ONECUSE[®] POWERFUL FUNDRAISING SOLUTIONS

The Essentials of **Virtual Fundraising**





All Items

Wednesday April 15th, 2020 | 2pm ET | 1pm CT | 10am PT



Session Hosts



Emily Newberry VP of National Accounts OneCause



Melissa Merriam Sr. Director, Consulting & Customer Education



Rich Dietz Director of P2P Solutions OneCause



AGENDA

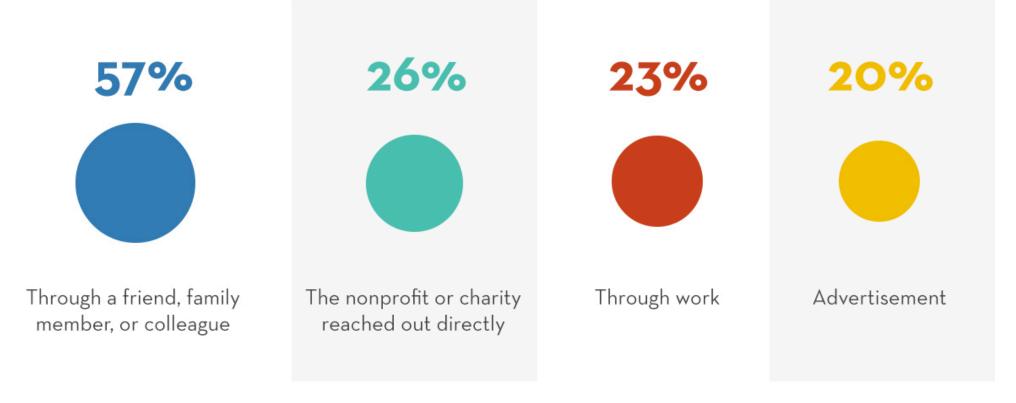
- Virtual Fundraising Today
- Nonprofits In Action
- Tips for Launching





SOCIAL DONOR SHIFT

How They Heard About The Donation Opportunity



onecause®

VIRTUAL FUNDRAISING



TYPES OF VIRTUAL FUNDRAISING

 Online Auctions
 Moving an In-Person
 Virtual & Online
 Moving On-the-Ground

Campaigns

Virtual

ONECCUSE POWERFUL FUNDRAISING SOLUTIONS

Events Online

FUNDRAISING 2020

Short Term Needs

- Funding Now
- Decisions & Action

Long Term Strategy

- Prepared Uncertainty
- Donor Engagement

MOBILE BIDDING

- Silent Auctions
- Donation Appeals
- Live Auctions
- Fixe Price/Games
- Sponsors
- Social Integration
- Custom Pages
- Tickets
- Payments
- Reporting
- Event Management
- Donor Registration

TEXT2GIVE

- Mobile Donations
- Custom Campaigns
- Keyword Text

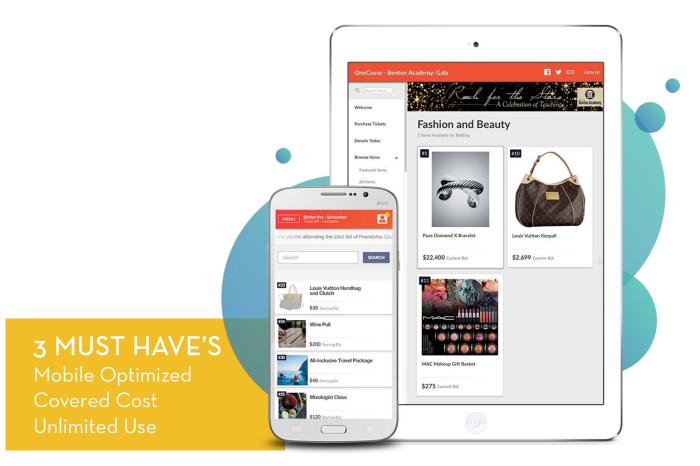
P2P

- Individual Pages
- Team Fundraising
- Flexible Branding
- Matching Gifts
- Rewards & Milestones
- Competition
- Social Integration
- Reporting

ONLINE FUNDRAISING

- Donation Forms
- Micro Sites
- Matching
- Gamification
- Custom Campaigns

FUNDRAISING TECHNOLOGY



ASK OUR EXPERTS

Should we wait or go online now?

