



onecause®

POWERFUL FUNDRAISING SOLUTIONS

YEAR-END GIVING
MADE EASY

WEBINAR | AUGUST 28, 2018

A smiling woman with a colorful scarf is looking at a small notebook. The background is a blurred indoor setting with warm lighting. A semi-transparent teal box is overlaid on the right side of the image, containing the agenda text.

Agenda

- Year-End Giving 101
- Online Giving Solution
- A Closer Look
- Online Giving Tips
- Q&A

Session Hosts



Kelly Velasquez-Hague
VP of Content Marketing
& Engagement



Steve Lausch
Director of Product
Marketing

onecause®

A DECADE OF FUNDRAISING

Celebrating **10** Years



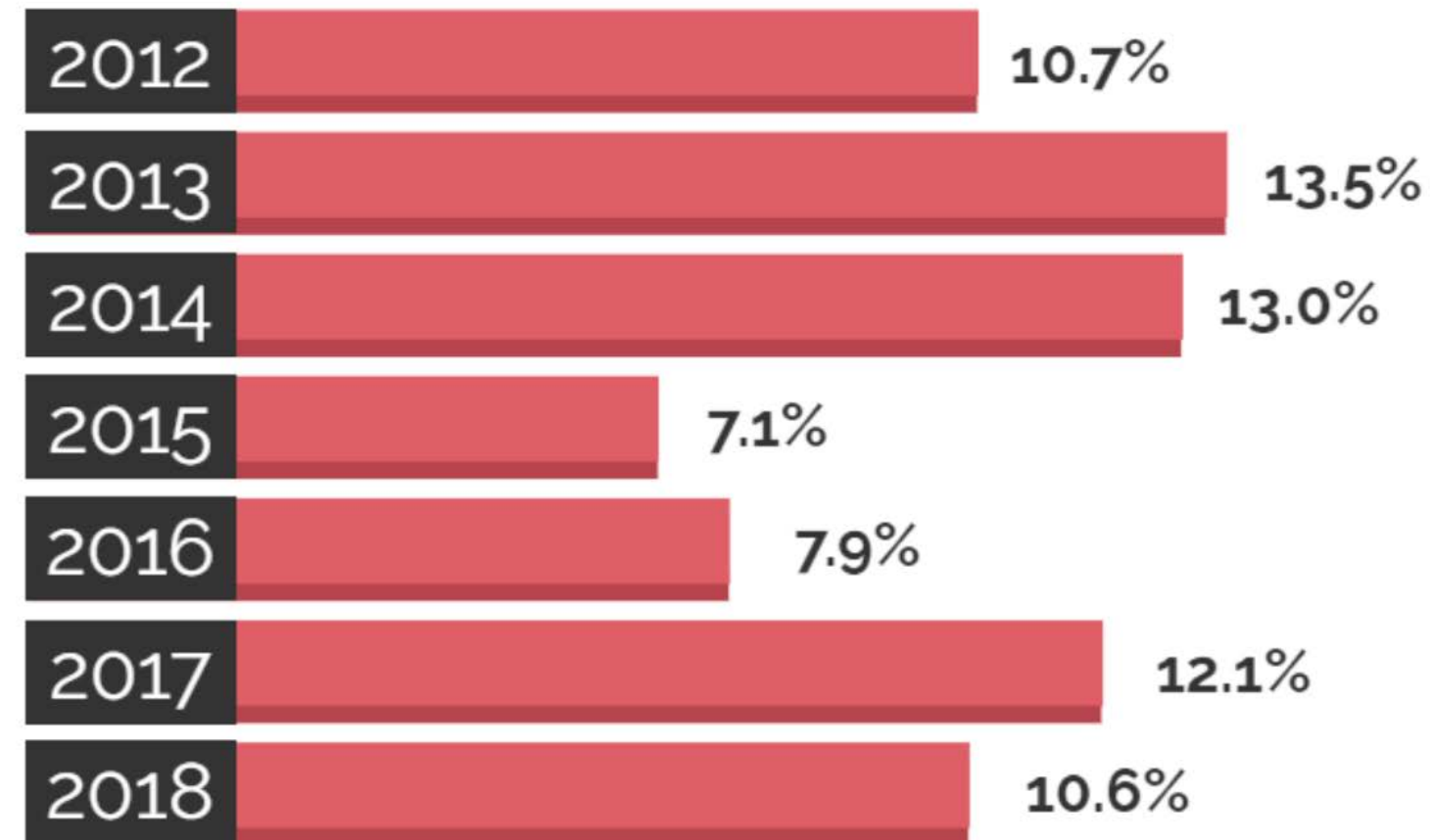


CHALLENGE:

Stand Out

Online Giving Growth

Online Charitable Giving Statistics Show Growth



Online giving is up 10.6% so far through April 2018.

N|P
Source



54%

of orgs start planning year-end giving in Nov. (source: Neon CRM)

ONLY **7%** start planning in September! (source: Neon CRM)



Online donations associated with #GivingTuesday grew from

\$116 MM IN 2015 *to*
\$300 MM *in* **2017**



67%

of Donors Prefer to give online (source: Global Trends in Giving Report)

33%

OF MILLENNIALS ENGAGED IN P2P CAMPAIGNS FOR YEAR-END (source: Global Trends in Giving Report)



50%+

will visit your form on a phone or tablet.

YEAR-END GIVING IS HERE!

August 2018

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September 2018

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October 2018

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2018

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2018

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Donate to The Autism Society of Texas



Donation Amount *

\$25 Adult Recreation Events

ty Day

Group

Add \$1.40 to cover the processing fees for my donation.

tion.



TEXAS AUTISM ADVOCACY DAY

This donation covers the costs for two parents to attend advocacy day at the Capitol. Advocates are educated about the issues by policy experts, then meet with legislators and their staff.

15 people donated \$50

ONLINE

GIVING

SOLUTION

TEXAS REACH \$5,000.

WHAT'S YOUR FOCUS?

