onecause WEBINAR

Inleash Emerging Trends

to Transform Your **Events** & **Amplify Your Fundraising**



Wednesday, May 3, 2023





Vice President Product Strategy OneCause

BEYOND THE WEBINAR

1. Engage With Us

- a. Q+A and Chat (defaults to Hosts & Panelists)
- b. Share with friends on social media
- 2. Continuing Education Credit



3. Webinar Wrap-Up

- a. Webinar on-demand at onecause.com
- b. Wrap-up email with webinar recording
- c. Exclusive content
- 4. Survey: drive future webinar content



POLL: I'm best described as ...

- OneCause Customer using the NEW Fundraising Platform
- OneCause Customer using our classic mobile bidding
- OneCause Customer using a different solution (T2G, P2P)
- Not yet a OneCause Customer
- Excited to learn more!

Select all that apply



HOSTS



Dawn Lego
Director, Brand Engagement &
Channel Marketing
OneCause



Joe Duca
VP. Product Strategy
OneCause



Steve Lausch
Director, Product Marketing
OneCause



EMERGING TREND #1

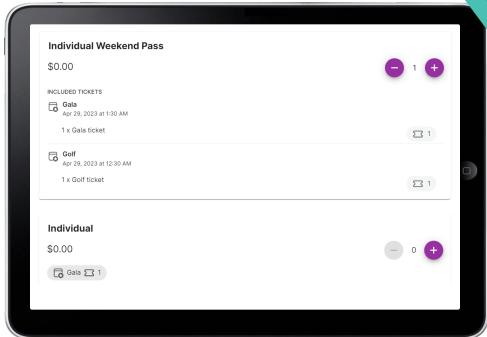
Explore new ways to deliver exceptional guest experiences

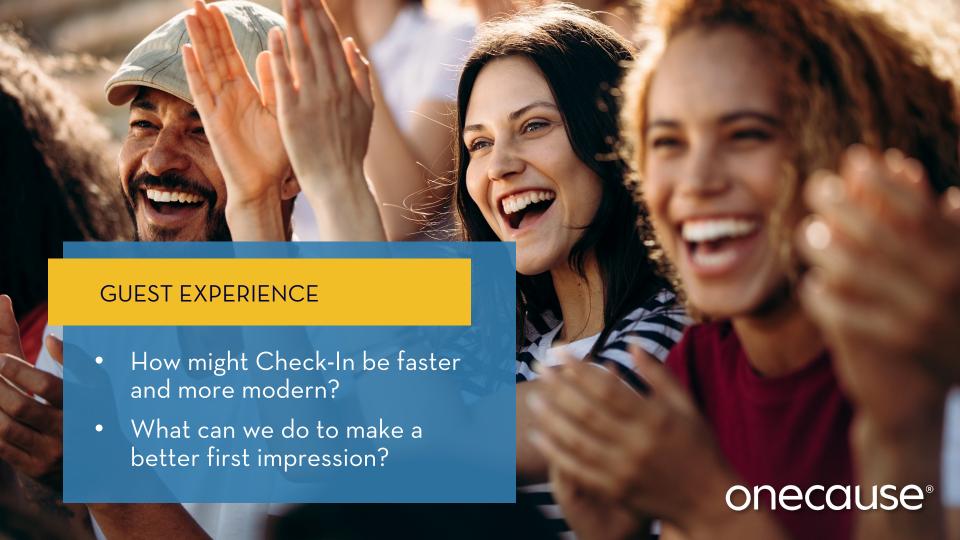


GUEST EXPERIENCE

EVENT SERIES

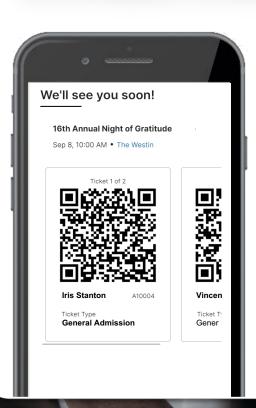
- Connected series of Events
- Ticket Packages (incl discounts)
- Single Ticketing experience
- But Tables and Check-In per event
- Promote Silent Auction across events





