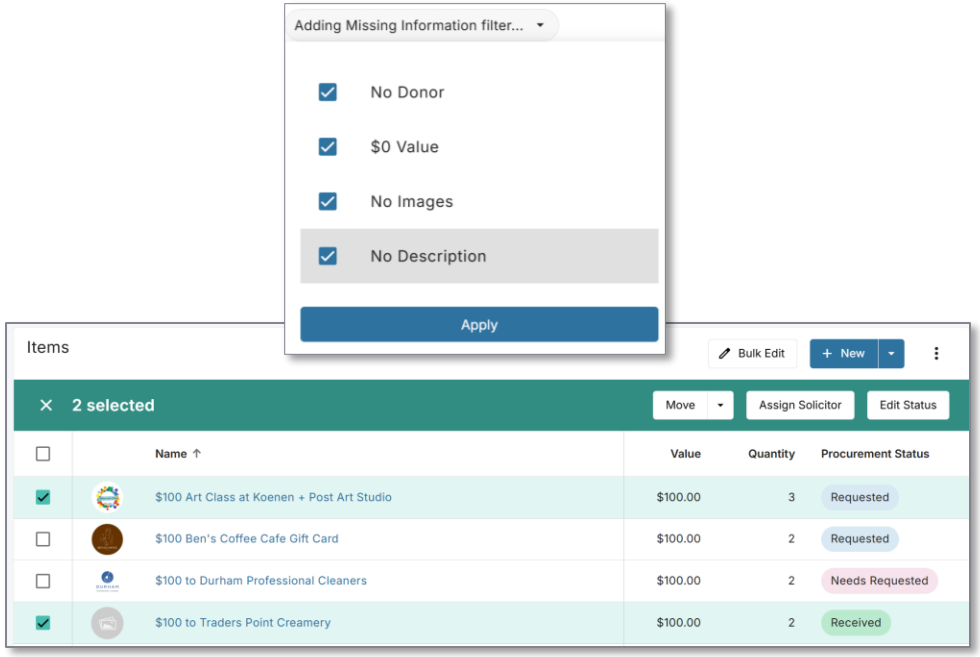

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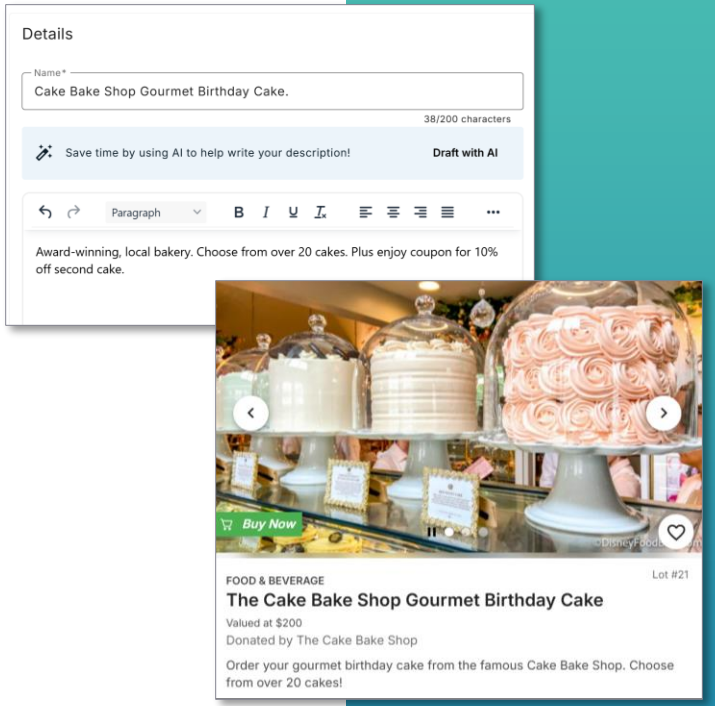
  - Leverage AI to maximize item engagement



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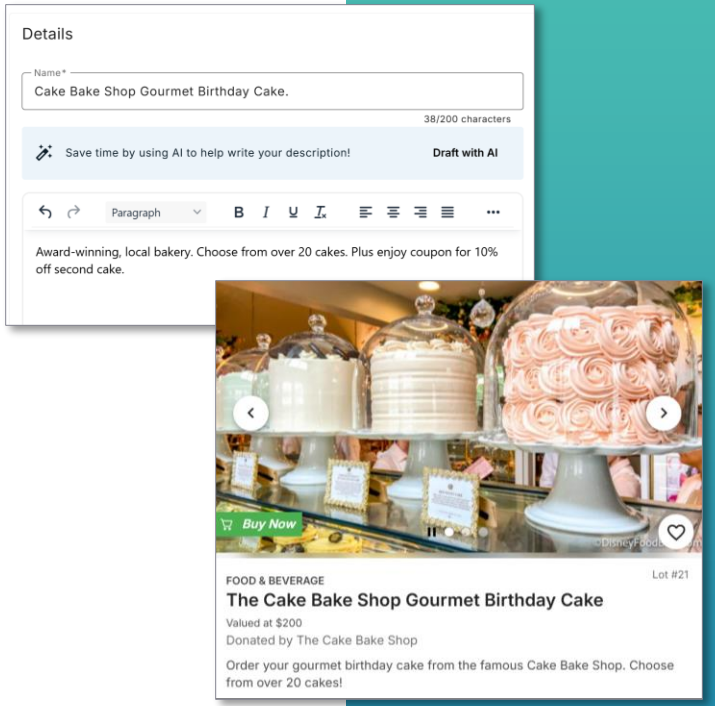
  - Leverage AI to maximize item engagement
- Include items from previous events.