Year End
Giving

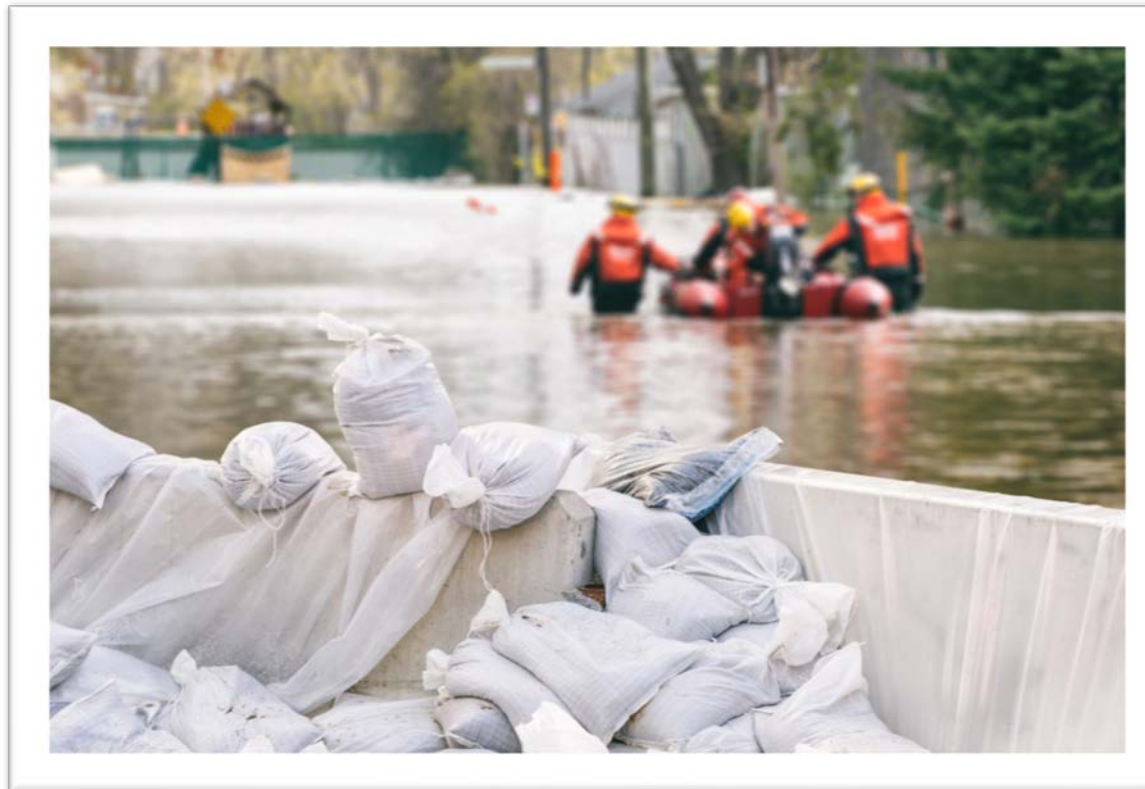


#GIVING
TUESDAY



Giving
Days

Awareness
Days & Months



Disaster
Relief

WHY THE ONLINE GIVING SOLUTION?

1. FAST & EASY
2. MOBILE-OPTIMIZED
3. BUILT FOR ENGAGEMENT
4. SECURE

#AutismGive Home Time Line Donor Wall Donate Search... LOGIN

AUTISM SOCIETY Donate to The Autism Society of Texas

Donation Amount *

\$25 Adult Recreation Events

\$50 ✓ Texas Autism Advocacy Day

\$100 Support & Social Skills Group

\$ Other Amount

Add \$1.40 to cover the processing fees for my donation.

Make this a monthly recurring donation.

Please don't display my name on the website.

Dedicate my donation in honor or in memory of someone.

Recognition name (if different from your name) (Optional)

Personal Note (Optional)

Add a personal message

How would you like your donation to be used? (Optional)