GUEST EXPERIENCE

EXPRESS CHECK-IN WITH QR CODES



- Value of integrated ticketing
- Gathers important guest information
- Generates QR code for fast & easy entry to event
- Pair with "concierge line" for fastest experience



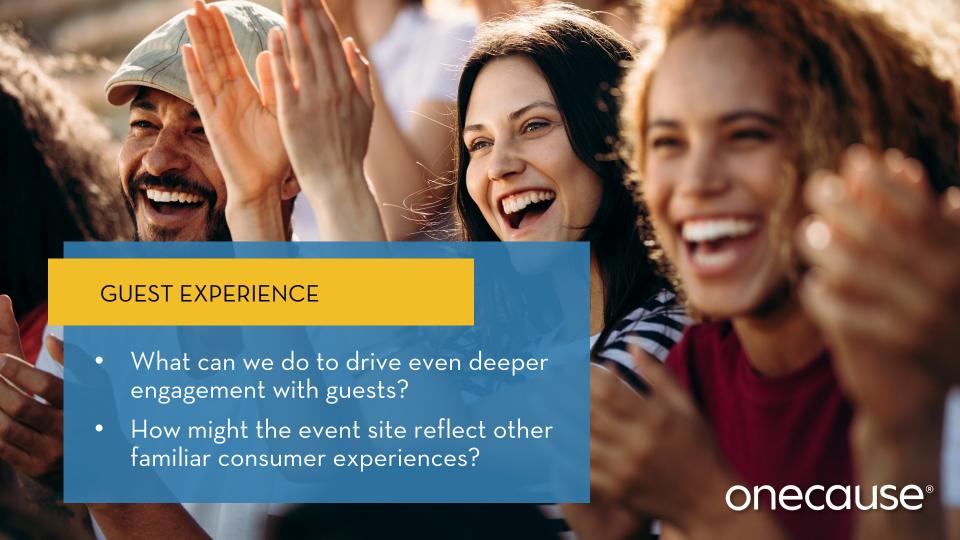
IN THEIR OWN WORDS

"It made our check-in so easy and so less stressful! We were able to get our guests into the fundraiser quickly, and they didn't have to waste any time waiting in line. Everyone was happy!"

RHONDA WILLIAMS

NATIONAL PANCREATIC CANCER FOUNDATION





GUEST EXPERIENCE

EVENT SITE NAVIGATION

- Mobile made easier
- No app. No download. Reduces friction.
- Feature key components of your fundraising
- Special links to specific items













You have been outbid on Lot 4.

Update Bid

EMERGING TREND #2

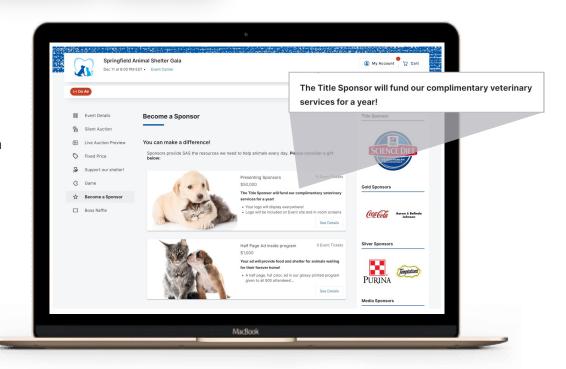
Create opportunities that attract and retain corporate sponsorships



SPONSORSHIPS

ONLINE SPONSORSHIP SALES

- Displays online catalog of sponsorship opportunities
- Same integrated ticketing offered throughout the Platform
- Amount, value, logo levels, impact message, included ticket types, and more
- End-to-end sponsorship management

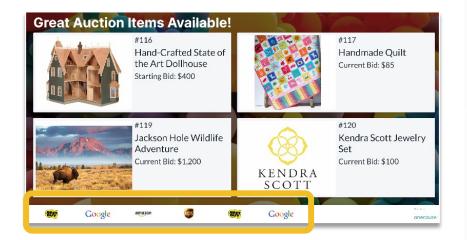




SPONSORSHIPS

PROMOTION ON EVENT SITE

- Promote logos across the event site
- Included on Slides
- Clickable
- Engage guests with Sponsor Game







SPONSORSHIPS

ANALYTICS & INSIGHTS

- Displays impressions for logo views & clickthrough across event experience
- Captures impressions for all logo levels in Sponsor Game
- Quantifies value & ROI to make solicitation easier.