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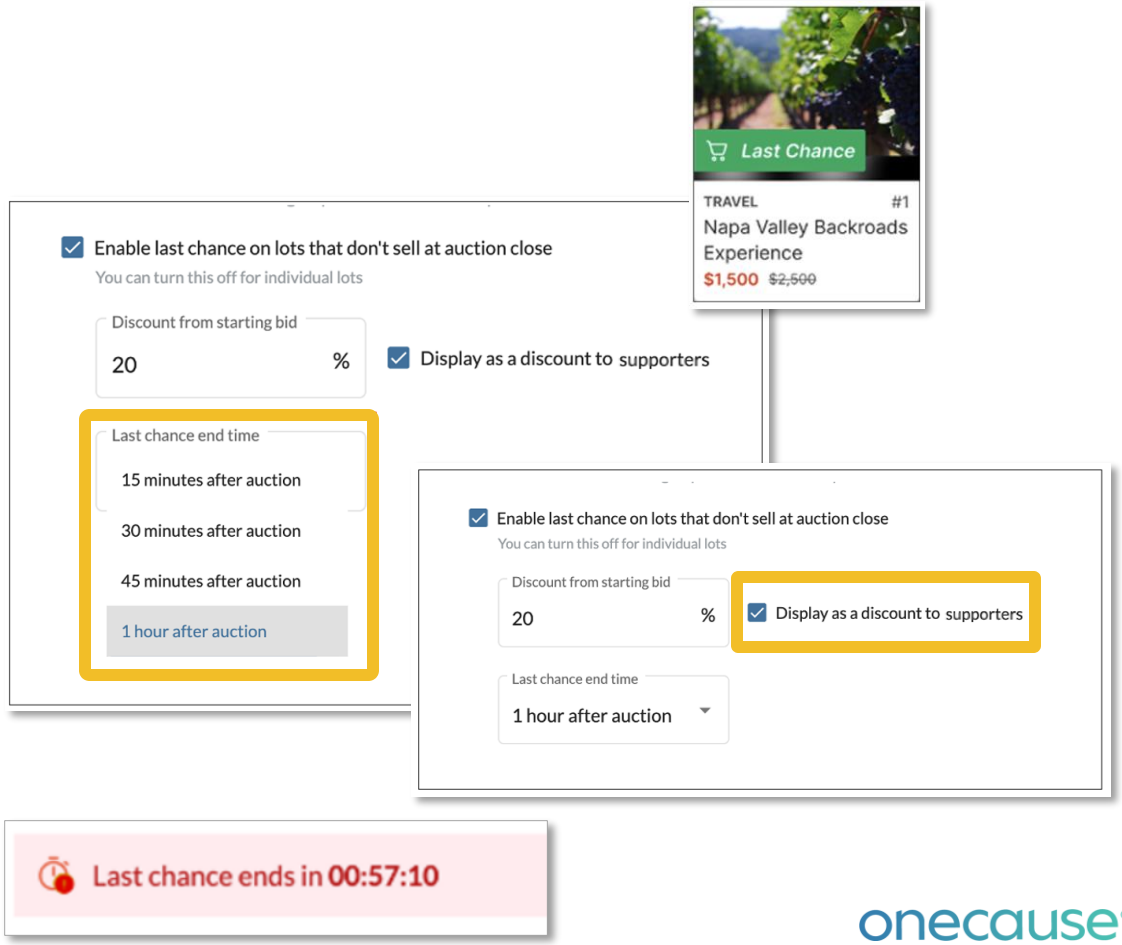
Silent Auctions

- Multiple Photos & Scoreboard Slide
- Featured Lots
- Display Sheets contain QR code
- Last Chance Auctions



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RAISE MORE. STRESS LESS.

- Scaled from 175 to 650 guests in year one, 900 guests in year two.
- Added silent auction to complement live auction.
- Nearly doubled proceeds by 2nd year (almost $300K).

"This system changed everything for us. Not only did it save time, but it also elevated the experience for our attendees ... [it] has revolutionized how we connect with our supporters."

Sarah Braden
Bryan ISD Education Foundation

Go to onecause.com and check out how Bryan ISD Education Foundation added a silent auction with the OneCause Fundraising Platform – and doubled their fundraising!

onecause®

RAISE MORE. STRESS LESS.