First Name * Last Name *

First Name Last Name

Email Address *

Email address

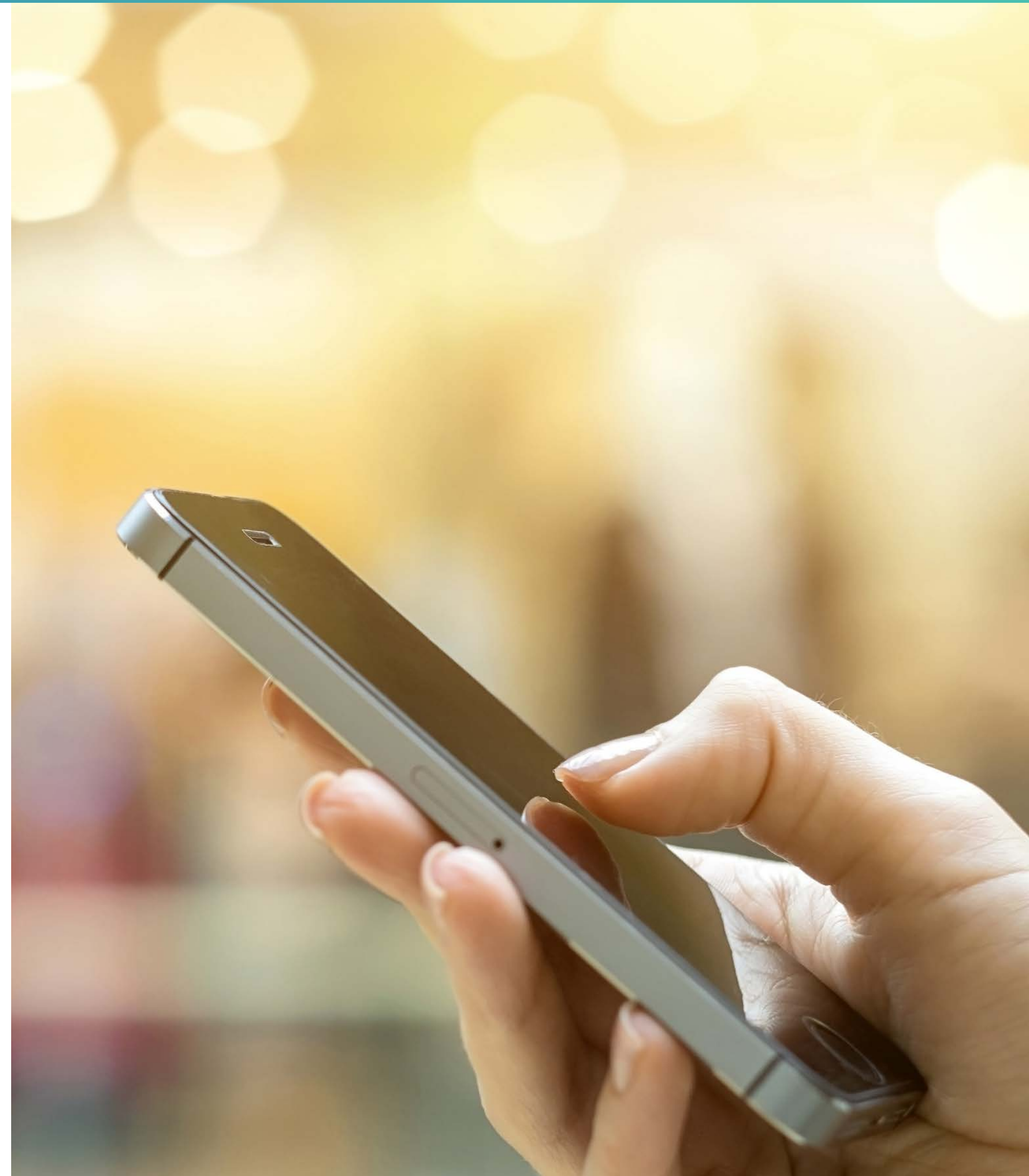
Billing Address *

Street Address 1

TEXAS AUTISM ADVOCACY DAY
This donation covers the costs for two parents to attend advocacy day at the Capitol. Advocates are educated about the issues by policy experts, then meet with legislators and their staff.
👤 15 people donated \$50