Sponsor Name	Clickthrough URL	Clickthrough Count	View Count - Event Site	View Count - Slideshows	# Checked in Attendees	Location in Game	View Count - Game
Hills Science Diet	http://www.hills.com	78	724	75	253	Top of Tile	116
Kroger	http://bit.ly/ghyruejk	95	720	75	253	Highlight	140
CBS			650	75	253	Back of Tile	19

EMERGING TREND #3

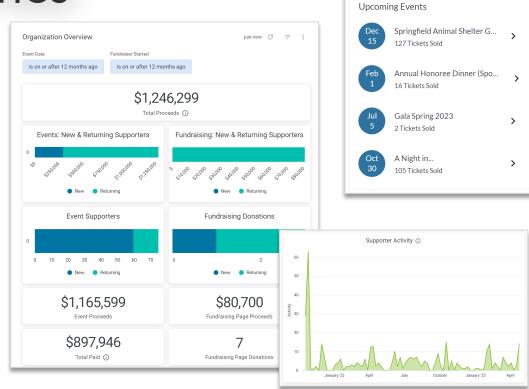
Leverage real-time analytics for insights that drive present & future success



ANALYTICS & INSIGHTS

ORG LEVEL ANALYTICS

- Major enhancement to user experience
- Dynamic dashboards provide a journey into real-time data
- Includes updated views: Org level, Event level, Fundraising Pages
- Data will impact present decisions and future, strategic planning





ANALYTICS & INSIGHTS

EVENT LEVEL ANALYTICS

Proceeds by Type

Covered costs: \$5.514.45

Tickets: \$15.650

Raffles: \$1,650

- Overview (paid, unpaid, failed, refunded, etc.)
- Donations (giving levels, commitments, donations)
- Silent & Live Auctions (proceeds forecast, lots with no bids, % to value)
- Raffles & Fixed Price Items (purchases, proceeds)

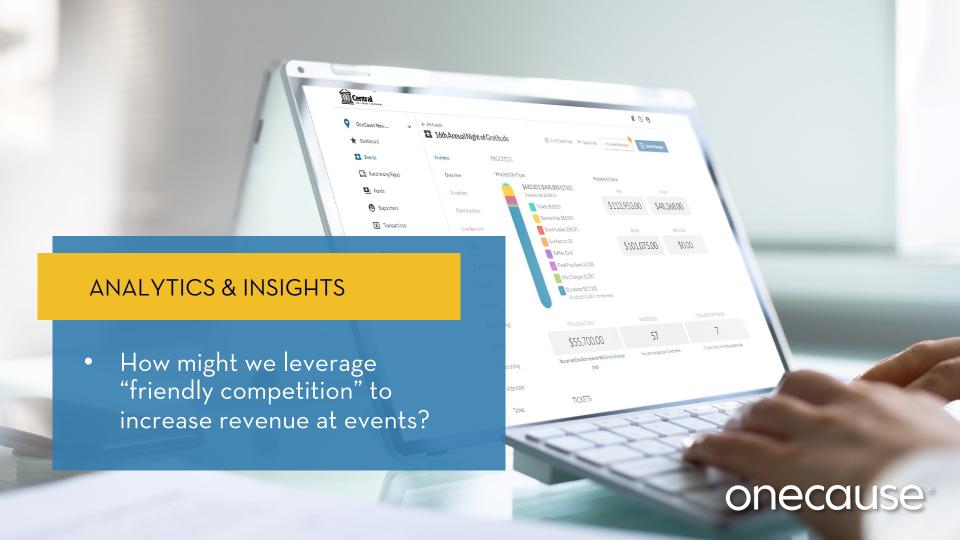


IN THEIR OWN WORDS

"The Analytics allow us to take a look at the event as a whole, and ask, 'How can we best optimize this for next year so that we continue to make money without having to spend more."