NONPROFITS

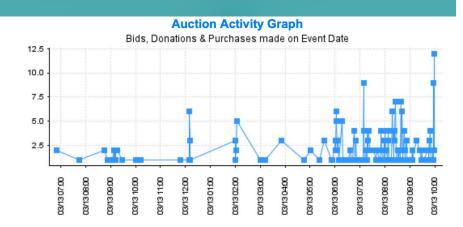


Cornerstone Schools of Alabama

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Virtual Playbook: Cornerstone Schools of Alabama



VIRTUAL Setup

- Who: Team 1 + Volunteers
- Donors: Lots of Older Donors
- Streams: Online Auction | Live Appeal Video
- Tools: OneCause + FB Livestream

SUCCESS Tips

- 1. AUTHENTICITY + REAL + NEED
- 2. Mass email + social media blast on Virtual Switch
- 3. Personal outreach to sponsors | Digital visibility
- 4. Item donors tagged on social media | Repost reach
- 5. Link to auction in every message + post
- 6. Use text messages on Virtual event day | Virtual EM support
- 7. Keep Auction Open longer 10pm | Donation open till Sunday
- 8. White Glove Service item drop off

SOCIAL MEDIA

Cornerstone Schools of Alabama March 12 at 4:18 PM · 🚱 •••

Cornerstone Family,

It is with great sadness that we cancel our annual Schoolhouse Rock event tomorrow night due to the concerns raised by the spread of the Coronavirus (COVID-19). Although there is not yet a confirmed case in Alabama, we feel that canceling is the responsible step to ensure the safety and well-being of our guests and community.

... See More



Cornerstone Schools of Alabama March 13 at 7:11 PM · 🕥

Cornerstone is a family. From teachers and students to parents and community partners, we couldn't do what we do without our people. Every person plays a vital role in the success of our students.

Special thanks to these sponsors for investing in our mission: ARC Realty LLC, Anne & Joey Belue, BCH Industries LLC, Bryant Bank, Matthew McGough, McGriff Seibls & Williams, Motor Cartier Safety Consulting, Becky & Kirby Sevier, Stone Building Company, Synovus Bank, Vulcan Materials Co Foundation, Weaver LLC, and White Plume Technologies LLC.



ARC Realty, LLC Anne & Joey Belue BCH Industries, LLC Bryant Bank McGriff, Seibels & Williams, Inc. Motor Carrier Safety Consulting Becky & Kitby Sevier Stone Building Company Synovus Bank Vulcam Materials Co. Foundation Weaver, LLC White Plume Technologies, LLC

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Cornerstone Schools of Alabama March 13 at 10:27 AM · 🕄

As most of you know we've cancelled Schoolhouse Rock tonight due to the growing concerns and uncertainty regarding the Coronavirus. We want to take time today to recognize our incredible event sponsors who continue to make a difference in the lives of our students through their generosity.

"Cornerstone Rocks because our teachers and counselors are so amazing. They're always there for us and always show us love and support." Alexiya and Chelsea, 11th Grade

Thank you to our presenting sponsors: ARD Contracting Inc., CS Beatty Construction Inc., Cindy & Lee Kinnebrew, Marcia & Billy Strickland, UBS Financial Services





It's not too late to support Schoolhouse Rock and the students at Cornerstone. Get your bids in now before the auction closes at 10:00! As always, you can also donate online at

https://one.bidpal.net/schoolhouse/browse/all. Auction available using the link in our bio! #forthekids #rockin4kids