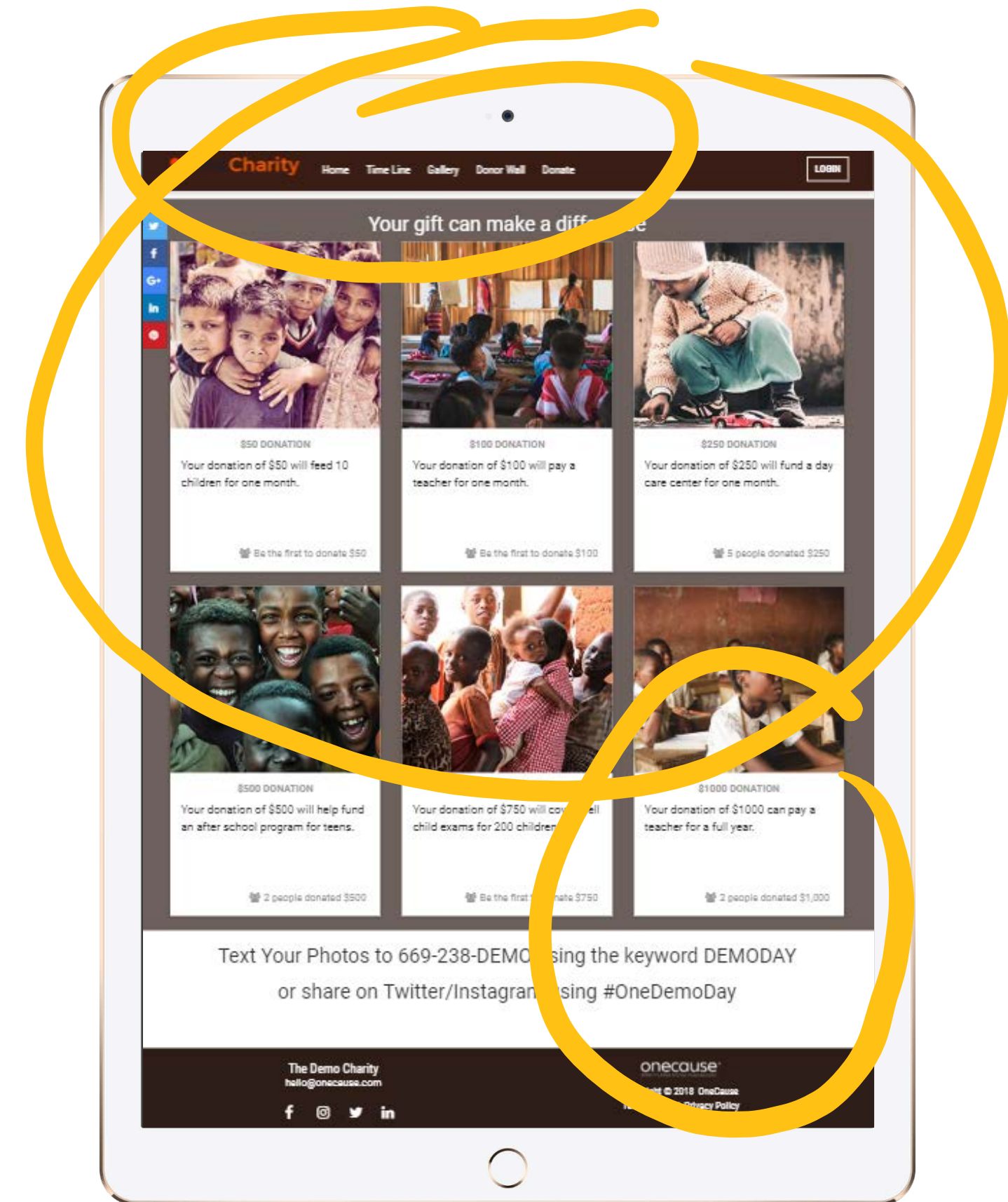
MORE THAN JUST A DONATION FORM?

1. Full-featured microsite
2. Embedded options
 - a) Modal
 - b) Inline form
 - c) Widget
3. Pre-Built Templates



FULL-FEATURED MICROSITE

- Full menu/navigation
- Social Engagement
 - Custom progress thermometer
 - Gallery w/ hashtag aggregation
 - Timeline
 - Donor Wall
- Pervasive CTAs



EMBEDDED OPTIONS

MODAL

- Single browser experience
- Custom donation levels (\$, imagery, impact)
- Social proof
- “Patron pay”
- Tribute & memorial giving
- Custom form questions

AUTISM SOCIETY
Improving the Lives of All Affected by Autism

Improving the Lives of All Affected by Autism

Donate to The Autism Society of Texas

Donation Amount *

\$25 \$50 ✓

\$100 \$250

\$500 \$1,000

\$ Other Amount

Add \$1.40 to cover the processing fees for my donation.

Make this a monthly recurring donation.

Dedicate my donation in honor or in memory of someone

TheCharity

Donation Amount *

\$50 \$50 Donation

\$100 \$100 Donation

\$250 ✓ \$250 Donation

\$500 \$500 Donation

\$750 \$750 Donation

\$1,000 \$1000 Donation

Add \$5.80 to cover the processing fees for my donation.

Please don't display my name on the website

Dedicate my donation in honor or in memory of someone

Recognition name (if different from your name) (Optional)

Personal Note (Optional)

\$250 DONATION
Your donation of \$250 will fund a day care center for...