AI-Driven Fundraising

onecause®

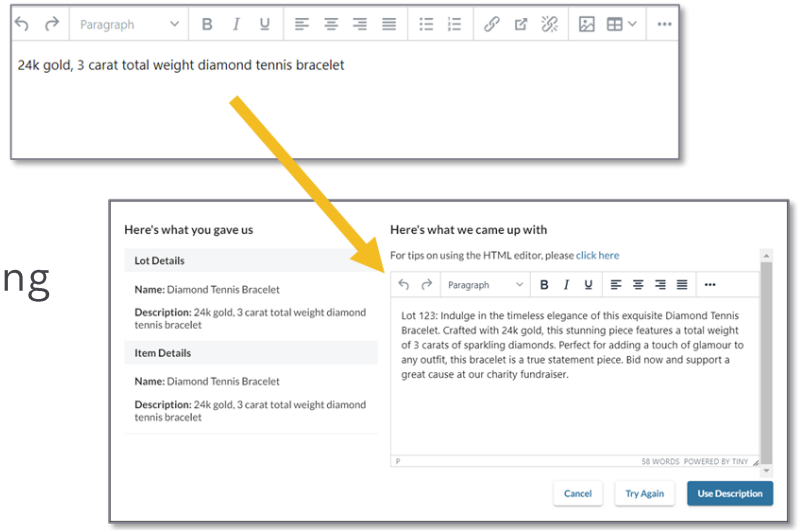
Why it matters

- **Generative AI** can save you hours of time, with better results.
- **Conversational AI** can make it faster to get support and answers when you need it.
- **Predictive and Analytic AI** can make data work better for you.

OneCause AI™ :: Easier Fundraising

No coding, no programming. It just works.

- **Description Generators** automatically craft compelling, marketing-ready descriptions, saving up to eight hours of auction planning time.



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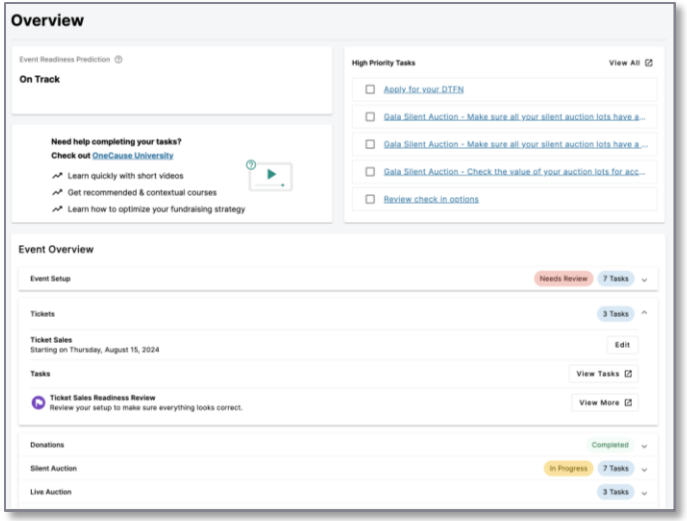
- **Event Readiness** automatically creates an overview and real-time updates of critical tasks, helping you to ensure every detail is covered.



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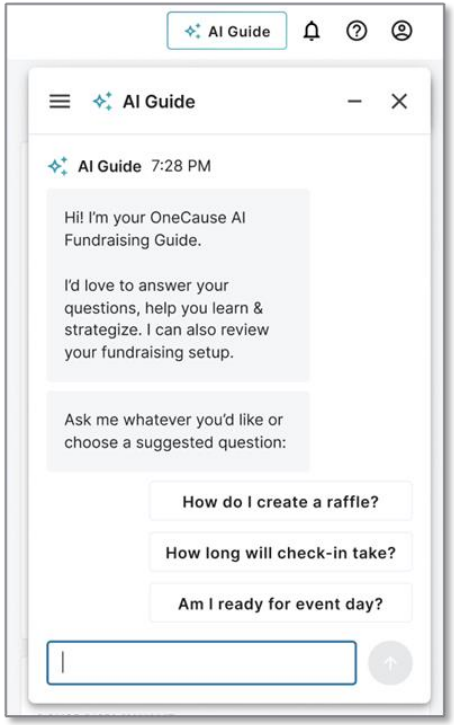
OneCause AI™ :: Easier Fundraising

No coding, no programming. It just works.

- **Description Generators** automatically craft compelling, marketing-ready descriptions, saving up to eight hours of auction planning time.
- **Event Readiness** automatically creates an overview and real-time updates of critical tasks, helping you to ensure every detail is covered.
- **AI Guide™** is 24/7 virtual assistant that offers real-time support on product, best practice, and fundraising strategy questions.



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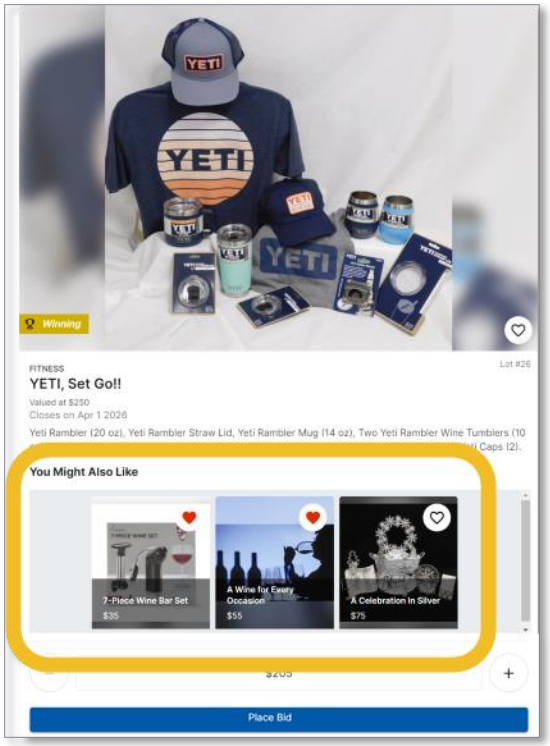
OneCause AI™ :: Increasing Revenue

No coding, no programming. It just works.