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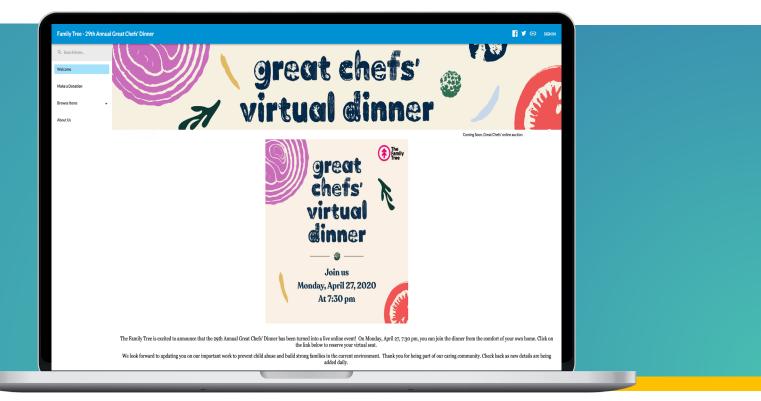












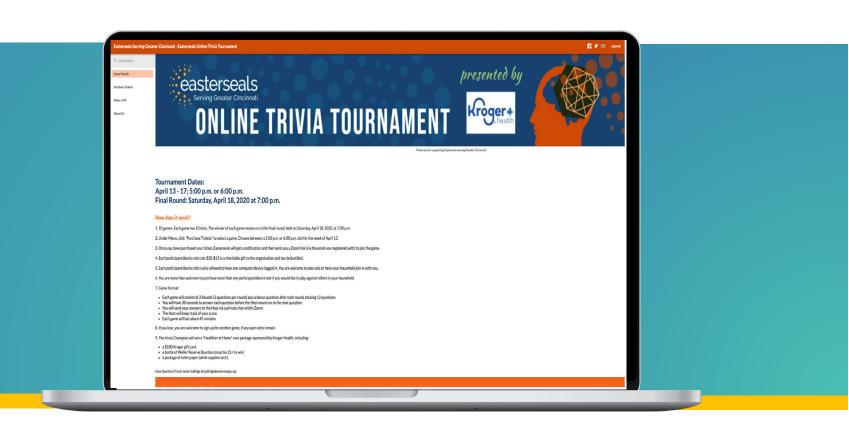




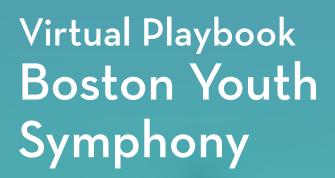
onecause®

Other Virtual

Campaigns







OF 2



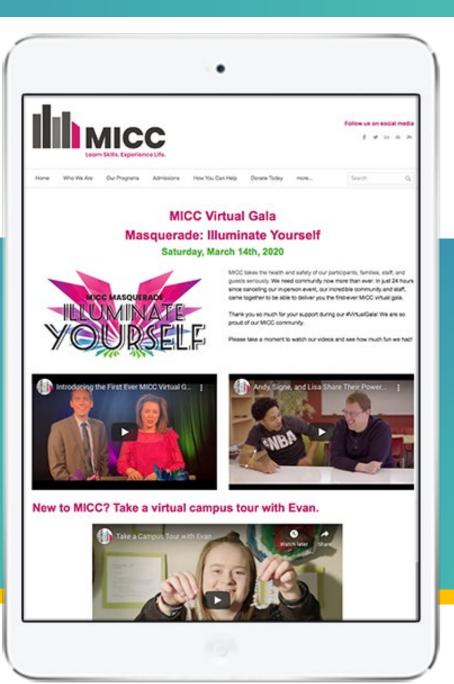
VIRTUAL Setup

- Who: Team 2
- Partners: Auctioneer + Social Media Help
- Streams: Online Auction | Live Appeal | Head Or Tails
- Tools: OneCause + Facebook Live + YouTube

SUCCESS Tips

- 1. Start Bidding Early & Keep Auction Open
- 2. Virtual Program | 4 Video Pre-Recorded | Worked with Auctioneer
- 3. Personalization key to success | Sponsor shout outs
- 4. Shrink program 30 minutes max
- 5. Create community (family living rooms/remote wars)
- 6. Mission & Impact Messaging is Key