5 people donated \$250

EMBEDDED OPTIONS

INLINE FORMS & WIDGETS

- Perfect for existing websites
- Total flexibility
- Brand conscious
- Mobile-optimized
- Fast & easy to embed code

Donate to Toys for Children

Donation Amount *

\$50	\$50 Donation
\$100	\$100 Donation
\$250 ✓	\$250 Donation
\$500	\$500 Donation
\$750	\$750 Donation
\$1,200	\$1200 Donation

\$ Other Amount

Add \$5.80 to cover the processing fees for my donation.

Dedicate my donation in honor or in memory of someone

How do you want your donation to be used?

We make every effort to honor donor intent.

HELP US REACH OUR GOAL OF RAISING \$100,000



56%

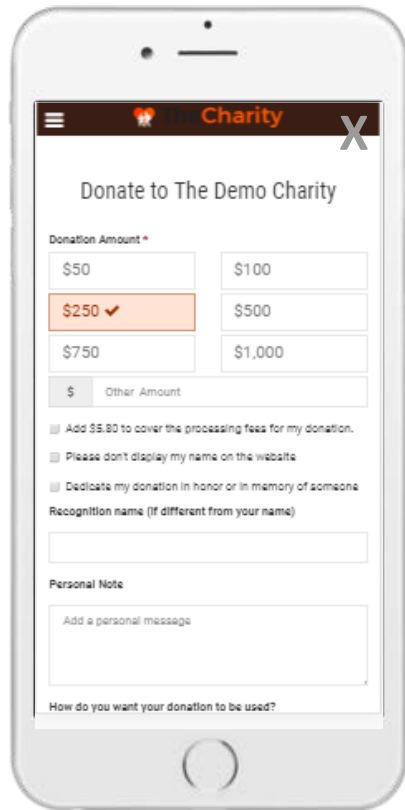
RAISED: **\$55,750** GOAL: **\$100,000**

Thanks to your generous donations, we can provide a year of clean water for 4,400 children or pay the salary for 11 teachers.

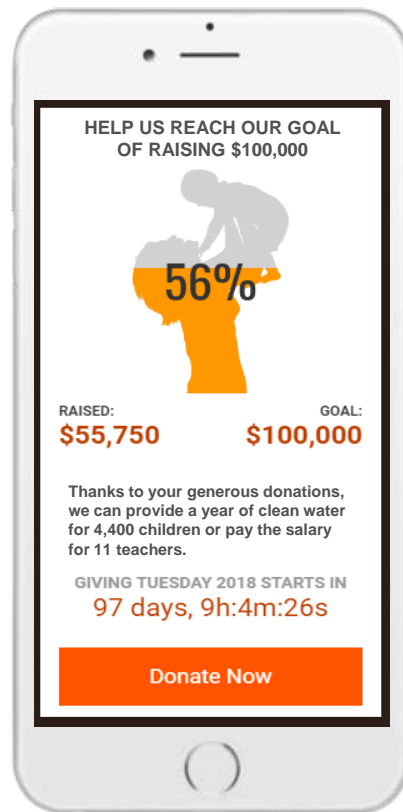
GIVING TUESDAY 2018 STARTS IN
97 days, 9h:4m:26s

[Donate Now](#)