- As guests view an auction item, **Recommended Items** serves up related auction items of similar nature.



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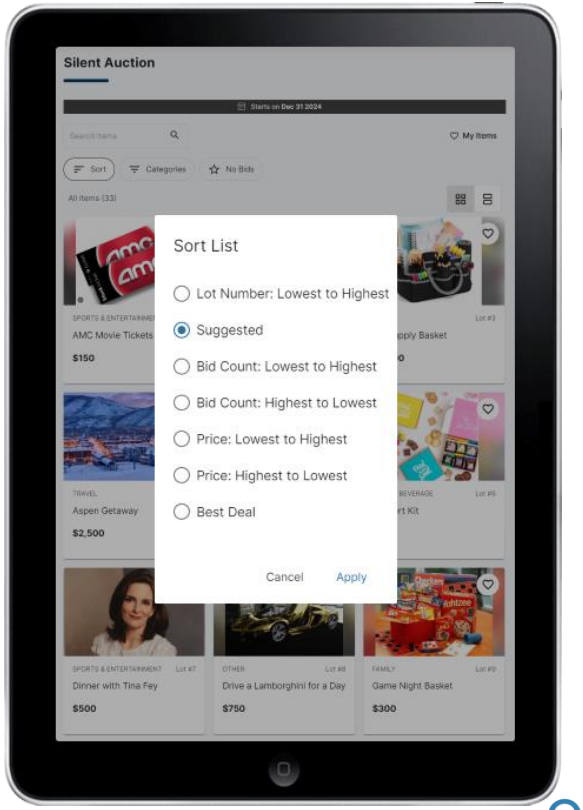
OneCause AI™ :: Increasing Revenue

No coding, no programming. It just works.

- As guests view an auction item, **Recommended Items** serves up related auction items of similar nature.

- **Suggested Sort** serves up personalized views of auction packages based on individual viewing/bidding behavior.



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OneCause AI™ :: Increasing Revenue

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RAISE MORE. STRESS LESS.

The Coalition for Children, Youth & Families

- Enjoyed smarter, shorter planning with OneCause AI.
- Raised 53% more than using classic mobile bidding software.
- Reached 124% of their goal.

"Using the AI features in the OneCause platform has been a game-changer for us ... it's never been easier. One of the best ways we use it is for writing auction descriptions."

Jenna Czaplewski
Coalition for Children, Youth & Families

Go to onecause.com to learn how the Coalition for Children, Youth & Families saved hours of time using AI on the OneCause Fundraising Platform!

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RAISE MORE. STRESS LESS.

Golf Events

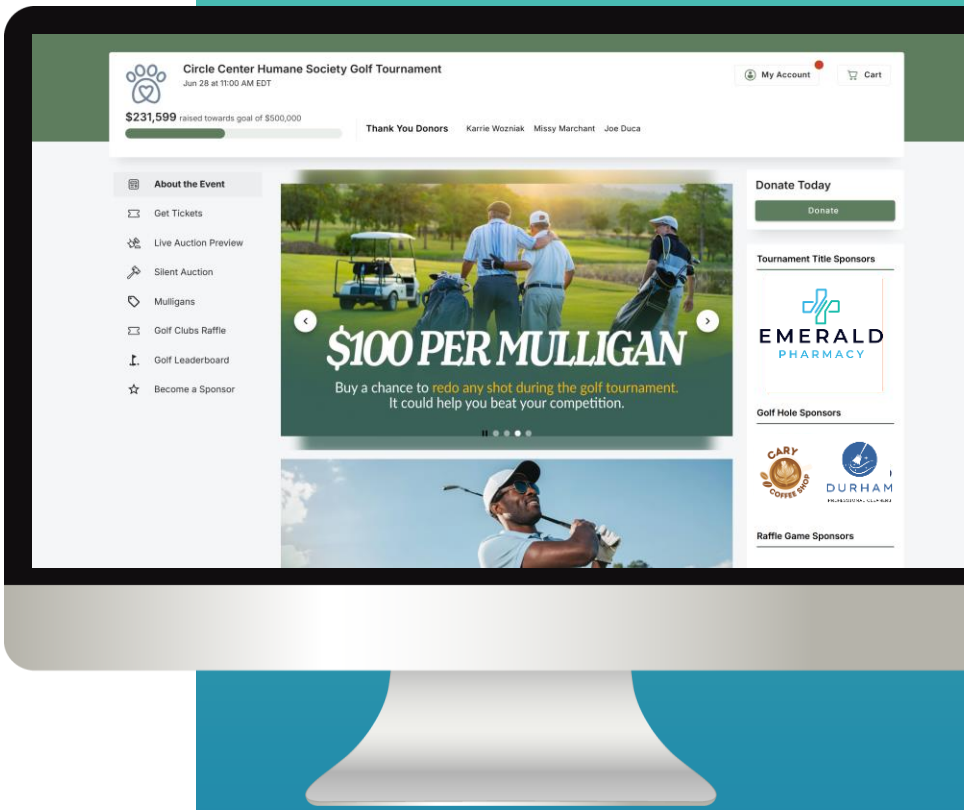
onecause®

Why it matters

- Docs, spreadsheets & websites that are cobbled together
- Event software that is “shoehorned” to work for golf
- Additional golf events software
- Resulting in:
  - Unnecessary time & effort
  - Poor experience for your guests
  - Additional cost to your nonprofit

Golf Events

- Manage all golf event details and fundraising in one place, with no extra cost.



