

onecause® | WEBINAR

Take Your **Special Event** to the **Next Level** with

# Peer-to-Peer *Fundraising*



**MODERATOR**  
**Nikki DeFalco**  
OneCause

**PANELISTS**  
**Laura Goodwin**  
March of Dimes

**Whitney Abel**  
Crohn's & Colitis Foundation



Wednesday, March 27, 2024



**Raise®**

**#FEARLESSSERIES**

# Beyond The Webinar

- **Engage With Us**
  - Q & A and Chat (defaults to host/panelists)
  - Share with friends on social
- **Continuing Education Credit**



- **Webinar Wrap-up**
  - Webinar on-demand: [onecause.com](https://onecause.com)
  - Wrap-up email with Webinar recording
  - Exclusive content
- **Survey – WIN: Amazon Gift Card**
  - Drive future Webinar content



Learn more about the OneCause Fundraising Platform

# PRESENTERS



**Dawn Lego (she/her)**

Director, Brand Engagement  
OneCause



**Nikki DeFalco (she/her)**

Director, Partner Success &  
Engagement  
OneCause



**Laura Goodwin (she/her)**

Vice President, Campaign Events  
March of Dimes

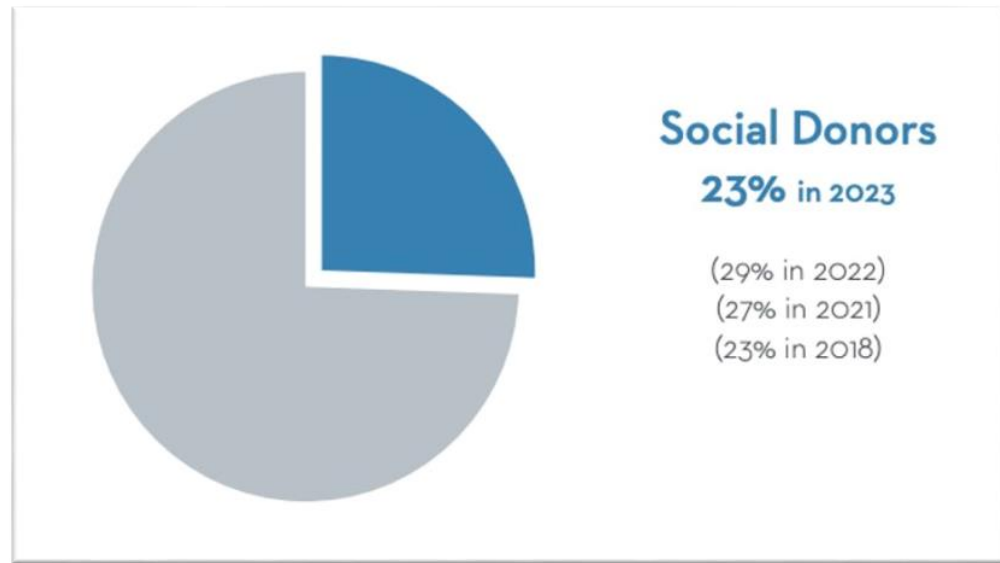


**Whitney Abel (she/her)**

Director, National Fundraising  
Campaigns & Volunteer Engagement  
Crohn's & Colitis Foundation

# Meet Today's Donors

## Social Giving Grows



## Reaching New & Lapsed Donors



**27%**

**First Time Donors**  
*Haven't ever donated to the organization.*



**33%**

**Active Donors**  
*Have previously donated to the organization in the last 12 months.*



**39%**

**Lapsed Donors**  
*Had been more than 1-10+ years since their last donation.*

# Donation Channels

**\$171**

Average Social  
Donation Amount

(how much was your last social donation)