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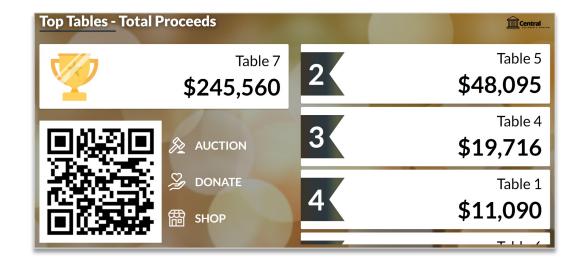
PAIGE RODERICK | 50 LEGS BOSTON MARATHON



ANALYTICS & INSIGHTS

TABLE ENGAGEMENT SLIDE

- Based on real-time donation insights, by table
- Presents Top Tables by:
 - Total Proceeds
 - Overall Engagement
- Creates friendly competition to drive engagement and incremental donations
- Have great prizes



EMERGING TREND #4

Drive giving by closing the gap between event and online fundraising



ONLINE FUNDRAISING

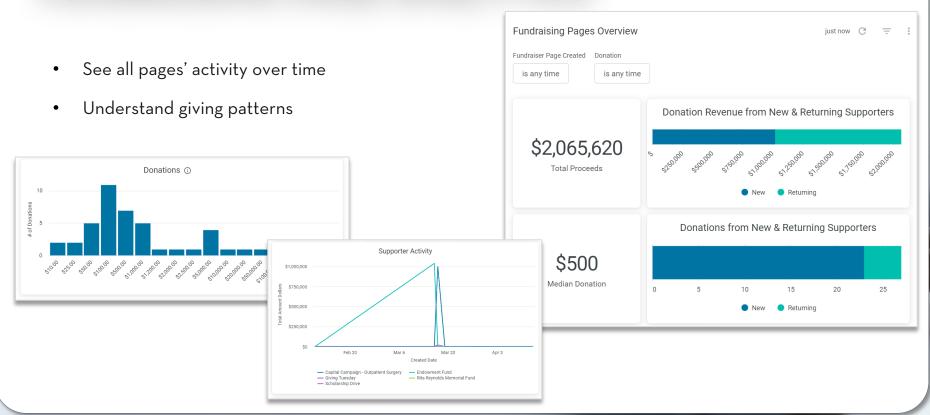
ONLINE GIVING SITES

- Configure giving levels & custom questions
- Convert donors through onetime & recurring giving
- Show progress & impact towards goal
- Memorials & honorariums
- Designate donations to specific events & funds



ANALYTICS & INSIGHTS

FUNDRAISING PAGE ANALYTICS

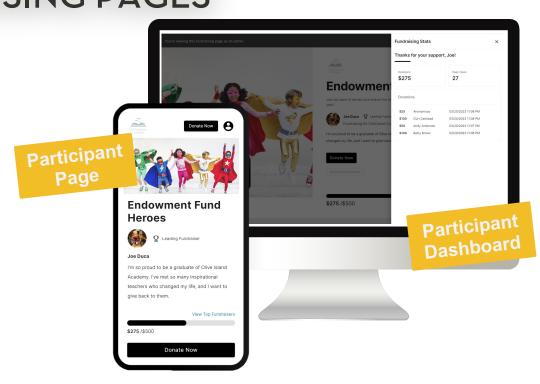




ONLINE FUNDRAISING

PERSONAL FUNDRAISING PAGES

- Create Participant page in <90 seconds
- Extend the reach of your events & campaigns
- Build awareness for your cause
- Manage their fundraising goals & messaging
- Receive text notifications to keep them engaged
- Enjoy giving insights via Analytics

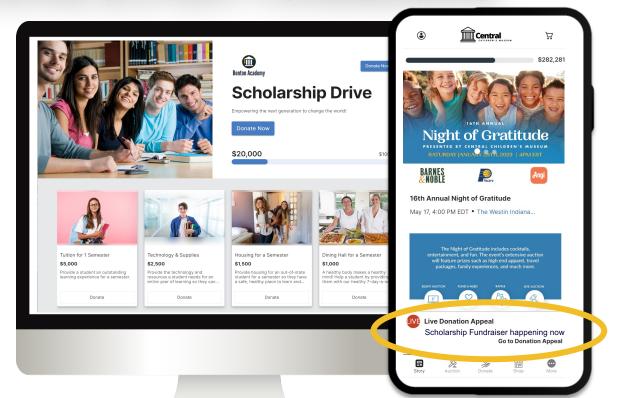




ONLINE FUNDRAISING

CONNECT ONLINE & EVENT FUNDRAISING

- Directly tie Giving Site to Event
- All donations & payments combined for easy reporting
- One goal, multiple endeavors!