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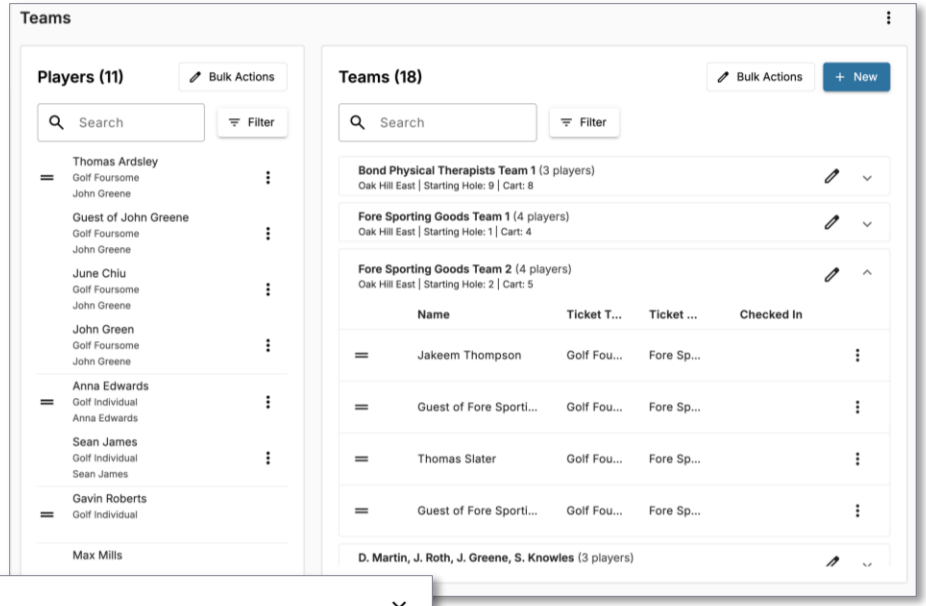
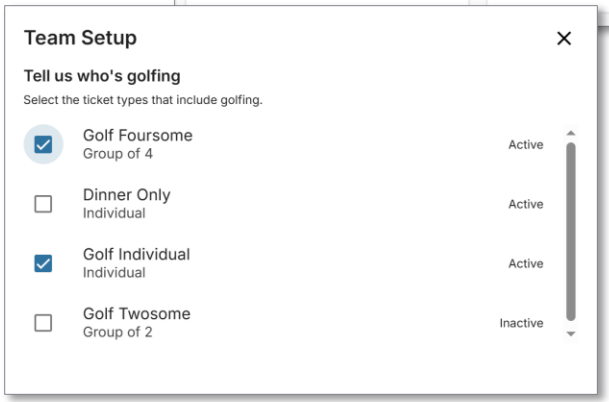
Golf Events

- Manage all golf event details and fundraising in one place, with no extra cost.
- Sell sponsorships online (with tickets) and auto-create teams based on ticket type and owner.

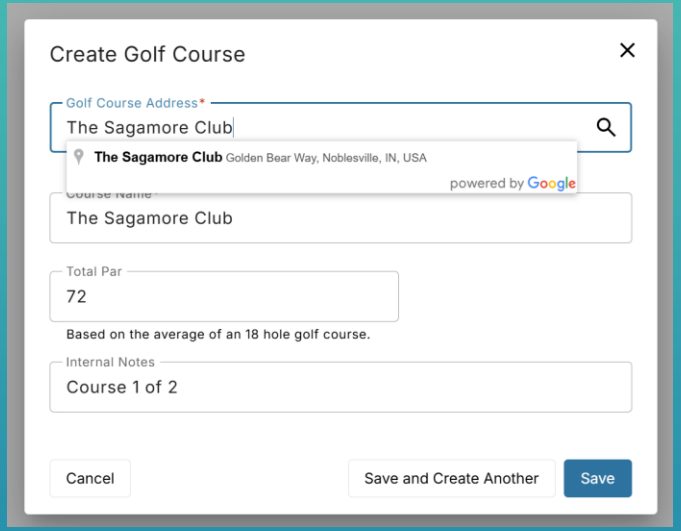




onecause®

Golf Events

- Manage all golf event details and fundraising in one place, with no extra cost.
- Sell sponsorships online (with tickets) and auto-create teams based on ticket type and owner.
- Manage everything from scrambles to shotgun starts on single or multiple courses.