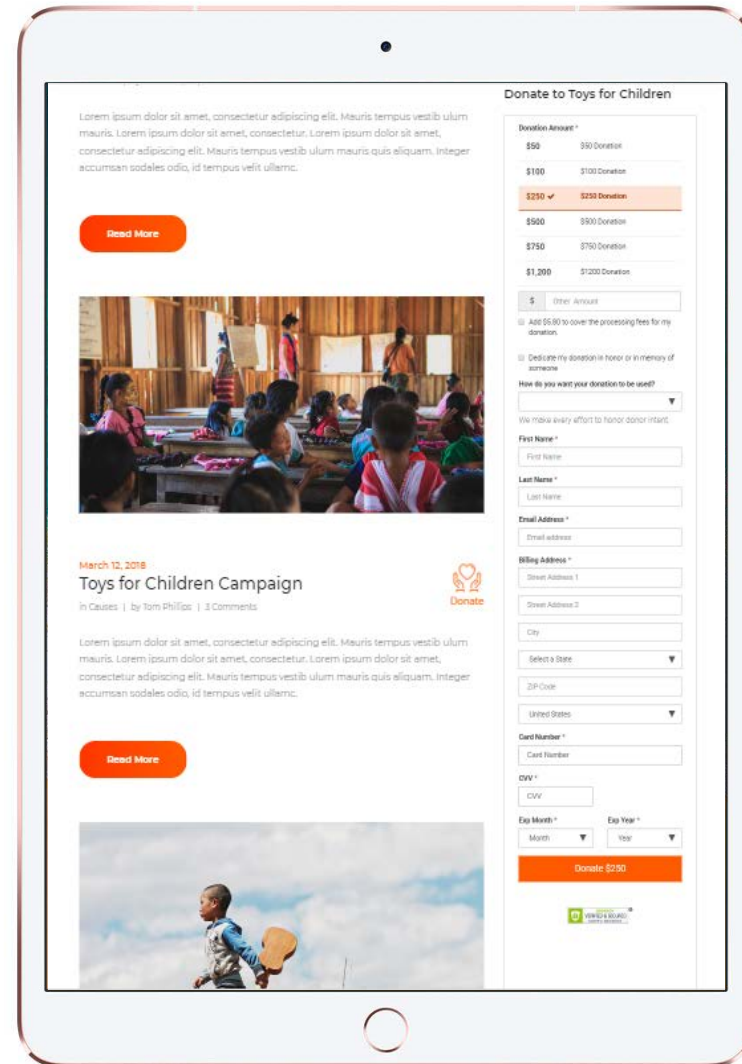
ALL OF THE ABOVE!