2022: \$196

2021: \$220

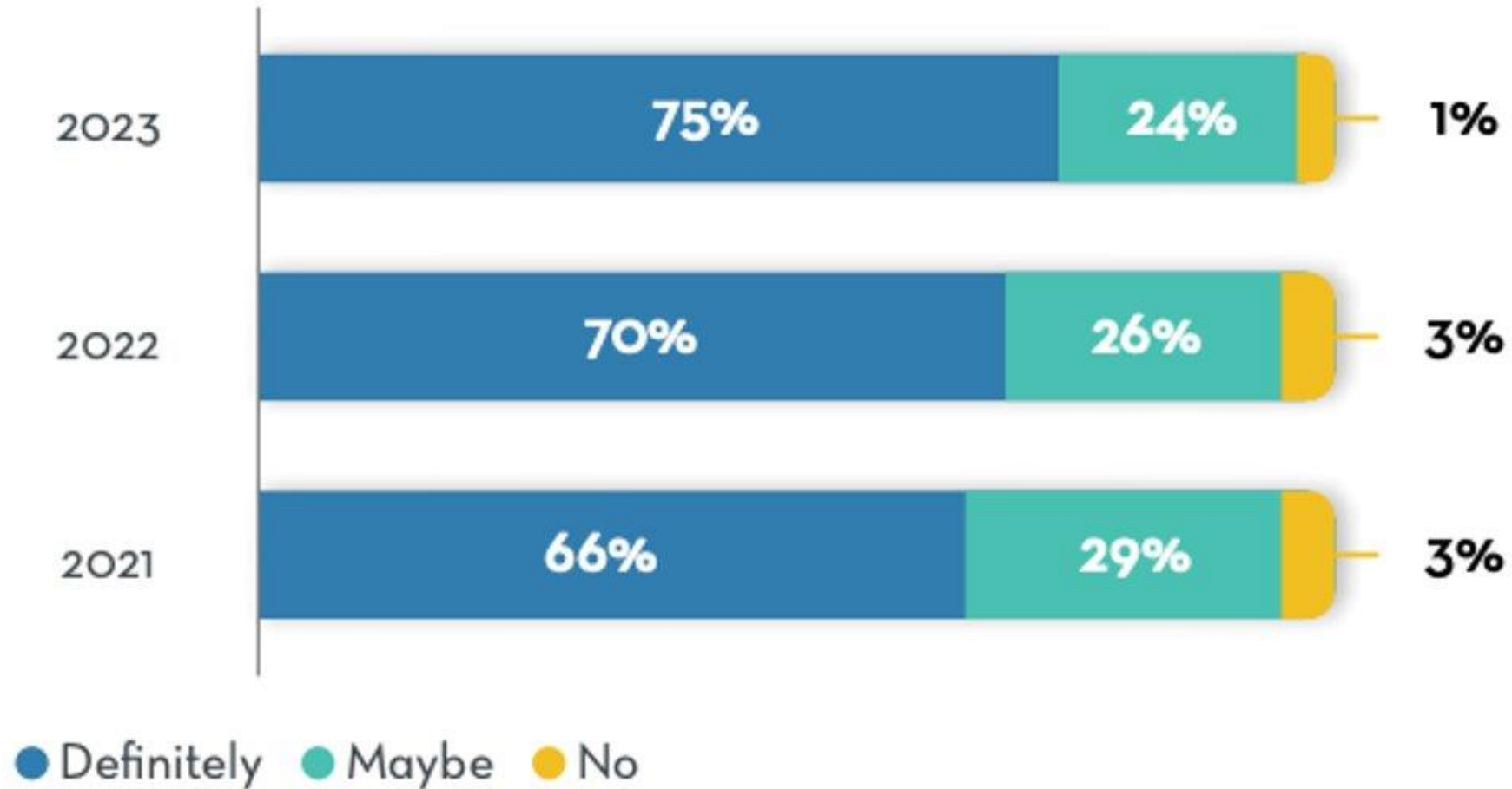
2018: \$198

	2023	2022	2021	2018
In person	45%	44%	36%	55%
Website donation	38%	38%	48%	38%
Mobile donation	24%	26%	23%	8%
Social media donation	16%	20%	23%	NA
Through the mail	13%	15%	16%	7%
Text donation	7%	12%	12%	4%