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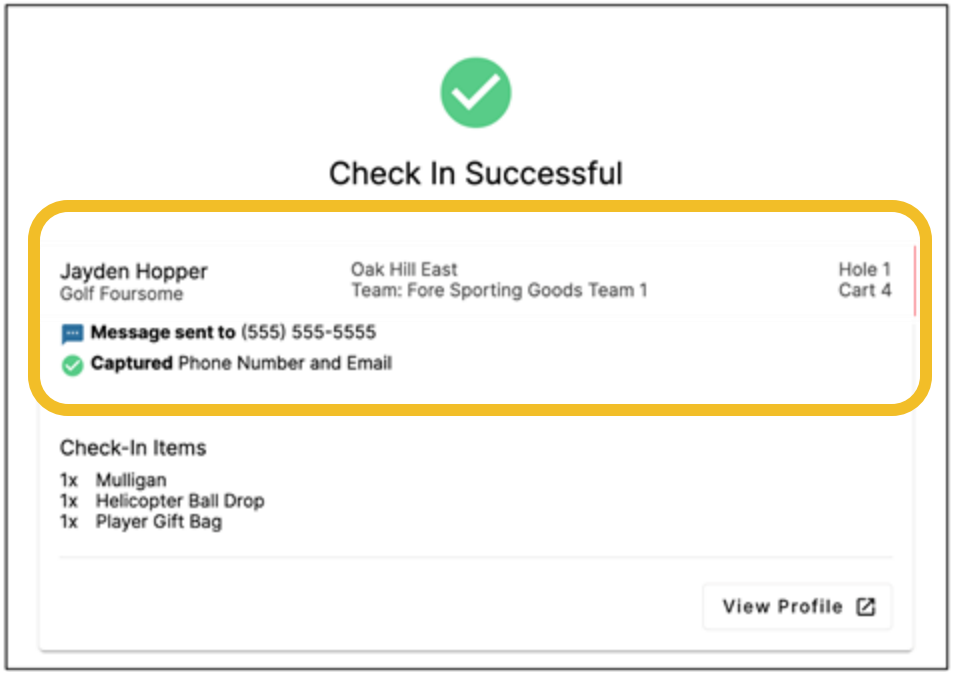
Golf Events: Guest Experience

- View (and share) guest's courses, starting holes, & cart numbers.



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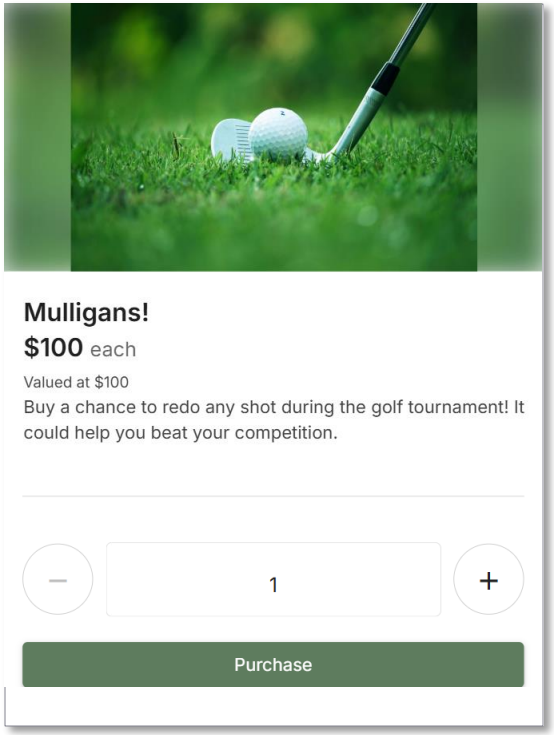
Golf Events: Guest Experience

- View (and share) guest's courses, starting holes, & cart numbers.
- Raise funds through donations, fixed-price items (e.g., Mulligans), raffles, etc.



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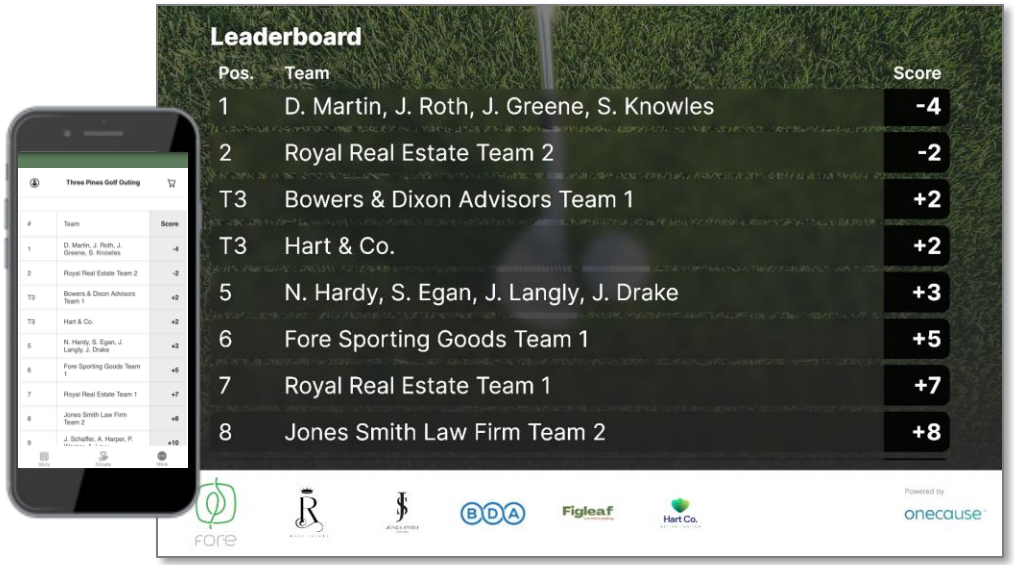
Golf Events: Guest Experience

- View (and share) guest's courses, starting holes, & cart numbers.
- Raise funds through donations, fixed-price items (e.g., Mulligans), raffles, etc.
- Track player scoring and display on leaderboard.