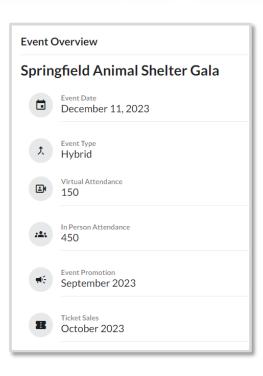
BONUS ENHANCEMENTS

Take advantage of new ways to make your fundraising easier

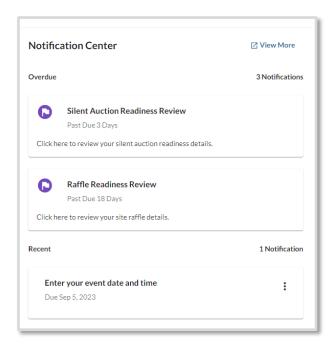


MAKE FUNDRAISING EASIER

BUILDING YOUR EVENT



- NEW Notification Center
- Notifications include:
 - Event Reminders
 - Event Milestones
- Reminders can also be received in your Inbox





MAKE FUNDRAISING EASIER

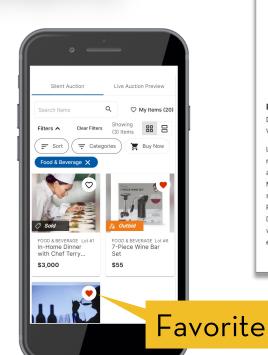
AUCTION ENHANCEMENTS

Favorited Items

- Easier way for your guest to navigate your auction lots
- o Drives engagement & bidding
- o Opt-in Texts

Display Sheets

- Next-level "tent cards"
- QR code directs to lot on site





Peyton Manning Autographed Football

Lot #9

Donated by Amelia Winger Value: \$500

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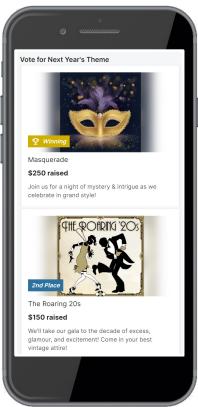


MAKING FUNDRAISING EASIER

DONATE TO VOTE

- Includes prompt and options to "choose" by "voting" via donations
- Displays real-time results on Donate to Vote slide
- Creates competitive giving opportunities & drives engagement



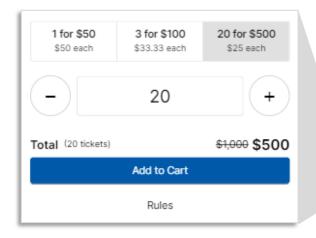




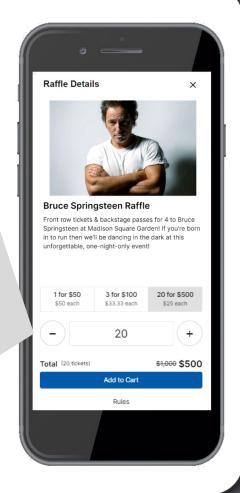
GUEST EXPERIENCE

VOLUME SALES (RAFFLES)

- Identifies and promotes "upsell" of raffle tickets
- Drives incremental revenue
- Works with existing settings to ensure compliance with local, county, and state regulations



1 or 2 tickets = \$50 each 3-19 tickets are \$33 each 20+ are \$25 each



IN THEIR OWN WORDS

"We decided to use the Platform because it met all the needs for our fundraising, while creating an easy experience for both our staff and attendees. It was a very seamless transition from prior OneCause software to the new Platform ... more intuitive than other fundraising software we previously used."

onecause[®]

ERIN BARFIELD | BIG SISTER ASSOC OF GREATER BOSTON

QUESTIONS?



TAKE A PRODUCT TOUR