*How did you make your donation?*



# Social Donor Loyalty





THE 50TH ANNIVERSARY GALA FOR CROHN'S & COLITIS THE NEW ENGLAND CHAPTER

CROHN'S  
& COLITIS  
FOUNDATION  
**\$385,025**  
RAISED BY THE NEW ENGLAND CHAPTER

23 People have joined

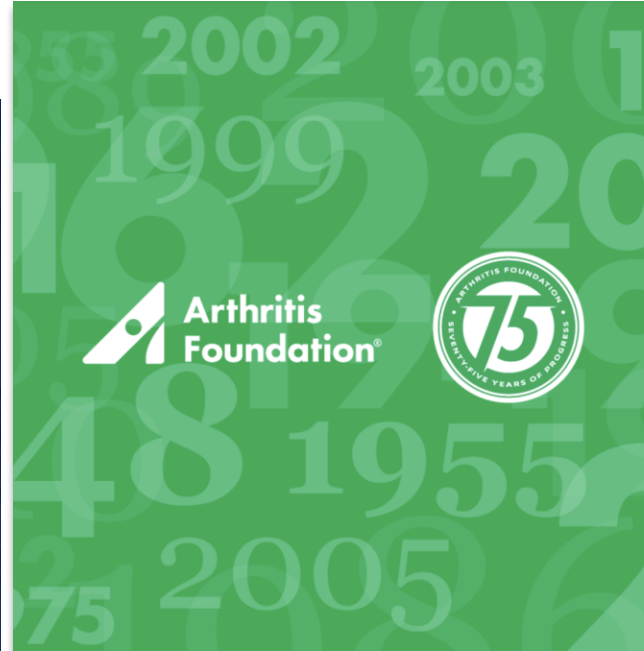
49 Donations

Donate Now

## Fundraising Leaders

Gala Leaderboard

	Name	Donation Amount
1	 <a href="#">Ellen Calmas</a>	\$100,025
2	 <a href="#">Elizabeth Orgel</a>	\$50,000
3	 <a href="#">Jonathan Epstein</a>	\$50,000
4	 <a href="#">Joey Karas</a>	\$50,000
5	 <a href="#">Jody Kipnis &amp; Todd Ruderman</a>	\$10,180
6	 <a href="#">Shiella Dowlatshahi Radel</a>	\$10,000
7	 <a href="#">Jane &amp; David Wolfman</a>	\$7,570



Donate Now

ND

## Arthritis Foundation: 75 Years of Progress

Help Keep the Fight to Conquer Arthritis Going Strong!

Donate Now

\$425

\$75,000 goal

### We're Changing the Future of Arthritis Together

Thank you for making a gift commemorating 75 years of progress at the Arthritis Foundation. Our work today and beyond focuses on accelerating scientific research, breaking down barriers in health care and expanding patient education opportunities — as we continue our commitment to help people with arthritis and their loved ones navigate their own unique journeys. As always, we are grateful for your support.

#### Frequency\*

One Time

Monthly

#### I want to give\*

\$7,500

\$750

\$75

Custom

Donate

#marchofdimes

[About](#)
[What's Happening](#)
[Get Involved](#)
[Join us at the Celebration on Nov. 3rd!](#)
[Donate](#)

?

Nikki DeFalco

Search...

NASHVILLE

CHAMPION

OF THE YEAR

NASHVILLE CHAMPION OF THE YEAR

SUPPORTING MARCH OF DIMES

\$40,000

RAISED

15 People have registered

7 Teams have registered

228 Donations

[Change Background Image](#) | [Change Background Position](#)

About Nashville Champion of the Year

[Click here to join us for the Nashville Champion of the Year Celebration on Thursday, Nov 3rd at Studio 615](#)

The March of Dimes Nashville Champion of the Year is a high-impact competition amongst the Nashville business community that supports our mission in supporting healthy moms and strong babies. Motivated and dedicated individuals from across the area nominate professionals to create a dynamic fundraising team in honor of a mom in their life.

**Why Participate?**

Each year thousands of moms and babies deal with complications from pregnancy and preterm birth. With your help, March of Dimes is there for every family - those who had first-hand hardships, those celebrating their health and those just trying to start their families.

**How Your Support Makes a Difference**

Moms and babies need us more than ever. By raising funds, you're helping March of Dimes work to end preventable maternal health risks and death, end preterm birth and close the health equity gap for every family

ABOUT MARCH OF DIMES

March of Dimes leads the fight for the health of all moms and babies. We imagine a world where every mom and baby is healthy regardless of wealth, race, gender or geography.