MICC





Virtual Playbook MICC



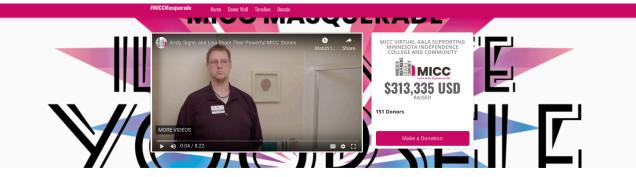
VIRTUAL Setup

- Who: Team 3
- Streams: Online Auction | Live Appeal
- Tools: OneCause + Recorded Videos

SUCCESS Tips

- 1. Convey Urgency + Transparency + Clarity + Impact
- 2. Lots of video | Humanize the message
- 3. Combo email & text throughout the day (same time)
- 4. Ambassador Fundraising + social
- 5. Regular progress to goal | Appeal \$96K

VIRTUAL GIVING CENTER



MICC Virtual Gala Fund A Need

To ensure the safety of our participants, families, staff and guests, we're hosting this year's gala virtually! Expect all the same fun, from the comfort and safety of your home! There is a huge lack of services for adults with autism spectrum disorders and other learning differences. The need for programs like MCC is high and what we do is incredibly rare. Your support has been critical over the years.

Your support has helped us achieve significant program impacts. Thanks to you, we have: • increased our enrollment across all of our programs by 30%

- advocated with the Minnesota Legislature and passed policy requiring Minnesota High School guidance counselors to share post-secondary options with individuals with disabilities
- invested in our Careers Certificate program and currently 98% of our participants are employed
- · 100% of our participants are living independently
- increased our financial assistance by 40% ensuring that finances are no longer a barrier to enrollment

To continue these societal, organizational and individual impacts, we ask you to support our Virtual Gala Fund A Need and spread the word with #miccmasquerade.

If you wish to make a donation using check, stock or a donor advised fund, please email your pledge to development@miccommunity.org and we will record your contribution offline.

Virtual Gala: Schedule of Events

Friday, March 13

3:00 PM CDT: Auction items and Fund-A-Need are LIVE online! Saturday, March 14 6:30 PM CDT: Facebook Live Watch Party: Full Gala Program, Online Auction, Fund-A-

8:00 PM CDT: Online Auction and Fund-A-Need close

THANK YOU TO THE LIGHTY FAMILY, HALLEY FOSS AND FAMILY, AND AN ANONYMOUS MINNESOTA FAMILY FOR PROVIDING A TOTAL OF \$150,000 IN MATCHING GIFTS!







ABOUT MINNESOTA INDEPENDENCE COLLEGE AND COMMUNITY Our Mission is to transform the lives of individuals and families affected by

the autism spectrum and learning differences. Our vision is a world wh...

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\$25	\$50	\$100 🗸	\$	Other Amount	
\$250	\$500	\$1,000			
\$2,500	\$5,000	\$10,000			
\$25,000					
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Donate to Minnesota Independence College

"Make it as personal and authentic as your event. The mini galas in homes is what worked for us. People gathered, they dressed up in theme. They had fun!" - Trina

VIRTUAL GIVING CENTER



Recognizing our Donors

\$25,000 Donations

\$10,000 Donation

Anonymous • John Thompson and Jane Bartell, in honor of Bev and Roe Hatlen for founding MICC 24 years ago • Johnston Family

\$5,000 Donation

 Beverly And Roe Hatlen Family
 Craig & Carrie MacLeod
 Halley Foss and Family
 Katherine Constantine &

 Michael Bono
 Kenton Family
 Kurt and Ann Owen
 Pat & Trina Bryant
 Rick and Kate Hartfiel
 The

 Peterson Family
 Walters Family
 Ziegler Family
 Ziegler Family

\$2,500 Donation

Amy & Kai Gudmestad · Geoff Paine · Schupbach Family · Troy and Julie Kirchner · William L. Fetter