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RAISE MORE. STRESS LESS.

FORE KIDS ATX

- Enjoyed stronger sponsor engagement & visibility.
- Fewer than 10 of 400 tickets were unclaimed.
- Total proceeds across events surpassed $1.7 million.

"People expect streamlined technology services to be readily available to make things easier – and that's what OneCause does. It has made our lives tremendously easier."

Sydney Loyed
JHL / Sergio & Angela Garcia Foundation

Go to onecause.com to read how JHL executed a successful golf & gala (FORE Kids ATX) on the OneCause Fundraising Platform!

onecause®

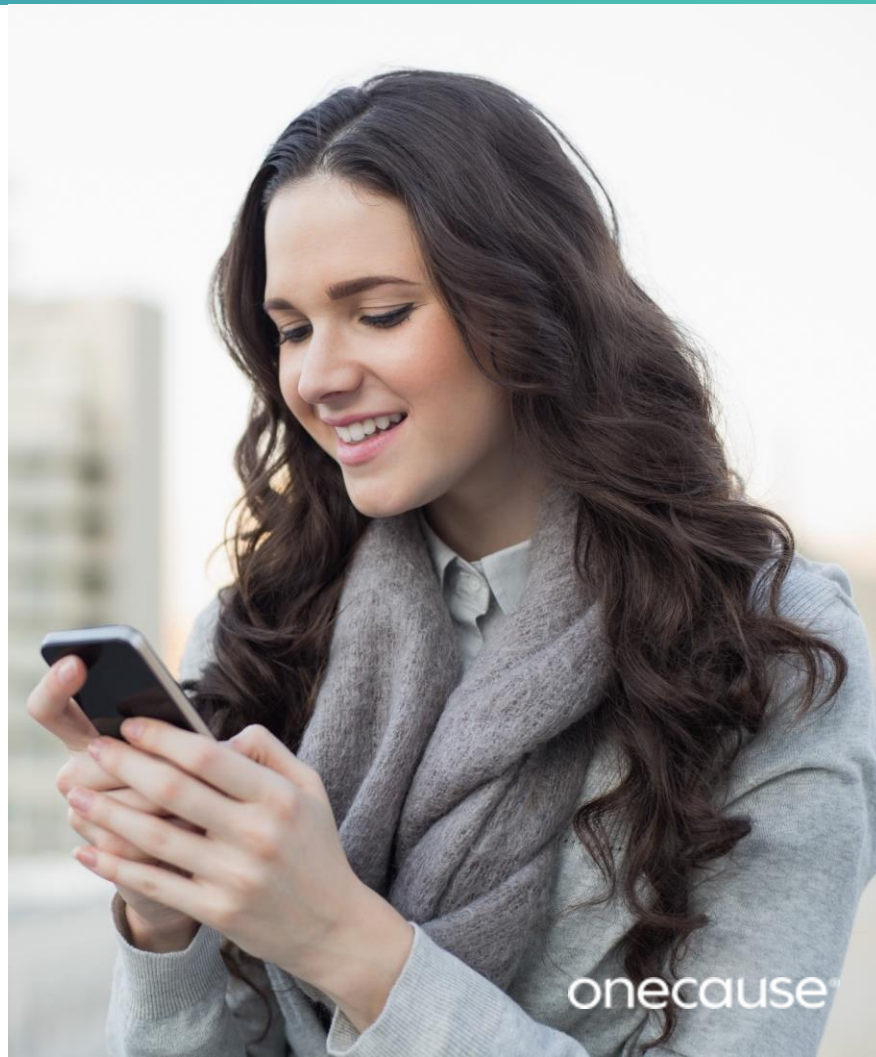
RAISE MORE. STRESS LESS.

Online Fundraising

onecause®

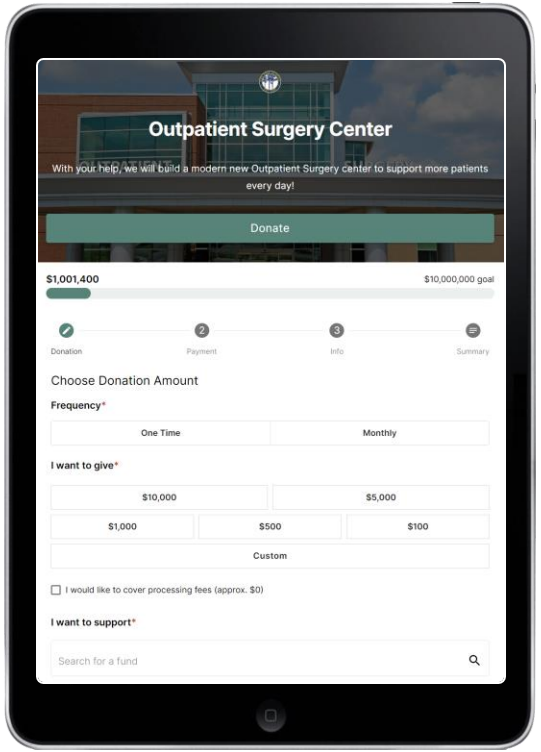
Why it matters

- One platform, with all fundraising in one place.
- Ease of learning & management.
- That means a single place for all reconciliation.
- And a single plug in for integrations.
- Innovative fundraising opportunities.