CES Lander & Riverton Present

RANK	TEAM	AMOUNT RAISED
1	Matt Hartman & Charene Herrara	\$123,456
2	Daniel Barnes & Haylee Cole	\$123,456
3	Hunter Bradshaw & Maycee Manzanares	\$123,456
4	Crystal Hastings & Courtney Widhalm	\$123,456
5	Austin Penny & Hayley Heidt	\$123,456

Community

Entry

Services

TOTAL RAISED:

\$123,456

POWERED BY

onecause



## From a Lemonade Stand to Virtual Garage Sales, Team Emily Supports One Walk in Search of a Cure for T1D

Published September 20, 2016 in [Events](#)



CHARLOTTE


*Growing the Village is Sweet*


## Lemonade Stands

Support FVC by donating, hosting, or visiting a lemonade stand in your area.

Host a Stand

Donate


[Home](#)
[Donate to an Honoree](#)
[Tickets/Sponsorships](#)



## Dr. Lindsey Albenberg

The Gold Medallion Award is presented to a physician, scientist, or health care professional who is a leader in IBD and has exhibited outstanding contributions to the Crohn's & Colitis Foundation and their patients through their dedication to clinical care, research and/or community work.

Dr. Lindsey Albenberg's Fundraising Progress

20%

RAISED: **\$6,086**

GOAL: **\$30,000**


Donate


## Dr. Lindsey has registered

Lindsey Albenberg, DO, is an Assistant Professor of Pediatrics at the Perelman School of Medicine at the University of Pennsylvania and an attending physician in the Division of Gastroenterology, Hepatology and Nutrition at The Children's Hospital of Philadelphia. She is the program director for the Fellowship in Advanced Inflammatory Bowel Disease and her clinical practice focuses on dietary therapies for IBD. Dr. Albenberg is a researcher within the Center for Pediatric Inflammatory Bowel Disease at CHOP. One of her key research interests is the response of the gut microbiota to dietary modification in inflammatory bowel disease. Dr. Albenberg has contributed to the literature in several areas related to the gut microbiota in health and disease including work examining how the host and the microbiota interact to maintain a dynamic oxygen equilibrium in the gut, work describing the fungal gut microbiota in inflammatory bowel disease, and work describing the relationship between diet, the microbiota, and inflammatory bowel disease. She has a special interest in training the next generation of IBD researchers and has mentored numerous medical students, residents, and fellows.

— Dr. Lindsey Albenberg

[#heroesinaction](#)
[About](#)
[What's Happening](#)
[Get Involved](#)
[Donate](#)






**HEROES IN ACTION**

**\$16,896**

RAISED

47 People have registered

229 Donations



## Angeline Fleming

Like the mission of the March of Dimes, my professional and personal goals are to promote the health and well-being of mothers and babies.

[Change Default Reason](#)

### Angeline has registered


I joined the movement to create positive change for moms and babies everywhere, especially those most at risk.

With preterm birth and maternal death rates continuing to rise, I'm committed to raising funds so that every family gets the best possible start. But I need your help.

Please visit my fundraising page to make a donation. Together we'll be part of a movement to make America a more equitable place and ensure that every mom and baby is healthy.

— Angeline Fleming

### Angeline's Timeline



**Angeline Fleming** registered.

Like the mission of the March of Dimes, my professional and personal goals are to promote the health and well-being of mothers and babies.

Nov 3, 2022 10:47 PM



onecause®

| WEBINAR

Wednesday, April 10, 2024



Sustainable, **Donor-Centric** Strategies: A Panel on

# EFFECTIVE FUNDRAISING



**Patrick Kirby**  
Founder  
Do Good Better  
Consulting



**Jenn Wells**  
Director of  
Marketing  
Back on My Feet



**Ashley Sanregret**  
Customer Success  
Manager  
OneCause



**Muhi Khwaja**  
Co-Founder  
American Muslim  
Community Found.



**Mackenzie Burckbuchler**  
Partnership Success  
Specialist  
Double the Donation



CELEBRATING

100

EPIISODES

# Raise Nation Radio

The Podcast for Fearless Fundraisers





---

[info@onecause.com](mailto:info@onecause.com)

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

888.729.0399