\$1,000 Donation

Barnes Family • Brad and Gwen Beard • Brian Peterson and Havila Brisbols • Diane Vosick and Geoff Barnard • Donald Miller • Douglas and Gayle Willey • Gulstrand Family • Jeff and Judy Gauvin • Jim Schagh • Kay and Kim Gudwestad • Kierstyn Thayer and Kristin Galeone • LoRene and Steven Leikind • Lucille B. Fetter • Marie Mourad and Alex Barnard • Mary S Crippen • Matthew S Greer • Mensch Family • Nikki Fetter • Phillip Simon • Rebecca Meinz • Saveraid Family • Sue and Bill Payne • Tetzlaff Family • The Sackreiters • Thomas and Linda Rundle • isensee family

"Make it as personal and authentic as your event. The mini galas in homes is what worked for us. People gathered, they dressed up in theme. They had fun!" - Trina

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	ut our virtual gala? (Optic	onal)

SOCIAL MEDIA



Kathleen Carr Possai Senior future Apartment #2 with the Up North Crew minus Chris & Laurie!!



Like · Reply · 6d

1 Reply

Minnesota Independence College and Community March 14 at 7:15 PM · 📀

Countdown to the live premiere of the 2020 Virtual Gala Program has begun! Get ready to tune-in in 15 minutes here on Facebook or on YouTube at https://youtu.be/2SC0Nmf67kQ

#miccmasquerade #virtualgala



Minnesota Independence College and Community March 15 at 11:01 AM · @

WE DID IT! We are in complete awe of what our community was able to accomplish by coming together for our #virtualgala yesterday! Thank you to each and every supporter who donated, tuned-in, sponsored, shared and liked. From the bottom of our hearts, we are so grateful. Final results from the auction and entire event coming soon! #thankyou #micromasured# #community.



Minnesota Independence College and Community premiered •••• a video. March 14 at 4:17 PM • 📀

We need community now more than ever. In just 24 hours since canceling our in-person event, our incredible community and staff, came together to be able to deliver you the first-ever MICC virtual gala. Tune in tonight at 6:30 pm CDT for a live premiere of the entire program. Make sure to click the button to be notified when we go live and tag your friends so they can watch! We are so proud to be able to share it with you.

Donate here: https://bit.ly/2TQW7AF

Bid on our online auction: https://bit.ly/2Qg3klf Learn more about our virtual gala: miccommunity.org/gala



Minnesota Independence College and Community March 14 at 3:54 PM · 🛇

We need community now more than ever. In just 24 hours since canceling our in-person event, our incredible community and staff, came together to be able to deliver you the first-ever MICC virtual gala. Tune in tonight at 6:30 pm CDT for a live premiere of the entire program. Make sure to click the button to be notified when we go live and tag your friends so they can watch! We are so proud to be able to share it with you.

Donate here: https://bit.ly/2TQW7AF Bid on our online auction: https://bit.ly/2Qg3klf Learn more about our virtual gala: miccommunity.org/gala



	Top Fan	
	Lisa K. Keitel I am in awe of the Herculean effort of the MICC team that pulled this Virtual Gala together in such a short time. The generous matching gifts, the long-standing support of Glen, Trevor's great speech, and our wonderful leader Amy! It was a job to participate with you all. "Dank you all!"	
	Like · Reply · 6d	9
	✤ 2 Replies	
(Erin Kopperud Congratulations to the incredible MICC staff for their unbelievable efforts under immense stress! And hooray for the MICC coming through amidst a difficult time!	
	Like · Reply · 6d	4
	Kathy Schiltz Congratulations! Your ideas were genius and your tremendous effort really paid off!	
	Like · Reply · 6d	4
	Rachel Stock Spilker Is there a link to the amazing videos that were shown at the virtual gala?	
	Like · Reply · 5d	1)
	Most Relevant is selected, so some replies may have been filtered	d out
	Author Minnesota Independence College and Community Absolutely! You can find all MICC videos on our YouTube page at https://www.youtube.com/user/MNLifeCollege	
	Like - Reply - 4d	
	 View 1 more reply 	

MICC Virtual Activities - Participants Only

Groups

Private group 40 members Join

Crohn's & Colitis Foundation



LET'S GET SOCIAL!

Team Challenge is about empowerment and community. Right now, social distancing has us all feeling like we're missing out on those two things, but we're here to change that.