Online Fundraising & Text2Give®

- Donation Forms
  - Text2Give or Embed in your org website
  - Designed to convert
  - Complete digital wallet
  - One-time or recurring gifts
  - Connect to one or more funds



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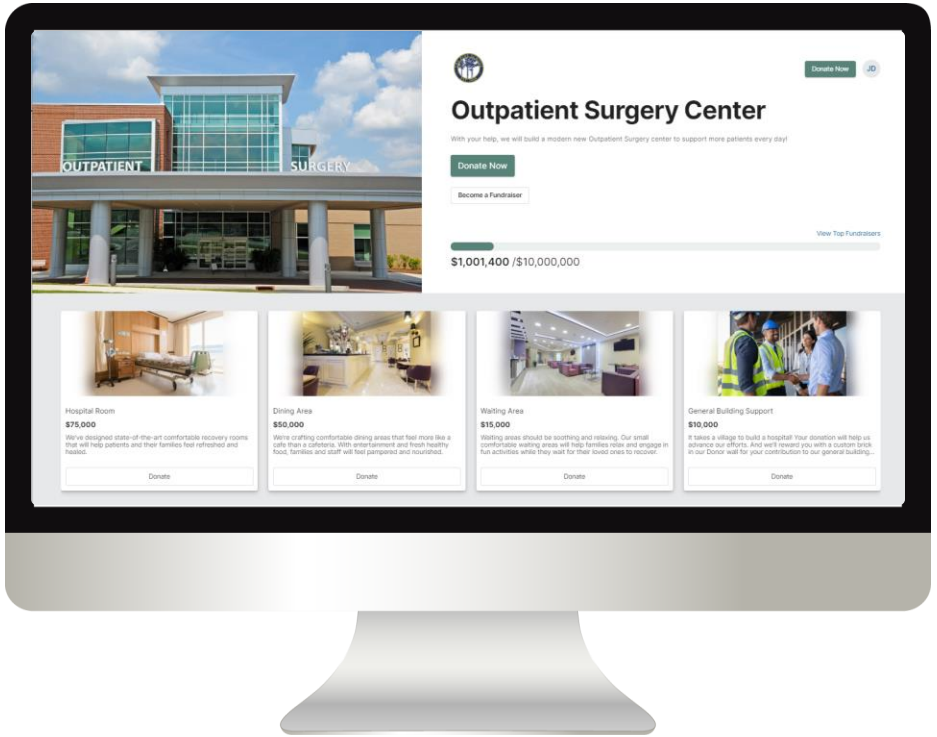
Online Fundraising & Text2Give®

- Donation Forms
- Online Giving Sites
  - Configurable branding
  - Impact levels

Other great options for all:

  - Honorariums & memorials
  - Matching Gifts
  - Connect to event giving & interactive slide



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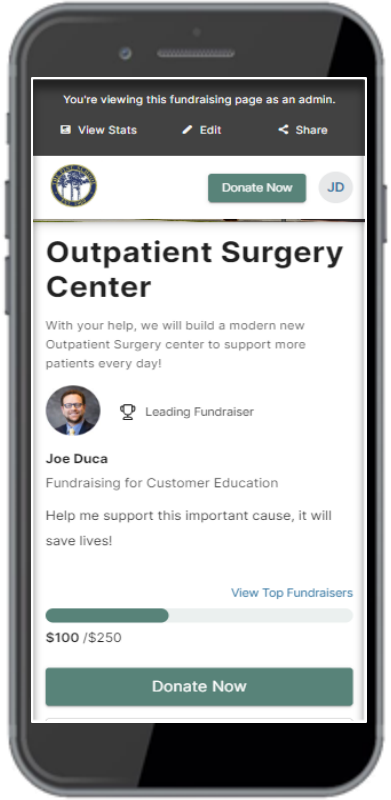
Online Fundraising & Text2Give®

- Donation Forms
- Online Giving Sites
- Personal Fundraising Pages
  - Easy way to launch ambassador and peer-to-peer fundraising
  - Set up a page in less than 60 secs
  - Progress displayed on fundraising thermometer, top donor leaderboard & real-time analytics



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RAISE MORE. STRESS LESS.

RAISING a Reader

- Received $10K from a loyal donor
- Quickly generated an online giving site with a Matching Gift
- Leveraged the Platform's Personal Fundraising Pages
- Doubled their gift with zero effort

"We're always trying to strategize on how best to reach out to, connect with, and grow our network, and these features are perfect additions to our strategy."

Nina Norfleet
Raising A Reader Massachusetts

Go to onecause.com to see how Raising A Reader turned a $10K gift into a successful matching gift campaign on the OneCause Fundraising Platform!

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RAISE MORE. STRESS LESS.

- Integrated Tickets & Tables
- Sponsors & Sponsorships
- Check-In, Checkout & Payments
- Donations & Appeals
- Silent & Live Auctions
- AI-Driven Fundraising
- Golf Events
- Online Fundraising

Upcoming Webinars

Registration is Now Open!

"This was one of the best webinars that I've attended. I love that it was super practical and not sales-pitchy!!"

"Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!"

"This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees."

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2025
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San Antonio, TX | September 8 & 9, 2025
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Thank *you!*

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Recording and presentation slides will be emailed to all webinar registrants.

Fundraising Software to Raise and Reach More

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