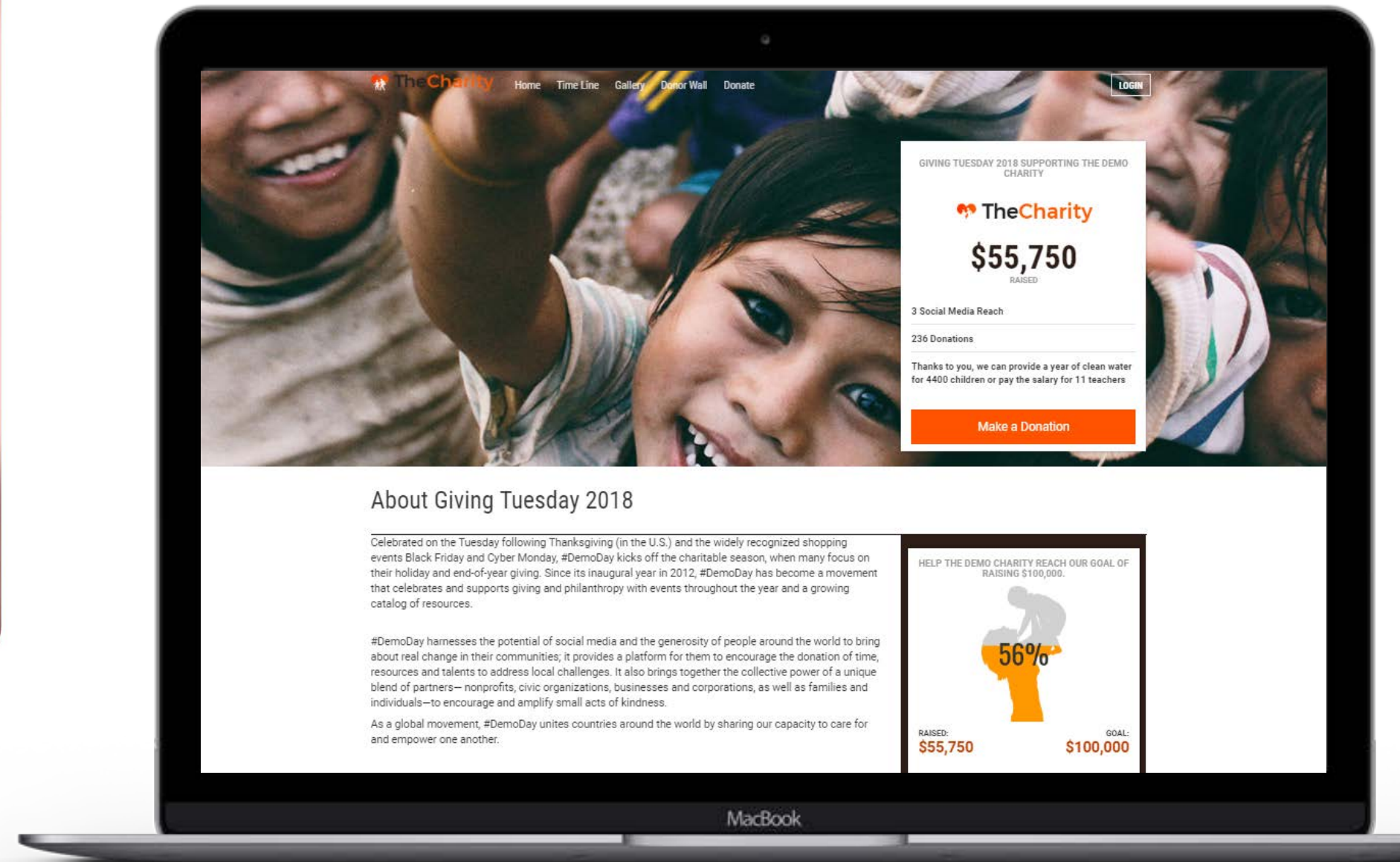
Modal



Fundraising Widget



Inline Form



Full-featured Microsite

A CLOSER LOOK

<http://assets.greatfeats.com/sites/charity1/index.html>

<https://demo.greatfeats.com/giving-tuesday-2018>

CUSTOMER SUCCESS

THE AUTISM SOCIETY OF TEXAS

121%

1. AUTISM DAY OF GIVING
2. HURRICANE HARVEY
DISASTER RELIEF





ONLINE GIVING

TIPS



TIP 1: INSPIRATION

Put a face on it
Make your cause human
Faces, eyes, emotion



TIP 2: PERSONAL IMPACT

Single donor gifts
Use social proof
Quantify impact



TIP 3: AMPLIFICATION

Try social listening
Find ambassadors
Make social easy



TIP 4: GAMIFICATION

Try leaderboards
Use contests/matches
Foster competition



TIP 5: CLICK & GIVE

All about 3 step gifts
Mobile experience 100%
Clear CTAs



Donate to The Autism Society of Texas



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\$100 Support & Social Skills Group

\$ Other Amount

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Recognition name (if different from your name) (Optional)


Q & A

About 20

Thank you for v
Autism Society
advocacy, educ
are also raising
us to provide g

TEXAS REACH
\$5,000.

Introductory Offer



onecause®

INTRODUCING AN ALL **NEW**
**ONLINE GIVING
SOLUTION**

Make year-end fundraising
social, mobile and fun!

LEARN MORE

As a loyal customer, receive our special Online Giving Solution introductory offer.

Successful year-end giving doesn't just happen. Raise more for your cause with stronger online engagement this year.

Let's take a Poll

Would you like more information on
Online Giving Solution??

Multi-Select:

- Yes, I want to talk to someone!**
- No, I am good!**

onecause

POWERFUL FUNDRAISING SOLUTIONS

info@onecause.com

www.onecause.com

888.729.0399