It's time to get social — virtually that is! Join the Community 4 Cures challenge for fun and rewarding ways to connect with the Team Challenge community!

When you join, you will also be helping the Crohn's & Colitis Foundation raise critical funds that are needed NOW for patient programs that are in jeopardy due to COVID-19.

- Join challenges!
- Create a challenge!
- Earn points!
- Raise funds!
- Earn rewards!Be part of the Community 4 Cures!

Prizes will be awarded weekly. Join the fun for a simple registration fee of \$3.10 in honor of the 3.1 million Americans living with Crohn's disease and ulcerative colitis. Engage your friends, and raise



TeamChallenge CROHN'S & COLITIS

Virtual Playbook



VIRTUAL Setup

- Team Based Virtual Campaign
- Challenge of the Day
- Earn Points + Rewards + Fundraising
- Template Challenge Or DIY

SUCCESS Tips

- 1. Registration Fee \$3.10
- 2. Keep it Fresh with new communication daily/weekly
- 3. Social Media hashtags, photos, blogs and activities
- 4. Make it easy and meet supporters where they are

Virtual P2P Tips

- 1. Social & Easy Click Registration
- 2. Gamification & Motivation
- 3. Competition & Rewards
- 4. Fun, Social & Personal

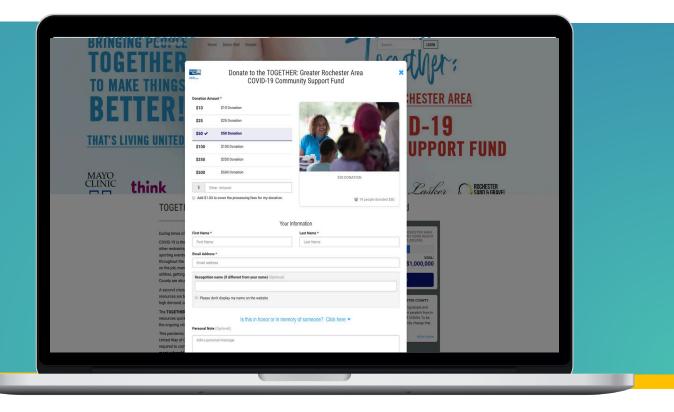




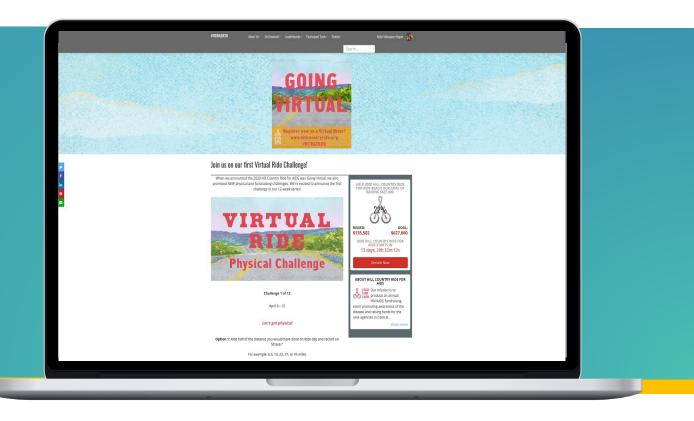
Other Virtual

Campaigns





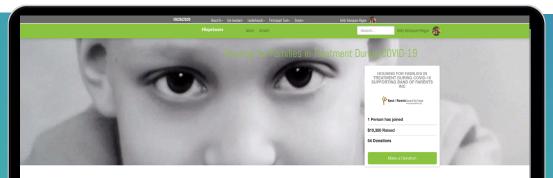




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Find an existing team to join					
Start typing your search					
Just start typing the name of the team or someone on t	the team, then select it from the	dropdown list.			
Or start your own team					
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Or register as an individual You can register as an individual now. You can always j you if any of your Facebook friends have signed up so y	oin or start a team later. We'll er rou can join with them. WSE Existing Teams	en show	ndividual		
Alamo Regional Bike Medics	1 member		Join the Team		
digo aligo	8 members	\$1,095 raised	Join the Team		
Austin Black Pride	1 member		Join the Team		
Austin Cosmo Rotary Club	6 members	\$260 raised	Join the Team		
Austin Front Runners	11 members	\$3,564 raised	Join the Team		
Becker's Ageless Wonders	2 members	\$180 raised	Join the Team		
Big Bend Roadies	3 members	\$1,098.31 raised	Join the Team		
BSS Beer Pressure	14 members	\$3,034.71 raised	Join the Team		
BTC Cycling	1 member	\$350 raised	Join the Team		
minutes CARE Program	5 members	\$60 raised	Join the Team		
Chi Omega Rho	8 members	\$10,825.84 raised	Join the Team		
Community Action Rough Riders	2 members	\$380 raised	Join the Team		
Friends of the David Powell Clinic	7 members	\$3,399.38 raised	Join the Team		
Full On, Full On	25 members	\$5,255 raised	Join the Team		
For example: 0.5, 13, 22, 37, 01	45 miles *****	and solved.			

Other Virtual

Campaigns



Housing for Families in Treatment During COVID-19

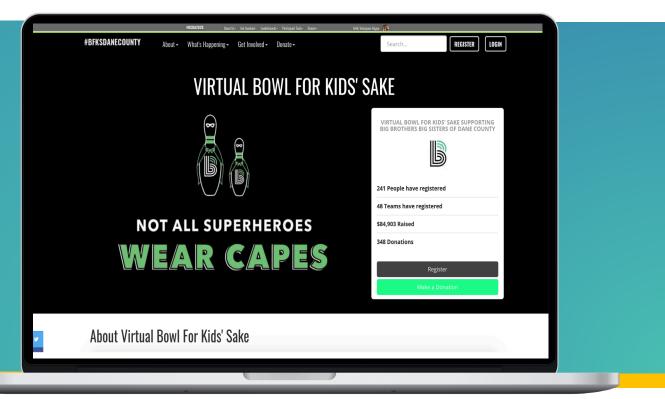
Having a child in treatment for neuroblastoma is challenging enough; navigating it during a global pandemic is harrowing. Today, families with children in treatment in New York City are facing a special challenge: not only do they have to worry about keeping their kids safe from COVID-19 while simultaneously fighting neuroblastoma, but also a lack of housing options.

The Band of Parents is asking for your help to subsidize housing for these families through at least May 31, 2020. We will be reserving a dedicated floor of hotel on the East Side of Manhattan for these families, granting them easy access to their appointments at Memorial Sloan Kettering Cancer Center. The rooms will all have a kitchenette for storing medicine and meal preparation. In addition, we are also working to provide dedicated drivers, and essentials such as hand sanitizer, masks, and toiletries, so that these families have less to worry about and can focus on their child's treatment.

The Band of Parents is a member-based grassroots organization with the goal of funding innovative clinical trials and new therapies for neuroblastoma, a rare and deadly cancer that mostly strikes children. We are also a support network for the newly diagnosed and their families as they go through treatment. Our mission is to fast track a cure through less toxic and targeted therapies. To date, the Band of Parents has committed nearly \$10 million to pediatric cancer research. Learn more at www.bandofparents.org.



trials for neuroblastoma, helping increase the ...



TIPS FOR LAUNCHING

VIRTUAL FUNDRAISERS

Event Less Than 60 Days Out



- Evaluate Your Options | Make A Decision
- Determine Your Virtual Revenue Streams
- Develop Virtual Sponsor & Ticket Plan
- Prep Fundraising Site
- Redistribute Responsibilities to Virtual Team
- Start Promoting

Event More than 60 Days Out



- Recruit Ambassadors
- Brainstorm Creative Ways to Build Community
- Build Unique Sponsorship Opportunities
- Create Robust Marketing and Comm Plan
- Gather Stories, Videos, Images for Social
- Add Peer-to-Peer Component



Questions?

Join us at the Digital Pivot

April 15-16

A FREE virtual conference helping nonprofits make the pivot now.

Register @ npoinnovators.com



in partnership with

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POWERFUL FUNDRAISING SOLUTIONS

info@onecause.com www.onecause.com 888.729.0399